



August 14, 2017

Dear Citizens:

Corsicana's Momentum Continues with New Marketing Communications Programs to Showcase the City

Last week during the Economic Development partnership meeting I heard about the momentum Corsicana is experiencing, with population growth, new business expansion, new job training programs, and a spotlight on the city with movie, television, and magazine coverage. This is momentum Corsicana has not had in the past few years, and we want to take advantage of it and build on it.

The City is now implementing a marketing communications program to tell the good news of our assets – our historic Main Street and Economic Development departments are both under new leadership, Hollywood's new interest in Corsicana as a prime location for movies under the leadership of our Screen Actors Guild member the Chief of Police, and as always, the great work from the Parks and Recreation Department in bringing special events and ceremonies to life.

Our new Public Relations plan will promote our events and other reasons to stay overnight here, which produces hotel occupancy and fuels our tourism funding. Our Main Street program's successful Mimosas on the Marketplace showcases businesses each month, and they are now working on larger event ideas to drive weekend stays. For the first time, the City will be represented at the Texas Association of Convention and Visitor Bureaus annual conference, this month in Fort Worth, where our team will meet with other Texas regions and historic cities to learn about best practices.

We are also developing new branding for our City through a graphics program designed to provide a cohesive look for each of our major assets. This work will result in themed materials depicting our attributes for both visitor and business uses. We will be carrying this out in our statewide advertising and outdoor billboards.

Also in 2018, we are adding a digital version of our Visitors Guide accessible on mobile devices. One of the most Googled search terms is "things to do in (a city)". We want our Visitors Guide to help them find out what is around them when they exit I-45 in Corsicana. If they know more about our city, they'll likely venture a few blocks into town and discover our local businesses. To do that, our downtown needs to have free Wi-Fi – the next project on the list.

This work will highlight our quality of life here in Corsicana, something we know is sought after by many people. The population of the City and the County is growing; for the first time in our history, more than 50,000 people reside in Navarro County. We like to say we are 50 easy miles from Dallas, but it is more than just the miles. It is the difference between big city strife and small town pleasures. We are also a city with declining crime rates, with a more than 50% decline in theft-related crimes over last year.

With the City's new emphasis on communications – not to mention our debut on the silver screen this year – we hope to invite more people to visit, stay, and maybe even relocate to Corsicana.

Sincerely,

Don Denbow
Mayor