

**Pinedale Travel & Tourism Commission**

**Agenda for April 17, 2024**

**Town Hall**

**Virtual Meeting Details [https:// meet.google.com/ dvakmqhxmj](https://meet.google.com/dvakmqhxmj)**

**Join by Phone Call-in Number: (US) +1513-480-3950PIN: 7627188932**

**12:00 p.m. through 1:00 p.m.**

- A. Call to order
- B. Approve Agenda
- C. Approve Minutes of the February 14, 2024 meeting
- D. Approve Minutes March 20, 2024 meeting
- E. New Business
  - a. Review Revenue
  - b. Review Budget versus Actual
  - c. Approve bills in the amount of \$6,181.60
  - d. Report from Madden Media
- F. New Business
  - a. Madden proposal for FY 2025 \$140,496.20 (\$11,708 per month)
  - b. Contract for VCB Services FY 2025 in the amount of \$7,500
  - c. Proposal from Placer in the amount of \$12,000
  - d. Proposal from ITI in the amounts of \$17,000 and \$19,000
- G. Old Business
  - a. WAM Convention still need sponsors
  - b. Wyoming Business Report Rendezvous and Museum ads have started
  - c. True West Rendezvous ads have run
  - d. April advertising for J.F. PATTERSON award 2024
  - e. 2024 Mixer planning for May or June

**Pinedale Travel & Tourism Commission Minutes of February 14, 2024**

**Pinedale Town Hall**

**12:00 P.M.**

The meeting was called to order by Laura Hattan at 12:00 p.m. Commission members in attendance: Laura Hattan, Tyler Swafford, Angela Douglas, Jim Hamilton, and Stuart Lamson.

Motion by Mrs. Douglas to approve the agenda as published. Seconded by Mr. Lamson. Motion passed 5-0.

Motion by Mrs. Douglas to approve the minutes of the January 17, 2024 meeting. Second by Mr. Lamson. Motion passed 4-0-1. Ms. Hattan abstained.

Motion by Mr. Lamson to approve the bills in the amount of \$29,158.94. Second by Mrs. Douglas. Motion passed 5-0.

The commission received the final report submitted by the Pinedale Half Marathon with a reminder that this will be the last time non-compliance with any deadlines or stipulations will be accepted. The final report and request for reimbursement was not received on time.

The commission reviewed the Sublette County Visitors Center Report submitted by Mr. Peter Paulin.

Motion by Mr. Swafford to approve digital ads in the Womin Business Council and banner ads placed by the Womin Business Council not to exceed \$ ,001. Second by Mrs. Douglas. Motion passed 5-0.

The next meeting is March 20, 2024.

Motion by Mr. Lamson to adjourn. Seconded by Mrs. Douglas. Motion passed 5-0. The meeting adjourned at 12:48

Minutes Taken By:

Minutes Approved By:

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Maureen Rudnick

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Tyler Swafford

**Pinedale Travel & Tourism Commission Minutes of March 20, 2024**

**Pinedale Town Hall**

**12:00 P.M.**

The meeting was called to order by Jim Hamilton at 12:00 p.m. Commission members in attendance: Angela Douglas, and Stuart Lamson.

Motion by Mrs. Douglas to approve the agenda as published. Seconded by Mr. Lamson. Motion passed 3-0.

Motion by Mrs. Douglas to approve the minutes of the January 17, 2024 meeting. Second by Mr. Lamson. Motion passed 3-0.

Motion by Mr. Lamson to approve the bills in the amount of \$27,497.01. Second by Mrs. Douglas. Motion passed 3-0.

The commission reviewed the final report submitted by the Main Street Pinedale for the Winter Carnival with a reminder that this will be the last time non-compliance with any deadlines or stipulations will be accepted. The PTTC Banner was not present at events and a hotel contact form was missing.

The commission reviewed the proposed 2024 2025 budget submitted by Maureen Rudnick. Motion by Mrs. Douglas to approve recommending the budget to the town council. Second by Mr. Lamson. Motion passed 3-0.

The next meeting is April 17, 2024.

Motion by Mr. Lamson to adjourn. Seconded by Mrs. Douglas. Motion passed 3-0. The meeting adjourned at 12:27

Minutes Taken By:

Minutes Approved By:

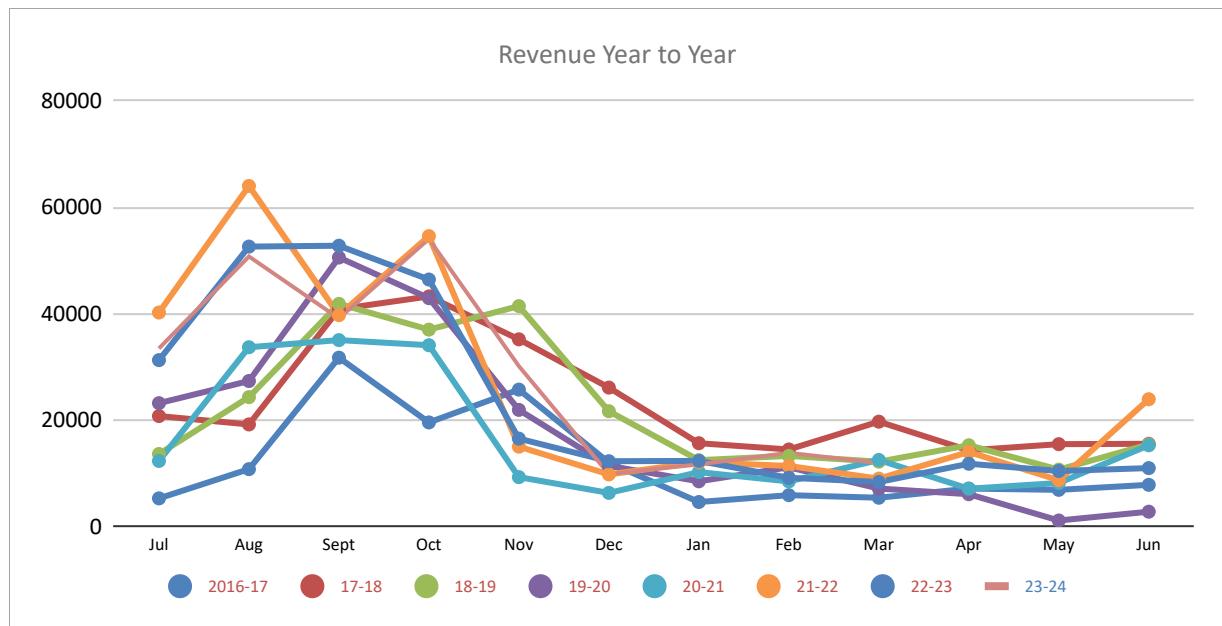
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Kelsey Thomas

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Jim Hamilton

	16-17	17-18	18-19	19-20	20-21	21-22	22-23	23-24	Difference
Jul	5288	20758	13628	23181	12319	40211	31267	33469	2202
Aug	10783	19183	24314	27342	33689	63997	52602	50746	-1856
Sept	31731	40837	41838	50554	35031	39717	52765	39114	-13651
Oct	19560	43235	37002	42912	34067	54566	46415	54036	7621
Nov	25727	35177	41417	21917	9278	15008	16516	30135	13619
Dec	12014	26106	21667	11401	6317	9794	12272	9855	-2416
Jan	4605	15653	12467	8495	10223	12087	12326	11677	-648
Feb	5889	14480	13269	11131	8474	11375	9159	13847	4688
Mar	5408	19700	12183	7136	12504	8997	8368	11937	3569
Apr	7126	14310	15271	6072	7102	14002	11791		
May	6891	15477	10694	1129	8181	8702	10436		
Jun	7832	15543	15431	2786	15261	23920	10978		
	142854	280458	259181	214056	192446	302377	274894	254816	13126





21-410-0210	226.3	ISE	Additional Booth set up		
21-411-0020 thru 0035	5815.72	Madden	2024-023082		
21-413-0375	53.18	Uber	Meet with rodeo producer		Rudnick
21-410-0100	86.4	Google			
see voucher	53.18				
	-166.24	paid to Rudnick but went on Town Card so need to reimburse town			
	-113.06	owed by Rudnick			

Invoice

Invoice Date: 3/29/2024



Making Trade Shows Successful
327 West Redberry Rd • Draper, UT• 84020
Phone: 801-523-7083
Email: orders@jpdisplay.com

Visit Pinedale
Maurene Rudneck
PO Box 709
Pinedale , WY 82941
Phone: 307-367-4136

Event: ISE 2024 International Sportsmen's Expo 2024
Dates: March 21 - 24, 2024
Location: Mountain America Expo Center

Order #: 3179 Date: 2/29/2024 Booth #: 342

Table with 8 columns: Product Description, Qty, Unit Price, St, Unit, Duration, Tax, Total. Rows include Tables (Cabaret Table), Chairs (Padded Stool), and Standard Carpet (Standard 9' x 10' Booth Carpet).

Payment History

2/29/2024 Visa \*\*\*\*\*3159 \$166.24
3/21/2024 Visa \*\*\*\*\*7229 \$226.30

Summary table with 2 columns: Description, Amount. Rows include Total Non-Taxable (\$0.00), Total Taxable (\$366.00), 7.25% Sales Tax (\$26.54), Grand Total (\$392.54), Total Payments Received (\$392.54), and Balance Due (\$0.00).



Madden Media  
 31 N 6th Ave Suite 105-157  
 Tucson, AZ 85701  
 (520) 322-0895  
 ar@maddenmedia.com

**BILL TO:**

Pinedale Travel & Tourism Commission/Visit Pinedale  
 Maureen Rudnick  
 P.O. Box 709  
 Pinedale, WY 82941

**SHIP TO:**

Pinedale Travel & Tourism Commission/Visit Pinedale

Billing Type	Invoice
Billing Number	2024-023082
Madden Program Reference:	DM-WYPTTC23-24 - Pinedale Travel & Tourism Digital Campaign
Billing Date	3/31/2024
Billing Due Date	4/30/2024
Billing Terms	Net 30
<b>Amount Due</b>	<b>USD 5,815.72</b>

March 2024

PRODUCT	COMMENT	QUANTITY	UNIT PRICE	TOTAL
Google SEM - General Leisure (CPC)		1.000000	USD 2,666.71	USD 2,666.71
Google Display Prospecting (CPM)		1.000000	USD 1,636.39	USD 1,636.39
Meta Ads Prospecting (CPC)		1.000000	USD 1,512.62	USD 1,512.62

<b>Sub-Total</b>	<b>USD 5,815.72</b>
<b>Sales Tax</b>	<b>USD 0.00</b>
<b>Total</b>	<b>USD 5,815.72</b>
Amount Paid	(USD 0.00)
Credit Amount	(\$0.00)
<b>Amount Due</b>	<b>USD 5,815.72</b>

\*\*\* We now offer ACH payments for your convenience. Please contact ar@maddenmedia.com to set this up. \*\*\*

## Thanks for tipping, Maureen

Here's your updated Monday morning ride receipt.

**Total** **\$53.18**

Trip fare \$29.01

**Subtotal** **\$29.01**

Reservation Fee \$10.00

Booking Fee \$3.99

SLC Airport Surcharge \$3.25

Tip \$6.93

### Payments

 **PayPal - rudnickcc@gmail.com** **\$45.95**  
 3/25/24 6:01 AM

 **Uber Cash** **\$0.30**  
 3/25/24 6:01 AM


 **PayPal - rudnickcc@gmail.com** **\$6.93**  
 3/25/24 6:02 AM

[Visit the trip page](#) for more information, including invoices (where available)

You rode with Alan

**UberX** 20.01 miles | 22 min

 10690 S Holiday Park Dr, Sandy, UT 84070, US

 3920 W Terminal Dr, Salt Lake City, UT 84122, US

Fare does not include fees that may be charged by your bank. Please contact your bank directly for inquiries.



# Invoice

Invoice number: 4943745182

Google LLC  
1600 Amphitheatre Pkwy  
Mountain View, CA 94043  
United States  
Federal Tax ID: 77-0493581

## Bill to

Maureen Rudnick  
Pinedale Travel & Tourism Commission  
P.O. Box 709  
Pinedale, WY 82941  
United States

## Details

Invoice number .....4943745182  
Invoice date .....Mar 31, 2024  
Billing ID .....6883-5815-2254  
Domain name .....visitpinedale.org

## Google Workspace

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Total in USD **\$86.40**

## Summary for Mar 1, 2024 - Mar 31, 2024

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Subtotal in USD \$86.40  
Tax (0%) \$0.00  
Total in USD \$86.40

You will be automatically charged for any amount due.

Subscription	Description	Interval	Quantity	Amount(\$)
Google Workspace Business Plus	Usage	Mar 1 - Mar 31	4	86.40
		Subtotal in USD		\$86.40
		Tax (0%)		\$0.00
		<b>Total in USD</b>		<b>\$86.40</b>

**Need help understanding the charges on your invoice?** [Click here for detailed explanations](https://support.google.com/a?p=gsuite-bills-and-charges)  
<https://support.google.com/a?p=gsuite-bills-and-charges>

Presented to

# PINEDALE WYOMING

Monthly Media Report

FEBRUARY 2024



MADDEN

# MONTHLY OVERVIEW

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## GOOGLE VIDEO

This campaign ended on 1/5/24. Our view goal was 98,333, and we ended at 573,095. This is **482%** over the goal!

## GOOGLE PROSPECTING + RESPONSIVE

Our goal for this campaign is 6,207,000 impressions. As of 3/22/24, we are sitting at 9,205,924 impressions, pacing at **48%** over our goal.

## SEM

As of 3/22/24, we are sitting at 16,052 clicks, which is pacing below 100% of our goal of 35,556 clicks. We'll take a deeper dive here to see if there are some tweaks we can make to bump these up!



# MONTHLY OVERVIEW

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## META PROSPECTING

This campaign is currently on hold until we launch the new spring refresh. As of pausing in February, we are sitting at 16,072 clicks, which is pacing just below 100% of our goal of 22,185 clicks.

## MOBILEFUSE

This campaign ended on 2/29/24. Our impression goal was 2,000,000, and we ended at 2,224,586. This is **11%** over the goal!



# **DOMO REPORTS**

# DOMO REPORTS

## Google SEM Coop

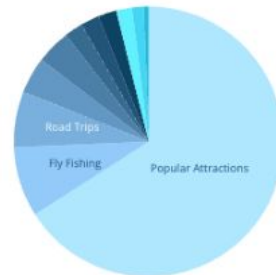
16,052 Total Clicks

Month	Impressions	Clicks	CTR
September	1,066	77	7.22%
October	24,653	1,785	7.24%
November	27,068	2,322	8.58%
December	29,728	2,621	8.82%
January	32,469	3,567	10.99%
February	35,125	3,155	8.98%
March	27,980	2,525	9.02%
	178,089	16,052	9.01%

## Pinedale, WY - SEM General Leisure - Top Ad Groups

16,052 Clicks

Popular Attraction...	65.95%
Fly Fishing	8.39%
Road Trips	6.67%
Winter Recreation	4.35%
Visit	4.11%
Events	2.22%
Trailheads	2.22%
Dynamic Ads	2.21%
Mountain Ranges	1.89%
Stay	1.4%
Lakes	0.59%



Total  
16,052

## Pinedale, WY - SEM General Leisure - Monthly Ad Groups

3,155 Clicks

Ad Group	Clicks	Impressions	CTR
Popular Attractions	2,030	14,916	13.61%
Fly Fishing	314	4,641	6.77%
Road Trips	211	3,529	5.98%
Winter Recreation	170	646	26.32%
Visit	102	3,285	3.11%
Dynamic Ads	77	1,077	7.15%
Trailheads	73	1,542	4.73%
Stay	60	490	12.24%
Mountain Ranges	56	2,645	2.12%
Events	50	1,722	2.90%
Lakes	12	632	1.90%

## Pinedale, WY - SEM General Leisure - Top 10 Monthly Keywords

3,078 Clicks

Keyword	Clicks	Impressions	CTR
wyoming tourism	417	3,614	11.54%
what to do in wyoming	259	1,980	13.08%
wyoming things to do	192	828	23.19%
wyoming tourist attractions	189	1,591	11.88%
best trout fishing in wyoming	155	1,745	8.88%
things to see in wyoming	149	1,112	13.40%
things to do in wyoming	128	987	12.97%
wyoming destinations	101	1,484	6.81%
pinedale ski resort	89	226	39.38%
wyoming vacation spots	82	306	26.80%

# DOMO REPORTS

Pinedale, WY - SEM - Monthly Top Keywords

3,078 Clicks



# DOMO REPORTS

## Google Prospecting Display - FY24

9,205,924 Total Impressions

Month	Impressions	Clicks	CTR
August	988,890	603	0.06%
September	1,183,364	718	0.06%
October	1,229,036	665	0.05%
November	1,182,759	614	0.05%
December	1,173,992	585	0.05%
January	1,273,424	722	0.06%
February	1,399,499	805	0.06%
March	774,960	1,037	0.13%
	9,205,924	5,749	0.06%

## Mobilefuse - FY24

2.2M Impressions

Month	Impressions	Clicks	CTR
September	30,833	17	0.06%
October	470,318	500	0.11%
November	447,587	500	0.11%
December	428,108	415	0.10%
January	452,955	677	0.15%
February	394,785	730	0.18%
	2,224,586	2,839	0.13%

## Meta Prospecting - FY24

16,072 Total Clicks

Month	Clicks	Impressions	CTR
August	3,465	126,717	2.73%
September	3,508	160,752	2.18%
October	2,478	233,263	1.06%
November	1,569	287,041	0.55%
December	1,791	364,992	0.49%
January	2,626	559,593	0.47%
February	635	136,837	0.46%
	16,072	1,869,195	0.86%

## Pinedale - Google Video Distribution

573,095 Views

Month	Impressions	Views
November 2023	528,039	254,124
December 2023	572,946	301,544
January 2024	40,011	17,427
GRAND TOTAL	1,140,996	573,095

**Sublette County Visitors Center**

19 E. Pine Street  
P.O. Box 176  
Pinedale, WY 82941  
307-367-3419

**Town of Pinedale**

P.O. Box 709  
Pinedale, WY 82941

Wednesday April 10, 2024

Dear Town of Pinedale,

This letter is a request for funding for the Sublette County Visitors Center in the form of Contract For Services on your 2024 / 2025 Budget. The Sublette County Visitors Center continuously provides information and support to Pinedale and Sublette County for visitors and residents.

If possible the Sublette County Visitors Center is asking for \$7,500 on your next fiscal budget request to help with funding if possible the Sublette County Visitor. This funding will help pay for several things not included in the County budget. Such as: Volunteer Incentives, materials and postage for visitors and relocation packets, paying for 2 workampers for the 2024 summer season, Bocces Intern Project, support for CDT Hikers, and help with local tourist related events. This would also include monitoring and servicing of the visitpinedale.org phone listing. We will provide monthly updates to the P.T.T.C.

Please see our attached Budget for 24 /25.

Thank you for your consideration.

Sincerely,

Peter F. Paulin  
Executive Director  
Sublette County Visitors Center

**Sublette County Visitors Center Budgets Breakdown  
2024-2025**

**24 /24 VC Expenses**

Postage & Shipping (Visitation & Relocation Packets) \$800

Volunteer and Workamper Incentives & Training \$1000

Bocces Intern Program \$900

Subscriptions and Memberships \$500

CDT Gateway Community Support / Services \$1000

Workampers 2025 - (2) \$8,000

VC Acquisitions \$500

Trade Shows and Conferences \$ 5000

VC Sticker Program \$1500

VC Website \$6,000

**Projected Budget \$ 25,200**

**Contract of Services requested for 2024/2025**

\$1,500 Town Of Marbleton

\$1,500 Town Of Big Piney

\$7,500 P.T.T.C

**Projected Rental Revenues \$21,240**

**Total Projected Funding \$31,740.00**

**Net: + \$6,540**

**Sublette County Visitor Center Services**

Provide Responsible information to visitors and residents

    Face to face / Telephone

    Visitor Packets

    Event Welcome Bags

Monthly reporting to PTTC

Call center for visitpinedale.org

Support and information to help Sublette County Events

Meeting space for several groups including the Sublette Chamber, Main Street Pinedale, Pinedale Little League and other groups when needed.

Public Restrooms

Continued Support to the GRVM and the south county for development of their visitors center project.

VC Website Maintenance and Marketing

Hub for CDT Gateway Community



31 N 6th Ave.  
 Suite 105-157  
 Tucson, AZ 85701  
 Office: 520.322.0895  
 mmcontracts@maddenmedia.com

Contract Number 00008952  
 Expiration Date 7/31/2024

Account Name Pinedale Travel & Tourism Commission/Visit  
 Pinedale

Bill To Account Pinedale Travel & Tourism Commission/Visit  
 Pinedale  
 Bill To Account Address P.O. Box 709  
 Pinedale, WY 82941

Product	Sales Price	Quantity	Total Price	Line Item Description
*Media	USD 3.10	7,742.00	USD 24,000.20	Google Performance Max - Youtube, Gmail, Discover, Display Network
*TV Media	USD 50.00	400.00	USD 20,000.00	Hulu TV
Google SEM - General Leisure (CPC)	USD 1.00	25,000.00	USD 25,000.00	
Meta Ads Prospecting (CPC)	USD 1.00	15,000.00	USD 15,000.00	
Near Interstitial Banners (CPM)	USD 12.00	1,333.00	USD 15,996.00	
Photo and Video Production	USD 35,000.00	1.00	USD 35,000.00	
Website Development Package - Custom	USD 5,500.00	1.00	USD 5,500.00	blog template and two stories

Description FY25 media, asset and website support  
 Subtotal USD 140,496.20  
 Grand Total USD 140,496.20

**Terms & Conditions**

[Madden Media Standard Terms & Conditions for Digital Marketing Services](https://maddenmedia.com/mm_digital_terms)  
 https://maddenmedia.com/mm\_digital\_terms

[Madden Media Standard Terms & Conditions for Print Production and Advertising Services](https://maddenmedia.com/mm_print_terms)  
 https://maddenmedia.com/mm\_print\_terms

[Madden Media Standard Terms & Conditions for Professional Services](https://maddenmedia.com/mm_prof_services_terms)  
 https://maddenmedia.com/mm\_prof\_services\_terms

[Madden Media Standard Terms & Conditions for Madden Voyage and Voyage+ Services](https://maddenmedia.com/mm_voyage_terms)  
 https://maddenmedia.com/mm\_voyage\_terms

*By signing and accepting below you are acknowledging that you have read and agree to the specific terms outlined in this document and wish to proceed with the implementation of the aforementioned products and services.*

Authorized signature:

Print Name:

Date:





Presented to:

# VISIT PINEDALE

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→ FY25 Plan



# ABOUT US

QUICK REMINDER ABOUT THE PEOPLE  
YOU'VE BEEN WORKING WITH

# WE'RE A TEAM PASSIONATE ABOUT THE TRAVEL INDUSTRY

Madden Media is a full-service destination marketing agency on a mission to spark imagination, nurture curiosity, and connect people to communities. Our diverse team of more than 170 employees creates inspiring, data-driven campaigns for destinations that improve economies and lead to a vision for a better world.

Informed by our over 40 years working in the tourism industry, **we understand the business of tourism**—the economic engine visitors fuel for your destination. Our track record speaks volumes, demonstrating our ability to conceive and execute campaigns that not only increase visitation and visitor spending but also provide a vital boost to local economies.

We specialize in crafting integrated destination marketing strategies that move people—emotional connections between consumers and DMO brands, effectively compelling them to visit our client destinations. The invaluable knowledge we've gained from navigating the intricate landscape of the tourism industry will serve as our guiding compass as we undertake your project, ensuring that travelers choose Pinedale out of their thousands of choices.

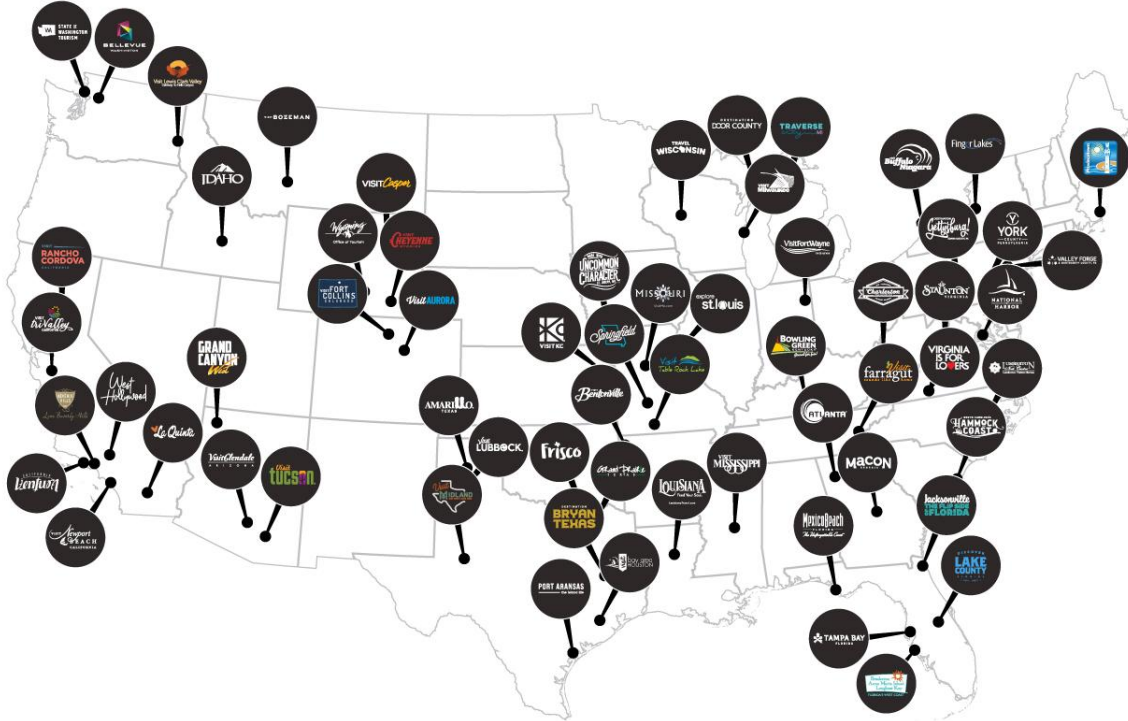
*WE LOVE CONNECTING TRAVELERS WITH COMMUNITIES! IT GIVES US THAT WARM, FUZZY FEELING INSIDE!*





# OUR EXPERTISE

We are the ideal destination marketing partner because we thoroughly understand the intricate DMO landscape. We partner with over 200 travel and tourism organizations nationally each year, including many that live in the Western United States. Here are a few of our robust partnerships.



# WE DO GREAT WORK

We love destination marketing, and it shows. We're passionate about building brands, campaigns, and websites that perfectly pair strategic approaches with inspiring creative. Our work has been recognized as best-in-class destination marketing, but we're most proud of positively impacting our clients' communities (although these trophies do look pretty on our shelf).



**2023 ESTO Mercury Award:**  
Integrated Marketing Campaign  
**2023 Bronze HSMIA Adrian Award:**  
Advertising-CSR  
**2022 Platinum HSMIA Adrian Award:**  
Integrated Marketing Campaign-B2C  
**2022 Silver HSMIA Adrian Award:**  
Integrated Marketing Campaign-CSR



**2023 Gold HSMIA Adrian Award:**  
Public Relations-Feature Placement  
Online or Print Consumer Media  
**2023 Gold Hermes Creative Award:**  
Website Redesign  
**2022 Bronze HSMIA Adrian Award:**  
Website



**2023 Silver HSMIA Adrian Award:**  
Integrated Campaign-B2C  
**2023 Gold Hermes Creative Award:**  
Website Landing Page



**2023 Bronze HSMIA Adrian Award:**  
Integrated Campaign-Reputation Management



**2023 Bronze HSMIA Adrian Award:**  
Advertising-Brand Campaign  
**2023 Bronze HSMIA Adrian Award:**  
Digital-Contest/Sweepstakes



**2023 Flagler "Henry" Award:**  
FLSportsCoast.com  
**2022 Bronze HSMIA Adrian Award:**  
Website

## PORT ARANSAS

the island life

**2023 Bronze HSMIA Adrian Award:**  
Advertising-Brand Campaign  
**2023 Bronze HSMIA Adrian Award:**  
Trending-Environmental, Social, Governance  
**2022 Bronze HSMIA Adrian Award:**  
Digital-Multimedia  
**2022 Bronze HSMIA Adrian Award:**  
Digital-Contest/Sweepstakes



**2023 Silver HSMIA Adrian Award:**  
Digital-App



**2023 Silver HSMIA Adrian Award:**  
Integrated Campaign-Experiential Marketing

WE COULD GO ON, BUT  
MAMA SAID NOT TO BRAG.

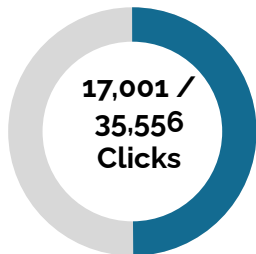


**Fy24 PERFORMANCE**  
BLAST FROM THE PAST

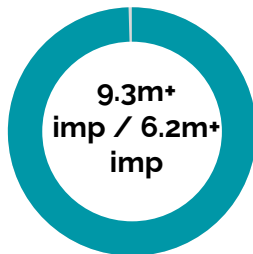
# MEDIA PLAN

	FALL				WINTER			SPRING			SUMMER		Estimated Deliverables
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	
Google Search Engine Marketing (CPC)													35k+ clicks
Google Prospecting (CPM) Responsive + Std. Banner													6.2m+ clicks
Meta Prospecting (CPC)													22k+ clicks
Google Video Distribution (CPV)													80k views
Precision Geofencing (CPM)													2m+ imp
Meta Remarketing (CPC) COOP													9k+ views

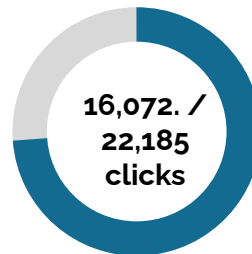
# MEDIA PLAN



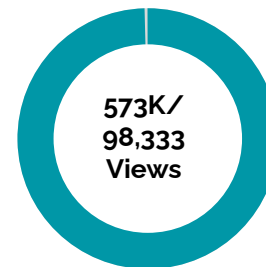
SEM (CPC)



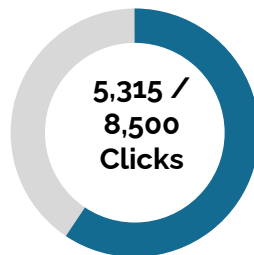
Google Prospecting (CPM)



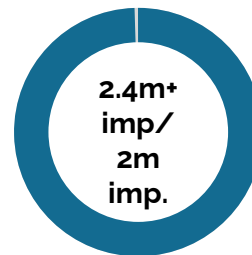
Meta Prospecting (CPC)



Google Video Distribution (CPV)



Meta Remarketing (CPC)




Precision Geofencing (CPM)





# ROADMAP



## What are our goals for FY25?

01

Increase level of spend specific for winter to better align with the season with the most opportunity

02

Continue to position Pinedale as your homebase to the national parks - the real Wyoming

03

Build out further tactics for awareness and take advantage of multiple types of ad placement opportunities



# **CREATIVE & CONTENT NEEDS**

MAKING THE CONNECTION

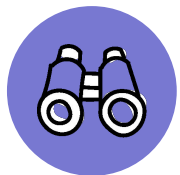
# CUSTOM VIDEO SHOOT & PRODUCTION

We will work collaboratively with you to understand what stories we need to tell to the potential visitor. We'll take that story and drill it down into a storyboard to map out what shots we need in location and what kind of talent we need to bring to the production. This will also make the post production process easier as we know exactly the shots we want to cut together to bring together our final story.



## PLANNING

We create a color-coded document with all requested locations listed out by feature. We then discuss what locations would be best to collect assets from and what locations are needed.



## RESEARCH

We then plot selected photography and videography locations on a map so that the schedule is created in the most efficient manner. This step also involves research of each actual location to see what possibilities are available and what would be deemed the MUST HAVE shots.



## VIDEO STORYBOARD

We plan out what shots we have to capture from each location, and what order they would appear in a video. We use reference shots to assist in communicating what kind of feel and aesthetic is desired for each segment.



## SCHEDULE

We create an in-depth, down-to-the-minute schedule for everyone on the team to reference. It includes times, locations, contact information, and talent needs. It also has which feature each shot and location requires, as well as a list of requested shots.

# WEB IMPROVEMENTS

---

While your website is an inspirational introduction to Pinedale, we also want to make sure we're thinking about improvements to that experience.

## BLOG PAGE

The creation of a blog page will allow for a place to put additional personal and experiential content. We can build out an additional page for your site that can host a variety of writers content to tell stories about the area.

## CONTENT

To help get the blog going, our team can put together two pieces of content to feature on the site. We'll be sure these stories are optimized for SEO and talk about the amazing vacation opportunities in the Pinedale area.



# MEDIA STRATEGY

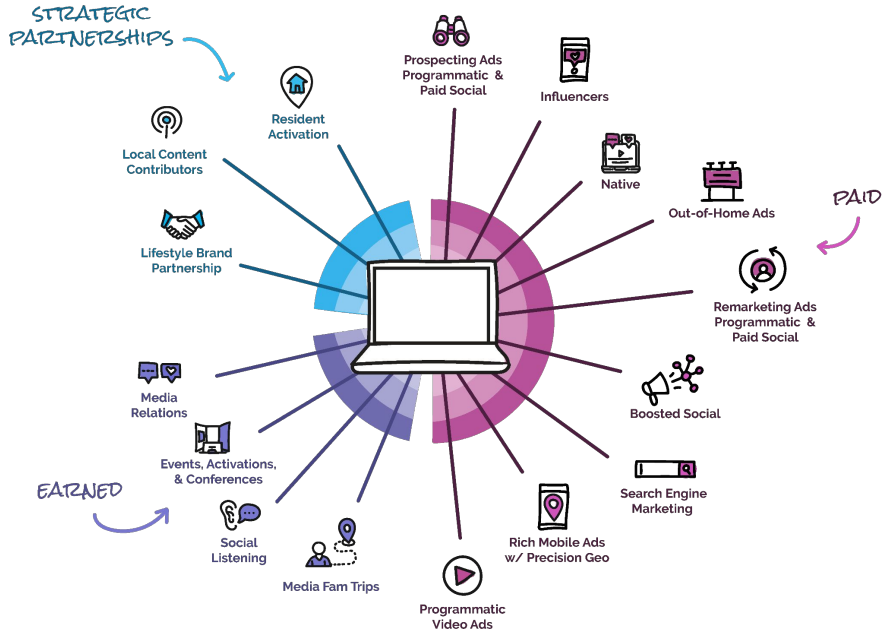
TRIED & TRUE TACTICS

# INTEGRATED MEDIA STRATEGY

Our media plans, rooted in understanding consumer interactions with tourism and travel media, consider buying behaviors and decision-influencing factors across your entire communication ecosystem. Whether our team is executing across all of these channels or not, it is critical that we're thinking about them as part of a larger brand ecosystem and planning for them in a cohesive and strategic way.

No matter your final media plan, we will follow these key tenets:

- **Create impact.** We architect media plans to inspire audiences in the channels that will drive action.
- **Focus on solutions.** Don't run media for the sake of running media. Know the problem and deploy media to solve it.
- **Strive for perfection.** We constantly tweak to optimize for peak performance.
- **Be flexible.** We select and modify tactics according to goal-driven performance.
- **Think strategically.** We use a variety of proven and emerging channels.
- **Don't try "one-size-fits-all."** We create personalized ads that are tailored to each target audience.
- **Mix it up.** We keep things fresh by using techniques to blend a variety of ad sets.
- **Keep audience top of mind.** We plan out multiple touchpoints to follow travelers along their decision-making process.
- **Try new things.** They won't all work, but lead to new discoveries.



# GOOGLE SEM

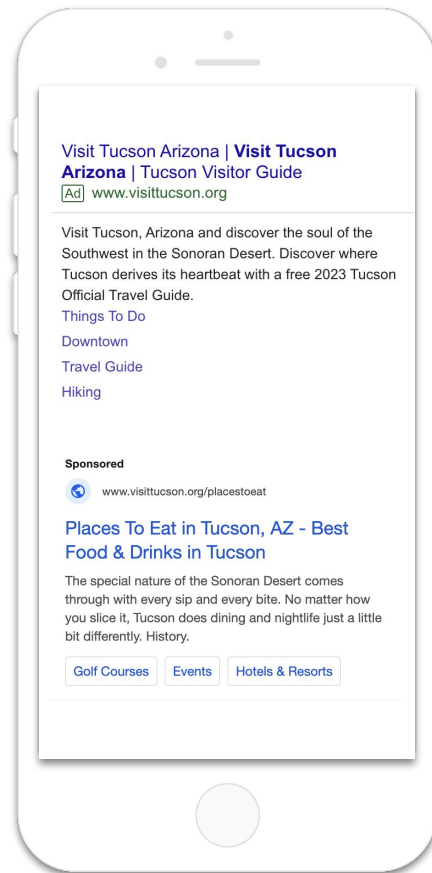
Google SEM offers wide reach, targeted advertising, a PPC model for cost-effective engagement, quick results, measurable performance through analytics, real-time flexibility in budget and targeting, increased brand visibility, and parallel benefits with SEO. This makes it a potent tool for digital marketing.

## BENEFITS

- Wide Reach
- Targeted Advertising
- Pay-per-Click (PPC) Model
- Quick Results
- Measurable Performance
- Flexibility
- Brand Visibility
- Complementary with SEO

MADDEN DMO MEDIA BENCHMARK  
*average performance across all clients*

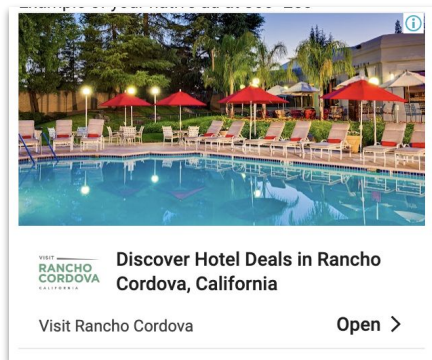
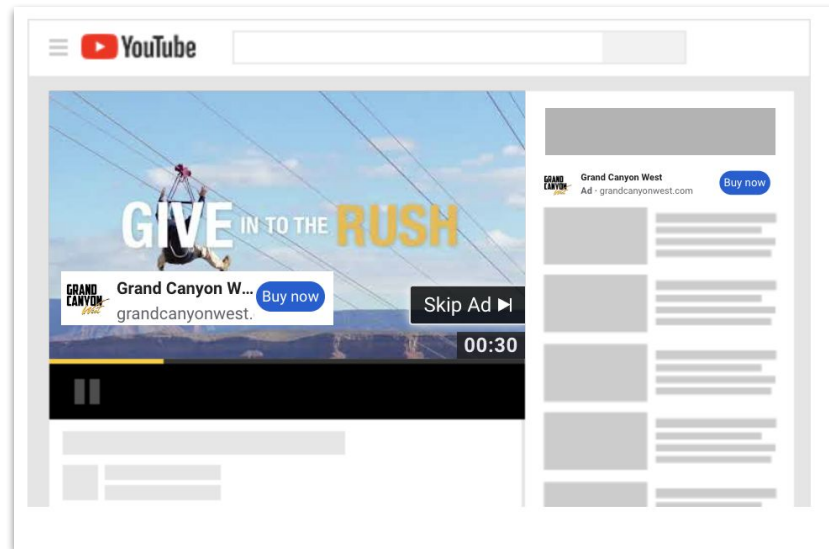
**8.18% CTR**  
**\$0.60 CPC**





# GOOGLE PERFORMANCE MAX

Performance Max is a new goal-based campaign type that allows performance advertisers to access all of their Google Ads inventory from a single campaign. Performance Max combines Google's automation technologies across bidding, budget optimization, audiences, creatives, attribution, and more. Additionally, these campaigns are designed to best reach users more likely to complete conversions on your site.



# META PROSPECTING

The advantage of Meta Prospecting lies in its capability to leverage user data from the Meta platform, enabling advertisers to target and reach a highly specific audience based on their interests, behaviors, and demographics. This precise targeting enhances the effectiveness of ad campaigns, increasing the likelihood of engaging the right audience and driving conversions.

MADDEN DMO MEDIA BENCHMARK  
*average performance across all clients*

**1.49% CTR**  
**\$0.33 CPC**



# AZIRA BANNERS

Banner ads provide several advantages in online advertising. They are highly visible and quickly capture user attention by being prominently placed on websites. Serving as a platform for brand exposure, well-designed banners contribute significantly to brand recall and familiarity. Advertisers can precisely target their desired audiences based on demographics, interests, and behavior, enhancing the relevance of the ads and increasing the chances of engagement. In terms of cost-effectiveness, banner ads offer flexibility with various pricing models such as cost-per-click (CPC) and cost-per-thousand impressions (CPM), allowing advertisers to manage their budgets effectively.

Paired with Near's geolocation mobile device data, destination can target consumers based on their previous travel activity and their origin market, as well as geofence ads. Geofencing ads offer precise targeting, increased relevance, and personalized engagement, making them a strategic choice for advertisers looking to connect with audiences in specific geographic areas.

MADDEN DMO MEDIA BENCHMARK  
*average performance across all clients*

**0.31% CTR**  
**\$6.04 CPC**





# **TIMELINE & PRICING**

*CROSSING THE TS AND DOTTING THE IS*

# ANTICIPATED TIMELINE

	SUMMER - 11%		FALL - 31%			WINTER - 34%				SPRING - 24%		
	July	August	Sept	Oct	Nov	Dec	Jan	Feb	March	Apr	May	June
Google Search Engine Marketing												
Google Performance Max (Youtube, Gmail, Discover, Display Network)												
Meta/Facebook/Instagram (Prospecting)												
Azira (Near) Competitor Conquesting Banners												
Hulu CTV												
Fall Video												
Spring Video												



# PRICING

	Cost	Notes
Google Search Engine Marketing	\$25,000.00	25k clicks
Google Performance Max (Youtube, Gmail, Discover, Display Network)	\$24,000.20	We will focus on hitting the tourism benchmark of 8.33% for the combination of these efforts
Meta/Facebook/Instagram (Prospecting)	\$15,000.00	15k clicks
Azira (Near) Competitor Conquesting Banners	\$15,996.00	1.3m+ impressions
Hulu CTV	\$20,000.00	400k+ impressions
Fall & Spring Video	\$35,000.00	Each shoot includes: <ul style="list-style-type: none"> <li>• Shotlist</li> <li>• Storyboard</li> <li>• Schedule</li> <li>• Travel</li> <li>• 1-2 day video and photo shoot</li> <li>• (1) 15 second</li> <li>• (1) 30 second</li> <li>• 50 edited photos</li> </ul>
Website Updates	\$5,500.00	2 stories and a new blog templates
<b>TOTAL</b>	<b>\$140,496.20</b>	



 **SPARKING IMAGINATION.** 

**NURTURING**  **CURIOSITY.**

  **CONNECTING PEOPLE TO ~~PLACES~~**

*PINEDALE*



# Daily Events Calendar

**Powered by Google** and sources such as Eventbrite  
According to Google Analytics, the Events page is one of the top five, if not the #1 most visited page on destination websites. Events is a valuable tool for promoting tourism destinations and attracting visitors.

## Why the Daily Events Module

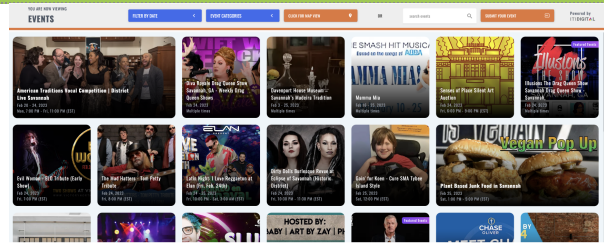
- Differentiate the destination from competitors
- Enhance the visibility of the destination by promoting your Daily Events and influence travel to your destination
- Increase the number of events displayed on the website
- Increase engagement on the website, and realize a positive and measurable impact of the site SEO performance.
- Minimize dependence on business owners to provide the content that will help promote the destination
- New technology = new online experiences. Move your site beyond being a static portal.
- Promote daily events to influence travel to the destination
- Promote local businesses
- Reduce staff time to research and the manual input of the event on your website by 90%
- Offer visitors to the website with content they want: real-time updated Events information

## What we do

- We deliver events content from data sources such as Google, Facebook, Eventbrite and more, to the DXP
- Content Management Control. With access to the DXP and the innovative and feature rich DXP, staff are empowered to edit, approve and publish events directly to your website

## Content Management our Clients LOVE!

- Editing Control.
  - Edit event listing, including Event description details (title, more info links, ticket links, dates)
  - Edit image - replace event image, or reposition for best display.
- Block event organizers
- Block events by keyword terms that are not relevant to the organization's goals.
- Create custom event categories and assign each event listing to a category of choice. Create unlimited categories in line with the brand and mission of the destination.
- Export events in a ready-to-print PDF format
- Tag events as "Featured Events"
- Marketing - promote your tourism assets, invite site visitors to subscribe to the newsletter, and highlight key partners. The "billboard" space on the Events calendar is created to influence travel to your destination.
- Promote the Events and "pin to the top."



## Features Visitors LOVE!

### Navigation

- Event image and description
- Filter calendar by date
- Filter calendar by client-created custom Events categories
- GPS Directions. A must have! GPS directions. Driving, walking and bicycling
- Save the Date! Never miss an event.
- Map view.
- See multiple event info/ticket links from all platforms available.
- Upcoming events. On the event detail page, users can see four additional forthcoming events. This feature assists the visitors in the planning stage.
- View multiple event info, access a link, and purchase tickets from all available platforms, such as Eventbrite.

### Shall we go, or shall we stay?

- View upcoming events based on the date search. If the visitor is interested in an event in October, the info window will display events happening during similar dates.
- Access to click on Google Reviews for the venue/organizer

### Getting Around

- GPS directions to the event venue
- Map View

### Planning

- Save the date: Add event to iCal/Google Calendar. End users may add the event listing to their preferred calendar.
- Add to your customized Trip (if Trip Planner module is subscribed)

### Be Social

- Copy event link for easy URL share
- Share on Social Media Platforms

## Mobile First - mobile-friendly design.

Website integration: Mobile-first design is a critical aspect of our software development approach at our digital company. We prioritize designing web the software modules optimized for mobile devices as mobile usage grows and dominates internet usage worldwide. Our team understands that users expect a seamless and intuitive experience on their mobile devices, and we strive to deliver just that.



# Daily Events Calendar

**Digital Experience - DXP** Content Management Platform.

**Development & Customization** -Seamless integration into any website

- Business listings updates delivered every two weeks after initial setup
- Customize navigation menu settings for two options of display
- Customize list display - three options
- Edit Places such as description of the business or replace images
- On-boarding and training
- Development and the customization of the Digital Experience Platform - DXP
- Integrate account branding and frontend widget preferences
- Implement an account logo that populates the export PDF feature
- Software maintenance
- Support as needed through Freshdesk Support Management Platform

Seamless integration in any website

**AI Integration - Content Assistant.** Our latest enhancements include the integration of AI, which significantly aids content managers in crafting captivating descriptions for individual Business Listings. This advanced technology empowers content teams by streamlining the process of creating engaging and informative content, ultimately enhancing the overall quality and appeal of the ITI Digital content modules.

## Delivering the Frontend Widget

- Provide your webmaster with the widget code and integration directions. We have two integration options
  - (a) DIV <script> widget with a few extra customizations available such as font styles. DIV widgets are responsive to mobile screens, tested on PC and mobile upon client launch. ITI Digital development team will assist with any questions during the code implementation and recommendations for best display.
  - (b) JSON Data-feed - most customizable option, with access to raw data, which allows you to design your calendar and connect to the data. Available upon request and exclusively available to the client's primary domain. Please note that if the data-feed is desired for a **third-party site or app in addition to your destination website:** (a) there will be an additional licensing fee charge, and (b) third-party companies will be required to sign and adhere to our terms of service.

## Maximizing Search Engine Optimization

The ITI Digital software is designed to maximize SEO opportunities on behalf of our clients. Each business listing includes an unique URL and Schema markup a type of structured data markup that is added to the HTML code to optimize content discovery by Google SEO traffic bots. Therefore, Google bots and other search engines have more content to index, which will enhance the SEO results of the tourism site.

### Upgrade Feature: Connect your Events Calendar with your Business Listings

Our groundbreaking technology connects Events and Places, transforming the way users interact with your brand. This means that users visiting the Events page can effortlessly explore nearby hotels and restaurants within a ten-mile radius. Similarly, when users browse through Places (business listings), they can easily discover "nearby events" associated with a specific location. Elevate your marketing strategy, boost business partnerships, and unlock the full potential of your destination with our groundbreaking technology.

SUBSCRIPTION, DEVELOPMENT AND CUSTOMIZATION	FEES
Tier One: up to 1,500 Delivered Events + 15 Tracked Facebook Page Tier Two: Up to 3,000 Delivered Events + 30 Tracked Facebook Pages) Tier Three: Up to 5,000 Delivered Events + 60 Tracked Facebook Pages)	\$7,000 annually \$9,000 annually \$16,000 annually
Upgrade Feature: Connect Events with Places <i>Only available with a subscription to both Events and Google Places</i>	\$4,000 annually
DXP Customization, data configuration, development, onboarding and training	\$4,000 one-time fee

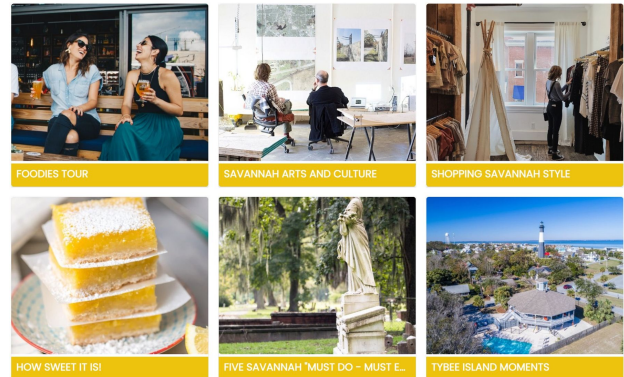
**Contact information: Monica Hall at [monica@iti-digital.com](mailto:monica@iti-digital.com); phone 912-250-2693**

## Suggested Itineraries - GPS Enabled

Powered by Google Places/Business Listings and Google Maps - Content Solutions designed for the future.

Suggested Itineraries tools utilize Google Places (Business Listings) as the content source to power the GPS-enabled map. The map serves as a visual guide to lead visitors to different points of interest, providing driving, biking, or walking directions.

Suggested Itineraries inspire travel and promote tourism assets that provide a personalized and immersive travel experience while showcasing a destination's unique tourism assets, allowing visitors to explore the destination at their own pace while discovering hidden gems and attractions that may have yet to be on their radar.



### Why Suggested Itineraries

- Attract new visitors and increase visitor spending. Seamless integration into any website
- Enhance the profile of your valued business partners, with multiple images, Google Review and more.
- GPS enabled Itineraries
- New technology = new online experiences. Move your site beyond being a static portal.
- Encourage repeat visitation by offering new suggested itineraries for returning visitors.
- Enhance visitor experience by providing personalized and immersive travel itineraries.
- Leverage technology to showcase the destination as innovative and cutting-edge.
- Promote hidden gems and attractions that may not be on visitors' radars.
- Showcase unique tourism assets of the destination to potential travelers
- Provide visitors with a sense of direction and reduce the stress of trip planning.
- Increase engagement and interest from potential travelers.
- Promote the long-term sustainability of the tourism industry.
- Provide a competitive edge over other destinations that may not offer such services.

### Key Features Visitors LOVE!

Visitors can discover the destination through themed itineraries, e.g., "Things to Do in a Rainy Day," Antique Shopping, Hiking, and more.

- Points of Interest (POI) include:
  - Images - three per business. Hotels, Restaurants, shopping, and attractions.
  - Customer Reviews
  - Nearby Places
  - Business hours and open/close status are automatically updated 24/7
  - Contact information: Website link, phone number, and address
  - GPS-enabled directions
- Share itinerary via email or social media channels
- Get Directions - open the POIs on Google Maps for instant directions while at the destination.

### What We Do

We deliver Business Listings, powered by Google Places with geofencing technology. The content can be organized in multiple categories e.g. Hotels, Restaurants, Shopping, Attractions, Parks, Business Services, Transportation Services, etc. Our software uses licensed Google data to deliver key points of interest with each including the following content:

- Images - Five photos per business
- Google Reviews (3-stars and up)
- Nearby Places for site engagement and cross-promotion
- Business hours and physical address
- GPS-enabled directions
- Open/close status, automatically updated 24/7
- Contact information: Website link, phone number

### Mobile First - mobile-friendly design.

Website integration: Mobile-first design is a critical aspect of our software development approach at our digital company. We prioritize designing web the software modules optimized for mobile devices as mobile usage grows and dominates internet usage worldwide. Our team understands that users expect a seamless and intuitive experience on their mobile devices, and we strive to deliver just that.

## Summary of Features and Services

### Digital Experience - DXP Content Management Platform.

The ITI Digital DXP is a tool that powers personalized, cross-channel digital experiences. We create unmatched personalized customer engagement with content - such as Business Listings Google Reviews, and nearby-places. This content is delivered via API to the ITI Digital Experience Platform.

### Development & Customization

- Customize navigation menu settings for two options of display
- Customize list display - three options
- On-boarding and training
- Development and the customization of the Digital Experience Platform - DXP
- Integrate account branding and frontend widget preferences
- Implement an account logo that populates the export PDF feature
- Software maintenance
- Support as needed through Freshdesk Support Management Platform

**AI Integration - Content Assistant.** Our latest enhancements include the integration of AI, which significantly aids content managers in crafting captivating descriptions for individual Business Listings. This advanced technology empowers content teams by streamlining the process of creating engaging and informative content, ultimately enhancing the overall quality and appeal of the ITI Digital content modules.

### Delivering the Frontend Widget

- Provide your webmaster with the widget code and integration directions. We provide a DIV `<script>` widget that allows for seamless and turnkey integration on multiple website platforms. DIV widgets are responsive to mobile screens, tested on PC and mobile upon client launch. ITI Digital development team will assist with any questions during the code implementation and recommendations for best display.

### Content Management - Features our Clients LOVE!

From the DXP edit and manage content delivered and powered by the ITI Digital SaaS.

- Ability to upload and edit the itinerary image, description text, and title
  - Access to the database of up to 2,000 Points of interest - Google Places & Reviews
  - Add / Remove geofences as needed
  - Block organizations that are not relevant to the mission of the Tourism office
  - Create and customize categories that will allow the software to publish the content by interest or region
  - Create PDF and share
  - Customize header images for the PDF Export
  - Customize Categories - up to three levels of customization. E.g. Accommodations/hotels/Vacation Rentals
  - Decide if the itinerary is to be published with driving or walking distances. For example, if all POIs are within a State Park trail, the itinerary can feature only walking distances between trail markers or interesting trail tourism assets
  - Drag-and-drop POIs for re-ordering the itinerary, with automatic route recalculation
  - Manually enter attraction and businesses such as historic markers, public art, and more.
  - Preview your itinerary before publishing live
  - Update the sidebar Itinerary Library promotional image
  - Unlimited itineraries published to your website - turn on/off itineraries as needed
  - On-boarding and training
  - Support as needed
- [Seamless integration in any website](#)

## SUBSCRIPTION AND ONE-TIME SETUP

## FEES

### Create Unlimited itineraries and publish to your website - turn on/off itineraries as needed

Access to Database up to 2,000 Points of Interest - Google Places & Reviews  
Access to DXP Dashboard for unlimited itinerary edits and revisions

\$8,000 Annually

### Six Suggested Itineraries - starting POIs + ability to add more POIs in dashboard as needed

ITI Digital will custom develop six initial itineraries with up to seven points of interest and deliver turn-key with an HTML code for easy integration in any website. This option also includes access to a database of customize, edit and publish unlimited itineraries, as needed.

\$6,000 Annually

Per Module: DXP Customization, data configuration, development, onboarding and training

**Contact Information:** [Monica Hall \(email and phone number\)](#) *Published rates are valid through June 30, 2024.*

\$4,000 One-time fee





# Civic Solutions

Best-in-class location analytics and insights for **civic leaders** to drive success.



# Over 850 Civic Clients

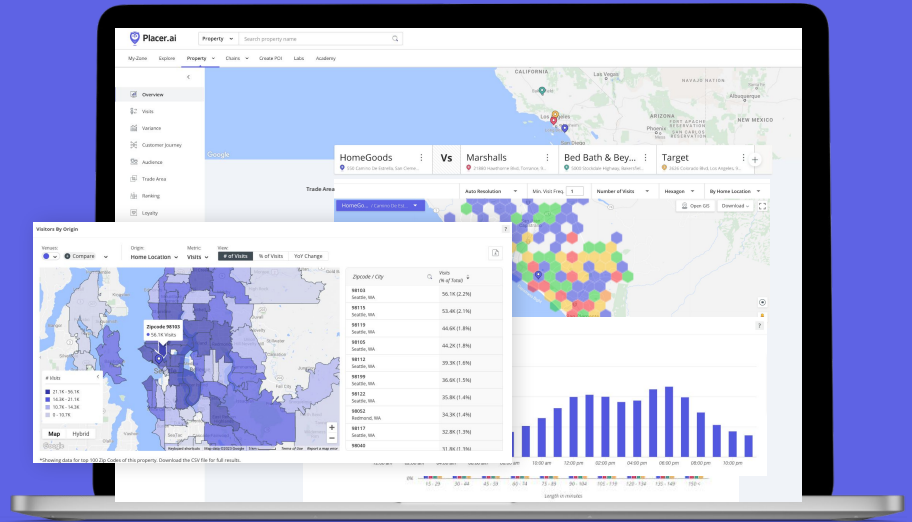
Cities, Counties, States, Districts, Downtowns, Business Improvement Districts, Economic Development Organizations, Destination Marketing Organizations, Chambers of Commerce, Parks and Recreation, Convention and Visitors Bureaus, Universities, etc.



**3000+**  
CUSTOMERS



**30+**  
INDUSTRIES



## CIVIC



## RETAIL



## COMMERCIAL REAL ESTATE



## FINANCE



## LEISURE



## MEDIA



# Placer is a Privacy First Company

- ❖ We only collect location data.
- ❖ Data comes from devices where app users opt-in to sharing location data.
- ❖ We remove sensitive locations from our panel.
- ❖ Visit Placer's [Trust Center](#) for more information.



## We Don't Collect User Identifiers

All data we receive is stripped of identifiers, including MAIDs, email addresses and phone numbers through our proprietary *differential privacy service* (DPS) — keeping all PII out of our data.



## We are Fully Compliant

Compliant with General Data Protection Regulations Legislation (GDPR), and California Privacy Rights Act of 2020 (CCPA)



## We Never Share User Level Data

We only provide aggregated statistical information about physical locations, such that every bit of information preserves K-anonymity of 50.



# How Civic Leaders use Placer Data



## Retail Analysis & Recruitment

- Discover retail demand and visitation
- Reveal retail leakage
- Identify best fit retailers for specific sites



## Forecast Revenue & Optimize Incentives

- Reveal sales data for retail businesses
- Inform incentives with visitation and sales data
- Forecast revenue from sales tax



## Workforce Analysis & Business Attraction

- Analyze workforce demographics and potential for any site or region
- Bolster recruitment efforts



## Event Analysis

- Reveal attendance numbers for any event
- Increase Sponsors and Vendors
- Optimize marketing
- Reveal economic impact



## Parks & Recreation / Transportation

- Visit metrics for any park or open space
- Demographics of parks users
- Economic impact of parks users
- Inform Transit Network Planning, Street Planning and Equity Strategy with data for every road



## Economic Recovery and Growth

- Measure Economic Impacts of COVID
- See how Remote Work affects local economy
- Measure efficacy of ARPA investments.



## Travel & Tourism

- Overnight Visitor metrics for every city
- Data for any event, attraction, convention
- Visitor home origin and journey
- Visitor spend data\*



## Reports for Marketing, Communications, and Grant Writing

- Reports for Council, Boards, Stakeholders
- Support Grant Applications and Reporting
- Automated monthly reports



## Support Local Business

Identify gaps in retail offerings. Provide insights about customer journey, dwell time, and marketing effectiveness.

# 01 Attract the Best Fit Retailers

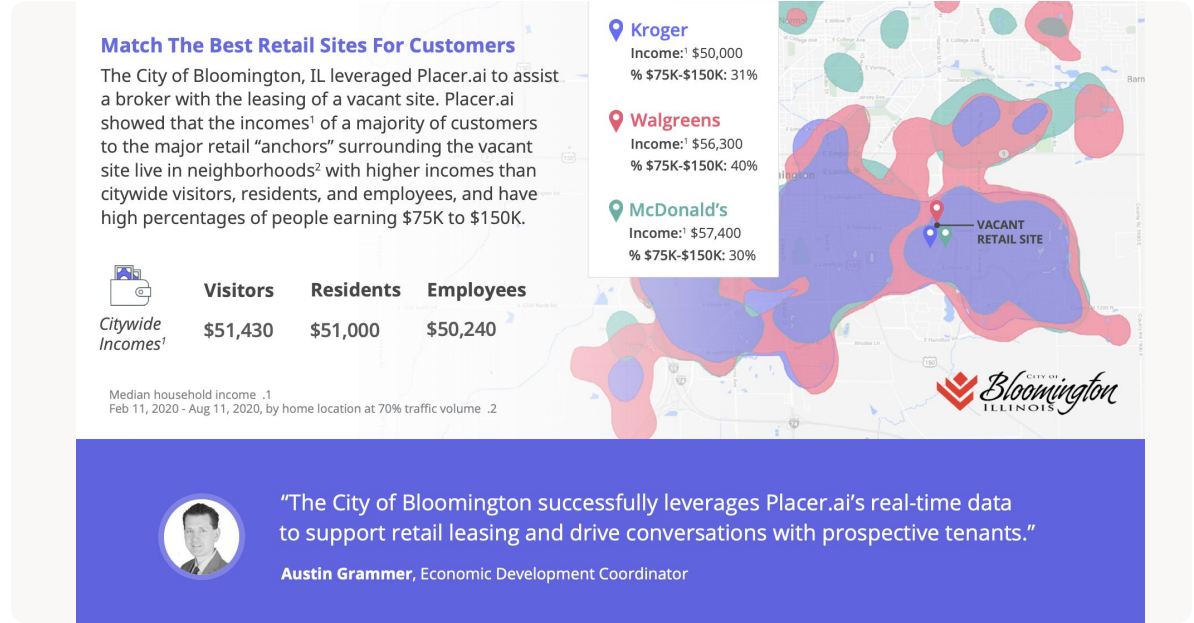


## The Problem

Civic leaders need to understand the true audience and trade area of any site in order to attract retailers most likely to perform well in a particular location. Lacking key market and location insights can lead conversations to stall with prospective tenants.

## Placer's Solution

- Demand Gap Analysis (STI Gap analysis)
- Leakage Study (XTRA and Favorite Places)
- Void Analysis
- Site Selection
- Trade Area Demographics & Psychographics
- Market Analysis expands market profile



## ANSWER QUESTIONS LIKE...

Q: What are the demographic and psychographic profiles of our visitors?

Q: Where are our best customers coming from?

Q: Where do visitors go before and after their visit?





# Attract New Development Case Study

## Village of Fox Lake Attracts \$335M in New Tourist Developments

### The Challenge

The Village of Fox Lake, Illinois, is situated near a chain of highly trafficked lakes. There had not been commercial development in 40 years and lake visitors had little to do in town. How could the city quantify visit traffic, then use that to attract new business?

### Placer's Outcome

Using Placer, Fox Lake was able to quantify their strong traffic - 240k unique visitors, visiting 3+ times each year, with high HHI - then used that data to attract more than \$335M in new development, including multiple hotels, a new marina, amphitheater, and more.



*Conversations with developers get serious when you can show objective data around how visitors behave, where they shop and eat, and more. After decades with no new development here in Fox Lake, Placer changed the game. We would not have won the development deals we did without its incredible data; it's paid for itself thousands of times over."*

**Donovan Day**

Community and Economic Development Director

[See the full case study](#)

# 02 Reveal Effectiveness of Marketing Efforts

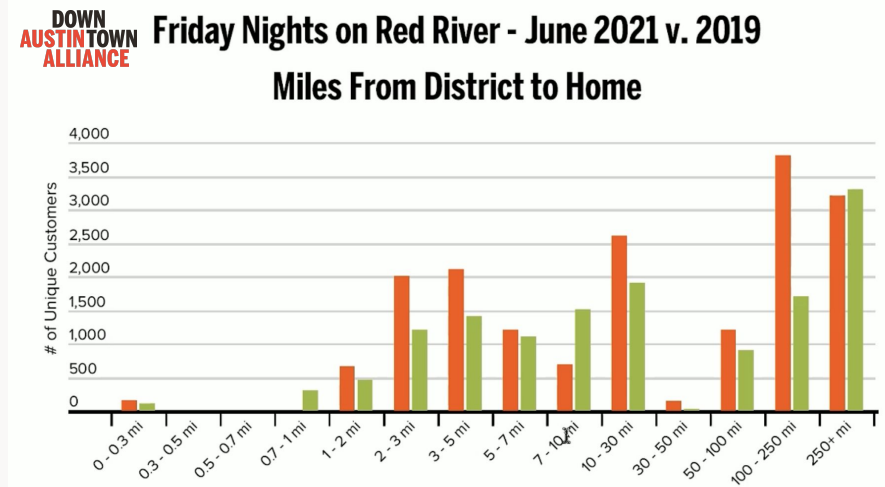


## The Problem

Civic leaders need to optimize marketing strategy and prove ROI of marketing efforts, whether marketing to tourists in general or to drive attendance at a specific event.

## Placer's Solution

- **True Trade Area** reveals home locations for visitors to any location on any day.
- **Visitation by Origin** shows top zip codes and Census blocks for visitors to any location.
- **Visitor metrics** for day of week, dwell time, and peak visit hours.
- **Variance** shows week over week, month over month, year over year trends.



Downtown Austin Alliance uses Placer to prove the effectiveness of their marketing efforts in attracting visitors from further distances, driving sales tax in downtown.

## ANSWER QUESTIONS LIKE...

Q: Has weekday park visitation increased post-marketing campaign?

Q: What zip codes include the target audience for this upcoming event?

Q: What trending social media interests and topics do visitors have?

# 03 Reveal True Value Of Local Attractions



## The Problem

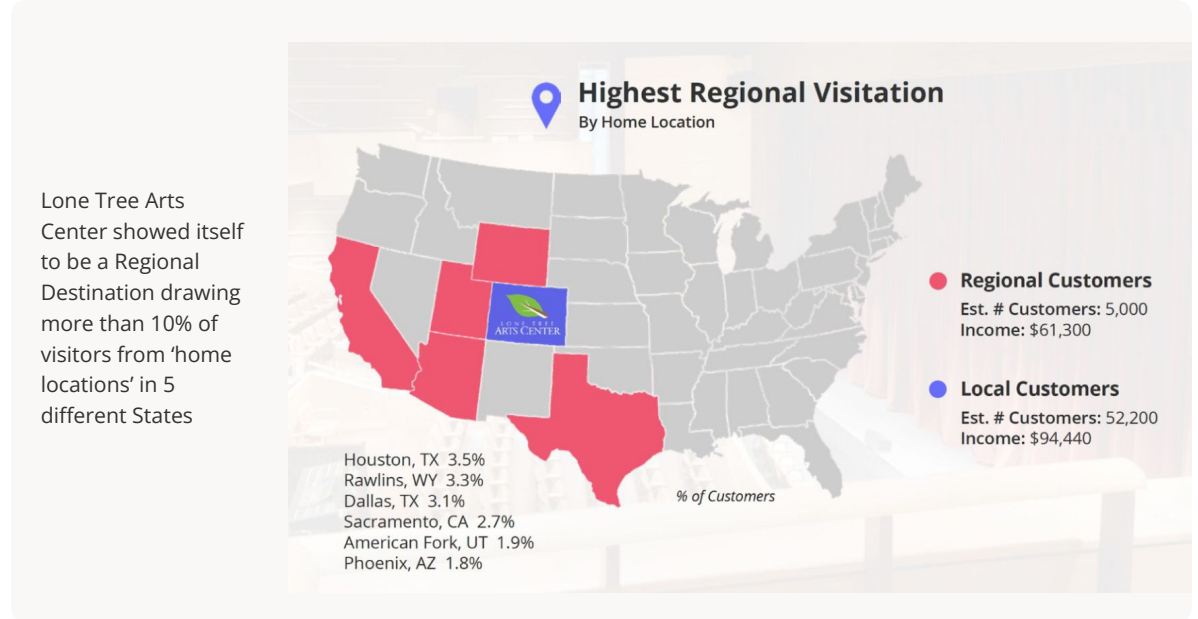
Civic leaders need to understand the performance and potential of attractions, parks, venues and places of interest to make the best decision for their community.

## Placer's Solution

- Visitation metrics
- True Trade Area
- Visitor Journey
- Visitor Demographics and Psychographics
- Competitors and Collaborators

### EXAMPLE: Lone Tree Arts Center

Placer showed 10% of visitors come from cities in Texas, Utah, Wyoming, Arizona, and California and illustrated the value of Arts Center to local businesses and hotels. As a result, they could optimize the ROI of marketing efforts with insights into local and regional visitors.



## ANSWER QUESTIONS LIKE...

Q: What are the peak visitation times for this property during the weekday?

Q: How far away and from where do visitors come? How often do they visit?

Q: What does the visit trend say about venue usage year over year?

# 04 Optimize and Measure Local Events

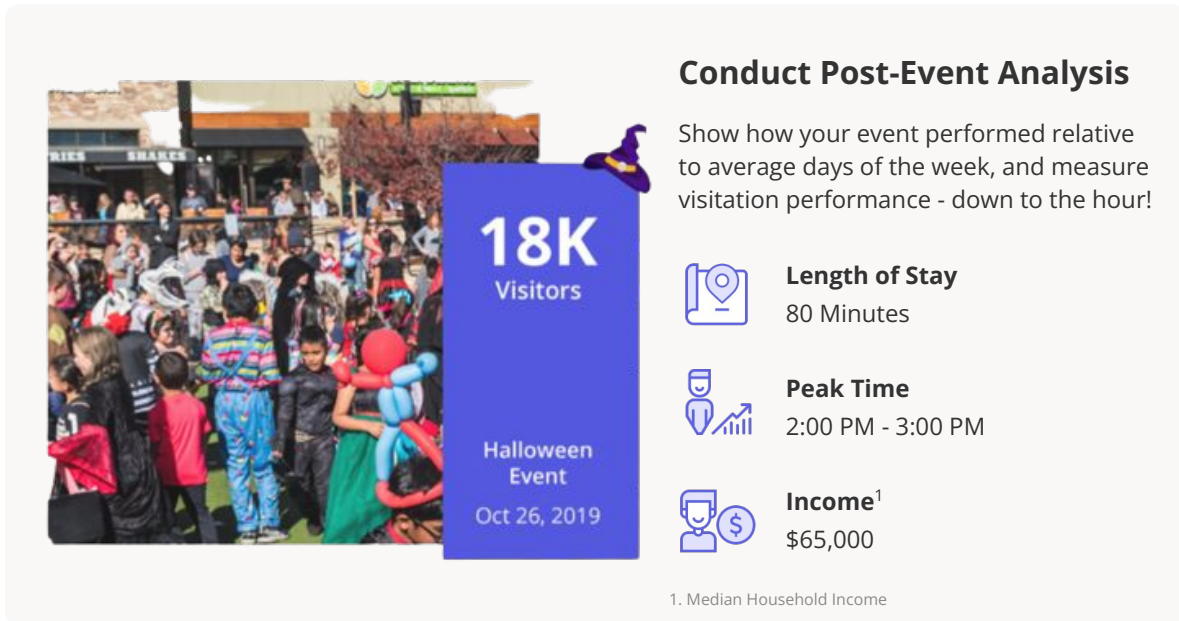


## The Problem

Civic leaders need granular insights to drive and measure attendance of local events (ticketed and non-ticketed) and to quantify their impact to local businesses. Typical ways to track attendance and engagement can be time consuming and costly.

## Placer's Solution

- **Visitation metrics:** number of visitors, peak times, home locations, MoM, dwell time.
- **Visitor demographics:** home locations, HHI, brand affinities, consumer preferences.
- **Visitor Journey** routes, parking areas.
- **Favorite Places** other locations visited.
- **Economic Impact:** event visitors contribution to other businesses in the area.



## ANSWER QUESTIONS LIKE...

Q: What are the demographic and psychographic profiles of our visitors?

Q: Where are our best customers coming from?

Q: Where do visitors go before and after their visit?

# Prove Event Impact & Win Grants

## Case Study



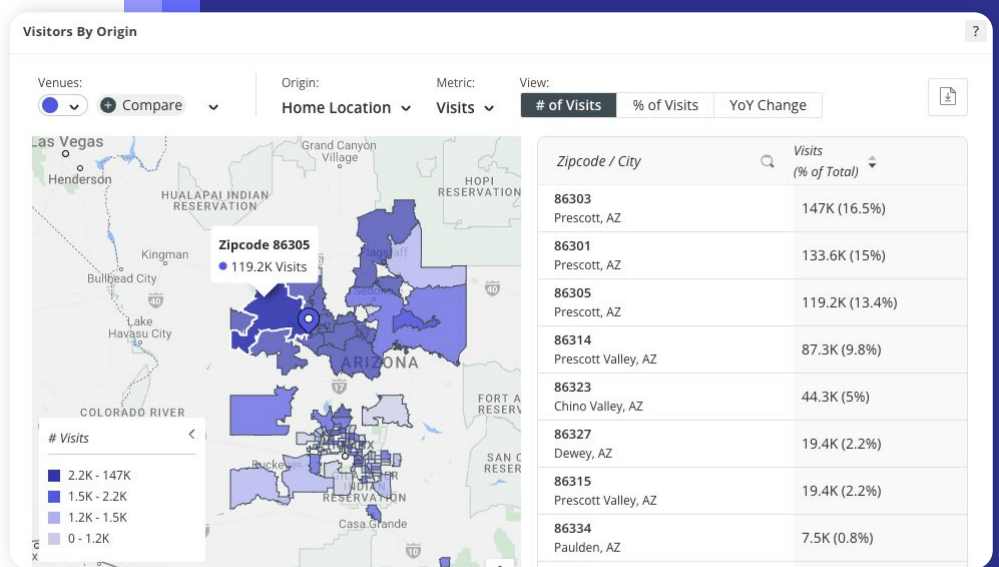
### Placer Helps Event Marketing Team Quantify Event Impact

#### The Challenge

The City of Prescott, AZ hosts a 6 week Christmas celebration but couldn't accurately measure the attendance or impact of each event, or how best to market them. How can the Office of Tourism drive attendance and prove event value to the local economy?

#### Placer's Outcome

The city's Office of Tourism used Placer to track foot traffic and visit patterns over the 6 weeks, validating earlier targeted marketing efforts and showing an economic impact of \$52M. This data helped the Christmas City organizers secure \$200k in new grants.



*With Placer, we market events more efficiently than ever before... and have helped our partners land multiple grants to help put on the Christmas City event. Placer has been a wonderful asset to the Office of Tourism and our partners.*

**Cristina Binkley**  
Tourism & Economic Initiatives Coordinator

Explore the deck

See the full case study

# 05 Discover Changes To City Or District Over Time

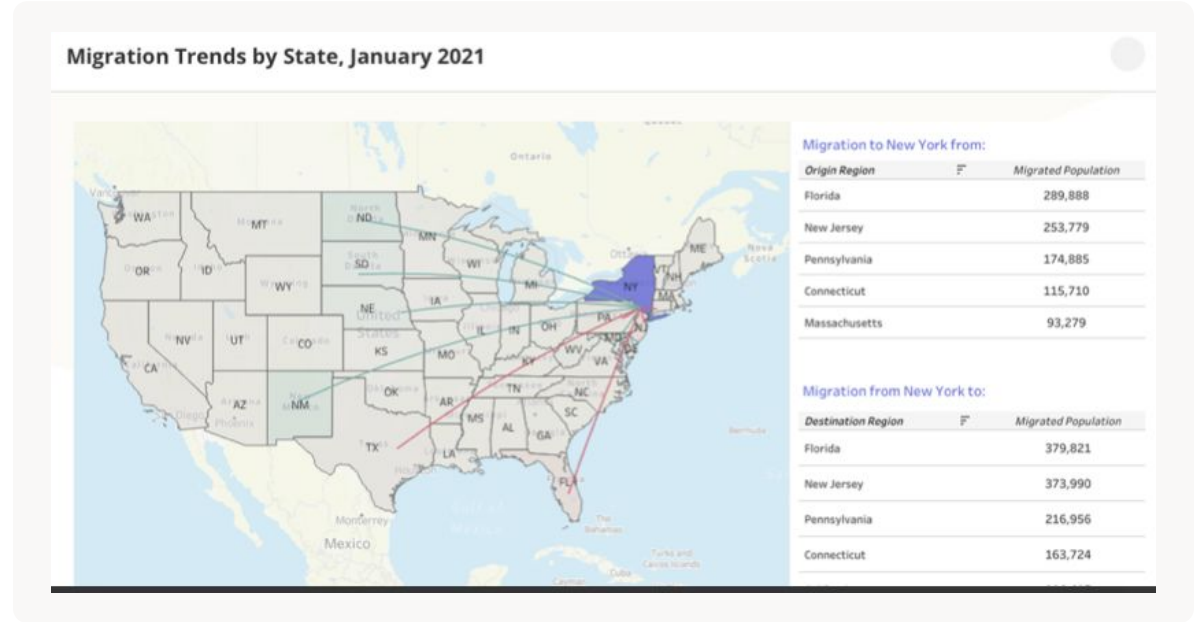


## The Problem

Civic leaders need to understand changes to resident, visitor, and employee populations in their communities.

## Placer's Solution

- **Movement of Residents, Visitors, and Employees:** origin location to destination based on time frame.
- **Demographics and Psychographics,** HHI, brand preferences, favorite places, work locations, home locations, age, ethnicity, race, psychographics.



## ANSWER QUESTIONS LIKE...

Q: How are zipcode populations changing year over year?

Q: Where are old residents moving? New residents coming from?

Q: How many SNAP households do we have within the trade area?

# 06 Leakage Analysis (Favorite Places Outside a City or District)

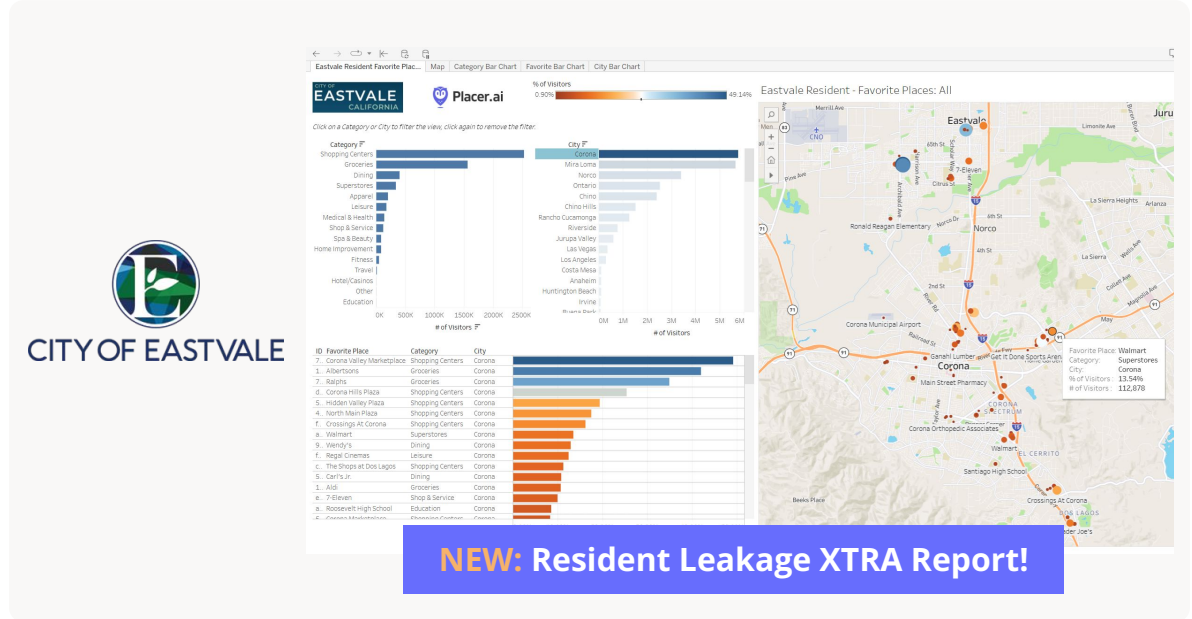


## The Problem

Civic leaders need to understand to what degree and where do residents, visitors, and employees shop outside the City or District Boundary.

## Placer's Solution

- **Leakage Report** for any city or district.
- **Gap Analysis** total leakage amount for every retail category.
- **Favorite Places:** Top locations outside the district/city visited by residents, employees, and visitors.
- **Visitation metrics** for retail category plus travel and hotel.
- **Average ticket size** for chain locations.



## ANSWER QUESTIONS LIKE...

Q: Which retail categories contribute to leakage?

Q: What top venues in other cities are your residents visiting? How often?

Q: What sales revenue and tax was lost as a result of leakage?



# 07 Public Realm

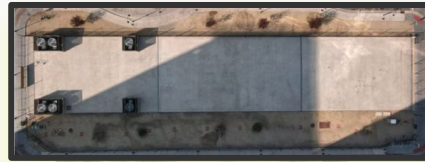


## The Problem

Civic leaders need to understand how changes to streets, parks and open spaces benefit the community in order to assess ROI and equity.

## Placer's Solution

- **Visitation Metrics** before and after intervention: total visits, peak visit times, dwell time, prior and post locations, distance traveled to destination.
- **True Trade Area** reveals home and work location for visitors.
- **Favorite Places** reveals locally visited businesses.
- **Variance** compares month over month and year over year



Bloomberg  
Philanthropies

	<i>Est. # of Visitors</i>	<i>Est. # of Visits</i>
<b>Before:</b>	<b>53.4K</b>	<b>77.5K</b>
<b>After:</b>	<b>68K</b>	<b>97.2K</b>



## ANSWER QUESTIONS LIKE...

Q: What are the demographic and psychographic profiles of our visitors?

Q: Where are our best customers coming from?

Q: Where do visitors go before and after their visit?



# 08 Analyzing Public Investments (Equity and ROI)



## The Problem

Civic leaders need to understand usage of public parks and facilities to show how investments improve the space and support surrounding businesses, and to understand who benefits from public improvements.

## Placer's Solution

- **True Trade Area:** home and work locations of visitors
- **Visitor Journey:** Popular routes. Post and Prior locations.
- **Visitor Metrics:** Day of week, time of day, peak time, and overall dwell time for venue.



The city of San Antonio was considering a bond measure to raise a few million dollars to upgrade a downtown Park. Debate centered on *who* would benefit from additional investment in downtown.

## ANSWER QUESTIONS LIKE...

Q: Where do visitors to the park come from? How often do they come?

Q: How does weekday and weekend usage compare?

Q: What are the top customer segments for this public asset?

# 09 Optimize Resources, Define District, Justify Assessments

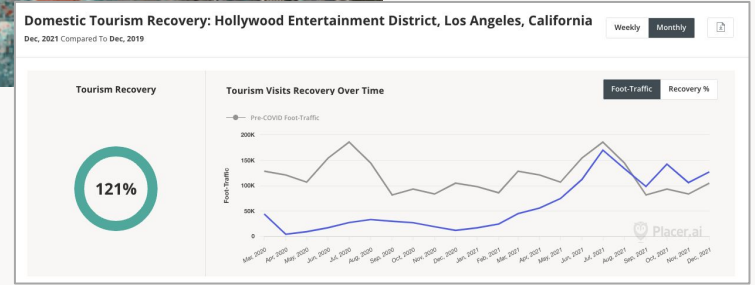


## The Problem

Civic leaders need to optimize resources for marketing, cleaning, safety, and district promotion. For example, during the peak of COVID in 2020, stakeholders voted to 'end' the assessment for the Tourism Overlay Zone. How could they get the data to justify timing for reauthorization of the assessment?

## Placer's Solution

- **Visitor metrics** - when is it used? by whom? for how long?
- **TTA home and work locations** for visitors
- **Distance** traveled by visitors
- **Origination by Market XTRA report** reveals home locations of visitors staying overnight



“Bottom line, we had the analytics to demonstrate the compelling case that Board members needed in order to make the difficult decision to re-start the assessment.”



## ANSWER QUESTIONS LIKE...

Q: How long do visitors typically stay in the area? Where do they go?

Q: How far do visitors travel? What are their home and work zip codes?

Q: What percentage of visitors stay overnight in the district?

# 10 COVID Recovery

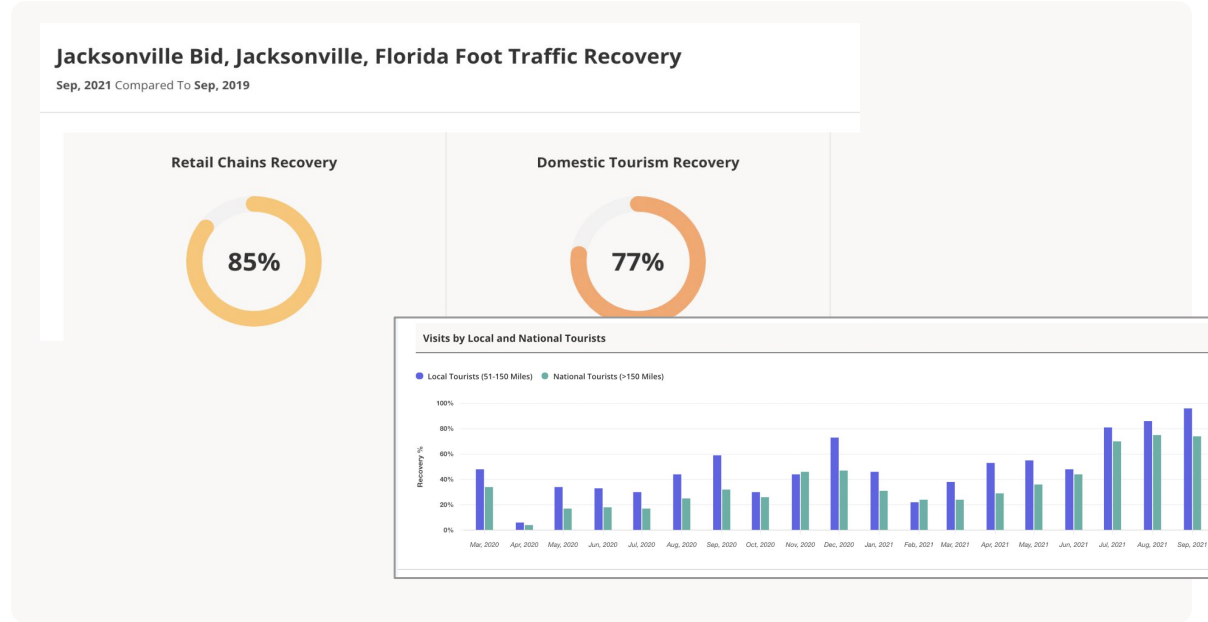


## The Problem

Civic leaders need to understand the impact of COVID and how retail and tourism have recovered since 2019.

## Placer's Solution

- **COVID Recovery Dashboard**
- **Retail and Tourism Recovery score** for every city, county, state and district.
- **Retail score** by category and zipcode.
- **Domestic Tourism** recovery score.



## ANSWER QUESTIONS LIKE...

Q: How does the local economy compare to performance in 2019?

Q: What categories are performing well? What categories are struggling?

Q: How do you compare with another district, city, or county?

# Monthly Reports



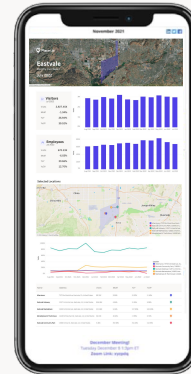
## Data at your fingertips

Get a snapshot of your City, County, District plus Points of Interest. See the visitation trends and overall metrics for a primary point of interest, whether it be an entire city, a district, or a venue(s). Evaluate category trends for retail, office, restaurants, hotels.

- **Overall Metrics** for primary point of interest (could be entire city, district, or venue(s)).
- **Category Trends** for retail, office, restaurants, hotels.
- **POI Widget** for any venue, open space, district, group

### HOW IT WORKS:

Get reports delivered direct to your inbox. Share data with local leaders, business and property owners, stakeholders, real estate professionals, granting agencies, etc. Promote content via email, social media, and websites.



# Placer Data on Your Website



## Share real-time foot traffic data about your community

Enhance your website with real time foot traffic data. Use Zip Code Foot Traffic Data to track changes to retail, dining, and visitor traffic in every zip code. Viewed as Regional Change and Monthly Trends. Note: Data is based on visits to existing POIs in Placer. Customers can add unlimited POIs.

## Realtime Economic Activity in our Community

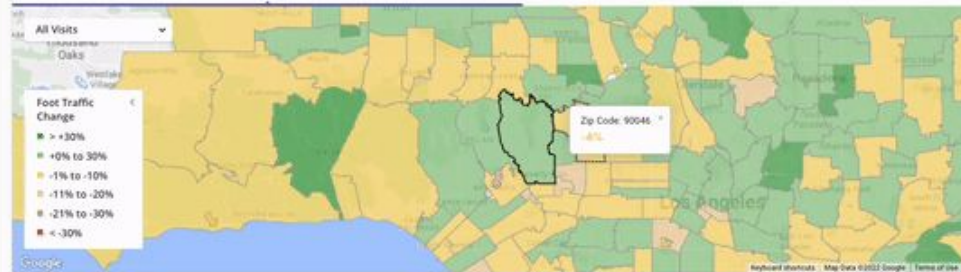
### Zip Code 90210, California Foot Traffic Trends

#### Foot Traffic Trends

October 2022 VS October 2021 | Zip Code: 90210, Los Angeles County, California

Regional Change

Monthly Trends



# Placer data in your hand



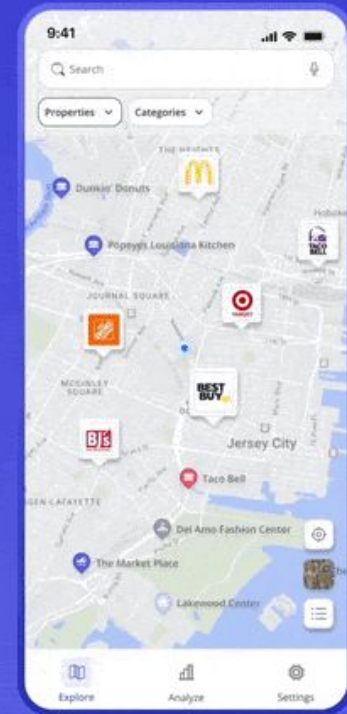
## Introducing the Placer App



**Placer.ai** 4+  
Location Intelligence Platform  
Placer Labs Inc.  
★★★★★ 5.0 • 26 Ratings  
Free

[Download from the App Store](#)

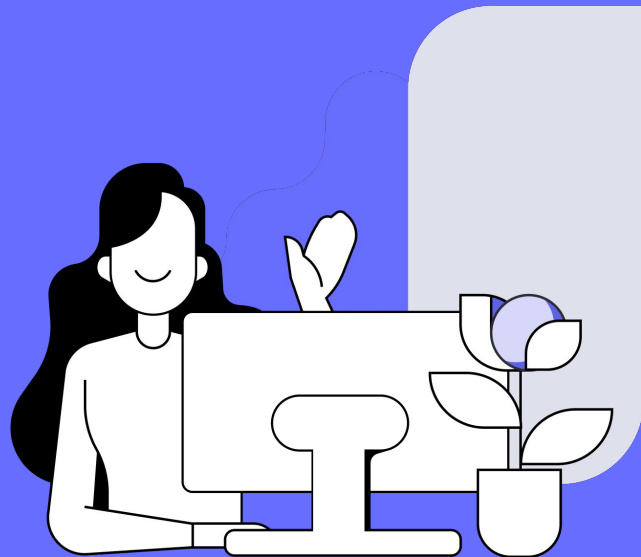
Now available  
**on the go**



# What's Included: Unlimited Data and Guaranteed Support



Explore data on the platform or have it delivered to you. Work with your dedicated support professional **every step of the way.**



## 24/7 Platform Access

Explore and analyze on-demand with self-service access to the world's leading location analytics platform



## Automated Data Feeds & API

Employ automated data delivery via Placer's customizable data feeds and API. Also available via marketplace partnerships, including Snowflake and AWS.



## White-Glove Service

Enjoy expert strategic guidance from your team of dedicated support professionals, or engage our analytical research team for bespoke analysis and insights.





# Thank You

[www.placer.ai](http://www.placer.ai)





# Appendices

- How Placer Works
- Data for Good
- Civic Case Studies



# How Placer.ai Works



Placer is powered by high-quality mobile location data and best-in-class proprietary technology.

## 01 Observe Human Movement

Foot traffic data from tens of millions of mobile devices forms an aggregated view of US commercial activity.

## 02 Analyze Every Location

Machine learning accurately describes human movement throughout the U.S., from specific POIs to chains, markets, and regions.

## 03 Enhance with 360° Data

Visitation data is enhanced with Placer Marketplace 3rd party datasets that further describe businesses, consumers, and markets.

## 04 Generate Actionable Insights

Robust, statistically significant insights into how people and places interact are presented via an intuitive UI, data feeds, or the Placer API.



# How Placer.ai Works

Placer is powered by high-quality mobile location data and best-in-class proprietary technology.



## Unparalleled Accuracy

### Highest-Quality Data

Placer.ai derives its insights from the largest, high-quality mobile device panel available, and benchmarks against authoritative data sources.

### Verified Truth Set

Placer.ai data is constantly validated by top retailers against credit card transactions, store revenue, vehicle and people counters, and other objective measurements.

#### Best Buy

**97.5%**  
correlation to  
counter data  
from 884 Best  
Buy stores



#### TX Alcoholic Beverage

**96%**  
correlation to  
sales of alcoholic  
beverages



#### Ruth's Chris Steakhouse

**99.6%**  
correlation to  
Ruth's Chris sales  
numbers



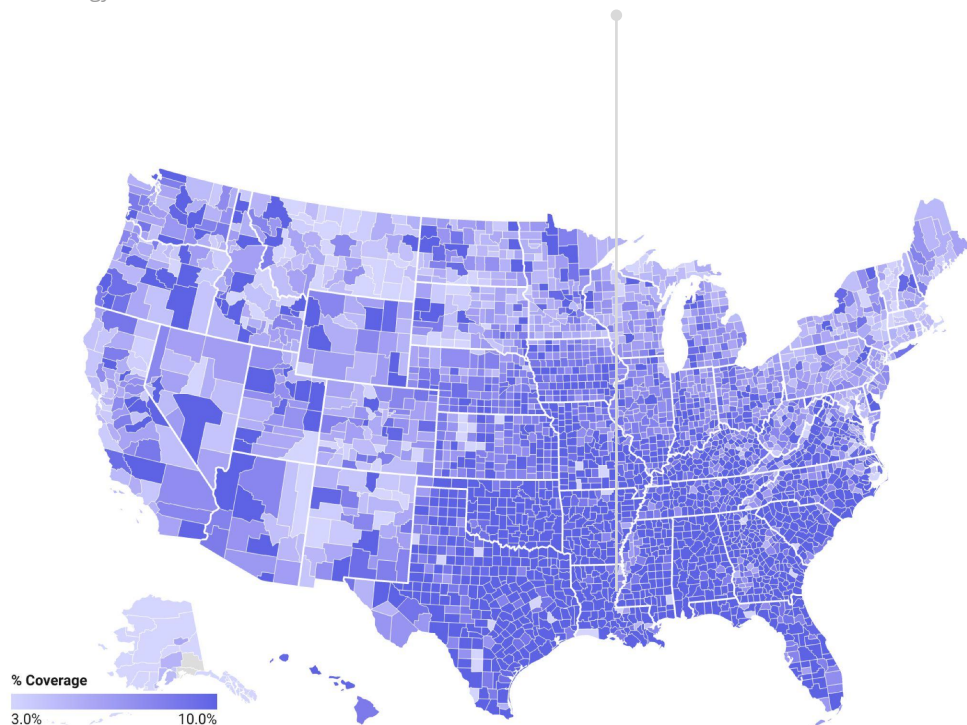
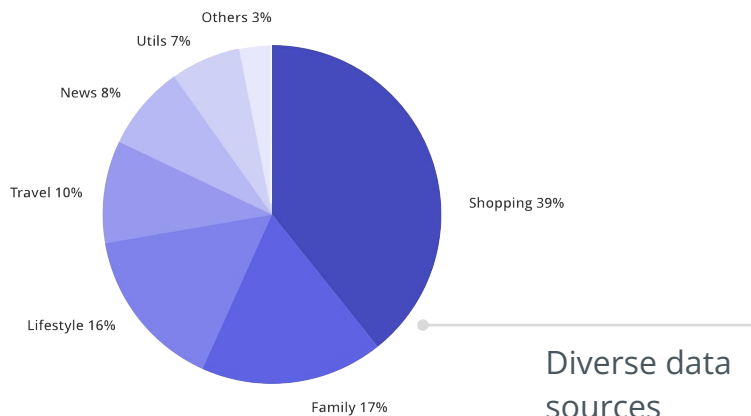
# How Placer.ai Works



Placer is powered by high-quality mobile location data and best-in-class proprietary technology.

## National Coverage

Placer's broad, diverse, and high-quality data partnerships provide visibility into tens of millions of mobile devices, forming a **statistically significant panel** which accurately reflects the real-world movement of the entire U.S. population.



# How Placer.ai Works

Placer is powered by high-quality mobile location data and best-in-class proprietary technology.



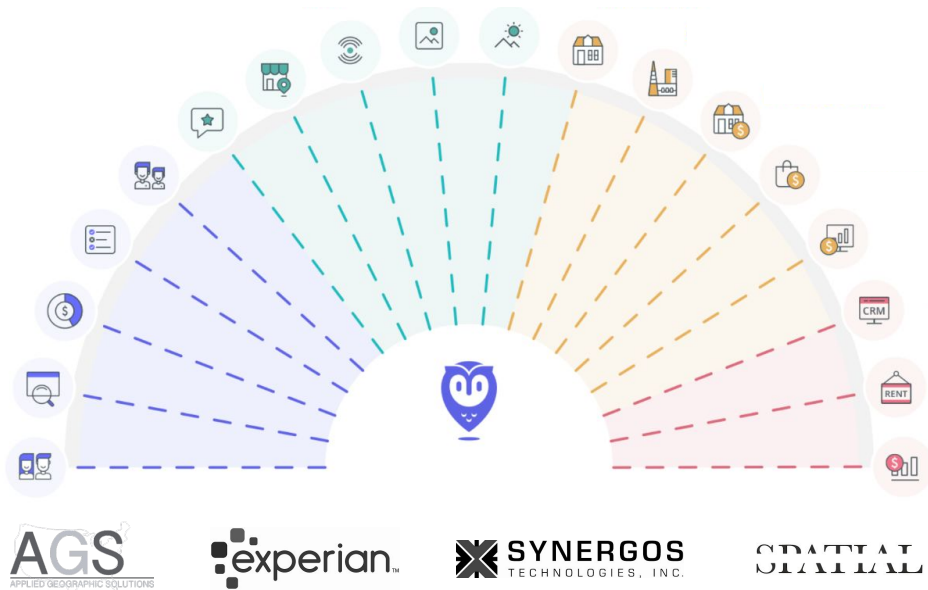
## Placer Data Marketplace

### Dozens of Third Party Data Sets

The Placer Marketplace provides streamlined access to 20+ third party demographic, psychographic, and behavioral data from industry leaders like Experian, Mosaic, and STI.

### 360° Consumer Understanding

The powerful combination of Placer's True Trade Area and industry-leading external data sets allows for robust and nuanced analysis of consumers and markets.



# Placer Data for Good

## Partnering for a healthier and more equitable world

Placer supports *thousands* of organizations, ranging from governments and nonprofits to Fortune 100 companies, in their efforts to improve the social, economic, and physical well-being of people and communities across the country.

Please visit [Placer Data for Good](#) to learn more.





# Civic Case Studies



Prescott, AZ Office of Tourism Quantifies Annual Event Impact, Secures \$200K in Grants

[View the Deck](#)

[Explore Case Study](#)



BusinessFlare helps Tequesta, FL develop response plan to pending bridge closure

[View the Deck](#)

[Explore Case Study](#)



Garden City, KS Uses Placer To Inform Sales and Tax Projections, Lands National Coffee Retailer

[Explore Case Study](#)



Village of Fox Lake Attracts \$335M in Development to serve Tourism visitors

[Explore Case Study](#)



Grand Forks Wins National \$100k Grant to Revitalize Town Square

[Explore Case Study](#)



Tourism Dependent City Uses Placer To Improve Sales Tax Revenue Forecasting By 37%

[Explore Case Study](#)



		<b>2024-25 1st Read</b>
21-310-1300	LODGING TAX - 90% PTTC	\$270,000.00
21-310-1400	LODGING TAX - 10% TOWN	\$30,000.00
21-360-6420	Co-operative Support (CARES)	\$0.00
<b>TOTAL FUND 21</b>		<b>\$300,000.00</b>
21-410-0010	ANNUAL DUES	\$400.00
21-410-0030	COMMUNITY RELATIONS	\$13,000.00
21-410-0040	GRANT PROGRAMS	\$15,000.00
21-410-0044	NEW WESTERN EVENT	\$7,500.00 *
21-410-0045	PFAC	\$30,000.00
21-410-0060	ONLINE ADVERTISING	\$3,000.00
21-410-0050	INDUSTRY RELATIONS	\$8,000.00
21-410-0070	PRINT ADVERTISING	\$5,000.00
21-410-0090	VIDEO PRODUCTION & PHOTOS	\$5,000.00
21-410-0100	WEBSITE DEVELOPMENT	\$36,000.00 **
21-410-0190	OTHER MARKETING	\$8,000.00
21-410-0210	TRADE SHOW/DIRECT SALES	\$9,500.00
<b>TOTAL DIRECT SALES &amp; COMMUNITY RELATIONS</b>		<b>\$140,400.00</b>
21-411-0010	WINTER CAMPAIGN	\$41,000.00
21-411-0020	FALL CAMPAIGN	\$30,000.00
21-411-0030	SUMMER CAMPAIGN	\$20,000.00
21-411-0040	SPRING CAMPAIGN	\$25,000.00
<b>TOTAL MARKETING CAMPAIGNS</b>		<b>\$116,000.00</b>
21-413-0375	TRAVEL FOR EVENTS & MEETINGS	\$6,000.00
21-413-0485	CONTRACT SERVICES	\$8,500.00
21-413-0490	NEW PROJECT DEVELOPMENT	\$5,000.00
<b>TOTAL TRAVEL, CONTRACT SERVICES &amp; PROJECT DEV</b>		<b>\$18,500.00</b>
21-415-0050	SALARIES-WAGES-COMPENSATION	\$23,200.00
21-415-0070	PAYROLL TAXES-FICA	\$2,112.00
21-415-0071	PAYROLL TAXES-UNEMPLOYMENT	\$700.00
21-415-0072	PAYROLL TAXES-WORKERS COMP	\$700.00
21-415-0075	EMPLOYEE BENEFITS-HEALTH INS	\$2,500.00
21-415-0077	EMPLOYEE BENEFITS-RETIREMENT	\$1,451.88
21-415-0090	OVERTIME	
<b>TOTAL CONTRACT &amp;</b>		<b>\$30,663.88</b>
21-416-0010	10% TOWN DIRECTED EXPENSES	\$29,000.00
<b>TOTAL FUND 21</b>		<b>\$334,563.88</b>
<b>NET FUND 21</b>		<b>-\$34,563.88</b>
<b>FUNDED FROM RESERVES</b>		<b>\$34,563.88</b>





Wyoming  
Association of  
Municipalities  
Building Strong Communities

Join the Town in welcoming the 2024 WAM Convention to Pinedale June 5 7, 2024 as an event sponsor.

WAM represents Wyoming's 99 incorporated cities and towns, all whom are invited to attend this 2024 annual conference.

## Sponsorship Packages

### Green River

Full page ad in convention guide  
promo material in swag bag  
Announced as sponsor of Meet me on the Green Golf Tournament  
Announced as a lunch sponsor  
logos on workshop handouts  
logo on welcome banners in Town  
Logo on event sign  
logo on event napkis for breaks  
+ New Fork River package benefits

### New Fork River

1/2 page ad in convention guide  
logo on fun-run t-shirt  
+ Boulder Creek package benefits

### Boulder Creek

Business card ad in convention guide  
vendor space  
announced tour sponsor  
announced welcome reception sponsor  
+ Willow Creek package benefits

### Willow Creek

Announced at snack break sponsor  
+ Pine Creek package benefits

### Pine Creek

Announced as swag bag sponsor  
logo and link on town website and facebook  
Listed as sponsor in convention guide

#### Questions?

Please contact Maureen at [Maureenrudnick@townofpinedale.us](mailto:Maureenrudnick@townofpinedale.us) or by calling (307)367-4136.





Wyoming  
Association of  
Municipalities  
Building Strong Communities

### WAM 2024 Sponsorship Agreement

Congratulations and thank you for choosing to sponsor the 2024 WAM Convention in Pinedale.  
Please assist us in activating your sponsorship by completing the following requests.

Company: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Contact: \_\_\_\_\_ Title: \_\_\_\_\_

E-mail: \_\_\_\_\_

Website: \_\_\_\_\_

Listing as you would like it to appear in print:

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### Select Sponsorship Package

Sponsorship Level	Contribution	Check Option
Green River	\$ 5,000	
New fork River	\$2,500	
Boulder Creek	\$1,000	
Willow Creek	\$ 500	
Pine Creek	\$ 250	

All advertising copy is due to the official publisher for the Town of Pinedale no later than March 1st, 2024. It is the sponsor's responsibility to provide The Town of Pinedale any banners, electronic logos or other signage agreed to for the event no later than March 1<sup>st</sup>, 2024. Please make your check payable to "Town of Pinedale" with this completed agreement form to:

Town of Pinedale  
PO Box 709  
Pinedale, WY 82941

