

2.6 International Marketing

Contact: Jasen Jones

(417) 682-3595

jones@bartoncounty.com



Assessment Process	
A.	Assessment techniques used in international marketing are primarily done by the industries who are located in the area. Also, the Economic Developer consults with industries and the Department of Economic Development as needed.

Program Standards	
A.	Organization: Through a main fiscal agent, Barton County Community Development Corporation, funding is combined with the resources of the Barton County Chamber of Commerce to serve as the primary organization for economic development.
B.	Mission Statement: The prime directive of the International Marketing program is to coordinate and promote international marketing and to increase export marketing share for local firms.
C.	D.E.D.: The Economic Developer networks regularly with officials of the Missouri Department of Economic Development to increase awareness and explore opportunities for international exports.
D.	<p>Staff:</p> <ol style="list-style-type: none"> 1. The Chamber employs a full-time, salaried, economic developer with a support staff for specific projects as needed. The Director of Economic Development also serves as Secretary for the Barton County Community Development Corporation. 2. The Economic Developer is engaged in specialized training and continuing education related to international exports. Activities include the Missouri Economic Development Council, Economic Development Institute, and programs/workshops held through the Department of Economic Development. This person is actively pursuing the “Certified Economic Developer” designation through the International Economic Development Council. The Economic Developer has a budget for professional subscriptions to key journals of economic development research and best-practice scenarios pertaining to International Marketing activities.
E.	<p>Awareness and Education:</p> <ol style="list-style-type: none"> 1. The Industry of the Quarter campaign (See Section 2.4) educates the business and civic community on local companies that may be engaged in international exports. 2. A special public relations emphasis from the Chamber creates awareness for every business to utilize the internet as much as possible. The internet has created the greatest opportunity for global awareness of local businesses in Lamar. 3. The Chamber website, www.bartoncounty.com, logs several international inquiries into Lamar on a monthly basis. 4. The Chamber is actively engaged in awareness and advocacy activities to utilize the emerging Hispanic workforce in Southwest Missouri.
F.	Assistance: A checklist has been formulated to aid and develop exports and provide assistance to businesses on a case-by-case basis as needed
G.	Sister City: The Sister City program remains open in Lamar for the right opportunity to be developed at a later date.

Program Evaluation

The success of International Marketing endeavors for Lamar are addressed through:

- Specific economic indicators available from the local agencies, the Missouri Economic Research and Information Center and the U.S. Census Bureau
- Benchmarks established through the Lamar Baseline Study
- Monthly focus group sessions conducted by the Chamber of Commerce
- Annual Surveys of the local business community
- Annual Strategic Planning Retreat of Chamber Board Members and invited executives from other local civic organizations engaged in economic development