

Jefferson County Unveils New Marketing Plan

Brookville, PA- the Jefferson County Department of Development announced a new, comprehensive marketing plan today. Craig Coon, Director of Industrial and Economic Development explained the three part effort as follows:

- New professionally designed 4-color presentation pieces which also includes new industrial site flyers.
- Completely redesigned and more informative website with a companion 15 minute CD Rom interactive media presentation, see www.jeffersoncountypa.com
- New cooperative marketing effort with Clearfield County, Moshannon Valley Economic Development Corporation and First Energy-Penelec. This new joint effort will be known as Team Pennsylvania-Central. It will consist of joint marketing at industry specific trade shows and personal visits with site consultants. Learn more at www.teampacentral.com.

“This new marketing plan exhibits a coordinated and professionally prepared image for the County. These tools will assist us in recruiting new companies to Jefferson County and will help our existing businesses by providing additional information available to them in our “one stop shop” concept”, stated Mr. Coon.

These new marketing initiatives were made possible by grant funds obtained by the Jefferson County Development Council, Inc. via the Commonwealth of Pennsylvania’s Department of Community and Economic Development and the United States Department of Agriculture’s Rural Business Services Division. In addition, First Energy-Penelec provided substantial financial and staff support from their economic development department.