

# MARKETING PLAN 2022



## **SECTION 1: RIGHT PLACE, RIGHT TIME, WRIGHT COUNTY**

Overflowing with potential, Wright County, Iowa is in an unprecedented and unique position to attract businesses and area residents. With the launch of new businesses, the growth of existing industries, and the construction of residential developments, there has never been a better time to be part of Wright County. Increasing our efforts to market Wright County to area residents, expanding businesses, community partners, and prospective workforce, will assist this county to embrace change and understand why it's necessary to remain vital.

## **SECTION 2: PARTNERS**

- Business and Industry Leaders
- Local Economic Development Organizations
- Local Chambers of Commerce
- City Councils
- County Board of Supervisors
- Utilities
- Regional Economic Development Organizations
- Community Colleges Leadership
- Iowa Economic Development Authority
- Legislators
- Media
- Boards of Education
- Wright County Residents
- External Business and Industry Targets
- Site Selector Organizations

## **SECTION 3: GOALS**

- Increase engagement with all communities of Wright County.
- Develop and build relationships with local area businesses and residents.
- Grow our connection with site selectors and outside leads for business location and expansion projects.
- Enhance Wright County's overall presence and visibility to our target audiences within the county, our region, and across the globe.

To address those goals, we have categorized our efforts into three initiatives as outlined on the following page:



## **INITIATIVE I: ATTRACTION**

- Utilize Wright County's Laborshed reports, updated on a needed basis to determine the makeup of Wright County's workforce.
- Identify ways to attract new workers and expand the capabilities of existing workers in Wright County.
- Provide support and partnering assistance to ICCC Career Academy, NIACC and local K-12 educational institutions.
- Develop marketing materials and online content that focus on targeted industry groups to support sales and follow-up efforts.
- Attend trade shows each year within targeted industries utilizing partner resources when appropriate.
- Determine possible sites throughout the county for engaging the State of Iowa's Certified Site Program.
- Provide guidance to support start-up businesses that require assistance to local, metro and state resources.
- Manage and coordinate Revolving Loan Programs to assist in business development throughout Wright County.

## **INITIATIVE II: RETENTION**

- Conduct primary sector retention visits locally, with visits at the corporate level when appropriate.
- Partner with support agencies to provide resources, informational sessions and training opportunities to local businesses.
- Work with local partners such as chambers of commerce, city councils and economic development groups to identify struggling or at risk businesses.
- Meet with local businesses to determine areas of need and assist with locating available resources and information.

## **INITIATIVE III: COMMUNITY RELATIONS**

Engage the communities we support and grow relationships with community members, volunteers, workforce, neighboring counties, development groups, and potential partners.

- Implement an all-encompassing WCED online presence and social media strategy.
  - ◆ **Strategies to Accomplish - Platforms**
    - ◇ Facebook: Used to share economic development information from our office, partners.
    - ◇ Twitter: Used to link to partners, publications and relevant news.
    - ◇ Website: Consistently keep information updated for all county departments as well as utilize the webpage to share relevant stories, news, county updates and information.
    - ◇ LOIS: Ensure that all Wright County data is current in LOIS database. Update as needed.
    - ◇ Synchronist: Ensure that all Wright County business data is current in Synchronist, update as needed.
- Develop a periodic publication that highlights positive Wright County efforts and business success stories and distribute it extensively within the County and region-wide.
- Continue collaborative relationships with city administrators, city councils, and community economic development agencies throughout Wright County.
- Maintain contact with local and regional partners to assist them in understanding and promoting the resources we offer.
- Follow partners at the city, county, state and national level to determine programs and resources that can be of use to our local businesses and workforce.
- Leverage the attention of innovative projects to win local and national awards to gain the attention of potential partners and legitimacy with existing residents and businesses.
- Submit grants and proposals as needed for project funding and community development.

## **SECTION 4: COSTS**

Every attempt will be made to partner with programs, agencies and resources. While a significant amount of projected marketing efforts in our plan have no costs associated with it, an effective marketing plan does have costs.

- **Initiative I: Attraction**

Promotional Marketing Materials	\$ 1,800
Industry Specific Trade Shows	\$ 6,400
Site Selector Visits	\$ 2,100
Prospective Client Visits	\$ 1,100
  
- **Initiative II: Retention**

Retention Visits	\$ 2,100
Wright County Business Update	\$ 550
Sponsorships	\$ 1,100
  
- **Initiative III: Community Relations**

Boost key Facebook Posts / Ads	\$ 300
Provide local resource seminars	\$ 1,100

## **SECTION 5: INVESTOR BENEFITS**

There is a lot of competition among rural Iowa counties that strive to continue their support of local businesses, while attracting new businesses and the necessary workforce to their respective areas. It is more important now than ever before to create and maintain a viable economic development organization to serve the entire Wright County area, and assist local communities and development groups.

While we are grateful for the financial support of Wright County, those funds are limited to basic operational costs. All our marketing efforts rely on the financial support of business and industry, as well as local government entities.

If you live and work in Wright County, you have a stake in the future here. Supporting a thriving economic development organization requires commitment. We would respectfully ask that you commit to our efforts by becoming an investor in our organization.

- **Member (\$250-\$499)**
  - ◆ Listing of your business on the WCED website
  - ◆ “Hotlink” to your business website
  - ◆ Inclusion on WCED Annual Report Investor List
- **Partner (\$500-\$999)**
  - ◆ All of Level 1, plus:
  - ◆ Promotion of your business at trade shows
- **Leader (\$1,000 and up)**
  - ◆ All of Level 2, plus:
  - ◆ Listing of your business on WCED Promotional Materials
  - ◆ Special feature of your business on the WCED Website

***Thank you in advance for considering financial support to the future of Wright County!***