



CITY OF CONCORD

New Hampshire's Main Street™

REPORT TO THE MAYOR AND CITY COUNCIL

FROM: Suzanne Pegg, Economic Development Director

DATE: August 2, 2017

SUBJECT: Economic Development Progress To Date

Recommendation

Accept this report.

Background

Over the past three months, several activities have been conducted to identify the community's business strengths, weaknesses and challenges. The following represents a synopsis of that evaluation as well as an initial strategy toward an economic development plan for the City.

Discussion

The objective of the economic development plan will be to facilitate investment that leads to long term community prosperity building on the following six points:

1. Build on current vision and develop a business brand for the City of Concord;
2. Build on current infrastructure and assets identifying and minimizing barriers to business growth and investment;
3. Take a collaborative approach with associates across the City and the State of NH;
4. Work with partners to retain and attract talent and increase prosperity of the workforce;
5. Invest and build on recognized industry clusters to retain and attract new investment;
6. Protect the natural beauty of the city region. Sustainability and green is a growing part of the attraction for development of business and workforce. Concord has its own unique character and a wonderful historic background.

Numerous green spaces and an award winning main street provide the setting for the centerpiece for this crown jewel of New Hampshire.

Implementation/Timeline:

It is anticipated that the first 6 months will be used to set the ground work for the plan which will look at an initial three year implementation period alongside proposed measures and budget.

Measures

Number of Economic Development Director business/engagement visits completed:

Fiscal year 2017 (May/June – completed)	26
Fiscal year 2018 (Projected)	100

A database is also being implemented to capture the number of business calls and meeting data moving forward.

Outcomes/Actions to date:

- Multi-platform marketing plan is being developed including a specific Economic Development focused website. The process of implementing this has started and is on target to go live in December. *InvestConcordNH.com* has been secured as the domain name. To bridge the gap until the site goes live, the current city website landing page for community development will be adapted until this process is complete.
- In addition, the EDD is looking at applications which can capture available commercial real estate sites/development in the City under one user friendly button on the site.
- New content is being written for the website, marketing materials and PowerPoint. Content will link to the current destination marketing efforts being done already in the City.
- The EDD is in the process of engaging a local agency to assist with the business communications strategy and content for the website and other marketing materials.
- Three social media platforms have been launched to promote the City for business investment. Twitter is using the handle @investConcord to promote business news on Concord NH Economy and the EDD is using the Facebook platform *Suzi Concord NH* to push good business news stories and photos on the region. The EDD LinkedIn page has also been adapted to share business news on the region.
- The tag line – ‘Invest Concord, Be at the top of New England’s Business Corridor’ seems to be the most favored and effective positioning statement for the development of the business branding of the City.
- New photography stock is also in the process of being taken showcasing the Greater Concord region.
- Relevant marketing materials will be developed to support the campaign.

- A business PowerPoint is being produced.
- Corporate outreach within the City to key property owners, commercial real estate brokers and the leadership of key Concord employer's is ongoing.
- Corporate outreach to target companies and agencies outside of the region will commence in September.
- An incubator study has been done and currently under analysis by regional stakeholders.
- EDD will attend the International Economic Development Council Conference being held in Toronto in September.