BOARD MEETING

Marketing & PR Update



THE EVOLUTION OF OUR MARKETING EFFORTS SINCE COVID-19

THE CURRENT STATUS OF OUR MARKETING EFFORTS

- Since 3/15, all digital advertising, social media advertising and future print advertising was halted.
- Pivoted to an organic approach using Social Media and e-Newsletters

Phases of This Approach

Weeks 1-2:

- Purely informational, gathering all relevant information about COVID-19 to keep locals and visitors informed
- Messaging changed frequently and many webinars were attended and social outlets monitored to stay on top of visitor and local sentiment
- Logo was changed to "Visit Carson City...Later" with good response
- Blog about open restaurants with help from Chamber
- Newsletter sent out to stakeholders and newsletter subscribers

 VISIT

THE CURRENT STATUS OF OUR MARKETING EFFORTS

Weeks 3-4:

- The mood lightened a bit
- More messaging about "We hope to see you soon," and "Be Safe"
- Social media engagement is decently strong but down significantly without any paid advertisement behind it
- Continuing to remind our fans about the beautiful scenery by continuing to post beautiful photos and video with tactful messaging
- Collaborating and following our local businesses/Chamber to help promote as much as possible.
 - Including "Great American Take-Out Tuesdays"
- Monitoring of traveler sentiment and local sentiment continues



THE CURRENT STATUS OF OUR MARKETING EFFORTS

Weeks 5-6:

- Began Instagram live videos with local businesses who are creatively marketing like Fat Amy's, which has around 100 views
- Education with webinars and Travel
 Nevada hosted discussions weekly
- Continued positive messaging and inspiring photos
- Outdoor recreation by residents (safely and socially distancing)
- Everything is still an organic approach until some light is shed on travel restrictions being lifted



MARCH/APRIL PR REPORT



MARCH

Carson Now, Carson City honored as Top True Western Town by True West Magazine Nevada Business, Carson City honored as Top True Western Town by True West Magazine This is Reno, Carson City honored as Top True Western Town by True West Magazine KOLO 8, Carson City's Silver Oak becoming a tourist attraction U.S. News & World Report, Nevada Museum Tells of Forced Native American Assimilation Explore with Cassie, Spring into the Sierra Nevada Mountain Culture in Carson Valley Forbes, Embark On A Virtual Tour Of America's Reno-Tahoe Region

APRIL

This is Reno, Tour Nevada historic sites, explore hiking trails and see museum exhibits - all from your screen Nevada Appeal, Stewart Indian School's Earl Dunn was area's first basketball star AFAR Online, Overlooked American Stories Come to Life at These New Museums KOLO 8, Continued Support for The Greenhouse Project SunCruiser, The Loneliest Road in America

MSN Travel, 24 Destinations You Can Visit (Virtually) Right Now

KOLO 8, Local Artwork Wearing Face Masks

Matador Network, Micronation of Molossia in Nevada

Travel Awaits, 4 Ways To Experience Basque Culture In Northern Nevada

This year to-date, we have received 3.6M reach with a UVPM of 651.9M; and a publicity value of \$517.1K.



Over 3,000 views

SENDING HOPE | VIDEO



Like · Reply · Message · 4w

CRM/ NEWSLETTER

2 newsletters were delivered to both our Stakeholders and Subscribers

 One promoting the Hope Video and the Open Restaurant – Take Out Guide.

The second for all April updates and the promotion of the virtual Kit Carson Trail

UPDATED VISITOR MATERIALS



NEW KIT CARSON TRAIL MAP

- The virtual tour and the new Kit Carson Trail Brochure is now downloadable at
 - https://visitcarsoncity.com/attractions/ kit-carson-trail/



VISITORS GUIDE BROCHURE



February

Winter Trails Series: Love Can Be Cold International Film Weekend Chinese New Year Celebration Celtic Music Series Carson City Symphony

March

Big Band Jazz and Poetry
TEDx Corson City
Celtic Music Series
Winter Trail Run: March Mudness

Tahoe Triple Trail Challenge: Carson Caryons Half N Tahoe Triple Trail Challenge: Escape From Prison Hill Brew, Brats, and Ballet Celtic Music Series

Full Moon Night Ride Tour of Carson City Bike Ride and Lunch
Bike and Music Featival
Lei Day at Nevada State Museum
Spring Celebration Carnival Evening with the Divas Evering with the Divas
Ceitic Music Series
Ceitic Music Series
VAT Rollway Train Bides
Memorial Day at the Nevada State Kailroad Muse
Capital Odyssey Relay
Capital Odyssey Relay



Grane City Ghost Walk
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Capstal City Preview
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Carson City Cort Moud
Levit AMP Burmor Concert
Brilly Man
Father's Day Powwoose
Father's Day Father's Market
Bas Bond Jazz and Poerry
Post Party Concert
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August

Jazz & Beyond Festival V&T Railway Train Rides Levitt AMP Summer Concert Series Carson City Ghost Walk Carson Farmers Market Outlaw Flat Trac Races Tahoe Dirt & Vert Series: Capital Climb

KEEP IN TOUCH

Visit Carson City 716 N. Carson St., Carson City, NV, 89701 Phone: (775) 687-7410

September

Carson City Ghost Walk V&T Railway Train Rides Carson Famers Market Corson Forners Market
Museum Day
Karson Kruzers: Show N Shine
tilig Band Jazz & Poetry
Street Wherstiens
Street Westerdiens
Steetina's Poudirt Gravel Grinder Ride.
Silver State Art Festival

October

Nevada Day Parade Nevada Day Pawwaw Oktoberfast Celtic Music Series Downtown Trick or Treat Carson City Ghost Wolk H Blanky Man Carson City Symphony Vit T Kailway Train Rates

November

Polar Express Harvest Train at the Nevada State Railroad Mi Harvest Train at the Nevada State Rasiroad N Nutcrocker Ballet Nutcrocker Ballet Carson City's Thanksgiving Day Turkey Trot Winter Trail Beries: Cold Turkey Run Dia De Los Muertos Celebration at the State Celsic Music Series

The said

Silver & Snowflake Festival Steer & Growttote reason
Polar Express
Nutcrocker Ballet
Sonta Train at the Nevada State Railroad Mu Holiday with a Hero Crawl
Winter Trail Series. Run with Rudolph
Global Fot Bike Day
Carson City Day Carson City Symphony Big Band Jazz & Poetry



NEVADA'S HEART BEATS HERE.





Mon-Fri Barn to Sprn & Sot Parn to 3pm Guided Tours every Sat 10am & 1.30pm Children's Museum of Northern Nevada 813 N. Carson St. m-Mon 10om to 4:30pm

Warren Engine Co. No.1 Fire Museum

Call for a tour 775-888-2090

THE CENTERPOINT OF YOUR NEVADA EXPERIENCE







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OUTDOOR ADVENTURE

Carson City is the year round gateway to miles of biking and hiking value that menader through the high desert and hiking value that menader through the high desert and forests, leading to a writerful, losers affecting the picturesity streetscape of our production and bike-friendly downtown in the perfect venue for origining events.

nore outdoor recreation like golf, water sports, back riding, hang gliding and hot air balloons at





Rest and recharge offer your day of exploring Northers Nevada See o full list of hotels, motels and RV parks to your style and budget at: visitarsencing.com/hatels

FOOD & DRINK

Work up an appetite exploring the stunning landscape, then relax at one of our local restaurants, many of which use locally sourced ingredients from regional growers and ranchers.

See a complete list of food and drink options at

Carson City hosts a vibrant arts and outlare scene with an exlectic and exceptional array of exhibitions, public art, exhectic that the expection of exhibitions, public art, performing arts events, musical theater productions, a summer just festowil, a greephore, and literary events with authors at the Carson City Library.

VINT RAILWAY

Take a trip back in time on the historic V&T Railway, which rurs May October. Bult in the early 1870s to launaport one and other motoriols for the Common Launaport one and other motoriols for the Common Launaport one and other motoriols for the reliance of the misliognost of the he American West.

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NEVADA STATE RAILROAD MUSEUM

Looking for a shorter train ride? The Nevada State Ballroad Museum in Carean City affers steam train rides or motor car rides on a 2,000-fort radiul loop around the museum grounds every weekend from May-September, and a few select dates in October and December.



A New Visitors Guide for rack card displays was also created by Jess for distribution with Certified Folders.

*final version coming after more events are finalized post COVID-19



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VISIT CARSON CITY NV...