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## **Edgefield County Incentive Zones Marketing Plan**

*April 19, 2021*

### **PURPOSE**

To **promote** the Incentive Zones in Edgefield County and **encourage** commercial businesses inside and outside of Edgefield County to locate there.

### **AUDIENCE**

This Plan is designed to focus on those stakeholders with influence in commercial and small business development and location. However, this Plan can and will target other groups that may also be able to assist in recruiting businesses to these zones. The aim of the Plan is less general public and more specific to who can locate/utilize the Incentive Zones.

### **KEY MESSAGING**

- Edgefield County is growing, creating more customers for commercial businesses.
- Generac Power Systems has just made a multi-million dollar investment in a new manufacturing facility in Edgefield County, creating a minimum of 450 new jobs and cementing the growth that will continue to come to Edgefield County.
- The incentive zones are located next to the three Edgefield County Towns – Edgefield, Johnston, and Trenton – to give new businesses locating there a strategic advantage by being closer to a defined set of potential customers within a short ride.

### **RESOURCES**

There are five resources needed:

- A marketing company with experience in promoting the Plan as defined, plus other suggestions Council or staff want to consider.
- An Edgefield County staff person who would ensure that the Plan is executed. Total time spent by that staff person should average less than a few hours per week once everything is in place, but will likely require more time in the beginning as everything is being set up.
- A staff member of the Economic Development Partnership team who can interface with the Edgefield County staff member as necessary.
- Some investment on behalf of the County, as noted later in this Plan.
- A dedicated, simplified guide to the program, requirements, and step-by-step instructions will be needed for the participants of the Incentives program. Also, any supporting materials, such as how businesses demonstrate meeting their benchmarks, who reviews these and keeps track, and standard application, which will require additional Edgefield County staff time.

### **COMMUNICATION MEDIUMS**

- While the marketing company can help determine the best use of our resource to get the "biggest bang" for our money, some of the low-cost examples include:

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- Emails to significant influencers, such as regional Realtors
- Geofencing to ensure certain business markets are aware of Edgefield County
- Create specific marketing materials, such as a dashboard showing the numbers necessary to locate in an incentive zone
- Reaching out of other organizations that have reach, such as the S.C. Chamber of Commerce, the African-American S.C. Chamber of Commerce, Small Business Administration of S.C., International Council for Small Businesses, and others
- Specific social media advertising on social media platforms, such as LinkedIn, Google My Business, etc.
- Periodicals used by Realtors, economic developers, and others for both listings and potential advertisements
- Providing articles to newspapers and magazines of interest to the CSRA to see if they will publish them about our incentive zones
- Targeting publications such as SC Living Magazine, Greenville (SC) Journal, Gardens and Guns, etc. with articles they can publish.

**POTENTIAL GRANT FUNDING POSSIBILITIES**

- Looking for Community Development Block Grants that would enhance the incentive zones in terms of being able to market the zones or add to the available incentives within the zones.

**MARKETING PLAN TIMELINE**

While some items can be accomplished in this Plan without specific funding, there are items that must be funded through the County budget in order for this Plan to have the best opportunity to succeed. Those estimated costs include:

<u>Item to Fund in 2021-22</u>	<u>Estimated Cost</u>
Hiring a Marketing Company for one year	\$32,000
Creating marketing materials	\$8,000
Social media marketing costs	\$6,000
Other Professional Services	\$4,000
<b>Total</b>	<b>\$50,000*</b>

\* All costs can be funded through the County's Economic Development Fund

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**MARKETING PLAN TIMELINE**

Date	Message	Medium	Status
May 4	General Announcement of work to be done and budget needed	County Council Meeting	
May 15	Advertise for Marketing Company		
May 15	County Staff to identify specific parcels of land within Incentive Zones/meet with those property owners for marketing		
May 15	Identify Edgefield County Employee to assist in this work		
June 1	Design support materials around the incentive zones (see Resources)		
July 1	Marketing Company begins work		
July 15	Advertising begins		
August	Marketing Company makes first monthly report of progress to County Council		