



NORTHWEST IOWA DEVELOPMENT

REGIONAL MARKETING-SALES PARTNERSHIP

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- Executive Director, Cherokee Area Economic Development
- Chair, Northwest Iowa Development

About the Partnership

Six Counties—Cherokee, Lyon, O'Brien, Osceola, Plymouth, and Sioux. 20 plus General Members, including Northwest Iowa Community College.

- Executive Board, 7 Members
- General Membership meetings

Iowa Marketing Regions



Northwest Iowa Dev. Region ... Business Approach

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

Cooperating to Accelerate Growth ... Building on Success and Strengths

3 Year Plan -2007-09

- Multiple tactics identified in the plan
- 15-20 Marketing/Sales and Organizational Strategies/Tactics Implemented or Ongoing

2007-09 Plan Highlights/Accomplishments

- CEO Networking Sessions/Regional Synchronist Report – Synchronist Participation Goal
- Sales Training Sessions for NWID Members
- New Marketing Materials (Advanced Manufacturing)
- Developed Prospect Database/Project Tracker System
- Direct Mail and Billboard Campaign, 8 Page Special Section in Inbound Logistics Magazine...."Connectivity Beyond Expectations"
- Comprehensive Organizational Review –By-Laws/MOU

Building on Success

2010 PLAN

- Surveyed members and learned...
- Focus on practical tools/research
- Existing Business/Emerging businesses
- Target Marketing
- Member Communications

2010 Plan Highlights

- Regional Labor Shed and Skill Shed
- Tax Study
- Target Industry Analysis
- "Gazelle" Analysis/CVN Review/Entrepreneurial Training for Members
- Synchronist Training/ Participation Goal
- Member E-Newsletter

Components of Success

- Consistent, unified regional messaging.
- Engaged partners and allies working together to aggressively market and sell the NW IA Region business location product.
- Client-driven, sales-driven approach focused on achieving the sales goal and objectives.
- Open, transparent communications ... accountable to stakeholders.