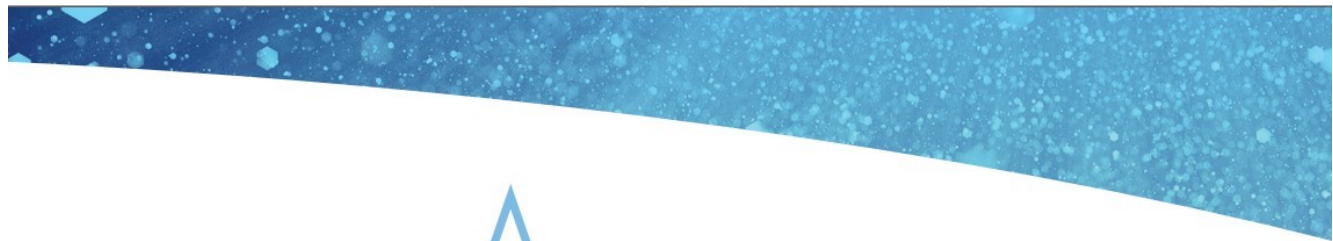


# FMCA Outstanding Awards: Best Marketing Campaign (20,000 or less population) Entry Form



## Category Description

Suite of materials developed for a product, service, or branding initiative (up to three pieces with a common theme). Videos must not exceed five minutes. The content of print and digital materials should be centered on the campaign content. (For example, if a campaign ad appears in a magazine, only include the ad content with your submission.)

### Name of Individual Submitting Entry

Samantha	Senger
First	Last

### Affiliation (Municipality/Organization)

City of Cocoa
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### Primary Contact Email

ssenger@cocoafl.org
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### Primary Contact Phone

(321) 433-8685
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**Entry Title**

Choose Cocoa - Central Location. Endless Opportunity. - Annual Economic Development Update Event & Campaign

**Jurisdiction (City/Town/Village/Other)**

City of Cocoa

**Population**

19653

**Social Media**

<https://www.facebook.com/CityofCocoa>

**Video Link (YouTube or Vimeo)****Supporting Documentation**

Choose Cocoa Brochure.pdf

Choose Cocoa supporting documentation.docx

*Suggestions: Print, video, digital , or social media.*

**What are the goals and objectives of the campaign (include target audience)?**

The goal of the Annual Economic Development Update event and campaign is to give community stakeholders an update of economic development activity in the Cocoa community and entice them to Choose Cocoa for their future business needs.

The objectives selected to help achieve this goal include:

1. Host an Annual Economic Development Event where at least 100 community stakeholders attend each January.
2. Create an annual Economic Development review video that is debuted at the event and is used for Economic Development marketing purposes throughout the year that receives at least 10,000 views by the end of the calendar year.
3. Create and distribute at least 700 pieces of marketing collateral material that can be given out at the Annual Economic Development Event and that can also be used as marketing pieces throughout the calendar year.
4. Attract at least 15 local businesses to participate and set up a booth to promote their Cocoa business at the Annual Economic Development Update event.

The target audiences for this event and campaign include:

1. Local Cocoa businesses
2. Community Stakeholders
  - Local Elected Officials
  - Community Volunteers
  - Business Leaders
  - City vendors
3. Businesses looking to expand operations in to the City of Cocoa
4. New start-up businesses in the City of Cocoa

**Describe the supporting documentation submitted with this entry.**

The City of Cocoa hosted its annual Economic Development Update event and campaign themed Choose Cocoa - Central Location. Endless Opportunity. The first attachment for supporting documentation is the brochure that was developed as a marketing tool and giveaway at the event. The piece is used to showcase and highlight Economic Development efforts in the City of Cocoa. It talks about Economic Development incentive programs we offer, the number of new businesses that Chose Cocoa this past year, top industries in the City of Cocoa, testimonials, and a promo piece giving the highlights of the Cocoa community. This piece was distributed at the Economic Development Event but will also be used as a marketing tool when speaking with new businesses interested in our community. We also created a promotional video (linked in the supporting documentation) featuring the Mayor that highlighted the big projects in the Cocoa community over the last year. the video also promotes the advantages of choosing Cocoa as a business location. The video debuted at the Economic Development event but will be promoted throughout the year and used as a marketing tool to attract new businesses to the Cocoa community. The final piece that was included as supporting documentation was a promotional item that was given away at the Annual Economic Development event. This piece again reiterated the Central Location. Endless Opportunity. theme with a stick of hot cocoa!

**What is new, innovative or creative about this campaign?**

We have hosted this economic development event every year for the past 20 years. This year we decided to change things up. We wanted to focus not only on economic development efforts in the Cocoa community but spotlight our local Cocoa businesses and show why they Chose Cocoa as their business location with the thought of showcasing the many benefits of selecting Cocoa for your business location. So we moved the event to a happy hour event and asked business participants to give out samples of what they offered at their location. We had 17 businesses sign up to participate in the event. Then we created collateral material that we could hand out to attendees of the event to market our community as a business destination. We created a brochure that was distributed at the event but that could also be used throughout the year as marketing material for economic development in the Cocoa community. The feedback we received from the attendees and the businesses was phenomenal. Everyone was very happy with the revamped event and new marketing pieces.

**Describe how the campaign was successful (include your evaluation process and metrics).**

We interviewed attendees and business vendors at the event and received 100% positive feedback on the changes we made to the event and the addition of the new marketing pieces. We also sought feedback from our Council members who spoke with their constituents that attended the event and were very pleased. Attendees appreciated being able to visit with local business vendors and getting samples of their services or products. They appreciated the networking component as well. We e-mailed all of our business vendors as well and asked for feedback and all said they would participate again.

# choose cocoa



ROBUST WORKFORCE



OVER 200 ACRES AVAILABLE FOR  
LOGISTICS AND MANUFACTURING



QUADRAMODAL ACCESS/  
FOREIGN TRADE ZONE



**central  
location.**

**endless  
opportunity.**





## Economic Development Programs & Incentives

# CHOOSE COCOA

## Cocoa is a Unique and Diverse Community Poised for Success



Cocoa's UpStart Small Business Development Program awards \$10,000 forgivable loans to help promote the growth and expansion of minority and/or women owned small businesses within the City of Cocoa. This program which features a partnership with weVENTURE to provide a customized business mentorship program to participants, empowers entrepreneurs to succeed in the city, attract minority businesses to the area, contribute to the economic vitality by promoting small businesses, and cultivates vibrant neighborhoods through the encouragement of diverse businesses.



**160 New Businesses Chose Cocoa in 2022**

118 Brick and Mortar businesses and 42 Home-based businesses



**834 New Employees**

from the 160 new businesses

## Top Industries in Cocoa



## Ad Valorem Tax Incentive Program



## CRA Commercial Facade Grants



The City of Cocoa has been remarkably supportive of Vaya Space and its growth. We are very pleased to have found our new facility within the City after outgrowing our smaller offices in the Village. Cocoa is a beautiful and thriving place, filled with some of the best and brightest around. We are proud to be a part of this vibrant community. We have found a beautiful home full of opportunity in Cocoa, and we look forward to continuing to grow, innovate, employ, and invest in Cocoa.

Vaya Space CEO, Brent Willis



Cocoa is a unique and diverse community situated in the heart of the Space Coast along the Indian River in Brevard County. Serving as a gateway to Brevard's beautiful beaches, Cocoa is minutes to Central Florida's many amenities and attractions such as Port Canaveral's cruise port, Kennedy Space Center, the Brevard Zoo, historical downtown districts, and Orlando area attractions.

Easily accessible by State Roads 520, 528, and 524 as well as Interstate 95 and U.S. Highway 1, Cocoa's central location within the state of Florida serves as the connection point to some of the state's major metropolitan markets such as Orlando, Jacksonville, Tampa, and Miami. In addition to Cocoa's advantageous location, the City's streamlined and competitive building and site permitting process, as well as innovative economic development programs, foster a favorable environment for development.

Cocoa's vibrant historic downtown offers shopping, dining, and entertainment. Downtown Cocoa Village is home to historic landmarks such as the Porcher House, Derby Street Chapel, and Historic Cocoa Village Playhouse, which attracts tens of thousands of patrons annually. Also located in downtown Historic Cocoa Village is Riverfront Park and Amphitheater, which hosts over 65 special events attracting over a hundred thousand visitors each year.

Cocoa City Council and staff prioritize Economic Development for a brighter future. Citizens and business owners, continue to be engaged and play an integral role in the progress of a better Cocoa community. Working together, Council, staff and the community can ensure prosperity and drive growth in Cocoa.

# STAY CONNECTED



## Cocoa City Council



*Michael C. Blake*  
Mayor  
City of Cocoa  
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*Alex Goins*  
District 1 Councilman  
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*Lavander Hearn*  
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*Lorraine Koss*  
District 4 Councilwoman  
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[www.ChooseCocoa.org](http://www.ChooseCocoa.org)  
[www.CocoaFL.gov](http://www.CocoaFL.gov)

*Stay Social*





# Choose Cocoa – Central Location. Endless Opportunity.

## Supporting Documentation

- Choose Cocoa Economic Development Year in Review Video (<https://youtu.be/li4HN44OKgU>)
- Choose Cocoa Economic Development Brochure (PDF attached in supporting documentation), photos of the actual brochure below:



- Promotional Item given out at Annual Economic Development Update Event:

**ALL ART TOUCHING THE RED LINE MUST BE EXTENDED TO THE BLEED LINE**

**MAKE SURE THAT THE HOLE PUNCH DOES NOT GO THROUGH ANY TEXT**

Hole Punch

Bleed Line

Imprint Area

Ingredients are printed on back

**100% PRINT SIZE**  
**4CP ONE LOCATION INCLUDED**  
 This includes everything that will be imprinted on your product.

**MILK CHOCOLATE MARSHMALLOWS**

**COMPOSITE NOT ACTUAL SIZE**