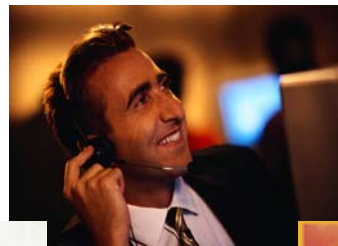


BETTENDORF, IOWA

Marketing Plan—2007

An Economic Development Strategy



The preferred business center in the Midwest
for “technology intensive businesses”.



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BETTENDORF MARKETING PLAN

I. General Overview

A. Introduction

Following a record increase in residential construction values in 2005 comes the results for 2006, where a record increase in commercial construction values and another record increase in total construction value of \$83 million was achieved in Bettendorf. Many community goals have already been achieved and often surpassed but to ensure that Bettendorf stays on course and has further cause for celebration, the Bettendorf 2007 Marketing Campaign is hereby announced.

The following document outlines the various procedures to realize that goal with the three major elements stated below:

Strategic Objectives – To build upon the type of community Bettendorf has become and place in writing what we as a community want to accomplish.

Marketing Plan – To elaborate on how through various marketing tools we can increase our chances of attracting additional desired businesses.

Program Budget – To identify the costs associated with the various procedures.

B. Vision Statement

Bettendorf is a ***premier city*** in which to live, with rich educational, cultural and recreational opportunities, where we enjoy a vibrant riverfront and a growing, competitive business environment. Our goal is to be the Preferred Business Center in the Midwest for Technology Intensive Businesses.

C. Targeted Economic Sectors

Following are the types of businesses Bettendorf prefers to attract:

- Finance
- Banking
- Insurance
- Logistics
- Health Care
- Multi-Nationals
- Home Entertainment
- Graphic Production
- Government
- Tourism

D. Strengths and Marketing Advantages

The community has many positive attributes:

- Well educated workforce
- Excellent location adjacent to I-80, I-74 and the Mississippi River
- Great access to market
- Growing population
- Favorable quality of life
- Excellent telecommunication, fiber optic and wireless systems
- Below average cost of living
- Respected educational system
- Strong community pride
- Hard working populace
- Family oriented and health conscious citizenry
- Excellent roads and city services
- Low crime rate
- Progressive, stable and well run government
- Strong business environment
- Favorable utility rates and operating costs
- Base of solid company headquarters located in the area
- Quality air service

II. Strategic Objective Component

A. Overall Objective

To solicit and respond to targeted companies through the use of marketing materials.

B. Strategic Objectives

Strategic Objective # 1 - Financial / Information Technology

Action Steps:

- ◆ Develop a prospect list of following:
 - ◆ The Top 100 potential firms within the targeted economic sectors.
 - ◆ The Top 25 businesses within the cities where there are direct flights from the Quad City International Airport.
 - ◆ The Top 12 trade shows within the targeted economic sectors.
 - ◆ The Top 12 site selection firms within the United States.

- ◆ Research those targeted businesses, trade shows and site selection firms through the review of annual reports, websites, and other outside industry information.
- ◆ Determine the company desired development needs and match those needs with our strengths.
- ◆ Develop a contact list of persons within the specific companies.
- ◆ Utilize local private sector firms within the targeted sector to assist with all of the research listed within this objective.
- ◆ Develop and distribute professional marketing materials through visits to companies, site selection consultants and all of the above attending targeted sector trade shows.
- ◆ Explore the acquisition of property and/or a development agreement with property owners within the city limits for use in the attraction of businesses to the city.
- ◆ Explore the conceptual planning and infrastructure development necessary for preparing of land for sale for the desired businesses within the targeted sector.

Strategic Objective # 2 - Tourism

Action Steps:

- Explore the conceptual planning and infrastructure development necessary for land development to attract the desired businesses within the targeted sector.
- Research the marketplace for project potentials not currently located within the region.
- Establish open communication with existing property owners of the significant commercial development centers.
- Establish files of pertinent information of the locations such as parcel size, utilities available, cost of acquisition or leasing for potential referrals.
- Refer prospects to the respective property owners or their representatives.
- Develop and distribute professional marketing materials through visits to developers, companies, site selection consultants and targeted sector trade shows.
- Determination of the financial feasibility of potential projects.

Strategic Objective # 3 – Commercial Corridor Redevelopment

Action Steps:

- Establish open communication with the property owners of the significant commercial development centers.
- Establish files of pertinent information of the facilities such as building size, utilities available, cost of acquisition or leasing for potential referrals.
- Refer prospects to the respective property owners or their representatives.

Strategic Objective # 4 – Industrial / Logistics

Action Steps:

- Establish open communication with the property owners of the significant business development centers.
- Establish files of pertinent information of the facilities such as parcel / building size, utilities available, cost of acquisition or leasing for potential referrals.
- Development and distribution of professional marketing materials
- Refer prospects to the respective property owners or their representatives.

III. Marketing Component

A. Overall Marketing Objective

Increase the awareness of Bettendorf as a quality location for targeted businesses by consistently and repeatedly calling on and placing information in front of potential customers.

B. Marketing Strategies

Marketing Strategy # 1 – Sales Calls

Bettendorf will focus its resources on those businesses currently within in a growth pattern and that need the unique assets we have to offer. Those targets are:

- After performing the research on the Top 100 firms within the targeted economic sectors, the top 8 will be contacted / visited on an annual basis. Those that express interest will have follow-up visits. Those not showing interest will be replaced by the next highest potentials on the list.
- The Top 6 site selection firms in the United States which best serve our targeted economic sectors will be visited.
- The Top 4 trade shows of the targeted economic sectors will provide the pool of potentials
- Each city currently served with direct flights to and from the Quad City International Airport will be visited on an annual basis. The targeted companies and site selection firms described above will provide the pool of potentials from which to choose. Those cities are:

Chicago
Atlanta
Memphis
Orlando

Detroit
Dallas
Minneapolis
Denver

Marketing Strategy # 2 - Website / Marketing Materials

Central to the theme of the campaign will be the dissemination of information of Bettendorf's most unique asset, the "multi-redundant fiber optic SONET ring". Our community has much to be proud of and the development of the campaign will tell the story in the most professional and succinct form.

- Completing the release of the city's new website.
- Creating easy to view / pertinent information.
- Provide all materials developed on the website in an easy to download format thus keeping printing costs and time to a minimum.
- Develop and distribute a quarterly newsletter that will be mailed to all targeted business and site selections firms identified.
- Special emphasis placed upon the recently received ICF Smart21 Award

Marketing Strategy # 3 - State and Federal Legislators & Agency Leaders

Coordinate with the Bettendorf Chamber of Commerce, the Bettendorf Development Corporation and the Quad City Development Group to make major presentations on an annual basis and minor visits on a more frequent basis to keep the Bettendorf name before our State and Federal legislators as well as agency leaders. Enjoin the services of a private and public sector task force to carry the message. Emphasis will be in the areas of alerting the above to our Strategic Plan, current legislative needs, project funding possibilities, development success and gaining knowledge of potential projects.

Marketing Strategic Objective # 4 – Cooperation with Local Allies

Work hand in hand with the Quad City Development Group to improve the outside marketing of Bettendorf and the Bettendorf Chamber of Commerce in the business retention program for existing companies.

Action Steps:

- Monitor the progress made by the QCDG in improving their website to include information concerning the financial / information technology sector most desired by Bettendorf.
- Monitor the progress made by the QCDG in increasing the number of trade shows visited in the financial / information technology sector most desired by Bettendorf.
- Monitor the progress made by the Bettendorf Chamber in promoting the city desired plan for business retention.
- Meet on a routine basis with other organizations that have the ability to enhance marketing cooperation such as the Quad City Convention and Visitors Bureau, the

Quad City Area Realtors Association, MidAmerican Energy, Professional
Developers of Iowa and the Bettendorf and Pleasant Valley school districts.

IV. Program Budget

One Time Costs	
Website Upgrade	\$10,000
Booth Displays	10,000
On Going Costs (See attached)	
Set Up Costs	12,000
Entrance Costs	14,000
Travel Costs	<u>38,300</u>
First Year Total	\$84,300

Strategic Objective - Staff Time and Budget Breakdown

	Staff Time Percentage	Budget Percentage
Financial / Information Technology	75%	80%
Tourism	10%	10%
Commercial Corridor Redevelopment	5%	0%
Industrial / Logistics	10%	10%
Totals	100%	100%