



www.co.barron.wi.us

Barron County Economic Development Director



www.barroncounty.com

Barron County Economic Development Corporation Executive Director

David Miller
P.O. Box 71
260 N. 7th St
Barron, WI 54812
Office: 715-637- 3755 x23
Cell: 715-790-1327
david.miller@co.barron.wi.us

2009 Marketing Plan

January 1, 2009

Barron County Economic Development 2009 Marketing Plan Countywide Marketing, Advertising and Promotional Activities

Integrated Marketing Communications

An Integrated Marketing Communications (IMC) program will focus on five goals:

- Increasing the awareness of Barron County and its Economic Development Opportunities
- Building awareness and support among local, regional and statewide influencers
- Increasing the business base of the county
- Improving the employment in Barron County
- Building relationships with those audiences to actively engage them in advancing the Barron County Economic Development Corporation (BCEDC)

The IMC program includes the following elements:

National Media Advertising Q1-4, 2008

Although the national trend in the economic development industry is more and more use of the Internet, there are opportunities to provide advertising reach through national publications. Four ads will again appear in *Global Corporate Xpansion*. Additional publications will be reviewed in the industries pertaining to Medical Device and Renewable Energy equipment manufacturing.

Local/Regional Advertising Q1-4

The 2008 local/regional advertising includes *Barron County Today 2008*, and the 2008 edition of the *Wisconsin Indian Head Country* publications. Specialized trail-use publications as in *NORWISKI* will again be used. New, collaborative ad programs focusing on our multi-trail use through ITBEC will be used in 2008. Forward and reverse links with Rice Lake's and Barron County trail information website will also be used.

Collaterals Q1-4, 2008

Marketing Collaterals (brochures, informational pieces, leave behind pieces, etc.) will be updated for use in promotional activities throughout the year.

Web Portal Q1-4, 2008

The official Barron County website (www.co.barron.wi.us) continues to provide a direct link to the Barron County Economic Development Website (www.barroncounty.com).

www.barroncounty.com continues to provide a direct link to the Rice Lake Economic Development website with hyperlinks directly to industrial park information and Rice Lake contacts. The website also offers updated information and links to the industrial parks throughout the county; and as they come on board, the site will provide direct links to other jurisdictional economic development websites.

Online Building/Site Locator Service: LOIS Q1-4 2008

Location One Information System, LOIS, is an online searchable economic development database that provides detailed information on buildings, sites and locations for businesses, brokers and site planners looking for available facilities or land. The office continues to be the county's point location for entry on the LOIS website.

Geographic Targets (Ongoing)

The county will continue to target the Minneapolis and St. Paul area. Additional areas could include Iowa and Illinois. The primary focus remains as it has since 2005, business retention through our existing businesses, start-up businesses, bio-energy and renewable energy businesses.

Industry Attraction (Ongoing)

Medical Technology, Health-related equipment, Forest Products, Metal Fabrication, Plastics, Distribution, Tourism and Bio-industries and Renewable Energy related technologically advanced equipment and industries requiring four lane highways, rail and air support will continue to be a focus in the county.

ADZ-Agriculture Development Zone Q1-4 2008

The Economic Development Office and the UW-Ag Extension office provide the AG-Zone program to qualified candidates.

Direct Mail Q1-4

As it was planned in the 2008 Plan, the direct mail contact program was focused on specific targeted industries. Over 300 companies in MN, IL, IN, MI, and IA were included in the medical device and related products mailing in conjunction with the MD&M-Multi-Industry Show. For 2009, site planners from MN, IL, IN, MI and IA will also be included in a separate mailing. 2009 will see a focus on medical device manufacturing, wood products, bio-industries and plastics.

Direct Mail and Trade Shows, 2009

Exhibited MD&M-Minneapolis and MD&M Chicago, in addition to 8 industry trade shows. For Exhibit information, please see page 10.

Direct Mail: will be used for the geographic location where participating.

Repeating in 2008, the direct mail program to encourage visits during trade show events and again drawing on the attractiveness of the county's lakes and woods environment, the targeted effort for 2008 will again identify land and fixed property owners in the Chief Executive Officer, Owner or Principal(s), categories located outside the state. This will be accomplished through property locator data within Barron County.

The county's database of property owners will be used on two thresholds across two mailing populations:

(1) land and fixed property values in excess of seven hundred and fifty thousand dollars and (2) land and fixed property values in excess of five hundred thousand dollars.

A marketing mailer will be sent to each entry matching the above criteria, outlining all the industrial parks and industrial land in the county by jurisdiction, by acreage available, by local and county incentive programs available. This target mailing will be a tool to drive interest to the www.barroncounty.com website and will be used in conjunction with specific attendees of the spring Lake Home and Cabin Show Minneapolis, a recognized resource of property owners in the county. Direct mail is limited, as over the past three years the national economy has not been conducive to targeting companies to relocate to the county. Existing and start-up businesses are a priority.

Promotional Q1-4 (Ongoing and New)

Events:

- Governors Conference
- Superior Days (when specific issues pertain to Barron County)
- ITBEC Conference
- WEDA Conferences "Salute To Industry"
- Local Events Educational Seminars
- Others to be announced
- Wisconsin Entrepreneurship Network
- Wisconsin Common Market

For 2009, the BCEDC is reviewing the 9 industry shows in the Rosemont-Chicago area, the Lake Home & Cabin Show and the MD&MN show in Minneapolis.

Regional Partnerships; ITBEC Q1-4

Since 2005, the county has been a member of ITBEC, the International Trade, Business and Economic Development Council (<http://www.northwestwisconsin.com/>). The Northwest WI Regional ITBEC consists of an Economic Development Commission and a Tourism Development and Promotion Commission.

If you visit this website, you will now see direct links to the economic development resources for Barron County. In addition, the Tourism Commission has added resources for county tourism links with further links to the Wisconsin Department of Tourism.

In conjunction with the WI Department of Tourism and the ITBEC Tourism Commission, the county's tourism information will be distributed at nearly a dozen of the Winter Sports Shows throughout the region.

Barron County will also be included a 2008 *Discover Wisconsin* television show, emphasizing trails and trail type activities available throughout the county. This will include the ATV Playground, snowmobile trials, river activities and more. The Economic Development Office arranged for footage of high-flying activities on the ATV Playground. The TV shows are scheduled to air in April and in two other show times during the year.

Additional Partnerships and Working Relationships Q1-4

- Northwest Regional Planning Commission
- ITBEC
- NW Regional County Consortium
- Forward WI
- West Central Regional Planning Commission
- Development corporations and Chambers representing individual county jurisdictions
- Wisconsin Department of Commerce
- Wisconsin Housing and Economic Development Authority (WHEDA) Impact Seven
- UW-Extension
- Barron County Realtors
- Rice Lake Economic Development Corporation
- Workforce Resources
- WITC and UW-Barron County
- Momentum West

WI Common Market Q1-4

The Wisconsin Common Market is an e-commerce mall full of Wisconsin art, apparel, specialty foods, cheese, gifts, wines, furniture, unique products, high-quality fine crafts, regional services and more. Since the Q2 of 2005, the BCEDC has been the Barron County portal for county wide businesses to place their products or services on the common market's website. The marketing and advertising assistance program will continue through 2009. The site operates in collaboration with The Wisconsin Assembly for Local Arts, Great Lakes Intertribal Council, The Wisconsin Business Incubation Association, and Community Action Agencies across our state as well as other organizations.

2008 BCEDC Fundraising Q3-2008 through 2009 (ongoing)

The BCEDC, as a 501c3 registered charitable organization, provides educational opportunities and activities for sustainable lifestyles to residents throughout the county. There are no income requirements. Such opportunities include educational seminars, courses and sessions for secondary high school students, the Somali Community, the Native American Community and other adult populations. There are no fees for these activities, other than a nominal fee charged by WITC for the official "How to Start a Business" course. The Annual fundraising campaign supports such activities in addition to the marketing, advertising and promotions of the county for business and economic growth. The BCEDC is the Marketing Arm for the county. Funds raised by the BCEDC also go to the activities contained in this plan.

Education

The eighth semester of the "How to Start a Business" course at WITC will begin on February 26th, 2008. The course has graduated over 120 students over the seven semesters, providing valuable information used by many of the students to begin their entrepreneurship activities. As in 2008, special workshops are planned for educators throughout the region, the Somali Community High School Juniors and Seniors and planning will begin in the 3rd Quarter for the Native American Community.

Countywide Business Retention and Expansion and Labor Market Surveys Q1-3

IN working with the WI Department of Commerce, the surveys will be repeated in 2009, planned for the 2rd Quarter. The results of the 2005 surveys are on the website, www.barroncounty.com the printed results of the survey and the PowerPoint Presentation are both accessible. The 2009 results will be made available online later in the year. The results provide practical information for businesses in the area of business retention needs and labor market resources. Assistance will also be provided towards the completion of the 2009 Labor market Study, conducted through the Barron County UW Extensions Office.

Specialty Programs

Aside from the many activities the BCEDC is charged with performing on an annual basis, two new programs for 2009 will be driven by BCEDC marketing:

- (1) The Downtown Façade Program, offered to businesses within designated downtown areas for the improvement of the facades to their existing buildings; and
- (2) The Microloan Program which will offer low interest loans in the amounts of \$5000.00 to \$25, 000, approved on the local level.

This 2009 Marketing Plan is a working document and by no means exclusive to events and programs that may present themselves during the coming year.

David Miller

2009 Advertising Elements By Publication

These elements are used on the full-page, ¼ page ads with surrounding descriptive text and different backgrounds.

Artwork, copy and themes may change throughout the year.

Indian Head Country Magazine
(The text and copy areas are spread over two pages.)



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Development Corporation



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David Miller
Director
Economic Development
Barron County WI
Office: 715-637-6871
Cell: 715-790-1327
1-800-529-4148
E-Mail:
david.miller@co.barron.wi.us
Website: www.barroncounty.com

Industrial Parks & Acres Available:

Barron: 29 acres
Chetek: 50 acres
Cumberland: the NW WI region's first BioDiesel large scale production plant;
Rice Lake Business Park: 185 acres
Village of Cameron: over 500 acres in a Village-wide TID;
Village of Dallas: downtown land available;
Village of Prairie Farm: 4 acres and a Village-wide TID;
Village of Turtle Lake: Lots available downtown area
Commercial/Industrial; 120 SFH and Condos
Business Incentives are available.
More opportunities are available in Almena, Haugen and New Auburn.

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NORWISKI 2009

Barron County Economic Development	
	E-Mail: david.miller@co.barron.wi.us Websites: www.barroncounty.com
1-800-529-4148	
	Industrial Parks and land parcels are available in Barron, Cameron, Chetek, Cumberland, Prairie Farm, Rice Lake, Turtle Lake and other locations. Development incentives are in-place throughout Barron County.

Actual size

BC MAP 2008-2010



Barron County Economic Development Corporation



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Website: www.barroncounty.com

Industrial Parks are located in the cities of:

Barron: 29 Acres
www.barroncounty.com

Chetek: 50 Acres
www.barroncounty.com

Rice Lake: <http://rled.rice-lake.com>

Business Park: 185 acres available

Other Parks in Rice Lake:
South Business Park and the Technology Park

Over 200 acres are available in the Village of Cameron and opportunities are available in Almena, Cumberland, Dallas, Haugen, New Auburn, Prairie Farm and Turtle Lake:
www.barroncounty.com

Economic Development incentives are in-place throughout Barron County.

BARRON COUNTY WI ECONOMIC DEVELOPMENT
WWW.BARRONCOUNTY.COM

Barron County puts more life into your business. The county offers you the surrounding beauty of northwest Wisconsin and a pro-business environment ... The Barron County Way!
 800-529-4148
 715-636-6871
 P.O. Box 71
 Barron, WI 54812

Industrial Parks & Acres Available:

Barron Industrial Park: 29.2 acres; Chetek: Over 30 acres; Cumberland: the NW WI region's 1st Bio-Diesel production facility; Rice Lake: Business Park, 185 acres; Cedarside Technology Park; Village of Cameron: over 500 acres in a Village-wide, multi-use TIF District; Village of Dallas: downtown land available; Village of Prairie Farm: 4 acres and a Village wide TIF District; Village of Turtle Lake: 3 acres Commercial/Industrial; 120+ Single Family home/ Condominium project; Small Business Incentives, available. More opportunities are available in Almena, Haugen, New Auburn.

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*Acreage for Chetek, now reads +50

*Acreage for Rice Lake BP, 185

Economic Development

The quarter page ad copy changes with each editorial content focus by publications used.

BARRON COUNTY WI ECONOMIC DEVELOPMENT
WWW.BARRONCOUNTY.COM

Barron County, WI Come to Play.

Barron County puts more of life in your tourism experience. The county offers you an all-season escape to unique adventures, from the Blue Hills down the Red Cedar River, across miles of ATV and Snowmobile trails and up through the Gateway to Wisconsin's Northwoods.

Come to Play.
Come to Stay
800-529-4148

david.miller@co.barron.wi.us

The natural wonders of Barron County beckons you in different ways. If one listens carefully, with a bit of wanderlust in your mind, you can almost hear the ominous sounds of the lumber trains as their distinct sounds blend with the wail of the common loon. The sounds of the past and of today call you to Barron County. Yes, come.

Tourism

2009 County Tourism Article:

“UNIQUELY - - BARRON COUNTY, WISCONSIN”

By R. David Miller

Barron County Economic Development Director

The tourism article is distributed at trade shows and sport shows and other regional special events sponsored by our NW WI ITBEC Tourism Committee. It covers countywide tourism activities, web links to each Chamber of Commerce and other local resources.

(Article PDF Attached)

Exhibit & Display Material

The Barron County display unit is a two-piece unit, measuring 10 feet wide by 8 feet high, Velcro surfaces, completely on the front and back. The unit can be pieced together as one unit or the two sections can be placed side-by-side depending on the exhibit space used. Due to the Velcro surfaces, the unit is best displayed and used as a walk-around display unit. When used as a walk-around, the minimum display space width is 15 feet. The unit will fit into standard 10 x 10 feet spaces, but the front of the display can only be used. The display unit is fully lighted, front and back.

When used as a walk around display, there are 10 total panels, 2 feet wide by 8 feet high each, that are filled with photos and information. Typically, the placement of jurisdictions along the exhibit is Alpha-organized in a vertical format, top to bottom:

Almena—1/2 panel

Barron—1-panel

Barronett—1/2 panel

Cameron—1 panel

Dallas—& Prairie Farm-- 1 panel

Rice Lake—3 panels...front

Turtle Lake—1 panel

Retail, Chambers, County, WTE, AG, Development Programs-1 panel

Transportation, Surface, Air, Rail—1 panel

Exhibit Printed Material:

Before each show, each Development group, each Chamber of Commerce in the county and each business in the county (relative to the type of industry show) are advised of the show dates and the shipping information, should they want to send their own promotional material to be displayed at the show.

Staff: all single level shows are worked by the BCEDC Executive Director. In cases of multi-shows, one additional person, a BCEDC Board Member) has assisted in working the show.

2008 Project End-of-Year Report
Some of these projects are in various stages of
completion and roll-over to 2009



Projects by Category

Economic Development Office	Summary-Projects January-December 8, 2008	
Combined Categories	201 Projects-running	
New -Start-ups, all sectors	51	Retail, service, Mfg, Tourism, Renewable
New-Renewable-Future	5	Renewables-Wood, Wind, BioD-
Downtown Façade Loans	4	Barron & Cumberland
Education	2	WITC-Spring & Fall Semesters "How to: 40 students
Education	2	Bio-Conferences
Education	1	I&E Club Fall Seminar
Education	1	Somali-HS How to-Workshop
Expansions, all sectors	25	Across all sectors; across the county
Future Development	3	Waste to Energy
Future Development	2	Land
Future Development	1	Canadian -Import-Export
General	6	Informational--county, departments, etc..
MicroLoans	5	Barron, Cameron, Cumberland & Mikana
Other, Miscellaneous	13	Demo inquiries, requests from Manufacturers, Industry Trends
Research	8	Demographics/Statistical Analysis
RLF	4	Mfg, Retail-Service
RBF-RLF	10	Microloans and DTFP
Research	1	Workforce Development
Site Search	10	Varied across county
Surveys, Planned	2	Labor Market; Business Retention; County Comprehensive
Sustainable Ag Grants	4	Across the county
Trade Show, International	1	9 industry Shows
Trade Show, Local	1	Salute to Industry
Trade Shows, Tourism	6	Participation by literature only
Tourism Development	1	Multi-County Collaboration, Governor's Council
Tourism Development	1	10 County Collaboration-ITBEC
Tourism Development	3	Discover WI Videos
Tourism Development	29	Cities, Villages Jurisdictional Marketing Programs

As of 12/08/2008	Total Projects by Jurisdictions 201
Almena	7
Barronett	4
Barron	26
Cameron	17
Chetek	10
Comstock	3
Cumberland	25
Dallas	2
Hillsdale	1
Mikana	1
New Auburn	1
Prairie Farm	2
Rice Lake	28
Stanley Township	1
Turtle Lake	4
Countywide	68

A Detail File by Category, by Sector, by Jurisdiction is attached.

NOTES