

Marketing & Branding Program February 8, 2023

Meeting Agenda

- Strategic Plan- Fort Bend County & Fort Bend EDC
- Economix 2022
- Digital Media Metrics FY2023- Q2
- Fundraising
- Economix 2023
- Familiarization Tour 2024
- Table Talk With Subject Matter Experts

Strategic Plan Update

- Fort Bend County approved the contract to initiate a strategic plan.
- FBEDC has a written arrangement with Fort Bend County to jointly engage TIP Strategies for a countywide strategic plan.
- Each organization will also have a separate piece that looks at organizational goals, structure, and resources.
 - Marketing Program will be reviewed as part of the plan;
 - Committee expected to be one of the roundtables formed to provide input; and
 - FBEDC, and the marketing program, could see changes moving forward, including a new fiscal year start date.


Economix 2022- Columbus, Ohio

- Fort Bend County was represented by three members of the Fort Bend EDC, the City of Sugar Land, and the City of Richmond.
 - Central Fort Bend Chamber attended as well, but no costs were charged to the marketing program.
- Two session of office hours to interact with more than 30 consultants
- Fort Bend County sponsored dinner with 8 consultants
 - Very positive feedback from the consultants on the dinner and follow up gifts
- Fort Bend County was spotlighted in one of four community spotlights
 - Central Fort Bend Chamber's Manufacturing Day/CTE Leadership program
- Costs associated with event
 - Contractually required to attend a regional trip
 - Four unused tickets that were not reimbursed- two additional FBEDC staff took the tickets but additional costs for travel, etcetera

Digital Media Overview

- Digital media calendar was adjusted to run content for 60 days instead of 30.
- Digital media calendar from January 2023-October 2023 will be provided to marketing committee members by March 1, 2023.
- Digital media calendar from June 2023 forward to be determined from feedback with the strategic plan.
- Because of time and the Houston Exponential workshop, only broad analytics provided today. Additional analytics by platform available upon request.
- Editorial concepts in Q4 included workforce, business climate, quality of life, and access to markets

Digital Media Analytics- FY2022-2023 (Oct-Dec)

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- Impressions: **882,669**
 - Click Throughs: **10,836**
 - Click Through Rate: **1.23%**
 - Video/Content Views: **154,284**

Impressions slightly down but clicks and activity up- more efficient

Fundraising

- We are fundraising now; began in January with the private sector.
- FY2022-2023- Budgeted \$243,000 + \$65,000 (HX/Fam Tour- reserves)
 - Under budget and expect to remain so throughout term
- FY2023-2024- Additional dollars still out there- expect more to come in, but the bulk of it is committed.
 - Committed Funds
 - Private Sector: \$88,500
 - Public Sector: \$112,500
- We have substantial reserves
- Program of work will be based on funds collected

FY2023-2024 Potential Projects

- Program of work will be based on funds collected
- Expect digital media program to continue but redirected and at a lower monthly expenditure
 - Anticipate less on social media
- Continue relationship with Houston Exponential
- Economix 2023- Atlanta, Ga
 - Secured sponsorship dinner
- Familiarization Tour – March 2024
 - Reviewing dates (spring break); confirmed CC availability- will sign the contract once final budge/program of work approved by marketing committee in April 2023
- Virtual round tables with industry-specific site selectors
 - Reviewing costs and benefits; looking at three industry specific roundtables between site selectors and FBC CEOs



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Familiarization Tour 2022

- Goals & Objectives- January 2022
 - Market Fort Bend County regional assets and individual communities;
 - Establish a strong rapport and build relationships with consultants who specialize in the regional target markets; and
 - Share best practices, industry trends, and competitive advantages with regional partners involved through a facilitated roundtable discussion and individual one-on-one time with site consultants.



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Familiarization Tour 2022 Feedback

Overall Impression- *“Very, very successful tour”- had to pull areas of improvement out from the consultants, which is very rare.*

- **Consultants- Positive Feedback**
 - Personalized/individualized gifts/transportation
 - George Ranch experience
 - Panel discussions well thought out
 - CEO panels (both sides)
 - Workforce/education panels (East side)- “Best I’ve heard”
- **Consultants- Areas For Improvement**
 - Missed hearing what the other side experienced
 - Final panel Tuesday- hard to keep everyone engaged
 - Long drive for final lunch/felt rushed
 - West side- hear more about individual communities
 - Enjoyed hearing about collaboration- would like to have heard more



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Economix 2022- Columbus, Ohio

FBMP will purchase 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. For your convenience, we have booked hotel rooms at the host hotel and have paid for seven event tickets.

Reservations (Paid)

Rachelle Kanak
Jerry Jones
Devon Rodriguez
Herman Rodriguez
Jackie Wehring
Joe Esch
Ginger Baldwin/Tim Underwood

Confirmed Attendance (11.9.2022)

Rachelle Kanak
Jerry Jones
Devon Rodriguez
Herman Rodriguez



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Economix 2022- Columbus, Ohio

Tuesday, December 6

- 1-4:30- Office Hours
- 5:30-8- FBC Team Dinner, Refractory

Wednesday, December 7

- 8-11:30- Office Hours
- 1-5- Programming
- Travelling Dinners

Thursday, December 8

- 8:00-12- Programming

Venue- Kembra Live!

405 Neil Avenue, Columbus

Hotel- Hilton Columbus Downtown

401 North High Street, Columbus

Team Dinner- Refractory

1092 Bethel Road, Columbus

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