

Marketing Meeting

Thursday, April 7th at 8am

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

1. Media vendors

- a. AAA upgraded our ad to ½ page in the Summer Travel Guide, even though we are paying for 1/3 page ad.
- b. Media tour went really well.
- c. Working on an online coloring contest for April with Shawn from KX104.
- d. The error in the Bulletin Bits is being corrected.

2. Events

- a. March Recap: Women of UP event was great. Our cost was \$60 advertising and \$850 for displays, which we will keep and use again. We billed UP \$1340, the cost of half the displays and the food.
- b. April: Twilight tour April 9th, will be open late. Easter Bunny will be April 16th, with drive thru 11am-1pm and in person photos 2-4pm. Using radio ads and social media. We received \$750 in sponsorships to date.
- c. May: first week of May is Tourism Week. We will light up the Tower in red along with other statewide attractions. Monday is a proclamation with the Visitors Bureau. Wednesday is the Tourism awards at 12pm. Discussion on whether each day should have a theme. Could mention some facts such as the money brought in by bus groups or the different states/countries that visitors come from.
- d. June: Twilight tours on Fri/Sat nights of NLD Rodeo Nights
- e. July: Fireworks viewing, July 4th: will target the hotels
- f. August: NPRD August 5th-7th
- g. September: Husker Tailgate
- h. October: Drive Thru Trick-or-Treat
- i. November: Holiday Open House
- j. December: Open late

3. NPRD

- a. Confirmed so far: 45/300 VIP passes sold; eight Bailey Yard tours, and VIP tours (want to add two nights hotel, diesel shop tour, and restaurant gift cards).
- b. Will work with the Children's Museum on the theme of Tractors, Trucks, Trains and Planes.
- c. Model train show will be held at Venue 304.

d. Fri. night = Chamber After Hours; Sat. night = Taste of Nebraska. A pancake feed is a possibility for a Sunday event. Will also hold an ice cream social on Sunday afternoon at the Model Train Show.

e. Sponsorships to date are CVB and NLB.

4. Sponsorship Opportunities

a. Donated to the Hershey Help Club Carnival and the Hershey Easter Bunny baskets.

b. Rocky Mountain Train Show and Model Train Show: Kirsten got rid of \$7000 of old inventory for these two events. Also hosted a meal at the Tower for Model Train Show volunteers.

c. We are hosting the Nebraska Rotary District party on April 29th

d. NLD Kiddie Parade in June: need 400 items plus Lil Spike. We won't do candy, thinking some sort of noisemaker.

e. Summer Reading Program at the Library; will give out free youth passes.