

FINAL DELIVERABLE

Title	Keokuk - Southeast Iowa Development Center Marketing Recommendations
Completed By	Katherine Clair, Conner Coffin, Garrett Lafler, Emma LaPorte
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UI Department	Tippie College of Business: Marketing Institute
Course Name	MKTG:4800:0001 Marketing Consultant Project
Instructor	Peggy Stover
Community Partners	Keokuk Chamber of Commerce, City of Keokuk

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City of Keokuk SE Iowa Development Center

Katherine Clair, Conner Coffin,
Garrett Lafler, Emma LaPorte

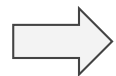
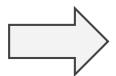
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Background



City of Keokuk SE Iowa Development Center

- Originally built in 1929, St. Joseph's Hospital and cathedral
- 4 additions since 1960, including 2 and 3 story additions
- Became Roquette's Corporate HQ in June 1991
- Roquette remained in the building until 2015, then gifted the building to the city in 2016



Designed by NorthgateUSA



SE Iowa Development Center

1417 Exchange Street
Keokuk, IA 52632



Front View





City of Keokuk SE Iowa Development Center

- Building has been vacant for almost 5 years
- In 2017, the US Department of Commerce awards \$1M to Keokuk
- Grant requires a “for profit” tenant
- PureVision is a potential client, but the City of Keokuk needs a formal commitment in order to get the grant reimbursed

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Problem Statement



Problem Statement

The Southeast Iowa Development Center is located in central Keokuk and has been vacant since 2015. As a result, the city has been missing out on lost revenue. Bringing in businesses, with revenue between \$1 million and \$250 million, to occupy the building would add taxable revenue into the city's economy and increase the public perception of Keokuk.

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Project Deliverables

Deliverables

The 3 deliverables our team will provide include:

1. A completed directory of suitable businesses to occupy the building.
2. Various samples of marketing material to attract tenants to the building, such as:
 - a. Brochures
 - b. Email campaigns
 - c. Social media ads
 - d. Flyers
3. A final summary of recommendations on how to obtain potential tenants.

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SWOT Analysis and Competitors



SWOT Analysis

Strengths

- Large budget
- Laboratories
- Sizable building
- Affordable rent
- Common area for tenants to gather
- Building located in downtown

Weaknesses -

- Need tenant before getting reimbursement for grant
- Vacant for five years
- No advertisement/digital media
- Far from other large cities
- Poor cellular connection



SWOT Analysis

Opportunity

- Central/good location
- Remodeling
- One tenant
- New complex name

Threats-

- Competitors in multiple industries
- Virtual workspaces
- Other empty buildings needing tenants
- Shrinking population



Competitors

- Other vacant buildings in Keokuk or surrounding towns
 - There are a number of vacant buildings for commercial and private businesses in the area.
- Rental properties
 - Property management companies have already established brand equity and have advertising as a main part of their budget.
- Virtual workplaces
 - More and more people are beginning to work remotely from their home or rented office space.

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Key Findings, Implications, and Recommendations

Key Finding #1

Key Finding #1:

The U.S. Department of Commerce awarded \$1 million grant to the City of Keokuk to renovate the building. The City of Keokuk is using an additional \$1.4 million towards renovations.

Implications:

- Can only attract for-profit businesses in order to be reimbursed for the grant.
- The City of Keokuk cannot attract certain industries to the building (e.g. hospital, education, arts and culture, etc.).

Key Finding #1

Recommendation:

Target for-profit businesses and focus on industries that are traditionally for-profit

Industry	Name of Company	Address	City	State	Zip	Phone
Agriculture	Soil Service Inc	2576 N County Road 1600 E.	Niota	IL	62358	(888) 313-2360
Clinical Laboratory	Quest Diagnostics	500 Plaza Drive	Secaucus	NJ	7094	(800) 222-0446
Construction	Baker Group	1600 SE Corporate Woods Drive	Akeny	IA	50021	(515) 262-4000
Contracting	Klingner & Associates, P.C.	610 N. 4th St., Ste 100	Burlington	IA	52601	(319) 752-3603
Daycare	New Horizon Academy	3405 Annapolis Lane N, Suite 100	Plymouth	MN	55447	(763) 557-1111
Daycare	Bark & Play Daycare & Suites	312 Dry Creek Ave	West Burlington	IA	52655	(319) 753-2275
Design/Showrooms	Pigott	3815 Ingersoll Ave	Des Moines	IA	50312	(515) 279-8879

Key Finding #2

Key Finding #2:

Keokuk Iowa is a principal city of Madison Keokuk micropolitan area which includes all of Lee county, Iowa, Hancock County, Illinois and Clark County, Missouri.

Implication:

- We can attract growing or expanding companies from nearby states.

Key Finding #2

Recommendation:

Reach out to all local cities in nearby states such as Iowa, Missouri and Illinois.

Distribution	Dot Foods Inc.	1 Dot Way	Mount Sterling	IL	62353
Transportation	Moutrie Trucking	104 North Saunders Avenue	Mt. Pleasant	IA	52641
Staffing	TEAM Staffing Solutions	109 Lake Park Blvd.	Muscatine	IA	52761
Staffing	Temp Associates	104 Cleveland St.	Muscatine	IA	52761
Agriculture	Soil Service Inc	2576 N County Road 1600 E.	Niota	IL	62358
Real Estate	Mid States Farm Management Company	107 South Court Street	Ottumwa	IA	52501
Telecommunications	Professional Computer Solutions	434 West 2nd Street	Ottumwa	IA	52501

Key Finding #3

Key Finding #3:

The City of Keokuk is ideally looking for multiple tenants to fill the vacancy. With the building still under construction, potential tenants can model the space to how they see fit.

Implication:

- This could be a roadblock for some businesses that are looking for a move-in-ready location.

Key Finding #3

Recommendation:

Use the customizable space as a major selling point. Businesses are going to be able to customize their entire workplace.

See Appendix B for more information about this deliverable

LOOKING TO UPGRADE YOUR SPACE?
WE HAVE JUST THE PLACE!

Home To Future
KEOKUK
TOWNSHIP



THE PROPERTY

A large building that has been newly renovated and has office space available for lease.

PROPERTY FEATURES

- Year Built: 1929
- XXXX square feet
- 4 Stories
- 6 Laboratories
- Newly Renovated
- Centrally located
- On-site parking
- Security cameras
- Can configure space to meet any need

CITY OF KEOKUK
SE Iowa Development Center
1417 Exchange St.
Keokuk, IA 52632

COLE O'DONNELL
City Administrator
(319) 524-2050 ext. 111
codonnell@cityofkeokuk.org



Key Finding #4

Key Finding #4:

When performing organic browser searches, the lack of SEO and online listings make it difficult to find information about the Southeast Iowa Development Center.

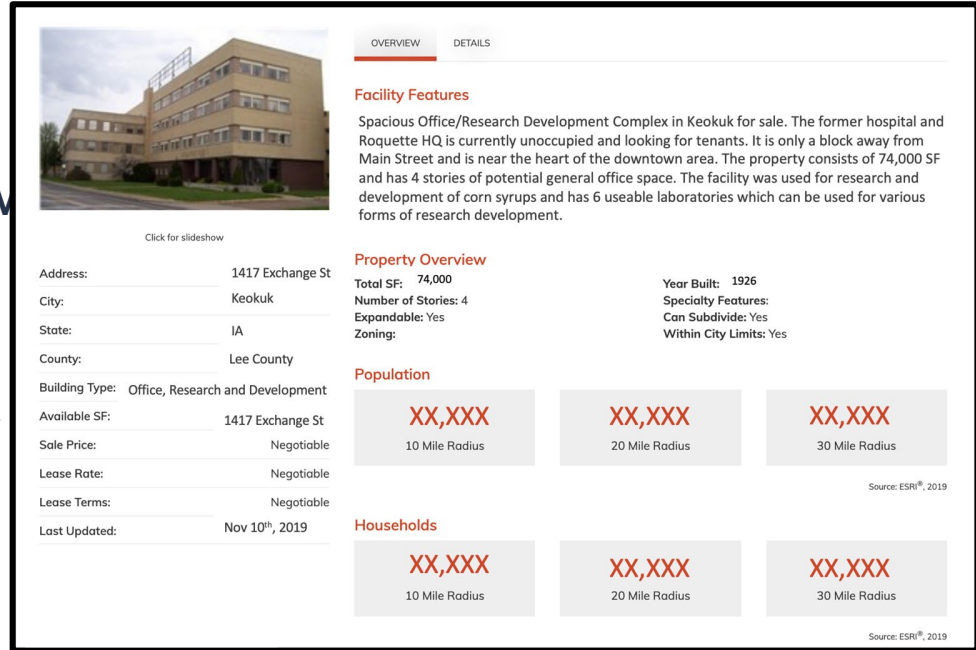
Implication:

- Potential tenants aren't getting exposure to the building. A business in the area looking for a new location may not even be aware of this location.

Key Finding #4

Recommendation:

Posting detailed listings on popular websites like LoopN and Century 21 but also on economic development websites such as Lois. This will improve SEO and allow the opportunity for PPC advertising on those sites.



OVERVIEW DETAILS

Facility Features
Spacious Office/Research Development Complex in Keokuk for sale. The former hospital and Roquette HQ is currently unoccupied and looking for tenants. It is only a block away from Main Street and is near the heart of the downtown area. The property consists of 74,000 SF and has 4 stories of potential general office space. The facility was used for research and development of corn syrups and has 6 useable laboratories which can be used for various forms of research development.

Property Overview
Total SF: 74,000
Number of Stories: 4
Expandable: Yes
Zoning:
Year Built: 1926
Specialty Features:
Can Subdivide: Yes
Within City Limits: Yes

Population

XX,XXX 10 Mile Radius	XX,XXX 20 Mile Radius	XX,XXX 30 Mile Radius
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Source: ESRI®, 2019

Households

XX,XXX 10 Mile Radius	XX,XXX 20 Mile Radius	XX,XXX 30 Mile Radius
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Source: ESRI®, 2019

Click for slideshow

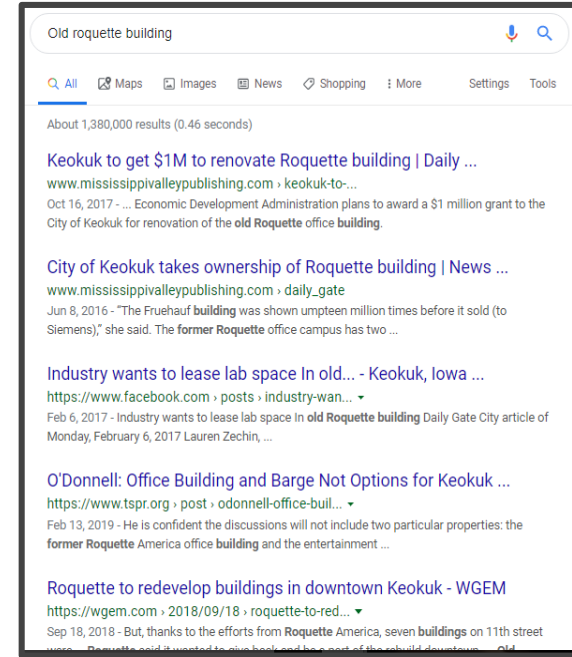
Address: 1417 Exchange St
City: Keokuk
State: IA
County: Lee County
Building Type: Office, Research and Development
Available SF: 1417 Exchange St
Sale Price: Negotiable
Lease Rate: Negotiable
Lease Terms: Negotiable
Last Updated: Nov 10th, 2019

Key Finding #4

SEO and PPC

- Process of increasing the visibility of a website
- Unpaid results, meaning they appear organically
- Optimizing a website involves adding and editing content to increase its relevance to specific keywords.
- This may open the door to Pay-per-click advertising, which is internet advertising to drive traffic to websites.

See Appendix A for more information about SEO and



Key Finding #5

Key Finding #5:

The city of Keokuk has limited resources to renovate and attract tenants to the building. We expect that the City of Keokuk will exceed their current budget of \$2.4 million.

Implications:

- The City of Keokuk has less budget for advertising
- Will have to reach a large audience, resulting in higher advertising costs

Recommendation:

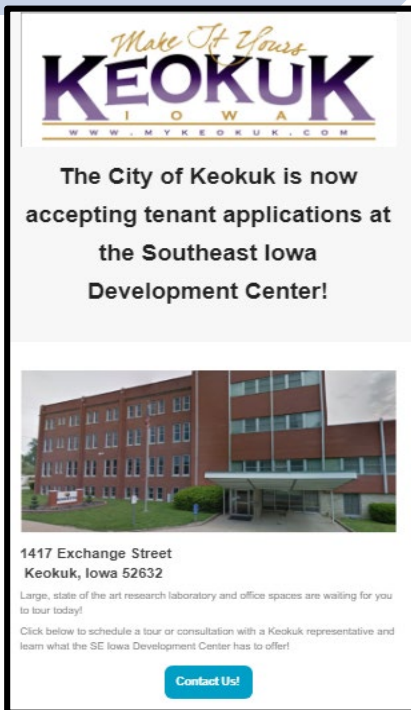
- Set aside 10% of the budget to be used towards advertising and marketing materials

🔍 Key Finding #5

Recommendation:
Create budget friendly advertising and marketing strategies, such as:


- *Email campaigns*

See Appendix B for more information about this deliverable



**Make It Yours
KEOKUK
IOWA
WWW.MYKEOKUK.COM**

The City of Keokuk is now accepting tenant applications at the Southeast Iowa Development Center!

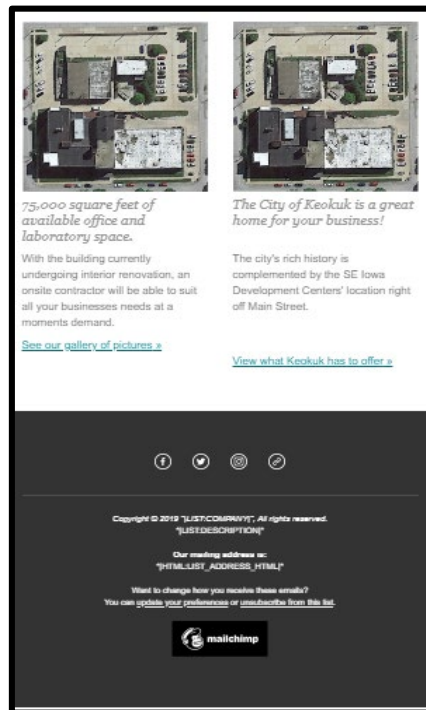


1417 Exchange Street
Keokuk, Iowa 52632

Large, state-of-the-art research laboratory and office spaces are waiting for you to tour today!

Click below to schedule a tour or consultation with a Keokuk representative and learn what the SE Iowa Development Center has to offer!

[Contact Us!](#)



75,000 square feet of available office and laboratory space.

The City of Keokuk is a great home for your business!

With the building currently undergoing interior renovation, an onsite contractor will be able to suit all your businesses needs at a moments demand.

The city's rich history is complemented by the SE Iowa Development Centers' location right off Main Street.


[See our gallery of pictures >](#)

[View what Keokuk has to offer >](#)

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 mailchimp

Key Finding #5

Recommendation:

Create budget friendly advertising and marketing strategies, such as:

- *Postcard campaigns*

See Appendix B for more information about this deliverable



Key Finding #5

Recommendation:

Create budget friendly advertising and marketing strategies, such as:

- *Billboards*



OFFICE SPACE FOR LEASE

- Newly renovated
- Can configure space to meet any need
- Contractor available on-site

CALL NOW!!!

319-524-2050 EXT. 111

Make It Easy
KEOKUK
I O W A
www.mykeokuk.com

The billboard features a purple and grey geometric design on the left. On the right, there is a photograph of a large, multi-story brick office building with a modern glass entrance. The text is primarily in purple and black, with a white starburst containing the call-to-action.

See Appendix B for more information about this deliverable

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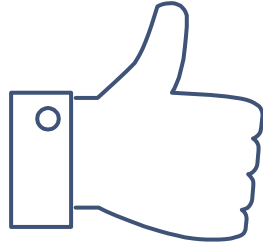
Summary

Summary

- The City of Keokuk is renovating a building in the downtown district. They are looking for a profitable tenant(s).
- Our team will provide:
 - ▷ A directory of businesses via excel spreadsheet
 - ▷ Build various marketing materials
 - ▷ Give recommendations in an executive summary

Summary

- Recommendations to our key findings:
 - ▷ Target for-profit industries and businesses.
 - ▷ Attract companies from nearby states by creating marketing material.
 - ▷ Post listings on popular online real estate sites.
 - ▷ Market the customizable space as a major selling point.
 - ▷ Use budget-friendly marketing strategies, such as email campaigns, postcard campaigns, and billboards.



THANKS!

Any questions?

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