

Category	Territory Assets and Quality of Place					
Name	Cape Fear Image Enhancement				#	6-5
Goal	Help create and communicate a new image for the Cape Fear Region as technology and advanced manufacturing hub for the knowledge economy					
Champion	Wilmington and Regional Chambers				Importance	4.0 (3.7)
Do-ability	3.5 (2.6)				ROI	4.0
(Importance, Do-ability, ROI rated on a 4 to 1 scale; 4=High; 1=Low. Steering Committee average rating also shown).						
Action Type		Build New	X	Expanding Existing		Attract From Elsewhere
Focused Impact Areas	X	Talent		Technology		Tolerance
		Territory Assets	X	Overall		
Description	<p>Today in the U.S. two out of three students graduating from college make their location decision based on place versus job. Hence being known as a creative region or being identified a technology hub is key to attracting and retaining talent. To that end, regions are trying just about anything to build their image and get noticed nationally and globally. Regional branding campaigns, mass media advertising, student contests, high school recruiting campaigns, trade missions and a host of other traditional marketing techniques are making a lot of agencies money but the efforts are doing little to attract and retain talent in any given.</p> <p>Catalytix recommends enhancing and continuing to build the Cape Fear Region's image by making sure it is easy to learn about the region on the web and that a wide variety of local and regional successes are being show cased virtually. Cape Fear Future should create a Web Portal to serve as the primary communication vehicle that acts a gateway to learn about the region by providing links to web sites, You Tube and Face Book postings, local bloggers, online newsletters that cover happenings in the region. Let the news be presented by those making and covering the news.</p> <p>Links should cover the widest gambit possible of organizations, clubs, SIG (Special Interest Groups), event calendars, etc., etc,. Add Google locator map functionality. Consider hiring a blogger to create, stimulate and participate in virtual conversations about the Cape Fear Region.</p>					
Timing	ASAP					

Resource(s)	\$ to design and launch a super creative, highly visual and super easy to use web portal and to fund a blogger
Performance Measures	Number of links on the portal Freshness of content Number of unique visitors Number of references to Cape Fear in national and global press Number of bloggers covering Cape Fear Other
Success Factors	Create content that captures the attention of master bloggers as well as national media
Tactics and Action Plan	<p>Get buy-in from Cape Fear Future Advisory Board as one of the top priority "ASAP" initiatives</p> <p>Consider a contest within the local academic (high school, community college, college and university and web communities for design and maintenance of the portal</p> <p>Identify and local blogger and hire them to do an inventory of what current virtual image is of Cape Fear and who is talking and not talking about the region</p> <p>Based on the results of the online inventory develop a virtual image campaign to launch in conjunction with the web portal</p> <p>Hire a web monitoring service to catalog articles and commentary occurring about Wilmington outside of Wilmington</p> <p>Monitor results and adjust communications based on feedback</p> <p>Keep web portal fresh and updated</p>
Justification / Rationale	<p>Popularity of the internet</p> <p>Amount of content/ good things happening in the region that are not being showcased</p>
Model or Case Study Reference	www.issuemediagroup.com/
Supporting Documentation	<p>See Pop City an example of a low cost but highly effective e-newsletter that aggregate the good news about regions and their urban cores</p> <p>www.popcitymedia.com/</p>

Risk Factors	Low
Marketability or Buy-In Potential	High
Synergy with Other Strategies	Links with all strategies and recommendations
Alternatives	
Notes	