



PREBLE COUNTY (OH) DEVELOPMENT PARTNERSHIP

100 New Housing Units **Spark Growth** in Preble County, Ohio

Preble County Development Partnership teamed up with Golden Shovel Agency to solve one of the biggest challenges facing rural communities today: attracting talent and housing developers. In under a year, the effort has led to new families and professionals choosing Preble County as home — and **over 100 new housing units have been approved for development.**

A Strategic Approach to Talent & Housing Development

When Preble County Development Partnership (PCDP) set out to attract more residents and housing investment, they turned to Golden Shovel Agency for a comprehensive, data-driven approach. Drawing from over 16 years of experience and more than 300 successful projects, Golden Shovel crafted a place marketing campaign that resonated with both target audiences—young professionals and housing developers.

The foundation of the effort was a clear, compelling value proposition that was specific to Preble County. Golden Shovel used that message to showcase the advantages of living, working, and investing in the area.



What We Delivered

Golden Shovel provided full-scale support to the PCDP team, including:

- ✓ A targeted talent and housing development attraction strategy
- ✓ A dynamic, user-friendly economic development website
- ✓ Custom landing pages designed to convert interest into action
- ✓ Lead generation campaigns
- ✓ Professional photography and engaging video storytelling
- ✓ A full social media strategy and execution
- ✓ A results-driven digital advertising campaign

At the heart of this work was a comprehensive 88-page strategy document—developed before the first ad was ever placed. This strategic roadmap outlined precise audience personas, key messaging pillars, and optimal advertising platforms, ensuring every piece of the campaign worked in sync for maximum return.

The Golden Shovel Difference

What set this campaign apart was more than its digital performance. Golden Shovel built the strategy hand-in-hand with the community. Through stakeholder engagement—including residents, business owners, and elected leaders—the campaign was rooted in local voices and values.

“Our campaign wasn’t just about promotion,” said Justin Sommer, Executive Director of PCDP. “It was about creating a message that felt authentic to the people who live here. Running a campaign wasn’t enough—it had to matter to the community.”

The results are tangible. Three housing developers have announced new projects, reversing population decline trends and signaling a new chapter of growth and pride in Preble County. Residents see themselves reflected in the campaign’s visuals and messaging. Businesses feel renewed optimism. Families are moving in.

“We’ve laid a foundation for sustainable growth,” said Sommer. “And perhaps most importantly, we’re seeing a mindset shift—a belief that Preble County’s best days are ahead.”

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**JUSTIN SOMMER • ECONOMIC DEVELOPMENT DIRECTOR,
PREBLE COUNTY (OH) DEVELOPMENT PARTNERSHIP**



Ready to See These Results in Your Community?

At Golden Shovel Agency, we don't just create campaigns—we create momentum. Our work empowers communities like Preble County to attract talent, encourage development, and build brighter futures. Let's talk about how we can support your goals with the same energy, expertise, and commitment. **Contact Us Today and Discover What's Possible!**

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