

ACTION POINTS
TO BE CONSIDERED BY
NEW LONDON ECONOMIC DEVELOPMENT COMMITTEE

- **Digital Marketing Proposal (Bill Zeinert)**

WHO are we/should we be targeting?

From where?

Identify our target markets.

What are/will be our **messages**?

Why should anyone want to move here from somewhere else?

- **Who follows-up and LISTENS to ED leads/prospects ... their needs, expectations, requirements, et al.?**

- **Identify potential areas for ED/Business expansion**

E.g. a full sales/service bicycle shop/operation, perhaps a “satellite” of a Green Bay or Appleton bicycle dealership.

Requirements: (a) need input of New London area bicyclists; (b) determine related “market” in this area; (c) identify and establish communication with certain Appleton/Green Bay bicycle dealerships to determine and encourage potential interest in New London.

- **Fox Valley Technical College (FVTC): Opportunities to explore!**

1. Tap into those students who are looking to start a business.
2. Identify **permanent** “contact” person at FVTC through whom we can communicate with interested students via one or more means.
3. Tap into FVTC website.

- **Devise, develop and establish a BUSINESS ASSISTANCE NETWORK**

1. Identify and establish “what help” can be provided by various, necessary professional disciplines in the New London community ... and by whom? Bankers, attorneys, insurance specialists, accountants and tax specialists, et al.

Plug in: Bill Bishop, Bank Mutual; Kitty Johnson, CAP Services ... identify other professionals to be identified and approached.

2. Potential involvement by SCORE (Service Corps of Retired Executives).

- **Kent Hager to report back on ED/business development contacts**

And identify/determine how we can best help Kent in performing this function!

Devised and developed by
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