

# INVEST **BUFFALO NIAGARA**

**Sarah Larson**  
MARKETING MANAGER







# Buffalo Niagara | One Spectacular Region

- Road Show
- Blog Series
- Social
- Proclamation & Video Release Event





# Planning



Created by the International Economic Development Council (IEDC), the goal of Economic Development Week (EDW) is to increase awareness for local programs.

The initiative for the Buffalo Niagara region

do great work and we want our community to know about it. We will continue to spotlight rock stars throughout our 8-county region, and showcase unique highlights throughout the region in a marketing campaign:

How interviews will be used to create a blog for each county

to be featured in unique places/spaces

shared via a variety of social media channels.

to join us for a Happy Hour celebration

and like to schedule a visit with you between

and John: njohn@buffaloniagara.org

to post relevant links or share imagery

and hope you will share our posts too.

celebration event. Ask your local papers



## Sample Social Graphics

use provided graphics



add to provided graphics (or we can for you)



Click on icons to connect with us!





# 8 County Road Show

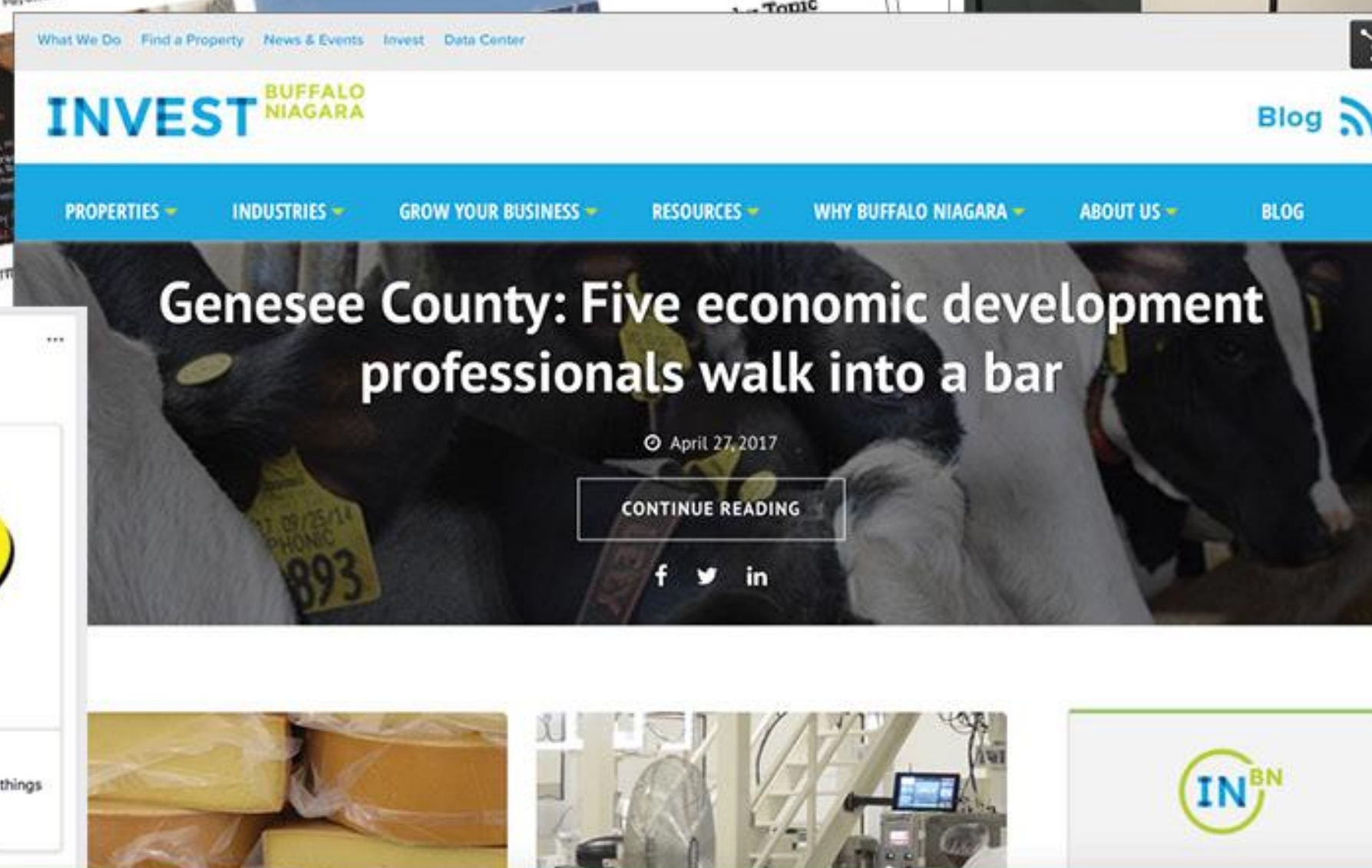
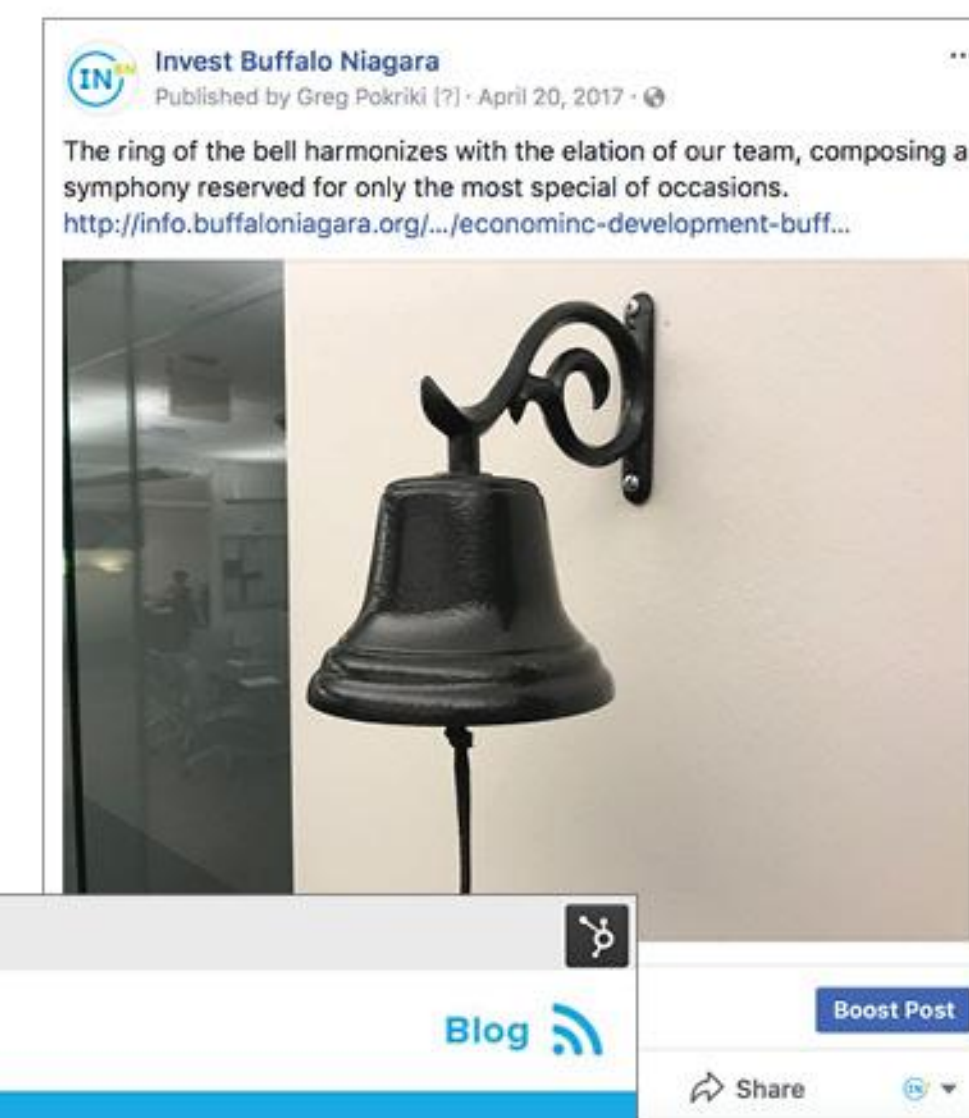






# Blog Series

- Bell Ringer
- Anatomy of a project
- Naming projects
- 8 counties. 8 stories.





# Social

**Invest Buffalo Niagara**  
Published by Sarah Larson [?] · April 20, 2017 ·

County Road Tour: In Wyoming County Today at East Hill Creamery with Wyoming County IDA. [WyomingCountyNy.org](http://WyomingCountyNy.org)

Preparing to celebrate Economic Development Week in May.  
#econdewweek



**Invest Buffalo Niagara**  
Published by Greg Pokriki [?] · May 8, 2017 ·

Five economic developers walk into a bar.  
The bar is called City Slickers in the heart of downtown Batavia. The waitress Luci walks over to the table, recognizing the group for their clout in the community. Before taking their order, she pitches her idea for a wedding boutique shop she aspires to open somewhere downtown. The group loves the idea and has the perfect place and concept for Luci. They agree to talk next week, and she follows with a round of water with a lemon on the side. #EconDevWeek #EDW2017 Genesee County Economic Development Center



**Invest Buffalo Niagara**  
Published by HubSpot [?] · May 8, 2017 ·

#EconDevWeek is about celebrating investment and jobs. We can speak to that... #EDW2017



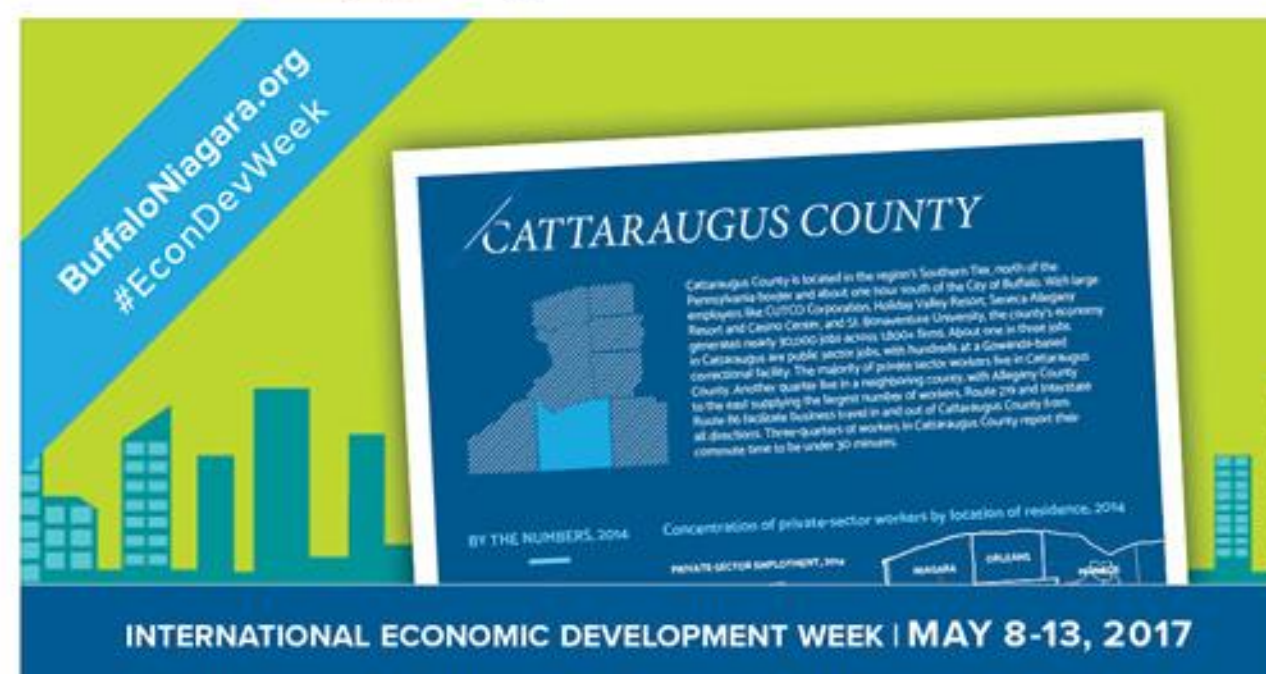
Boost Post

Share

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**Invest Buffalo Niagara**  
Published by HubSpot [?] · May 9, 2017 ·

#EconDevWeek <http://hubs.ly/H07rS1m0>



521 people reached

Boost Post

**Invest Buffalo Niagara**  
Published by HubSpot [?] · May 10, 2017 ·

#EconDevWeek <http://hubs.ly/H07rT920>



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**INVEST** BUFFALO  
NIAGARA


BUFFALONIAGARA.ORG



# Proclamation & Video Release Event

 **Invest Buffalo Niagara**  
Published by Greg Pokriki [?] · May 10, 2017 ·

Appropriate that we and the City of Buffalo are debuting these during #EconDevWeek #EDW2017 Economic Development Week  
<https://vimeo.com/216553914>



**Small Businesses Drive Economic Development in Buffalo, NY**  
Buffalo is Back in Business! Small businesses are helping to drive Buffalo, NY's growing economy.  
VIMEO.COM

 **Invest Buffalo Niagara**  
Published by Greg Pokriki [?] · May 10, 2017 ·

Proud of these City of Buffalo videos. #EconDevWeek  
<https://vimeo.com/216554013>



**Starting a Small Business in Buffalo**  
Buffalo is back for business! Hear the stories of small business owners in Buffalo, NY  
VIMEO.COM





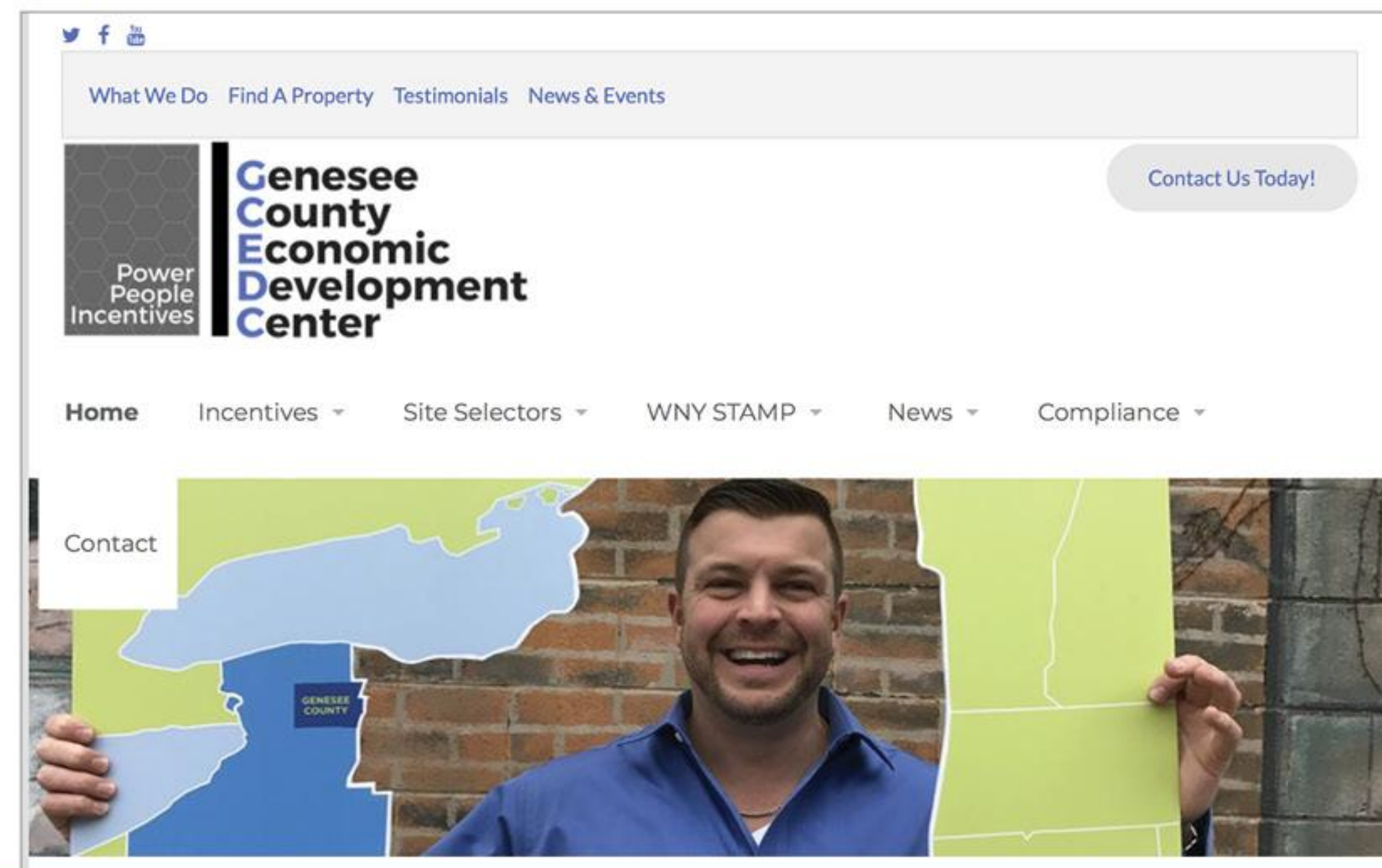
# Results

- 15 blogs with nearly 1,500 views and 53 click-throughs.
- Grew social. Posts reaching 1,600 impressions.
- Partners posting. Efforts live on.
- ED Week 2018 has begun!!!!



NATIONAL  
**ECONOMIC  
DEVELOPMENT  
WEEK** MAY 7-12  
2018

*Celebrating the Profession and the Professional  
in Communities Across America*  
**#EconDevWeek #QualityofLife #EDW2018**  
[iedonline.org/edw](http://iedonline.org/edw)





# 2018 Economic Future Forum



- Early bird registration open until April 20.



## IEDC ECONOMIC FUTURE FORUM Planning for Prosperity

Leveraging Tomorrow's Brightest Industries

June 24-26, 2018 • Buffalo, New York

