OppSites
Build the Future of Cities

GETTING STARTED

3 STEPS

To Successful Economic Development

Overview

OppSites' web-based economic development platform connects cities and real estate development professionals in a single $250 billion dollar annual marketplace.

One of the greatest challenges facing cities of all sizes is the need to attract new investment that aligns with community goals. OppSites meets this challenge by providing a single platform where cities and the investment community work together to unlock economic potential.

+ Cities Add underutilized Districts and Sites, and share local knowledge about what they want to see built.

🔍 Investors Find underexposed real estate opportunities and gain insights into markets primed for new investment.

OppSites' development opportunities are discoverable within a dynamic, searchable environment. Cities can Add Sites they want developers to know about, regardless of who owns them, and whether or not they are for sale. Districts provide valuable information for investors about the context of opportunity Sites. OppSites' marketing tools allow cities to promote opportunities to a national audience of prospective investment partners. Information about development opportunities is standardized across jurisdictions so that investment partners can easily filter, Find, and compare development opportunities.

No other platform provides tools to identify and Promote strategically important, commercially valuable, underexposed development opportunities, all with the click of a button.

Unlocking economic development has never been easier, faster, more efficient, or more affordable. With OppSites, cities enhance departmental workflows, increase transparency, boost their marketing capacity, and maximize revenue in support of long-term economic health.

Getting Started

STEP 1

Join the OppSites Marketplace
Sign up your city, include your city staff, and invite Local Partners. OppSites' Basic Services are free, and do not require any commitment, contract, or fee.

STEP 2

Add Districts and Sites
Identify development opportunities. Add all city-owned Sites, and then Add any privately owned Sites where new development would support community goals.

STEP 3

Market Your Opportunities
Launch a targeted marketing campaign from OppSites, and Promote your city's development opportunities to a national audience of investors, brokers, and developers.

OppSites

Tools & Services

OppSites has two primary user groups: municipalities and the investment community

MUNICIPALITIES

INVESTMENT COMMUNITY

Basic Membership

ADD Districts and Sites
Identify Districts and Sites prioritized for new development.

FIND Development Opportunities
Find underexposed and pre-market real estate opportunities.

Premium Memberships

Marketing and Promotion
Promote priority Districts and Sites to a national network of investors and developers.

Lead Generator
Follow preferred Cities and Districts and get instant updates about development opportunities before they hit the market.

Featured Opportunities
Feature specific Districts and Sites on the OppSites homepage to increase exposure.

Site Information
Access information about ownership, planning requirements, financial incentives, and public and private investments.

OppSites Data Import Service
Reduce staff time by letting our team identify and market opportunities on your behalf.

Watchlist
Track preferred Districts and Sites and get instant updates.

Custom Services: Contact Us

3D Visualization Tools
OppSites can build a web-based interactive map illustrating unmet economic potential in your city.

3D Visualization Tools
View unmet development capacity superimposed on existing development. See what can be built, and what's on the ground.

OppSites

Join the OppSites Marketplace

FIRST GOAL: Create City Acount

Click Sign Up to create a new account. The first person to sign up will establish your city on OppSites, and will become the City Account Manager. This can be changed at a later date.

The City Account Manager can authorize an unlimited number of individuals to Add Sites and Districts and contribute their expertise.
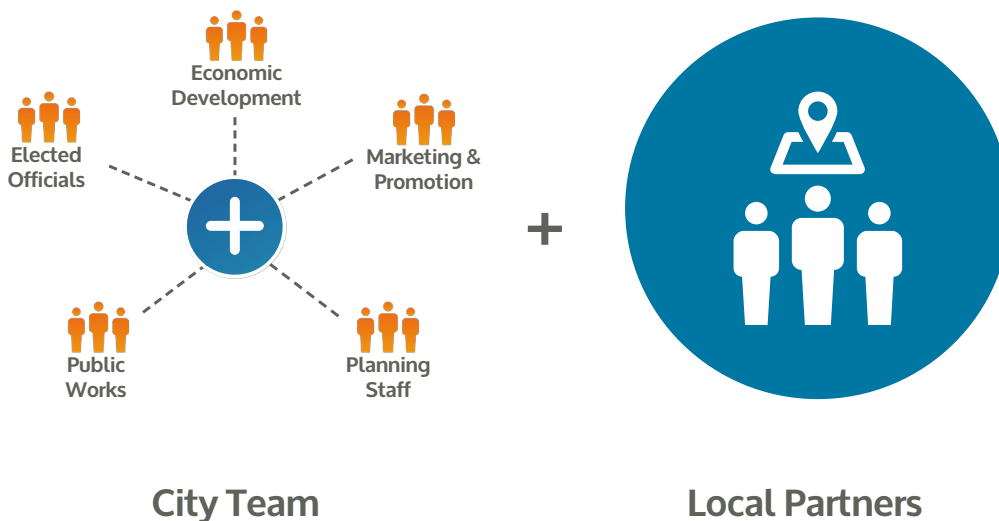
SECOND GOAL: Include City Staff & Invite Local Partners

Include City Staff
Include members of key city departments who can contribute information about development opportunities.

Invite Local Partners
Invite members of economic development organizations, consulting planning firms, transit agencies, BIDs, regional planning associations, and other individuals who can identify development opportunities that support community goals.

Economic Development

Elected Officials

Marketing & Promotion

Public Works

Planning Staff

City Team   **Local Partners**

PRO TIPS

Support

Email us
support@oppsites.com

Call us
510.788.0701

Webinars
webinars.oppsites.com

FAQ & tutorials
faq.oppsites.com

City Profile Page

The City Profile Page is where Cities tell investors and developers about current and future development, key reasons for investment, and who to contact for more information. On this page, investors will discover a gallery of Districts and Sites, situated in the economic development context of your city. From there, investors can click on Districts or Sites to discover opportunities.

Site Status

Staff across departments can easily collaborate. For example, economic development staff can Add Sites and describe preferred outcomes and incentives, while planning staff can contribute information about policies. See the Working with Sites section to learn more.
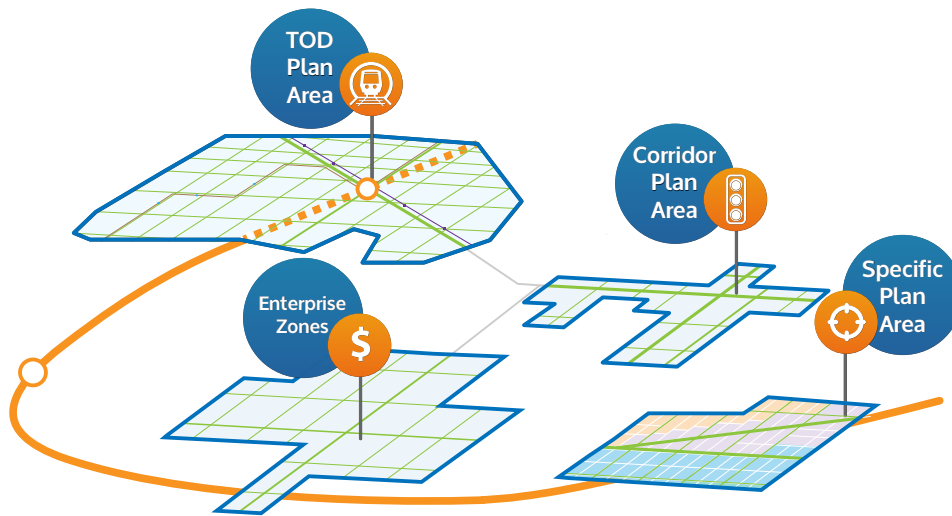
OppSites

FIRST GOAL: Add Districts to OppSites

A District is any area prioritized for new development. A District may include a neighborhood, corridor, specific or general plan area; or other area where current or planned investment creates unmet development potential. Cities Add Districts to identify areas where development is prioritized and to provide context for multiple Sites.

Create a District in Two Ways:
Click to Draw: On the Add page, click Add District, then press and hold the alt or option key and click on the map to draw a boundary box.

Upload a GIS File: On the Add page, click Add District, and then click Browse to look for the GIS file on your computer, or simply drag and drop the file onto the map, and OppSites will draw the District for you.

Examples of areas that can be Added as Districts.

PRO TIPS
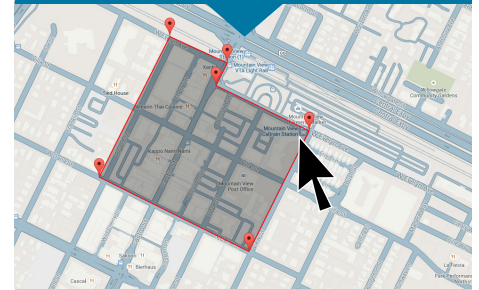
Apply Your Knowledge

When you Add Districts to OppSites, the info you provide about preferred outcomes, policies, and incentives, will apply to all Sites in that District, saving you time.

Save Time, Upload GIS

OppSites accepts KML (Keynote Markup Language) files. You can upload one District file at a time. Please let us know if you need assistance with file conversion.

Don't Just Plan …
IMPLEMENT!

Planning efforts often create new development potential through policies and incentives. Add Districts and planning areas to OppSites as *part of your planning efforts*, and implement your community's goals.

STEP 2 ▸ Add District and Sites

SECOND GOAL: Add Development Sites

Add City-Owned Development Sites
It's easy. Click the Add button and move the map, zoom in, or enter an address in the search bar. Then simply click all parcels that make up a development Site.

Now, click Create Site, and follow the prompts to contribute information about the opportunity and its context.

Add Underutilized Sites Throughout the City
Add every Site where new development supports community goals. Consider privately and publicly owned Sites; for sale and not for sale Sites; Sites where new zoning creates unmet potential; Sites near transit stations; Sites along mixed-use corridors, etc.

Working with Sites

Edit: You can edit, delete, or make changes to Sites and Districts in your organization. Click Edit from My Sites or from within a Site or District Detail Pages.

Status: The Status of a site determines who can see it. You can change the statis of a Site by editing it.

- **Draft Sites:** are only visible to people in your organization and will not show up in searches.

- **Pending Sites:** are visible to everyone and will shoe up in searches, howeber they have not yet been made Active by the city, and such as do not have the city's formal stamp of approval. This allows the city to encourage local partners to Add Districts and Sites while reviewing and approving them at a later date.

- **Active Sites:** are approved by the city and are visible anf findable for all users.

PRO TIPS

Add Sites Fast!

Watch a 3 minute video:
http://goo.gl/q2Pkba

OppSites

STEP 3 > Market Your Opportunities

FIRST GOAL: Build Your Audience by Creating Contact Lists

To open the Contact Manager, click Contacts in the drop-down menu under your name in the OppSites header.

Enter all professional contacts with whom you will Share development opportunities. For example, local brokers, developers, investors, and REITs.

Personal Lists are available only to you, while Organization Lists are shared by all members of your team.

SECOND GOAL: Promote Opportunities from OppSites

Click Promote from any of the following pages to market development opportunities to a national network of investors, brokers, and developers.

From a Site Detail Page:
1. Click the Promote button on the left side of the page.
2. Enter a personal message, and Add unlimited email addresses, or drop names from your Lists into the recipients box.
3. Click Promote to send an email with a picture and description of the opportunity.

From a City Profile Page:
1. On the City Profile Page, scroll down to see a gallery of all Districts and Sites.
2. Hover your mouse over the Site you wish to Promote, and click Promote when the button appears.

From the My Sites Column
1. Click the Promote button under any Site or District.

PRO TIPS

PROMOTE

Organize Your Contacts

Organize your contacts into lists. For example:

> Local Housing Developers
> Hotel Developers
> Office Developers

Then Promote Sites!

Increase Exposure

Showcase your City's development Sites on the OppSites homepage.

Contact Marketing
press@oppsites.com
for details

Promote Like a Pro!

Watch a 3 minute tutorial:
http://goo.gl/io2kll

OppSites

OppSites
BUILD THE FUTURE OF CITIES

Unlocking economic development has never been easier, faster, more efficient, or more affordable.

Cities use OppSites to enhance departmental workflows, increase transparency, boost their marketing capacity, and maximize revenue in support of long term economic health.

Let's get started.

Benefits

- **Maximize** economic development
- **Promote** city priorities
- **Implement** community goals
- **Increase** revenue and property values
- **Save** staff time and money
- **Preserve** the rights of all property owners
- **Increase** government transparency
- **Leverage** local assets and investments
- **Build** a stronger economy