

ADDITIONAL NORTHSPAN FEE-BASED RESEARCH SERVICES

The following services are not included in within Northland Connection but are available to all members and partners for an additional fee.

N O R T H S P A N

ArcGIS Online Property Profiles

In Fall 2018, Northland Connection added ArcGIS Online (AGO) to its offerings. AGO is a state-of-the-art visualization tool used by major media outlets to combine graphics and text to tell stories. It gives Northspan basic mapping capabilities and the ability to create Story Maps, or scrolling, visually appealing media that can profile properties, projects, or otherwise highlight assets and opportunities in communities we serve. Approximate cost is \$1,500 for a single profile. Multi-property portals available at a negotiated rate based on number of properties.

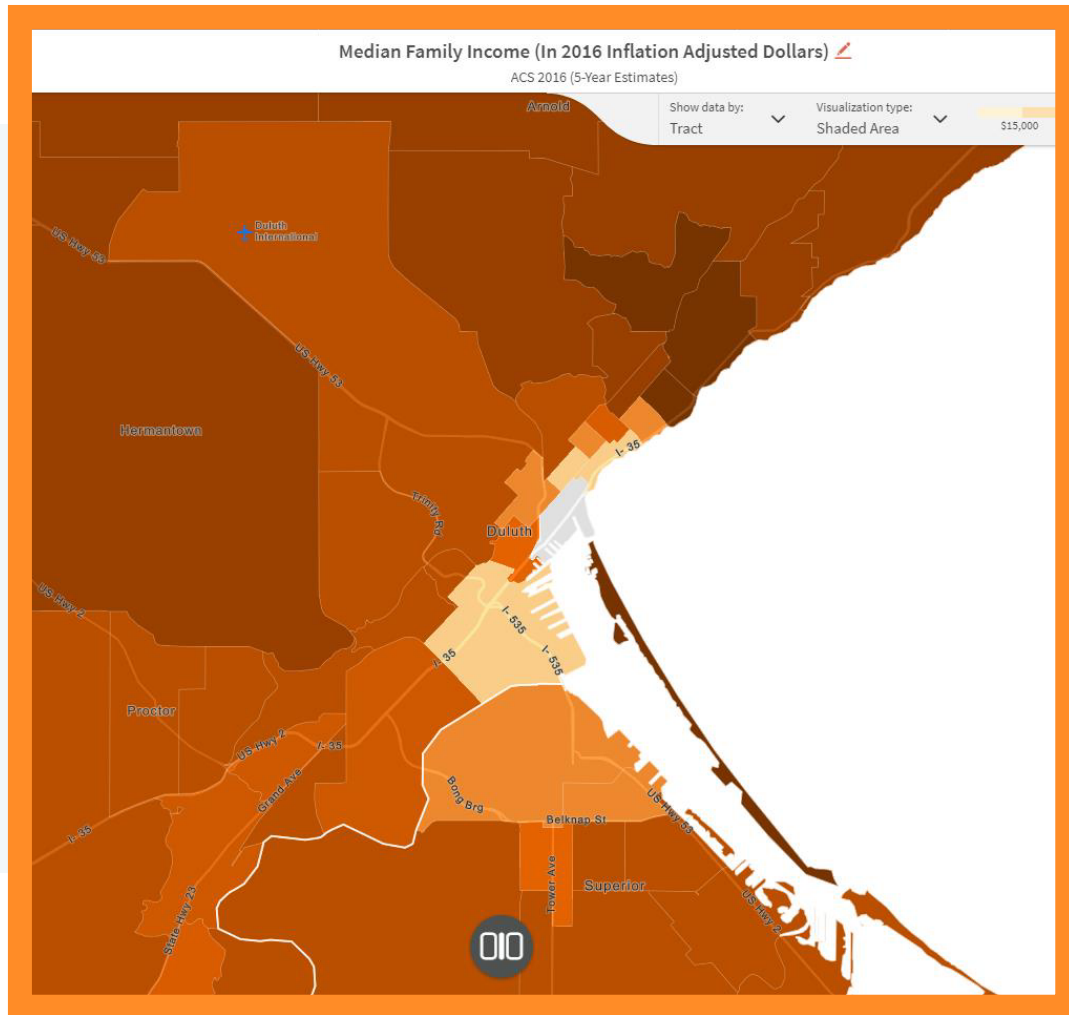


NORTHSPAN RESEARCH SERVICES, CONTINUED

Social Explorer Map Development

Northspan can create maps visualizing current and historical demographics using Social Explorer. These maps can be comparative, and they can also be inserted into AGO Story Maps for enhanced visual appeal.

Approximate cost is \$1,000 for basic map; terms negotiable for multiple maps or more elaborate projects.



NORTHSPAN RESEARCH SERVICES, CONTINUED

Detailed Prospect Qualification**\$400-600**

- Everything included in a snapshot profile listed on previous page.
- Leadership Team, Markets, Partners/Investors, Competitors, Recent News, Unique Information (i.e. feedstocks for biofuel company), SWOT Analysis (if available), imagery
- Compilation of data on businesses within certain sectors within a defined area, including details on NAICS codes, revenue, number of employees, and contact information
- Package a detailed profile

Industry or Cluster Analysis**Depends on scope**

- Regional presence, national or global analysis, financial information
- Outlook, external drivers, supply chain, major markets, market share concentration and host of variables for more than 700 industry sectors
- Package response per client's direction

Pre-Shovel Ready Analysis**\$2,000-2,500**

- Assess site's viability for DEED or other Shovel Ready program
- Initial review of materials necessary for application
- Provide checklist of needed materials

Real Estate Market Studies**\$1,500-3,000, depending on scope**

- Assessments of commercial and residential vacancy rates, absorption/capture rates, and rents within defined areas
- Research tailored to specific projects or of an overall market area as a whole
- Can include broad community assessments or parcel-by-parcel data collection
- Policy/program recommendations available upon request

NORTHSPAN RESEARCH SERVICES, CONTINUED

Economic Impact Analysis**Depends on scope**

- Assessment of economic impact of a business or industry on a defined area
- Basic version (\$2,000-3,000) analyzes impact using internal data and/or operating assumptions plus IMPLAN analysis in the State of Minnesota
- Advanced version (\$4,500-6,500) includes IMPLAN economic impact software package for data on direct, indirect, and induced effects and analysis outside of the State of Minnesota

Financial Feasibility Studies**Depends on scope**

- Develop a report assessing the financial feasibility of a business or industry
- Interrogation of underlying assumptions of business model
- Optional inclusion of economic impact analysis
- Development of narrative tailored to key partners

Marketing Materials Development**\$2,500+**

- Provision of data and narratives for profiles of communities, properties, or programs
- Available to assist with design Website Content Development and Project Management Depends on scope
- Provision of data and narratives for community or regional website development
- Available to work with web developers on design and construction of website to ensure user-friendliness for both website users and future updates to the website
- Depends on scope

Other Project-Specific Activities

- Staff is available to perform other projects, which may include but is not limited to:

Cataloging and analyzing development potential of vacant or foreclosed properties

Developing an industry referral database of regional businesses seeking other business opportunities

Other research needs as brought forward by partners