

# Develop El Dorado Industry Attraction Campaign

## Campaign started June 2020

Prior to the launch of the campaign, the El Dorado, Inc. saw interest in \$500k – \$1.5M projects and now a typical project ranges are \$150M – \$4B. The campaign collectively invested \$200,00 in private sector investment for three years.

### Targeted Email Campaign

- Email open rate: **53%**
- Number of targeted emails: **36**
- Number of active contacts: **1,525**

### Developeldorado.com

- **7,751** number of visits, **6,581** were unique visitors
- Direct visits from developeldorado.com: **5,915**
- Search engine: **1,237**

### Top 5 website pages visited:

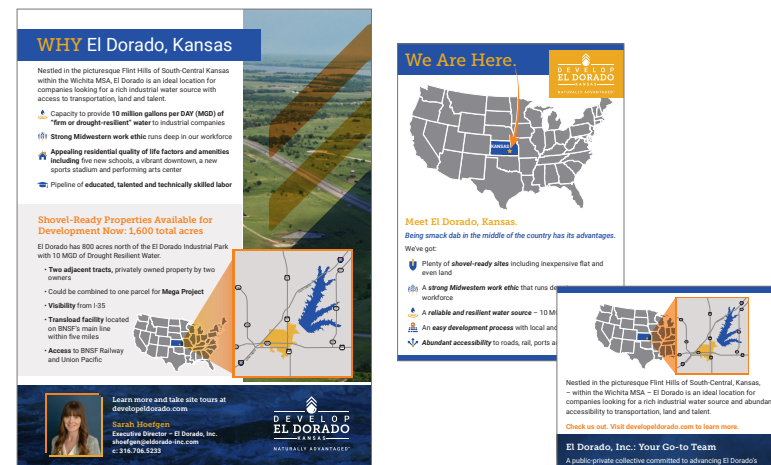
1. Home
2. Shovel Ready Property
3. Property Search
4. Partners
5. Industrial Water

### Developed New Marketing Materials

- **Retractable branded banner stand** for conferences
- **Panel card** for Site Selector Guild
- Developed **air, rail and port map**

### Virtual Site Tours

- **Self-guided virtual tours** with still photography, drone and video on dedicated microsite through ArcGIS



# 2023 ANNUAL SCORECARD





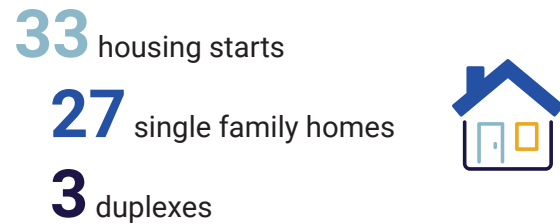
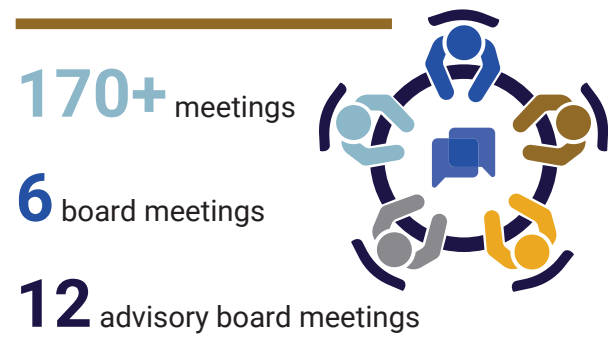


El Dorado saw unprecedented activity in 2023 with interest from both domestic and international companies.

Active project leads continue through El Dorado Inc.'s contacts with the Kansas Department of Commerce, Greater Wichita Partnership and from regional commercial real estate consultants.

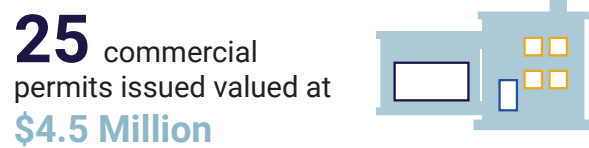
## RAISING El Dorado's Profile

# 2023



Average home cost – **\$206,000**

**\$6 Million** in new home construction



**8** states traveled to or through – conferences in *KS, SC, IL, TN, TX, DC/Virginia/Maryland*

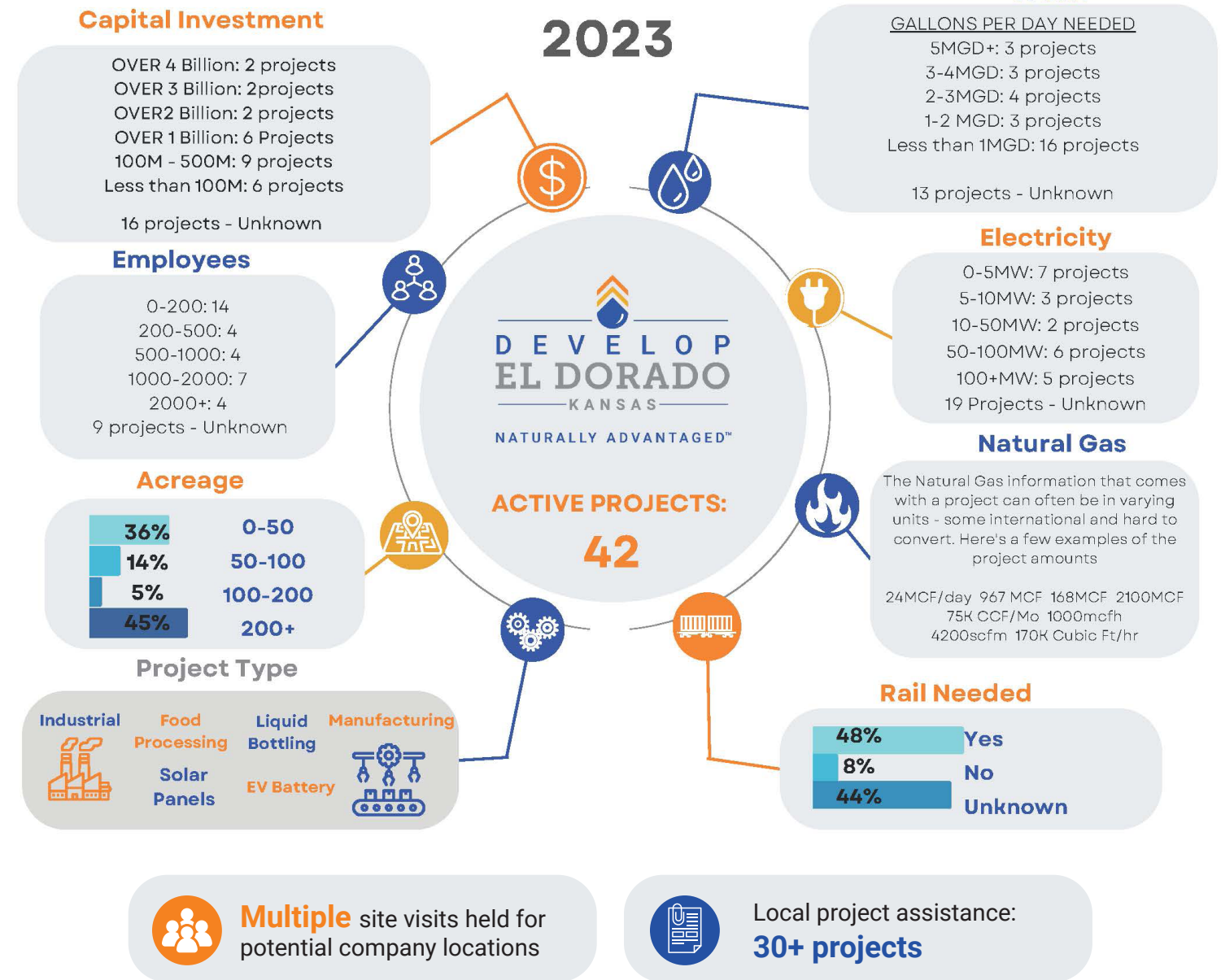
**CID** created in 2023 for El Dorado Plaza

**7,734** miles traveled

**MIH** grant submitted for more housing

**2** ongoing CDBG grants

## Requests for Proposals



## Organization Involvement:

- Wichita Area Outlook Team
- Greater Wichita Partnership (GWP)
- Kansas Economic Development Alliance (KEDA)
- Team Kansas
- GWP – Strategic Advisory Team
- Regional Economic Development Group
- South Central Kansas Economic Development District (SCKEDD) – Board Member
- K254 Corridor Association