Start to Now: EconDev Lessons from Tracy’s ‘Inside the Triangle’ Campaign

October 14, 2019
Our Aspirations

• Regional and national exposure as a business hub
• Perception as a job generation center
• Raise awareness of Tracy’s value
• Stimulate economy
• Strong local life
• Tech industry magnet
Laying the Foundation

• Align Council vision with campaign

• Manage Council expectations
  • Layout a plan
  • Establish a timeline

• Set realistic, result-oriented expectations
  • Change doesn’t happen over night
What We Had to Work With

• An abundance of resources:
  • Raw land
  • Good cost of living
  • Bay Area adjacent

• Financial reserves

• Branded assets

• Council & Administration support

• PIO and Econ Dev collaboration

October 14, 2019
Opportunities

Hiring a Consultant

New, Big Name Projects
Content Distribution Impact
Developing a Strategy

• Have a Economic Development Marketing Campaign Strategic Plan

• Engaged Tripepi Smith on an ad hoc basis
  • Flexibility
  • Commitment

• Scheduled regular check-in calls
  • Are we on track?
  • How can we get other departments involved?
1. Partnering with Tripepi Smith
2. Leveraging Advertising
   a. Digital
   b. Traditional
3. Building a Standalone Economic Development Website
4. Running Digital Analytics
5. Monitoring Online Dialogue
6. Including the Faces and Places of Tracy
1. Partnering with Tripepi Smith

Ryder Todd Smith  
President

Melanie James  
Graphic Designer & Business Analyst

Karen Villaseñor  
Business Analyst
2a. Tactics & Tools: Digital Advertising

Top Performing Ads

City of Tracy - Local Government
Live, Play, and Grow Inside the Triangle, #CityofTracy
Live Inside the Triangle

Discover Tracy, CA

Play Inside the Triangle

Activities for All Ages

LinkedIn Top Performing Ad

City of Tracy
2,288 followers
Area + City
Efficient business permitting process. Grow your business inside the Triangle.
Located one hour from the San Francisco Bay Area. #growinsideithetriangle
https://linkd.in/jpdfc-ge

JUMP-START INNOVATION
Tracy, California

Contact Us Today
thinkinsidethetriangle.com

Google Top Performing Ad

Industrial Building Space | Available in Tracy, California
www.thinkinsideinthetriangle.com/grow
New construction space available up to 800k square feet. Skilled and educated workforce. Expand your business inside the Triangle.

October 14, 2019
2b. Tactics & Tools: Traditional Advertising
3. Tactics & Tools: Standalone Website
4a. Tactics & Tools: Digital Analytics

Facebook Likes
January 2018 – May 2018 (Phase I)
January 2019 – Present (Phase II)

PHASE I

PHASE II
Facebook Likes

January 2018 – May 2018 (Phase I) | January 2019 – Present (Phase II)

PHASE I

PHASE II

0 1000 2000 3000 4000 5000 6000 7000 8000
Jan '18 Feb '18 Mar '18 Apr '18 May '18 Jan '19 Feb '19 Mar '19 Apr '19 May '19 Jun '19 Jul '19 Aug '19 Sept '19
5151 5256 5373 5498 5635 6321 6422 6490 6572 6652 6726 6801 6851 6961
LinkedIn Followers
1/11/19-Present (Phase II)
5. Monitoring Online Dialogue
5. Including the Faces and Places of Tracy

GROW Inside the Triangle
Tracy, California

Industrial Building Space Available
Tracy, California
Underpinning It All

Trust
Key Lessons

• People need to hear your message

• Digital is scary but worth the risk

• Don’t do it by yourself
Questions?

Barbara Harb
Barbara.Harb@CityofTracy.org
209-831-6491

Vanessa Carrera
Vanessa.Carrera@CityofTracy.org
209-831-6492

Ryder Todd Smith
Ryder@TripepiSmith.com
626-536-2173