



York County
Development Corporation
COMING TOGETHER TO GROW

Marketing & Communication 2015 Plan

Mission Statement:

To promote, encourage, and facilitate quality growth of York County Nebraska.

Tag Line:

Coming together to grow



Marketing Committee Goals: Promote York County Nebraska as a quality place to live, work and play for businesses and individuals.

- Ensure the brand image for YCDC is consistent and materials relevant to the market
- Develop schedule and implementation of ongoing communications
- Evaluation of communications and promotion for YCDC
- Identify trade shows, conferences and events to attend
- Assist with promotion of activities throughout the year

Current Marketing Resources offered by YCDC

- Website
- Ads
- Social Media
- Site and building marketing
- Trade Shows
- State and National Conferences

Goal Statements and Action Steps

Goal Statement: Release current information through website, online communications, and print media

- **Strategy**
 - Follow YCDC Content Strategy to promote updated image in the community to drive website hits.
 - Weekly release articles from YCDC Content Strategy document on website and social media
 - Website
 - Release additional items of interest through Social Media (Facebook, LinkedIn, Twitter)
 - Utilize Facebook paid posts
 - Customize national print media towards targets utilizing trade magazines such as Site Selection
 - Utilize York New Times for retention activities, member events and local YCDC promotion
 - Explore community app
- **Responsibility:** Golden Shovel, Staff, Marketing Committee
- **Timeline:** Ongoing
- **Evaluation & Results:** Weekly releases

Goal Statement: Update marketing materials around new Mission Statement, tagline and logo

- **Strategy**
 - Updates to community resources including community guide(s)
 - Create trade show materials (brochure, feasibility study, sign, and give-a-ways)
 - Gather Testimonials
 - Keep print media opportunities consistent with brand
- **Responsibility:** Staff, Marketing Committee, BOD
- **Timeline:** Ongoing
- **Evaluation & Results:** updated and current materials

Goal Statement: Strengthen internal marketing strategies and outreach

- **Strategy**
 - Promote Lunch and Learns (newspaper, radio, social media)
 - Promote civic group presentations (slide show)
 - Promote 2015 Joint Job Fair utilizing print/tv/radio/online marketing
 - Coordinate & market a 2015 National Manufacturing Day event for York County, October 2, 2015
 - Regular articles in paper
 - Regular ads in paper
 - Strengthen communication between cities, villages, county and YCDC members
 - BRE reports
 - Meetings
 - Sponsor after-hours – industry event
 - Organize a CEO/management/community leadership event (maybe afterhours as first one)
- **Responsibility:** Staff, Marketing Committee
- **Timeline:** Ongoing
- **Evaluation & Results:** Updated materials

Goal Statement: Update Target Study

- Work with NPPD to update targets

Goal Statement: Utilize video to showcase York County for business retention, expansion and recruitment and also for people recruitment/retention

- **Strategy**
 - YNT' offer contracted videos. 12 yearly videos, \$125 per video base line. Cost could go up depending on complexity of video. Total cost \$1,500+
 - Annual overview of YCDC's events
 - Business Spotlights
 - Community overview
 - Work with YCVB on tourism/community events

- Events coverage
 - Consider doing more in-depth video such as Wowbiz
- **Responsibility:** Staff, Marketing Committee
- **Timeline:** Ongoing
- **Evaluation & Results:** Videos released in 2015

Goal Statement: Increase awareness of York County and YCDC through participating in local, regional, state and national events

- **Strategy:** Participate in local and regional events
 - Represent YCDC at York and Henderson Chamber events
 - Participate in Southeast Regional Network (SERN) meetings
 - Represent YCDC/York County on Southeast Nebraska Development District (SEND) and Child Advocacy Board of Directors.
 - Represent YCDC on service club (York Rotary) and share information regarding YCDC's activities
 - Participate in state/regional efforts to increase logistics
- **Strategy:** Attend regional and national events which fits the targets of: Transportation, Warehouse & Logistics, Advanced Manufacturing and Agri-business.
 - Tradeshow/Forum attendance will be in partnership with the Department of Economic Development (DED), Nebraska Public Power District (NPPD), Lincoln Area Development Partnership (LADP) and/or Blackhills Energy that fit York County's targets.
 - Identified Tradeshows & Forums:
 - Nasstrac– April 12-15, 2015 in Orlando, FL – DED/ LADP is paying for a booth and has requested YCDC participate.
<http://www.nasstrac.org/?page=AnnualConfExpo>
 - Attracts transportation decision-makers from broad market segments ranging from durable goods, food & beverage to health and person care, pharmaceuticals, chemicals, & technology.
 - Registration: \$495 discount because of booth. May be covered by LADP. May be travel cost only.
 - Fabtech – November, 2015 – NPPD/LADP are paying to have a booth for NPPD and communities to use. Travel cost only
 - Farm shows in region – need to identify
 - Roundtable Conference Series (3 events- Desert, Rockies, South – attend Rockies)
 - Industryweek's expansion management roundtable series in the south allows you to get in front of the right people. They pre-scheduled one-on-one meetings with the speakers, this personal interaction allows you to get more in depth on issues relevant to your community. Not only do you have the pre-scheduled one-on-one meetings but since it is a smaller group of professionals there are plenty of other networking opportunities. The speakers come from different backgrounds including site selectors, incentive experts, business consultants and international consultants. This

mix of speakers gives you the opportunity to focus on many different topics.

- Registration is being paid by LADP. Travel only.
- Logistics Development Forum: August, Park City, Utah? - LADP/DED
<http://www.logisticsdevelopmentforum.com/>
 - The Logistics Development Forum addresses the importance of logistics in a corporation's decision for a new manufacturing distribution and/or warehousing location. One on one with site selectors who work logistics projects.
 - Registration: \$1,400 before July 5th and may be paid by LADP
- Identified Conferences & Events
 - NEDA 2015 Conference in Gering
 - State Fair Booth - cover York County Visitors booth for a day
 - Nebraska Diplomats Passport to Nebraska Weekend – September, 2015
 - Will sponsor a business
 - IEDC Annual Conference – October 2014, Registration \$700,
 - Community Venture Network (quarterly) – Minnesota, LAD covers registration, travel costs only. Identify one or two, not all four.
 - Mid-America Economic Development Council (MAEDC)
 - Best Practices – May 2015 – Omaha
 - Registration paid by LADP – they will be sponsoring
 - Competitive Conference– Dec, 6-8, 2014, Chicago
 - Registration may be paid by LADP
 - National Rural Economic Developers Association (NREDA) – November 2016
- **Responsibility:** Staff, Marketing Committee, Executive Committee
- **Timeline:** Ongoing
- **Evaluation & Results:** Events and overview included in monthly reports