

Pitch Worksheet

Use this worksheet as a tool as you develop your pitch to the companies considering your community.

Assets to Highlight

- Be prepared to speak to land, utilities, access (roads, rail), workforce, training (community college resources), available space, livability, Economic Development infrastructure, political climate, incentives, and others.

Unique Selling Points for Your Community/Site

Incentives Planning

- What are you going to offer on a local level and what are the trade-offs? What is your political climate and philosophy related to economic development incentives? (Will your elected officials and community residents support this plan?)
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Recruitment Pitch

- Note here the main points your spokesperson(s) will convey when making a 5 to 10-minute pitch to convince the company's site selection committee to locate in your community.

Weaknesses to Be Prepared to Address

- These are not things you need to bring up but you should be prepared to address them if asked about them.