



MARKETING STRATEGY

ROME

the copper city





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EXECUTIVE SUMMARY

The Rome BOA, now referred to as Rome Rising, is a tremendous opportunity for the City to rebrand, redevelop and rebuild. While much of this work will take place on the ground in the City of Rome, to achieve maximum success, the implementation plan also includes a systemic and measurable plan to communicate new developments and opportunities to the community, target markets and other key stakeholders.

The following plan is broken down into two major segments; Short Term Goals and Long Term Strategies. Short Term Goals are marketing tactics that the City either currently has the resources to implement or could have the resources to implement by adding minimal additional marketing support. In the summary timeline below, all the items that note Allieway Marketing as the responsible party could be implemented immediately with minimal demands on the City's resources.

The Long Term Strategy section should be implemented once all the short term goals are complete. Please note, this section also takes in to consideration the resource restrictions the City has and focuses on tactics that would be implemented in the future. Prior to beginning implementation of these tactics, the City will need to consider getting more marketing support in place. In this plan, it is suggested that Rome create a marketing committee. This committee could be comprised of community partners or other agencies doing similar work such as the Rome Chamber and Oneida County Tourism.

Overall this plan was designed to promote the strategic sites identified as a part of the Rome Rising initiative. With that in mind, many of the tactics covered in this plan support both Rome Rising and the Citywide efforts.

Successful implementation of this plan will achieve 5 goals:

1. build on the brand developed for Rome to create awareness of the area as a destination, a place to call “home” and a place for commerce;
2. develop and incorporate the Rome Rising key messaging;
3. attract both large and small businesses to the area;
4. attract target demographic groups to acquire their residence in Rome;
5. promote the City as a tourist destination.

All successful marketing plans start with attention to branding. This plan focuses on marketing tactics that would work to formalize and enhance the City’s branding efforts. These are all recommended tactics and it is up to the City to determine if and when they implement them.



SUMMARY TIMELINE

Item	Responsible	Status	Due Date
Branding Initiatives			
Brand Edit		Long-Term	
Key Messaging	Allieway Marketing	Current Short-Term	TBD
Brochure Development (Copy & Design)	Allieway Marketing	Current Short-Term	TBD
Marketing Folder/Package	Allieway Marketing	Current Short-Term	TBD
City Website		Long-Term	
Social Media		Long-Term	
ROME RISING PAGE - FACEBOOK STRATEGY	Allieway Marketing	Current Short-Term	TBD
Email Marketing		Long-Term	
Community Engagement Initiatives			
Brand Kit/Guide		Long-Term	
Brand Launch and Press Conference		Long Term	
Growing Rome's Residential Community			
Segmented Marketing Piece to go into Marketing Folder/Package	Allieway Marketing	Current Short-Term	TBD
Monthly Magazine		Long-Term	
Relocation Guide		Long-Term	
Bringing Businesses to Rome			
Segmented Marketing Piece to go into Marketing Folder/Package	Allieway Marketing	Current Short-Term	TBD
Sell Sheets of Strategic Sites	Allieway Marketing	Current Short-Term	TBD
Host a Small Business Event		Long-Term	
Attend Tradeshows and Business Events		Long-Term	
Rome as a Tourist Destination			
Segmented Marketing Piece to go into Marketing Folder/Package	Allieway Marketing	Current Short-Term	TBD
Target List		Long-Term	
Hosting Events		Long-Term	
Develop a Visitor's Guide		Long-Term	
Host a Taste of Little Italy		Long-Term	
Host a History Weekend		Long-Term	



RESEARCH

The 2016 Market Analysis developed by Camoin Associates, along with information received during stakeholder interviews conducted by Allieway Marketing, provides the basis for the tactics presented in this strategy.

This plan is designed as a dynamic document and guide. The tactics set forth are recommendations based on current knowledge and research; the plan is adaptable to the expanding needs to the city.



TARGET MARKETS

The findings of market research conducted by Camion Associates, identify three main target markets; each have target subcategories.

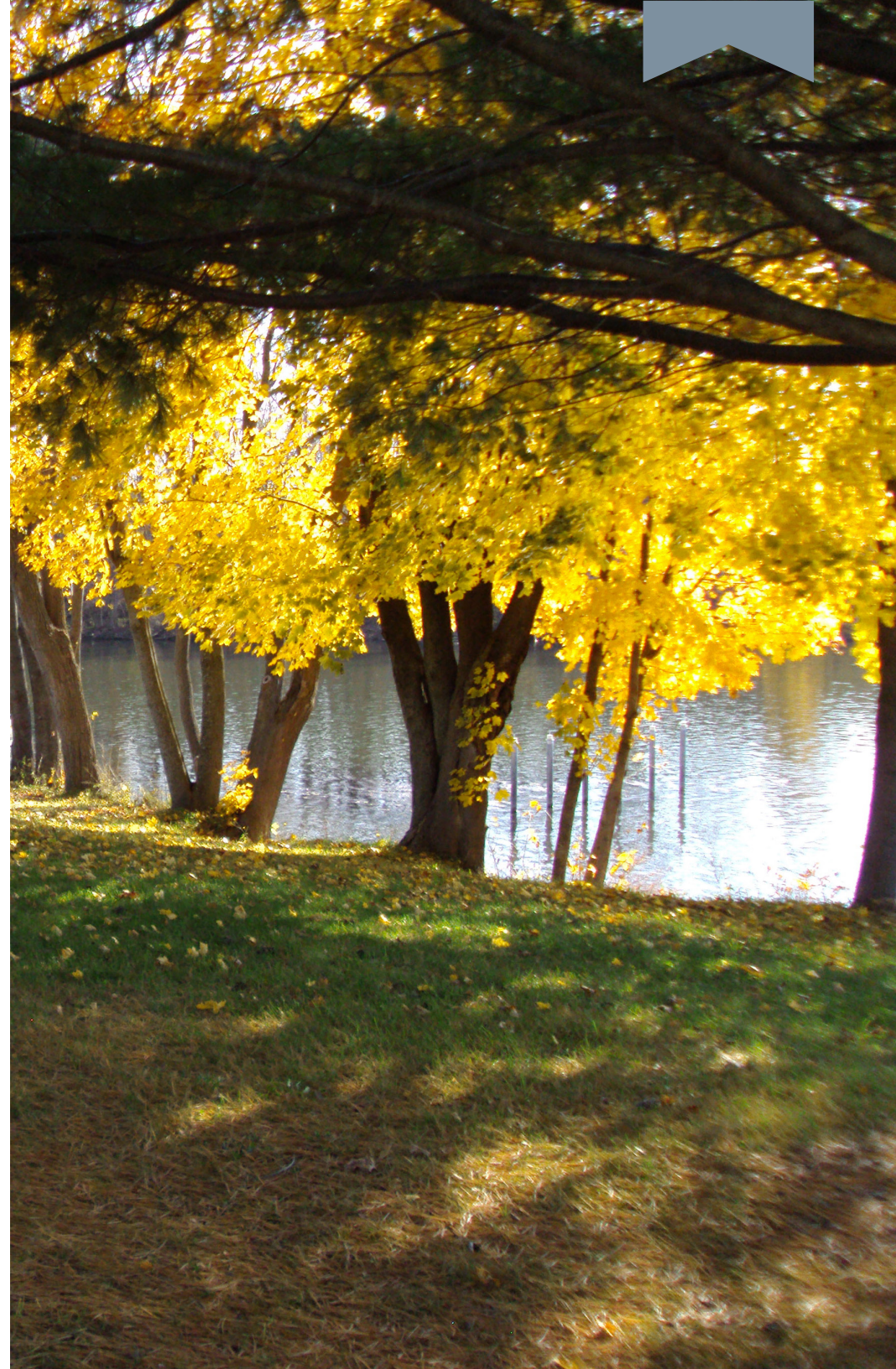
1. **Residential Targets** - Individuals targeted to become residents of Rome
 - Young Professionals
 - Empty Nesters
 - Seniors
2. **Business Targets** - Specific business sectors for which Rome has the best supporting infrastructure and who should be targeted to conduct business from space in Rome.
 - Light Manufacturing
 - Medical Offices
 - Small Businesses
 - Senior Living Facilities (to accommodate the senior population mentioned above)
3. **Tourism** - A micro view and macro view is provided for your review.

The target markets themselves should be divided into subcategories as they will each require specifically-targeted marketing strategies for effective communication strategies.

GOALS

This marketing strategy is designed to achieve the following short-term and long-term goals:

- build on the new brand developed for Rome to create awareness of the area as a destination, a place to call “home” and a place for commerce;
- develop and incorporate the Rome Rising key messaging;
- develop a strategy to attract businesses to the area;
- develop a strategy to attract tourism to the area;
- attract specific demographics to reside in Rome.



SHORT-TERM GOALS

For the purpose of this plan, short-term goals are marketing tactics that can and should be implemented at the present time. These items are tactics that will help lay the groundwork for future marketing efforts.

Mayor Izzo has requested funding be allocated to to add an entry level marketing position in CED. This position would focus on social media, stakeholder outreach in the BOA areas, regular community engagement such as quarterly newsletters, videos of progress on our website, updating the city department website pages that relate to Rome Rising projects and more.

Many of these exact tactics are outlined in the Short Term Goals section of this plan. Allieway agrees with this recommendation and believes it is a necessary step to have the resources required to implement this plan.





BRAND POSITION

Allieway recommends that the City of Rome and Bergman Associates on behalf of Rome Rising collaborate to create a clear brand positioning statement that showcases the goals of both parties for this marketing plan along with other marketing efforts taking place in the City.

Brand positioning is a one or two sentence statement that articulates who your target audience is and what value you can provide them. We recommend developing a brand positioning statement, also known as positioning statement, which is discussed in greater detail below in the marketing tactic “key messaging.”





BRANDING INITIATIVES

The City of Rome recently completed a rebranding process. The following tactics are aimed at growing the City's new brand, further developing it and incorporating Rome Rising into that brand. These tactics include:

- Brand Edit
- Key Messaging
- Brochure Design
- Website Development
- Social Media
- Email Marketing

These tactics will also be effective to brand Rome as a destination as well as an area to conduct business within.

Marketing Tactic – Brand Edit

Description – A brand edit involves a review all the marketing materials being used under the brand's name or associated with a brand's name to ensure they are consistent with the organization's new brand standards. The City should create a list of items to update with the new brand. An example of items that need to be reviewed include:

- Websites
- Social media accounts
- Brochures
- Print materials

Marketing Objective(s) – Ensure that all marketing communications in use for the City of Rome are using the updated branding and messaging.

An example of things to look for include sites such as: <http://positivelyrome.com/>

The website Positively Rome contains much of the information a tourist site for the City should contain, however the look and feel of this site does not match either Rome's citywide branding or the Rome Rising brand. If this is a private site maintained by a third party not affiliated with the City we will work with them to encourage reflective branding.

Responsible Party – X

Marketing Tactic – Key Messaging

Description – After reviewing the current marketing materials and the City’s website, we recommend that the City develops key messaging statements. Key messaging statements typically include a:

- Mission, vision and core values (if currently not developed)
- Positioning statement (brand position)
- Value proposition
- Brand promise

Marketing Objective(s) – Key messaging assures that the City can sustain consistent communications across all branding efforts. These messages also help clearly communicate the City’s value to target audiences.

We recommend that the City explore the effective tactics that other cities have implemented as ideas to more effectively position Rome and then work with a professional branding agency to further develop the messaging.

Responsible Party – Allieway Marketing: Current

Marketing Tactic – Brochure Design

Description – We recommend a brochure highlighting a comprehensive view of the City of Rome and all of its assets. We have included specific segmented pieces that would go along with this brochure in the plan.

Objective(s) – This printed piece can be used as a sales tool.

Responsible Party – Allieway Marketing

Marketing Tactic – Marketing Folder/Package

Description – Create branded folders that can be used to create marketing packages.

Objective(s) – The marketing package can be presented to new residents and new businesses the City targets to attract to Rome. It can also be tailored to help promote tourism.

Items in the marketing package include:

- The Rome brochure
- Segmented piece – Residential
- Segmented piece – Large and Small Businesses
- Segmented piece – Tourism

Responsible Party – Allieway Marketing: Current

Marketing Tactic – City Website Development

Description – The City of Rome’s current website must be updated to showcase the City’s new branding. All content should be reviewed and reorganized to quickly and clearly deliver the City’s key messaging to visitors. This update will also support the goals mentioned above. The City of Rome’s website should focus on the residential opportunities available, the opportunities for business, and desirability as a tourist destination by including information on the following topics:

- Arts & Culture
- Food
- Sports & Recreation
- Nightlife
- Shopping
- Museums
- Historic Places
- Sciences & Natures
- Agritourism
- Free Things to Do
- Kids Things to Do
- Must Sees
- Features

A potential site map for romenewyork.com with content ideas would be:

Home – The homepage must focus on the services and benefits to the people of Rome, and provide an easy and clear navigation to these benefits.

Visit – This page should feature all the topics mentioned in the description.

Live – This page should feature homes for sale, a downloadable relocation guide and information about living in Rome.

Rome Rising – This page should provide a brief overview of the BOA with a link to the Rome Rising site.

History – This can incorporate some of the historical information about the City that is currently on the site.

News and Events – This page should contain an event calendar and a blog style listing of news.

Contact – Contact information for City officials and departments.

The City’s site, romenewyork.com, should be linked to the Rome Rising site, romerising.com. The Rome Rising site is currently in development through Bergmann and Associates. Once complete, the site will allow visitors to learn more about Rome Rising in one convenient place.

Objective(s) – When visiting the City’s current site it focuses on the history of the City and the City government. This information should be included in the site, but the purpose/focus of the site must be to clearly communicate what the city has to offer to visitors, residents and potential businesses.

Responsible Party – X

Marketing Tactic – Social Media

Description – Social media should be used as an additional tactic in supporting the City’s branding and development efforts.

Objective(s) – Social media is an effective way to further develop the City’s brand and it also represents an opportunity to help the City implement and reach its marketing goals by targeting specific audiences through advertising.

It is recommended that the City evaluate the effectiveness of the current social media platforms it is using. While doing this it is important to keep in mind that being on all platforms is not effective if each platform is not being used properly and/or leveraged accordingly or if the target audience is not consistently using a specific platform. The City is currently on Facebook, Twitter and YouTube.

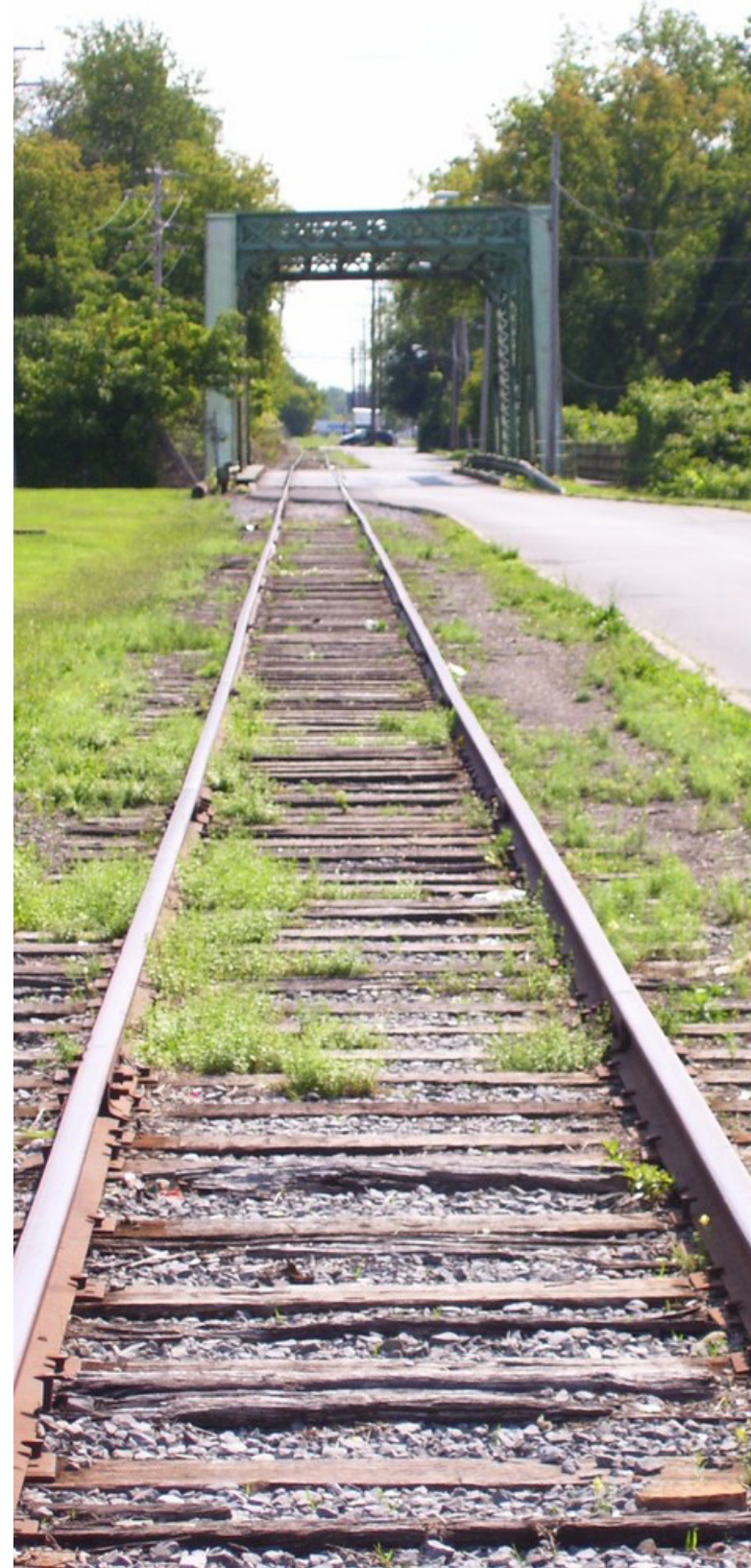
In general, Facebook is the right platform to target the general public, the senior population and business owners.

Twitter is the right platform to target young professionals and even some businesses.

YouTube is useful as it can help generate web traffic.

The City’s Facebook page seems to have a good following and consistent posting already in place. It is recommended that the City focus on building up that platform and use it to leverage information about Rome Rising as referenced in the next section.

Responsible Party – X



Potential Facebook Strategy

Goals – Leverage the City’s existing Facebook page to inform the public about Rome Rising developments and engage with the community about the progress being made.

Objective(s) – To enable the City to spread the word about all it has to offer and continuously communicate with its audience about residential, business and tourism opportunities within the City of Rome.

In addition to what the City is already posting about, the following is a potential posting strategy for 12 months that can help incorporate Rome Rising information in to the City’s existing social media account

Monday – Latest news on Rome Rising progress and upcoming, events. Alternatively, feature an existing local business.

Tuesday – Feature a development opportunity and educate the public on what type of developments would be most successful.

Wednesday – Share a photo submitted by a reader or community news.

Thursday – Share details about events coming up over the weekend or opportunities for things to do around town.

Friday – Partner with a local real estate agent

to showcase an available residential property each week.

Saturday – Highlight things to do in the community.

Sunday – Share something completely unrelated to the community, i.e. an appropriate inspirational quote, a National holiday question, engage in random conversation.

We recommend that Rome consider running Facebook ads each month to promote their initiatives and increase brand awareness.

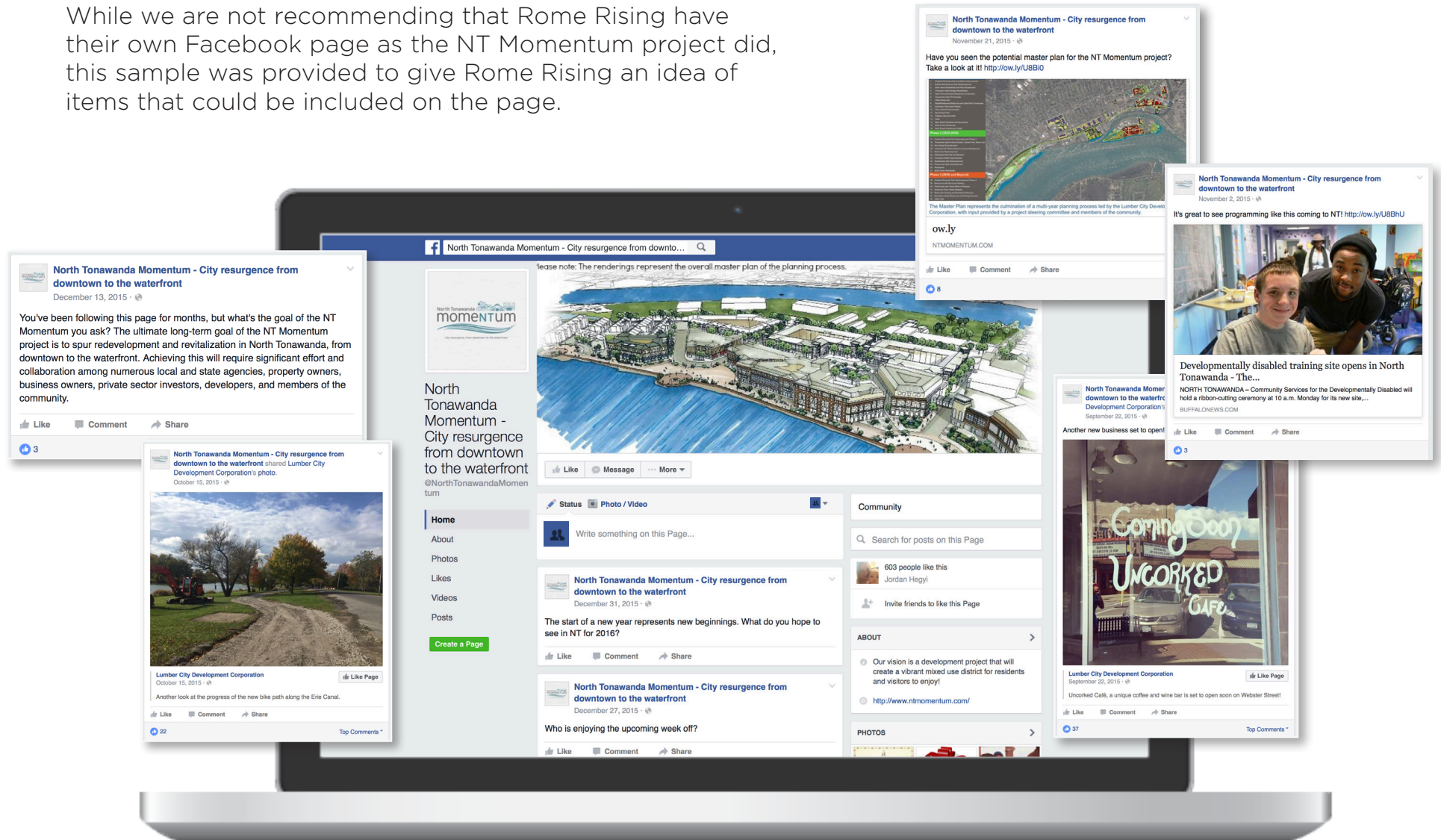
We also recommend that Rome consider running Facebook contests, giveaways and/or other promotions to increase awareness and generate a buzz. Each promotion would have a unique individual strategy to communicate with the target audience.

In order to follow the posting schedule recommended above, Allieway must be given administrative access to the City’s page. Additionally, relevant information must be provided to Allieway on a weekly or bi-weekly basis. Social media management should be handled by both Allieway and the marketing person on staff. Working together to maintain the social media accounts will provide a smooth transition once Rome is solely responsible for this task.

Responsible Party – Allieway Marketing: Current

Sample

While we are not recommending that Rome Rising have their own Facebook page as the NT Momentum project did, this sample was provided to give Rome Rising an idea of items that could be included on the page.





Marketing Tactic – Email Marketing

Description – Develop a weekly or bi-weekly email marketing campaign that includes topics such as:

- Arts & Culture
- Food
- Sports & Recreation
- Nightlife
- Shopping
- Museums
- Historic Places
- Sciences & Natures
- Agritourism
- Free Things to Do
- Things to Do With Kids
- Must Sees
- Features

Objective(s): Consistent and interesting emails increase brand awareness and keep the community engaged and up to date on what is happening around town.

Responsible Party - X



COMMUNITY ENGAGEMENT INITIATIVES

Successful branding starts from the core of an organization and is then transmitted out to the target audience. With that in mind, it is important that everyone from City employees to community partners and even community members get involved in the branding process. If the entire community knows, understands and buys into the branding efforts, the City will be more effective in sharing it with targeted key constituents outside the community.

Marketing Tactic – Brand Kit/Guide

Description – A brand kit is an informational piece designed to provide insight to key constituents about branding. We recommend that a brand kit be created and distributed to all City departments and area businesses.

Marketing Objective(s) – The brand kit is aimed at helping employees, business owners (maybe even key community members) understand the goals of the new brand and learn how to incorporate them within their individual job or business.

Items to potentially include are:

- a brand guide that showcases the new logo, key messages and links to social media pages;

- a sticker or window decal with the Rome Rising logo to display in their office or window;
- a list of upcoming events;
- information about key contacts.

Responsible Party - X

Marketing Tactic – Brand Launch and Press Conference

Description – We recommend that the City consider working with their community partners and/or local agencies to host a brand launch event that unveils the new brand to the community. As a part of this recommended event, the City could host a competition with the winner selected at the event.

Competition ideas include:

- A photo contest that encourages the community to submit photos of the City with 1st, 2nd and 3rd prize winners. A contest such as this could also give the City imagery to use in future marketing materials.
- A social media based contest that encourages people to take “selfies”, tag and hashtag themselves at locations throughout the City.
- A scavenger hunt throughout the City for residents to find items and be awarded prizes.

Objective(s) – An event such as this will generate a buzz around what the City is doing. It will also get people talking about the future of Rome and energize them to be part of the “rising.” The competition is a way to make the event fun and more about benefits to the community as opposed to just sharing the brand with them.

An individual event and competition strategy would be required to effectively execute this tactic.

Responsible Party - X





FUTURE MARKETING STRATEGIES **GROWING ROME'S** **RESIDENTIAL COMMUNITY**

TARGET MARKET #1



FUTURE MARKETING STRATEGIES

The sections that follow include marketing tactics to be implemented once the short term marketing strategies are complete. Implementing the following items may require additional marketing support. With that in mind, Allieway recommends that Rome Rising create a marketing committee to help initiate some of the tactics in this section. Once the marketing committee is in place, it is recommended that the members review the relationships they have downtown and work to leverage them by asking for support with community events.



MARKET RESEARCH IDENTIFIED THREE DEMOGRAPHIC GROUPS TO TARGET FOR RESIDENTIAL OPPORTUNITIES IN ROME.

They include:

- Young Professionals
- Empty Nesters
- Seniors

In order to attract these groups Rome will need to create a plan to bring housing developments to the area such as:

- Mid to high-end apartments, especially mixed-use style buildings.
- Independent living facilities and housing geared towards age 55+.

Once plans to develop housing opportunities have been secured, in order to effectively target each segment, the City will need to develop individualized marketing plans for each demographic segment (or group).

The following are general items that can be developed and implemented throughout any marketing campaign the City engages in.

Marketing Tactic – Segmented Marketing Piece to go into Marketing Packet/Folder

Description – Create a supplementary marketing piece that focuses on the residential community and encourages the target groups to live in the area.

Objective(s) – This collateral can be used as part of the sales process.

Responsible Party - Allieway Marketing

Marketing Tactics – Monthly Magazine

Description – A monthly magazine that is distributed to the community.

Objective(s) – This publication can be used to create a sense of community, as a visitor’s resource and as a place for businesses to showcase products or services.

Content ideas include:

- Feature Stories
- The Rome Difference – Reports on good things happening throughout the community.
- Getting Out – An events calendar or event features.
- Shop local – Ads and features on local businesses.
- Adopt a Pet – Space for the local animal groups to feature pets that need homes.
- The Dish/Taste – Ads and features on local restaurants.
- Engagements & Wedding Announcements

- Behind The Music – Live music events happening in town.
- Scenes from the Trail – Reader submitted photos documenting unique sightings on the Mohawk Trail and others areas of the City.
- A special section for the retirement community that includes information on resources, housing and events geared toward the 55+ demographic.

Responsible Party - X

Marketing Tactic – Relocation Guide

Description – Create an informational piece that can be both print and digital with information about relocating to the area that includes resources, available housing and job opportunities.

Objective(s) – A guide to assure that there are robust resources to make relocating to Rome easy and efficient.

Ideas:

- First time home buyer incentive program
- Guide to local schools and colleges
- Shop local
- Rome bucket list
- Top 25 thing to experience in Rome
- Focus on Family
- Live healthy in Rome – Health tips or opportunities to stay active that the community provides

Responsible Party - X

BRINGING BUSINESSES TO ROME

TARGET MARKET #2





BRINGING LARGE AND SMALL BUSINESSES TO ROME IS A KEY OBJECTIVE OF THE CITY'S OVERALL STRATEGY FOR GROWTH AS WELL AS FOR ROME RISING INITIATIVE.

Findings of research conducted by Camion Associates include several market opportunities:

- Amenities needed to help support residential development (entertainment, restaurants, bars, etc.).
- Opportunities for medical office space.
- Opportunities for small businesses.
- Industrial opportunities to fill Griffiss Business & Technology Park.
- Opportunities at BOA sites.
- Amenities needed to support tourism efforts (attractions, lodging, restaurants, etc.).

Retail Potential for the following businesses:

- | | |
|---------------------------------|---|
| • Clothing Stores (2) | • Shoe Stores (1) |
| • Full Service Restaurants (2) | • Jewelry, Luggage and Leather Goods (1) |
| • Home Furnishings (1) | • Used Merchandise (1) |
| • Lawn and Garden Equipment (1) | • Other Miscellaneous Store retailers (1) |
| • Specialty Food Stores (1) | |

To entice businesses to operate from Rome, the City must develop a marketing strategy targeted for the types of businesses listed above. Successful implementation of that strategy requires Rome to develop marketing collateral to be used as sales pieces during presentations, tradeshow and meetings with potential business tenants.

Marketing Tactic – Segmented Marketing Piece to go into Marketing Packet/Folder

Description – Create a supplementary marketing piece that focuses on the business community and encourages them to locate in the area, focusing on the markets below and include incentives for business owners.

- Medical
- Industrial/Larger business
- Senior living facilities
- Small business

Objective(s) – This collateral can be used as part of the sales process.

Responsible Party – Allieway Marketing

Marketing Tactic – Sell Sheets of Strategic Sites

Description – Create a marketing sell sheet on each Rome Rising strategic site.

Objective(s) – This collateral can be used as part of the sales process.

Responsible Party – Allieway Marketing: Current

Marketing Tactic – Host a Small Business Event

Description – Partner with the local SBA, colleges, the Chamber and other organizations to host a small business event that showcases the opportunities available to small business owners in Rome. The event should highlight the strategic sites available that would be a good fit for small business owners.

Objective(s) – Such an event cultivates relationships within the small business community and begins to position Rome as a good place to run a small business.

Responsible Party – X



Marketing Tactic – Attend Tradeshows and Business Events

Description – We recommend that a Rome representative attend events that attract the type of corporate businesses they want to recruit to the area as well as events that attract small businesses. If Rome does not have the resources to attend these events on their own, it is recommended that they partner with another agency to gain a presence at these types of events.

Objective(s) – Attending these events will put Rome representatives in contact with potential businesses that may be a good fit for the Rome community.

At each of these events, the person attending on behalf of the City should be prepared with marketing collateral, especially information about the incentives the City offers to new businesses, along with other branded materials.

Potential events include:

- The Argentum Conference – A three-day conference that attracts senior living executives.
 - <http://argentumconference.org/>
- The American Association of Healthcare Administrative Management (AAHAM) Conference – A two day conference that attracts healthcare administrative management professionals.
 - <http://www.aaham.org/>
- Sponsorship of an event with the National Association of Manufacturers
 - <http://www.nam.org/Membership/Sponsorship/>

We recommend that Rome establish a position with responsibility for marketing and bringing businesses to the area.

Responsible Party – X



ROME AS A TOURIST DESTINATION

TARGET MARKET #3





THE CITY OF ROME HAS IDENTIFIED TOURISM AS AN AREA OF OPPORTUNITY.

Micro View

The City has several tourism assets and a new brand, the Copper City, already in place which they can build from including:

- The Canal
- Bellamy Harbor
- Little Italy
- Historical Assets – Fort Stanwix
- Arts & Culture Assets
- Mohawk trail and other Parks/Trails

The following are marketing tactics recommended to promote the tourism assets the City already has in place.

Please note: romenewyork.com was reviewed before listing these suggestions. If these recommendations include tactics or events already in place, additional tactical activities can be recommended.

ROME

WATERFRONT

ROME

LITTLE ITALY

ROME

ARTS & CULTURE

ROME

HISTORIC

ROME

GRIFFIS PARK

Marketing Tactic – Create a Tourism Marketing Committee

Description – Marketing Rome as a Tourist Destination will again require additional resources that the City’s staff cannot accommodate.

Objective – Creating a committee that is solely focused on tourism could help ensure Rome is able to implement the tactics listed here.

Responsible Party – X

Marketing Tactic – Segmented Marketing Piece to go into Marketing Packet/Folder

Description – Create a supplementary marketing piece that focuses on tourism and engages people to visit the area. This may include:

- Overview of current city attractions and amenities
- 30 cool things about Rome, NY
- What to do in a day or in a weekend

Objective(s) – This collateral can be used as part of the sales process.

Responsible Party – X

Marketing Tactic – Target List

Description – Create a solicitation list of target groups who would be interested in Rome’s current tourist attractions.

Objective(s) – This list will quickly identify potential businesses for solicitation.

For example, with the Mohawk Trail and other trails readily available, the City could list the New York-New Jersey Trail Conference on the target list. The city could contact them about hosting events in Rome or partnering in some way to gain exposure for the City of Rome as a destination for hikers and outdoor enthusiasts.

Responsible Party – X

Marketing Tactic – Hosting Events

Description – We recommend that the City begin looking for events that can be hosted at any of the sites listed previously. These could be established events or new events to create. Going with an established event would typically require less resources but might lack individual focus on a specific target market segment being highlighted.

Objective(s) – Bringing established events that have a built in following can raise awareness of the area and generate ongoing traffic.

Responsible Party – X

Marketing Tactic – Develop a Visitor’s Guide Based on the New Cooper City Brand

Description – Create a print piece that can also be published online to showcase all there is to do in the City year round.

Objective(s) – A comprehensive “one-stop” guide makes it easier for visitors to navigate the City and take advantage of the Rome’s tourist destinations.

As part of this guide, the City should have features like:

- What to do in a day
- What to do in a weekend
- 30 Exciting Things about Rome

Responsible Party - X

Marketing Tactic – Host a Taste of Little Italy

Description – Create a festival-like event called the Taste of Little Italy where restaurants and vendors pay for table/booth space and sell their cuisine to festival attendees. “Taste of” festivals have been very successful in other markets. They typically start small and grow quickly as residents and people from other towns learn about them.

Objective(s) – This festival will give exposure to the businesses in Little Italy and give people from other communities a reason to visit. It could also set the stage for Little Italy to be positioned as a place to come and experience.

This event could potentially be held in conjunction with the World Series of Bocce tournament.

Positioning Little Italy as a destination will require a full marketing campaign.

Responsible Party - X



Marketing Tactic – Host a History Weekend

Description – Host a weekend-long event geared toward inviting history enthusiasts to visit Fort Stanwick and several of the other historical destinations in the City such as:

- Zion Church
- Oriskany Monument
- Rome Train Station
- Erie Canal Village
- Sears Oil Co. Museum
- Rome Historical Society

Create a package deal that includes:

- Scheduled tours and events.
- Transportation in between destinations.
- Stops at local restaurants for meals.

The price of the package could include lodging, admission to the sites, transportation and one food stop.

Objective(s) – Inviting history enthusiasts to tour all the City has to offer in a scheduled program will start to position the area as a destination with specific things to offer a target visitor group. If successful, this concept could be expanded to other target visitor groups.

Responsible Party - X



Macro View

When existing tourism assets are further developed, the City should consider expanding its plan to include long term goals and developments. The first part of this process should include creating a tourism marketing plan. Below is a list of steps, followed by tactics that should be a part of the City's tourism marketing plan.

Steps:

1. Establish a committee comprised of City officials and Rome Rising stakeholders.
2. Establish a tourism marketing budget that includes salary for an on-staff marketing director.
3. Create and hire a paid position or designate a existing department responsible for tourism in the City.
4. Develop a tourism marketing plan and implement it.

Tactics that should be part of the plan include:

- Branding
- Key messaging
- A designated website or update of the current website to include this information
- Social media accounts specific to tourism

- Social media campaigns to promote specific events and attractions
- Events that might bring people to the City (i.e. festivals, shows, etc.)
- Development of a visitor's guide
- A paid advertising campaign promoting the City as a tourist destination
- A digital marketing search-optimization strategy to capture vacation destinations or area attractions

Examples of successful tourism campaigns include:

- Philadelphia, PA - <http://www.visitphilly.com/>
- Las Vegas, NV - <http://www.lasvegas.com/>
- Cleveland, OH - <http://www.thisiscleveland.com/>