



York County
Development
Corporation
COMING TOGETHER TO GROW

Marketing & Communication 2021 Plan

Mission Statement:

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

Tag Line:

Coming together to grow



Marketing Committee

Tony	North	tonynorth@yorkprintco.com	Committee Chair
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Derek	Dauel	ddauel@yorkdevco.com	YCDC Staff
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Chrystal	Houston	chouston@upperbigblue.org	At-Large
Lisa	Hurley	lhurley@yorkdevco.com	YCDC Staff

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: Continuing to Update Website

- **Strategy:**
 - Work with Golden Shovel for complete update in 3rd Quarter
 - Add GeoFli to minimum of 3 pages to the website

Goal Statement Build on investor relationships

- **Strategy:**
 - YCDC Member Window Clings
 - Annual Membership meeting
 - Regular Thank you's
 - VIP opportunities – opportunities such as events open only to members, manufacturing group/tours, Career Day

Commented [LH1]: This is a new goal

- Sneak peeks
- Business Spotlight
- Board highlights – low priority
- Advertising/Marketing support
- Job Directory & Talent support
- Social Media Shares
- Business Directory

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
 - Utilize Facebook Events
 - 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
 - Ensure Business Directory and Job Directory are up-to-date
- **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**
 - 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 and other business education events (newspaper, radio, social media)
 - Coordinate & market a 2021 National Manufacturing Day event for York County, (Industry Tours for Educators)
 - Articles in paper
 - Ads in paper & radio
 - Utilize radio time
 - Utilize Social Media
- **Strategy:** Ensure YCDC has an active role throughout the County
 - Represent YCDC at Henderson and York 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: Promotion of business opportunities of York County

- **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: 2021 will look different. Listed below are some in the second ½ of 2021. Go if able.
 - NPPD is using ROI for lead generation meetings – partner with them on opportunities
 - Logistics Development Forum: August 2021, 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
 - May adjust based on NPPD/DED/ activities and budget
 - Community Venture Network (quarterly) – Michigan, LAD covers registration, travel costs only. Identify one or two, not all four if budget allows.
 - Mid-America Economic Development Council Site Competitive Conference – Registration and \$1,000 travel paid by LADP for December
 - Utilize videos and virtual site visits for information
 - Coordinate Virtual Site Visit for DED Staff
- **Strategy:** Maintain sites & buildings listings
 - Check buildings and sites on a regular basis for updated information
 - Share out via LinkedIn
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- **Strategy:** Promotion of technical assistance – keep low key on the promotion side
 - Share with members – higher levels so they can share as appropriate

- Share samples of projects in the past – ie: A YCDC member/business came to us for assistance, and this is how we assisted.....
 - Case Studies
- Share how we assisted when able, but don't overdue
- Did you know...posts
- **Strategy:** Promotion of available resources
 - Utilize Email and Social Media to alert members and business community of resources
- **Responsibility:** Staff
- **Timeline:** Ongoing
- **Evaluation & Results:** Events and overview included in monthly reports

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).)
 - Participate in state/regional efforts to increase logistics
 - Participation in Nebraska Talent committee
 - Nebraska Housing Developers Association
 - Nebraska Economic Developers Association
 - Conferences & Events
 - NEDA Events
 - NIFA Housing Conference
 - NIFA Workforce Conference & Events
 - State Fair Booth - cover York County Visitors booth for a day
 - Nebraska Diplomats
 - IEDC Conference
 - National Rural Economic Development Association
- **Responsibility:** Staff, Marketing Committee, Executive Committee
- **Timeline:** Ongoing
- **Evaluation & Results:** Events and overview included in monthly reports

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

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
- **Strategy:** Work on developing four – six talent testimonial videos
- **Strategy:** Business Videos
- **Strategy:** Building & Site Videos
- **Strategy:** Lisa's videos
- **Strategy:** Update York County Business Video
- **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

- **Strategy:** Work with Talent Committee on promotion of programs and initiatives
- **Strategy:** Utilize VR goggles for talent recruitment
 - **Strategy:** Continue virtual talent marketing
 - **Strategy:** Facilitate and promote Regional Career Day
 - **Strategy:** Participate in educational/community/job fairs
 - **Strategy:** Utilize Why York County videos
 - **Strategy:** Promotion of 17 County Podcast
- **Responsibility:** Staff, Marketing & Talent Committees
- **Timeline:** Ongoing
- **Evaluation & Results:** Increased on-line presence. Increasing population

Goal Statement: Promote York County for housing development

- **Strategy:** Hold Housing Resource Housing Meeting
- **Strategy:** Participate in NIFA, Nebraska Housing Developers Association, and other events where connections can be made & strengthened
- **Strategy:** Communication with contractors and developers
- **Strategy:** Continue to identify new resources and innovative ideas
- **Responsibility:** Staff, Marketing Committee
- **Timeline:** Ongoing
- **Evaluation & Results:** Increased on-line presence. Increasing population