



MEETING  
DATE: August 22, 2013  
TO: Measure F Committee Members  
FROM: Christopher L. Stewart, Economic Development Manager  
SUBJECT: BIO/LIFE SCIENCE MARKETING AND RECRUITMENT CAMPAIGN

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### **REQUEST**

Support the Economic Development Advisory Commission’s recommendation to fund a Bio/Life Science marketing and recruitment campaign centered on the Buck Institute’s plan to build a new 65,000 sq. ft. research laboratory. Please see attached letter of request from John Williams, Chairman of the Economic Development Advisory Commission dated August 19, 2013.

### **RECOMMENDATION**

Consider approving the expenditure of \$262,796.63 from Measure F funds to finance the Novato Bio/Life Science Marketing and Recruitment Campaign at the Measure F Committee’s next meeting on September 12, 2013.

### **BIO/LIFE SCIENCE MARKETING AND RECRUITMENT CAMPAIGN OVERVIEW**

#### **I. Need / Opportunity**

1. The Buck Institute is one of the leading aging research centers in the world and because it is located in Novato it is in both the Buck and City’s mutual best interest to partner in recruiting new bio/life companies to lease space and help build the next 65,000 sq. ft. lab facility.
2. The Buck Institute contributed to the creation and growth of BioMarin, Ultragenyx and Raptor Pharmaceutical and they will continue to help other entrepreneurs develop new companies that will provide high paying jobs in Novato.
3. As a nonprofit organization the Buck Institute can offer entrepreneurs, start-ups, and small to medium size companies the opportunity to lease lab space and equipment at rates that they could not otherwise afford at other research facilities.

4. Many of the bio/life science entrepreneurs and small companies are being forced to look for more affordable space and labor as the high-tech industries continue to grow in San Francisco, the Peninsula and East Bay. Novato and the North Bay are an affordable alternative to San Francisco for both labor and R & D/Lab space and we offer a superior quality of living and affordable housing when compared to Pleasanton, Livermore or Walnut Creek.
5. The California Employment Development Department is projecting that numerous bio/life science jobs will be increasing by as much as 127% for biomedical engineers and by 40% to 50% for microbiologists, biochemists & biophysicist, medical scientists, biological technicians and natural science managers and these jobs pay between \$86,000 and \$168,000 annually.

## **II. Targeted Audiences and Messages**

1. Entrepreneurs, start-ups and small companies looking for affordable research lab space and equipment they can lease.

### Key Messages:

- Describe specific type of lab space and equipment Buck has to offer and pricing
  - Identify successful entrepreneurs and start-up companies with testimonials about the importance of their relationship with the Buck Institute
  - Identify the support network of existing bio/life companies that already exist in Novato and the North Bay
  - Highlight the quality of living and working in Novato and the affordable housing available in Sonoma County and the widening of the 101 and Smart train to Petaluma and Santa Rosa.
2. Established medium to large size bio/life companies whose leases are expiring in two to three years and who want to reduce their labor and space expenses.

### Key Messages:

- Describe development opportunities at the Commons, Campus and Hamilton sites and lease opportunities
- Describe the opportunities at the Buck institute for large scale users
- Provide workforce data on trained personnel and continuing education opportunities
- Highlight the quality of living and working in Novato and the affordable housing available in Sonoma County and the widening of the 101 and Smart train to Petaluma and Santa Rosa.

### **III. Marketing and Recruitment Activities**

1. Develop stand-alone website dedicated to the bio/life science campaign
2. Social media marketing
3. Direct mail campaign – three mailings per quarter
4. Direct email marketing feeding to website
5. Print advertising in industry publications
6. Attend trade conferences, events and meetings
7. Quarterly tours of Novato/Buck Institute with company executives, real estate professionals, media and bio/life science industry leaders - 15 to 30 people per visit
8. Public relations out-reach program and media placement of Novato/Buck success stories in trade and general public publications
9. One-on-one sales calls with companies whose leases will terminate in two to three years
10. Four videos – Buck Institute opportunities, bio/life science industry in Novato/Marin, real estate opportunities and quality of living and working in Novato and affordable housing in Sonoma County.

### **FISCAL IMPACT**

Expenditure of \$262,796.63 in Measure F funds

### **NEXT STEPS**

Staff will issue an RFP and select the most qualified firm to help refine and implement the campaign as outlined in the attached budget and work plan.

### **ALTERNATIVES**

None.

### **ATTACHMENTS**

1. Letter from John Williams, Chairman EDA Commission
2. Budget and Work Plan



THE CITY OF  
**NOVATO**  
CALIFORNIA

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**Mayor**

Pat Eklund  
Mayor Pro Tem  
Eric Lucan  
**Councilmembers**  
Denise Athas  
Madeline Kellner  
Jeanne MacLeamy

**City Manager**

Michael S. Frank

Date: August 19, 2013  
To: Michael Frank, City Manager  
From: John Williams, Chairman  
Economic Development Advisory Commission  
Cc: EDA Commission, Measure F Committee & City Council  
Re: Bio/Life Science Marketing and Recruitment Campaign

At the July 25<sup>th</sup> meeting of the Economic Development Advisory (EDA) Commission, the Commissioners unanimously approved designating the Bio/Life Science Marketing and Recruitment Campaign as the City's top priority for business and job recruitment.

With one of the world's premier aging bio/life science research facilities located in Novato the EDA Commission recognizes that partnering with the Buck Institute to expand their facilities is the greatest opportunity for the City to grow and recruit high paying jobs. The California Employment Development Department is projecting significant job growth in the bio/life science industry over the next seven years and these jobs will pay between \$86,000 and \$168,000 annually.

The San Francisco Bay Area is the nation's leading center for the bio/life science industry and Novato and the North Bay Area in partnership with the Buck Institute can become a major destination for companies looking to control and reduce their labor and space costs. The growth of the high-tech companies are forcing the bio/life science companies to look elsewhere in the Bay Area for more affordable labor and space.

With the widening of the 101 Freeway and new smart train to Sonoma County, Novato is uniquely located to offer bio/life companies a more cost effective location and alternative to remaining in San Francisco or the Peninsula and continuing to compete with the high-tech companies for labor and space.

The Commission also recognizes that the City must act aggressively and have a very polished and professionally managed campaign to market Novato & the Buck Institute and recruit the bio/life companies to Novato. Although at the time of the Commission's July 25<sup>th</sup> meeting staff had not completed the work plan and budget we understood that the cost of the campaign would be around \$250,000 for a one year program. The Commission will be reviewing the completed work plan and budget at the August 29<sup>th</sup> meeting and I am confident that they will approve the campaign as it is being presented to the Measure F Committee on August 22, 2013.

We look forward to sharing our excitement and support for this important high-paying job and business recruitment economic development program for the City of Novato.

## Bio/Life Science Marketing & Recruitment Campaign

For

Novato and the Buck Institute

<b>One-time fees</b>	
Branding/ logo design for Novato Life Sciences	\$1,500.00
Domain Name Registration	\$40.00
Researcher and writer for Life Sciences project (initial 3-4 weeks to create brochure and web copy)	\$3,200.00
Design, layout and print 50 x "Life Sciences Novato" business cards	\$112.50
Architecture, design and development of 6 section website, with full content management system. Includes all design, coding and content integration.	\$10,000.00
Pre-production, Production and Post- Production for 4 x 3 minute videos to promote Novato Life Sciences	\$29,000.00
Marketing and Account Management time for meetings & planning	\$2,000.00
Design & print general leaflet/ brochure	\$1,500.00
Photography for brochures, web and social media	\$1,500.00
	<b>\$48,852.50</b>

<b>Quarterly</b>	
Quarterly Hosting for NovatoLifeSciences.com for 12-months on commercial grade hosting. Includes hosting for CMS admin system.	\$87.50
Web and social media management, based on 6 hours per month.	\$9,750.00
Branded email to up to 2,000 contacts. Includes design, copy, coding, set-up, testing, broadcast, tracking and reporting.	\$770.00
Devise press release, gain approvals and send out to 30 local and trade media outlets (offline and online).	\$350.00
LinkedIn Advertising to Life Sciences CEOs and VCs within a 75 mile radius of Novato.	\$5,000.00
Trade press & Local press advertising.	\$5,000.00
Search Engine Marketing to promote properties and create 'brand' awareness, particularly to attract small businesses. Geo-targeted (75 mile radius of Novato).	\$5,000.00
Event in Novato - inviting CEOs of biotech and Life Sciences companies, realtors and press. Will be focused around the Buck Institute and include lunch and transport.	\$4,500.00

<b>Quarterly Continued</b>	
Design direct mail piece & invitation for prospective businesses. Print x 750 (5x7" card). Mail out to 500 companies within a 75 mile radius of Novato. Retain 250 to hand out at conferences and events. Includes design, copy, print, envelopes and mailing.	\$1,700.00
Trade shows and events budget (opportunities TBC).	\$3,000.00
Marketing and Account Management	\$8,500.00
Writer/ researcher (cost per quarter for updated)	\$3,200.00
PR Agency	\$3,500.00
<b>Total for first quarter</b>	<b>\$50,357.50</b>

<b>Total for 12 months</b>	<b>\$201,430.00</b>
<b>Grand total with one time fees</b>	<b>\$250,282.50</b>
5% contingency budget for additional opportunities	\$12,514.13
<b>Grand Total Year One</b>	<b>\$262,796.63</b>