

Business Recruitment 2014 Work Plan



Mission: Recruit business to facilitate job growth and investment

Objective: Develop and implement marketing strategies to attract new business and industry to the Eau Claire Area

Measurements:

- Marketing and outreach conversion rate
- Ability to track relationship with contacts
- Ability to maintain a relationship with contact/lead
- Measure website traffic in relationship with initiatives

Audiences:

- Business owners/decision makers in select target markets
- Target industry sectors; either cluster based or special use building being available
- Site selectors, emphasis within the Minneapolis, St. Paul, Milwaukee, and Chicago

| Time | Suggested Projects | Project Purpose | Budget | Notes |
|------------|--|---|---------|---|
| April 7-11 | Momentum West/ROI coordinated Hannover, Germany Trade Show | <ul style="list-style-type: none"> ➤ Increase business contacts ➤ Face-to-face meetings ➤ Promote Eau Claire Area and Wisconsin ➤ Momentum West Tradeshow booth | \$500 | <ul style="list-style-type: none"> ➤ Done in collaboration with Momentum West/ROI Not going to tradeshow |
| May 5-8 | AISTech Trade show, conference, and Call Trip Indianapolis, IN | <ul style="list-style-type: none"> ➤ Promote Eau Claire Area & WI ➤ Increase business contacts ➤ Face-to-face meetings | \$750 | <ul style="list-style-type: none"> ➤ \$1,000 additional funds expected to come from travel expense budget, assuming that round trip plane ticket is purchased with credit card reward points |
| June 10-12 | Momentum West/ROI coordinated Global Petroleum Show Conference and Call Trip, Canada | <ul style="list-style-type: none"> ➤ Promote Eau Claire Area & WI ➤ Increase business contacts ➤ Face-to-face meetings ➤ Momentum West Tradeshow booth | \$500 | <ul style="list-style-type: none"> ➤ \$2,000 in additional funds expected to come out of travel expense budget ➤ With Momentum West/ROI |
| Ongoing | Targeted Industry Campaigns | <ul style="list-style-type: none"> ➤ Out-reach on specific buildings and locations that would be ideal for industry sectors ➤ Increase business contacts ➤ Schedule face-to-face meetings and/or site visits whenever possible | \$4,000 | <ul style="list-style-type: none"> ➤ 3 -4 campaigns expected |
| Ongoing | Content Marketing/Newsletter targeted towards site selectors | <ul style="list-style-type: none"> ➤ Reach out to the contacts that have been made to share important information ➤ Maintain a relationship with individuals who have been contacted ➤ Increase face-to-face meeting and site visits | \$120 | <ul style="list-style-type: none"> ➤ Cost covers email hosting/service |
| Ongoing | Chicago Call Trip | <ul style="list-style-type: none"> ➤ Increase business contacts ➤ Face-to-face meetings ➤ Promote Eau Claire Area & WI | \$1,000 | <ul style="list-style-type: none"> ➤ |
| Ongoing | Minneapolis/St. Paul Call Trips | <ul style="list-style-type: none"> ➤ Increase business contacts ➤ Face-to-face meetings ➤ Promote Eau Claire Area & WI | \$500 | <ul style="list-style-type: none"> ➤ Due to the close proximity of the Twin Cities, relationship management can be done on a more continual basis |

• SalesGenie for contact generation: \$1,800 annually

Community Venture Network: \$3,000.00 annually