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Delta Marketing Project Update

PROJECT DESCRIPTION

In 2015, the Conservancy received a grant from the federal Department of Commerce, Economic Development Administration to form a Delta Marketing Taskforce, develop a marketing plan and website, and create an infrastructure for the Delta community to manage the Delta's marketing needs long term. The Delta Marketing website and marketing plan is the second phase in the Delta Awareness Campaign, which started with the Delta branding effort led by the Delta Protection Commission.

PROJECT UPDATE

The project is nearly complete. Since the last board report, the Delta Marketing Task Force has met on numerous occasions to review and finalize the 5-year Delta Marketing Plan, and to review and comment on drafts of the Delta Marketing Website.

The Delta Marketing Plan has been finalized and is included with this staff report. The plan identifies, and is organized around, six "Key Strategic Imperatives":

- Create a unified tourist perception of the Delta
- Empower partnership and collaboration among stakeholders
- Bolster off-season visitation creatively
- Add content marketing & crowdsourcing content to current efforts
- Improve guest experience and visitor services
- Share environmental efforts in engaging mediums

Each of the "Key Strategic Imperatives" is accompanied by strategies that Delta businesses and organizations can undertake to bolster visitation to the Delta. The plan also consists of social media and search engine optimization (SEO) strategies. The Task Force will be meeting regularly in the future to consider which strategies to pursue collectively and to discuss transition and content for the Delta marketing website.

The Delta marketing website will be ready for a "hard" launch by the end of March and expected to be linked through Visit California's website. Currently, the participants of the Delta Protection Commission's Delta Leaders Program are working on a "Best of the Delta" promotion that would part of the website.

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