Orlando Branding Campaign

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Orlando is well known, poorly understood.



Get on the short list!







185 companies



HIGHLIGHTS

362 leads generated, with 106 prospect visits and151 business retention and expansion visits.

Generated **227** inquiries and **1,374** new email subscribers.

Attended or hosted **101** missions, events, travel and delegations around the world.

258,629 visits to www.orlandoedc.com, a 79% increase.

1,139 media stories resulting in **1.78 billion** media impressions.

Partner trade agreements worth over **\$1 million** of annual in-kind support.





2016 Recap

- Advertising (print, TV, online)
- New News PR / Media Relations
- Orlando On-The-Road Missions & Tradeshows
- Content Marketing & Social Media
- Out-Of-Home Advertising
- Video Content
- Direct Mail
- Worth Magazine partnership

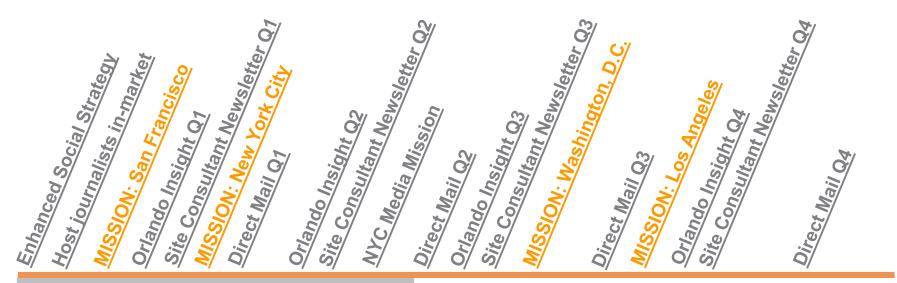


2017 & Beyond

- Keep pushing the branding to drive further targeted reach and frequency
- Keep measuring to provide analysis
- Speaking opportunities
- Relentless Media Relations efforts
- Sales Missions to key markets
- Amplify messaging within market
- Engaging and Viral Social Media







Digital Advertising

Ongoing Tradeshows in Key Markets												
Ongoing New News PR												
Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Νον	Dec	

ORLANDO YOU DON'T KNOW THE HALF OF IT.

MISSION: San Francisco Jan 30 & Feb 1





Year-Over-Year Comparison

	2016-17 YTD Results	2015-16 YTD Results	
Projects Completed	10 5 New / 5 Exp.	4	
Jobs	997	459	
Capital Investment	\$492,005,833	4.2M	

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Getting On The Short List

- 58 Active Projects / 6,400 Jobs in Play
 - 12 with decisions by 3/31
- 54 Current Leads





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Threats to Continued

Momentum...



The Ask

- Keep investing (\$500k)
- Keep supporting (via incentives and closing funds)
- Keep growing high paying jobs in our community

