

# Marketing & Communication 2014 Plan



York County  
Development Corporation  
COMING TOGETHER TO GROW

**Marketing Committee Goals:** Promote YCDC as a quality place to live, work and play to businesses and individuals

- Ensure the brand image for YCDC is current and relevant to the market
- Reintroduce brand image to key stakeholders
- Develop schedule and implementation of ongoing communications
- Evaluation of communications and promotion for YCDC
- Identify Trade Shows and conferences in 2014 Marketing Plan
- Assist with promotion of activities throughout the year.

**Mission Statement:** To promote, encourage, and facilitate quality growth of York County Nebraska.

**Tag Line:** “Coming together to grow”

**Current Marketing Resources offered by YCDC**

- Website (Basic Economic info, GIS, Data Center, Links)
- Ads
- Social Media
- Site and building marketing
- Trade Shows
- State and National Conferences

Goal Statements and Action Steps

**Goal Statement:** Update website and online communications

- Promote updated image in the community to drive website hits.
- Website needs to have the following focuses including external and internal communications. All databases built in should be searchable by keywords.
  - Business Retention and Expansion (data, services, incentives, resources, building and sites, maps, infrastructure, etc.)
  - Business Recruitment (data, services, incentives, resources, building and sites, maps, infrastructure, etc.)
    - Sites & Buildings – we use LOIS in conjunction with our regional group and the State.
  - People Recruitment (Jobs, QOL, housing info, community info, etc.)
  - Community Info (page for each community with links, data, pictures, etc.)
    - Some of this can be pulled out of LOIS and ESRI reports
    - Need assistance on keeping data updated.

- Member info (higher members should have a blurb on their business, all members should have links to websites and social media)
- Board & Exec Committee Members (secure areas for agendas, meeting minutes, documents, meeting dates)
- Organization information
- Google Keyword search
- 3<sup>rd</sup> party connectivity – linked to 3<sup>rd</sup> party payment systems or other web based service providers. Need to be able to do custom forms.
- Custom map on the front page showing location, interstate, Hwy 81 and rail
- GIS mapping
- Need ongoing content management software and updated data
- Need management contract to do system updates and assistance with updating/changing the website as needed.
- Links to Social media on the front page
- Enhance Social Media Campaign (Facebook, LinkedIn, Twitter, Mobil phone applications)

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

- Updates to community resources including community guide(s)
- Create site selectors community viability checklist
- Create trade show materials (brochure, feasibility study, sign, and give-a-ways)
- Gather Testimonials
- Identify print media opportunities
- Consider commercial or video opportunities

**Goal Statement:** Strengthen internal marketing strategies

- Promote Lunch and Learns (newspaper, radio)
- Promote civic group presentations (slide show)
- Promote 2014 Joint Job Fair
- Coordinate & Market a 2014 National Manufacturing Day event for York County, October 4, 2013
- Regular articles in Paper
- Business Spot lights

**Goal Statement:** Update Target Study

- Work with NPPD to update targets

**Goal Statement:** Create and promote two (2) Commercials for business and people recruitment/retention

- one focused on business
- one on quality of life: people recruitment

**Goal Statement:** Represent YCDC at Industry Trade Shows and relevant conferences

### Trade Shows

- Grain Elevator & Processing Society: Feb. 23-25, Omaha (geaps.com) - LAD
- Nasstrac– April 21-24, 2014 in Orlando, FL – DED  
<http://www.nasstrac.org/conference/default.asp>.
  - Nasstrac attracts transportation decision-makers from broad market segments ranging from durable goods, food and beverage to health and person care, pharmaceuticals, chemicals, and technology. Registration: \$695 Member before February 8<sup>th</sup>.
- *Logistics Development Forum*: August 6-9, Park City, Utah - LAD -  
<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. Registration: \$1400 before July 5th
- *Fabtech* 2014 – November, 2014 – NPPD/LAD

### Upcoming Conference and Events

- NEDA – Spring (Valentine) and Fall Conferences, Registration \$135 each
- Roundtable in the Rockies, March 24 - 27, Vail, CO, LAD/NPPD activity, up to three people from LAD
- Partner with York County Visitors for a day at the State Fair Booth
- Nebraska Diplomats Passport to Nebraska Weekend – September, 2014
- IEDC Annual Conference – October 2014, Registration \$700, Fort Worth Texas
- Rural Futures – Beyond Boundaries, November, 2014, Lincoln
- Community Venture Network –Minnesota, LAD covers registration, travel costs only
- Mid-America Economic Development Council (MAEDC) – Dec, 7-9, 2014, Registration \$470, Chicago