

Marketing Working Group Meeting Record, April 21, 2025 – Draft

- UC Berkeley Labor Center presented, *Economic Development Research: Updates and Key Regional Strategies*
 - Provided review of the GEZ research process
 - The Labor Center continues to interview new GEZ Governing Board members as needed
 - The main regional strategies for the GEZ
 1. Publicity/Marketing for the GEZ
 2. Referral Network for Employers
 3. Sharing Public Funding Information
 4. Inventory of Available Sites
- Labor Center findings for Possible Approaches
 - Create a website, develop logo, attend/host conferences
- Discussion
 - It would be beneficial to keep a database of local government economic accomplishments and use that as a tool for marketing
 - The public needs to be able to understand the purpose of the GEZ and how it intends to reach the goal of pursuing clean energy manufacturing
 - It is important to figure out the exact demographic we will be primarily marketing to
- Final Thoughts
 - Establish a logo and use a webpage to record local economic victories
 - The GEZ needs a defined reason why the general public should be in support of clean energy manufacturing attraction efforts and Companies need to understand the benefits of establishing themselves in the GEZ