



During Economic Development Week 2021, we wanted to bring awareness to and celebrate our partner organizations who are helping us grow the economic vitality of our community in McMinnville Oregon, and demonstrate how multifaceted economic development is! The overarching theme of this project was “We want everyone to have a seat at our table. Pull up a chair and help us in growing Economic Vitality in McMinnville, Oregon.” Our efforts around #EDW2021 were focused on our partnerships with The City of McMinnville, The McMinnville Area Chamber of Commerce, Visit McMinnville and the McMinnville Downtown Association. This group along with McMinnville Economic Development Partnership is colloquially known in our community as the “Stable Table”. Though each of our organizations have a slightly different focus, we are all working towards the same goals: Ensuring the success and resiliency of McMinnville as a whole. As we continue to navigate the challenges and changes presented by Covid-19, #EconDevWeek felt like an important time to acknowledge the strength, grit, and dedication these partners have demonstrated over the past 14 months.

The Goal of this campaign was to educate the public & bring awareness to our elected officials, services clubs, and community members about how Economic Development impacts our community. This was an opportunity to highlight the work of not only our organization, but the successes of our partner Economic Vitality Organizations and how we are all working towards ensuring that our community stays relevant, charming and sustainable.

Through this campaign we were able to engage not only with our social media audience, but we were able to present at City Council, Two local Rotary Chapters, and Kiwanis. Also the video we produced for #EconDevWeek will be airing on McMinnville Community Media outlets as well. Our Press Release on economic development week was picked up by the News Register, and our follow up OP-EDv”Creating community takes everyone pulling together” took a colloquial approach to explaining Economic Development to our community.

Overall we created 87 Total Graphics for our Marketing efforts including: 67 Social Media graphics to be used across Twitter, Facebook & Instagram, 1 slide deck for various presentations, an Economic Development word cloud, virtual backgrounds, a video addressing “what is economic development” and 17 GIFS (including 3 #EDW21 GIFS used by IEDC to promote Econ Dev Week!)

EconDevWeek Specific Social Media Posts

- 11 Instagram Posts & 20 Instagram Stories
- 12 Facebook Posts & 20 Facebook Stories
- 12 Twitter Posts
- 9 LinkedIN Posts

Social Media Analytics:

- Total Impressions Across Social Media Platforms: 8,791
- Total Likes/Reactions Across Social Media Platforms: 432

As a small organization with a minimal marketing budget, we wanted to make sure that the end product would be educational and impactful. Though the video was produced specifically as part of our #EDW2021 marketing efforts and it debuted at City Council on May 11th, we wanted to ensure that the video could be shown throughout the year to help explain not only what our organization does, but how economic development enhances our entire community. The Video can be used to help educate the public, city, county and state officials about the specific roles our organizations serve, and will have a huge reach beyond EDW. We also were able to share the video with our local station McMinnville Community Media, and they will continue to air it throughout the year.

We tried to think outside the box by creating a series of GIF's to use in Instagram & Facebook Stories. All the GIFS are available on the Giphy platform and can be found in Instagram Stories when you search "MacDevWeek" Which was the hashtag we created for our campaign. We highlighted the GIFS on our blog with the title "**GIF'ing It all We've Got for #EconDevWeek**". We also created a Story Highlight on our instagram page for #EDW2021.

[#MacDevWeek Blog](#)

<https://www.mcminnvillebusiness.com/medp-economic-development-week-2021>

[Economic Development in McMinnville: Video](#)

<https://youtu.be/OwVQ-NE0AWs>

[Economic Development Week GIFS](#)

<https://giphy.com/McMinnvilleEDP/economic-development-week>

[E-mail Newsletter Recap of Economic Development Week](#)

<https://mailchi.mp/mcminnvillebusiness/new-faces>

[Instagram Stories/ EDW2021 Highlights](#)

<https://www.instagram.com/stories/highlights/17930227438556079/>

[Press Release for Economic Development Week](#)

[Op Ed on Economic Vitality in McMinnville, OR](#)

Facebook Header: [Find our Facebook Page Here](#)



Twitter Header [Find our Twitter Page Here](#)



Instagram Post for #EDW2021 (Each graphic is linked to the original post)







Zoom Background

