A Memo From Martin J. Marasco:

It has been almost nine years since we kicked off our second Capital Investment Campaign as Altoona-Blair County Development Corp. and from that campaign, thanks to the dedicated individuals and organizations of Blair County, we were able to secure over $1.1 million in pledges. Even with the economic downturn of the country during the most recent years, our supporters came together for ABCD Corp. and we are eternally grateful for their generosity and belief in our mission.

We as an organization strive to conduct these capital campaign infrequently, and only when required in order to accomplish the vision and goals for all of us here in Blair County and generations to come. Through the involvement of our valued Board of Directors and numerous advisory committees, we as an organization believe that the time has come to address our ability to “Build for the Future” and launch a new campaign with community support.

Blair County has continued to be a preferred business location not only in Central Pennsylvania but also throughout the Commonwealth and entire northeast region. This county’s ability to remain competitive would not be possible without the support of its businesses, organizations and people. In order to continue the opportunities for our existing businesses to thrive and grow, attract new employers and invest in the education of our current and future workforce we need to address the needs of our community. Emphasis needs to be placed on access to capital, continued efforts to revitalize our urban core areas, workforce development, entrepreneurial support and the development of adequate sites and buildings.

Since 1946, ABCD Corp. and its predecessor Altoona Enterprises, has been dedicated towards serving Blair County families and businesses to produce a strong economy, community and home for all of us to live-learn-work-play. It is our job as the primary economic development agency for Blair County to create the opportunities for future generations to turn dreams and visions into reality and through your financial support we can do just that.

Please join us in “Building for a Better Tomorrow” for Blair County in this most critical of investment campaigns. We cannot do this alone, however, through our collaborative efforts and working together as a team for future generations we can move closer to our goals.

None of the past or future accomplishments of ABCD Corp. would be possible without your support. We look forward to welcoming you on board for this endeavor.
“Building for a Better Tomorrow”
$2 Million Investment Goal
Campaign Action Strategies:

**Improved Access to Capital**
- Enhance and expand revolving loan programs.
- Maximize private sector investment and leverage public funding sources.
- Provide sufficient funding options for business retention, expansion and new location opportunities.

** Provision for Adequate Sites and Buildings**
- Construction and infrastructure development for the Martin J. Marasco Business Park in Greenfield Township.
- Identification of new sites and buildings for economic development efforts to include Environmental Analysis, Highest and Best Use Studies.
- Identify funding opportunities to leverage infrastructure development.

**Workforce Development, Entrepreneurial Support and Talent Attraction**
- Leverage the region’s secondary education assets for workforce development and new business creation.
- Creation and continuation of public tax credit zones and programs targeting entrepreneurs and new company creation.

**Revitalization of Urban Core Areas**
- Identify sites and buildings for redevelopment efforts in urban core areas.
- Leverage existing core area economic drivers including business, education, healthcare and cultural assets.
- Support efforts for mixed-use development strategies throughout the region.

**Regional Marketing**
- Attendance at trade shows, site selection and foreign direct investment events to promote the benefits of the I-99 Corridor Region.
- Production of a regional I-99 Economic Development publication and updates to the website and continued utilization of social media.
2006 Campaign “Creating Opportunities” Action Plan Items & Results To-Date:

Revolving Loan Capital Fund and Development Opportunity Fund

- Leveraging of funds for Building PA program.
- Re-capitalization of USDA’s Intermediary Relending Program.

Land Acquisition and Industrial/Business Park

- Redevelopment of the former Hollidaysburg Car Shops property in conjunction with the DeGol Organization.
- Planning phase (including the securing of a Business in Our Sites grant) in relation to ABCD Corp.’s next business/industrial park in Blair County.
- Development of the I-99 Enterprise Campus business park.

Entrepreneurial/Business Development Center

- Securing a US Small Business Administration grant to further the efforts of Penn State Altoona’s Entrepreneurial Institute as well as developing curriculum at Penn State University Park.
- Renovation of former retail building in Downtown Altoona into the Sheetz Center for Entrepreneurial Excellence in conjunction with Penn State Altoona.

Workforce Development

- Creation of Executive Internship Program providing opportunities to over 185 students at regional companies and organizations.
- Initialized of Manufacturing, Healthcare and Marcellus Consortiums to address workforce and training needs in the county.

Regional Marketing

- Design, production and distribution of Blair County and I-99 Regional marketing pieces including websites for both abcdcorp.org as well as i99corridor.org.
- Attendance at national and international site selection events and hosting familiarization tours for businesses and site selectors.

1996 Campaign Highlights

Our first Capital Investment Campaign as Altoona-Blair County Development Corporation was kicked-off in 1996 with pledges being closed in 1999. Through the support of the business community here in the Blair County region we were able to gain over $890,000 in pledge commitments.

This funding allowed us to address items relating to the three action plan items for the campaign of: Addressing the Scarcity of Available Developable Land; Construction of a New Business Development Center; and to Enhance and Enrich Comprehensive Economic Development in Blair County. Below are listed some of the highlighted results made possible from the campaign.

Results:

- Completion of the Robert C. Jubelirer Business Park, the South Altoona Business Park and the Walter Business Park.
- Enhancements to the Ardie J. Dileen and William Ward Industrial Parks.
- Industrial and Business Park projects represent $14 million in Federal and State Funding, leveraging $82.6 million in private and other equity and the creation of approximately 750 jobs.
- Construction of the Devorris Center for Business Development in the South Altoona Business Park, a 37,000 sq/ft complex.
- Devorris Center for Business Development project represents a public/private investment of over $6.5 million.
I/We would like to pledge to ABCD Corp.

Total amount of pledge $________________________

To be paid over (number) _______________ years (up to 5 years)

Installments of $________________________________________

Installments billed  □ Monthly  □ Quarterly  □ Yearly

The first payment to begin on (date) ________________________

Signature______________________________  Date____________

Name (please print)______________________________________

Company_______________________________________________

Address________________________________________________

City/State/Zip___________________________________________

Phone__________________________________________________

Email__________________________________________________

We understand that our contribution is tax deductible as a charitable contribution.
ABCD Corp. is a 501(c)(3) corporation and has a determination letter on file from the IRS.
INVESTMENT CATEGORIES:

**Chairman**: $100,001+

**Partner**: $50,001 - $100,000

**Developer**: $25,001 - $50,000

**Implementor**: $10,001 - $25,000

**Member**: $5,001 - $10,000

**Sponsor**: $4,001 - $5,000

**Facilitator**: $2,001 - $4,000

**Associate**: $501 - $2,000

**Friend**: up to $500