

ECONOMIC DEVELOPMENT MARKETING INITIATIVE

PHASE I

Marketing Research: Atlas Advertising assisted Hudson in determining its current position with local decision makers and representatives. Atlas conducted interviews with stakeholders from the region on their knowledge of Hudson's economic development initiatives and their feelings toward the overall impact and progress of same.

Component: Complete

Cost: \$10,000

Brand Development: Atlas worked with the City to develop a positioning statement recommended messaging for business attraction as well as business retention. A key message was developed as our tag line, as well as a look and feel for our brand. Once the overall look, feel, tone and messaging was determined, the City's new logo was developed.

Component: Complete

Cost: \$15,000

Marketing Plan: Atlas developed a two- to three-year marketing plan and program. The plan included:

- Goals for business attraction marketing
- Marketing opportunities and challenges
- Specific messaging strategies
- Messaging aimed at local, regional and national audiences
- Specific strategies related to brand and positioning
- An actionable 24-36 month timeline for implementation

Component: Complete

Cost: \$12,000

Marketing Campaign Elements: This portion of the project was geared towards developing all of the collateral and campaigns that will be executed in Phase II of the marketing initiative.

These included:

- Familiarization tour presentation for site selectors on our website
- Materials to be used at trade shows, such as brochures, letterhead, business cards
- Print and online ad campaign to be placed in industry-specific publication or on websites
- Mail and email campaign layouts
- Customizable PowerPoint template that introduces the brand and Hudson story to key stakeholders
- Content for the City's economic development portion of the website
- Local version of Atlas Insite (available property database) integrated into the City's website

- List of contact information for companies in targeted industries
- List of active site selectors

Component: Complete

Cost: \$33,425

Travel: Cost of three trips to Hudson for the Atlas team including the initial kickoff meetings.

Component: Complete

Cost: \$5,892

Phase I Total: Complete

Cost: \$76,317

Phase II Execution and Management

Now that Phase I has been completed, it is time to consider Phase II. We engaged Atlas Advertising for its expertise in Economic Development marketing, and they provided us with a good foundation and strategy to enhance our economic development efforts. With that plan and strategy in hand, we intend to use local firms in the implementation of Phase II. Listed below are the different campaigns, as of today, and the funds intended to be allocated to each. Flexibility will be extremely important, as we may find it necessary to move funding from one campaign to another based on recommendations from local partners and how well a specific campaign is working.

Site Selector Visits and Events: Begin outreach to site selectors for in-person visits. Review site selector sponsored events (trade shows, conferences, special presentations). Develop presentation materials and assemble additional collateral material to use as leave behinds.

- Travel Cost: \$3,000
- Development of presentation material Cost: \$6,000
- Development of one printed piece Cost: \$2,500
- Printing Cost: \$ 500

Attraction: 100% Retention: 0% Cost: \$12,000

Trade Missions/Co-Op Marketing: Work with contacts at our regional/statewide economic development partners to determine appropriate trade missions/co-op marketing opportunities that would benefit Hudson. Determine Hudson's role and develop collateral that would be useful. If co-op marketing, have logo specs ready to provide.

- Outreach to ED partners Cost: In House

Attraction: 100% Retention: 0% Cost: In House

Direct Mail and Email Campaign: Template developed in Phase I for direct mail and email campaigns. We will execute the direct mail campaign with a local direct mail vendor using a mailing list already developed. Email campaign will be distributed to lists currently being developed for use in Constant Contact.

- Direct mail (print/ship) Cost: \$12,000

Attraction: 50% Retention: 50% Cost: \$12,000

Social Media Marketing Campaign: Will join LinkedIn groups hosted by regional and state commercial/industrial realtors. Participate in group forums and make connections to local business leaders.

- Join groups as soon as possible Cost: In House

Attraction: 50% Retention: 50% Cost: In House

Advertising Campaign (online): Launch of campaign will take place in the 2nd or 3rd quarter of 2014.

- Execution and ad buy for four online digital ads, include design/development and targeted placement Cost: \$14,000

Attraction: 50% Retention: 50% Cost: \$14,000

Host Annual Business Events: In 2014, we will hold more events than just the annual realtor/developer summit and business appreciation breakfast. Additional events could include a familiarization tour for our economic development partner organizations and a series of small lunch/dinner events for Hudson business leaders.

- Assemble committees to assist with events
- Brainstorm for events
- Set budget for each event
- Develop event collateral
- Promote event via email, website, social media, etc.

Attraction: 75% Retention: 25% Cost: \$7,500

Attend Conferences/Events: In Q2 we will begin researching potential conferences i.e. alternative energy, technology, distribution and healthcare. We will look for exhibitor opportunities and determine if it is worth the investment. If exhibiting, develop a plan for booth activities.

- Travel and registration Cost: \$7,500
- Collateral and pre-event marketing Cost: \$12,500

Attraction: 75% Retention: 25% Cost: \$20,000

Develop PowerPoint Content/SlideShare: Develop content for a PowerPoint presentation that is an overview of Hudson as a business destination. Post it to a SlideShare account and stream on our website. Consider hosting a webinar for local/regional commercial and industrial realtors and/or local businesses.

- PowerPoint development Cost: \$2,500

Attraction: 50% Retention: 50% Cost: \$2,500

Outreach to Local Companies: Compose a letter/email to be sent to all companies in Hudson thanking them for their presence in the City. Solicit feedback. Continue the business retention, face-to-face visits with a goal of 20 per quarter.

- Prepare 2-3, one page sheets, throughout the year to be used on retention calls
Cost: \$7,000
- Printing
Cost: \$ 500

Attraction: 0% Retention: 100% Cost: \$7,500

Collateral for Community/Company Presentations: Develop content for PowerPoint presentation that showcases Hudson as a business destination. Could include available properties, workforce, etc. Highlight services offered for existing businesses that are looking to expand or grow. Post presentation on SlideShare. Consider hosting a webinar for local businesses to showcase the services and programs offered by the economic development department.

- Development of a PowerPoint presentation and posting to SlideShare
- Explore hosting a webinar

Attraction: 0% Retention: 100% Cost: In House

Printing, Mailing & Other Costs: TBD for events, advertising, direct mail, across all campaigns.

- TBD, all services
Cost: \$4,000

Attraction: 50% Retention: 50% Cost: \$4,000

Phase II Total: **Cost: \$79,560**