

August 14, 2017

Advertising and Media Summary

**Tombstone Chamber of Commerce
State of the Chamber Report
2016-2017**

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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 2016 – 2017 Marketing and Advertising campaign, thru June 1, 2017:

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)
- ⤴ ***KVOA-4 Tucson**
 - Viewership of our contracted program **576,476**
 - **6,072,000 Impressions Annually**
 - Tombstone Community page **9,643 Page views** KVOA Community Page: **21,928 Page Views**
 - Free advertising on their sister channel Cozi-TV.????
 - **Snapchat** - Buffalo Soldiers/Wyatt Earp Days; Views **15,683**
- ⤴ ***(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)
- ⤴ **Cox Media**
 - **Tucson** -Total spots ran 456 from July –March 2017 (American Heroes Channel, ESPN2, Hallmark Channel, Food Network, FX, History Channel, Travel Channel) this equates to **384,073 household impressions.**
 - **Phoenix**-Total spots ran 156 from July- March 2017 (Travel Channel, History Channel 2, Golf Channel) this equates to **388,279 household impressions.**
 - Digital Video Internet spots that targeted **Canadian tourist** (Quebec, Toronto, Montreal, and Calgary, British Columbia) from July-April 19, 2017 resulting in **244,772 impressions.**
- ⤴ **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)
- ⤴ **Fearns Tucson and Southern Arizona Traveler Info Guide/Map – 150,000 distributions** 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 circulations + 50,000**
- ⤴ **Weekly E Mail Blast News Update** to Chamber Membership, Local Newspapers and other area Chambers totaling a minimum of **5200** annual news blasts.
- ⤴ **Phone calls and Mailers:** The Chamber receives an average of **300 phone calls per month** with 80% requesting information on Tombstone. An average of **55 mailers** are mailed monthly to individuals requesting brochures about Tombstone. Nearly **600 brochures** are mailed out monthly to other Chambers of Commerce, attracting tourists and locals to Tombstone.

Website & Social Media		
July 1, 2016 - June 30, 2017		
TombstoneChamber.com	2016	2017
Average Monthly Visitors	14,687	15,400
Average Monthly Page Views	44,062	58,266
Annual Website Visitors	176,250	178,400
WebCam Unique Page Views		45,224
Website Email Request for Information		374

Website Demographics		
U.S. Based Visitors	78.38%	86.74%
Women	54.07%	53.90%
Men	45.93%	46.10%
Age Group: 65+	25.79%	24.53%
Age Group: 55-64	29.23%	28.95%
Age Group: 45-54	18.00%	17.40%
Age Group: 35-44	13.02%	12.68%
Age Group: 25-34	9.54%	11.42%

www.Facebook.com	2016	2017
TombstoneChamberofCommere	1321	1733
boothillgraveyardtombstone	1068	1539
TombstoneHistoricDistrict	2361	2754
preservetombstoneaz (NEW)	0	291
TombstoneAZHistory (NEW)	0	573
TOTAL NUMBER OF FANS	6766	8907

2017

TombstoneChamberofCommere	USER ENGAGEMENT: The number of people who engaged with your Page. Engagement includes any click or story created.	183468
	PAGE IMPRESSIONS: The number of people who have seen any content associated with your Page. (Unique Users)	1762538
	Number of Posts:	306
boothillgraveyardtombstone	USER ENGAGEMENT: The number of people who engaged with your Page. Engagement includes any click or story created.	100198
	PAGE IMPRESSIONS: The number of people who have seen any content associated with your Page. (Unique Users)	1157796
	Number of Posts:	126
TombstoneHistoricDistrict	USER ENGAGEMENT: The number of people who engaged with your Page. Engagement includes any click or story created.	286982
	PAGE IMPRESSIONS: The number of people who have seen any content associated with your Page. (Unique Users)	3584444
	Number of Posts:	238
preservetombstoneaz	USER ENGAGEMENT: The number of people who engaged with your Page. Engagement includes any click or story created.	9163
	PAGE IMPRESSIONS: The number of people who have seen any content associated with your Page. (Unique Users)	98052
	Number of Posts:	63
TombstoneAZHistory	USER ENGAGEMENT: The number of people who engaged with your Page. Engagement includes any click or story created.	48858
	PAGE IMPRESSIONS: The number of people who have seen any content associated with your Page. (Unique Users)	552790
	Number of Posts:	102

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.**
 - **Events**
 - **Renewals**
 - **Business information**
- ♣ Renovation of the Old Tombstone City Hall
- ♣ KOVA Fan of the Day, 2016
- ♣ 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
 - Make a Scene – Play
 - A Séance Tombstone– Play
 - A Casting Call for True Wimps - Play
- ♣ Wyatt Earp Days
- ♣ Local Halloween in the Park
- ♣ Legion of the Silver Rose Induction Ceremony
- ♣ Rose Tree Festival
- ♣ Arizona HOG Rally
- ♣ Tombstone Movie Night
- ♣ 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
- ♣ Salute to the Buffalo Soldier
- ♣ Fairbank Day
- ♣ Border Town Cowboy Action Shooting Arizona State Championship
- ♣ Tombstone at Twilight
- ♣ American Legion Mother's Day Dance
- ♣ Culpepper & Merriweather Circus
- ♣ Amerind Foundation Events

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.
 - Tombstone Forward
 - Cameo Lady's
 - Rosetree Committee
 - Tombstone Association of the Arts
 - Tombstone Knights of Columbus
 - Tombstone Repertory Company
 - 2016 Arizona HOG Rally
 - 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
 - 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
 - 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

Added Two New Chamber Websites: EnjoyTombstoneAZ.com and ComeVisitTombstoneAZ.com

Added Google Translator to all Chamber Websites.

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.