



Does Branding Matter?

IEDC 2008 Annual Conference



www.avalancheconsulting.com



19,354 cities

363 MSAs

50 states



**~ 1,100
projects
per year**



IEDC's October 2008 Survey of 5,000 EDOs:


- 71% seeing halted / delayed real estate development projects
- 70% seeing reduced consumer spending
- 55% seeing halted / delayed investment attraction projects



How can we stand out?



What reasons do EDOs
give for not investing in
branding?



“Branding takes time away
from selling.”

“Branding is too expensive.”

“They already know our name.”



**“Branding takes time away
from selling.”**

“Branding is too expensive.”

“They already know our name.”



How do EDOs sell?

Marketing missions

In-bound events

BR & E

Trade shows



Look who's coming to dinner.

Corenet Global Fall 2008

APS Economic Development
AR Economic Development
Arizona Department of Commerce
Baton Rouge Area Chamber
Bluegrass Industrial Foundation
Boise Valley Economic Partnership
Brunswick & Glynn County Development
Buffalo Niagra Enterprise
Center for Economic Growth
Central Florida Development Council
Charleston Regional Development Alliance
Charlotte Regional Partnership
Chesapeake Economic Development
Chesterfield Economic Development
Cincinnati USA

Look who's coming to dinner.

Corenet Global Fall 2008 *(continued)*

Clark County

Cleveland Plus

Columbus Chamber of Commerce

Commonwealth Regional Council

Connecticut Economic Resource

Cornerstone Jacksonville Regional Partnership

Corporation for the Economic Development of...

Council Bluffs Chamber of Commerce

Creative Sheffield Limited

Dallas Regional Chamber

Dayton Development Corporation

Delaware Economic Development

Department of Employment and...

Department of Business and Economic...

Detroit Regional E.P.



Look who's coming to dinner.

Corenet Global Fall 2008 *(continued)*

Development Corporation of Snyder

DFW Marketing Team

East Central Florida Regional...

Economic Development Corporation of...

EDC of Florida's Space Coast

Empire State Development

Entergy Louisiana Economic...

Enterprise Flagler

Enterprise Florida

Export Development Canada

Facchina Development Inc.

Florida

Florida's Great Northwest, Inc.

Focus Central PA

Gage County Economic...

Garland County Economic...



Look who's coming to dinner.

Corenet Global Fall 2008 *(continued)*

Georgia Department of Economic Development

Government of Ontario

Greater Jackson Alliance

Greater Omaha Economic...

Greater Phoenix Economic Council

Greater Richmond Partnership

Greater Rochester Enterprise

Greater Des Moines Partnership

Great West Life

Howard County Economic Development

Hudson Valley Economic...

Idaho Department of Commerce

Invest in Iceland Agency

Invest Northern Ireland

Iowa Department of Development

Irvine Chamber



Look who's coming to dinner.

Corenet Global Fall 2008 *(continued)*

Jacksonville Regional Chamber of Commerce

James City County

Jefferson City Area Chamber of Commerce

Jerome Economic Development

Kansas Department of Commerce

Knoxville Chamber

Lake County Partners

Lawrence Chamber of Commerce

Las Lolas Marketing Alliance

Leavenworth County Development

Lee County Economic Development

Lincoln Partnership for Economic...

Louisiana Economic Development

Mansfield Economic Development

Maryland Department of Business & Economic Development

Massachusetts Alliance for...



Look who's coming to dinner.

Corenet Global Fall 2008 *(continued)*

**Massachusetts Office of Business
Maury Alliance
Mesilla Valley ED
Metro Atlanta Chamber of Commerce
Metro Little Rock Alliance
Metro Orlando EDC
MetroHartford Alliance
METROPLAN Orlando
Miami-Dade Beacon Council
Michigan Economic Development
Midland Economic Development
Mississippi Development Authority
Missouri CORE Partnership
Missouri Department of Economic...
Montgomery City Growth, Inc.**

Look who's coming to dinner.

Corenet Global Fall 2008 *(continued)*

Nashville Area Chamber

Nebraska Department of Economic...

New Mexico Economic Development Partnership

New River Valley EDA

Northeast Louisiana Economic...

Nottingham City Council

NW Louisiana Economic Development

Oak Ridge Economic Partnership

Oakland County

Ohio Department of Development

Oklahoma City Chamber

Oklahoma Department of Commerce

Olathe Chamber of Commerce

Onondaga EDA

Ontario North

Orange County Partnership



Look who's coming to dinner.

Corenet Global Fall 2008 *(continued)*

Osceola County Economic...
Overland Park Economic...
PA Department of Community and ...
Palmetto EDC
Pearland Economic Development...
Pensacola Bay Area CC
Pittsburgh Regional Alliance
Port Authority of San Antonio
Port of Portland
Portland Development Commission
Prescott Valley Economic...
Prince William County Department of...
Quad City Development Group
Region of Durham
Regional Economic Development...
Regional Growth Partners

Look who's coming to dinner.

Corenet Global Fall 2008 *(continued)*

Rhode Island Economic...

Richardson Chamber

Rio Rancho Economic Development

Riverside County EDA

Rock Island Arsenal Development

Sacramento Area Commerce and Trade

San Antonio Economic Development

San Bernardino County

San Joaquin Partnership

San Jose Department of...

Schulylkill Economic Development

Sedalla Economic Development

Select Greater Philadelphia

Seoul Business Agency

Seoul Metropolitan Government

South Idaho Economic Development



Look who's coming to dinner.

Corenet Global Fall 2008 *(continued)*

Southwest Michigan First

St. John's County Chamber of Commerce

St. Louis RGCA

St. Tammany Economic...

Stadtmauler Balkin Economic Development

Stark Development Board

State of California

State of New Hampshire

State of New Jersey

State of Oregon

State of West Virginia

Sussex County Economic Development

Sweetwater County Economic...

Tampa Bay Partnership

Team California

Team NEO

Look who's coming to dinner.

Corenet Global Fall 2008 *(continued)*

Team New England

Team Pennsylvania

Tennessee Valley Authority

Thunder Bay CEDC

Town of Alex

Town of Flower Mound

Town of Gilbert

Town of Whitby

Trinidad and Tobago Free Zones

Ulster County Development

Vermont Department of Economic...

Virginia Economic Development

Virginia's Gateway Region

Wayne Economic Development

West Virginia Development Office

Wichita Falls Board of Commerce &

Wilkes Economic Development Corporation

Wyoming Business Council



Look who's coming to dinner.

Corenet Global Fall 2008

And the cities of:

Avondale

Bettendorf

Cedar Hill

Chandler

East Moline

Grain Valley

Greater Sudberry

Greenville

Hampton

Manassas

Mesquite

Miramar

Mount Pearl

Nampa

Newport News

North Bay

Ontario, CA

Oshawa

Riverside

Rock Island

Rupter

San Diego

Scottsdale

Saint Charles

Tempe

Toronto

Virginia Beach

Westerville



Stop the insanity.

1580 total registered as of October 19, 2008

Of those... **315** are economic developers

20% of attendees



Stop the insanity.

113 Total Exhibitors + Sponsors


43 are EDOs



Stop the insanity.

315 economic developers =

**\$555,975 in
registration fees.**



“Branding takes time away
from selling.”

“Branding is too expensive.”

“They already know our name.”

Where our marketing \$s go


Site Selection Shows	\$ 12,000
Industry Trade Shows	\$ 28,500
Marketing Missions	\$ 25,000
In-Bound Events	\$ 20,000
Advertising	\$ 20,000
Direct Mail Campaigns	\$ 7,500
Website	\$ 11,000
PR Consultant	\$ 62,000
Print Collateral	\$ 15,000
BR & E	\$ 10,000



Costs of Branding

Finding emotional identity	\$ _____
Internal cheerleading	\$ _____
Consistency	\$ _____
Keeping audiences first	\$ _____
Planning	\$ _____
Patience	\$ _____
Long term commitment	\$ _____

Building a positive brand: **Priceless.**



“Branding takes time away
from selling.”

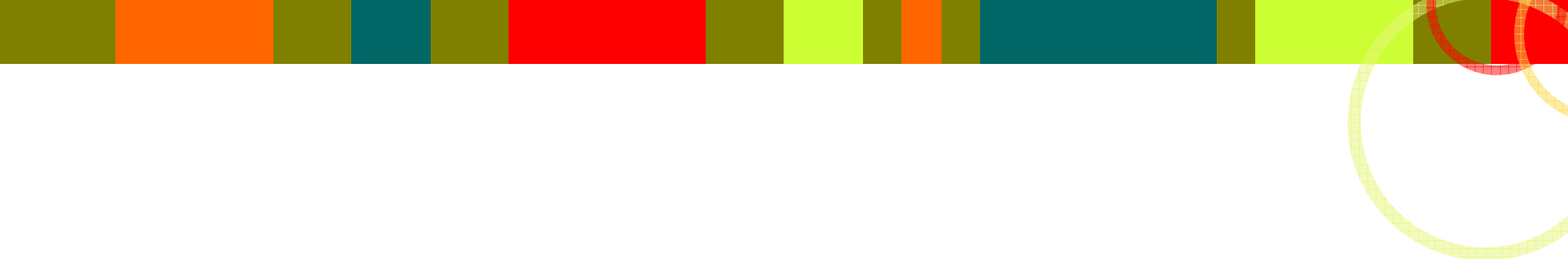
“Branding is too expensive.”

“They already know our name.”









LEDC



LEDC Member Companies



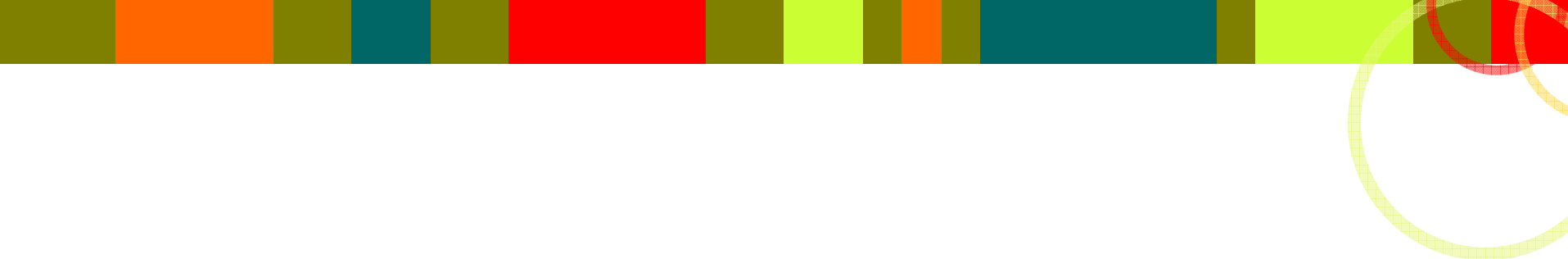


T E D C



TEDC





TCIDA



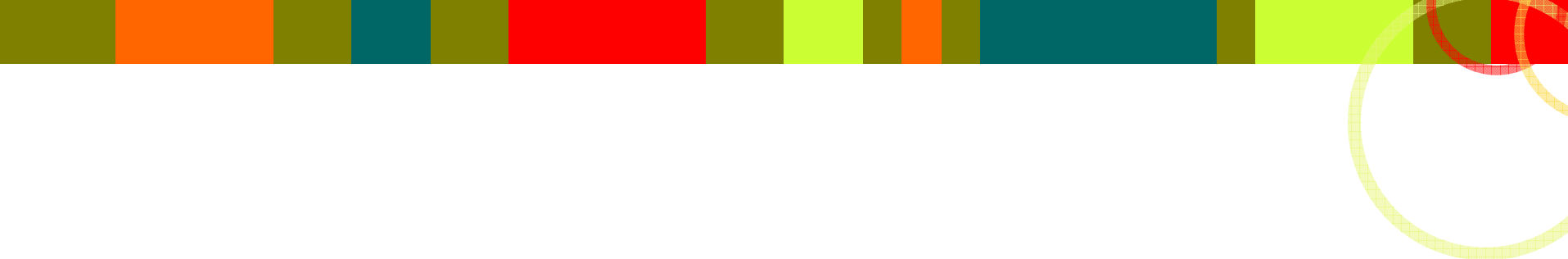
REDCO

Regional Economic Development Corporation

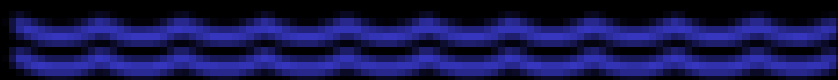


R E D C O





REDCO



REDCO 



REDCO504



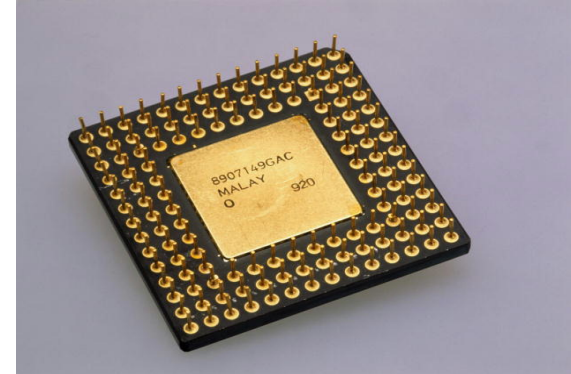
LEDC Member Companies





Okay, fine, but our community is
special.

We have industry!



We have people!



WE HAVE THE BEST LOCATION!



We have quality of life!





212

Boring

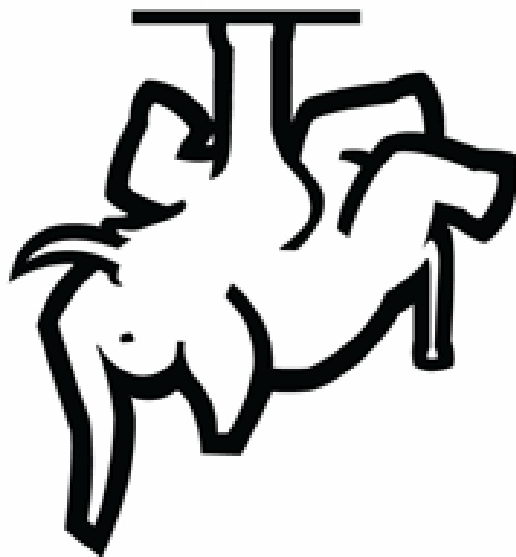




SURPRISE 6



スーパー
クラブ



Japanese
Recording
Company

2008 Wolda Winners



national consumer agency
gníomhaireacht náisiúnta tomhaltóirí

2008 Wolda Winners



XVII MEDITERRANEAN GAMES

2008 Wolda Winners



Education International

www.educationinternational.co.uk

2008 Wolda Winners

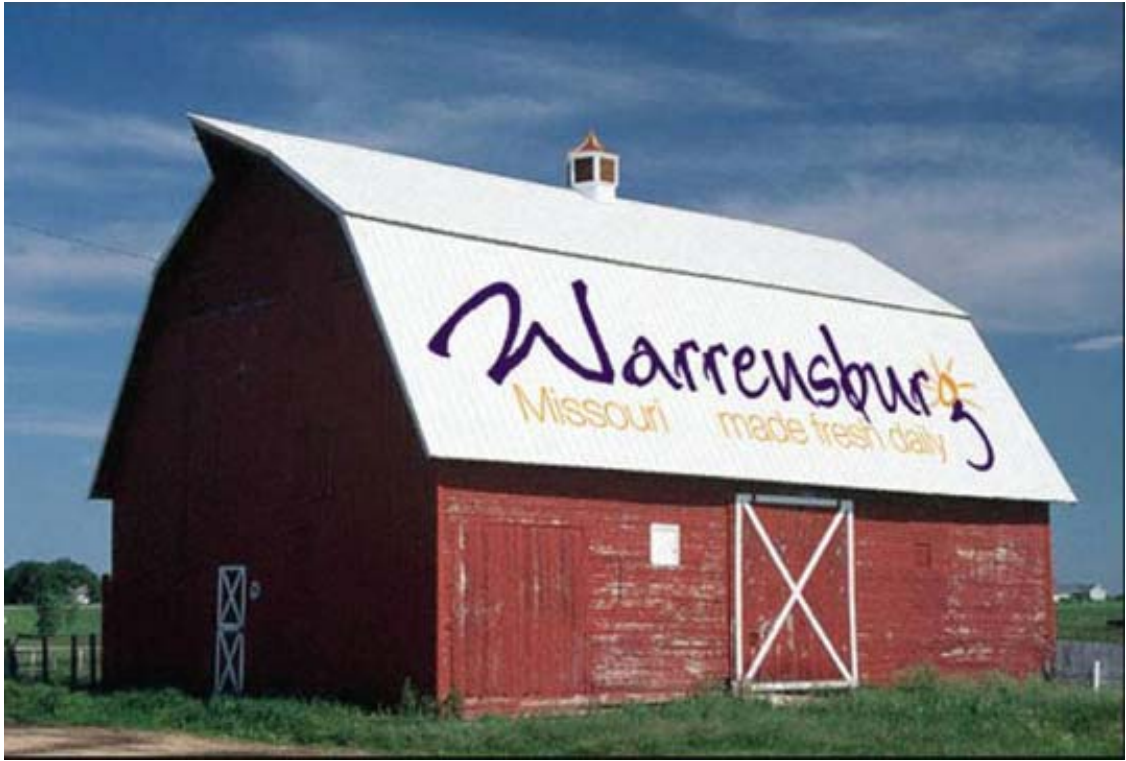


One Degree Initiative to
tackle climate change

2008 Wolda Winners



Unique by nature.



Welcome to

I ♥ NY
ONLINE

I ♥ NY.

Travel and Tourism in New York

NY ♥ BIZ.

Doing Business: Programs & Services, Subsidiaries, RFPs

NY ♥ SMALL BIZ.

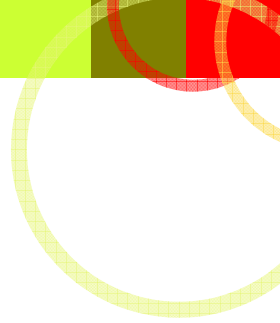
Starting or Expanding Your Small Business

NY ♥ HIGHTECH.

semi-ny.com

NY ♥ FILM.

Filmmaking in New York





NMpartnership





250
p!ttsburgh
imagine what you can do here.™



Conclusion



Set Priorities



HELLO

my name is

1. Brand

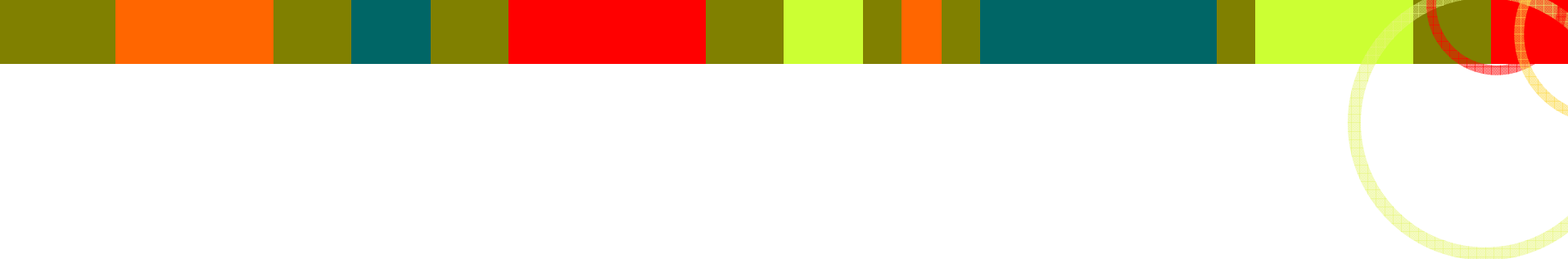


2. Target





3. Teamwork



Brands are both
tangible and emotional.



Tangible

- Quantifiable attributes
- Speaks to the head

Examples

“historic,” “manufacturing,” “population,”
“good schools”

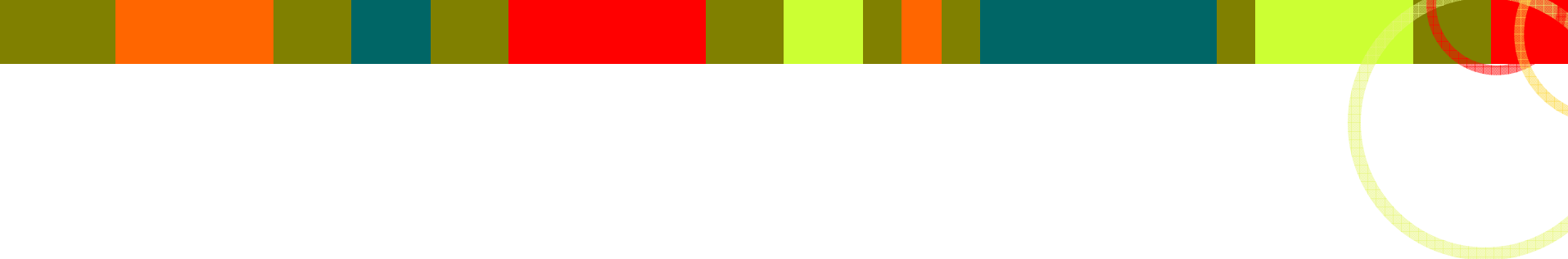


+ Emotional


- Feelings attributable to the community
- Speaks to the heart

Examples

“imaginative,” “connected,”
“compassionate,” “energizing,” “welcoming”



The emotional aspects of your
brand are what make your
community **memorable**
and give you **an edge.**



“You can say the right thing about a product and nobody will listen. You’ve got to say it in such a way that people will feel it in their gut. If they don’t feel it, nothing will happen.”

- *Bill Bernbach, Advertising Pioneer*



Thank you!

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A brand is:

“a series of tangible and emotional qualities associated with a place that act as a credible guarantee of quality”