

## **Target Markets**

### **Family Memory Builder**

1. Camping & RV travel
2. Museums
3. Family-friendly events, i.e. tree lighting, parade, crafts fair, Sparkle,
4. Christmas Tree cutting
5. Fishing
6. Lake Days – beaching it
7. Ice Skating, sledding and snow play days
8. Concerts & Festivals
9. Boating - -water activities

### **Rugged Adventurer**

1. Hiking and backpacking
2. Mountain biking
3. Backcountry/XC Skiing
4. Snowshoeing
5. Snowmobiling
6. Hunting
7. Whitewater kayaking and rafting

### **Outdoor Recreation/Relaxation**

1. Fishing
2. Concerts & music festivals
3. Day hikes
4. Paddleboard, canoeing and kayaking
5. Lake days – Beaching it
6. Boating - -water activities Camping
7. Scenic Drives
8. Sports – golf, tennis, pickleball, bocci ball
9. Shopping/coffee shops/breweries/wine tasting

### **Wedding Destination**

A very specific category that should be related to wedding services, i.e. venue, floral, catering, lodging, etc.

### **Downloadable Itineraries**

More time and research need to be done to complete this task

## Branding:

Logo – recommend adapting current logo

- a. New font for Plumas County -- soften
- b. Colors – less bright yet current
- c. Create white design

## Messaging

1. Locals
  - a. Town Chatter, Quincy & Indian Valley – Katherine puts update in quarterly
  - b. \*\*Board Members FRTA/Plumas County Business Cards– calling on businesses
  - c. Plumas Sun
  - d. The Intermountain News
  - e. Town Hall – scheduled for March – About/intro of FRTA and introduction of board members
  - f. Lake Basin – Stakeholder Meeting – April/May; Elegant Farmer. Need one in Quincy in 2024? Budget – postcard invitation, food/beverage – cost TBD
2. Regional
  - a. Press Releases
  - b. TV, i.e. Channel 10 Tree Cutting
  - c. Magazine’s editorial: Edible Reno. High Life, Reno City-Scape
  - d. Specific recreational outlets
  - e. Advertising – Nor-Cal, Sierra Rec, Mountain Valley living, Fall Colors (recommend)
3. Social Media
  - a. Align with blogs/develop themes
  - b. Giveaway online – built a list of 1300
  - c. Bliss Branding -- \$5,000/mo. Recommend: look at local with experience – an option Kristal, former marketing employee for LAAC

## Marketing Material

1. Postcards – use artwork from ads and create 4.5x6 postcards each season. Give each lodging provider 12. If want more, sell at FRTA cost. Consider selling and/or giving to local businesses as well.
  2. Design a sticker – shape of Plumas County with logo
  3. Window Clings
  4. Coloring book – research cost and design
  5. Professional photography -- \$1500 to \$2,000. “We own pictures”
  6. Tents – Do again for Awesome Autumn – get out sooner essential.
- *See cost on printed items below*

## Estimated Printing Costs

### Business Cards – VistaPrint

50	\$13.00
100	\$17.99

### Postcards – 4.5x6

PSPrint

500	\$ 68.08 (shipping \$25.32)
1000	\$ 85.30 (shipping \$27.82)
2000	\$135.06 (shipping \$43.00)

### Custom Sticker -- 3.5x2.5

PSPrint

500	\$84.71
750	\$94.23
1000	\$106.64

(shipping \$25.56)

### Window Clings

Uprinting

5x5	
100	\$78.50

### Table Tents -- 4x6

PSPrint

100	\$204.79
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(shipping \$27)

Note—there will be some design fees. Minimal expense