

MID IOWA
GROWTH PARTNERSHIP

MARKETING-SALES STRATEGY
Accomplishments & Results

June 2, 2010
Renewing Growth Naturally

WELCOME

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Executive Director
Iowa Falls Area Development

Iowa Marketing Regions



Regional Marketing Partnerships...
Growing National Trend

- Utilizing and leveraging economic development resources to achieve greater efficiencies and maximize marketing results.
- Aggressively marketing the defined region's assets as one product to gain a competitive edge.
- Streamlining and strengthening site location services through a client-driven one-stop shopping approach.
- Measuring success based on an increase in the return on investment.

Mid Iowa Growth Partnership ...
Business Approach

- Strategic Business/Operational Plan
- Goal-Driven Marketing-Sales Plan
- Quantifiable Measurements of Success

Key Operating Principles

- Goal-Driven
- Client-Driven
- Sales-Driven
- Results-Driven

COOPERATING TO ACCELERATE GROWTH ...

BUILDING ON SUCCESS AND STRENGTHS



- ### TARGET INDUSTRIES
- Renewable Energy- Wind- Biofuels
 - Ag Biotechnology
 - Small – Medium Advanced Manufacturing

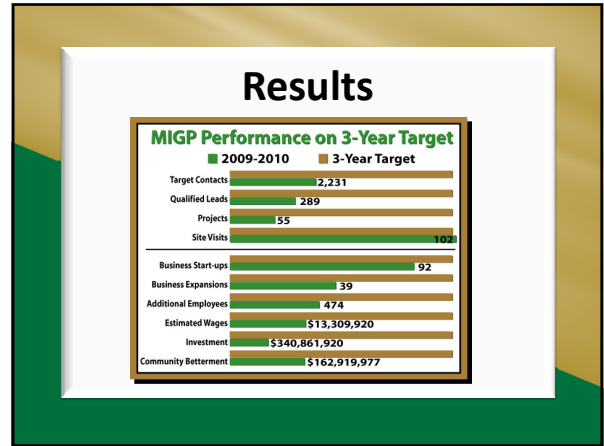
- ### KEY SALES MESSAGES
- LOCATION/TRANSPORTATION
 - UTILITIES
 - LIVEABILITY
 - AVAILABLE WORKFORCE/EDUCATION AND TRAINING
 - HOUSING
 - AVAILABLE BUILDINGS and SITES

- ### STRATEGIC FOCUS AREAS
- Sustaining the Mid Iowa Regional Cooperative Environment
 - Earning the Opportunity to Compete.....Securing a Spot on the Short List
 - Securing and Maintaining New and Existing Investments.....Winning the Competition
 - Accountability and Continuous Improvement

- ### Accomplishments
- Video
 - Targeted Advertising
 - Billboards
 - Target key trade shows
 - Marketing “Successes”
 - Marketing Materials
 - Website
 - Toolkit

Results

Regional and State-wide Exposure
Website Traffic
Contacts, Leads and Projects



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MIGP Regional Showcase Video

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