PUBLIC-PRIVATE ECONOMIC DEVELOPMENT PARTNERSHIPS: REGIONAL MARKETING ENTITIES

Presented to:

CMAP

Prepared by:

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Regional Economic Development Entities

Selected Models of Success

- Greater Phoenix Economic Council
- St. Louis Regional Chamber and Growth Association
- Charlotte Regional Partnership
- Cincinnati USA Partnership for Economic Development
- Kansas City Area Development Council

Benefits Gained from a Regional Approach

- Regional brand identity
- Unified marketing strategy; public/private collaboration to convey a clear concise regional message
- Improved resource utilization
- Economies of scale
- Structured approach to prospect handling

St!Louis
Perfectly Centered.
Remarkably Connected.

www.stlrcga.org
16 counties – Missouri/Illinois

think KC

www.thinkkc.com
16 counties – Missouri/Kansas

The Indy Partnership
A Regional Economic Development Corporation

www.indypartnership.org
10 counties – Indiana

GREATER PHOENIX
ECONOMIC COUNCIL

www.gpec.org
2 counties – Arizona

Cincinnati USA
Partnership
for Economic Development

www.cincinnatiusa.org
15 counties – Ohio, Kentucky, & Indiana

CHARLOTTE
REGIONAL
PARTNERSHIP

www.charlotteusa.com
16 counties – N & S Carolina

MILWAUKEE 7

www.choosemilwaukee.com
7 counties – Wisconsin

Regional Economic Development Entities

Structuring & Funding a Regional Organization

- Led by the private sector
- Multi-jurisdictional representation
- Lead handling/deal closing protocols
- Project success announcement coordination
- Blend of private and public funding
- Funding campaign/return on investment approach

ABOUT FORWARD OKC III
The Forward Oklahoma City III program is based around four key components, all of which aim toward building a vibrant business environment, positively raising the Greater Oklahoma City national and international image, and positioning the region for growing, expanding and attracting high quality jobs.

EXECUTIVE SUMMARY
Learn about the programs of Forward Oklahoma City III.

INVESTOR BENEFITS
Learn about the different ways you can be involved in Forward Oklahoma City III and the various benefits.

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Selected Potential Pitfalls

- Lack of cohesion
- "Forced fit"
- Regional in-fighting
- Funding structure
- Influence/roles

Milwaukee 7

- On November 29, 2006, a representative from each county and the Milwaukee 7 co-chairs signed a "code of ethics" that details the spirit of cooperation and trust among the seven counties as they approach business prospects.

- In 2007, the Milwaukee 7 developed a "Strategic Framework", which analyzed regional export drivers and regional assets to determine "opportunity zones" in the industries of next generation manufacturing, financial services, headquarter operations and information technology.

- As a first step, the group worked to establish essential tools: an effective website, a business resource center, regional comparative research, a business call program, and an outreach program.

- In its short life, the Milwaukee 7 has assisted eight companies with new or expanded operations in the Milwaukee Region, resulting in a regional impact of more than 3,400 jobs.

- The Milwaukee 7 has also created councils to address regional public policy, next generation manufacturing and the emerging water research industry. Each of these councils is building strategies by engaging regional players and empowering groups to act.

- In 2008, a $5 million talent development strategy will address the region's shortage of qualified and educated employees through a Regional Workforce Alliance that will coordinate efforts ranging from improving prospective employees' "soft skills" to encouraging more high school students to pursue technical careers.

- In September, 400 international business leaders are expected to attend the 40th annual Midwest U.S.-Japan Association Conference in Milwaukee.

Kansas City Area Development Council – *OneKC/ThinkKC*

- In its 31-year history, KCADC has attracted nearly 550 companies and 60,000 jobs to the OneKC region.
- The branding campaigns were created to nationally promote a $6 billion building boom in the KC region.
- The extensive branding platform launched on April 14, 2004.
- OneKC is a grassroots effort developed to establish regional unity throughout the Kansas City metro.
- Think KC is the external marketing message targeted at national site consultants and location advisors that assist businesses in the relocation and expansion needs.
- Across Kansas City, other organizations adopted the KC icon into their identity, providing a significantly cost-effective way to promote the brand.
- The entire campaign was developed by a 10-person in-house marketing staff consisting of advertising, public relations and event coordinators.
- After more than 200 speaking dates in the first 12 months of the campaign launch, KCADC raised an additional $1.2 million for this effort over three years.

Marketing Case Study

Kansas City Area Development Council

Winner, 2007 IEDC Overall Marketing Award

NY
LA
DC

DOCUMENTARY PROJECT

ThinkDowntownKC.com

edc KC

ECONOMIC DEVELOPMENT CORPORATION

KC ANIMAL HEALTH CORRIDOR

KC SMARTPORT

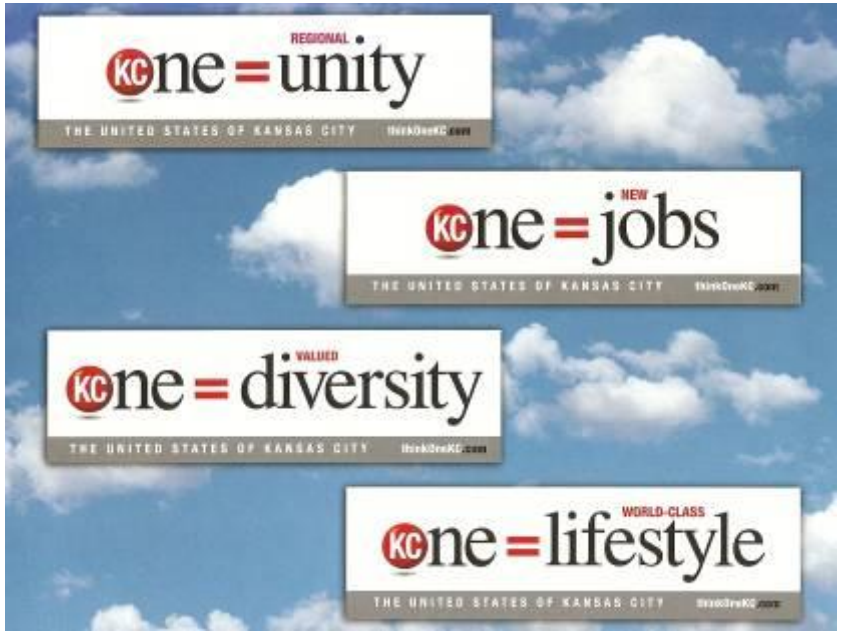
AMERICA'S INLAND PORT SOLUTION

arts KC

The ArtsKC Fund

building a greener KC

KC


REGIONAL
KCne = unity
THE UNITED STATES OF KANSAS CITY
NEW
KCne = jobs
THE UNITED STATES OF KANSAS CITY
VALUED
KCne = diversity
THE UNITED STATES OF KANSAS CITY
WORLD-CLASS
KCne = lifestyle
THE UNITED STATES OF KANSAS CITY

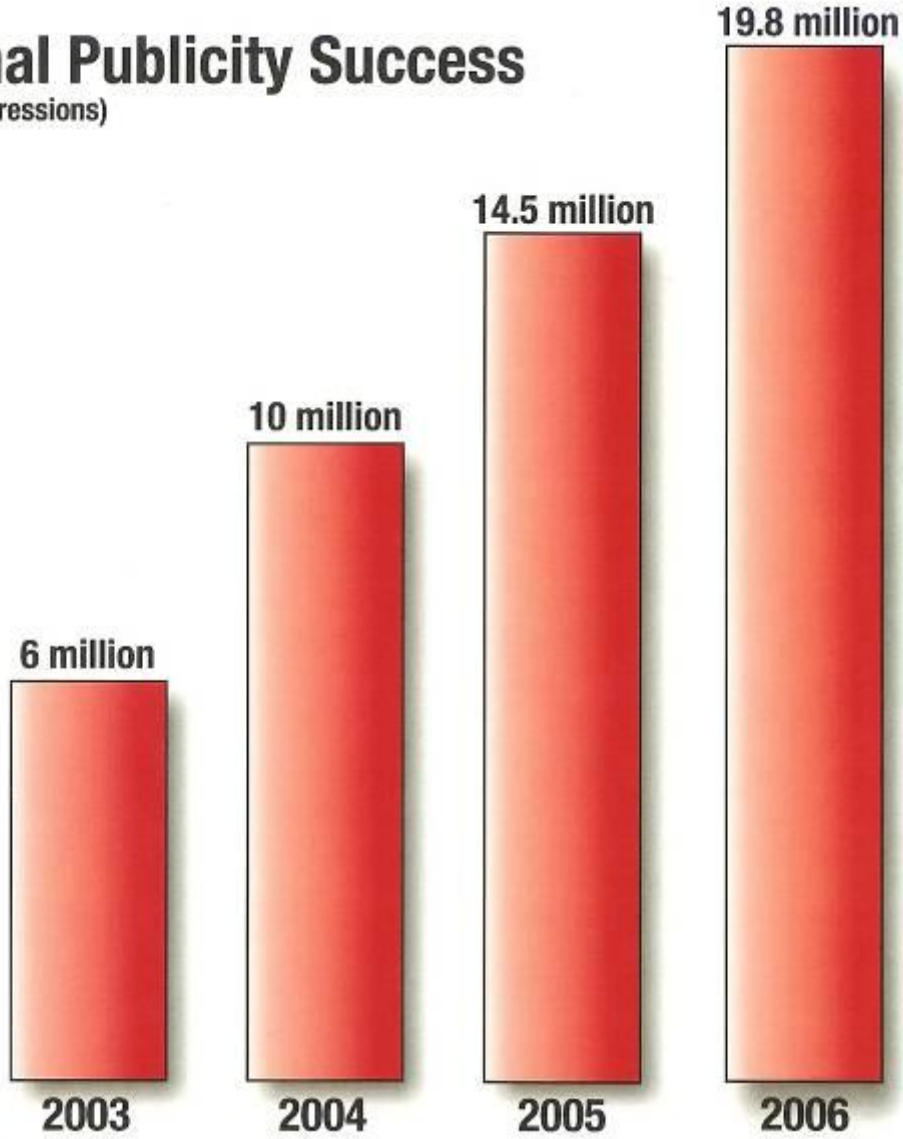
All for 1
thinkKCone
First National Bank

1 city
thinkKCone
First National Bank

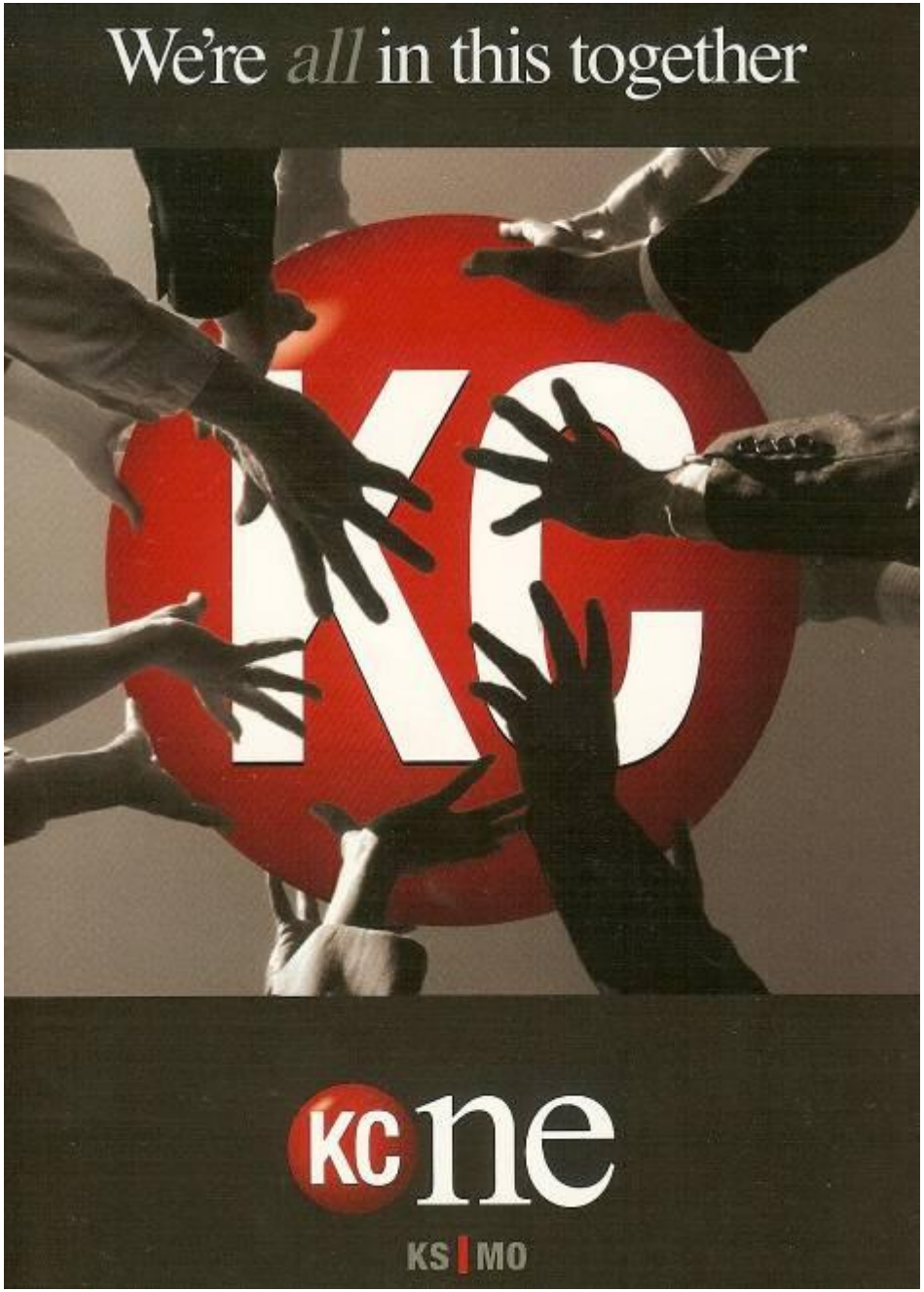
KC
MKE (Milwaukee)
SF
NY
Think nonstop.
LA
DC
SA (San Antonio)
KCne
PARTNER
MIDWEST
AIRLINES

National Publicity Success

(Total KC Impressions)



More than tripled the number of impressions we've achieved over three years



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