

**The Santa Barbara**

**Parks&Recreation**

# **Arts & Crafts Show**

*Marketing Recommendations & Action  
Plan*

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- 1. Overview**
- 2. Recommendations**
- 3. Proposed Budget**
- 4. Action Plan**

**WHAT WE'LL COVER TONIGHT**

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## Marketing Fund

- \$4,000 per year
- **\$14,000 current balance**

## Advisory Committee Preferences

- Spend **\$9,000** this year
- Reserve **\$5,000**

# OVERVIEW

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## Committee Favorites

- *SB Independent* print ads
- Window clings
- Cabrillo signage
- City TV commercial

## ADVISORY COMMITTEE MARKETING IDEAS

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# Committee Favorites

- ✓ *SB Independent print ads*
- Window clings
- ✓ **Cabrillo signage**
- ✓ **City TV video ad**

CITY PARKS & RECREATION  
DEPARTMENT **MARKETING**  
**RECOMMENDATIONS**

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# Department Recommendations

- **Traditional Marketing**
- **Web Marketing**
- **Marketing Research & Planning**

CITY PARKS & RECREATION  
DEPARTMENT **MARKETING**  
**RECOMMENDATIONS**

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## TRADITIONAL MARKETING

- 1. Print Ads in the Santa Barbara *Independent* (\$4000\*)**
- 2. Santa Barbara Trolley Tour Ads**  
((\$0, plus \$200 printing costs))
- 3. Marketing One-Sheet (\$500 printing costs)**
- 4. Permanent Cabrillo Blvd. Signage (\$3000)**
- 5. City TV-Produced Video Ad (\$500)**

\* All dollar amounts are approximate.

CITY PARKS & RECREATION  
DEPARTMENT **MARKETING**  
**RECOMMENDATIONS**

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## WEB MARKETING

- 1. Develop Web Presence (\$0)**
- 2. Build Facebook Audience with Targeted Ads (\$500)**
- 3. YouTube Ad Placement using City TV spot (\$500)**
- 4. Email Marketing (\$0)**

\* All dollar amounts are approximate.

CITY PARKS & RECREATION  
DEPARTMENT **MARKETING**  
**RECOMMENDATIONS**

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## MARKETING RESEARCH AND PLANNING

- 1. Customer Survey with Help of Show Members (\$200)**
- 2. Foot Traffic Counts & Beach Visitor Survey (\$500)**
- 3. Branding Guidelines Including Logo (\$0)**
- 4. Development of Marketing Strategy and Plan (\$0)**

\* All dollar amounts are approximate.

CITY PARKS & RECREATION  
DEPARTMENT **MARKETING**  
**RECOMMENDATIONS**

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Item	Approx. Cost
<b>Traditional Marketing</b>	
<i>Independent Print Ads</i>	\$4000
Trolley Ads (printing costs only)	\$200
Marketing One-Sheet	\$500
Permanent Cabrillo Blvd. Signage	\$3000
City TV Video Spot	\$500
<b>Web Marketing</b>	
Develop Web Presence	\$0
Build Facebook Audience (targeted ads)	\$500
YouTube Ad Placement (City TV video spot)	\$500
Email Marketing	\$0
<b>Marketing Research &amp; Planning</b>	
Customer Survey (with help of show members)	\$200
Foot Traffic Counts & Beach Visitor Survey	\$500
Branding Guidelines	\$0
Development of Marketing Strategy & Plan	\$0
<b>TOTAL</b>	<b>\$9900</b>

# BUDGET

## ACTION PLAN

What we're starting with...

CITY PARKS & RECREATION  
DEPARTMENT **MARKETING**  
**RECOMMENDATIONS**

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## ACTION PLAN

### PRINT ADS

#### **Santa Barbara *Independent***

*Pre-Christmas Holiday Shows*

Emphasizing **stress-free, easy shopping**

Thursday, December 11

## CITY PARKS & RECREATION DEPARTMENT **MARKETING** **RECOMMENDATIONS**

SINCE 1965  
**THE SANTA BARBARA  
ARTS & CRAFTS SHOW**

Make your holiday  
shopping **as easy as  
a walk on the beach**

*200 local artists & craftspeople plus  
a half-mile stretch of Santa Barbara's  
beautiful waterfront*

**EVERY SUNDAY FROM 10AM TO DUSK**  
ALONG CABRILLO BOULEVARD

SHOWS LEFT BEFORE DECEMBER 25:

- **Sunday, Dec. 14**
- **Saturday, Dec. 20**
- **Sunday, Dec. 21**

**Parks & Recreation**  
facebook.com/sbartsandcrafts  
santabarbaraca.gov/artsandcrafts (805) 564-5418

## ACTION PLAN

### *PRINT ADS*

## Santa Barbara Trolley Tours

Emphasizing  
**stress-free,  
easy shopping**

2 trolleys

Design complete

CITY PARKS & RECREATION  
DEPARTMENT **MARKETING**  
**RECOMMENDATIONS**



# ACTION PLAN

## SOCIAL MEDIA

### Facebook

[facebook.com/sbartsandcrafts](https://facebook.com/sbartsandcrafts)

- Claimed existing page
- Corrected information
- Added photos
- Show calendars
- Shareable images
- Promoted posts
- Testing: special shows as Facebook Events

# CITY PARKS & RECREATION DEPARTMENT MARKETING RECOMMENDATIONS



# ACTION PLAN

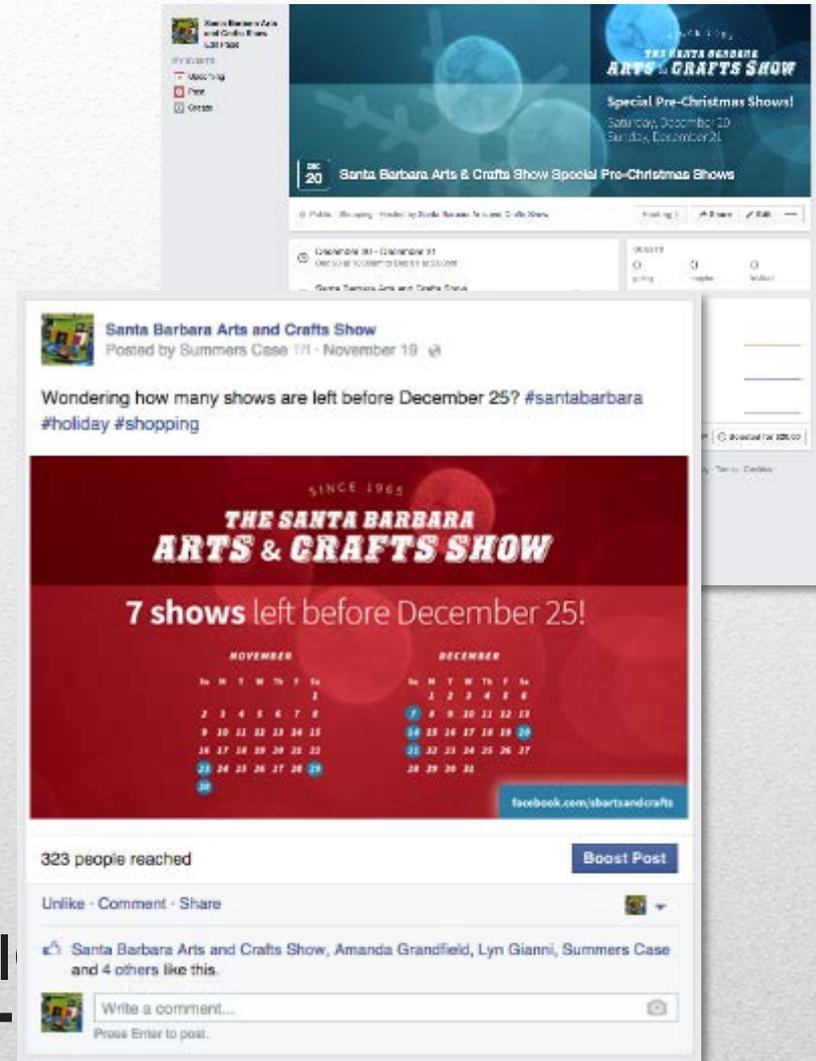
## SOCIAL MEDIA

### Facebook

[facebook.com/sbartsandcrafts](https://facebook.com/sbartsandcrafts)

- Claimed existing page
- Corrected information
- Added photos
- Show calendars
- Shareable images
- Promoted posts & ads
- Using Parks & Rec Page to share
- Testing: special shows as Facebook Events?

# CITY PARKS & RECREATION DEPARTMENT MARKET RECOMMENDATIONS



# ACTION PLAN

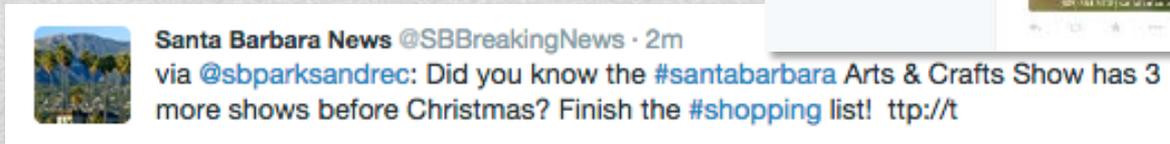
## SOCIAL MEDIA

### Google+

- Will help with improving search results
- In process of verifying business

### Parks & Rec Dept. Twitter

- Utilizing Parks & Rec Twitter and SB Breaking News Network retweets on behalf of show



## CITY

# DEPARTMENT MARKETING RECOMMENDATIONS

# ACTION PLAN

## WEB ASSETS

### City Website

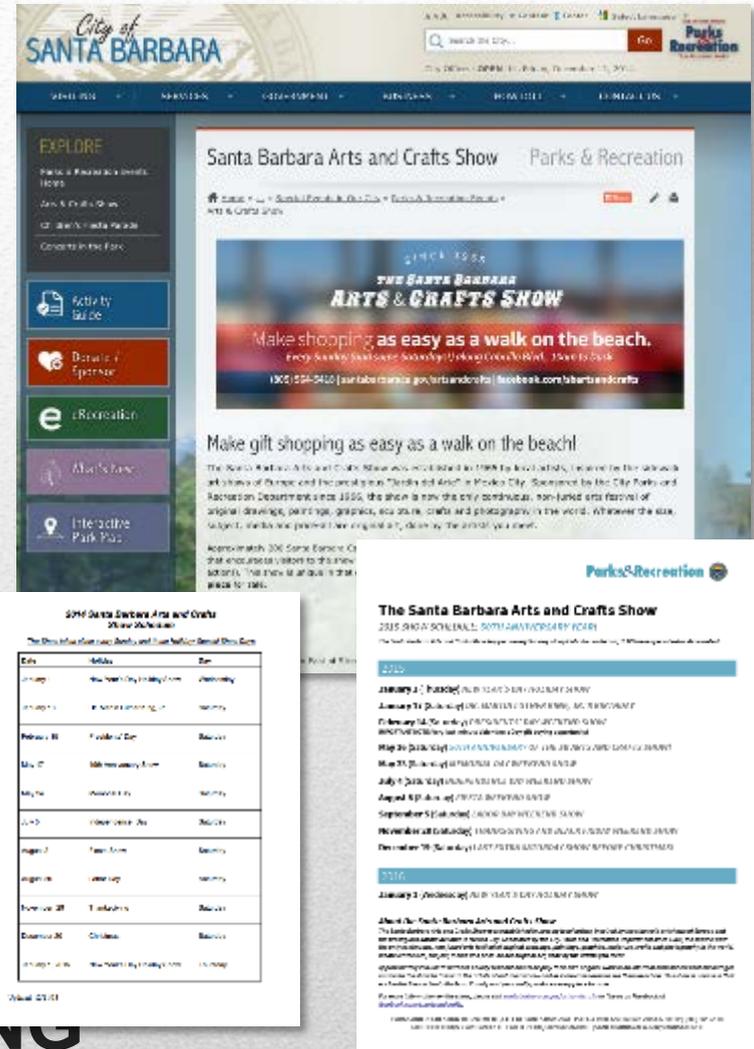
[santabarbaraca.gov/artsandcrafts](http://santabarbaraca.gov/artsandcrafts)

- Website currently in development
- Information, marketing, search optimization

## Downloadable Materials

Show schedule as marketing

# CITY PARKS & RECREATION DEPARTMENT MARKETING RECOMMENDATIONS



## ACTION PLAN

*NEXT UP: BRANDING*

### Show Logo

#### Options

1. Use old logo
2. Show member submissions (contest)

Parks & Recreation Dept. can create logo files

#### Branding Guidelines

Will provide consistent look for all materials  
CITY PARKS & RECREATION

DEPARTMENT **MARKETING**  
**RECOMMENDATIONS**

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OLD LOGO



NEW LOGO



# ACTION PLAN

## NEXT UP: EMAIL MARKETING

### Build Email List

Inform customers about email list

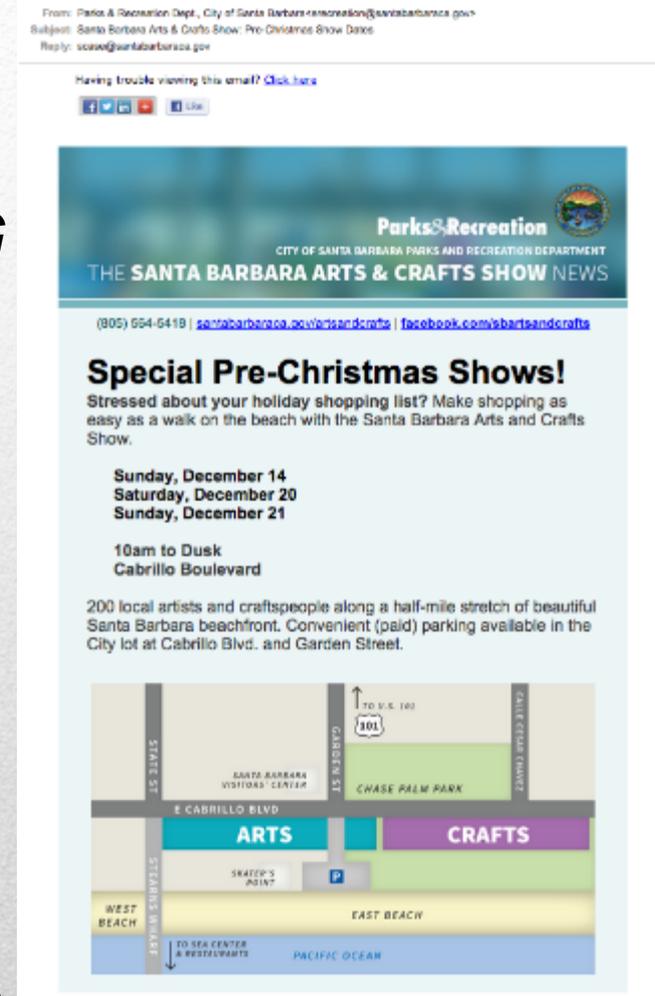
Sign-up form

[bit.ly/SBArtsAndCraftsEmail](http://bit.ly/SBArtsAndCraftsEmail)

### Targeted Email Campaigns

- Integrate with Facebook ads
- Occasional marketing emails
- Track results; adapt as needed

# CITY PARKS & RECREATION DEPARTMENT MARKETING RECOMMENDATIONS



## ACTION PLAN

### *NEXT UP: CUSTOMER SURVEY*

## Vital Research

1. **Who** are our customers?
2. (Where are they hearing about us?)
3. *Where do they like to get their news & info?*

Need show members' help with this

What is best way to roll out survey?

Paper & online

## CITY PARKS & RECREATION DEPARTMENT **MARKETING RECOMMENDATIONS**

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## ALTERNATE PLAN

If Cabrillo Blvd. Signage is not a realistic option for this fiscal year, put more money into web marketing.

\* All dollar amounts are approximate.

CITY PARKS & RECREATION  
DEPARTMENT **MARKETING**  
**RECOMMENDATIONS**

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Marketing One-Sheet	\$500
<i>Permanent Cabrillo Blvd. Signage</i>	\$3000
City TV Video Spot	\$500
<b>Web Marketing</b>	
Develop Web Presence	\$0
<b>Google AdWords</b>	<b>\$1500</b>
Build Facebook Audience (targeted ads)	\$500
YouTube Ad Placement (City TV video spot)	\$500
Email Marketing	\$0
<b>Marketing Research &amp; Planning</b>	
Customer Survey (with help of show members)	\$200
Foot Traffic Counts & Beach Visitor Survey	\$500
Branding Guidelines	\$0
Development of Marketing Strategy & Plan	\$0
<b>TOTAL</b>	<b>\$8400</b>

## PROPOSED ALTERNATE MARKETING BUDGET

# ALTERNATE PLAN

## Google AdWords

### Search Terms

- “Santa Barbara shopping”
- “What to do in Santa Barbara”

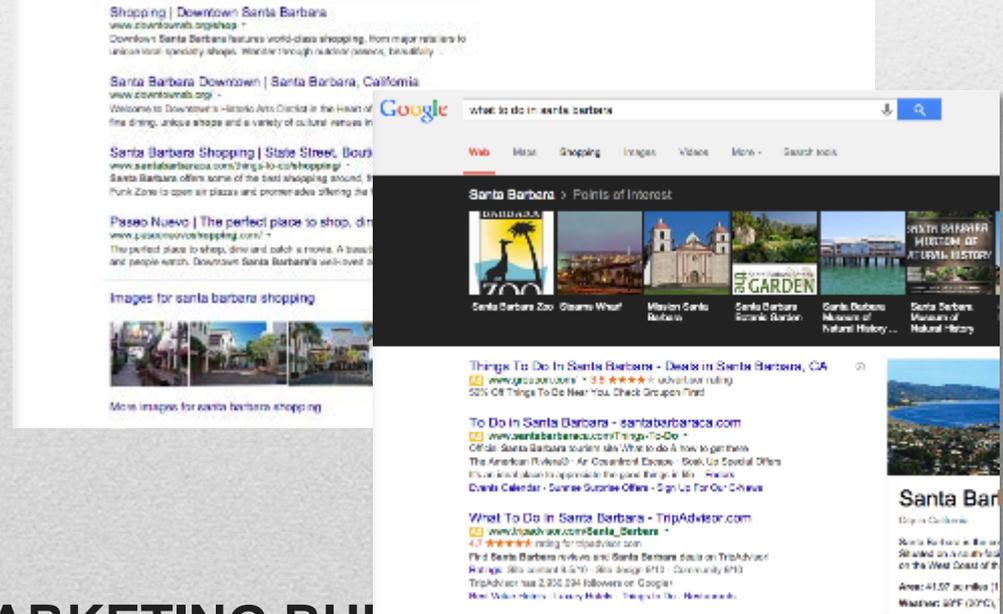
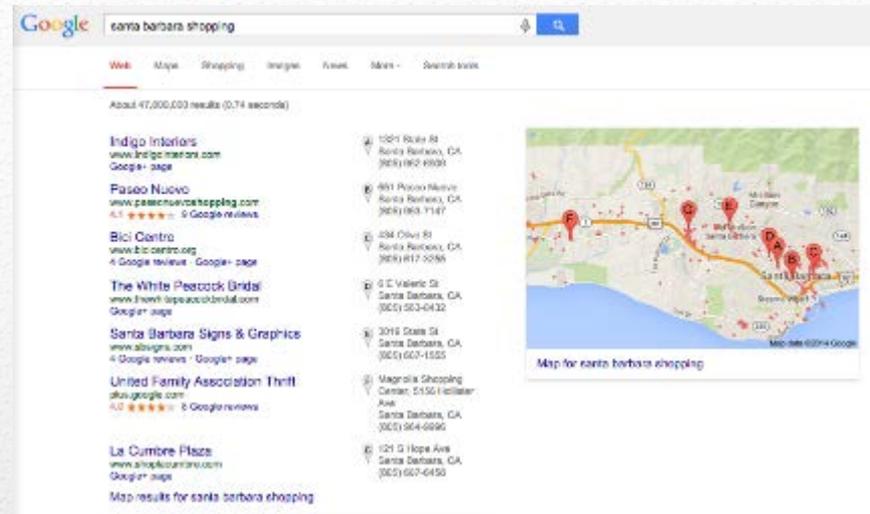
Hundreds of daily searches

Can target to mobile users (on phone/tablet while in SB, looking for shopping or things to do on a weekend trip, etc.)

### Past Successes

- Summer Camps marketing

# PROPOSED ALTERNATE MARKETING BUDGET



**Parks&Recreation**

**Thank you!**

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**Parks&Recreation**

## **Summers Case**

*Marketing Coordinator*

CITY OF SANTA BARBARA PARKS AND RECREATION  
DEPARTMENT

**(805) 564-5589** or **scase@santabarbaraca.gov**

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