RECOMMENDATION REPORT | OCTOBER 29, 2026

The Mount Vernon Story

A lead-generating economic development website built around the Lithium Connection



PREPARED BY

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Chairman & CEO, Global Site Location Industries



PREPARED FOR

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City Administrator, City of Mount Vernon, Texas

EXECUTIVE SUMMARY

Mount Vernon has a world-class story to tell

The moment

Mount Vernon sits on the Smackover Formation, home to the highest lithium-in-brine grades reported in North America, with $1.5B to $1.8B plant investments in play.

The gap

The current EDC web page is outdated and never mentions lithium. Site selectors researching the region can't find the Mount Vernon story.

The recommendation

Rebuild from scratch: a custom, lead-generating website with a Lithium Connection hub, launched in 70 to 75 days.

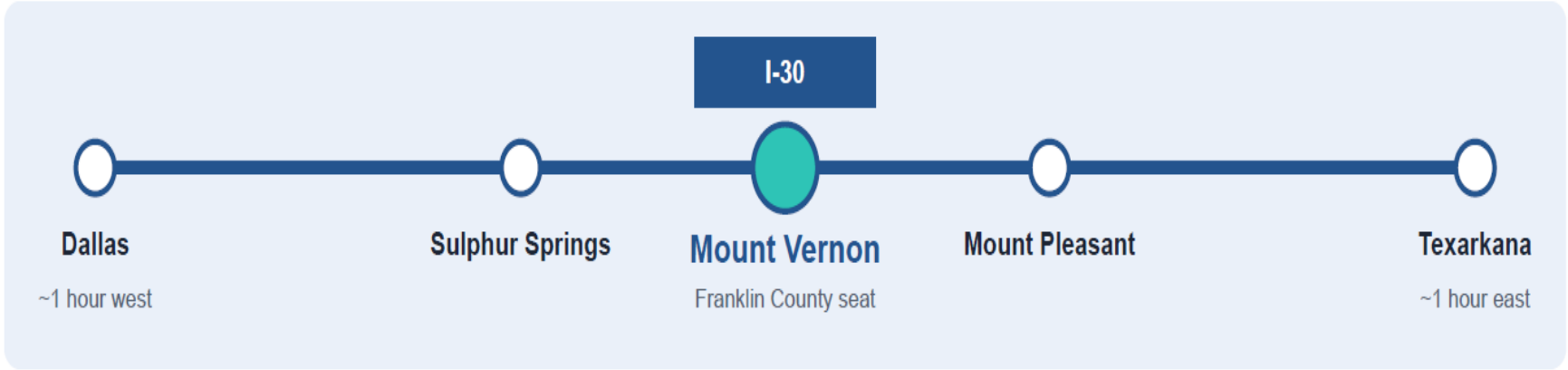
$28,050
Total package value

$14,950
Your net investment

$13,100
Total savings (47%)

MOUNT VERNON AT A GLANCE

A mountain of opportunity on the I-30 corridor



Interstate access

I-30 runs through city limits, with a corridor ready for commercial and industrial growth.

Industrial momentum

Lithium extraction plus a $500M aluminum recycling facility with 200 employees in the region.

Workforce pipeline

Training initiatives with Northeast Texas Community College for high-paying production roles.

Room to live

A planned mixed-use neighborhood to attract executives and skilled workers, plus Lake Cypress Springs.

THE LITHIUM CONNECTION

Lithium is happening right here in Mount Vernon

83,500

metric tons of battery-grade lithium carbonate per year targeted by GeoFrame Energy

120

jobs from the GeoFrame facility on I-30 in Mount Vernon

2x

expected increase in city tax revenue from the plant

30–50

years of expected resource life once in full production

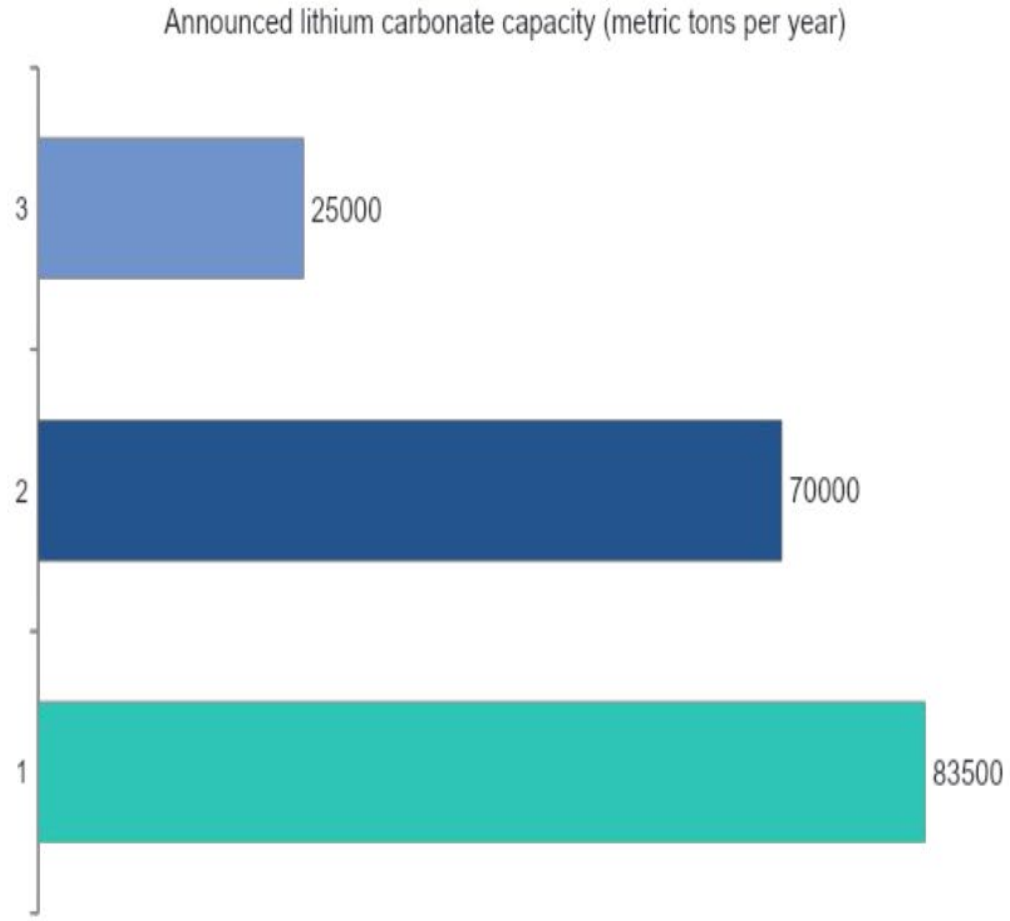
Why it matters to a site selector

- Geothermal-powered direct lithium extraction (DLE) from the Smackover Formation
- Halliburton contracted for well design, drilling and operations
- Plant investments of $1.5B to $1.8B discussed for the region
- About 4 years to full production: the window to recruit suppliers is now
- A domestic answer to the U.S. lithium supply challenge

Sources: KLTV (Jun 2025); KETK / GeoFrame Energy release; Mount Vernon meeting notes (Oct 28, 2026).

THE BIGGER PICTURE

A lithium corridor is forming around Mount Vernon



Standard Lithium + Equinor

Franklin Project spans 110,064 acres in Titus, Franklin and Hopkins counties; goal of 100,000+ tons per year in Texas.

Chevron

Acquired about 125,000 acres of lithium-rich leaseholds in Northeast Texas and southwest Arkansas.

TerraVolta Resources

$1B+ Texarkana-region facility backed by a $225M DOE award; 125+ permanent jobs.

EnergyX

$20M lithium demonstration plant at TexAmericas Center in Hooks, Texas.

Sources: GeoFrame Energy via KETK; Standard Lithium PEA filing (Oct 20, 2026); Connect CRE; InnovationMap; KTBS. Projects are at different stages of development.

WHO THE WEBSITE WILL RECRUIT

Every lithium plant needs an ecosystem

- Lithium producers & DLE technology
- Drilling, well & brine services
- Chemicals & reagents supply
- Water treatment & injection
- Engineering, EPC & construction
- Fabrication & industrial maintenance
- Logistics, rail & trucking
- Battery materials & recycling

Each target sector gets its own landing content, so expanding and relocating companies see exactly how Mount Vernon serves them.

CURRENT STATE VS. RECOMMENDED

From a billboard to a lead generator

What site selectors look for	Today's EDC page	Recommended website
The lithium story	Not mentioned	Dedicated Lithium Connection hub
Data & demographics	None provided	Data center with charts and downloadable profiles
Sites & buildings	Link to a listings page	Custom mapping with site and building profiles
Workforce	No workforce data	Workforce & NTCC training page
Incentives	One-sentence overview	Type B incentives toolkit
Video & storytelling	None	Video-ready story pages (ONDemand-ready)
Lead capture	Generic contact page	Project inquiry forms and lead tracking

PROPOSED SITE ARCHITECTURE

Recommended: a custom Mount Vernon Story website



Built as a lead generator: every page ends with a clear next step for a prospect, and every inquiry is captured and tracked.

SCOPE OF WORK

Scope of work: five phases from kickoff to launch

1 Discovery & Strategy

- Kickoff workshop
- Audience & target-industry strategy
- Content and data inventory
- Site map approval

2 Story & Content

- Mount Vernon Story narrative
- Lithium Connection copy
- Data center charts & profiles
- SEO keyword plan

3 Design

- Brand-aligned visual design
- Homepage & page templates
- Mobile-first layouts
- Two rounds of revisions

4 Development

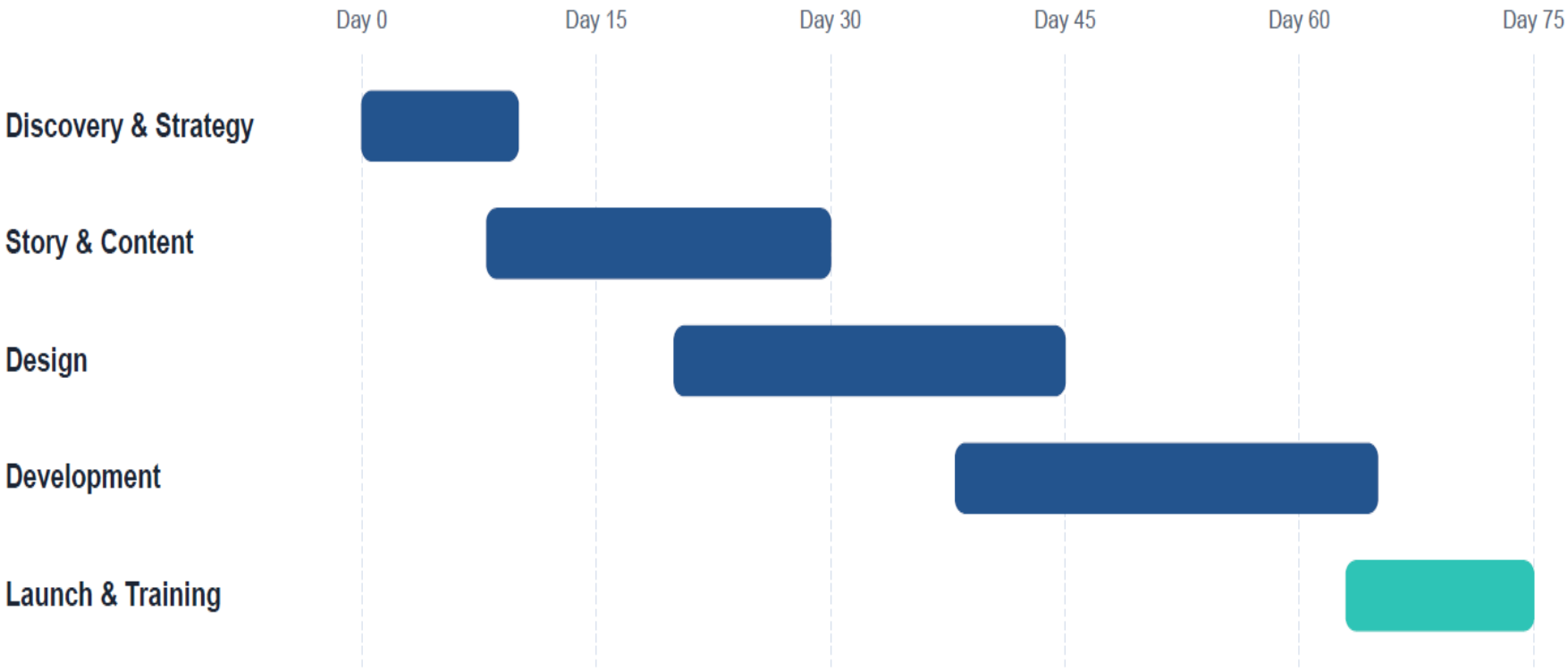
- Custom build & CMS
- Interactive site mapping
- Inquiry forms & analytics
- Video-ready page modules

5 Launch & Training

- Testing & QA
- Go-live & redirects
- Staff CMS training
- 30-day post-launch support

PROJECT TIMELINE

Live in 70 to 75 days from project start

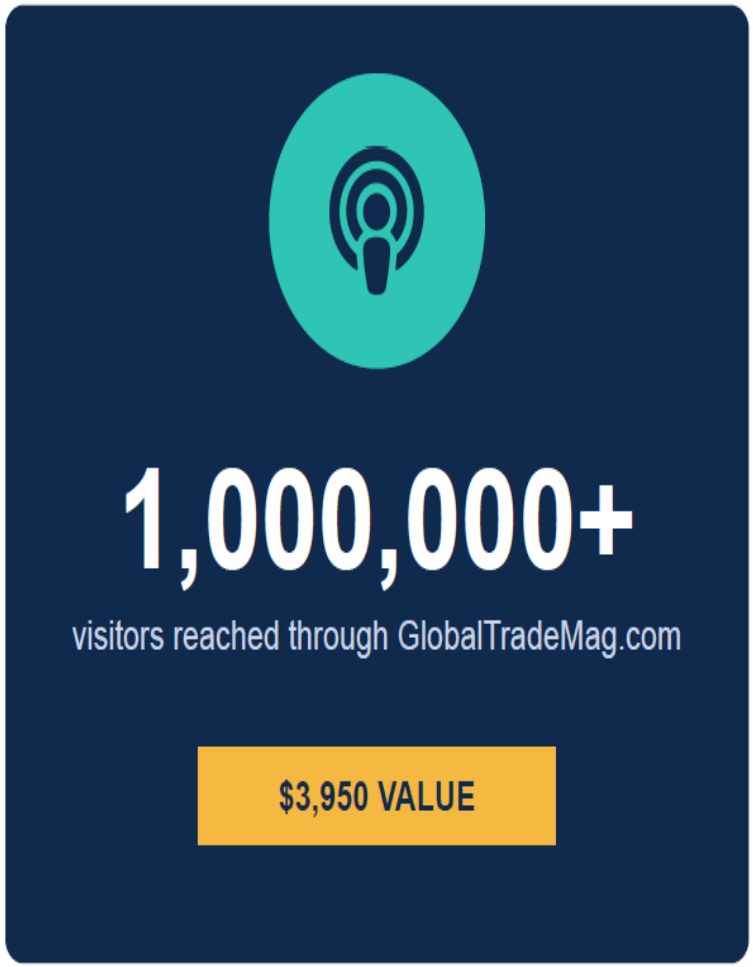


Mount Vernon provides: lithium press releases and project links, property listings, photos, logo files, and timely approvals at each phase.

GSLI provides: strategy, writing, design, development, hosting setup, training and launch promotion.

INCLUDED AT NO COST | $3,950 VALUE

Bonus #1: Lithium podcast + feature story



Professionally produced podcast episode

Mount Vernon leaders tell the Lithium Connection story in their own voices.

Published on iTunes and SoundCloud

Searchable on the platforms executives and site selectors already use.

Feature story on GlobalTradeMag.com

A written Mount Vernon Lithium Story placed in front of a global trade audience.

INCLUDED AT NO COST | $2,750 VALUE

Bonus #2: A launch press kit with 21,000+ reach



$2,750 VALUE

3,000

site locators receive the launch announcement

18,000

subscribers to the GSLI newsletter

What's in the kit

- Website launch press release
- Lithium Connection fact sheet
- Email announcement to site locators
- Newsletter feature placement
- Social media graphics
- Ready-to-share media links

CLEAR, ALL-IN PRICING

Investment overview

Item	Value	Your cost
Custom Mount Vernon Story website (full scope of work)	$21,350	$21,350
Grant offset applied by GSLI		**–$6,400**
Bonus #1: Lithium podcast + GlobalTradeMag.com feature story	$3,950	**Included**
Bonus #2: Launch press kit (21,000+ reach)	$2,750	**Included**
Total	**$28,050**	**$14,950**

Hosting, ongoing maintenance and the ONDemand video series are quoted separately.

YOUR NET INVESTMENT

$14,950

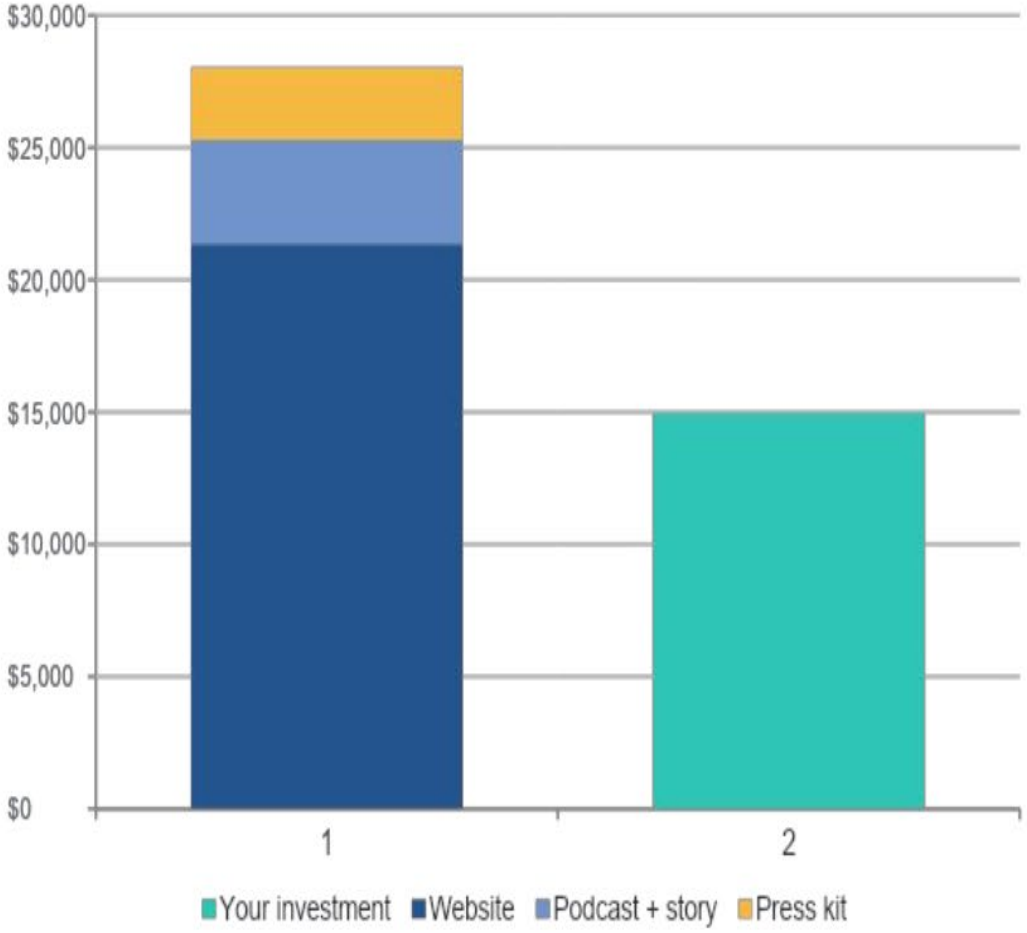
Under the $15,000 target discussed

~12%

of the $120K to $130K annual marketing budget, freeing the rest for campaigns that build on the new site

YOUR SAVINGS

$28,050 in value. $13,100 stays in your budget



$6,400

Grant offset on the website

$6,700

Bonus value included free

$13,100

Total savings: 47% off

THE NEXT CHAPTER

What the savings make possible: Mt. Vernon ONDemand

The $13,100 saved keeps budget available for a Mt. Vernon ONDemand video series, plugged straight into the video-ready pages we build now.



The Lithium Connection

Leaders and project partners explain the opportunity



Sites on Camera

Drone and walk-through tours of available properties



Meet the Workforce

NTCC training and the people who make it work



Live in Mount Vernon

Downtown, Lake Cypress Springs and the new neighborhood

Proven model: GSLI's on-demand content for New Bedford shows how video turns a website into a 24/7 recruitment tool.

YOUR PARTNER

Why Global Site Location Industries



Eric Kleinsorge
Chairman & CEO
Author, Less Work. More Impact.

30+ years with economic developers

We know what site selectors look for and how they shortlist communities.

National trade-show reach

We represent communities at MD&M West, SelectUSA, IFT FIRST, IMTS and FABTECH.

Built to generate leads

Lighthouse Ai360 campaign intelligence and websites designed to convert, not just inform.

Media you can't buy elsewhere

GlobalTradeMag.com, a 3,000-locator network and 18,000 newsletter subscribers.

MOVING FORWARD

Next steps to launch



Approve

Confirm the scope and that the $14,950 fits current budget parameters

Sign & kick off

Execute the agreement and grant paperwork; schedule the discovery workshop

Share resources

Lithium press releases, project links, property listings and photos

Budget session

Half-day on-site session to allocate the marketing budget and plan FY2027

Launch

Go live in 70 to 75 days with the podcast, story and press kit