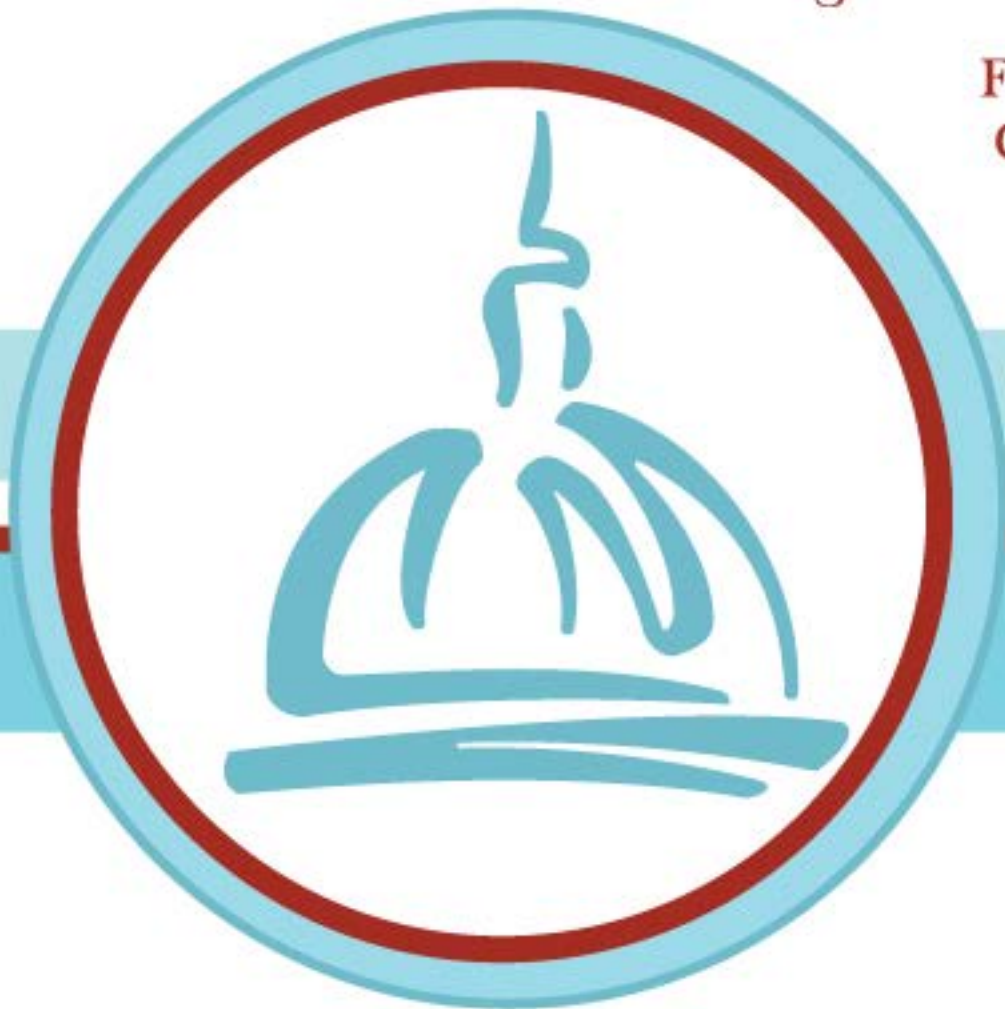


# Hometown

## Legislative Action Day

February 15, 2012  
Columbia Marriott

**MA**  
**SC**  
Municipal Association™  
of South Carolina



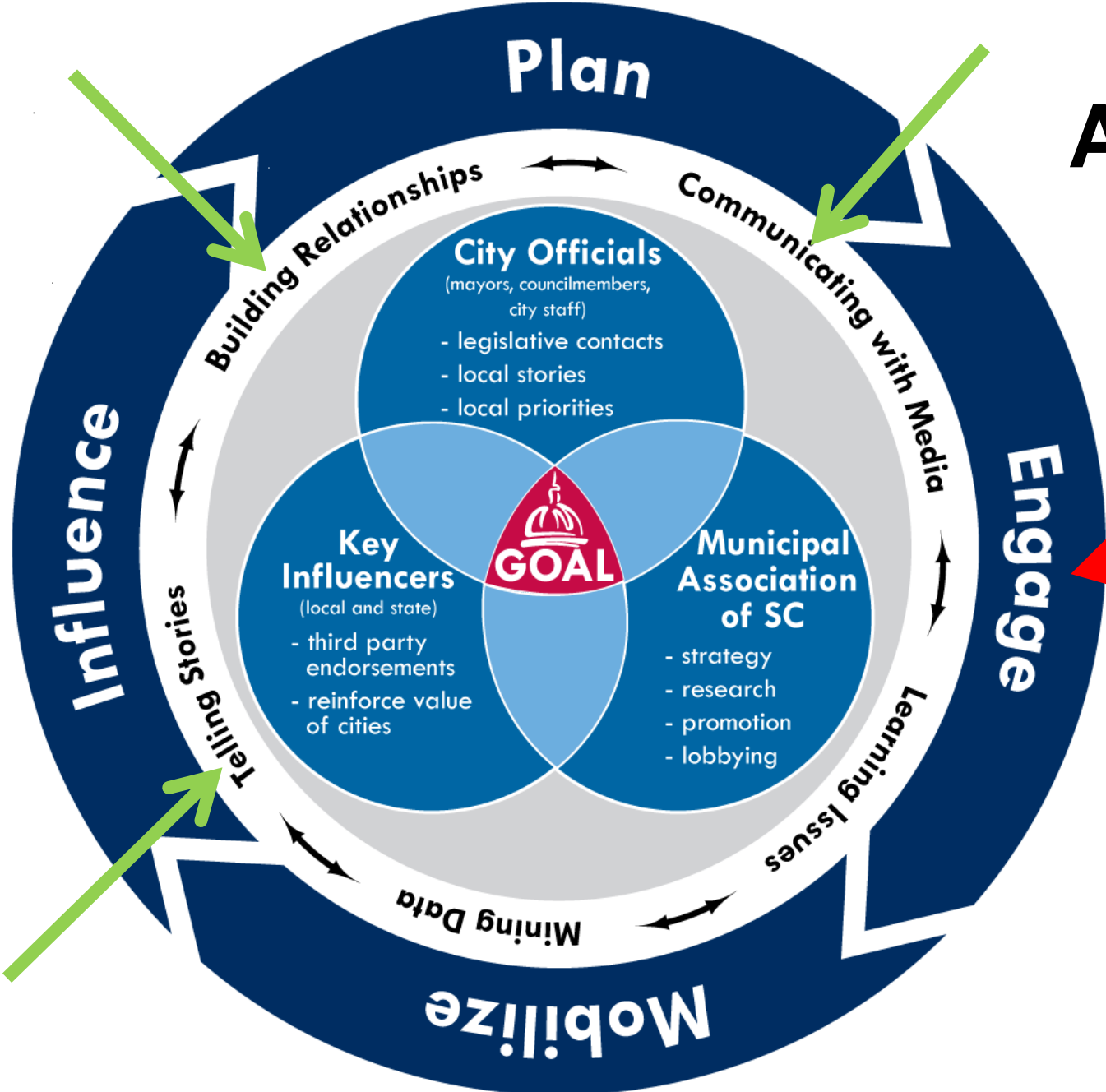
# Cities Mean Business 2.0

Reba Campbell

Deputy Executive Director

Municipal Association of SC

# Advocacy Strategy Map



# Background

- Prime the soil for policy makers to understand the value of cities and towns
- Put a face on the value of cities and towns
- Establish a framework and specific tools to communicate the value of cities and towns

# Goal

Produce a **positive perception** of the value of cities and towns among policy makers to **encourage their support** of South Carolina hometowns in **creating the environment for economic development and job growth.**

# Strategies

- Deploy a long-range “Cities Mean Business” image campaign
- Work with cities to coordinate and incorporate the “Cities Mean Business” messages into their local communications efforts by providing content and resources
- Integrate “Cities Mean Business” messages into legislative advocacy efforts.

# Messages

- Promoting economic growth
- Enhancing a positive quality of life
- Encouraging local accountability and fiscal responsibility

Previous design

**Cities Mean Business**



# Previous CMB graphic



New logo







# Design flexibility





**PROMOTING**  
Economic Growth



**MASC** Municipal Association  
of South Carolina<sup>SM</sup>

**ENHANCING**  
Positive Quality  
of Life



**MASC** Municipal Association  
of South Carolina<sup>SM</sup>



**ENCOURAGING**  
Local Accountability and  
Fiscal Responsibility



**MASC** Municipal Association  
of South Carolina<sup>SM</sup>

# Previous ad series



[www.citiesmeanbusiness.org](http://www.citiesmeanbusiness.org)

**Cities Mean Business**

**You see a police car.**

We see a police officer named Hal who works closely with fire departments and EMS, who knows every business owner downtown, who can name every city street and who buys 12 snow cones on Saturdays even though his T-ball team has never won a game.

**MASC** Municipal Association  
of South Carolina<sup>SM</sup>



## You see a police car...

**We see a police officer** who works closely with fire departments and EMS, who knows every business owner downtown, who can name every city street and who buys 12 snow cones on Saturdays even though his T-ball team has never won a game.

[www.CitiesMeanBusiness.org](http://www.CitiesMeanBusiness.org)

**CITIES MEAN BUSINESS**

**MASC** Municipal Association  
of South Carolina<sup>SM</sup>



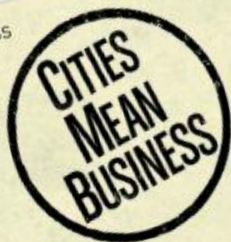
You see a beach...



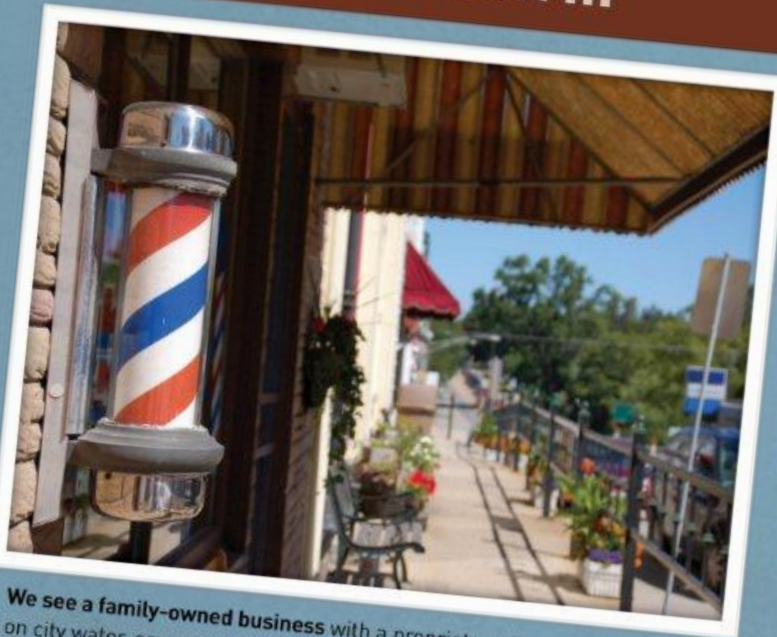
We see a family that makes tourism such a booming business for our hometowns along the coast. When shopping, eating in local restaurants or just hanging out, visitors to our beaches can count on safe communities and clean streets thanks to the services provided by our cities and towns.

[www.CitiesMeanBusiness.org](http://www.CitiesMeanBusiness.org)

**MASC** Municipal Association  
of South Carolina™



You see a storefront ...

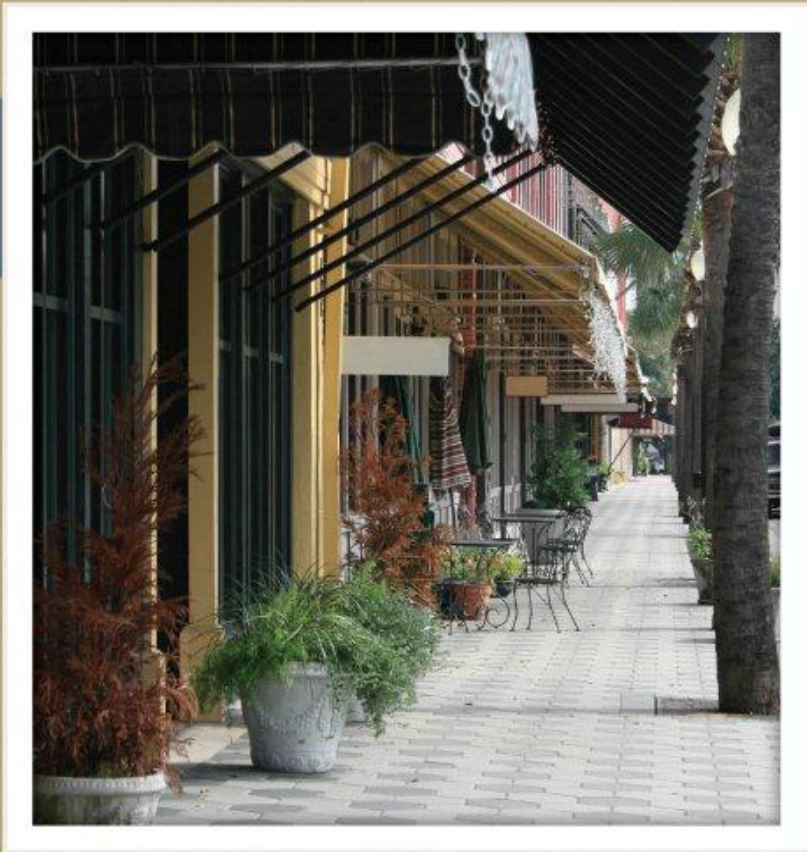


We see a family-owned business with a proprietor who counts on city water, sewer, police and fire protection and other services to keep providing that special hometown experience to his customers, each of whom he treats like family.

[www.CitiesMeanBusiness.org](http://www.CitiesMeanBusiness.org)

**MASC** Municipal Association  
of South Carolina™





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of South Carolina<sup>SM</sup>

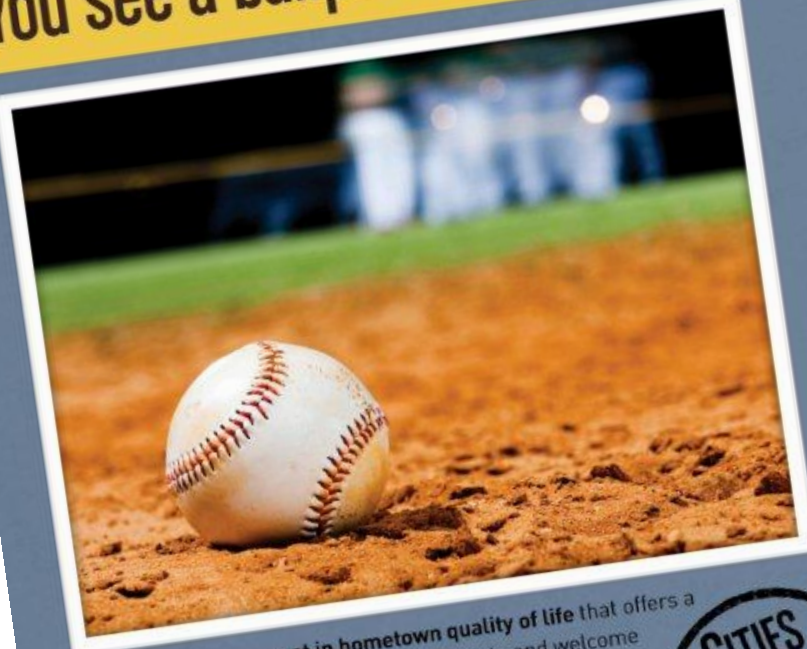
## You see a small town...

**We see a lively downtown district** where local shops and businesses thrive and residents gather to live, work and play. South Carolina's small towns are a critical part of our state's economic engine that attracts industry and creates jobs.

[www.CitiesMeanBusiness.org](http://www.CitiesMeanBusiness.org)

**CITIES MEAN BUSINESS**

# You see a ballpark...



We see an investment in hometown quality of life that offers a special place to host national tournaments and welcome visitors. This is the same special place where kids of all ages can enjoy sports and outdoor activities with neighbors and friends.

[www.CitiesMeanBusiness.org](http://www.CitiesMeanBusiness.org)

**MASC** Municipal Association of South Carolina™



# You see a bike path ...



We see a way for families to spend time together, exercise and enjoy the beauty of their hometown. Walkable communities link outdoor activities with businesses and neighborhoods so downtowns become gathering places for friends and family.

[www.CitiesMeanBusiness.org](http://www.CitiesMeanBusiness.org)

**MASC** Municipal Association of South Carolina™





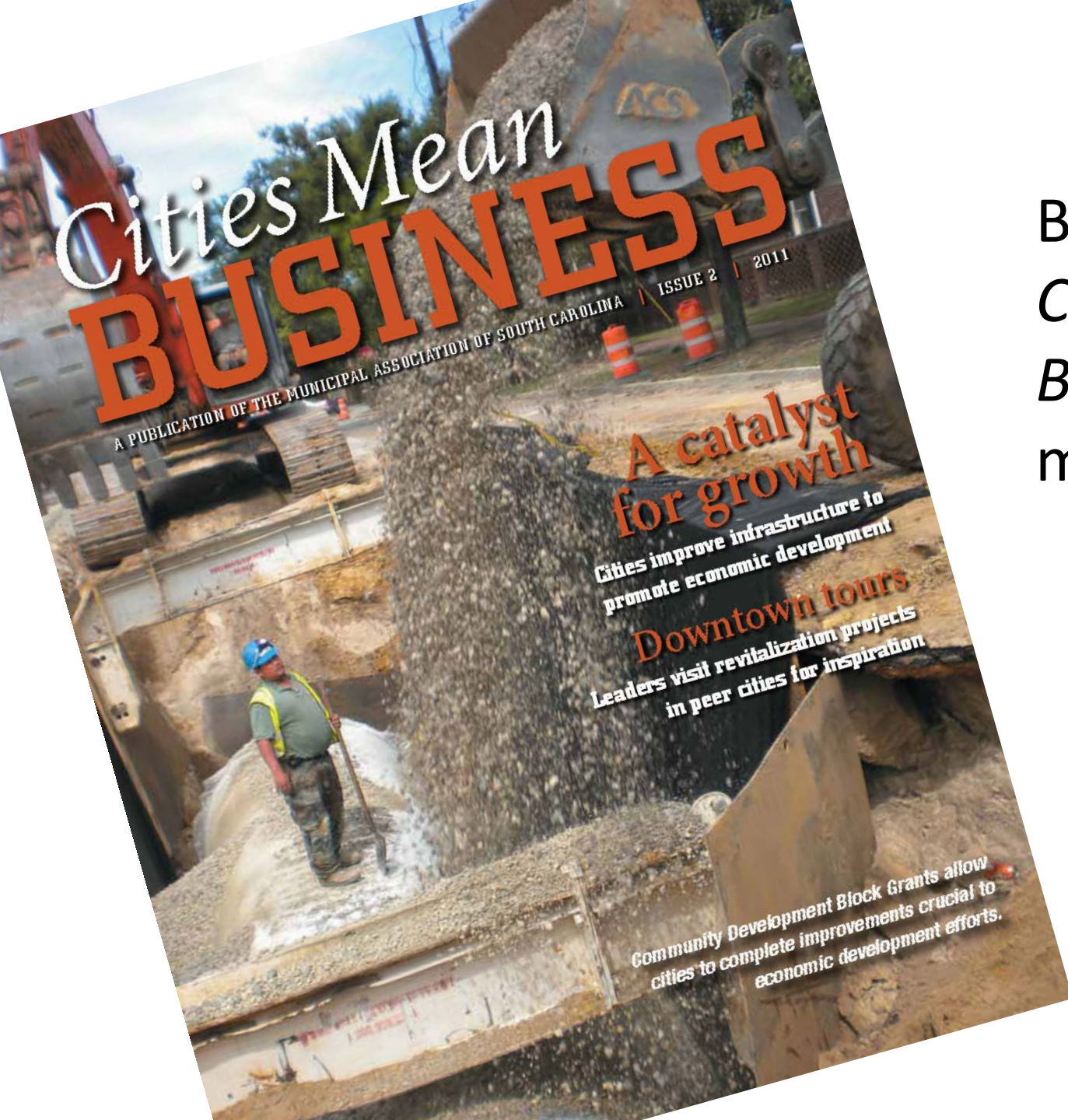
## You see a fire truck...

**We see a firefighter who works every day** to ensure the safety of his hometown residents and businesses. Paid and volunteer first responders are the backbone of public safety in our cities and towns that provide a safe place for families to work, play and live.

[www.CitiesMeanBusiness.org](http://www.CitiesMeanBusiness.org)

**CITIES MEAN BUSINESS**

**MASC** Municipal Association  
of South Carolina<sup>SM</sup>



Bi-annual  
*Cities Mean  
Business*  
magazine

Published in  
partnership with  
*SC Biz* statewide

# Cities Mean Business website



"Cities Mean Business" supports the state's competitiveness efforts by focusing attention on the important relationship between local businesses and the South Carolina cities and towns where they are located.

[Issues](#)

[Research](#)

[News](#)

[Home](#)

## The Latest "Cities Mean Business" News

### [West Columbia looks at face-lift](#)

February 13, 2012 | *TheState.com*

West Columbia is looking at a face-lift for its oldest commercial corridor. City officials are preparing a redevelopment plan for Meeting Street and surrounding neighborhoods, an area they call a gat

### [Recession proof: How Mt. Pleasant prevai](#)

February 12, 2012 | *ABC News 4*

ncaula@abcnews4.com MOUNT PLEASANT, S.C. (WCIV) – A stroll through Mount Pleasant and you'd never guess the country's economic climate had turned grey

[More >>](#)

"Cities Mean Business" is an initiative of the [Municipal Association of South Carolina](#). Give us your [feedback](#).



# “Cities Mean Business” on social media

“Cities Mean Business” on Facebook – friend, post and link from your city page



The screenshot shows the Facebook profile page for 'Cities Mean Business'. The profile picture is a circular logo with the text 'CITIES MEAN BUSINESS' in the center, surrounded by various city-related icons like buildings, a car, and a person. The cover photo is a collage of images including a red fire truck, a street scene, and a 'PUSH BUTTON FOR' sign. The page is set to 'Everyone (Top Posts)'. The 'Wall' section shows three posts from 'Cities Mean Business' dated February 10 and 9. Each post includes a link to an external article and a 'Like' button. The left sidebar shows the page has 187 likes and 3 people talking about it. Below the sidebar, there are two sponsored posts: 'Box Tops for Education' and 'St. John's High School'.

**Cities Mean Business** Like

Government Organization · Columbia, South Carolina

Wall Cities Mean Business · Everyone (Top Posts)

Share: Post Photo Video

Write something...

**Cities Mean Business**  
Provisors raise concerns about local funding sources. Read more in this week's From the Dome to Your Home <http://bit.ly/yzf811>  
Like · Comment · February 10 at 9:11am via HootSuite

**Cities Mean Business**  
City budget processes have many steps. Learn more in the Feb. Uptown <http://bit.ly/yv0Vnp>  
Like · Comment · February 10 at 5:25am via HootSuite

**Cities Mean Business**  
Read the FAQ on the Rehabilitation of Abandoned and Dilapidated Buildings bill in the Feb. Uptown <http://bit.ly/wf191W> @GarryRSmith  
<http://bit.ly/wf191W>  
bit.ly  
Like · Comment · Share · February 9 at 5:20am via HootSuite

**Cities Mean Business**

**Wall**  
Info  
Photos

**About**  
"Cities Mean Business" supports South Carolina's economic development effort...  
More

**187**  
like this

**3**  
talking about this

**Likes**

**Box Tops for Ed...**

**St. John's High...**

# Advocacy and Media Guides

Tips for  
Hometown  
Media Success

**MASC**  
Municipal Association of South Carolina

Municipal  
Association of  
South Carolina

Raising Hometown  
Voices to a New  
Level of Influence

An advocacy guide for  
South Carolina hometowns

**MASC**  
Municipal Association of South Carolina  
Advocacy. Service. Innovation.

A tool kit to help you have your voice heard in the  
South Carolina General Assembly



# Localizing “Cities Mean Business”

- Make a State of the City address a tradition, and partner with the chamber of commerce to host it
- Submit an opinion column about the progress your hometown has made in attracting business, jobs and highly skilled workers to your area.
- Strategize to launch a Facebook page or Twitter feed to let people know about the great things your hometown has to offer.
- Incorporate “Cities Mean Business” messages into your speeches, media interactions, letters etc.

- Host a Lunch 'n Learn with local reporters with a good meal and basic information about your city or town.
- After an election, engage your key influencers to make contact with new and returning legislators to get ready for the legislative session.
- Invite key influencers to an engagement session and get ideas from them to be proactive with future issues.
- Localize CMB ads for your city website, newsletter, events, cable station, Facebook page, etc

