



GETTING STARTED

3 STEPS

**TO SUCCESSFUL
ECONOMIC DEVELOPMENT**

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Overview

OppSites is the only online marketplace showcasing public and privately owned properties that cities want to see redeveloped.

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.

STEP 1

Join the OppSites Marketplace

FIRST GOAL: Create City Account

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.

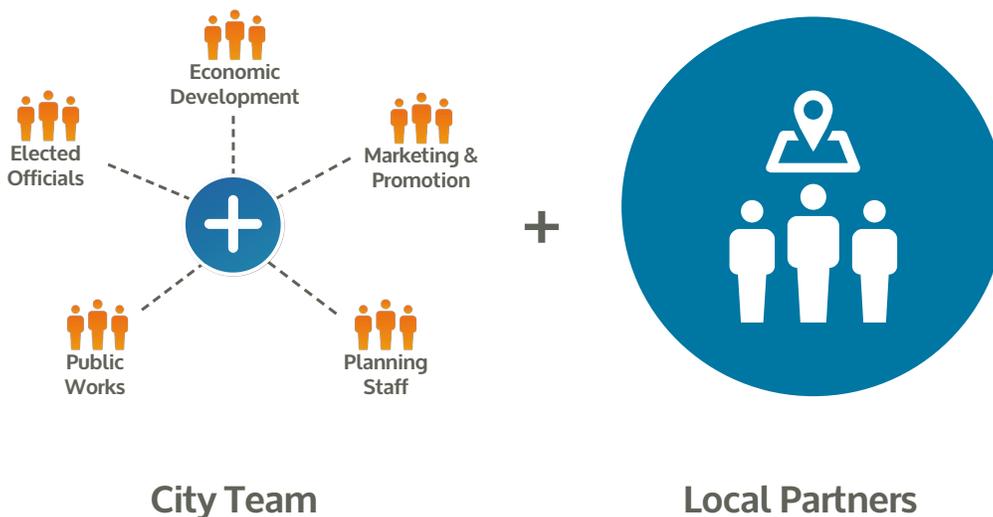
SECOND GOAL: Include City Staff & Invite Local Partners

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.



PRO TIPS

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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.

STEP 2

Add Districts and Sites

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:

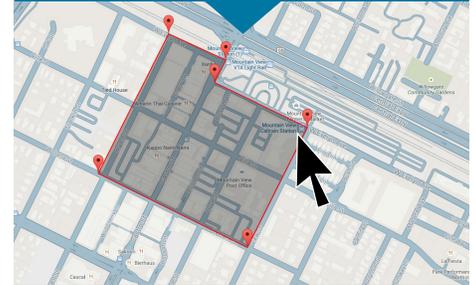
Click to Draw: On the Add page, click Add District, then press and hold the alt or option key and click on the map to draw a boundary box.

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 status 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 show up in searches, however 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 and findable for all users.

The screenshot displays the 'PRO TIPS' section of the OPP Sites application. At the top, a blue banner reads 'PRO TIPS'. Below it is a map of a city street grid with a red arrow pointing to a specific parcel. The map shows streets like E Santa Clara St and 4th St Plaza. Below the map is a form with two columns: 'Policies/Requirements' and 'Entitlement Risk Reduction'. The 'Policies/Requirements' column includes fields for Gen Plan Designation (Dublin General Plan), Master Plan/Specific Plan (Commercial Center Specific Plan), Zoning Designation (Retail, Mixed-Use, Commercial), Height Limits (None), Floor to Area Ratio (FAR) (.5), Dwelling Units per Acre (10 dwelling units/acre (part of mixed use)), Parking Requirement (none), and Other Requirement. The 'Entitlement Risk Reduction' column includes checkboxes for Fast Track Approval (checked), Community Support (checked), Political Support (checked), Zoned for Preferred Outcomes (checked), EIR Approved/Status (checked), and Completed Agency Approvals (unchecked). A mouse cursor is pointing at the 'EIR Approved/Status' checkbox. Below the form is a grey box with the text 'Add Sites Fast!' and a large blue play button icon. Underneath the play button is the text 'Watch a 3 minute video: <http://goo.gl/q2Pkba>'.

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/io2klI>



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

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