City of Newton & Greater Jasper County Strategic Marketing Plan

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INTRODUCTION

In 2017, the City of Newton decided it was time to update its 2010 Comprehensive Plan. It began this process by first collecting public input through a community survey and through local organizations. This information was used to guide the development of the goals and objectives set forth for the next decade. The need to develop a strategic marketing plan was identified during this public input gathering stage.

Newton believed the plan should not only include Newton, but also the rest of Jasper County. The city and the county contain many recreational and economic assets that form a stronger and more diverse foundation in which to develop this plan. The development and promotion of these local markets and assets will benefit all entities within Jasper County in regard to population, business, and tourism growth.

This strategic marketing plan is a supplementary document to Newton's Comprehensive Plan and a standalone document for all businesses, stakeholders, and other communities in Jasper County. Its purpose is to develop a structured approach to market Newton and the surrounding area to current and future residents and businesses, as well as tourists and visitors.

The principle objectives of the marketing initiative are to support economic development in Newton and Jasper County, solidify an identity and image concept, develop a unified marketing strategy, and plan and create buying local strategies. The initiative will leverage strategic marketing opportunities such as the Strawberry Fest and other community events.

Implementation of the strategic marketing plan will achieve the following desired outcomes:

- Unified marketing approach shared amongst many stakeholders

- Increased awareness and enhancement of Newton's image to its target audiences

- Increased customer traffic to Jasper County's businesses, events, and attractions

- Increased focus on business recruitment and retention efforts

Specific project objectives include:

- Enhancing community pride

- Defining values through authentic messaging

- Coordinating with ongoing events as well as outreach and marketing efforts

- Providing measurable results

- Securing community champions

- Supporting local businesses through multiple resources including enhanced tourism

SITUATION ANALYSIS

SITUATION OVERVIEW

The City of Newton was founded in 1835 and is the County seat in Jasper. It is located in East Central Illinois at the intersection of State Routes 33 and 130. Newton is centrally located to a number of major Midwest cities, including: Chicago (232 miles), St. Louis (124 miles), and Indianapolis (137 miles).

At the present time, the City of Newton is a thriving agriculture and service-oriented community. Newton is home to manufactures such as Rex Vault, Evapco, and TPS. The City contains many service industries including three banking facilities, tax services, contractors, automotive sales and services, insurance companies and law offices. In addition, Newton has a decent base of retail businesses including Jasper Clothiers, Ardnt's, Tractor Supply, Dollar General, and IGA. Finally, the City of Newton has one hotel, a motel and a few sit-down eating establishments and fast food restaurants.

Jasper County serves as a hot-bed of outdoor recreation opportunities. Visitors come from all over to hunt, fish, camp, bird-watch, and wander through miles of nature trails. The county is home to two private hunting lodges that provide a wide range of hunting and fishing experiences. It is also home to two state parks: Sam Parr State Fish and Wildlife Area and Newton Lake State Fish and Wildlife Area. The Jasper County Prairie Chicken Sanctuary is home to not only prairie chickens, but also to many other species of rare or endangered grassland birds. In the City of Newton, visitors will find Peterson Park. It is home to playgrounds, batting cages, basketball and tennis courts, miniature golf, disc golf, pavilions, canoe ramps, and a multi-million-dollar aquatic center. The city and the county are in the process of developing Eagle Trails, a system of pedestrian and bicycle trails that provide connectivity between these county jewels. Lastly, families can still enjoy a drive-in movie at the Drive 'n Theatre. It is one of ten left in the state of Illinois.

The local area is also rich with history. This history has been captured at the Jasper County Museum located in the Newton Public Library and through the minds and memories of Jasper County residents. Visitors can visit the Burl Ives Memorial right across the street from the library. Irene Hunt also put Jasper County on the map. Irene resided in the Newton area for a portion of her life and used it as the setting for her book, *Across Five Aprils*.

Newton has an existing tagline, "Catch the Spirit, Live the Dream." Although this identity is not as known outside of the city-or even sometimes within its boundaries-the City's residents, civic leaders, and business leaders have a huge amount of community pride and spirit and want to ensure everyone lives the dream-now and into the future. That is why this plan was formed—to better market, promote, ignite and capture the spirit within the community and the county.

The city and the county would like to get more recognition for its amenities, success stories and community events. They want to share their stories with the world and attract visitors, new residents, and new businesses. At the same time, Newton and Jasper County are challenged by the lack of media coverage of their local events and happenings. The local newspaper and local radio station cover the news, but there is little to no other media exposure from regional media sources. The community also lacks a community calendar; advertising in local, regional, state tourism guides; and a regularly delivered newsletter.

Newton has introduced several communication initiatives in recent years. Community stakeholders feel the city does a good job delivering timely information about City Council activities, initiatives, and other happenings. Yet, there are opportunities for improvement, both in terms of using the communication vehicles currently available (website, social media, e-newsletters and signage, etc.), and in terms of expanding communication efforts through strategic, proactive media outreach and the use of other communication tools and tactics. This marketing plan takes a strategic focus, aimed at consistent delivery of the City's key messages and proactive seizing of timely news opportunities.

OPPORTUNITIES, CHALLENGES, & COMPETITION

The City of Newton and Jasper County have many great stories to tell and many assets to showcase, but they do not tell them or highlight them often enough nor do they communicate consistently to *all* their key audiences. This presents an opportunity to enhance and expand their marketing program to contribute to the City's/County's achievement of their quality growth and vitality objectives.

The local survey data captured for the purpose of the comprehensive plan revision and this document was reviewed and assessed to determine the focus of the overall strategic marketing campaign.

Key findings:
• Newton's strengths include being a good place to raise a family, safe environment, good quality of life, community members who are always willing to help each other out, excellent schools, recreational opportunities-fishing/hunting/nature, sense of place, beauty, community pride and affluence.
• A City's weaknesses include being in the State of Illinois, the declining population, erosion of the tax base, the lack of living-wage jobs, limited affordable housing, and a lack of diversity.
• Opportunities include business diversity, established community events, development of Eagle Trails, creating more positive alternatives for youth, providing more affordable housing, improving education, and improving upon and adding park/recreation facilities.
• Identified threats are perception of higher taxes, loss of locally-owned businesses because of lack of succession planning, thru-traffic not stopping in town, potential loss of power plant, and an aging population.

According to stakeholders, the following communities are among those with which Newton competes or are communities that are known beyond their borders in a way that Newton would also like to be known:
• Effingham
• Olney
• Casey

TARGET MARKETS

The Strategic Marketing Plan was developed with five separate target markets in mind. Each represents a different audience with differing needs and interests.

Current Residents: These are the people who reside here now. These are considered "Community Ambassadors" and serve as the spokespeople for the community. This group will be most interested in local happenings & news, history, events, and learning ways to get involved within the community.

Current Businesses: These are the businesses that are currently in operation. These are considered "Community Partners" and should be brought on-board during the execution of the Strategic Marketing Plan. This group will be most interested in local happenings & news; changes in regulations, rules, taxes or other factors that impact their operations; current and proposed incentives or assistance; information on the local labor pool; learning ways to get involved within the community; and events.

Potential Residents: This group is comprised of anyone who doesn't already live in the area. These individuals and families would be most interested in local happenings & news, quality of life factors (recreation, education, etc.), available jobs, cost of living information, learning ways to get involved with the community, history, and events.

Potential Businesses: These include all businesses (service, commercial, or industrial) who are either looking to expand or begin their operations. This group will be most interested in local happenings & news, availability of buildings/sites, incentives/assistance, local demographics, infrastructure, tax and utility rates, local business success stories, and local code and regulation information.

Tourists/Visitors: This group is comprised of all non-residents. This group will be most interested in things to do, places to shop and eat, history, and events.

PLAN OVERVIEW

The *City of Newton & Greater Jasper County Strategic Marketing Plan* articulates a course of action laid out through a collection of strategies that supports the community's economic future through branding, marketing, engagement, and outreach. By highlighting Jasper County's gems and unique history as found in its recreational opportunities, sense of place, friendliness, and community pride, along with its business opportunities, the marketing strategies will increase awareness of its offerings and encourage visitor, residential and business growth. By executing these strategies, the city and the county will communicate their desire to welcome shoppers, diners, "recreators," families and businesses.

The overall strategy is tailored to Newton/Jasper County's desire to be known as a welcoming, vibrant, and alive community full of opportunity and beauty. The plan is premised on strong community partnerships. These partnerships ensure efficient and effective community marketing to benefit multiple users and entities. Partners include, but are not limited to, the City of Newton, the County of Jasper, the Jasper County Economic Development Inc. (JEDI), the Jasper County school district, the Jasper County Chamber of Commerce, media organizations, recreation entities, and businesses.

THE STRATEGIES

Strategy #1 Develop Marketing Advisory Council

Public-private partnerships are essential to supporting the execution of this plan. Enlisting a variety of sectors to work together offers enormous potential to bring about broader, more lasting change. By mobilizing resources outside of the City's immediate control, networked organizations achieve their missions far more efficiently, effectively, and sustainably than if they were working alone.

According to research performed by the White House Council for Community Solutions, the following key characteristics and operating principles are critical for effective collaboratives to achieve their accomplishments:

Core Principles	Characteristics of Success	Supportive Resources
What does the collaborative need?	*What do successful collaboratives have in common?*	*What do they need to thrive?*
• Aspiration to needle-moving change on a community-wide metric • Long-term investment in success • Community members as partners & producers of impact	• Shared vision and agenda • Effective leadership & governance • Deliberate alignment of resources, programs and advocacy toward what works • Dedicated capacity & appropriate structure • Sufficient resources	• Knowledge • Tools • Technical Assistance from peers • Funding

- Create a Marketing Advisory Council made up of stakeholders from appropriate sectors. This group should meet at least quarterly, including an annual planning meeting. It will be responsible for choosing which strategies to execute and the timing of each. This group will also need to oversee and direct the efforts of the City's contracted professional, Image Squared Marketing.

Strategy #2 Develop Your Brand & Own It

The City of Newton has branded its community with the bald eagle. This is the Newton Community High School's mascot. It has also used the catch-phrase, "Catch the Spirit, Live the Dream." Together these elements have served as the community's brand. The Marketing Advisory Council needs to evaluate whether the community should continue to use the bald eagle and catch-phrase into the future or if it is time to re-brand the community.

Current City of Newton Logo

Now, there is no one right answer in this situation. If the community chooses to continue with its current brand, then it should enlist the assistance of a graphic arts professional to provide a more updated image that can be utilized for print and electronic purposes. The community should update this "logo" or image at the minimum of every 10 years.

To assist the community and the Marketing Advisory Council in making this tough decision, they should gather the opinions and participation of those individuals who own businesses and call Newton home. These individuals will help brand the community and contribute to its identity and act as brand ambassadors. They should then ask participants the following questions:

What does your community stand for?

This is important, as it is important to build off the current personality of the community and not completely change the core.

What is the identity of the city?

Encapsulating a community is not just about the logo; it is about the community streets, school district, residents, parks and quality of living. The brand must be based on what the city already has and its preserved personality.

What already attracts people to the community?

Whatever that is, focus on it and learn how you can magnify that to make it a place where people want to work, live and visit.

How do you encourage residents to participate and act as brand ambassadors?

Listening to residents' concerns and needs can have a huge impact on the outcome of a re-branding effort. It is important to make the community feel included so that they are excited about the future of the community. Get them involved by doing online polls and surveys about new logo options or taglines. Encouraging involvement will allow individuals to be more excited about sharing upcoming changes, whether it's through social media or word of mouth.

What does success look like?

Each community is different. Some communities want to attract more commercial or industrial residents, while others are more interested in gaining more visitor traffic. Define exactly what you want to accomplish by re-branding.

Branding a community is finding a way to share its current identity with the masses. Being tasked with turning a community into a destination can seem like a difficult mountain to climb but having the community behind you will help residents engage with your brand and bring new individuals and businesses to your city.

Once the determination has been made and a brand has been defined and created or refreshed, it is time to "own your brand." Uniformity and frequency in communications and marketing is key to strong brand recognition. Many steps should be taken to ensure uniformity and consistency.

- The City of Newton must use the logo in all outlets of communication, from the website to community entrance signs to brochures to business cards and stationary. The logo should be shared with all staff in its original form and made available on the City's website for use by other organizations as well.
- The City of Newton must develop templates for press releases, email signatures, letterhead, business cards, and all other forms or methods of communicating.

Current City of Newton Entrance Sign

- Other organizations, such as the Chamber of Commerce, could also adopt a similar logo to provide for further continuity.
- Create logo window decals to be placed on all the doors of government facilities and businesses throughout town.
- Update community entrance signs to reflect the new or refreshed brand.
- Install utility pole banners, after seeking IDOT approval, on the main roads through town to display the brand and tagline. Local businesses could sponsor the banners to cover the cost of purchasing.
- Provide logo apparel for City staff.
- If Newton decides to stay with the Eagle representation, then it could consider purchasing large concrete eagle statues that organizations can paint within your named guidelines. These statutes could then be placed throughout your community in highly visible locations. The sponsorship of the eagles could pay for the cost of the concrete statue so it would be at no expense to the City. For example, the VFW might purchase one and have it painted in red, white, and blue to symbolize the flag or the garden club could purchase one and have it painted in a beautiful floral theme. This type of concept has become very popular in the last few years. A good example of this being done in a small community is in Marshall, Illinois with their lions.

Strategy #3 Become a Storyteller & Build Exposure

Storytelling is the best possible way of letting the world know what a community stands for! It is often thought that tooting one's horn is not honorable, but remember, if you don't share the great happenings taking place, the shining stars (attractions, businesses, awards) or the history of your community, no one will ever know. If your audience does not know your story, then how will they be enticed to remain residents, visit, or move to your community. Sharing your story must come from many different efforts.

These are described below and broken into the following sections: Events, Latest Happenings, History, and Attractions & Businesses.

Events are unique to each individual community. They are often a source of pride, tourism, fellowship, education, or just plain fun. Efforts should be taken to share these events, not only with residents, but with the world.

2017 Strawberryfest in downtown Newton

- Develop a community calendar that displays all events taking place within the community. Often the Chamber of Commerce houses the community event calendar on its website with other entities linking directly to it or streaming it into their websites. This calendar should display events sponsored or hosted by the many organizations within your community and must always be kept current.

- Great efforts should be taken to publicize events before, during, and after they take place using Facebook and other social media platforms. Posting event details and schedules before the event entices people to participate. Taking pictures and videos and giving live updates during the event keeps your audience engaged. Sharing event highlights after the event has concluded further engages your audience and keeps the memories and moments alive and fresh in their minds. People remember what they see or hear the most about. By staying in your audience's lines of sight repeatedly for an extended period, you will make your events more memorable and encourage repeat participation. When your news feed is full of local happenings, you are sharing with the world what a fun, happening place Jasper County is to live and it will appear that there is ALWAYS something to do.

- It is also important to utilize regional media outlets as a source of marketing and publicizing your events. If you have not already done so, create a Media List that includes all media sources along with contact information and its geographic coverage area. Next, categorize this list of media representatives based on what type of happening or information is relevant for each source. You can do this by creating email groups. It is important to do so, because you will quickly lose credibility with media sources if you send them information they are not interested in. Now anyone can easily and quickly distribute press releases to the most appropriate audience. Once your list is completed, develop a press release to communicate the details of the event and send to your "Events" media group. You could also send an event recap press release following the event if that is relevant. Be sure to include pictures of the highlights. This is especially important if there was any type of contest, competition or awards presentation.

- Communicate your event schedule by developing flyers and distribute to all the local businesses, government facilities, and public services providers. These are often hung on the back of bathroom doors, on the front window/door, or on bulletin boards.
- You can also showcase your events using storefront displays. Local area businesses may participate by decorating their storefront in the event theme and posting a larger event schedule or providing a URL where more information can be found.

Latest Happenings are important to share with all audiences. This provides a great opportunity to get free media exposure and showcase strengths, display perseverance in times of hardship, and educate others on what is here and happening.

- Develop a Media List and regularly share press releases with this group. Remember to create specific email groups for certain press releases so you do not send irrelevant releases to media sources.
- Post all news and happenings on your social media sites. Be sure to include videos and images to draw peoples' attention. Developing a YouTube channel would be a great addition here as well. You can post all videos to the Channel and link directly into Facebook, the website, etc. These videos and photos do not have to be professionally shot. People like real and raw footage and photos.
- Create a News section on the website and update with each press release you send out, regardless of content. Another option is to stream your Facebook page onto the website (making sure you post all news to your Facebook page).
- Develop a regularly scheduled e-newsletter that is distributed to all subscribers. Several inexpensive services can be used to build and distribute these. The newsletters can contain community events, the latest news, information on local businesses and historic factoids. You can also include a resources/services section. Link information to the appropriate websites where additional details can be found.
- Develop a "Bathroom Buzz" piece that can be distributed to all the local businesses. This can be printed and attached to the inside door of the public restroom spaces each month.
- Develop table tents and waiting room pieces displaying information on events and happenings and distribute to restaurants and offices.

History is always an important component of community marketing. People love to hear stories of years past and by telling these stories, it keeps a community's history alive. By knowing the history, people can understand the community culture and connect with its roots. Many older residents also enjoy hearing stories of their past. They enjoy reminiscing and sharing this past with their friends and families.

Burl Ives Memorial in Newton

- Develop a "History Tour" that takes participants to where Newton began and shares the stories of its past leading up to today, highlighting key events. This tour could include stops relevant to Burl Ives or scenes from *Across Five Aprils*.

- Include historic sites on a County/City Map and/or place these sites in the visitor's guide. You can also create your own web-based interactive map with Google Maps. You can add in all your locations and then embed a link to it onto your website so it can be accessed at anytime from anywhere.

Newton Memorial Day Parade in 1960

- Host history storytelling events at the public library. This could be developed into a series of events with different local historians talking about important pieces of Jasper County history at each event.

- Share historic memories and pictures on social media.

Attractions & Businesses not only contribute to the quality of life factor for your residents, they also provide draws for visitors to come into the county. Once there, it is important to keep them there as long as possible so they can learn more about your community and boost your local economy with purchases. In addition, by making all businesses and attractions visible, you will likely attract more visitors as you will be seen more as a destination and not just a pit-stop while passing through. People like to visit places where they can do and see multiple things.

- Develop a Map/Visitor's Guide and keep updated and current. Purchase kiosks to display these in local gas stations and restaurants. You can also make this map and visitor's guide electronic. This way, it can be distributed to the masses in a low-cost, effective manner. As pointed out in the History section above, the county/community can develop a Google Map that can then be embedded onto the various websites showing local attractions, businesses, historic sites and event locations.

- With this surge in publicity, it will be necessary to develop a library of photos and videos showcasing all aspects of the area. Professional photos and videos are very expensive and unnecessary. A great way to develop this library is through various Photo & Video Contests. You can invite locals to take shots or videos and submit them for a prize or prizes that will go to winners in various categories.

- Implement a "Business Spotlight" column in the local newspaper, Facebook page, and e-newsletter. Choose a different business to showcase on a regularly scheduled basis. That might be weekly or monthly. Often the Chamber of Commerce will lead this type of effort. The business that is being showcased will often run specials or do some type of customer-appreciation gift during the showcase period.

- Implement a Buy Local campaign. This would be a multi-faceted project that not only educates residents on the benefits of buying local but also provides opportunities for local businesses to

TSC opened in Newton in 2017

partner together and increase sales collaboratively. The local merchants should get together for networking events at least two times each year so they can get to know each other and develop strong relationships. The Chamber could organize these events in conjuncture with bringing in a speaker that local businesses would enjoy learning from. The Chamber can also provide punch cards to residents. Each time the resident shops at a local business, they receive a punch. Once their card is full, it can be placed in a box for a giveaway or Chamber Bucks.

- Develop an Attraction & Business Scavenger Hunt. I know this sounds corky…because it is! BUT, it is also a fun way to get visitors off the beaten path to explore your area in ways they might never have done otherwise. This could be developed along with a hashtag where you require hunters to take a photo at each location on the scavenger hunt list and then post them to social media. This is free publicity and portrays to the world the fun that can be had while visiting your local sites. Successful scavenger hunters can be entered into a drawing to win a prize.

- Apply for awards & accolades. Awards and accolades show the world that you not only believe your community/county is special, but it is award-worthy from an outsider view as well. A well-known Illinois award is the Governor's Hometown Award. In 2000, Newton received this award for the Newton Public Library and Museum. Research these award programs and submit applications to be considered as a recipient.

- Develop an easy-to-navigate business directory. This might seem like an easy endeavor, but it can become very time consuming and should be well-maintained. Information about each business should be entered in a consistent format. Address, email, phone number, and website or social media links should be included for each business. This repository should be updated at the minimum of yearly, but ideally bi-annually. Businesses should be categorized in an easy-to-find manner. For example, contractors can be a category, but somehow the contractors need to be classified by what type of contracting work they do.

- The Chamber can work to partner businesses who sell complimentary products and services to provide cross-promotional and "package" opportunities. For example, if you eat at a local restaurant, you receive a coupon toward the purchase of a sweet treat at the local IGA or DQ, or with a $25 purchase at NAPA, you receive a token for the car wash. Be creative with this and you can discover some fun ways to link local businesses!

Strategy #4 Marketing for Business Recruitment

The City of Newton and Jasper County have a long history of economic development success when working collaboratively. The local area has faced hardships in the past, as most small communities have. Jasper County Economic Development Inc. (JEDI) is the county-wide economic development organization that works with existing and potential businesses on location, expansion, and attraction efforts. It is a progressive organization that works hard to market the Jasper County area as a prime location for development. It has made many efforts to attract businesses by actively soliciting individuals and corporations to open their doors within the community. This drive and dedication has brought forth much success in the last decade. JEDI should continue with their efforts and build upon those by implementing the following objectives.

- Network with local site selectors and property management firms. Develop a database including all these contacts for future information sharing. Be sure to include a description of each contact in terms of what their interests are so anyone could quickly distribute information to those who will value it most.

- Develop business success stories and interviews in both print and video versions and share these on your local social media pages (including LinkedIn), YouTube channel, and in your e-newsletter. Nothing is more attractive to a potential business than hearing that existing businesses are happy and thriving. You can tell potential businesses that you are a team player and their best interests are your priority, but actions speak much louder than words. You can also submit these to the Media List as previously discussed in Strategy #2.

- Publicize available commercial/industrial properties and land on social media, including LinkedIn. Currently, the City of Newton has these properties listed on its website, but these are only found by someone who is already looking. By showcasing these on social media, you can catch the attention of someone who might not have had Newton or Jasper County on his/her radar before stumbling across the post.

City of Newton website lists available sites & buildings

- Publicize your positive attributes. Regularly promote the attributes that make you a business-friendly community—your quality of life factors, transportation network, education statistics, demographics, training programs, economic development incentives.

- Continue to network with regional and state economic development professionals, attend events & conferences and work to maintain a broad network that knows you and your community. This network is invaluable for discovering new opportunities, learning from best practices, and building a professional support group that you can turn to for advice and encouragement.

IMPLEMENTATION & CONCLUSIONS

Jasper County is a quaint county located in east central Illinois. It is a hot-bed of natural beauty where outdoor enthusiasts spend their days fishing, hunting, boating, hiking, or just enjoying the scenery. The land not used for outdoor adventures serves as farm ground. The county's economy is largely supported by the agriculture industry and long-standing family farms still dot the countryside. The local feel is very relaxed, welcoming, and friendly. People are hard-working and compassionate toward their neighbors, their friends, and visitors alike.

The *City of Newton & Greater Jasper County Strategic Marketing Plan* was authored in response to the Newton residents' desire to construct a strategy to guide their efforts in increasing the number of residents, businesses, and tourists. This plan does so through the introduction of four strategies, each containing specific objectives.

This Plan was designed to guide the area in developing a long-term, sustainable marketing approach. The city or the county (or any organization within) will be successful in implementing this plan by using a slow and focused approach. The city/county should begin with Strategy #1. This is imperative and will provide the guidance and momentum to implement everything else to follow. By skipping this step, the city/county will set itself up for failure. The Marketing Advisory Council should then aim their efforts on Strategy #2. Building a strong brand will be the foundation of the marketing strategy. Once both Strategy #1 and #2 are completed, then and only then, the Marketing Advisory Council should focus on Strategy #3 and #4.

The Marketing Advisory Council should not try to implement all objectives detailed in Strategy #3 and #4 at once. The Council should rank the objectives within these strategies based on what they determine to be most important and most impactful. Once ranked, the Council should pull the top two objectives from each Strategy and get to work. It is important to make small changes and celebrate small successes. Be sure to break down each objective into small incremental steps. This process may seem tedious and unnecessary but it will ensure continuity and alignment amongst the Council members toward how these objectives will be tackled. When you break the process into individual steps, these objectives will seem more like kitty cats instead of lions.

This plan will take a considerable amount of collaboration and hard work to implement. Be sure to develop your Council with individuals who are action-oriented and have a proven history of performance. The rewards for implementing this plan are high. Be prepared to realize the success that comes from implementing a community marketing strategy. This plan should be reviewed yearly by the Council. Changes should be made at that time. The Council should also develop a matrix system to measure the success of this plan. Measurements could include social media volume and event attendance. It could also include participation in history storytelling events or the community scavenger hunt, if and when those objectives are implemented. Identify results that are measurable so you can objectively communicate the success of each strategy.