



Situation

As the U.S. economy has shifted over time, economic developers have had to adjust as well. In Cumberland County, Pennsylvania, a proactive team of business-minded officials sought to transform their economic development organization so that the agency would meet the needs of a diverse range of businesses, enhance its communication effectiveness, and pioneer a new and flexible business model for how government can support the growth and success of the private sector.

Strategy

Like their private-sector counterparts, government agencies clearly benefit from effective branding supported by a clear leadership strategy. Under the direction of Douglas Wendt, the Cumberland County economic development agency was restructured from a government office into a 501(c)3 nonprofit corporation with shared governance emanating from both public officials and private business leaders, supported by a performance-based management plan. The strategic planning process included competitive benchmarking, industry analysis and extensive business



strategic consulting

branding & messaging

organizational development

integrated communications

Awards

- Silver Award – Magazine, International Association of Business Communicators
- Award of Excellence – Website
- Award of Excellence – Community Profile
- Award of Excellence – Agency Brochure
- Award of Excellence – Targeted Industry Material
- Award of Excellence – Direct Mail Campaign
- Northeast Economic Developers Association



advise

design

engage

deliver

“Douglas Wendt is a proven and accomplished economic development leader who harnesses the power of strategic communications to build unique partnerships and launch innovative programs. His leadership speaks volumes about his expertise in creating new strategies that work—for both the public and private sectors.”

■ **Matt Tunnell**

Senior Vice President
Powers & Associates

Former Deputy Secretary
Pennsylvania Department of
Community & Economic Development

outreach, which in turn led to a new series of initiatives including a specialized lending program, a new innovation zone focused on driving downtown revitalization through technology investment, and a unique outreach partnership to connect education, economic development and support for the emerging workforce.

Solution

As a result of the new strategy, Cumberland County Economic Development successfully repositioned itself as a highly flexible, cutting-edge business consultancy. The agency became a recognized leader in business retention and launched a dynamic and sophisticated website that incorporated eight database tools including customized mapping and zone analysis capabilities. The culmination of the agency's new brand vision was the successful launch of Cumberland Business magazine, a comprehensive executive publication with original articles and comprehensive business news. As a result of these accomplishments, the agency received eight awards for communication excellence and dramatically increased its visibility as a regional partner for business innovation.

Sectors

Economic Development, Nonprofit, Workforce Development

Services

Strategic Consulting, Branding & Messaging, Organizational Development, Integrated Communications

wendt Partners

Implement **innovation**™

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