

Presented August 19, 2019

# Advertising & Media Accountability Report

Tombstone Chamber of Commerce 2018-2019



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 2018 — 2019 Marketing and Advertising campaign, thru April 30, 2019.

**The Chamber has been advertising in the following venues:**

- **Where Magazine** Distribution of 130,000 annually reaching over 630,000 readers a year (Tucson, Tubac, Phoenix, Scottsdale areas)
- **KOLD-13 Tucson** - PROMOTED EVENTS – 25<sup>th</sup> Anniversary, Helldorado Days, Arizona Cardinals, Freedom Days, Wild West Days, Rose Festival, Wyatt Earp Days, New Exhibit at the Tombstone Courthouse, Christmas in Tombstone
- **HIGHLIGHTS**
  - 13,000 to 15,000+ people reached with each event-related post on social media . High engagement- Over 1 ,300 clicks on AZ Weekend post.
  - Representation on KOLD Weather Forecasts to live Tombstone traffic.
  - All promoted at no charge in a good faith effort to demonstrate how KOLD can help TOMBSTONE grow
- ✦ **AZ Weekend Vigilante Days:**
  - Reach – 13,439 people reached
  - Reactions – 101
  - Shares – 23
  - Likes – 56
- ✦ **AZ Weekend Wild West Days:**
  - Reach – 15,871 people reached
  - Reactions – 170
  - Shares – 28
  - Likes – 110
- ✦ **AZ Weekend Rose Festival:**
  - Reach – 14,356 people reached
  - Reactions – 303
  - Shares – 95
  - Likes – 157
- ✦ **AZ Weekend Wyatt Earp Days:**
  - Reach – 3,510 people reached
  - Reactions – 65
  - Shares – 15
  - Likes – 26
- ✦ **AZ Weekend Tombstone 25<sup>th</sup> Anniversary:**
  - Reach – 101,316 people reached
  - Reactions – 3,856
  - Shares – 725
  - Likes – 2,198
- ✦ **\*(3) Clear Channel Billboards** (Interstates 10 & 8, over a 4-week period our billboards delivered 11,630,257 impressions according to the TAB Outdoor Ratings)

- ▲ **The AZ State RV Travel Guide, sanctioned by AOT**
  - Read by 200,000 snowbird and RVer viewers annually
  - 10,065 online impressions YTD
  
- ▲ **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:** Total market Coverage: 105,000 plus 50,000 Discover Cochise
  
- ▲ **E Mail Blast News** Update to Chamber Membership, Local Newspapers and other area Chambers totaling a minimum of 12 annual news blasts.
  
- ▲ **Phone calls and Mailers:** The Chamber received averages between 360-480 phone calls per month with 85% requesting information on Tombstone. An average of 77 mailers are mailed monthly to individuals requesting brochures about Tombstone. Nearly 1000 brochures are mailed out monthly to other Chambers of Commerce, attracting tourists and locals to Tombstone.
  
- ▲ **Southern AZ guide** ▲ **Rack cards** - 431,000 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)
  
- ▲ **Certified Folder** — The Chamber has held a partnership with them sense 9/21/1998. 96,700 distributions annually to 1,022 sites.
  
- ▲ **Madden Media – Canadian Market**
  1. online presence:
    - 20,626 unique page views
    - 11,373 from Facebook
    - 13,220 sweeps entries
    - 64,09% sweeps conversion

# Website & Social Media

## Tombstone Chamber of Commerce Website

July 1, 2018 - June 30, 2019

TombstoneChamber.com*	FY 2017	FY 2018	FY 2019
Average Monthly Visitors	15,400	17,710	21,867
Average Page Views (annual)	109,248	133,621	142,107
Average Unique Page Views (annual)	78,105	102,995	117,774
Annual Website Visitors	184,400	212,520	292,404
WebCam Unique Page Views	45,224	28,435	0
Website Brochure Downloads - Map			11,931
Website Brochure Download - Places to Eat /Drink			12,113
Website Brochure Download - Events & Accommodations			10,920
Website Brochure Download - Things to Do and See			16,137
Website Email Request for Information	374	679	848

Website Demographics	FY 2017	FY 2018	FY 2018
U.S. Based Visitors	86.74%	85.63%	90.65%
Women	53.90%	55.06%	47.50%
Men	46.10%	44.94%	52.50%
Age Group: 65+	24.53%	25.03%	20.50%
Age Group: 55-64	28.95%	29.02%	24.53%
Age Group: 45-54	17.50%	18.06%	19.59%
Age Group: 35-44	12.70%	13.04%	16.63%
Age Group: 25-34	11.42%	10.02%	14.66%
Age Group: 18-24	4.90%	4.83%	4.09%
	100.00%	100.00%	100.00%

## TC of C Event Visits/Hits - Website\*

By Event	Month of Event	FY2018
July 4, 2018	July 2018	8707
The Annual Doc Holli-Days Event	August 2018	15941
ShowDown in Tombstone	August 2018	18565
Border Town	October 2018	12239
Helldorado Days	October 2018	80228
Wyatt Earp's Vendetta Ride	October 2018	25539
Tree Lighting	Nov 2018	17715
Judging of Decorated Businesses	Dec 2018	5871
Christmas Light Parade	Dec 2018	9546
Lighting of the Historic Courthouse Luminaries	Dec 2018	9973
Tombstone Tour of Historic Homes	Dec 2018	4374
Santa in the Park	Dec 2018	6855
Tombstone Christmas Ball	Dec 2018	4691
Tombstone Quilt Show	February 2019	11397
Vigilante Days	February 2019	19500
Wild West Days	March 2019	25906
AZ Cardinal Draft Pick	April 2019	18797
Rose Tree Festival and Parade	April 2019	32651
Wyatt Earp Days	May 2019	21353
Wyatt Earp's Oriental Saloon & Theater Ribbon Cutting	June 2019	4691
Freedom Days/Salute to the Buffalo Soldier	June 2019	18698

\*Not All Events that were listed on the Scroll are listed above. These are the highlighted main community events.

How Do People Find the Website	Users	New Users	Sessions
Organic	53.28%	53.55%	54.08%
Direct	33.14%	34.45%	31.96%
Referral	8.54%	7.17%	9.42%
Social	4.99%	4.79%	4.50%
Other	0.04%	0.04%	0.05%
<b>Tombstone Chamber Business Directory</b>			
<b>July 1, 2018 - June 30, 2019</b>			
<b>Grouped Pages</b>	<b>Hits</b>		
Gunfights and Reenactments	10,761		
Places to Stay	8719		
Places to Eat	10,697		
Places to Shop	7911		

## Facebook Pages managed by the Tombstone Chamber of Commerce

www.Facebook.com	FY 2016	FY 2017	FY 2018	FY 2019
Tombstone Chamber of Commerce	1321	1733	2296	3721
Allen Street Tombstone Arizona	1068	1539	1623	1915
Tombstone Historic District	2361	2754	3493	5974
Tombstone AZ History	0	573	910	2122
Tombstone Community Events	0	291	621	1245
<b>TOTAL NUMBER OF FANS</b>	<b>4750</b>	<b>6890</b>	<b>8943</b>	<b>14977</b>

## Facebook Interactions

**ANNUAL POST ENGAGEMENT:** The Engagement Rate is the number of comments, shares, clicks, likes expressed as a percentage of the total people a post reached. Less than 1% = low engagement rate. Between 1% and 3.5% = average/good engagement rate. Anything above 3.5% = high engagement rate.

**TOTAL ANNUAL POST REACH:** The number of people who had any posts from your Page enter their screen, broken down by total, organic and promotions. This number is an estimate and may not be precise.

July 1, 2018-June 30, 2019	FY 2019*
<b>Tombstone Chamber of Commerce</b>	
ANNUAL POST ENGAGEMENT:	594,747
TOTAL ANNUAL POST REACH PERCENTAGE:	9.4%
NUMBER OF POSTS:	456
<b>Allen Street Tombstone Arizona</b>	
ANNUAL POST ENGAGEMENT:	294,543
TOTAL ANNUAL POST REACH PERCENTAGE:	4.60%
Number of Posts:	364
<b>Tombstone Historic District</b>	
ANNUAL POST ENGAGEMENT:	479,846
TOTAL ANNUAL POST REACH PERCENTAGE:	7.50%
Number of Posts:	425
<b>Tombstone Community Events</b>	
ANNUAL POST ENGAGEMENT:	202,789
TOTAL ANNUAL POST REACH PERCENTAGE:	3.70%
Number of Posts:	225
<b>Tombstone AZ History</b>	
ANNUAL POST ENGAGEMENT:	416,839
TOTAL ANNUAL POST REACH PERCENTAGE:	4.80%
Number of Posts:	331

\* This Fiscal Year Facebook has changed the Insights format and how engagement and reach are tracked and counted.

# Tombstone Chamber Business Directory

July 1, 2018 - June 30, 2019

Business	Hits	Business	Hits
Amerind Museum and Research Center	2642	Stampede R. V. Park	7739
Arizona Workforce Connection	1464	T. Miller Mercantile & Hotel	10,544
Arlene's Gallery and Southwest Trading	6943	The Longhorn Restaurant	7879
Association for the US Army - Fort Huachuca Chapter	193	The Tombstone Epitaph	9315
Big Nose Kate's Saloon	9837	The Tombstone Grand Hotel	9130
Binion's Roadhouse, Inc.	1554	Tombstone Antique Mall	6558
Bird Cage Theatre	10,346	Tombstone Association of the Arts	3086
Boothill Gift Shop	5166	Tombstone Bordello Bed and Breakfast	9312
Cafe Margarita	5742	Tombstone Brewing Company	9553
Crazy Annie's Bordello Bed and Breakfast Saloon	8589	Tombstone Company Arizona Rangers	6552
Crystal Palace Saloon - <b>Joined Feb 2019</b>	4436	Tombstone Courthouse State Historic Park	8442
Doc Holliday's Saloon	9621	Tombstone Cowboy Church	6563
Down by the River Bed and Breakfast	5087	Tombstone Forward Association (Tombstone at Twilight)	3841
Equine And Wines, LLC - <b>Joined Mar 2019</b>	1040	Tombstone Harley Davidson	7462
Fallen Angel Sweet Sin Parlor	6528	Tombstone Helldorado Inc.	4495
Holiday Inn Express	9081	Tombstone Lions Club	4310
Katie's Cozy Cabins	10,239	Tombstone Monument Ranch	10,211
KOLD	3471	Tombstone Mustachery - <b>Joined June 2019</b>	2596
Larian Motel	9343	Tombstone Post Office	1705
Lilly's Tombstone Memories	6122	Tombstone Real Estate	4652
Lucky Cuss Cottages	9211	Tombstone RV Park and Campground	9437
Mario's Bakery Cafe	6392	Tombstone Sarsaparilla	8189
MyLegalEdge LLC - <b>Joined May 2019</b>	835	Tombstone Training	2784
O.K. Corral	12,489	Tombstone Trolley Tours	6135
Old Tombstone Western Theme Park	11,547	Tombstone Vigilantes, Inc.	7686
Poncho Vega's Guns and Cowboy Leather	9579	Tombstone Vigilettes	5303
Real Estate Press of Cochise County	3201	Vantage West Credit Union	3250
Rose Tree Museum and Gifts	5848	Vintage Cowgirls of Tombstone	4411
Sage Brush Inn	8985	Virgil's Corner Bed & Breakfast	9463
Shady Lady's Closet	8515	Western Edge of Tombstone	7202
Sierra Suites	6817	White Raven Trading Company	7944
Sierra Vista Hearld / Bisbee Daily Review	3363	Wild West Detachment Marine Corps League	3967
Silver Hills Trading Company	7298	Wizard's Workshop	6784
Spur Western Wear, Inc.	5791	Wyatt Earp's Oriental Saloon & Theater - <b>joined Feb 2019</b>	5739
St. Paul's Episcopal Church	8744	Wyatt Earp's Vendetta Ride (Great American Adventures)	8191

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

- ▲ Promote Chamber Membership - via Facebook (Chamber, Tombstone Historic District/Tombstone Courthouse, Boothill), from the office, Boothill and on the Chamber's website.
- ▲ KOVA Fan of the Day
- ▲ Tombstone Vigilante Days
- ▲ Rendezvous of the Gunfighters Event
- ▲ Wyatt Earp Vendetta Ride Days
- ▲ Helldorado Days
- ▲ Showdown in Tombstone
- ▲ Annual Wild West Days
- ▲ Salute to the Buffalo Soldiers Days
- ▲ Tombstone State Parks/Tombstone Court House
- ▲ Arizona Rangers
- ▲ Tombstone Repertory
- ▲ Wyatt Earp Days
- ▲ Local Halloween in the Park
- ▲ Legion of the Silver Rose Induction Ceremony
- ▲ Rose Tree Festival
- ▲ Arizona HOG Rally
- ▲ Local December/Christmas Events:
  - Allen St. Christmas tree
  - Allen St. Decorations ◦ Cocoa 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
- ▲ Wild West Days
- ▲ Red Ribbon Cuttings
- ▲ Salute to the Buffalo Soldier
- ▲ Tombstone at Twilight
- ▲ American Legion Mother's Day Dance
- ▲ Amerind Foundation Events
- ▲ True West Magazine



Collaborations, meetings and activities:

A 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.
- Tombstone Forward
- Cameo Lady's
- Rosetree Committee
- Tombstone Association of the Arts
- Tombstone Knights of Columbus
- Tombstone Repertory Company
- 2016 Arizona HOG Rally
- Model T Ford Club
- Great American Adventures
- 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
- Distribution of Printed materials (City of Tombstone took this over in March of 2017) \* .■ 5000  
Where to Eat and Drink brochures:
  - 15000 Maps
  - 5000 Event & Accommodation brochures
  - 5000 Things to See & Do brochures
  -

In contact with:

- AZ State Parks
- 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)
- Guided Tours by request.

### **New Advertising**

- ▲ Madden Media – Canadian Market Advertising

### **In Conclusion**

Marketing efforts are not a fly-by-night venture; it's a daily responsibility that is more than just purchasing some ad space. It's important to know about the history and community of Tombstone along with current market trends. It is important to continue to invest in the process of reacquaintance and introduction of our image to those young and old alike, with a focus on keeping our name and history alive for travelers.