

# Pitch Perfect

Real-Time Feedback on EDO Collateral



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# Top 10 Best Practices for Websites



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# Website Best Practices



1. Complete and readily available primary point of contact information
  - Per specialism or geography, e.g. industry / investment type, particular geography of the state, if relevant
2. Easy to find site selection tab from the homepage
3. Perform annual audit to ensure all links are active and none are broken
4. Ensure website is designed for mobile/tablet access
5. Available sites and buildings
  - Transportation infrastructure and maps
  - Utilities
  - Community data, demographics
6. Industry sector testimonials
7. Workforce/human capital profile
8. Incentive overview, state and local - provide examples
9. Vision for the state/region/community including quality of place/life
10. News (keep updated) - latest announcements and expansions

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# GROW YOUR BUSINESS IN TULSA

## Grow Your Business in Tulsa

A Regional Approach

Sites & Buildings

Economic Profile

Key Industries

Regional Employers Map

Taxes & Incentives

Location & Infrastructure

Business Retention





TULSA'S FUTURE

[CLOSE](#)

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[Overview](#)


[Facts](#)

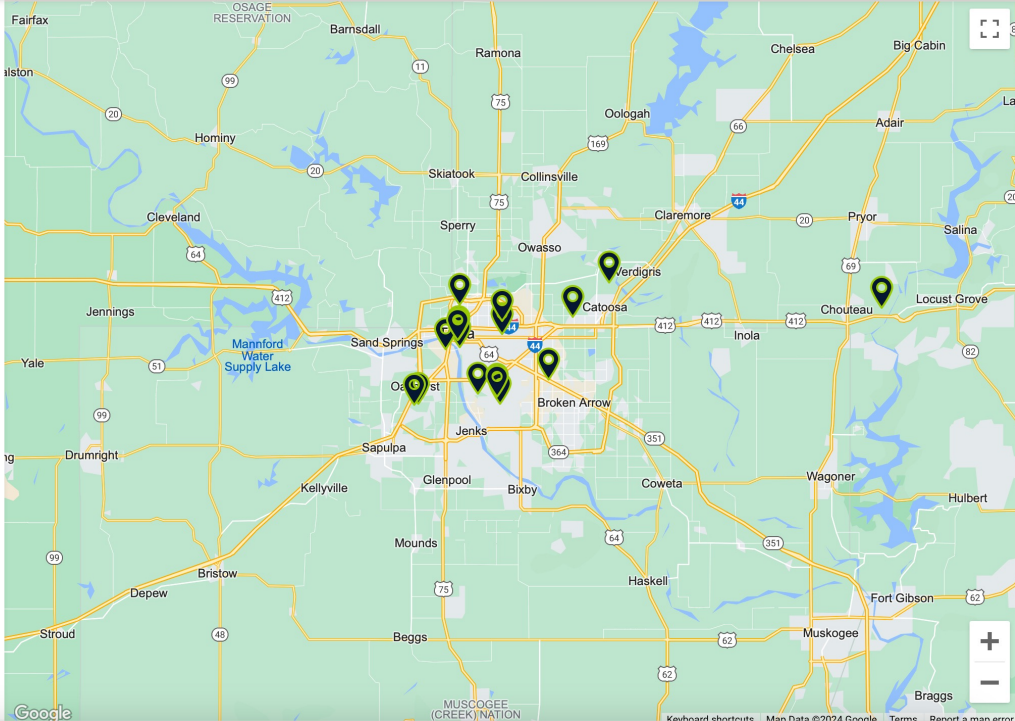
[Companies](#)

OVERVIEW

## Energy

Over the past two hundred years, Tulsa has earned the title of the “Oil Capitol of the World.” The city was a major center for oil production in the 20th century. Today, the energy industry remains a significant part of Tulsa’s economy, with a diverse workforce and a thriving business environment that includes a growing focus on renewable energy sources. Tulsa is strategically positioned to help energy businesses succeed.







## Six Metropolitan Areas In Under Two Hours

In addition to Cincinnati, Dearborn County offers **access to five additional MSA's within a two hour drive**. These cities include *Indianapolis, Louisville, Lexington, Dayton and Columbus, OH*.

City	To Regional Center	Drive Time
Columbus, OH	128 Miles / 206 km	2 Hours 7 Minutes
Dayton, OH	69 Miles / 111 km	1 Hour 14 Minutes
Indianapolis, IN	98 Miles / 158 km	1 Hour 43 Minutes
Louisville, KY	109 Miles / 175 km	1 Hour 47 Minutes
Lexington, KY	100 Miles / 161 km	1 Hour 41 Minutes



TAXES & FACTORS	INDIANA	Illinois	Kentucky	Michigan	Ohio
Corporate Income Tax Rate (a)	6.0%	9.50%	4-6%	6.0%	0-0.26%
State Apportionment of Corporate Income	Single Sales Factor	Single Sales Factor	Sales, Property, & Payroll with Sales Double-Weighted	Single Sales Factor	Gross Receipts Tax (known as: Commercial Activity Tax)
Individual Income Tax Rate (a)	3.23%	4.95%	2% - 6%	4.25%	0% - 4.997%
Local Average Individual Income Tax Rate (b)	1.56%	NONE	2.08%	1.70%	2.25%

# Top 10 Best Practices for Marketing Materials



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# For Specific Site Materials



# Best Practices for Pitches



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# Pitch Scenarios



Chance meeting  
with a site selector  
**on an airplane**

Meeting at a  
manufacturing  
exec **at an FDI  
trade show**

Meeting a Guild  
member **in the  
elevator** at Annual  
Conference

Unsolicited site  
selector **phone  
call** to discuss  
potential project

# Pitch Best Practices



1. **Know your audience** – company versus site selector versus commercial real estate versus accounting firm, etc.
2. **Sincerity** – sharing information vs. hard sales approach
3. **Keep it short** – aim for 90 seconds or less
4. **Simple is better** – use language that is easy to understand; avoid jargon
5. **Differentiate** – what makes your community/organization unique
6. **Numbers matter** – a relevant data point is powerful and memorable, provides evidence and validation
7. **Communicate your physical location** – make it easy for your audience to place on a map
8. **Visuals** – use them whenever possible
9. **Be prepared** – will lead to confidence
  - Includes answers to weaknesses that you may not bring up yourself
10. **Start with a bang** - surprising statistic, intriguing question, or a captivating story or case study.
11. **Call to action** - Be sure to have one.



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