



AGENDA BRIEF

MEETING: Pagosa Springs Area Tourism Board - 12 May 2020

FROM: Jennifer Green, Tourism Director

PROJECT: Business Engagement & Support Program

ACTION: Review and Discuss

PURPOSE/BACKGROUND:

As directed during the April 14th and 16th Tourism Board meetings, staff has thought through the Business Engagement & Support Program in greater detail and determined all advertising opportunities, how to implement them, developed a process for requesting information and will be ready to begin rolling out the program by the end of May. As a recap, below are main tenants of the new program:

(1) Business Tourism Expert Program: Open to a more creative name for this aspect of the program. Businesses will attain this accreditation by watching webinars. The program will be promoted to visitors through our efforts on social media, visitor center interaction, special designation on their listing on www.visitpagosasprings.com and through our app, plus window decal for their business. The program could potentially be effective in driving foot traffic to their business.

(2) Training Webinars: Staff will be recording the webinars using Zoom webinar platform, utilizing a moderator, engaging discussion with questions and answers. The recordings for the first batch of webinars should be completed by May 22nd. An overview of the proposed webinars has been included below:

Topic	Audience
Collective Impact - How to work with Us	Business Owners
Visitor Center Resources	Business Owners, employees
Pagosa Brand Overview	Business Owners, marketing
Social Media	Business Owners, marketing
Google Places	Business Owners, marketing
Tourism Training (volunteer training) - intro	Business Owners, employees
Tourism Training (volunteer training) - summer	Business Owners, employees
Tourism Training (volunteer training) - winter	Business Owners, employees
COVID-19 Resources	Business Owners, employees
Recovery Plan	Business Owners
Free Advertising Overview - Lodging	Business Owners
Free Advertising Overview - Restaurants	Business Owners
Free Advertising Overview - Retail / Rental	Business Owners
Free Advertising Overview - Activities	Business Owners
Fire Situation Resources	Business Owners, employees

(3) Free Advertising: Included in the packet is an overview of the various advertising opportunities that can be offered to businesses. Director will provide a visual example of the proposed advertising opportunities during the meeting. Many of the opportunities are content-specific, so we will target different business segments when soliciting advertisers. For example, a social media content push on hiking directing audience to a landing page would feature banner ads for retail

businesses that provide gear. Staff feels providing advertising related to the content will increase the potential response the businesses will see. Staff is working through details on how best to implement some of the offerings, including minor changes to the website. Advertising opportunities have been created in order for all tourism segments to be able to take advantage, including lodging, retail, activities, restaurants and even real estate. At this stage, staff feels that we have identified enough opportunities for all different business sectors interested in reaching tourists to take advantage of free advertising. Businesses will have to be proactive to sign up. Staff will not have the time or resources to "sell" free advertising opportunities.

(4) Weekly e-newsletter - sent via email weekly for participating businesses with links to weekly live music & events (downloadable for businesses), advertising opportunities and deadlines, content requests for social media, landing pages, e-newsletters, etc, other pertinent tourism-related information. Staff will develop a detailed content calendar in order to request signups for new content-specific advertising. Signups will be first come, first serve, with preference on businesses that closely align with the content. Again, businesses will have to be proactive to sign up. We will give ample lead time and make submitting needed materials extremely simple.

(5) Reporting: Reporting will be provided based on each advertising program the business participates in. The business will need to determine how best to measure direct impact to their business. Provided on a monthly, 6-week, or quarterly basis, depending on how complex overall program becomes and needed staff time to implement overall. The initial focus will be launching the advertising opportunities. Reporting will get more advanced as we work through and improve the new processes.

(6) Free Consultation: Director is main contact, but each staff member will be able to assist in different areas of consultation, depending on the need. Consultation will begin with an overview of the "Collective Impact - How to work with Visit Pagosa Springs" guide, if needed. More specific consultation can provide an overview of advertising options for their business or visitor center reach, best ways to participate for their specific business, and much more.

(7) Paid Advertising (Optional): Direct consultation required (with Director), as this option is very specific to each business. Currently, there are only two options, however, participation in contest emails does require a business to offer their goods or services, so there is a soft cost associated. Every option may not be applicable to every businesses. Limited options could include google search site-retargeting, paid social, advertising / promotion options for events supported by tourism board. The Tourism Board could consider a dollar-for-dollar grant concept for paid advertising options.

The goal of the overall program is to drive business engagement, providing various ways to benefit participating businesses, while also strengthening and increasing Pagosa's reach. As staff works to get the program ready to roll out in the next few weeks, ideas and assistance on how best to introduce this to the business community are welcome.

ATTACHMENTS:

[Visit Pagosa Business Engagement Overview - Advertising Options](#)

FISCAL IMPACT:

Staff time to develop, administer and set up overall program. There may be some costs in setting up program to minimize staff requirements with various 3rd party vendors. A cost estimate can be detailed once full scope of program is identified. Staff does not anticipate significant expenses needed in setting up the program online, any grant funding through paid options would be absorbed in approved 2020 marketing budget.

Free Advertising Options	Advertising Channels	Details	Quantity	Ad Change Frequency	Type of Business	Number of Unique Ads
VisitWidget Push Message	App	Geo-targeting in market message push	??	Monthly	Restaurant, Retail, Activities	
VisitWidget Display Ad	App	Ad display on app - every 6 tiles can be ads; ads are displayed on related content pages	??	Monthly	Any	
eNewsletter Display Ads	eNewsletter	Ad space with photo and text - direct link to business website	2 each month	Monthly	Content-specific	24
Contest Promotion	eNewsletter / Social Media / App / Website	Monthly Contest promotion; up to 5 partners	12	Monthly	Lodging, Activity, Restaurant, Realtor (cost: gift card)	60
Lead program	Website	After request for info submission, receive option to opt in to receive information from partners (similar to CTO); on average, over 300 requests monthly	5 per request	Monthly or quarterly?	Any - offer to businesses that actively using email with customers	60
Crowdriff CTA	Website	Add CTA button on UGC images directing audience to business website from (User Generated) website content	Unlimited	Monthly	Any - content - specific based on location on website	Unlimited
Content Features	Social Media	Through content promotion on social channels, offer banner ads on landing pages	52	Weekly	2 ads per landing page sidebar - how many landing pages for all various campaigns, content pushes?	104
Content Blogs	eNewsletter	Through content promotion in e newsletters, offer banner ads on landing pages	12	Monthly	2 ads per landing page sidebar - how many landing pages for all various campaigns, content pushes?	24
Tourism Event Advertising	Website	Event landing page features banner ads driving audience to lodging partners; 4 partners per event; events that drive overnight audience	12	Annual	Lodging - not sure when we will promote events though	
All Event Advertising	Website	Event listing banner ads driving audience; 4 partners per event; events that give visitors something more to do	30	Per Event	Retail, restaurant, similar business to event	TBD
Video Display	Visitor Center	Display videos on monitors at visitor center - restaurant, activities, hot springs, etc	??	Seasonal / Annual	Restaurants, Hot Springs, Activities, Retail, Realtors	TBD
Special Offers	Website, Social Media	Landing page with Special Offers - drive traffic through banner ads on website and social promotion	Unlimited	Monthly / Quarterly	All	TBD
Business Spotlight	Social Media	Feature types of businesses weekly and link to their social handles - restaurant cuisine, breweries, retail, etc	52	Weekly	Depends on number of businesses in spotlight - try to limit to a few each spotlight	TBD
Lodging Listing Special Offers	Website	Initially promote COVID-19 policy, cleaning, practices; eventually it can be used for lodging specific offers or promotions			All lodging properties	
Paid Advertising	Medium	Details	Quantity	Ad Change Frequency	Type of Business	Number of Unique Ads
Display Ad Site Retargeting	Paid Digital	Cubic discussion on Fri to understand price points	1	Monthly	Expensive - can test if business is willing to test with us	
Facebook boosted post co-op (similar to CTO)	Paid Social	\$1 for \$1 match, up to \$50	24	Bimonthly	Any - not realtors (yet)	24