



# Economic Development 2016 Strategic Plan



# CITY OF SMITHVILLE, MISSOURI

## ECONOMIC DEVELOPMENT 2016 STRATEGIC PLAN



**On a journey from a fundamentally familiar small town to becoming a positively progressive small city, Smithville is nearly there. An intentional growth strategy has been identified to create a rural-urban balance for residents and businesses alike. Smithville will remain humble.**

***Uncluttered. Spacious. Peaceful. Sincere. Smithville is Thriving Ahead.***

**GOAL 1****Focus marketing to attract new businesses, citizens and visitors to Smithville**

- Maintain a consistent message for Smithville by utilizing the adopted 2016 Branding Initiative framework (*See Attached Brand Action Plan*) for all future communication and marketing strategies.
- Utilize a wide range of marketing opportunities to promote Smithville

**GOAL 2****Facilitate opportunities to encourage new business and development**

- Develop a process for identifying and meeting needs of new businesses.
  - Review and recommend changes to the current approval processes for new businesses that will create a streamlined, “one-stop shopping” process for all approvals, licenses and permits.
  - Use Community Partners to provide a clearinghouse of information for Economic Development and Community Development opportunities in Smithville.

**GOAL 3****Facilitate opportunities for current businesses to thrive**

- In order to meet this goal, the City must stay connected with citizens and business owners and provide a competitive environment for business while preserving Smithville’s “small town” atmosphere.
  - Review and recommend changes to the current approval processes for expanding businesses that will create a streamlined, “one-stop shopping” process for all approvals, licenses and permits.
  - Facilitate education and training opportunities for business owners
  - Facilitate sharing of information
  - Facilitate shared marketing opportunities between businesses

**GOAL 4****Establish and maintain a vibrant, historic downtown**

- Celebrate the heart of the city by encouraging revitalization of the downtown Historic District. Engage the community with unique new businesses as a downtown destination.
  - Create a policy that provides information and assistance for businesses and property owners in the Historic District to navigate the state and federal tax credit opportunities for rehabilitation of their buildings.
  - Work with stakeholders to create a Downtown Master Plan that addresses the street, sidewalk, lighting and other public infrastructure improvements necessary to create a cohesive design that highlights the historic nature of downtown.
  - Encourage private investment in preservation and restoration of Historic Downtown

**GOAL 5****Create and maintain a program to foster a Sense of Community**

- An integral part of any communities' economic development is the sense of community created with the public and private infrastructure and programming activities to foster community pride.
  - Develop a policy and program that creates a citizen/stakeholder committee to administer a Community Investment Program. The program should be designed primarily to assist creators and organizers of festivals and events that bring additional traffic to our community.
  - Create a volunteerism program that coordinates with community groups and individuals who seek to volunteer their skills and time to those areas or persons in need of assistance.

- Create a fundraising Initiative using private and public sources for Economic and Community Development purposes.
- Expand Economic Development programming with various community partners that focuses on the objectives of this goal to the point that a full time Economic Development Coordinator is warranted.

#### **GOAL 6**

#### **Enhance communications to facilitate this Economic Development Strategic Plan**

- Maintain and improve communication channels, in conjunction with various stakeholders that will create a venue for a purposeful, beneficial dialog between the City of Smithville and all its stakeholders.



# CITY OF SMITHVILLE

## BRAND ACTION

## PLAN

April 1, 2016



# SMITHVILLE

missouri

THRIVING AHEAD

candid™

MARKETING + COMMUNICATIONS

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Now that the brand has been established the next step is to begin the strategic implementation where we move from the conceptual stage into action. Because the brand is new, it is most vulnerable for the next six months due to lack of awareness and skepticism by some. The goal for the next six to 12 months is to convert residents, business leaders and other key influencers into brand champions.

**candid** recommends several brand action ideas to jump start “Thriving Ahead” for the next six to 12 months to propel the brand forward. These recommendations will increase awareness, educate and inform and begin to build support and understanding of the brand.

1. Assign a brand leader who is responsible for implementing the brand
2. Complete a short-term and long-term marketing plan taking a phased approach
3. Create brand stationery and critical materials
4. Brand your digital and social media
5. Create a brand PowerPoint presentation
6. Cultivate public and private partnerships
7. Identify easiest consumer touch points and brand them
8. Develop branded merchandise
9. Allow elements of the brand to infiltrate through existing marketing and communications infrastructure

## Brand Leader(s)

This is the first and most important recommendation of the entire effort. Without strong champions, the community brand effort cannot succeed. The City will serve as the organization that leads and coordinates the community-wide brand implementation process. Leaders will be familiar with the entire branding project, have major stakeholders already in place and will be fiscally responsible and accountable.

- City Manager is internal contact
- Branding Committee stays involved as brand ambassadors
- Engage with **candid** to ensure seamless integration for first six months

There are three killers of any branding product:

1. Local politics
2. Lack of champions
3. Lack of money, both public and private

If there are great champions, they will get through the local politics and find the money and/or the development interests to make it all happen. No brand can succeed without tireless champions who pioneer the effort.

Brand leaders should be identified as those individuals committed to “championing” the brand and making it happen.

The members of this team will be the “voice of the brand,” working in a hands-on capacity as advocates for the brand vision and being instrumental in fulfilling all of the recommendations set forth in the Brand Action Plan.

Brand leaders should include key “movers and shakers” from the community – business and/or property owners, Board of Aldermen, staff and others who are good communicators committed to the brand vision.

## Brand Leader(s)

Local organizations and city officials are encouraged to read through the Brand Action Plan and decide whether or not they feel passionate about the objectives and projects detailed therein. Characteristics of a good brand leader include:

- A willingness to invest time (and in some cases, money)
- An ability to take a few hits along the way: They need to have thick skin. Unfortunately, not everyone will agree with the brand direction. You simply cannot be all things to all people, and you can't let local politics kill the branding effort
- Good public speaking ability: Brand leaders may be asked to communicate the brand direction to various groups, boards and state/regional organizations. They should be good public speakers and support the brand 100%
- A willing doer, not someone who just wants to direct: Brand leaders will be expected to dedicate two to four hours a month to this cause by attending meetings, speaking to various groups, coming up with great ideas and pushing the effort forward
- Serve as the "brand police" when it comes to key marketing messages, use of the brand identity and tag line. They are also charged with making sure the brand stays narrow – to resist "brand creep," as there will be a desire to keep broadening it until it becomes more and more generic, and less and less effective

In addition, individuals with something to gain from the implementation of the plan also make good brand leaders. They'll work all the harder to see it succeed.

This entire effort will rest on the shoulders of the brand leadership team. Without champions, the branding and product development process cannot succeed and nothing will come of this plan.

## Phase 1: Short-Term Brand Tactics

**Timeline: May - December 2016**

### **Objective**

The process of rolling out a new brand is complex in that most people will need multiple touch points to understand the purpose and plan. In order for constituents to grasp the potential of the brand, it will be important to host a series of presentations to introduce brand attributes including logo, tag line and brand position to residents and key influencers. The success of the brand is directly tied to community support and participation.

### **Target Audience**

During the short-term brand roll out, City staff and residents will be a primary target audience. Residents and staff are considered the “internal” audience and they must be the first to be educated on the brand.

The secondary audiences include the outside key influencers which include the Business Council, economic development organizations and leaders, school district and local businesses.

### **Strategy**

Using a highly visual presentation, the brand leadership group will be able to tell the “brand story” to inform and build awareness of the brand. First, an internal roll out should be considered – this includes all City Department Heads. The first few slides should show what was gleaned from the research and the outcome from that research.

Second, an external “road show” should be developed to outside key influencers. And finally, a marketing and communications plan/calendar outlining how the brand will be introduced through specific tactics and outreach efforts that integrate the brand throughout the remainder of 2016 and into 2017 will be critical.

## Phase 1: Short-Term Brand Tactics

### Immediate Brand Roll Out Tactics

#### Timeline: May - December 2016

For the next eight months, **candid** has identified several immediate touch points to begin implementing the brand:

##### • Brand Style Guide

- The Brand Style Guide, or standards and practices manual, will contain graphic design standards for logo and tagline use, guidelines for website development, guidelines for the production of printed sales and marketing materials, as well as the proper use of key marketing, advertising and promotion messages
- This Brand Style Guide will provide the official guidance for how to use the community's graphic identity and is included as Appendix A

**Cost:** \$0 included in **candid** fee

##### • Phone Greetings

- Change any recorded outgoing message as well as the language employees use when they answer the phone. An example could be: "Good morning, did you know that the City of Smithville will reset your expectations of home? We are Thriving Ahead"

**Cost:** \$0

##### • Nametags

- Make identification materials at meetings and events personal with branded nametags, making them available to all City staff

**Cost:** \$500 – \$750 (depending on quantity and style of nametag)

##### • Email Signatures

- Using the logo and tag line, arm each City staff email address with the branded email signature (see brand snapshot for specifications)

**Cost:** \$0 but time is involved

##### • Stationery and PowerPoints

- Every letter, envelope and business card that is issued by the City should reflect the brand's graphic identity. PowerPoint presentations should also reflect the brand because consistency is key

**Cost:** \$1,850 – \$2,500



## Phase 1: Short-Term Brand Tactics

### Immediate Brand Roll Out Tactics

#### • Community Events

- Smithville has a variety of community events that offer an opportunity to introduce and elevate the brand to residents. A giveaway could be a reusable tote bag with the logo and tag line

**Cost:** \$1,500 – \$2,500

#### • Water Report

- The Water Consumer Confidence Report (CCR) is mailed to each home or posted to the website

#### • Department Brochures and Forms

- Agendas and other memos
- 2017 annual calendar
- One-sheet overview of Smithville

**Cost:** TBD based on quantities

#### • Resident Newsletter / Water Bill Insert

- Rebrand to better reflect the new brand

**Cost:** printing and mailing only

#### • Social Media

- Social media graphics should be updated (use the provided files) for all outlets including Facebook, Twitter and City staff LinkedIn profiles
- Encourage photo sharing of Smithville's fabulous faces and spectacular views through branded tools (frames and titles) for Instagram and Pinterest
- Invite people to share Facebook posts about what makes Smithville special to them
- As filler content, promote the brand using words and phrases from the brand positioning statement

**Cost:** \$0 but time is involved

## Phase 1: Short-Term Brand Tactics

### Immediate Brand Roll Out Tactics

#### • Parks and Recreation Programs

- Utilize the brand elements and vocabulary for all programs and events

**Cost:** \$0 but there may be printing costs

#### • Future Light Pole Banners

- Replacing old and worn light pole banners with refreshed branded versions will help residents and visitors see the brand in action

**Cost:** \$5,000 – \$7,500 depending on the size and number of banners

#### • Signage

- Truck and car decals for Water, Community Development and Public Works should use the new brand as those decals need replaced
- Police and Fire vehicles should include a decal on the back window

**Cost:** TBD based on signage and decal needs

#### • Apparel

- Begin to integrate the brand mark into city uniforms and apparel as new apparel is ordered. The logo design is easily translated into embroidery or screen printing. Please reference the brand guide for specifications

**Cost:** Depends on quantities and items

#### • Promotional Items

- Whether it's a lapel pin, T-shirt, hat, pen, coffee mug or reusable water bottle, branded merchandise is a tangible, memorable way to keep the brand top-of-mind with residents and visitors

**Cost:** \$5,000 – \$10,000

## Phase 1: Short-Term Brand Tactics

### Immediate Brand Roll Out Tactics

- **Press Releases**

- Press releases sent on behalf of the City of Smithville should include standard brand boiler plate – please see the brand guide for the template

**Cost:** \$0 but time is involved

- **Department Logos**

- All City departments should begin using their customized version of the logo on all correspondence and communication

**Cost:** \$0 but time is involved

- **Ensure community partners have new logo**

- Clay County EDA/EDC
- KCADC
- School District
- Chamber of Commerce

**Cost:** \$0 but time is involved

- **Photography**

- To show the essence of the brand in marketing and communications materials, it is essential to build a library of photos of the City. Photos should depict lifestyle, unique architecture and the essence of the community. Hold a community photo contest to introduce the brand

## Phase 1: Short-Term Brand Tactics

### Internal Introduction - Department Heads

Present a city-specific version of the PowerPoint presentation to City Department Heads (by the brand leaders) before introducing the brand to all city employees. Host the meeting in a relaxed environment to spur creative thinking.

This audience is key to getting the larger group of city employees on board. Present ideas on how each department can utilize the brand in programming or communications. Brainstorm with them on how the brand can guide efforts within their departments. This will further greater buy-in.

#### • Senior Center

- Meet with Senior Center leadership to determine how the City brand can be integrated into the Senior Center messaging

#### • Library

- Host Book Clubs with focused titles that support brand attributes
- Upon entrance to the library have a branded display of (rotating) favorite novels, movies and TV shows labeled as “Thriving Ahead” recommendations
- Encourage library staff, city employees and residents to create favorite lists that are then featured in the display and on the Library website or social media
- Sponsor a speaking series
- Develop a branded bookmark as a promotional giveaway
  - **Cost:** \$250–\$500
- The community brand can be easily adopted by the library by utilizing the logo with the department differentiator

## Phase 1: Short-Term Brand Tactics

### Internal Introduction - All City Employees

Establish the brand as a priority for city employees. As the facilitators of the new brand identity, City of Smithville employees and departments should be early adopters, embracing and leading this brand initiative. It is critical that City employees (including Parks and Recreation, Senior Center and all municipal enterprises) understand and accept the brand, championing it both within their departments and in the outside community.

This will involve education regarding the value of the brand and engagement initiatives to get them involved and excited. Remember that word of mouth is one of the best ways to build awareness. It is critical that employees understand that they are pivotal to spreading the good word about the brand.

Offer some fun branded merchandise for them to enjoy and invite employees to comment on what they like best about Smithville.



## Phase 1: Short-Term Brand Tactics

### External Introduction - Speaking Engagement “Road Show”

Start the speaking engagement tour to bring in more champions to spread the word regarding the new Smithville community brand. Every brand leader should be assigned two to three presentations or informal conversations for the next six months to promote and educate the brand to key organizations.

Not everyone will agree with the brand direction and there will be naysayers; but this effort is to educate people on the brand attributes. A common complaint shown through the research has been that the City is lacking continuity. This is a great way to show that a unified effort is underway to make this all happen.

The goal is to find more champions who are excited about making Smithville a great place to live, establish a business and to visit. When a few thousand champions come on board, the naysayers will play a noisy, but very minor role in bringing the entire effort to fruition.

A few key outside organizations that need a brand introduction include:

- Smithville Area Chamber of Commerce
  - Luncheon presentation to membership
- Clay County EDC
- KCADC
- School District

## Phase 1: Short-Term Brand Tactics

### Soft Launch with Citizens

We learned through the research that many in Smithville have pride in their community, particularly as a place to live and do business. Many residents and business owners are interested in becoming more engaged in promoting the City. Just bringing groups together socially on a regular basis can advance awareness and enthusiasm among residents.

Instead of a large-scale community kick-off event, there is an opportunity to organize a group of citizens to help become brand champions while tackling the challenges facing the City. Invite folks who have shown interest in bettering Smithville to help facilitate and educate others about the brand.

Possible topics for the group to consider include:

- Ways to increase arts and entertainment efforts
- Identify bike and wellness initiatives
- Identify and recommend beautification of certain areas

### Awareness Through Brand Integration

Residents and business leaders alike will start to see the brand in action as new materials, apparel, signage and other communication is changed to reflect the creative elements of the brand. They are more likely to support it if they see it in action.

### Photo Contest

Solicit photos of the community for use in advertising and other marketing material from social media channels.

## Phase 1: Short-Term Brand Tactics

### Local Business Participation

There is a direct relationship between the success of your community brand and the businesses that call Smithville home. Host a meeting with retailers, realtors, restaurants, professional services, healthcare, etc. to introduce the brand and explain the importance and impact the brand can have on business growth in Smithville.

Hosting this at a nice restaurant will increase attendance (charge per attendee). The Smithville Chamber of Commerce can take a leadership role in engaging the business community.

#### Business roll out tactics:

- At every table, include tent cards with the branded narrative on one side and the logo and tagline on the other
- Customize the brand PowerPoint presentation for the business community audience. The brand introduction is for sharing what was learned about the new brand direction, not about unveiling a new logo
- Keep it short and simple, about 20 minutes with questions afterward
- Present businesses with branded window clings for their storefronts that read: “Thriving Ahead”
- Following the event, email attendees thanking them for coming and reviewing the goals of the new brand. Attach the brand PowerPoint presentation for their use
- Sponsor a Shop Smithville local program that offers savings or incentives for residents. This is a great way to let residents know what is offered locally
- Develop a branding toolkit that business partners can use to put the brand to work in their enterprises. Include research and the explanation of the brand, electronic version the logo, bumper stickers and a premium item such as a T-shirt or lapel pin. Packaging for this toolkit can be inexpensive and straight forward or customized and expensive
- Identify ways to get landlords, particularly those with vacant spaces, involved. Vacant spaces could be used as creative incubators until rented. It creates density downtown and makes the space more attractive to potential tenants

**Cost:** \$1,500 – \$2,500

## Phase 1: Short-Term Brand Tactics

### Advertising

Advertising will play a vital role in promoting the brand in the short-term. **candid** recommends a highly visual placement in key publications and channels. This includes:

#### Billboards

Place outdoor billboards within the main thoroughfares from the airport driving south as well as capturing northbound commuters from Johnson County traveling into Kansas City.

Recommended billboard placement includes:

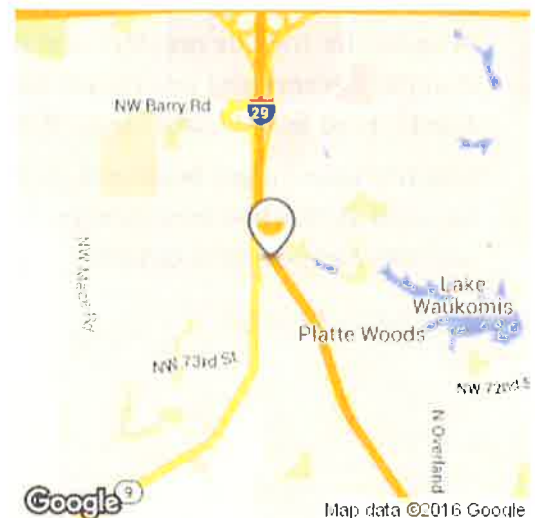
##### ***Traveling Southbound from KCI Airport on I-29:***

Located just south of Barry Road on I-29, this unit is one of the first outdoor structures seen by southbound traffic heading into Kansas City. Just minutes from the KCI airport, this board hits a large number of commuters entering Kansas City from the north as well as northland residents and Zona Rosa.

- Panel: 6088, facing north, right, digital bulletin (14'x 40')
- Number of advertising slots: 7
- Dwell time: 8 seconds
- Impressions per week, per advertiser: 151,130

**Cost for four-week flight:** \$8,820 (price is based on Lamar Advertising's 2016 rate card)

**Recommendation:** Three-month campaign for an estimated total of: \$26,460



## Phase 1: Short-Term Brand Tactics

### Advertising

#### **Targeting Johnson County commuters traveling northbound to Kansas City:**

This board is located in the heart of the Kansas City downtown business loop. This south face hits traffic heading into the downtown financial district, and new Power & Light Entertainment District from Johnson County, Kansas, the Plaza, and Westport.

- Panel: 81452, facing south, right, regular bulletin (14' x 48')
- Impressions per week: 449,724

**Cost for four-week flight:** \$5,600 (price is based on Lamar Advertising's 2016 rate card)

**Recommendation:** Three-month campaign for an estimated total of: \$16,800





## Phase 1: Short-Term Brand Tactics

### Advertising

#### Print and Online Advertising

##### • **Smithville Herald Newspaper**

- 3" x 5" column inch print ad: \$255 per issue
- 13 Wednesdays through May – December, 3" x 5" column inch, full-color print ads reaching 9,350 households
- **Recommendation:** 13 Wednesdays for an estimated total of: \$3,315

##### • **Smithville Herald Online ([www.smithvilleherald.com](http://www.smithvilleherald.com))**

- Three-month contract rate: \$8.00 cost per thousand impressions (5,000 minimum impressions per month):
- Three-month contract: Medium Rectangle, 300 x 100 pixels on home page
- **Recommendation:** Three-month contract for an estimated total of: \$120

• **MetroWireMedia** is a regional media company that covers local business stories and events in specific industries ranging from commercial real estate, legal and healthcare, to fine dining and non-profit. They produce informative e-newsletters, as well as host industry-specific events with compelling speakers and panel discussions. Ads can be targeted to specific audiences by coordinating with the MetroWire's editorial calendar.

- 5,000 weekly subscribers
- 96% growth in readership since 2013
- Editorial topics for the remainder of 2016:
  - Q2: Industrial
  - Q3: Office
  - Q4: Retail

##### • **Recommendation:** Mid-Rise placement

- Pixels: 330 x 275
- One to two 4-week campaign flights for \$1,600 (\$800 per 4-week campaign flight)

Campaign Length	Banner (800x100 pixels)	In-Text (330x125 pixels)	Jumbo In-Text (800x170 pixels)	Mid-Rise (330x275 pixels)
4 weeks	\$1,200 (\$300/ea)	\$1,000 (\$250/ea)	\$1,000 (\$250/ea)	\$800 (\$200/ea)
13 Weeks	\$3,575 (\$275/ea)	\$2,925 (\$225/ea)	\$2,925 (\$225/ea)	\$2,210 (\$170/ea)
26 Weeks	\$6,500 (\$250/ea)	\$5,200 (\$200/ea)	\$5,200 (\$200/ea)	\$3,900 (\$150/ea)
52 Weeks	\$12,480 (\$240/ea)	\$9,100 (\$175/ea)	\$9,100 (\$175/ea)	\$7,280 (\$140/ea)

## Phase 1: Short-Term Brand Tactics

### Advertising

- ***Kansas City Regional Association of Realtors Greater KC New Resident Guide***

- The official Kansas City Regional Association of Realtors Greater KC New Resident Guide is the Relocation Magazine printed for and distributed by all the Realtors in Kansas City to new home buyers. Readership on the magazine is over 20,000. The magazine is also delivered to Chambers of Commerce and large corporations throughout the greater Kansas City area
- With a twelve month shelf-life the New Resident Magazine is in the hands of newcomers prior to their relocation. The magazine provides vital information on cities, neighborhoods, new home development, senior housing, finance, healthcare, schools, shopping and entertainment. For additional exposure the magazine will be formatted as a pdf flipbook on the KCRAR website which gets thousands of hits each month
- **Recommendation:** Half-page, full color print ad (online ad is complimentary), annual publication that publishes in July 2016. Estimated cost: \$1,400

## Phase 1: Short-Term Brand Tactics

### Website

Websites are the single most cost-effective means for spreading the word about Smithville to residents, visitors and the business community. The time is now to refresh the creative of the website to better reflect the brand.

Structurally, [www.smithville.org](http://www.smithville.org) is simple and easy to navigate. However, there are a few navigation issues that should be addressed including:

- Community page – a more expanded area to use the brand vocabulary and articulate the suburban amenities of the community
  - A better use of this page could also highlight businesses, the Chamber and other data that arms economic developers with information as it relates to workforce and the opportunity for businesses to move to Smithville
- A prominent area for economic development is critical to add now
- Visitors page: This page has tremendous opportunity to showcase community events, outside links to area attractions, etc
- Automated emails generated through the Municipal CMS platform should be branded to reflect new imagery

There are a few portal entry points that should have more prominence on the home page including:

- Parks and recreation
- Economic development opportunities
- Business community
- Social media feeds

The use of original photography and the newly formed brand elements will make the refreshed website a single source place to learn and get to know the City of Smithville. Depending on the goals, the website may need a simple graphic refresh or complete overhaul. Further discussion is needed to identify costs and vendor partners.

**Cost:** Cost depends on many variables and further discussion is needed

## Phase 2: Long-Term Brand Roll Out Tactics

### Timeline: January - December 2017

After the plan has been implemented, the next step is to continue the momentum of the brand using long-term tactics.

### Economic Development: Business Attraction

As evidenced in the brand research, Smithville has a compelling story to tell as a place to do business. The great schools, safe community, well managed city services and connectivity to all parts of the Kansas City metro area make Smithville attractive to entrepreneurs, homegrown enterprises and larger companies seeking the community's enviable quality of life.

A clearer focus on business attraction is critical to:

- Develop professional branded fact sheets that promote the benefits of locating a business to Smithville and the amenities of the community
- Site highlights. To promote certain development sites, create simple one-sheets with maps, demographics and other pertinent information that can also live online or be emailed to specific site selector or EDC partners. A possible site could be Smithville Commons
- New industry sectors. Develop a specific marketing attraction piece that shows successful examples of how Smithville can accommodate new and emerging companies – technology and other services
- Smithville economic development opportunity prominence on partner websites (Clay EDA and Clay EDC). Also, a clear area on the City website with sites and information about “why” Smithville – playing on the “Thriving Ahead” tag line. Site selectors often do most of their research online before contacting an EDC group in a particular community
- A local business highlight via email and web (including social media). Highlight a particular industry segment featuring Smithville business owners. Include personal video testimonials from key community and business leaders to share in recruitment and promotional efforts
- Create a branded elevator speech or talking points for EDC officials, city staff and business leaders that create consistency in messaging
- Develop infographics visualizing community assets, demographic and workforce. Infographics can be posted online and included in email blast and presentations
- Make databases a priority. Electronic communications like newsletters, emails and white papers are the most cost-efficient and time-sensitive methods of communicating with constituents. In order to maximize communications, Smithville must build an accurate e-mail database – start immediately to grow your electronic databases

## Phase 2: Long-Term Brand Roll Out Tactics

- Targeted public relations and advertising. Submit content and advertising in both print and online media. This could include Midwest Real Estate News and Site Selection Magazine
- Reward interested prospects with executive gifts of substance rather than a useless throw away item. Pursuing a smaller number of qualified targets, your budget should allow a nicer gift. A personalized high quality writing pen (like a Sherpa pen or padfolio) is often something people wish for but usually will not purchase for themselves. This advances the personal relationship that you wish to build with prospects
- Attend targeted industry tradeshows. Consider RILA and SIOR Day in Kansas City. When possible have customized marketing materials for the attendees ready
- Work with KCADC to coordinate a time when Smithville can be a featured community in the email blasts and quarterly magazine, *Options*. Also look for ways Clay EDC can prominently feature Smithville as a potential community to start, move or locate business
- Coordinate new project announcements with project affiliates

### Business Retention and Expansion (BRE) Efforts

With the new brand, Smithville has the opportunity to tell a new and refreshed business attraction story. However, it will be critical as the brand becomes part of the community's fiber, that the City does not lose sight of business retention and expansion efforts. The Chamber, along with Clay County EDC, should play a pivotal role in ensuring that local businesses stay and grow in Smithville.



## Phase 2: Long-Term Brand Roll Out Tactics

### Public Relations

Outreach to regional real estate media outlets. This includes writing and distributing news releases via the news wire service, inviting key media representatives to project overview webinars and events and fostering positive relationships with members of the trade media through media visits and briefings. Develop and distribute press kits, write news releases, announcements and pitch story ideas to both print and online media.

In addition to the regional real estate trade publications, evaluate other outlets where end-users receive information, such as government associations, healthcare business and other media outlets that align with Smithville's economic goals.

- Feature article writing and placement introducing the brand
- Develop a press kit to ensure the local media, Kansas City business and trade press have the most factual and accurate information about Smithville. Elements should include:
  - Fact Sheets
  - Project Overviews
  - Facts and Figures
  - Press Releases
  - Project Photos
  - Frequently Asked Questions (FAQs)
  - Media Contact Information

## Phase 2: Long-Term Brand Roll Out Tactics

### Public Awareness and Support Through Brand Integration

Residents and business leaders alike will start to see the brand in action as new materials, apparel, signage and other communication is changed to reflect the creative elements of the brand. They are more likely to support it if they see it in action.

#### Department Brochures

- Identify and prioritize department brochures and forms

### Free Community Wi-Fi

Provide free Wi-Fi at different points across the City including the downtown Smithville business district. These “Thriving Ahead” Wi-Fi zones could be at restaurants and public parks. Mark each spot with branded signage. Work with an internet provider to share the costs.

### Art and Fun

Work with community partners and the Chamber to put art and music and theater on display along the business district. Host a call for entries or a contest to interpret the tagline and logo in two-dimensional or three-dimensional mediums. This could lead to public art installations all around the community and at schools or in parks. Art installations and demonstrations (En Plein Air) are perfect for interpretations of the logo and tagline.

Host a 5K fun run or bike (or partner with an existing event) where runners and volunteers learn more about Smithville and its brand attributes.

### Streetscape Program

As evidenced in the brand research, many in the community would like to see landscaping and possible streetscaping efforts along the 169 corridor. Funding and planning should be considered to support the brand initiative.

### New Resident Packet

Develop a new resident packet (both print and online) that introduces new residents to the community, provides necessary information about utility set-up, etc.

## Signage Scope of Work: Proposed Cost of Services

The research indicated a strong desire by many in the community to have more visible signage at community entry points and around the community so that when you are in Smithville you know it. Signage is a critical branding component for communities. Effective signage can positively impact a visitor's experience and also advance general awareness.

A few ideas include:

- Gateway monument signage at main community entry points along Highway 169 northbound to the righthand side, at the intersection of 169 south at the cross-section of 92 and along Highway 169 southbound heading into Smithville. Identify with city planners a preferred, direct avenue from the interstate. Further clarification on funding sources will need to be done prior to a full recommendation
- Begin looking for funding for creation and development of a Wayfinding System. Look for federal and state grant funds
  - Highway/freeway directional signage
  - County and city thoroughfares
  - Pedestrian wayfinding for Downtown
  - Information kiosks
  - Gateway signage
  - Marquee signage for parks and other public facilities
  - Water tower graphics
- Provide realtors with a branded add-on sign for the top or sides of their real estate yard signs that uses the tag line and logo
- Create branded yard signs like realtor signs to place in front of areas that the volunteers clean or improve
- Add brand flags to flagpoles at both private and public locations. Flagpoles provide a visible and relatively inexpensive location for brand display. Inventory local flagpole options and approach property owners/organizations about sponsoring a brand flag.

