

June 9, 2015

Advertising and Media Summary

**Tombstone Chamber of Commerce
Report for City Council
2014 - 2015**

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Attachments

Budget: 2015 / 2016 (tentative)

Contracts:

 Certified Folder Display (Rack Cards)

 Cox Media

 KVOA

 Where Magazine

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 2014 – 2015 Marketing and Advertising campaign:

The Chamber has been advertising in the following venues:

- ✦ ***Where Magazine Distribution 140,000/year (Tucson, Tubac, Phoenix, Scottsdale areas)**
- ✦ ***ABC-15 Phoenix 5678.4 Impressions Annually**
- ✦ ***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.
- ✦ ***(5) Clear Channel Billboards (Interstates 10 & 8, over a 4 week period our billboards delivered 889,024 impressions according to the TAB Outdoor Ratings)**
- ✦ ***Cherry Creek Radio**

✦ ***The Chamber Website**

2015		2014	
Average Monthly Visitors	12,566	Average Monthly Visitors	8333
Average Monthly Page Views	32,158	Average Monthly Page Views	29,166
Annual Website Visitors	150,792	Annual Website Visitors	99,996
U.S. Based Visitors	86%		
Women	50.17%		
Men	49.83%		
Age Group: 65+	29.92%		
Age Group: 55-64	37.88%		
Age Group: 45-54	13.26%		
Age Group: 35-44	11.74%		
Age Group: 25-34	7.20%		

Table 1

✦ **Chamber Facebook Page**

	How Many Posts	Reach	Post Clicks	Shares/Comments	Notes
Tombstone Chamber	245	144,590	16,329	12,853	
Tombstone Courthouse	129	26,539	3,880	2,202	
Boothill Graveyard	26	12,606	1,636	2,119	2/25/2015
Total	400	183,735	21,845	17,174	

Current Number of Fans	874				
Women	61%				
Men	38%				
Age Group: 65+	8% (W) / 5% (M)				
Age Group: 55-64	14% (W) / 9% (M)				
Age Group: 45-54	19% (W) / 11%(M)				
Age Group: 35-44	12% (W) / 8% (M)				
Age Group: 25-34	8% (W) / 4% (M)				
Age Group: 13-24	1.23% (W) / 1% (M)				

Table 2

- ✦ **250,000 Rack cards** - distributed all over Arizona (Phoenix Area, Tucson/Nogales , Benson/Willcox, Yuma, Grand Canyon area and Las Cruces)
- ✦ **Fearns Tucson and Southern Arizona Traveler Info Guide/Map** - 150,000 distribution
- ✦ **Arizona State Map** 150,000 annually (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** Over 36,800 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 about 100 phone calls per week with 80% requesting information on Tombstone

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

- ✦ 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 Activities:
 - Halloween in the Park

- ♣ Buds to Blooms
- ♣ Legion of the Silver Rose Induction Ceremony
- ♣ Rose Tree Festival
- ♣ Steampunk Charity Ball
- ♣ Promote a “Chamber Business of the Week” via Social Media and Chamber Website
- ♣ Tombstone Movie Night
- ♣ Local December/Christmas Events:
 - 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:
 - 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
- ⤴ 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.