



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

*The Power of
Knowledge and Leadership*

www.iedc.org

Professional Development

Internal Marketing



Generating Community-Wide Involvement in Economic Development

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Developing an Internal Marketing Plan



- Creates identity in the region and with stakeholders,
- Reach existing business with service message,
- Recognize existing businesses,
- Promote partners,
- Informs investors of actions and results,
- Engage community action,
- Builds trust and partnership in the region,
- Change perceptions within the community.

Review

- **Who's the Internal Audience?**
- **What is the Key Message Platform?**
- **What Tactics?**

Who's the Internal Audience

- Businesses
 - Clusters/Sectors
 - Small Business
 - Entrepreneurs
- Public Sector
- Educators
- Labor & Talent
- Media
- Partners
- Investors
- Distracters
- Opinion Makers/Leaders

What is the Key Message Platform?

Audience	Value Proposition	Key Message

Positioning Statement: provides focus and direction for communications – intended to grab the attention of a client or prospect and create one salient point they will remember.

Key Messages: focus on informing, convey benefits and create an image - find out more, do the solution, and/or benefits offered by the community for the need of the company.

Proof points: differentiate, qualify and substantiate the messages.

Messages

Positioning Statement	
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Messages	
Message 1	Sentence:
Proof points	1. 2. 3. 4. 5.
Image supporting message	

What Tactics?

- Ads
- Direct Mail
- Media
- Website
- Events
- Involvement
- Initiatives

Sample Advertising – Print, Local

We didn't have to leave Paradise

Problem: Customers were not happy with the quality of our products. They were not happy with the quality of our products. They were not happy with the quality of our products.

Problem Solved: Customers were not happy with the quality of our products. They were not happy with the quality of our products. They were not happy with the quality of our products.

We saved \$27,000 on new employees

Problem: Customers were not happy with the quality of our products. They were not happy with the quality of our products. They were not happy with the quality of our products.

Problem Solved: Customers were not happy with the quality of our products. They were not happy with the quality of our products. They were not happy with the quality of our products.

Ad - Airport

Map Airport Display

Vendor:

Silicon Maps
Promotional
Products,

Mike Desrosirs
www.siliconmaps.com



Ad - Sponsorship

- Sponsorship Ads
- Association
- Special Issues
- Subscriber or member-based



Ad - Billboards



Other Advertising

- NPR Radio
- Local News Stations (Radio & TV)
- Cable Ads
- Promotional Items



Direct Mail -Survey

Arizona Business-to-Business Buyer Survey

1. What type of business is your company in (check all that apply)?

- Aerospace/Defense
- Agriculture/Food Processing
- Architecture/Engineering
- Bio Industry
- Forest Products
- Health Care Services
- Industrial Machinery
- Information Technology/Telecommunications
- Instruments
- Equipment/Equipment
- Semiconductors/Instruments
- Software
- Transportation
- Other, Please Specify _____

2. What is the total size of your employment in all facilities in Arizona?

- Less than 50
- 51-100
- 101-200
- 201-500
- 501-1,000
- More than 1,000

Direct Mail -Newsletters

Weekly Update for October 5, 2007 - Message (1/16)

From: MEDC [mailto:medc@medc.com] Sent: Friday, October 5, 2007

Subject: Weekly Update for October 5, 2007

UPDATE

MEDC's Weekly Update for Friday, October 5, 2007 | Volume 1 | Issue 12

News & Pressroom Inquiries

Platinum - Inquest, Inquest Systems

Silver - Smith-Cardell Insurance/Bal Enters

Business

NEW LOCATION: 3rd Annual Dinner & Meeting, November 1. Due to the overwhelming response from our investors, partners and clients, we have changed the Annual Dinner location to the Barbara Booth Resort (2000 Country Club Drive, Paradise) in order to accommodate all those who wish attend. Please note that all dates and times will remain the same. For information please contact Yvette Trout at (760) 363-4332 or yvette@medc.com. See invitation below.

Upcoming Events

Catholic Charities "Wine & Beef Pairing," October 6 - 7:00 pm to 10:00 pm at 410 Brandt Street, Brawley. Tickets are \$75 per person. For more information please contact Laurie Edwards at (760) 370-3976.

Direct Mail Memos

GREATER PHOENIX ECONOMIC COUNCIL - Microsoft Internet Explorer

Monday Morning Memo

Activities and events for the week of May 20 - May 30, 2003

Each year, GREPEC works with hundreds of leads and prospects for potential locations. In the month of May, GREPEC has generated 14 qualified prospects and eight qualified leads and received 22 requests/research requests. Bold denotes meetings at GREPEC offices.

Monday, May 20

GREPEC CLOSED IN OBSERVANCE OF MEMORIAL DAY

Tuesday, May 27

9:00 a.m. Meet with Keith Galbraith, Martin Oulou, and Jameson Hunter of Galbraith & Hunter (Greendale)

10:00 a.m. Tour of Buckeye community near GREPEC (Chandler)

1:00 p.m. Meet with Mark McDermott, consultant (Wendell)

Media

- Byline articles
- Column
- Media Kits
- Scheduled Briefings
- Announcements

HENDERSON ECONOMIC NEWS REPORT

Private schools finding success in Henderson market

Higher education providers jostling to serve growing community

When the state first came for the City of Henderson's "Economic Development" Division last year, it was to help the city attract and retain private schools. The city had a goal of 100 private schools by 2015. The city's goal was to have 100 private schools by 2015. The city's goal was to have 100 private schools by 2015. The city's goal was to have 100 private schools by 2015.

A lack of competition and a great demand usually equals profits. It's a wide open opportunity for people who have some vision.

Bob Cooper, Director of Henderson Economic Development, says the city is looking for private schools to help meet the demand for higher education in Henderson.

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Media

HENDERSON IMAGES

The screenshot shows the Henderson Images website. The main content area features several news articles with accompanying images. The articles are organized into columns. On the right side, there are sections for 'CONTACT US', 'ABOUT HENDERSON', and 'ADVERTISING'. The website has a clean, professional layout with a blue and white color scheme.

Generating Positive Stories

- Build relationships in good times (leads)
- Become a subject expert
- Find & use a "safe" controversy
- Offer local perspectives, trends
- Find and use hard numbers, facts
- Create & use "key messages"
- Share major successes

Web Site

- Case Studies
- Links on other sites
- Surveys
- Business Directory
- Resource Directory
- Services



A Regional Buyer-Supplier Resource for Industries



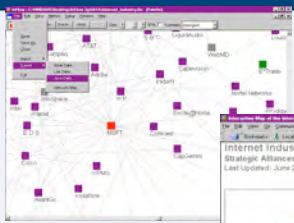
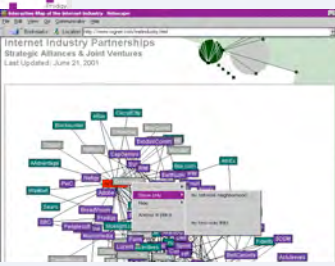
Events - Business Calls



Meeting the needs of existing employers?

Occupation	Current Number of Positions Needed	Projected Number of Positions (Yr 1)	Projected Number of Positions (Yr 2)	Drop Training Required	Additional Check Required	Other Requirements	Physical Exam Required	High School Diploma Required	Certification Required	Salary Estimate (Yr1)	Salary Estimate (Yr2)	Salary Estimate (Yr3)
Accountants	0	0	0	100.00%	0.00%	0.00%	100.00%	100.00%	100.00%	\$14.03		
Administrative Services Managers	0	0	0	66.67%	55.56%	0.00%	11.11%	22.22%	0.00%	\$10.50	\$20.50	\$15.50
Advertising Sales Agents	0	0	0	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	\$15.00		
Agents and Business Managers of Artists, Performers, and Athletes	0	0	0	44.44%	33.33%	100.00%	33.33%	44.44%	0.00%	\$15.00	\$21.00	
Agricultural Equipment Operators	24	30	0	84.37%	68.07%	100.00%	64.57%	33.33%	0.00%	\$10.42	\$12.73	\$15.47
Aircraft Body and Structural Repairs	0	0	2	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	\$9.00	\$11.00	

Events - Social Networking

x-rays complex human systems such as teams, organizations, partnerships, and industries and reveals key patterns, or the lack thereof...

Events - VentureCommunities

- A national network of angel investors, venture capitalist, consolidated professional resources, sophisticated advisors
- A solution for communities who desire to expand BRE with an entrepreneur and innovation presence
- A foundation for creating an open source network that results in economic growth
- An acceleration program in a "Box"
 - 2 Branded, nationally recognized, events
 - VC Connected Showcase
 - How to be an Angel without losing your wings
 - BiMonthly Open Source Networking
 - The Hot Seat Entrepreneur Show
 - VC Connected WIRE
- "Connect" your aspiring entrepreneurs – low tech, high tech or no tech – to potential investors (angels, vc, experts) who can take them global!
- **Caution:** this is not for the faint at heart...new terminology, new ways of doing business and exciting opportunities will be faced to create value and reputation.

www.goldencapital.net



Event - Creation

Your Catering Menu Cherry on Top About Us Clients Neighborhood Happenings Contact

Catalyst Ranch is Chicago's most creative meeting and event space. With a big, energetic, open kitchen, bar, lounge, and fresh, playful, vibrant, thoughtful, and thoughtful catering.

Think big, even in small, big spaces. Flexible, versatile, adaptable, and creative.

Our event partners: **The Tango, The Polka, The Cha Cha, The Mambo and The Salsa**, all have partners stand up and dance with our food, drinks, and entertainment.

Attend our **2019 event** and see how we can help you with **design, refreshment, group exchange, discovery, innovation, outreach, partners, opportunities, lights, parcels, connect.** To meet with us, please call, text, or email. We'll be happy to help you with your event. **Visit our website.**

With our **handy technology**, we'll help you create a **digital event** that's as easy to use as a smartphone. We'll be happy to help you with your event. **Visit our website.**

Catalyst Ranch Events

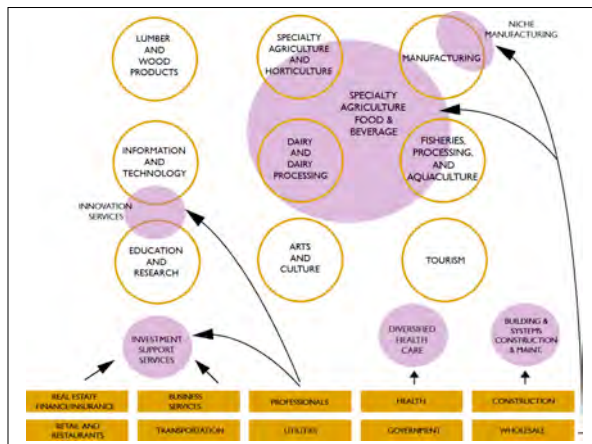
Catalyst Ranch Design

Catalyst Ranch

2019

Initiatives

- Engaging Stakeholders
 - Task Forces
 - Regulatory, creating flexibility
 - Clusters Opportunities, forums
 - Workforce – Education (Work Keys)
 - Research
 - Report
 - Tech Transfer
 - Angel Investing



Past and Future Drivers of Growth



- Entrepreneurs stay for quality of life, and build a niche business
- Small firms focus on small, high-value areas, and make a commitment to quality and innovation at reasonable cost
- Internet has helped expand market reach
- Large institutional markets or government policies have stimulated growth in some cases
- Growing demand for customized, specialty products in wide variety of industry and consumer markets
- Growing need for agile, specialized machining, engineering, and manufacturing or rapid prototyping
- Growing government-driven markets (e.g., pollution control equipment)
- Innovative designs (e.g., decorative glass)

Sustainability



The Best: Person-to-Person