



Business Attraction

2017 Program of Work

BUSINESS ATTRACTION

OVERVIEW

This plan of work for Business Attraction reflects the marketing plan for the Ocala/Marion County CEP's efforts for 2017.

The plan is meant to be specific yet leave room for opportunities that may present themselves. It should not be viewed as concrete but as a framework from which to plan and operate a proactive marketing effort that is fairly comprehensive in approach and scope.

CEP is committed to creating no silos—Business Attraction does not operate in a vacuum, but can and will use opportunities in this plan to assist with Business Retention and Business Creation.

ANNUAL BUDGET SUMMARY

Consultant Marketing	\$ 37,000
Target Marketing	\$ 15,000
Internet Marketing	\$ 16,300
<u>Equine Engagement</u>	<u>\$ 10,000</u>
ANNUAL REVENUE	\$ 32,000
ANNUAL EXPENSE	\$ 78,300

Primary Staff

Brett Barnes, Director of Business Attraction

Louisa Barton, Assistant Director of Business Attraction

PROGRAMS AND STRATEGIC INITIATIVES

CONSULTANT MARKETING

Purpose—To reach and impact consultants and industrial real estate brokers, CEP will focus on three initiatives – a visitation program, FAM tours, and luncheons.

National Consultant Visits & Site Selector Conferences

Description—CEP will visit with the premier site selection consultants in key markets such as Dallas, New York, Chicago, and Atlanta. This will occasionally be done in conjunction with the Enterprise Florida team and key site selector conferences such as IAMC and Site Selectors Guild.

Goals—This program will accomplish the following:

- increase awareness through face-to-face contacts;
- respond directly to any concerns/questions/misunderstandings about the region;
- explain new developments or opportunities in the region.

Cost—\$10,000 (all travel costs would come from travel expense and not marketing)

Timeline—Five times a year

Key Market Lunch

Description— CEP will host a luncheon for consultants and brokers in a key market to introduce them to the opportunities available in the community.

Goals—The lunch will accomplish the following:

- Build brand recognition;
- Provide an opportunity to meet with multiple decision makers at once.

Revenue—\$5,000

Cost—\$5,000

Timeline—Plan event for spring

FAM Tour

Description—Once a year we will bring in a key site selection consultant to speak with local stakeholders and familiarize them with Ocala-Marion County.

Goals—This initiative will accomplish the following:

- Bring key consultants into the area to experience the opportunities;
- Build the relationship with consultants;
- Provide an opportunity for staff and key stakeholders to learn how best to situate the community for success.

Revenue—\$10,000

Cost—\$10,000

Timeline—The goal will be to bring consultants into the area Q4.

Florida Consultant Visits

Description— Continued emphasis on developing relationships with key Florida based industrial real estate brokers. CEP will host at least three events for consultants in a key markets. This may be done in conjunction with a partner like EFI and sponsoring SIOR.

Goals—The lunch will accomplish the following:

- Build brand recognition;
- Provide an opportunity to meet with multiple decision makers at once.

Cost—\$12,000

Revenue—\$12,000

Timeline—Plan events for winter, spring and fall

FY 17 and Beyond

Working with and marketing to consultants will be a continual process for CEP. Identifying the best ways to maximize and build on these relationships will be a priority.

COMMUNITY MARKETING

Target Marketing

Description—CEP will target setting up meetings with company decision makers in select markets within our target industry sectors.

Industry Marketing

Description—Twice a year CEP will conduct targeted marketing of businesses in key industries aimed at setting appointments with CEOs looking to relocate or expand.

Goals—This initiative will accomplish the following:

- Directly sell to targeted industries;
- Meet with key decision makers early in the process.

Cost—\$5,000

Timeline—Campaigns will be targeted for the winter.

Trade Shows

Description—CEP will participate in trade shows for targeted or key industries, such as partnering with local medical device and fire apparatus companies.

Goals—This initiative will accomplish the following:

- Build industry intelligence;
- Network with key businesses in the industry;
- Coordinate shows with marketing missions and/or consultant calls.

Cost—\$2,000

Timeline—Two to three trade shows will be targeted throughout the year.

Targeted Marketing Collateral

Description—CEP will continue to develop additional marketing materials targeting 5 key areas of the Moving Forward Initiative.

Goals—Highlight existing industries within our target sector.

Costs—\$8,000

Timeline—Ongoing.

FY 17 and Beyond

CEP will evaluate targeted industries for continued targeting or develop new targets.

DIGITAL MARKETING

Purpose—It is very important to establish and maintain a very strong online presence to be competitive enough to reach out to targeted audiences. Traditional marketing rules does not necessarily apply in current scenarios. There are new markets and new doors of opportunities made available – that are only accessible through digital marketing channels. CEP uses the internet to provide both targeted and general marketing.

LocationOne Information System (LOIS)

Description—LocationOne is the CEP’s online Sites & Building database.

Goals—The system will accomplish the following:

- Provide up-to-date information on the area’s available sites and buildings;
- Provide detailed demographic information;
- Increase awareness of the region.

Cost—\$7,500

Timeline—Ongoing

Enterprise Florida—Atlas

Description—Atlas is the Enterprise Florida Sites & Buildings database.

Goals—The system will accomplish the following:

- Provide up-to-date information on the area’s key available sites and buildings;
- Provide detailed demographic information;
- Provide additional increased awareness of the region.

Costs—\$3,500 (EF calculates by MSA)

Timeline—Ongoing

E-Newsletter

Description—Once a quarter, CEP will send to the consultant database an e-newsletter.

Goals—The e-newsletter will accomplish the following:

- Update consultants on new developments in the region;
- Provide an avenue to “sell” key points to consultants;
- Increase awareness of the region.

Cost—\$300

Timeline—The e-newsletter schedule will be March, June, September & December.

Miscellaneous

Description—The strength of this plan is its ability to be flexible and respond to changing needs and priorities. To this end, providing funds for unplanned opportunities without delaying or replacing other activities is an important planning function.

Goals—To have funds available for additional marketing opportunities.

Cost—\$5,000

Timeline—Ongoing

FY 17 and Beyond

Technology is ever changing. It is imperative that CEP evaluate current technology availability and implementation to ensure the area is reaching the appropriate audiences.

EQUINE ENGAGEMENT

Description—The equine industry represents \$2.6 billion a year to the local economy. It is imperative to the growth of our community that this industry is healthy and nurtured. To do this, we need to strengthen farm-city engagement and to better integrate the equine businesses with the business community at large.

Goals—The Equine Engagement Committee will establish detailed plan in the first quarter which will accomplish the following:

- Provide training opportunities for businesses on how to access the equine community;
- Schedule events and trainings engaging the equine businesses into the community;
- Encourage farms and venues to provide information to the equine portal;
- Facilitate and promote projects which benefit the equine business community including the development of a quarantine facility;
- Connect existing partners with farms and related businesses;
- Increase equine business engagement with the CEP.

Revenue—\$5,000 (sponsorships and event participation fees)

Cost—\$10,000

Timeline—Detailed Plan in Q1, implementation throughout the year.