



Proposal for the Economic Development Strategic Plan

Fayette County Development Authority

A decorative graphic consisting of three overlapping chevron shapes pointing downwards, in shades of blue.

2025



Prepared by :

PSD Global

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1.0 Executive Summary

PSD Global is honored to present this proposal to develop a five-year Economic Development Strategic Plan for the Fayette County Development Authority (FCDA). With 25 years of global experience in economic development, we offer a proven track record of delivering data-driven, stakeholder-informed strategies that drive growth evidenced by projects generating \$2 million in investments for Toronto Global and \$88,000 in grants for Milton, Ontario. Our team, led by CEO Patrick Dine and Senior Consultant Alia Abbas, is poised to craft a transformative plan that builds on Fayette County's strengths, such as QTS Data Centers and its strategic proximity to Atlanta, while addressing the RFP's priorities: sector validation, business attraction, retention, entrepreneurship, workforce development, and community enhancement. Our experience with more than **400 agencies worldwide** prepares us well for this work.

Our methodology integrates rigorous analysis with inclusive engagement. From June to December 2025, we will conduct a SWOT analysis, validate existing sectors like advanced manufacturing, and identify emerging opportunities like clean energy, benchmarked against peer regions. Engaging 500+ stakeholders through town halls, surveys, and workshops, we will ensure the plan reflects community aspirations. Key deliverables include a comprehensive Strategic Plan Document, sector-specific playbooks, and an implementation toolkit, all designed to attract 10 new firms, create 1,000 jobs, and foster a vibrant entrepreneurial ecosystem by 2030. Creative initiatives, such as a Fayette Innovation Challenge, will position the county as a forward-thinking hub.

We propose a flat fee of \$121,000, offering exceptional value with no hidden costs, drawing on our expertise from 100+ economic development projects worldwide. PSD Global is committed to delivering a plan that not only meets but exceeds FCDA's expectations, ensuring Fayette County thrives in an evolving economic landscape. We look forward to partnering with you to shape a prosperous future.

To clearly demonstrate our alignment with the FCDA's requirements, the following table summarizes how PSD Global meets each RFP criterion, ensuring a tailored and impactful Economic Development Strategic Plan.

RFP Requirement	How PSD Global Meets the Requirement
Qualified Project Staff	Team led by Patrick Dine (CEO, 25+ years in economic development) and Alia Abbas (Senior Consultant, expertise in stakeholder engagement). Supported by experienced specialists, ensuring comprehensive coverage of sector analysis, engagement, and strategy development.
Past Experience	25 years delivering plans globally, including \$2M in investments for Toronto Global and \$88,000 in grants for Milton, Ontario. Over 100 projects with 400+ agencies, showcasing expertise in sector validation, FDI, and community development.
Previous Work with FCDA	While no direct FCDA work is noted, our experience with similar agencies (e.g., Ontario, Toronto Global) equips us to address Fayette County's needs, leveraging successes like QTS Data Centers and U.S. Soccer National Training Center.
Methodology and Approach	4-phase methodology: SWOT analysis, sector validation, stakeholder engagement (500+ participants via town halls, surveys), and strategy development. Proven in projects like Milton's 5-year plan, ensuring inclusive, data-driven outcomes.
Description of Deliverables	Comprehensive Strategic Plan, sector playbooks, implementation toolkit, and presentation deck, targeting 10 new firms and 1,000 jobs by 2030. Includes innovative initiatives like a Fayette Innovation Challenge, delivered by December 2025.
Proposed Schedule	June–December 2025 timeline, with milestones for analysis (August), draft plan (October), and final delivery (December 15). Aligned with our efficient delivery for Ontario and Toronto Global projects.
Budget Breakdown	Flat fee of \$121,000, covering all activities, personnel, and deliverables. Offers value from 100+ global projects, ensuring cost certainty and high-quality outcomes.

April 11, 2025
Fayette County Development Authority
Attention: Niki Vanderslice
Email: nvanderslice@fayettega.org
CC: rmatta@fayettega.org

Dear Ms. Vanderslice,

Subject: Proposal Submission for Economic Development Strategic Plan RFP

PSD Global is pleased to submit our proposal in response to the Fayette County Development Authority's (FCDA) Request for Proposal for an Economic Development Strategic Plan. With over 25 years of experience in economic development and strategic planning across 50+ countries, we are uniquely equipped to deliver a dynamic, five-year roadmap that will propel Fayette County's growth. Our team, led by CEO Patrick Dine and Senior Consultant Alia Abbas, brings proven expertise in sector validation, stakeholder engagement, and crafting actionable strategies tailored to communities like yours.

We understand FCDA's goal to build on successes like QTS Data Centers and the U.S. Soccer National Training Center while addressing business attraction, retention, entrepreneurship, workforce, and community development. Our approach combines rigorous data analysis, global benchmarking, and inclusive outreach to ensure the plan reflects Fayette County's unique strengths its vibrant business ecosystem and strategic location and positions it for future resilience. Having delivered impactful plans for clients like Ontario and Toronto Global, generating millions in investment and thousands of jobs, we are confident in our ability to exceed your expectations.

Our proposal outlines a comprehensive methodology, detailed deliverables, and a \$121,000 flat-fee budget, ensuring cost certainty and exceptional value. We are committed to engaging your stakeholders, validating target sectors, and proposing innovative solutions, such as a Fayette Entrepreneurship Hub, to drive economic vitality.

Thank you for considering PSD Global. We look forward to discussing how we can support FCDA's vision. Please contact me at (703) 981-2097 or dine@psdglobal.com for any questions.

Sincerely,



Patrick Dine
CEO

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2.0 Company Profile

2.1. Overview of PSD Global

PSD Global, established in 1999, stands as a globally recognized leader in economic development, investment attraction, and market entry consulting, with a proven track record of delivering transformative solutions across more than 50 countries. Headquartered in Fairfax, Virginia, with offices in London, Munich, Brazil, and Canada, our firm combines international reach with localized expertise to support communities, governments, and corporations in achieving sustainable economic growth. Our mission is to empower clients with data-driven strategies that foster innovation, resilience, and prosperity, and we are excited to bring this commitment to the Fayette County Development Authority (FCDA) as we propose to develop its Economic Development Strategic Plan.

Our firm operates through two complementary business units: one focused on corporate market entry and export growth for mid-market firms, and another dedicated to economic development agencies seeking measurable outcomes in investment attraction and strategic planning. This dual expertise allows us to approach projects with a holistic perspective, understanding both the needs of businesses and the priorities of communities like Fayette County. With a client portfolio that includes industry giants such as Siemens, Apple, and Cisco, as well as governments in Ontario, Bavaria, and Singapore, we have honed our ability to deliver tailored solutions that align with diverse economic goals. In 2024 alone, we executed projects on four continents, supporting agencies and companies from over 15 countries, demonstrating our capacity to navigate complex global markets while delivering localized impact.

At the core of PSD Global's success is our team of senior sector specialists, each averaging 25 years of experience in their respective fields. Led by our CEO, Patrick Dine, whose fluency in five languages and extensive background in international trade enhance our global capabilities, our team brings unmatched expertise to every project. We pride ourselves on avoiding generic approaches, instead leveraging proprietary methodologies, advanced analytics, and deep industry networks to craft strategies that are both innovative and actionable. For Fayette County, this means a strategic plan grounded in rigorous data, enriched by stakeholder input, and designed to capitalize on the county's unique strengths such as its proximity to Atlanta, thriving business community, and recent high-profile investments like QTS Data Centers.

Our commitment to excellence is reflected in our client retention rate, with many partnerships spanning multiple years due to our ability to deliver measurable results. Whether validating target sectors, fostering entrepreneurship, or enhancing workforce development, PSD Global brings a disciplined yet creative approach to economic development. We are confident that our global perspective, combined with our dedication to understanding Fayette County's specific needs, positions us as the ideal partner to guide the FCDA toward a vibrant economic future.

2.2. Relevant Experience in Economic Development and Strategic Planning

PSD Global's 25-year history in economic development and strategic planning equips us with the expertise to deliver a robust and forward-thinking Economic Development Strategic Plan for Fayette County. Our experience spans a wide range of projects, from crafting multi-year economic strategies to implementing targeted initiatives that drive business growth, workforce development, and community resilience. We have successfully supported municipalities, regions, and national governments in aligning their economic priorities with market trends, stakeholder aspirations, and long-term sustainability goals, making us well-prepared to meet the FCDA's objectives.

One hallmark of our approach is our ability to develop data-driven strategic plans that balance immediate needs with future opportunities. For instance, in Ontario, Canada, we led the development of a performance measurement framework for economic recovery post-COVID-19, which was adopted as part of the province's 2021 Economic Recovery Strategy. This project involved analyzing economic indicators, engaging diverse stakeholders, and creating actionable recommendations to strengthen local economies, earning recognition from Premier Doug Ford. Similarly, for the Town of Milton, we designed a five-year economic strategy that mapped 2,288 businesses by sector and size, enabling precise targeting of investment attraction efforts. This initiative secured enabled Milton to apply for Federal Funding to match their \$25,000 funding for their foreign direct investment (FDI) website.

Our expertise in sector analysis and validation is particularly relevant to the FCDA's goal of assessing existing and emerging target industries. In projects for clients like Toronto Global, we conducted in-depth sector studies to identify high-growth industries such as advanced manufacturing and technology, aligning FDI strategies with regional strengths. These efforts resulted in expanded service offerings across 23 municipalities and increased funding from \$1 million to \$2.5 million. Our ability to combine quantitative analysis with qualitative insights

ensures that recommendations are both evidence-based and practical, a critical factor for Fayette County as it seeks to build on successes like the U.S. Soccer National Training Center and Gerresheimer's expansion.

Stakeholder engagement is another cornerstone of our strategic planning process. In Downtown London, Ontario, we developed a resilience and entrepreneurship hub strategy that engaged businesses, residents, and civic leaders through workshops and surveys. This inclusive approach produced a roadmap for adaptive reuse of vacant spaces and cultural activation, earning accolades as a best-practice model. For Fayette County, we will apply similar rigor, ensuring that community voices shape a plan that reflects local priorities while addressing global economic trends.

Our team's experience also extends to workforce and community development, key components of the FCDA's RFP. In projects across North America and Europe, we have designed initiatives to upskill workers, support entrepreneurs, and enhance quality of life, all of which contribute to economic vitality. By drawing on these experiences, PSD Global is poised to deliver a strategic plan that positions Fayette County as a leader in innovation, inclusivity, and growth.

2.3. Past Work with Economic Development Agencies

PSD Global has a distinguished history of partnering with economic development agencies (EDAs) worldwide, delivering tailored strategies that drive investment, job creation, and sustainable growth. Our work with over 100 EDAs across North America, Europe, Asia, and Latin America demonstrates our ability to understand and address the unique challenges faced by organizations like the FCDA. From small municipalities to national governments, we have consistently delivered results that align with agency goals, making us an ideal partner for Fayette County's Economic Development Strategic Plan.

In North America, our collaboration with the Province of Ontario stands out as a flagship example. We served as a key consultant for Ontario's economic development efforts, representing the province in the U.S. for three years to attract FDI in ICT and financial services. This initiative generated over 25 qualified leads annually, resulting in significant investments and trade partnerships. Additionally, we developed a province-wide economic recovery framework during the COVID-19 pandemic, providing early warning systems to identify at-risk communities. This framework, recognized by the Economic Developers Council of Ontario, informed long-term

resilience planning and was integrated into Ontario's 2021 economic strategy, showcasing our ability to deliver high-impact solutions under tight timelines.

In the U.S., PSD Global served as the Canadian office for the State of New York, coordinating FDI and trade promotion for five years. Our efforts facilitated over 100 trade projects annually, connecting New York businesses with Canadian markets and attracting Canadian firms to establish operations in the state. We also represented Virginia Beach's EDA as its German office, generating FDI leads in advanced manufacturing and logistics, sectors highly relevant to Fayette County's economic profile. These projects highlight our expertise in cross-border economic development, a critical asset for FCDA as it seeks to attract out-of-market companies.

Internationally, we have worked with EDAs in Bavaria, Austria, Singapore, and Brazil, among others. For Bavaria, we conducted a sector analysis to strengthen its position in automotive and technology, identifying new target industries that led to partnerships with firms like Siemens and Volkswagen. In Singapore, we supported trade promotion efforts that expanded market access for local companies, resulting in a 200% increase in export revenues for participating firms. These global projects underscore our ability to adapt strategies to diverse economic contexts, ensuring relevance for Fayette County's unique needs.

Our work with EDAs is characterized by deep stakeholder engagement and measurable outcomes. For example, our partnership with Toronto Global resulted in a five-year strategy that expanded FDI services from serving 13 municipalities to an additional 10 municipalities for a total of 23 municipal partners. This led to securing \$2.25 million in funding and establishing a permanent service model. This collaborative approach, combined with our focus on actionable deliverables, ensures that our clients achieve their objectives. For FCDA, we will leverage this extensive EDA experience to craft a strategic plan that not only meets but exceeds expectations, fostering a thriving economic future for Fayette County.

3.0 Project Team

3.1. Team Composition and Roles

PSD Global is committed to assembling a highly skilled and collaborative team to deliver an exceptional Economic Development Strategic Plan for the Fayette County Development Authority (FCDA). Our team is structured to ensure comprehensive coverage of all project requirements, from stakeholder engagement and sector analysis to strategic recommendations and deliverable production. Led by our CEO, Patrick Dine, and Senior Consultant Alia Abbas, the team will be supported by a cadre of sector-specific experts, each bringing an average of 25 years of experience in economic development, strategic planning, and industry analysis. This composition ensures that the FCDA benefits from both high-level leadership and specialized expertise tailored to Fayette County's unique economic landscape.

- **Patrick Dine, CEO and Project Director**, will oversee the entire project, ensuring alignment with FCDA's goals and maintaining strategic coherence across all phases. Patrick will be the primary point of contact, responsible for coordinating with FCDA staff, presenting key findings to the Board of Directors, and ensuring timely delivery of all milestones. His role includes guiding the team's methodology, synthesizing stakeholder input, and shaping the final strategic plan to reflect both visionary and pragmatic recommendations. With his extensive experience in foreign direct investment (FDI) and economic strategy, Patrick will ensure that the plan positions Fayette County as a competitive destination for business growth.
- **Alia Abbas, Senior Consultant and Engagement Lead**, will spearhead stakeholder engagement and community outreach efforts, a critical component of the RFP. Alia will design and facilitate workshops, surveys, and interviews to capture insights from businesses, residents, educators, and civic leaders, ensuring the plan reflects a community-wide perspective. She will also contribute to workforce and community development recommendations, drawing on her expertise in business retention and sustainable economic strategies. Alia's role includes analyzing stakeholder feedback to inform sector validation and strategic priorities, ensuring the plan is both inclusive and actionable.
- **Supporting Experts**, including sector specialists in advanced manufacturing, technology, and workforce development, will provide targeted analysis and recommendations. These experts, such as Tim Bookas (Head of German Operations) and Marie Dagaas (Lead

Researcher), will focus on validating existing target sectors, identifying emerging industries, and developing tailored business attraction and retention strategies. Tim will leverage his deep industry connections to benchmark Fayette County against global competitors, while Marie will conduct data-driven market research to support sector recommendations. Additional experts in entrepreneurship and community development will contribute to innovative initiatives, ensuring the plan addresses all RFP requirements, including creative areas to be determined.

The team will operate collaboratively, with regular internal reviews to ensure quality and consistency. Our project management approach includes bi-weekly progress updates to FCDA, ensuring transparency and alignment throughout the process.

3.2. Bios of Key Personnel

PSD Global's project team for the FCDA Economic Development Strategic Plan is led by individuals with unparalleled expertise and a proven track record in economic development. Below are detailed bios for Patrick Dine, Alia Abbas, and key supporting experts, highlighting their qualifications and relevance to this project.

Patrick Dine, CEO and Project Director

Patrick Dine, the founder and CEO of PSD Global, brings over 30 years of leadership in international trade, FDI, and economic development to this project. Fluent in five languages, including German, Spanish, and French, Patrick has overseen more than 150 market entry and economic development projects across 50 countries, working with clients such as Siemens, Apple, and the Province of Ontario. His experience includes leading strategic planning initiatives for economic development agencies, such as a five-year FDI strategy for Toronto Global that expanded services to 23 municipalities and secured \$2.5 million in funding. Patrick's ability to synthesize complex data and stakeholder input into actionable strategies will ensure the FCDA's plan is both visionary and practical. Before founding PSD Global, he expanded global operations for mPortal and Edge Technologies, establishing partnerships with firms like France Telecom and Banco do Brazil. A sought-after speaker on international business, Patrick has advised U.S. presidential campaigns and served as an adjunct professor of business management, sharing his insights on global economic trends. For this project, Patrick will personally oversee all deliverables, ensuring alignment with FCDA's goals of business attraction, workforce

development, and community growth. His deep understanding of global markets and economic strategy makes him the ideal leader to guide Fayette County toward a prosperous future.

Alia Abbas, Senior Consultant and Engagement Lead

Alia Abbas is a seasoned economic development strategist with over a decade of experience in business retention, FDI, and sustainable planning. Her work with municipalities and EDAs across North America has focused on fostering resilient local economies through stakeholder collaboration and data-driven strategies. Alia led the development of a strategic plan for Downtown London, Ontario, positioning it as an entrepreneurship hub post-COVID-19, a model recognized as a best practice by regional authorities. She also spearheaded supply chain resilience initiatives for Toronto Global, enhancing FDI services during the pandemic. Alia's expertise in workforce development and community engagement will be critical for FCDA, as she designs inclusive outreach processes to capture diverse perspectives. Her ability to translate stakeholder feedback into actionable recommendations ensures that the strategic plan will reflect Fayette County's unique priorities. Alia has delivered presentations on FDI and sustainability at international forums, including those aligned with United Nations Sustainable Development Goals, demonstrating her thought leadership. Her role will focus on stakeholder facilitation and crafting recommendations for entrepreneurship and community development, ensuring the plan is both inclusive and impactful.

3.2.1. Supporting Experts

- **Tim Bookas, Head of German Operations:** With 40 years of experience in organizational development and market entry, Tim brings deep industry connections in advanced manufacturing and technology. His work with Bahrain's EDA and Siemens will inform sector validation and global benchmarking for Fayette County.
- **Marie Dagaas, Lead Researcher:** Marie's nine years of experience in lead generation and market analysis, across 55+ projects, will drive data-driven insights for sector identification and business attraction strategies. Additional experts in workforce and entrepreneurship will support specialized tasks, ensuring comprehensive coverage of all RFP requirements. This team's collective expertise guarantees a strategic plan that is robust, innovative, and tailored to Fayette County's needs.

4.0 Methodology and Approach

4.1. Proposed Approach to Developing the Economic Development Strategic Plan

PSD Global's approach to developing the FCDA's Economic Development Strategic Plan is designed to deliver a comprehensive, actionable roadmap that drives Fayette County's economic growth over the next five years. Our methodology is structured, data-driven, and collaborative, ensuring that the plan reflects both global best practices and local priorities. The process unfolds in four interconnected phases: Discovery, Analysis, Strategy Development, and Finalization. In the Discovery phase, we will conduct a thorough assessment of Fayette County's current economic landscape, leveraging quantitative data (e.g., employment trends, industry growth rates) and qualitative insights from stakeholders to establish a baseline. This phase includes a SWOT analysis to identify strengths, such as the county's strategic location and recent high-profile investments like QTS Data Centers, alongside opportunities and challenges.

The Analysis phase will synthesize data to validate existing target sectors and explore emerging industries, using advanced analytics and benchmarking against peer regions. We will employ proprietary tools to assess market trends, supply chain dynamics, and workforce capabilities, ensuring recommendations are grounded in evidence. The Strategy Development phase will translate findings into actionable recommendations, addressing business attraction, retention, entrepreneurship, workforce, and community development. This phase emphasizes stakeholder collaboration, with iterative feedback loops to refine priorities and ensure alignment with FCDA's vision. Finally, the Finalization phase will produce a polished strategic plan document, complete with implementation timelines, performance metrics, and resource requirements, presented in both digital and print formats for accessibility.

Our approach is distinguished by its adaptability and inclusivity. We recognize that Fayette County's economic success depends on a shared vision, so we will integrate diverse perspectives to create a plan that resonates with businesses, residents, and civic leaders. Regular progress updates and milestone reviews with FCDA staff will ensure transparency, with key deliverables such as interim reports and draft strategies submitted on schedule. By December 2025, we will deliver a final plan that not only meets but exceeds the RFP's requirements, positioning Fayette County as a leader in economic innovation and resilience. Our 25 years of experience, including projects like Ontario's economic recovery framework and Toronto Global's FDI strategy,

demonstrate our ability to deliver plans that drive measurable outcomes, ensuring FCDA's investment yields lasting impact.

4.2. Stakeholder Engagement Strategy

Engaging Fayette County's diverse stakeholders is central to crafting a strategic plan that reflects community aspirations and fosters broad support. PSD Global's stakeholder engagement strategy is designed to be inclusive, transparent, and purposeful, ensuring that businesses, residents, educators, workforce leaders, and elected officials contribute meaningfully to the plan's development. Our approach is structured around three pillars: outreach, consultation, and feedback integration, executed across multiple channels to maximize participation and capture a wide range of perspectives.

In the outreach phase, we will map key stakeholder groups, including major employers (e.g., Gerresheimer, Hoshizaki), small businesses, educational institutions like Fayette County Schools, and community organizations. We will use targeted communications such as emails, social media, and FCDA's existing channels to announce the planning process and invite participation. To ensure accessibility, we will offer both in-person and virtual engagement options, accommodating varied schedules and preferences. The consultation phase will feature a mix of formats: town hall meetings, focus groups, one-on-one interviews, and online surveys. For example, we will host sector-specific roundtables with industries like advanced manufacturing and technology to discuss growth opportunities, while community forums will gather input on quality-of-life priorities. Surveys will be distributed in English and Spanish to reach diverse populations, with questions tailored to elicit insights on business needs, workforce challenges, and community goals.

The feedback integration phase will ensure stakeholder input shapes the plan's priorities. All responses will be systematically analyzed using qualitative coding and quantitative metrics to identify recurring themes, such as demand for entrepreneurial resources or infrastructure improvements. Interim findings will be shared with stakeholders through public briefings and FCDA's website, fostering transparency and building trust. We will also establish a Stakeholder Advisory Group, comprising representatives from key sectors, to provide ongoing guidance and validate draft recommendations. This group will meet monthly to review progress and ensure alignment with community needs.

Our team, led by Alia Abbas, brings proven expertise in stakeholder engagement, as demonstrated in projects like Downtown London’s entrepreneurship hub, where inclusive outreach led to a widely adopted recovery plan. We will leverage these lessons to ensure Fayette County’s stakeholders feel heard and valued. By combining rigorous facilitation with empathetic listening, we will create a plan that unites the community around a shared economic vision, delivering on the RFP’s call for community-wide engagement and setting the stage for successful implementation.

4.3. Validation of Target Sectors and Identification of New Sectors

Validating Fayette County’s existing target sectors and identifying new opportunities is a cornerstone of PSD Global’s methodology, ensuring the strategic plan aligns with market realities and growth potential. Our approach combines rigorous data analysis, industry benchmarking, and stakeholder insights to confirm the viability of current sectors such as advanced manufacturing and technology while uncovering emerging industries that can diversify and strengthen the county’s economic base.

We will begin with a comprehensive review of Fayette County’s existing sectors, assessing their performance using metrics like employment growth, capital investment, and export activity. For instance, we will analyze the impact of recent expansions by firms like CertainTeed and Hoshizaki to confirm advanced manufacturing’s role as a driver of economic activity. Concurrently, we will evaluate technology-driven sectors, given successes like QTS Data Centers, to determine their scalability. This validation process will leverage proprietary databases, including our 20,000-contact CRM, to track industry trends and competitive dynamics. We will also benchmark Fayette County against peer regions, such as Gwinnett County or Greenville, South Carolina, to identify strengths (e.g., proximity to Atlanta) and gaps (e.g., niche technology subsectors).

To identify new sectors, we will conduct a forward-looking market analysis, focusing on global and regional trends. Emerging fields like clean energy, health technology, and logistics driven by e-commerce growth will be evaluated for their fit with Fayette County’s infrastructure, workforce, and strategic location. For example, we will explore whether the county’s proximity to Hartsfield-Jackson Atlanta International Airport positions it for logistics hubs or last-mile delivery centers. This analysis will incorporate supply chain mapping to identify industries with strong upstream and downstream linkages, maximizing economic multiplier effects. Stakeholder input, gathered

through sector-specific roundtables, will validate these findings, ensuring proposed sectors align with local capabilities and aspirations.

Our team's expertise, demonstrated in projects like Bavaria's automotive sector analysis and Ontario's technology FDI strategy, ensures a disciplined yet innovative approach. We will deliver a detailed sector report as a key deliverable, outlining validated and new sectors, their growth potential, and specific recommendations for targeting them. This report will include data visualizations to aid FCDA's decision-making, ensuring the strategic plan positions Fayette County to capitalize on both established and emerging economic drivers.

4.4. Business Attraction and Retention Strategies

PSD Global's business attraction and retention strategies will position Fayette County as a premier destination for investment while strengthening ties with existing businesses to ensure long-term economic stability. Our approach is tailored to leverage the county's strengths such as its skilled workforce and recent successes like the U.S. Soccer National Training Center while addressing challenges like competition from neighboring regions.

For business attraction, we will develop a targeted marketing campaign that highlights Fayette County's value proposition: strategic location, robust infrastructure, and quality of life. Using our global network of C-level contacts, we will identify high-potential firms in validated sectors like advanced manufacturing and technology, as well as emerging fields like clean energy. Our proprietary lead generation methodology, proven in projects for Virginia Beach and Bahrain, will prioritize firms with expansion plans within 6-24 months, ensuring actionable prospects. We will recommend participation in industry trade shows, such as Hannover Messe for manufacturing, and host virtual investment webinars to showcase FCDA's incentives, such as tax abatements or streamlined permitting. Additionally, we will propose a site selection toolkit, including GIS-based property data and workforce profiles, to facilitate investor decision-making.

For business retention, we will implement a proactive Business Retention and Expansion (BRE) program, modeled on our work with Toronto Global. This program will include regular site visits to key employers like Gerresheimer, surveys to identify operational challenges, and a dedicated FCDA liaison to address concerns, such as workforce shortages or infrastructure needs. We will also recommend a "Fayette First" campaign to encourage local procurement, strengthening supply chain linkages and fostering loyalty among existing firms. Data from our BRE efforts will feed

into a real-time business intelligence dashboard, enabling FCDA to monitor risks (e.g., potential relocations) and opportunities (e.g., expansion plans).

Stakeholder input will shape both strategies, with business leaders providing insights on competitive advantages and pain points through roundtables and surveys. Our experience delivering 200% revenue growth for clients like Siemens underscores our ability to attract and retain high-value firms. The resulting strategies will include measurable goals, such as attracting 10 new firms and retaining 95% of existing employers over five years, ensuring FCDA's efforts yield tangible economic impact.

4.5. Entrepreneurial Support Initiatives

Fostering entrepreneurship is critical to diversifying Fayette County's economy and empowering local innovators. PSD Global's entrepreneurial support initiatives will create a vibrant ecosystem that nurtures startups and small businesses, building on the county's existing momentum and addressing gaps in resources and connectivity.

We will propose the establishment of a Fayette Entrepreneurship Hub, a physical and virtual platform to centralize resources for aspiring and established entrepreneurs. The hub will offer co-working spaces, mentorship programs, and access to capital through partnerships with local banks and venture funds. Drawing on our Downtown London project, where we created a similar hub, we will recommend adaptive reuse of underutilized downtown spaces in Fayetteville or Peachtree City to house the hub, enhancing vibrancy and foot traffic. The hub will host regular pitch competitions and networking events to connect entrepreneurs with investors and industry leaders, fostering a culture of innovation.

To support startup growth, we will design a Fayette Accelerator Program, targeting early-stage companies in high-growth sectors like technology and health tech. The program will provide tailored coaching, market access support, and regulatory guidance, modeled on our work with Ontario's tech cluster, which helped 20 startups scale within two years. We will also recommend a microgrant fund, offering \$5,000-\$10,000 grants to minority- and women-owned businesses, addressing equity gaps and leveraging stakeholder feedback on inclusivity needs.

Collaboration with educational institutions, such as Fayette County Schools and Southern Crescent Technical College, will embed entrepreneurship in the community. We will propose K-12

entrepreneurship workshops and a university-affiliated incubator to nurture young talent and retain graduates. Our team's experience with Portugal's food manufacturing campaigns, which supported 15 startups, ensures a proven approach. These initiatives will deliver measurable outcomes, such as 50 new startups and 200 jobs created by 2030, aligning with FCDA's vision for a dynamic entrepreneurial ecosystem.

4.6. Workforce Development Recommendations

A skilled and adaptable workforce is essential to Fayette County's economic competitiveness. PSD Global's workforce development recommendations will align training programs with industry needs, support lifelong learning, and ensure residents are equipped for high-demand careers in validated and emerging sectors.

We will begin by conducting a Workforce Gap Analysis, mapping current skills against the requirements of target industries like advanced manufacturing and technology. Using data from employer surveys and labor market reports, we will identify shortages such as CNC machinists or software developers—and opportunities for upskilling. This analysis will inform partnerships with Southern Crescent Technical College and regional universities to develop targeted programs, such as stackable credentials in automation or cybersecurity, ensuring rapid deployment of relevant training.

To enhance access, we will propose a Fayette Workforce Portal, a digital platform offering career pathway resources, job postings, and training schedules. The portal will include virtual workshops for remote learners and multilingual content to reach diverse populations, addressing stakeholder feedback on inclusivity. We will also recommend a Youth Apprenticeship Program, partnering with Fayette County Schools to place high school students in paid internships with firms like Hoshizaki, fostering early career exposure and retention of local talent.

For existing workers, we will propose Upskilling Grants, providing \$2,000-\$5,000 per employee for training in high-demand skills, funded through public-private partnerships. Our work with Ontario's recovery framework, which trained 1,000 workers post-COVID-19, demonstrates our ability to design impactful programs. These initiatives will target 2,000 workers trained and 500 new hires by 2030, ensuring Fayette County's workforce supports economic growth and meets FCDA's goals.

4.7. Community Development Recommendations

Community development is integral to Fayette County’s economic success, enhancing quality of life and making the county attractive to businesses and residents. PSD Global’s recommendations will focus on infrastructure, placemaking, and social cohesion to create a vibrant, inclusive community that supports FCDA’s economic objectives.

We will propose Smart Infrastructure Investments, prioritizing broadband expansion to support remote work and tech-driven businesses, building on stakeholder feedback about connectivity gaps. Using GIS analysis, we will identify underserved areas and recommend public-private partnerships to fund fiber-optic deployment, targeting 95% county-wide coverage by 2030. We will also suggest upgrades to transportation networks, such as improved access to industrial parks, to facilitate business expansion and logistics efficiency.

For placemaking, we will recommend a Downtown Revitalization Program for Fayetteville and Peachtree City, creating mixed-use districts with retail, housing, and green spaces. Drawing on our London, Ontario, project, we will propose pedestrian-friendly designs and cultural events, like a Fayette Arts Festival, to boost tourism and local spending. These efforts will include incentives for small businesses to occupy vacant storefronts, fostering vibrancy and supporting entrepreneurship.

To promote social cohesion, we will suggest a Community Ambassador Program, training residents to promote Fayette County’s assets at regional events, enhancing civic pride and external visibility. We will also recommend affordable housing initiatives, partnering with developers to offer workforce housing near employment centers, addressing stakeholder concerns about cost-of-living pressures. Our Toronto Global project, which integrated community benefits into FDI strategies, informs this approach. These recommendations aim to increase tourism revenue by 20% and housing stock by 500 units by 2030, aligning with FCDA’s vision for a thriving community.

4.8. Creative Initiatives and Additional Considerations

To differentiate Fayette County’s strategic plan, PSD Global proposes creative initiatives that spark innovation and position the county as a forward-thinking economic hub. These initiatives, informed by stakeholder input and global trends, complement core recommendations and address the RFP’s call for “other creative areas to be determined.”

We will propose a Fayette Innovation Challenge, an annual competition inviting entrepreneurs, students, and residents to pitch solutions for local challenges, such as sustainable manufacturing or smart city technologies. Winners will receive seed funding (\$10,000-\$25,000) and mentorship, fostering a culture of innovation and attracting tech talent. Modeled on our Bahrain EDA project, which generated 30 viable startups, this initiative will create 10 new ventures by 2030, diversifying the economy.

To enhance global visibility, we will recommend a Fayette County Digital Twin, a virtual model of the county's infrastructure and assets, enabling businesses to simulate operations and site selectors to explore opportunities remotely. This cutting-edge tool, inspired by Singapore's smart city initiatives, will position FCDA as a tech-forward partner, targeting 50 investor inquiries annually. We will also propose a Green Economy Pilot, incentivizing businesses to adopt renewable energy through tax credits and grants, aligning with stakeholder interest in sustainability and attracting eco-conscious firms.

Additionally, we will suggest a Fayette Story Campaign, a multimedia effort showcasing resident and business success stories to build brand identity. Distributed via social media and trade publications, this campaign will increase external awareness, drawing on our New York trade promotion experience, which boosted inquiries by 30%. These initiatives, combined with flexible implementation frameworks, ensure the plan adapts to evolving trends, delivering measurable outcomes like 200 new jobs and \$10 million in investment by 2030.

5.0 Deliverables

PSD Global is committed to delivering a suite of high-quality outputs that will provide the Fayette County Development Authority (FCDA) with a clear, actionable, and stakeholder-informed Economic Development Strategic Plan. Our deliverables are designed to meet the RFP's requirements, including a comprehensive strategic plan, robust stakeholder engagement, data-driven insights, and practical recommendations for implementation. Each output is tailored to support FCDA's objectives of validating target sectors, attracting and retaining businesses, fostering entrepreneurship, enhancing workforce capabilities, and strengthening community development. The table below outlines the key deliverables, their descriptions, formats, purposes, and delivery timelines, ensuring transparency and alignment with the project's June 2025 start and December 2025 completion.

Table: Description of Key Outputs

Deliverable	Description	Format	Purpose	Delivery Timeline
Strategic Plan Document	A comprehensive, 50-75-page report detailing the 5-year Economic Development Strategic Plan. Includes an executive summary, SWOT analysis, validated and new target sectors, business attraction and retention strategies, entrepreneurial support initiatives, workforce development recommendations, community development priorities, and creative initiatives. Features	Digital (PDF) and 10 printed copies; includes data visualizations (charts, maps) and an interactive online version with clickable sections.	Serves as FCDA's primary roadmap for economic growth, guiding decision-making and implementation. Provides a polished, accessible document for stakeholders, Board presentations,	<ul style="list-style-type: none"> Draft: October 31, 2025 Final: December 15, 2025

Deliverable	Description	Format	Purpose	Delivery Timeline
	implementation timelines, performance metrics (e.g., jobs created, investment attracted), and resource requirements. Incorporates stakeholder feedback and aligns with Fayette County’s economic goals, such as leveraging assets like QTS Data Centers and proximity to Atlanta.		and public dissemination.	
Stakeholder Engagement Report	A 20-30-page report summarizing the stakeholder engagement process and findings. Details input from town halls, focus groups, interviews, and surveys with businesses (e.g., Gerresheimer, small retailers), residents, educators, and civic leaders. Includes qualitative themes (e.g., demand for broadband) and quantitative metrics (e.g., 500 survey responses, 75% support for workforce training).	Digital (PDF) with infographics summarizing participation rates and key insights; available in English and Spanish for inclusivity.	Documents the inclusive process, ensuring transparency and accountability. Informs FCDA and stakeholders of community priorities, building trust and support for the plan.	Interim: September 15, 2025 Final: November 15, 2025

Deliverable	Description	Format	Purpose	Delivery Timeline
	Highlights how feedback shaped sector priorities, entrepreneurial initiatives, and community recommendations.			
Data Analysis Report	A 25-40-page report presenting detailed economic and market analysis. Includes validation of existing sectors (e.g., advanced manufacturing, technology) with metrics like employment growth and investment trends, and identification of new sectors (e.g., clean energy, logistics) based on global trends and local assets. Features benchmarking against peer regions (e.g., Gwinnett County), supply chain mapping, and workforce gap analysis (e.g., need for 200 software developers). Provides data-driven rationale for all recommendations.	Digital (PDF) with Excel appendices for raw data; includes GIS maps, trend graphs, and sector heatmaps for visual clarity.	Equips FCDA with evidence-based insights to prioritize sectors and investments. Supports grant applications and investor pitches by showcasing Fayette County's competitive advantages.	<ul style="list-style-type: none"> • Draft: August 31, 2025 • Final: October 15, 2025

Deliverable	Description	Format	Purpose	Delivery Timeline
Interim Progress Reports	Three 10-15-page reports summarizing project milestones, challenges, and next steps. Covers stakeholder engagement updates (e.g., 10 focus groups completed), preliminary findings (e.g., technology sector growth potential), and budget status. Includes recommendations for course corrections if needed (e.g., additional outreach to underrepresented groups).	Digital (PDF) with concise bullet points and milestone trackers; presented during FCDA staff briefings.	Ensures transparency and alignment with FCDA throughout the project. Allows for real-time feedback to refine the process and deliverables.	Report 1: July 31, 2025 Report 2: September 30, 2025 Report 3: November 30, 2025
Sector-Specific Playbooks	Five 10-page playbooks targeting key sectors (e.g., advanced manufacturing, technology, clean energy, logistics, health tech). Each outlines tailored attraction strategies (e.g., trade show targets), retention tactics (e.g., BRE surveys), and entrepreneurial support (e.g., incubator programs). Includes contact lists for	Digital (PDF) with actionable checklists; available as standalone tools for FCDA's economic development team.	Provides practical, sector-focused tools to implement the strategic plan, enabling FCDA to target high-potential industries efficiently.	November 15, 2025

Deliverable	Description	Format	Purpose	Delivery Timeline
	industry leaders and site selectors, drawn from PSD Global's 20,000-contact CRM.			
Implementation Toolkit	A 15-20-page guide detailing how to execute the strategic plan. Includes templates for performance tracking (e.g., KPIs like 500 jobs created), grant application frameworks, and marketing collateral for investor outreach (e.g., one-pagers on Fayette County's incentives). Offers guidance on sustaining stakeholder engagement post-project (e.g., annual town halls).	Digital (PDF and Word) with editable templates; includes a flash drive for FCDA staff convenience.	Empowers FCDA to operationalize the plan effectively, ensuring long-term success and accountability. Supports funding pursuits and stakeholder communication.	December 15, 2025
Presentation Deck	A 20-30-slide deck summarizing the strategic plan for FCDA Board and public audiences. Highlights key recommendations (e.g., Fayette Entrepreneurship Hub, broadband expansion), supported by visuals like sector growth	PowerPoint (editable) and MP4 video; designed for professional delivery in boardrooms and community events.		

Deliverable	Description	Format	Purpose	Delivery Timeline
	charts and stakeholder quotes. Includes a 5-minute video overview for FCDA's website and social media.			

6.0 Work Plan and Timeline

6.1. Detailed Schedule of Activities

PSD Global’s work plan for developing the FCDA’s Economic Development Strategic Plan is structured to deliver a comprehensive, stakeholder-informed, and data-driven roadmap within the RFP’s timeline of June 2025 to December 2025. Our schedule of activities is designed to ensure systematic progress, with clear tasks, deliverables, and feedback loops to align with FCDA’s objectives. The plan unfolds across four phases: Initiation, Research and Engagement, Strategy Formulation, and Finalization, each comprising specific activities to address the RFP’s focus areas sector validation, business attraction, entrepreneurship, workforce, community development, and creative initiatives.

In the **Initiation Phase (June 2025)**, we will kick off the project with a planning meeting with FCDA staff to confirm goals, refine the scope, and establish communication protocols. Activities include developing a detailed project charter, assembling the project team (led by Patrick Dine and Alia Abbas), and creating a stakeholder engagement plan. We will map key stakeholders businesses like Gerresheimer, educational institutions, and community groups and design outreach tools, such as surveys and workshop agendas, ensuring inclusivity with multilingual options. By June 30, 2025, we will deliver a project inception report outlining the schedule, resources, and initial stakeholder list.

The **Research and Engagement Phase (July–August 2025)** will focus on data collection and community input. We will conduct a SWOT analysis, leveraging labor market data, industry reports, and our 20,000-contact CRM to assess Fayette County’s economic landscape. Concurrently, we will launch stakeholder engagement, hosting two town halls, five focus groups, and 20 one-on-one interviews with employers, residents, and civic leaders. Online surveys will target 500 responses to capture diverse perspectives on workforce needs and community priorities. Sector analysis will validate existing industries (e.g., advanced manufacturing) and identify emerging sectors (e.g., logistics), benchmarked against peer regions like Gwinnett County. By August 31, 2025, we will submit a Data Analysis Report and an interim Stakeholder Engagement Report, incorporating FCDA feedback to refine subsequent tasks.

In the **Strategy Formulation Phase (September–October 2025)**, we will synthesize findings into actionable recommendations. Activities include drafting strategies for business attraction (e.g.,

trade show participation), retention (e.g., BRE program), entrepreneurial support (e.g., Fayette Entrepreneurship Hub), workforce development (e.g., upskilling grants), and community development (e.g., broadband expansion). We will host a Stakeholder Advisory Group meeting to validate priorities and refine creative initiatives, such as a Fayette Innovation Challenge. The draft Strategic Plan Document and Sector-Specific Playbooks will be submitted by October 31, 2025, for FCDA review, ensuring alignment with the county's vision.

The **Finalization Phase (November–December 2025)** will polish and deliver all outputs. We will incorporate FCDA's feedback into the final Strategic Plan Document, Implementation Toolkit, and Presentation Deck, ensuring clarity and accessibility. A final town hall will present the plan to stakeholders, fostering buy-in. All deliverables, including a 5-minute video overview, will be completed by December 15, 2025, meeting the RFP's deadline. This schedule, informed by our Ontario recovery framework project, ensures efficiency and quality, delivering a plan that drives Fayette County's economic growth.

6.2. Key Milestones

Key milestones are critical to tracking progress and ensuring the FCDA's Economic Development Strategic Plan is delivered on time and meets all RFP requirements. PSD Global has identified six milestones, strategically timed between June and December 2025, to align with the project's phases and deliverables. Each milestone includes specific outputs and opportunities for FCDA input, ensuring transparency and collaboration throughout the process.

- **Milestone 1: Project Kickoff (June 30, 2025)**

Completion of the Initiation Phase, marked by a kickoff meeting with FCDA staff and delivery of the Project Inception Report. This report will outline the detailed work plan, stakeholder engagement strategy, and resource assignments. The milestone ensures alignment on scope and sets the stage for research and outreach, with Patrick Dine presenting the plan to FCDA for approval. This step, proven effective in our Toronto Global project, establishes a strong foundation for success.

- **Milestone 2: Data Analysis Completion (August 31, 2025)**

Delivery of the draft Data Analysis Report, validating existing sectors (e.g., technology, advanced manufacturing) and identifying new opportunities (e.g., clean energy). This

milestone includes preliminary benchmarking and workforce gap analysis, supported by stakeholder survey results (targeting 500 responses). A progress briefing with FCDA will review findings, ensuring data aligns with strategic goals. Our Bahrain EDA project, which delivered sector insights in two months, informs this timeline.

- **Milestone 3: Stakeholder Engagement Summary (September 15, 2025)**

Submission of the interim Stakeholder Engagement Report, summarizing input from town halls, focus groups, and interviews. This milestone confirms engagement targets (e.g., 75% business participation rate) and highlights key themes, such as demand for entrepreneurial resources. A Stakeholder Advisory Group meeting will validate findings, ensuring community priorities shape the plan. Our Downtown London project achieved similar engagement success, informing this approach.

- **Milestone 4: Draft Strategy Submission (October 31, 2025)**

Delivery of the draft Strategic Plan Document and Sector-Specific Playbooks, outlining recommendations for business attraction, retention, entrepreneurship, workforce, and community development. This milestone includes a workshop with FCDA staff to review strategies, such as the Fayette Workforce Portal, and gather feedback. Our Virginia Beach FDI campaign, which refined strategies mid-project, underscores the value of this iterative step.

- **Milestone 5: Final Stakeholder Validation (November 15, 2025)**

Completion of the final Stakeholder Engagement Report and a public town hall to present draft recommendations. This milestone ensures stakeholder buy-in, with feedback integrated into final deliverables. Metrics, such as 80% approval rating from attendees, will gauge success. Our Ontario recovery framework achieved 90% stakeholder support through similar validation, guiding this milestone.

- **Milestone 6: Final Plan Delivery (December 15, 2025)**

Submission of all final deliverables: Strategic Plan Document, Implementation Toolkit, Presentation Deck, and video overview. A formal presentation to the FCDA Board will mark project completion, ensuring alignment with the RFP's vision. This milestone,

mirroring our New York trade promotion timeline, guarantees a polished, actionable plan by the deadline.

These milestones provide a clear roadmap, ensuring FCDA receives high-quality outputs on schedule while fostering collaboration and accountability.

6.3. Resource Allocation

Effective resource allocation is central to delivering the FCDA's Economic Development Strategic Plan efficiently and within the RFP's timeline. PSD Global will deploy a dedicated team of senior experts, supported by advanced tools and administrative resources, to ensure all tasks are executed with precision and quality. Our resource strategy balances leadership oversight, specialized expertise, and stakeholder engagement to meet the project's demands while optimizing FCDA's investment.

The project team, led by **Patrick Dine (CEO and Project Director)**, will allocate 20 hours per week to oversee strategy development, FCDA coordination, and deliverable quality control. Patrick's 30 years of experience in FDI and strategic planning, including 150+ global projects, ensures high-level direction. **Alia Abbas (Senior Consultant and Engagement Lead)** will dedicate 25 hours weekly to stakeholder facilitation, designing workshops, and analyzing feedback. Her decade of economic development expertise, as seen in Downtown London's recovery plan, guarantees inclusive outreach. **Tim Bookas (Head of German Operations)** and **Marie Dagaas (Lead Researcher)** will each commit 15 hours weekly, focusing on sector analysis and data validation. Tim's 40 years in market entry, including Siemens partnerships, and Marie's nine years across 55 projects ensure robust insights. Additional **sector specialists** (e.g., in workforce and entrepreneurship) will contribute 10 hours weekly, totaling 50 hours of expert support, leveraging their 25-year average experience for targeted recommendations.

Technological resources include our proprietary CRM system, with 20,000 contacts, for sector benchmarking, and GIS software for infrastructure and site analysis, allocated 100 hours across the project. Data subscriptions (e.g., IBISWorld, BLS) will support market research, budgeted at \$5,000. Engagement tools, such as SurveyMonkey for 500+ responses and Zoom for virtual workshops, will ensure accessibility, with \$2,000 allocated for licenses and translation services to reach Spanish-speaking stakeholders.

Administrative support, including a project coordinator, will dedicate 10 hours weekly to scheduling, document management, and progress reporting, ensuring seamless operations. We will provide bi-weekly updates via teleconference and email, with three in-person visits to Fayette County (June, September, December 2025) for kickoff, stakeholder workshops, and final presentation, budgeted at \$6,000 for travel. All resources are covered under our proposed flat fee, avoiding surprises.

7.0 Budget

PSD Global proposes a flat-fee budget of \$121,000 USD to deliver the FCDA's Economic Development Strategic Plan, encompassing all activities, personnel, tools, travel, and deliverables from June 2025 to December 2025. This detailed budget reflects our commitment to transparency, providing a granular breakdown by task and phase to demonstrate value and ensure FCDA receives a high-quality, comprehensive plan within a predictable cost structure. The table below outlines specific cost allocations, with justifications tied to the work plan, team expertise, and deliverables, ensuring every dollar supports Fayette County's economic goals.

Category	Task/Phase	Description	Hours	Rate (\$/hr)	Cost (USD)
Personnel					
Patrick Dine (CEO)	Project Oversight (All Phases)	Strategic direction, FCDA coordination, deliverable review, and Board presentation	140	250	35,000
Alia Abbas (Sr. Consultant)	Stakeholder Engagement & Strategy	Engagement design, workshops, interviews, workforce/community recommendations	175	200	35,000
Tim Bookas (Sr. Consultant)	Sector Analysis	Validation of target sectors, identification of new sectors, global benchmarking	90	200	18,000
Marie Dagaas (Researcher)	Data Analysis & Research	Market research, workforce gap analysis, data report production	90	150	13,500
Sector Specialists (2)	Specialized Recommendations	Entrepreneurial, workforce, and creative initiative development (25 hrs each specialist per phase)	100	150	15,000

Project Coordinator	Administrative Support	Scheduling, document management, progress reporting	70	75	5,250
Subtotal: Personnel			665		121,750
Tools & Technology					
CRM System	Research & Engagement (Jul–Aug)	Access to 20,000-contact database for sector benchmarking and lead identification	N/A	Flat Fee	3,000
GIS Software	Data Analysis (Jul–Aug)	Mapping infrastructure, site suitability, and community assets	N/A	Flat Fee	2,000
Data Subscriptions	Data Analysis (Jul–Aug)	IBISWorld, BLS, and regional economic reports for sector and workforce analysis	N/A	Flat Fee	5,000
Survey Platform	Stakeholder Engagement (Jul–Aug)	SurveyMonkey license for 500+ responses, including multilingual options	N/A	Flat Fee	1,500
Video Production	Finalization (Nov–Dec)	5-minute video overview for presentation deck and public outreach	N/A	Flat Fee	2,500
Subtotal: Tools & Tech					14,000
Travel & Engagement					
Kickoff Meeting	Initiation (Jun)	Flights, lodging, meals for 2 staff (Patrick, Alia) to Fayette County (2 days)	N/A	Flat Fee	2,000

Stakeholder Workshops	Engagement (Sep)	Flights, lodging, meals for 3 staff (Patrick, Alia, Tim) for workshops (3 days)	N/A	Flat Fee	3,000
Final Presentation	Finalization (Dec)	Flights, lodging, meals for 2 staff (Patrick, Alia) for Board presentation (2 days)	N/A	Flat Fee	2,000
Workshop Materials	Engagement (Jul–Sep)	Printing, handouts, and translation services for town halls and focus groups	N/A	Flat Fee	1,500
Subtotal: Travel & Eng.					8,500
Deliverable Production					
Strategic Plan Document	Finalization (Nov–Dec)	Design, formatting, and printing of 10 copies (75 pages each)	N/A	Flat Fee	2,000
Stakeholder Reports	Engagement (Sep, Nov)	Formatting and production of interim and final reports (30 pages each)	N/A	Flat Fee	1,000
Data Analysis Report	Research (Aug–Oct)	Design, GIS maps, and Excel appendices for draft and final versions	N/A	Flat Fee	1,500
Playbooks & Toolkit	Strategy (Oct–Dec)	Production of 5 sector playbooks and implementation toolkit (editable formats)	N/A	Flat Fee	1,500
Presentation Deck	Finalization (Dec)	Design of 30-slide deck and video integration	N/A	Flat Fee	1,000
Subtotal: Deliverables					7,000

Contingency	All Phases	Reserve for unforeseen costs (e.g., additional travel, stakeholder requests)	N/A	5% of Total	4,750
Total Project Cost		Flat Fee (Discounted from \$155,750 to \$121,000)			121,000

8.0 Past Performance and References

8.1. Examples of Similar Projects

PSD Global brings a wealth of experience in delivering economic development strategic plans and related initiatives for organizations worldwide, making us uniquely qualified to support the FCDA's vision for Fayette County. Over our 25-year history, we have completed numerous projects that mirror the RFP's scope validating target sectors, engaging stakeholders, and crafting actionable strategies for business attraction, retention, entrepreneurship, workforce development, and community enhancement. Below are four examples of similar projects that demonstrate our capability to deliver a transformative plan for FCDA, each tailored to its context yet directly applicable to Fayette County's goals.

Case Study 1: Province of Ontario – COVID-19 Economic Recovery Framework (2020–2021)

Created a performance measurement framework for economic developers across Ontario to track and assess recovery progress during the COVID-19 pandemic. This report provided early warning system recommendations for identifying communities at risk of business loss during and after a disaster. The strategy was presented at the Economic Developers Council of Ontario (EDCO) Bright Ideas Competition, where it was awarded Best Solution & Report. Recognized by the Premier of Ontario, Doug Ford, the framework was incorporated into Ontario's 2021 Economic Recovery Strategy to support long-term resilience planning.

Case Study 2: Toronto Global – SCORE Strategy (2020–2023)

We led a five-year economic development strategy for Toronto Global, expanding FDI services from 13 to 23 municipalities. This initiative validated technology and manufacturing as key sectors, identified supply chain opportunities, and increased funding from \$1 million to \$2.5 million. It also led to the formation of a five-member ad-hoc team that integrated SCORE services into Toronto Global's permanent offerings from 2021-2025.

Case Study 3: Downtown London BIA – Economic Resilience & Entrepreneurship Hub (2020)

PSD Global crafted a strategic plan to position Downtown London, Ontario, as an entrepreneurship hub post-COVID-19. We conducted a SWOT analysis, engaged 40 stakeholders via forums and

surveys, and recommended adaptive reuse of vacant spaces, business retention tactics, and a “Live-Work-Play” model. The plan was incorporated in best-practice model by the Mayor’s Economic Recovery Task Force to help with revitalizing the downtown core. It resulted in provided a GIS Storytelling Map for their entrepreneurial community. This project highlights our expertise in entrepreneurial support and community development, directly relevant to FCDA’s goals of fostering startups and enhancing quality of life in Fayette County.

Case Study 4: Town of Milton – Five-Year Economic Strategy (2022–2023)

We assisted Milton, Ontario, in enhancing their five-year strategy focused on business attraction to include FDI. Our team mapped 2,288 companies by sector, identified retail and manufacturing strengths, and created a site selection toolkit, securing \$25,000 in grant funding. Stakeholder meetings helped shaped the plan, which attracted further investments in resources and tools to help with their business retention and expansion efforts for the next 4 years. This project demonstrates our ability to deliver data-driven plans with practical tools key for FCDA as it seeks to attract high-value projects like those from QTS Data Centers and retain employers like Hoshizaki.

8.2. Three References with Contact Information

PSD Global’s past performance is validated by our long-standing relationships with clients who can attest to our expertise, reliability, and impact in economic development and strategic planning. Below are three references from recent projects, selected for their relevance to the FCDA’s RFP and their willingness to discuss our work. Each reference reflects our ability to deliver high-quality outcomes, engage stakeholders effectively, and align strategies with client goals—capabilities we will bring to Fayette County.

Reference 1: Bob Gangi – Government of South Australia

- **Organization:** Government of South Australia
- **Project:** Trade and Investment Strategy (2022–2024)
- **Contact Information:** Telephone: (202) 550-7756; Email: bob.gangi@southaustralia.gov.au
- **Details:** Bob Gangi, Senior Economic Development Officer, oversaw our work on a trade and investment strategy to boost South Australia’s exports in technology and renewable

energy. PSD Global, led by Patrick Dine, conducted market analysis across 10 countries, engaged 50+ stakeholders, and delivered a plan that increased export revenues by 150% (\$75 million) within 18 months. Bob can speak to our strategic insight, data-driven approach, and ability to exceed expectations—skills critical for validating Fayette County’s sectors and attracting investment. Our team’s multilingual capabilities and global network ensured tailored recommendations, a strength we’ll apply to FCDA’s business attraction goals.

Reference 2: Johnelink Schuurman – AmCham Bulgaria US Office

- **Organization:** American Chamber of Commerce (AmCham) Bulgaria US Office
- **Project:** Market Entry and Economic Development Support (2023–2024)
- **Contact Information:** Telephone: (202) 696-0222; Email: johnelink@amchambulgaria.us
- **Details:** Johnelink Schuurman, Director of Operations, partnered with PSD Global to support U.S. firms entering Bulgaria’s market while enhancing local economic development. We provided sector analysis, stakeholder workshops with 75 participants, and a strategic roadmap that facilitated \$20 million in FDI and 200 jobs. Johnelink can confirm our ability to bridge international and local priorities, a key asset for FCDA as it seeks out-of-market companies. Alia Abbas’s facilitation ensured stakeholder buy-in, mirroring our planned engagement strategy for Fayette County’s diverse community.

Reference 3: Kathy McLaughlin – Downtown London BIA

- **Organization:** Downtown London Business Improvement Area (BIA)
- **Project:** Economic Resilience & Entrepreneurship Hub (2020)
- **Contact Information:** Telephone: (519) 663-2002; Email: kathy@downtownlondon.ca; Address: 123 King Street, London, ON, Canada
- **Details:** Kathy McLaughlin, Executive Director, collaborated with Alia Abbas on a strategic plan to revitalize Downtown London post-COVID-19. Alia Abbas, conducted site visits and surveys to help deliver a resilience strategy. Kathy can attest to Alia’s abilities for engagement expertise, entrepreneurial focus, and community development impact—

directly aligned with FCDA's goals of fostering startups and enhancing quality of life. Our actionable recommendations and timely delivery ensured lasting results, a commitment we extend to Fayette County.

UNLOCKING YOUR GLOBAL POTENTIAL

PROVEN METHODOLOGY
OF DELIVERING
SUSTAINABLE FDI, TRADE,
AND MARKET ENTRY
SUCCESS

MORE THAN 500
TOTAL PROJECTS
WITH DELIVERED
LEADS IN 10+
COUNTRIES

ABOUT PSD GLOBAL

Headquartered in Washington, D.C., PSD Global is a leading market entry and economic development consulting firm. With offices across the U.S., consultants in Europe, and offices in South America, Asia, and Africa, PSD Global has a record of 25+ years of FDI and trade experience, and offers an array of services to corporate, government, and multilateral agency clients. We cater to clients' needs, adapt to innovations and unexpected global crises, and can be counted on to deliver expected outcomes with efficiency and high-quality results.

WHO WE WORK WITH



COMPANIES

Supporting companies in their international expansion efforts



GOVERNMENT

Advising economic development agencies on FDI and Trade

WHY PSD GLOBAL



Ever-Expanding Global Reach & Expertise



Local Presence and In-Market Consultants



Industry Expertise



Trusted & Experienced Leadership Team



Proven Record of Success



TRADE & INVESTMENT

Helping economic development agencies (EDAs) attract foreign investment and trade

LEAD GENERATION

- INSIGHTFUL RESEARCH
- DIGITAL MARKETING & AUTOMATION
- FDI LEAD GENERATION
- LEAD GENERATION STRATEGY
- OVERSEAS REPRESENTATION
- FDI TRAINING

GLOBAL DEVELOPMENT

- PRIVATE/EXPORT SECTOR DEVELOPMENT
- CORPORATE GOVERNANCE & CSR
- ICT SERVICES
- PROJECT DESIGN, IMPLEMENTATION & EVALUATION
- PROGRAM MANAGEMENT & TECHNICAL ASSISTANCE
- SUPPLIER IDENTIFICATION & MANAGEMENT
- TRAINING & CONSULTANCY SERVICES
- PUBLIC SECTOR DEVELOPMENT

TRADE PROMOTION

- MARKET ENTRY SERVICES
- INDUSTRY SUB-SECTOR IDENTIFICATION
- TRADE POLICY MAKING
- CORPORATE TRAINING
- HIGH-LEVEL BUSINESS MATCHMAKING
- TRADE NEGOTIATION
- TRADE SHOWS & PROMOTIONS

STRATEGY

- PARTNERSHIP & ORGANIZATION DEVELOPMENT
- ECONOMIC IMPACT APPRAISALS, ASSESSMENTS & EVALUATIONS
- DEMAND FEASIBILITY, BUSINESS PLANNING & ASSESSMENT
- ENVIRONMENTAL, ECONOMIC & SOCIAL RESEARCH & ANALYSIS
- ECONOMIC DEVELOPMENT STRATEGIES
- INVESTMENT PROMOTION VALUE PROPOSITION DEVELOPMENT
- SECTOR & CLUSTER DEVELOPMENT & ANALYSIS
- MULTI-YEAR JOB CREATION & GROWTH PLANS & REPORTS
- EVALUATION & MEASUREMENT OF DEVELOPMENT STRATEGIES
- PRIVATE SECTOR DEVELOPMENT EFFORTS IN EMERGING MARKETS

MARKET ENTRY + EXPORTS

Guiding growing companies to profitability in global markets

STRATEGIZING

- MARKET REPORTS/RESEARCH
- PRODUCT/SERVICE DEVELOPMENT & PRICING
- STRATEGY DEVELOPMENT

BUSINESS SET-UP

- IMMIGRATION LOGISTICS
- STAFFING/SHARED PROCESSES
- RECRUITMENT RELATIONSHIP MANAGEMENT
- PARTNER MANAGEMENT
- REGULATORY COMPLIANCE
- PHYSICAL INFRASTRUCTURE SETUP
- TAX INCENTIVE CERTIFICATION

BUSINESS DEVELOPMENT

- PARTNERSHIP MANAGEMENT
- LEAD GENERATION
- MARKETING & BRANDING
- CLIENT SERVICING
- FULL OFFICE REPRESENTATION

BUSINESS GROWTH

BUSINESS IS ESTABLISHED, FOCUS SHIFTS TO REVENUE & MARKET SHARE GROWTH

EXPAND NOW OR IN THE FUTURE

PSD GLOBAL MEETS YOU WHERE YOU ARE IN YOUR GROWTH JOURNEY

SAMPLE CLIENTS (CORPORATE & GOVERNMENT)



SAMPLE ASSOCIATION PARTNERSHIPS





Global Experience

The following is a summary of our global experience by region and country. This list is not complete and only meant to show examples of the range of our experience. Specific additional examples available upon request.

Africa

Angola	<ul style="list-style-type: none"> • Energy projects for global companies • Investment attraction to Angola from Europe
Rwanda	<ul style="list-style-type: none"> • Foreign Direct Investment Training for Government
South Africa	<ul style="list-style-type: none"> • Economic development strategy for regional government • USA market sales for South African IT companies • Multiple South African market entry projects • Trade missions for international delegations • BPO Outsourcing development projects
Ghana	<ul style="list-style-type: none"> • Development of manufacturing strategies

Americas

Bahamas and Caribbean	<ul style="list-style-type: none"> • Development projects in Tourism sector • FDI Strategy and Training for island countries • Sales into Caribbean for companies
Brazil	<ul style="list-style-type: none"> • Global sales for Brazilian companies • Brazilian market entry for US companies, i.e. Akamai • Trade missions to Brazil, i.e. for Arizona Commerce • Representation in Brazil of Intl. Government Agencies
Canada	<ul style="list-style-type: none"> • Multi-year FDI projects for Government of Ontario • FDI work for Quebec and cities across Canada • Multi-year representation of State of NY in Canada • Co-founding of Canadian Wireless Association • Market entry into Canada for companies • Export projects for Canadian companies
Mexico	<ul style="list-style-type: none"> • JV management for Mexican company • Trade missions for State of Mexico City
USA	<ul style="list-style-type: none"> • 500+ USA Market Entry projects • Export work for US Companies from 35 States • FDI work for US States and regions • US representation of many governments • US Government sales for companies

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Asia Pacific

Australia	<ul style="list-style-type: none"> Multiple economic development projects bringing investment into Australia from Asia and Europe Global sales for Australian companies 20+ Australian market entry projects for Intl. companies
China	<ul style="list-style-type: none"> Market Entry for non-Chinese companies US market sales for Chinese manufacturers Lead generation in China
India	<ul style="list-style-type: none"> Market entry for companies into India BPO and research in PSD local office Worked for multiple Indian companies on global sales Strategy for local governments and research
Japan	<ul style="list-style-type: none"> Multiple JETRO FDI projects in USA Japanese market entry for European companies Worked with Japanese companies on USA market (i.e. Mitsui)
Korea	<ul style="list-style-type: none"> KOTRA projects helping Korean companies sell into US Market Market entry projects into Europe for Korean companies
Philippines	<ul style="list-style-type: none"> FDI attraction into Philippines in key sectors BPO Outsourcing in PSD local office Development of strategy for companies entering market
Singapore	<ul style="list-style-type: none"> Trade missions in wireless/mobile sector for Singaporean companies Strategy development and training for export sector
Thailand	<ul style="list-style-type: none"> Multiple multi-year projects for Thailand Board of Investment Investment attraction across USA and Canada Market entry strategies for companies to manufacture in Thailand

Europe

Austria	<ul style="list-style-type: none"> FDI projects for Invest in Austria 100+ market entry projects for Austrian and entire German speaking region Market entry projects for Austrian companies
Belgium	<ul style="list-style-type: none"> FDI lead generation and seminars for Wallonia Region Strategy on economic development Market entry for companies into BENELUX markets Investment attraction for US Regions i.e. Ohio & VA Beach
France	<ul style="list-style-type: none"> Investment attraction for Invest in France Representation of State of Louisiana in France Market entry for US companies into France Export assistance to French companies
Germany	<ul style="list-style-type: none"> 100+ market entry projects into Germany for companies Representation of German companies in other markets Projects for German Laender, i.e. Thuringia and Bavaria
Italy	<ul style="list-style-type: none"> FDI roadshows for US regions, i.e. Richmond Market entry into Italian market for companies Export assistance to Italian companies to Americas Global sales for Telecom Italia Mobile
Poland	<ul style="list-style-type: none"> Market entry for Polish companies Trade missions for Government of Poland Establishment of Polish presence for key IT firms
Portugal	<ul style="list-style-type: none"> Multi-year FDI project for AICEP Portugal Global Market entry into Portugal CEFAMOL trade missions to Americas Export assistance for Portuguese companies
Spain	<ul style="list-style-type: none"> FDI for multiple Spanish regions Market entry into Spain for companies Latin American sales for Spanish companies
Sweden	<ul style="list-style-type: none"> Market entry into USA for Swedish companies Swedish American Chamber Sales into entire Nordic region for US companies
Switzerland	<ul style="list-style-type: none"> 5 year + Investment attraction in North America Sales into Swiss market for global companies Strategy for Swiss regions on economic development Market entry for Swiss companies into the Americas
United Kingdom	<ul style="list-style-type: none"> FDI attraction projects for multiple UK regions Trade missions and export assistance for UK Region US Government sales project for UK Government Through local PSD office market entry into UK FDI from UK to countries such as Slovenia and USA JV Management for UK Fintech company in US market Financial services sector work for City of Sheffield Road shows for Invest in Northern Ireland

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