
CITY COUNCIL REPORT

DATE: June 14, 2019
TO: Mayor and Councilmembers
FROM: David Carranza, Economic Development Director
CC: Jerene Watson, Interim City Manager; Department Directors
SUBJECT: SHOP, DINE, STAY, EXPLORE

The report is for information purposes only.

DISCUSSION:

Our new Tourism Brochures are now available and are being distributed to local businesses and visitors centers statewide. Since the printing is only 2,000 (underwritten by Freeport McMoRan) and our resources few we have decided to try and reach as many locations as possible to effectively get a return on investment.

What began as an attempt to capture the many businesses in Douglas utilizing their advertising was changed due to the amount of businesses not wanting to commit to the costs to help support the brochures efforts in promoting their business. We decided to re-visit the idea and sought an underwriter that could help with our initial production of this important brochure so we can have a marketing piece to present to our visitors and guests.

The theme of SHOP, DINE, STAY, EXPLORE is a consistent marketing message we currently convey with our billboard on I-10 and with the Cabanas at the Visitors Center. Top of Mind Awareness is important when advertising and when one sees all the materials are similarly packaged the message is easily conveyed and delivered.

This is a brochure for our first six months of the tourism outreach and will look to re-evaluate future categories to include for the fruitful education of our tourist and visitors keeping the overall look consistent.

Please let me know if you have any questions.

RECOMMENDATION / CONCLUSION:

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