

# ECONOMIC DEVELOPMENT STRATEGIC FRAMEWORK:



## MARKETING PLAN



# MARKETING PLAN



## Introduction

The role of the Economic Development marketing plan is to present the Community Development Department's products to stimulate economic development opportunities in the City's most challenged economically depressed communities through the use of the CDD's products and services. To ensure that the goals and objectives, identified in the implementation and action plan, are accomplished the CDD will need an effective marketing plan. Effective execution of this marketing plan will help to ensure the goals and objectives of this strategy are accomplished by: *developing results oriented marketing programs; develop internal and external marketing programs; developing strong business partnerships; and providing economic development training.*

## Objectives

The goals of the Economic Development Strategic Framework have been clearly articulated within this document, the Marketing Plan ensures the specific objectives of the implementation plan are achieved. In short, the main goal of the Marketing Plan is to raise the level of awareness about the Department's products and services.

## Strategies

The Community Development Department has been improving the quality of life for City residents for nearly 30 years by offering economic, social and employment opportunities for individuals, families and neighborhoods in need. During the course of this time the needs of the individuals, families and neighborhoods has changed. In addition, the CDD's products, services and resources have also changed. To meet these changing demands requires a renewed effort and focus to ensure the successful delivery of the Departments products and services.

To accomplish this renewed effort, four key initiatives are being recommended by the CDD to ensure the success of the overall Economic Development Strategic Framework. These initiatives were designed to achieve specific quantifiable results and, when combined with the Economic Development strategies, will help achieve the Department's objectives in both the short- and long-term.

These four marketing initiatives that are being recommended by CDD are:

### I. Creation of Results Oriented Marketing Program

The CDD needs a general-purpose economic development brochure that is good for the long-term. Information that changes can be included on slip-sheets.

- Draft and issue Request for Proposals for professional marketing firm;
- Select marketing firm to develop economic develop marketing package;
- Establish a cooperative advertising budget;
- Develop targeted programs to focus the CDD's efforts.



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### II. Internal and External Marketing

To effectively raise awareness of CDD's products and services it will be necessary for Department staff to actively engage with both internal and external partners.

- Participate in internal citywide departmental presentations;
- Attend and participate in external conferences and conventions;
- Develop inter-governmental marketing programs with County and State;
- Develop periodical outreach seminars targeted at specific industry groups.

### III. Business Partnerships

Work as a Business Partner, rather than as a pure service delivery organization. Obtain input from internal and external partners to establish stronger partnerships.

- Establish cooperative relationships with leaders in each targeted industry;
- Create strong inter-governmental business partnerships with County and State;
- Strengthen internal city partnerships to assist with implementation and action plan;
- Work with community based organizations focused on economic development to develop 'Welcome' packages for new businesses.

### IV. Economic Development Training

In order for the Department to be successful, it is critical to ensure that all of the Department's partners have a basic understanding of economic development and the CDD's products and services.

- Develop economic development curriculum training primers to ensure partners understanding of processes, practices and goals of the CDD;
- Establish periodic training for elected and appointed officials and board and commission members geared toward their roles in assisting the CDD in promoting economic development.
- Work with the Mayor's Office to cream Team Los Angeles to promote the City's economic interest.
- Establish Economic Development Boot Camp and annual refresher courses.



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### **Tactics**

To successfully implement the four initiatives outlined above will require a coordinated and focused effort by the CDD staff and their partners. The systems required to this marketing must be in place to create a solid foundation for the marketing effort. This will require having both dedicated resources in staff and budget to implement this plan.

### **Summary**

This Marketing Plan will assist the CDD in achieving the goals and objectives established within the Economic Development Strategic Framework. With a coordinated approach that engages each of the Department's internal and external partners, success is only a matter of time. Each of the four initiatives outlined above has clearly specified and quantifiable goals.

Remember, an effective marketing program is proactive, not reactive; the program is creative, not argumentative; and it is not about arm-twisting, but of building trusting partnerships.