



Grow Clinton

CLIENT PRESENTATION



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Agenda



Problem Statement



Project Goal



SWOT Analysis



Phase 1 Findings



Rejuvenations



Phase 2 Process



Phase 2 Key Findings



Recommendations



Problem Statement

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Grow Clinton's goal is to create a marketing communication plan to assist the city of Clinton in their efforts to reinvigorate the city that will result in attracting visitors, businesses, and young professionals.

Project Goal



The marketing communication plan will consist of:

1. The administration of a survey
2. Updated and improved marketing collateral
3. New messaging



Phase 1 Findings

Target Market



Metro Grads



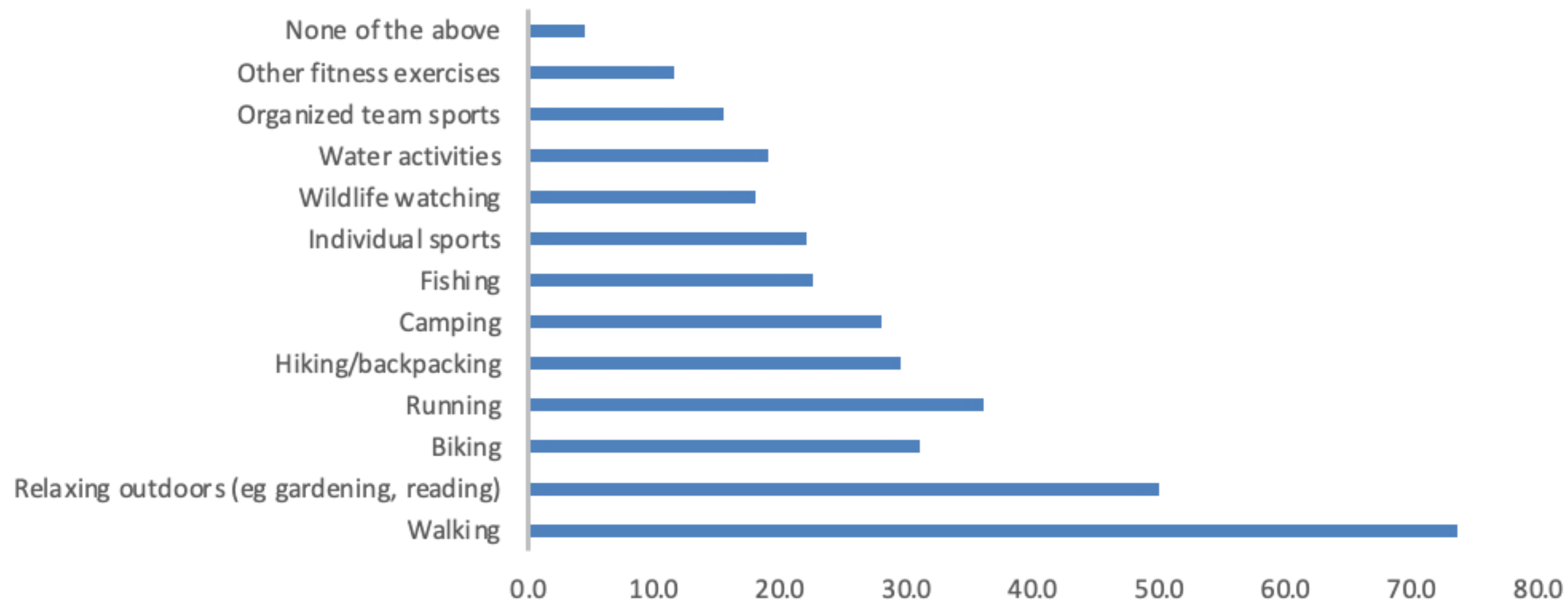
Home Sweet Home



Township Travelers

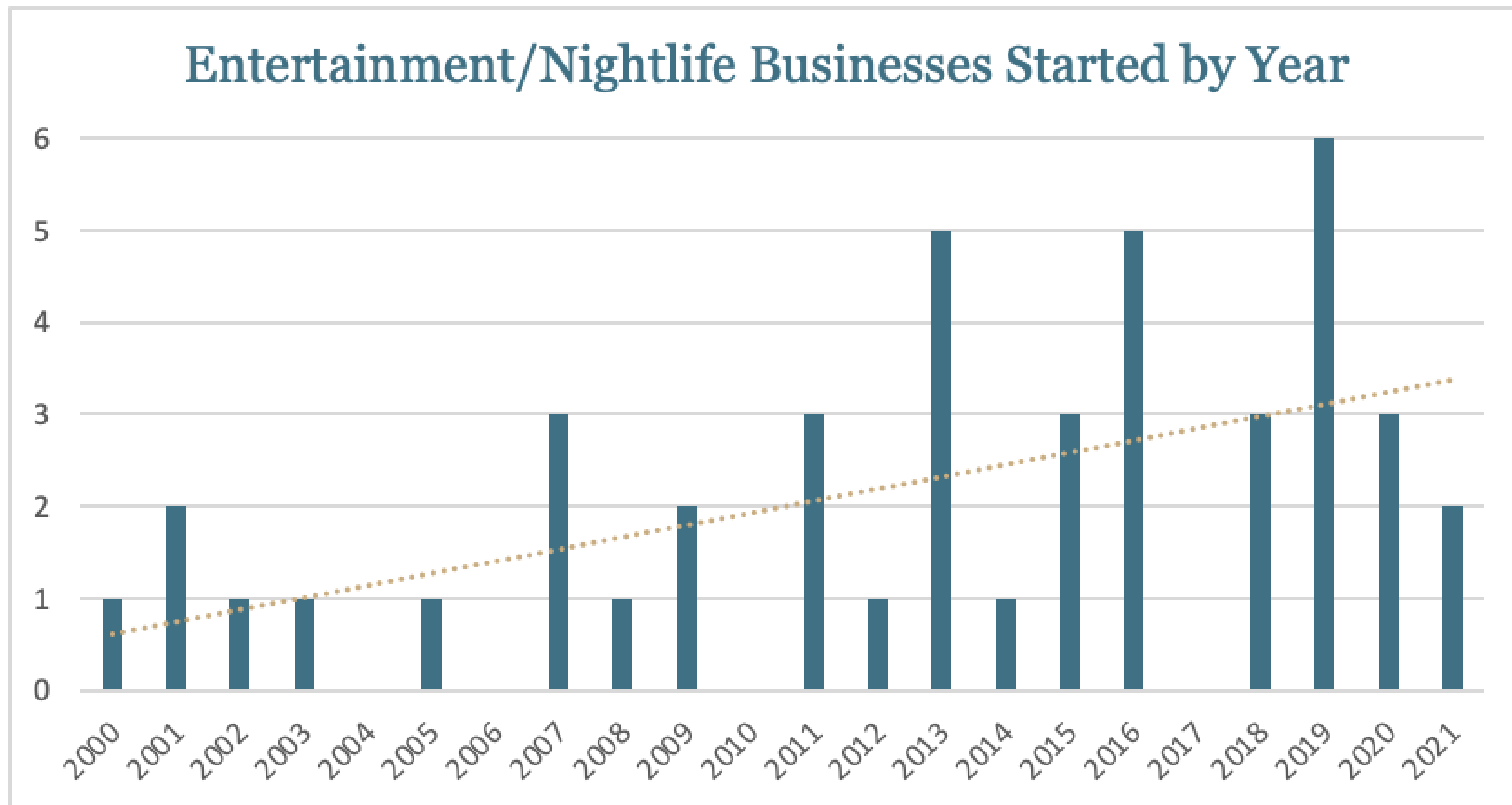
Key Finding #2

WHICH OF THE FOLLOWING OUTDOOR ACTIVITIES DO YOU CURRENTLY DO? (US ADULTS AGES 25-44)



Key Finding #2

\$12 million industry



SimplyAnalytics (2022). NAICS Industry Classifications. Retrieved Nov 2, 2022, from SimplyAnalytics database.

Key Finding #3

- Multiple properties available for purchase
- Ranging from 900 square foot buildings to 450 acre parks
- Direct rail access

LYONS BUSINESS & TECH PARK (IA)



70-acre park in a TIF District
ideal for light industrial and
service industry firms

Current marketing efforts:

- No advertisements
- "Site Selection" page on website
- Businesses contact the city



SWOT Analysis

S

STRENGTHS

- Many attractions (Casino, Winery, Showboat)
- Scenic overlooks
- 14 miles of trails
- MyBike bike sharing system
- Large employers include hospitals, manufacturing companies, and Nestle Purina Petcare

W

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- People commute to Clinton for work but do not live there
- Clinton's transformation not complete

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OPPORTUNITIES

- Many buildings and land available for companies to purchase
- Successes/Development within Clinton
- Scenic river views which most of Iowa does not have

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THREATS

- Significant development in Bettendorf, IA including affordable housing for young professionals
- Rebranding of Dubuque, IA
- Located between Dubuque and Quad Cities

Competition





Clinton's Rejuvenation

Recent Clinton Successes



Partnership with the Iowa Initiative for Sustainable Communities (IISC)

- Creation of a new town mural
- City property development
- Development of a city campground



Recent Clinton Successes



Business Successes

1. Nestle Purina Pet Care Plant Expansion

- \$156 million factory expansion, 96 new jobs
- 2nd planned expansion of \$110 million, 15 new jobs

2. Big River Packaging Expansion

- \$3 million warehouse expansion



Recent Clinton Successes



Attractions for Visitors

- Tailgate N' Tallboys
 - Gabby Barrett and Tim McGraw headlining
- Former church transformed into a new brewery
- Wild Rose Casino





Phase 2 Process

Survey Overview



Surveyed residents, non-residents, and businesses within Clinton.



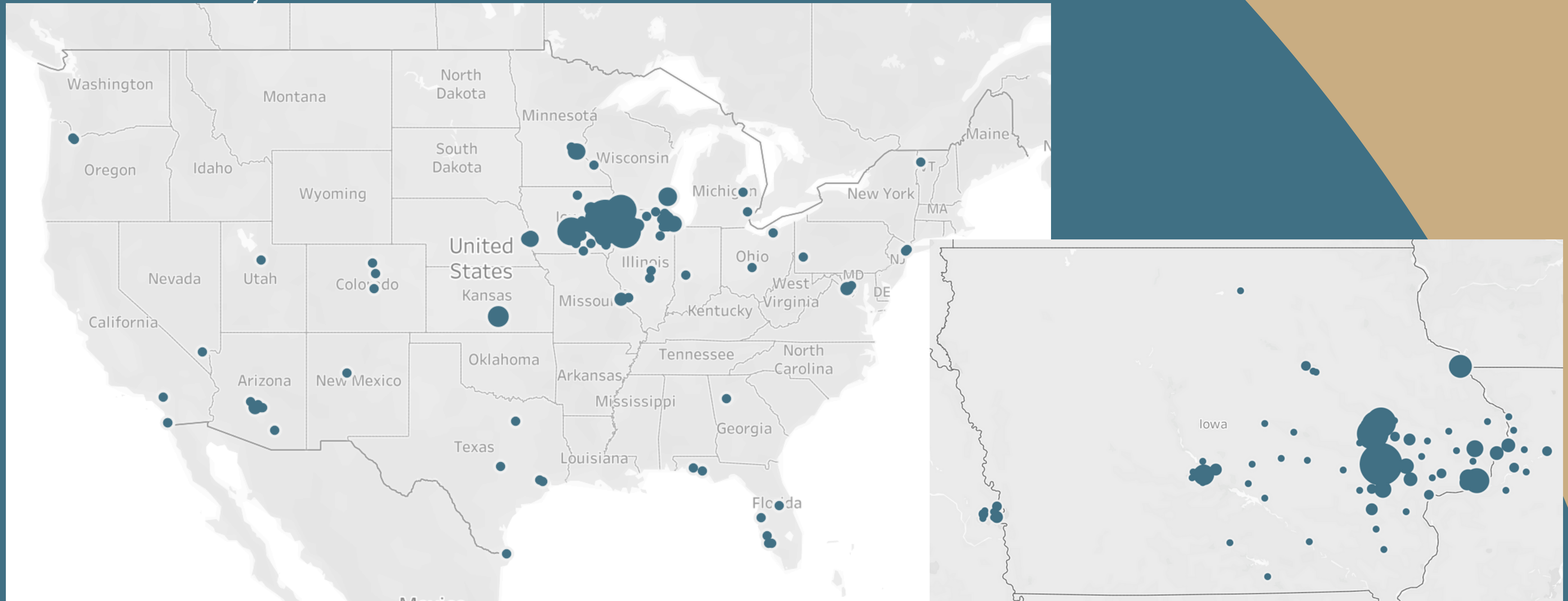
University of Iowa : 1,007

Client Distribution : 213

1,220 responses

Survey Background

Note: Iowa City and Clinton hubs are not included.





Phase 2 Findings

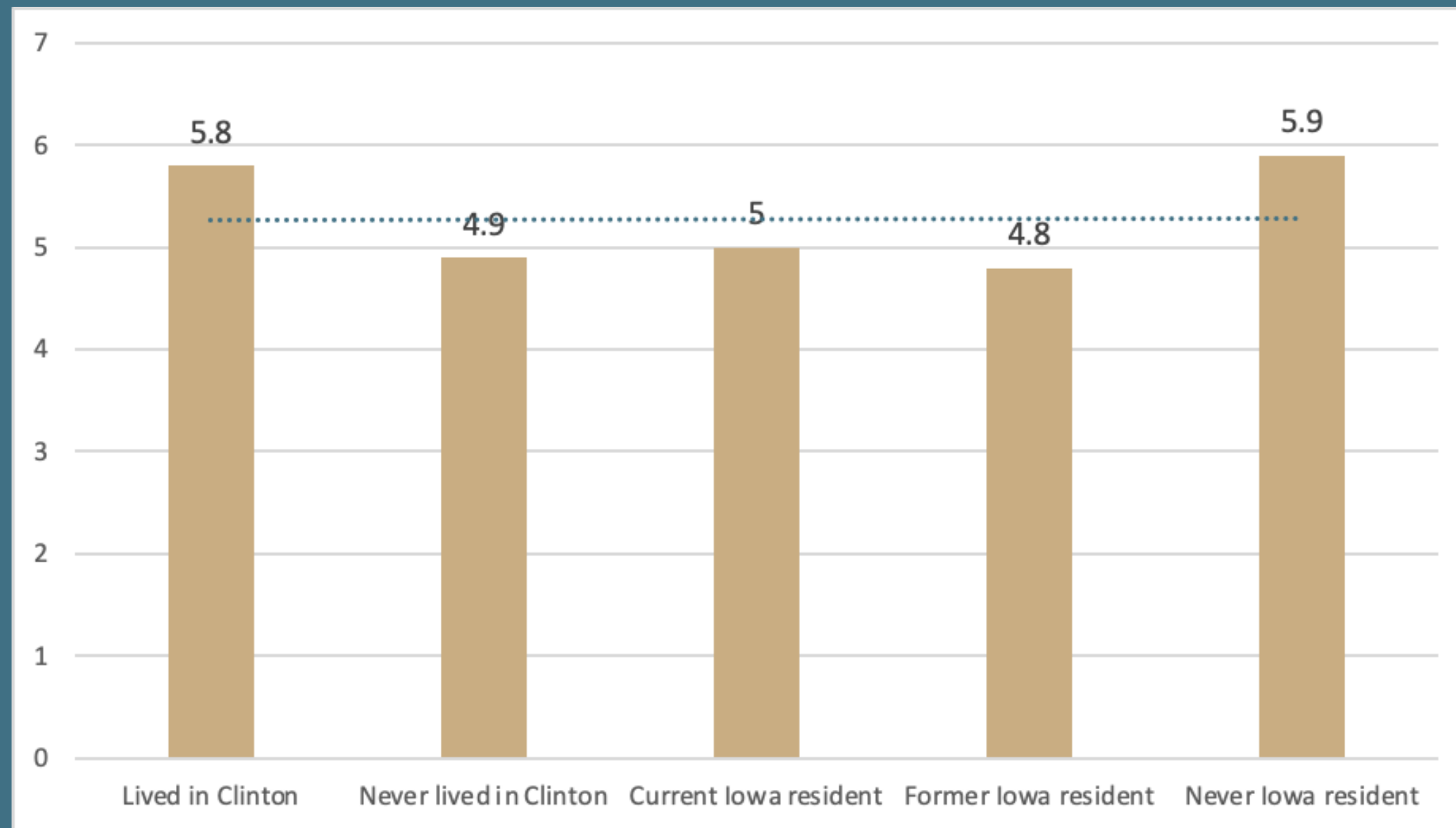


Key Finding #1

Common Impressions

Key Finding 1

Perception



Key Finding 1



Underrated
Average Rustic Beautiful
Friendly Community River Good
Nice Potential
Great

Key Finding 1

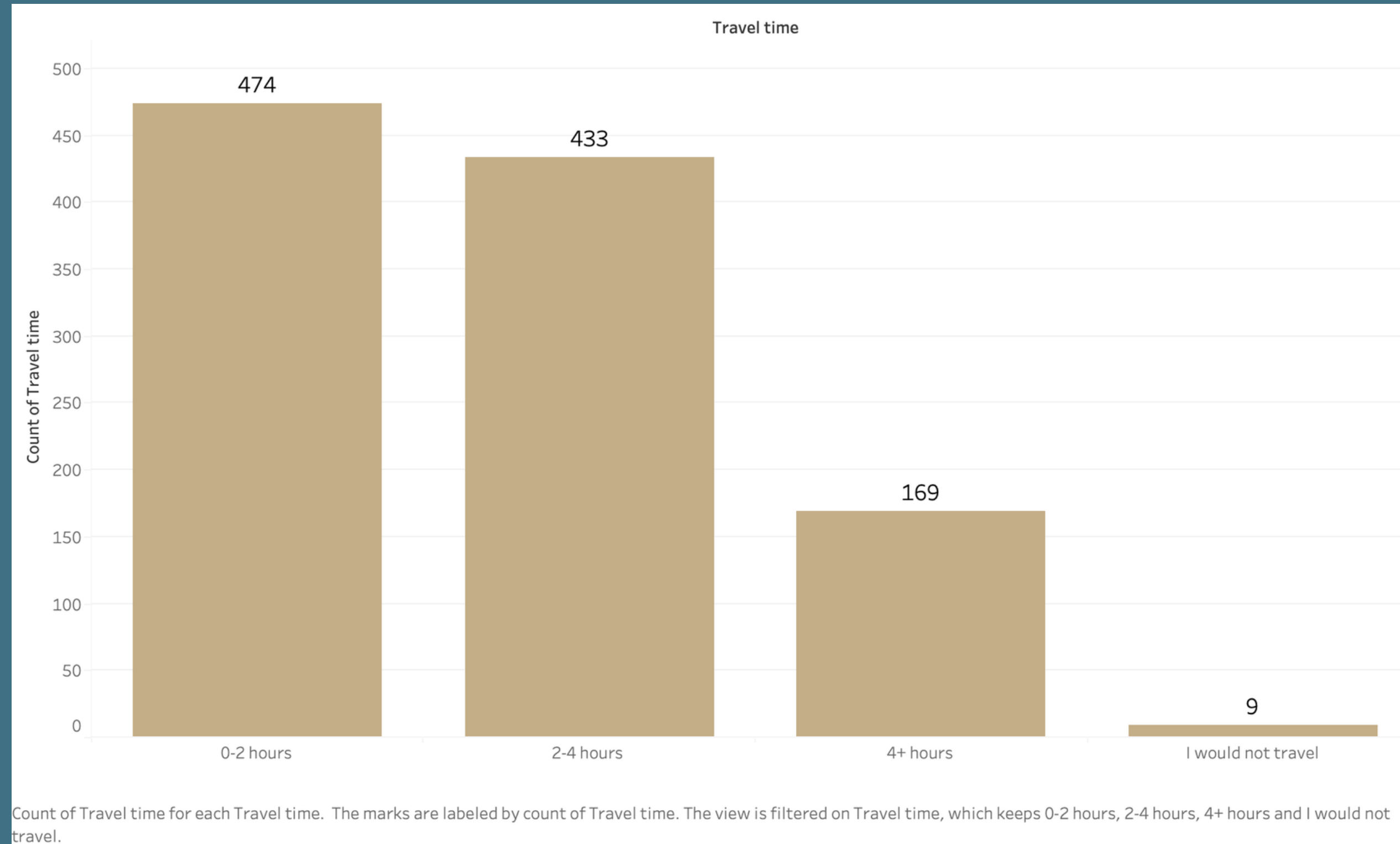




Key Finding #2

Travel Distance for Tourism

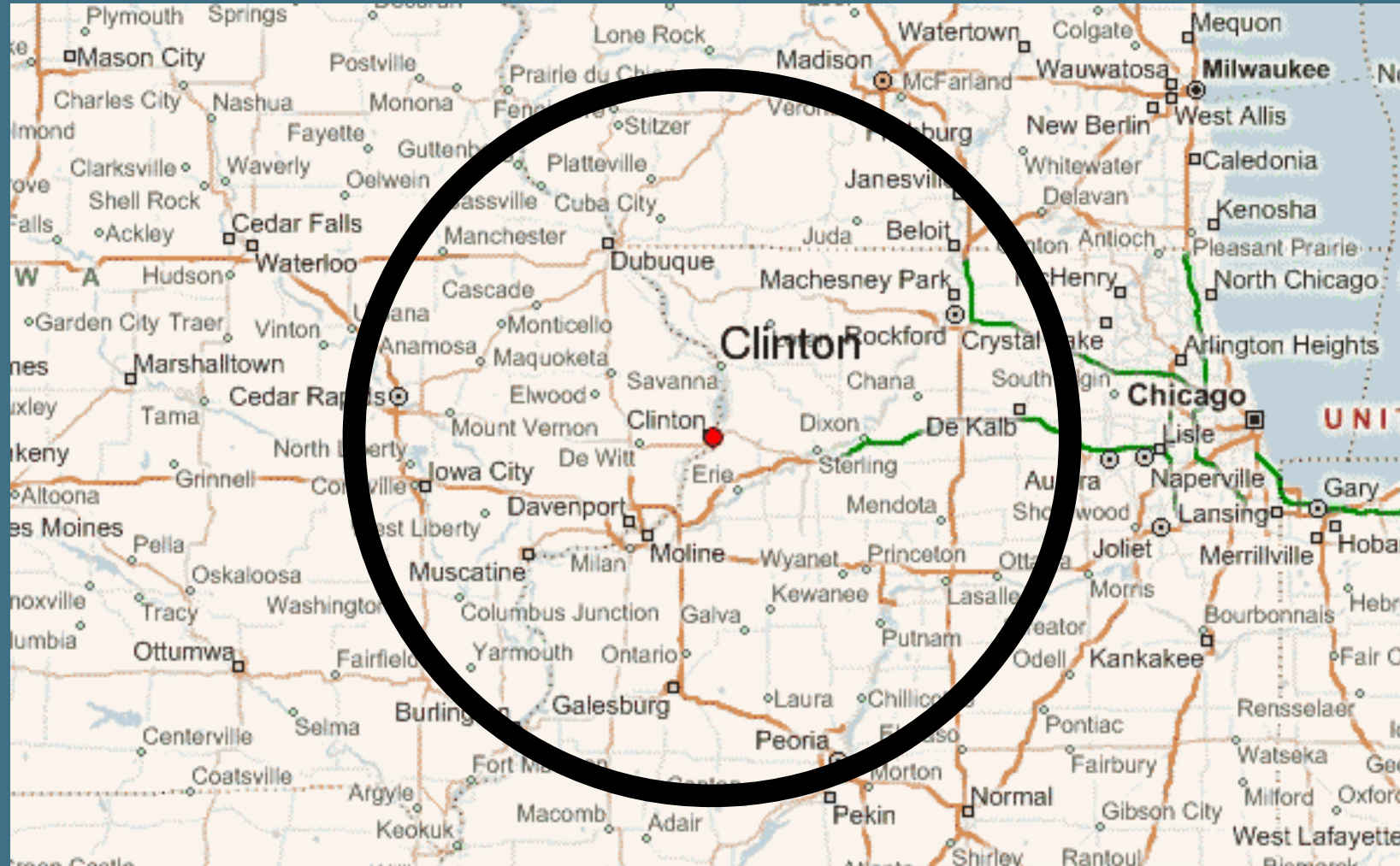
Key Finding 2



Key Finding 2

Discussed wanting to reach the larger metropolitan cities such as St. Louis, Missouri (4.5 hour drive).

Implication: Target cities include Cedar Rapids, Quad Cities, Peoria, and DeKalb.



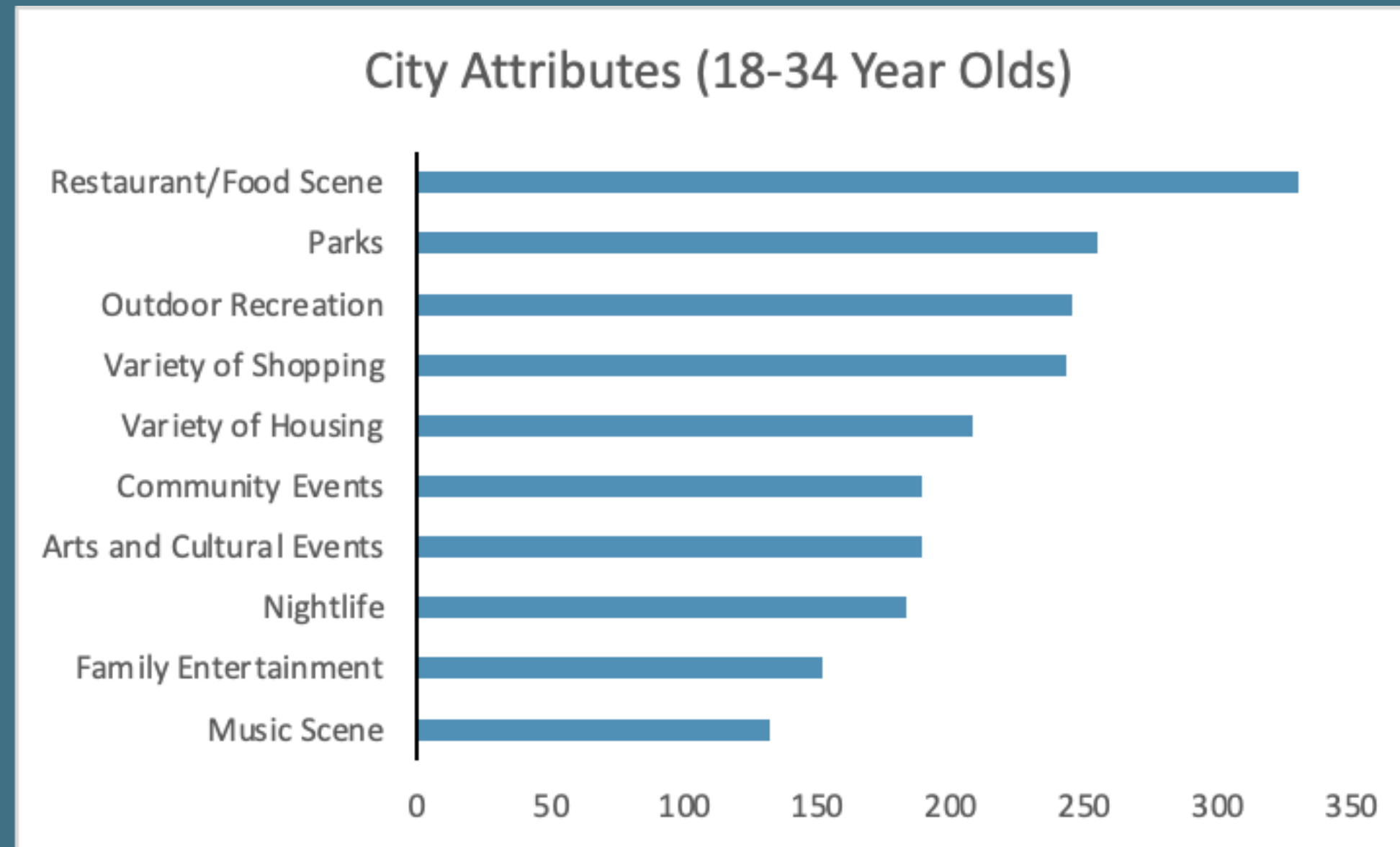


Key Finding #3

Important city characteristics for
young adults

Key Finding 3

398 responses within this age range



Key Finding 3

Young adults highly value

1. Food
2. Parks and Outdoors
3. Variety of shopping

"There are few options for stores and good restaurants for such a large area"

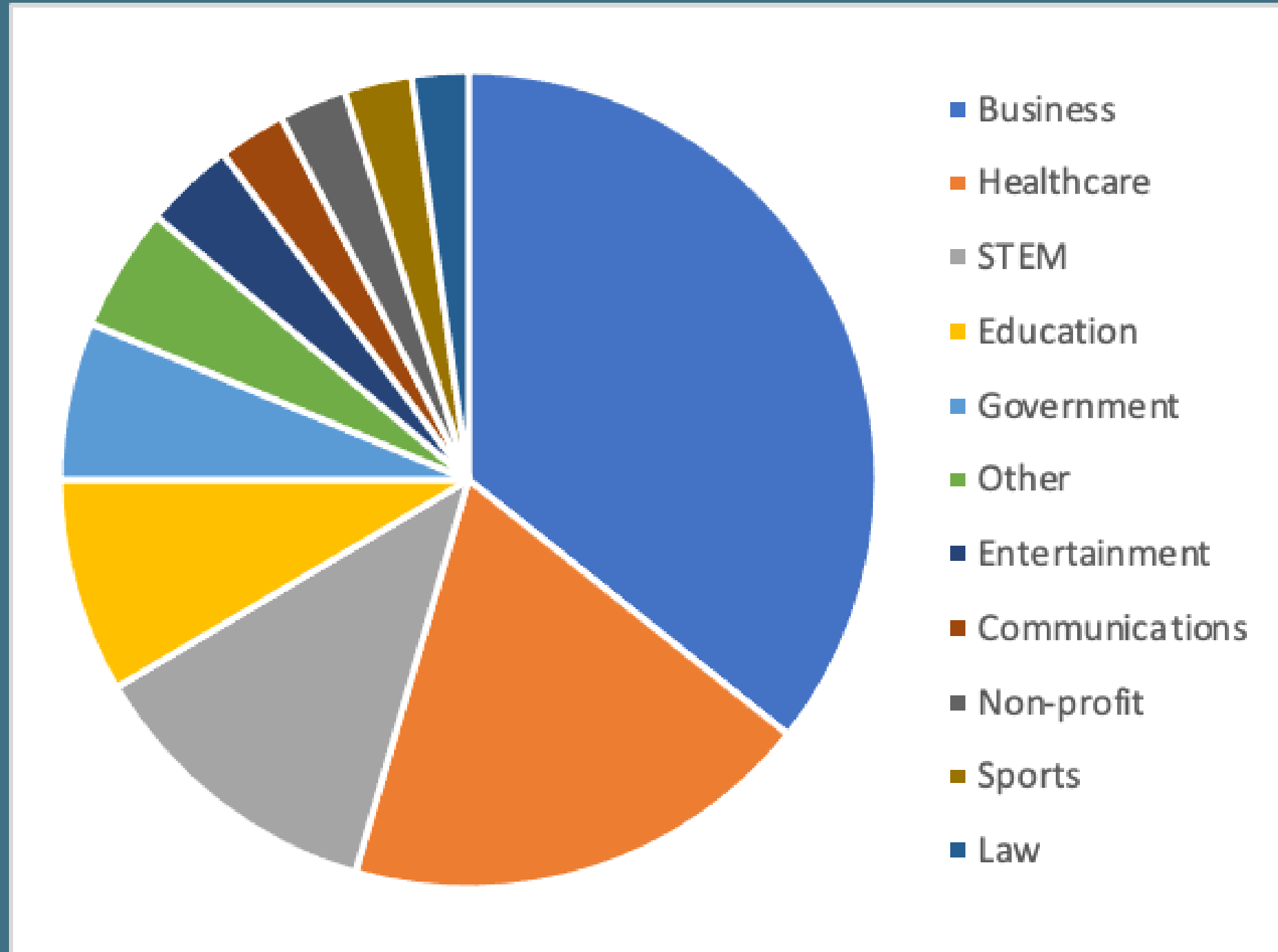
"Needs more stores and more restaurants"



Key Finding #4

Top industries for young adults

Key Finding 4



Key Finding 4

Top Industries

- 1) Business
- 2) Healthcare
- 3) STEM

Attract businesses and recruit employees for these industries





Key Finding #5

Inconsistent Branding

Key Finding 5



Key Finding 5



Inconsistent Branding

- Confusing to audience
- Connect the organizations
- Unify the message





Recommendations

Recommendation 1



Overhaul of Clinton Media

Clinton should update their media to better display the city and enhance public perception:

- Hire a video production crew
- Hire a professional photographer
- Utilize the river as a focal point of Clinton

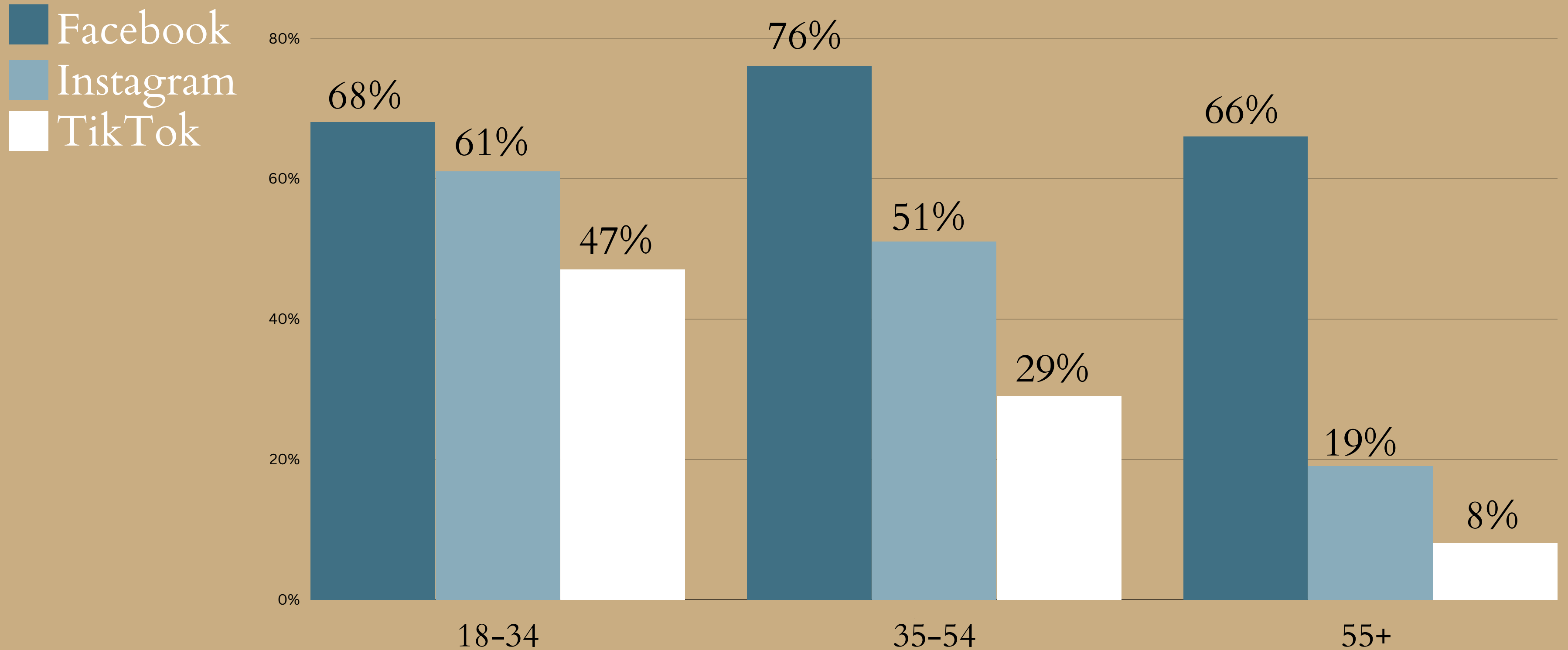
Social Media



Grow Clinton should re-vamp their social media pages (Instagram and Facebook) to create a more appealing image and cohesive feed.

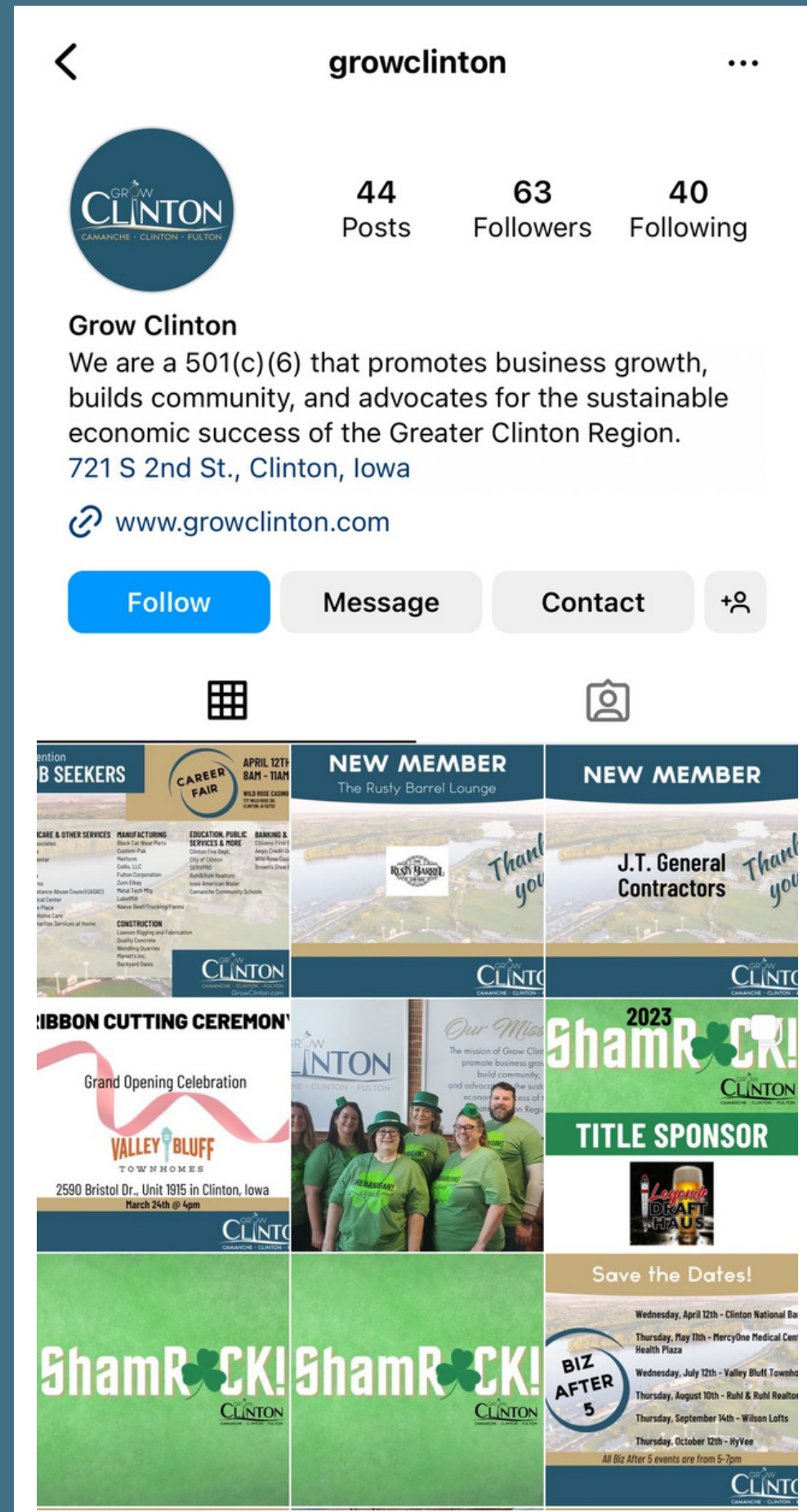
Grow Clinton should become active on other social media channels such as TikTok.

Social Media Demographics



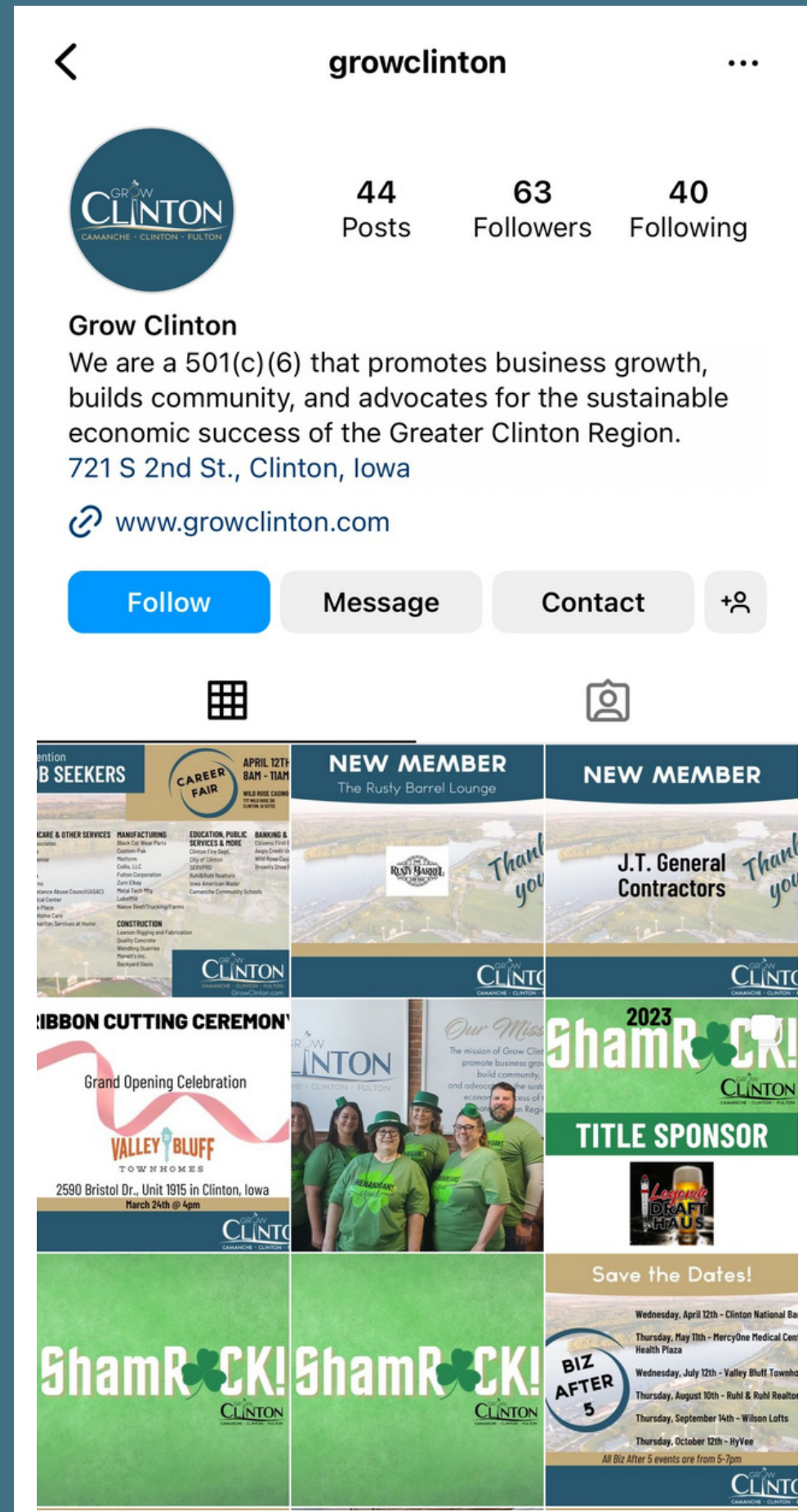
Source: Statista, 2022

Before

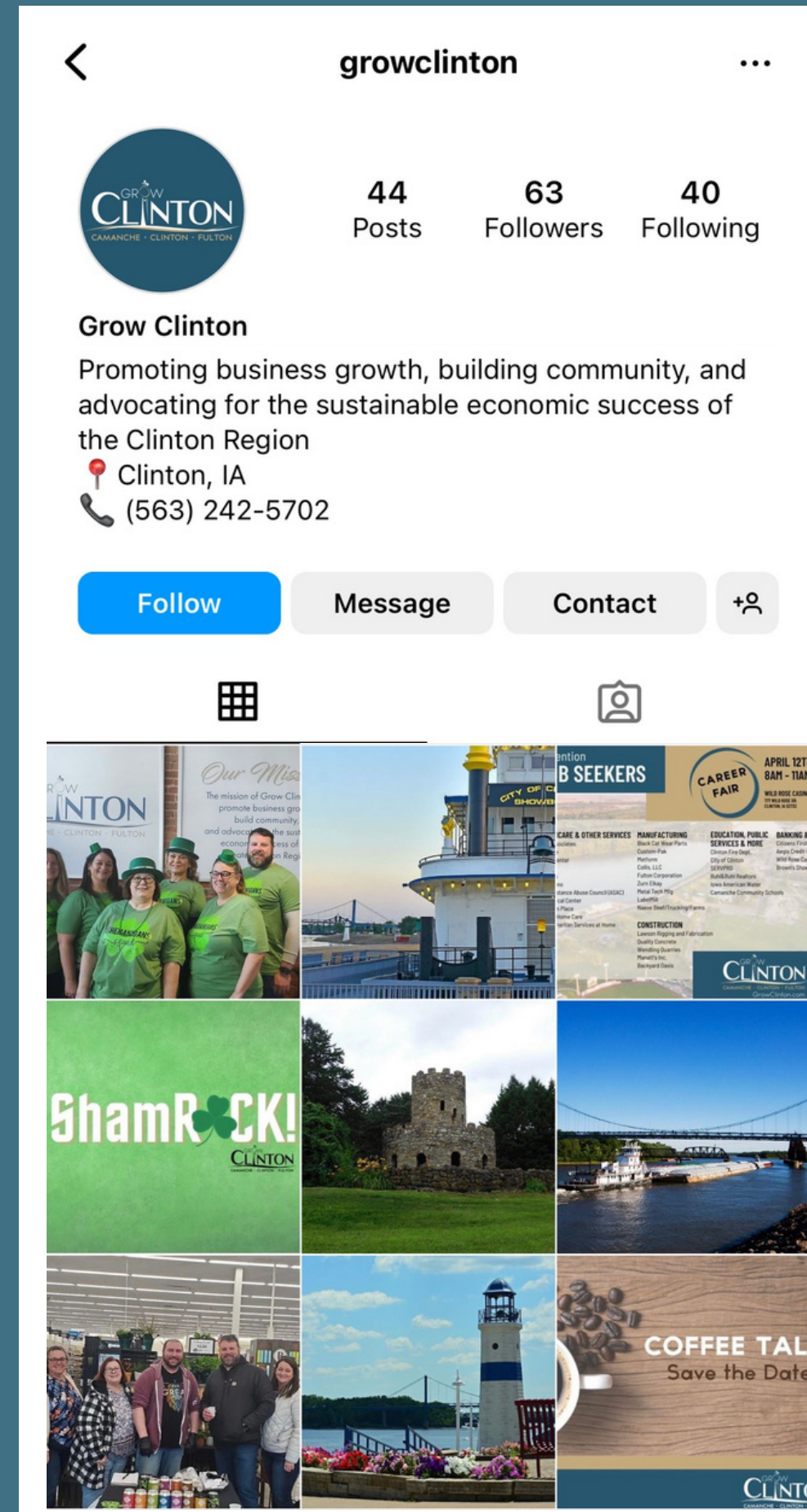


Source: Univ of Iowa, Marketing Institute, (2023))

Before



After



Source: Univ of Iowa, Marketing Institute, (2023))

Recommendation 2

Brochure

Implement a "Quality of Life" promotional brochure to highlight the positive and unique things Clinton has to offer.

- Display in City Hall, Grow Clinton office
- Downloadable version online
- Events





ABOUT CLINTON

Clinton, Iowa is a river town located in eastern Iowa directly along the Mississippi River. Two bridges connect Clinton to Illinois: the north bridge connects Clinton to Fulton, Illinois and the south bridge connects Iowa to Illinois along U.S. Highway 30. The population of Clinton is approximately 24,000.

Clinton was incorporated in 1857. The area offers year-round attractions, a variety of annual events, live theater, craft and antique shops, a marina, outdoor recreation including boating, kayaking, fishing, bike and pedestrian paths, restaurants and historic districts, and a minor league baseball team.



GET IN TOUCH

563-242-2144
City of Clinton
611 S 3rd Street
PO Box 2958
Clinton, IA 52733-2958

CLINTON, IOWA

on the Mississippi





Career Opportunities

The City of Clinton is rich with employment opportunities for individuals of all backgrounds.

Clinton is home to a variety of industries with an abundance of job opportunities. Relevant industries include manufacturing, healthcare, and more. Clinton also has a large variety of building spaces and land available for those looking to start their journey as business owners!



Explore Downtown

The city of Clinton has a myriad of activities and events for all of your entertainment purposes. Check out a Lumberkings baseball game, sing karaoke during a night out, or enjoy many of the great restaurants Clinton has to offer.

Excitement also extends outside of downtown Clinton. Located on the Mississippi River, the city is home to beautiful scenery, parks, views, and more.



Dining Options

Whether you are looking for delicious takeout or dinner with a view, Clinton has the perfect dining options available. Wake up with a hot coffee from Deanna's Java Cafe. Check out the Candlelight Inn and enjoy your meal on the water.

Visit the Grow Clinton website for a full list of dining options.

Recommendation 3

Tourism – Target Market

Target residents within a 2 hour radius of Clinton--Iowa City, Cedar Rapids, Quad Cities, Dekalb

- Day trips on the river
- Concerts and festivals
- Sporting events

Source: Univ of Iowa, Marketing Institute, (2023)

WILD ROSE
CLINTON • EMMETSBURG • JEFFERSON
PRESENTS

**TAILGATE N'
TALLBOYS**
CLINTON
IOWA

THURSDAY, JUNE 8TH
MITCHELL TENPENNY ♦ **GABBY BARRETT**
JACKSON DEAN ♦ COOPER ALAN

FRIDAY, JUNE 9TH
TIM MCGRAW ♦ **JAKE OWEN**
JO DEE MESSINA ♦ ALEXANDRA KAY

SATURDAY, JUNE 10TH
JELLY ROLL ♦ **CHASE RICE**
WARREN ZEIDERS ♦ CHASE MATTHEW

HOSTED BY: CHELCIE LYNN
FESTIVAL DJ: DJ CLIFFY D

CLINTON IOWA
USA
CONCERTS & EVENTS

WWW.TAILGAMENTALLBOYS.COM

Recommendation 4

New Residents – popular interests

- Host a food-related event such as the Taste of Clinton or a restaurant week
- Highlight walking trails and nature tours
- Explore new outdoor activities on the water



Recommendation 5

Attend College Career Fairs

- Introduce the city to thousands of graduating students
- Attract career-specific employees for businesses
- Focus on nearby universities and community colleges



Recommendation 6

Attract New Businesses

- Market the land/business buildings available
- Reach out to companies in attractive industries
- Take advantage of the nearby hospitals



Recommendation 7



Host Quarterly "Uncover Clinton" Meetings

- Bring residents together in a social setting
- Improve the residents' perception of Clinton
- Center the conversation around positive aspects of the past, present, and future of Clinton
- Host networking and job training events



Recommendation 8



Unifying Messaging/Branding for Clinton

- Gather Grow Clinton and Community Leaders
- Unite to create a clear, achievable goal together

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Unifying Messaging/Branding for Clinton

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A positive reputation begins internally

- Become a place people love to live and visit
- Growth will soon follow, via word of mouth

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Questions?