



Denton Chamber Office of Economic Development

**ANNUAL COMPREHENSIVE MARKETING PLAN
2017-2018**





Comprehensive Marketing Plan for the Denton Chamber Economic Development Office

1. Timeline for print and digital ad buys
2. Maintenance and Updates to DentonEDP.com
3. Platforms and Schedule of Social Media
4. Planned Marketing Trips



Timeline for print and digital ad buys




Site Selection Magazine's – Texas Wide Open for Business Guide



DENTON, TEXAS

- More than 800 acres for corporate development
- Located at the apex of the vibrant Dallas-Fort Worth metroplex
- Close proximity to DFW, Dallas Love and Alliance airports
- Two universities with more than 50,000 students
- Municipally owned utility (DME) and airport (DTO)
- Nationally recognized high tech hot spot

Adam Gawarecki, Vice President, Economic Development
Denton Economic Development Partnership
Denton Chamber of Commerce
Office: 940-382-7151 | Email: vp@dentonedp.com
www.dentonedp.com





Timeline for print and digital ad buys

ED Directory listing in Site Selection Magazine




Denton Chamber of Commerce
Denton ED Partnership
414 W. Pkwy
Denton, TX 76201
Adam Gawarecki, V.P.
940.382.7151
www.dentonedp.com


City of Waco
1001 Spring Blvd. #100
Waco, TX 76702
Steve Pilgrim, Dir. Business & Econ. Dev.
281.297.2204
www.waco-texas.com


Entergy Texas
1001 Spring Blvd. #100
Waco, TX 76702
Steve Pilgrim, Dir. Business & Econ. Dev.
281.297.2204
www.entergy-texas.com


Kilgore Econ. Dev. Corp.
1001 Spring Blvd. #100
Kilgore, TX 75662
Amanda Nobles, Exec. Dir.
903.983.3522
www.kilgore-edc.com


LINDALE EDC
105 Ballard Dr.
PO Box 127
Lindale, TX 75771
Susan Gill, CEO, President
903.882.5332
lindaletxas.com


Midland Econ. Dev. Corp.
5900 S. Lake Forest Dr., #110
McKinney, TX 75070
Durrell Anderson, Pres.
972.562.5430
www.mckinneyedc.com


MIDLAND EDC
109 N. Main, 2nd Fl.
Midland, TX 79701
Pamela Welch, Exec. Dir.
432.686.3571
www.midlandedc.com


New Braunfels EDC
PO Box 311417
New Braunfels, TX 78131
Michael Meek, Pres.
800.927.0905
www.businessnewbraunfels.com


North Houston District
16945 Northchase Dr., #1900
Houston, TX 77060
Robert Fadenstein, VP Strategic Planning & Dev.
281.874.2131
northhouston.org


Office of Governor Greg Abbott
221 E. 11th St., #400
PO Box 12428
Austin, TX 78711
Brian Daniel, Exec. Dir.
512.936.9405


City of Wilmer Econ. Dev.
777 Taylor St. #900
Fort Worth, TX 76102
Brandon Gengibach, Exec. VP ED
817.336.2491
www.cityofwilmer.net/economic_development


Fort Worth Chamber of Commerce
777 Taylor St. #900
Fort Worth, TX 76102
Brandon Gengibach, Exec. VP ED
817.336.2491
fortworthchamber.com


Lubbock ED Alliance
1500 Broadway 6th Fl.
Lubbock, TX 79401
John Osborne, CEO
806.749.4500
www.lubbockeda.org


MANSFIELD TEXAS ECONOMIC DEVELOPMENT ALLIANCE
301 South Main St.
Mansfield, TX 76063
Richard Nevins, Asst. Dir.
817.728.3652
www.mansfield-texas.com


McAllen Econ. Dev. Corp.
6401 South 33rd St.
McAllen, TX 78503
Keith Partridge, Pres./CEO
956.682.2875
www.mcallenedc.org


Greater San Marcos Partnership
1340 Wonder World Dr., # 108
San Marcos, TX 78666
Adriana Cruz, President
512.393.3400
www.ecodevsanmarcos.org


Dumas Econ. Dev. Corp.
900 N. Dumas Ave.
Dumas, TX 79029
Michael Rummig, Exec. Dir.
806.934.3332
Dumasedc.org


Corpus Christi Regional EDC
1 Shoreline Plaza
800 N. Shoreline #1300 S.
Corpus Christi, TX 78401
John Vasey, Pres./CEO
361.882.7445
www.ccrdec.com


Denton Chamber of Commerce
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414 W. Pkwy
Denton, TX 76201
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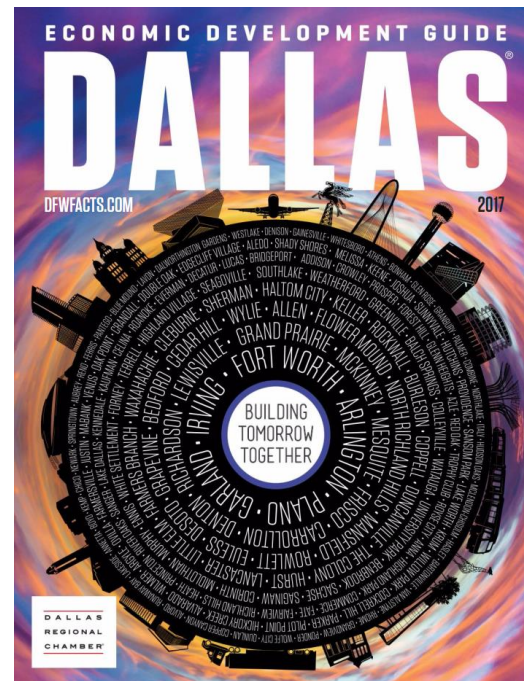

TEXAS DUMAS
900 N. Dumas Ave.
Dumas, TX 79029
Michael Rummig, Exec. Dir.
806.934.3332
Dumasedc.org



Timeline for print and digital ad buys



Dallas Regional Chamber's Economic Development Guide



- More than 800 acres for corporate development
- Located at the apex of the Dallas-Fort Worth metroplex
- Close proximity to DFW, Dallas Love and Alliance airports
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Denton Economic Development Partnership
www.dentonedp.com





Maintenance and Updates to DentonEDP.com

- Monthly and annual updates to pages and links
- Current website update and facelift project



Upgrade and facelift project



- Full scale design refresh to bring the brand and feel of Denton EDP to life on your site
- Upgrade the backend and core systems behind the site
- Integrate the new design into the new programming
- Optimize the site for mobile across all platforms with responsive programming
- Upgrade all EDsuite tools to the newest version
- Add an Agenda tool, Staff and Board tool, and a new Map and Resources center to the site



Upgrade and facelift project



- Add a floating header for easier navigation and user flow for visitors
- Migrate the current content into the refreshed website and coordinate with Denton EDP to refresh the photography utilized on the site
- Work to develop a plan to better utilize and understand the analytics attached to the site
- Work to develop a proposed plan to increase the SEO and targeted marketing of the website over time



Platforms and Schedule of Social Media

- LinkedIn – Once or twice monthly
- Facebook – Weekly
- Twitter - Weekly



Marketing Trips for 2017-2018



Operations Funded:

- Professional Development
- Target Marketing

Private Funded:

- Target Marketing



Marketing Trips for 2017-2018



Operations:

- Professional Development
 - Texas ED Council
 - International ED Council



Marketing Trips for 2017-2018



Operations:

- Target Marketing
 - Team Texas (2)
 - Type 1 Marketing Trip
 - Advanced Mfg. Expo
 - Southern ED Council
 - DFW Marketing Team (2)
 - NTCAR



Marketing Trips for 2017-2018

Private:

- Target Marketing
 - Southern ED Council
 - Industrial Asset Management Council (2)
 - Type 1 Marketing Trip
 - Site Link Forum
 - Site Selectors Guild
 - Area Development Forum (2)
 - Consultant Connect (ECONMIX)
 - Team Texas (2)



Denton Chamber Office of Economic Development

QUESTIONS / COMMENTS

