



JULY 2020 | BOARD MEETING

# MARKETING & PUBLIC RELATIONS

VISIT  
**CARSON**  
**CITY** NV... *Safety*

# PUBLIC RELATIONS REPORT



## JUNE 2020 PR HIGHLIGHTS

Using Cision, we track UVPM (unique visitors per month) and publicity value for stories trackable by the service.

This month, we received **252.4K reach**, a **UVPM of 61.5M**, and a publicity value of **\$102K**.

This year to-date, we have received **3.8M reach** with a UVPM of **714.6M**; and a **publicity value of \$620K**.

Carson City did not host any FAMs in June.

### CARSON CITY PRESS:

U.S. News & World Report, Native Americans Want to Be Included in Race Talks  
-This story was published in 49 outlets

KOLO-TV, Nevada's state museums reopening to the public

The Motley Fool, Las Vegas Strip: Why Is It Open Right Now?

# MARKETING UPDATE:

- **JUNE FAMS & UPCOMING FAMS:**
  - VISIT FROM @VEGASFAMILYGUIDE - ARTICLE COMING SOON
  - ABOUT TOWN DEB
    - JULY 29 & 30
  - JONATHAN WRIGHT FROM RGJ TASTE WILL BE DOING A CARSON CITY FOOD TOUR
    - JULY 17TH
- JEFF DOW PHOTO SHOOT SCHEDULED FOR JULY 14TH & 15TH
  - FOCUSING ON OUTDOORS/KCT/CURRY ST
- RAIL BIKES PHOTO SHOOT COMING UP WITH BRIAN WALKER
- SEARCH, RETARGETING AND SOCIAL CAMPAIGNS HAVE LAUNCHED FOR FY21 WITH DISCOVER YOUR CAPITAL MESSAGE
  - Focusing on Nevada only for July
  - Scaling July budget back
- GETAWAY RENO-TAHOE #GETVIRTUAL SHOW WAS DONE ON 6/30 WITH LYDIA AND GINA FROM THE BREWERY ARTS CENTER
  - Over 1,000 views in 2 days



# #getVIRTUAL LIVE SHOW





# VISIT CARSON CITY SAFELY LANDING PAGE



Traveling or even exploring locally can be challenging right now. Below is a summary of all you want to know if traveling to Carson City soon. You'll find what is open, unique hours of businesses, events that are happening, and our commitment to our locals and visitors to Carson City.

## WHAT IS OPEN?

- **FOOD & DRINK:** Visit our blog for the [Complete List of Open Carson City Restaurants](#) for dine-in service, pick up, and delivery options. If you do not see your local favorite listed, the best thing to do is call them or check their website & social media!
- **MUSEUMS & GALLERIES:** [Nevada State Museum](#), [Nevada State Railroad Museum](#), [Charlie B Gallery and Vasefinder Museum](#), & [The Nevada Artists Association Gallery](#).
- **OUTDOOR RECREATION:** See a list of [hiking trails](#) and [Carson City parks](#). Please remember to practice safe social distancing, even when enjoying the outdoors!

## CARSON CITY CARES

Here in the Visitors Center we want to ensure:

- Hand sanitizers are available in the common area of the Visitors Center.
- Staff is committed to wearing PPE in public areas and in the common area of the Visitors Center.
- Staff must follow a six foot social distancing rule.
- At CTA board meetings, masks will be required at all times unless an individual is speaking.

Businesses in Carson City are also taking a pledge to create safe environments for staff and customers.

## KEEPING YOURSELF & OTHERS SAFE

## MESSAGING

- As cases surge, tensions are high, and promoting travel is more taboo than ever.
- We will move forward with messaging only to Nevadans to **"Discover Your Capital"**
  - Messaging will revolve around: if visitors choose to travel during this time, we urge them to travel responsibly, safely, and show Carson City Cares
- Directing any digital advertising to the Visit Carson City Safely landing page to arm travelers with knowledge.

## MESSAGING & VOICE





# QUESTIONS?

THANK YOU FOR YOUR TIME