

Memorandum #08-86

To: *City Commission*
From: *Finance Officer*
Date: *4/25/2008*
Subject: *Request for Additional Funding for Convention and Visitors Bureau*

Attached is a letter from Lisa Scheve, Director, Yankton Convention and Visitors Bureau, which describes a project that the Convention and Visitors Bureau is interested in pursuing. Lisa will be at Monday's meeting to discuss this request.

Thank you,

Al Viereck
Finance Officer



April 10, 2008

Dear City Commissioner,

At the Monday, April 14, 2008 City Commission meeting the Yankton Convention and Visitors Bureau will be presenting their quarterly report. At the end of the report, I will be asking for \$25,000 additional funds for 2008. A project, the Southeast Digital Strategy, has presented itself over the last couple of months. This project was not in the picture when the CVB requested their 2008 funding.

Various communities in the Southeast region have already made their commitments to this project. The goal is to raise \$125,000 and then apply for a matching grant through the Governor's Million Dollar Challenge program. The grant would double Yankton's return on investment in this project.

I've included a summary of the Southeast Digital Strategy in the commission packet. This is a great opportunity for Yankton to work with other communities in the Southeast region of the state to promote tourism and increase the regions awareness as a visitor destination.

Regards,

Lisa Scheve

Director, Yankton Convention and Visitors Bureau

Southeast Digital Strategy

GOAL:

To Grow Southeast South Dakota Visitor Industry through a website marketing partnership of Chambers, CVB's and Southeast South Dakota Tourism Association.

OBJECTIVES:

Build an integrated, web community
Establish a Southeast South Dakota digital strategy, creating marketing dominance synchronized with off-line marketing
Support the digital strategy with cutting edge technology

PROJECTS TO ACCOMPLISH GOALS:

Optimization – Get people to our individual sites

Could include technical website adjustments plan for each of our websites
It could include an optimization plan for marketing strategies you are already doing on your own like pay-per-click marketing, email campaigns etc.
Could include shared content between the partners websites

Site Utilization – Keep people on our sites

Could include an outline of goals for each of our websites
Could include an outline of technical needs/improvements for each of our websites

Research

Could include an on-going plan for partner web-site assessment.
Could include standardized reporting mechanisms.
Could include a research process to mine consumer insights.
Could include on-going reporting and measurement.

Public Relations

Could include an on-line travel blog (development, maintenance, marketing)
Could include developing Public Statements/Overall goals of Digital Strategy
Could include a viral PR campaign

Marketing Strategy

Could include a marketing plan with things like optimized pay-per-click campaigns, email campaigns, banner ads and paid media efforts.