

Ladysmith EDC Marketing Strategy – March 2006

Brief Summary

Background:

- Situational analysis – mid-island, bedroom community preserving and marketing it's heritage
- New ED strategy in 2004, EDC formed, ED coordinator (EDO) hired, action plans developed 2005
- Ladysmith economic base – population increased 7% 2000-2005 to 7,300. Aging population, lower education, experienced labour, lower income as compared to BC average
- Building permits and business licenses up
- Tourism big contributor to local economy
- Broad goals – to grow business, to diversify, to strengthen and maintain current assets
- **5 Key business targets** identified were boat manufacturing/marine related manufacturing, professional services/knowledge based business, food and beverage processing, value-added wood products manufacturing and tourism.

Investment Attraction Objectives and targets (over next 3 years)

- Target audience ranges from BC, US, Central Canada and Asia
- Create awareness in each sector via: website, conferences, articles in trade publications, issue newsletters and press releases. EDO to track inquiries and new businesses.

Investment Attraction Strategies and Tactics

A. Generate awareness

- ED branding of identity, logo, etc for all publications and advertisements
- Develop a comprehensive ED website – “Doing business in Ladysmith” part of TOL site - including detailed community profile, maps and photo gallery, OCP, land and building database, licenses, municipal services, contact info, etc. Include target sectors, maximize search hits
- Develop high quality ED brochures, newsletters, advertorials, and fact sheets
- Selective advertising, publications, press releases, local cable TV
- Memberships in VIEDA, EDABC, EDAC, PNEDC as well as sector organizations
- Attend conferences and trade shows where possible

B. Attract investment

- Identify and qualify prospect companies, all need person-to person contact, follow up, etc
- Executive briefings, site visits, testimonials, research, facilitating approvals via TOL, etc

Partnership Investment Attraction initiatives

- Regional partners – CREDC (including Linx BC, Film Cowichan), VIEDA, City of Nanaimo (shared sectors and Airport), CFN., Ladysmith Chamber of Commerce, LDBA
- Federal – Industry Canada and WEDC – matching fund programs
- Provincial – Ministry of ED, Linx BC funding
- Private Sector – Waterfront development, Oak Bay Marine, Telus, BC Hydro, Terasen for eg.

Implementation plan and budget

- Implementation steps for Year 1 plus budgets for years 1-3 included marketing and communications, strategy, funding, branding, website, awareness activities, measuring results, etc