



CITY OF MERRILL
MARKETING & COMMUNICATIONS
AGENDA • THURSDAY AUGUST 19, 2021

Regular Meeting

City Hall Council Chambers

5:15 PM

To attend remotely, call 574-218-0218 and PIN 651 147 818 #.

- I. Call to Order
- II. Agenda Items:
 - 1. Come to agreement on updates from the July 22, 2021 Marketing & Communications Committee meeting
Presentation by Melissa Wrycha, Park City Credit Union
 - 2. Discuss raising awareness in the community about the committee's efforts
- III. Public Comment Period
- IV. Establish date, time & location of next meeting
- V. Adjournment



Merrill, Wisconsin

Marketing, Branding & Communications Initiative

Update 8.19.21



Overview

Merrill leadership is working to define a clear vision for their future, placing high value on community engagement, public service, economic development, education, diversity, equity and inclusion, collaboration and transparency.

By most accounts, Merrill has a good story to tell. Despite this, Merrill has struggled to consistently and clearly communicate its aspirations and achievements.

City officials have acknowledged the need to create and execute a marketing and branding plan that will contribute to building a positive future for Merrill that will have a direct impact on residents, businesses, visitors and other key stakeholders.

They have also acknowledged the need to more consistently and adequately inform residents and local businesses about issues, programs and initiatives that will have a direct impact on them or their neighborhoods and to regularly engage individuals in open and meaningful dialogue.

It is also important to align branding and marketing efforts with the Merrill Chamber of Commerce. By working together, we can present a unified, consistent and powerful message.



Vision

Previously submitted:

Community Vision Statement

Embrace our diverse heritage while working together toward a brighter future.

Vision Statement

An open, responsible and transparent government that offers superior emergency services, public works, and recreational opportunities.



Vision

New

Merrill will be recognized as a warm, welcoming city with a safe and diverse community, vibrant economy, and a comfortable quality of life for all.



Mission

Previous:

Provide high quality services in an innovative, consistent, and efficient manner while continuing to promote growth.



Mission

New

To enrich quality of life through innovative,
consistent and efficient City services.



Values

Previous:

We strive to be:

Inclusive

Responsive

Progressive

Realistic

Optimistic

Approachable

Efficient

Trustworthy

Eco-friendly

Respectful

Transparent

Collaborative

Adaptable

Fair



Values

New

Partnership: Work together to get things done in a collaborative and respectful manner.

Integrity: Act with transparency and be accountable for what we do and say.

Service: Provide professional, respectful service to those who live, work or visit.

Sustainability: Make decisions with an understanding of their impact on the environment, people, community and finances.

Diversity and Inclusion: Embrace the traits and characteristics that make people unique and provide a sense of belonging and support within our community.



Marketing Strategy



What are we trying to achieve?

We will move Merrill forward in building a robust economy.

Achieving this goal will require the collaboration, commitment and hard work of City officials, Chamber of Commerce, residents and businesses.



Define objectives

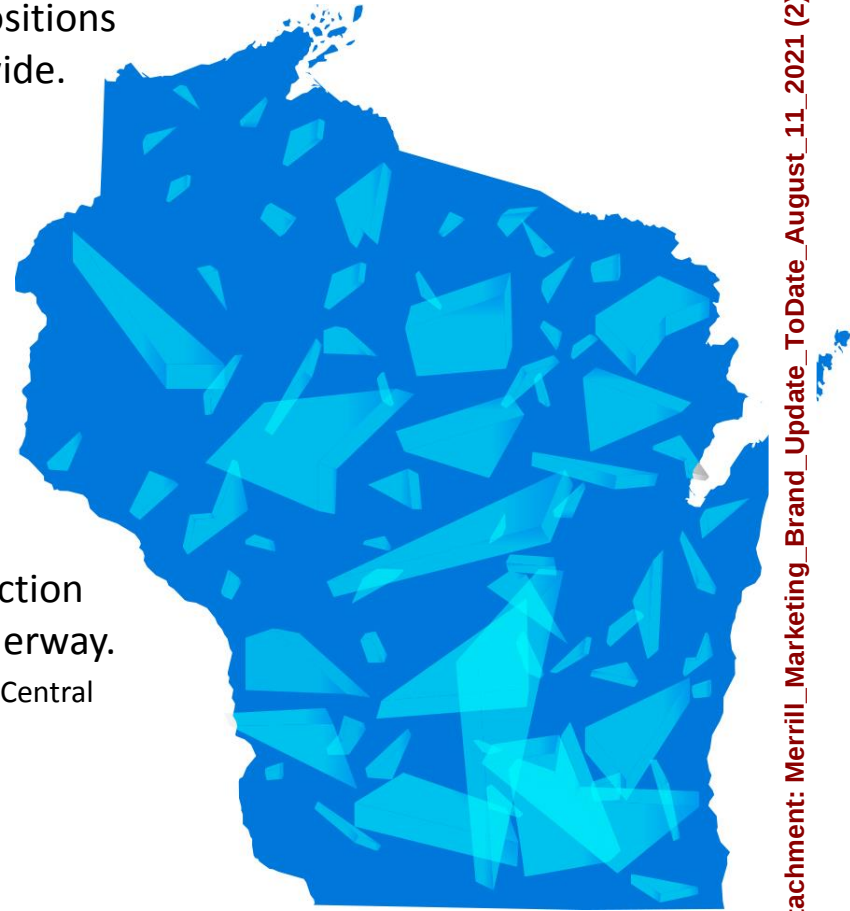
In a rapidly changing world, we will establish Merrill as a magnet for talent attraction and as an anchor for talent retention to achieve:

- Influx of qualified candidates applying to targeted industries and positions in Merrill.
- High percentage retention of existing workforce in Merrill.
- Effective and collaborative local, regional and statewide business and education partnerships.
- Consistent messaging.
- Efficient use of resources.
- Strong Merrill economy.



Current situation

- Deep shortage of a skilled workforce to fill open positions not only in Merrill and Wisconsin, but also nationwide.
- A growing skilled-workforce shortage that is expected to worsen over the next decade.
- In Central Wisconsin:
 - The need for highly skilled workers is increasing, especially in the areas of technology, medical, manufacturing and finance/insurance.
 - The need for middle skilled workers is increasing, especially in the areas of construction, healthcare and labor.
- Wisconsin has multiple, uncoordinated talent attraction and retention efforts by multiple organizations underway.
 - This fragmented effort results in competition within our own Central Wisconsin region – even our own state – for talent.





Current situation

These were from a 2017 report
“Comprehensive Economic Development
Strategy (CEDS)”, U.S Department of Commerce.
**Need business insights on niche sectors and
middle and highly skilled needs for Merrill.**

2.a

Employment Projections for Central Wisconsin:

- Highly Skilled:
 - Mining, Quarrying and Oil and Gas Extraction (management and technology)*
 - Management of Companies and Enterprises**
 - Educational Services
 - Waste Management and Remediation Services (management and technology)**
 - Professional, Scientific and Technical Services**
 - Healthcare and Social Assistance
 - Finance and Insurance*
- Middle Skilled:
 - Real Estate and Rental and Leasing**
 - Mining, Quarrying and Oil and Gas Extraction (labor)
 - Administrative and Support**
 - Waste Management and Remediation Services (labor)**
 - Construction**
 - Manufacturing
 - Transportation and Warehousing
 - Healthcare and Social Assistance
 - Accommodation and Food Services

*Driver: Above average job concentration and expecting an increase in employment

**Emerging: Not yet concentrated, employment growing

High- Growth Occupations (WI)

1. Technology

Computer systems analysts
Operations research analysts
Web developers
Machine/process programming
Software developers/applications

2. Medical

Personal care / home health aides
Biochemist/biophysicist
Nurse practitioners
Cardiovascular technologists and technicians
Diagnostic medical sonographers

3. Manufacturing

Industrial machinery mechanics
Insulation workers, mechanical
Chemical equipment operators and tenders

4. Finance & Insurance

Real Estate brokers
Personal financial advisors
Actuaries

5. Service

Taxi drivers & chauffeurs
Cooks, restaurant

Attachment: Merrill_Marketing_Brand_Update_ToDate_August_11_2021 (2) (7206 :



Target Audience

Once we understand the sectors and skillsets need in Merrill, need to confirm that these personas are accurate.

- Male or Female, ages 25-45.
- Mid-level professional and mid-level laborer, early to mid-career.
- Places a high premium on professional and personal growth and development and a desire for “purposeful work”.
- Places a high premium on social:
 - Socially active – network with peers, friends and family.
 - Socially conscious – environment, local connections, natural vs processed.
 - Community focused – be part of something.
- Places a high premium on lifestyle:
 - Prefers to live in a natural area close to an urban-type center.
 - Not interested in big city living – more inclined to small city living.



Current situation

Why would someone want to move to Merrill?

Merrill offers extraordinary life/work integration with terrific career options, quality of life, outdoor recreation and friendly community.

Career/Job Opportunity:

- Variety of career options in multiple industries.
- Variety of skill level job opportunities in multiple industries.
- Multiple institutions to further education.
- Good pay and benefits.

Lifestyle:

- Small town atmosphere.
- Community, volunteerism, neighborhoods are all part of the values and culture.
- Cost of living.
- Low taxes.
- Land availability to build (residential/commercial).
- Safety.
- Education.

Natural Environment:

- Recreational spaces.
- Recreational and outdoor activities.
- Natural resources (e.g. lakes, rivers, parks, etc.).
- Wisconsin and Prairie riverfronts.
- Nature and wildlife.

Community Structure:

- High quality city services.
- Established community.
 - Proximity to Wausau.
 - Proximity to highways

Cultural and heritage:

- Historic sites.
- Traditions.