

Accomplishments of EDC Marketing Committee

Year #1 – 2017/2018 FY

1. Contacted and utilized ASU students for logo and video creation.
2. Collaborated on the creation of the Logo.
1. Collaboration on the creation of the Video
2. Identified Vendors for advertising
3. Negotiated terms and pricing with vendors
4. Facilitated New Vendor Approval and Package completion for:
 - a. Sallie Woodring
 - b. Todd bush
 - c. Toby Advertising
 - d. Lamar Advertising
 - e. Our State Magazine
 - f. Carolina Mountain Life
 - g. Cole Finch
5. Selected photo for 1st ads.
6. Implemented and completed the creative layout process and development for the 1st and 2nd Billboards.
7. Selected 2nd photo for ads.
8. Researched and selected locations for first 2 billboards on Hwy 321 & Hwy 421.
9. Creation of copy for free editorial copy in summer edition of Carolina Mountain Life.
10. Met with Charter/Spectrum to explore TV advertising.
11. Suggest trademark protection of logo and video.
12. Developed a comprehensive budget for 2018/2019
13. Community Outreach - Meetings with local organizations:
 - a. Rotary
 - b. Kiwanis
 - c. Kiwanis Young Professionals
 - d. Avery County Schools Superintendant.
 - e. County Planner – Tom Burleson
 - f. Chamber of Commerce
 - g. Sugar Mountain TDA
 - h. Director of Ag Extension – Jerry Moody
 - i. 3B Filmz – Zach Burnap
 - j. May Coalition – Eron Thiele
 - k. Grandfather Mountain EDC – Frances Magruder
14. Attended Economic Development Partnership of NC Seminar in Morganton
15. Made the following recommendations to the County commissions fulfilling our mission as a advisory committee:

- a. Adopt the logo and video as the initial steps in branding the county.
- b. Use a mix of advertising mechanisms to include billboards, magazines, digital advertising, social media, merchandise development and sales.
- c. Develop a co-operative advertising strategy with local municipalities and businesses.
- d. Develop a Facebook page.
- e. Position the county economic development efforts as a umbrella for all our local entities.
- f. Develop a list of available properties to put on our website as all other counties do.
- g. Create an EDC tab on our website
- h. Budget for FY 2018/2019.
- i. Recommended regular website maintenance particularly to "Latest News" & "Latest Events"
- j. Recommended linking our website with the chamber's and other entities in the county.
- k. Create a movie night as part of a total effort to make the Riverwalk a small part of the development on Newland as the 2nd anchor location for the county.
- l. Create a Crosswalk at River Street for safety and to raise visibility of the Riverwalk.
- m. Trademark our logo
- n. Create a poster child for the county as a "face" or spokesman for the county
- o. Notify the public and press of our agenda and meetings as required by our bylaws.
- p. Simplify expenditure approvals and public hearings.

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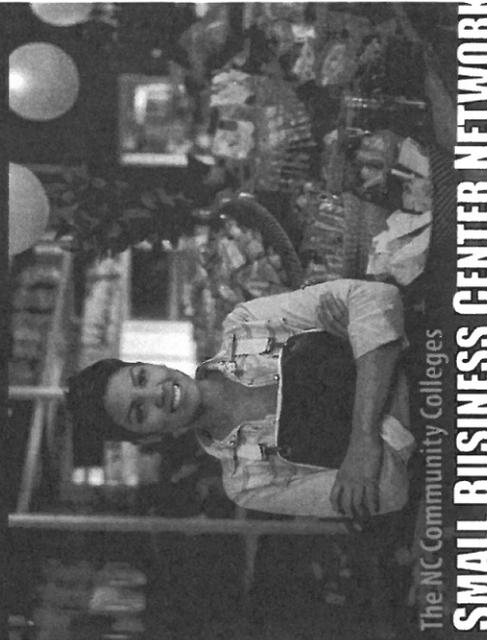


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