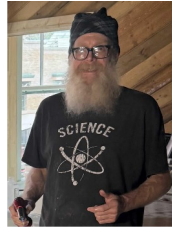


Tourism & Visitor Center Update



October 7, 2025

Presented By
Steve Ball



We've Already Made Progress

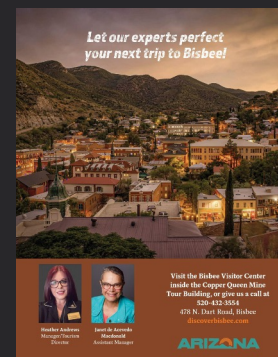


Assessed Current Marketing Plans

Met with:

- City x3
- Advertising Vendors
- Arizona Office of Tourism
- KVOA Digital Presentation
- Created and Listed Ads x3
- Multiple Arizona Cities
- Multiple Marketing Agencies

Updated Print Advertising



USA Today Magazine

True West Magazine

Arizona Highways Magazine



Bisbee's Current Marketing Approach Needs Significant Adjustment



Budget Allocation

Just 31% of total budget allocated to Advertising Bisbee



Marketing Allocation

84% of All Advertising is Print-based:

- National focus: 32%
- Tucson: 22%
- Phoenix 9%



Efficacy

Data Collection & Analytics:

- Insufficient
- No Paid Search or Social
- FY26 Funding Largely Exhausted



Tourism & Visitor Center Strategy and Execution



- FY26 Plan: Combine Functions at Significant Cost, at Expense of Advertising
- Only Using \$18,800 of \$50,000 Available AoT Match
- Lacking Marketing Agency Skills Resulting in Portfolio Limitations
- Lack of Evidence in Driving Overnight Visitors; Lacking Core Thematic Message

- Consideration Platforms: Discover Bisbee and Explore Cochise County Insufficient
- Metrics do not correlate to Overnight Visitor Stays / Mine Tour
- Staffing Changes Present Opportunity to Bifurcate Functions
- Budget may be Repurposed



We Need to Put Our Bed Tax Funds Where They Drive Results

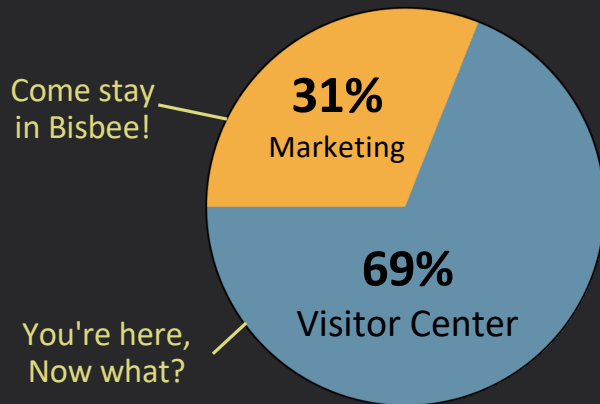


Invest for an outcome



Increase Sales Tax Revenue

What We Have



What We Need



Time for Reinvention:
Let's flip the Investment Equation

People Expense
Reserve Fund
Misc Fund

VS.

Ad Spend
+Cochise County



Making the Shift Requires a New, Phased Approach



Partner with
Bisbee Forward
to Establish
Stewardship

Manage Program with
Accountability to City Council
as Destination Marketing
Organization (DMO)

Identify & Hire
Outside
Marketing Firm
Expertise

Evaluate Firms with
Experience, Capacity &
Connections

Establish
Creative
Strategy

Playbook-Target Demo,
Locations, Distribution,
Proven Examples

Deployment
Phase

Our Recommended Path:
**Consider and Vote to appoint
Bisbee Forward the (no-cost)
DMO to officially represent
the City of Bisbee for
marketing purposes**

Goals:

- Drive Overnight Stays
- Grow Sales Tax Revenue to Bisbee

Analysis, Social, Digital,
Consideration Platform,
Metrics



Let's Reimagine Visitor Engagement



Challenge:

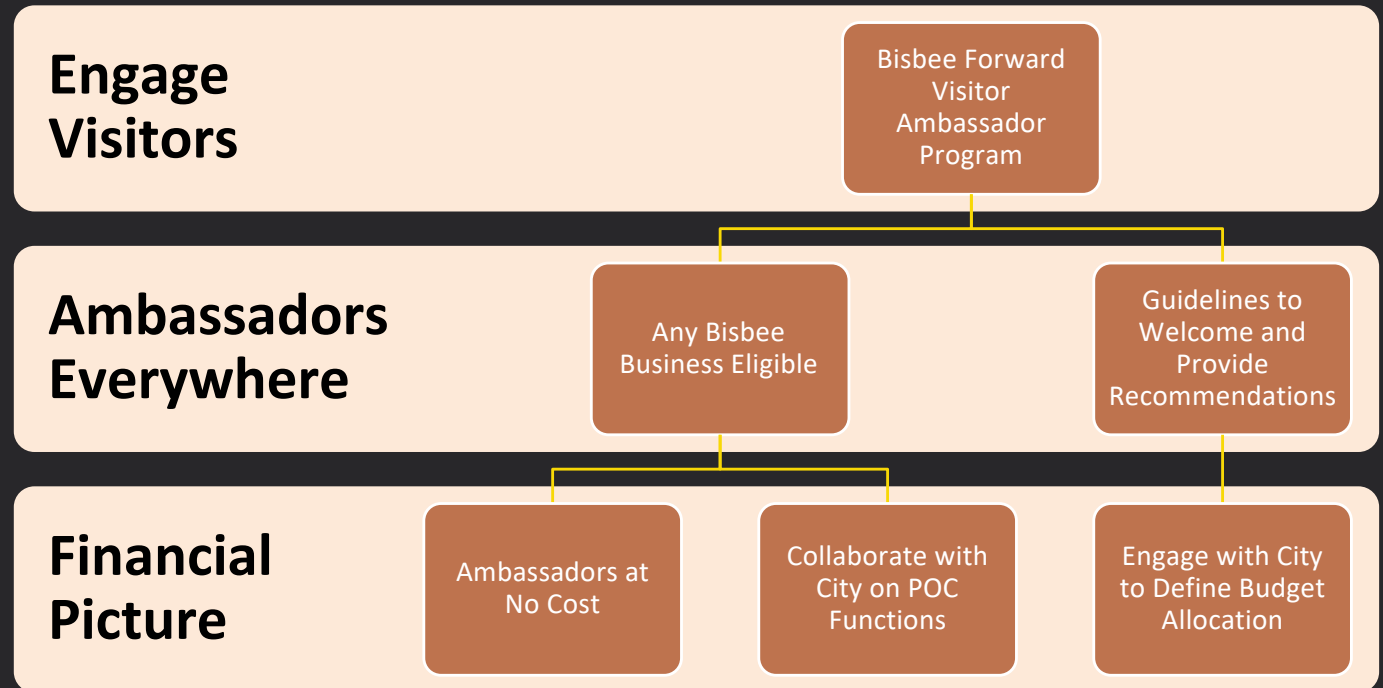
Tourism Marketing Issues

- Funding for Marketing Firm
- Funding for Digital Bisbee Presence
- Current Approach: ~~Revenue~~

Solution:

Re-Purpose Budget

- Labor Expense Savings
- Additional Operations Overhead



Our Proposal: Make Bisbee Forward the DMO

Bisbee Forward will provide no-cost tourism management as the city's official Destination Marketing Organization

- Goals:
 - Drive Overnight Guests to Bisbee
 - Increase City Sales Tax Revenues
 - Measure the above
- Accountability:
 - Bisbee Forward develops strategy, plan, and investment recommendations
 - Council approves all investment recommendations, City manages funds and makes payments
 - Bisbee Forward provides quarterly updates to City Council

Bisbee Forward will collaborate with the city to establish the Visitor Ambassador Program

- Goals:
 - Ensure Bisbee provides visitors a welcome and rewarding experience during their stay
 - Enlist Bisbee Businesses to add unique character & culture
 - Drive enthusiasm for repeat visits
 - Reduce costs to support the above

Bisbee Council to direct city staff to finalize details in October 2025

- Complete agreement & establish operational model to achieve the proposed ASAP

