



# INVESTING IN THE PLACE WHERE FREEDOM GROWS

*A 2018-2022 Economic Development Initiative of the Greater Killeen Chamber of Commerce*

## INVESTOR RELATIONS PROGRAM

The Greater Killeen Chamber of Commerce (GKCC) intends to communicate with 14 Forward investors throughout the duration of the 2018-2022 Economic Development Initiative and beyond - via an Investor Relations Program.

In addition to the outcomes (new / expanded missions, new jobs, new capital investment, economic ripple effect) identified in the 14 Forward's economic impact analysis - and the various new business opportunities these outcomes represent for 14 Forward investors - 14 Forward's Investor Relations Program will provide a variety of additional benefits.

The below-listed items represent draft Investor Relations Program highlights that will be reviewed by the Investor / Stakeholder Council at the conclusion of the campaign and before commencement of the program.

### Benefits for Investors: Information, Input, Access, Networking

- » Company name listed on the 14 Forward web site, campaign marketing collaterals, and in "Investor Honor Roll" listings in local newspapers / publications, etc.
- » Invitation to the Campaign Public Kickoff and "Victory Celebration" at the campaign conclusion.
- » Invitation to 14 Forward Annual Investors Conference.
- » Copy of "Investor Annual Report" and quarterly investors-only progress reports / newsletters.
- » GKCC Executive-led one-on-one briefings each year for leading investors - and beyond.
- » Opportunities for direct involvement in the Initiative:
  - Special assignments such as hosting prospects
  - Special committee participation to plan new strategies
  - Join staff on lobbying / advocacy and prospecting trips
- » VIP opportunities:
  - Invitation to special functions, groundbreakings, economic development announcements, new Ft. Hood mission welcoming ceremonies, and to meet new business VIP's.
  - "Sneak preview" promotional videos and other first-run opportunities.

### 14 Forward Governance / Investor Relations Council

- » The Greater Killeen Chamber of Commerce intends to recruit a cross-section of 14 Forward investors to serve as board members of the Fort Hood Regional Economic Development Foundation, a newly incorporated 501c3 organization charged with oversight and governance of 14 Forward capital and implementation of the strategic initiative.
- » In addition, a 10-15 member Council will represent the investor class and oversee the 14 Forward Investor Relations program. This group will meet four times per year and provide input to the GKCC Board / Staff and the Fort Hood Regional Economic Development Foundation Board on:
  - Communications to investors
  - Initiative priorities / strategies / tactics
  - Initiative progress