

WORK STUDY SESSION
August 24, 2020
5:30 PM IN THE COUNCIL CHAMBERS

- 1. CALL THE MEETING TO ORDER**
- 2. MARKETING**
- 3. ADJOURN**

Why not Tracy?

City Council has made marketing one of the top priorities for 2021.

“In 2021 we will apply for economic development grants, develop partnerships with local businesses and organizations, and improve our internet presence on our website and social media for the purpose of attracting new people to visit and live in Tracy.”



Come Along for the Ride

Current Opportunities

- Rise in telework due to COVID:
 - Global Workplace Analytics estimates that by the end of 2021 25-30% of the workforce will be working at home multiple days a week
- Low cost of living:
 - homes in Minneapolis have an average listing price of \$329K, more than 3 times that of Tracy.
- Safety:
 - CAPS/Harris poll from July shows 77% of Americans concerned about rising crime in cities



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Right message to the Right people at the Right time

- Hone your brand: develop a message, look and feel that embraces who Tracy is
- Target your audience: resist the urge to be all things to all people
- Use the best media: should be a mix but mostly social and online marketing



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Process

- Branding
 - Look and feel: logo, tagline, colors,
- Messaging
 - Benefit statements, unique selling proposition
- Research
 - Competitive advantage, SWOT analysis
- Testing and execution



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What tools do we need?

- Online front door
 - Two new websites: one for city services, another to promote the city
 - New Ulm Model
 - www.newulm.com
 - <https://www.ci.new-ulm.mn.us/>
- Enhanced social media presence
- Video
- Staff resources



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What does this cost?

- Cost depends on how you ramp the program
- Plan is to apply for a \$400K EDA grant through available CARES money with \$80K match over two years
- Grant would fund a temporary position within the city for marketing, the development of new online tools, and execution of social media and other marketing materials



Come Along for the Ride