

PURSUANT TO A.R.S. §38-431.01, THE GILA COUNTY BOARD OF SUPERVISORS WILL HOLD A MEETING AT THE GILA COUNTY COURTHOUSE, BOARD OF SUPERVISORS' HEARING ROOM, 1400 EAST ASH STREET, GLOBE, ARIZONA. ONE OR MORE BOARD MEMBERS MAY PARTICIPATE IN THE MEETING BY TELEPHONE CONFERENCE CALL OR BY INTERACTIVE TELEVISION VIDEO (ITV). THE MEETING IS ALSO TELEVISED TO THE GILA COUNTY TOMMIE CLINE MARTIN COMPLEX, BOARD OF SUPERVISORS' CONFERENCE ROOM, 707 S. COLCORD ROAD, PAYSON, ARIZONA.

Citizens may watch the Board meeting live-streamed at:

<https://www.youtube.com/channel/UChCHWVqrI5AmJKbvYbO-k2A/live>

Citizens may submit written comments related to the July 26th Work Session agenda by no later than 5 p.m. on Monday, July 25th, by emailing the Chief Deputy Clerk of the Board at mhenderson@gilacountyaz.gov or calling 928-402-4390. Citizens may also submit written comments during the meeting through YouTube. Please include the meeting date, agenda item number, your name, and residence address in the email.

WORK SESSION - TUESDAY, JULY 26, 2022 - 10:00 A.M.

1. **CALL TO ORDER - PLEDGE OF ALLEGIANCE**
2. **REGULAR AGENDA ITEMS:**
 - A. Information/Discussion for an update of Discover Gila County the County's Tourism and Marketing Initiative.
3. **CALL TO THE PUBLIC:** A call to the public is held for public benefit to allow individuals to address the Board of Supervisors on any issue within the jurisdiction of the Board of Supervisors. Board members may not discuss items that are not specifically identified on the agenda. Therefore, pursuant to Arizona Revised Statute §38-431.01(H), at the conclusion of an open call to the public, individual members of the Board of Supervisors may respond to criticism made by those who have addressed the Board, may ask staff to review a matter or may ask that a matter be put on a future agenda for further discussion and decision at a future date.

4. At any time during this meeting pursuant to A.R.S. §38-431.02(K), members of the Board of Supervisors and the County Manager may present a brief summary of current events. No action may be taken on the information presented.

IF SPECIAL ACCOMMODATIONS ARE NEEDED, PLEASE CONTACT THE RECEPTIONIST AT (928) 425-3231 AS EARLY AS POSSIBLE TO ARRANGE THE ACCOMMODATIONS. FOR TTY, PLEASE DIAL 7-1-1 TO REACH THE ARIZONA RELAY SERVICE AND ASK THE OPERATOR TO CONNECT YOU TO (928) 425-3231.

THE BOARD MAY VOTE TO HOLD AN EXECUTIVE SESSION FOR THE PURPOSE OF OBTAINING LEGAL ADVICE FROM THE BOARD'S ATTORNEY ON ANY MATTER LISTED ON THE AGENDA PURSUANT TO A.R.S. §38-431.03(A)(3).

THE ORDER OR DELETION OF ANY ITEM ON THIS AGENDA IS SUBJECT TO MODIFICATION AT THE MEETING.

ARF-7457

2. A.

Work Session

Meeting Date: 07/26/2022

Submitted For: James Menlove, County Manager/County Clerk of the Board

Submitted By: James Menlove, County Manager/County Clerk of the Board

Department: County Manager

Information

Request/Subject

Update on Discover Gila County (DGC) the County's Tourism and Marketing Initiative.

Background Information

Discover Gila County has promoted Gila County to the public since February 14, 2019. During the COVID-19 pandemic and during the fiscal year 2021-22 DGC has continued its highly successful economic development driver for small businesses in Gila County. Gila County Excise Tax revenues have also continued its positive trends.

Evaluation

N/A

Conclusion

N/A

Recommendation

N/A

Suggested Motion

Information/Discussion for an update of Discover Gila County the County's Tourism and Marketing Initiative.

Attachments

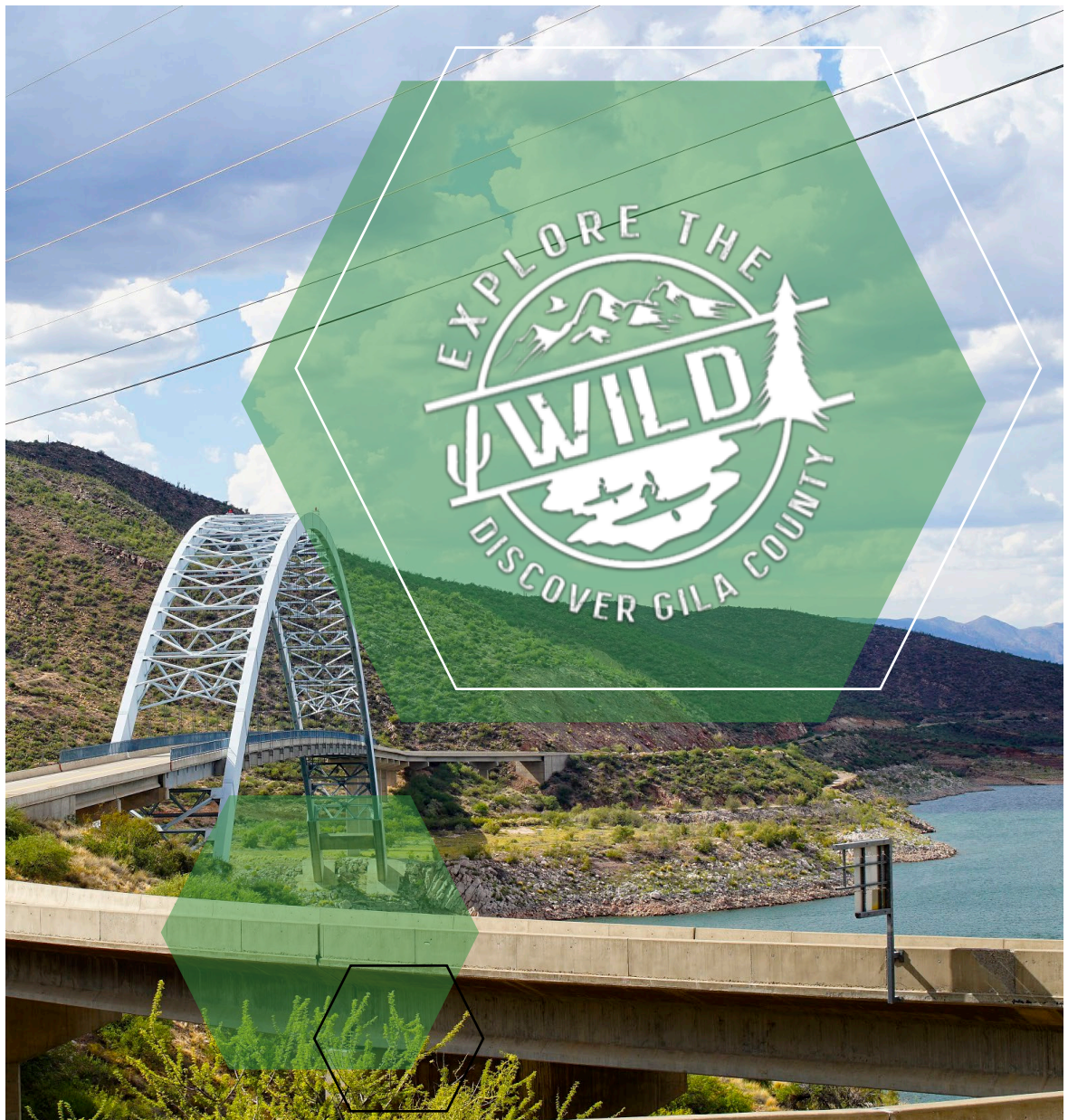
Discover Gila County Presentation

Discover Gila County

BEST MARKETING PROGRAM

Winner of AZOT Governor's Tourism Award for Best Marketing Program

EXPLORE THE WILD



PG. 2

The Problem & The Solution

PG. 3

How We Are Doing Since 2020. The Impact of Covid-19.

PG. 4

Traffic Since the Beginning (2018)

PG. 5-10

Marketing Highlights and Impacts

WHO ARE WE?

MARKETING CAMPAIGN

Discover Gila County is a 501-C3 organization created for tourism-related promotion for Gila County. The fully integrated marketing campaign, including the new website www.discovergilacounty.com was updated and recently relaunched in January of 2021.

This project was researched, planned, and executed by Razor Thin Media, LLC in coordination with Gila County and hundreds of stakeholders.

This fully integrated marketing program created an aggressive brand launch, a highly engaging social media presence, and a state-of-the-art website where visitors can #explorethewild in an online exhibition of pictures, video, and adventure itineraries. The website is over 500 pages of information highlighting Gila County.

The site is a living adventure, drawing explorers of all demographics to the area.



THE PROBLEM

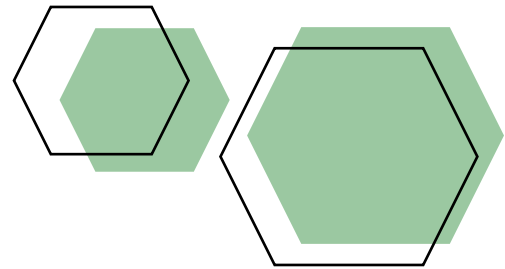
WHERE IS GILA COUNTY?

The Arizona Office of Tourism reported that \$24.2 billion dollars was spent in 2018 on tourism in the state. Of which, the North-Central (Gila & Yavapai County) region ranked last.

In a digital world, Gila County did not have a web presence driving traffic to a site that showcased the outdoor recreation, events, activities, and history of the area compared to the rest of the state.

The Arizona Office of Tourism reports that 72% of tourism related visitors are not from Arizona. Without a fully integrated marketing campaign and website, Gila County had no way to reach this audience.

In order to fight these issues that were facing the tourism industry in the region, Gila County sought to develop a strategic marketing plan that would showcase all the many assets that the region has to offer visitors from the Phoenix Valley, Tucson, and neighboring states.



THE SOLUTION

ATTRACT TOURISTS ACROSS THE STATE

Create a marketing plan and brand strategy that promotes the unique assets of Gila County while increasing tourism, enriching the lifestyle of its residents through job creation, and generating greater business activity that will enhance the overall economic vitality of the region.

- **Increase Awareness and Tourism Promotion** - Create a brand identity, design website with 500+ pages of content, video vignettes of assets, photography, blog, centralized calendar, SEO strategy including backlinks strategy, email marketing, and a powerful social media presence.
- **Provide Access to Opportunities** - Created a centralized Gila County job board showcasing employment opportunities to attract individuals to the area for years to come.
- **Drive Traffic and Deliver Promise** - Drive traffic to the website with the intention of increasing sales tax revenue to support this initiative and enhance the overall quality of life in Gila County. Provide an experience that is unique and true to our visitors.





BY THE NUMBERS

GROWING AT AN INCREDIBLE PACE – 2018-22
4.5 YEARS OLD

Total Website Visitors – **233,345**

Average Website Duration – **6m 18s**

Facebook Followers Since Inception in 2018 – **15,630**
Historically over **29.2%** Engagement Rate
Google says average engagement rates are **.99%**

Facebook Page Overall Reach – **9,698,310**

Instagram Followers – **3,021**

Instagram Reach – **1,832,891**

New Facebook Followers 2022 – **4,694**

New Updates to Discover Gila County Since 2020

- [NEW Website Redesign](#)
- [NEW Real Estate Channel](#)
- [NEW Mobile Interface](#)
- [NEW Restaurant and Accommodation Search](#)
- [NEW Matching Job Board](#) (Jobs have been viewed over 30,000 times)
- [NEW "GoWild" Video Series](#) (Shot on a GoPro)

COVID-19

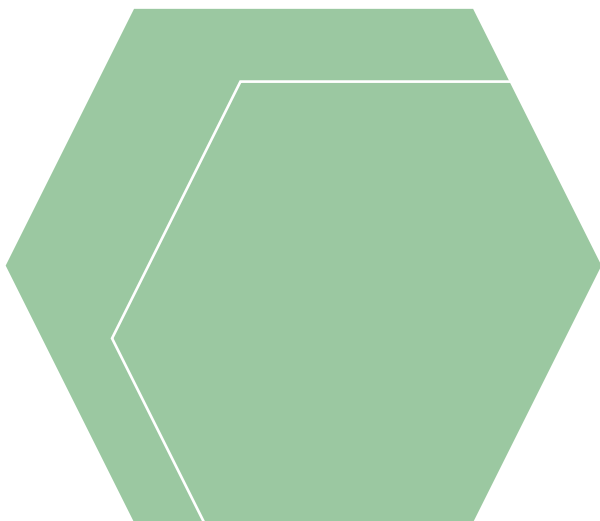
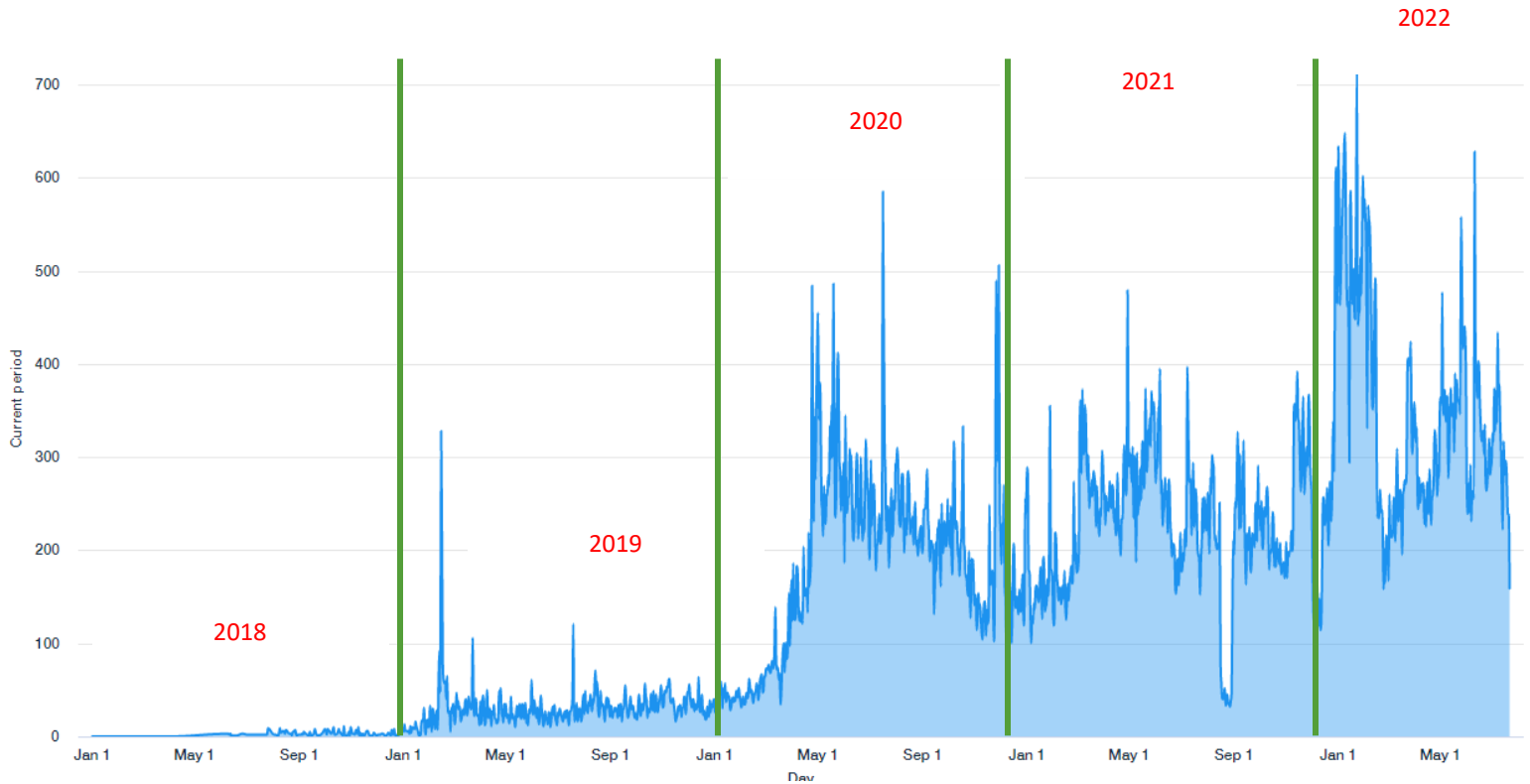
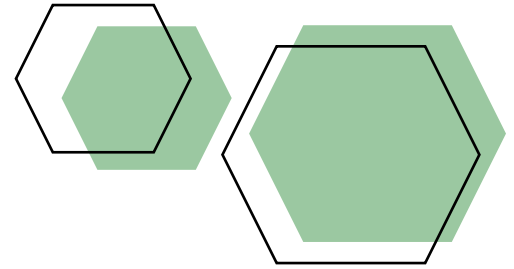
STAND AGAINST THE STORM

Since the redesign and relaunch of the Discover Gila County website, it has experienced a dramatic growth achieving its initial objective of driving more awareness and traffic to the County and the many activities and adventures within. Since the relaunch we have seen a **992%** website traffic increase.

Most counties in Arizona during 2020 suffered drastically in the tourism sector. The Arizona Office of Tourism reported that travel spending in the state was down 60%, tax revenue was down 58%, and hotel occupancy was down 20%.

One County however did not see these drastic drops. Gila County reported a **23%** increase in hotel, motel, and tourism sectors as individuals and families flocked to the area to enjoy all the outdoor activities. We believe that due to travel restrictions at the time along with the Discover Gila County – Explore the Wild marketing campaign, Gila County achieved its goal of being recognized for its many assets, events, and recreational opportunities from individuals across Arizona.

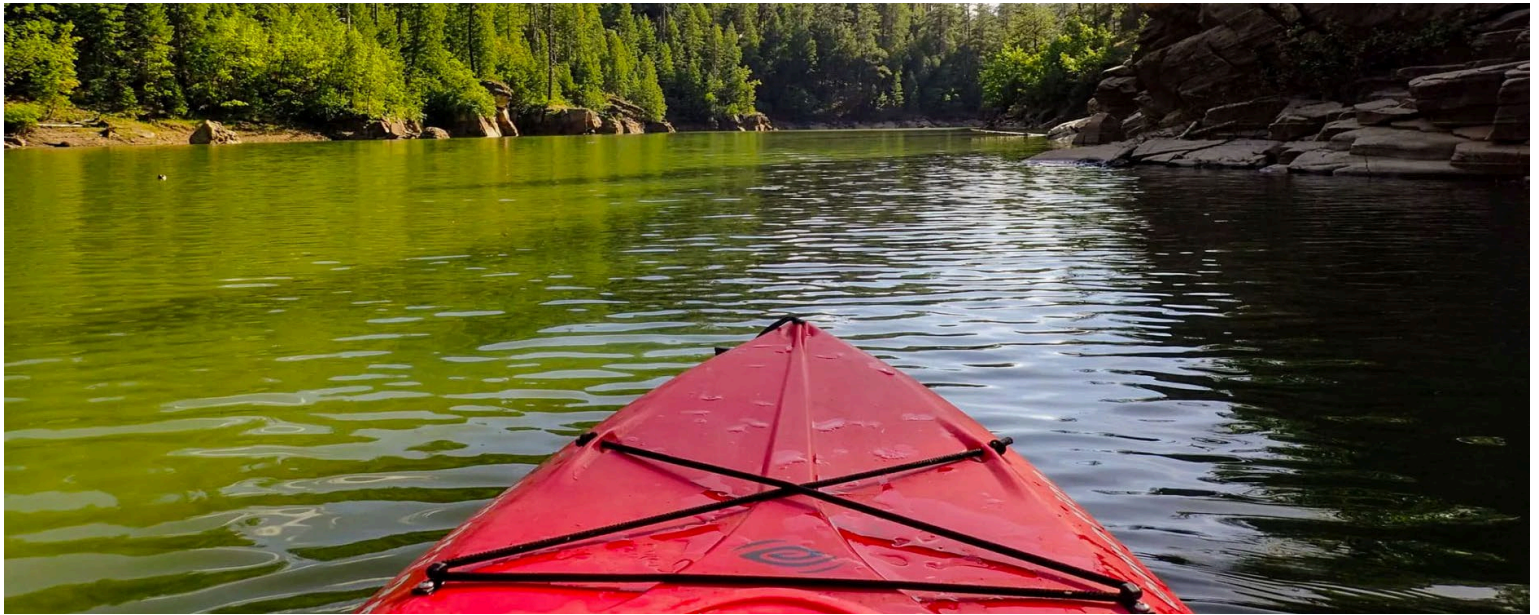
TRAFFIC SINCE 2018



Since the redesign and relaunch in 2020, the Discover Gila County website, has experienced a dramatic growth achieving its initial objective of driving more awareness and traffic to the County and the many activities and adventures within.

Since the relaunch in 2020 we have seen a

**992% INCREASE
IN TRAFFIC**



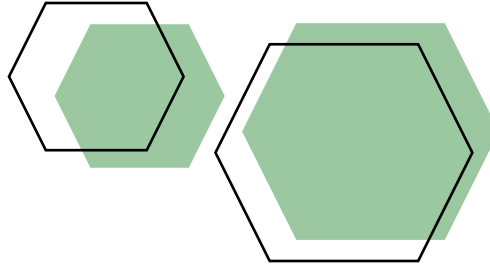
MARKETING HIGHLIGHTS

AN AWARD-WINNING MARKETING PROGRAM

Over the last year Discover Gila County has won 7 major awards including the Arizona Governor's Tourism Award for "Best Marketing Program" in the State for 2022.



IMPACT



ARIZONA OFFICE OF TOURISM REPORT

- (1) Total spending by travelers in Gila County came to \$350 million in 2021
- (2) A 22% increase from the previous year and a 9% increase from 2019.
- (3) Tourists last year paid \$27 million in state and local taxes. The visitors to Gila County paid taxes totaling about \$1,200 for every household.



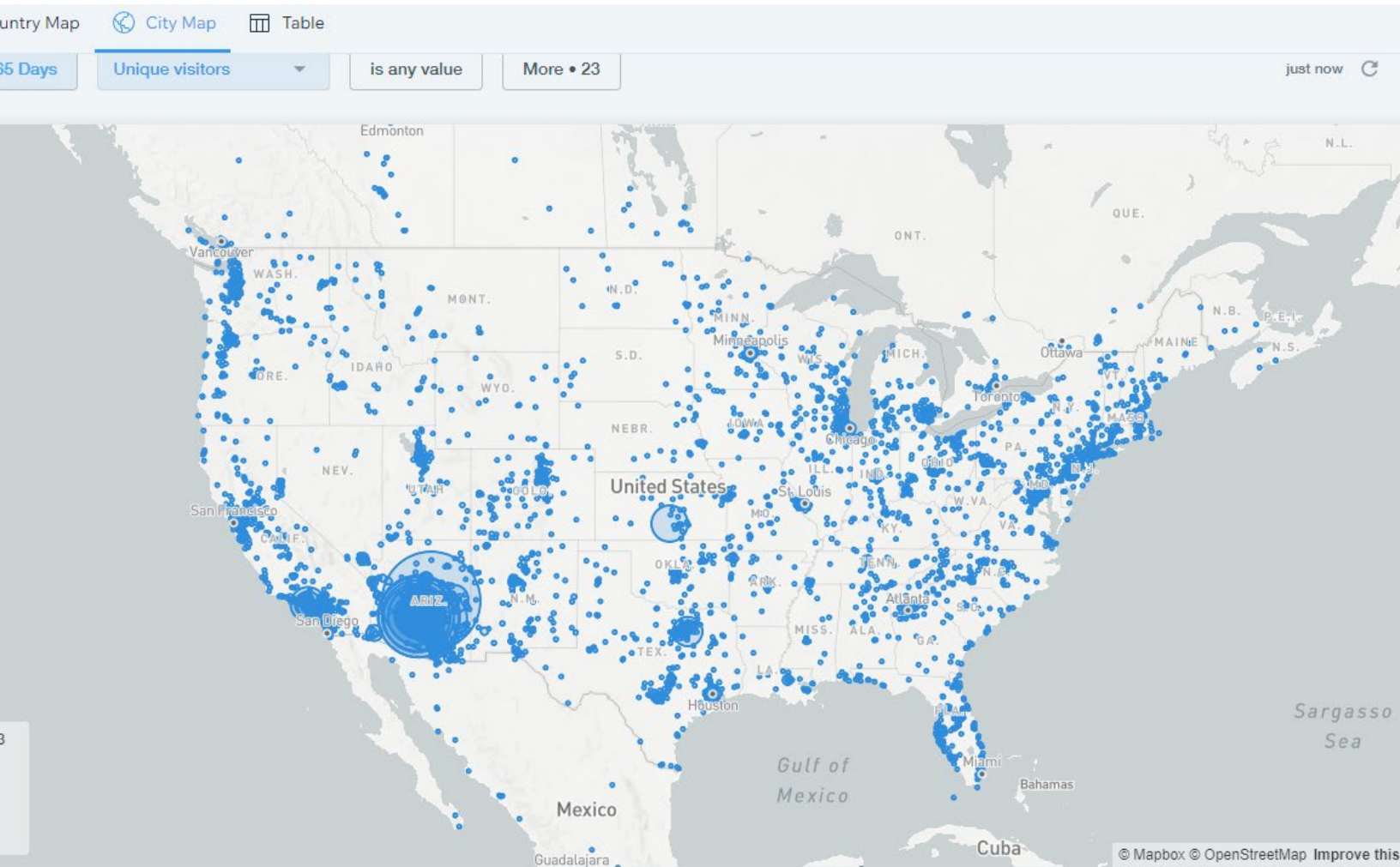
2021 ARIZONA COUNTY-LEVEL DATA

All research performed by Dean Runyan Associates, Longwoods International & Tourism Economics.

Calendar Year 2021 Tax Burden Reduced Per Household by County		
County	State & Local Taxes Generated by Tourism (\$ Millions)	Tax Burden Reduced Per Household
Coconino	\$155.2	\$3,086
La Paz	\$14.8	\$1,504
Gila	\$27.2	\$1,198
Yavapai	\$115.7	\$1,099
Santa Cruz	\$15.2	\$983
Navajo	\$37.0	\$979
Maricopa	\$1,271.7	\$740
Yuma	\$53.1	\$729
Mohave	\$66.4	\$729
Cochise	\$29.6	\$592
Graham	\$6.0	\$498
Apache	\$10.7	\$463
Pima	\$193.8	\$454
Pinal	\$69.7	\$430
Greenlee	\$0.8	\$232
Arizona		\$738 (avg)

- (4) The Valley gets the most overnight visitors — 16 million.
- (5) The three northern counties — Coconino, Navajo and Apache — come in second, with 11 million.
- (6) The North Central Region — Gila and Yavapai — reported 9 million.

Where Are They Coming From?

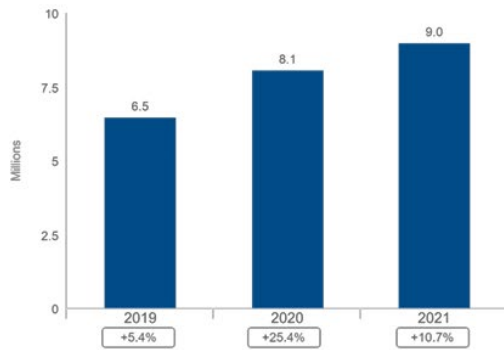


Countries	United States	AZ
United States > 100.9K	AZ > 76,745	Phoenix 26,770
Canada > 259	CA > 9,910	Tucson 6,079
Mexico > 61	TX > 2,007	Mesa 6,042
Australia > 50	NV > 1,634	Gilbert 3,830
India > 47	NM > 1,599	Scottsdale 3,594
Philippines > 37	UT > 1,093	Chandler 3,342
United Kingdom > 36	CO > 893	Payson 3,050

Size and Structure of AZ North Central Region's Domestic Travel Market

Base: 2021 Overnight Person-Trips

Overnight Trips to AZ North Central Region



Average Per Person Expenditures on Domestic Overnight Trips - by Sector



Longwoods

North Central Arizona Region / Impacts Table, Detailed

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	110	120	129	146	159	174	192	205	186	221	▲ 19.1%
Arts, Ent. & Rec.	89	89	95	98	101	108	114	120	110	125	▲ 14.3%
Retail**	25	25	26	28	29	31	32	33	38	41	▲ 7.4%
Visitor Air Tran.	0	0	0	0	1	1	1	1	0	0	▼ -6.3%
Other Travel*	6	7	8	3	3	6	12	11	10	10	▼ -5.1%
TOTAL	231	242	259	276	294	320	351	370	344	398	▲ 15.5%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	4,600	4,830	5,100	5,490	5,870	6,030	6,340	6,450	5,400	5,940	▲ 10.2%
Arts, Ent. & Rec.	4,590	4,510	4,830	4,840	4,870	5,110	5,100	5,460	4,620	5,160	▲ 11.6%
Retail**	980	990	1,020	1,070	1,080	1,090	1,110	1,110	1,200	1,270	▲ 6.3%
Visitor Air Tran.	10	10	10	10	10	10	10	10	10	10	▼ -8.1%
Other Travel*	220	220	230	120	130	170	240	220	190	190	▼ -4.4%
TOTAL	10,390	10,550	11,190	11,530	11,960	12,410	12,790	13,240	11,410	12,560	▲ 10.1%
Tax Receipts Generated by Travel Spending (\$Millions)											
Local Tax Receipts	34	36	38	41	44	50	56	58	52	76	▲ 45.8%
State Tax Receipts	44	43	43	45	47	51	56	58	48	67	▲ 41.0%
TOTAL	78	79	81	87	91	101	112	116	100	143	▲ 43.5%

Details may not add to totals due to rounding.

*Other Travel includes ground transportation and air travel impacts to other Arizona destinations, travel arrangement and convention/trade show services.

**Retail includes gasoline.

Federal Tax Receipts not included.

National Parks in Gila County – Visitation is Up 30%

December 2021
Arizona Office of Tourism
Monthly National Parks Visitation Report



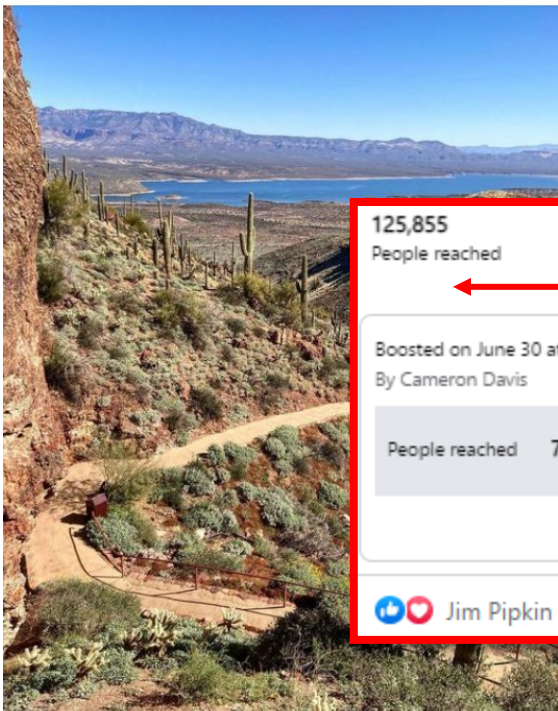
National Park Service Visitation

National Park	December 2021	December 2020	% Change	2021 YTD	2020 YTD	% Change YTD
Canyon de Chelly NM	15,134	1,246	1114.6%	184,191	76,752	140.0%
Casa Grande NM	5,107	3,844	32.9%	49,261	44,269	11.3%
Chiricahua NM	4,155	4,333	-4.1%	53,414	44,794	19.2%
Coronado NM	13,662	7,955	71.7%	129,758	156,199	-16.9%
Fort Bowie NHS	751	787	-4.6%	9,280	6,456	43.7%
Glen Canyon NRA ¹	100,353	85,230	17.7%	3,485,634	2,379,336	46.5%
Grand Canyon NP	280,593	245,830	14.1%	4,532,677	2,897,098	56.5%
Hubbell Trading Post NHS	2,418	0		21,256	11,407	86.3%
Lake Mead NRA ¹	101,508	137,783	-26.3%	1,703,179	1,962,144	-13.2%
Montezuma Castle NM	26,894	22,511	19.5%	418,147	242,028	72.8%
Navajo NM	1,184	0		14,834	3,985	272.2%
Organ Pipe Cactus NM	12,344	16,833	-26.7%	190,848	191,512	-0.3%
Petrified Forest NP	27,615	30,991	-10.9%	590,334	384,483	53.5%
Pipe Spring NM	626	707	-11.5%	24,026	10,623	126.2%
Saguaro NP	88,825	163,339	-45.6%	1,079,786	762,226	41.7%
Sunset Crater Volcano NM	4,462	6,145	-27.4%	125,653	83,669	50.2%
Tonto NM	2,290	2,677	-14.5%	32,334	24,756	30.6%
Tumacacori NHP	4,542	2,190	107.4%	33,357	23,726	40.6%
Tuzigoot NM	7,925	8,007	-1.0%	124,406	78,358	58.8%
Walnut Canyon NM	8,161	11,977	-31.9%	212,328	107,422	97.7%
Wupatki NM	9,448	8,339	13.3%	207,445	146,074	42.0%
Total All Parks	717,007	760,724	-5.6%	13,222,148	9,637,317	37.2%



You simply can't beat the views from the short hike to the top of the Tonto National Monument. There may not be a better place in all of Arizona to enjoy the outdoors and bask in the rich history of state 48.

@ayushsrbbh



125,855

People reached

23,058

Engagements

↑ +13.2x higher
Distribution score

Boost again

Boosted on June 30 at 11:27 AM

Finishes in 11 days

By Cameron Davis

People reached

77.9K

Post Engagements

9.5K

View results



Jim Pipkin Music and 7.6K others

279 Comments 1.3K Shares

125,855
People reached

23,058
Engagements

↑ +13.2x higher
Distribution score

Boost again

National Parks in Gila County – Visitation in 2021 was up 73%

January 2022
Arizona Office of Tourism
Monthly State Parks Visitation Report



State Park	January 2022	January 2021	% Chg	2022 YTD	2021 YTD	YTD % Chg
Alamo Lake SP	7,499	7,755	-3.3%	7,499	7,755	-3.3%
Buckskin Mountain SP	6,710	6,314	6.3%	6,710	6,314	6.3%
Catalina SP	38,385	33,408	14.9%	38,385	33,408	14.9%
Cattail Cove SP	5,854	6,534	-10.4%	5,854	6,534	-10.4%
Colorado River SHP	909	526	72.8%	909	526	72.8%
Dead Horse Ranch SP	18,706	18,940	-1.2%	18,706	18,940	-1.2%
Fool Hollow Lake RA	2,443	3,045	-19.8%	2,443	3,045	-19.8%
Fort Verde SHP	606	493	22.9%	606	493	22.9%
Granite Mountain Hotshots MSP	1,370	2,324	-41.0%	1,370	2,324	-41.0%
Homolovi SP	1,393	1,171	19.0%	1,393	1,171	19.0%
Jerome SHP	2,888	1,778	62.4%	2,888	1,778	62.4%
Kartchner Caverns SP	14,566	6,085	139.4%	14,566	6,085	139.4%
Lake Havasu SP	50,074	11,810	324.0%	50,074	11,810	324.0%
Lost Dutchman SP	29,482	26,374	11.8%	29,482	26,374	11.8%
Lyman Lake SP	523	760	-31.2%	523	760	-31.2%
McFarland SHP	677	0		677	0	
Oracle SP	1,037	1,925	-46.1%	1,037	1,925	-46.1%
Patagonia Lake SP	10,584	11,648	-9.1%	10,584	11,648	-9.1%
Picacho Peak SP	14,845	15,057	-1.4%	14,845	15,057	-1.4%
Red Rock SP	5,194	5,339	-2.7%	5,194	5,339	-2.7%
Riordan Mansion SHP	741	0		741	0	
River Island SP	3,148	3,162	-0.4%	3,148	3,162	-0.4%
Roper Lake SP	5,125	6,594	-22.3%	5,125	6,594	-22.3%
Slide Rock SP	11,621	14,474	-19.7%	11,621	14,474	-19.7%
Tombstone Courthouse SHP	3,605	1,642	119.5%	3,605	1,642	119.5%
Tonto Natural Bridge SP	6,915	3,998	73.0%	6,915	3,998	73.0%
Tubac Presidio SHP	782	584	33.9%	782	584	33.9%
Yuma Territorial Prison SHP	7,497	5,286	41.8%	7,497	5,286	41.8%
Total All Parks	253,179	197,026	28.5%	253,179		

In January of 2022 Discover Gila County was running ad campaigns on social media for Tonto Natural Bridge State Park. Is it just coincidence that in that same month there was a **73%** increase in traffic to that destination? In

- January of 2021 TNB had 3,998,
- In 2020 it had 3,607
- 2019 it had 2,506 visitors.

Ad preview

Performance
\$300.00 spent over 32 days.

Post Engagements

21,144

Reach

243.3K

Cost per Post Engagement

\$0.01

Activity

Post engagement

21144

Post reactions

12061

Link clicks

7221

Landing page views

5032

Post shares

1244

Discover Gila County
January 12 · 🌐

The Tonto Natural Bridge in all its glory captured by @glowingpines 🌲
#discovergilacounty — in Pine, Arizona.

DISCOVERGILACOUNTY.COM
Discover Gila County | Tonto Natural Bridge
Explore the Wild - Discover Gila County. Known as the larg...

Learn more

Mac Feezor and 9.6K others

330 Comments 1.3K Shares