

# Regional Marketing Program

October 19, 2011

# Regional Marketing Program Overview

**Started in 2005 through Grow Iowa Values Fund**

**Current Funding Ends June 30, 2012**

- » **Primary goal: Help each region market its assets to compete in a globally competitive environment--beyond what they could accomplish as individual cities and 99 separate counties.**
- » **Second: Encourage each region to identify its distinctiveness and capitalize on unique strengths**

# Funding Levels

**Funding decreased significantly for this year**

<b>Year</b>	<b>Amount</b>
05 RMG	\$1,547,500
06 RMG	\$838,000
07 RMG	\$210,000
08 RMG	\$535,000
09 RMG	\$622,789
10 RMG	\$535,000
11 RMG	\$622,700
12 RMG	<b><i>\$195,000</i></b>
Total	<b>\$5,105,989</b>

# Regional Marketing Program RFP

**RFP will be issued for two-year contract for a total of \$195,000 with up to \$30,000 max with 1 (local): 2 (state) new match per region.**

## **Very focused targets:**

- Marketing of sites/buildings specifically through Certified Shovel Ready Site Program
- Increase existing industry efforts through Synchronist sub-licenses:
  - Regional \$10,800 + \$1800 annual maintenance
  - Sublicense \$4,200 + \$800 annual maintenance
  - Read Only \$1,900 + \$500 annual maintenance
  - Input Only — no cost through utility

**Updated building and site information with complete information in the Location One Information System (LOIS) on any marketable properties over 20,000 sq. ft.**

# Regional Marketing Program RFP

<b>RFP Issued:</b>	<b>10-28-2011</b>
<b>Questions Due:</b>	<b>11-14-2011</b>
<b>Proposals Due:</b>	<b>12-7-2011</b>
<b>Anticipated Date to Issue Notice of Intent to Award:</b>	<b>1-16-2012</b>
<b>Anticipated Date to Execute contract:</b>	<b>2-06-2012</b>

# Regional Marketing Moving Forward

- » **Realignment of regions with resources and assets that can be leveraged to adequately market the region**
- » **Increased marketing collaboration and partnership—statewide marketing plan will be made available to regions--including ad schedule, trade shows, sell trip schedule, and travel schedule—to increase partnering and cost savings at all events**

**Kathy Anderson**

Marketing Manager

Iowa Economic Development Authority

Phone: 515.725.3149

Mobile: 515.822.8951

[kathy.anderson@iowa.gov](mailto:kathy.anderson@iowa.gov)