

Economic Development and Integrated Tourism Marketing

Nevada County Economic Resource Council 5 Year Contract



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Presentation Outline

- Economic Development as a Board Priority
- ERC Contract Overview and Scope of Work
- ERC Previous Initiatives
- ERC New Strategic Direction
- GoNEVADACOUNTY.com
- Next Steps

Economic Development as a Board Priority

Priority B Objective

Support job-enhancing economic development efforts where appropriate.

ERC Contract Overview and Scope of Work

- 2013 – 2Y Contract with ERC for Comprehensive Economic Development Program Management Services
- 2015 – 5Y Contract with ERC for Economic Development and Integrated Tourism and Marketing Services
- 2016 – 1Y Contract between Social Services and ERC for enhancement skill services
- Current Total Contract Amount of \$ 676,525 from 7/1/2015 to 6/30/2020

| Fiscal Year | Prior Year Total x CPI (max 2%) | Max Contract Amount | Max Quarterly Payments |
|-------------|------------------------------------|------------------------|---------------------------|
| 2015-16 | \$ - | \$ 130,000 | \$ 32,500 |
| 2016-17 | \$ 2,600 | \$ 132,600 | \$ 33,150 |
| 2017-18 | \$ 2,652 | \$ 135,252 | \$ 33,813 |
| 2018-19 | \$ 2,705 | \$ 137,957 | \$ 33,490 |
| 2019-20 | \$ 2,759 | \$ 140,716 | \$ 35,179 |

ERC Contract Overview and Scope of Work

3 High-level Goals

1. To facilitate economic development through business development, marketing and integrated tourism initiatives with the end goals of Nevada County being recognized as an economically competitive and culturally diverse rural county by 2019.
2. Growing Nevada County's "economic pie" through initiatives that bring in new dollars into the county by either a) assisting local companies that sell products; 2) provide marketing efforts to attract technology businesses or talent to locate in Nevada County; or 3) through increasing tourism.
3. Strengthen Nevada County's brand awareness outside of the region among a combination of audiences including visitors, tech talent, media, and technology companies

ERC Contract Overview and Scope of Work

6 Key Activities and Performance Metrics

1. Provide technical assistance to local businesses
2. Assist and support the growth of existing and emerging business “clusters”
3. Assist businesses with talent-related needs
4. Assist businesses seeking to move to the area
5. Implement an integrated marketing campaign that encompasses tourism, the arts, talent and technology companies
6. Maintain the County’s Tourism Website, GoNevadaCounty.com

ERC's Previous Initiatives

- Nevada County Integrated Marketing and Public Relations Plan
- Sierra Digital Media Campus Feasibility Study (ERC Foundation) – Green Screen Institute
- Royal Welcome Task Force
- T.O.T.A.L. Package
- Fab 5
- Talent Connection Task Force – merged into Tech Connection
- Connected Communities Academy
- It's who You Know Marketing Campaign
- Economic Development Summits
- Attending Tech Conferences
- GoNevadaCounty.com Subcontract

ERC New Strategic Direction

Contracting Services Out & New Partnerships

\$22K - Sierra Business Council

\$18k – Heidi Lyss

\$2k - Greater Sacramento
Economic Council

\$33k - 310 Ltd

\$24k NC Tech Connection

\$1K/month - Catharine Bramkamp

\$18k - The Union Newspaper

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ERC New Strategic Direction

Other New Initiatives Include:

- Added Facebook Social Media Campaign to GoNevadaCounty.com
- Partnered with GV Chambers on Local Destination Magazine marketing both eastern and western Nevada County
- Creating showcase video of Nevada County including arts, healthcare, education, real estate, banking/finance, construction

Continued Programs:

- Tech Connection & Tech Tonic Tuesdays
- Connected Communities Academy
- VR Meet Ups
- Workshops & Conferences
- Talent Development

GONEVADACOUNTY.com



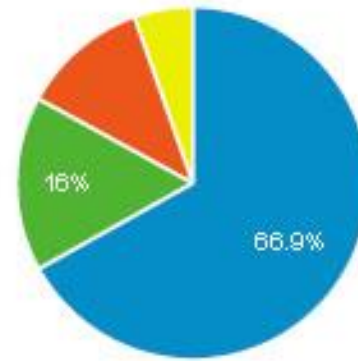
How are people getting to the website?

- Organic Search 70%
- Direct 16%
- Social Media 10%

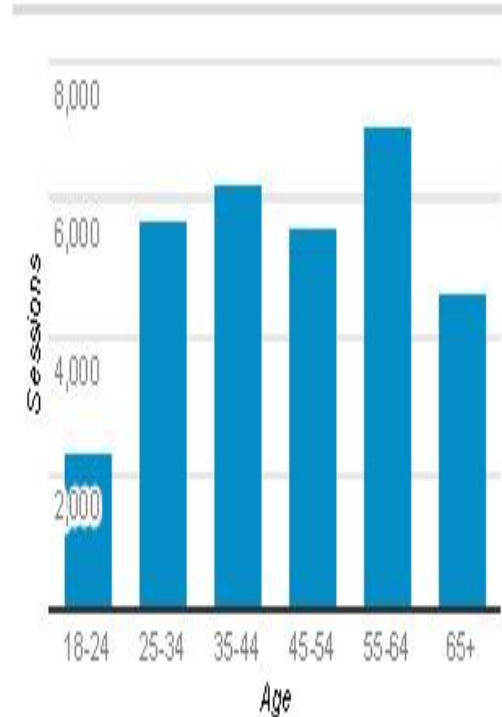
What are the demographics of users?

- Roughly equally among age demographics
- Low for 18-24

Traffic Source Breakdown



Age



GoNEVADACOUNTY.com



Increasing Web Traffic from 2016

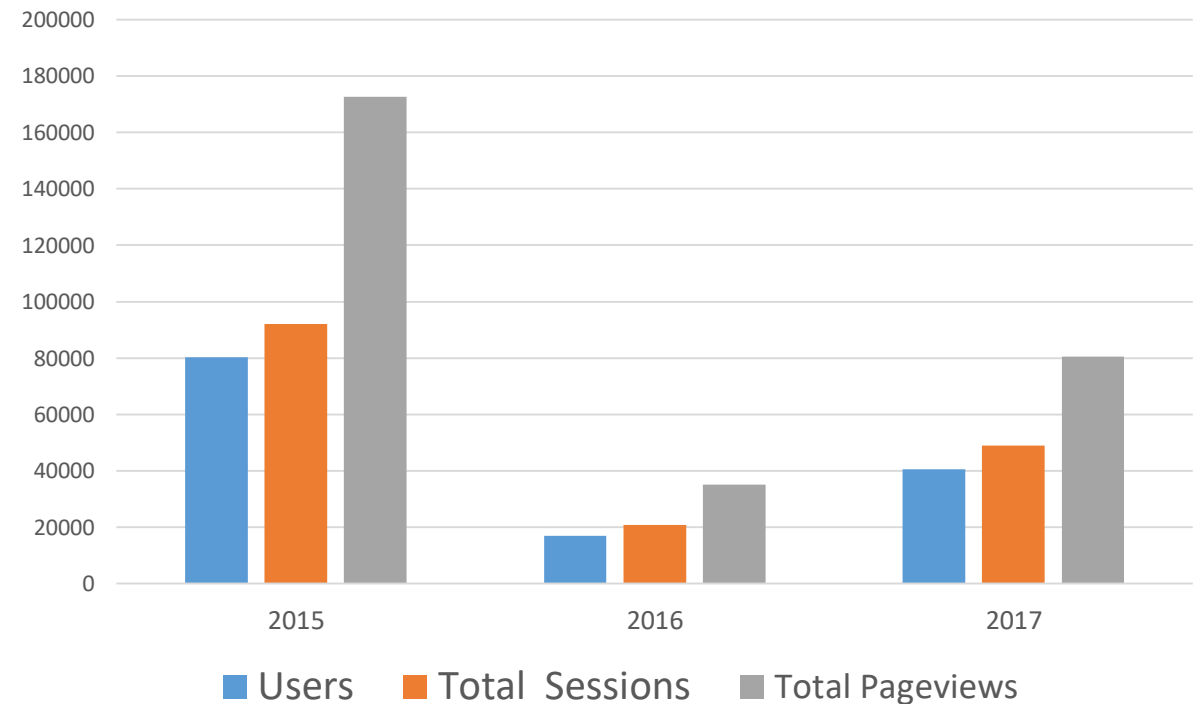
- Total Users (Unique Visitors) Up by 42%
- Visits (Total Sessions) up by 42%
- Total Pageviews (Entire site) up by 44%

Traffic approx. ½ of 2015 levels

On the Ground Activity

- 82 Unique Blog Posts (21% Truckee)
- Facebook Pay to Play 500 likes in Dec
- Anticipate 1000 likes increase in 2018
- Implementing Search Engine Optimization
- Administer Trumba Shared Calendar
- Implementing a new Monthly News Letter
- Met with Truckee Chambers on 12/16

3 Year Comparisons of GNC Web Traffic



Next Steps

- Update ERC Contract where Applicable
 - Review & Update Scope of Work
 - Review & Update Metrics
 - Revise & Increase Reporting Requirements
 - Incorporate specific target business communities within unincorporated areas of County (i.e. Soda Springs, Alta Sierra, Penn Valley, Chicago Park, Town of Washington, Cascade Shores, etc.)