

CITY OF OCEANSIDE

ECONOMIC DEVELOPMENT

The 78 Corridor brand and brand campaign called Innovate 78

Innovate 78 is the collaborative effort of five cities that travel daily on Highway 78 conducting business: Oceanside; Vista; Carlsbad; San Marcos; and Escondido. Innovate 78 launched the brand in 2014 by hiring San Diego Regional EDC to manage the process. A website www.innovate78.com, Facebook Page (78Corridor), Instagram, and Twitter (Innovate_78) pages have been developed to assist in getting the 78 Corridor brand noticed. The branding efforts have produced 52.7 million total impressions; almost 25% increase in Twitter Followers; almost 10,000 unique website visits; and 10 media or article placements.



The strategy

The 78 Corridor strategy is comprised of three main concepts. Economic Development and business support, including attraction of new business, retention, and expansion of existing business. Branding with social media platforms, articles and media placements which help to get the 78 Corridor region noticed and bring in business. The third is engagement with public and private sector businesses and help to attract or train talent for the businesses of the future.

Progress on the Innovate 78 Efforts

Throughout 2016, round tables were held to find out more about specific industries and to help those sectors grow. The diagnostics round table brought together businesses, hospitals, and educational institutions to discuss how the 78 Corridor could assist in getting the training required for additional Clinical Laboratory Scientists to keep these industries thriving. The second was the Developer round table that brought together city development departments, brokers and developers to discuss improvements to systems and how to help development to occur within the 78 Corridor communities. The final was a Manufacturing Round Table that was held to assist in understanding the needs of developers, brokers and manufacturers in the region.

Special events were also held to market the brand to the region. The 78 Corridor Leaders Reception was held at Cal State San Marcos with the five city Mayors. This was a good event that included CEO's of local companies, educational, business, and City leadership to discuss our region. The 78 Corridor also became members and sponsors of the National Association of Industrial and Office Development, NAIOP, California Economic Development Professionals, CalEd, and San Diego Regional EDC Annual Dinner to help further the brand recognition.

Outreach to communities both inside and outside of the San Diego area occurred with a trip to San Francisco in August 2016 to explore best practices; Link2Tech at CSU San Marcos in September 2016; San Diego Manufacturing Day in October 2016, that had about 50 companies from the five cities participate; Link2BlueTech at MiraCosta College in November 2016 and a trip to Silicon Valley called Tacos & Tech focusing on talent and company attraction.

Going forward

The Innovate78 brand is becoming known in the State as a place to locate your business. A recent study dated February 2017 shows that the five cities had a sufficient increase of 618 new businesses locate on the 78 Corridor which was the second highest in the region. Staff from the five cities are working closely with San Diego Regional EDC to attract even more businesses and talent and will be developing a strategic plan to help accomplish that goal.





Innovation is what distinguishes a leader from a follower. Here, in the five forward-thinking communities that comprise the 78 Corridor region of North San Diego County, creative leaders of all kinds are gathering to change the world. Look closely and you can see the influence of these great minds all across the world. Like waves increasing incrementally in power, the 78 Corridor's impact is growing stronger every day.

VIBRANT:

The mark uses a bold and interesting color palette to communicate the vibrancy of the region and the dynamic individuality of each community. The tonal differences in each triangle forming the pentagon reflect the diversity and dimension available in the 78 Corridor.

PREFERRED:

The line's placement is a geographic identifier as being located above San Diego but adds meaning by pointing to the preferred Southern California location and quality of life available up here.



TOGETHER:

All of the communities have joined efforts for the betterment of each. The strength conveyed in the logo is emblematic of the forward-thinking, innovative communities that comprise the region. While each color is attractive, the complete mark is dramatic as a whole.

BOLD:

The type is bold yet stylish. It is a commanding type treatment to assert the 78 Corridor's position in Southern California. It reflects the comfortable and approachable lifestyle along the 78 Corridor.

INNOVATIVE

