

TRAILL COUNTY



ECONOMIC DEVELOPMENT

promote. encourage. assist.

Marketing Committee Meeting Agenda

April 14, 2014

First Community Credit Union - Portland, ND

5:30 PM - Call to Order

5:35 PM - 2014 Marketing Budget

- a) 2013 carry over - \$
- b) 2014 budget - \$16,500

5:45 PM - 2014 Marketing Plan

- a) Marketing objectives
 - i. Business recruitment - Incentives/Available Land/Assistance
 - ii. Community name recognition
 - iii. Amenities/Family Recruitment
- b) Community support/matching grants
 - i. Hillsboro Partners in Marketing (PIM) Grant
 - Marketing plan grant \$2,500 match for \$5,500 total project
 - Business recruitment grant \$2,300 match for \$22,000 total project
 - ii. May-Port PIM Grant
 - Marketing plan grant \$2,500 match for \$5,500 total project
 - Business recruitment grant \$2,300 match for \$22,000 total project
 - iii. Other communities?
- c) County-wide marketing
 - i. Newman Billboard along I-29 - \$19,000 for 1 year contract
 - ii. Constructing/Renting/Printing billboard on I-29 for Buxton and Hillsboro commercial property - \$15,000 approx.?
- d) Organizational marketing
 - i. Local advertising describing our organization - \$2,500/yr.
 - ii. Quarterly newsletter printed and mailed - \$500/yr.

6:30 PM - Adjourn

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