

# DRAFT

## EXHIBIT C

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### **3M Redevelopment Marketing Strategy – Draft Outline**

**GOAL:** Implement a marketing effort for the 3M Site that is a broad based comprehensive strategy that utilizes several effective modes of communication and results in the timely reuse of existing buildings and development of vacant land. The priority will be to recruit businesses that maximize economic development outcomes and the priority characteristics described in the Evaluation Criteria.

- ◆ Develop a consistent and unique brand for the site, including naming, logo, brand identity, graphic use manual, and other tools as needed.
  - Conduct a brainstorming session with community stakeholders to gather input and ideas regarding branding, marketing and business recruitment.
  - Develop marketing messages aimed at a variety of key target audiences/end-users, including light industrial businesses, green and bio businesses, locally owned and operated companies, and independent retailers.
  - Ensure marketing message and collateral materials emphasize the many benefits of the reuse of historic buildings, including the environmental benefits of building reuse and financial advantages (ex. historic tax credits).
  - Ensure materials tout the many assets of the East Side with a focus on its high quality, well-trained and/or easily-trainable workforce, transportation access, proximity to higher education, etc.
  - Integrate information about workforce resources and agencies in the area.
  - Segment marketing strategies and collateral material for use on local/national/international levels.
  - Develop a component of the marketing effort for community partners to use to leverage their networks whenever possible.
  - Utilize a collateral system to ensure easy access to consistent site information, including a folder structure, overview brochure, tactical brochure and site sheets.
  - Develop a website focused at the primary audiences of real estate brokers, local businesses and community partners. The site should have a web-editable interface, with links to blogs, site documents and maps and other related sites.
  - Efforts should leverage existing Invest Saint Paul Marketing and Neighborhood Stabilization Program efforts, including housing and commercial corridor revitalization.
  
- ◆ Aggressively market the site and buildings locally, nationally and internationally.
  - Register and list properties with the Minnesota Commercial Association of Realtors (MN listing service) and LoopNet (national) and Colliers Connects (international).
  - Utilize targeted local, regional and national print advertising to maximize exposure.
  - Leverage Colliers existing local, national, and international brokerage networks.
  - Expose to Colliers Investment Services group and Colliers Client Base.
  - Utilize industry leading e-marketing tools to contact and track exposure of the site to a database of local national and international real estate investors.
  - Conduct periodic strategic evaluations to refine marketing tactics during the marketing period.
  - Provide regular updates with measurable outcomes to the Port Authority and community stakeholders.