

2015 Marketing Action Plan

Administration \$26,450.00

Chamber/Marketing Assistance	Primarily response fulfillment to potential visitor inquiries		\$16,250	Sure, we can have a great magazine, but we still need someone to attend to emails, phone calls, mailing requests & chamber events!
Chamber Leads	Fulfill information requests		\$8,000	Estimated postage costs of Adventure Guide Distribution
Chamber Office Supplies			\$400	
Memberships	Maintain a relationship with affiliated state tourism organizations		\$300	UTIA for \$300
TRT Travel & Training	Tourism Related Travel & Staff Training		\$1,500	

\$26,450

County Marketing \$14,500.00

No defined projects at this time				
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\$14,500

NEW

Special Projects \$10,000.00

FAM Tour Funding	Match \$ with a State Grant of \$2,500		\$2,500	
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\$2,500

Digital Marketing \$17,000.00

	flaminggorgecountry.com - Tourism Website Hosting Fee	Annual Hosting Fee	Global	\$750	Compete for tourism dollars in the digital world with an attractive area website
NEW	flaminggorgecountry.com - Re-Design Website Homepage	Update Homepage design & function to entice more viewers inside	Global	\$2,500	New homepage with larger photos, email newsletter signup, auto event promos, etc.
NEW	mobile.flaminggorgecountry.com - Enhance Visitor Information	Update to the Mobile version of our tourism website	Global	\$150	Modify Mobile Site to include Guide & Outfitter listings
	Google Ad Clicks w/ Madden Media	Drive traffic to our website	Global	\$2,500	Co-op with Utah Office of Tourism (they pay 50% of costs)
	Utah.com	Banner ads & content on a popular state tourism website	Global	\$4,300	Content includes a Flaming Gorge destination page and video banners on activity pages
	Go-Utah.com	Banner ads & content on another state tourism website	Global	\$1,795	Home page ad, travel planner requests, site-wide banners & extended coverage on Go-Wyoming.com
NEW	Email Newsletter Marketing	Create a tourism newsletter to communicate to our growing visitor email database	targeted email database	\$1,000	We need to begin talking to this database of persons whom have already expressed interest
NEW	Social Media Campaign	Facebook, Twitter & Instagram	targeted to drive market outdoor enthusiasts	\$4,000	Contract with Social Media expert Florian Herrmann

\$16,995

Print & Promotions \$37,000.00

	Flaming Gorge Adventure Guide - Magazine	Produce a high quality Flaming Gorge print brochure	30,000 thru mailing requests & regional distribution	\$8,000	This is our main visitor response piece, with area business listings & articles on recreation opportunities. Regional partners paid in \$5,500 for co-op ads.
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Print & Promotions \$37,000.00

NEW	National Park Trips	attract the National Park visitor	75000 - Global	\$3,500	Ad & Editorial in Yellowstone & Rocky Mountain Journals and content in MyPark Websites
NEW	Utah National Parks	Join Grand Road Trip Contest	targeted towards potential Utah visitors	\$2,500	Mixed Media contest will generate 3,000 email addresses
	Outdoor Utah Adventure Guide	Promote Flaming Gorge against other state outdoor destinations	285,000	\$3,000	The main recreation response piece for vacation planners contacting the state of Utah.
NEW	KSL/UOT - Media Package	Media Mix targeting Wasatch Front	?	\$5,000	State co-op marketing program
	National High School Rodeo Program	target 10,000 event participants & their families	15,000	\$570	The total cost of \$1,770 is off-set by \$1,200 in co-op ad partners
	Graphic Design Work	Darren Brickel Design		\$1,500	Design fund for new ads, new logo, etc. as needed

\$24,070

Infrastructure \$3,500.00

Weather Camera	Annual Maintenance Costs		\$1,000	
Rifle Range	Development Fund		\$2,500	

\$3,500

Event Funding \$17,000.00

Cow Country Rodeo	Event Support		\$2,000	
Single Fly Contest	Event Support		\$1,000	
Fireworks - Labor Day	Event Support		\$6,000	
Fireworks - Freedom Festival	Event Support		\$6,000	
Event Fund	Event Opportunity Fund		\$2,000	

\$17,000