

# Year Two: Choose Cape Fear

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January 22, 2017



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# What's the goal?

*Generate long-term interest, investment and impact in the Cape Fear region.*

***Prime potential audiences and create fertile ground for all economic developers.***



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# What's the strategy?

Collaborating with across regional economic development organizations.

Storytelling around the region's business-related assets.

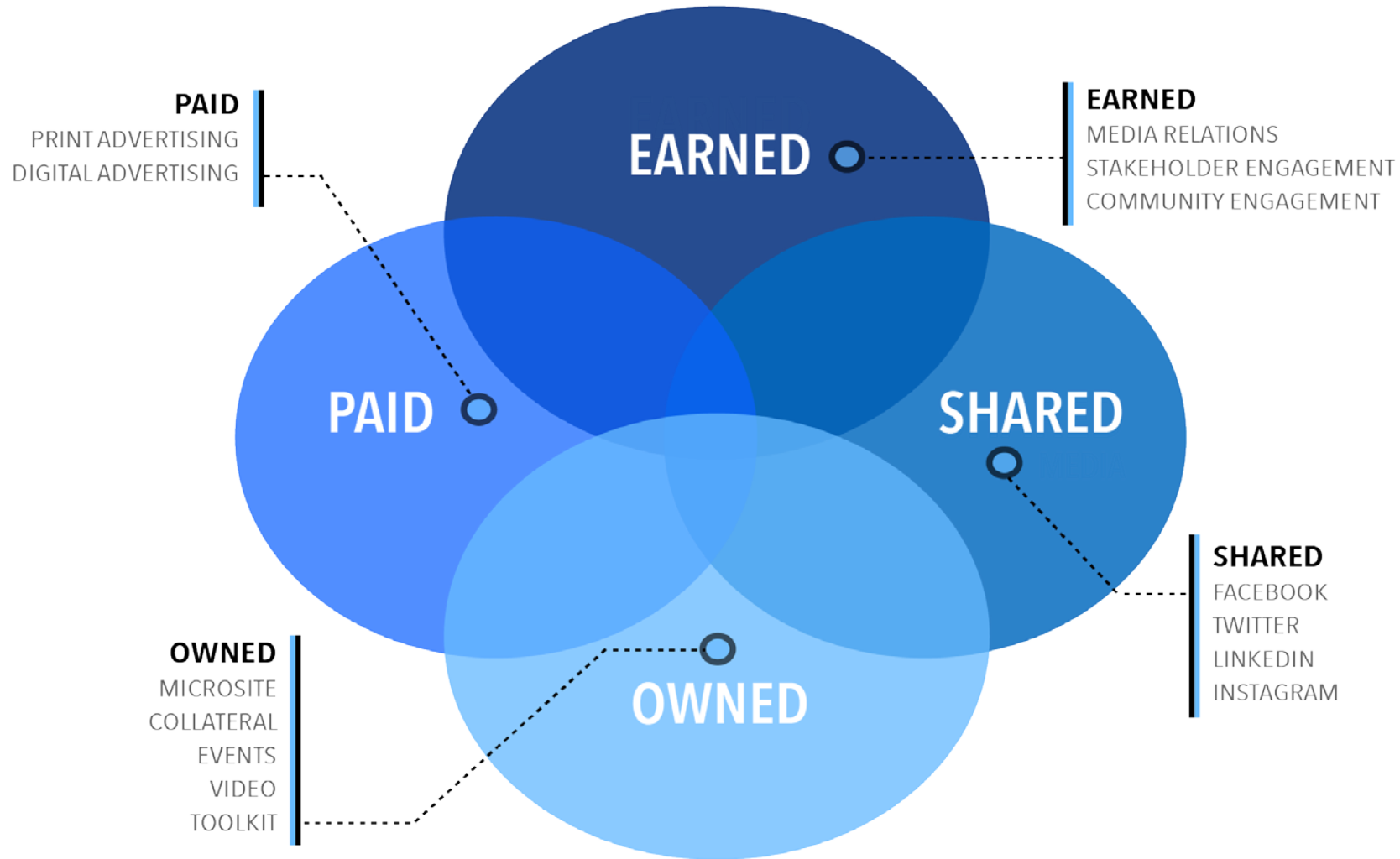
Continuing to develop tools to assist individual economic development efforts by all.

Utilizing integrated communications to surround target audiences with key messages and reasons to believe.



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# Integrated Communications Approach



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# Choose Cape Fear Campaign: *Tactical Results to Date*

- ✓ Stakeholder Meetings: **80+**
- ✓ Regional stories gathered: **20+**
- ✓ Microsite: **4,000+** visitors and **200+** click through to other sites
- ✓ Toolkit: **355+** downloads
- ✓ Video: **225,000+** views
- ✓ Digital Advertising: **2.2 million** impressions
- ✓ Media Relations: **12.8 million** impressions
- ✓ Social Media: **285,000+** impressions



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# Overall Results to Date

## REACH

**15.2 Million+**

## ENGAGEMENT

Media Coverage:

25+ interviews

Media Coverage:

90 articles

Website Traffic:

2:51 average time on site

Digital Ad Campaign:

2,144 clicks

Expo Tent:

3,000 ball markers

## SENTIMENT

Media Coverage:

Positive

Social Media:

100% positive

Community Response:

93–100% positive

# Campaign Strengths & Weaknesses

## STRENGTHS

- Brand
- Marketing
- Community Engagement

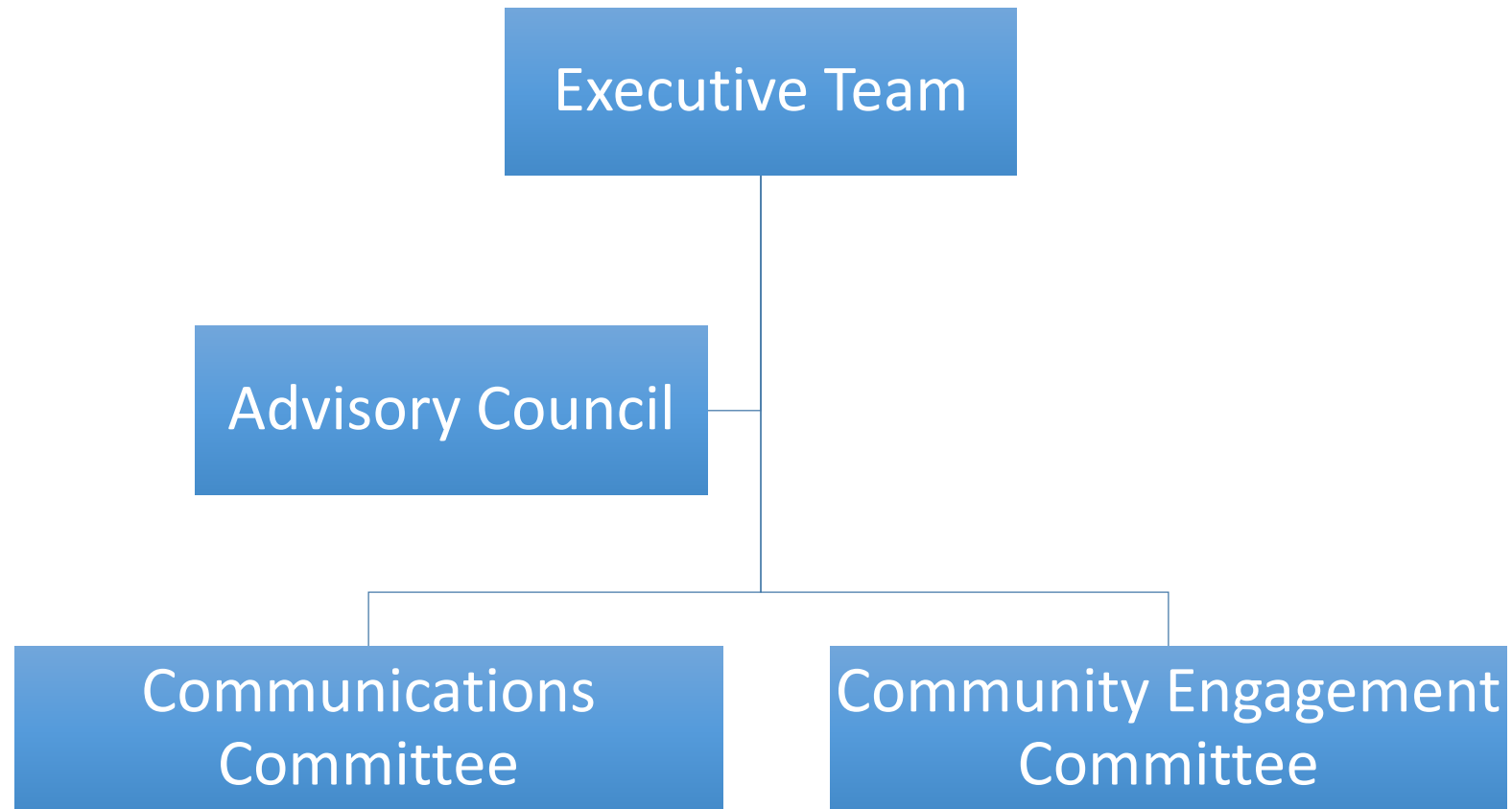
## WEAKNESSES

- Budget
- Story Gathering



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# Operational Structure



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# Executive Team

## Members

- President & CEO of the Wilmington Chamber
- Cape Fear Future Foundation Board Chair
- Wilmington Chamber of Commerce Board Chair
- Wilmington Business Development CEO

## Responsibilities

- Governance
- Budget
- Fundraising
- Messaging

# Advisory Council

## Members

- Executive Team
- Regional Economic Developers
- Government Representatives
- Regional Chambers of Commerce Representatives

## Responsibilities

- Counsel
- Facilitating community connections
- Committee volunteering, as appropriate

# Communications Committee

## Members

- Executive Team Representative
- 10-15 Regional Communications & Marketing Professionals

## Responsibilities

- Media relations & social media
- Story gathering & content creation
- Resource development: website & toolkit

# Community Engagement/Ambassadors Committee

## Members

- Executive Team Representative
- 5-8 Individuals throughout 4-County Region

## Responsibilities

- Community presentations
- Toolkit updates and sharing
- Fundraising
- Story gathering

# Tactics

- Media Relations
- Social Media
- Stakeholder Engagement
- Community Engagement
- Toolkit
- Event & Video
- Collateral
- Digital & Print Advertising
- Microsite Updates



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# ADVERTISING: Digital

- Campaign Activity:
  - January 2018 – September 2018
- Market Reach:
  - New York
  - Atlanta
  - Chicago
  - Dallas
  - Phoenix
  - Indianapolis
  - Cleveland
  - Los Angeles
  - San Francisco
- Estimated Total Targeted Impressions Levels: 20,412,088



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# ADVERTISING: Print

- Campaign Activity
  - Full page ads in business network
  - Four- or six-page custom **cover wraps**
- Market Reach
  - Prioritize 2-3 markets
  - Target C-Suite executives and Site Selectors



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TACTIC	DETAILS	BUDGET
Media Relations/Social Media Transition	<ul style="list-style-type: none"> <li>• Orientation and training session with committee to include:               <ul style="list-style-type: none"> <li>○ Orientation to strategic plan, goals, and objectives</li> <li>○ Content curation, creation and distribution process, and best practices</li> </ul> </li> <li>• Providing initial list of story ideas</li> <li>• Developing initial editorial calendar</li> <li>• Providing already-developed media lists</li> </ul>	\$8,500
Print & Digital Advertising	<ul style="list-style-type: none"> <li>• 5–8 months of digital advertising across target markets</li> <li>• Full page, four color ads across 2-3 target markets</li> <li>• Cover wraps targeting 500-5,000 very qualified targets</li> </ul>	\$100,000–\$300,000
Website Edits	<ul style="list-style-type: none"> <li>• Blog/newsroom additions</li> <li>• Additional updates if necessary</li> </ul>	\$2,100
Collateral	E&V will work with the Executive Board to concept, estimate and create a collateral piece that can meet a wide range of needs for collateral, as appropriate.	Estimated upon request
Counsel & Service	Can be used for: <ul style="list-style-type: none"> <li>• General counsel</li> <li>• Stakeholder engagement advice</li> <li>• Media relations &amp; social media guidance</li> <li>• Fundraising assistance (pro bono)</li> </ul>	\$15,000 (6 hours per month)



# DISCUSSION



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