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Manchester Econ. Dev. Office program to attract new business

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The city of Manchester's Economic Development Office (MEDO) has partnered with several local businesses to increase the reach of its marketing effort and attract new business to the city.

Four local banks, Centrix Bank, Citizens Bank, St. Mary's Bank and Ocean National Bank, signed on last fall to launch the inaugural print ad series, which appeared in the New England Real Estate Journal and the New Hampshire Business Review. The full color, full-page ads featured each of the banks' CEOs and presidents and proclaimed, "The companies we keep say a lot about the companies we attract!"

"Part of Manchester's unique sell is that we have such a strong and significant business and industry presence already here. To have the leaders of these businesses stand up and say they're proud to be in Manchester, to do business here and to be part of the community is persuasive," said Kate Benway, marketing manager for MEDO.

The participants covered most of the costs associated with the creation and running of the ad campaigns, resulting in a sizable contribution to the city's economic development marketing efforts. Earlier this year, three local law firms signed on to create a separate campaign. The McLane law firm, Sheehan Phinney Bass + Green and Wiggin-Nourie came together to create a full color, half-page ad series that appeared in the New England Real Estate Journal. Each law firm chose its own headline which carried a message about Manchester's thriving business community and the success business achieves here.

"Manchester is the business and financial capitol of northern New England, but to maintain our edge, it is essential that we continue to market the city," said Jay Minkarah, director of economic development for the city. "Across the country, other municipalities, states and regions are engaging in economic development marketing and our endeavor is to not only retain Manchester's status, but grow our economy and tax base, expand our business and industrial base and create jobs."

Several other partnerships with local organizations are in the works, including law firm Devine Millimet, Catholic Medical Center and Dartmouth-Hitchcock.

"The support that the business community has shown for our marketing efforts is impressive," said mayor Frank Guinta. "Their commitment of resources and dollars has made a tremendous difference for us in the short-term. In the long-term, as we continue to see the tax base grow, the creation of new jobs and our economy strengthened, we'll have our business community to thank."

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