

Marketing Projects and Budget Discussion

Map

- Leave promotional or change to navigable – committee recommended to leave promotional
- Add QR code to link to App for navigation
- Estimate to keep same format about \$15,000 (150,000) plus shipping

Mrpcmembers.com – This is not a Marketing Committee Project – Update approximately \$20,000

Experiencemississippiriver.com

- Spread cost over multiple budgeting years
- Change to story-based format
- Estimate - \$50,000

App

- Update Apple requirements
- New GIS state maps
- Update with or without adding new features and amenities
- Estimate to update in existing format - \$15,000

All-American Road Announcement Launch

- Toolkit with talking points, logo, release
- All-American Road Week – States coordinate news conferences and announcements in same week
- \$1000

All-American Road 2021 Awareness Campaign

- Full year celebration incorporating All-American Road into everything
- PR push
- Highlight GRR by utilizing content assets from All-American Road applications
- Move from quarterly to monthly tourism e-newsletters/ coincides with homepage blog article (\$12,000)
- Single awareness giveaway to businesses, ICs and visitors (clings, keychains, geo-coins, pins) cost varies based on quantity and design (\$10,000)

Promotions

- ICs – launch in early summer (if majority are open) \$7,500
- Drive the GRR – Sept \$5,000
- Social Media Advertising Campaign - \$300/ month = \$3,600