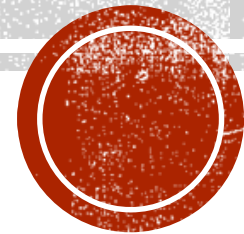


# COCHISE COUNTY MARKETING UPDATE

Current and future strategies to keep the public informed



**COCHISE COUNTY  
FUTURE BRANDING**





## **WHY DO WE NEED TO BRAND COCHISE COUNTY?**

- Need an updated look
- Loss of population/tax revenues
- Economic Development
- Perception





## **WHAT ABOUT TOURISM?**

- Attracts people to the region, but how do we get them to stay?
- Quality of life marketing



# BRANDING IS THE PROMISE OF AN EXPERIENCE

- Why Cochise County?
- What do we have to offer?
- What are potential residents looking for?





## **WE WANT TO CREATE A SENSE OF PLACE**

- What makes Cochise County unique?
- What creates a good quality of life?





## **WHAT IS QUALITY OF LIFE?**

- Healthcare
- Safety
- Recreation
- Learning
- Sense of purpose
- Financial security
- Opportunity



# WHO ARE WE TARGETING?

- The people who already live here
- Tourists
- Snowbirds
- People from other communities
- Businesses





# Sierra Vista

EXTRAORDINARY SKIES.  
UNCOMMON GROUND.

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**HOW DOES A NEW BRAND HELP?**

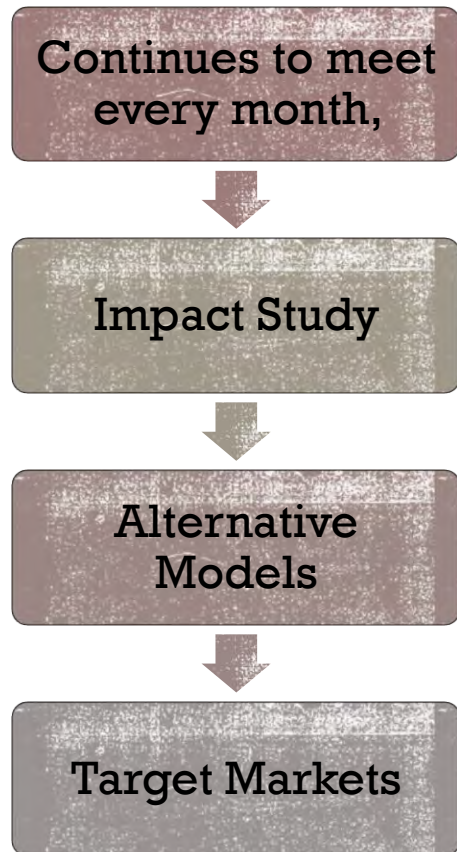


# CURRENT SITUATION

- Advisory team: Amanda Baillie (County PIO), Kim Lemons (BOS/Graphic Design), Ray Falkenberg (Health PIO), Amadee Ricketts (Library Director), Carol Capas (CCSO PIO), Stefanie Peterson (CVMC PIO), Alan Baker (Willcox Chamber/CCTC), Judy Hector (City of Sierra Vista/CCTC)
- What do we love about living and working in Cochise County?
- Narrative – Tag Lines – Logos
- Advisory team will review and narrow down to three
- County Culture Group will review and choose final brand
- Timeline – Spring/Summer 2019 rollout (gradual rollout)



# COCHISE COUNTY TOURISM COUNCIL



# DISCOVER **LEGENDARY** ADVENTURE



Steeped in history—from Conquistadors to cowboys—the blue skies and soaring mountains are your backdrop for adventure. Savor award-winning wine, authentic food, and endless discovery in the West’s last best place. Discover legendary Cochise County.



**COCHISE  
COUNTY**

*Land of Legends*

**ARIZONA**  
GRAND CANYON STATE

ExploreMoreAZ.com

## TARGET MARKETS

- Seattle, New York, Los Angeles, San Diego, Chicago, Germany, Phoenix, Tucson
- Rural relaxation
- Old west and culture
- Outdoor enthusiasts
- Culinary tourists
- Income levels of \$100,000 or more
- Day trip/weekend getaways



# DISCOVER **LEGENDARY** ADVENTURE

Hiking, biking, birding, and flavor in the  
Land of Legends



Hike **LEGENDARY** mountain trails and scenic riverbanks where Wild West history was made.



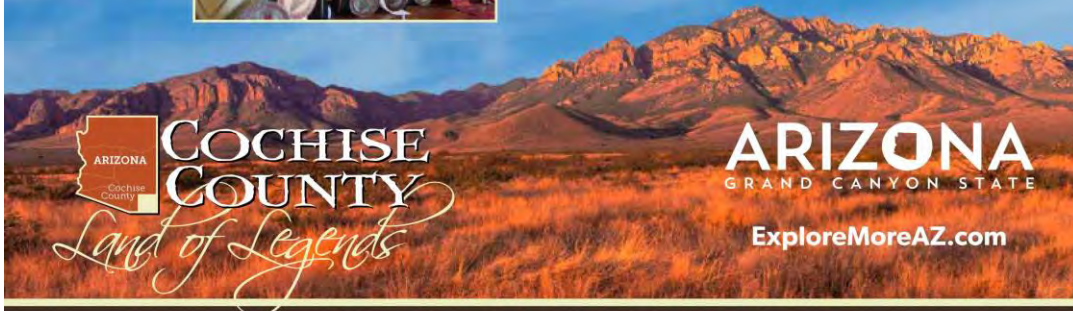
Ride **LEGENDARY** roads through rolling hills or challenge the mountains on single-track trails.



Discover **LEGENDARY** bird watching at world renowned hot spots in the unique Sky Islands ecosystem.



Savor the **LEGENDARY** flavors of award-winning wines, microbrews, and authentic global flavors.



ARIZONA  
Cochise County  
**COCHISE COUNTY**  
*Land of Legends*

**ARIZONA**  
GRAND CANYON STATE

ExploreMoreAZ.com

**EXPLORECOCHISE.COM**

BENSON • BISBEE • DOUGLAS • SIERRA VISTA • TOMBSTONE • WILLCOX

# TARGET MARKETS

- Arizona State RV Travel Guide (120,000 circulation in AZ, North & Northeastern States & Canada)
- Tucson Official Travel Guide (200,000)
- Spotify, CBS Radio, Cumulus, Slacker Radio, Scripps Media Radio
- German Mission with Visit Tucson
- AAA Via Arizona (535,000 households)
- Phoenix/Tucson Summer Vacation Guide (1.5m)
- VisitArizona.com
- AZ State Travel Guide (450,000)
- True West Magazine (75,000)





**It's the place we call home**

Liked | Following | Share | Contact Us

Create Post | Live | Event | Offer | Job

Write a post...

Photo/Video | Feeling/Activ... | Check in

Share a recent photo from your Instagram account

Only you can see this




**ABOUT COCHISE COUNTY**

**Our Story**

Cochise County provides regional leadership and effective, high-quality services with personal and...

See more

# SOCIAL MEDIA

Facebook Likes have grown from 3757 to 5370



Reach and engagement has increased – week of Sept 30-Oct 7 we reached 69.8k people and had 9.7k engagements



Twitter – 933 followers. Mainly media and other agencies



cochisecounty



39 posts

353 followers

153 following

Promote

Edit Profile

CochiseCounty

Public & Government Service

Cochise County is located in southeast Arizona, covering 6,219 sq. miles of stunning scenery, from high desert grasslands to majestic mountain peaks.

[www.cochise.az.gov/](http://www.cochise.az.gov/)

1415 W Melody Ln, Bisbee, Arizona

Call

Directions



# WE'RE NOW ON INSTAGRAM!

We currently have 374 followers



Instagram has a tourism/quality of life focus





## **NEWSLETTER**

- 2,808 subscribers
- 55% open rate (industry average is 23%)
- 35-45% click rate
- Now receive regular community submissions



Search

HOME **VIDEOS** PLAYLISTS CHANNELS DISCUSSION ABOUT

Uploads ▾ PLAY ALL



2018 Cochise County fair  
222 views • 1 week ago



Voter Information - Primary Election  
147 views • 1 month ago



Cochise County Fair  
264 views • 2 months ago



Cochise County Emergency Services  
250 views • 2 months ago



Elfrida Library Rocks  
67 views • 3 months ago



Cochise County - Think Again  
259 views • 3 months ago



Cochise County School Superintendent's Office  
243 views • 3 months ago



County Elections/Recorder Open House  
20 views • 3 months ago



Cochise County Law Day 2018 Medium



CPM Graduation Medium



CASA volunteer program



Health Start Program

# YOUTUBE VIDEOS

Continue to utilize videos to engage the public





# PUBLIC OUTREACH

- Congresswoman McSally's Career Fair
- Sierra Vista Chamber Expo
- County Fair



# OFFICE OF EMERGENCY SERVICES

**IMPORTANT PUBLIC NOTICE**  
**THERE WILL BE A LARGE  
SCALE EMERGENCY  
RESPONDER DRILL AT JOYCE  
CLARK MIDDLE SCHOOL ON  
THURSDAY, OCTOBER 11, 2018.**

A number of fire trucks, ambulances, police vehicles, helicopters, and law enforcement and first responders will be present in the area from 7:00 am until about 12:00 noon. Roads will be blocked off in the school vicinity for the duration of the drill.

We appreciate your patience as we test our capabilities to keep our students and community safe in the event of a major emergency.



Cochise County  
Office of Emergency  
Services

- Improved communications both internally and to the public
- Training opportunities



**QUESTIONS?**

