

Iredell EDC FY2627 Marketing/Programs Budget Breakdown

Program of Work: #68311 #68324

Developers Council 2 x - \$6,000

Industry Leaders Council 4 x year - \$6,000

Marketing-Comm Relations #69200

Website Updates \$10,000 – General Changes, tweaks

External Marketing - \$27,000 #69204

2 Targeted Site Selection Trips (Craig/Jenn)

- EDPNC Site Selection Consultant Mission Trips x 2, \$4,000

2 Marketing Trips (Craig/Jenn)

- Select USA w/EDPNC, Washington, DC \$5,500
- Consultants Forum, \$5,500

2 Real Estate Conferences

- NAIOP Statewide Conference Pinehurst Feb 17-19 \$2,000
- Regional Broker/Developer Networking Event - \$4,000

2 Existing Industry

- Manufacturing Conference Winston-Salem (Spring), \$700
- MD&M East/Battery Show Charlotte (Spring) \$500

2 Workforce

- NCWorks Partners Conference Greensboro (Fall), \$1,000
- ApprenticeshipNC Annual Conference (Spring), \$600

Other State, Regional, and Local Networking Events

- Other NAIOP, ULI, CBJ Heavy Hitters, Emerging Issues, NC Chamber, CREW, \$3,200

Investor Marketing \$41,000 #69206

Annual Meeting Luncheon - \$25,000 (August)

Annual Meeting Report - \$5,000 (Print/Design)

Investor Meetings \$3,500 x 2 - \$7,000 (Jan/May)

Community Partnership \$30,000 #69208

CLT Alliance Investment - \$25,000

Small Business Series/Chamber Partnership - \$2,500

Local Events Chambers, Downtown Alliances, CVB, Boys & Girls Club, United Way - \$2,500

Training/Professional Development - \$15,800 #69210

IEDC Conference CECD Required Professional Development for Certification – Fall (New Orleans) - \$3,000 Jenn

NCEDA (Fall/Spring/Summer, Board Retreat) Required Board Member, \$3,200 Jenn

EDPNC Advisory Board Mtgs Required 4 x Year \$1200 Jenn

NCEDA Fall Conference/Emerging Leaders (Fall) \$1500, Evan

NCEDA Annual Conference (Summer) \$1000, Todd

NCEDA Practitioners Forum High Point, NC \$800, Sharon

Women's Economic Development Network Learn & Lead \$500, Sharon

NAIOP Essentials of the Development Process Program \$800, Craig

NCEDA Spring Conference (Spring) \$800, Craig

SEDC Annual Conference (Summer), \$1,000, Craig

Other Professional Development - \$2,000

Marketing Materials \$49,000 #69214

Advertising - \$10,000

Annual Report - \$6,000

Community Overviews Town/City - \$6,000

Industrial Sites Videos - \$7,000

Photography - \$5,000

Popup Banners - \$4,500

Promotional Items - \$5,000

Other Marketing - \$5,000

Travel/Meals/Mileage/Lodging \$8,000 #69220

Associated with External & Marketing Travel

Special Projects: \$41,000 #69221

Future Growth Study

Marketing In Kind \$7,500 #69220

Pivot PR - \$7,500 (Press Release, Media Alerts)

Iredell Ready #68320

Workforce Advisory Council 4 x year - \$4,000 (Iredell Ready Alliance Budget)

Workforce Forum - \$10,000 (Iredell Ready Alliance Budget)