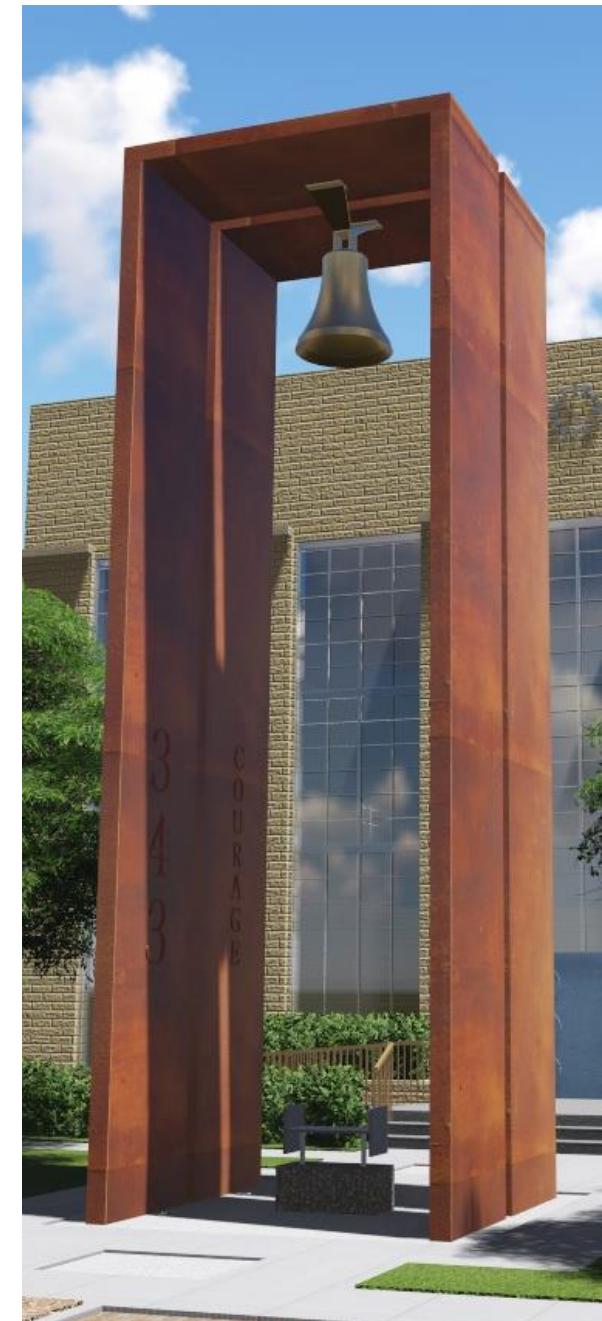




# Denton Chamber Office of Economic Development

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**ANNUAL COMPREHENSIVE MARKETING PLAN  
2017-2018**





# Comprehensive Marketing Plan for the Denton Chamber Economic Development Office

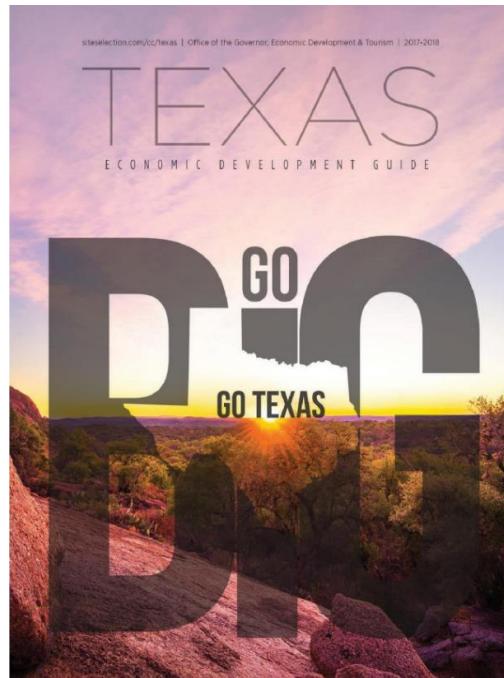
1. Timeline for print and digital ad buys
2. Maintenance and Updates to DentonEDP.com
3. Platforms and Schedule of Social Media
4. Planned Marketing Trips



# Timeline for print and digital ad buys



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



- 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](mailto:vp@dentonedp.com)  
[www.dentonedp.com](http://www.dentonedp.com)



# Timeline for print and digital ad buys



## ED Directory listing in Site Selection Magazine



City of Waxahachie  
401 South Rogers St.  
Waxahachie, TX 75168  
Doug Barnes, Dir. of Econ. Dev.  
469.309.4212



City of Wilmer Econ. Dev.  
128 N. Dallas Ave.  
Wilmer, TX 75172  
David D. Miracle, CEO, Exec. Dir.  
972.441.6373



Corpus Christi Regional EDC  
1 Shoreline Plaza  
800 N Shoreline #1300 S.  
Corpus Christi, TX 78401  
Iain Vasey, Pres./CEO  
361.882.7448



Greater Beaumont Chamber

1110 Park St.

Beaumont, TX 77701

Regina Lindsey, Pres./CEO

409.834.6581



Denton Chamber of Commerce

Denton ED Partnership

414 W. Pkwy

Denton, TX 76201

Adam Gawarecki, V.P.

940.382.7151

www.dentonedp.com



Greater San Marcos

Partnership

134 W. Main Street, # 108

San Marcos, TX 78666

Adriana Cruz, President

512.393.3400

www.greatsanmarcos.org



McAllen Econ. Dev. Corp.

201 South 33rd St.

McAllen, TX 78503

Keith Padilla, Pres./CEO

956.682.2875

www.mcallenedc.org



Dumas Econ. Dev. Corp.

900 N. Dumas Ave.

Dumas, TX 79029

Michael Rummel, Exec. Dir.

806.934.3332

Dumasedc.org



New North Houston District

16945 Westchase Dr., #1900

Houston, TX 77068

Robert Fiedenfeld, VP Strategic Plan-

ning & Dev.

281.874.2131

northhouston.org



McKinney Econ. Dev. Corp.

10001 Synergy Blvd. #100

Kilgore, TX 75662

Amanda Nobles, Exec. Dir.

903.983.3522

www.kilgore-edc.com



Midland Econ. Dev. Corp.

109 N. Main, 2nd Fl.

Midland, TX 79701

Pamela Welch, Exec. Dir.

432.686.3571

www.midlandedc.com



Lubbock ED Alliance

1500 Broadway 6th F.

Lubbock, TX 79401

John Osborne, CEO

806.749.4500

www.lubbockeda.org



New Braunfels EDC

P.O. Box 311417

New Braunfels, TX 78131

Michael Meek, Pres.

866.927.0905

www.businessnewbraunfels.com



Mansfield Econ. Dev. Corp.

301 South Main St.

Mansfield, TX 76063

Richard Neivens, Ass. Dir.

817.228.3652

www.mansfield-texas.com



McAllen Econ. Dev. Corp.

201 South 33rd St.

McAllen, TX 78503

Keith Padilla, Pres./CEO

956.682.2875

www.mcallenedc.org



Office of Governor Greg Abbott

221 E. 11th St., #400

Austin, TX 78711

Bryan Daniel, Exec. Dir.

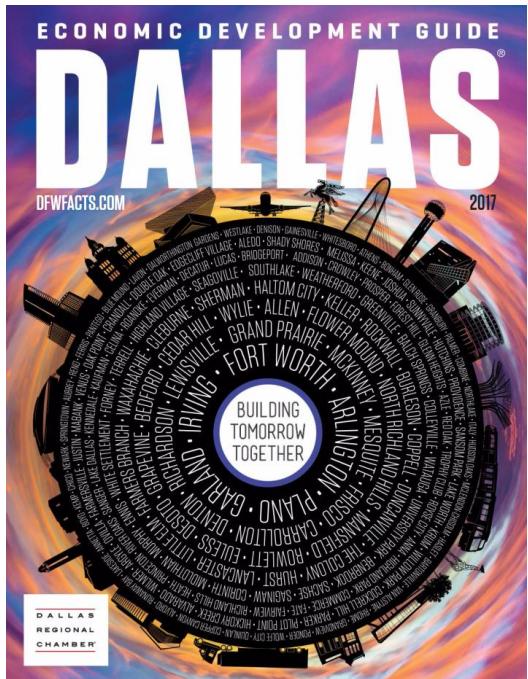
512.936.9405



# 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
- Two universities with more than 50,000 students
- Municipally owned utility (DME) and airport (DTO)
- Nationally recognized high tech hot spot



Denton Economic Development Partnership  
[www.dentonedp.com](http://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

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QUESTIONS / COMMENTS

