

Meet Charles County



LOCAL ADVANTAGES...REGIONAL ASSETS

ED Marketing

- **Once Upon a time...**



...in a town not too far away

ED Marketing

- **Why market the County?**
- In the US alone...
 - 50 States
 - > 350 MSA's
 - > 3,100 counties & equivalents
 - > 36,000 municipalities & townships
- Competition
- Thousands of pieces of promotional “clutter”
- Need ***focus*** and ***credibility***



ED Marketing

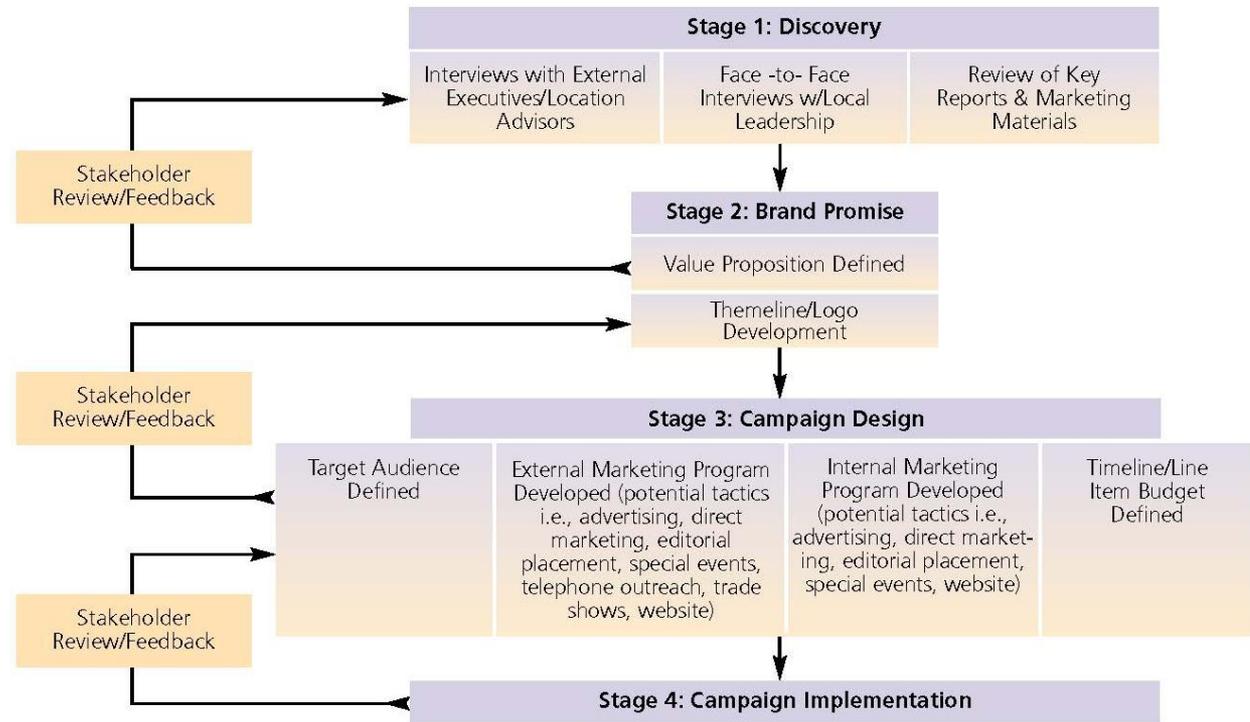
ED Marketing Strategy – the **BIG** picture....

**Value Proposition/
Brand Promise**

Target Audience

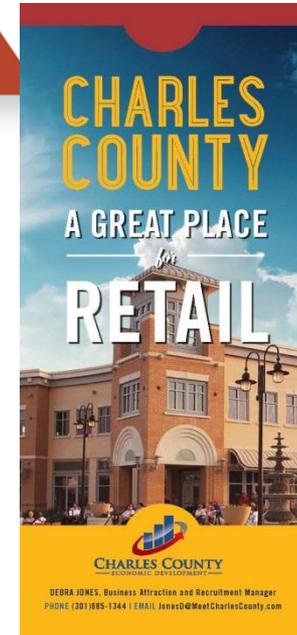
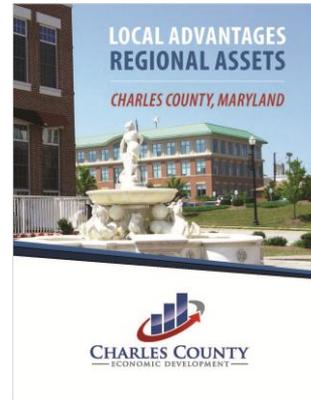
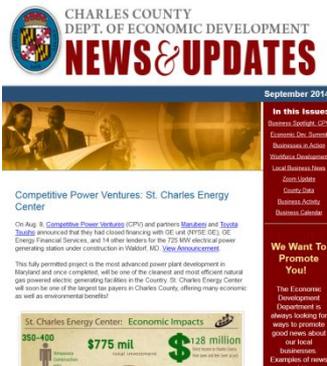
**Tactics - deliver
value prop to
audience**

Implement



ED Marketing

- 2014 Accomplishments
- Updated **Collateral:**
General brochure & Retail
- Improved
e-News



- Economic Development
LinkedIn Page

- **MARKET RESEARCH**

ED Marketing

CHARLES COUNTY ECONOMIC DEVELOPMENT

FIND AND  LIKE ON 



ED Marketing

- Back to *Market Research*....



Interviews

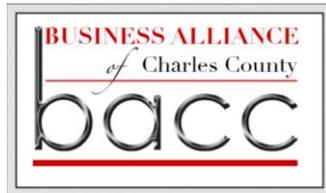


Surveys



Data

ED Marketing



Value Proposition / Brand Promise



Strategic Location is an Asset



Well-positioned for **Investment, Growth & Development**

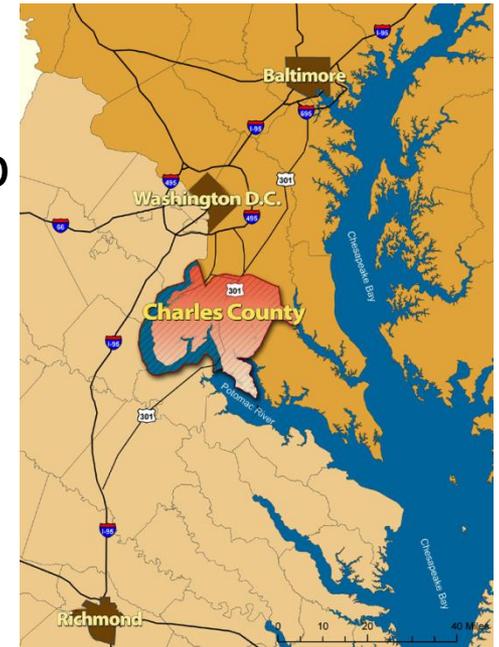


More than just a ***Great Place to Live***

ED Marketing

I. STRATEGIC LOCATION

- 30 miles to Nation's Capital
- Proximity to DC & Baltimore – almost 10M pp
- Labor & commercial space costs lower than nearby areas
- 3 major airports + in-county general aviation
- Dozens of federal & military installations within 40-mi radius
- Metro area workforce most highly educated in U.S. – 1.4M pp within commuting distance



II. POSITIONED for INVESTMENT & GROWTH

- Several employment parks under development
- Hundreds of acres of build-to suit sites
- Shovel-ready sites

- Flexible workforce training programs
- STEM emphasis in education
- TechFire Technology business incubator



ED Marketing

III. More than just a great place to live

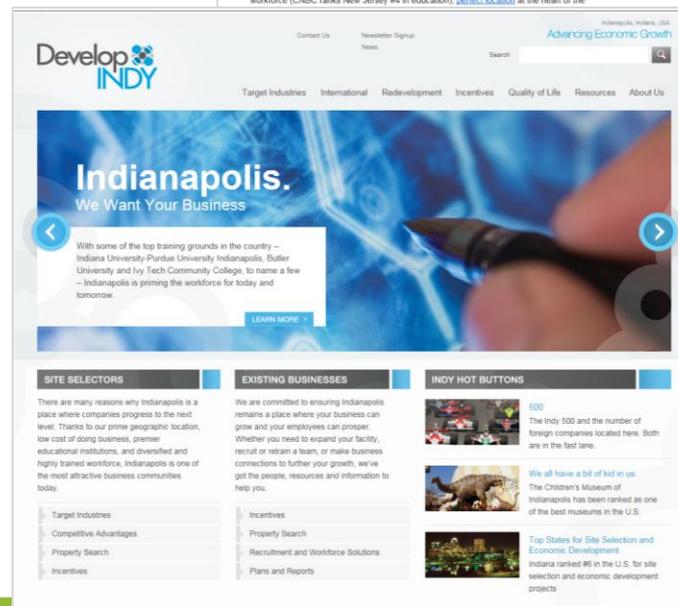
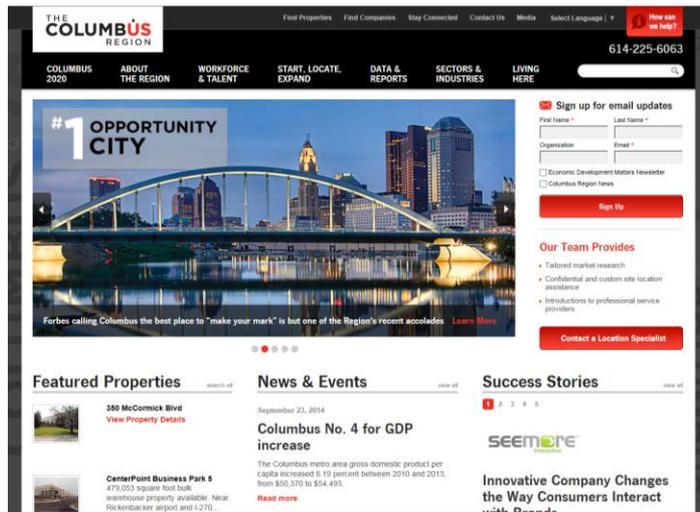
A great place to live attracts a strong talent pool

- Lower cost of living
- High quality of life
- Reverse commute
- Workforce training
- 60+ % of residents commute outside Charles County



ED Marketing

- Underway *right now*...
 1. New stand-alone ED website
 2. Additional Collateral



ED Marketing

THE WALL STREET JOURNAL.

3. PR Strategies *Part I* – Story Pitching

- Ongoing - 3 in FY 2015
- National / regional / trade media



The Washington Post

THE BALTIMORE SUN

PR Strategies *Part II* – Media & Site Selection Pro's

- Media / Site Selector Visit – key markets
- Press trip - Industry or Site Selector-focused
- Site Selection Consultant “Fam” Tour

SoMdNews
Southern Maryland Newspapers Online

The New York Times

Planning underway - one of *each* – 1st half 2015

ED Marketing

- ED Marketing is increasingly competitive
 - **Entire business community** plays a role
 - **Interaction** with business colleague & others
 - **Positive views** – influence and promote a positive image
 - **Negative views** – opposite
 - Nothing more powerful /credible than **Word-of-Mouth**

Charles County Commissioners



Equal Opportunity County

Charles County Government

Department of Economic Development

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CHARLES COUNTY
— ECONOMIC DEVELOPMENT —

www.MeetCharlesCounty.com

Mission Statement - The mission of Charles County Government is to provide our citizens the highest quality service possible in a timely, efficient and courteous manner. To achieve this goal, our government must be operated in an open and accessible atmosphere, be based on comprehensive long- and short-term planning and have an appropriate managerial organization tempered by fiscal responsibility. We support and encourage efforts to grow a diverse workplace.

Vision Statement - Charles County is a place where all people thrive and businesses grow and prosper; where the preservation of our heritage and environment is paramount; where government services to its citizens are provided at the highest level of excellence; and where the quality of life is the best in the nation.

GET CONNECTED!

To Charles County Government

www.CharlesCountyMD.gov

