

Growing Taylor

Developing an Economic Development & Marketing Plan

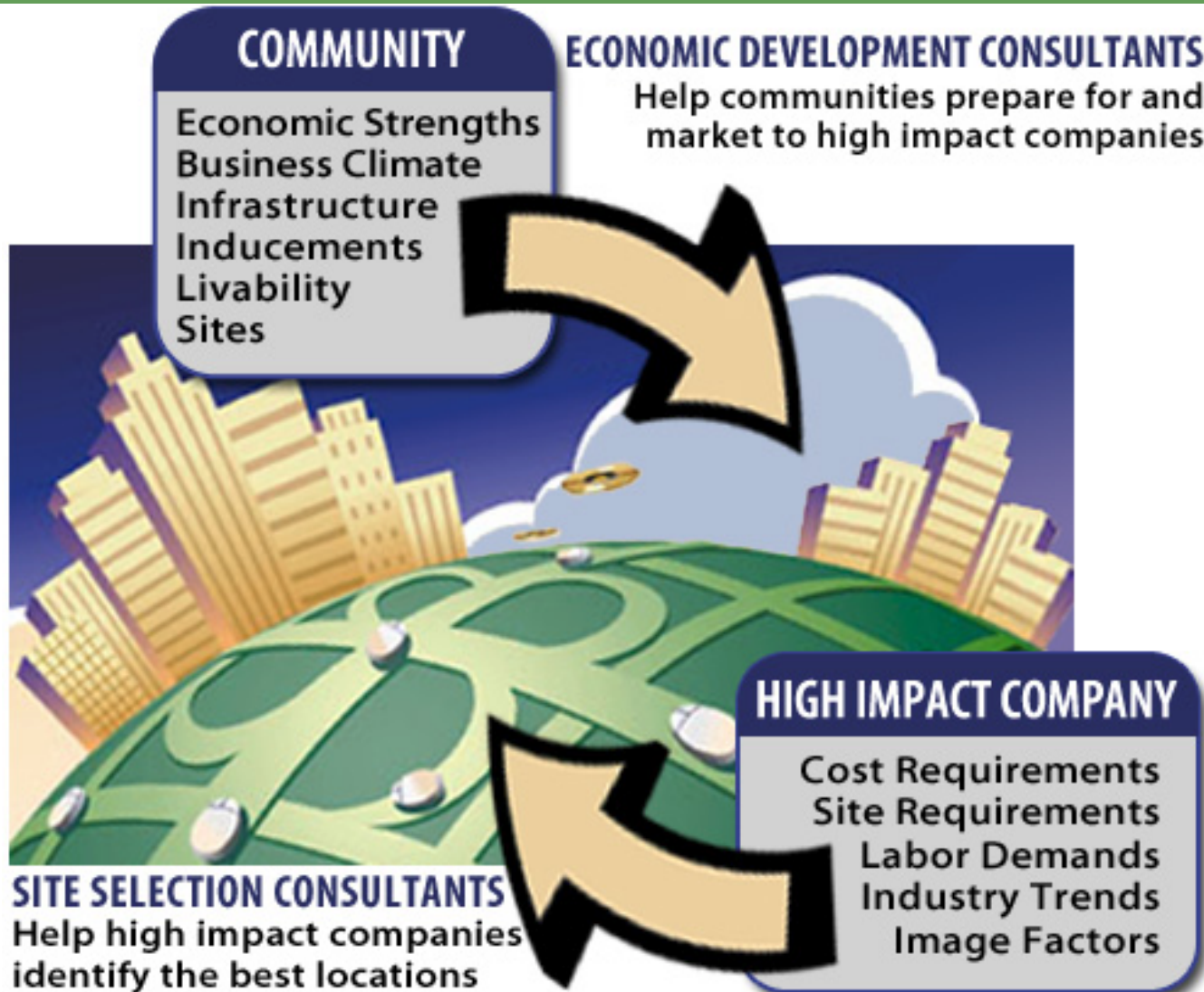
**Advisory Committee Kick-off Meeting
December 8, 2003
6:00-8:00 pm**

ED / Marketing 101 – Who is AE?



- ◆ One of the largest independent economic development consulting firms in the country
- ◆ Site selection focus on technology industries
- ◆ Proven track record of creating economic development success in high profile regions
- ◆ Practitioner's approach
- ◆ Over 50 strategic plans completed – 32 in the State of Texas

ED / Marketing 101 – AE's Model



ED / Marketing 101 - Private Clients



ED / Marketing 101 – Public Clients



*Greater Fort Bend
Economic Development Council*

New York State



CEDAR PARK
DEVELOPMENT CORPORATION



ED / Marketing 101 – Your Team

Angelos Angelou
Principal

- **Former Greater Austin Chamber VP**
- **Advises project team**
- **Oversaw 1996 and 1999 plans**
- **Speaker at key project events**

Sean Garretson
Project Manager

- **AICP Certified land use planner**
- **Project planning and interface with other consulting teams**
 - **Lead public input, focus group facilitation, interviews**
 - **Write and present reports**

Nicole Urbis
Marketing Strategist

- **Project planning and interface with consulting teams**
- **Lead public input, focus group facilitation, interviews**
- **Develop marketing plan**
- **Write and present reports**

Travis Warziniack
Research Manager

- **Conduct research-pertaining to economic and demographic profiles**
- **Write reports**

What does Economic Development mean to you?

ED / Marketing 101

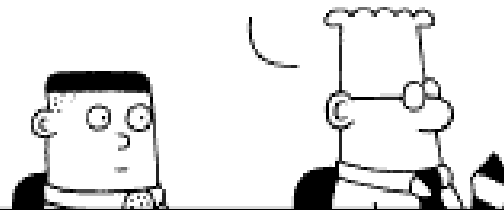
What economic development is not...

DILBERT, PUT TOGETHER A TEAM TO DECIDE WHO'LL BE ON THE STRATEGY COUNCIL.



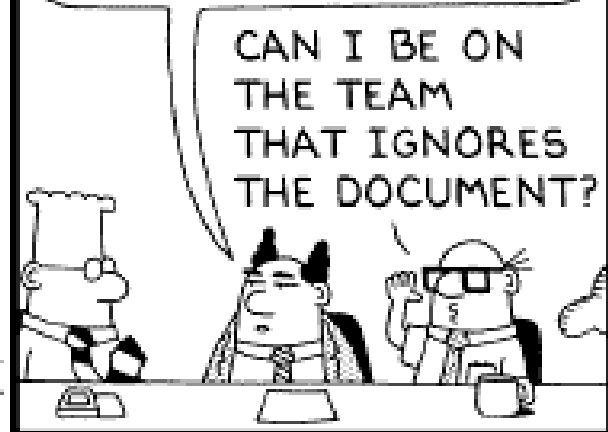
www.dilbert.com scottadams@aol.com

YOU WANT ME TO FORM A COMMITTEE TO CREATE A COMMITTEE THAT WILL PRODUCE A DOCUMENT THAT WILL BE IGNORED?



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NO, IT'S A TEAM TO CREATE A COUNCIL.



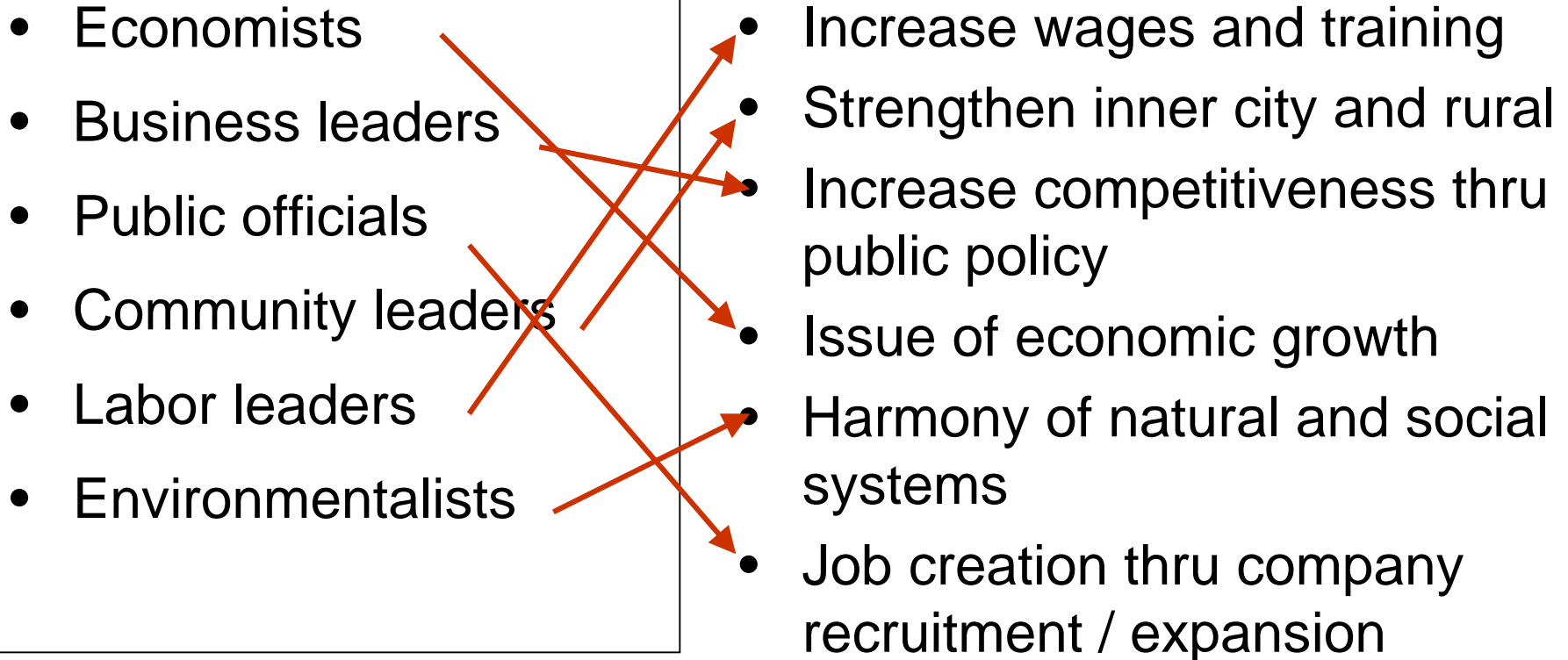
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What economic development is not...

- Real estate
- Incentives
- Politics
- Responsibility of one organization

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Many definitions...

- Economists
 - Business leaders
 - Public officials
 - Community leaders
 - Labor leaders
 - Environmentalists
- Increase wages and training
 - Strengthen inner city and rural
 - Increase competitiveness thru public policy
 - Issue of economic growth
 - Harmony of natural and social systems
 - Job creation thru company recruitment / expansion
- 
- A diagram consisting of two columns of bullet points. The left column lists six groups: Economists, Business leaders, Public officials, Community leaders, Labor leaders, and Environmentalists. The right column lists six outcomes: Increase wages and training, Strengthen inner city and rural, Increase competitiveness thru public policy, Issue of economic growth, Harmony of natural and social systems, and Job creation thru company recruitment / expansion. Orange arrows connect the groups to the outcomes: Economists to 'Issue of economic growth'; Business leaders to 'Increase wages and training' and 'Increase competitiveness thru public policy'; Public officials to 'Increase competitiveness thru public policy'; Community leaders to 'Issue of economic growth'; Labor leaders to 'Job creation thru company recruitment / expansion'; and Environmentalists to 'Harmony of natural and social systems'.

Economic Development Process



Physical

Utilities
Transportation
Sites
Buildings
Costs

People

Officials
Entrepreneurs
Academic
Public/Private
Workers

+



Awareness

External Mktg.
Website
Media
Press Releases

Branding

Quality of Life
Business
Climate
Media
Tourism

Sales

Prospects
Proposals
Client visits
Mktg. Trips
Incentives

Take Action



Plan & Make
Improvements



Organize &
Build
Consensus



Set Targets &
Marketing
Strategy



Create
your own
Brand !



Go out
and make
it happen

Focus of economic development activities...

1. Recruit new businesses
2. Support expansion of current businesses
3. Support entrepreneurship

Who is your target audience?

&


What are they looking for?

Needs	Site Selector	Expanding Businesses	Entrepreneurs
Entertainment for all age groups	✓	✓	✓
Vibrant / energetic community	✓	✓	✓
Low business and living costs	✓	✓	
Improvements		✓	
Good sites / infrastructure	✓		
Flow of workers		✓	
Access and connectivity		✓	
Incentives	✓	✓	
Qualified and creative workers	✓		✓
Understanding of unique needs			✓
Tolerance, diversity			✓
Access to capital and R&D			✓

The economic developer's tool kit

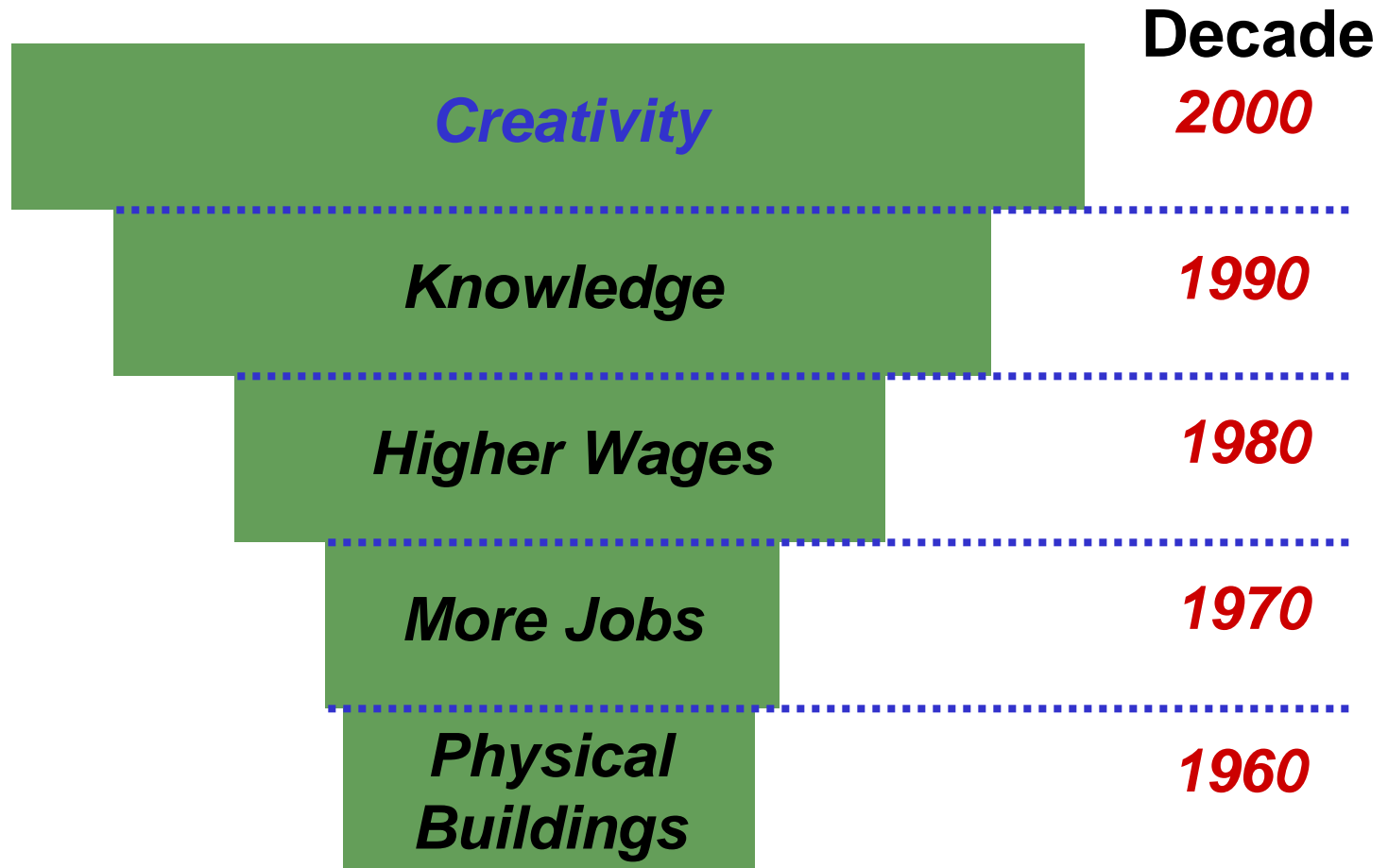
- Business sites and infrastructure
- Skilled workforce
- Business incentives
- Marketing collateral (Web-based)
- Public relations
- Lifestyle and other amenities
- Community support and volunteers

Economic development challenges

1. Globalization
 2. Budget crises
 3. Brain drain
 4. Incentives battles
 5. Retaining community character while encouraging economic growth
- 

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Evolution of ED...



The future of economic development...

- Foster a creative environment
- Retain 25-45 year olds
- Additional motivation beyond money
 - Exciting, stimulating work place
 - Flexible hours
 - Opportunities to start their own companies
- Richard Florida's "Three T's"
 - Technology, Talent & Tolerance

Components of Successful ED Programs...

- Setting your vision
- Targeting ED to accomplish your vision
- Involving your entire community
- Patience and commitment
- Staying positive

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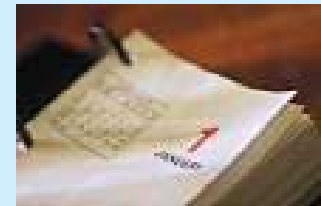
10 Steps to Successful ED Marketing...

1. Define a vision
2. Promote one catchy theme
3. Leverage technology
4. Market to locals first
5. Ask business leaders & educators to join the ED / Mktg Team
6. Invest in PR
7. Form local and regional partnerships
8. Establish a sales recruitment protocol
9. Meet and network with local and prospective businesses
10. Be consistent in what you communicate

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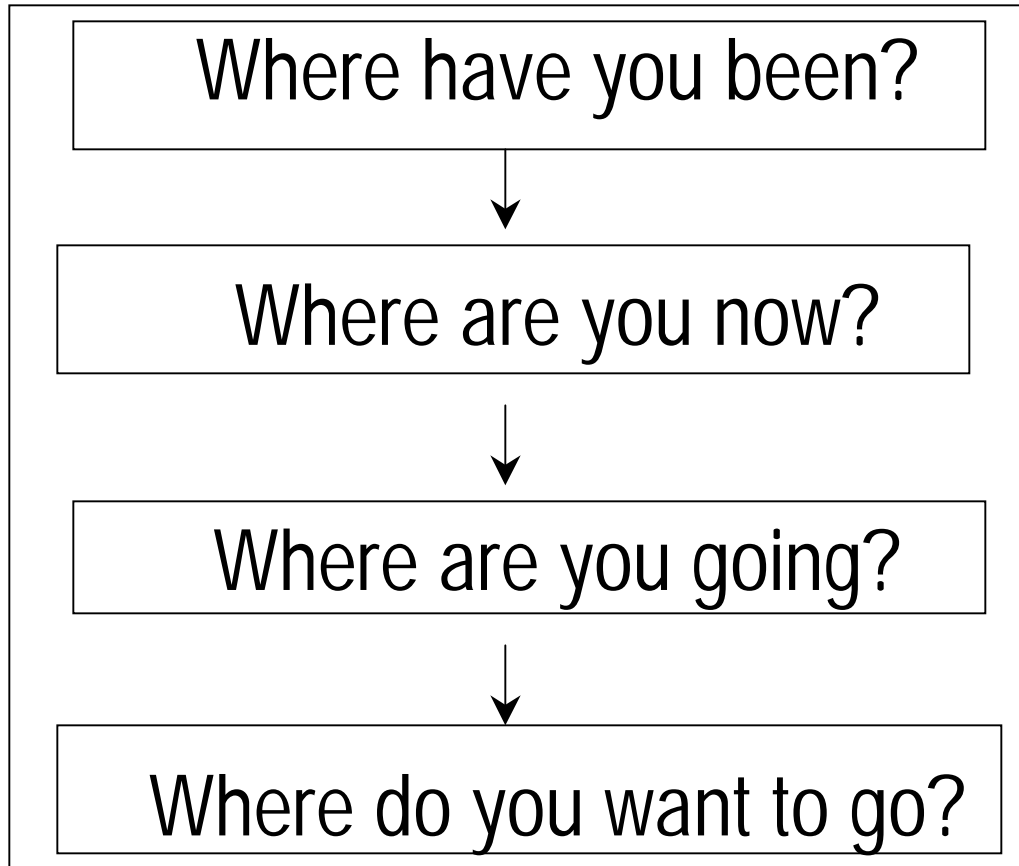
Taylor's Project Goals:

- Thorough **understanding of the city's strengths and challenges** for future development
- Recommendations on **improvements** to **workforce programs, business costs, incentives, and hard / soft infrastructure** to support growth needs
- Targeted **economic development recommendations**
- **New marketing strategy** for promoting Taylor to target audiences
- **City-wide support** for a unified economic development effort
- **A community engaged** in economic development
- **Move quickly towards implementation**



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From VISION to REALITY...



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Our Understanding of Taylor:



- ✓ **Taylor has experienced tremendous momentum**
 - **Basler Electric Co.** – *Electronic components manufacturer opened a plant in Taylor that will employ 50 people*
 - **Electric Reliability Council of Texas, Inc.** – *50,000 s.f expansion worth \$12 million*
 - **Laboratory Tops, Inc.** – *30,000 s.f. expansion and addition of 200 employees over next 5 years*
- ✓ **Taylor goes wireless!**
 - *Only community in Austin MSA to be completely wireless*
- ✓ **Economic development efforts:**
 - *4A sales tax*
 - *TIF grant*
 - *Freeport tax, Abatements, Other Incentives*
- ✓ **Higher education facility – Temple College Taylor Center**

ED / Marketing 101 - Demographics

Our Understanding of Taylor:

	Taylor	MSA	State
→ Population Growth, 1990-2000	18.3%	59.9%	22.8%
→ Employment Growth, '96-'01	1.8%	35.9%	17.4%
Median Household income	\$38,549	\$48,950	\$39,927
Gross Sales Per Capita	\$20,109	\$39,275	\$37,121
Educational attainment			
→ <i>High School or Higher</i>	68.1%	84.8%	75.7%
<i>Bachelor's or Higher</i>	13.3%	36.7%	23.2%
<i>Graduate degree</i>	4.4%	12.4%	7.6%
SAT Scores*	1017	1034	987
<i>% Tested</i>	51.0%	68.1%	62.9%
→ Drop Out Rate*	4.3%	6.2%	6.2%

**Class of 2001*

*What do we
do now?*



Project Responsibilities



The **AngelouEconomics**' consulting team will work closely with The City of Taylor and the Project Advisory Committee throughout the project.



- Oversees project
- Gathers input
- Analyzes data
- Provides reports
- Identifies target industries
- Creates final recommendations

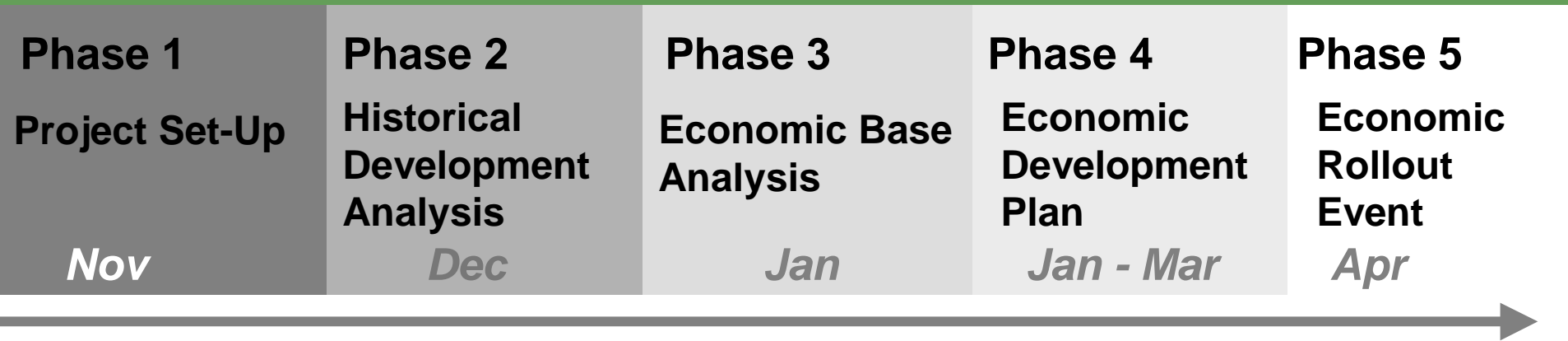


- Provides data and research
- Identifies community stakeholders
- Organizes meeting agendas
- Communicates to the community
- Distributes project material
- Identifies “champions” to implement final recommendations

Project Advisory Committee

- Ensures that AE focuses on critical issues
- Assists in identifying stakeholders
- Participates in focus group studies
- Activates internal marketing
- Reviews all deliverables and provides insights

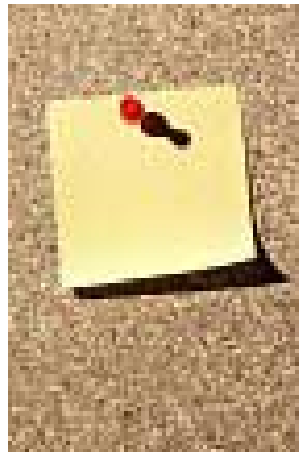
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AE

- Review past reports
- Meet with community individuals to gain input / access needs
- Write Historical Development Analysis Report
- Present Historical Development Analysis Report on Jan. 12

Immediate Actions



AC

- Visit GrowingTaylor.com
- Send a list of individuals that we can talk with to John Nelson
- Rally the community
- Attend Jan. 12 meeting

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Growing Taylor

2003 - 2004 Planning Projects

Welcome. You're at a site that is designed to provide information on the City of Taylor's current consulting projects aimed at helping Taylor grow. [Visit Taylor's CNet](#) to learn more about the community.

In November, the City of Taylor hired [AngelouEconomics](#) to develop an Economic Development and Marketing Plan and also hired [Wilbur Smith Associates](#) to develop the Comprehensive Plan.

The Economic Development and Marketing Plan is a five-year roadmap with recommendations to promote and generate economic growth in Taylor. The Taylor Comprehensive Plan is a long range plan intended to guide development of the City for the next 20 years.

To learn more, click on the logos below:

Economic Development & Marketing Plan



Comprehensive Plan



www.GrowingTaylor.com

[Home](#)[The Project](#)[Reports](#)[News](#)[Survey](#)[About AE](#)[Contacts](#)[Taylor Links](#)

Taylor is a proactive community with numerous assets that attract families, tourists, and businesses. The location - 25-miles northeast of Austin, dedicated workforce, historic downtown, and available land are a few reasons why Taylor is an exceptional place.

While Taylor has had momentum, it is important to create a new economic development plan that examines past successes and failures, defines the community's economic vision, considers Austin's population projections and economic plans, and incorporates local leaders' goals.

The [City of Taylor, Texas](#), hired [AngelouEconomics](#) (AE) to lead the city through a six-month economic development project. The project will result in a five-year plan for sparking new economic growth in the city. The economic development project will be a component of the Comprehensive Plan, funded by the Office of Rural Community Affairs (ORCA). The Reports page of this Web site describes the project.

Over the next few months, [AngelouEconomics](#) will work with Taylor citizens and business leaders. AE will prepare recommendations, working in collaboration with Wilbur Smith, to aid in growing Taylor's economy.

This is an exciting time for Taylor citizens and businesses. We invite you to click through this Web site to learn more about these projects and how you can get involved. This Web site will be constantly updated with news and reports so we encourage you to visit often.

Our contact information is at the bottom of this page. Please e-mail us with questions or

Reports

[Home](#)[The Project](#)[Reports](#)[News](#)[Survey](#)[About AE](#)[Contacts](#)[Taylor Links](#)

November 2003: [Project Set-Up Book](#)

Here, you will gain an understanding of the project scope, expectations, stakeholders, and timeline.

Coming soon...

- Historical Development Analysis
Report summarizing past and current efforts. This baseline will help AE develop final recommendations.
- Economic Base Analysis
Report providing an economic base covering an industry assessment, barrier analysis, SWOT analysis, and impact study of the County Park.
- Economic Development and Marketing Plan
Report proving economic development, marketing and public relations recommendations to grow Taylor and a five-year action plan.



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Mark your calendars

January 12 – AE will present the *Historical Development Analysis to the ED AC*

January 26 – WSA and AE will conduct a *visioning and SWOT focus group with both AC's*

February 9 – AE will present the *Economic Base Analysis with the ED AC*

Additional meetings will be scheduled over the next few months



*A marketing focus group
coming in March. . .*

ED / Marketing 101 – Rollout event

Rollout event in
April to announce
the new plan...



Case Study: Flatonia, Texas

➤ **Hired to develop ED/Marketing Strategy and collateral**

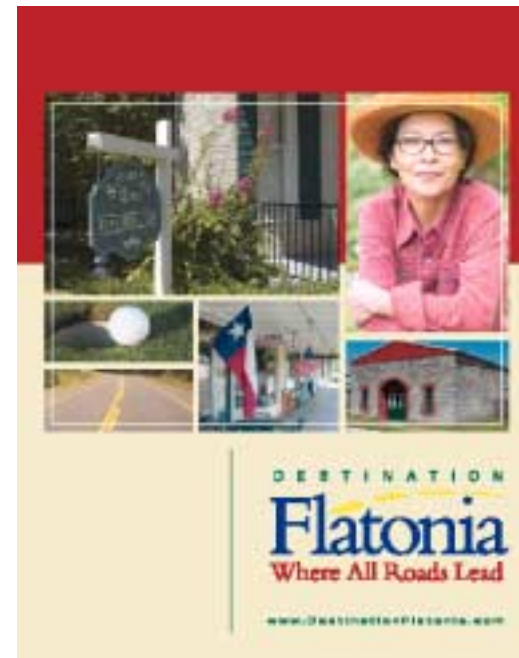
➤ **Major tasks:**

- Community Assessment
- Identify Target Industries
- Marketing Strategy - new brand, brochure and Web site
- Site and Infrastructure Evaluation
- ED Strategy and Action Plan

➤ **Results**

- **Clear vision** – community supporters
- **Activated internal marketing** – over four press articles
- Identified site and potential funding for a **business park**

DESTINATION
Flatonia
Where All Roads Lead



DESTINATION
Flatonia
 Where All Roads Lead

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Flatonia
 Chamber of Commerce



OCT 24-26, 2003

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THE CITY OF FLATONIA AND THE FLATONIA CHAMBER OF COMMERCE WELCOME YOU!

Centrally located between four major Texas cities, Flatonia's prime location, home town values and forward-thinking community leaders combine to make this city the perfect locale for easy living, personal growth and abundant business opportunities.

Whether you're looking to escape to a relaxing, fun and friendly vacation destination or find the right location for your next business venture, Flatonia is the place to be. Go ahead - take a look at what we have to offer. You'll soon discover why all roads lead to Flatonia.



Case Study: Northwest NC

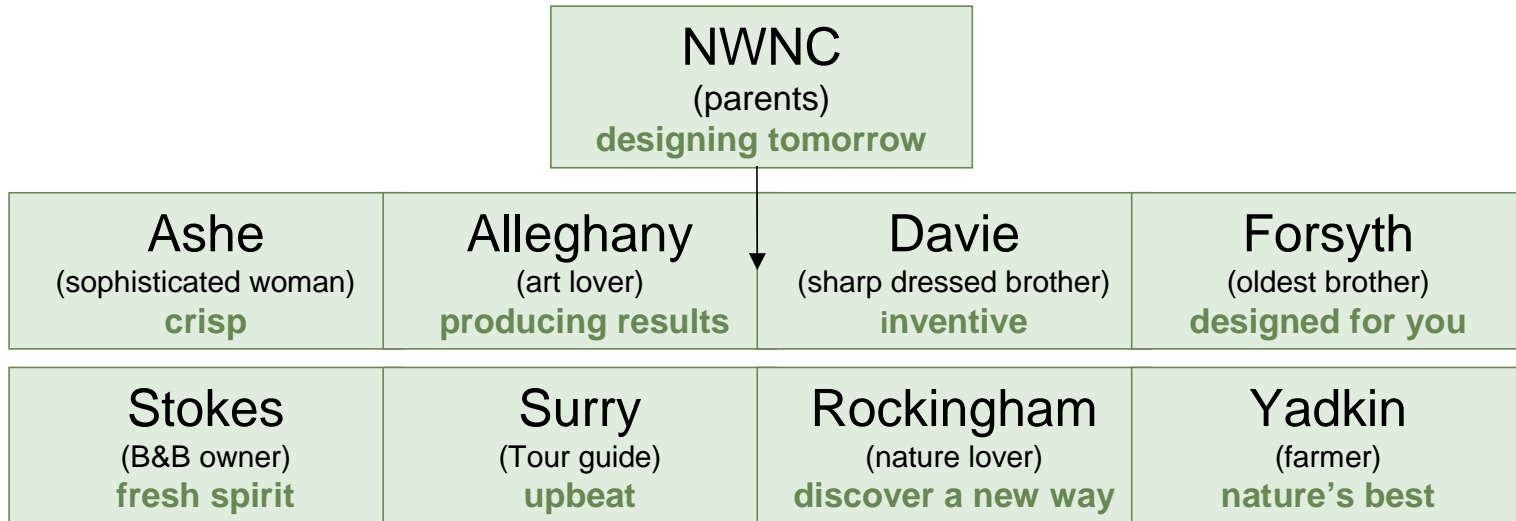
- **Hired by the CEDS committee to create a comprehensive ED Strategy and implementation plan**

- **Major tasks:**
 - Community Assessment and SWOT
 - Identify target industries
 - Marketing plan and new brand themes
 - Marketing Guide
 - ED Strategy

- **Results**
 - **Community wide consensus** on ED – over 1,000 people attended rollout
 - Regional cooperation underway already underway
 - **Single umbrella marketing message and local brands for an eight-county region**
 - Anticipate receiving several \$million from EDA as a result of our plan
 - Developing Entrepreneurial Center and Business Incubator
 - Starting an online arts market
 - **Help to organize ED structure**

Case Study: Northwest NC

Family Brand Tree



This process looked at each county's personality as if the county was a person within a family

For more information, visit our website:

www.AngelouEconomics.com

Or e-mail us:

sgarretson@AngelouEconomics.com

nurbis@AngelouEconomics.com

Growing Taylor

*Developing an Economic
Development & Marketing Plan*

Thank You!