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*Email version available upon request*

## Port of Douglas produces new marketing CD.

*To create a visual image of NCW, the Port of Douglas County completes a 10-minute video as a part of a new-business contact kit.*

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As a part of their marketing efforts, the Port of Douglas County has completed a 10-minute video that provides information on North Central Washington. The video was filmed to include images from all four seasons in Chelan & Douglas Counties. In a CD-ROM format, the video is a part of an information kit that is sent to businesses that are considering locating to this area, and includes relocation testimonials from the Berglin Corporation and Bainbridge Manufacturing. The title of the video is called *North Central Washington: Resource Rich ~ People Strong*, and this theme is used to describe the area's benefits and quality of life.

"Unquestionably, this is a beautiful area, and our message becomes much easier to understand when people can see it for themselves," said Pat Haley, Director for the Port of Douglas. "Current technology allows us to create a CD-ROM that someone can insert into their computer and watch a mini movie on NCW.

In addition to general inquiries that come to the Port, most of the information

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kits are sent to contacts that are generated from industry trade shows. This includes site-selectors and other real estate consultants that are involved in finding buildings and properties for companies wanting to expand or relocate their business. The Port of Douglas is a member of a Washington State Trade Show Group that is made up of several ports and economic development agencies that have formed a consortium to pool their resources and purchase booth space at trade shows for specific industries. Some of the trade shows attended by the Port include manufacturing, electronics, technology, food processing, plastics, biomedicine and other industries that would benefit by locating to Washington. Information on NCW is then sent to the contacts that are generated from attending these trade shows.

The video is one of several new marketing tools produced by the Port of Douglas for new business recruitment. The Port also completed a new website that contains comprehensive information on North Central Washington, including demographic data and profiles of communities in both Chelan & Douglas counties.

“Since people coming to this area don’t perceive it as two counties, we wanted to create a website that would be a one-stop information source for all of NCW,” said Haley. “The we also designed the website to have a number of flash components that would make it pleasant for the viewer. Our goal was to be as impressive as any other area in the State, and not look like another rural community.”

The website can be viewed at [www.portofdouglas.org](http://www.portofdouglas.org).

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