

2015/16 CITY OF LAS VEGAS ECONOMIC
DEVELOPMENT MARKETING INITIATIVE
July 2015 through June 2016



Proposed by: Melissa Warren and Nancy Higgins

Submitted At Meeting

Date 5-6-15 Item 5

Current Contract / New Proposed Contract

Current Contract	Proposed 2015/16 Contract
Website Development, Management: downtown.vegas	Website Updating, Management: downtown.vegas
Monthly E-Newsletter All research, writing, images, etc. 8 stories for 12 issues	Monthly E-Newsletter All research, writing, images etc. 8 stories for 12 issues Single subject e-blasts as needed
Familiarization (FAM) Tours	Society of American Travel Writers Select FAM tours
Business Testimonial Videos (6-9)	Business Testimonial Videos (4) Testimonials suitable for print (6)
Small Business Publicity	
	Special Projects, Events or Programs Fund

2014/15 FY Measurements

July 2014 through March 2015 (To-Date)

DOWNTOWN.VEGAS WEBSITE

- 13.4K Sessions (Visits); 10.3K Users
- Last 3 Monthly Average: 2,345 Sessions; 1,928 Users

E-NEWSLETTER – DOWNTOWN NEWS OF NOTE

- Average open rate 50.4%; average click through rate 20.6% - substantially higher than industry norms (22% and 15%)

FAMILIARIZATION TOURS

- \$3.6 million earned media (\$10.9 million PR value)
- 28 tours to-date; 396.9 million circulation
- Generated by FFW; includes local, national and international media

SMALL BUSINESS PUBLICITY

- Publicity for 100s of Las Vegas businesses through FAM tours
- \$66.3K earned media (\$199K PR value) for 5 selected small businesses

TESTIMONIAL VIDEOS

- 3 completed to date; 6 projected by end of FY

2015/16 Scope of Work

- **Management, updating and maintenance of downtown.vegas website**
 - Includes research, information gathering, copywriting, photography, managing technical web development process



Scope of Work

- **Continued production of monthly e-newsletter with expanded coverage of DTLV**
 - 8 stories featured in each monthly e-blast
 - Editorial content, interviewing, writing, image procurement and editing
 - Database management; technical management



Scope of Work

- **Familiarization (FAM) Tours – Society of American Travel Writers (SATW) convention and selected others**
 -  **October 4 – 9, 2015**
 - Comprised of writers from Forbes, USA Today, Fodor's, Frommers, Lonely Planet, CNN Travel and more
 - 2005 Convention achieved \$3.4 million in media value (not including social media at that time)

Selected FAM Tours in 2014/2015

Travel Weekly UK

Kansas City Star (Online)

The Daily Meal (Online)

Philadelphia Inquirer (Online)

Metro News Canada

Travel Age West

New York Times (Online)

CBS Las Vegas

Home & Away

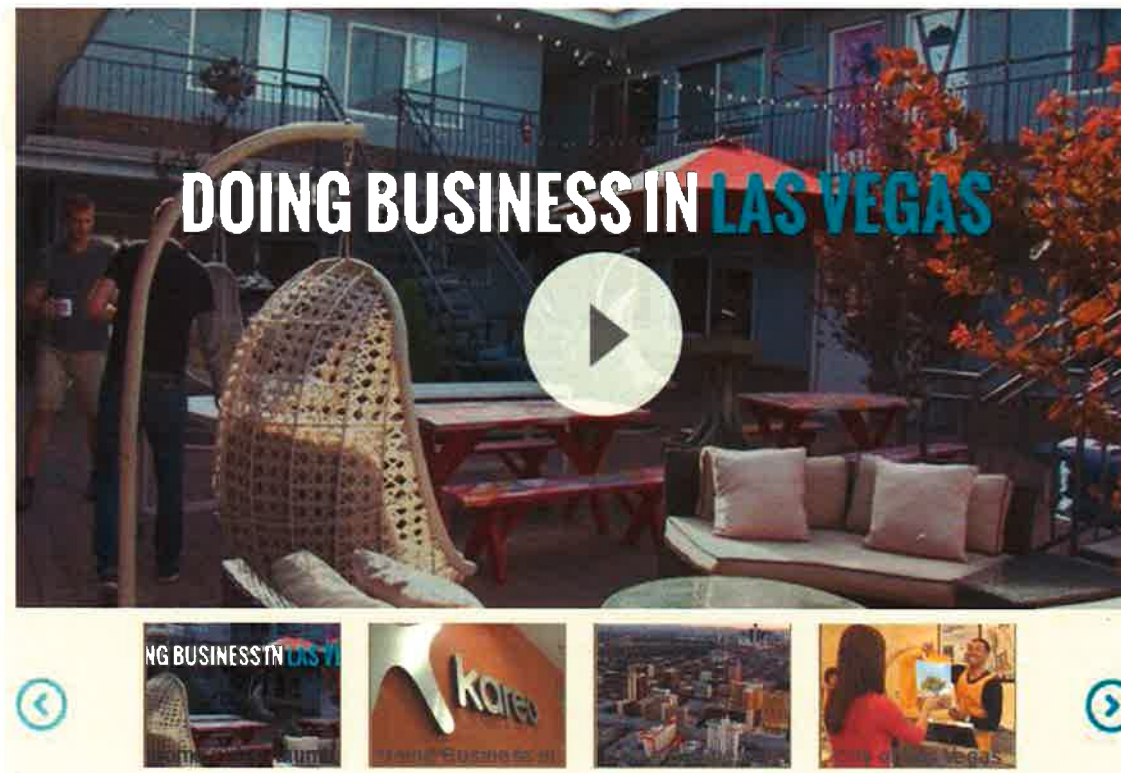
Dallas Morning News

Places & Faces UK

D Repubblica Italy

Scope of Work

- **Continued procurement of video testimonials from business owners for use on city websites, social media, trade shows**
 - *Doing Business in Las Vegas* video series
 - Concept, interviews, production, editing



Proposed 2015/16 FY Contract: \$200,000

- **Fees to FFW (5 team members) and Nancy Higgins - \$108,000**
 - Website management
 - Monthly E-Newsletter
 - Familiarization tours (SATW and selected others)
 - Business testimonial videos and testimonials suitable for print
 - All administration, reporting, account management and meetings
- **Hard costs - \$57,000**
 - Printing, graphic design, website and e-newsletter technical updates, Search Engine Optimization, photography, testimonial videos: videography and editing
- **Special Projects, Events or Programs Fund - \$35,000**
 - For opportunistic projects, events or programs

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