

# Carson City Culture & Tourism Authority

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**KPS3**

**500 Ryland Street**

**Suite 300**

**Reno, Nevada 89502**

## Company Information

[kps3.com](http://kps3.com)

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HELLO

# Tourism & Government



Years in Business

Employees

27

28

Office Location

Reno, NV

500 Ryland St., # 300 | Reno, NV 89502



nevada health link

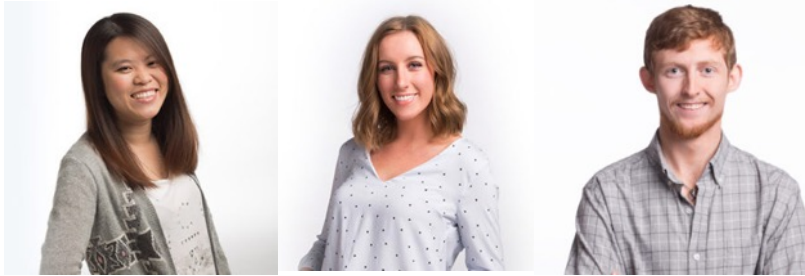


Santa Maria VALLEY



**Favorite Carson City memory:**

Comma Coffee is one of the best unique locations in Nevada. I love the history and personality of the local shop, and I've spent many hours in between meetings working there and enjoying the coffee, pastries and listening to locals.



**Favorite Carson City memory:**

Spending countless school breaks at the Children's Museum (and stopping at the Chocolate Nugget on the way there to fuel up).



**Favorite Carson City memory:**

Pushing her daughters on a tire swing on a perfect fall day.

**Favorite Carson City memory:**

Climbing outside at Dinosaur Rock with Rob. We forgot our headlamps and it got dark half way up the route. Made for an interesting climb, to say the least.



**Favorite Carson City memory:**

I have cycled from Reno to Carson on my road bike about 30 times, and there is nothing better than cruising down Combs Canyon Road, staring into the city.

THE DESTINATION FOR BARBECUE AND WINE

# Santa Maria Valley







SANTA MARIA VALLEY

# Our Objectives



» **Increase overall awareness** for Santa Maria Valley, including its assets, events and local flavor in an effort to attract visitors and increase travel spending.

» **Increase the number of targeted, unique website visitors** to the new site so that we may best influence their decision to visit the area, and plan their trip.

» **Develop strategic and cohesive marketing** and communications effort for the area.

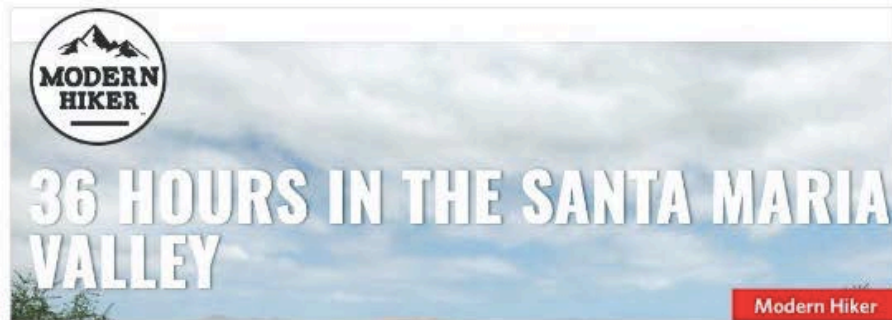
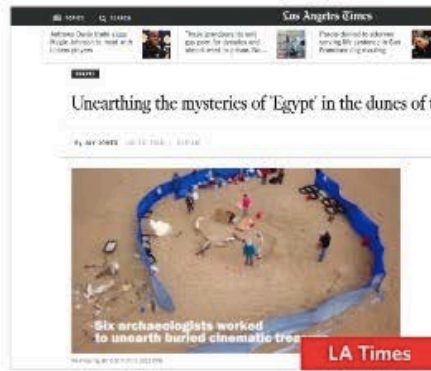


# Defining Santa Maria Valley



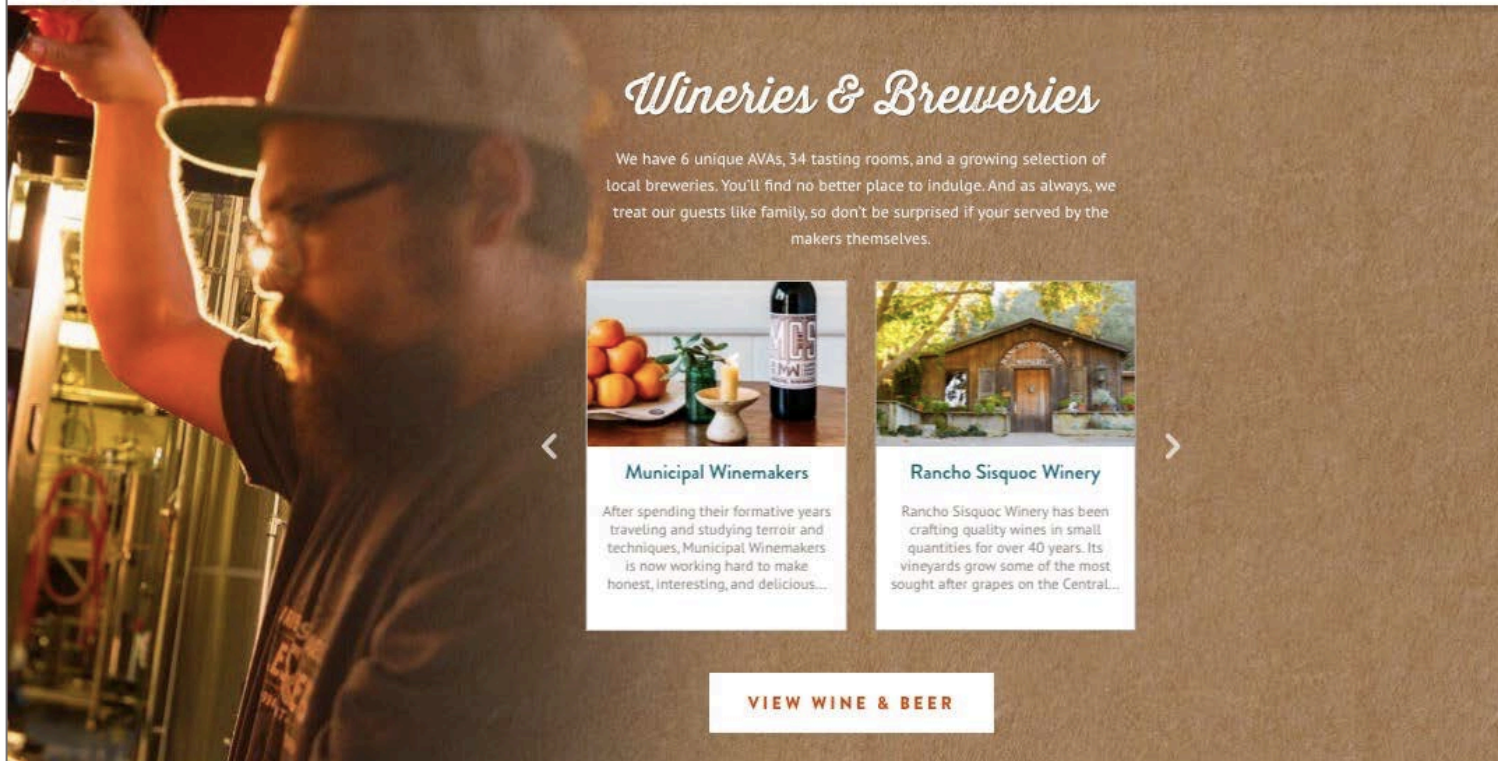


# PR Content and Social





# Website



THINGS TO SEE & DO | EAT & DRINK | WINE COUNTRY | HAPPENING HERE | **STAY WITH US**

## Wineries & Breweries

We have 6 unique AVAs, 34 tasting rooms, and a growing selection of local breweries. You'll find no better place to indulge. And as always, we treat our guests like family, so don't be surprised if your served by the makers themselves.

**Municipal Winemakers**

After spending their formative years traveling and studying terroir and techniques, Municipal Winemakers is now working hard to make honest, interesting, and delicious...

**Rancho Sisquoc Winery**

Rancho Sisquoc Winery has been crafting quality wines in small quantities for over 40 years. Its vineyards grow some of the most sought after grapes on the Central...

**VIEW WINE & BEER**



THINGS TO SEE & DO | EAT & DRINK | WINE COUNTRY | HAPPENING HERE | **STAY WITH US**

## EAT & DRINK

*Live Family*

**VIEW ALL BARBECUE**

### Santa-Maria-Style

There's a reason our barbecue is known around the world: for one reason or the other, using the same recipe and ingredients, our barbecue is just what you need to get your barbecue fix.

**LEARN ABOUT OUR BARBECUE**

### Strawberry Fields

Experience the best in strawberry wine, from the vineyard to the glass. Our strawberry wine is made from the best of the best, and it's just what you need to get your strawberry wine fix.

**LEARN MORE**

### Green Goodness

Experience the best in green wine, from the vineyard to the glass. Our green wine is made from the best of the best, and it's just what you need to get your green wine fix.

**LEARN MORE**

### A Cold One

Local craft beer is the central focus and spirit of our brewery. We have a variety of craft beer options, from light and refreshing to bold and flavorful. Our craft beer is made from the best of the best, and it's just what you need to get your craft beer fix.

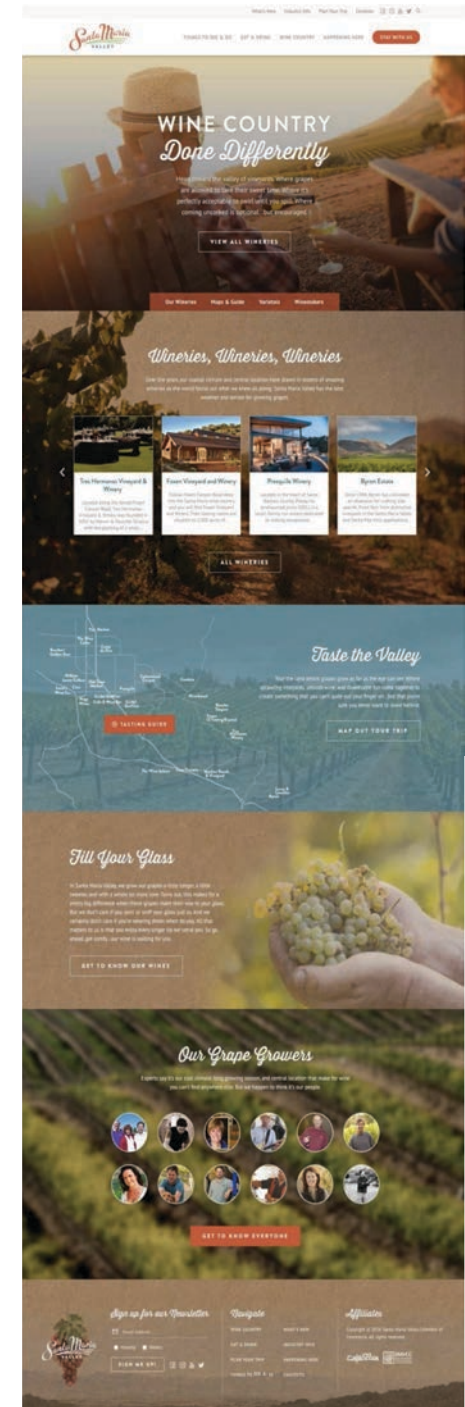
**CHECK OUT THE LOCAL BEER**

### Restaurants

From fresh pizza to top-notch steaks, our restaurants are just what you need to get your dining fix. Our restaurants are made from the best of the best, and it's just what you need to get your dining fix.

**SEE OUR RESTAURANTS**

Sign up for our Newsletter | **Navigation** | **Affiliates**



THINGS TO SEE & DO | EAT & DRINK | WINE COUNTRY | HAPPENING HERE | **STAY WITH US**

## WINE COUNTRY

*Done Differently*

**VIEW ALL WINERIES**

### Wineries, Wineries, Wineries

Discover the value of our wine country. From the vineyard to the glass, our wine is made from the best of the best, and it's just what you need to get your wine fix.

**ALL WINERIES**

### Taste the Valley

Map the valley and discover the best of the best. Our map shows you the best of the best, and it's just what you need to get your map fix.

**MAP OUR TRIP**

### Fill Your Glass

Our wine is made from the best of the best, and it's just what you need to get your wine fix. Our wine is made from the best of the best, and it's just what you need to get your wine fix.

### Our Grape Growers

Meet the people who make our wine. Our grape growers are just what you need to get your grape grower fix.

**GET TO KNOW EVERYONE**

Sign up for our Newsletter | **Navigation** | **Affiliates**



IMPACTS

# Santa Maria Valley

**185K**

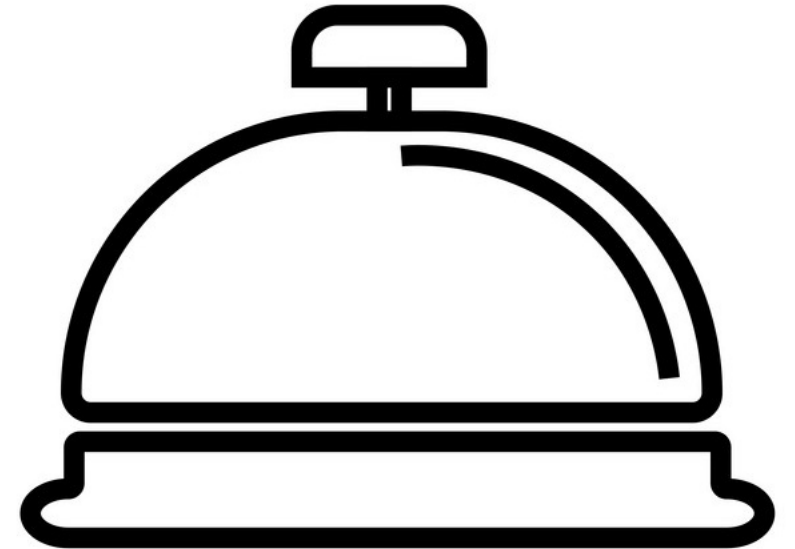
New Visitors

**3.26M**

Impressions in Google

**126%**

YOY Growth  
Hotel Conversions





READY... SET... GO

# Next Steps

## Discovery Phase





**KPS3**

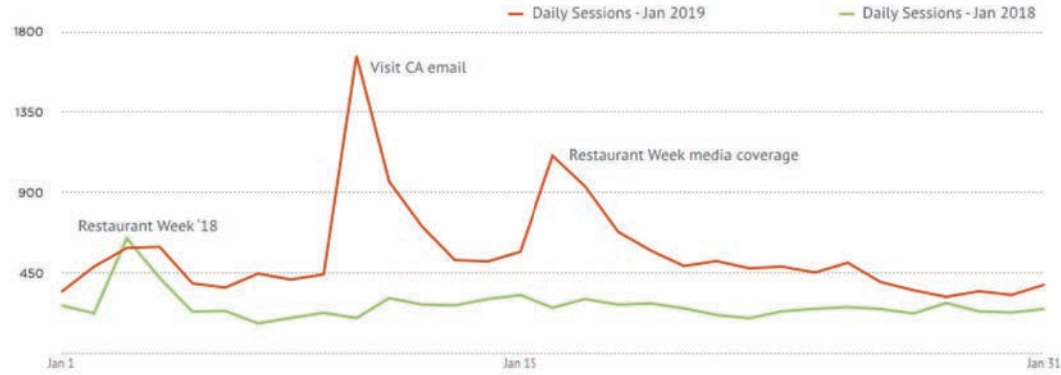
**Bring insights to life.**

# Appendix



# Santa Maria Valley

## JANUARY 2019: WEB ANALYTICS DASHBOARD



<b>TOTAL SESSIONS</b> <h1>17,360</h1> <small>Users: 14,569   Avg. sessions/day: 560</small>	<b>TOTAL SESSION GROWTH (YOY)</b> <h1>110%</h1> <small>8,275 in 2018 vs. 17,360 in 2019</small>	<b>ORGANIC TRAFFIC GROWTH (YOY)</b> <h1>94%</h1> <small>2,873 in 2018 vs. 5,581 in 2019</small>
<b>HOTEL PAGEVIEWS (UNIQUE)</b> <h1>781</h1> <small>vs. 498 in 2018 – up 57%</small>	<b>OUTBOUND HOTEL CLICKS</b> <h1>244</h1> <small>vs. 103 in 2018 – up 137%</small>	<b>TOTAL HOTEL CONVERSIONS</b> <h1>1,025</h1> <small>vs. 601 in 2018 – up 70%</small>
<b>OUTBOUND EVENT CLICKS (UNIQUE)</b> <h1>811</h1> <small>vs. 115 in 2018 – up 605%</small>	<b>OUTBOUND ATTRACTION CLICKS (UNIQUE)</b> <h1>596</h1> <small>vs. 242 in 2018 – up 146%</small>	<b>TOTAL CONVERSIONS</b> <h1>2,430</h1> <small>vs. 958 2018 – up 154%</small>

## Public Relations

