ICKitchenConnect
Strategic Communications
Campaign (Entrepreneurs)
School of Journalism &
Mass Communications

In partnership with Iowa Valley RC&D

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KITCHEN
CONNECT

IVRCD
Iowa Valley Resource Conservation & Development

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A Final Report
A Project of the Iowa Valley Resource Conservation and Development

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IC Kitchen Connect

Executive Summary

IC Kitchen Connect began as an initiative of Iowa Valley Resource Conservation and Development. As a fairly new project, IC Kitchen Connect has the opportunity to develop a reputation for being a reliable resource for entrepreneurs to start and expand their businesses.

The purpose of this Strategic Communication Plan is to ensure that local entrepreneurs and the Iowa City community are aware of IC Kitchen Connect and the resources it offers, as well as to provide possible tangible materials to help promote the project and its objectives.

This plan was created using:

- Demographic research
- Entrepreneurial lifestyle research
- Interviews with experienced entrepreneurs in the food industry
- Mass surveying
- Analysis of similar organizations

Using the input from this primary and secondary research, this plan will include:

- “Evergreen” content for the IC Kitchen Connect Facebook page
- Social media graphics
- Radio promotion information
- IC Kitchen Connect flyer/poster
- T-shirt design

Utilizing each of these action strategies will assure that the goals of IC Kitchen Connect are met and the project is accurately promoted to the surrounding community.
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IC Kitchen Connect

Situational Analysis Introduction

IC Kitchen Connect is an organization that links entrepreneurs with commercial kitchens in Iowa, allowing food entrepreneurs to start-up their businesses at a fraction of the cost and helping them maximize profits when they need it most. Modeled after Detroit Kitchen Connect, IC Kitchen Connect exists to provide a virtual connection to food service resources and kitchens available for rent. The company has been a vital resource in assisting twelve entrepreneurs in the start-up food business industry. Iowa City, with its diverse culture and highly populated student base, provides numerous opportunities to help entrepreneurs looking to start a food service business. IC Kitchen Connect provides guidance with insurance, licensing, food safety, labeling, resources, pricing, market research, market area, and industrial grade kitchens; however, lack of visibility, entrepreneurs, shared kitchens, and reputation are obstacles for this organization’s continued growth and expansion.

Failure to adequately reach out to grow visibility, find more entrepreneurs and shared kitchen spaces, and build reputation could result in IC Kitchen Connect remaining under the radar of resourceful tools in the start-up food business industry. If the organization fails to grow, it will likely remain underused and unknown. Related difficulties include finding entrepreneurs to use IC Kitchen Connect, expanding to more shared kitchens, and finding a target audience of entrepreneurs ready to start their own food business.

Core Issue

To grow opportunities for entrepreneurs and shared kitchens, IC Kitchen Connect must quickly address its lack of visibility and reputation through community outreach and by social media.
IC Kitchen Connect

**Internal Environment**

IC Kitchen Connect is a collaboration between colleagues Jesse Singerman, Jason Grimm, and Jessica Fogarty. The company has two employees in the Iowa City and one in Ames. IC Kitchen Connect offers resources and shared kitchen rentals within Iowa City and surrounding areas. The organization has a website, Facebook page, and partnership with the University of Iowa. Rental space resources available to IC Kitchen Connect are the 1105 Project Kitchen owned by the Johnson County Crisis Center, and the Hillel House owned by University of Iowa Louis Shulman Hillel Foundation. Currently, IC Kitchen Connect has twelve entrepreneurs listed as utilizing their resources. The organization has a small budget available for a campaign to increase its visibility and to reach out to potential entrepreneurs.

**Public Perception**

IC Kitchen Connect is a fairly new organization so it lacks some visibility and awareness. The organization perceives its image as a resource: to fellow entrepreneurs, to business service organizations in directing their clients, and to Iowa Department of Inspections and Appeals as a resource for individuals with questions about starting their business. IC Kitchen Connect hopes to provide inspiration in a positive way that encourages entrepreneurs to grow a successful food business.

**External Environment**

The competition IC Kitchen Connect faces is StartUp Iowa, Up Iowa City, and Farmers’ Markets. StartUp Iowa is an organization that helps start up entrepreneurs promote their companies and is holding registrations for open exhibit registration for the Iowa State Fair. Up Iowa City supports new ventures by providing resources for entrepreneurs and connects them to the community. The Farmers’ Market in the Iowa City and surrounding area is also a resource for entrepreneurs to use as a guide for starting up their food business. A couple limitations for IC Kitchen Connect are finding entrepreneurs that are committed to dedicating finances
and time to start a food industry and rent the available shared kitchen spaces within the Iowa City area. There are several limitations that could hinder an entrepreneur using IC Kitchen Connect as a resource including: insurance required to rent shared kitchen space; rental compliance with all relevant health codes and other laws governing the sale of food that are applicable to their business and method of selling; Iowa food licenses issued for specific products made in specific facilities; proper food safety regulations, such as temperature, hygiene, and contamination; food labeling regulations; how to price their products; and locations to sell products.

Potential publics for IC Kitchen Connect to target are entrepreneurial or culinary students at the University of Iowa and Kirkwood Community College. Kirkwood Community College has a two-year AAS degree for Culinary Arts that gives students the chance to assist at The Class Act, a full service restaurant at The Hotel at Kirkwood Center. It would be a great advantage for IC Kitchen Connect to partner with the program and allow students to rent the shared kitchens. This could also help IC Kitchen Connect find entrepreneurial students looking to start their own business among the 95% of Kirkwood students who work or live in Iowa. The University of Iowa’s John Pappajohn Entrepreneurial Center also holds numerous opportunities to find potential entrepreneurs, with 3,883 undergraduate and 229 graduate enrollments.

Within these two targeted publics, IC Kitchen Connect will include entrepreneurs mainly focused on food business, or management within the food industry. Further division will include shared kitchen rentals to qualified students, and providing them access to other IC Kitchen Connect entrepreneur contacts with information to help them get the business started. IC Kitchen Connect will not include entrepreneurs looking into unrelated industries.
IC Kitchen Connect is an organization helping food entrepreneurs start their own business by connecting them to resources. To help address the organization’s core problem of lack of reputation and visibility, IC Kitchen Connect should partner with the Kirkwood Community College Culinary Arts program and University of Iowa John Pappajohn Entrepreneurial Center. A possible campaign goal set by Jason Grimm is to connect thirty new entrepreneurs with IC Kitchen Connect and to expand to four new shared kitchens. Would IC Kitchen Connect be open to working with students at both Kirkwood Community College and the University of Iowa? What is the typical start-up cost range entrepreneurs can expect in the Iowa City and Cedar Rapids area?
This report outlines the findings of the primary and secondary research conducted for IC Kitchen Connect. The purpose behind this research was to determine whether an organization like IC Kitchen Connect is needed in the Iowa City community and if so, what the best way to reach the target demographic would be. We focused on obtaining information from the library databases, interviews with entrepreneurs who benefitted from this program in the past and surveys sent out to the community and school system. We also looked at organizations comparable to IC Kitchen Connect on a national level and looked at what aspects of their system worked and what did not.

The survey component received 74 responses. Primarily, the data collected demonstrated that the IC Kitchen Connect initiative needs to focus on getting the word out about potential services. One hundred-percent of survey takers stated they had never heard of ickitchenconnect.com. We also learned that there were survey takers (24-percent) who were interested in starting their own food business and would potentially benefit from this program. This displays the fact that IC Kitchen Connect does satisfy a need in the community and can be beneficial once word about this initiative is spread. In addition to this, 66-percent of survey users stated that the top obstacle they would face for starting up a new business would be cost. IC Kitchen Connect helps connect potential entrepreneurs with affordable kitchen rentals which would make starting a new business more financially viable, thus opening the door to more entrepreneurs.

The secondary research gave us more insight as to why certain people chose to take the risk of starting their own business. We found that entrepreneurs are overall more satisfied with their jobs than other workers. Our research also demonstrates that self-employed persons are more likely to state that they work to help improve society and they value the psychological benefits more than those who are wage or salary workers.
Overall, our research shows that there is not only a need for an initiative such as IC Kitchen Connect, but also the potential entrepreneurs needed to help fuel this organization.

**Overview**

During our research, we were seeking to gain insight into the community’s understanding and awareness of IC Kitchen Connect and discover the steps to move forward with the initiative. To accomplish the task, we needed to gauge the community’s awareness of the issue and organization. To do this we sent out a survey to the University of Iowa student body. This survey was sent out online. We also worked with University of Iowa Office of Outreach and Engagement to reach the largest population to make sure that our findings were accurate. We wanted to be able to provide information and steps to move forward for the people who were interested in getting involved with IC Kitchen Connect, as well. To accomplish this task we reached out to local and successful Iowa City entrepreneurs and other shared use kitchens in the area. We reached out and interviewed these people and organizations to discover steps to how they became successful and any advice that they would give other entrepreneurs. We also conducted secondary research, which was important in understanding the climate of the Iowa City environment for local businesses and emerging entrepreneurs. This research gathering was also extremely important because once we have gained interested entrepreneurs we want to be able to give them the tools and services they need to succeed.

**Methods**

The primary methods that we implemented to conduct our research were interviews, surveys and gathering secondary research on the library and Internet databases. To begin, we used Internet and library databases to gather our secondary research. This research was one of the most important elements. The research that we gained here set forth what types of questions we asked our interviewees and how our survey
was addressed. This was the first type of research that we completed because it would set the precedent for the following research that we would gather. We used reliable sites accessed through the University of Iowa library. We gained information about the need for local businesses in small towns and the lifestyle in Iowa City that would further the entrepreneurial lifestyle.

Secondly, our surveys were conducted online through Qualtrics survey. This is a reliable survey site used through the University of Iowa. We sent out the survey through online portals and through the University of Iowa Outreach and Engagement office’s email. We believe that this was the best way to get a good and reliable survey sample to move forward with our research on. The data that we gathered was configured on Excel into a pie chart. We also gathered our information through interviews. The interviews were conducted between local and successful Iowa City food entrepreneurs named Tim Roed, from Wild Culture Kombucha, and Ofer Sivan, from Oasis. These interviewees were given to us from Jason and Jennifer as contacts in Iowa City. The interviews that we conducted were given over the phone due to the time span given to us. We discovered from the findings of the interview that there is a need for an organization like IC Kitchen Connect.

They said it was easy to come up with an idea but the execution was where they needed the most help.

**Key Findings**

**Survey**

In the survey we sent out to potential entrepreneurs via social media and email, we received 74 responses. Out of the 74 respondents, all of them (100-percent) have not heard of ickitchenconnect.com. Eighteen respondents (24-percent) shared that they have considered or would consider opening their own food business. When asked if there was a local event for people interested in starting or expanding food business in the Iowa City area, 29 respondents (41-percent) said they would be likely to attend. Based on these percentages, respondents had not heard about the new IC Kitchen Connect initiative, but 41-percent would be likely to attend an event to learn more about the organization and 18 of the 74 (24-percent) can be calculated as a potential entrepreneur audience. The 74 respondents of the survey gave many suggestions on
survey questions about where to advertise, inform, prospect types for food businesses and obstacles for starting a food business. Out of the respondents said a good place to advertise ickitchenconnect.com would be social media (49-percent) and email (38-percent); on-campus advertising in classrooms, on message boards and on the cambuses were other suggestions that came up several times. The top three ways respondents wanted to learn about IC Kitchen Connect events were through Facebook (46-percent), eNews through a University Department (6-percent) and The Daily Iowan (6-percent); 37-percent of the respondents did not want to learn news about an event. The types of food businesses respondents have considered opening are Mexican, hot dogs, burgers, burritos, Italian, chicken, sit down restaurants, bakery, donuts, distillery/brewery, coffee shop/bistro and Asian. When asked why they had considered these types of food business respondents had a variety of answers including: favorite food type, relation to heritage, passion for cooking and desire to be in the industry. The number one influence for respondents’ consideration to starting a food business included: potential to make money, owning their own business, knowing friends with a food business, knowledge from a family business, potential in the market, growing demand for craft beers and bringing together the community. The top reasons were seeing potential (22-percent), knowing friends with a food business (16-percent), and wanting to own a business (16-percent). The top obstacle people feared for starting a food business was cost (66-percent). Other obstacles that shared were food codes, equipment, time commitment, competition, location, finding employees, and inexperience with owning a business.

Interviews

We decided to interview two entrepreneurs in the food industry to receive their input on the process of starting a self-owned business and ideas about how IC Kitchen Connect could help aid in this process. We first talked to Ofer Sivan, the owner of Oasis and then talked to Tim Roed who created Wild Culture Kombucha. Both of them discussed the difficulties of finding a location to rent for their restaurants, as well as making sure they were following the correct licensing procedures and legal guidelines for the food. They both talked about how most of the information they accumulated to help them start taking the steps towards
establishing their businesses came mainly from word of mouth and just talking to other people within the food industry. They both also emphasized just spreading the word about IC Kitchen Connect as much as possible, whether it be asking leaders in the food community to publicly talk about the organization, or promoting it through the internet and social media. Sivan offered the idea that creating a stand-alone building for an IC Kitchen Connect headquarters would help the organization. Roed also mentioned the advantage to IC Kitchen Connect working in a community like Iowa City where citizens are willing to support local food producers. Both felt that having a resource like IC Kitchen Connect when they were beginning entrepreneurs would have helped them kick start their respective businesses even sooner by giving them resources and a guide for which steps to take.
Secondary Research

To further IC Kitchen Connect’s research on how to help entrepreneurs in this market we must look at three important factors: Iowa City demographics, entrepreneur lifestyle findings and similar competition. Iowa City has an estimated population of 73,415 people, according to the 2014 United States Bureau. The Iowa City district has over 150 places to eat with a variety of foods, including: American/Burgers, Asian/Sushi, breakfast, cafes, fine dining, ice cream and treats, Indian, Italian/Mediterranean, lunch/quick service, Mexican, pizza, small plate/tapas and vegetarian/vegan.


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1 http://www.census.gov/quickfacts/table/PST045215/1938595,00
Self-Employed vs. Wage & Salary Worker Happiness

- Work because they want to: 32% Self-Employed, 19% Wage & Salary Workers
- Work because they need money: 38% Self-Employed, 50% Wage & Salary Workers
- Working to "improve society": 55% Self-Employed, 46% Wage & Salary Workers

Pew Research Center
By looking at Iowa City population demographics and food options, the positives are a huge market and lots of potential for entrepreneurs; however, the negatives are there is heavy competition and a somewhat saturated market. To further understand how to help entrepreneurs, we researched what an existing entrepreneur’s lifestyle is like to help inspire our potential audience and combat their fears and challenges. The most positive and inspirational finding is that self-employed adults are significantly more satisfied with their jobs than other workers and they’re also more likely to work because they want to and not because they need a paycheck. For example, nearly a third of the self-employed (32_percent) say the main reason they work is because they want to, compared with 19_percent of wage and salary workers. By the same token, the self-employed are less likely than other workers to say they hold a job because they need the money (50_percent vs. 38_percent). They also place a higher value on the intangible psychological benefits of working such as feeling useful and productive, and are more likely to say they are working to help “improve society” (55_percent vs. 46_percent)\(^3\).

The biggest fear and challenge found in the research was financial stress and providing for their families. For example, the median annual personal income of self-employed workers in 2008 was about $35,357 — only a few hundred dollars higher than the earnings of wage and salary workers. But even though they earn about as much as other workers, the self-employed struggle more financially: fully four-in-ten in the Pew Research survey say they just make ends meet or fall short, compared with less than a third of all wage and salary employees. This survey does not directly answer why the self-employed feel disproportionately stressed; one reason may be that self-employed workers have to pay for benefits such as health care that many employees receive from their companies⁴.

Lastly, there are a couple of similar organizations to IC Kitchen Connect. The first organization, Detroit Kitchen Connect, helped IC Kitchen Connect to model their website. Detroit Kitchen Connect is more developed in terms of their website with complete application information, which is $20. Detroit Kitchen Connect features information and pricing for ServSafe Food Certificate, general business license information, information about the type of insurance needed (a $1 million general liability policy), and a section for people to leave comments below that want to get started with their food business. Also, in regards to Detroit Kitchen Connect, their website features an interactive comment section for viewers to publicly leave inquiries on. This is a crucial website adoption that would be fairly easy for IC Kitchen Connect to adopt. FEED in Madison, Wisconsin and the Vermont Food Venture Center Facility are also other similar organizations. Both feature similar features like kitchen space, equipment, and information about licensing. The key differences in the sheer appearance of both of the organizations in comparison to IC Kitchen Connect is the use of website images. Both organizations feature several pictures of facilities, clients, staff and, of course, food. Featuring images on IC Kitchen Connect’s website would be a fantastic way of letting the general public view the organization and obtain some form of an idea regarding what they are all about.

To increase visibility and reputation branding for the future, research on social media and marketing tactics will better help IC Kitchen Connect’s brand grow to reach more potential entrepreneurs. The biggest reason markets used social media was to grow brand awareness, which was rated at 88-percent of businesses benefitting from this goal. Eighty-five percent of businesses found social media useful to engage audiences in dialogue. When asked which platform they preferred to receive communication from marketers, responses rated Facebook as their number one choice with 41-percent of the vote. According to a survey by Constant Contact, small businesses said they found the top five marketing tactics to be the most effective: email marketing (84-percent), website (72-percent), in-person interactions (64-percent), social media marketing (56-percent), and events (43-percent)\(^5\). According to eMarketer, time spent by adults using media has risen over the past few years and now adults are spending 12.08 hours a day on different types of media. In a typical day 70-percent of 18-29 year olds and 52-percent of 30-49 year olds are on social media. The preferred social media platform was Facebook at 67-percent. To reach an older audience of 50 and older, it would be twice as effective to communicate via email\(^6\). Given the secondary research information on social media and marketing tactics, we can determine that Facebook is the top preference for social media and email marketing is also highly effective - especially among an older audience.

More secondary research information is available in the Appendix B: Supplementary Information.

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Conclusion

Ultimately we believe our research findings display in a concrete form exactly what we described in our situation analysis earlier in the semester: IC Kitchen Connect’s most pressing issue is their lack of a communication platform. The fact that 66-percent of our survey respondents cited financial issues as their primary reason for not starting a food business, yet not a single one of them have heard of IC Kitchen Connect, an initiative that serves to solve that exact problem, demonstrates a massive market opportunity that has yet to be acted upon. Our secondary research displaying exactly how competitive the food business industry in Iowa City is further displays IC Kitchen Connect’s dire need for a communication platform. By taking the direct recommendations of business students who will potentially use the service, entrepreneurs in the community, and the demographic information provided in this report, our group will be able to ensure IC Kitchen Connect’s communication platform will be executed successfully.
Strategy Section #3: Goals & Objectives

Goal #1: Increase Public Awareness

Objective #1: Increase social media content

Objective #2: Reach out to local radio stations

Goal #2: Create Promotional Materials

Objective #1: Create Flyers/Posters to Distribute

Objective #2: Create Merchandise Design
Goal #1

Our first and main goal is to increase public awareness of IC Kitchen Connect. The organization’s mission is to provide resources to beginning entrepreneurs and act as a guide to help kick start their business. In order to achieve reaching out to as many potential entrepreneurs as possible, it is essential the public knows about IC Kitchen Connect’s existence because it could inspire people who hadn’t yet considered creating their own food business. One of the issues discussed in the situation analysis was how IC Kitchen Connect is relatively premature so it hasn’t yet established a public perception or reputation. This goal to increase public awareness will help IC Kitchen Connect not only recruit entrepreneurs to use their services, but establish a reputation for being a professional, communicative, and accommodating organization.

Objective #1

Our first objective to achieve this goal is to increase the content on the existing Facebook page, and promote it so more users will be able to see it. This objective will have on effect on the public’s awareness of IC Kitchen Connect because promoting the Facebook page across the website will expose more users to it, even if they did not directly search for the page. This objective is applicable to a broad public of the entire Iowa City community because of Facebook’s wide reach across multiple demographics. Increasing the content to be more interactive will increase action from the public because they will be able to contribute their own opinions and feedback to the organization’s page. After discussing the cost of promoting the page and how it fits in with IC Kitchen Connect’s budget, we plan on implementing this objective as soon as possible. We will then be able to monitor the objective by recording the increased number of likes and user comments or contributions to the page. This objective is obtainable because Facebook is influential in spreading information due to its high level of internet traffic, and we have the ability to empirically measure the number of Facebook users who interact with the page.

Objective #2
Our second objective to achieve our goal of increasing public awareness is to create an information log of local radio stations’ contact information, pricing and time availability slots for potential IC Kitchen Connect advertisements. This objective will provide the IC Kitchen Connect representatives with a convenient resource to assess how and when they plan on publicly advertising IC Kitchen Connect – the stations that we provide them will likely be the stations they will use to spread the word about the initiative. The information log will serve as a running objective in that we will continue to add information to it throughout the semester. Our group believes this aspect of our implementation plan is absolutely crucial and really has no ceiling – the more radio stations they are able to contact, the better. We will therefore measure the success of this specific objective by the amount of information we are able to provide as well as how many of the radio stations we provide are actually used for IC Kitchen Connect advertising.

Goal #2

Our second goal is to design materials that will help promote IC Kitchen Connect and be available for the public and entrepreneurs that it reaches. Using tangible materials will help establish IC Kitchen Connect’s presence in the community, which will aid in the first goal of increasing public awareness as well as solidifying its brand image. This goal is also a long-term one because these materials can be used repeatedly as IC Kitchen Connect continues to expand and reach more members of the community.

Objective #1

Our first objective of the second goal is to create flyers/posters that can be utilized in the future for raising awareness in the Iowa City area. We have also created new design materials that are consistent with the theme and designs of current IC Kitchen Connect promotion. This way, the marketing tools are fluid and coherent, meaning that they can be used a long time in the future and still be relevant to the project. This, coupled with our increased social media presence/advertising goal, will significantly expand IC Kitchen
IC Kitchen Connect

Connect’s recognition within the community. This objective, as with the following one, is focused primarily on awareness. Given IC Kitchen Connect’s current position as an initiative, and the little that is known about it, we decided that our efforts should be much more geared toward simply making sure people know what the initiative does and why the IV RC&D has decided to implement it. For future use, we have created various social media designs, cover photos, and other visual aids that can be used throughout the year to accompany a story or piece that they post on their websites, Facebook and/or Twitter page. Once again, these promotions are consistent with the images and design of current IC Kitchen Connect to ensure reliability and trust. The social media content that we have created is “evergreen content”. This means that the pieces that we have created can be used at any time during the year and still be relevant. The topics that we discussed include: A Spotlight on IC Food Entrepreneurs, Steps to Creating a Successful Food Business, Local Food Production in Iowa City, and several others. These feature articles are deemed “evergreen” social media content because they can be relevant all year. Given our results, this objective will believe this will be a realistic goal to successfully implement. This specific objective requires active action on the public’s part in recognizing the consistent promotional and marketing materials and associating the brand with IC Kitchen Connect. We believe that this goal is achievable and realistic. Once we have created the “timeless” promotional materials, they can be used for the next five years.

Objective #2

Our second objective for the second goal is to create design ideas for potential future merchandise. We plan to provide the client with two T-shirt designs as well as contact and pricing information for a local T-shirt printing company. As IC Kitchen Connect expands, future materials can be based off the T-shirt designs. Creating this merchandise and other promotional materials will help spread the word of IC Kitchen Connect on a greater level and show that community members endorse the initiative. The objective will raise awareness for IC Kitchen Connect and encourage people to become food entrepreneurs. We believe this is a fun way to promote IC Kitchen Connect and spark interest in the community. The two objectives combined here will
surely increase awareness of IC Kitchen Connect and will, in our opinions, work successfully toward the ultimate goal of connecting with at least 10 interested members.

**Action Strategies**

For action strategies, we have created a poster to be hung at various locations in Iowa City and Cedar Rapids, up to the client’s discretion. The poster will contain details about IC Kitchen Connect including how to get in contact with the initiative so potential food entrepreneurs can start their own business. This strategy will be effective because the brightly colored poster will be located in grocery stores as well as campuses where it has the potential to reach culinary arts students. This poster will give a positive attitude to the initiative as well as entrepreneurship in general.
IC Kitchen Connect

ACTION STRATEGIES

KITCHEN CONNECT

“LET’S START YOUR FOOD BUSINESS TOGETHER”

WHO: People looking to create their own business, selling local food in Iowa

WHAT: Provide resources to local entrepreneurs looking to grow their food business in Iowa City

WHERE: Collaborate with local kitchens

HOW: More information on Facebook Page: ICKitchenConnect and website http://ickitchenconnect.com/

If interested, please Contact Founder Jason Grimm (jason@ivrcd.org)

ICKitchenConnect is a component of the larger Iowa Valley Resource Conservation and Development (IVRCD) organization.
IC Kitchen Connect

We have also contacted local radio stations to assist our efforts in getting the word out to the community. We have provided our clients with a list of radio shows that we feel can best reach the desired audience along with contact information, station frequency, distance the station reaches, and other pertinent information about the station. We feel that radio will give us a greater audience and will reach more people on their morning commute to work. While people are making their regular mundane commute, they will hear either an advertisement or a talk show spot highlighting the benefits of being your own boss by becoming an entrepreneur.

The Evergreen postings we have provided our client with are targeted at inspiring entrepreneurs as well as assisting current entrepreneurs in areas they may be struggling with. These posts would appear on IC Kitchen Connect’s social media pages such as Facebook throughout the year. These posts would reach our target audience because people following the IC Kitchen Connect Facebook page have already given thought to starting their own food business and helps create passionate supporters of the initiative. We believe that the posts we have provided the client with will help create excitement and inspire budding food entrepreneurs to take action.
Evergreen Content Examples

“How to Start Your Own Food Business…”

“5 Tips For Starting a New Business…”

“Cover Story: Food Entrepreneurs in the Heartland…”
IC Kitchen Connect

Message Strategies

Our core approach was to be informative and inspiring to motivate potential entrepreneurs to take that leap and start their own business. We also wanted to educate these potential entrepreneurs on what it takes to start their own business and provide them resources to do so.

We provided IC Kitchen Connect with a digital poster that gave details of the organization as well as contact information. The posters contained the web address for IC Kitchen Connect and encouraged people to visit it and find out more about becoming a food entrepreneur. The posters give IC Kitchen Connect more visibility to potential entrepreneurs.

Sell Your Own Biscuits
And Life Will Be Gravy

I CREATE
I TAKE RISKS
I LIVE MY PASSION...
IC Kitchen Connect

We also chose to explore radio as a form of getting the word out. Spokespeople from IC Kitchen Connect will go on air with an all ready established food entrepreneur and will discuss the difficulties of starting a food business and how the initiative can assist entrepreneurs in overcoming those starting challenges. This message coming from someone who has gone through the hardships will increase the credibility of IC Kitchen Connect and help establish it as a professional initiative.

Facebook is a channel that many organizations use as an effective way of communicating with people. IC Kitchen Connect can use Facebook to its advantage by using Evergreen postings. These postings will contain entrepreneurial friendly messages to inspire people to start their own food business as well as advice on how to overcome some of the challenges they may encounter. These messages will highlight entrepreneurialism in a positive light and reflect our core message of being informative and inspiring.

Our client provided us with a list of entrepreneurs to contact about IC Kitchen Connect. Through our research, we found that all of the entrepreneurs supported the idea behind IC Kitchen Connect and many wished they had a similar resource when they first started their business. One entrepreneur who currently utilizes the resources through IC Kitchen Connect stated that the initiative has greatly benefited his business. Some of the entrepreneurs who supported IC Kitchen Connect have expressed interest in publicly endorsing the initiative. By doing so, they are supporting our core approach of being informative and inspiring.
Section 4: Tactics

Communication Tactics

We proposed several different communication tactics for our clients to pursue in order to best reach their potential audience. We decided to focus our attention on advertising and promotional media since prior visibility of this initiative was low. The first tactic we suggested was social media. The prior state of the Facebook page was bare with few posts and likes. Our Evergreen campaign will liven up the page with helpful materials for budding food entrepreneurs. These posts include how-to articles, tips, profile stories from successful food entrepreneurs in the area, and inspiring quotes about being able to start and grow your own business (see examples below). These posts are shareable through social media so people have the ability to “share” and further expose IC Kitchen Connect to new people. We believe this will be an effective tactic because social media is so prevalent in our world and very popular among the demographic that the clients are trying to reach. Since the materials are “shareable” this provides an opportunity for IC Kitchen Connect to engage in free advertising, which is vital due to budget constraints.

We’ve also contacted the Iowa Public Radio News and Talk Show sections. They have tabs on their website where community members can pitch show ideas, as well as contact information to reach the radio stations. There are also themed talk shows that would be appropriate for IC Kitchen Connect to discuss the initiative. For example, we contacted Talk of Iowa to possibly tie IC Kitchen Connect into a story about entrepreneurism or the food production industry around the area. Although we have not heard back from these contacts, they are possible options for future free outreach across the radio medium.
IC Kitchen Connect

Social Media Banners

The next tactic we suggested was radio promotion. This includes either an ad spot on a radio station or a guest spot on talk radio to promote the initiative. The radio executives will provide airtime on a station that best reaches our target audience with a promotional advertisement package. With a guest spot on a talk show, the clients will be able to go to the radio station and talk more about the initiative. We have confirmation from existing entrepreneurs who endorse IC Kitchen Connect that they would be willing to go on air with the client and talk about the benefits of the initiative and how it’s helpful with starting a business. We are providing a contact sheet with stations best suited for the target audience. This sheet will have plenty of information about the station and type of promotion they could do along with cost (see below).
Radio Contact List

WMT
- 600 AM
- 28 miles (Cedar Rapids)
- News/Talk
- Type of promotion:
- Contact information:
  - Business Line: (319) 395-0530
  - 1-800-933-7767
  - Contacted via phone & left voicemail 4/11/16 (Brian)

KXIC
- 800 AM
- 2.4 miles (Iowa City)
- News/Talk
- Type of promotion:
- Contact Information:
  - Business Line: (319) 354-9500
  - PSA team: Andy Petersen - AndyPetersen@iHeartMedia.com
  - Program Director: MarkPitz@iHeartMedia.com
  - Contacted via phone 4/11/16. Will call back. (Brian)

KXEL
- 1540 AM
- 54.2 miles (Waterloo)
- News/Talk
- Type of promotion:
- Contact information:
  - Brian "Connected" through website

KZIA
- 102.9 FM
- 29 miles (Cedar Rapids)
- Top-40
- Type of promotion:
- Contact Information:
  - Business line: 1 (319) 363-2061
  - Contacted via email/voicemail on 4/11/16 (Brian)

Iowa Public Radio
- Contacted news and talk sections via email 4/11/16 (Claire)
- Contacted Charity Nebbee who does Talk of Iowa 4/11/16
Finally, we have provided the client with designs for potential t-shirts. This tactic will be effective because when people wear them out, they are advertising for IC Kitchen Connect. The client requested a fun quote for the t-shirts to make them inspire people to become their own boss and start a food business.

Merchandise

Food Entrepreneur:
I Follow My Recipe,
Not Someone’s Order.
Food Entrepreneur: We Stimulate the Taste Buds of Our Economy.
This implementation period was very short and we were limited with what we could do for IC Kitchen Connect. However, despite the short timeline, we were able to accomplish a lot and set a foundation for IC Kitchen Connect to build off of in the future. The first thing we did was created a poster for the clients, on which we built the entire campaign. This poster contained important information on the initiative, how to get involved, and things to know before starting your own business. We thought this was important to develop first so the client was able to print and place them places if they so desired.

The next step we took was to provide the client with a list of radio contacts that we felt would best meet their advertising/promotional goals. By providing this list early, we were able to start the process of contacting and discussing with radio executives which station would best be able to fit our client’s needs. Since setting up radio promotions can take awhile, it was imperative to get this information to the client early.
The next step for our clients would be to determine a budget they are comfortable with and setting up an advertising package with the station.

Next, we drafted initial ideas for t-shirt merchandising. We contacted Old Capitol Screen Printers for pricing and options. The reason we went with this vendor was because they were a local business and part of the mission of IC Kitchen Connect is to support entrepreneurs. If the clients were to purchase 50 shirts with either of the designs, the price would be $7.49 per shirt.

The Facebook page needed a facelift so we provided new graphics with catchy and inspiring quotes to liven it up as well as a list of potential future postings. Since this was not time sensitive, we left this as one of the last steps. Now, the client will be able to post these new materials at their own leisure.

IC Kitchen Connect has limited funds to work with. The pricing restrictions we gave the radio stations was a budget of $500-1,000. "The stations that gave us advertising prices were KFMW-FM, KOKZ-FM, KXEL-AM, and KPTY FM/AM The Party."

This budget was able to get the following packages (listed on the following page)

<table>
<thead>
<tr>
<th>Day</th>
<th>Price</th>
<th>Package</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday-Friday</td>
<td>6AM-7AM</td>
<td>$30/Ad</td>
</tr>
<tr>
<td>Monday-Friday</td>
<td>7PM-12PM</td>
<td>$20/ad</td>
</tr>
<tr>
<td>Saturday-Sunday</td>
<td>8AM-5PM</td>
<td>$25/ad</td>
</tr>
</tbody>
</table>
The t-shirts, with 50 at $7.49 apiece would come to $374.50. This is a very reasonable price, especially if the clients were to sell them at $10 per shirt. This would create a profit of $125.50, which could be used for additional radio time or more posters.
IC Kitchen Connect

Section 6: Evaluation

As stated in the beginning of the report, *Goals and Objectives Section*, our group laid out specific goals and objectives we planned to achieve throughout the course of our work with IC Kitchen Connect. Overall, we are confident that our goals were successfully met.

Our first and main goal was to increase public awareness of IC Kitchen Connect. This goal was reached both directly through our two objectives, as well as indirectly through the directional changes we experienced throughout the semester.

1. In creating our template of evergreen content for IC Kitchen Connect, our group was able to successfully meet the first objective of remodeling the IC Kitchen Connect Facebook page. Prior to this semester the IC Kitchen Connect Facebook page was nearly inactive – hardly anybody had even seen the page and it was entirely inactive. The specific examples, shown on *Evergreen Content Page* layout variations of posts that IC Kitchen Connect will be able to derive long-term use from as the initiative grows. The success of the content our group has provided will be monitored by if there is increased interaction and overall use of the Facebook page which will, in turn, directly increase the visibility of the initiative as a whole.
2. To further our success in increasing public awareness for IC Kitchen Connect, our group was able to create a simple information log containing the pricing options for advertisements in local radio stations, located on the Radio Stations Section. This objective works toward our goal in two different ways. First, the members of the IC Kitchen Connect initiative now have clear-cut information as to how to contact radio stations, what type of radio stations are available, as well as the rough pricing options for each station. If they do contact the radio stations provided, our goal here has been met successfully. Second, the act of contacting the stations alone increased the surrounding community’s awareness of IC Kitchen Connect – local media outlets now have at least heard of the initiative and the purpose it serves.

3. The directional changes our group experienced well into the semester served to increase public awareness for IC Kitchen Connect as well. Our group was well on our way to scheduling an event for IC Kitchen Connect, as well as to speaking to the culinary classes at Kirkwood Community College. While those ideas were eventually scrapped, their implementation was nonetheless underway. Our efforts in contacting potential participants for the event, as well as Chef Horsfield of the Kirkwood Culinary School spread the work about the upcoming initiative.
Our objectives of creating flyers and posters that can be utilized for future use, as well as designing various t-shirt designs, served to further our second goal of creating promotional materials for IC Kitchen Connect.

- By designing flyer and poster designs for the IC Kitchen Connect initiative, *Flyer Design Section*, our group was able to ensure the members of the initiative that they will have ready-made promotional materials for any IC Kitchen Connect events they host in the future. Due to the initiative member’s departure from the original event idea, our promotional materials’ effectiveness are not very well able to be measured. Their future success, however, can be measured by the frequency at which IC Kitchen Connect uses the promotional materials provided for them, as well as if they choose to stick with the various taglines our group created.

- Our last objective in furthering our goal of creating promotional materials for IC Kitchen Connect was reached through the design of two different IC Kitchen Connect t-shirts *Shirt Design Section*. Prior to this semester IC Kitchen Connect had no promotional materials whatsoever – no to mention custom designed t-shirts. By having t-shirts the initiative members will be able to increase their identity as IC Kitchen Connect representatives when recruiting clients and speaking with public officials alike – it increases their professional image. The success of this objective will be very easily measureable: if they wear the t-shirts our objective succeeds, if they are never touched then it has not
References


http://www.census.gov/quickfacts/table/PST045215/1938595,00


