







Stretching Your Community Marketing Dollars
April 12, 2023
1:30 – 3:30 p.m.
Webinar

Organization Contact Person and Contact Information	Kathleen Heady, CEcD, Manager, Wisconsin Economic Development Academy, Wisconsin Economic Development Association
General Organization Information (i.e. website address, short description of organization, etc.)	For over 45 years, the Wisconsin Economic Development Association (WEDA) has represented the economic development interests of both the private and public sectors through advocacy, education, and leadership on statewide initiatives. Driven by the needs of our members, we are committed to providing the resources and tools to promote economic prosperity in Wisconsin. WEDA is proud of our history, our growing list of accomplishments, and our past, current, and future efforts that make it possible for economic development professionals and organizations to be successful. The WEDA Academy aims to advance economic development through education and offers multiple training opportunities on the leading economic and community development issues of the day. The seminars are taught by recognized industry experts and provide continuing education credits.
Academy Course Model	Webinar Briefing (120 minutes)
Name of Academy Course:	Stretching Your Community Marketing Dollars
Technology Required (LCD projector, flip chart, etc.)	LCD projector, screen, laptop
Training Objectives	To provide an introduction to tools, techniques and approaches to effective community marketing with limited resources. After completing this course, participants will have an understanding of several useful tools to identify a community niche, the importance of building and maintaining a digital presence, and how to measure the returns on your marketing investment. Examples of initiatives from two Wisconsin communities will be featured.
Description of Session or Course	<p>Economic developers are frequently called upon by their communities to help build marketing strategies for talent attraction, business retention and attraction, connecting with residents and organizational investors and other initiatives. Often, these efforts must be accomplished with limited staff and financial resources. Through this course, participants will be introduced to valuable tools and techniques that will help to lay the groundwork for an effective marketing effort. Cost efficient approaches, including maximizing your community digital presence, will be explored along with measuring returns on your investment. Successful community examples will be highlighted.</p> <p>Through this course, Melissa Meschke will be introducing three useful tools communities can use to find their niche. She will explore using a</p>

	<p>SWOT analysis, Business Model Canvas and Customer Avatars to market your community more effectively. The importance of your digital presence for 24/7/365 exposure will be featured. Course participants will also learn about successful marketing initiatives from the greater Oshkosh and Wausau communities.</p>
<p>Training Deliverables</p>	<p>Through this course, attendees will learn –</p> <ul style="list-style-type: none"> • Effective tools to find your community niche • Optimizing your digital presence • Measuring the results of your marketing efforts • Successful community examples that demonstrate how to stretch your marketing dollars
<p>Instructors' Names</p>	<p>Melissa Meschke, EDP, Economic Development Outreach Manager, Institute for Business & Entrepreneurship, University of Wisconsin System</p>  <p>Melissa Meschke has been the Economic Development Outreach Manager for UW-System’s Institute for Business and Entrepreneurship (IBE) for over a year and a half. She regularly meets with Economic Development organizations all across the state to discuss collaboration opportunities, fill knowledge gaps and do presentations on IBE services and data. Before joining IBE, she was the Director of the Small Business Development Center at UW-Stevens Point for four years where she provided direct 1-1 consulting to entrepreneurs. Prior to that, she helped manage several small businesses in Michigan for five years. She holds a marketing degree from UW-Eau Claire as well as an Entrepreneurial Development Professional certification from IEDC.</p> <p>The University of Wisconsin System’s Institute for Business & Entrepreneurship helps entrepreneurs, businesses and economic development professionals across the state to achieve their goals through expert consulting, educational resources and a dynamic statewide network.</p>
<p>Instructors' Names #2</p>	<p>Blake Opal – Wahoske, Executive Director, Wausau River District, Inc.</p>  <p>Blake Opal-Wahoske is a recent UWSP graduate with a degree in Marketing. He has 7+ years of experience in the Main Street program focusing on long-term, comprehensive community lead revitalization of downtowns. He is also involved in historic preservation and LGBTQ+ advocacy.</p> <p>The purpose of the Wausau River District Inc. is a non-profit main street program with a mission to promote and facilitate the economic vitality and historic preservation of downtown Wausau for the benefit of the entire community. Areas of focus include placemaking, business development, and residential development.</p>

<p>Instructors' Names #3 and #4</p>	<p>Tricia Rathermel, President & CEO, Greater Oshkosh EDC</p>  <p>Tricia Rathermel serves as President and CEO of Greater Oshkosh EDC. A lifelong resident of the Fox Valley, Tricia combines a wealth of experience in both for-profit and not-for-profit sectors with a passion for making a positive impact in her community. Tricia brings to the table a valuable skillset that includes expertise in project management, strategic planning, and marketing. Whether working with government agencies, private businesses, or community organizations, she is driven to achieve results that make a meaningful difference to those she serves.</p> <p>Andrea Aurigue, Communications & Research Manager, Greater Oshkosh EDC</p>  <p>Andrea Aurigue is an economic development professional with extensive knowledge and experience in private and public economic development, having worked on residential, commercial, and industrial projects throughout the Fox Valley. At GOEDC, she provides valuable advice on site selection, the existing real estate market, and development incentives. Andrea also serves as a strategic advisor to develop and execute communication and research plans that advance the organization's priorities.</p> <p>Greater Oshkosh Economic Development Corporation (EDC) is a non-profit organization dedicated to promoting economic growth and prosperity in the greater Oshkosh area, which covers most of Winnebago County. Founded in 2015 by a group of local business leaders seeking a new type of economic development resource, the organization works with businesses, entrepreneurs, and community leaders to attract and retain businesses, create jobs, and foster a vibrant economy. Greater Oshkosh EDC offers a wide range of services including access capital, business retention and expansion, site selection assistance, and workforce development programs. Their mission is to accelerate economic growth, enhance business vitality, and improve the quality of life in the greater Oshkosh region.</p>
<p>Location (city, state) of each Instructor/Planning Committee</p>	<p>Melissa Meschke, EDP, New Richmond, WI</p> <p>Blake Opal – Wahoske, Wausau, WI</p> <p>Tricia Rathermel, Oshkosh, WI</p> <p>Andrea Aurigue, Oshkosh, WI</p>