

Marketing Report
Clare County Convention & Visitors Bureau
2010

Clare County Convention & Visitors Bureau
P.O. Box 226
Clare, Michigan 48617
Phone: 989.386.6400
E-mail: lori@clarecounty.com
www.clarecounty.com

Officers: John Cleary, President
Dean Doherty, Vice-President
Matt Miller, Treasurer/Secretary
Lori Schuh, Executive Director

Our mission is to serve as a destination marketing organization that will promote Clare County as a travel destination for visitors and conventions so as to enhance the general economic growth of the County. The primary objective will be accomplished by marketing the member hotels, motels, and bed and breakfasts to a broad variety of visitors, conventions, business groups, sporting and special event markets.

The target markets for this effort will be primarily the southeastern portions of Michigan, as well as northwest Ohio and northern Indiana. We will place marketing material in high traffic tourist areas throughout the state. We plan to target groups interested in the types of outdoor activities that are available in Clare County, as well as those interested in smaller conference and meeting space. We plan to reach these markets through a wide variety of printed advertising including Detroit newspapers, the Oakland Press, Michigan Travel Ideas, and other similar publications. We will distribute our brochures through Michigan Welcome Centers and other points of high tourist traffic as well as utilizing local points of distribution.

We have developed a comprehensive web site and are working with various sources to reach the expanding Internet use of the traveling public. We are working in conjunction with the Travel Michigan Extranet system in obtaining leads for marketing our area. We are also working with the local Chambers of Commerce, as well as other groups and organizations in Clare County.

Currently we have ad campaigns in Michigan Travel Ideas, the Harrison Chamber Directory, the Clare County Fair Book, Clare County Parks & Recreation Trail Map, and Midwest Trails Magazine. In addition, we have produced several full color brochures and a Vacation & Business Guide detailing activities available in Clare County. Also we produce an Events Flyer, and maintain a comprehensive, interactive web site. We will be attending tourist related trade shows in the coming year. We have a billboard advertising Clare County northbound on US 127 just south of Shepherd and one on US 10 just east of Sanford.

We are currently members of the Clare Area, Farwell Area, and Harrison Area Chambers of Commerce, in addition to the MACVB, and utilize the services offered by these organizations in our marketing efforts. We are working with other Convention and Visitors Bureaus and Chambers of Commerce in our area to form marketing partnerships, including Mt. Pleasant, Jackson, Lansing, Evart, Reed City, Baldwin, and Ludington in an effort to expand our marketing knowledge and pool marketing dollars.

Marketing Report
Clare County Convention & Visitors Bureau
2010

Our Total annual budget for 2010 is \$69,900.00 of which \$49,100.00 is earmarked specifically for marketing programs. The remainder of our budget will be spent on administrative expenses. We will monitor the effectiveness of our marketing efforts through telephone logs and data management of our fulfillment mail pieces, as well as utilizing target 800 telephone numbers and web addresses. These marketing efforts will promote awareness of Clare County as a travel destination and fill lodging and convention facilities in Clare County. Our Executive Committee and Board of Directors will manage our marketing plan and budget.

Attached is our Certified Financial Audit which a certified accountant has prepared.

Respectfully,

A handwritten signature in cursive script that reads "Lori Schuh". The signature is written in black ink and is positioned above the printed name and title.

Lori Schuh
Executive Director