



San Bernardino Valley Enterprise Zone Strategic Marketing Plan (2009 - 2014)

Objectives

The San Bernardino Valley Enterprise Zone (SBVEZ) strategic marketing and public relations plan is design to:

- Increase the utilization of enterprise zone incentives among local businesses by building awareness of the program and how other businesses are benefiting
- Increase awareness among state legislators of the importance of enterprise zones to local businesses and the economy, by demonstrating a high utilization of the incentives
- Assist with the county's effort to attract businesses to locate in the county and in the enterprise zones through increased awareness of the incentive opportunities

The SBVEZ has enlisted Desmond McLeish, Inc. to help carry out its marketing plan and reach its objectives.

Strategy

To effectively accomplish its objectives, the SBVEZ will use traditional public relations to reach its target audience with strong, positive messages by taking advantage of every opportunity to place stories about the zone in the media. This will include placing profiles of successful businesses in the zones. Public relations is one of the most credible and cost effective means of building awareness of the enterprise zone. The SBVEZ will also utilize targeted direct marketing, online marketing tactics, event development and coalition building to communicate its messages.

2009-2010

Since the economy has slowed, the SBVEZ will focus a majority of its marketing budget on the rollout of the plan, and connecting with businesses that are already located within the zone. Existing businesses are looking for all the help they can get and they are in a position to take advantage of the benefits today. The SBVEZ will also begin to outreach to political figures to gain their support, and lobby against legislation that will hinder the enterprise zone program.

2010-2012

During the second and third year, SBVEZ will continue its initial efforts, but also begin communicating with new and relocating companies as a secondary focus to encourage growth. At this time, the economy should begin to recover, which will be a good time to reach businesses considering relocation.

2012-2014

The SBVEZ will continue to build on its efforts to connect with local businesses and attract new businesses to locate to the zone.

August 2009

Media Tactics (Ongoing and Annual)

Milestone Press Releases

SBVEZ will distribute seven to nine press releases each year to announce positive milestones and newsworthy happenings. The press releases will go to all relevant local, regional and trade media.

Opinion Editorials

Each year SBVEZ will draft four to five opinion editorials authored by local political leaders or companies located in the enterprise zone about how the program benefits business. The opinion editorials will be placed in local newspapers to urge ongoing support for the program and call for state support.

SBVEZ may also execute a letters-to-the-editor campaign following the opinion editorials. Other business owners in the enterprise zones should sign the letters.

Feature Story Pitches

SBVEZ will identify any available success stories or developing trends to pitch features to the local media quarterly.

Trade Magazine Outreach

On an ongoing basis, SBVEZ will identify opportunities to interject information about the enterprise zone into the regularly scheduled stories in the trade magazines covering site selection, commercial real estate and general business.

Political Outreach

SBVEZ will package positive news coverage and information and distribute that to targeted local, regional and state-elected officials and staff quarterly to keep them updated.

Businesses Outreach

SBVEZ will outreach to businesses on an ongoing basis to build a coalition of business leaders located in the enterprise zone who will support the goals of the program. These business leaders will be used as sources for the media and living testimonials to the importance of the program.

SBVEZ will also host a series of seminars each year to explain the benefits of the programs to local businesses and provide resources to businesses owners.

With each event, SBVEZ will distribute a media alert to drive attendance to the event through calendar listings and business briefs. It will also invite the media to attend.

Annual Legislative Day

SBVEZ will execute an annual legislative day where representatives and businesses that benefit from the enterprise zone, descend on the State Capitol to meet with their legislators and discuss the importance of the enterprise zone.

Annual Anniversary Event

SBVEZ will host an annual anniversary event to highlight the zone and increase utilization of its incentives.

August 2009

CAEZ Conference (2010)

SBVEZ will host the 2010 CAEZ annual conference. A variety of marketing and media tactics will be used to ensure optimal event attendance, media attention and overall event success. Marketing strategy to be determined.

Marketing Tactics (Ongoing and Annual)

Direct Response

SBVEZ will produce and distribute a monthly direct mail piece to alert businesses about upcoming events and news. SBVEZ may also develop a newsletter with information about the program, testimonials and useful articles on general business topics.

E-blasts

SBVEZ will develop and distribute a monthly e-blast with information about upcoming events and news to a database of businesses in the region.

Radio, Regional Print and Trade Advertising

Quarterly, SBVEZ will purchase and produce advertising in print and trade magazines and radio spots to boost utilization of the program and assist with attracting business to the zone.

Internet Strategy

On an ongoing basis, SBVEZ will update and manage an effective Web site, which will feature information on all of the available programs, testimonies, news, links and sources for additional information, and a calendar of events. It will also utilize online social networks to distribute information and build awareness and support among local community groups.

Trade Show Events

Annually, SBVEZ will identify and attend a list of trade shows most likely to produce quality opportunities to attract business. The industry conferences are good opportunities to meet with prominent site selectors, corporate real estate executives from the fortune 500 and key members of the economic development and real estate media.