A study does not hire anybody.

Small-town economic development — research, building, and staying. Based in Palm Beach, Florida. Leave-behind for council review.

WHO THIS IS FOR

Affluent towns
Diversifying so prosperity does not rest on one employer.

Comeback towns
Working toward a turnaround, looking for the right next move.

Towns hit hard
Needing real jobs, not another plan on a shelf.

ENGAGEMENT STRUCTURE

No charge — Call or video

A conversation about the town — what it has, what it lost, what it keeps asking for.

Fee — On site

Time in the town, not a site visit. Council, business owners, and residents, over meals where people actually meet. From $15,000 for three days; full rate card below.

Terms agreed — Building

Where something real is found, I stay. The company gets built and operated, not handed back as a recommendation. Companies from my own portfolio can land in town, and some can start immediately. I also come as an investor.

WHAT THE VISIT COSTS

VISIT	ME ALONE	WITH 2 SPECIALISTS	WITH 3 SPECIALISTS
3 days Two or three ideas tested in depth	$15,000	$29,400	$36,600
5 days Several sites, plus lenders and utilities	$27,500	$51,500	$63,500
7 days A larger town, or several sites	$42,500	$76,100	$92,900
2 to 4 weeks Scoped after the visit	MONTHLY FEE	MONTHLY FEE	MONTHLY FEE

INCLUDED
Meetings, site work, and research for the days stated; each specialist's time at $2,400 per day; a written read on what the town can support, which the town keeps.

BILLED AT COST
Travel, lodging, and meals. Each additional day costs more than the one before.

TERMS
A fixed fee, agreed in writing with Proselyte Holdings, Inc. before the visit, and invoiced to the town under its own purchasing process. The first call is free.

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The seven-step process

What happens between the first call and the day something new opens.

01 **The call**
Free. A first conversation about the town — what it has, what it is missing, what it keeps circling back to.

02 **The visit**
Paid time on the ground. Not a site visit — the actual work starts here.

03 **Listening**
Council, business owners, residents — over meals, where people actually talk.

04 **Research**
Testing what was heard against what is actually feasible for this town.

05 **Visualization**
Shaping what the opportunity could look like, concretely, for this specific place.

06 **Crystallization**
Narrowing everything found down to what is actually worth building. An idea that needs a formal feasibility study gets one, scoped and quoted separately.

07 **The build**
The company gets built and operated — not handed back to the town as a recommendation.

WHAT IT OWES THE TOWN

A company built to **stay**, not a report that leaves when the invoice does. The standard is jobs a family can live on, grants for local entrepreneurs, and scholarships for children's sports. Visible local commitments, like the jerseys on the little league team, are what make an employer the town's own. They are the standard it is measured against, not a promise added after the fact.

This is early-stage practice work. No municipal engagement has been completed under it yet, and this page does not pretend otherwise. References, insurance, and bonding are confirmed for each engagement, on the scoping call.

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