

FEBRUARY 11, 2019
CCCTA BOARD MEETING



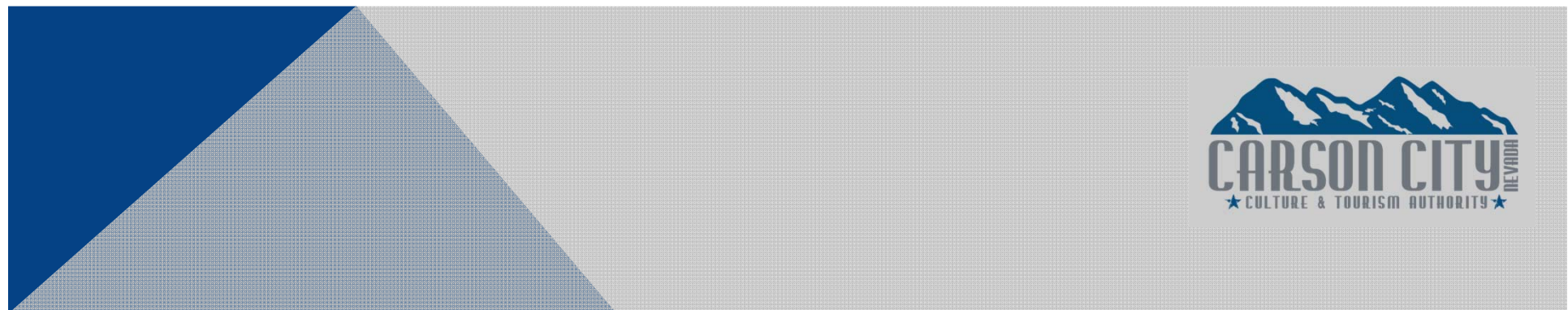


EVENTS UPDATE
JAMES SALANOVA | EVENTS MANAGER

CHANGES IN 2019

Rockabilly Riot
changed event
dates from

June 21st-23rd to
Sept. 19th-21st



CHANGES IN 2019

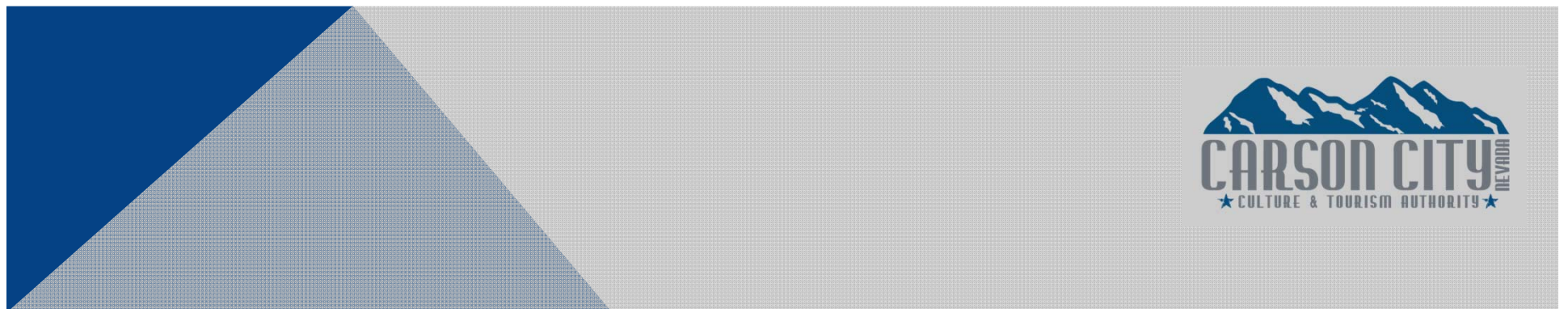
Outlaw Flat Trac
Race now a
two-day event.
Aug 23rd -24th



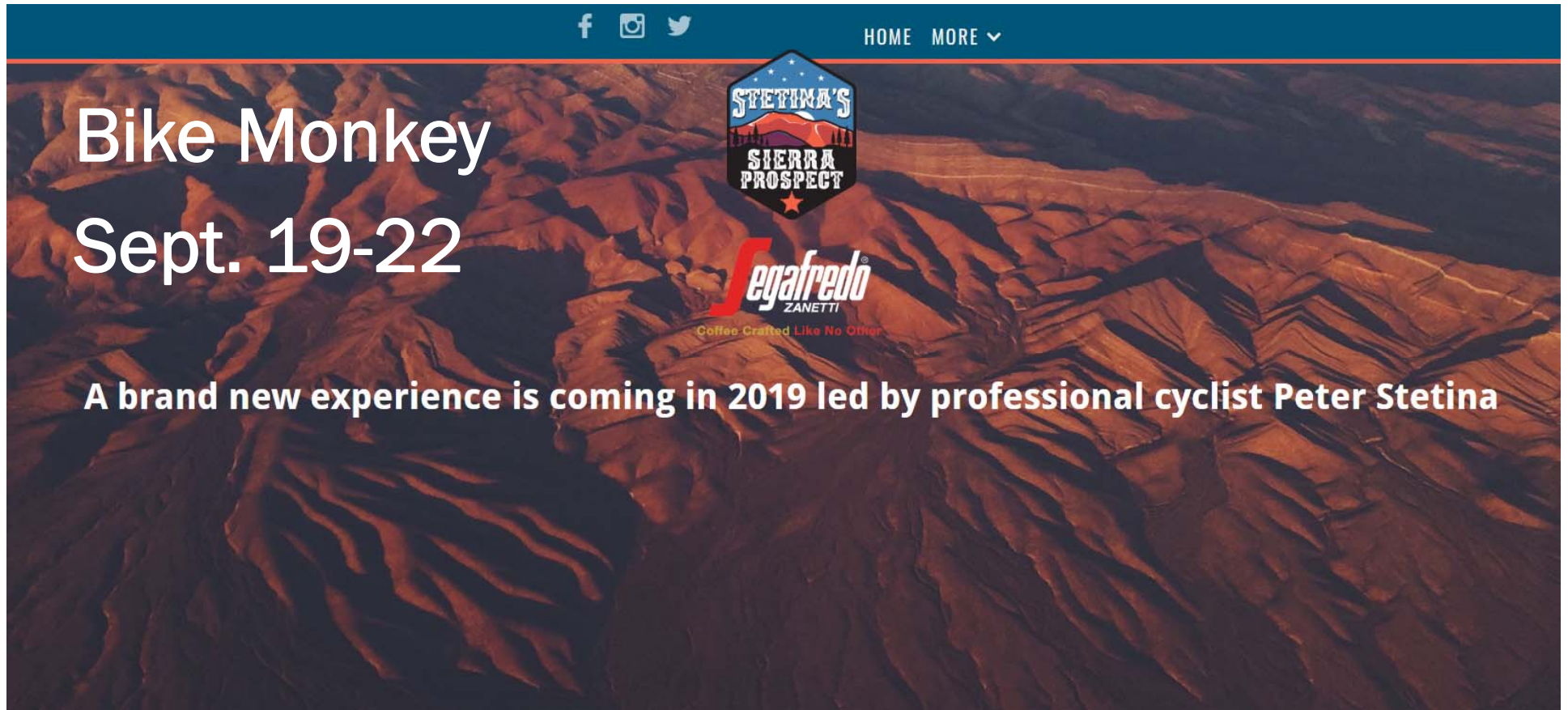
NEW IN 2019

USA Fastpitch Tournament

June 15th - 16th



(IN THE WORKS) IN 2019

A website banner for the 'Bike Monkey' event. The background is a high-angle photograph of a desert canyon with deep, winding ridges and shadows. At the top, there is a dark blue navigation bar with social media icons for Facebook, Instagram, and Twitter on the left, and 'HOME MORE' with a dropdown arrow on the right. The main text is in white: 'Bike Monkey' in a large font, followed by 'Sept. 19-22' in a slightly smaller font. Below this, a line of text reads 'A brand new experience is coming in 2019 led by professional cyclist Peter Stetina'. Two logos are centered: 'STETINA'S SIERRA PROSPECT' in a shield-shaped logo with a star, and 'Legafredo ZANETTI' with the tagline 'Coffee Crafted Like No Other' below it.

f i t

HOME MORE ▾

Bike Monkey

Sept. 19-22

A brand new experience is coming in 2019 led by professional cyclist Peter Stetina

STETINA'S
SIERRA
PROSPECT

Legafredo
ZANETTI
Coffee Crafted Like No Other



QUESTIONS?





MARKETING UPDATE

LYDIA BRUEGGE | MARKETING MANAGER

MARKETING UPDATES: SOCIAL MEDIA

Facebook Followers: 5047

- 621 page followers since September | 14% increase since Sept | 4.8% increase Nov-Jan
- 233 of followers gained from Nov-Jan
- Continuing to use almost all user-generated content



INSTAGRAM & TWITTER

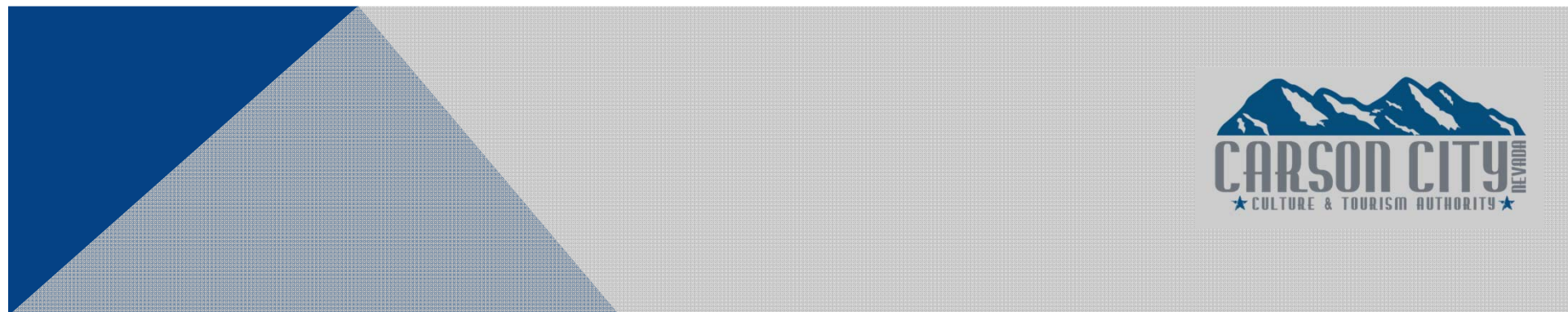
❑ TWITTER:

- ❑ 18,300 impressions from Nov-Jan
- ❑ 962 profile visits
- ❑ 93 new followers
- ❑ Mentioned 92 times on others tweets
- ❑ 202 impressions per day



❑ INSTAGRAM:

- ❑ Since November, grown from 2712 to 3478 | 28% increase
- ❑ Averaging 250+ views & engagement per story posted daily.



DIGITAL MARKETING

- ❑ Currently revamping our entire digital marketing program with a digital marketing consultant.
- ❑ Creating a strong digital marketing strategy centered around Google Ads, YouTube Advertising, and retargeting to name a few.
- ❑ Our Google Ads will be able to communicate with our Facebook Advertising, building great targeted campaigns that are seeing our content multiple time through different platforms and websites.



WEBSITE UPDATE: VISITCARSONCITY.COM

- Preparing the RFP for new website development/rebuild
- Thanks to James Williams in IT we are now on our own server the website on the front end is now much faster that we aren't sharing space with 10+ other sites!
- Many, many updates on the backend to prepare for the rebuild



VISITORS GUIDE: ARTS & CULTURE EDITION

- Now available at the Visitors Center
- Working on an efficient distribution for these publications



PRINT ADVERTISEMENTS

- We've been working hard with Tara Burke to create some really engaging and eye catching ads for print along with a more strategic plan for promoting Carson City. Also been updating a lot of our Visitor's Center pieces & rack cards.

TAHOE WEEKLY: MUSIC & FESTIVALS GUIDE

Hear it. See it. Live it.
CARSON CITY, NV

Spring is in full bloom in Carson City — with fragrant food, laughter and music floating through the air. Come join the fun. Visit Carson City.

FIND ALL CARSON CITY EVENTS AT VISITCARSONCITY.COM

April/May
Celtic Music Series
Carson City Symphony
Brew, Brats and Ballet
Lei Day Celebration
Evening with the Divas

June/July
Carson City Off-Road
Father's Day Powwow
Pops Party Concert
Concert Under the Stars
Sassabration
Taste of Downtown
Big Band Jazz and Poetry

August
Jazz and Beyond
Jukebox International Film Festival
HopeFest

**Levitt AMP
Summer Concert Series**
June, July and August

CARSON CITY
ESTABLISHED 1869

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@visitcarsoncity

ADVENTURE SPORTS MAGAZINE

GET OUTSIDE
Stay & Play in Carson City All Year Round

VISITCARSONCITY.COM

CARSON CITY
— CULTURE & TOURISM AUTHORITY —
— IN NEVADA —

f t y i @visitcarsoncity

NEVADA MAGAZINE



Discover
CARSON CITY

Nevada's capital city offers year-round outdoor fun, rich arts and culture, a storied history and delightful cuisine. Just a short drive to Lake Tahoe or Reno, it's the perfect destination for your next vacation. Enjoy Carson City. Explore nearby attractions. Your Nevada experience starts here.

     [VISITCARSONCITY.COM](https://www.visitcarsoncity.com)
[@visitcarsoncity](https://www.instagram.com/visitcarsoncity)

ADVENTURE SPORTS MAGAZINE

CARSON CITY, NEVADA
THE TRAILHEAD
TO **THE ADVENTURE**
OF A LIFETIME

JOIN US FOR
THE CARSON CITY OFF-ROAD
JUNE 14-16, 2019

Carson City, Nevada's state capital, not only host amazing trails, but also a rich arts and culture scene, a storied history, amazing restaurants and events you won't want to miss. Your Nevada adventure starts here in Carson City

REGISTRATION NOW OPEN!
#RIDECARSONCITY | VISITCARSONCITY.COM

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CARSON CITY
CALIFORNIA'S JOHNSON BROTHERS
NEVADA

NEVADA GOLF MAGAZINE

- ☐ Full page ad + 3 full page ads for each individual golf course in Carson City



Nestled at the base of the scenic Sierra Nevada, Carson City's golf courses are as beautiful as they are varied. Downtown boasts some of the area's best restaurants, shops and access to award-winning trails. The Old West is still alive in the city's historic district, and the arts are thriving in the city's selection of galleries and museums. Within minutes of Lake Tahoe or Reno, it's the perfect place to stay and play.

visitcarsoncity.com

f t y i
@visitcarsoncity



AMTRAK: “THE NATIONAL” 1/2 PAGE AD

- ❑ The magazine onboard all Amtrak trains across the nation. Outdoor & adventure feature reaching 5 million captivate passengers.

THE GREAT OUTDOORS GUIDE

PROMOTION

CARSON CITY

EPIC ADVENTURE

Nestled at the base of the scenic Sierra Nevada, Carson City is situated just south of Reno and right next to Lake Tahoe. Nevada's capital city boasts some of the area's best restaurants, shops and award-winning trails — and also serves as the center for world-class destinations. Hop aboard the historic Virginia and Truckee Railroad for a trip back to the Old West in Virginia City or spend the afternoon taking in the stunning vistas of Lake Tahoe. Affordable lodging within minutes of the Reno-Tahoe International Airport and Amtrak station makes Carson City the perfect place to start your next adventure. visitcarsoncity.com

KRAMPADÉ

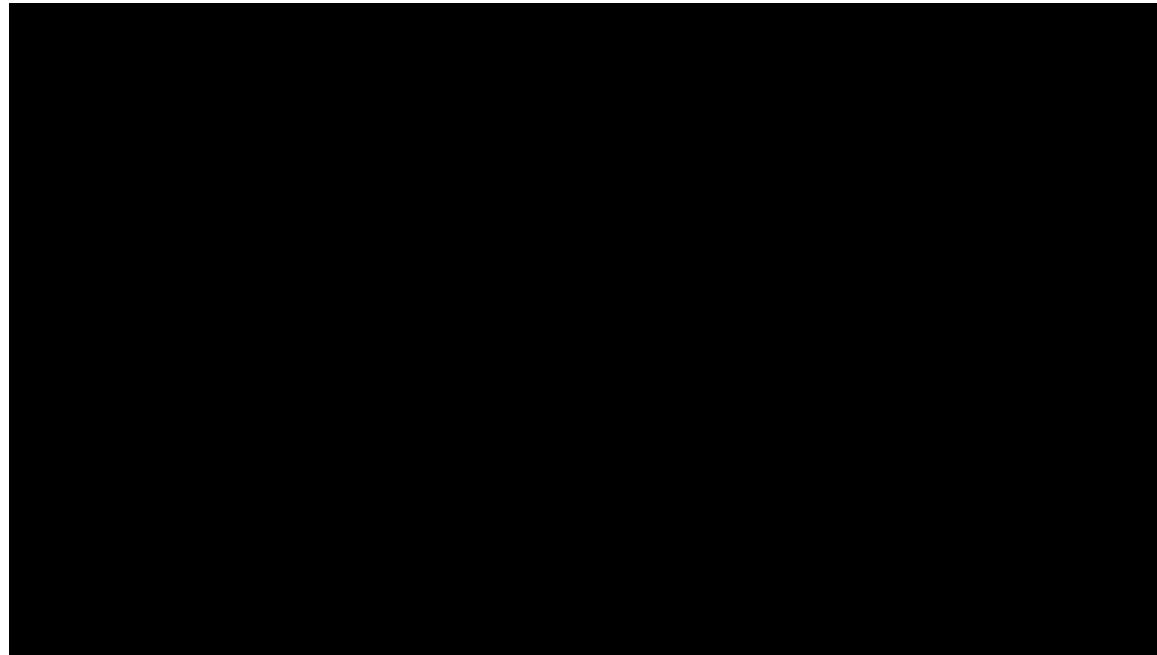
NOT JUST A SPORTS DRINK

For those on the go, nutrition is critical to get you there. As you prepare for spring and summer activities, let Krampadé help you be at your best. What sets Krampadé apart? Krampadé is a revolutionary performance/sports drink that rapidly replenishes potassium to reduce the occurrence of cramps, while enhancing performance and recovery. The beauty of Krampadé is the breadth of its consumer

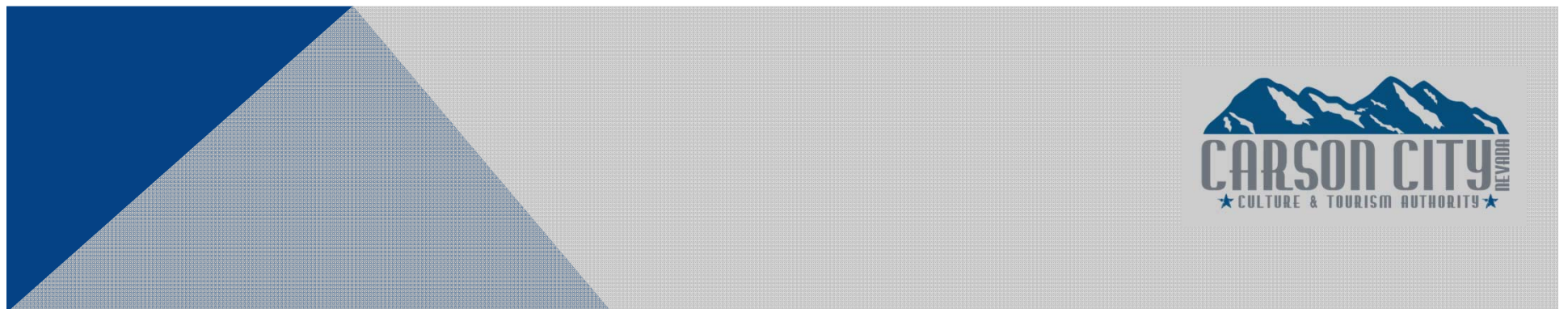
CARSON CITY NEVADA
★ CULTURE & TOURISM AUTHORITY ★

VIDEO

- ❑ Video continues to win. We are updating and creating a lot of new video.
- ❑ Content strategy: break video into pillars of content that is adapted to each social media platform and marketing outlets we use.



[CLICK TO PLAY](#)



QUESTIONS?

