

Virginia City Tourism Commission Strategic Plan 2022

What we do:

DRIVE VISITATION TO STOREY COUNTY BY CREATING AMBASSADORS FOR THE COMSTOCK.

Build a *welcoming* community through **Collaboration.**

Build a business community that lifts each other up, yet remains competitively focused.

Provide education to the community about the importance of being involved.

Strive to educate our community to help visitors.

Promote a welcoming environment for visitors from all walks of life.

Promote **Commitment** to our history, heritage and unique culture.

Host special events that fit with our goals & values.

Improve Comstock Adventure Pass Experience

Communicate all that Virginia City has to offer.

Share the vision of the VCTC with the community.

Align branding and outreach efforts to build on brand

Implement consistent, active and impactful messaging.

Support a positive and memorable visitor experience.

Focus on providing visitors with a consistent experience.

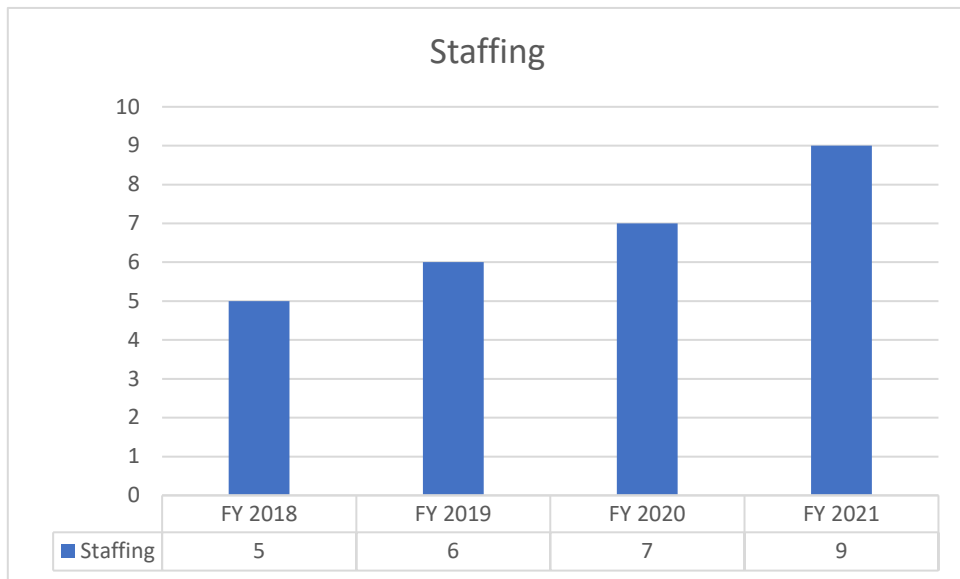
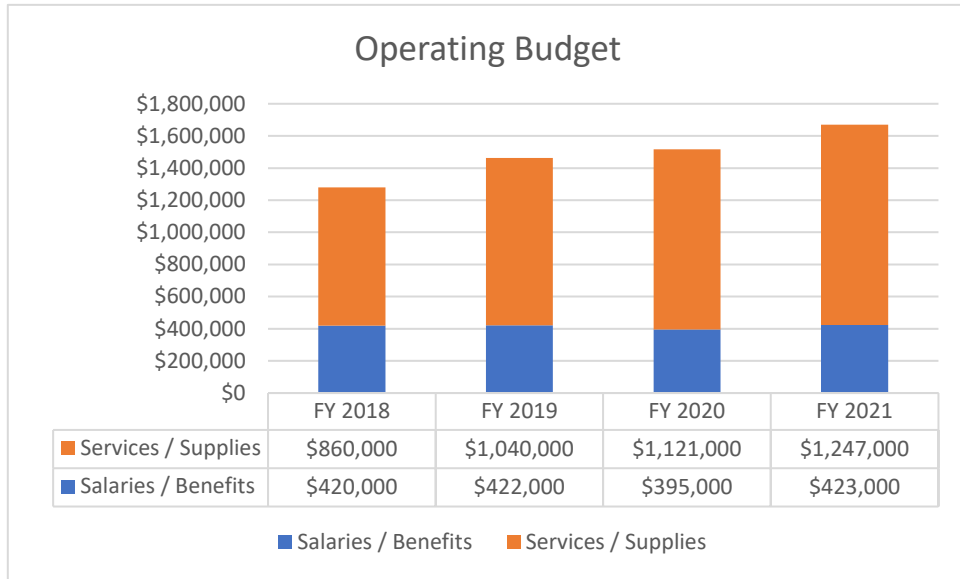
Utilize physical community resources to provide a consistent and enhanced visitor experience e.g., parking,

Mission

Goals

Objectives

VCTC Overview Data:



Metrics:

- Increase in transient lodging and ¼ cent sales tax
- Website analytics
- Marketing program analytics (clicks, website visits, tracking pixels, etc.)
- Special event surveys, tickets sales
- Lead generation (securing emails for targeted marketing)
- NDOT traffic reports

SWOT - Forces at Play & Evaluation:

Build a *welcoming* community through **Collaboration.**

Build a business community that lifts each other up, yet remains competitively focused.

Provide education to the community about the importance of being involved.

Strive to educate our community to help visitors.

Promote a welcoming environment for visitors from all walks of life.

<p style="text-align: center;">Strengths</p> <ul style="list-style-type: none"> • Quirkiness/Goofy culture 	<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none"> • Diversity & Inclusiveness • Experience, Pipers Membership • Nonprofit ex.: Camel Boosters • Merchant Collaboration, Cross Promotion & Communication Strategy • Home page for firework contributions etc.
<p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none"> • Communication around events with Merchants & Promoters: need Event toolkit (consistency and alignment on Set up & Clean Up, Cross Promotion Plan) 	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none"> • Social behavior such as excessive drinking • Staffing & losing local characters

SWOT - Forces at Play & Evaluation:

Promote **Commitment** to our history, heritage and unique culture.

Host special events that fit with our goals & values.

<p style="text-align: center;">Strengths</p> <ul style="list-style-type: none"> • Real deal Wild Wild West authentic experience • Rich History • Quirkiness/Goofy culture • Convention Center, New Events 	<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none"> • Diversity & Inclusiveness • Experience, Pipers Membership • Nonprofit ex.: Camel Boosters • Make it easier to donate add link to website • Strategic sponsorships
<p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none"> • Limited budget • Destination marketing, we can sell it, do we live up to it? 	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none"> • Quality of events and visitor experience • Staffing & losing local characters

SWOT - Forces at Play & Evaluation:

Communicate all that Virginia City has to offer.

Share the vision of the VCTC with the community.

Align branding and outreach efforts to build on brand

Implement consistent, active and impactful messaging.

Strengths	Opportunities
<ul style="list-style-type: none"> • Unique Selling Position: Real deal Wild Wild West authentic experience • Different market segments such as history lovers, hipsters, Hispanic etc. • Nevada population increase • USA Parkway 	<ul style="list-style-type: none"> • Revenue strategy: Revenge Travel • Discounts Sr, school, military, Corporate, VIP • Experience, Pipers Membership • Nonprofit ex.: Camel Boosters • Online Ticket Sales and payment • Merchant Collaboration, Cross Promotion & Communication Strategy • Transportation Solutions • Make it easier to donate add link to website • Home page for firework contributions etc. • Strategic sponsorships • Collect emails through Webcam access & VC • USA Parkway Billboards and Comms plan
Weaknesses	Threats
<ul style="list-style-type: none"> • Limited budget • Infrastructure at Fairgrounds, seating issues • Parking • Food options • Trash clean-up • Communication around events with Merchants & Promoters: need Event toolkit (consistency and alignment on Set up & Clean Up, Cross Promotion Plan) • Access to businesses • Destination marketing, we can sell it, do we live up to it? 	<ul style="list-style-type: none"> • Economic • Marketing dollars • Competition (other destinations events/activities/merchants in Carson City, Reno, Tahoe, etc.)

SWOT - Forces at Play & Evaluation:

Support a positive and memorable visitor experience.

Focus on providing visitors with a consistent experience.

Utilize physical community resources to provide a consistent and enhanced visitor experience e.g., parking,

<p style="text-align: center;">Strengths</p> <ul style="list-style-type: none"> • Activities for the entire family: attractions, entertainment, merchant offerings, food • Rich History • Quirkiness/Goofy culture • Different market segments such as history, lovers, hipsters, Hispanic etc. • Expanding offerings: Freight Depot, Fairgrounds, • Convention Center, New Events 	<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none"> • Diversity & Inclusiveness • Revenue strategy: Revenge Travel • Discounts Sr, school, military, Corporate, VIP • Experience, Pipers Membership • Nonprofit ex.: Camel Boosters • Online Ticket Sales and payment • Merchant Collaboration, Cross Promotion & Communication Strategy • Transportation Solutions • Collect emails through Webcam
<p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none"> • Limited budget • Infrastructure at Fairgrounds, seating issues • Parking • Food options • Trash clean-up • Communication around events with Merchants & Promoters: need Event toolkit (consistency and alignment on Set up & Clean Up, Cross Promotion Plan) • Access to businesses • Destination marketing, we can sell it, do we live up to it? 	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none"> • Economic • Marketing dollars • Social behavior such as excessive drinking • Competition (other destinations events/activities/merchants in Carson City, Reno, Tahoe, etc.) • Weather • Quality of events and visitor experience • Staffing & losing local characters

2021-22 Strategy

Tactic	Initiative
Continue to develop marketing program(s)	Evaluate advertising and either repurpose, reduce or remove channels to ensure a consistent and elevated brand focus
	Refresh “Everyone is a Local” creative
	Develop “locals” program for residents and workers in Storey Co.
	Continue to promote VC as a destination (overnight stays)
Provide historical significance around the Comstock’s history of diversity	Produce video campaign(s) focusing on Arts & Culture & Merchants
	Work with diverse business owners to tell their story
	Continue to develop content, stories, images to support diversity
Align staffing needs with potential growth	Develop organizational chart, define job responsibilities and roles with current staff
Focus on providing visitors with a consistent experience from shopping to events	Ensure consistent creative
	Continue to promote Comstock Adventure Pass and EIAL
	Enhance communication with business community
	Integrate consistent messaging with all events
	Implement an education and training program for businesses by developing a concierge pass for locals
	Focus on transportation & parking for high volume weekends
Enhance branding and outreach efforts	Dedicate effort on the year-round aspects of visiting
	Focus on trackable marketing tools – increase digital advertising and data collection
	Promote the quality of shops available (Artisan)
	Stakeholder collaboration
Evaluate & enhance special events to ensure they complement the Virginia City brand.	More participant & stakeholder surveys
	Develop toolkits for event promoters and merchants to ensure consistency