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Economic alliance rolls out marketing message

BY PAT KIMBROUGH ENTERPRISE STAFF WRITER 9 hrs ago



you can make it here

The new logo for the Guilford County Economic Development Alliance

HIGH POINT — Economic developers say they now have a focused marketing pitch as they seek to recruit companies here.

The Guilford County Economic Development Alliance, or GCEDA, recently unveiled its logo depicting Greensboro and High Point and the tagline, “you can make it here.”

The alliance, formed in 2015 as a collaboration between High Point, Greensboro and Guilford County, devised the logo based on the recommendations of its action plan and marketing blueprint.

“The good news is, we’ll have some really nice combined marketing materials between Greensboro and High Point with the advent of this logo and the additional printed and electronic materials that will come with it,” said Greensboro Chamber of Commerce President Brent Christensen.

He and High Point Economic Development Corp. President Loren Hill work together recruiting projects through the alliance.

Hill said the logo was developed over the last several weeks, as the GCEDA Leadership Group, High Point EDC team, and Greensboro Chamber staff worked with the creative team at Greensboro marketing firm Bouvier Kelly.

“I know they wrestled and wrestled with that logo and put a lot of effort into getting it just right,” said City Councilman Jeff Golden, who is a member of the GCEDA Leadership Group, which serves as the board of directors. “It wasn’t the first one we saw, and we were trying to make sure we got a unanimous vote, as far as the approval of it.”

Consultants who developed the action plan and marketing blueprint for the alliance recommended reaching out to companies that appear to be in expansion or relocation mode, and tailoring a direct marketing message to prospects.

“DCI and Garner Economics, our GCEDA consultants last year, told us to ‘keep it simple’ with what we call ourselves,” Hill said. “Calling our community ‘Greensboro-High Point,’ they told us, would be the clearest and most effective way to market the county.”

Christensen said the tagline is a reference to the county's manufacturing sector, and is designed to convey to the younger generation they can make their lives and careers here.

"The tagline is very appropriate," Hill said. "We learned in 2016 that Guilford County has more manufacturing employees than any county in North Carolina, and is one of the top five counties in the Southeast. So one meaning of the tagline is that companies are successfully manufacturing their products here, as can firms considering locating here."

He added, "The phrase can also mean that someone can be successful here, in whatever they're doing. It could also mean that a person can make a great reputation, a lasting business relationship, a positive impression, etc., in Guilford County."

High Point and the other two local governments each spent \$100,000 last year on the alliance and are poised to contribute the same amount again in the upcoming budget year.

Golden said the collaboration — rather than competition — between High Point and Greensboro economic developers through the GCEDA is working out well for the city.

"From everything I'm hearing, it's working better than expected," he said. "Just the sharing that never took place before — even if we don't land a company, it still stays in this area, and it's always close enough for people from High Point to work. So it's benefitting High Point."

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