

PROJECT STATEMENT

Despite being the largest city and county seat for Jackson County, the number of tourists in Maquoketa has stayed relatively stagnant since 1990. In order to reverse this trend and increase tourism by 10% by the year 2020, the City of Maquoketa needs to create a marketing communication plan to become more effective in attracting tourism.

Four undergraduate seniors in UI's Tippie College of Business' Marketing Institute spent the 2016-17 academic year with Maquoketa leaders and residents to determine actions the community can take in order to achieve their tourism goals. Through a SWOT analysis and primary and secondary research, the students created a new brand identity, sample marketing materials, and other guidelines to generate more awareness around events and activities occurring in the community.



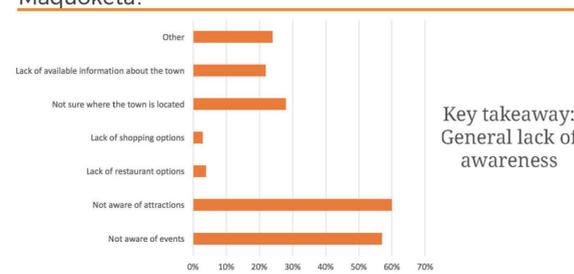
The students created a new logo for the City of Maquoketa (top) that uses influences of the caves as a color pallet. The new brand can be implemented across city document, social media, travel brochures, advertisements, and more.



Why people visit Maquoketa?



For what reason have you not visited the City of Maquoketa?



Key takeaway:
General lack of awareness

Top left: Community leaders and residents take notes during the students' presentation in January 2017. Top right: Students present their findings and branding to the City Council in May 2017. Bottom: Students compiled research on the reasons why or not people visit Maquoketa.

KEY FINDINGS

- Findings from the Maquoketa External Survey include:
 - 38% respondents said they visited Maquoketa for outdoor recreation.
 - Nearly 60% of respondents said they have not visited Maquoketa because they were not aware of attractions or events.
 - External perceptions of Maquoketa included caves, drive-in theater, nice, friendly, quaint small town, and beautiful and scenic.
- The target market of potential tourists are day-trippers (families with parents ages 31 - 60 years old with 1-2 children) and weekenders (young adults 21-30 years old and empty nesters 61+ years old).
- The City of Maquoketa is in need of a consistent brand.
- The students recommended the city to consider hiring a marketing position to implement and maintain brand, social media, advertisements, and more.