

fontana case study

Creating innovative marketing campaigns and communications that help fulfill public sector policy goals

**Past Performance Case Study #1 –
Economic Development for the City of
Fontana, California (50 miles east of Los
Angeles)**

In this case study, you'll learn how Yecies helped an older industrial city shed its gritty image and attract new businesses to its revitalized core.

Background

Effective governments at every level have an interest in promoting economic development within their territories. But for the City of Fontana, California, economic development was especially crucial. Once a booming industrial town, the city fell on hard times in the mid-1980s with the closing of the huge Kaiser Steel mill. In a state where Silicon Valley and Los Angeles were the biggest economic draws, Fontana faced a struggle to make its voice heard in the quest for new employers. Eventually, the city turned to public relations experts in an attempt to

The final key element of the Yecies plan was a series of major business media events and speaking engagements to focus on the city's innovation and pioneering efforts in real estate development and infrastructure. One facet of this effort involved placing several articles in The Los Angeles Times, emphasizing Fontana's uncongested transportation system and low cost of living compared to Los Angeles.

**Tangible Results For The Public
Sector Client**

The efforts of Yecies provided dramatic results for their government client. Over 11 new companies relocated to Fontana in the one year after the conclusion of the campaign and over 40 moved to the county. The county, the largest in the nation at 22,000 square miles, moved to number 2 of 22 from 21 of 22 in the number of company relocations in the



revitalize its image.

Susan Yecies Associates, Inc. Involvement

After being selected as the PR firm that would lead the City of Fontana back to economic health, Yecies designed an aggressive campaign of positive public relations for the area.

The campaign reflected a deep understanding of the role of government in attracting new businesses. Local government, for example, was integrated into the project from the outset when Yecies created a series of public-private partnerships to expedite the real estate development process. Public sector involvement became further strengthened when Yecies initiated one on one public affairs meetings with state officials in Sacramento and key trade groups in Washington, D.C.

State of California. Some of the major relocations to Fontana included: GAF, a major Fortune 500 company; Target Stores' distribution center; Formosa Plastics, one of the world's largest plastics companies; and P.C. Brush, the nation's largest brush company.

With success stories such as the City of Fontana, government agencies can be sure that Yecies has the public sector experience required to help them implement their programs and achieve their goals.

To learn more about Yecies' public sector service, contact Susan Yecies at 212/727-1239.