

Update on consideration of Cass County's \$125,000 matching financial support for a private sector investment growth campaign.

Specifically, updates will be given on the following:

- Update on RFP process
- High level summary of scope of work, additional staffing if required
- Status of ROI methodology for 4-year campaign
- Respective experience with economic development private sector investment campaigns. Type of project, organization, campaign goals and successful results
- Investment campaign timeline
- Progress/groundwork on establishing community leader campaign cabinet
- Campaign investment goal as well as target number of investors
- Status on marketing/public relations plan
- Estimated costs to launch and "complete" a 4-year investment campaign