

MARKETING AND BRANDING

“To attract business, industry, or visitors a community must market itself beyond its geographic boundaries.” A marketing program is a crucial support to general economic development, including business retention efforts (helping to attract new customers to sustain local businesses), business recruitment (or helping to build interest throughout the region that Burien is a fertile place for businesses), and tourism (or helping to project a positive image to the region, state, country and the world to attract visitors that boost the local economy).

“A marketing program may include advertising in printed publications, use of other media, public relations, promotions, and an internet presence.”

Additional Resources

[City of Kennewick Economic Development Marketing Plan](#)

Additional Resources

- [MyNorthWest.com: Your Zip Code is More Important Than Your Genetic Code](#)
- [King County Public Health City of Burien Health Profile](#)