

Creating a Marketing Plan/ Stories from the Field

OCED Marketing & Branding for Economic Development

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Corvallis, Oregon



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A bit about your presenter

- NOT a marketing professional
- Marketing has not been core to my positions in the past
- Don't consider myself an expert on the topic
- NOT going to take you step-by-step on how to do a marketing plan

A bit about your presenter

- I have been practicing economic development in Oregon since 1996
- I've worked for:
 - 3 Oregon cities
 - 2 Oregon higher ed institutions
 - 2 Economic Development Districts
- Along with Matt, I'm one of a handful of IEDC CEcD certified professional economic developers in Oregon (since 2004)

Let's Begin With Four Questions

1. What are you marketing?
2. What are you trying to achieve?
3. Who are you marketing to?
4. How will you measure success?

BONUS! #5: *Who are your partners?*

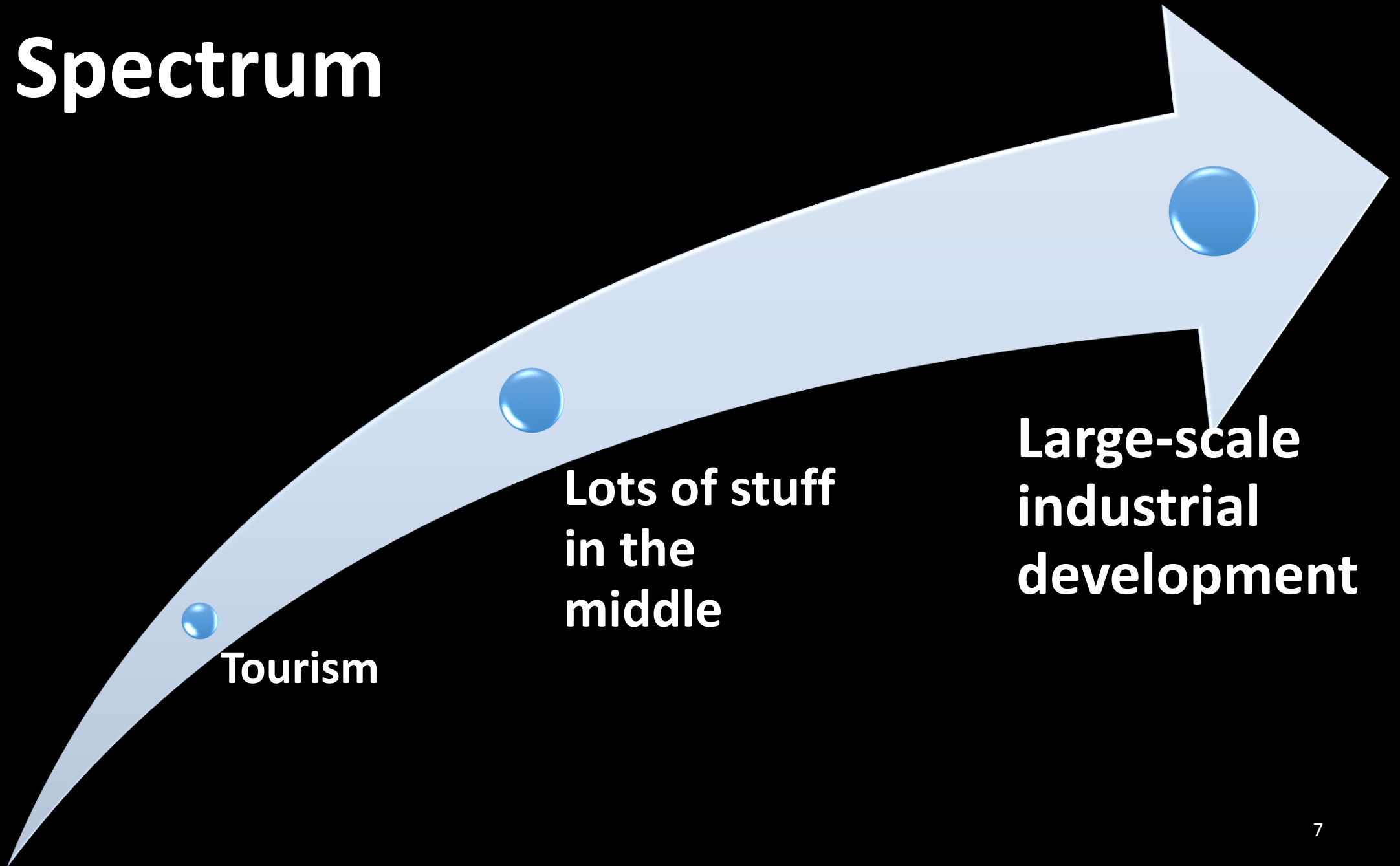
Consider...

...A Spectrum of Investment...

Why a spectrum?

Why investment?

The Spectrum



So...What's in the middle?



What **IS** in the middle? Hint: *A LOT*

- Higher-value tourism
 - Residential development/ relocation
 - Retirement
 - Small business/ entrepreneurial development (DT revitalization)
 - Commercial/ residential real estate (small-medium)
 - Business acquisition & mergers
 - Larger scale commercial
 - Medical/ retirement
 - Office
 - “Big Box” retail
 - Mid/Hi-rise residential
 - Small-mid (90%+ of the deals) traded sector
- 
- Two blue arrows are present on the slide. One arrow points from the top right towards the 'Small business/ entrepreneurial development (DT revitalization)' item. The second arrow points from the bottom right towards the 'Small-mid (90%+ of the deals) traded sector' item.

A bit [more] about **tourism** and a story from the field...

...your partners may surprise you...



...a means to an end, but not the end in and of itself...

A bit [more] about sm. biz dev. & downtowns

... Plus... A story from the
field



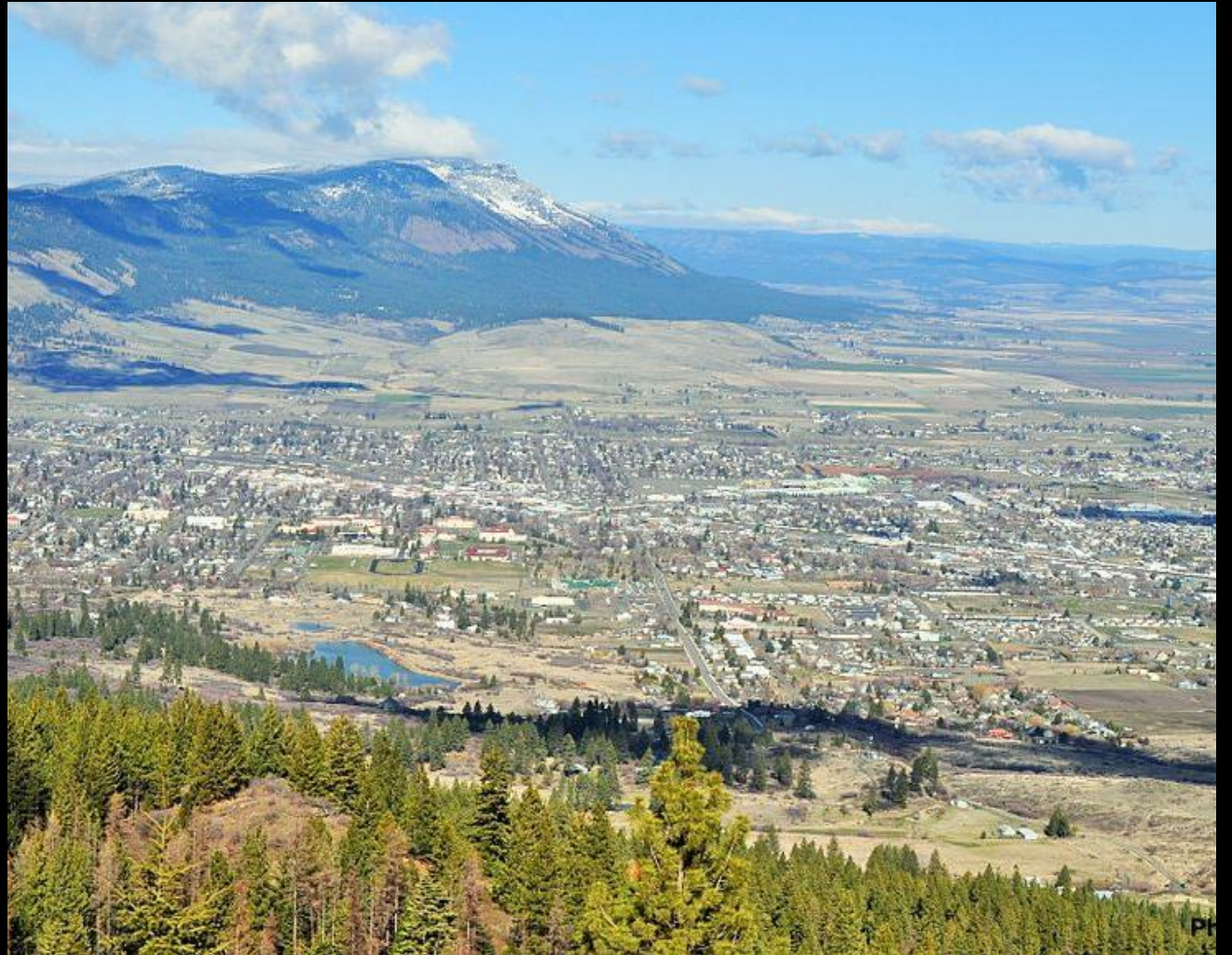
Tying it all together

...and another story (or two) from the field



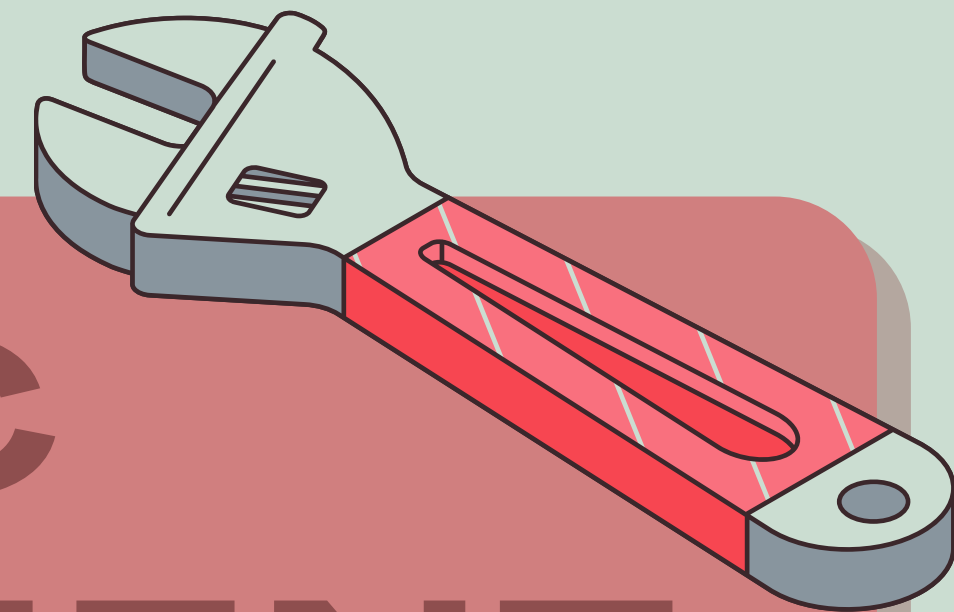
Tying it all together

...service after the sale &
BR&E





MATT LORENZEN

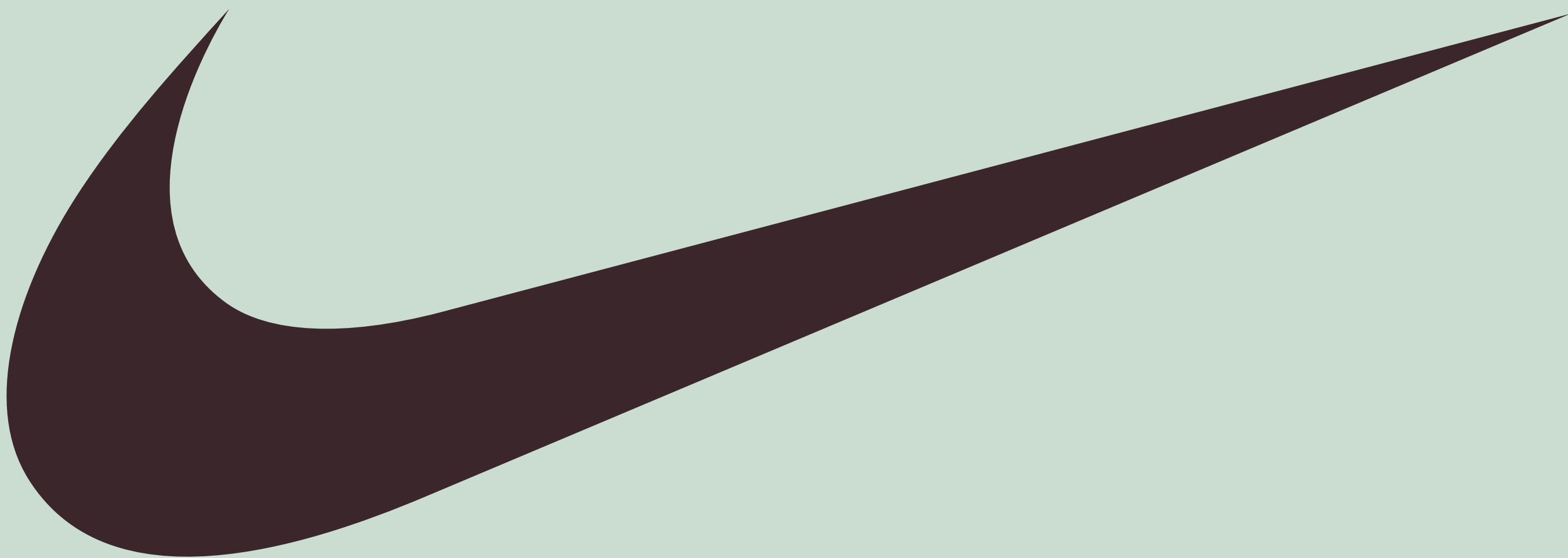


ECONOMIC DEVELOPMENT MARKETING

a tactical approach

WHAT'S IN A BRAND?









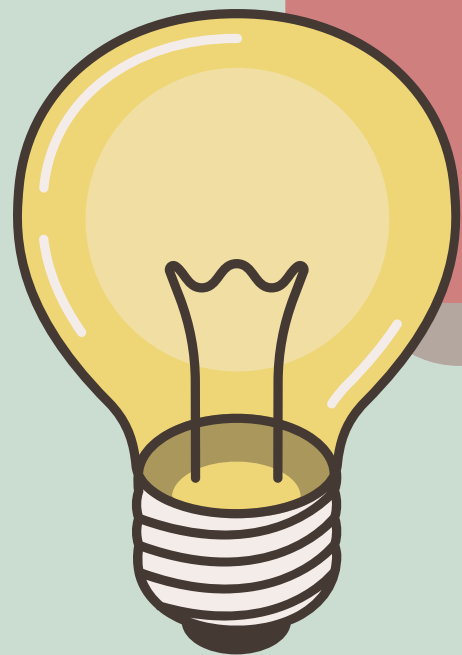
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*Despite common belief,
your logo is not your brand.*

*Your brand is the experience your
customers have and then tell their
friends about.*



PERCEPTION IS
REALITY

***“Communities that can’t
differentiate themselves have no
competitive advantage.”***

~ Ed McMahon, Urban Land Institute



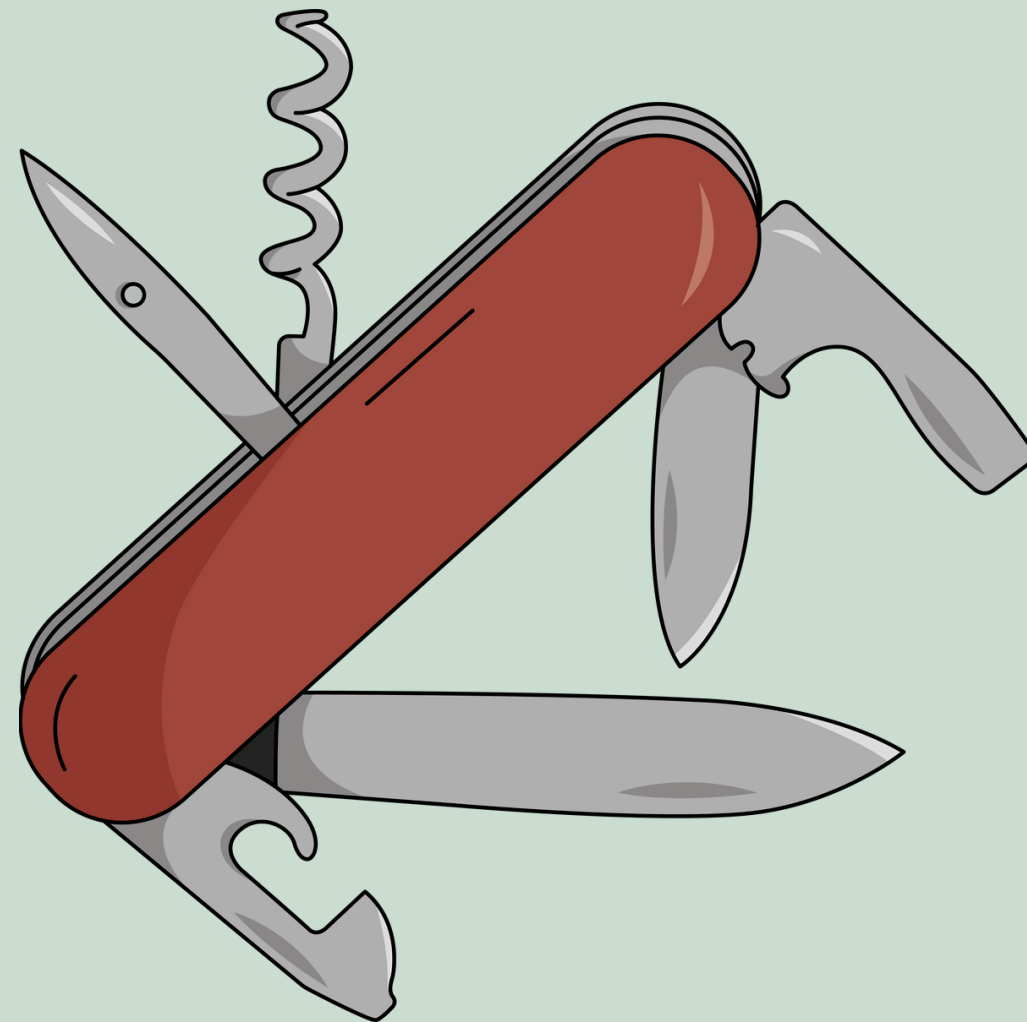
WHAT IS YOUR PRODUCT?

- natural resources
- developable land
- vacant building(s)
- location
- workforce
- housing
- cultural/historical assets
- grant/loan program(s)
- downtown/retail/restaurants
- lifestyle
- recreation
- cost of doing business

WHO IS YOUR AUDIENCE?

- businesses
 - entrepreneurs
 - existing
 - out of area/state
- developers
- investors
- residents
 - prospective
 - existing
- tourists/visitors
- labor/employees
- potential partners

TOOLS OF THE TRADE



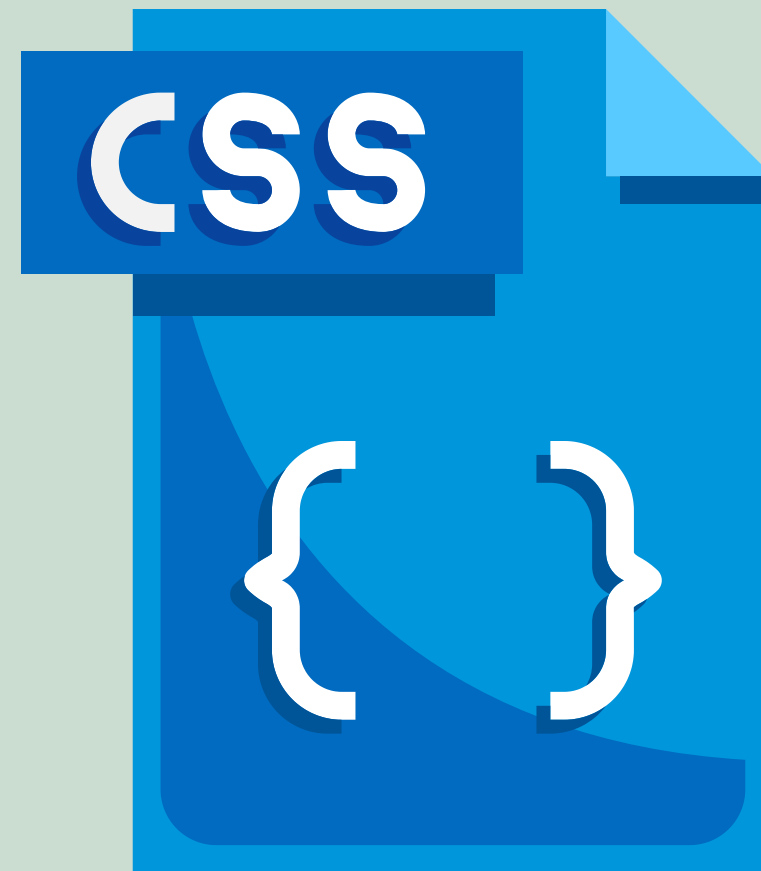




pipe drive™



wix



A FEW EXAMPLES...

- Town Center UR Website
- Local Biz Newsletter
- By The Numbers
- VHDZ Info Sheet
- Year 2000 Plan Info Sheet
- RFI





PERCEPTION IS
REALITY



Instituto de Estudos Orientais.



thank you

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