

## 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 maintain a viable economic development organization that serves the entire Wright County area and assists local communities and development groups.

While we are grateful for the financial support of the Wright County Board of Supervisors, but 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.

### Partners in Promotion (\$250-\$499)

- \* Listing of your business on the WCED website
- \* "Hotlink" to your business website
- \* Inclusion on WCED Annual Report Investor List

### Partners in Success (\$500-\$999)

- \* All of Partners in Promotion benefits plus:
- \* Promotion of your business at trade shows

### Partners in Excellence (\$1,000 and up)

- \* All of Partners in Promotion and Partners in Success benefits plus:
- \* Listing of your business on WCED Promotional Materials
- \* Special feature of your business on the WCED Website

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

## 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.

### Attraction

Promotional Marketing Materials	\$ 2,288
Industry Specific Trade Shows	\$ 8,237
Site Selector Visits	\$ 2,746
Prospective Client Visits	\$ 1,373

### Retention

Retention Visits	\$ 2,746
Wright County Business Update	\$ 686
Sponsorships	\$ 1,373

### Community Relations

Boost key Facebook Posts / Ads	\$ 400
Provide local resource seminars	\$ 1,373

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WRIGHT COUNTY



ECONOMIC DEVELOPMENT

## MARKETING PLAN 2025

**RIGHT PLACE, RIGHT TIME, WRIGHT COUNTY**

Wright County, Iowa has situated itself in a position to attract businesses and residents to our area. With the launch of several 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. We know that increasing our efforts to market Wright County to people both near and far, expanding businesses, affordable housing, adequate daycare, community partners, and prospective workforce, will assist this county to continue to embrace change and understand why change is necessary to remain vital.

[www.wrightcounty.iowa.gov](http://www.wrightcounty.iowa.gov)

## PARTNERS

It takes the cooperation of everyone to keep Wright County moving forward, and we are grateful for all those who contribute towards these efforts.

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

## GOALS

- \* Increase engagement of all communities within 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.



## INITIATIVES TO ADDRESS OUR GOALS.

### ATTRACTION

- \* Identify ways to attract new workers and expand the capabilities of existing workers in Wright County.
- \* 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.
- \* 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.
- \* Promote the amenities and rich agriculture of Wright County through our newly developed videos.
- \* Attend trade shows within targeted industries utilizing partner resources when appropriate.
- \* Determine possible sites in the county for engaging the State of Iowa's Certified Site Program.
- \* Utilize Wright County's Laborshed reports to determine the makeup of Wright County's workforce.

### RETENTION

- \* 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.
- \* Conduct primary sector retention visits locally, with visits at the corporate level when appropriate.

## COMMUNITY RELATIONS

Engage the communities we support and grow relationships with are Chamber directors, local government personnel, 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.
- 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.
- LOOPNET/CoStar: Ensure that all Wright County listings are current in database.
- \* Develop and distribute press releases that highlight positive Wright County efforts and business success stories.
- \* Continue collaborative relationships with City Administrators, City Councils, Chambers, 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.
- \* Submit grants and proposals as needed for project funding and community development.