



GoNevadaCounty.com

Explore. Connect. Play.

Proposal for Tourism Integrated Marketing

April 6, 2018

Prepared by



530.274.8455

info@ncerc.org

ncerc.org

Introduction

We appreciate the opportunity to submit the following proposal to the County of Nevada for an enhancement of our integrated tourism marketing services.

Scope of Services

Website Content for GoNevadaCounty.com

- Upgrade the Trumba Calendar features, both in terms of functionality and appearance
- Provide 15 paid Editor Subscriptions (Chamber/Tourism/Venues)
- Provide Trumba Calendar training sessions for publisher and editors
- Trip Advisor -
- Booking.com for Travel plans (invoiced monthly for commissions due)
- AdWords
- Targeted digital display advertising
- Develop a Press Room Portal
- Short Featured Videos of local attractions, photo library & wedding resource guide.

Interactive Asset Map of Nevada County

- Identify and map tangible cultural assets within the County
- Capture the unique expressions (the intangible assets) that define the County's identity

Magazine Advertising and Marketing

- Join the Gold Country Visitors Association
- Visit California Advertising

Stakeholders

- Truckee Chamber
- Greater Grass Valley Chamber
- Nevada City Chamber
- Penn Valley Chamber
- South Nevada County Chamber
- Rough and Ready Chamber
- Grass Valley Downtown Association
- NC Arts Council
- Bear Yuba Land Trust
- Miners Foundry
- Nevada County Fairgrounds
- The Center for the Arts
- Donner Summit Association
- Truckee Downtown Association

Brief Overview

Website Content for GoNevadaCounty.com

The Trumba Calendar has worked well for many years and allows organizations to submit events into the system for publication and advertising. Not all of our organizations buy into the cost of this system and do not have the skills to operate in order to provide content into this pipeline. This proposal would allow the access of this system at no cost and we would provide training at no cost to the organization.

Trip Advisor and Booking.com would be added to the website as a convenience to any visitor to the site for making travel arrangements, hotel reservations and meal reservations.

An enhanced AdWords campaign would research and build an improved targeting of paid search results. We will set up an advertising campaign, including

multiple ads, to target multiple keywords and key phrases appropriate for tourism and drive traffic to GoNevadaCounty.com. This will bring approximately 2,000 estimated monthly clicks delivered to GoNevadaCounty.com

The Targeted Digital Display Advertising of Nevada County as a destination with profiles on the arts, culture, recreation, historical sites and more, we will deliver the message only to those who are likely to visit Nevada County. We will define any age, geography, interest or online behavior. A targeted message will be delivered with a custom, unique audience profile built specifically for GoNevadaCounty.com. By targeting the right people at the right time, with the right message, at least 200,000 impressions per month will result to those targeted individuals.

The Online Interactive Map

The Interactive Asset Map is designed to harness cultural resources and identify and map assets within the County. Cultural mapping is a first step towards developing a Cultural Plan, which is a strategic policy document to integrate culture within Nevada County and the community. The cultural resource inventory, a central database of these cultural assets, will be maintained and managed by the NC Arts Council. The interactive mapping system will be available for public use. It is important to remember that the inventory is intended to be organic; it is a snapshot of cultural activity in the Nevada County at a point in time. With the support of NC Arts Council, staff, and the community, it is hoped that additions and revisions will be made over time to ensure accuracy

Magazine Advertising

The Magazine Advertising and Marketing would consist of the Gold Country Visitors Association, Visit California and Visit California Road Trips. These magazines serve subscribers interested in unique attractions and activities. They create a master template that can serve as a framework for all materials and advertising. This approach ensures a consistent, cohesive look among the various materials and helps to save on production costs. We would develop a media distribution list that reflects the emphasis on encouraging weekend trips from visitors. It will create the opportunity to participate in collaborative marketing and trade/travel show opportunities with the Gold Country Visitor Association partners.

Measurement and Reporting

Nevada County Economic Resource Council will closely monitor the program goals, budget and effectiveness. There are a number of ways to measure results based on what works best including:

- Determine behavioral outcome by comparing the results of pre-and post-campaigns to measure differences in perceptions
- Monitor TOT increases
- Evaluate occupancy rates at lodging properties.
- Evaluate key message delivery and brand positioning in media stories.

Budget

Website Items	Average Cost
Web Content & Technical Support	
Trumba Calendar Upgrades	\$ 1,200
Trumba Calendar Paid Subscriptions for 15 Editors and 1 Publisher	\$ 7,500
Trumba Calendar Training (15 hours)	\$ 2,250
Add Trip Advisor or Booking.com	\$ 1,500
Media Outreach & Inbound Marketing	\$42,000
Add “Press Room Portal” with photo library, wedding resource guide, short featured videos	
AdWords	
Targeted Digital Display Advertising	
Interactive Asset Map	\$10,800
Magazine Advertising	\$ 4,750
Gold Country Visitors Association	
Visit California & Visit California Road Trips	
TOTAL	\$70,000

