

# Appendix 3: Ingenuity Central: Albuquerque Regional Innovation Hub

2015 Comprehensive Economic Development Strategy – MRCOG

## Ingenuity Central: Albuquerque Regional Innovation Hub

Key regional partners worked together for two years to develop the brand Ingenuity Central. This came about in 2012 when Economic Development stakeholders from around the region advised the MRCOG Board of Directors that focusing on regional economic development strategies, such as PR and marketing would be a value-added activity. It became apparent that the region needed a way to identify itself in the broadest possibly way that would be accurate and appealing; that would appeal to both insiders and outsiders; and that would instill pride in the local community as well as be interesting to talent and companies outside the state.

A planning process then began to develop the best brand possible. The table below shows the goals and strategy behind the brand development.

This strategy helped move the region towards a branding that wouldn't conflict with all the "innovation" titled efforts underway in 2013-14.

Objective	Audience	Success Measures	Value Proposition	Voice	Positioning
<p>Create a brand for the MRCOG Region as a premier destination for forward-thinking companies and individuals. To diversify the economy to include more opportunity and employment in the private sector.</p>	<p>Entrepreneurs, innovators and creative practitioners, as well as established, forward-thinking organizations and economic media outlets. Technology entrepreneurs as well as creative and innovative leaders and pioneers in all industries.</p>	<p>Brand name and approach embraced and approved by MRCOG and partner stakeholders; Motivates partners and stakeholders to fund an aggressive communication and outreach program; and Noticeable increase in new business inquiry, response and relocation, as well as increased activity in home-grown entrepreneurial activity.</p>	<p>MRCOG Region offers entrepreneurs and forward-thinking business leaders an environment and business climate that encourages, supports and nurtures breakthrough ideas, technologies and game-changing concepts that few places in the U.S. can offer.</p>	<p>Proud, bold, confident and aggressive. Speaking peer-to-peer with current and future entrepreneurs and innovators that will shape the next emerging economy, in a tone and manner consistent with their thinking and priorities.</p>	<p>MRCOG Region is the next great destination for innovation, opportunity and economic growth in burgeoning technologies and creative industries.</p>

## Appendix 3: Ingenuity Central: Albuquerque Regional Innovation Hub

2015 Comprehensive Economic Development Strategy – MRCOG

In the summer of 2014, after more than 15 meetings with key stakeholders, including one large public meeting of nearly 80 local businesses leaders, the MRCOG Board of Directors approved Ingenuity Central as a regional brand. Several communities adopted resolutions approving use of the brand, and in the late 2014, the Metro New Mexico Development Alliance, a public-private organization tasked with marketing properties in the four-county MRCOG region to site selectors nationwide, agreed to change the name of its website from [www.nmsitesearch.com](http://www.nmsitesearch.com) to [www.ingenuitycentral.org](http://www.ingenuitycentral.org).

This was important as it laid the groundwork for working together across jurisdictional boundaries to market the region for economic development. It captured the innovation activities that are underway in the region. *As of this CEDS publication, the region is still working out how best to brand itself but the intent of Ingenuity Central is unilaterally agreed upon as a place where ideas can flourish.* It also laid a foundation for developing joint goals, collaborative marketing strategies, target audiences, target sectors, and co-funded PR and marketing.

In December 2014, the MRCOG developed and presented to the Ingenuity Central Stakeholders a proposed organization chart for Ingenuity Central. It will be up to all parties involved to develop and fund a marketing strategy that assures the brand promise and tells the regional story.