



Marketing Committee
November 16, 2023
10:00 a.m. – 11:00 a.m.
Zoom Meeting

Members Present: Kimberly Ramsawak, Chloe Smith, Carrie Tomlinson, Gaylene Ore, Dave Huber, Cheryl Spezia, Jennifer Brown, Elizabeth Brumm, Paula Isakson

Absent: Kristen Spronz

Gaylene started meeting at 1003 am
 Introductions of team GCCTB board to Miles Media Team

Carrie Miles Media went over Meeting Minutes

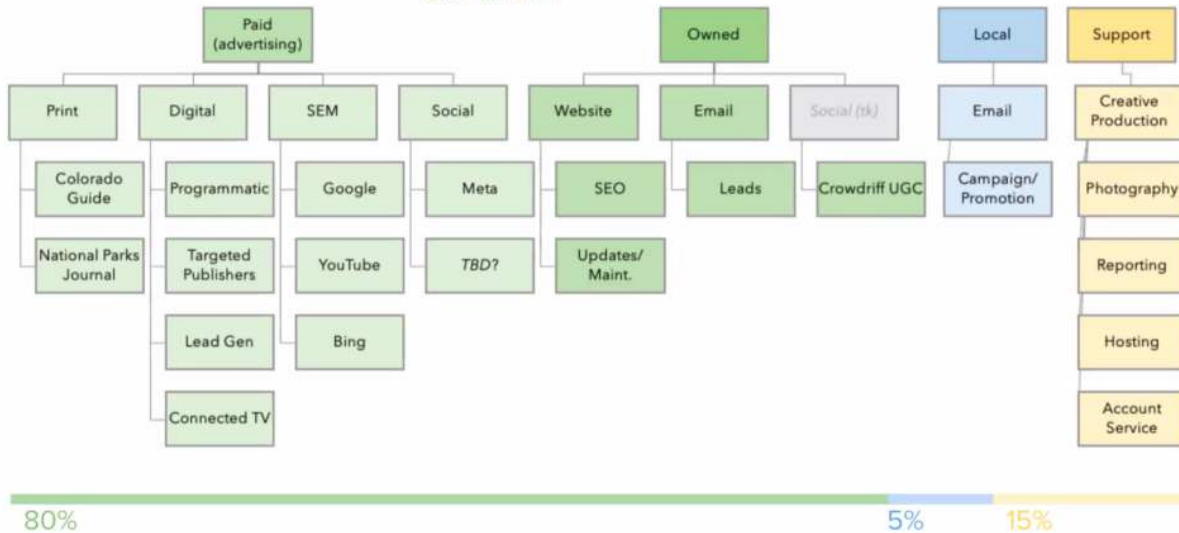
LINE-ITEM AND FINAL BUDGET (NEED BOARD’S APPROVAL)

****Core approach and breakdown (refer to diagrams below)***

Traditional Media	\$27,000.00
Digital Media	\$148,000.00
SEM/Social Media	\$76,000.00
MEDIA SUM	\$251,000.00
Email Marketing	\$21,600.00
Creative/Adv Production	\$50,000.00
Web Maintenance	\$54,000.00
Website Hosting, DAM	\$12,120.00
SEO/Content	\$30,000.00
Paid Social creative	\$16,800.00
Research/Reporting	\$9,000.00
Account Services	\$30,000.00
Local Messaging Support	\$18,000.00
Winter Photoshoot	\$25,000.00
MARKETING SUM	\$266,520.00
TOTAL	\$517,520.00

2024 Scope Details

CONSUMER



Print:

- Colorado State Vacation Guide
- National Parks Journal
- CO-Op with Chambers

Miscellaneous:

- Carrie recommended future social media options to potentially start utilizing: Tik tok? Etc
- Miles Media uses SEM Rush - tool used for search engine optimization | <https://www.semrush.com/>
- Bulk of marketing budget used to reach out potential visitors to Grand County (paid advertising)
- Miles Media works with local chambers and sends out communication and updates of community type programs (for example the fall Destination Workshops/Google)

Questions to Marketing Committee:

1. How does the board want to look at outreach and budget?
 - A. Gaylene asked for clarification proposed 2024 budget of 18K to be used on Community Outreach
 - Per Carrie the budget would be used to communicate 'via local messaging', the importance of tourism in 2024 and to get support for tourism within the community.
 - The 18K funding would support this effort on messaging (i.e. post card ,poster, stickers etc, social post geofencing etc.)
 - B. Gaylene stated that she would like to see community interaction happen with Gaylene and Paula as local representatives with boots on the ground. She mentioned that Estes Park

created a flier that listed the community events and that she could see GCCTB having a similar type flier to go and meet with local business to help promote the board, create awareness and strengthen relationships with the GCCTB and the community.

2. FYI In 2023 - grant state tourism office used for destination optimization (i.e. google, yelp etc.)

Deliverables Descriptions

MEDIA:

- **Traditional Media:** Print & Traditional costs for the advertising. Directly to publishers.
- **Digital Media:** Online display ads and CTV, incl custom content with publishers
- **SEM/Social Media:** Search ads, paid Meta, YouTube
- **Creative Production:** Campaign planning, layouts, video editing, and writing to fulfill the media buys. Includes seasonal updates as well as campaign reporting and optimizations. Monthly, weekly work from ad ops, graphic design, media coordinators and editors.

MARKETING:

- **Email Marketing:** Monthly content and deployments incl content to leisure list, and bi-monthly to local list
- **Web Maintenance:** Monthly work to maintain and optimize VisitGrandCounty.com as well as SendGrid
- **Website Hosting, DAM:** Direct monthly cost to Rackspace & Iconic for supporting the digital infrastructure
- **SEO/Content:** Monthly SEO analysis and execution of content plan by lead editor to support accuracy and organic reach.
- **Research/Reporting:** Monthly board reports and reviews of travel data partners information
- **Account Services:** Meetings, billings, project management
- **Local Messaging Support:** TBD, blend of campaign creation and costs for ad placements/materials
- **Winter Photoshoot:** Budgeted for coordination and post-production, plus pass-thru to local talent to capture images.

Meetings Moving Forward

-Carrie would like to have more regular meetings so we can strategize as a team

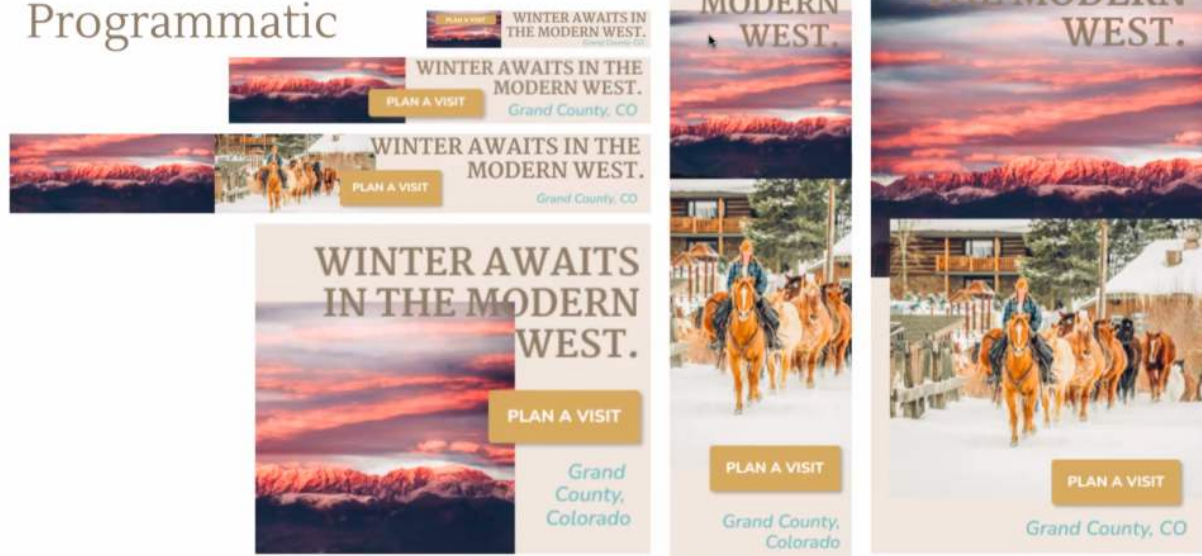
WINTER CAMPAIGN

Kimberly Reviewed the winter campaign and elements of the campaign

Comments/Conversation

- Jennifer wanted to know about using Tik Tok as a potential social media platform. She also asked Carrie what the ROI is on YouTube. She said she also liked the creative and loved the colors and imagery, very warm and inviting. *Need follow up as no specifics given at meeting.
- Carrie reviewed the target marketings for advertising. She said she uses data to back up the target markets with information from: Datafy, Colorado Flights. She also look at comp sets within the Colorado Ski Resorts (Breckenridge, Keystone etc.) along with tracking what markets Winter Park is going after.

Winter Creative Programmatic



- Minnesota
- Channels: Programmatic Display/Banner Ads, Google, Bing, YouTube

Gaylene:

1. Asked about messaging to the Colorado market, and wanted to know if Miles is trying to message for longer stays instead of just overnight visitation. Carrie confirmed that Miles is doing this.
2. Gaylene commented that St Louis MO might want to be considered in the mix as she was seeing this as a potential strong market in Datafy. In addition she recommended that Miles also look to see what the local lodging companies have for target markets (i.e. Granby Ranch, Sun Outdoors, Devils Thumb Ranch, YMCA etc.)

LOCAL PROMOTION/COMMUNITY OUTREACH

Local Promotion/Community Outreach

Let's brainstorm as a group! What are our goals/what do we as a group hope to accomplish, knowing that our intention is to reach our visitor audience on a local basis? (i.e., channels, messaging).

- TBD

Carrie asked the group what they thought was important for the board.

Gaylene mentioned that in person meetings are important and thought it was a good idea to have hand outs for meetings (with the community, stakeholders etc.). She liked the idea of having an informational poster (like the tourism board in Estes Park uses) that has a QR code with a landing page on the tourism board website to share the story of the GCTTB). The flier could be utilized as a resource to share with local businesses to help share the importance of tourism in Grand County. She would like promotional material (that share the importance and value of tourism) for meetings with our county commissioners. Help with promo items to get out - i.e. infographics - also build in house with local photographers, videographers etc.

Dave added that we want to be sure that the GCCTB continues to educate and promote value of tourism in grand county to local and community/county leaders via press release, social media, grants etc. There is a need to focus on positive aspects of tourism to the county residents, businesses and organizations.

Gaylene mentioned the tourism video from CTO has been personalized for Grand County to help show value of tourism. She also mentioned that GCCTB got mentorship program from CTO.

COUNTY MAP

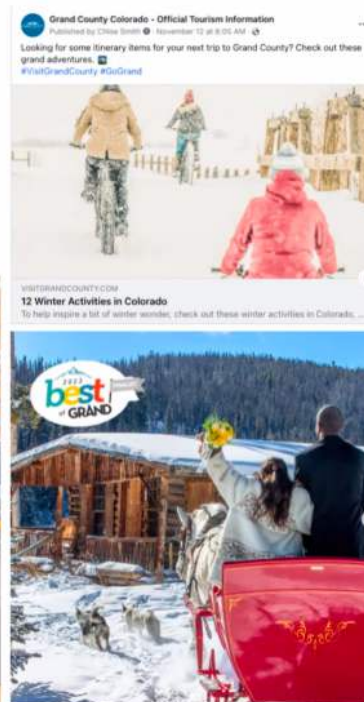
County Map

- Brand/Voice
- Stand Grand
- Photography



Organic & Paid Social

- User Generated Content
- News and Events
- Articles and Trip Inspiration
- Vendor Highlights



Kimberly talked about the map for Grand County

Gaylene mentioned that she and Kristen will be having a meeting HTA to discuss Leave No Trace and Stand Grand (and which direction that HTA was planning to follow.

Gaylene also mentioned that there is currently 1 printed piece outline of map and that we will need reprint map with updates. Gaylene said she mailed the current map with changes to Carrie.

SOCIAL MEDIA CALENDAR FOR DECEMBER

Dave wanted to know if we could preview the content for social media. Carrie said that Miles Media will be sending the content preview to the marketing committee.

Carrie wanted to know if Miles should plan on getting content for January ready. Gaylene mentioned there was an issue with a broken link on the website that had information on the RFP for Social Media and that the advertising for this job was affected and that we will need to re-run the Social Media RFP ad. She said it would be ok for Miles to start working on January social media plan.

The committee would like to see a calendar of all social media posts.

IN CONCLUSION

Carrie said that she will present the marketing budget in December for board approval. Carrie asked if someone could give feedback and see if we can have someone from the marketing committee recommend approval of budget. Gaylene said she would be willing to do this for Carrie.

Meeting Adjourned at 1039 AM

