

PROJECT PROPOSAL · FIXED SCOPE

# Telling the Real Story of Arkansas' **Data Center** Opportunity

A professionally produced video and immersive landing page experience, featuring an interview with Jay Chesshir of the Little Rock Regional Chamber, built to help Arkansans see the whole picture: the energy, the water, and the true economic impact.

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PREPARED FOR  
Little Rock Regional Chamber  
Jay Chesshir, President & CEO

PREPARED BY  
Matmon  
Strategic Marketing & Media

## Why This Project, Why Now

Arkansas is in the middle of one of the largest economic conversations in a generation. Major data center investments, from Google's project at the Port of Little Rock to multi-billion-dollar campuses in Pulaski County, promise jobs, tax revenue, and new infrastructure. But the public conversation has been dominated by questions, not answers: How much energy will this take? What happens to our water? Is the economic impact real?

The Little Rock Regional Chamber has been a steady, transparent voice throughout this process, working closely with utility partners and project representatives to make sure what is being considered benefits the whole community.<sup>1</sup> What's missing is a clear, human, and credible way for everyday Arkansans to **see the whole picture in one place**, in the words of the people who actually know the facts.

**That is exactly what this project delivers:** a professionally produced interview with Jay Chesshir, supported by verified quotes and contributions from the utilities and partners who make these projects possible, all woven into an immersive landing page and a coordinated content campaign that meets Arkansans where they are.

## What We're Building Together

**01**

### Professional Video

A polished, broadcast-quality interview with Jay Chesshir, captured and produced by our professional interviewer and camera crew, plus short-form cuts built for sharing.

**02**

### Immersive Landing Page

A single, beautifully designed web experience where Arkansans can watch, read, and explore the facts on energy, water, and economic impact, all verified and clearly sourced.

**03**

### Distribution Content

A complete set of email and social media content engineered to carry the story across the community and drive traffic back to the experience.

### OUR PROMISE

Every quote, name, title, and photo featured will be used only with documented approval from its source. The result is something the public can trust: a clear demonstration that the utilities and partners welcome this opportunity, and that it gives Arkansas the chance to update and build out the infrastructure our future depends on.

## A Professional Crew, Start to Finish

This is not a phone camera and a hope. Matmon brings a professional interviewer and a full camera crew to capture and produce the entire experience, so the Chamber shows up looking exactly as credible as the work it's doing.

### Professional Interviewer

An experienced, on-camera interviewer guides the conversation with Jay, drawing out clear, quotable answers on the questions Arkansans are actually asking about energy, water, and economic impact.

### Full Camera & Production Crew

Multi-camera capture, professional lighting and audio, and full post-production (color, sound, graphics, and motion), delivering footage that looks at home on broadcast, web, and social.

### Verified Sourcing

We secure written approval from every contributing source, utilities and partners alike, for use of their quotes, names, titles, and photos, so everything published can be trusted by the public.

### Story & Strategy

We shape the facts into a clear narrative arc, then engineer the landing page and content so the message travels, and so the "whole picture" is genuinely easy to see.

## The Three Pillars We'll Make Clear

### ENERGY

How the projects are powered, the utility partnerships behind them, and the long-term grid investments that benefit every ratepayer.

### WATER

The real story on water use and cooling: transparent figures and the safeguards in place to protect community supply.

### ECONOMIC IMPACT

Jobs, tax revenue, and the infrastructure upgrades these investments unlock, presented with verified numbers, not hype.

**On accuracy:** Where figures touch energy capacity, water usage, or economic impact, we present only verified, source-approved data. Part of this engagement is helping the Chamber confirm and clearly document those numbers, so the experience stands up to scrutiny.

# What It Means for Everyday Arkansans

The biggest question most families have is simple: what's in it for me? This project answers it head-on. We'll show, in plain terms, how this opportunity reaches past the project fence line into the towns, schools, and households across Central and rural Arkansas.

### Lower Pressure on Your Utility Bill

Large new customers pick up a bigger share of grid upgrade and maintenance costs that residents and small businesses would otherwise carry. Entergy Arkansas projects more than \$1.7 billion in customer savings over the next two decades, and says everyday Arkansans are not footing the bill.<sup>2</sup>

### Stronger Tax Base for Schools & Services

A single Little Rock facility could generate over \$5 million a year in property tax revenue, broadening the base that funds schools, fire departments, libraries, and county services without adding to the population that strains them.<sup>3</sup>

### Infrastructure That Outlasts the Project

Power, water, sewer, broadband, and road upgrades built to serve these projects strengthen the region's infrastructure for good, including the deferred upgrades that would otherwise land on ratepayers down the road.<sup>4</sup>

### Jobs, Trades & Local Business

Construction work, skilled trades, local contractors, and maintenance and security services all see new demand, and Arkansas community colleges are standing up training so residents can step into the new tech-sector roles.<sup>5</sup>

## THE HONEST VERSION

Some neighbors are rightly asking hard questions about tax incentives, water, and power. We don't talk around that. The landing page presents the real numbers, the safeguards already in place, and the voices of the utilities and partners committed to making this work for the whole community, so trust is earned, not assumed.

**Why this matters to the story:** When rural towns and working families can see the direct line from this investment to their schools, their bills, and their roads, support stops being abstract. That is the picture this project makes easy to see.

# Exactly What You Receive

## 1 · VIDEO PRODUCTION

- ◆ Pre-production: questions, run-of-show, and shot planning with the Chamber
- ◆ One professionally staffed interview shoot with Jay Chesshir (half-day)
- ◆ Multi-camera capture with professional lighting & audio
- ◆ One polished hero film (3–5 minutes), fully edited & color-graded
- ◆ Up to six short-form vertical cuts (15–60 sec) for social
- ◆ Branded titles, lower-thirds, captions, and motion graphics
- ◆ Licensed music and final delivery in web & broadcast formats

## 2 · IMMERSIVE LANDING PAGE

- ◆ Custom single-page experience, designed & developed by Matmon
- ◆ Hero video player and clean, scannable storytelling sections
- ◆ Dedicated Energy, Water, and Economic Impact sections
- ◆ A “What It Means for You” section for rural communities & residents
- ◆ Approved partner quotes with name, title, and photo
- ◆ Clear citations and an FAQ that answers the real questions
- ◆ Fully mobile-responsive, fast-loading, and accessible
- ◆ Deployment to your domain with basic analytics tracking

## 3 · EMAIL CONTENT

- ◆ Two branded HTML emails (announcement + follow-up)
- ◆ Copywriting, design, and build, ready to send
- ◆ Built for your platform and optimized for deliverability

## 4 · SOCIAL MEDIA CONTENT

- ◆ A two-week launch content set across primary platforms
- ◆ Up to 10 designed posts/graphics built from the video & story
- ◆ Written captions and hashtags, organized in a posting calendar

### SOURCE APPROVALS HANDLED FOR YOU

Matmon prepares and manages simple written release forms so the Chamber can secure approval from each utility and partner for the use of their quotes, names, titles, and photos, protecting everyone and keeping the public’s trust intact.

# How the Project Flows

A clear, fixed path from kickoff to launch: roughly six weeks, depending on scheduling and approval turnaround.

**1****WEEK 1 · DISCOVERY & PLANNING****Align on Message & Facts**

Kickoff with the Chamber, finalize interview questions and the three pillars, identify contributing partners, and map the facts we'll verify and source.

**2****WEEK 2 · PRODUCTION****The Interview Shoot**

Our professional interviewer and camera crew capture the conversation with Jay Chesshir, plus any supporting B-roll.

**3****WEEKS 3-4 · POST-PRODUCTION & DESIGN****Build the Film & the Experience**

We edit the hero film and short cuts, design and develop the landing page, and assemble approved partner quotes, names, titles, and photos.

**4****WEEK 5 · REVIEW & APPROVALS****Refine Until It's Right**

The Chamber reviews the film, page, email, and social content, and we refine it together until you're happy with it. We also confirm all source approvals are documented.

**5****WEEK 6 · LAUNCH****Go Live & Distribute**

Landing page deploys to your domain, video is delivered, and the email and social content roll out on a coordinated calendar.

**Note on scheduling:** The timeline starts on deposit and final interview scheduling. Partner approval turnaround is the most common variable, so we manage it proactively to keep launch on track.

# Fixed-Project Investment

One fixed price for the complete scope below: no hourly billing, no surprises. You know exactly what you're getting and exactly what it costs.

DELIVERABLE	INVESTMENT
Video Production Pre-production, professionally staffed half-day interview shoot, hero film (3–5 min), up to 6 short-form cuts, full post & graphics	\$14,500
Immersive Landing Page Custom design & development, energy / water / economic-impact sections, approved quotes, FAQ, citations, responsive build, deployment & analytics	\$9,500
Email Content Two branded HTML emails: copy, design, and build ready to send	\$2,000
Social Media Content Two-week launch set, up to 10 designed posts with captions & posting calendar	\$3,000
Source Approval Management Release forms, coordination, and documentation for partner quotes, names, titles & photos	\$1,500

## Total Fixed Project

**\$30,500**

### Payment Schedule

- 50% deposit** · \$15,250 to begin & reserve the crew
- 30%** · \$9,150 at start of post-production & page build
- 20%** · \$6,100 on final delivery & launch

### What's Included

Revisions to the agreed deliverables until you're satisfied, project management, and all licensing for music and assets we provide. Travel within Central Arkansas is included.

**Beyond this fixed scope** (additional shoots, new deliverables, ongoing content, or paid-media management) is available and quoted separately on request, so the fixed price stays fixed.

## Working Together

**Fixed scope.** This proposal covers the deliverables defined herein at the fixed price stated. New requests outside this scope are welcomed and quoted separately before any work begins.

**Revisions.** We revise each deliverable until the Chamber is satisfied, within the scope defined here. New deliverables or work outside this scope are quoted and approved separately.

**Approvals & sourcing.** Matmon prepares release forms; the Chamber helps facilitate access to partners. No quote, name, title, or photo is published without documented approval from its source.

**Accuracy of facts.** Figures on energy, water, and economic impact are provided or confirmed with the Chamber and its partners. Matmon presents only verified, source-approved information.

**Scheduling.** The timeline begins upon deposit and confirmed interview date. Delays in partner approvals or scheduling may shift the launch date accordingly.

**Ownership.** On final payment, the Chamber owns the final video, landing page, and content. Matmon retains the right to display the work in its portfolio.

**Validity.** This proposal and pricing are valid for 30 days from the prepared date.

### READY WHEN YOU ARE

We're excited to help the Little Rock Regional Chamber give Arkansans a clear, trustworthy view of this opportunity, and to show that our utilities and partners welcome the chance to build out the infrastructure our state's future depends on.

## Acceptance

To approve this project, sign below. We'll send the deposit invoice and reserve your production date.

\_\_\_\_\_  
LITTLE ROCK REGIONAL CHAMBER, AUTHORIZED  
SIGNATURE

\_\_\_\_\_  
DATE

\_\_\_\_\_  
MATMON, AUTHORIZED SIGNATURE

\_\_\_\_\_  
DATE

**Sources referenced:** 1 Little Rock Regional Chamber statement of support and utility-partner coordination, KATV, June 2026, [katv.com](http://katv.com). 2 Customer savings and grid cost-sharing, Entergy Arkansas, [entergy.com/datacenters/arkansas](http://entergy.com/datacenters/arkansas); Entergy testimony, UALR Public Radio, June 2026, [ualrpublicradio.org](http://ualrpublicradio.org). 3 Estimated annual property tax revenue, Little Rock Regional Chamber via TMCnet, June 2026, [insighttmcnet.com](http://insighttmcnet.com). 4 Infrastructure and grid investment benefits, Up & Coming Weekly, June 2026, [upandcomingweekly.com](http://upandcomingweekly.com). 5 Workforce, trades, and local training, NTU/Center Square, June 2026, [thedailybs.com](http://thedailybs.com). All figures featured in deliverables to be verified with the Chamber and its partners prior to publication.