Marketing Committee Report
RE: Regional Marketing Initiative Update

Date: July 20, 2017

Chair: Christopher Ettori
Other committee members present: Alderman Cook
Other Aldermen present: President Davis, Alderman Notte

Others present:
Matt Bloomer, BoA's Representative to the Regional Marketing Initiative
Mary Cohen, RRCC
Lyle Jepson, REDC
Alan Keyes, VTDigger

The meeting convened at 5:32 pm to get an update on the Regional Marketing Initiative. The Regional Marketing Initiative is designed to reverse our region's share of the declining population trends in Vermont. After an outline of the structure of the Steering Committee and the Sub-Committees, Mary discussed the timeline of this first year and the progress that has been made.

In April through June, Mondo Mediaworks conducted quantitative and qualitative data research and created a marketing strategy and plan with the objectives of supporting the growth of business and increasing the appropriate workforce for our region. The framing of the strategy is that "Lifestyle Freedom Exists in Rutland – all that is missing is you." The marketing plan will focus the various messages on three geographic regions – Rutland area, the rest of Vermont, and outside of the state – as well as three career stages – student, early professional, and seasoned professional. The messaging will go out in a variety of media targeted to those particular subsections of population.

Currently, in July through September, Mondo is developing the brand and creative content to be delivered through those outlets to those audiences. This includes a series of 12 videos from around the region designed to promote our regional assets. The Chamber and REDC are also continuing to build local public awareness and are planning a kick-off at some point in early Fall. The larger marketing push of the completed creative content will occur between October and March to the targeted subsections mentioned earlier.

Mary then described the various metrics that they will use to measure the impact and success of the initiative. One metric of note is the "Net Promoter Score" which will be focused both on the Rutland Region as well as on other regions of Vermont to measure the sentiment of Rutland and the likelihood that people will recommend Rutland as a place to live, work, and play.

Lastly, Mary presented the plan to make the initiative sustainable which includes additional outreach to the other communities in the region as well as to individual businesses. It was explicitly noted that there would be an attempt to include all businesses, including smaller businesses, so that all can be engaged in this regional effort.

President Davis noted the city's large investment and the need to see a corresponding result. She also noted the need to collaborate with the local colleges including CCV, Castleton, and CSJ, as well as the need for city residents to recognize the positive work that is being done in the city. The chair noted that the city wants to be an active partner in the initiative and develop necessary and innovative programs and materials to support the needs identified through the work of Mondo and regional marketing.

The meeting concluded at 6:10 pm.

This report was for information only.

Respectfully submitted,

Christopher Ettori, Chair