

June 22, 2016

Advertising and Media Summary

**Tombstone Chamber of Commerce
Report for City Council
2015-2016**

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The Tombstone Chamber of Commerce was organized to advance the general welfare and prosperity of the Tombstone area. Whether you realize it or not, the Tombstone Chamber has been very successful in promoting Tombstone tourism, and business community, year round. Cities all over the world have seen advantages in having a Chamber of Commerce. We hope you do too! Included, herein, is a summary of our 2015 – 2016 Marketing and Advertising campaign, thru April 30, 2016:

The Chamber has been advertising in the following venues:

- ⤴ ***Where Magazine** Distribution of **140,000** annually reaching over **630,000** readers a year (Tucson, Tubac, Phoenix, Scottsdale areas)
- ⤴ ***KVOA-4 Tucson** 8991.3 Impressions Annually
 - Tombstone Community page, **11,643 Page views** KVOA Community Page: **17,928 Page Views**
 - Free advertising on their sister channel Cozi-TV.
- ⤴ ***(3) Clear Channel Billboards** (Interstates 10 & 8, over a 4 week period our billboards delivered **634,816 impressions** according to the TAB Outdoor Ratings)
- ⤴ **Cox Media**
 - Tucson -Total spots ran 456 from July –March 2016 (American Heroes Channel, ESPN2, Hallmark Channel, Food Network, FX, History Channel, Travel Channel) This equates to **605,208 household impressions.**
 - Phoenix-Total spots ran 156 from July- March 2016 (Travel Channel, History Channel 2, Golf Channel) This equates to **689,337 household impressions.**
 - Digital Video Internet spots that targeted Canadian tourist (Quebec, Toronto, Montreal, Calgary, British Columbia) from July-April 19, 2016 resulting in **283,973 impressions.**

⤴ ***The Chamber Website**

2016		2015	
Average Monthly Visitors	14,687	Average Monthly Visitors	12,566
Average Monthly Page Views	44,062	Average Monthly Page Views	32,158
Annual Website Visitors	176,250	Annual Website Visitors	150,792
U.S. Based Visitors	89.24	U.S. Based Visitors	86%
Women	45.93	Women	50.17%
Men	54.07%	Men	49.83%
Age Group: 65+	25.45%	Age Group: 65+	29.92%
Age Group: 55-64	28.93%	Age Group: 55-64	37.88%
Age Group: 45-54	18.02%	Age Group: 45-54	13.26%
Age Group: 35-44	13.11%	Age Group: 35-44	11.74%
Age Group: 25-34	9.99	Age Group: 25-34	7.20%

Table 1

Social Media Reach

2016		2015	
Tombstone Chamber #Fans	1321	Tombstone Chamber #Fans	874
Tombstone Boothill # Fans	1068	Tombstone Boothill # Fans	425
Tombstone Courthouse #Fans	2361	Tombstone Courthouse #Fans	1580
Number of Total Posts (all)	640	Number of Total Posts (all)	400
Total Post Reach	214,944	Total Post Reach	183,735
Women	58%	Women	61%
Men	41%	Men	38%

Table 2

- ⤴ **264,000 Rack cards** - distributed all over Arizona (Phoenix Area, Tucson/Nogales , Benson/Willcox, Yuma, Grand Canyon area and Las Cruces) in 1,007 locations averaging 165 cards per site, per month.
- ⤴ **Fearns Tucson and Southern Arizona Traveler Info Guide/Map - 150,000** distribution annually to 900 sites.
- ⤴ **Arizona State Visitors Guide 450,000** annual circulation (AOT Publication) Arizona statewide, circulation in hotels/motels & Chambers of Commerce across the US, AAA)
- ⤴ **Sierra Vista Herald: 102,000** circulation + **50,000**
- ⤴ **Live Webcam Page Views: Over 39,210** page views
- ⤴ **Weekly E Mail Blast News Update** to Chamber Membership, Local Newspapers and Chambers totaling a minimum of 5200 annual news blasts.
- ⤴ **Phone calls and Mailers:** The Chamber receives an average of **250 phone calls per month** with 80% requesting information on Tombstone. An average of **31 mailers** are mailed monthly to individuals requesting brochures about Tombstone. Nearly **400 brochures** are mailed out monthly to other Chambers of Commerce, attracting tourists and locals to Tombstone.

*****Awaiting return calls from, Karen Scott, Steve with Madden Media, & Foster Printing.**

Tombstone Chamber has provided advertising for the following events and activities:

- ⤴ Renovation of the Old Tombstone City Hall
- ⤴ KOVA Fan of the Day, 2016
- ⤴ Tombstone Vigilante Days
- ⤴ Rendezvous of the Gunfighters Event
- ⤴ Community Revival
- ⤴ Wyatt Earp Vendetta Ride Days
- ⤴ Helldorado Days
- ⤴ Showdown in Tombstone
- ⤴ Wyatt Earp Vendetta Ride
- ⤴ 6th Annual Wild West Days
- ⤴ Salute to the Buffalo Soldiers Days
- ⤴ Skye Blue and the Tombstone Seven
- ⤴ Breakfast with Doc Holliday - Play
- ⤴ Wyatt Earp: A Life on the Frontier - Play
- ⤴ Wyatt Earp Days

- ⤴ Local Halloween in the Park
- ⤴ Buds to Blooms
- ⤴ Legion of the Silver Rose Induction Ceremony
- ⤴ Rose Tree Festival
- ⤴ Steampunk Charity Ball
- ⤴ **Promote Chamber Member Renewals, events, and business informaton via Facebook (Chamber, Courthouse & Boothill) and on the Chamber's website.**
- ⤴ Tombstone Movie Night
- ⤴ Local December/Christmas Events:
 - Allen St. Christmas tree
 - Allen St. Decorations
 - Coca for Christmas,
 - Courthouse Lighting of the Luminaries,
 - Light Parade,
 - Toys for Tombstone toy drive,
 - Santa in the Park
- ⤴ Tombstone Historic Homes tour
- ⤴ Gunfight in Tombstone
- ⤴ Tombstone Annual Quilt Show
- ⤴ Tombstone Association of the Arts: Open Show for Artists
- ⤴ Mad Hatter Tea Party: Picnic in the Park
- ⤴ Wild West Days
- ⤴ Healthy Living Workshop
- ⤴ Local Business Day
- ⤴ Fairbank Day
- ⤴ Border Town Cowboy Action Shooting Arizona State Championship
- ⤴ Heartbeat Mini Golf Tournament
- ⤴ Turkey Shoot (in conjunction with Twilight)
- ⤴ Tombstone at Twilight

Collaborations, meetings and activities:

- △ Coordinated with:
 - Cameo Ladies
 - Tombstone Volunteer Fire Dept.
 - Tombstone Cowboy Church
 - Toys for Tots
 - Tombstone Steampunk Society
 - Tombstone Lion's Club
 - Tombstone Vigilantes
 - Tombstone Vigilettes
 - The American Legion Post 24
 - Helldorado, Inc.
 - Vantage West Credit Union
 - Tombstone Forward
 - Rosetree Committee
 - Tombstone Association of the Arts
 - Tombstone Knights of Columbus
 - Tombstone Repertory Company
 - Great American Adventures
 - Tombstone Livery
 - Various Tombstone Merchants regarding Tombstone December/Christmas activities.
- △ Collaborated with Cochise College Small Business Development Center regarding class offerings.
- △ In collaboration with State Park Service regarding exhibits and renovations at the Tombstone Courthouse Museum.
- △ Attended Cochise County Tourism Council
- △ Attended Southern Arizona Attraction Alliance Meetings
- △ In collaboration with Metropolitan Tucson Convention & Visitor's Bureau
- △ In collaboration with Greater Phoenix Convention & Visitor Bureau
- △ In collaboration with Arizona Workforce Group of Cochise County
- △ E-Mail contact with Cochise County Chambers of Commerce & Visitor Centers
- △ City of Tombstone
- △ In contact with:
 - AZ State Parks
 - AAA
 - Arizona Highways
 - AZ Weekly Tourism Guide
 - Sierra Vista Herald to obtain free advertising.
 - Also accessing various free websites such as:
 - eventful
 - whofish
 - arizonaadventures
 - arizonakids
 - explorecochise

Other Advertising

Monthly informational E-mails to all Cochise County Lodgings (including Bed & Breakfasts, Motels, Hotels, RV Parks, Guest Ranches & Vacation Homes, Chambers of Commerce of Southern AZ)

New Advertising

The Courthouse app is a virtual tour of the courthouse with space for advertising.
Available for people all over the world to view)
Regenerated the Boothill Facebook page (Feb 2015)
RT Web Development (Superbowl Ad)

In Conclusion, it's easy to say that Tombstone is a city with a strong brand and one that people of older generations have a lot of associations with, and a lot of positive feelings about. But with the decline in the popularity of the Western lore, and the current state of the economy, the battle for customers intensifies day by day. It's important to continue to invest in the process of re-acquaintance and introduction of our image, and focus on keeping our name and history alive, not only to current generations, but to future generations as well.