



May 5, 2009

Letter to ITC Managers / Copy for INS article – Aerial Photography Announcement

As part of the Ripple Effect service commitment to your company's economic development needs, INS implementing partner, IADG provides aerial photography of the industrial sites (land and building sites) in your service territory - for your use, placement on the IADG website, and other promotional efforts in connection with marketing your development opportunities.

IADG has once again hired Mayland Aerial Photography of Cedar Rapids to fly development sites and communities again this year. **IADG will coordinate the photography, pay for the service, and bill your company for its respective share (approximately \$160 per site/park).** Using this coordinated approach, IADG saves a significant amount of flying time, which of course, translates into lower costs to those of you wanting to take advantage of the program.

To begin the process, if you have them, IADG needs photographs of existing industrial parks, optioned or proposed industrial sites, potential ag site, and communities of interest. In addition, photography of your key account/customer facilities is available this year if you care to have these shots taken.

You may want to give special consideration to aerial shots of facilities and complexes that have been impacted by **plant closings**. Some of these shots may be important for marketing efforts.

Finally, IADG is also studying how areas adjacent to **ethanol plants** you serve or that your territories adjoin might be marketed for additional economic development. If you believe you have sites fitting this criteria, a wide angle photograph of the area may be a valuable investment.

If you are interested in participating in the program, at your earliest convenience, or by June 1st, please send Sue Cosner the following information:

- 1) A plat map, or some other form of map, of the site or park.
- 2) Specific directions to the site, for example, from a community or other unique landmark.
- 3) Any other aerial shots you would like, that might enhance your marketing efforts, e.g. key account facilities.

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