

Steve Howard

From: Steve Howard
Sent: Friday, April 23, 2021 10:10 AM
To: Nancy A. Clark-Gonzalez
Subject: FW: Concentrating now on Activities/milestones (2.) Strategic Plan

Importance: High

FYI

From: Steve Howard
Sent: Friday, April 23, 2021 10:02 AM
To: DL CCBC COMMISSIONERS <DLCCBCCOMMISSIONERS@co.camden.ga.us>
Cc: Shawn Boatright <sboatright@co.camden.ga.us>; John S. Myers <countyattorney@co.camden.ga.us>; Tina Gonzales <tina@fvigroup.org>; 'Gregory Ammirati' <grega@fvigroup.org>
Subject: Concentrating now on Activities/milestones (2.) Strategic Plan
Importance: High

Commissioners,

Tina sent you all the **draft final business plan** on Monday for any feedback/input you may have. I also asked her to reach out to each of you by phone. We are now ready to begin focusing efforts on **2. Highlighted below.**

Board of Commissioners Adopted Targets for Action 2021

GOAL 2	GROW THE LOCAL ECONOMY
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ACTION: Spaceport Development: Securing License, Regional Collaboration, Business Plan Development, Market Plan, Operations, Direction, and Next Steps	PRIORITY	
	<i>Policy – Top</i>	
<u>Key Issues</u>	<u>Activities/Milestones</u>	<u>Time</u>
<ul style="list-style-type: none">• Operating Structure• Desired Operating Plan• Build Consensus• Agreement on a Plan of Action	<ol style="list-style-type: none">1. Develop and Finalize an Executable Strategic and Tactical Business Plan2. (Based upon business plan): Define Cross-Vertical Potential Ideal Markets and Identify 20 Specific Targets (i.e., Launch, Satellite, Manufacturing, and Education)3. Develop and Execute Plan to Secure Commitments for Partnership with Camden County	3/21 6/21

Responsibility: County Administration

Thanks Steve





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Proprietary and Confidential: Attorney/Client Privileged- Real Estate Property Acquisition

March 20, 2021

Steve Howard, Camden County Administrator
Spaceport Camden Project Lead
200 East 4th Street
PO Box 99
Woodbine, Ga 31569

Dear Steve,

The FVI Group has successfully completed Phase One and has submitted the Business Plan to the County Commissioners. Thank you for the opportunity to facilitate this exciting initiative.

During Phase One, FVI has, in good faith, simultaneously undertook Phase Two initiatives - and potential opportunities - to minimize potential lost revenue and tenants.

In fact, FVI is in active discussions with four (4) Launch Service Providers, four (4) satellite manufacturers, two (2) Govt Agencies, three (3) cloud computing/IoT Companies, a National Communications Company, and a Master Development Group. FVI is devoting its full efforts to successfully complete Phase Two with the objective to accelerate Phase Three closes.

Attached, please find the FVI Statement of Work for Phase Two for your review. Don't hesitate to reach out if you have questions or the need for clarification on any topic.

Please review the attached, and if there are no questions, please sign and forward to me so that we may continue our efforts in making Spaceport Camden a reality!

Warm Regards,

Greg Ammirati
President
FVI Group
(815) 236-2893
grega@fvigroup.org

PHASE
TWO

Approved: Chairman
Blount



Proprietary and Confidential Attorney/Client Privileged-Real estate Property Acquisition

Camden County Phase Two Statement of Work

Phase Two: *April thru June*

Define Cross-Vertical Markets and Identify 20 Prospects

- Given the Business Plan, the team will identify and define the Ideal Customer Profile across eight (8) vertical target markets (ex: Launch, Satellite, Manufacturing, Education)
- Develop and build Messaging, Presentations, Value Propositions, ROI Models, Business Justifications, etc. specific to, and for, each Vertical
- Pilot a variety of GTM and Messaging strategies to achieve optimal alignment and interest
- Identify Ideal Target Companies/Entities for each market
- Identify Key Contacts from each Target Company
- Identify Existing Relationships, Contacts, etc. within the Camden team. Ask for warm intros - "Divide and Conquer"
- Assign Priorities and Sales approach for each
- Build the Attack Plan for Deal Closure and Success

Fees:

Invoices and Progress Reports submitted on 15th and 30th of each month.

Washington DC


New York

Chicago

Los Angeles




Proprietary and Confidential, Attorney/Client Privileged-Real estate Property Acquisition

Per: 
Gary Blount,
Camden County Board of Commissioner

Date: 4-21-21

FENIMORE VENTURES, LTD.

Per: 
Gregory Admirati
CEO, FVI Group

Date: 4/22/21



CAMDEN COUNTY PROFESSIONAL/TECHNICAL SERVICES PROGRAM AND PROJECT SCOPE

COST PROPOSAL PHASE TWO

Summary:

- The team needs to immediately begin preparing for "Post-FAA Licensing" Activities
- Every Day of inactivity on our part offers the Competition with irreversible advantages
- The Initiative is complex, political, potentially expensive, and requires sophisticated thought, planning, and execution
- Over-Arching Objective is to deliver committed tenants to Camden by end of 2021- presuming activities beginning before end of 2020
- Requirement is a Collaborative, Candid, and "Commission-Approved" One Year Project
- Initiative must be executed affordably, ethically, legally, and timely
- Phase One is critical for building consensus on approach, feasibility, budgets, and execution approach/timelines
- Phase Two is the beginning of Target Market definition and Contact
- Phase Three is the consummation of efforts with Target Market Commitments

FVI Approach:

- Three-Phased Project, that will align with 2021 Deliverable
- Phase One: Development and Finalization of an Executable Strategic and Tactical Business Plan—"Feasibility Plan and Cost Analysis"
- Phase Two: Define Cross-Vertical Potential Ideal Markets and Identify 20 Specific Targets
- Phase Three: Develop and Execute Sales Plan to Deliver Committed Potential Tenants

Phase One: Develop and Finalize Business Plan- Jan thru April----- COMPLETED
March 31, 2021

- Initiate Nine P Structure/Approach with Commissioners to determine their Ideal Operating Structure and desired Operating plan
- Phone Interviews/F:F Interviews as Needed
- Candid dialogue regarding costs, opportunities, challenges, benefits on desired approaches
- Determination of Unknown Critical Information pieces and assignment of tasks (ex-Financing deals, Investment Incentives)



- Follow Up Discussions, Challenges, Ideas, Pro's/Cons of each Approach, etc.
- Build Consensus and Agree to Plan of Action
- Provide Alternatives, Cost and Time Ramifications, and Candid Analyses
- Build Feasibility Plan based on Commission's Desired Approach
- Deliver an Approved, Signed-Off, Business and Tactical Plan

Phase Two: Define Cross- Vertical Markets and Identify 20 Prospects- April 1 thru June 30

- Aligned with the Business Plan, the team will identify Ideal Customer Profile across vertical target markets (ex: Launch, Satellite, Manufacturing, Education)
- Develop and build Messaging, Presentations, Value Propositions, ROI Models, Business Justifications, etc. for each
- Experiment with the Sales Tactics/Messaging for optimal alignment and success
- Identify Ideal Target Companies/Entities for Each Market
- Assign Priorities and Approaches for each
- Identify Existing Relationships, Contacts, etc. within the Team
- Build the Attack Plan

Phase Three: Execute Sales Plan, Adjust/Adapt, Succeed- July 1 thru December 31

- Build and agree on an Attack Plan, Sales Plan, and Target Audience
- Refine All Messaging, Value Statements, Incentives, ROIs etc. relevant for each target company
- Schedule Appointments, utilize Relationships, etc. to get Meetings
- Execute on our Sales Approach- revise as needed
- Secure Commitments for Partnership with Camden

Cost Proposal:

- This Project will be executed by Subject Matter Experts from the FVI Team.
- The Phase Two Target Market and Prospect Definition is a Fixed Fee Engagement, not to exceed \$60k, which includes reasonable Travel and Expenses
- Expected Completion is 90-120 days, based on Project Plan TBD
- Fees are paid twice monthly on the first (1st) and fifteenth (15th) of the month.
- FVI is responsible for timely invoice submission and monthly Activity Reports to the County Administrator- and will align with the mutually agreed to Deliverable Project Plan
- Any additional potential costs must be submitted in writing to County Administrator and prior approval is required



IN WITNESS WHEREOF the parties have executed this Agreement as of the day and year first below written.

Per: *Gary Blunt*
Gary Blunt
Chairman,
Camden County Board of Commissioner

Date: *4-21-21*

FENIMORE VENTURES, LTD.

Per: *Greg Ammirati*
Gregory Ammirati
CEO
FVI Group

Date: *4/22/21*