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CITY ADMINISTRATOR'S OFFICE MEMO
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319-393-1515 ext.523

To: Mayor Bennett and City Council

From: City Administrator, Kim Downs

Date: June 8, 2016

RE: HEDCO funding request for marketing and branding plan

For the past months HEDCO has been developing a marketing and branding plan. They are in the process of setting their marketing goals to a target audience that includes:

- *Transportation / Distribution Centers, Light Manufacturing, Warehousing, OEM, Light Industrial, 2nd Tier Suppliers to OEM*
- *Professional Services (medical, legal, accounting, high tech, finance, insurance, etc…)*
- *Consumer Services (Auto dealers, plumbing, light fixtures, etc…)*

Secondarily, they will target commercial realtors in the corridor as key influencers.

They will recognize site selectors as key drivers of consideration when companies outside of the Corridor / Iowa are considering a move, they do not plan to pro-actively spend money to market to site selectors around the country, as the cost would be prohibitive and include too much waste. Instead, they will optimize their website to be found when site selectors search for locations in Iowa.

HEDCO continues to discuss the branding position. Surveys taken overwhelming consisted of Hiawatha as the corridor's most accessible community for business growth. Their top marketing priorities for growth have a timeframe of 12 months that include creating a strong branding position, increase awareness, highlight and promote Hiawatha's achievements. HEDCO will also continue to strengthen business networking opportunities creating a sense of community, build an infrastructure of programs and services.

To continue in their efforts to develop creative marketing and branding plan HEDCO is in need of additional funding to meet their goals. The cost for developing a marketing and branding plan will range from$30,000-$35,000. Currently the city's general fund has dollars available for HEDCO with a remaining amount of $9,200.

It is at this time I would ask council to support HEDCO in the efforts and authorize $9,200 to be used toward their marketing and branding goals to promote the City of Hiawatha and our business community. In July an additional $10,000 will be issued to HEDCO in support of their continued efforts promoting the city as per Resolution #15-243.

Thank you for your consideration.

DRAFT

RESOLUTION NO. 16-
City Council

RESOLUTION PLEDGING FINANCIAL SUPPORT TO HIAWATHA ECONOMIC DEVELOPMENT CORPORATION (HEDCO) FOR FY2015-2016

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF HIAWATHA, IOWA, to pledge an amount not to exceed $9,200.00 from the General Fund HEDCO Line Item for the remaining fiscal period of (FY2015-2016), to support Hiawatha Economic Development Corporation (HEDCO) in carrying out their marketing and branding plan initiatives to facilitate economic growth in the City of Hiawatha by serving as an advocate for existing businesses and businesses looking to move their operations to Hiawatha.

AYES:
NAYS:
ABSENT:

PASSED AND APPROVED this 15th day of June, 2016.

_____
Bill Bennett, Mayor

ATTEST:

_____
Kelly Kornegor, City Clerk