

STEAL THIS IDEA: 10 Smart Ideas For Marketing Your Community



April 19, 2010

Georgia Economic Developers Association (GEDA)

A Word About DCI

- Work with 350+ cities, regions, states and countries since 1960.
- Staff of 35+ professionals based in New York City.



About “The List”

- Drawn from our experience in place marketing over the past 50 years

Smart Idea #1

**TO BUILD A BRAND, FOCUS ON
INFLUENCING WHAT OTHERS
SAY ABOUT YOUR
COMMUNITY**

“The calf rarely brands itself.”

Chuck Alvey, President
EDAWN

In Search of Credible Third Parties...

Business Media

BusinessWeek

Handelsblatt

AP Associated Press

Economist

Inc


CNBC

GEN genetic
engineering
news

FORTUNE


KYODO

n p r

The New York Times

THE WALL STREET JOURNAL

Thoughts Leaders

**Top Business Executives, University Professors
and Trade Association Leaders**

The Home Team

**Winning the Testimony of Your Community's
Private Sector**

Smart Idea #2

CO-BRAND WITH SUCCESSFUL COMPANIES

*“Please accept my resignation.
I don’t want to belong to any club
that would have me as a member.”*

Groucho Marx
Comedian

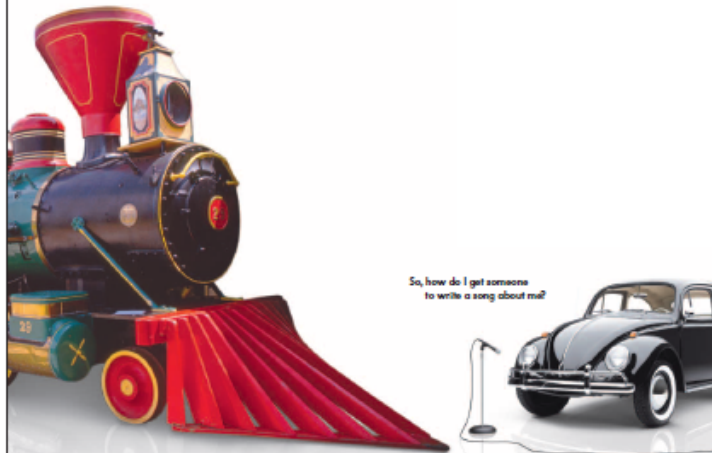
The people want to keep Chattanooga chugging right along.
And they want 2,000 new jobs to roll into town.

The people want to stay on track to building a greener, cleaner city.
And they want to speed things up with some advanced German engineering.

The people want to combine two funny names.
And tell one great American success story.

Introducing the all-new Chattanooga Volkswagen Production Facility.

Full steam ahead.



Chattanooga's long history of manufacturing, dedication to quality of living and vision for creating a greener, cleaner city is a perfect fit with our Volkswagen values. As one of the world's leading automobile manufacturers and the largest carmaker in Europe, the Volkswagen Group understands our responsibility to the environment and the communities in which we operate. So we look forward to becoming part of Chattanooga's bright, shiny, green future as we begin our dedicated partnership with you.



Das Auto.

Willkommen to Chattanooga

By: [Ellen McGirt](#)

February 1, 2010



DEAL MAKERS: Mayors Claude Ramsey, left, and Ron Littlefield cleared an abandoned site to win a billion-dollar VW plant for Chattanooga. | Photograph by Jeremy Cowart

The 1,350-acre site on its way to becoming a Volkswagen plant was once home to an ammunitions operation producing bombs that dropped on Germany during World War II. "The federal government sat on it for a long, long time and wouldn't even talk about giving it up," says Ron Littlefield, mayor of the city of Chattanooga, Tennessee. Starting in 1994 - - "about four mayors ago," as Claude Ramsey, the Hamilton County mayor, puts it -- the city got serious about buying the land. The idea was to turn it into a "mega-site," one that would offer a dream manufacturer, dazzled by the level ground, easy access to the interstate and two -- count 'em -- principal railroads. But that sort of manufacturer is hard to find in America these days. "We were under a tremendous amount of pressure to break up the site into lots," says Ramsey, filling it with smaller enterprises and a big-box retailer or two. "But there wouldn't have been enough family-wage jobs."

Smart Idea #3

**TO IDENTIFY PROSPECTIVE
INVESTORS, ADOPT A
PREDICTIVE MODEL**

“The future will be better tomorrow.”

Dan Quayle
U.S. Vice President

Finding the Needle in the Haystack...



Focus on Predictive Factors:

- Revenue increase
- Executive change
- Major contract win
- New product announcement
- Mergers/acquisitions
- Change in regulatory environment

Run the Predictive Model on Your Own Companies

- **Spot Growth Opportunities**
- **Identify Consolidation Threats**

Smart Idea #4

TARGET THE UNTOUCHED

“I like to go fishing where the other fisherman aren’t.”

Unlikely Target Industries

- Wyoming: Gun manufacturers
- Andrews, TX: Radioactive waste
- Research Triangle: Infectious Disease Research
- Amarillo, TX: Cheese Processing
- Muskegon, MI: Tanneries
- Charles County, MD: Energetics (anything that goes “whoosh or bang”)

Smart Idea #5

**BUILD STRONG RELATIONSHIPS
WITH LOCATION ADVISORS**

*“Over 70% of our projects come
from location advisors.”*

Charles Hayes, President
Research Triangle Regional
Partnership

Location Advisors = Low Hanging Fruit

Ways to Build Relationships:

- Familiarization Tours
- Special Events
- Visit them on their turf
- Connect at major trade shows
- Communicate digitally
(but be selective)





Cincinnati USA
Partnership
for Economic Development



Smart Idea #6

EMBRACE SOCIAL MEDIA

*“Social Media is like teenage sex.
Everyone wants to do it.
But nobody knows how.”*

Brand Infiltration
Boston, MA

Get LinkedIn



- **Build Your Individual Profile**
- **Build Your Contact List**
- **Turn to the “Advanced People Search” Function**
- **Utilize Shared Connections for Introductions**

Build a Digital Ambassador Program



- Identify savvy executives in your community with social media followings
- Provide with frequent updates that they can tweet, blog and share to their networks



SteveWhite

Follow

Lists

Three million trees for Reno!
<http://bit.ly/bAIV8v>

2:57 PM Apr 6th via web from Downtown Reno, Reno

Snow? Really? I think we need a calendar check.

9:04 AM Apr 5th via Twitterrific

Making green technologies an economic development priority for Reno is a good strategy. <http://bit.ly/9uGI9c>

1:22 AM Mar 30th via web

[mdthomas](#) With the wind predicted for this week, how cool it would be to have this all over the region? <http://bit.ly/apPLKh> [#mariahpower](#)

10:12 AM Mar 29th via TweetDeck

Retweeted by [KevinKnutson](#)

[kristyfifelski](#) Awesome census map shows how many forms mailed back so far in each city & compares to yr 2000 <http://2010.census.gov/2010census/take10map>

10:56 AM Mar 26th via web

Retweeted by [KevinKnutson](#)

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Retweet

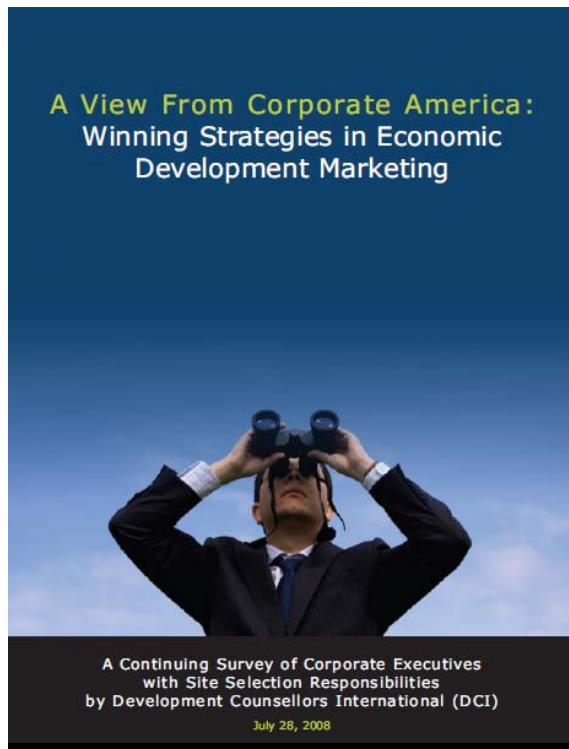
Smart Idea #7

CONNECT WITH BUSINESS TRAVELERS WHEN THEY ARE IN YOUR BACKYARD

*“There is nothing safer than flying.
It is crashing that is dangerous.”*

Theo Cowan

“What are the three leading sources of information influencing your perceptions of an area’s business climate?”



**Dialogue with
Industry Peers** **61%**

**Articles in newspapers
And Magazines** **53%**

BUSINESS TRAVEL **42%**

Target the Business Traveler



Proven approaches:

- Strategic conferencing
- Training cab/limo drivers
- In-room hotel networks
- Attend major business conferences in your region

Smart Idea #8

**IF YOU FUND IT,
THEY WILL COME**

*“I rob banks because that’s
where the money is.”*

Willie Sutton
Bank Robber

If You Fund It, They Will Come



- Kalamazoo, MI
- \$50 million, life sciences only
- 10 companies in portfolio
- Full life science ecosystem



- Toledo, OH
- \$22.5 million, high-tech focused
- Five companies in portfolio
- Shifting from auto industry dependency

Smart Idea #9

PAY ATTENTION TO RETENTION

“Be everywhere, do everything and never fail to astonish the customer.”

Macy's Motto

Pay Attention to Retention

- Most reliable source of job creation
- Kauffman Foundation: Nearly two-thirds of new jobs are created by companies less than five years old
- Visit with both local facility and headquarters executives



Smart Idea #10

THE WORLD IS YOUR OYSTER

“Today 85% of the world’s largest companies are based in the U.S. or Europe. I predict that in the next ten years that will drop to around 50.”

Jospeh Stiglitz

Nobel Prize Economist

The World is Your Oyster

China Solar Panel Maker Sets First U.S. Plant

Suntech Power aims to boost its share of the U.S. market with a solar-panel manufacturing plant to be built in Arizona



President Barack Obama at the Nellis Air Force Base solar power site, with Col. Howard Belote and Senate Majority Leader Harry Reid (D-NV) John Locher-Pool/Getty Images

China's Suntech Power Holdings (STP) is no newcomer to the U.S. Last May, President Barack Obama toured the U.S.'s largest solar panel installation at Nellis Air Force Base in Nevada. There, row upon row of shiny black Suntech panels account for about a third of the 14-megawatt solar farm.

Levi, P&G, Mattel Tackle E-Tailing

Yelp: Advertise or Else?

TiVo Wins Ruling Against Dish, EchoStar

Verizon Said to Offer Microsoft Phones in May or June (Update)

Fujitsu Former President Nozoe Asks to Be Reinstated (Update)

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ThyssenKrupp choosing U.S. site for new steel plant



A steelworker takes a sample from a ThyssenKrupp blast furnace.

One of the largest industrial investments in the USA by a foreign corporation in several years is scheduled to take a major step forward Friday.

The board of ThyssenKrupp, meeting in Dusseldorf, Germany, is poised to select the site for a \$2.9 billion steel plant that will provide 29,000 construction jobs and 2,700 permanent factory jobs when it begins operating in 2010.

STORY: Economy's 'open' for business

After considering 67 locations in 20 states, the company has narrowed the decision to sites in Alabama and Louisiana. Both states have wooed the steelmaker with incentives worth about \$300 million for new roads, tax breaks, worker training

and site preparation.

ing the mammoth ThyssenKrupp deal would cap almost 15 years of success attracting such as Mercedes-Benz, Airbus and Hyundai.

ave that track record, but state officials are hoping the new steel plant could jump-start rity. "This would be a lead event in spurring recovery," says Michael Olivier, secretary of ent.

inomic development expert at the University of Iowa, warns that employers, able to play ist each other, enjoy all the leverage in such negotiations. "It's very easy for a state to offer way too much," he says.

Gamesa Reinforces Presence in Pennsylvania

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plans to bring all its wind turbine blade manufacturing activity to the company's plant in Cambria County, Pennsylvania by spring. According to Gamesa officers, the 300 worker facility is most suitable for manufacturing new generation blades that will substitute the model that is currently manufactured.

The company also said that most of the employees that would be losing jobs due to the closing down of other blade production lines will be put to work building other parts of the wind turbine structures. The expanded production line should mean additional people will eventually be hired.

The expanded production line should mean additional people will eventually be hired.

Gamesa is one of the world's largest wind turbine manufacturers, having installed more than 16,000 wind power megawatts in 20 countries. Together with other Spanish renewable energy developers, the company is highly committed to promoting renewable energy in the U.S. President Barack Obama visited a Gamesa Pennsylvania plant earlier this year.

Summing It Up

1. Focus on What Others Say About Your Community
2. Co-Brand with Successful Companies
3. Adopt a Predictive Model
4. Target the Untouched
5. Build Relationships with Location Advisors
6. Embrace Social Media
7. Connect with Business Travelers In Your Backyard
8. If You Fund It, They Will Come
9. Pay Attention to Retention
10. The World is Your Oyster

Thank You!!!

- For a copy of this presentation, share your business card with “Steal This Idea” written on the back
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