

## City Council and Administration Budget Workshop May 7, 2005

---

### Department: Planning & Development

**Department Issues/Concerns:** Economic Development Marketing of Rochester Hills

**New Responsibilities/How Handled:** Marketing efforts undertaken by Economic Development Manager and supplemented by outside professional services

#### **2004 Completed/Initiated project(s):**

Rochester Hills Inventory Report compiled  
Basic marketing materials developed  
SmartZone marketing materials development initiated (Phase I and II)

#### **2005 Projects/Status/Completion Date:**

SmartZone marketing materials in development (jointly funded by partners) – projected completion June 1  
Rollout of the SmartZone marketing campaign (Phase III) – initiated July 1  
Printing of SmartZone marketing materials (funded by LDFA) – June 1

#### **2006 Projects:**

Develop *local* SmartZone and economic development marketing materials  
Develop and place 4-6 local and regional advertisements in economic development-based publications, such as *Business Facilities* or *Corp Magazine*  
Develop four SmartZone signs to identify the boundaries at Livernois, Hamlin Road and Livernois, Hamlin Road and Adams, and Adams and Auburn Road. One or two signs on M-59 also will be explored.  
Attend two regional and one national trade show to promote the City and SmartZone  
Continue to develop news releases to promote successes

#### **What City Council Objectives can you INITIATE and LEAD in the implementation without additional resources?**

Enhance City PR  
News Releases  
Regional Communication Cooperative/Chamber of Commerce