


Building a Community Marketing Plan

De Soto Community Marketing Plan

2004-2005

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Plan Development Premise

- A number of strong and vibrant entities are involved in the “marketing” of our community.
- These include the City, Chamber of Commerce, Chamber Economic Development Committee and others.

Plan Development Premise


- While each of these groups have specific goals they are attempting to achieve, many of these goals overlap.
- Working together, in a collaborative alliance, provides needed synergy and ensures that resources are wisely used.
- The first step on this path is to determine a jointly-held “core message” or position for our community.

Positioning the Area

- A brand is the distinct identity of a product, company, person or community.
- Positioning allows our area to differentiate itself from the competition and focus our marketing efforts more effectively.
- We must be relevant and differentiated with our messages.

De Soto Positioning

“To our target audiences, De Soto is the unique, centrally located community that nurtures a supportive life style in which to create positive connections.”



De Soto Positioning

Any position must be believable and must be substantiated.

De Soto can easily demonstrate that it is **unique, centrally located** based on:

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Substantiating **unique, centrally located**

- Middle of United States, key strategic metro area proximity, not in the middle of the “fray,” but on the outskirts where business and living can co-exist productively.
- Unsurpassed highway, interstate, rail and air access.
- Proximity to higher education institutions.
- Small town atmosphere within minutes from major metro amenities.
- Strong core business base, very diverse and successful. Proven quality workforce and ability to draw workers from virtually the entire KC metro area via outstanding highway accessibility.
- Room for growth – Industrial Park and Sunflower potential development.
- Good infrastructure – Water and sewer.

De Soto Positioning

Any position must be believable and must be substantiated.

De Soto can demonstrate that it **nurtures a supportive lifestyle** based on:



Substantiating **nurtures a supportive lifestyle**

- Community possesses an outstanding local educational system and is located along the Kansas Education Corridor within minutes from universities, colleges and other institutions of higher education.
- Allows access to all assets of metro area for culture, recreation, and lifestyle packaged in a small town advantage.
- The community is unique in that it provides a true Town Center for retail and services.
- The nature and diversity of its neighborhoods offer a safe, family-friendly environment for individuals and families of all ages.
- The atmosphere of the community is positively impacted and supports a variety of trails and recreation options.
- Newly developed housing.
- De Soto is still an affordable residence.

De Soto Positioning

Any position must be believable and must be substantiated.

De Soto can demonstrate that it **creates positive connections** based on:




Substantiating **creates positive connections**

- Size and attitude of the community makes the local leadership and services very accessible.
- Large number of active volunteer groups allows the community to participate in a range of community development projects, which create an opportunity for all residents to make a positive contribution to their community and personal desire for quality of life.
- There is a closeness and personal approach, fostered by the strong sense of community, in De Soto which makes it easier to live and work in the community.
- While the area is attractive to young families, it is also home for residents of all ages, thus adding to the diversity of the community.

De Soto Positioning

“To our target audiences, De Soto is the unique, centrally located community that nurtures a supportive life style in which to create positive connections.”



Marketing Targets

- Members of **all** De Soto area development/improvement groups/civic groups
- Elected officials from a local, county, state and federal level and relevant staff level employees at these entities
- Regional development partners
 - KC Area Development Council
 - Johnson County Partnership
 - State of Kansas
- Residents of De Soto

Marketing Targets

- Regional real estate professionals/developers/venture capitalists
- Site selection professionals
- Media
- Existing business and industry/retail
- Prospective business – targeting
 - Medical Equipment and Supplies Manufacturing
 - Scientific R&D Services
 - Medical Equipment and Supplies Manufacturing

Marketing Objectives: What We Intend to Accomplish

To Increase Awareness

- Ensure that 100% of De Soto Chamber of Commerce Board, City and other area leadership are conversant with the position and key substantiation points.
- Develop outreach to 100% of De Soto industry and retail business to communicate the essence of the position and enlist their support to further economic development for the area.

Marketing Objectives

To Increase Awareness

- Communicate to at least 50% of the area citizens the direction outlined in the position approach and actions intended to create results.
- Ensure that 100% of all state and regional economic development influencers are aware of the direction stated in the position.

Marketing Objectives

To Create Business

- Create five new relationships with businesses, corporations or firms in the medical equipment and supply manufacture that could reasonably expand their operations to De Soto within the next five years.
- Develop five new ideas to facilitate the expansion of the existing area business community.
- Develop four new retail contact relationships that hold a realistic promise for the obtaining of new retail operations within the city.

Marketing Objectives

For Area Improvement

- Vitalize the Old Town area
- Continue the development and refinement of the comprehensive city plan
- Focus on under utilized/showcased resources:
 - River
 - Trail system
 - Historic orientation

Marketing Strategies

How We Intend to Proceed

- Continue the development of marketing approaches on a collaborative basis.
 - Utilize the existing structure of the Chamber of Commerce and Economic Development to support, coordinate, share information and influence positive actions
 - **Community Development – Infrastructure/needs/regulatory**
 - Facilitator: Chamber of Commerce
 - **Business Development – retail, general business & industry**
 - Facilitator: Chamber Economic Development
 - Organized by action taskforces

Promoting and Developing our Community

➤ **Marketing/Promotion Committee - CED**


- Targeted Industry Task Force (CED)
- Retail/Existing Business Development Task Force (COC)
- Community Information Task Force (COC)

➤ **Community Development - COC**

- De Soto Appearance Task Force (COC)
- Housing Task Force (CED)
- Community Needs Identification Task Force (CED)


Marketing Strategies

How We Intend to Proceed

- Organize community and business development task forces.
 - Verbalize the position with a theme, slogan and graphics.
 - Continue gathering positioning substantiation.
 - Educate local businesses and influencers.
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Marketing Tactics

Specific Actions to Get Results

- Create a marketing plan overview presentation.
 - Develop graphics and logo for new theme.
 - Update and create a position-oriented web site.
 - Package development response materials.
 - Develop a simple overview brochure.
 - Develop a Community PR Plan.
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Marketing Tactics

Specific Actions to Get Results

- Gather testimonials that support the position.
 - Implement a business outreach program.
 - Create needed development taskforces related “sell” materials.
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A word about marketing planning

- This plan is just a starting point.
- New information will continually be presented, new ideas developed and new opportunities pursued.
- You are the primary tactic in successfully implementing a marketing program.
- The position is your guide.



De Soto Kansas...

Come Build Your Life With Us!

