



**FY 2023-2024  
Marketing Strategy and Work Plan**

**Marketing Strategies:**

**1. Digital Marketing and Social Media Engagement:**

- Develop a comprehensive social media content calendar with specific content milestones.
- Consistently post updates, news, and highlights of local businesses and events.
- Engage with the local community and businesses on social media platforms.
- Run social media contests and user-generated content campaigns.
- Collaborate with local influencers or ambassadors for promotion.

**2. Video Content Production:**

- Collaborate with a video production company for high-quality video content (local vendor preferred).
- Create video tours of local businesses to showcase their offerings.
- Produce behind-the-scenes content to highlight the unique aspects of Garden City.
- Conduct video interviews with business owners and community members.
- Utilize live streaming for real-time engagement during events.

**3. LinkedIn Profile Launch:**

- Confirm GCVB Value Proposition for each social channel.
- Create a professional LinkedIn profile for the GCVB.
- Optimize the profile with a compelling summary, logo, and relevant information.
- Connect with local professionals, businesses, and leaders.
- Share thought leadership articles, updates, and success stories related to GCVB's mission.

**4. Email Marketing:**

- Build and segment an email list for targeted outreach.
- Send regular newsletters with updates, event invitations, and blog contest announcements.
- Personalize email content to foster a sense of community and engagement.

**5. Event Promotion:**

- Develop engaging promotional materials for events.
- Leverage social media and email marketing to promote events.
- Collaborate with local media outlets and influencers for event coverage.



- Share behind-the-scenes preparations and event highlights through video content.

**6. Community Blog Contest Promotion:**

- Develop a comprehensive promotion plan for the blog contest.
- Create engaging blog contest visuals and promotional materials.
- Utilize social media, email marketing, and partnerships to spread the word.
- Encourage user participation by offering attractive prizes.
- Engage with contest participants through comments and feedback.

**7. Grant Funding:**

- Identify, draft, and secure at least three grant funding opportunities in the community.
- Aim to obtain at least \$5K in funding, ideally unrestricted, to support GCVB activities.
- Collaborate with relevant stakeholders and organizations in the grant application process.

**8. Analytics and Measurement:**

- Use analytics tools to track social media engagement, website traffic, and email open rates.
- Analyze the success of each marketing strategy and adjust based on performance.
- Set specific KPIs for social media growth, website traffic, event attendance, and grant funding achievements.

**9. Partnerships and Collaborations:**

- Collaborate with local media outlets, influencers, and relevant organizations for cross-promotion.
- Seek sponsorship opportunities for events and initiatives.
- Explore co-hosting events with local businesses and organizations to strengthen ties.

**10. Feedback and Iteration:**

- Collect feedback from the community and committee members regularly.
- Use feedback to refine marketing strategies and improve engagement efforts.
- Stay agile and adapt to changing trends and community needs.

These strategies and tactics will help GCVB achieve its FY 2023-2024 goals and enhance its presence and engagement within the Garden City community.



### Budget for GRURA Economic Development Grant

	Grant Amount	\$10,000.00	
	<i>GCURA</i>	Budget	Actual
<b>December</b>	Event Planner	\$400	
	SM Ads (boosting local holiday events on social media)	\$300	
	Grant Proposal Manager	\$200	
<b>January</b>	Event Planner	\$900	
	SM Ads (boosting local events on social media)	\$300	
	Grant Proposal Manager	\$200	
<b>February</b>	Event Planner	\$900	
	SM Ads (boosting local holiday events on social media)	\$300	
	Grant Proposal Manager	\$200	
<b>March</b>	Event Planner	\$2,000	
	SM Ads (boosting local holiday events on social media)	\$400	
	Grant Proposal Manager	\$200	
<b>April</b>	SM Ads (boosting local events on social media)	\$300	
	Grant Proposal Manager	\$200	
<b>May</b>	SM Ads (boosting local events on social media)	\$200	
	Grant Proposal Manager	\$200	
<b>June</b>	SM Ads (boosting local events on social media)	\$300	
	Print palm cards, flyers, brochures for business	\$400	
	Grant Proposal Manager	\$200	
<b>July</b>	SM Ads (boosting local events on social media)	\$400	
<b>August</b>	SM Ads (boosting local events on social media)	\$400	
<b>September</b>	SM Ads (boosting local events on social media)	\$300	
	Print palm cards, flyers, and brochures for business	\$400	
	Grant Proposal Manager	\$300	
		<b>\$10,000</b>	

### GCVB Community Events

**“Mardi Gras in March” - Weekend Event – March 2023: \$5,000**

Welcome to "Mardi Gras in March" – An Afternoon Extravaganza on March 2023: \$5,000



**Goal:** Bring visitors (heads in beds) to the Treasure Valley area during the quieter season while fostering free community events supported by GCVB, SWITA, and GCURA.

March is often a tranquil time for businesses, and Garden City: An Oasis from the Ordinary invites you to 'Create, Taste, Play, and Stay' as we showcase the exceptional spirit of our community. This is no ordinary event; it is the 'Mardi Gras in March' extravaganza—a one-of-a-kind celebration that encapsulates the essence of Garden City.

Immerse yourself in a day filled with enchanting music, captivating street performers, delectable delights from food trucks, and the unique craftsmanship of local artisans. But that's not all; the heartbeat of our community comes alive with the vibrant sounds of live music featuring the incredible talents of our local students.

Indulge in the wonder and unique experience of our many urban wineries and craft brewers. Explore the artistry of Garden City's craft beverage corridor, where each sip tells a story, and each pour is a work of art.

Join us as we transform the quieter season into something extraordinary with our unique 'Mardi Gras in March' event. This afternoon celebration offers diverse experiences to cater to all tastes. It's not just an event; it's an invitation to 'Create, Taste, Play, and Stay' in our oasis.

As we dance to the rhythm of Mardi Gras, we also dance towards a brighter future for Garden City. We actively work to bring more visitors ('heads in beds') to the Treasure Valley area, fostering economic growth while nurturing the indomitable spirit of our community.

Garden City is your destination for the extraordinary, and Mardi Gras in March' is your ticket to experience it all. Come and discover the oasis of Garden City—where the ordinary becomes extraordinary, and every sip is a journey of flavor and delight.

### **Business Sponsorship Opportunities:**

"Mardi Gras in March" offers an exciting opportunity for local businesses to play a vital role in our vibrant community celebration. By becoming a sponsor, your business can benefit in numerous ways while contributing to the success of this event.

### **Why Sponsor "March Mardi Gras"?**

1. **Visibility and Exposure:** Gain prominent exposure to a diverse audience, including both residents and out-of-town visitors, through extensive marketing channels. Your business will be showcased in event materials, social media promotions, and on-site signage.
2. **Community Engagement:** Demonstrate your commitment to the community by supporting a free, family-friendly event that promotes unity and celebrates Garden City's unique spirit.



3. **Networking Opportunities:** Connect with fellow local businesses, community leaders, and event organizers, fostering valuable relationships that can lead to future collaborations and growth.
4. **Customized Sponsorship Packages:** We offer flexible sponsorship packages designed to align with your business objectives and budget, ensuring a mutually beneficial partnership.

### **Sponsorship Tiers:**

- **Platinum Sponsor:** As the headline sponsor, your business will enjoy maximum exposure, including logo placement on all event materials, exclusive on-site signage, and direct interaction with event attendees.
- **Gold Sponsor:** Gain substantial recognition with your logo featured prominently on promotional materials, prominent on-site signage, and acknowledgment in event communications.
- **Silver Sponsor:** Enjoy significant exposure through event signage and recognition on digital and print materials.
- **Bronze Sponsor:** Showcase your support with on-site signage and acknowledgment in select event materials.

**Custom Sponsorship:** Tailor a sponsorship package that perfectly aligns with your business goals and financial considerations.

### **Join Us:**

Becoming a sponsor for "March Mardi Gras" is your opportunity to become an integral part of this exciting celebration. Contact us today to discuss sponsorship options that match your business objectives and budget.

Take advantage of participating in this vibrant event, engaging with the community, and elevating your brand's visibility. Secure your sponsorship today and help make "March Mardi Gras" an unforgettable experience for all!

For this event, GCVB (Garden City Visitors Bureau) will encourage local businesses to participate by decorating their storefronts as "house floats" and by hosting events during Mardi Gras in March. The GCVB will provide an online sign-up platform where businesses can register their events. The Community Relations committee will follow up and manage these registrations. We will maintain an updated online list of 'Mardi Gras in March' events, including the following information:

- **Event Name:** [Insert Event Name]
- **Date:** [Insert Date]
- **Time:** [Insert Time]
- **Location:** [Insert Location]
- **Description:** [Insert Event Description]



- **Participating Business:** [Insert Business Name]
- **Contact Information:** [Insert Contact Information]
- **Website Link for Business and/or Event:** [Insert URLs]
- **Facebook Event Link for Business and/or Event:** [Insert URLs]

**PR/Marketing Communications Support from the GCVB and others would include:**

1. **Social Media Ads:** GCVB will run targeted social media ads in various cities, including Twin Falls, Idaho Falls, Pocatello, McCall, Moscow, Baker City, and Bend, OR, to promote the 'Mardi Gras in March' event.
2. **Passports with Prize Drawings:** Attendees can collect "stamps" from participating businesses, and GCVB will organize prize drawings for those who collect 10 or more stamps, encouraging engagement and exploration.
3. **Combined List Email Blast:** GCVB and all event participants will send out a combined email blast to their respective mailing lists to promote the event. Additionally, promotions will be carried out on Facebook and Instagram.
4. **Local News PR:** GCVB will work with local news sources, utilizing media advisory and press release distribution, to generate positive PR coverage of 'Mardi Gras in March,' further increasing awareness and attendance.
5. **Monthly GCVB Newsletter Promotion (Three Months Prior):** Ensure visibility and anticipation for 'Mardi Gras in March' by including promotional content in the monthly GCVB newsletter for three months leading up to the event. This consistent exposure in the newsletter will help build excitement and encourage attendance.

**Measuring Success:**

Goal 1: Achieve measurable impact by increasing event attendance, engagement, and community involvement in the inaugural year.

Goal 2: Encourage widespread participation and engagement by aiming to collect 75% of the event passports from attendees.

Social Media Engagement Metrics: Utilize Instagram and Facebook to boost event awareness and engagement. Measure the following metrics, aiming for achievable growth:

1. Increase the number of Facebook followers to 2,250 during the campaign.
2. Target 2,500 likes, shares, comments, and hashtag mentions on event-related posts across both Instagram and Facebook.
3. Achieve a 5% click-through rate (CTR) on posts with links to the event website or ticketing platform.
4. Encourage at least 250 user-generated content (UGC) posts using the event-specific hashtag.



These goals are designed to measure the event's success by tracking both online engagement and physical participation through the passport program. While challenging, the 75% passport collection rate is attainable with effective promotion and engagement strategies.

Additional events may be considered during the fiscal year, depending on funding and staffing.

## **Goals**

### **Marketing Committee Purpose Statement and Goals**

#### **Proposed Purpose Statement:**

The Garden City Visitors Bureau's Marketing Committee provides strategic direction for a cohesive array of promotional efforts, spanning social media, marketing campaigns, website enhancement, and printed marketing materials. Concurrently, we wholeheartedly support the initiatives of other committees within the organization. Our unwavering commitment lies in promoting the unique allure of Garden City, Idaho, with the overarching goal of driving economic prosperity by attracting tourists, businesses, and residents alike. Through our efforts, we aspire to cultivate local enterprises, nurture a vibrant artistic community, elevate outdoor recreational opportunities, and foster even stronger bonds within the community.

**Goal 1: Artisan Map Enhancement and Sustainability** Develop a comprehensive plan and process to revitalize the Artisan Map, collaborating closely with the Events & Fundraising Committee and the Community Relations Committee. This initiative aims to ensure the map's self-sustainability through innovative funding methods, define clear guidelines for adding new vendors, execute annual updates, and create a dynamic digital version accessible online. By achieving this goal, we intend to strengthen the local artisanal ecosystem and provide valuable resources for both visitors and residents.

**Goal 2: Monthly Tourism Newsletter and Sponsorship Program** captivating monthly newsletter spotlighting Garden City as a premier tourism destination. Capitalize on the leads generated from the Staycation Contest to build a robust recipient list. At the same time, establish a strategic sponsorship program that leverages partnerships with local businesses to enhance the newsletter's content and reach. By synergizing content from the blog, social media, and other marketing channels, we aim to position Garden City as a must-visit location and facilitate cross-promotion among various platforms.

**Goal 3: Monthly Blog Content Program** launch a dynamic Monthly Blog Content Program that encourages active participation from the Garden City community. This initiative aims to create a platform for residents to share their perspectives, stories, and experiences, fostering unity and connection. We seek to amplify the program's impact and celebrate our community's unique identity through strategic collaboration with the Community Relations Committee and local businesses. This program aligns with our commitment to spotlight Garden City's charm, attract visitors, and nurture a thriving local ecosystem.





### **Community Relations Committee Purpose Statement and Goals**

**Purpose Statement:** The Community Relations Committee of the Garden City Visitors Bureau (GCVB) focuses on building robust links between the local business sector and the GCVB. The goal includes identification and engagement with Garden City businesses and organizations that match the mission and vision of the GCVB. Such collaborations contribute to economic expansion and tourism, fortifying local businesses and accentuating the distinctive qualities of Garden City.

**Goal 1: Business Outreach and Engagement:** The SMART goal for the upcoming year is to establish partnerships with at least 70% of breweries and wineries in Garden City within 12 months. The focus will be on businesses with a solid potential to attract tourists. A spreadsheet will be employed to meticulously track outreach efforts and measure the alignment of each targeted business with the Garden City Visitors Bureau's mission. Committee members will be assigned specific segments of the business community to ensure comprehensive outreach. Metrics for success will include the number of partnerships formed, the degree of alignment with GCVB's mission, and a measurable increase in tourist-oriented business engagement. This initiative aims to enhance local enterprise while boosting tourism, aligning with the GCVB's mission and vision.

**Goal 2: Business and Customer Experience Feedback:** The objective for the coming year is to solicit feedback from at least 50% of Garden City businesses frequented by tourists, such as breweries and artisan shops. We'll employ surveys, town hall meetings, small focus groups, and an online suggestion box to understand what these businesses and their customers find most valuable. All collected data will be assessed via a chosen digital platform. Each team member organizes at least two engagement events like focus groups or town halls. The goal is to utilize the feedback to implement at least three actionable improvements to our operations within six months after data gathering. This initiative is slated for completion within the next 12 months.

### **Events and Fundraising Committee Purpose Statement and Goals**

**Purpose Statement:** The Garden City Visitors Bureau's Events and Fundraising Committee identifies and proposes key feature events for the GCVB's annual endorsement. Beyond our curated recommendations, we assist the board in guiding and supporting other significant Garden City community events. Our mission revolves around amplifying Garden City's unique charm, driving tourism, and fortifying community bonds through a thoughtfully planned event calendar.

**Goal #1: Garden Party Gala** - Organize and deliver the Garden Party Gala by the end of June with the explicit objectives of attaining a net income of a minimum of \$50K for identified Garden City nonprofits, doubling the attendance figures from the previous year, and successfully conducting both silent and live auctions to optimize participation and contributions.





**Goal #2: Mardi Gras Block Party** - By the deadline outlined in the SWITA grant proposal and before the actual Mardi Gras in March 2024, the Events and Fundraising team will successfully organize and execute the Mardi Gras Block Party according to its detailed specifications. A key component of success will be the active collaboration and involvement of community partners, including the City of Garden City, Riverside, and Garden City Urban Renewal Agency. Meeting all SWITA grant requirements will also be essential to deem the event successful.

**Goal #3: Grant Funding** - By the end of the fiscal year 2023-2024, the Events and Fundraising team will identify, draft, and successfully secure at least three grant funding opportunities in the community. The measurable target is to obtain at least \$5K in funding, ideally unrestricted, to support Garden City Visitors Bureau activities for the fiscal year 2023-2024

### Events

#### **"Mardi Gras in March" - Weekend Event – March 2023: \$4,000**

Welcome to "Mardi Gras in March" – An Afternoon Extravaganza on March XX, 2023: \$4,000

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GCVB Proposed FY24 Budget		2022	2022		2023 DRAFT	2023 Year End Proj.	FY24 Proposed
		Budget	Proj. Yr End		Budget		
<b>INCOME</b>							
Carry over		\$25,606.18	\$25,606.18		\$20,391.94	\$20,391.94	\$36,825.17
Contributions		\$5,000.00	\$5,000.00		\$3,000.00	\$3,000.00	\$3,000.00
SWITA		\$12,150.00	\$12,150.00		\$18,589.50	\$18,589.50	\$18,000.00
Web sponsorships					\$3,000.00	\$0.00	\$3,000.00
GCURA Economic Dev. Grant						\$3,000.00	\$10,000.00
GALA						\$46,915.00	\$40,000.00
Web Sponsorships							\$0.00
Other (grants, donations)							\$0.00
	<b>Total Income</b>	\$42,756.18	\$42,756.18		\$44,982.00	\$91,896.44	\$110,825.17
<b>New Fundraising Event-Golf Tournament</b>						\$	\$
<b>EXPENSES</b>							
Administrative Services					\$5,000.00	\$4,562.50	\$12,500.00
Advertising & Marketing		\$10,000.00	\$14,052.50		\$10,200.00	\$13,000.00	\$12,500.00
Bank Charges & Fees		\$100.00	\$24.00		\$100.00	\$24.00	\$25.00
Insurance		\$1,200.00	\$581.00		\$1,500.00	\$581.00	\$600.00
Legal & Professional Services		\$100.00	\$39.00		\$500.00	\$70.00	\$100.00
Social Media Mngr		\$9,000.00	\$5,007.50		\$9,000.00	\$6,800.00	\$10,200.00
Misc		\$1,200.00	\$107.24		\$1,200.00		\$1,200.00
Office Supplies/Software		\$1,500.00	\$312.00		\$1,500.00	\$700.00	\$1,500.00
Training		\$100.00	\$150.00		\$250.00	\$0.00	\$250.00
Travel/ Meals		\$300.00	\$0.00		\$300.00	\$0.00	\$250.00
Website		\$500.00	\$1,301.00		\$1,500.00	\$1,188.00	\$1,200.00
SWITA Member			\$290.00		\$290.00	\$290.00	\$300.00
GALA Expenses						\$11,598.79	\$10,000.00
Donations						\$16,256.98	\$8,000.00
Event Sponsor			\$500.00		\$1,600.00	\$0.00	\$0.00
	<b>Total Expense</b>	\$24,000.00	\$22,364.24		\$32,940.00	\$55,071.27	\$58,625.00
	<b>NET INCOME</b>	\$18,756.18	\$20,391.94		\$12,042.00	\$36,825.17	\$52,200.17
* Raise will be based on FY23 performance							
New Community Event - Mardi Gras? February 2024							<b>Expenses \$12,000.00</b>
New Fundraising Event - Golf Tournament						\$	\$