

# SECURING THE FUTURE OF THE POWER SWEEPING INDUSTRY'S MOST COMPREHENSIVE ASSET



**EARTH'S LARGEST POWER SWEEPING RESOURCE** SM

## *A Proposal for the Manufacturers and Major Suppliers of the Power Sweeping Industry*

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### Executive Summary

**WorldSweeper.com** has served for over two decades as Earth's largest power sweeping resource. It currently offers a whopping 38GB of industry content covering over three dozen topic areas, plus information on sweeping for 31 countries besides the U.S.

The impending retirement of Ranger Kidwell-Ross presents a critical juncture for the power sweeping industry. This proposal outlines a strategic opportunity for manufacturers and major suppliers to collectively acquire and operate WorldSweeper.

This collective ownership model prevents the asset from falling into the hands of a single competitor or profit-driven third party, while providing the foundation for a unified industry voice, enhanced market education, and shared long-term growth. We urge industry leaders to seize this one-time opportunity to secure a vital platform and build a stronger, more resilient future for the entire sector.

Ranger also owns the [World Sweeping Association](#), which could become included in this offer. However, since there may be better options to pursue for WSA, that business property has not been included in the following narrative.

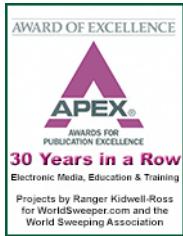
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## 1. The Asset: A Digital Powerhouse for the Sweeping Industry

WorldSweeper.com is far more than a website—it is a comprehensive digital ecosystem meticulously curated over 20 years by graduate economist Ranger Kidwell-Ross, a respected pioneer with over 35 years of industry experience. In 2018 Ranger was the first person in the power sweeping industry to be awarded the “Alan Curtis Industry Service Award” by *PAVEMENT Magazine*. This included membership in its Hall of Fame.



### Unmatched Authority and Credibility



WorldSweeper and related projects received an unprecedented 30 years of consecutive APEX Awards for Publication Excellence, underscoring the quality, accuracy, and value of its content. For public works officials, stormwater professionals, and sweeping contractors, the site is the first and last stop for reliable, unbiased information.

### A Vast Repository of Knowledge

The platform represents an invaluable strategic asset whose value is multifaceted. Information covers more than 30 topic areas. This includes technical and environmental data on critical topics like stormwater runoff pollution and air quality, historical archives spanning over 20 years of newsletters and even an archive of *American Sweeper* magazine content from 1991 forward as well as many other significant educational resources.

### A Trusted Brand with Global Reach

WorldSweeper.com is the go-to resource for municipalities, contractors and other stakeholders in the power sweeping industry. Its reputation for quality and integrity is unmatched, attracting a global audience and offering a unique opportunity to reach customers and partners around the world.

## An Established and Engaged Audience

The platform has cultivated a large and loyal readership spanning the entire industry, including municipal decision-makers, fleet managers, and contracting business owners—the very customers that manufacturers and suppliers are trying to reach. The website's newsletters and active online presence have ensured a consistent and engaged user base.

## A Neutral and Trusted Platform

Perhaps its most crucial attribute is its neutrality. As an independent entity, WorldSweeper.com has been able to provide a platform for all manufacturers and suppliers, fostering a sense of community and shared purpose. This impartiality is the bedrock of its credibility and a key reason for its widespread adoption.

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## 2. The Crossroads: A Decision with Lasting Consequences

The decision of who will be the next steward of WorldSweeper.com carries significant weight for the future of the industry. The wrong ownership structure could irrevocably damage this vital resource. We have identified several potential scenarios and their associated risks:

**Acquisition by a Single Manufacturer** would immediately destroy the website's most valuable asset: its neutrality. The site would likely become a marketing tool for the acquiring company, leading to a loss of credibility and trust among the broader community. Competitors would be hesitant to share information, and the site's value as a comprehensive resource would be severely diminished.

**Acquisition by a Private Equity Firm** would prioritize profit over the long-term health of the power sweeping industry. This could lead to the implementation of paywalls, a reduction in content quality to cut costs, and a short-term ownership mentality that prioritizes quick return on investment over the preservation of the website's legacy.

**Acquisition by a Foreign Entity** could lead to a shift in focus away from the specific needs and regulatory challenges of the American market. This could result in a loss of relevance for the site's core audience and a diminished capacity to advocate for the interests of US-based manufacturers and contractors.

In all of these scenarios, the industry as a whole loses. The collaborative spirit and shared knowledge base that WorldSweeper.com has fostered would be replaced by a fragmented and less effective information landscape.

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### **3. The Solution: A United Front for a Stronger Future**

We propose a proactive and collaborative solution: the formation of a new, non-profit industry association comprised of the leading manufacturers and major suppliers in the power sweeping industry. The primary, inaugural mission of this association will be the collective acquisition and ongoing operation of WorldSweeper.com.

This new entity—tentatively called the Power Sweeping Industry Association (PSIA)—would be governed by a board of representatives from its member companies. It would be funded through a combination of initial acquisition contributions and ongoing membership dues. This model ensures that the cost of acquiring and maintaining this invaluable asset is shared equitably among all who benefit from it.

The acquisition of WorldSweeper.com by a consortium of industry leaders is not just an investment in a website; rather, it is an investment in the future of industry manufacturers and suppliers. By placing WorldSweeper under the stewardship of a neutral, industry-led association, its continued role as a trusted, comprehensive, and unbiased resource for the entire power sweeping ecosystem would be assured.

This is not simply about preserving the status quo; it is about taking collective ownership of our industry's narrative and building a platform for future growth and innovation. This outcome would allow growth and increased readership via the shared contact base the manufacturing community could

develop. This could likely include developing an increasingly global reach of the content.

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#### **4. Compelling Benefits: Why This Investment Matters**

The collective ownership of WorldSweeper through a new industry association offers a multitude of benefits that extend to every corner of the power sweeping market. This strategic move creates a win-win scenario for all involved.

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Says Seth Brown, Executive Director, National Municipal Stormwater Alliance:

“A significant aspect of future growth for the power sweeping industry is rooted in the environmental services this technology provides. One specific environmental sector that may be the most significant driver in the expansion of the power sweeping sector in the coming decades is urban stormwater management.

“There is extensive research illustrating the close ties between power sweeping and stormwater pollution, but this research has yet to lead to country-wide adoption of street sweeping as a credited stormwater practice. Considering this acquisition in concert with partnering arrangements with a stormwater-based industry organization has the potential to lead to significant market growth in the power sweeping sector.”

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#### **Drive Growth Through Education and Advocacy**

WorldSweeper.com has been at the forefront of promoting the environmental and economic benefits of power sweeping. The platform has championed studies demonstrating that street sweeping is five-to-seven times more cost-effective at removing pollutants like nitrogen and phosphorus from pavement

than any other method. By amplifying this message, the consortium can educate municipalities and the public about the environmental benefits of sweeping, leading to more contracts and a larger market for everyone. *Increased education directly translates to increased demand for new and replacement sweepers.*

The consortium can also champion the concept of data-driven sweeping that maximizes pollutant removal and environmental benefit, creating opportunities for engaging street sweeper users with specific information about how to best organize, plan, and manage street sweeping programs as the leading environmental approach to removing pavement-based pollution and maximizing water quality.

### **Unprecedented Marketing and Sales Opportunities**

WorldSweeper.com's global audience provides an unparalleled marketing platform. The consortium can leverage this platform to generate high-quality leads and direct them to consortium members, showcase the latest products and technologies from consortium members, and expand into new markets. The website's global reach provides a springboard for expanding information, advertising, and participation revenue from new international markets, such as Europe and the rapidly growing Chinese market.

### **Benefits for Manufacturers and Suppliers**

The consortium model offers specific advantages for manufacturers and suppliers, including preservation of a level playing field that guarantees no single competitor can control the industry's primary information channel, shared costs and resources that make the financial burden of acquiring and operating the website distributed and affordable for all, immediate credibility and market reach by inheriting the credibility and audience that WorldSweeper.com has built over two decades, and a unified voice for advocacy that allows a collective body to more effectively engage with regulatory agencies on issues like stormwater management credits and environmental standards, benefiting the entire industry.

## Benefits for Customers

For municipalities, contractors, and public works professionals, the consortium purchase ensures continued access to unbiased information, providing decision-makers with a trusted, non-partisan source for comparing products, understanding new technologies, and implementing best practices. The association can invest in expanding the website's educational offerings, including webinars, training materials, and certification programs. The platform preserves the industry's most comprehensive library of technical data, historical information, and operational guidance.

## Benefits for the Power Sweeping Industry as a Whole

The formation of a formal association signals a new level of maturity and professionalism for the industry. The website can serve as a hub for pre-competitive collaboration on research, safety standards, and market development. Securing the future of the industry's most important digital asset provides a stable platform for marketing, education, and communication for years to come.

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## 5. A Catalyst for a Formalized Industry Association

The acquisition of WorldSweeper.com is more than just a defensive measure to protect a valuable asset; it is a unique catalyst for the formation of a long-overdue formal association for the power sweeping industry. For too long, the industry has lacked a unified voice and a formal structure for collaboration. The Power Sweeping Industry Association (PSIA), with WorldSweeper.com as its background information resource, can fill this void.

This new association can serve as a central hub for advocacy and government relations by proactively engaging with federal, state, and local agencies on issues of critical importance to the industry, developing and promoting industry standards and best practices for safety, performance, and environmental stewardship, collecting and disseminating valuable market data to help members make informed business decisions, and hosting industry

events, webinars, and training programs to foster collaboration and knowledge sharing.

By leveraging the existing brand and infrastructure of WorldSweeper.com, the PSIA can hit the ground running, with an established communication platform and a built-in audience. This is a rare opportunity to build a lasting institution that will serve the interests of the power sweeping industry for generations to come.

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## **6. The Threat of Inaction**

The alternative to a consortium acquisition is a scenario where this invaluable asset falls into the hands of a single entity or is allowed to decline in value and relevance. This could result in loss of credibility as the site's value as a neutral, comprehensive resource would be severely diminished, a fragmented information landscape where the industry would lose the collaborative spirit that WorldSweeper.com has fostered, competitive disadvantage where a single competitor could use the platform to gain an unfair advantage, marginalizing other manufacturers and suppliers, and deterioration of content and services as short-term profit motives could lead to reduced content quality and diminished user experience.

The time to act is now. The opportunity to secure this strategic asset for the collective benefit of the industry will not last forever.

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## **7. Proposed Framework and Next Steps**

To turn this vision into reality, we propose a clear and collaborative path forward. A phased approach will allow for due diligence, consensus-building, and a smooth transition of ownership.

### **Phase 1: Formation of a Steering Committee**

We call upon the leaders of the major power sweeping manufacturers and suppliers to form a steering committee to explore the feasibility of this

proposal in greater detail. If your company would like to be part of such a process, please contact Ranger using the information at the end of this message. This committee will be responsible for establishing a preliminary budget, defining the scope of the new association, and engaging with legal counsel.

### **Phase 2: Due Diligence and Valuation**

The steering committee will oversee a formal valuation of WorldSweeper.com to determine a fair acquisition price. This phase could also include a thorough review of the website's assets, traffic and financial performance.

### **Phase 3: Legal Framework and Association Charter**

The committee will work with legal experts to draft the bylaws and governance structure for the new Power Sweeping Industry Association. This will include defining membership tiers, voting rights, and the composition of the board of directors.

### **Phase 4: Securing Commitments Leading to Acquisition**

Once the legal framework is in place, the steering committee will solicit formal commitments from member companies to fund the acquisition. Upon securing the necessary funding, the association will enter into formal negotiations to purchase WorldSweeper.com.

This is a time for leadership and decisive action. If manufacturers express interest, Ranger is prepared to host a Zoom meeting on the concept in February to support the process.

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## **8. Conclusion**

The power sweeping industry is at a watershed moment. The retirement of Ranger Kidwell-Ross and the potential sale of WorldSweeper.com present both a significant risk and an unprecedented opportunity. The major players in the

power sweeping industry can either stand by and allow this invaluable asset to be sold to the highest bidder—risking its integrity and neutrality—or come together to secure its future for the benefit of all.

This proposal has outlined a clear and compelling case for the latter. By forming a new industry association to collectively acquire and operate WorldSweeper.com, the industry can preserve its legacy, enhance its value, and build a stronger, more collaborative future.

This is a moment that calls for vision, leadership, and collective action. We urge the leaders of the power sweeping industry to seize this opportunity to invest in its shared future. You are invited to work together to ensure that the largest collection of information in power sweeping remains a beacon of knowledge, integrity, and innovation for generations to come.

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### **Contact Information**

**Feel free to forward this information to anyone you choose. Please indicate your organization's interest, lack of interest, and/or to receive more information by February 15th.**

Ranger Kidwell-Ross, M.A.  
Email: [ranger@worldsweeper.com](mailto:ranger@worldsweeper.com)  
Phone/Text: 360-739-7323

*Document prepared and distributed: January 2026*