

**BOERNE CONVENTION AND VISITORS BUREAU
STRATEGIC MARKETING PLAN
2018-2019**

Mission Statement

The Boerne Convention and Visitors Bureau is committed to sharing the Boerne experience, resulting in an increase in hotel revenues and positively impacting the local economy.

I. Advertising

- A. Continue to develop and maintain media schedule
- B. Increase print/digital/social media presence
- C. Expand photographic library
- D. Create and distribute Boerne videos
- E. Update/consolidate collateral materials
- F. Produce and distribute monthly e-newsletter
- G. Create and distribute "What's New: Boerne Blog"
- H. Produce bi-annual Boerne Visitor Guide

II. Public Relations

- A. Strengthen relationship with the San Antonio CVB
- B. Utilize Meltwater to identify and strengthen media relationships
- C. Strengthen relationships with Boerne hotels to include quarterly visits
- D. Identify and build relationships with Boerne rental properties
- E. Strengthen relationships with downtown merchants
- F. Strengthen relationships with attractions and venues
- G. Ranch Radio weekly morning show – Kerrville FM 92.3 KRNH
- H. Increase site visits with tour operators and travel writers
- I. Utilize Kirk Thompson, Permlnk Public Relations firm for special events

III. Communications

- A. Produce and distribute monthly e-newsletter and weekly blog for internet consumers, local stakeholders and civic leaders
- B. Produce content and manage all social media platforms
- C. Hold hotelier/management meetings as necessary
- D. Continue to subscribe to Smith Travel Report & Source Strategies
- E. Assist the City of Boerne with a continued public relations campaign

IV. Metrics

- A. Gather monthly visitor statistics
- B. Report bi-annually to City Manager & City Council
- C. Hold monthly CVB Meetings w/ City Manager/Assistant City Manager
- D. Hold quarterly meetings w/ CVB Advisory Board
- E. Hold quarterly meetings w/ Hoteliers
- F. Hold weekly CVB staff meetings
- G. Hold monthly ping pong sessions w/ staff

**BOERNE CONVENTION AND VISITORS BUREAU
STRATEGIC MARKETING PLAN
2018-2019**

V. Community Support

- A. Hill Country Mile
- B. Public Art
- C. Events/Festivals/Promotions
- D. Economic Development
- E. City of Boerne Communications Team

VI. Professional Education

- A. TTIA Texas DMO Empowerment
- B. TTIA Tourism Summer College
- C. TTIA Texas Travel Summit
- D. TTIA Unity Dinner
- E. TACVB
- F. Texas Hill Country Trail Board
- G. Sales Training
- H. Professional Training

VII. Sales

- A. Provide Group Sales Leads
- B. Professional Lead Generators
- C. Professional Organizations
- D. Group Services
- E. Direct Mail Groups

VIII. Boards and Commissions Served

- A. TTIA Board
- B. Texas Hill Country Trail Board

**BOERNE CONVENTION AND VISITORS BUREAU
STRATEGIC MARKETING PLAN
2018-2019**

ADVERTISING

Goals	Actions	Person	Complete Date
A. Continue to Develop Media Schedule	<p>Use historical data to determine future advertising.</p> <p>Analyze past advertising in all segments including print, digital, e-newsletter, radio, television, and cinema, to find the best markets to advertise.</p> <p>Analyze data from hotels and research firm to make sure that we are advertising to our ideal customer.</p> <p>Use Mind Ecology as source of target marketing.</p> <p>Identify opportunities to increase marketing to the meetings market segment.</p>	Tori Larry Jeanette	<p>August 31, 2018</p> <p>Monthly</p> <p>Monthly</p> <p>Monthly</p> <p>Monthly</p>
B. Increase Print/Digital/Social Media Presence	<p>Research and select print marketing and advertising opportunities such as:</p> <ul style="list-style-type: none"> • Texas Events Calendar • AAA Texas Journey Magazine • Texas Highways Magazine • Heart of Texas Magazine • Houstonia Magazine • Houston Ballet Program • Certified Folder • Texas Hill Country Trail Passport • TSAE Membership Directory <p>Research and select digital marketing and advertising opportunities such as:</p> <ul style="list-style-type: none"> • TexasHighways.com • Tourtexas.com • Google Ad Words • Houstoniamag.com • TripAdvisor.com • Texashillcountry.com • Pandora Digital Advertising • Cinema Advertising • Influencer Advertising • "What's New: Boerne Blog" <p>Research and select e-newsletter opportunities such as:</p> <ul style="list-style-type: none"> • Texas Highways Magazine • Heart of Texas Magazine • Houstonia Magazine • Campaign Monitor – CVB Monthly E-Newsletter 	Tori Larry Jeanette	Ongoing

**BOERNE CONVENTION AND VISITORS BUREAU
STRATEGIC MARKETING PLAN
2018-2019**

ADVERTISING - cont.

Goals	Actions	Person	Complete Date
B. Increase Print/Digital/Social Media Presence - Cont.	Maintain Boerne social media accounts and seek opportunities to be shared on other's social media accounts: <ul style="list-style-type: none"> • Facebook Advertising • Facebook • Twitter • Instagram • Pinterest • You Tube • Texas Hill Country • Houstonia • Tour Texas 	Larry Jeanette Tori	Ongoing
C. Expand Photographic Library	Complete contracted photo shoot prior to Winter of 2018.	Tori	Ongoing
D. Create and Distribute Boerne Videos	Continue to create, utilize and distribute Boerne videos in advertising opportunities. Such as: <ul style="list-style-type: none"> • Facebook Advertising • Cinema Advertising • TourTexas.com • Houstoniamag.com 	Tori Larry Jeanette	Ongoing
E. Update/Consolidate Collateral Materials	Create competitive collateral pieces and consolidate collateral materials. Examples of current collateral to consolidate include: <ul style="list-style-type: none"> • Historical Walking Tour • Lift Your Spirits • Dining Card • Discover Boerne • Visitor Guide • Lodging Card • Events Card • Information Mailer 	Larry Tori Jeanette Val	Ongoing
F. Produce and Distribute Monthly E-Newsletter	Using monthly leads from Tour Texas, Texas Highways, CVB Website, and other campaigns, monthly e-newsletter with current events via Campaign Monitor.	Tori Erika	Ongoing
G. Create and Distribute "What's New: Boerne Blog"	Research, generate and publish content for weekly blog distribution to subscribers of the "What's New Boerne Blog". These Blogs are also used for social media content and other advertising outlets.	Tori Erika	Ongoing
H. Produce Bi-Annual Boerne Visitor Guide	With the assistance of Cartwright Media, produce a bi-annual visitor's guide which is completely funded by advertising sales and distributed throughout local hotel rooms, as well as City, State, and regional distribution.	Tori Larry Jeanette	Ongoing

**BOERNE CONVENTION AND VISITORS BUREAU
STRATEGIC MARKETING PLAN
2018-2019**

PUBLIC RELATIONS

Goals	Actions	Person	Complete Date
A. Strengthen Relationship with the San Antonio CVB	Seek opportunities to co-op advertise and participate in joint FAM trips in San Antonio and the Hill Country. Participate in the strategic planning meetings of the SACVB.	Larry Jeanette	June 1, 2019
B. Utilize Meltwater to Identify and Strengthen Media Relationships	Contract w/ Meltwater to provide email access to newspapers, radio, and TV stations, to include local, regional and statewide influencers, and traditional media keeping them informed of activities, special events and “what is happening” in Boerne.	Tori	Ongoing
C. Strengthen Relationships with Boerne Hotels to Include Quarterly Visits	Continue an open dialogue with local hoteliers, which includes quarterly visits to the hotels to discuss opportunities to assist with advertising, group bookings or general requests which the hotelier may have of the CVB.	Larry Jeanette Val	Ongoing
D. Identify and Build Relationships with Boerne Rental Properties	Identify rental properties to include VRBO.com and AirBNB.com for the purpose of developing advertising opportunities as well as best business practices.	Tori Val	Ongoing
E. Strengthen Relationships with Downtown Merchants	Continue to Develop and maintain involvement in the Retail Merchants Association in conjunction with the Greater Boerne Chamber of Commerce. Maintain one-on-one relationships with site visits.	Tori Larry Jeanette	Ongoing
F. Strengthen Relationships with Attractions and Venues	Visit with the management of local attractions and venues to understand what they have to offer and how we may assist them in promoting their business and the Boerne experience. Compile information on these individual businesses so we can provide this information to visitors, meeting planners and/or group coordinators. Attend Chamber of Commerce networking venues and events.	Tori Val	Ongoing Ongoing Ongoing
G. Ranch Radio Weekly Morning Show – Kerrville FM 92.3 KRNH	Continue to participate in weekly Ranch Radio interviews with Richard Lee with Kerrville’s Morning Radio Show every Wednesday. Kerrville FM 92.3 KRNH – The Ranch	Larry Tori Erika	Ongoing
H. Increase Site Visits with Tour Operators and Travel Writers	Develop media kit for tour operators and travel writers that the CVB identifies. Seek companies such as Geiger that send travel writers to the San Antonio area, where Boerne would be a secondary market.	Larry Tori Jeanette	Ongoing
I. Utilize Kirk Thompson, Permlink Public Relations Firm for Special Events	Work with Kirk Thompson on special events or projects where public relations are needed. Work with Mary Woods to coordinate these efforts.	Larry Tori Jeanette	Ongoing

**BOERNE CONVENTION AND VISITORS BUREAU
STRATEGIC MARKETING PLAN
2018-2019**

COMMUNICATIONS

Goals	Actions	Person	Complete Date
A. Produce and Distribute Monthly E-Newsletter and Weekly Blog for Internet Consumers, Local Stakeholders and Civic Leaders	Utilize e-mail resources as regular marketing tools to include monthly events newsletters and weekly "What's New: Boerne Blog" When needed, send FYI newsletter to local businesses and civic leaders informing them of special groups, VIPs, special events or travel writers visiting our city.	Tori Val Erika	Ongoing
B. Produce Content and Manage All Social Media Platforms	Maintain a regular schedule of posts with Boerne and Hill Country content that is timely and relevant across all social media platforms including: <ul style="list-style-type: none"> • Facebook • Instagram • Twitter • Pinterest • You Tube 	Tori	Ongoing
C. Hold Hotelier/ Management Meetings as Necessary	Discuss current and future trends as a result of current marketplace and past performance. Discuss any pertinent issues or concerns hoteliers may have.	Tori Jeanette Val Larry	Ongoing Ongoing
D. Continue to Subscribe to Smith Travel Report and Source Strategies	On a weekly basis, provide STR reports to those hoteliers interested in receiving information. Analyze data to assist w/ forecasting.	Larry Jeanette	Ongoing
E. Assist the City of Boerne with a Continued Public Relations Campaign	Work with the City Manager in identifying the needs of the City as it relates to public relations. Departments to be included are: City Manager's Office, Public Relations Department, Parks Department, Downtown Development, IT Department. Assist in the creation of a public relations campaign that will assist all departments who currently share information on the internet.	Larry Jeanette Tori	Ongoing

**BOERNE CONVENTION AND VISITORS BUREAU
STRATEGIC MARKETING PLAN
2018-2019**

METRICS

Goals	Actions	Person	Complete Date
A. Gather Monthly Visitor Statistics	<p>Gather data from local hotels, restaurants and businesses. Contract with research firms specializing in the collection and analysis of tourism data. I.e. weekly STR reports; quarterly and annual Source Strategy reports.</p> <p>Assimilate data from Source Strategies and the Texas Hotel Lodging Association from the previous quarter.</p> <p>This report shall include:</p> <ul style="list-style-type: none"> • Hotel revenues • Occupancies • Average daily rate • Compared to previous year <p>Assimilate data from:</p> <ul style="list-style-type: none"> • Source Strategies • CVB Visitors Log • Google Analytics • Internet Advertising • STR Report • Internal and external group booking activity • Meltwater 	Tori Jeanette Larry	Ongoing
B. Report Bi-Annually to City Manager and City Council	<p>Update the City Manager and City Council bi-annually on performances of local hotels. The report will provide information on the occupancies, average rate and revenues for Boerne hotels, as well as information on Boerne's competitive set which includes:</p> <ul style="list-style-type: none"> • Bandera • Kerrville • Fredericksburg • New Braunfels • San Marcos 	Larry Jeanette	Quarterly
C. Hold Monthly CVB Meetings with City Manager and Assistant City Manager	<p>Meet monthly with City Manager and Assistant City Manager to review CVB Strategic Marketing Plan, operations, staffing and facility concerns, including:</p> <ul style="list-style-type: none"> • Current Events • Current/Proposed advertising • Public Relations Issues • Facility Issues • Personnel Issues • Equipment/Supply Issues • Other Topics as needed 	Larry Jeanette	Quarterly

**BOERNE CONVENTION AND VISITORS BUREAU
STRATEGIC MARKETING PLAN
2018-2019**

METRICS – cont.

Goals	Actions	Person	Complete Date
D. Hold Quarterly Meetings with CVB Advisory Board	Meet quarterly with CVB Advisory Board to review CVB Strategic Marketing Plan, operations, and advertising to include: <ul style="list-style-type: none"> • Current Events • Current/Proposed Advertising • Public Relations Issues • HOT Funding Applications and process 	Jeanette Larry	Ongoing
E. Hold Quarterly Meetings with Hoteliers	Meet quarterly with hoteliers as a group, if possible; or individually, to share ideas, marketing opportunities, or concerns that have risen in the marketplace.	Larry Jeanette	Ongoing
F. Hold Weekly Staff Meetings	Meet weekly with entire CVB staff to review and share information, staff activities, and current events to assure that we are following our Strategic Marketing Plan.	Larry Jeanette Tori Val Erika	Ongoing
G. Hold Monthly Ping-Pong Sessions	Meet monthly; one-on-one with each staff member individually to determine wants, needs, and desires in order to maintain open lines of communication between staff and management.	Jeanette Tori Val Erika	Monthly

**BOERNE CONVENTION AND VISITORS BUREAU
STRATEGIC MARKETING PLAN
2018-2019**

COMMUNITY SUPPORT

Goals	Actions	Person	Complete Date
A. Hill Country Mile	<p>Work with Paul Barwick and Mary Woods to determine how the CVB may assist in the development of a Strategic Marketing Plan for the Hill Country Mile.</p> <p>Attend planning and marketing meetings with Paul Barwick, Mary Woods, and Kirk Thompson of Permlink for the planning of new logos and marketing materials for the mile.</p> <p>Advise on social media best practices, social media scheduling, and advertising and marketing recommendations.</p>	Larry Jeanette Tori	April 2019
B. Public Art	<p>Work with Mary Woods and Paul Barwick in the distribution and promotion of collateral materials as the public arts program moves into its 5th year.</p> <p>Define opportunities on social media and co-op print advertising that would benefit the public art program.</p> <p>Sit on the Arts Master Plan Advisory Board.</p>	Larry Jeanette Tori	Ongoing
C. Events/Festivals/ Promotions	<p>Develop a cafeteria list of social media, advertising or public relation opportunities that may be utilized to promote these events through the CVB. This list will be standardized and will allow us to be consistent in how we promote these events.</p> <p>Maintain relationships with the promoters or directors of such events to determine their effectiveness and overall value of the events to the community.</p>	Larry Jeanette Tori	Ongoing
D. Economic Development	<p>Meet regularly with the director of the BKCEDC to assist with marketing strategies and opportunities to co-op advertise and to provide a consistent marketing message about Boerne as a live, work, stay destination.</p> <p>Provide assistance or guidance in the development of advertising or social media campaigns.</p>	Larry Jeanette	Quarterly
E. City of Boerne Communications Team	Continue to participate on the Boerne Communications team.	Tori	Ongoing

**BOERNE CONVENTION AND VISITORS BUREAU
STRATEGIC MARKETING PLAN
2018-2019**

**PROFESSIONAL
EDUCATION**

Goals	Actions	Person	Complete Date
A. TTIA Texas DMO Empowerment	An educational program designed to improve the Texas DMO's influence and staying power in their community by providing the essential tools necessary to educate local officials, stakeholders, and citizens regarding the economic value of travel and tourism in their own communities and the valuable role of the DMO.	Larry Jeanette	Ongoing
B. TTIA Tourism Summer College	Travel & Tourism professionals from across the West and Southwest U.S. convene for one week each summer for an intensive curriculum of travel & tourism marketing, management, and leadership courses. This is designed as a 3-year Certification program, with returning students taking 2nd and 3rd year classes.	Tori	June 2019
C. TTIA Texas Travel Summit	Statewide event that provides the opportunity for the entire Texas travel and tourism industry to network with industry leaders and learn about a vast array of industry topics including travel trends, marketing and promotions, best practices, new products and services, and advocacy to help the industry grow and prosper.	Larry Jeanette	October 2019
D. TTIA Unity Dinner	During the legislative year, TTIA has a unity dinner and Converge on the Capital. Our opportunity to meet with lobbyists and legislative representatives to seek full funding for tourism.	Larry Jeanette	February 2019
E. TACVB	Texas Association of CVB's is a statewide organization made up of CVB's for the purpose of promoting Boerne and other Texas cities as a destination through collective marketing, campaigning and advertising efforts.	Larry Jeanette	Ongoing
F. Texas Hill Country Trail Board	A Hill Country Trail group made up of nine Texas trail systems for the purpose of promoting Boerne and the Texas Hill Country Trail which includes Boerne and Kendall County as a destination through collective marketing, campaigning and advertising efforts.	Larry Jeanette	Ongoing
G. Sales Training	Continue efforts to accommodate, attract and facilitate interested parties to Boerne.	Larry Jeanette Val	Ongoing
H. Professional Training	Continue staff training through participation in various training opportunities including, but not limited to, TTIA College, TACVB and TTIA annual meetings.	Larry Jeanette Tori	Ongoing

**BOERNE CONVENTION AND VISITORS BUREAU
STRATEGIC MARKETING PLAN
2018-2019**

SALES

Goals	Actions	Person	Complete Date
A. Provide Group Sales Leads	<p>Sales calls in key markets: Austin, San Antonio and Houston. Work directly with the group sales desks of PHG, Doubletree, and Hilton Hotels.</p> <p>Identify potential associations and corporate meeting planners.</p> <p>Identify potential SMERF meeting planners.</p> <p>Work directly with professional lead generators.</p> <p>Work directly with local hotels to identify group leads.</p>	Larry Jeanette Val	Ongoing
B. Professional Lead Generators	<p>Join forces with the following professional lead generators:</p> <ul style="list-style-type: none"> • C-VENT • Helms Briscoe • 3C Houston • Nationwide Meetings 	Larry Jeanette	Ongoing
C. Professional Organizations	<p>Join forces with the following professional planners:</p> <ul style="list-style-type: none"> • TSAE • MPI • TPTA • SGMP • RCMA 	Larry Jeanette	Ongoing
D. Group Services	Continue to have the CVB group services staff member work with local hotels, vendors, attractions and social groups in generating leads and providing services to those groups.	Val	Ongoing
E. Direct Mail Groups	<p>Create and distribute direct mail pieces to professional meeting planners; specifically to professional organizations including:</p> <ul style="list-style-type: none"> • TSAE • MPI • TPTA • SGMP • RCMA 	Larry Jeanette Tori Erika	Ongoing

**BOERNE CONVENTION AND VISITORS BUREAU
STRATEGIC MARKETING PLAN
2018-2019**

**BOARDS AND
COMMISSIONS SERVED**

Goals	Actions	Person	Complete Date
A. TTIA Board	Continue to be an active member in TTIA and continue 2 nd term of three years starting 2017. Possibly seek future executive board position.	Larry Jeanette	Ongoing
B. Texas Hill Country Trail Board	Continue to be active members of Texas Hill Country Trail Region. Jeanette Teague to continue representing Boerne as a member of the THCTR board member in 2018.	Larry Jeanette	Ongoing