


Energy company donation supports local wine industry




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County services get the public connected


It's National County Government Month and this year's theme is "Connecting the Unconnected". There are many ways we provide services to our communities to help them stay connected, none more so than our local libraries, which are often at the heart of the rural regions. Throughout the month we'll be highlighting our Library District and the vital work it does to help our residents.

Libraries to launch One County, One Card

ONE COUNTY ONE CARD



Vineyards form new economic development partnership



Members of the Wilcox Wine Country Partnership have formed a new corporation to help promote and grow the



Marketing Update

Economic Development
Public Outreach, Tourism
& Branding



OF LIFE MUNICIPALITIES ▼ FORT HUACHUCA RESOURCES ▼ COMMUNITY INFO ▼ COCHISE COUNTY

COCHISE COUNTY ECONOMIC DEVELOPMENT

[CONTACT US](#)



Economic
Development
website

WELCOME TO COCHISE COUNTY!



**Bisbee-Douglas
International Airport**

Willcox Wine Country



New wine country projects



Tirrito Farm
Kansas Settlement Road



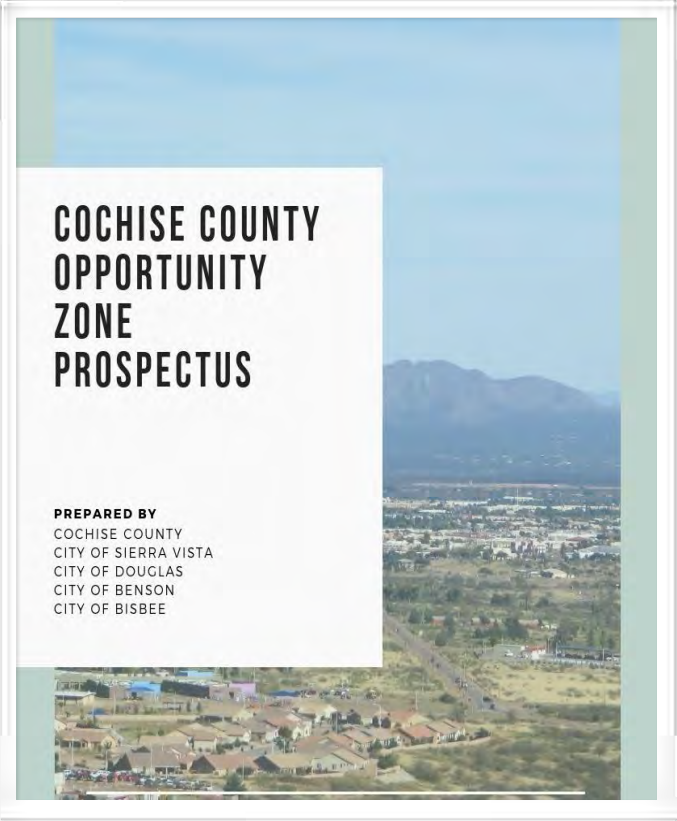
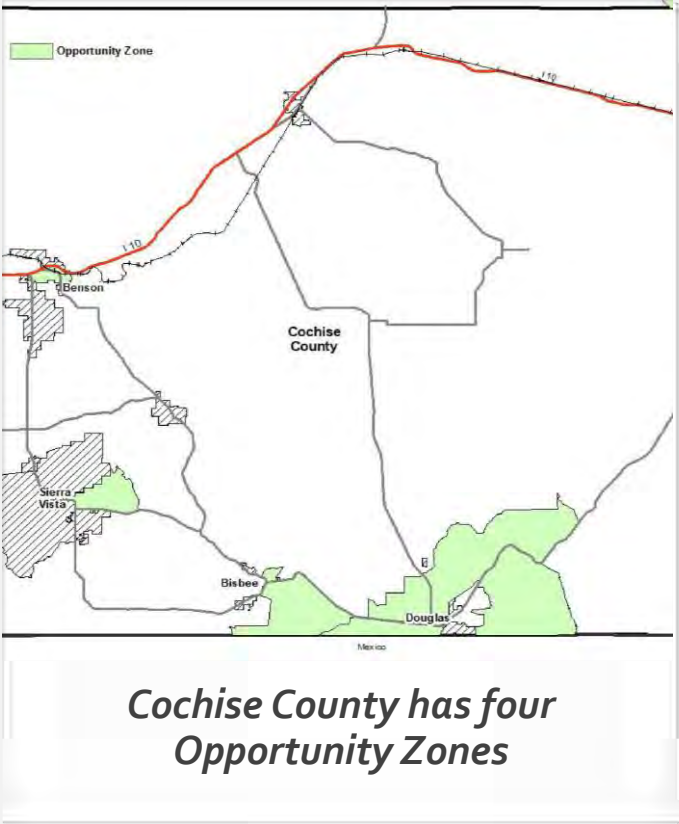
Equine & Wines
Davis Road

Arizona Mexico Commission

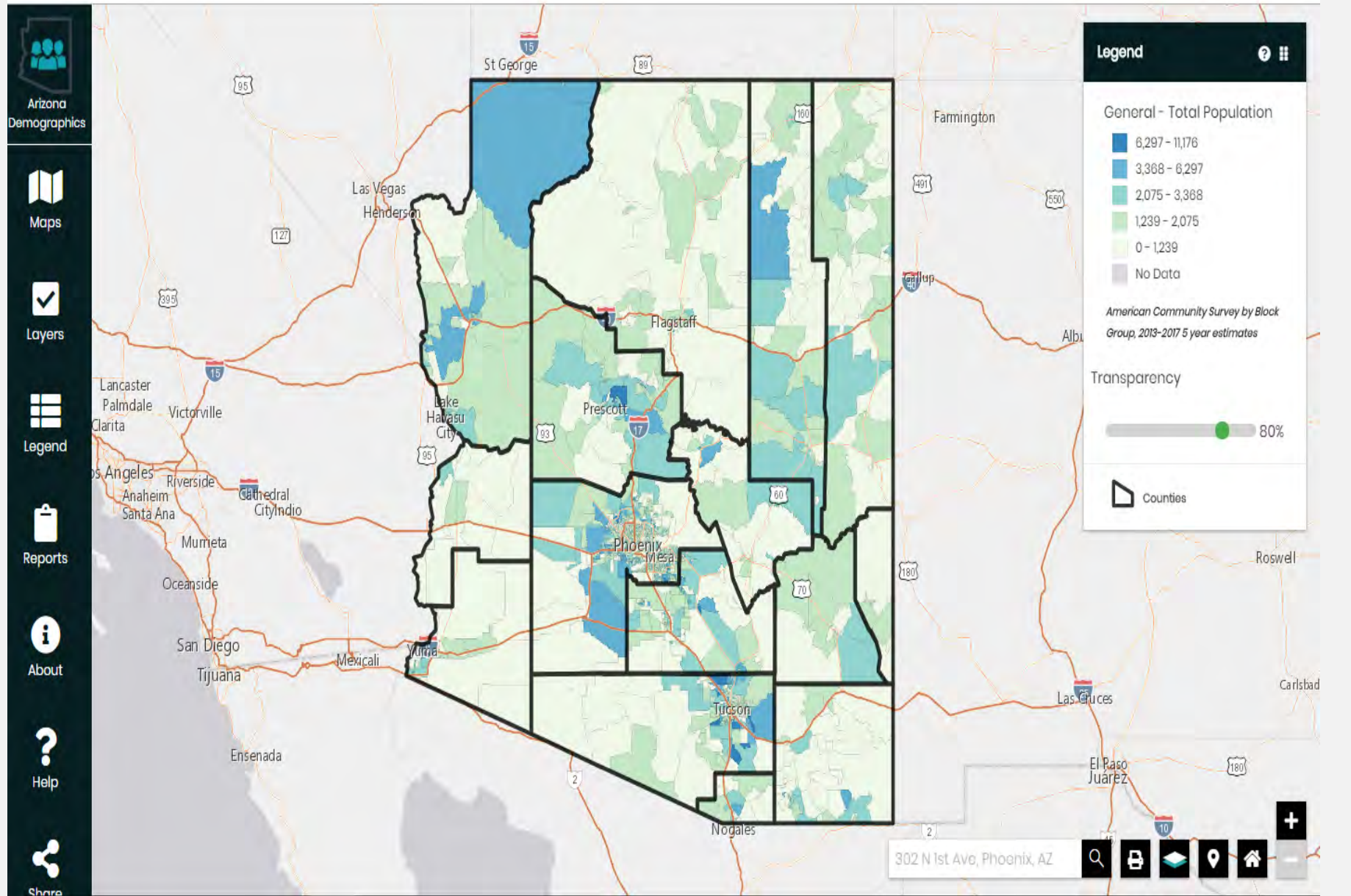


*Arizona & Sonora Governors
Hermosillo, Mexico*

Opportunity Zones



Maricopa Association of Governments Maps & Data Training



Recruitment Challenges & Partnerships



Canyon Vista Medical Center

COCHISE COLLEGE
Center for Economic
Research

Economic Review & Outlook
Sierra Vista, AZ



Community involvement



cochisecounty Edit Profile

61 posts 720 followers 158 following

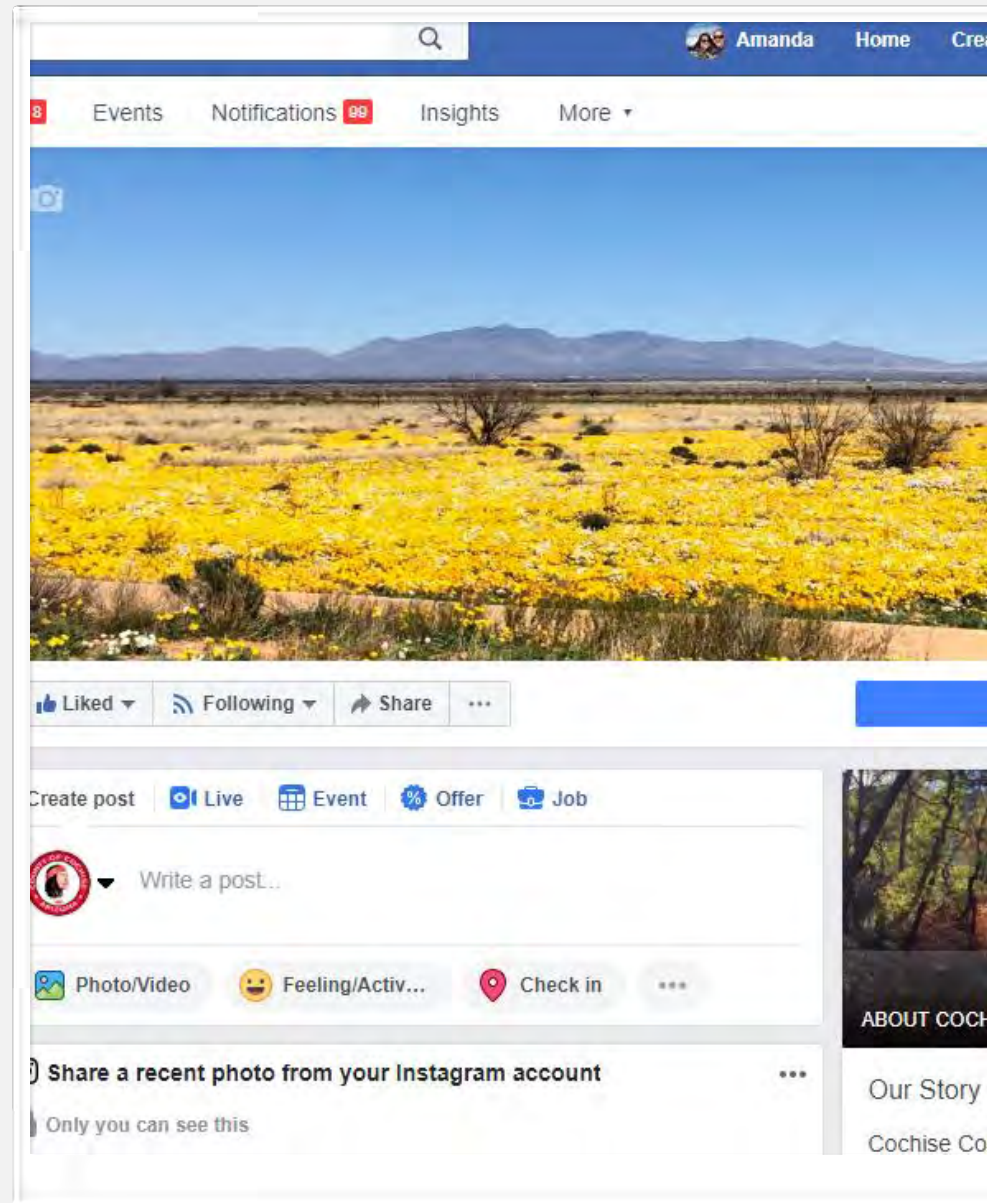
CochiseCounty
 Cochise County is located in southeast Arizona, covering 6,219 sq miles of scenic beauty, from high desert grasslands to majestic mountain peaks
www.cochise.az.gov

POSTS IGTV SAVED TAGGED

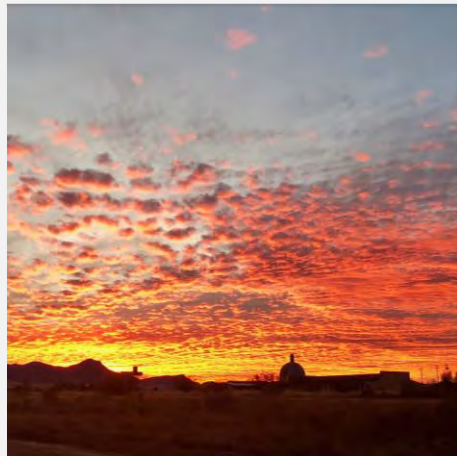
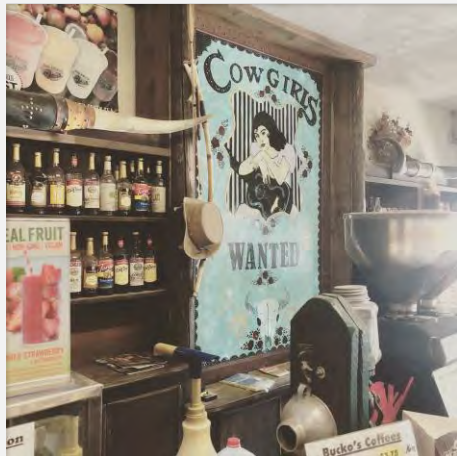
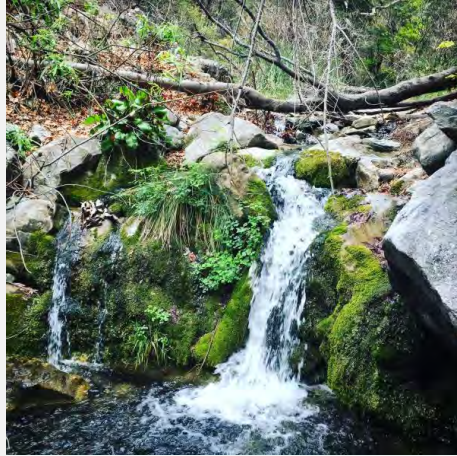


Facebook & Twitter

- Grown from 3,757 to 7,048 page likes since October 2017
- Reached 54,870 people between April 9-15 (up 309% on previous 7 days)
- 13,595 post engagements (up 693%)
- Videos viewed 9,632 times
- 70% of fans are women. Highest percentage of fans are aged 35-44.
- Top 3 cities are Sierra Vista, Douglas and Tucson
- Twitter followers grown from 933 to 1,110 since November 2018



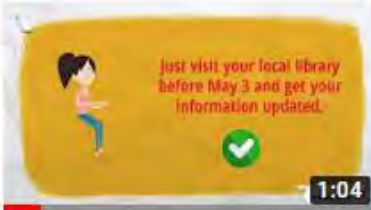














Instagram – grown from 374 to 720 since November



YouTube

HOME **VIDEOS** PLAYLISTS CHANNELS DISCUSSION ABOUT

Uploads ▾ PLAY ALL SORT BY

 <p>One County One Card 35 views • 1 week ago</p>	 <p>Become a CASA volunteer 22 views • 1 week ago</p>	 <p>Willcox Wine Country 39 views • 1 week ago</p>	 <p>Think You Know Cochise County? 14 views • 2 weeks ago</p>	 <p>HAZMAT training exercise 76 views • 2 months ago</p>
 <p>2019 Innovations in Education 82 views • 2 months ago</p>	 <p>Choose Cochise County 143 views • 2 months ago</p>	 <p>Fry Townsite 321 views • 3 months ago</p>	 <p>Superior Court Investiture 421 views • 3 months ago</p>	 <p>Tenure Awards 214 views • 3 months ago</p>
 <p>2:19</p>	 <p>1:54</p>	 <p>2:12</p>	 <p>1:55</p>	 <p>4:29</p>

LIBRARY

- History
- Watch later
- Liked videos

SUBSCRIPTIONS

- Popular on YouTube...
- Music
- Sports
- Gaming

MORE FROM YOUTUBE

- YouTube Premium
- Movies & Shows

Cochise Today

- Increased from 2,808 to 3,172 subscribers since November 2018
- Open rate average 54% (Government industry average is 22.97%. All industries average is 16.19%)
- Click through rate average 33.7% (Government industry rate is 9.03%. All industries average is 7.06%)

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connected, none more so than our local libraries, which are often at the heart of the rural regions. Throughout the month we'll be highlighting our [Library District](#) and the vital work it does to help our residents.

Libraries to launch One County, One Card



Community Outreach

- Good Morning Sierra Vista
- Southeast Arizona Economic Development Group luncheon, Benson
- West Rotary Club, Sierra Vista
- Cochise Addiction Recovery Partnership
- Canyon Vista Medical Center Community Partners meeting
- West End Fair
- PIO meetings



Census

- Complete Count Committee meeting since late 2018
- Cochise County leading the effort
- Currently in planning stages. Official kick-off in September
- Propose \$25,000 be budgeted FY 2019-20



What's Next?

Cochise
Conversation



Podcast



WELCOME TO COCHISE COUNTY, ARIZONA

Hosted by the Cochise County Tourism Council



Things to Do



Events



Stay Wine Dine



Cochise County

Tourism

Cochise County Tourism Council

- Current IGA ends June 2020
- Continue to do targeted marketing
- Print, digital radio, video, website remarketing
- Conferences
- Travel writers
- Social media
- Visitor numbers to Chiricahua, Fort Bowie & Kartchner increased
- Retail & Restaurant/Bar sales have increased
- Willcox Visitor Center
- Tourism info - Lobby

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.

 **COCHISE COUNTY**
Land of Legends

 **ARIZONA**
GRAND CANYON STATE

ExploreMoreAZ.com

EXPLORECOCHISE.COM

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

By the numbers

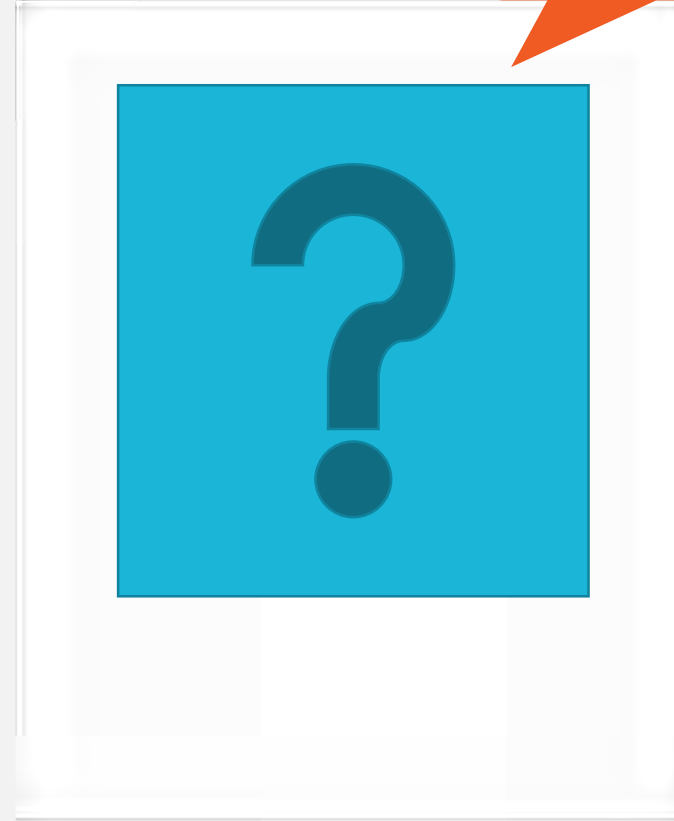
- Tourism is Arizona's number one industry
- Visitors to the state increased 2.1% (43.9m) in 2017
- Spending increased 6.7% (\$22.7bn) in 2017
- Total travel spending in Cochise County - \$326m
- Local tax receipts - \$13.5m
- Tourism & travel jobs in Cochise County – 3,630



Current



Future



Cochise County Tourism Council

Beginning balance	\$65,000
Projected income	\$107,925
Donation to County	\$25,000
Total income	\$197,925
Expenditures	\$118,418
Balance	\$79,507

Estimated cost of branding process:
\$45,000 - \$100,000

County PIO Budget FY 2018-19

Beginning balance	\$60,165
CCTC	\$15,000
Promotion/outreach	\$2,651
Total Expenses	\$17,651
Current balance	\$42,514

Proposed Budget FY 2019-20

CCTC	\$34,000
Census	\$25,000 (one-time expense)
Promotion/Outreach	\$50,000
Total Budget	\$115,000