



www.co.barron.wi.us

Barron County Economic
Development Director

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www.barroncounty.com

Barron County Economic
Development Corporation
Executive Director

January 3, 2010

2010 Marketing Plan

**Barron County Economic Development
2010 Marketing Plan
Countywide Marketing, Advertising and
Promotional Activities**

Integrated Marketing Communications

An Integrated Marketing Communications (IMC) program will focus on five goals:

- Increasing the awareness of Barron County and its Economic Development Opportunities
- Building awareness and support among local, regional and statewide influencers
- Increasing the business base of the county
- Improving the employment in Barron County
- Building relationships with those audiences to actively engage them in advancing the Barron County Economic Development Corporation (BCEDC)

The IMC program includes the following elements:

National Media Advertising Q1-4

Although the national trend in the economic development industry is more and more use of the Internet, there are opportunities to provide advertising reach through national publications. Four ads will again appear in *Global Corporate Xpansion*. Additional publications will be reviewed in the industries pertaining to Medical Device and Renewable Energy equipment manufacturing.

Local/Regional Advertising Q1-4

The 2008 local/regional advertising includes *Barron County Today 2008*, and the 2008 edition of the *Wisconsin Indian Head Country* publications. Specialized trail-use publications as in *NORWISKI* will again be used. New, collaborative ad programs focusing on our multi-trail use through ITBEC will be used in 2008. Forward and reverse links with Rice Lake's and Barron County trail information website will also be used.

Collaterals Q1-4

Marketing Collaterals (brochures, informational pieces, leave behind pieces, etc.) will be updated for use in promotional activities throughout the year.

Web Portal Q1-4

Barron County's new official website (www.barroncountywi.gov) continues to provide a direct link to the Barron County Economic Development Website (www.barroncounty.com).

www.barroncounty.com continues to provide a direct link to the Rice Lake Economic Development website with hyperlinks directly to industrial park information and contacts for participating municipalities. The website also offers updated information and links to the industrial parks throughout the county through the MLS program; and as they come on board, the site will provide direct links to other jurisdictional economic development websites.

Online Building/Site Locator Service: LOIS Q1 through availability within the Department of Commerce:

Location One Information System, LOIS, is an online searchable economic development database that provides detailed information on buildings, sites and locations for businesses, brokers and site planners looking for available facilities or land. The office continues to be the county's point location for entry on the LOIS website. The BCEDC is also considering a new application that may replace LOIS.

Geographic Targets (Ongoing)

The county will continue to target the Minneapolis and St. Paul area. Additional areas could include Iowa and Illinois. The primary focus remains as it has since 2005, business retention through our existing businesses, start-up businesses, bio-energy and renewable energy businesses.

Industry Attraction (Ongoing)

Medical Technology, Health-related equipment, Forest Products, Metal Fabrication, Plastics, Distribution, Tourism and Bio-industries and Renewable Energy related technologically advanced equipment and industries requiring four lane highways, rail and air support will continue to be a focus in the county.

The ADZ-Agriculture Development Zone is no longer available from Commerce. However, Commerce still has the development pool of dollars available through its Development program.

Direct Mail Q1-4

The direct mail contact program, when feasible will continue to be focused on specific targeted industries. Over 300 companies in MN, IL, IN, MI, and IA are included in the medical device and related products mailing in conjunction with the MD&M-Multi-Industry Show. For 2010, site planners from MN, IL, IN, MI and IA will also be included in a separate mailing. 2010 will see a focus on medical device manufacturing, wood products, bio-industries and plastics. The BCEDC will be included in all of the Momentum West DM programs.

Direct Mail and Trade Shows, 2010

Exhibited MD&M-Minneapolis and MD&M Chicago, in addition to 7 industry trade shows.

For Exhibit information, please see page 9.

Direct Mail: will be used for the geographic location where participating.

Repeating in 2010, the direct mail program will encourage visits during trade show events and again drawing on the attractiveness of the county's lakes and woods environment, the targeted effort for 2010 will again identify land and fixed property owners in the Chief Executive Officer, Owner or Principal(s), categories located outside the state. This will be accomplished through property locator data within Barron County and when Rail is a needed element, the "BCEDC Rail Brochures" will be used.

The county's database of property owners will be used on two thresholds across two mailing populations:

(1) land and fixed property values in excess of seven hundred and fifty thousand dollars and (2) land and fixed property values in excess of five hundred thousand dollars.

A marketing mailer is sent to each entry matching the above criteria, outlining all the industrial parks and industrial land in the county by jurisdiction, by acreage available, by local and county incentive programs available. This target mailing will be a tool to drive interest to the www.barroncounty.com website and will be used in conjunction with specific attendees of the spring Lake Home and Cabin Show Minneapolis, a recognized resource of property owners in the county.

Promotional Q1-4 (Ongoing and New)

Events:

- Governors Conference
- Superior Days (when specific issues pertain to Barron County)
- ITBEC Conference
- WEDA Conferences "Salute To Industry"
- Local Events Educational Seminars
- MD&M Rosemont 6-Industry Trade Show;
- Lake Home & Cabin Trade Show
- Wisconsin Entrepreneurship Network
- Wisconsin Common Market

For 2010, the BCEDC is reviewing the 6 industry shows in Anaheim, California and the Bio-Conference in Chicago, to be worked with Momentum West Representatives.

Regional Partnerships; ITBEC Q1-4

Since 2005, the county has been a member of ITBEC, the International Trade, Business and Economic Development Council (<http://www.northwestwisconsin.com/>). The Northwest WI Regional ITBEC consists of an Economic Development Commission and a Tourism Development and Promotion Commission. If you visit this website, you will now see direct links to the economic development resources for Barron County. In addition, the Tourism Commission has added resources for county tourism links with further links to the Wisconsin Department of Tourism. In conjunction with the WI Department of Tourism and the ITBEC Tourism Commission, the county's tourism information will be distributed at nearly a dozen of the Winter Sports Shows throughout the region.

Barron County is also featured in *Discover Wisconsin* television shows, emphasizing trails and trail type activities available throughout the county. Arranged by the Economic Development Office, these shows have included include the ATV Playground, snowmobile trials, river activities and more. ITBEC videos can be seen at the following web address and this information is used in marketing collaterals and promotions: <http://www.northwestwisconsin.com/>

Momentum West, is our Regional Economic Development Organization composed of ten counties: Barron, Chippewa, Clark, Dunn, Eau Claire, Pepin, Pierce, Polk, Rusk, and St. Croix. More information can be found at: <http://www.momentumwest.org>

Additional Partnerships and Working Relationships Q1-4

- Northwest Regional Planning Commission
- ITBEC
- NW Regional County Consortium
- Forward WI
- West Central Regional Planning Commission
- Development corporations and Chambers representing individual county jurisdictions
- Wisconsin Department of Commerce
- Wisconsin Housing and Economic Development Authority (WHEDA) Impact Seven
- UW-Extension

- Barron County Realtors
- Rice Lake Economic Development Corporation
- Workforce Resources
- WITC and UW-Barron County
- Momentum West

WI Common Market Q1-4

The Wisconsin Common Market is an e-commerce mall full of Wisconsin art, apparel, specialty foods, cheese, gifts, wines, furniture, unique products, high-quality fine crafts, regional services and more. Since the Q2 of 2005, the BCEDC has been the Barron County portal for county wide businesses to place their products or services on the common market's website. The marketing and advertising assistance program will continue through 2019.

The site operates in collaboration with The Wisconsin Assembly for Local Arts, Great Lakes Intertribal Council, The Wisconsin Business Incubation Association, and Community Action Agencies across our state as well as other organizations.

2010 BCEDC Fundraising

The BCEDC, as a 501c3 registered charitable organization, provides educational opportunities and activities for sustainable lifestyles to residents throughout the county. There are no income requirements. Such opportunities include educational seminars, courses and sessions for secondary high school students, the Somali Community, the Native American Community and other adult populations. There are no fees for these activities, other than a nominal fee charged by WITC for the official "How to Start a Business" course. The Annual fundraising campaign supports such activities in addition to the marketing, advertising and promotions of the county for business and economic growth. The BCEDC is the Marketing Arm for the county. Funds raised by the BCEDC also go to the activities contained in this plan.

Education

The eighth semester of the "How to Start a Business" course will begin on March 23rd, 2010 on the WITC Rice Lake Campus and on April 13 on the WITC Ashland Campus. The course has graduated over 135 students over the seven semesters, providing valuable information used by many of the students to begin their entrepreneurship activities. Special workshops are also planned for educators throughout the region, the Somali Community High School Juniors and Seniors.

Countywide Business Retention and Expansion and Labor Market Surveys Q1-3

In working with the WI Department of Commerce, the surveys will be repeated in 2010, with results planned for the 2nd Quarter. The results of the 2005 surveys are on the website, www.barroncounty.com the printed results of the survey and the PowerPoint Presentation are both accessible. The 2010 results will be made available online later in the year. The results provide practical information for businesses in the area of business retention needs and labor market resources. Assistance will also be provided towards the completion of the 2010 Labor market Study, conducted through the Barron County UW Extensions Office. The survey will be combined with Rusk and Polk Counties to offer a linear perspective of the economic conditions.

Specialty, Regional Business Fund Programs

Aside from the many activities the BCEDC is charged with performing on an annual basis, the RBF programs will continue for 2010 and be driven by BCEDC marketing:

- (1) The Downtown Façade Program, offered to businesses within designated downtown areas for the improvement of the facades to their existing buildings; and
- (2) The Microloan Program which will offer low interest loans in the amounts of \$5000.00 to \$25, 000, approved on the local level, and;
- (3) The Revolving Loan Fund

This 2010 Marketing Plan is a working document and by no means exclusive to events and programs that may present themselves during the coming year.

David Miller

2010 Advertising Elements By Publication

These elements are used on the full-page, ¼ page ads with surrounding descriptive text and different backgrounds.

Artwork, copy and themes may change throughout the year.

Indian Head Country Magazine
(The text and copy areas are spread over two pages.)



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Industrial Parks & Acres Available:

Barron: 29 acres
Chetek: 50 acres
Cumberland: the NW WI region's first BioDiesel large scale production plant;
Rice Lake Business Park: 185 acres
Village of Cameron: over 500 acres in a Village-wide TID;
Village of Dallas: downtown land available;
Village of Prairie Farm: 4 acres and a Village-wide TID;
Village of Turtle Lake: Lots available downtown area
Commercial/Industrial; 120 SFH and Condos
Business Incentives are available.
More opportunities are available in Almena, Haugen and New Auburn.

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NORWISKI 2010

Barron County Economic Development	
	E-Mail: david.miller@co.barron.wi.us Websites: www.barroncounty.com
1-800-529-4148	
	Industrial Parks and land parcels are available in Barron, Cameron, Chetek, Cumberland, Prairie Farm, Rice Lake, Turtle Lake and other locations. Development incentives are in-place throughout Barron County.

Actual size

Barron County Highway Map 2010-2012



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Industrial Parks are located in the cities of:
Barron: 29 Acres www.barroncounty.com
Chetek: 50 Acres www.barroncounty.com
Rice Lake: http://rled.rice-lake.com
Business Park: 185 acres available
Other Parks in Rice Lake: South Business Park and the Technology Park
Over 200 acres are available in the Village of Cameron and opportunities are available in Almena, Cumberland, Dallas, Haugen, New Auburn, Prairie Farm and Turtle Lake: www.barroncounty.com
Economic Development incentives are in-place throughout Barron County.

BARRON COUNTY WI ECONOMIC DEVELOPMENT
WWW.BARRONCOUNTY.COM

Barron County puts more life into your business. The county offers you the surrounding beauty of northwest Wisconsin and a pro-business environment ... The Barron County Way!
 800-529-4148
 715-636-6871
 P.O. Box 71
 Barron, WI 54812



*Barron County
 The Barron County Way...
 Real Choice.
 Real Reasons.
 Real Easy.
 We put more life
 in your business.*

Industrial Parks & Acres Available:

Barron Industrial Park: 29.2 acres; Chetek: Over 30 acres; Cumberland: the NW WI region's 1st Bio-Diesel production facility; Rice Lake: Business Park, 185 acres; Cedarside Technology Park; Village of Cameron: over 500 acres in a Village-wide, multi-use TIF District; Village of Dallas: downtown land available; Village of Prairie Farm: 4 acres and a Village wide TIF District; Village of Turtle Lake: 3 acres Commercial/Industrial; 120+ Single Family home/ Condominium project; Small Business Incentives, available. More opportunities are available in Almena, Haugen, New Auburn.

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*Acreage for Chetek, now reads +50

*Acreage for Rice Lake BP, 185

Economic Development

The quarter page ad copy changes with each editorial content focus by publications used and trade shows attended.

This ad format is specifically targeted for MD&M emphasis, and be used in conjunction with the MD&M Rosemont Show and, if attending, the MD&M Show in Anaheim, CA and the BIO-Conference in Chicago.

BARRON COUNTY WI ECONOMIC DEVELOPMENT
WWW.BARRONCOUNTY.COM

Barron County, WI Come to Play.

Barron County puts more of life in your tourism experience. The county offers you an all-season escape to unique adventures, from the Blue Hills down the Red Cedar River, across miles of ATV and Snowmobile trails and up through the Gateway to Wisconsin's Northwoods.

Come to Play.
Come to Stay
800-529-4148

david.miller@co.barron.wi.us

The natural wonders of Barron County beckons you in different ways. If one listens carefully, with a bit of wanderlust in your mind, you can almost hear the ominous sounds of the lumber trains as their distinct sounds blend with the wail of the common loon. The sounds of the past and of today call you to Barron County. Yes, come.

Tourism

2010 County Tourism Article:

“UNIQUELY - - BARRON COUNTY, WISCONSIN”

By R. David Miller

Barron County Economic Development Director

The tourism article is distributed at trade shows and sport shows and other regional special events sponsored by our NW WI ITBEC Tourism Committee. It covers countywide tourism activities, web links to each Chamber of Commerce and other local resources.

(A PDF is available.)

Exhibit & Display Material

The Barron County display unit is a two-piece unit, measuring 10 feet wide by 8 feet high, Velcro surfaces, completely on the front and back. The unit can be pieced together as one unit or the two sections can be placed side-by-side depending on the exhibit space used. Due to the Velcro surfaces, the unit is best displayed and used as a walk-around display unit. When used as a walk-around, the minimum display space width is 15 feet. The unit will fit into standard 10 x 10 feet spaces, but the front of the display can only be used. The display unit is fully lighted, front and back.

For 2010, two exhibit formats will now be available. The first and the standard structure follows:

When used as a walk around display, there are 10 total panels, 2 feet wide by 8 feet high each, that are filled with photos and information. Typically, the placement of jurisdictions along the exhibit is Alpha-organized in a vertical format, top to bottom:

Almena—1/2 panel

Barron—1-panel

Barronett—1/2 panel

Cameron—1 panel

Dallas—& Prairie Farm-- 1 panel

Rice Lake—3 panels...front

Turtle Lake—1 panel

Retail, Chambers, County, WTE, AG, Development Programs-1 panel

Transportation, Surface, Air, Rail—1 panel

The second format will allow the BCEDC to reduce cost for exhibit space at the major national trade shows, yet offer nearly the same visual experience for trade show attendees. This will be accomplished by:

the use of the front side of the display unit with 16x20 photo prints and a 10.4 inch Digital Photo Frame providing the same photos and information that would appear on both sides of the walk-around exhibit.

Exhibit Printed Material:

Before each show, each Development group, each Chamber of Commerce in the county and each business in the county (relative to the type of industry show) are advised of the show dates and the shipping information, should they want to send their own promotional material to be displayed at the show.

Trade Show Staff: all single level shows are worked by the BCEDC Executive Director. In cases of multi-shows, one additional person, a BCEDC Board Member) has assisted in working the show.

Current Projects and Rollovers to 2010:

Economic Development Office Combined Categories	Summary-Projects January-December 30, 2009
	357 Projects
	Across all jurisdictions, 96 ad
Advertising-National	8 placements
Advertising-Regional	3 Across all jurisdictions
Promotions-Trade Shows	2 Countywide; tourism and 6 industries
New -Start-ups, all sectors	69 Retail, service, Mfg, Tourism, Renewable; plus 30 roll-overs
Downtown Façade Loans	2 Across All Municipalities
Microloans	9 Across All Municipalities
RLF	4 Across All Municipalities
Education	1 WITC-Fall Semester "How to: 15 students
Education	1 Bio-Conferences
Education	37 Across all business sectors/municipalities
Education	Planning 4 I&E Club Fall Seminar 2010
Education	Planning 1 Somali-HS How to-Workshop 2010
Expansions, all sectors	17 Across all sectors; across the county
Community Development	1 Countywide
Future Development	1 Energy Policy 2025
Future Development	1 EECDBG-four months planning
Future Development	1 Canadian -Import-Export Collaboration: planned for 2010
General	14 Informational--county, departments, etc...
Other, Miscellaneous	16 Demo inquiries, requests from Manufacturers, Industry Trends
Research	7 Demographics/Statistical Analysis
Research	3 Workforce Development
Research, General	6 Varied projects, demographics, education, etc.
Site Search	9 Varied across county
Surveys, BRE-LMS	3 Labor Market; Business Retention; County Comprehensive
Trade Show, International	2 7 industry Shows
Trade Show, Local	1 Salute to Industry
Tourism	70 Participation by literature only: American Road Promotion
Tourism Development	12 Multi-County Collaboration, Governor's Council
	10 County Collaboration-
Tourism Development	12 ITBEC
	Discover WI
Tourism Development	2 Videos

As of 12/30/2009	Total Projects by Jurisdictions
	357
Almena	19
Barron	29
Cameron	23
Chetek	29
Comstock	3
Cumberland	25
Dallas	1
New Auburn	2
Prairie Farm	4
Rice Lake	30
Turtle Lake	25
Countywide	167

January 3, 2010
Dave Miller
BCEDC Executive Director
Director, Barron County Economic Development