

Marketing Meeting

Thursday, May 5th at 8am

Attendees: Cassie Condon, Anna Stacy. Staff attending: Kirsten Parker, Jane Kuchta.

1. Events

a. April Recap: Twilight tour went well, hope to more of these if possible. Easter Bunny wasn't as busy as last year but still a success: 204 kids, 150 cars, 128 photos. Still need to invoice UP. Rocky Mountain Train Show had 11,000 people in a day; we need to do this again and invest in a more professional-looking booth. Has lots of potential. The Model Train Show in NP wasn't as busy as normal. Perhaps we could use some advertising dollars in the future to help them spread the word. Vendors loved the meal at the Tower. Rotary event had half the people expected but those who came had a great time.

b. May-Tourism Week: The celebration was all week long, with the Tower being lit up in red all week. Would like to continue this and invest in better lighting options. Could use the lights on other occasions; will apply for CVB funds for this. Had a proclamation with the mayor, a UP shout out, and the CVB Tourism Awards. GST had several nominations. Also showed appreciation for staff, volunteers, and those who support GST in other roles.

c. June: Twilight tours on Fri/Sat nights of NLD Rodeo Nights

d. July: Fireworks viewing, July 4th: will target the hotels

e. August: NPRD August 5th-7th

f. September: Husker Tailgate

g. October: Drive Thru Trick-or-Treat

h. November: Holiday Open House

i. December: Open late

2. NPRD

a. John is nervous about staffing and the supply chain. Some changes will be coming right before Rail Days. Have sold 50/300 VIP passes.

b. Tentative schedule is out, with Bailey Yard tours, Challenger Train on display, GST twilight tours, model train show, and some food events included among other things. Lisa has reserved the blow-up movie screen in case we want to use it.

c. Confirmed sponsors to date are: CVB, NLB, Hershey State Bank, and UP. Need to line up more sponsors, will send something out through the Chamber.

3. Sponsorship Opportunities

a. NLD Kiddie Parade: need 400 items to hand out. Ideas discussed were frisbees and Operation Lifesaver coloring booklets.

b. Through the Summer Reading Program at the library, will have free youth passes May-August.