

Grow Grand Island

Update on November 6, 2015

Internal Marketing Committee

16 members

Met 2x to date

October 29th Don, Cindy Brad & I met to question the merger of the two committees or how do focus on a message to support both initiatives and get action happening to support the Grow GI

Objective – Launch a thoughtful, well-coordinated simple message that explains how GGI works to the people of our community.

Message – Grow Grand Island cultivates bold ideas that create business and quality of life opportunities in our region through planning, partnering and doing.

Focus on a Pillar and attached to that would be a story or person that explains its value to our community: Business/Entrepreneur/Image/Workforce/Community Assets

Need to determine what the Grow Grand Island message is to GI citizens thru all mediums

We are planning a meeting in December to bring the Internal & External Marketing committees together with action items assigned to individuals or sub-groups to get action in place.

Tammy Slater

