



 LIVABILITY

CEDAR RAPIDS

Metro, Iowa

Dear Economic Alliance member,

The Cedar Rapids Metro Economic Alliance's mission is to drive economic, workforce and population growth strategies and to help businesses succeed. Encouraging capital investment, job creation and attracting new residents and visitors alike, all drive that mission forward.

This year, we are partnering with Economic Alliance member, Livability Media, a division of Journal Communications, on a digital marketing program to amplify Cedar Rapids' unique story on a national level via Livability.com. The site is a nationally recognized authority on the best places to live and work. Our partnership will also include the creation of a print publication called *Livability Cedar Rapids Metro, Iowa*.

Using these tools in collaboration with ICR Talent, we plan to reach potential workforce audiences, individuals and families attracted to our quality of life – eager to see how moving to Cedar Rapids might make sense for their bottom line, eager to embrace our city's fifth season and to hear about our abundant and diverse employment opportunities as we boast nearly 300 different manufacturing plants and two dozen Fortune 500 companies.

As an Economic Alliance member, you have the exclusive opportunity to showcase your brand to Livability readers. A Livability representative will be in our area in the upcoming weeks to share advertising options in the magazine. We'll be reaching out to several of you, however, if you are interested and would like to proactively request a meeting to learn more, please email sales@livmedia.com or call (615) 850-0300 ext. 292.

Thank you for your support of this additional effort to share what we love about Cedar Rapids with the rest of the country.

Best Regards,



DOUG NEUMANN

Executive Director

Cedar Rapids Metro Economic Alliance



THE PROGRAM'S

Purpose

This multimedia program encourages **business investment, talent recruitment and relocation** by reaching corporate executives, site selectors, entrepreneurs, talented individuals and families attracted to our quality of life.

PROGRAM COMPONENTS

- High visibility on Livability.com, a national quality-of-place and relocation website that reaches 11 million viewers with highly shareable content that is easily viewable on mobile devices
- A top-quality print publication with engaging photography and modern design that highlights the region's favorable business climate, enviable quality of place and tourism attractions
- An easily accessible and shareable companion digital magazine

ONLINE DISTRIBUTION AND CONTENT PROMOTION

We leverage the rapidly growing Livability.com audience to drive readers to information about Cedar Rapids, including:

- Search engine optimization
- Social media campaigns
- Select content marketing campaigns

TARGETED PRINT DISTRIBUTION

We work to place the print edition in the hands of:

- Site selectors and corporate real estate professionals
- Qualified relocation prospects who have requested information
- People attending relevant trade shows, conferences and events
- Recruitment prospects of hospitals and other major employers
- Potential new residents via Realtors and financial institutions
- Our advertisers' clients and talent prospects
- People visiting the community via distribution to public offices

