



York County  
Development  
Corporation  
COMING TOGETHER TO GROW

## Marketing & Communication 2020 Plan

***Mission Statement:***

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

***Tag Line:***

Coming together to grow



### Marketing Committee

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**Marketing Committee Goals:** Promote York County Nebraska as an attractive place for people and businesses to develop, grow and leave an impact.

- 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
- Build relationships with businesses, developers and contractors
- Presentations to local groups, and as speaker when asked for state/regional activities
- Assist the talent committee as needed with talent marketing

### Marketing efforts should reach the following targets:

- Local Leadership and community
- Recruitment of new businesses
- Retention & Expansion
- Talent
- Housing Developers and contractors

### Identified Marketing Goals

**Goal Statement** Build on investor relationships

- **Strategy:**
  - YCDC Member Window Clings
  - Send Membership Only Mailchimp articles
  - Annual Membership meeting
  - Regular Thank yous
  - VIP opportunities – opportunities such as events open only to members, manufacturing group/tours, Career Day
  - Sneak peeks
  - Business Spotlight

Commented [LH1]: This is a new goal

- Board highlights
- Advertising/Marketing support
- Job Directory & Talent support

**Goal Statement:** Promote YCDC Information & Member Information

- **Strategy:** Release current information through website, online communications, radio and print media
  - Follow YCDC Social Media Strategy Document.
  - 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, Talent Recruitment (on-line) and local YCDC promotion
  - Utilize Radio for advertising events, and for releasing current information
  - Work with Talent Committee for additional action steps for workforce recruitment
- **Responsibility:** Golden Shovel, Staff, Marketing Committee
- **Timeline:** Ongoing
- **Evaluation & Results:** Weekly releases. Increased Google Analytics numbers and social media reach. Increase positive reputation

**Goal Statement:** Promotion of YCDC activities and events to increase YCDC's reputation throughout York County

- **Strategy: consistently update marketing materials before events and activities**
  - Trade show materials (brochure, feasibility study, sign, and give-a-ways)
  - Gather Testimonials
  - Keep print and on-line media opportunities consistent with brand
- **Strategy: Utilize local and on-line media to promote events and announcements**
  - Promote Lunch and Learns (newspaper, radio, social media)
  - Coordinate & market a 2020 National Manufacturing Day event for York County, (Industry Tours for Educators)
  - Articles in paper
  - Ads in paper & Radio
  - Utilize radio time
- **Strategy:** Ensure YCDC has an active role throughout the County
  - Represent YCDC at York and Henderson Chamber events
  - Represent YCDC on service clubs and share information regarding YCDC's activities
  - Presentations at York organizations and service clubs throughout the year
  - Hold booth at York County Fair and invite members to have a presence at the booth
  - Represent YCDC at the York County Health Coalition
  - Strengthen communication between cities, villages, county and YCDC members

- BRE reports
- Meetings
- Continue traveling offices at member community locations
- **Responsibility:** Staff, Marketing Committee
- **Timeline:** Ongoing
- **Evaluation & Results:** Updated materials

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

- **Strategy:** Participate in regional/state organizations
  - Participate in Southeast Regional Network (SERN) meetings
  - Represent YCDC/York County on Southeast Nebraska Development District (SEND) and Child Advocacy Board of Directors.
  - Participate in state/regional efforts to increase logistics
  - Participation in Nebraska Talent committee
  - Nebraska Housing Developers Association
  - Nebraska Economic Developers Association
- **Strategy:** Attend regional and national events which fits the targets of: Transportation, Warehouse & Logistics, Advanced Manufacturing and Agri-business. Identified opportunities below may change throughout the year based on budget or other opportunities.
  - 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 Black Hills Energy that fit York County's targets.
  - Identified Tradeshows & Forums:
    - IPPE (International Production & Processing Expo) – JAN. 28 - 30, 2020
      - NPPD is using ROI for lead generation meetings
    - IMTS (International Manufacturing Technology Show) – Sept 14<sup>th</sup> – 19<sup>th</sup>, 2020
      - NPPD is using ROI for lead generation meetings
    - Logistics Development Forum: August 2020, Colorado - LADP pays registration. <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.
    - TrustBelt Corporate & Site Selector Forum - LADP pays registration
    - World Ag Expo Feb 11 – 12 2020
    - May adjust based on NPPD/DED/ activities and budget
  - Conferences & Events
    - NEDA 2020
    - NIFA Housing Conference
    - NIFA Workforce Conference

**Commented [LH2]:** These we were doing, but is now reflected in plan

- State Fair Booth - cover York County Visitors booth for a day
- Nebraska Diplomats Passport to Nebraska
- IEDC Conference
- Community Venture Network (quarterly) – Minnesota, LAD covers registration, travel costs only. Identify one or two, not all four if budget allows.
- Mid-America Economic Development Council – Registration and \$1,000 travel paid by LADP for December
- National Rural Economic Development Association
- **Responsibility:** Staff, Marketing Committee, Executive Committee
- **Timeline:** Ongoing
- **Evaluation & Results:** Events and overview included in monthly reports

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

- **Strategy:** Work with Golden Shovel for additional Virtual Reality videos [do we need more?](#)
- **Strategy:** Work on developing four – six talent testimonial videos
- **Strategy:** Business Videos
- **Strategy:** Lisa’s videos
- **Responsibility:** Staff, Marketing Committee
- **Timeline:** Ongoing
- **Evaluation & Results:** Videos released in 2020

**Goal Statement:** Promote York County as an attractive place for people to relocate to and integrate into the community for employment, small business development, or housing development

- **Strategy:** Utilize VR googles for talent recruitment
- **Strategy:** Follow content strategy document
- **Strategy:** Facilitate and promote Regional Career Day
- **Strategy:** Participate in educational/community/job fairs
- **Strategy:** Develop housing development marketing tools
- **Strategy:** Roll out podcast (24) in January
- **Responsibility:** Staff, Marketing Committee
- **Timeline:** Ongoing
- **Evaluation & Results:** Increased on-line presence. Increasing population