



Marketing Plan

2021 - 2023

MARKETING PLAN

This document reviews our marketing strategies in areas of business retention, recruitment and expansion, as well as workforce development. This document will also review changes related to our internal and external marketing. Internal marketing is how our internal groups understand what we do. External marketing is how we promote our services to current and potential clients.

TABLE OF CONTENTS:

Movement Forward with an Alliance	3
Economic Development Mission	4
Business Retention, Recruitment & Expansion	5
Workforce Development	6
External Marketing	7

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MOVEMENT FORWARD WITH AN ALLIANCE

MISSION STATEMENT

The Economic Alliance of Lewis County seeks to recruit new business, retain current business, and expand existing businesses and industry.

VISION STATEMENT

The Economic Alliance of Lewis County, through an aligned vision with our partnerships, our Board of Directors, and our staff, are focused and dedicated to the growth our community where people want to live, work, build business and play.

INTRODUCTION

A new dawn is rising on Lewis County and it is driven by the community's forward-thinking people, a renewed focus on community-building, growth in the surrounding regions, and a changing economic landscape. The broader Western Washington region is experiencing unprecedented economic activity, and Lewis County is poised to take advantage of it. Industry innovations and advancements are occurring in the county's backyard—innovations that will impact lifestyles, communities, and economies on a global level. New opportunities for growth and change are emerging every day.



Covid presented hurdles to the expansion and growth of business within Lewis County in 2020. The Economic Alliance, with its new organizational leadership and focus, will align with other organizations throughout the county to create an Alliance of efforts aimed at Economic Development and growth in Lewis County.

The Economic Alliance of Lewis County is a volunteer driven organization focused on creating economic opportunities throughout Lewis County. Our organization has a focus on primary job creators and supports workforce training. Our membership, partnerships, and volunteer board of directors' efforts are key to the success of the work of the organization. The Alliance is the county-wide "magnet" organization for business and industry.



ECONOMIC DEVELOPMENT MISSION

Lewis County's:

Largest Industries

- Health Care
- Retail Trade
- Manufacturing

Industry Clusters:

- Wood/ Paper
- Utilities
- Coal/ Oil/
Power

Average Annual Wage:

- \$45,629
- Increase of
5.2% over
preceding four
qtrs.

The Alliance is building the economic health of our county by retaining and expanding existing basic employment and recruiting new employment opportunities. For Lewis County this means focusing on the sectors where we have been the most successful and building on these areas with efforts to diversify the business sectors: glass, plastics, chemicals, forest products, health care, IT, telecommunications, food processing, and emerging businesses. The Alliance focuses on those businesses that export goods or services outside the region and bring new wealth into Lewis County.

LOOKING AHEAD

Our board of directors is positioning our organization for a successful biennium of 2021-2023. The Alliance is experiencing interest from large clients in the Distribution, Life Sciences, Energy, and Manufacturing sectors. Our challenge will be meeting their individual requirements for workforce training and infrastructure (transportation, water, sewer, etc).



BRE Vision

To keep existing businesses in the community and to provide assistance for businesses to expand.

BRE Mission

To focus on commercial and industrial areas, on specific industries, and on diversification strategies.

BUSINESS RETENTION RECRUITMENT & EXPANSION

RETENTION & EXPANSION

The purpose of business retention/expansion is to increase the number of jobs from existing businesses in our community.

Business Visits: To build relationships / to provide pertinent information pertaining to growth

Consultations: Communications with other municipalities, assist in arranging meetings with key personnel

Financial Assistance: Provide information about Incentives and opportunities

RECRUITMENT

The purpose of business recruitment is to bring new job opportunities to rural Lewis County and increase the tax revenue for the overall benefit of the county.

Opportunity Zones: These are areas identified that can provide a tax incentive to developers looking to build.

Financial Assistance: Provide information about Incentives and opportunities

WORKFORCE DEVELOPMENT

BRE Vision

To keep existing businesses in the community and to provide assistance for businesses to expand.

BRE Mission

To focus on commercial and industrial areas, on specific industries, and on diversification strategies.

The purpose of workforce development is to improve the quality of workers at existing jobs as well as those who are preparing to enter the workforce. EDC will work in partnership with Centralia College to identify future programs to grow a workforce that possesses the skills employers require and the EDC will work to be an advocate for the college and all employers.



KEY DEVELOPMENT

Centralia College
Programs
Incumbent Worker
Training

PURPOSE

Plan & offer these during business visits
Find partners to offer business trainings

Over 17,000 Lewis County residents commute to jobs outside of the region. This is more than twice the number that commute to jobs within the region, making Lewis County a net exporter of workers. With more than 8,500 workers commuting into the region each day, Lewis County has a net loss in daytime population of almost 9,000 people. About 11,000 residents, or 39 percent, live and work in Lewis County.



EXTERNAL MARKETING

Our external marketing goal is to promote our services to current and potential clients.

In 2020, the EDC continued to improve our website, created promotional templates to speed up our responses to client requests, and attended trade shows where we continue to have a presence today.

In 2021, the EDC will develop a report and add quantitative metrics that showcase our efforts more effectively. We will use social media to find prospective clients, target companies, and build awareness for our community. We will enhance our website to boost the amount of time people spend on the pages that matter and reduce the number of people that leave without diving deeper into the site. We will improve our websites results through better use of keywords, metadata, alt text, word content, and more frequent content updates. Lastly, we will reach out to site selectors, the Washington State Department of Commerce, and real estate groups for the purpose of generating leads.

DEVELOP EDC ANNUAL REPORT

We will develop an annual report with quantitative metrics that showcase our efforts more effectively.

Action	Measure/Annual Goal
Research annual publications from like organizations	Narrow to 2 examples
Hold a brainstorming session to generate additional ideas	One session
Create a draft document with customizable charts & tables	One document
Finalize a document to be distributed to partners of EDC	Final Report

LEAD GENERATION

We will reach out to trade shows, site selectors, and real estate groups.

Action	Measure/Annual Goal
Attend trade shows through outsourcing to Site Location Partnership	Attend 2 trade shows
Attend site selector events	At least one quarterly
Connect to leads through our own efforts or subcontractors	At least twenty annually

