

BRAND

Power...

Marketing Overview

August 2016

Why Marketing?

It's no secret that a city, much like a product or service, doesn't sell itself.

It requires a consistent *voice*, *image* and *presence*.



Key Consideration

Marketing is not just a single function,
but the sum of everything Lee's
Summit stands for in the minds and
hearts of residents, visitors, business
owners and investors.



Power of Working Together

- **1,000** Chamber Members
 - **125** EDC Investors
- **300** Downtown Businesses & Investors
- **100** Private Sector Businesses

Marketing Connectivity



Marketing Challenges

- Reduce “leakage” of residents spending outside the community
- Create clear, cohesive message to attract and retain visitors & investors
- Foster an environment of collaboration between public & private sectors

What Marketing Does for Lee's Summit

- Provides solid, reliable, actionable research intelligence
 - Creates consistent messaging
- Differentiates Lee's Summit by creating top-of-mind awareness
 - Facilitates collaboration



Strategic Planning Accountability



Marketing Budget

City Funding	\$126,000
Partner Funding	\$85,000
>Tourism	
>LSEDC	
>Development Center	
Private Sector Partnerships	\$125,000
Value-added, free/no-charge	<u>\$295,000</u>
Total Purchasing Power	\$631,000

Community Marketing Partners



LEE'S SUMMIT
ECONOMIC DEVELOPMENT COUNCIL



LEE'S SUMMIT
CHAMBER



Report Card

- 500,000 Targeted E-Blast Impressions
- 2.5 Million Print Impressions
- KC Royals Radio
 - >370,000 listeners per game
 - >5 state reach
 - >30 unique private-sector partners

THE★STAR.
KansasCity★.com



Royals
RADIO
NETWORK

Report Card

- Nearly 600,000 Clicks on Targeted Digital Ads
 - >13 key markets in IA, NE, MO, KS
 - >Click through rates 5x national average
 - >88% of LStourism web traffic is first time visitors



STEEL CITY MEDIA

- No-Charge TV Features for Community Events

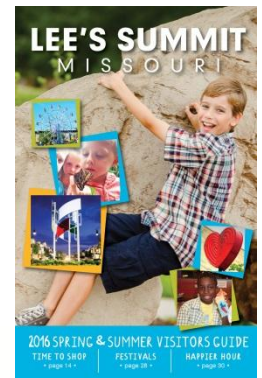
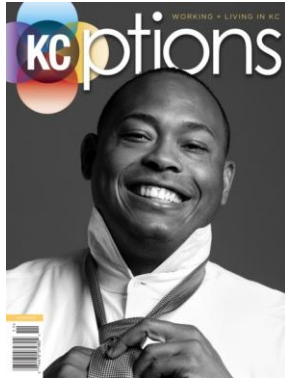


- No-Charge “Spotlight on Lee’s Summit”

- >All-day KMBZ live broadcast in City Hall
- >Featured dozens of community leaders
- >First city in the metro area to be featured

98.1fm 980am
KMBZ
NEWSRADIO

Media Power



LEE'S SUMMIT
COMMUNITY MARKETING



Research

A study was conducted to assess the changes in perception and association with Lee's Summit since the launch of the branding & marketing initiative...

NORTH  STAR



Brand Barometer

Comparing Lee's Summit to National Average Index, respondents are:

>**7.5x** more likely to advocate LS as a *Place to Live*

>**7.2x** more likely to advocate LS as a *Place to Visit*

>**12.9x** more likely to advocate LS as a *Place for Business*



Quantifiable Results

“Congratulations to Lee’s Summit. Your scores are not only high annual scores, but the highest score we have ever recorded for each respective category since the creation of the Brand Barometer Indices. In fact, Lee’s Summit is a benchmark community for marketing implementation and success in the nation”

-Don McEacher, Founder & CEO
North Star Destination Strategies



Take Away

Research and quantifiable results confirm that we are moving in the right direction.

Our strategic messaging is resonating with our multiple audiences as we continue to leverage and expand on our current momentum.



MOVING FORWARD *Together...*

THANK YOU

Yours Truly, James E. McKenna

