NOTICE OF MEETINGS OF THE EXECUTIVE COMMITTEE
OF THE PUEBLO CITY COUNCIL

A MEETING OF THE EXECUTIVE COMMITTEE OF THE PUEBLO CITY COUNCIL WILL BE HELD ON FEBRUARY 11, 2019 COMMENCING AT 5:30 P.M. IN THE CITY COUNCIL CHAMBERS, THIRD FLOOR, CITY HALL, ONE CITY HALL PLACE, PUEBLO, COLORADO 81003.

Executive Committee meetings are special meetings of the City Council and are informal Council meetings for the purpose of receiving information and discussion among Council Members; no official action is taken at such meetings. The public is invited to attend, but public comment is generally not received unless otherwise noted.

Individuals requiring special accommodation are requested to please notify the ADA Coordinator of their needs at (719) 553-2295 by noon on the Friday preceding the meeting.

THE AGENDA FOR THE EXECUTIVE COMMITTEE MEETING IS AS FOLLOWS:

AGENDA

I. Call To Order And Welcome · Bob Schilling, Work Session Chair

II. Topics

1. CONVENTION CENTER/MEMORIAL HALL MARKETING PLAN (5:30 P.M. · 5:55 P.M.)

PURPOSE:
An update to City Council regarding the Marketing Plan for the Convention Center and Memorial Hall.

CALL TO PODIUM
Mr. Kevin Ortiz, General Manager
Ms. Stacy Brack, Director of Sales and Marketing
Mr. Don Banner, PURA
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THE AGENDA FOR THE EXECUTIVE COMMITTEE MEETING IS AS FOLLOWS:

2. EXECUTIVE SESSION (5:55 PM - 6:30 PM)
   PURPOSE: For the purpose of determining positions relative to matters that may be subject to negotiations, developing strategy for negotiations, and/or instructing negotiators, under C.R.S. Section 24-6-402(4)(e); and the following additional details are provided for identification purposes: Construction contract dispute and City of Pueblo 2017 Selenium Reduction J-1 Lining Project.

   CALL TO PODIUM: Mr. Bob Jagger, Assistant City Attorney

   TIME ALLOTTED: 35 Minutes Discussion

   SUPPORTING BACKGROUND: Council will discuss matters of contract negotiations.

   III. Adjourn
Ticket Sales and Awareness

- Expand social media campaigns to generate ticket sales
- Drive early bird promos to front load shows/avoid purchase delay
- Revamp email campaigns with a new stylish layout with a strong call to action
- Leverage artist audience to promote event with customized videos
- Upgrades to break up customer spending and drive incremental revenue

**How Did You Hear About Us?**

- Billboard: 5%
- Friend: 5%
- Poster: 19%
- Radio: 4%
- Social Media: 10%
- TV: 57%

**Top Sources**

- Facebook
- google.com
- puebloccondentceenter.com
- bing.com
- search.yahoo.com
2019 Goals

• Grow revenue and increase sales
• Grow brand awareness by increasing our followers by 15%
• Increase traffic to clicks PMH website by 15%
• Boost engagement by 10%
• Build a community around Pueblo Memorial Hall
• Shifting more paid advertising to social media

2019 Strategy

• 100 Year Anniversary Historical Snapshots
• Event Photos/Meet and Greet Galleries
• Event Advertising and promotional content
• Newsletter Sign Up Campaign
• Social Media Reputation Management
• Paid Campaigns targeting specific demographics
Pueblo Convention Center
Social Media Strategy

2019 Goals

• Increase web traffic, rentals, and awareness
• Increase ticket sales for self-promoted events
• Increase awareness of services
• 14% Increase in Social Media Followers YOY
• Drive Awareness of Expansion
• Drive more video content viewing
• Drive awareness of culinary arts

2019 Strategy

• B2B targeting with emphasis on women 35-44
• Produce feature videos
• Increase regional presence with geo-targeted campaigns
• Promote PCC public events through social media
2019 Goals

• Website redesign to provide a more user friendly experience
• Increase ticket sales
• Increase our SEO rankings with updated relevant content
• Utilization of video content to help drive show awareness
• Tying-in social media during shows (FB Live/ Pics)

2018 Recap:

39,647 visits – 4.69 pages per session
185,961 page views - 40.91% bounce rate
2 min 20s average visit duration
Pueblo Convention Center
Website Strategy

2019 Goals

• Website redesign for a user friendly experience and sales tool
• Expansion Information
• Food and beverage feature
• New Photos
• Updated content
• Downtown feature content to promote Pueblo
• Expanded event planner information
• Functional Calendar of events

2018 Recap:
12,976 visits – 2.61 pages per session
33,825 page views - 53.01% bounce rate
1 min 38s average visit duration
Sponsorships

**Venue Stage Sponsor**
Pueblo Memorial Hall - (1 available)
- Corporate logo mention in all promotions
- Bounce back coupon to 25,000 customers annually
- Stage Banner Hung for all PMH Concerts
- Opportunity to display a booth at PMH functions

**Venue Box Office Sponsor**
Pueblo Memorial Hall - (1 available)
- Corporate logo mention in all promotions
- Bounce back coupon to 25,000 customers annually
- Wall Wraps inside the box office area
- Opportunity to display a booth at PMH functions

**Stage Banner**

**Wall Wraps**
Sponsorships

**Concert Sponsor**
Pueblo Memorial Hall – Multiple available  
- Advertisement on the concert calendar  
- Banner Hung for the night of the Concert  
- 2 Tickets to the concert  
- Logo displayed on LED TV’s inside Memorial Hall

**Step and Repeat Sponsor**
Pueblo Memorial Hall - (1 available)  
- Logo on Meet and Greet backdrops (Two)  
- Logo displayed on LED TV’s inside Memorial Hall  
- Banner hung inside Memorial Hall  
- 2 tickets every in house PMH Event during the year
Sponsorships

Ticket Sponsor
Pueblo Memorial Hall - (3 available)
• Your company’s message will appear on show tickets
• The back of the ticket is one color art
• Reach over 26,000 attendees.
• Logo/link inclusion on PMH website

Event After Party / Pre-Party Sponsor
Pueblo Memorial Hall - (1 available)
• Promoted as the pre/post party event site
• Website banner on PuebloMemorialHall.com
• Logo displayed in social media advertising
• Logo displayed on TV's inside Memorial Hall
Ballroom Naming Rights
Pueblo Convention Center - (3 available)
- Corporate naming right of ballrooms A, B or C
- Venue Signage above the ballroom doors
- Logo displayed in rotation on LED
- Logo and Link on the PCC website partner page

Meeting Room Naming Rights
Pueblo Convention Center - (3 available)
- Corporate naming right of one of our 5 meeting rooms
- Venue Signage next to the meeting room door
- Logo displayed in rotation on LED
- Logo and Link on the PCC website partner page
Banner Hung in the Pre-Function Area
Pueblo Convention Center - (8 available)
• Corporate signage hung from the ceiling stringer
• Logo displayed in rotation on LED
• Logo and Link on the PCC website partner page

Wall Wrap and Display
Pueblo Convention Center - (1 available)
• Corporate signage near our main entrance
• Ability to set up a display in this area
• Logo displayed in rotation on LED
• Logo and Link on the PCC website partner page
Concourse Vehicle Display
Pueblo Convention Center - (1 available)
- Vehicle display near the main entrance
- Logo displayed in rotation on LED
- Social media Inclusion
- Logo and Link on the PCC website partner page

Bar Sponsor
Pueblo Convention Center - (1 available)
- Corporate signage on the PCC bar fronts
- Logo displayed in rotation on LED
- Social media Inclusion
- Logo and Link on the PCC website partner page
Front Door Wraps

Pueblo Convention Center - (1 available)

- Corporate signage near on the main entrance
- Logo displayed in rotation on LED
- Social media Inclusion
- Opportunity to communicate offer to 8,500 email subscribers
- Logo and Link on the PCC website partner page