



Agenda Item Report

Meeting Type: Tourism Commission

Meeting Date: November 4, 2024

Item Title: Potential Marketing Campaign with WMTV Channel 15

Submitted By: David Bennett, Communications & Economic Development Coordinator

Detailed Description of Subject Matter:

Stephanie Sharpee, a rep from WMTV Channel 15 has reached out to staff in order to gauge interest in advertising with them. Stephanie presented a few campaigns. The first being their TV and digital marketing which would cost up to \$69,000 for a year-long campaign. It can be modified for a lower cost. Additionally, WMTV is offering a One Day Sale costing \$6,000 for 50 commercials aired and the production of the commercial for free. The other campaign would consist of two promotions focused on the holidays, their seasonal promotion and Sounds of the Season program. This campaign would cost \$2,500.

List all Supporting Documentation Attached:

WMTV Channel 15 Marketing Presentation
WMTV Channel 15 Seasonal Promotion
WMTV Channel 15 Sounds of the Season

Action Requested of Tourism Commission:

Discussion and possibly take action on WMTV's One Day Sale of up to \$6,000 for 2025 and Holiday ad combo up to \$2,500 for 2024.