



CITY OF CONCORD

REPORT TO THE MAYOR AND CITY COUNCIL

FROM: Suzi Pegg, Economic Development Director

DATE: January 17, 2018

SUBJECT: Implementation of the Economic Development Marketing Tool Kit.

Recommendation

Accept this report.

Background

As part of the Economic Development planning process, in designing a new economic development landscape for the City of Concord, the Economic Development Director identified an immediate need to create a new set of marketing tools specifically targeting the business community. This was an 'out of the gate' need for the economic development efforts to ensure the City of Concord is working and utilizing similar platforms to other competitive communities in the U.S.A.

Discussion

The tool kit (to be presented at Council meeting) establishes a clean, fresh look and branded economic development image competitive with similar communities across the U.S.A. who are also trying to grow and attract businesses. The tool kit includes a new website, brochure, social media platforms and a power point. This campaign positions Concord at 'The Summit of New England's Business Corridor' a brand that can be implemented and used across the city's economic development efforts.