



York County
Development Corporation
COMING TOGETHER TO GROW

Marketing & Communication 2016 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

Marketing efforts should reach the following targets:

- Local Leadership and community
- Recruitment of new businesses
- Retention & Expansion
- Potential workforce

Identified Goals

Goal Statement: Release current information through website, online communications, radio 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
 - 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
 - Use KAWL/104.9 Max Country for advertising events, and for releasing current information
- **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)
 - Promote civic group presentations (slide show)
 - Promote 2016 Job Fair utilizing print/tv/radio/online marketing
 - Coordinate & market a 2016 National Manufacturing Day event for York County, October 7, 2016 (Industry Tours for Educators and a Salute to Manufacturers)
 - Introduce new CEO/management/community leadership at this event
 - Regular articles in paper
 - Regular ads in paper
 - Strengthen communication between cities, villages, county and YCDC members
 - BRE reports
 - Meetings
- **Strategy: Participate in local events**
 - Represent YCDC at York and Henderson Chamber events
 - Represent YCDC on service club (York Rotary) and share information regarding YCDC's activities
 - Presentations at York organizations and service clubs throughout the year
- **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 (SENDD) and Child Advocacy Board of Directors.
 - 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. 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 Blackhills Energy that fit York County's targets.
 - Identified Tradeshows & Forums:

- Nasstrac– April 24-27, 2016 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.
- Fabtech – November, 2016 – 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 one)
 - 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
- Conferences & Events
 - NEDA 2016 Conference in South Sioux City
 - State Fair Booth - cover York County Visitors booth for a day
 - Nebraska Diplomats Passport to Nebraska Weekend – September, 2016
 - IEDC Annual Conference – October 2016, 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)
 - Competitive Conference– Dec, 6-8, 2014, Chicago
 - Registration may be paid by LADP
- **Strategy:** Utilize Lead Generation / Meetings Match up services
 - Identify trade-show or regional opportunity for pre-qualified leads
- **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 and also for people recruitment/retention

- **Strategy:** YNT' offers 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
 - Area (industry cluster specific) promotional videos for people recruitment
 - Succession video
 - Events coverage
- **Strategy:** work with York Public Schools to get aerial videos/photos of available sites
- **Responsibility:** Staff, Marketing Committee
- **Timeline:** Ongoing
- **Evaluation & Results:** Videos released in 2015

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

- **Strategy:** Promotion of website
 - Jobs Directory
 - Business for Sale
- **Strategy:** Facilitate and promote Regional Tri-County Job Fair and Career Day
- **Strategy:** Participate in educational/community/job fairs
- **Strategy:** Create a mentoring/hospitality group to welcome incoming leadership
 - Match one-on-one for a year so one person is designated to include new person in events and provide introductions
- **Responsibility:** Staff, Marketing Committee
- **Timeline:** Ongoing
- **Evaluation & Results:**