

## Marketing Meeting

Thursday, March 3<sup>rd</sup> at 8am

Attendees: Cassie Condon, Anna Stacy, Lisa Burke. Staff attending: Kirsten Parker, Natasha Smith, Jane Kuchta

### 1. Media vendors

- a. Eagle Radio: we started some radio ads during February for “Love My Tower.” Carla will give us a dollar-for-dollar match with some freebies. Planning to spend \$15,000.
- b. The Telegraph will assist us with national digital advertising: \$2,500 for geofencing, \$5,000 for Google, and \$2,000 for print. They will discount so more dollars go to digital.
- c. KNOP and KX104: Kirsten will meet with them today.
- d. Bulletin: \$4,000 to them to be in the Bulletin Bits every week. Will have two print ads/month, one for education and one for events. Determine what impresses the locals-where people visit us from. Possible website link to an impact page.
  - Items to consider: Images of the gift shop that take people to the online store, quotes, images of view from the Tower, Sandhill crane facts, bus tours and tourism impact on our community, link for Google and TripAdvisor reviews, coupons, Friend of the Tower program.

### 2. Requests (\$2,995 unallocated)

- a. Omaha magazine: would be an article, not just an ad, \$800 for 1/3 page for a Summer Vacation issue coming out May 1<sup>st</sup>.
- b. National Railroad Historical Society: would have to offer a discount in order to be listed. Cost is \$100, would be nice to get on a list of train attractions.

### 3. Events

- a. 28<sup>th</sup> Annual Train Show April 9-10. GST will offer games for kids at the event and the Tower will stay open late one of those nights.
- b. Rocky Mountain Train Show April 2-3. Kirsten will work a booth for us there.
- c. Upcoming events include a media tour and a UP International Women’s Day celebration.

### 4. NPRD

- a. Different levels of sponsorship available
- b. Likely won’t be able to get Big Boy; if not, will offer train rides.
- c. Trading pins would be a great giveaway item.
- d. Kirsten has a theme she would like to work with – “Tractors, Trucks, Planes & Trains.” Perhaps we could work with the Children’s Museum at Cody Park.
- e. Lisa will send info to Kirsten on a dinosaur exhibit that was mentioned.