



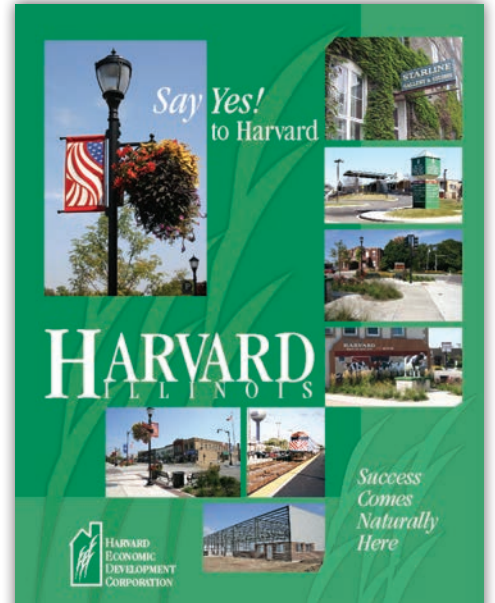
Economic, Community & Education Development
Branding and Outreach

Case Study: Harvard Economic Development Branding and Marketing



Recruitment Folder

This high quality pocket folder is used to prospect, for lead follow up and to recruit stakeholders. Dual pockets present community data, available sites and tiered program and service information.



We specialize in economic development branding and marketing for regions and rural communities.

We have worked with the Harvard Economic Development Corporation (HEDC) since it was founded in 2001. Over the years, we have helped the HEDC build a strong and recognizable brand, a proactive outreach strategy and an online marketing program that is putting Harvard area commercial and industrial development opportunities in front of a global audience.

We designed and built the HEDC's gateway website at www.harvardedc.com, and developed its online Land and Sites Database.

We lead the HEDC's strategic planning process every three years, oversee public relations and marketing, and identify cost-effective advertising opportunities.

The bi-monthly developer e-newsletter that we write and produce is distributed to a targeted audience of site selectors, developers and corporate real estate executives.

Ask us how we can help you increase the visibility and impact of your regional economic or enterprise development initiative, effectively and affordably.

— Lori Martinek, ED/c Partners



Branded Identity

The HEDC's brand is bright and progressive and built on the Success Comes Naturally Here theme.



Monument Signing

We designed the Welcome to Harvard monument sign, which is located at the south gateway to the city.

Community Profile

The full-color Community Profile is updated every three years and sized to fit into the recruitment folder with tiered site and service sheets.

www.edcgrow.com

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City of Harvard Newsletter
 We produce the City's constituent newsletter, which is published semi-annually.

Constituent Newsletter
 We write and produce the HEDC's quarterly newsletter, which is published in the local media and on the HEDC website at www.harvardedc.com.



Website and Online Land & Sites Database
 We built and maintain the HEDC's website and searchable Land & Sites Database. You can see them at www.harvardedc.com.

Metro Market Advertising
 We oversee the HEDC's advertising program, which utilizes full-page ads in Chicago area newspapers to target business owners and site selectors. Our media buying expertise identifies outstanding opportunities for our clients.



Design That Shines!
 We created this logo to tell the world that Harvard is part of a designated Free (Foreign) Trade Zone.



Developer E-Newsletter
 We produce the HEDC's bi-monthly e-newsletter, which promotes land and site opportunities to a targeted list of developers, site selectors and corporate real estate executives.

Take a Good Look At... Harvard!
 It's a Great Place to Grow a Business

Harvard is open for business and growing, with retail-ready development sites and a proven industrial park now in Phase III. You'll find what you're looking for in Harvard: affordable, shovel-ready sites, a regional workforce and a community that wants your business.

Join These Retail Leaders in Harvard:

- Walmart SuperCenter
- Tractor Supply Co.
- Walgreens
- Advance Auto Parts
- Harvard Chevrolet Buick GMC
- Harvard Ford

And ...

- Six emerging retail districts
- Increasing traffic counts
- Great outlet opportunities
- Metra commuter rail service
- Emerging downtown arts district

Find Land and Sites Online

- Commercial - Industrial - Retail Sites
- Free, Searchable Database
- New Opportunities Weekly
- Retail Development Map
- Gateway Corridor Map

<http://www.landandites.harvardedc.com>

Arrowhead Industrial Park Phase III Now Selling!

- Lots from 1.5 to 100 acres
- Flexible lot lines
- Rail access
- Underground utilities
- Established tenant base

Harvard is part of the Rockford FREE TRADE ZONE - Ask for details!

Subscribe to our FREE Monthly E-Newsletter featuring Harvard's hottest land and building opportunities at www.harvardedc.com

Good things are happening in Harvard. Come see what all the excitement is about!

Say Yes! To Harvard
 Once You Visit, You Know - It's a Great Place to Grow.

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