

AUGUST 12, 2019
CCCTA BOARD MEETING





EVENTS UPDATE

JAMES SALANOVA | EVENTS MANAGER

UPCOMING EVENTS



AUG. 20-22
JUKEBOX
INTERNATIONAL
FILM FESTIVAL



AUG. 23-24
OUTLAW FLAT
TRAC RACE



SEP. 6-8
GREAT RENO
BALLOON RACE



SEP. 13-15
SILVER STATE
ART FESTIVAL



SEP. 20-22
PETER STETINA
FAM TOUR



NOV. 12-14
GOVERNOR'S
GLOBAL
TOURISM
SUMMIT



DEC. 8-12
NTA TRAVEL
EXCHANGE



IN THE WORKS...



Mission Statement

“We strive to provide quality collegiate instructional camps and tournaments around the Nation that give female athletes the opportunity to continue their education and softball career at a college that meets their needs both academically and athletically.”

DATE: JUNE 2020



IN THE WORKS...



Clean And Sober National Softball Association

Mission Statement

“To continue to foster unity across the United States among clean and sober softball players.”

DATE: SEPT. 2020



SURVEYS! SURVEYS! SURVEYS!



SOCCER TOURNAMENTS
BASEBALL TOURNAMENTS
TRAPSHOOT TOURNAMENTS
MOUNTAIN BIKE RACES
CONCERTS...



QUESTIONS?






MARKETING UPDATE

LYDIA BRUEGGE | MARKETING MANAGER

SOCIAL MEDIA | FOLLOWER GROWTH

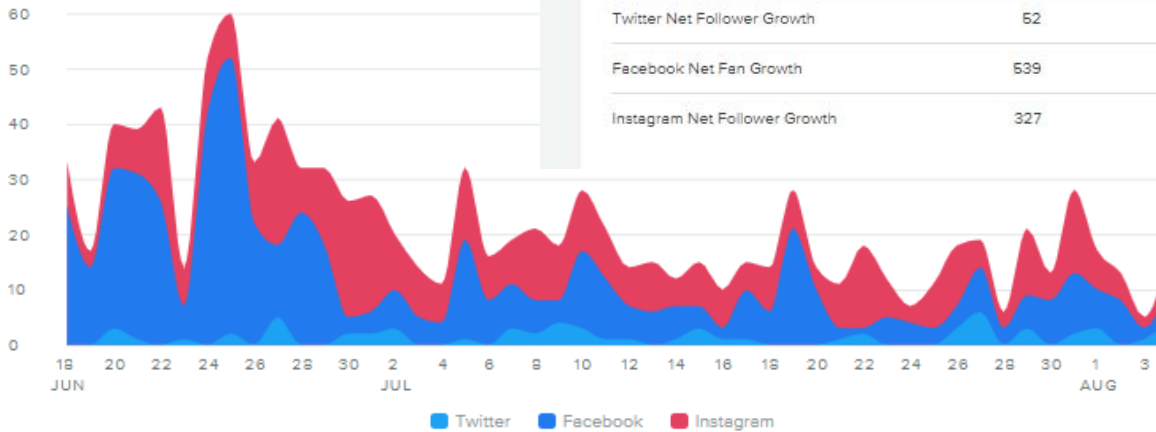
Data From:
6/18 - 7/31

Group Activity Overview

Impressions  1.4m	Engagements  11.7k	Link Clicks  4,667
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Group Audience Growth

FOLLOWERS GAINED, BY DAY



Audience Growth Metrics	Totals	Total Followers % Change
Total Followers	14,942	↗ 6.6%
Total Net Follower Growth	918	
Twitter Net Follower Growth	52	↗ 1.3%
Facebook Net Fan Growth	539	↗ 8.7%
Instagram Net Follower Growth	327	↗ 8.9%

Total followers increased by

-6.6%







since previous date range

Comparison to previous months
5/5 - 6/17



SOCIAL MEDIA ENGAGEMENT

Group Stats by Profile/Page

Profile/Page	Total Fans / Followers	Fan / Follower Increase	Messages Sent	Impressions	Impressions per Message Sent	Engagements	Engagements per Message Sent	Link Clicks
 Carson City, NV  @VisitCarsonCity	4,186	1.26%	13	15,013	1,154.8	204	15.7	25
 Visit Carson City  Business Page	6,760	8.7%	113	913,654	8,085.4	8,887	78.6	4,642
 Carson City (Busine...  @isitcarsoncity	3,996	8.91%	129	450,684	3,493.7	2,592	20.1	-

 **Visit Carson City**
Sponsored · 🌐




We can't wait for the Carson City Ghost Walk to start June 1st! Every Saturday through Oct 19th join Madame Curry on a theatrical, guided walking tour through the Historic West Side and learn about the historic ghost folklore of Nevada's capital city.



Carson City Ghost Walk Tours
Visit Carson City

SAT, AUG 17 7 PM – 9 PM	SAT, AUG 2 7 PM – 9 PM
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☆ INTERESTED ☆ INT

   Renee Silvera Berg and 3.2K others
167 Comments

Video ads & paid Facebook advertising has been very successful

 **Visit Carson City**
Sponsored · 🌐

🍷🍷🍷 Join us July 20th for the 2019 Taste of Downtown! Carson City opened 8 new restaurants in the last 2 years to add to our already impressive collective, trust us, this is the one you want to be at! 🍴🍷🍷 Get your tickets today!



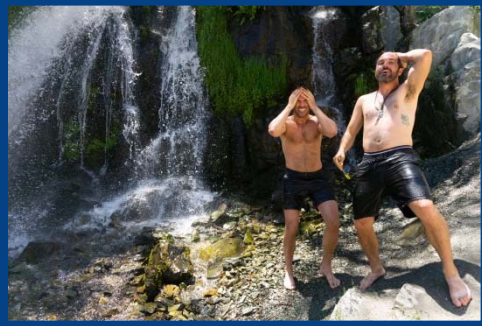
SAT, JUL 20
2019 Taste of Downtown
Taste of Downtown Carson City
👤 3,039 people interested · 471 goi...

   Amanda McRae and 1.1K others
37 Comments



PUBLIC RELATIONS UPDATE – JUNE/JULY

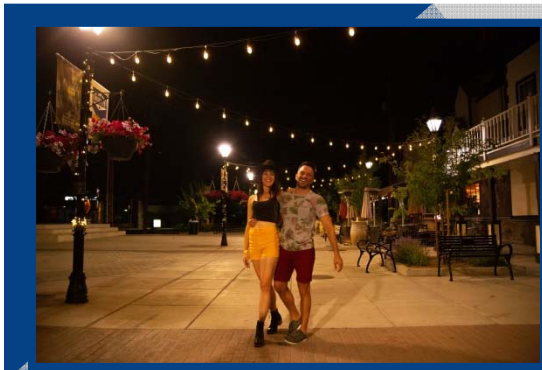
- ❑ Using Cision, KPS3 tracks UVPM (unique visitors per month) and publicity value for stories from the service. In June, we received a UVPM of 1.1M and a publicity value of \$257. In July This month, we received a UVPM of 312.2K, a reach of 27.1K and a publicity value of \$20.1K.
- ❑ This year to-date through July, we have received 751.4K reach and a publicity value of \$171,500
 - ❑ Craft Beer, Celebrate Summer at the 2019 Capital City Brewfest
 - ❑ This is Reno, Celebrate Summer at the 2019 Capital City Brewfest
 - ❑ Nevada Appeal, Capital City Brewfest June 22
 - ❑ Carson Now, Summer Challenge Kick Off Party one of over 20 events happening today in Carson City
 - ❑ KRVN, 2019 Capital City Brewfest kicks off in Downtown Carson City
 - ❑ KRXI, 2019 Capital City Brewfest kicks off in Downtown Carson City
 - ❑ This is Reno, Experience ‘The Transcontinental Railroad: What a Difference it Made’ at the Nevada State Railroad Museum
 - ❑ Sports Destinations, Carson City Off-Road Announces New Details of Event
 - ❑ Carson Now, Data is changing the face of tourism in Carson City
 - ❑ KRXI, Epic Rides Off-Road Series returns to Carson City, puts road closures into effect
 - ❑ True West Magazine – High Country Adventure “ 10 of our favorite cool mountain getaways”
 - <https://truwestmagazine.com/high-country-adventure/>
 - ❑ Taste of Downtown– Press Articles This is Reno & Nevada Business
 - ❑ Moonshine Ink, By Rail, By River, By Lake
 - ❑ **Plug from Lance Armstrong on his podcast Wedu about the Carson City Off-Road**
 - **Over 51,000 views** <https://www.youtube.com/watch?v=AowlPRbEn50&t=1357s>



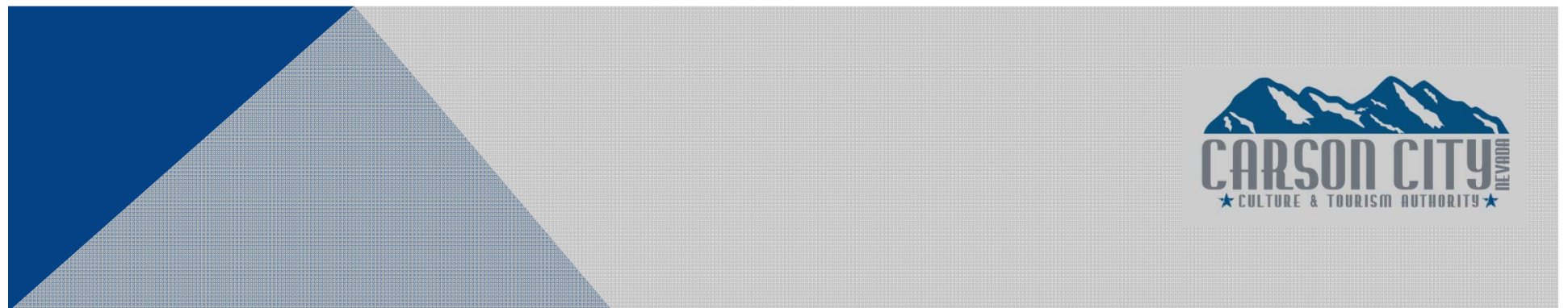
ADDITIONAL PRESS | INFLUENCERS



- Self guided influencers in addition to our FAM group**
 - Kate Courtney and Brad Copeland at the Carson City Off-Road
 - Caitlin McAnich – Reno Tahoe - blog
 - Chelsea Pearl – Bay Area – vlog coming
 - Breeze Turner – Tahoe - Instagram
 - Palm Trees & Pellegrino – Bay Area –Pinterest and blog
 - Where Gals Wander – LA Area – great feature of the Hampton Inn & breakfast in the blog
 - Southwest Conqueress – LA Area – blog – Deck Provided
 - Wade Holland Video – YouTube and drone footage
 - Social media exposure from FAM group June 21-23
 - [@megansnedden](#) | [@atwjustin](#) | [@wadeholland](#) | [@abbywrenartistry](#) | [@lauralawsonvisconti](#) | [@alleewild](#)
 - Upcoming:
 - Robert Annis – Cycling and Outdoor Travel Writer - Coordinated with Travel Nevada – riding in Carson City with local guide
- Generating real interest and awareness about Carson City from surrounding areas**



STATS TIED BACK DIRECTLY TO PROPERTIES



CAITLIN'S STORY

Interactions ⓘ

48
Actions taken from this story

Replies 6

Profile Visits 0

Sticker Taps 42

Bliss Bungalow 42

Discovery ⓘ

1,672
Accounts reached with this story

Impressions 1,828

Follows 0

Navigation 733

BREEZE'S POST

Cancel Insights

Discovery ⓘ

14,647
Accounts reached
8% weren't following you

Follows 1

Reach 14,647

Impressions 29,010

From Home 27,366

From Hashtags 733

From Profile 29

From Other 882

This is where your post was seen the most. It got the most impressions from Home, Hashtags and Profile.

Promotion

Sticker Taps	34
Taste of DownTown Carson City	30
@visitcarsoncity	4

BREEZE'S STORY

Interactions ⓘ

53
Actions taken from this story

Shares 3

Replies 5

Profile Visits 8

Sticker Taps 37

Historic St. Charles Hotel 16

#visitcarsoncity 5

@visitcarsoncity 16

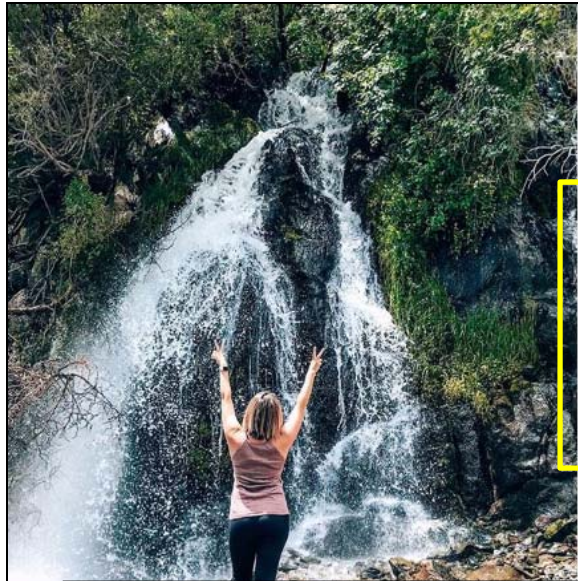
Sticker Taps	27
Scoups Ice Cream & Soup Bar	15
@scoups_ice_cream_and_soup_bar	12
Accounts reached with this story	5,074

BREEZE'S STICKER TAPS

Sticker Taps	80
Kings Canyon Waterfall Trailhead	72
@visitcarsoncity	8

Sticker Taps	27
Scoups Ice Cream & Soup Bar	15
@scoups_ice_cream_and_soup_bar	12

GENUINE INTEREST TO VISIT CARSON CITY



Carson City, Nevada
 #womenwhohike #mountaingirls
 #peoplewhohike
 #girlsonmountaintops #alpinebabes
 #PeopleWhoHike #whatsyour20

 5w

rovingjo Loved your stories from your weekend getaway so fun
 5W 2 likes Reply
 — Hide replies

caitlinmcaninch @rovingjo ah thanks Jo! We had a great time!
 5W 1 like Reply

diamondmichaelconnects



Partnership with visitcarsoncity
 Bliss Bungalow
 4w Reply

jaimesays Tbh, i never had an interest in the area but ever since you're trip, I'm thinking it's on my list. @visitcarsoncity are there any direct flights from Chicago?
 4W 1 like Reply
 — Hide replies

visitcarsoncity @jaimesays we love to hear this! There is a direct flight on Southwest to Reno. We're just a 30 min drive south from the airport.
 4W 2 likes Reply

jaimesays @visitcarsoncity

Liked by dea_mitton and 308 others
 JULY 2

mydarlingpassport This waterfall is gorgeous! Sounds like a fun place to visit! I loved following your stories
 5W 1 like Reply

li_diana Woah theres waterfalls up there???

5W 1 like Reply

wandering.jules This looked like sooooo much fun and now i wanna go

5W Reply

geographycreative

brandilocks.glamco That's in Carson!? Whaaaaa?!!



GENUINE INTEREST TO VISIT CARSON CITY

Instagram Post 1:
 #goldenretrieversrule
 #goldenretrieverfeatures
 #puppyoftheday #puppiesofinsta
 #puppiesoftheday
 #puppiesofinstagram
 #travelwithdogs #nevada
 #carsoncity #bestwoof
 #dailybarker #dogsandpals
 1w Reply
 kel.napoleon We'll have to stop there on our road trip. We love dog friendly cities!
 1w 1 like Reply
 View replies (4)
 lauralawsonvisconti 🤔🤔🤔

Instagram Post 2:
 breezeturner • Following
 Carson City, Nevada
 trailthings I can attest to the awesome dog 🐶 that assists with housekeeping at Super 8 there. My first time this weekend, also pleasantly surprised!
 @visitcarsoncity
 1w 2 likes Reply
 View replies (1)
 dwills55 Honestly...based on your posts, we are definitely going to check it out. Looked like a great weekend!
 1w 2 likes Reply

Facebook Post 1:
 Carson City, Nevada
 1w 1 like Reply
 frankjohnson1_tahoedronephotos Yes Carson City is nice! Moved here from the lake in 95' - didn't take me long to appreciate what Carson offers! Best of all- no heavy traffic like the lake on those busy weekends!
 1w Reply
 udit.khurana Cute 🐶
 1w Reply
 wineivdong8056 카기여영 ㅎㅎ 대박이다 끝난다 엄청 ㅎ.ㅎ
 Liked by drinkcoffee_dostuff and 3,599 others
 JULY 22
 Add a comment...

Facebook Post 2:
 splorin.lauren Had no idea Carson city was so close to Tahoe! definitely looks worth the trip 🐶
 5w 1 like Reply
 View replies (2)
 ramblingspirits Wow 🍷🔥
 5w Reply
 usjohnsons Where the hell you find a waterfall in Carson! LOL.

Facebook Post 3:
 shellblair5 Where in Carson is this 🤔❤️?
 5w 1 like Reply
 Hide replies
 visitcarsoncity @shellblair5 hi! Kings Canyon, at the end of Kings Canyon Rd.
 5w 2 likes Reply
 shellblair5 @visitcarsoncity I've lived in Carson most of my childhood and never been!! I must go
 Liked by dea_mitton and 1,542 others
 JUNE 26
 Add a comment

QUESTIONS?

