

Marketing Vision
Site Consulting Team Approach

South Dakota
Governor's Economic Development Conference
Marketing Challenges –
How you can overcome them!

Chabin Delivering Strategic Solutions, Tactics & Tools

What We Will Review


- I. Recent & Emerging Trends in Location Selection
- II. Marketing Challenges
- III. Marketing Focus
- IV. What two things can you do?

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Recent & Emerging Trends
in
Location Selection

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Where New Investments are Going



- Projects destined for off shore:
 - Low cost manufacturing, global networks
- Projects destined to stay domestic:
 - Serving the local market - beverages, fresh foods, packaging, building materials, renewable energy, sustainable products
- Projects up for grabs (60% of all projects?)
 - Auto parts, chemicals, health care products
- Foreign direct investment in North America:
 - Asia, European manufacturing

Target - Sustainability



WHY OIL IS SO VOLATILE BY JIM COOPER | THE PERILS OF MENTORING BY BOB PROSSER

BusinessWeek

Imagine a world
in which socially responsible and eco-friendly practices actually boost a company's bottom line. It's closer than you think. BY PETE ENGLAND @ 350

PLUS
Chrysler:
Dr. Z gets
a checkup

How Big is the Market?

Market Segment (Annual Sales)	# of Companies	Frequency of Major Investment Decisions	Annual # of Projects Originating in the U.S.
Fortune 500 (>\$3 Billion)	500	4 projects per year	2,000
Midsize Companies (\$40 million to \$3 billion)	10,000	1 every 4 years	2,500
Entrepreneurs (<\$40 million)	100,000	1 every 10 years	10,000
Total	110,500		14,500


Changing Nature of Location Decision Making



- Decisions are more complex – more information, more variety
- More location options – competition is around the corner **and** around the world (it's the era of "everywhere")

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How the Location Selection Process is Changing



1980 1985 1990 1995 2007

Information Delivery - *More, Faster!*

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The New Location Selection Paradigm

- **Workforce** – Skills, Availability, Work Ethic
- **Certification** – Business Ready Communities and Properties
- **Community Attraction Strategy** - Business Case, Targeting, Branding and Marketing



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South Dakota sending the right message



CREATING OPPORTUNITIES

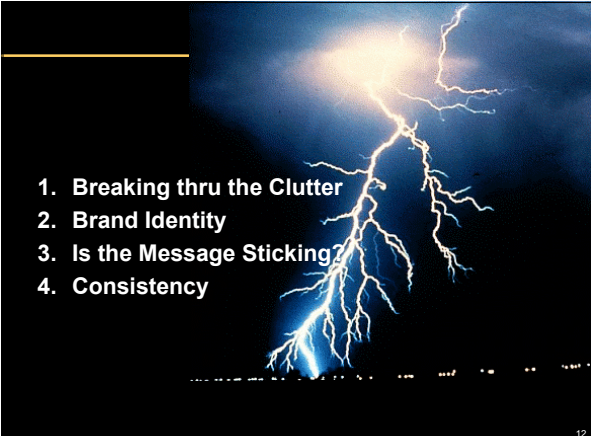
www.sdreadytowork.com

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Marketing Challenges

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1. Breaking thru the Clutter
2. Brand Identity
3. Is the Message Sticking?
4. Consistency

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Marketing Focus

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Realistic

1. What is our product?
2. Who is our target?
3. How will we reach them?

DID YOU KNOW?
 POPULATION • 180,000
 INTERSECTION OF I-75 & I-74
 TEN CITIES REGIONAL AIRPORT
 FOREIGN TRADE ZONE
 U.S. CUSTOMS PORT 2002
 MOUNTAIN SOUTH WORLD TRADE CENTER
 BEST OF MOTOR SPEEDWAY
 EAST TOWNSHIP HIGH SCHOOL
 INCLUDES MEDICAL PHARMACY COLLEGE
 OVER 50 COLLEGES AND COMMUNITY COLLEGES

NOW YOU KNOW...
 ALLIANCETNVA.COM
 TOLL FREE 888-794-8122

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The Ultimate Question:

Why would a business consider locating in your community and no where else?

What is your business case?

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Business Case = Value Proposition

- Market
- Raw Material
- Labor
- Site
- Opportunity
- Bottom line
- Other

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How do we reach the targets?

<h4>Marketing*</h4> <ol style="list-style-type: none"> 1. Advertising-print, electronic 2. Direct Mail 3. Public Relations / Media 4. Website <p>*Creative & Fulfillment *Leverage – Regional & State</p>	<h4>Sales</h4> <ol style="list-style-type: none"> 1. Events 2. Tradeshows 3. Relationships and Networking 4. Prospect Calls
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Sample Advertising

We didn't have to leave Paradise

Problem: [Text]

Problem Solved: [Text]

We saved \$27,000 on new employees

Problem: [Text]

Problem Solved: [Text]

Targeted Radio

- NPR
- Local Stations
- Sports Stations

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Google Ads - Web

- Sponsored links or pay per click
- Link to a special landing page



The screenshot shows a Google search for 'Enterprise Zones'. The results include several sponsored links from various organizations such as 'Industrial Districts Alliance (IDA)', 'Harris County Enterprise Zones', and 'California Association of Enterprise Zones'. Each link includes a brief description of the program and a link to the organization's website.

Sample Ad

The Essential Link

Locate your company in the heart of America's distribution system.

Victorville offers the perfect location for some of industry's best known brands.

Being located "in a Business Ready" area offers you the benefit of a skilled workforce, labor and other services to meet your needs. Victorville offers a wide range of services to help you succeed in the heart of America's distribution system.

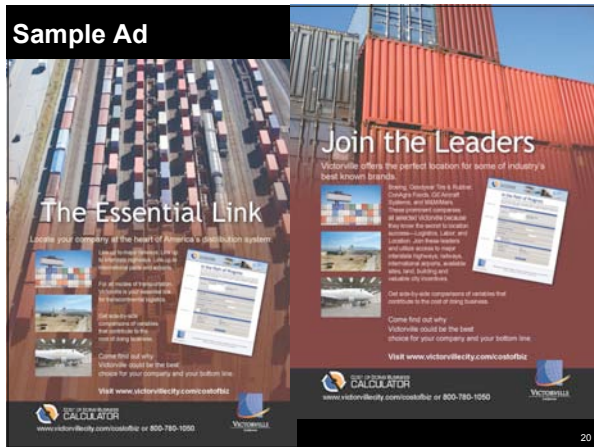
Visit www.victorville.com/calculator

Join the Leaders

Victorville offers the perfect location for some of industry's best known brands.

Being located "in a Business Ready" area offers you the benefit of a skilled workforce, labor and other services to meet your needs. Victorville offers a wide range of services to help you succeed in the heart of America's distribution system.

Visit www.victorville.com/calculator



Call to Action

In the Path of Progress

Compare the cost of land transportation (TR) headwinds for your business.

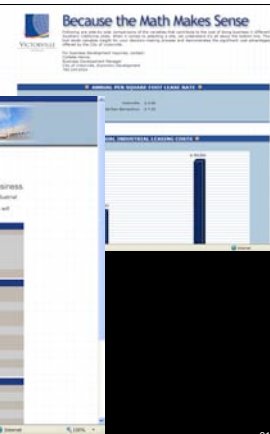
The City of Victorville is committed and steps to ensure the costs associated with industrial transportation (TR) are minimized. A PDF with site for site comparisons and graphs will be available in a short time for your company and your bottom line.

STEP 01: Select Location Site Characteristics

STEP 02: Enter Site Information


STEP 03: Select Services

Because the Math Makes Sense



Ad - Airport

Map Airport Display (Billboards)




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Ad - Sponsorship

Sponsorship Ads

- Industry Association
- Special Issues
- Subscriber based



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Does advertising work?

- Advertising is expensive
- It is about where you advertise – are you hitting your target?
- Provides repeat messaging
- Needs a call to action

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Direct Mail

- CEO-to-CEO Letters
- Postcards
- Business Case
- Industry Profiles
- E newsletters
- Studies

Public Relations/Media

HENDERSON ECONOMIC NEWS REPORT
 Private schools finding success in Henderson market
 Higher education providers pouring in to serve growing community

U.S. Department of Energy - Energy Efficiency and Renewable Energy
EERE News
 This is an excerpt from [EERE Network News](#), a weekly electronic newsletter.
 March 19, 2008
Oregon and South Dakota Approve Renewable Energy Tax Incentives

Oregon and South Dakota are the latest states to encourage renewable energy development in their state through tax incentives. Oregon Governor Ted Kulongoski approved a bill on March 11 that allows tax credits of up to \$40 million for manufacturers of renewable energy equipment. The bill is clearly aimed at drawing economically beneficial facilities to the state, as it includes measures to reduce the tax credit if the credit is unlikely to draw a new or expanded business to the state, if the new facility is unlikely to provide a significant number of new jobs, or if the facility or the company building it appear unlikely to succeed. See the governor's announcement of the bill signing ([PDF 24 KB](#)) and the full text of the bill, House Bill 3619 ([PDF 19 KB](#)). [Download Article Details](#)

While the Oregon act intends to encourage new manufacturing facilities within the state, the new South Dakota act provides tax incentives for wind energy facilities and the transmission lines that serve them. House Bill 1320, approved by Governor Mike Rounds on March 14, waives all state and local property taxes for wind energy facilities with a capacity of at least 5 megawatts. Instead, the owners of the facilities have to pay a tax of \$5 per kilowatt of capacity plus 2% of the gross receipts of the wind facility. The wind facility developers can also earn rebates for up to half the cost of underground distribution lines, substations, and transmission lines built to support the wind power facility. The rebates can equal 80% of the taxes paid for the first 5 years and 50% of the taxes paid for the following 5 years. The remaining tax proceeds will be divided among the state and the county and local governments where the wind facility is located. See the governor's announcement of the [bill signing](#) and the full text of the bill, [House Bill 1320](#).

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Marketing

- The challenge is consistency - can you get enough out there to get on the radar screen *and be remembered?*
 - *Hitting the target*
 - *Message*
 - *Does it support your business case*
 - *21 times*

Be different

Don't go it alone (unless a known metro area)

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- Maps
- Case Study

Manufacturing Case Study: Cardinal Glass

Cardinal

Team that won 2006 Best Case Study for Cardinal Glass

The Cardinal Glass plant in the village of Cardinal, Oklahoma, is a prime example of a green building. The plant is a LEED Gold certified building and is one of the most energy efficient buildings in the world. The plant is a prime example of a green building and is one of the most energy efficient buildings in the world.

Websites – Marketing or Fulfillment

Early Study Results

- Map Detail, Quality – very important
- Property taxes – tended to not be included
- Summary vs. Narrative – bulleted summaries preferred over long narratives
- Trend Data – desired over data for a single year
- Contact Information - Specific person strongly preferred
- Google – most widely used search engine
- Search Words – most used term “Economic Development” with province, state, region (BRAND), or community name

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Web Test – Navigation

- Different users navigate different ways - 3 of 4 users did not find what they were looking for:

User 1

User 2

User 3

User 4

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How do we reach the targets?

Sales

1. Events
2. Tradeshows
3. Relationships and Networking
4. Prospect Calls

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Reaching the Target Directly

- Highest Return
- Face to Face
- Meetings
- Venues
(tradeshows, req mktg)
- Prospecting
- Present Biz Case
(value to them)
- Call on media

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	Marketing Schedule	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
•Consistency •Plan •Create Awareness	Direct Mail												
	Postcards	*	*	*	*	*	*	*	*	*	*	*	*
	Announcements 1			*			*			*			*
	Electronic Newsletter		*		*		*		*		*		*
	Annual Report											*	
	Trade Shows												
	Select trade shows		*										
	Relationship & Networking												
	Forums, Conferences		*				*						
	Broker Meetings		*		*		*		*		*		
Web Site													
Update & Post News	*	*	*	*	*	*	*	*	*	*	*	*	
Sales Calls													
Letter of Introduction			*	*	*	*	*	*	*	*	*	*	
Company Visits				*	*	*	*	*	*	*	*	*	
Media Visits			*				*						
Advertising													
TBD													

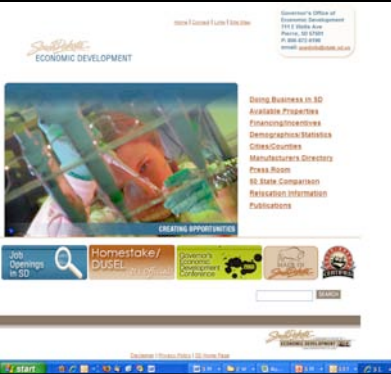
What Two Things Can You Do?

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- Define your best target opportunity?
 - Document your workforce skills and labor shed?
 - Document your site preparedness?
 - Improve your Biz Case – why should this business be here?
 - Draft a Case Study – demonstrate how you make things happen?
 - Leverage with state – tradeshow, marketing, calls?
 - More links, better data, to your website?
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State

- A more dynamic state map with overlays.



Tactics data organization strategies
economic development experts **Solutions**

EDToolBox



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