



**Collaborative Marketing &
Branding Program**
August 18, 2022

Agenda

- Call To Order
- Introduction of new committee members and chair
- Familiarization Tour Update (October)
- Regional Trip Update (December/Economix)
- Houston Exponential
- Strategic Plan Update (September)
- Committee Annual Goals and Objectives

Committee Introductions

Committee Chair, *Wende-Lewis Buckley, Planned Community Developers*

CenterPoint Energy- *Jose Sanchez*

City of Fulshear- *Herman Rodriguez*

City of Missouri City- *Tim Underwood*

City of Richmond- *Jerry Jones, Jr.*

City of Rosenberg- *Jackie Wehring*

City of Stafford- *Mayor Cecil Willis*

City of Sugar Land- *Melissa Raju*

Fort Bend County- *TBD*

Johnson Development- *Christen Johnson*

Familiarization Tour- October 25 & 26

- Authorized in last budget approval- highlight Fort Bend County
- Two tours occurring simultaneously
 - Richmond/Rosenberg/Fulshear/Unincorporated County- “West Tour”
 - Missouri City/Stafford/Sugar Land- “East Tour”
- Points To Ponder
 - Intentionality- *don't forget the tires!*
 - Make consultants feel welcome
 - Tell stories; don't give presentations
 - Focus on regionalism and collaboration
 - What is it like to work, live, and play in Fort Bend County
 - Above all, make it memorable!

Familiarization Tour- Consultants Confirmed

East Tour

- **Amy Gerber**, EX Managing Director, Cushman Wakefield
 - *Specializes in incentive analytics*
 - *Atlanta, Georgia*
- **Carol Henderson**, Senior Manager, Deloitte
 - *Specializes in biotech, life science, IT*
 - *Atlanta, GA*
- **Allen Reeves**, SR Managing Director, Newmark
 - *Life Sciences, Medical Devices, Technology*
 - *Birmingham, Alabama*

West Tour

- **Kathy Mussio**, Managing Partner, Atlas Insight
 - *Specializes in manufacturing*
 - *New York, New York*
- **Joe Gioino**, Managing Director, Newmark
 - *Specializes in manufacturing, EV, F&B*
 - *New York, New York*
- **Jeff Stark**, Partner, Rodel & Partners
 - *Specializes in FDI, Compliance*
 - *Chicago, Illinois*

Familiarization Tour- October 25 & 26

Panel Discussions

East Tour

- **Meet The Team *Hosted by FBEDC***
- **CEO Roundtable, *Hosted by Ben E Keith***
 - *Companies confirmed: Ben E Keith, Hope Biosciences, AOI, Inc.,*
- **Ask Me Anything!**
 - *EDD, Consultants*
- **Expanding In FBC, *Hosted by HCSS***
 - *Companies include HCSS, Trammel Crow*
- **Innovation in FBC, *Hosted by SL Regional Airport***
 - *Houston Exponential; Advisory Council*
- **Show & Tell, *Hosted by UHSL***
 - *Cities & Consultants- "Made In Your City"*
- **Workforce Advantages, *Hosted by UHSL***
 - *UHSL, FBISD, Industry Partnerships (confirmed)*

West Tour

- **Meet The Team *Hosted by FBEDC***
- **CEO Roundtable, *Hosted by Frito-Lay***
 - *Companies confirmed: Frito-Lay, Amazon, Dollar Tree, OcuSoft, Gurecky Manufacturing*
- **Ask Me Anything!**
 - *EDD, Consultants*
- **Supply Chain In FBC, *Hosted by LCG***
 - *Port Freeport, UP, KCS, CenterPoint*
- **Innovation in FBC, *Hosted by SL Regional Airport***
 - *Houston Exponential; Advisory Council*
- **Show & Tell**
 - *Cities & Consultants- "Made In Your City"*
- **Workforce Advantages, *Hosted by LCG Global***
 - *TSTC, LCISD, Industry Partnerships (not confirmed)*

Fam Tour- Tuesday, October 25

East Tour Schedule of Events

- 8:00-8:30** *FBEDC Breakfast, Meet The Team
(Another Time Soda Fountain)*
- 9:00-10:45** *Ben E Keith Tour & CEO Roundtable*
- 11:30-12:00** *HCSS, Lunch (Fadi's)*
- 12:00-1:00** *HCSS "Ask Me Anything!"*
- 1:15-1:45** *HCSS Tour*
- 1:45-2:45** *Expanding In FBC*
- 3:00-3:30** *Mahesha, Indian Tea*
- 4:00-5:00** *SL Airport, Innovation In FBC*
- 6:00-9:00** *George Ranch*

West Tour Schedule of Events

- 8:00-8:30** *FBEDC, Meet The Team
(Another Time Soda Fountain)*
- 9:00-10:45** *Frito Lay Tour & CEO Roundtable*
- 11:30-12:00** *LCG Global, Lunch (Fajita Pete's)*
- 12:00-1:00** *LCG Global, "Ask Me Anything!"*
- 1:15-1:45** *Tour of downtown Richmond*
- 1:45-2:45** *Supply Chain In FBC*
- 3:00-3:30** *Pie & Coffee Snack*
- 4:00-5:00** *SL Airport, Innovation In FBC*
- 6:00-9:00** *George Ranch*

Travel & Breaks Built In Schedule Above

Fam Tour- Wednesday, October 26

East Tour Schedule of Events

8:00-9:00 *UHSL, Breakfast Show & Tell (TBD Tacos)*

- *Identify item an item made in your city- consultants will guess which city the item was made and win a prize; city highlights the company or sector*

9:30-11:00 *UHSL, Workforce Advantages*

11:30-12:00 *The Grid, Lunch - TBD*

12:00-1:00 *The Grid, Collaboration & Wrap-Up*

1:20-2:30 *Departure (various times)*

West Tour Schedule of Events

8:00-9:00 *TSTC, Breakfast Show & Tell (Bob's Taco)*

- *Identify item an item made in your city- consultants will guess which city the item was made and win a prize; city highlights the company or sector*

9:30-11:00 *TSTC, Workforce Advantages*

11:30-12:00 *The Grid, Lunch - TBD*

12:00-1:00 *The Grid, Collaboration & Wrap-Up*

1:20-2:30 *Departure (various times)*

Travel & Breaks Built In Schedule Above

Familiarization Tour- October 25 & 26

Status Update

- Transportation (to and from airport and events)
 - 1:1 time with consultants
 - Airport transports (2)
 - Event transports (rotate)
- Schedule, panel, snacks, events confirmed with ConsultantConnect
- Evening event- confirm attendees (budget)
 - \$5500 for 40 people
- Gifts/baskets/backpacks
- Briefing packets
 - To Them
 - To Us
- Get to know the EDDs- link

Economix 2022- Columbus, Ohio

December 6-8, 2022

- Event is a regional recruitment trip, access to approximately 40 site selectors
 - Third year we have gone as a group
 - Presentations from site consultants and communities
 - “Office hours” with the consultants- travel to roundtables for conversations
- Venue: Kembra Live!
- Hotel: Hilton Columbus Downtown
- Sponsored Dinner: Refractory

Economix 2022- Columbus, Ohio

December 6, 7, 8

- FBMP purchases tickets, pay the sponsor fee, consultant gifts, and cover the cost of the dinner with the site selectors and FBC team.
- Each EDD is responsible for airfare costs and hotel.
- Hotel rooms secured (arrive Monday, 12/5; depart Thursday, 12/8)
 - City of Richmond
 - City of Rosenberg
 - City of Sugar Land
 - City of Fulshear
 - CenterPoint Energy
 - FBEDC

Economix 2022- Columbus, Ohio

December 6, 7, 8

- **Day One, Tuesday, December 6**
 - Office Hours 1-4:30
 - FBC Sponsored Dinner, Refractory (10 min) 5:30-8:00
- **Day Two, Wednesday, Dec. 7**
 - Office Hours 8:00-11:30
 - Program 1:00-5:00
 - Traveling Dinners
- **Day Three, Thursday, Dec. 8**
 - Program 8:00-12:00
 - Lunch

Strategic Plan- FBEDC/Fort Bend County

Marketing Program

- FBEDC executed a contract for strategic planning services with TIP Strategies
- The economic development directors are identified as a stake holder group as well as members of the ad hoc committee
- Marketing committee is a stakeholder engagement group
 - Program fundraising
 - Work outputs- dollars directed to work product
 - Committee participation
 - Public-private versus public
 - Objectives and tactics review/reconsideration

Program Goal

Fort Bend County brand represents exceptional quality of life, access to markets, available land, exemplary business climate, and a plentiful and well-educated workforce, driving commercial growth across the county in targeted sectors.

- *Resources available to support program activities*
- *Committee membership engagement and definition*
- *Message points reflect county/regional goals and objectives*
- *Social media presence to targeted audience highlighting Fort Bend County's key attributes*
- *Email communication with target audiences highlighting Fort Bend County's key attributes and successes.*
- *Data-rich website that highlights Fort Bend County and represents the front door to the community.*
- *Marketing assets that reflect our community attributes, inclusive culture, and business climate*
- *Connection with site selectors and consultants as well as decision makers within targeted companies*
- *Innovation Community Development*

Houston Exponential Partnership

- Programming Through December
 - Introduction, Sugar Land/Constellation Field- July
 - Soft Launch, Missouri City/Texas Leaguer Brewing- July
 - Official Launch- Sugar Land/HCSS- September 29th
 - Angel Investing Series- Stafford/Whiskey Cake- October 18th
 - Corporate Innovation & Intrapreneurship- Richmond/Fire Station- November
 - Holiday Fiesta- Fulshear/TBD- December
- Advisory Council- Expanding The EcoSystem
 - The Cannon, Jon Lambert
 - Born Global, Sunny Zhang (Sandip Bordoloi)
 - Code Launch, Max Day
 - The Ion/Cup of Joey, Joey Sanchez
 - Tom Webb, TBD



Houston Exponential Partnership

- Programming initiated and officially kicks off on September 29th
- Advisory Council of non-Fort Bend County leaders in innovation created to guide HX/FBC in expansion
- Social media activated to support Fort Bend County innovation efforts
- Potential partnerships in the ecosystem
 - Tech Rodeo at FBC Fair 2023
 - HCC entrepreneur efforts coordinated with HX/FBC
 - UH supply chain efforts
 - Focusing on infrastructure technology
 - Define, build interest, work with colleges/ISDs



Houston Exponential Partnership

- Official Launch, September 29th, 5-7
 - Networking
 - Welcome and HX Introduction
 - *Alex Gras; Elizabeth Huff*
 - Innovation In Fort Bend County
 - *Rachelle Kanak/Sterling Carter*
 - State of the Ecosystem Panel
 - *Alex Gras, Jon Lambert, Sunny Zhang, Max Day, Joey Sanchez*
 - Fort Bend County Founders/Entrepreneurs Elevator Pitches
 - Networking

Fiscal Year Digital Review

Impressions

4,429,628

Clicks

72,786

Average CTR

1.49%

Views

786,425

Fiscal Year Digital Review

- Paid advertising run days extended to 60 days
- Annual calendar of paid material- moving forward
- Weekly update on organic and paid posts to partners- moving forward
- Update search ad copy
- Review targeted geographies, look alike audiences, etc (subcommittees-Nicole)
 - Narrow down target areas by city or region versus state
 - Identify specific types of companies beyond what we have