

One Brand Technical Committee

IEDC Recommendation: Develop a Marketing Plan | Develop One Brand for Minot
White Paper | January 2019

One Brand Committee Members

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Additional community members will be called upon as to ensure key groups are represented, as the scope of work and next phase is implemented.

Overview

The International Economic Development Council (IEDC) technical assistance report for the community of Minot was released June 2018. Recommendations included development of a marketing plan and to develop one brand for Minot.

Develop a Marketing Plan | Report Recommendation

The City of Minot needs a citywide marketing plan, which includes a downtown strategy, and markets to both internal and external markets. Within the city, there needs to be a campaign informing residents about exciting things downtown and around the city, resources available to residents and businesses, including entrepreneurship support, and messages to promote quality of life in the city. These messages have the goal of retaining businesses and talented workers. Externally, the community needs a solid message that can be used to cross-market the community by all partners to promote Minot to prospective business owners, entrepreneurs, and tourists. These external messages will encourage investment and expansion into Minot. A marketing plan is similar to a strategic plan in that it has clearly defined goals and objectives that are accompanied by planned action steps and a timeline for implementing the goals and objectives. The plan identifies the local partner responsible for the action step and includes performance metrics for that action step. It is encouraged to bring all economic development stakeholders together, in coordination with the city, when putting together the marketing plan as different stakeholders may have different goals. The marketing plan will be different from the strategic plan as it will focus on identifying target audiences and methods for spreading the message.

Develop One Brand for Minot | Report Recommendation

“Destination Downtown Minot.” “Welcome to the Heart of Minot.” “Welcome to the “Magic City” of Minot, North Dakota.” “Partners in Progress.” “Relax and Enjoy Minot. We’re Ready for You.” “Discover the Magic’ of our hospitable city.” These are all taglines found on the Visit Minot, City of Minot, Downtown Business Professional Association, Minot Area Development Corp. and Minot Area Chamber of Commerce websites.

A comet with a star pointing left, three arrows pointing northeast, a comet with a star pointing right, a pinwheel, and squares with musical notes and silverware in front of it. These are logos of the same five organizations. Overall, there is a lack of cohesion between the economic development stakeholders branding and marketing. It appears as if they are marketing different cities.

Successful branding is supposed to attract investment, tourism, and talent. Branding is not only about attraction; it is for expansion and retention of businesses and people within a city. In the long term, a branding strategy must enhance growth and prosperity for the city. Good branding cultivates a craving to visit for vacations, meetings, conferences and other events. Branding ought to make a city important to the outside world and attract notable personalities. More

importantly, it creates a desire to visit the city, not only for the people present, but future generations. Having a unified branding strategy across all of Minot's economic development stakeholders reinforces a connection with multiple markets.

The citywide branding strategy is not a stand-alone initiative but one that aligns with its strategic and marketing plans. In creating the citywide brand, the stakeholders should:

- Establish a working group to lead the citywide branding activities
- Define a brand objective
- Undertake an analysis of currently used brands
- Engage all partners in the community
- Define an overall brand message
- Define target groups and messages for each core group
- Explore messaging through wayfinding signage
- Generate marketing resource, promotional materials, and communication mediums
- Educate residents to be able to answer questions about the city or direct to appropriate department
- Launch and implement brand strategy

Community Organizations

With any marketing and branding effort it is important to know what existing organizations are doing. The Minot Area Development Corporation, Minot Park District, Minot Area Chamber of Commerce and Visit Minot have been identified as City of Minot and Downtown Minot partners.

Minot Area Development Corporation (MADC)

Mission: To facilitate business attraction, expansion, retention, and advocacy to strengthen and diversify the Minot area.

Targeted industries as identified in the 2016 strategic plan include: value-added agriculture, energy, distribution and unmanned aerial systems (UAS). MADC's target audience includes site selectors; executives, families, and businesses in our targeted industries; and community stakeholders as well as community members in the Minot area.

MADC focuses on economic development specific to the primary sector in targeted industries. MADC's goal is to demonstrate the Minot area has a skilled, available workforce; available land for development, commercial properties for occupancy, a business-friendly environment with incentive programs in place; and a family friendly community with opportunities available for trailing spouses and children.

Channels of communication include social media, website, trade shows, community outreach and presentations, news stories and media releases, e-newsletters, and word-of-mouth.

Minot Park District

Mission: The mission of the Minot Park District is to provide a broad-based opportunity for the citizens of Minot and its visitors to enhance their quality of life through its parks and recreational facilities. To increase public awareness of the benefits available from the Minot Park District, and to promote professionalism in the delivery of these services. To increase the understanding of the contribution made by parks to the economy and the economic development of the region.

This vision of the Minot Park District is to look to the future and plan well. We will invest tax dollars wisely through prioritized action and strategic investment. We will use technology, measurement and communication to get results.

The Minot Park District currently maintains 23 parks with amenities, trail systems, and sports complexes (including a baseball complex, soccer complex, ice arena, zoo, outdoor pool, splash park, and dog park). Parks maintain over 800 acres of public property with buildings and facilities, and we strive to keep everything well maintained.

The Minot Park District marketing channels include digital media throughout the Magic City and surrounding area. They also have a strong social media presence with over 8,000 followers on Facebook, over 1,000 followers on Instagram and 500 followers on Twitter. The Minot Park District continues to use traditional print media including local newspapers, statewide publications as well as targeted audiences in the Canadian market. The Minot Park District also runs strong media campaigns on local news stations for special events.

Minot Parks is currently working on a revamp of their website. The goal of the new site to make it easier for citizens and visitors to the Magic City to find information on the Minot Park District. A one stop for Minot residents and visitors. For example, a visitor to the new site will be able to reserve shelter, find a local teams baseball schedule, see how the new exhibits are coming along at the Roosevelt Park Zoo or register a child for an art class. The goal is to have the website ready to launce in the spring of 2019.

In 2019 Minot Parks embarked on a five-year planning process. This process includes Minot Park District staff, the Minot Park Board, and the citizens of Minot. The goal of this strategic planning process is to compile a list of the communities needs and wants. Then prioritize the list over a five-year period and possibly beyond.

Experiences are at the core of what parks and recreation provide to a community. The Minot Park District is in the business of making memories and providing experiences from their first home run on Corbett Field, to your daughter's first concert at the Oak Park Amphitheater, or the feeding a real live giraffe at the Roosevelt Park Zoo. It is the job of the Minot Park District to provide the best possible customer experience you can each and every day. The Minot Park District does not take this opportunity for granted.

Minot Area Chamber of Commerce

Mission: To promote business, leadership and growth with emphasis on population, quality of life, education, entrepreneurship within the greater Minot area; to Unify the community on leadership and economic issues and to be inclusive of the greater Minot area and region.

Vision statement:

- Increase membership & membership value
- Promote economic growth in ag, energy, education, medical, and military sectors
- Enhance regional communication and coordination
- Lead coordination of community organizations and projects
- Ensure a sound and effective infrastructure for the City of Minot

Target audiences for the chamber are new & existing business members of the community, with a total membership of 705. Channels of communications include: The Chamber Communicator (electronic newsletter), website, social media, Business After Hours, Coffee with the President, committee meetings (Agribusiness, Ambassadors, Community Leadership Institute, Energy, Governmental Affairs, Infrastructure, Military Affairs, Right Start, Task Force 21, and Young Professional), and the annual membership directory. The Chamber is the voice of the business community in local, county and state issues, representing the business community in problem solving, promoting economic development, regional tourism, and more.

Visit Minot

Mission: The mission of the Minot Convention & Visitors Bureau is to promote, develop, and attract visitors to the City of Minot, resulting in positive experiences, increased room revenue and improved economic impact for

the City of Minot.

Vision statement: Be the recognized leader for promoting the City of Minot as a positive travel and event destination resulting in increased tourism and economic growth.

Visit Minot's target audiences include: North Dakota, Western Montana, Saskatchewan, and Manitoba. Based on research where the community mainly get travelers from. Channels of communications include the Visit Minot website, social media channels (Facebook, Twitter, Instagram, YouTube, WordPress, and Pinterest), the community calendar for events, mail chimp, and overall marketing through the visitor guides and other active marketing efforts. Visit Minot is a non-membership organization.

Next Steps

The One Brand committee will move from the data gathering phase to next steps following the report out from all technical teams. It is important with the establishment of a brand and marketing plan that we understand what the community currently thinks and what is the direction the community is moving. The discussion around one brand and the marketing of the community has been noted in other technical team white papers.

It will be important to understand what people currently think both within the community and in areas communications are being targeted, what the strategic objective is, what do we want people to think, what is the main selling point as a community, and what resources are available to communicate the message out.