



 **DELAWARE**
ECONOMIC DEVELOPMENT OFFICE

Right Place. Right Size.

Delaware Business Marketing Program

April 1, 2015



The Delaware Business Marketing Program figures shown below reflect the total contributions and expenditures for April 1, 2014 – March 3, 2015.

Contributions Received:

The total contribution received April 1, 2014 – March 31, 2015 is \$30,500.

Total Expenditures:

The total expenditures for April 1, 2014 – March 31, 2015 for the Business Marketing Program is \$252,675.90*

Marketing Program Assessment:

Partially assisted by the Strategic Fund, DEDO’s business attraction and retention efforts are supported by its Strategic Communications team. The team uses public relations, advertising, event planning, marketing, social media and other online tools to promote financial programs and services and trumpet DEDO’s major successes.

*\$252,672.90 as of 3/31/15. Anticipate additional expenditures of approximately \$47,000.



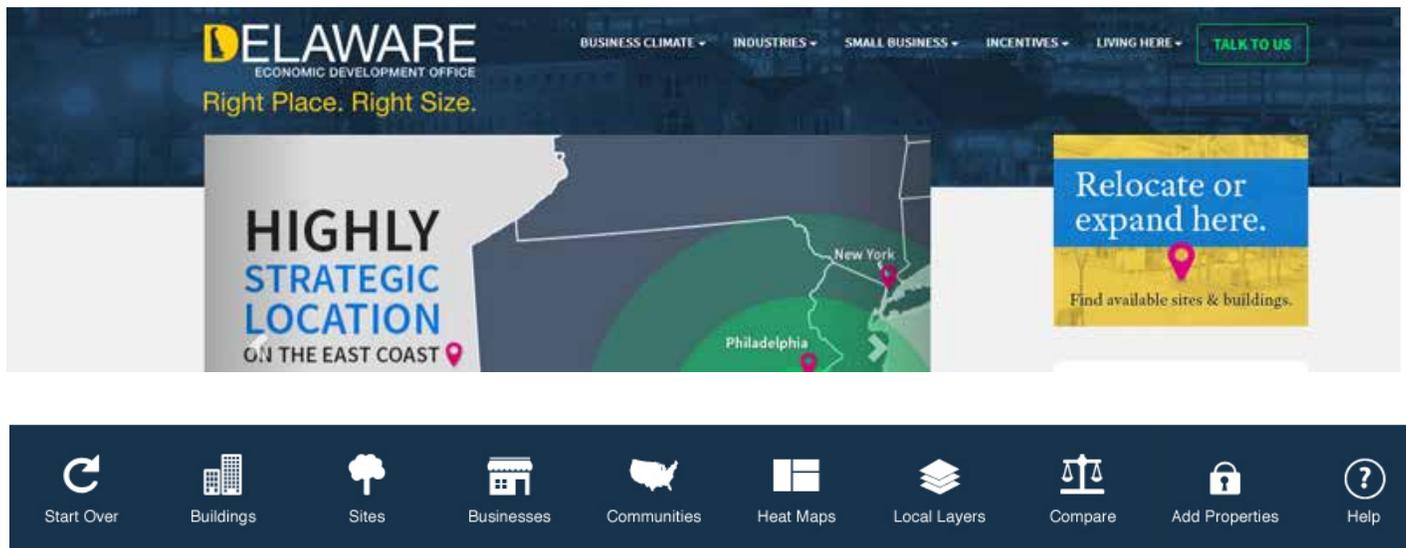
Marketing Initiatives:



Customer Relationship Management



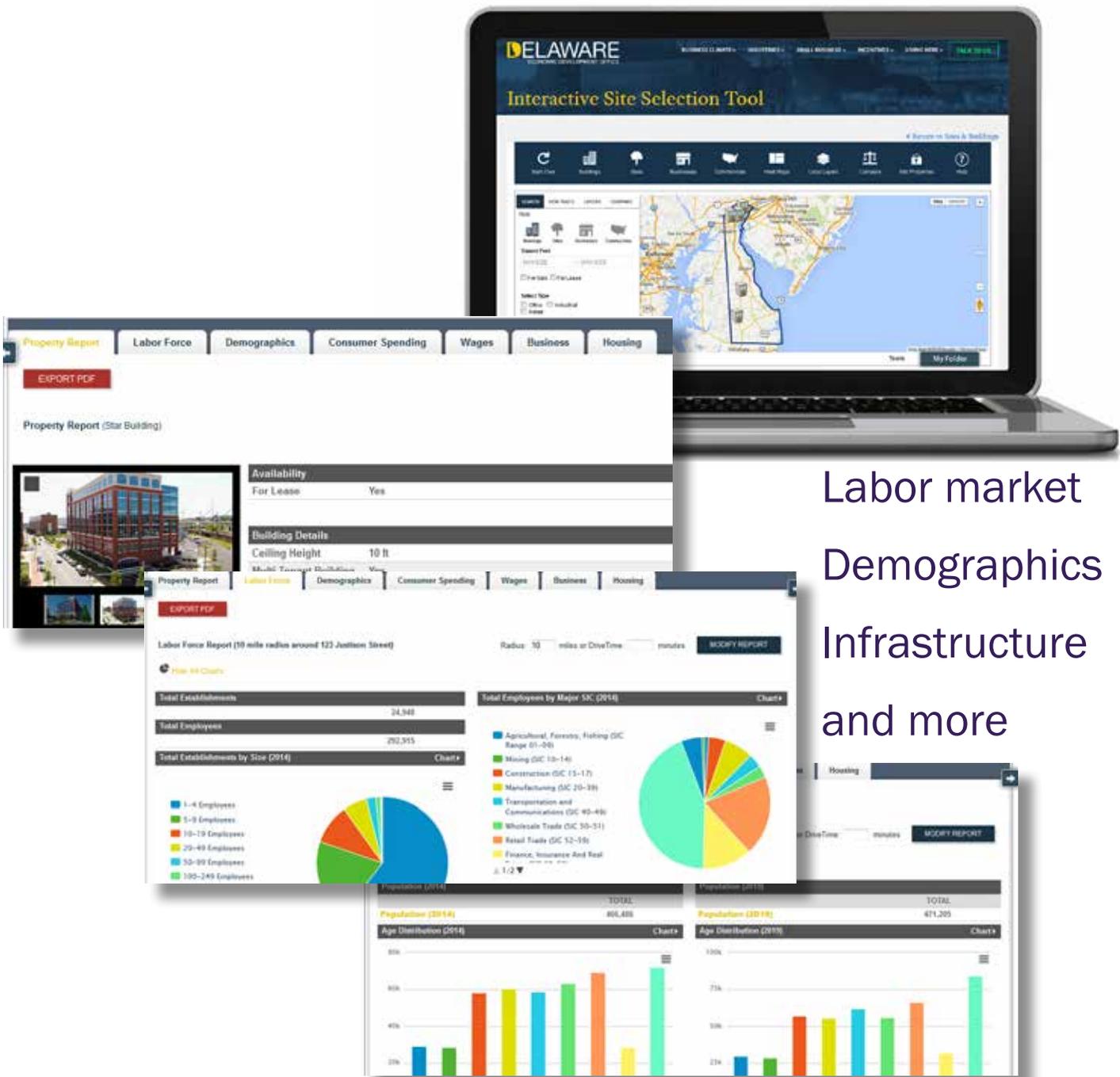
In 2014 DEDO, in partnership with DTI, began planning the implementation of its new Customer Relationship Management program. Using the Salesforce Customer Success Platform, this CRM program will offer a great deal more functionality than DEDO's current program provides. The system offers analytics for review allowing us the ability to target future marketing efforts to a specific audience.



Website Development

On March 30, 2015, DEDO will unveil its new website. The revamped website includes navigation, content, design and functionality. Once the Salesforce CRM is live, DEDO's new website will be enhanced to seamlessly track and manage potential business leads.

In addition, the new site will include a geographic information system (GIS) providing site selectors and potential investors from around the world a tool to navigate through an interactive map of Delaware. In addition, the site provides a comprehensive database of available Delaware properties. This economic development tool will also provide information on Delaware's labor market, demographics, infrastructure and more. The communication team is working with the real estate community facilitating portal access and assisting realtors as they load commercial and industrial real estate properties in the system. The tool offers realtors free marketing, increased traffic flow, and expands the number of direct and well-informed leads.



Location Advisor Outreach

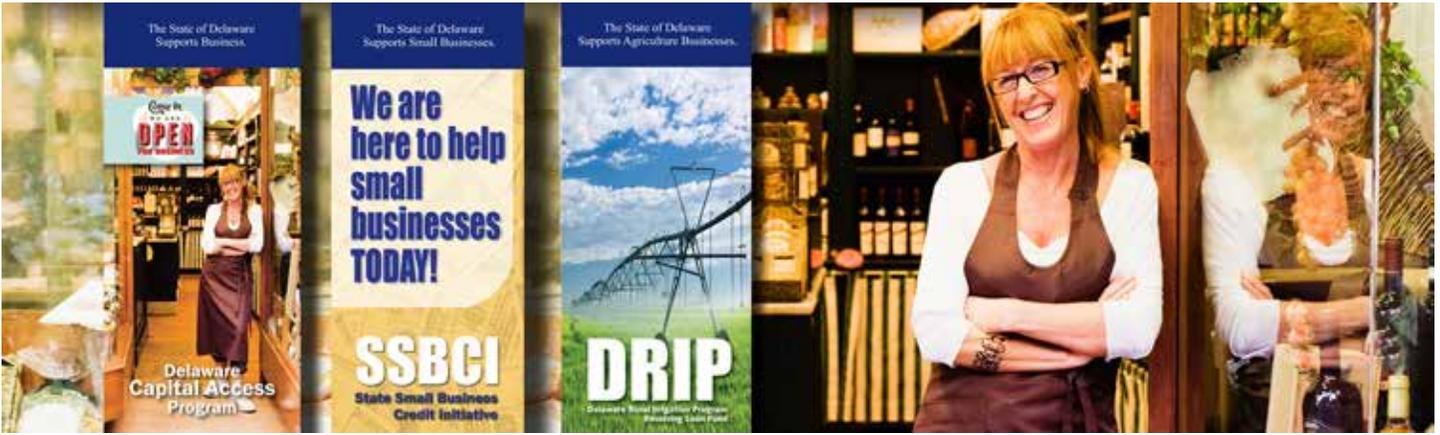
DEDO's outreach and marketing efforts to location advisors remains successful. We continue to strengthen these existing and fledgling relationships through tools such as the GIS feature on our website. In an effort to enhance awareness of the benefits of starting, locating, or expanding a business Delaware, DEDO is in the process of rebranding its e-news update, Delaware Digest, .

Additionally, DEDO – in partnership with Bank of America –hosted a webinar targeted to location advisors. In April 2014, approximately 20 location advisors joined the webinar as Bank of America's Delaware Market President shared the business advantages that Delaware offers the financial industry.

In May 2014, DEDO hosted a Lunch and Learn for a small, targeted group of location advisors in Chicago. Governor Markell, Director Levin and Bernice Whaley travelled to Chicago to discuss why companies such as Agilent Technologies, Ashland, Capital One, DOW, DuPont and JP Morgan Chase are investing in the Delaware. The open dialog offered the opportunity for location advisors to share their thoughts on Delaware and provide suggestions on how DEDO may improve its marketing efforts.

Requests for Information

The marketing program plays a vital role in DEDO's mission of attracting new investors and businesses to the state, promoting the expansion of existing industry and improving employment opportunities for all Delawareans. The Strategic Communications team continues to personalize and customize every Request for Information submitted to DEDO by location advisors and/or businesses. Through collaborative internal efforts, the Strategic Communications team works to prepare a response that specifically meets the needs of the client. Customized responses include industry-specific photos, architectural renderings of buildings, property reports and personalized videos. We work with other state and local agencies to provide a comprehensive response. The team also provides supporting materials, promotional items, etc. to further enhance the relationship between DEDO and the client.



Financial Programs

The Delaware Strategic Fund is the state’s primary funding source. The fund provides low-interest loans and grants to businesses for job creation, relocation, retention and expansion through programs such as: the State Small Business Credit Initiative (SSBCI), Delaware Rural Irrigation Program (DRIP), and Delaware Capital Access Program (DCAP). Through the marketing program, customized websites are created for the above programs. Additionally the marketing program targets banks, businesses and farmers through video testimonials, print advertising, brochures, and prepared presentations and symposiums.

In April 2014, DEDO hosted its first Access to Capital Symposium to educate lenders on the benefits of DEDO’s various financing programs. In support, Strategic Communications provided invitations, registration support, signage, presentation templates and video production. Due to the program’s success, in 2015, DEDO will be hosting two similar Symposiums – one in New Castle County and one in Sussex County.

‘14



‘15



SO YOU WANT TO BUILD YOUR BUSINESS
DEADLINE FAST APPROACHING
Sign-up TODAY!

Kauffman FastTrac® Entrepreneurial Training Program
brought to you by DEDO and Delaware Technical Community College.

KAUFFMAN | **FASTTRAC.** | **DELAWARE** ECONOMIC DEVELOPMENT OFFICE | **DELAWARE** TECHNICAL COMMUNITY COLLEGE
Startup your idea. | Right Place. Right Size.

DELAWARE'S SMALL BUSINESS SUMMIT 2014
DECEMBER 7, 1787

Entrepreneurial Support

The marketing program is designed to support DEDO's Entrepreneurial & Small Business efforts by promoting the tools and educational opportunities available through DEDO's resources and partners. For example, in November 2014, the Strategic Communications team supported Delaware's Small Business Summit hosted by DEDO. Over 300 attendees gathered in Dover to hear about expanded State contract opportunities for the disabled, women, minorities, veterans and small businesses in Delaware. Participants were also provided detailed overviews of small business initiatives and programs offered by the State of Delaware.

DEDO continues its partnership with Delaware Technical Community College for continued delivery of the Kauffman FastTrac program. DEDO supports the program through annual funding, oversight, and marketing support. FastTrac is designed to help entrepreneurs, veterans, and proprietors of minority and woman-owned businesses hone the skills needed to create, manage and grow successful businesses in Delaware. The marketing program creates maximum awareness of the overall through advertising, media pitches, email blasts, flyers, and video testimonials.





Downtown Delaware

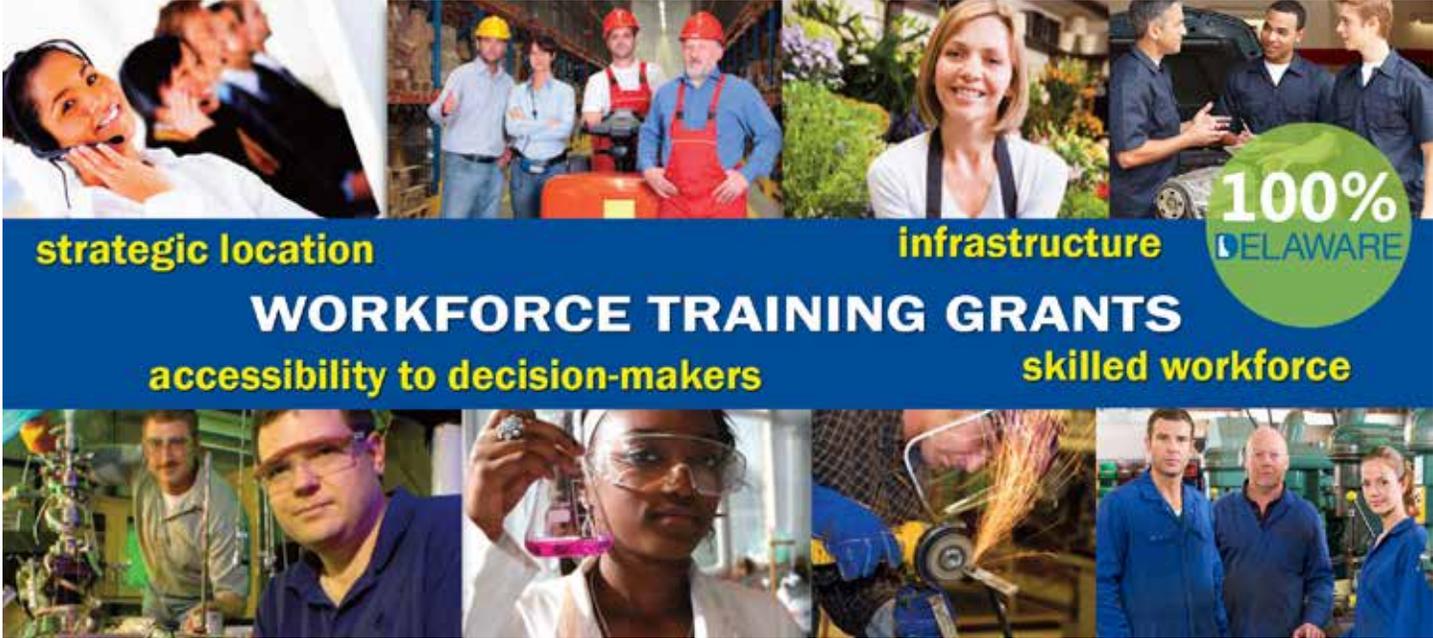
DEDO's Downtown Delaware program provides Delaware's historic downtowns, communities, and small businesses with tools to revitalize their commercial districts, increase entrepreneurial opportunity, and enhance quality of place. Project Pop-Up was designed to provide unique opportunities for Delaware's small business community by offering three months of rent-free commercial space and the assistance of a business advisor to support the entrepreneurs. The uniqueness of this project requires a variety of marketing techniques – radio ads, videos, photography, on-site window posters, website design, QR Codes, press releases, media pitches and local events. Since the program's inception in 2012, 14 businesses have signed long-term leases to continue operating in their downtown space.

Open for Business

Open for Business meetings, held monthly in each county, are collaborative outreach events designed to encourage and support small business throughout the state. These meetings provide entrepreneurs the opportunity to meet the agencies that provide resources to small business, develop key relationships within the small business community, and learn about the programs and services that are available to start-up and existing businesses. (A sample of the agencies includes SBA, Chambers of Commerce, YWCA, SBDC, etc.) Until the spring of 2014, each county had its own marketing/logos/websites to market the events which caused confusion and inconsistencies in messaging. In an effort to create a state-wide



brand identity for this program, DEDO's Strategic Communications and Businesses Development teams worked to design a common look and feel to create an overall brand identity. Each county was presented with a logo, letterhead, website outline, and meeting notice and agenda templates, creating synergy across throughout New Castle, Kent and Sussex counties.



Workforce

DEDO's Workforce Development team helps Delaware employers build a competitive workforce by upgrading and retaining valued workers through customized training programs that build employee competencies. In addition to customized training, the marketing program promotes workforce training for valuable skills such as welding, lean manufacturing, capital efficiencies, leadership and software training through brochures, flyers and the website.

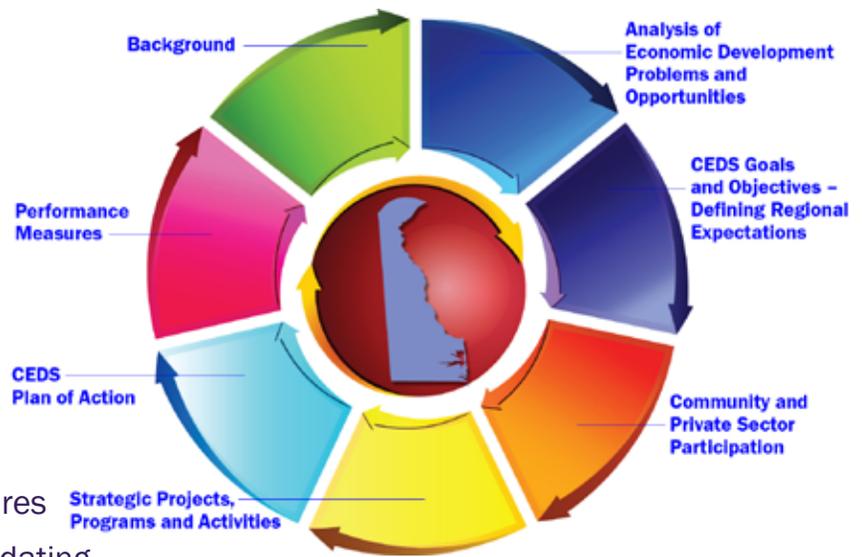
Visual Resources Project

The Strategic Communications team recently finalized a visual resource project in collaboration with Teleducation. This video project includes testimonials from business/education leaders from companies such as: Capital One Christiana Care Health Systems, Dassault, Delaware State University, Dogfish, Falcon, Nemours, Pat's Aircraft, and the University of Delaware. Highlights of the video testimonials include:

- Location Advantages and Transportation (95 Corridor, Amtrak, Airport(s); proximity to major cities from NYC to DC)
- Business and Manufacturing (Agriculture, Bio-meds, Specialties)
- Workforce Development (DTCC, UD, DSU; Vo-Techs)
- World-Class Medicine (CHCC, Nemours, etc.)

The videos are broken down into segments to be used for website posting, inclusion in RFI's, by-industry overview and promotional segments, video news releases, footage requests from media outlets and various other marketing and broadcast applications.





Comprehensive Economic Development Strategy (CEDS)

Federal law and regulation requires the development and regular updating of a Comprehensive Economic Development Strategy as a fundamental requirement to accessing federal Economic Development Administration funding for economic development projects. This provides Delaware the opportunity to review the economy, evaluate where possibilities for growth exist and combine them into a focused, proactive strategy. Working with DEDO's Infrastructure and Intergovernmental Relations, Strategic Communications assisted in finalizing a report to support Delaware's efforts to grow its economic base and to position itself for future sustainable. This report details initiatives that will support the private sector in shaping Delaware's economy in the future.

SPONSORSHIPS



WinterFest
Tabletop & Networking Expo

December 12
5:00 - 8:00 pm

Hilton Wilm/Christiana
FREE for members!

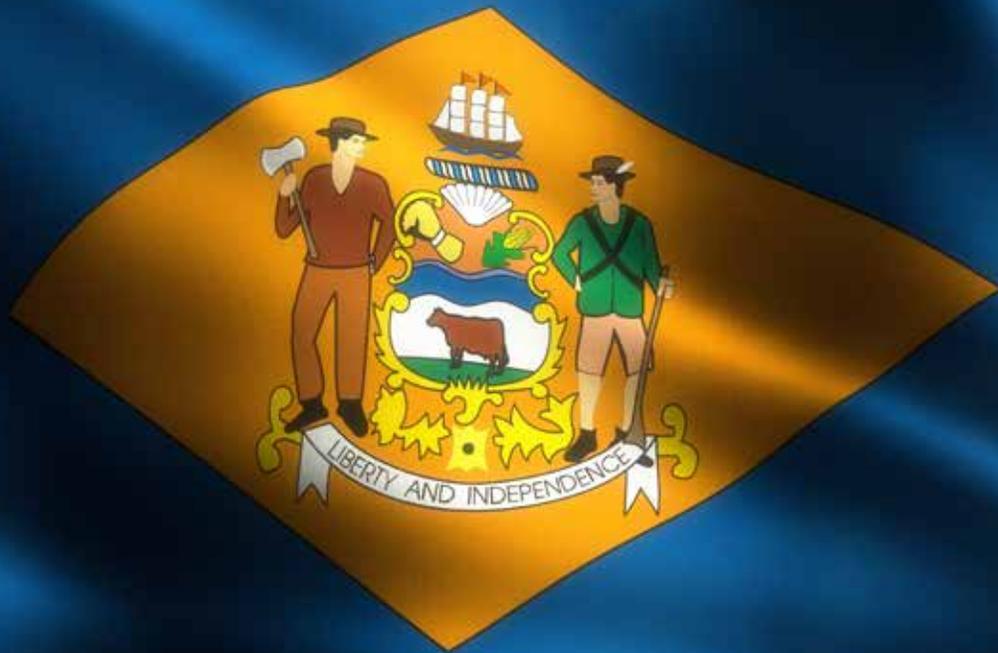
DELAWARE
Financial Literacy Institute
The Money School

ShowWorks



Sponsorships

DEDO is often asked to support business and community events and/or programs. Participation in these events provides DEDO with the opportunity to raise awareness of its various entrepreneurial, workforce development and financial programs. Through the marketing program, the Strategic Communications team prepares exhibits, provides promotional items, customized program ads and logos to support the event/program while promoting DEDO.



DECEMBER 7, 1787