

Department – Marketing &amp; Events

Staff Report

Month: March, 2019

## 1. Activity Report

One of the main goals of the Marketing and Events department is the development of an overall strategy to meet both current and future multi-leveled marketing needs of the Town. For the current “here and now” mandates, we’re working off of a “deadline” approach based on scheduled event dates, unplanned event needs, and marketing agreement expirations.

The 12-to-18 month expanded picture will incorporate the visions and goals for the overall promotion of the Town, including the core focus on Economic Development, and with equally visible support of Parks & Community Development.

Each event is being reviewed for targeted audience(s) and outcome expectations, along with documenting findings on the Town’s Share-Drive for future references. The aim of each event is to maximize the benefit to the Town’s residents, businesses and visitors. Nonetheless, each event is evaluated for the effectiveness in meeting the Town’s objectives.

The marketing usage of the Town’s Facebook page has been effective in its central messaging purpose. The Facebook page (and outside support pages dedicated to events such as the Redbud Festival, the Muddler, and Dayton Days) continues to show strong usage. (Please see the Social Media section below for more details.)

The website progression, especially for Events and News has not yet met expectations. The “back office” issues remain with inconsistent performance and upgrades. Seadev, the Town’s website developer and host, has created new templates for review and testing. We will test these templates in April to determine their “user-friendly” abilities.

## 2. Project Update

**A. 10<sup>th</sup> Annual Redbud Festival (Saturday, April 27<sup>th</sup>):** Significant behind-the-scenes progress has been made in March for the festival, more marketing elements have been released, and most of the major hurdles have been cleared. The current overall vendor count is 91 (out of the 100 allocated spaces). Although we continue to welcome qualified vendors, we also have continued to decline solicitations for commercially-made products and/or national service providers. We are planning a Town of Dayton and Information “booth” (along Mill Street). This booth will allow for visitors to learn more about the Town, scheduled events, and business opportunities, and will be the main distribution site for the free redbud saplings. A few businesses will also have the saplings available.

**B. 2019 Event Schedule:** The “refrigerator” friendly event calendar was mailed on March 28<sup>th</sup> to local residents as an insert in the Spring Newsletter.

**C. 8<sup>th</sup> Annual Dayton Muddler:** As noted in previous reports, in many ways the planning for this event is still very much at the “behind-the-scenes” level. Marketing efforts have been underway to increase the awareness and participation in both the muddler and the ½ marathon race. Sponsorship solicitation and meetings have been scheduled for April.

**D. 40<sup>th</sup> Annual Dayton Days:** As with the Redbud Festival, there are numerous planning elements underway for this landmark year. Our goal is to make the 40<sup>th</sup> celebration a measurable success for the vendors, visitors and the Town's businesses. As of this report, we have 141 vendor positions paid for and reserved. We are confident that all 400 spaces will be occupied.

**E. Marketing / Economic Development / Parks & Community Development:** As noted above, the desired goal for marketing is maximizing the effectiveness of current and future campaigns and agreements. Expansion of the state-approved "Blue Signs" advertising program along approved VDOT routes is under review, including the placement of additional signs along Highway 42.

The Economic Development Committee approved new "street-pole" banners for the Town. The first of four sets are scheduled to be installed for the Redbud Festival. Staff also ordered three additional trash cans for downtown.

The Parks and Community Development Committee approved a two-sided sign for Dove Park. A dedication of the newly named park is planned (the date is pending at this time).

A ribbon-cutting ceremony for Phase 1 of the Greenway Project is scheduled for Friday, April 26<sup>th</sup>, at 10 a.m. The brief ceremony will be held on the Cooks Creek Park entrance to the Greenway with a reception following at The Heritage Museum.

**F. Volunteer Program:** Work continues to create a Volunteer Program for individuals and/or organized groups. Turner Ashby High School offered a "volunteer" service day (in early May). Staff accompanied Councilmen Collier and Daly to the March meeting of the Dayton Ruritan Club. We presented an overview of the volunteer program. A "help-wanted" ad for volunteers was included in the Spring Newsletter.

**G: Facebook / Website Activity for February through 4/1/19 (10 a.m.):**

Attached is the breakout of the various Facebook posts (messages, updates, events and employment opportunities) on the Town's page. Overall, the posts had a People Reach count of 26,573. Out of these, there were 2,509 Post Engagements (reactions, comments and shares). Also, eight people "expressed interest" in the open positions for the Town by "clicking" on the "apply" button on the respective job postings. The Town's website had 5,988 overall views / sessions.

**3. Items for Consideration**

No items for consideration.

Respectfully submitted



Mike Betts, 4/2/19

## Marketing and Events

### Social Media: Facebook and Website

FACEBOOK ACTIVITY  
3/1/19 through 4/1/19 (10 a.m.)

<b>Legend</b>	
People Reached	# of people who saw 1 or more pages
Engagements	Reactions, Comments, Shares
Expressed Interest	People who "applied" via Facebook only

<b>Post</b>	<b>Treasurer</b>	
People Reached		1,842
Engagements		179
Expressed Interest		5
<b>Post</b>	<b>Superintendent</b>	
People Reached		1,460
Engagements		172
Expressed Interest		1
<b>Post</b>	<b>Buildings &amp; Grounds Technician</b>	
People Reached		6
Engagements		0
Expressed Interest		1
<b>Post</b>	<b>Police Officer</b>	
People Reached		3
Engagements		0
Expressed Interest		1
<b>Post</b>	<b>Redbud Festival - FLYER</b>	
People Reached		2,598
Engagements		201
<b>Post</b>	<b>Redbud Festival - Event</b>	
People Reached		1,967
Engagements		151
Event Post Audience		81% women, 19% men
<b>Post</b>	<b>Redbud Festival - Civil War Dancers</b>	
People Reached		1,129
Engagements		136
<b>Post</b>	<b>Dayton Muddler</b>	
People Reached		1,431
Engagements		73
<b>Post</b>	<b>Around Town: BB&amp;T Bank Safe Move (Non-Heist)</b>	
People Reached		2,190
Engagements		650
<b>Post</b>	<b>Around Town: "LOVE" sign at THM</b>	
People Reached		2,170
Engagements		260
<b>Post</b>	<b>Around Town: Fort Harrison Pictures / Banners</b>	

People Reached	2,068
Engagements	183
<b>Post</b>	<b>Railroad History Lecture @ THM</b>
People Reached	2,880
Engagements	181
<b>Post</b>	<b>BOLT-4 Run: Blue Ridge Christian School</b>
People Reached	2,645
Engagements	109
<b>Post</b>	<b>Recyclables / R'ham County Link</b>
People Reached	1,119
Engagements	52
<b>Post</b>	<b>Fort Harrison: Huzzah Banner</b>
People Reached	1,227
Engagements	98
<b>Post</b>	<b>Dayton Ruritan Club Pancake Breakfast</b>
People Reached	1,010
Engagements	32
<b>Post</b>	<b>Municipal Building Closed: 1 Hour (March 28th)</b>
People Reached	671
Engagements	6
<b>Post</b>	<b>Miscellaneous (past occurrences)</b>
People Reached	157
Engagements	16

<b>All Posts</b>	
People Reached	26,573
Engagements	2,509
Expressed Interest	8

9.44% of reach

**Website Activity**  
3/1/19 through 3/31/19

<b>Legend</b>	
Pageview	# of times any user lands on a page
Unique Pageviews	# of times a page was accessed during a session; multiple view by same user counts as one view
Session	Measure of time user spends on site up to 30 minutes of inactivity

<b>Town of Dayton</b>	
Pageviews	5,988
Unique Pageviews	4,365
Within the above...	
Job Postings Views	208
Job Postings Unique Views	170

Note: The job posting unique views could have been when interested parties clicked the "downloads" tab for an application.