

Implementation of Quality Jobs 4/A Strong Future

Our Goals and Objectives:

- Implement “Quality Jobs” Initiative
- Identify & market distinctive advantages ... raise awareness among targeted businesses
- Co-brand the region
- Advise communities
- Get on the “radar” ... convert leads to projects ... to sales
- Foster ... encourage strategic partnerships
- Implement a strong business retention program
- Establish CRDC as the “first stop” shop

Product Development

- Focused on Regional growth foundations
- Workforce
- Infrastructure ... including buildings/sites
- Business climate
- Business resources ... technology
- Financial resources ... capital
- Previous Studies
- Quality of living

Region of Influence

- Clinton
- Camanche
- Low Moor
- Fulton
- Thomson
- Albany

Key Marketable Assets ... Strengths of the Region

- Strategic location including proximity to Chicago market and mid-continent location on the Mississippi River
- Excellent logistic capabilities with an advanced transportation and communications infrastructure
- Brand name/Fortune 500 companies ... global business center ... regional employment center
- Bi-state region ... location options
- Quality workforce ... productive, outstanding work ethic (low absenteeism and turnover rates)
- Higher learning/training institutions ... Ashford University and Eastern Iowa Community College
- Agriculture resources/infrastructure
- Three natural gas pipelines ... three electric providers
- Progressive, proactive local public leaders ... supportive of economic development ... working in partnership with private sector
- Quality of living ... evidenced by “Iowa Great Places” designation

Target Businesses for Cluster Development

- Service Industries
- Heavy Rail/Barge, Gas & Electric Users
- Value-Added Agriculture/Bio-Life Sciences

Positioning the Regional Product

- Established Marketing Advisory Committee ... public and private leaders
- Working with Smart Solutions Group to facilitate MAC input ...and develop ...
 - Regional brand/positioning statement ... “core business message to serve as the communications compass” ... differentiate the region from the competition/relevant to the targeted businesses
 - Position-driven themeline
 - Key sales messaging ... substantiating positioning/themeline
- Key differentiation ... region’s “connections” to ...
 - Chicago and Mississippi River ports
 - Advanced infrastructure ... transportation systems, communications, utilities, sites
 - Dedicated skilled, productive, educated workforce
 - Brand name, global businesses
 - Business resources ... to advance new ideas and technologies ... to facilitate growth
 - Leadership ... progressive, forward-thinking
 - Quality of living
 - Site location information in the bi-state region ... “one-stop” ... streamline site location decision-making
- MAC continuing work ... more to come in first quarter next year

Marketing-Sales Materials

- Working with professional advertising agency (Ad Group) ... to develop brand/position-driven marketing-sales materials ...to effectively communicate position-driven business/sales messaging
 - Brand creative design and logo
 - New website
 - Marketing-sales materials ... including “sales brochure”
- Also ... developing “sales presentation”

Marketing-Sales Channels



Quarterly Industry Sales Focus

- Rotate target industry focus each quarter
- Prospect List
- Introductory sales letters
- Telemarketer/CRDC
- Preceded by regional business roundtable discussions

Host Key Clients in the Region

- Develop a comprehensive list of all regional outings and events
- Determine which events to build sales-marketing activities ... would have an “appeal” to targeted business decision-makers/site location consultants
- Look at giveaway incentives for participation
- Do mailings followed by telemarketing

Regional Partnerships

- Local communities, business/industry leaders
- Sales Trips & Trade shows
- Establish participation criteria
- Assistance with marketing materials
- Alert upcoming events

Leveraging Marketing Opportunities

- Participate and encourage cooperative marketing with ...
 - Regional economic development/planning groups
 - IDED/DCEO
 - Utility providers
 - Rail & Barge providers
 - Others

Sales and Support Activities

- Hire a Marketing –Research Coordinator
- Hire a Business Retention Manager
- Hire Infrastructure Development Specialist
- Join specific organizations/affiliations/ groups
- Utilize on-line and other data services for prospect development; contract or purchase CD

Business Retention Program

- Implementing aggressive internal marketing-sales program
- Developing comprehensive list of all business and industries in region
- Link to resources/advocate
- Hiring new Business Retention Manager
- Quarterly business roundtable discussions

Annual Sales Projections



The Scorecard

- Will compare YTD marketing-sales activity relative to goals and quarterly projections
- A sales-marketing database will track all contacts through the “pipeline”

The Summary

- Marketing plan components
- Implementation
- Timeline
- Targeted Focused Sales Message
- Aggressive – Externally/Internally
- Developing Tools to Sell Region
- New Web Site
- Easy to Find Information - One-stop shop
- Leveraging Resources