

JOHNSON CITY VISITORS CENTER HOT FUNDS BUDGET		Oct '22 - Sept '23
<b>Revenue</b>		
HOT Funds Revenue		50,000
<b>Total Revenue</b>		<b>50,000</b>
<b>Expenditures</b>		
<b>Advertising &amp; Promotion</b>		
Print Advertising		6,300
Outdoor Advertising		2,800
<b>Total Advertising &amp; Promotion</b>		<b>9,100</b>
<b>Business Expenses</b>		
Computer/Software/Internet		500
Office Supplies		500
<b>Total Business Expenses</b>		<b>1,000</b>
<b>Contract Services</b>		
Professional Services		1,000
Outside Contract Services		-
<b>Total Contract Services</b>		<b>1,000</b>
<b>Facilities and Equipment</b>		
Property Insurance		500
Rent Expenses		960
Repairs and Maintenance		70
<b>Total Facilities and Equipment</b>		<b>1,530</b>
<b>Operations</b>		
Postage, Mailing Service		280
Supplies		110
Telephone, Telecommunications		100
<b>Total Operations</b>		<b>490</b>
<b>Payroll Expenses</b>		
Salary & Wages		34,000
Social Security		2,100
Medicare		500
FUTA Expense		50
TWC State Unemployment Exp.		30
QuickBooks Payroll Fees/Software		200
<b>Total Payroll Expenses</b>		<b>36,880</b>
<b>Total Expense</b>		<b>50,000</b>
<b>Net Income/Loss</b>		
		-

**Rick Schroder**

12

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**From:** Darrin Cheraso <alexanthonyvineyards@gmail.com>  
**Sent:** Tuesday, November 1, 2022 4:58 PM  
**To:** Rick Schroder; Whitney Walston; Johnson City Chamber of Commerce; Jeanne Parker; Nancy Woodward; Rayette Bible; Pastor SteveCCH; Hunphrey, Aaron; miguel lecuona; Bart Burkhard; Patty Chimene; Rhonda Stell; Pat Dildine; Gayla Guthrie; Shelton Coleman; Teresa Babb; Stephanie Fisher  
**Subject:** Visitor Center Marketing Plan Q4  
**Attachments:** Johnson City Visitor Center Marketing Plan Q4 2022.pptx

Hello Mayor Rhonda, Rick, Whitney and City Council.

As per our discussion in the marketing workshop, We've attached the JCTX Visitor Center marketing plan for Q4. This plan consists of working with what we have now as well as some proposed additions to our current marketing plan.

Since we are providing much of this marketing from within our organization instead of hiring an outside agency, the value of each marketing segment is indicated on the slide. This also demonstrates that we get the best "bang for the buck" providing these campaigns in-house while avoiding "admin fees" with agencies.

Review this new marketing plan before the next meeting on Nov 8th (confirming that date?) so that we can discuss it there. There are tons of details regarding the exact wording of things, photos, etc. that are too extensive to include in the attached plan, however we can discuss the fine details in person.

Thank you for your consideration. We're excited about this opportunity and the beginning of our marketing cohesiveness!

If you have any questions before the meeting, feel free to contact me directly!

Darrin Cheraso  
Vice President - JCTX Chamber of Commerce  
210-200-9801



# Q4 2022 Marketing Plan

## Johnson City Texas Visitor Center



# VISITOR CENTER MARKETING PLAN Q4 2022



## Q4 Marketing Plan Overall GOALS:

- Attract tourists to Johnson City Texas
- Appeal to wide variety of tourists
  - ✓ Wine/Brewery/Distillery enthusiasts
  - ✓ Families with children
  - ✓ Families/Individuals with pets
  - ✓ Adventure Seekers/Outdoor Enthusiasts
  - ✓ History buffs
- Drive visitors to open their wallets to local businesses
- Convince visitors to stay in Johnson City Texas  
(heads-in-beds)
- Drive tourists/visitors into our Visitor Center



# VISITOR CENTER MARKETING PLAN

## Q4 2022



### Q4 Plan Tasks: (with what we have currently)

- **WEBSITE REDESIGN:** Redesign visitor center website to higher level (dazzle our website visitors, similar to Marble Falls site)
- **NEW FACEBOOK POSTS:** Create posts and articles that pertain to local sites, restaurants, lodging, events, etc. to drive engagement and visits from tourists while driving likes and follows, performed on a calendar-like schedule.
- **NEW EMAIL/NEWSLETTER RECONFIGURATION:** Reconfigure into two separate email campaigns
  - ✓ “What’s Happening in JCTX” (weekly, similar to current)
  - ✓ “Johnson City TX Newsletter (monthly, article style)



# VISITOR CENTER MARKETING PLAN Q4 2022



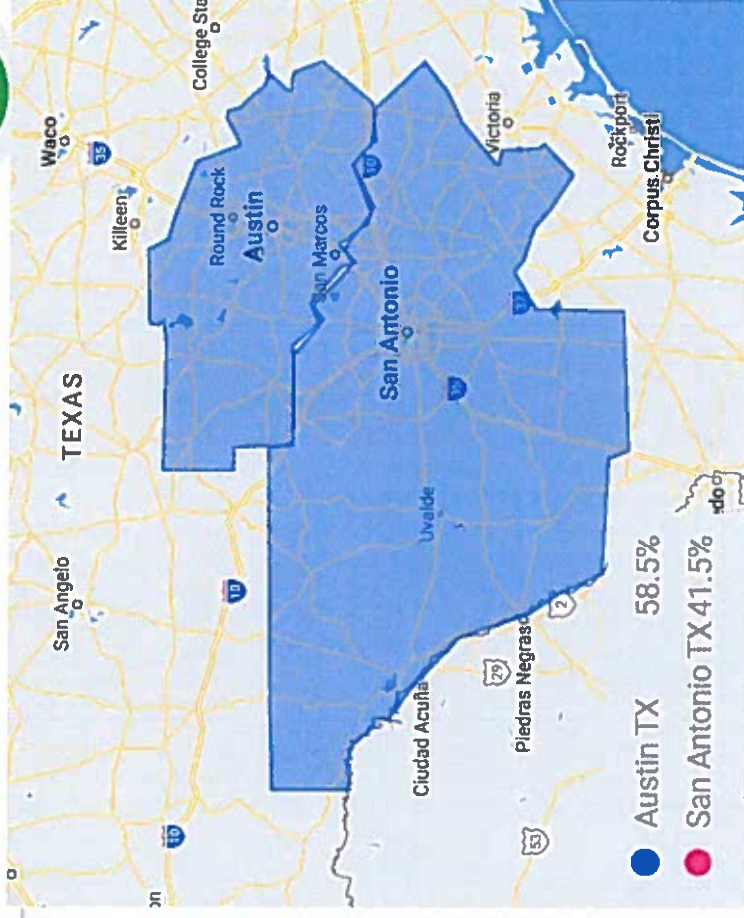
- **Q4 Marketing Plan:** (New/Suggested Media Items)
- **Google Ads:** Ads that appear on the top of Google when consumers search for top keywords
  - ✓ Ads will entice consumers to visit Johnson City Texas
  - ✓ Ads drafted and approved in advance by CoC & City Council
  - ✓ Additional marketing budget required
- **FACEBOOK ADS (Not “Boosted posts”):** True ads that appear in the newsfeed of Facebook users
  - ✓ Austin & San Antonio Geography
  - ✓ Based on events, local attractions, lodging opportunities
- **RADIO COMMERCIALS:** Use radio spots (:15/:30 sec) to convince consumers to visit JCTX
  - ✓ High level spots that mention events, local attractions, lodging and events upcoming (new spots each month)





# GOOGLE'S DATA: TOP SEARCHES ON GOOGLE IN AUSTIN TX & SAN ANTONIO DMA

Keyword	↓ Avg. monthly searches
brewery	110,000
wine	49,500
distillery	12,100
wineries	5,400
johnson city texas	5,400
distilleries	1,300
wine tasting	1,300
wine tour	590
brewery tour	110
lights spectacular joh...	110



# GOOGLE'S DATA: TOP SEARCHES ON GOOGLE IN JOHNSON CITY TX



Keyword	↓ Avg. monthly searches
restaurant	4,400
wine	1,000
hotel	720
brewery	590
johnson city texas	390
pizza	260
wineries	170
distillery	170
airbnb	140
motel	50



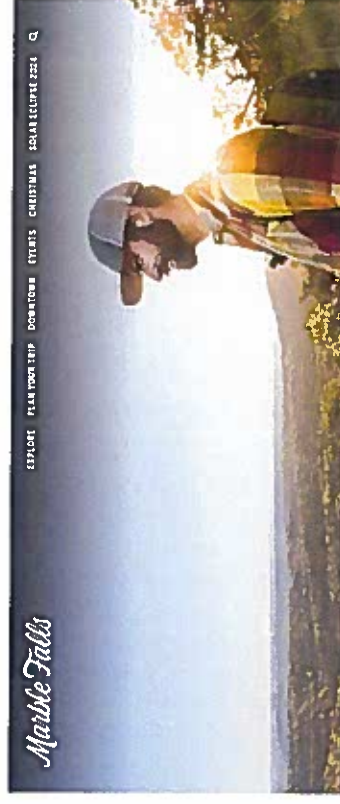


# Q4 PLAN DETAILS: WEBSITE REDESIGN (PERFORMED IN-HOUSE, VALUE \$2,200, 27.5 BILLABLE HOURS @ \$80/HOURLY EACH MONTH)



## Website Redesign:

- Redesign website within Weebly platform to emulate Visit Marble Falls website
- Professional, local images provided by Miguel Lecuona
- List local attractions, restaurants, wineries, breweries, distilleries, parks, lodging, events with links for more information
- Traffic measurement via Google Analytics



### TAKE IT ALL IN

We're a Texas town in the heart of the Hill Country. Visit our walkable downtown district full of restaurants, independent shops, and scenic art galleries. Or use Marble Falls as an ideal home base for any hill country adventure. Whether you're planning a weekend on a whim, Marble Falls is worth every trip.

THE OTHER MARBLE



# Q4 PLAN DETAILS: FACEBOOK PAGE (PERFORMED IN-HOUSE, VALUE \$1600, 20 BILLABLE HOURS @ \$80/HOURLY EACH MONTH)



## Facebook Page Posts:

- Posts 3-5 times weekly
- 1. Local sites & parks
- 2. Restaurants
- 3. Lodging
- 4. Events
- 5. History

Rinse & Repeat this flow each week,  
with new/different content.

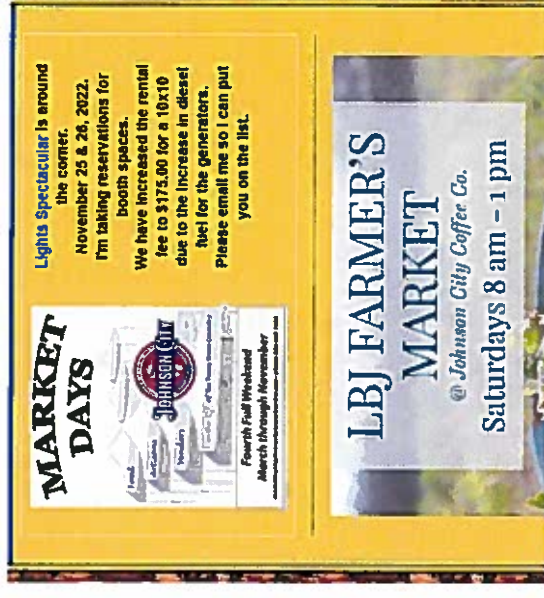


# Q4 PLAN DETAILS: EMAIL CAMPAIGNS (PERFORMED IN-HOUSE, VALUE \$960, 12 BILLABLE HOURS @ \$80 HOURLY EACH MONTH)



## Email Campaigns:

- **Weekly** “What’s Happening in JCTX”
  1. Same format as current format
  2. Sent to all subscribers
- **Monthly** “JCTX Newsletter”
  - Article style, details about
    - ✓ Local events
    - ✓ Local attractions
    - ✓ New local attractions
    - ✓ Volunteer opportunities
    - ✓ Support local organizations
    - ✓ Communication with locals



- ✓ Drive subscriptions with button on website & QR Codes on printed media





**NEW MARKETING ADD-ONS: GOOGLE ADS**  
(ADDITIONAL BUDGET REQUIRED:  
**+\$500-\$1K MONTHLY TO RUN CAMPAIGNS)**



**Google Ads:**

- **Geography** for Google Ads
  1. San Antonio TX Nielsen DMA
  2. Austin TX Nielsen DMA
- **Keywords** for Google Ads
  1. (see slide 5 for top keywords)
- **Ad Copy** (Desktop, Mobile, Tablet) Updated Weekly
  - ✓ Local events
  - ✓ Local attractions
  - ✓ New local attractions
  - ✓ Volunteer opportunities
  - ✓ Support local organizations
  - ✓ Communication with locals



**NEW MARKETING ADD-ONS:  
FACEBOOK/INSTAGRAM ADS  
(ADDITIONAL BUDGET REQUIRED:  
+\$500-\$750 MONTHLY TO RUN CAMPAIGNS)**



**Facebook & Instagram Ads:**

- **Geography** for Social Media Ads
  1. San Antonio TX Nielsen DMA
  2. Austin TX Nielsen DMA
- **Audience Targeting**
  1. Wine/Beer/Liquor Enthusiasts
  2. Travel Enthusiasts
  3. Outdoor Enthusiasts
  4. "Foodies"
  5. Families with children and/or pets
  6. Previous visits to Fredericksburg TX





**NEW MARKETING ADD-ONS: RADIO ADS**  
**(ADDITIONAL BUDGET REQUIRED:**  
**+\$1,500 MONTHLY TO RUN CAMPAIGNS)**



**Radio Ads:**

• **Stations**

- ✓ Austin T1490 AMHD
- ✓ Johnson City 88.9 FM
- ✓ Hutto 96.1 FM
- ✓ Llano 96.3 FM
- ✓ San Marcos 99.9 FM
- ✓ Austin 100.1 FM
- ✓ Dripping Springs 103.1 FM
- ✓ Fredericksburg 106.9 FM



**Spots:**

- ✓ :15 second spots
- ✓ 4 different copies
- ✓ Events
- ✓ Local eats
- ✓ Wineries, breweries, distilleries
- ✓ Places to stay





The mission of the Johnson City Visitors Center is to promote tourism, provide residents with community information, support the Johnson City Chamber of Commerce and the City of Johnson City in their missions.

Thank you!

Darrin Cheraso  
Director / Vice President  
Johnson City Texas Chamber of Commerce  
210-200-9801

