



Economic Development Marketing and Strategy

July 17, 2013



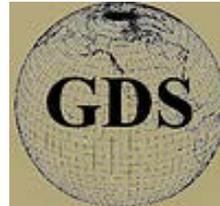
Marketing and Networking

Current Tactics

- 1. Make quarterly visits with various departments within VEDP**
- 2. Attend Trade and Commerce Events such as:**
 - Governor's Small Business Conference
 - Governor's Agricultural Trade Conference
 - Broadband Strategy Meeting with Senator Warner
 - The Mixed Use Development Conference
 - The Virginia Tourism Conference
 - Virginia Chamber of Commerce Economic Summit
- 3. Work with our "Partners" to create possible leads for recruitment**
- 4. Become indispensable to our Recruitments**

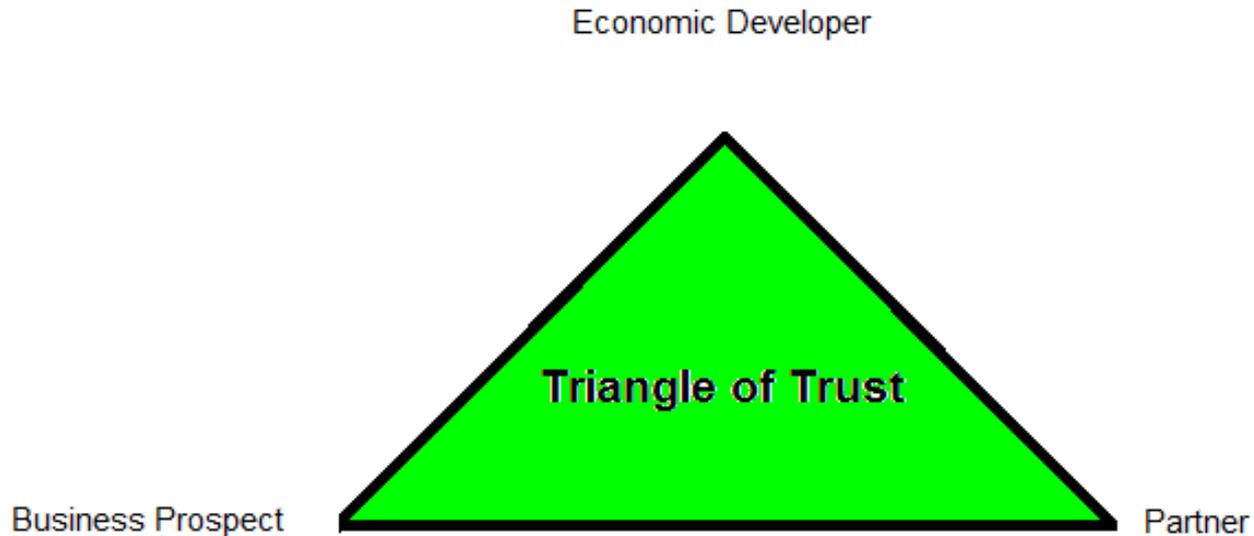


Recruitments and Partners





The Triangle of Trust (Sales 101)



Network Partners trust Fluvanna County, therefore a level of trust is created between the Prospect and the County.



Marketing and Networking (cont.)

(Tactics Continued)

Research and Media

1. Fluvanna has created a simple and easy to read marketing booklet for business prospects.
2. We use the internet and business news media to find possible opportunities (Example: Project Atlas)

What Still Needs Improvement

1. Fluvanna needs to better utilize Social and Electronic Media to further our reach outside of the Commonwealth of Virginia.



Business Prospect Recruitment

Who Prospective Businesses Meet on Their First Visit

1. Economic Development Director
2. County Administrator
3. Planning & Zoning Administrator and Staff
4. Building Official
5. Public Works Director

Why does Fluvanna County Have a Visitation Program?

- By building strong personal relationships, businesses get a sense of belonging with Fluvanna County. Feeling “Welcome” in a community is as important as the site. We are “selling” our Community not just a plot of land.
- Fluvanna utilizes the entire Region to showcase what is available not only here, but the resources in Albemarle, Charlottesville and even Louisa.
- Fluvanna Staff creates a sense of professionalism and team oriented structure that is not a part of other Counties recruitment tactics.



What Are Fluvanna's Best Attributes?

Fluvanna County - Your Location of Choices!

We are no more than 140 miles from any Major Metropolitan Area in the Commonwealth and truly centrally located!!

Our Proximity Labor Market is 190,000 strong with various showcased skills from a Degreed Workforce to Skilled Labor Workforce!!

We have No BPOL and No Meals or Lodging Taxes!!

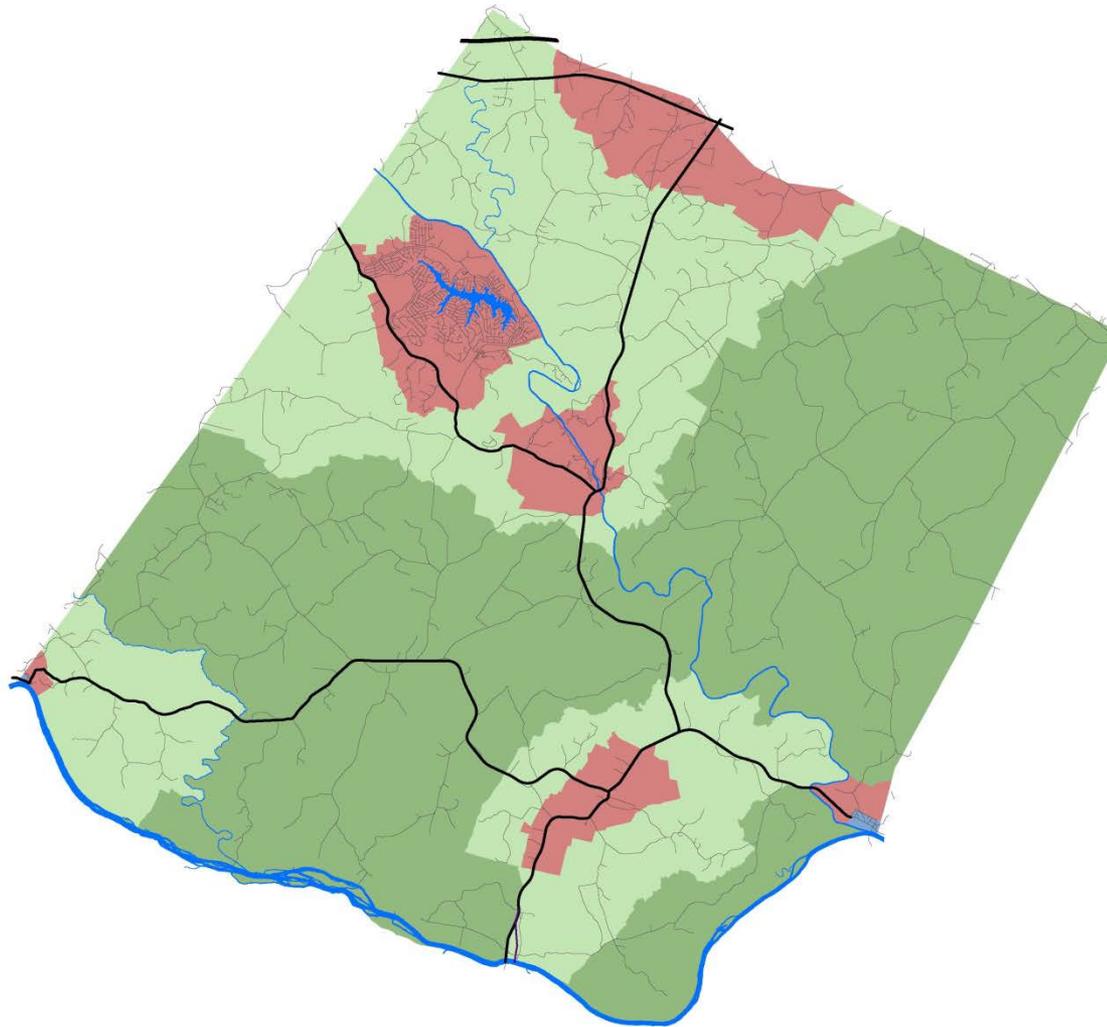
Our approach to Recruitment is Personal and Professional!!



Location, Location, Location



Quality of Life



- 2009 Planning Areas**
- Community Planning Areas
 - Rural Preservation
 - Rural Residential
 - Town Boundaries



What New Initiatives are Planned

- **Technology Zone Overlays in our Growth Areas**
- **Database of Available Commercial Properties**
- **Identifying Site Readiness Criteria Based on a 5 Tier System**
- **Fast Tracking Procedures based on the Site Readiness Criteria**



Key Elements of Fluvanna County Economic Development

- **Personal and Professional Recruitment Visitation Program**
- **Utilizing Networking and Partners to Produce Leads**
- **No BPOL Tax Helps with Recruitment**
- **Research and Business Media is a Key Element in Recruitment Process**
- **Provide a Welcoming Vibe from the Community and County**
- **Fluvanna Showcases Certain Segments of the Region as a Fluvanna County Resource**
- **Maintain Relationships that Bring the County to the Attention of Viable Businesses**



Questions?