

BPAP Distribution & Response: The question was distributed to 42 BPAB members and 17 executed the survey for a 40% response rate.

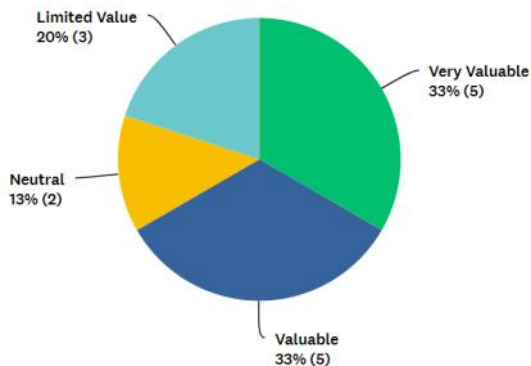
Following are results of questions asked, and additional comments, if any.

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Do you have an Economic Development Marketing Video? YES = 59%, NO = 41%

- However, we have certain plans to make/create one!
- We have a video but it was designed for multiple uses and does not convey what we need
- We have three videos, one for general recruitment, one for retail and one for community quality of life. We took the recruiting video and hired a company to put the video into a video marketing brochure that is rechargeable. The brochure is a little over \$50.00.
- We use an "interactive brochure" which is accessed under our "media" tab on website. We have two short videos which are part of the City's "Forney for You" series through the PIO's office. The videos were on "retail site selection" and "starting a small business".

What value do you place on the video?



- A video will supplement the information on our website and share our community's competitive advantages and attract business investment
- Great to provide aerial view and other lifestyle elements that you may not be able to capture in a meeting, but overall is not our best selling tool
- Did separate videos for City and County websites, huge value for marketing purposes
- Having the video in a brochure setting creates a "WOW!" factor.
- I can't see the ROI but I wouldn't be without one since the intro to your city is done online.
- Short videos linking to your website used repeatedly in Social Media, Newsletters, etc. can have some value. Big production videos do not get utilized to their full potential and become outdated quickly

What recommendations would you offer to an EDO wanting to create a marketing video?

- Keep it to 2 minutes or less. If you must do a longer video, have a short version and long version.
- Make it short! No narration and utilize text to deliver key information
- Make sure it is directed toward recruitment - one size does not fit all. Don't use too many "talking heads" as those become outdated quickly.). If using shots of people, activities, etc. be sure that you are showing the diversity of your community. Try to capture the "feel" or essence of your community.
- I would highlight community location, education / training, workforce info, existing industry and available space.
- Focus on the things site selectors and companies might want to know. Market your strengths. A good BRIEF community tour could get you a site visit.
- Know your desired outcome to determine the type of video. Make sure your message is clear. Promote the video on multiple platforms for best ROI.
- Use a professional, interview multiple companies that have experience with economic development videos, ask peers about cost, drone capabilities and drone certified
- Hire a company with experience telling an economic development story
- Watch lots of other videos. Do your homework and surround yourself with knowledgeable people
- Make sure it is not generic.. show only things that are unique to your community
- Consider services outside your area as they may be partnering with other regional and state organizations that would use your video or at least a portion for a larger and more diverse audience
- Put your time and money into some great drone footage that you can use over and over in your own videos. If you are a larger metropolitan area videos can play a bigger role. For rural and many others get out your IPHONE!
- Have to make commitment to keep it updated
- It has a place.... I hope. I use it for my community education.