

OVERVIEW

Module #10 – Marketing Your Community involves creating an image in the minds of key executives who make rare expansion or relocation decisions. Community leaders must then stay in contact with identified prospects so that when the time comes to act, the prospects consider a particular community. Community marketing is an integral part of the strategic planning process (see box at right.) For many small communities, marketing may mean developing specific messaging for contacts within regional or state organizations that can assist them in marketing their communities as opportunities appear. Being development ready is the critical factor defining whether a community is marketable or not.

Who should use this module?

- Community economic development leaders tasked with marketing and communications with investors directly and/or key regional, state, and utility organizations.

How can the information in this module benefit your community?

- Utilizing this module will assist communities in directing scarce resources on marketing and communications of their community's strengths and assets related to new business or expansion location.
- Industry targeting and ways to be very strategic in marketing are included.
- Competitive communities have marketing plans with strategic target industries identified such that companies with those locational criteria would be attracted.
- Specific components of a marketing plan together with a template are included in this module.

SUMMARY OF THE COMMUNITY DEVELOPMENT PROCESS

ORGANIZE

Organize the group
Define the mission
Identify stakeholders

ANALYZE

Collect information
Analyze findings

COMMUNICATE

Keep public informed

PLAN

Expand organization
Identify leadership
Establish a plan
Create vision statement
Develop strategic plan

IMPLEMENT

Begin programs
Seek early successes

EVALUATE

Review and adjust

CELEBRATE

Publicly celebrate
Recognize citizen efforts

SUSTAIN

Create new goals