

## Steering Committee Report 5 March 2025

#### **REMAINING BALANCE FOR THE FY** FY24-25 BUDGET

BEGINNING BALANCE		\$5,000.00
CONTRIBUTIONS		
Cochise County	\$34,000.00	
City of Bisbee	\$15,000.00	
City of Douglas	\$15,000.00	
City of Sierra Vista (including Benson)	\$35,000.00	
City of Benson	\$15,000.00	
City of Willcox	\$15,000.00	
Wings Over Willcox	\$500.00	
Southwest Wings	\$500.00	
Total Contributions		\$130,000.00
Total Projected Income		\$135,000.00
EXPENDITURES		
PROFESSIONAL SERVICES		
CCTEC Staff	\$45,700.00	
COSV Staff	\$5,250.00	
Website Services	\$5,600.00	
Total Professional Services	\$3,000.00	\$56,550.00
ADVERTISING		330,330.00
Original Advertising Amount	\$61,890.00	
Carry-Over for Advertising	\$4,540.00	
Total Advertising	\$4,540.00	\$66,430.00
TRAVEL AND TRAINING	_	\$66,450.00
	£1.000.00	
Training (GCOT)	\$1,000.00	
Hotel Travel Writers/FAM Tours	\$1,000.00	
Association Memberships	\$500.00	ta 500 00
Total Travel and Training	<u> </u>	\$2,500.00
PRINTING AND BINDING	\$7,200.00	t7 200 00
Total Printing and Binding		\$7,200.00
OFFICE SUPPLIES	40.00	
General Supplies	\$0.00	
Postage / Mailing Fulfillment	\$2,020.00	<b>*</b>
Total Office Supplies		\$2,020.00
SPECIALIZED SUPPLIES	4999 77	
Tradeshow Materials	\$300.00	<b>.</b>
Total Specialized Supplies		\$300.00

#### **ADVERTISING**

- Starting: \$66,430.00

• Arizona Office of Tourism Co-Op: \$44,795.00



## **PROFESSIONAL SERVICES**

#### PERSONNEL

- Tourism and Economic Development Director
- <sup>1</sup>/<sub>2</sub> Tourism Coordinator
- Graphic Designer
- Administrative Assistant
- Grants Administrator

### PROGRAMS

- Placer.ai access •
  - \$25,800.00 annual cost

#### REIMBURSED

- <sup>1</sup>/<sub>2</sub> Tourism Coordinator
- Graphic Designer as needed
- Administrative Assistant as needed
- Grants Administrator as needed



## FY 24-25 AOT CO-OP, TOTAL SPENT: \$44,795.00

•	D	GITAL MEDIA	٠	PF	RINT
	0	Content Marketing- Herrmann Global/Visit USA Parks		0	Bird V
		<ul> <li>Benson, Bisbee, Douglas, Sierra Vista, Willcox</li> </ul>			• Sie
	0	Smithsonian Digital Media		0	ROVA
		<ul> <li>Benson, Bisbee, Douglas</li> </ul>			• Be
	0	Sojern Digital Display		0	AZ Of
		<ul> <li>Benson, Bisbee, Doulgas, Sierra Vista, Willcox</li> </ul>			• Be
	0	Social Media Support from Casual Astronaut		0	True
	0	Content Creator Evaluator			• Be
	0	TV Streaming- 12 News Tegna TV Package		0	Arizoi
		<ul> <li>Benson, Bisbee, Douglas, Sierra Vista, Willcox</li> </ul>			• Be
	0	International Marketing- Near Media		0	AZ Sta
		<ul> <li>Targeting Canada and Mexico</li> </ul>			∘ Be

• Benson, Bisbee, Douglas, Sierra Vista, Willcox

### MEDIA

#### Watcher's Digest

erra Vista, Willcox

#### A Magazine

enson, Douglas, Willcox

#### fficial State Travel Guide 2025-2026

enson, Bisbee, Douglas, Sierra Vista, Willcox

#### West Magazine

enson, Bisbee, Douglas, Willcox

#### na Highways Magazine

enson, Bisbee, Douglas, Sierra Vista, Willcox

#### tate RV Travel Guide

enson, Bisbee, Douglas, Sierra Vista, Willcox

### • AOT CO-OP

• Lead Generation/Email Response

Package

- 12 News Tegna Streaming Ads
- Arizona Highways
- True West





Your next adventure awaits!





Explore



from 11 all...

Your next adventure awaits in Cochise County, Arizona, where history sits on every corner. Explore historic towns, indulge in international cuisine, and sit under star-studded skies.

Explore Dur Communities

ARIZONA

### • FULL CAMPAIGN REPORT OCT-DEC: BANNER ADS AND VIDEO

• \$4,000.00

Report Dates: October 1 - December 31, 2024							
	IO Goal	Impressions			Video	Video	Video Completion
Line item	(Full Campaign)	Served	Clicks	CTR	Starts	Completions	Rate
Video Package	127,660	129,702	4,756	3.67%	102,323	83,303	81%
Standard Display Banners	285,714	312,735	379	0.12%	N/A	N/A	0%
All Placements	413,374	442,437	5,135	1.16%	102,323	83,303	81%

Source: Google Ad Manager



## **SMITHSONIAN**

#### SMART NEWS

#### See an Ancient Egyptian Temple's Brilliant Colors, Newly Revealed Beneath Layers of Dust and Soot

Experts are carefully uncovering traces of the original paint and fragments of gold leaf that once adorned the 2,000-year-old Temple of Edfu





MOST POPULAR

Your next adventure awaits in Cochise County...

#### • AOT CO-OP

- True West 0
- ROVA
- Bird Watcher's Digest 0



## UPCOMING

next adventure awaite

In Cochise County, Arizona, you can find history around every corner. Discover inf cuisines and revel under star-studded skies. From exploring historic towns to cultural celebrations, you can find it all in Southern Arizona.



### CASUAL ASTRONAUT OVERVIEW AND UPDATE

0	C//	A D	eliverables			0	Town
	0	20	posts of content	0	Cu	rrer	nt phase
		0	Itineraries		0	C/A	A worki
		0	Events		0	C/A	A receiv
		0	Storytelling			0	CCTEC
		0	Town and city highlights			0	Inform
	0	In	crease in awareness of the following:				
		0	Town and city websites, social media				
		0	History				

## **CASUAL ASTRONAUT**

- and city locations
- е
- ing on a
- ved the following:
- C Brand Guide
- nation about the communities



## SOCIAL MEDIA

### PREVIOUS SCHEDULE

#### • September • March • Benson • October • April • Bisbee • November • May • Douglas • Willcox • December • June • Willcox • January • July • Sierra Vista



### UPCOMING SCHEDULE

• Bisbee and Benson

• Douglas and Sierra Vista

• Casual Astronaut content

• Casual Astronaut content

## SOCIAL MEDIA

## FACEBOOK

#### • EVENTS

- March
  - El Tour de Zona
  - Cochise County Music Festival
  - Youth Arts Festival
  - Motorcycle Show
  - Return of the Turkey Vulture
- April
  - Alice in Bisbee
  - Copper City Classic
  - D-Hill Run/Walk 5K
  - Dia de los Ninos
  - Willcox Festival

- April (cont.)
  - West Fest
- May
  - Summit Challenge
  - Wine, Beer, Spirits Festival
  - Spring Willcox Wine Fest
  - Douglas Days

Demographics Lifetime Followers 20,486 Age and gender 75.5% 24.5% Location Towns/cities Countries Sierra Vista, AZ, US 846 Phoenix, AZ, US 558 Tucson, AZ, US 396 Mesa, AZ, US 324 New York, NY, US 239 Albuquerque, NM, US 147 Las Vegas, NV, US 147 Los Angeles, CA, US 124 Houston, TX, US 121 Hereford, AZ, US 118

ge s Festival 'ine Fest



## FACEBOOK

**Explore Cochise** ublished by Angela Chandler 28 November 2024 - 🚱 douglas #explorecochise



NA.EVENTSCLOUD.COM Wings Over Willcox Birding and Nature Festival The Wings Over Willcox Birding and Nature Festival features field trips, seminars, and a Nature...

## SOCIAL MEDIA

## **EXPLORE COCHISE**

### WEBSITE UNDER CONSTRUCTION

- Benson back on the website 0
- Website goals going forward: 0
  - Directing site visitors to town and city sites 0
    - Dining and Lodging (WIP) 0
  - Continuing to be a Cochise County resource



## **COORDINATION & EDUCATION**

### • 2<sup>nd</sup> Meeting Hosted by Douglas

- Thank you to Dave and Liz for putting together an incredible tour showing off what Douglas has to offer!
- Including:
  - Visitor Center Tour
  - Douglas Border Air Museum
  - Lunch at
  - Art Car World Tour



## DOUGLAS



## **COORDINATION & EDUCATION**

### • QUARTERLY TOUR MEETINGS: Sierra Vista

- March 21<sup>st</sup> @ 9:30AM
- Tentative Schedule
  - Sierra Vista Visitor Center
  - Fort Huachuca Museum Tour
  - Lunch at Sierra Vista Golf Center
  - Sports Facilities Tour





## **EVENT OUTREACH**

## WORLD BASEBALL CLASSIC

### • Event Finals

- March 6th at 6PM
- Booth for Cochise County Tourism and Economic Council



## **INTERGOVERNMENTAL AGREEMENT (IGA)**

#### • UPDATE

- IGA went to CoSV City Council
  - Approved on 2/27
- IGA to Cochise County Board of Supervisors 0
  - Approved on 1/28









# QUESTIONS?



