

MARKETING: 4TH QTR. 2017 - 1ST QTR. 2018

Quarterly Report to Management, Council and Bond Commission



CRAFTING
HICKORY

This report highlights the marketing efforts by the Communications Department, not including local brand partnerships and events or basic citizen communications that are on-going.

1 ADVERTISING



PRINT: (REGIONAL, STATE, AND NATIONAL)

CRAFTING HICKORY MAGAZINE (SEPT. 2017)

Distributed: an estimated 30K

Success of the Magazine:

- Distributed 28,000 through HDR Sunday paper
- 2,000 distributed to citizens, board/commissions, Chamber of Commerce, Economic Development Corporation, CVB, Catawba County, Transportation Insight as a recruitment tool, 120 to LRU for recruitment event for parents

HICKORY RACK CARDS (NOV. 2017)

Outstanding Feature:

- 1st time partnership with NC Welcome Centers

Already Replenishing

MAGAZINES: (REGIONAL AND STATE)

WNC MAGAZINE AD, March 2018

(Homes & Garden Issue) (Western NC)

- Partnership ad with City of Hickory, CVB, and Hickory Furniture Mart

BUSINESS NC MAGAZINE, February 2018

(Economic Development publication)

- Highlighted Catawba County and Hickory with content, photos, and a partnership ad with Catawba County, CVB, and City of Hickory

CHARLOTTE MAGAZINE STORY, February 2018

- Worked in partnership with the CVB to provide content to reporter. Took reporter on tour of the City.



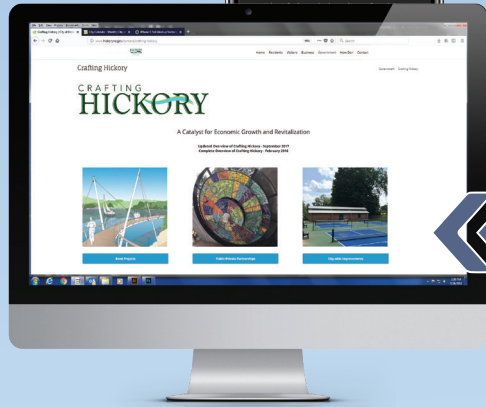
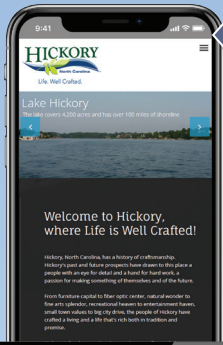
TV:
(NATIONAL)



HGTV'S CAROLINA RENO SHOW (FEB. 2018)

- Worked with HGTV to allow City of Hickory quality of life video footage be used in this show

2 ONLINE



REDESIGNED:

HickoryWellCrafted.com (2017)

Outstanding Features:

- Focus on Hickory's Citizen Stories, Business, Experience, and Education
- Added a Hickory's Trending page listing all the recent accolades and more
- Hosts a page for community event calendars
- Links to all City partners sites (i.e. LRU, CVCC, Chamber, CVB, EDC, Hickory Public Schools, Catawba County, etc.)
- Created Economic Development page for Office of Business Development (Jan. 2018)

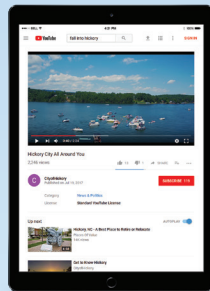
REDESIGNED: CraftingHickory.com page

- Includes HickoryWellCrafted.com, Economic Development page, Bond Projects, Private Investments, Civic Partnerships

SHARING HICKORY STORY:

RELEASED NEW QUALITY OF LIFE VIDEOS (Throughout 2017 and 2018)

- Get to Know Hickory
- Spend a Day and See
- Hickory All Around
- Fall into Hickory
- Hickory Holidays with Snow
- Active/Wellness in Hickory



"HICKORY CITY ALL AROUND YOU" 2.3K VIEWS ON YOUTUBE

"GET TO KNOW HICKORY" 5.4K VIEWS ON YOUTUBE



Realtors-The Geyer Realty Team, MARCH 2018

- Sent Hickory photos for use on their new website
- Sent Hickory's videos for prospective citizen recruitment

Brand Ambassador Team, QUARTERLY MEETINGS BEGIN MAY 2018

- Worked with Leadership Catawba to create a group of 10 to 15 engaged community members to meet quarterly, who will help us share Hickory messages, stories, programs, events, project details, etc. on their personal social media pages and within their personal groups in the community



NEWCOMERS:

Created and began distribution of Newcomer bags of information for Hickory residents (Feb. 2018)

- Provided to the Chamber of Commerce, CVB, City Hall Customer Service/Collections for new residents