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# City of Oneonta Marketing Strategy

## *Recruitment and Retention*

## *Engagement Marketing*

## *The Welcome Wagon*

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### **Overview:**

The future health of our city, the vibrancy of our downtown, the vitality of the economy for small business and our largest employers and institutions, the availability of local professional services, and the security of our various community support agencies requires that we increase our contributing population of residents.

This will necessitate an effort that combines an effective and targeted marketing strategy with a concurrent commitment to increased housing opportunities and the enhanced attractiveness and engagement potential of our city.

To that end we have enlisted a significant number of community members in the address of housing availability and the quality of our neighborhoods. We have also sought assistance in the promotion of a welcoming community through the creation of an ad hoc committee of volunteers that are dedicated to identification and embrace of new residents. Understanding that the vibrancy of our downtown will play a key role in making Oneonta a destination for relocation we have encouraged an enhanced level of integration of our colleges into our center city. Additionally, we have created an Engagement Marketing committee to determine and expedite opportunities to increase pedestrian traffic in our downtown and its periphery.

*All this is in support of our targeted marketing effort, which will focus on the recruitment of alumni from our two colleges and the high school. It will also seek to identify means and measurement for the retention of those already in our community.*

# *Recruitment and Retention Committee*

The Recruitment and Retention strategy will be spearheaded led by the Mayor and supported by marketing professionals representing the city's key stakeholders and those among city staff and elected government that possess connective knowledge and expertise.

Production of design, content, materials, and digital media should be supplied by local talents, as is possible.

## **Vision, Goals, and Markets**

### **The Vision:**

Through the creation of a focused campaign to recruit a specific target demographic of people who have graduated our colleges and high school in the period from 2001 through 2020, while the focusing the energies of our city's skilled creatives in the design and implementation of a "start to finish" marketing campaign, we will recruit a thousand new, employed, or entrepreneurial residents to Oneonta.

The defining asset we will market is an incomparable quality of life. This selling point will be bolstered with our plans for more.

The messaging will be uniquely targetable to Alumni families, singles, and young marrieds.

It will also feature a specifically tailored business recruitment strategy.

### **The Goals are to:**

1. Identify and assemble media documentation of the marketable assets of the city.
  - Progress/ Actions taken:
    - Assets Identified (See pages 4 & 5)
    - Media documentation has begun.
      - It is being categorized and saved to "Resource Folders" for multiple usage and access.
2. Determine funding and create a coordinated strategy for maximized ROI (return on investment) in its expenditure.
  - Progress/ Actions taken:
    - Funding has been identified (see page 5)

- An apportionment of that funding among the Recruitment and Retention Committee, the Engagement Marketing Committee, and the Welcome Wagon Committee has been determined.
  - Individual budgets are pending
3. Create an effective web presence and adjunct media campaign, as key tools in the promotion.
- Progress/ Actions taken:
    - Permission has been acquired for the depiction of the colleges and high school mascots in various promotions of the community's identified quality of life assets.
      - One illustration has been completed: "A Great Place to Raise a Family"
        - It introduces the characters and serves as a template for additional illustrations.
    - The efforts of two Hartwick College students have been secured in the preliminary production of the website.
      - The website's structure and navigation are being created.
    - A quartet of SUNY Oneonta students are engaged in a spring internship.
      - A multiple-episode podcast has been strategized and a calendar of uploads determined.
      - A social media campaign will be launched in the podcast's promotion.
4. Establish a workflow for transmittal of information to and from web prospects, as well as to the appropriate agencies and partners.
- Progress/ Actions taken:
    - This will be a "next step" for the website development
5. Determine and launch a campaign that will enlist prospects to click and request additional information.
- Progress/ Actions taken:
    - A key component of the website's development, this will inform the structure and workflow of the site, and its use will be the goal of all promotion.

6. Identify opportunities to make personal and digital connections to alumni.
  - Progress/ Actions taken:
    - The Recruitment and Retention Committee will assist in making these determinations and in the creation of a calendar of “opportunities.”
7. Create print and digital support materials to drive “in person” engagement with the above-mentioned campaign.
  - Progress/ Actions taken:
    - Local media professionals will be enlisted.

**The Markets are:**

- PRIMARY
  - Alumni of the colleges and the high school
- SECONDARY
  - Tourists / Baseball Families
  - Targeted professionals

## **Assets**

(for photo/video documentation and illustration)

### **Child/ Family Friendliness**

- We have a collection of art and prose created by children that features their favorite things about living in Oneonta
- There are photos of many youth engagements and activities, including Junior Firefighters, Y-Camp, Noah’s World, Main Street closures, Arbor Day tree plantings, park and playground activity, biking, skateboarding, teen center, Santa and parades, sledding at Huntington Park, and more.
- Pre-school and childcare
- Elementary and high school info

### **Singles/ Couples Social Opportunities and Recreation**

- Brewery and restaurants pics and videos
- Outdoor dining photos
- Entertainment venue pics for B-Side, and Foothills
- Mixers (CANO, DO, colleges, and others)

- Biking, hiking, and other outdoor activities (tennis, pickleball, softball, etc.)
- Farmer's market and street festivals
- College sporting events / Outlaws baseball
- Galleries and museums

### **Neighborhood and Community**

- OCI photos (continuous monthly updates)
- Group get togethers / barbecues (pavilions)
- Service group activities - photos
- 5K races / fundraisers
- Park events (Balloon Fest, Hometown Fourth, etc.)
- Houses of worship

### **Continuing Infrastructure Improvements and Civic Opportunities**

- Plans for new development and construction.
- Photos of new infrastructure installation and upgrade
- Meetings of community members and commissions/boards

### **Business and Development**

- Transportation infrastructure (Highways, rail, and airport)
- Downtown pics, maps, and development strategies
- Demographic Info (City website)
- Workforce connections (CDO, colleges, Job Corps, BOCES, etc.)
- Infrastructure of support (City, Chamber, SBDA, OtsegoNow, others)
- Shared workspaces, incubators
- Technology and internet status and plans

## **Funding**

The amounts listed are one-time only, and unless otherwise supplemented will comprise the extent of committee financing. Additional funds are neither identified nor anticipated.

<b>Engagement Marketing</b>	<b>\$7,600</b>
<b>Welcome Wagon</b>	<b>\$5,000</b>
<b>Recruitment and Retention</b>	<b>\$22,000</b>

Budget and expenditures to be provided to the Economic Development Committee through quarterly reporting.

The Finance Department will be the conduit for all expenditures. Purchase orders, receipts, and other reporting expectations as outlined by the department will be required.

Budgets for all committees will be required.