

Organization: Carroll County Department of Economic Development

Community Size: Small (Less than 200,000)

Name of Marketing Initiative: "Right Place, Right Time" CEO testimonial video

Strategic Approach: At the 2018 MEDA fall conference entitled "Understanding the Site Selection Process", featured speakers shared the concept that site selectors want to hear directly from CEOs; they want to hear them speak about the quality and availability of the local workforce as well as other local economic attributes.

Carroll County Economic development took this recommendation to heart and embarked on the planning and production of the "Right Place, Right Time" CEO testimonial video. Top CEO's from recognizable companies were selected to participate. Award-winning video production company Kit & Kaboodle was retained to produce the video. The result is a 09:55 minute video featuring eight CEO's discussing the Carroll economy, workforce, higher education, broadband availability, growth potential, and local economic development support.

Target Audience: Site selectors often represent corporate CEO's that are looking to relocate and relate directly to like individuals. Carroll's featured CEO's included:

Rich Bowie, Executive Vice President, Knorr Brake Company

Sue Chambers, President & CEO, Strouse

Dan Cooper, CEO, Fuch's North America

Annette Danek, Senior Vice President, Penguin Random House

Ram Javia, CEO, Wes Pharma, Inc.

Joe Mandato, Executive Vice President, Evapco, Inc.

Kent Martin, Plant Manager, Lehigh Cement Company

James Rainey, CEO, Applied Technology Group

The video was saved on a thumb drive and mailed along with available property listings and a letter signed by Director Jack Lyburn to nearly 100 national site selectors. The video was also presented to the regional marketing partners including the Maryland Department of Commerce team and the Economic Alliance of Greater Baltimore. The video was shared on the Local Carroll County Government TV channel and presented at local chamber and business meetings. It is available on the department's YouTube channel.

Innovation & Originality: Video is a very effective marketing medium today and the CEOs featured were very sincere and direct in their positive testimonials. They are each willing to speak with prospects on an as-needed basis and continue to support the work of the county to advance Carroll County business.

Cost Effectiveness: The cost of video production was \$12,575. The video feedback has been very positive.

Source of Public Funds: 100% of the \$12,575 was from public funds.

Source of Private Funds: NA

Private Sector Investments: NA

Project Cost /ROI: Information to determine ROI is not available, however, to us the video is priceless given the amazing quotes and testimonials that we now have on record.

Project Cost / Method for Measuring Results: Significant website traffic gains were not realized as a result of the direct mailing. The department received calls from site selectors and regional partners as a result of the video but did not track the call volume. Business development over the last year has substantially increased over previous years.

Achivement of Stated Objectives: The initial objective was to capture video testimonials from several successful Carroll business leaders - we accomplished that objective. After recording the interviews, the videographer remarked that we needed to add a segment about the department because each CEO was so complimentary of the support that they received from the county staff. In the end, we did add a segment about the Economic Development department's services to support local business growth, development and business relocation.

Method for Measuring Results: Not available

Graphic Appeal: Carroll County attributes and those of the Greater Baltimore Region were highlighted in the video.

Carroll County Department of Economic Development YouTube Channel

<https://www.youtube.com/watch?v=JhHRjFctWJQ&t=122s>

Additional Docs: