



Steering Committee Report

5 March 2025

FY24-25 BUDGET

REMAINING BALANCE FOR THE FY

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		\$56,550.00
ADVERTISING		
Original Advertising Amount	\$61,890.00	
Carry-Over for Advertising	\$4,540.00	
Total Advertising		\$66,430.00
TRAVEL AND TRAINING		
Training (GCOT)	\$1,000.00	
Hotel Travel Writers/FAM Tours	\$1,000.00	
Association Memberships	\$500.00	
Total Travel and Training		\$2,500.00
PRINTING AND BINDING	\$7,200.00	
Total Printing and Binding		\$7,200.00
OFFICE SUPPLIES		
General Supplies	\$0.00	
Postage / Mailing Fulfillment	\$2,020.00	
Total Office Supplies		\$2,020.00
SPECIALIZED SUPPLIES		
Tradeshaw Materials	\$300.00	
Total Specialized Supplies		\$300.00
Total Projected Expenditures		\$135,000.00

- ADVERTISING
 - Starting: \$66,430.00
 - Arizona Office of Tourism Co-Op: \$44,795.00

PROFESSIONAL SERVICES

- **PERSONNEL**

- Tourism and Economic Development Director
- ½ Tourism Coordinator
- Graphic Designer
- Administrative Assistant
- Grants Administrator

- **PROGRAMS**

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

- **REIMBURSED**

- ½ 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

• DIGITAL MEDIA

- Content Marketing- Herrmann Global/Visit USA Parks
 - Benson, Bisbee, Douglas, Sierra Vista, Willcox
- Smithsonian Digital Media
 - Benson, Bisbee, Douglas
- Sojern Digital Display
 - Benson, Bisbee, Douglas, Sierra Vista, Willcox
- Social Media Support from Casual Astronaut
- Content Creator Evaluator
- TV Streaming- 12 News Tegna TV Package
 - Benson, Bisbee, Douglas, Sierra Vista, Willcox
- International Marketing- Near Media
 - Targeting Canada and Mexico
 - Benson, Bisbee, Douglas, Sierra Vista, Willcox

• PRINT MEDIA

- *Bird Watcher's Digest*
 - Sierra Vista, Willcox
- ROVA Magazine
 - Benson, Douglas, Willcox
- AZ Official State Travel Guide 2025-2026
 - Benson, Bisbee, Douglas, Sierra Vista, Willcox
- *True West Magazine*
 - Benson, Bisbee, Douglas, Willcox
- *Arizona Highways Magazine*
 - Benson, Bisbee, Douglas, Sierra Vista, Willcox
- AZ State RV Travel Guide
 - Benson, Bisbee, Douglas, Sierra Vista, Willcox

PROMOTIONAL CONTENT

DEC-FEB

- **AOT CO-OP**

- Lead Generation/Email Response Package
- 12 News Tegna Streaming Ads
- *Arizona Highways*
- *True West*



PROMOTIONAL CONTENT

SMITHSONIAN

- FULL CAMPAIGN REPORT OCT-DEC: BANNER ADS AND VIDEO
 - \$4,000.00

Report Dates: October 1 - December 31, 2024

Line item	IO Goal (Full Campaign)	Impressions Served	Clicks	CTR	Video Starts	Video Completions	Video Completion 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



PROMOTIONAL CONTENT

UPCOMING

- AOT CO-OP
 - True West
 - ROVA
 - Bird Watcher's Digest



PROMOTIONAL CONTENT

CASUAL ASTRONAUT

- **CASUAL ASTRONAUT OVERVIEW AND UPDATE**

- C/A Deliverables
 - 20 posts of content
 - Itineraries
 - Events
 - Storytelling
 - Town and city highlights
 - Increase in awareness of the following:
 - Town and city websites, social media
 - History
 - Town and city locations
- Current phase
 - C/A working on a
 - C/A received the following:
 - CCTEC Brand Guide
 - Information about the communities

SOCIAL MEDIA

FACEBOOK

- **PREVIOUS SCHEDULE**

- September
 - Benson
- October
 - Bisbee
- November
 - Douglas
- December
 - Willcox
- January
 - Sierra Vista

- **UPCOMING SCHEDULE**

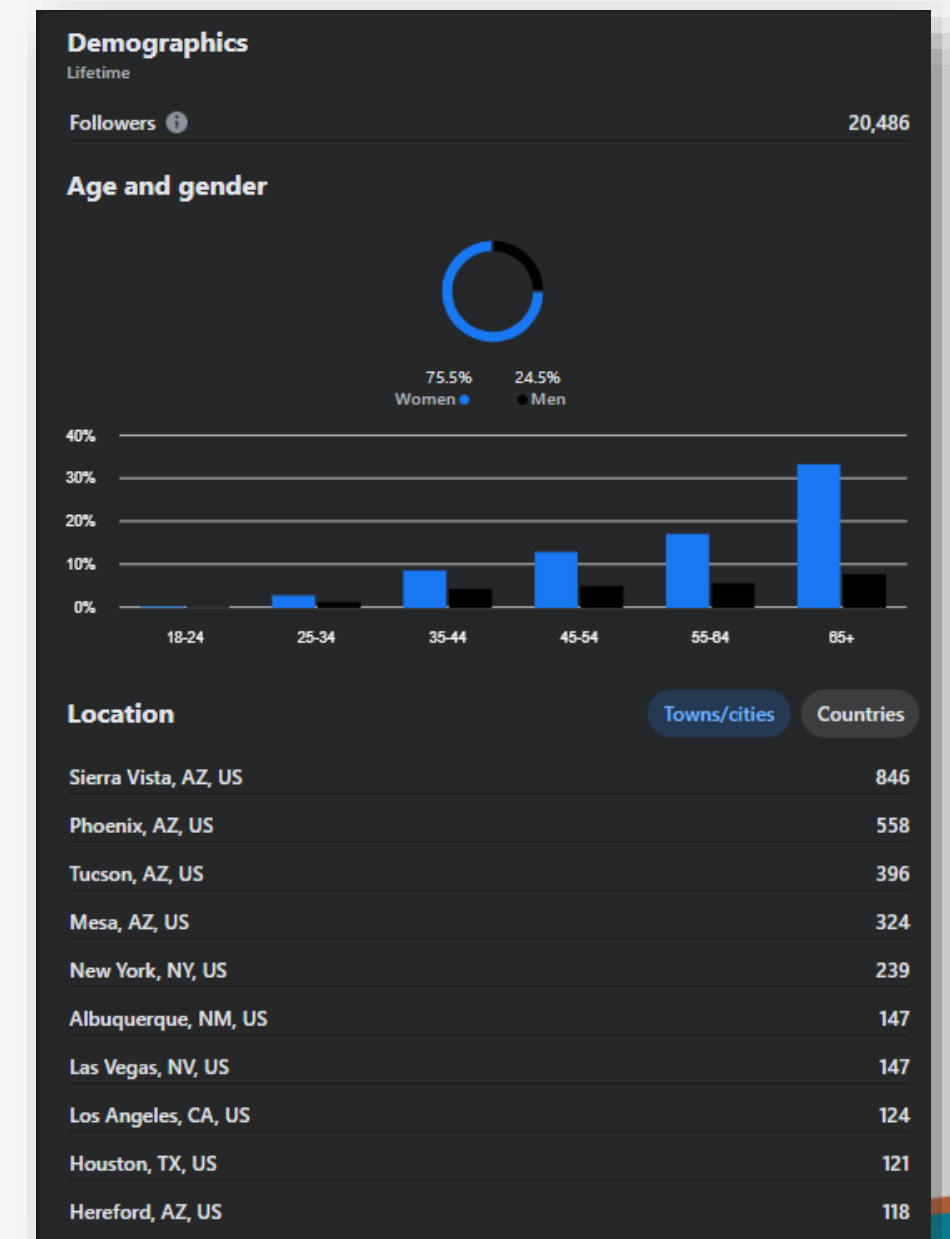
- March
 - Bisbee and Benson
- April
 - Douglas and Sierra Vista
- May
 - Willcox
- June
 - Casual Astronaut content
- July
 - Casual Astronaut content

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



SOCIAL MEDIA

FACEBOOK

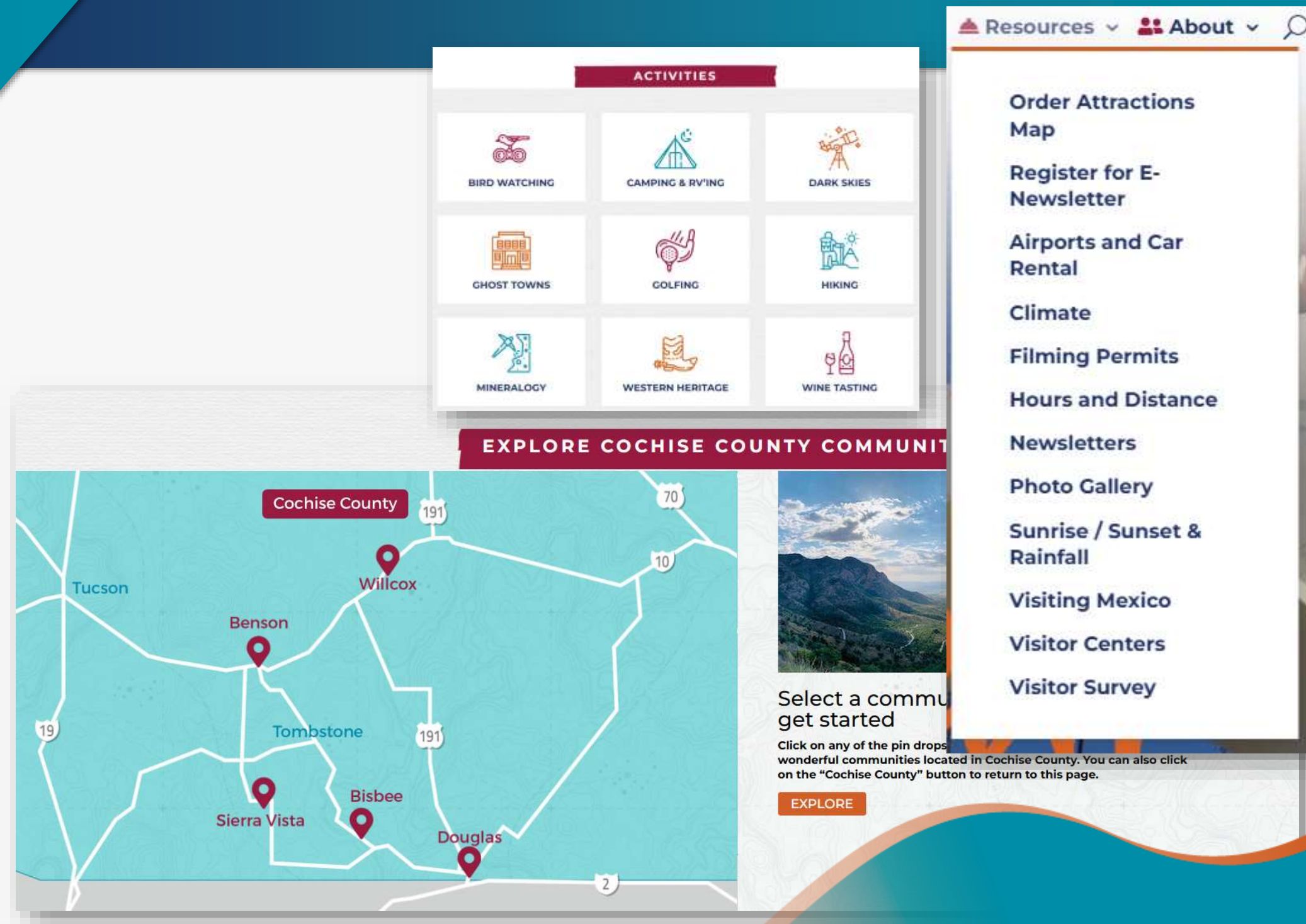


SOCIAL MEDIA

EXPLORE COCHISE

- **WEBSITE UNDER CONSTRUCTION**

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



COORDINATION & EDUCATION

DOUGLAS

- **2nd 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





COORDINATION & EDUCATION

UPCOMING

- **QUARTERLY TOUR MEETINGS: Sierra Vista**
 - March 21st @ 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
 - Approved on 1/28



**ANY
QUESTIONS?**

