

## **EVSP Focus Area – Marketing & Branding**

### **Focus Area Formation Guidelines:**

1. Reach out to partners for participation in the sub-committee. Consider diversity and inclusion as you assemble the team.
2. Think meaningful and manageable as you contemplate the scope of work/goals to aim for in the next 12 months. Part of your role is to prioritize. Consider aspects such as timing, opportunity, and urgency. We do not have to identify a near term activity for every action item.
3. Avoid duplication. Part of each sub-committee's initial job will be an assessment or inventory of the current state resources and initiatives already in place. Consider what is already in place with our economic vitality partners and how we can support, expand or better coordinate those efforts, before looking to add or create new initiatives to support the Action Items in your Focus Area.
4. The EVSP was completed before the Thomas Fire. We encourage each sub-committee to call out activities taking place within their Focus Area that relate to Thomas Fire Recovery and have an Economic Vitality element to them. Opportunities to support/expand these efforts or fill an identified need are encouraged.
5. Consider the "Suggested Initial Objectives" for your Focus Area (Listed Below, if identified in the EVSP) as just that, a suggestion. Your sub-committee is empowered to choose the initial objectives and report those back to the Steering Committee.
6. Paul Stamper and Rachel Linares will be your primary contacts at the County if you have questions. We can also help to coordinate participation from the various County agencies on each of your sub-committees, where appropriate.
7. All EVSP reports and resources can be found at our website:  
<http://vcevsp.org/>

TABLE 1. SUGGESTED INITIAL OBJECTIVES

Focus Area	Action Items	Key Initial Objectives
Marketing & Branding	D1-D2	<p>Determine how best to approach the mutual sharing, distilling, or adjustment of current disparate brand materials, to maximize consistency and minimize confusion among various target audiences. To achieve this, initial steps could include compiling all branding concepts, materials, etc., identifying a spokesperson for each distinct branding effort, and defining:</p> <ul style="list-style-type: none"> <li>a. What is important to each entity</li> <li>b. What components differ or exist in common</li> <li>c. What common/varied messages exist</li> <li>d. The different and common purposes served by brand messages, and What shared/different audiences apply to each</li> </ul>

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Focus Area Action Item	Recommended Priority Level (Scale 1-3: 1- Highest, 3- Lowest)	Proposed Lead
D.1 Establish countywide Marketing Collaborative focused on economic vitality, to ensure consistency of marketing efforts, including branding, with countywide themes/priorities identified in the EVSP and with existing campaigns such as “Grow Your Business Live Your Life”	1	EDC-VC WDB CEO TBID’s

**D.1 *Establish countywide Marketing Collaborative focused on economic vitality, to ensure consistency of marketing efforts including branding, with countywide themes/priorities identified in the EVSP and with existing campaigns such as “Grow Your Business Live Your Life”***

This action item would be closely coordinated with A.1, which calls for establishing the EVSP Steering Committee, and with the existing informational website, [venturacountygrowsbusiness.com](http://venturacountygrowsbusiness.com), currently maintained by the Workforce Development Board. The functions of a Marketing Collaborative called for in this action item that are specific to the core functions of sustaining economic vitality could be incorporated into the overall EVSP Steering Committee processes. Either way, and regardless of the organizational arrangement under which marketing takes place, the marketing function should be fully integrated with other countywide economic vitality strategic positions and operations. Ideally, marketing efforts of other entities, such as cities and their respective Chambers of Commerce, related to economic vitality could fit within the marketing “umbrella” created through this action item. In this sense, the countywide marketing program would address major themes in a way largely compatible with, and not overshadowing, the messages generated by the other entities.

<b>D.1 Establish countywide Marketing Collaborative focused on economic vitality, to ensure consistency of marketing efforts, including branding, with countywide themes/priorities identified in the EVSP and with existing campaigns such as “Grow Your Business Live Your Life”</b>		
<b>KEY PARTNERS</b> <ul style="list-style-type: none"> <li>Ventura County (CEO)</li> </ul>	<ul style="list-style-type: none"> <li>Convention &amp; Visitors Bureaus (all)</li> <li>Cities’ ED function</li> <li>EDC-VC</li> <li>WDB</li> </ul>	<ul style="list-style-type: none"> <li>Chambers of Commerce (all)</li> <li>CreativityWorks</li> </ul>
<b>APPLICABLE RESOURCES</b>	<ul style="list-style-type: none"> <li>Compile existing marketing packages from relevant organizations (Chambers, CVBs, etc.)</li> </ul>	

Focus Area Action Item	Recommended Priority Level (Scale 1-3: 1- Highest, 3- Lowest)	Proposed Lead
D.2 In conjunction with Marketing Collaborative partners, identify opportunities for implementing specialized marketing campaigns (i.e., marketing initiatives focused on special topics such as the arts, recreation, quality of life, etc.)	1	CEO EDC-VC WDB TBID's

**D.2** *In conjunction with Marketing Collaborative partners, identify opportunities for implementing specialized marketing campaigns (i.e., marketing initiatives focused on special topics such as the arts, recreation, quality of life, etc.)*

This action item would also be closely coordinated with A.5, which calls for establishing the arts/culture collaborative, given that arts and culture may be one of the specialized marketing campaign themes. Visitors will be a prime target for many of these campaigns. However, a primary function of this action item is to acknowledge, programmatically where possible, that the assets of Ventura County that are likely to be marketed to specific audiences, in support of specific industries, are also inherently related to messages pertaining to general economic vitality. That is, these assets are not only meaningful to residents and visitors but also part of the “checklist” for employers evaluating whether to invest (or remain) in Ventura County. Even marketing campaigns directed to very specific audiences, such as bicycling tourists for example, will make use of typical messages. To the extent specialized marketing messages convey a *unified vision* of the County, the benefit to both the specific economic activities being marketed and the overall economy should be magnified.

<b>D.2</b> In conjunction with Marketing Collaborative partners, identify opportunities for implementing specialized marketing campaigns (i.e., marketing initiatives focused on special topics such as the arts, recreation, quality of life, etc.)		
<b>KEY PARTNERS</b> • Ventura County (CEO)	<ul style="list-style-type: none"> <li>• Convention &amp; Visitors Bureaus (all)</li> <li>• Chambers of Commerce (all)</li> </ul>	<ul style="list-style-type: none"> <li>• CreativityWorks</li> <li>• EDC-VC</li> <li>• WDB</li> </ul>
<b>APPLICABLE RESOURCES</b>	<ul style="list-style-type: none"> <li>• <a href="http://www.heraldargus.com/news/mc-eyes-new-city-website/article_383c3bc8-de5f-5e2f-bb10-39dc684a751f.html">http://www.heraldargus.com/news/mc-eyes-new-city-website/article_383c3bc8-de5f-5e2f-bb10-39dc684a751f.html</a> (news article on similar effort)</li> </ul>	<ul style="list-style-type: none"> <li>• (see D.1)</li> <li>• Cycle Cal Coast</li> <li>• Santa Monica Mountains Bicycle Tourism Roundtable</li> </ul>