



CITY OF MAQUOKETA

COMMUNICATION STRATEGY

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Agenda

- Problem Statement
- Summary of Key Findings from Phase 1
- Phase 2: Primary Research
 - Key Findings
- Logo and Brand Identity
- Communications Strategy
 - Consistent Branding
 - Advertising and Outreach
 - Events and Festivals
- Community Initiatives

Problem 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.

Stats Overview

Maquoketa



Video credit: Youtube User, Grant Wood Loop

Population

6,062

Tagline

“One of a Kind”

Average Hotel Price

\$80/night

Restaurant Index

78

Culture Index

92

Top Attractions

Maquoketa Caves, Drive-in 61

Movie Theatre, Hurstville

Interpretive Center, Old City Hall

Gallery, Bluff Lake Catfish Farm

SWOT Analysis

Strengths

- Abundance of outdoor recreation
- Unique attractions
- Budget Friendly

Weaknesses

- Lack of retail trade business
- Lack of awareness and advertising
- Lack of restaurant awareness

Opportunities

- Untapped partnership: city and attractions
- Location
- Downtown revitalization
- Day trip and weekend trip friendly

Threats

- Surrounding cities with more attractions and larger population
- Negative perception (internal & external)

Key Findings from Phase 1

Secondary Research

Phase 1 Findings

1. Perception

- Tagline “One of a Kind”
- Family friendly town

2. Consistent Message and Brand

- City websites
- Print media
- Social Media

3. Lack of Awareness

- Natural attractions
 - Affordability and proximity
-

Key Findings from Phase 2

Primary Research

Primary Research Overview

Internal Focused Survey

Distribution Method:

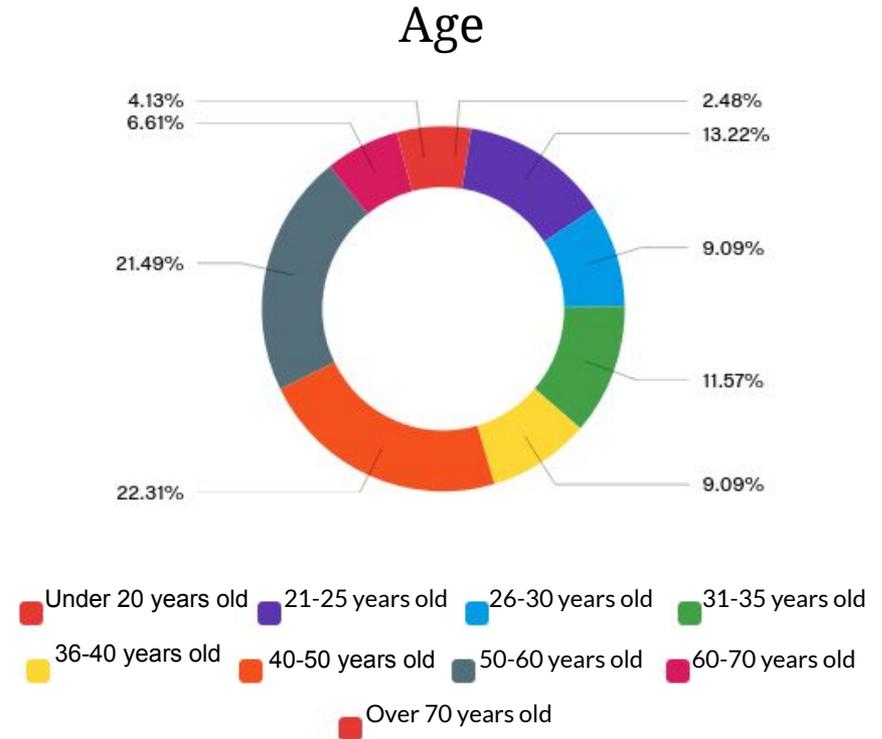
Maquoketa Can!, Retro Maquoketa & Shared on Personal Accounts

Survey Responses:

Total 180; 109 residents of Maquoketa

Demographic Breakdown:

77% Female
23% Male



Primary Research Overview

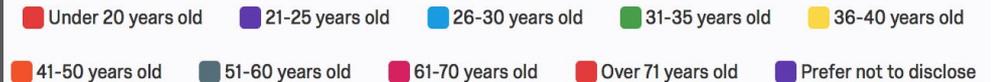
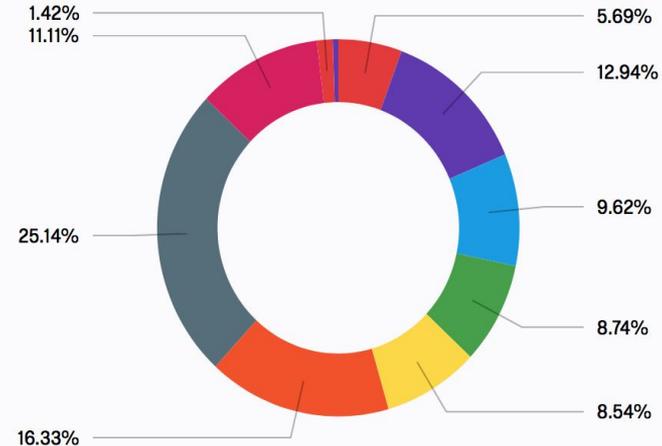
External Focused Survey

Distribution Method:
IRB, Facebook, E-mail blast

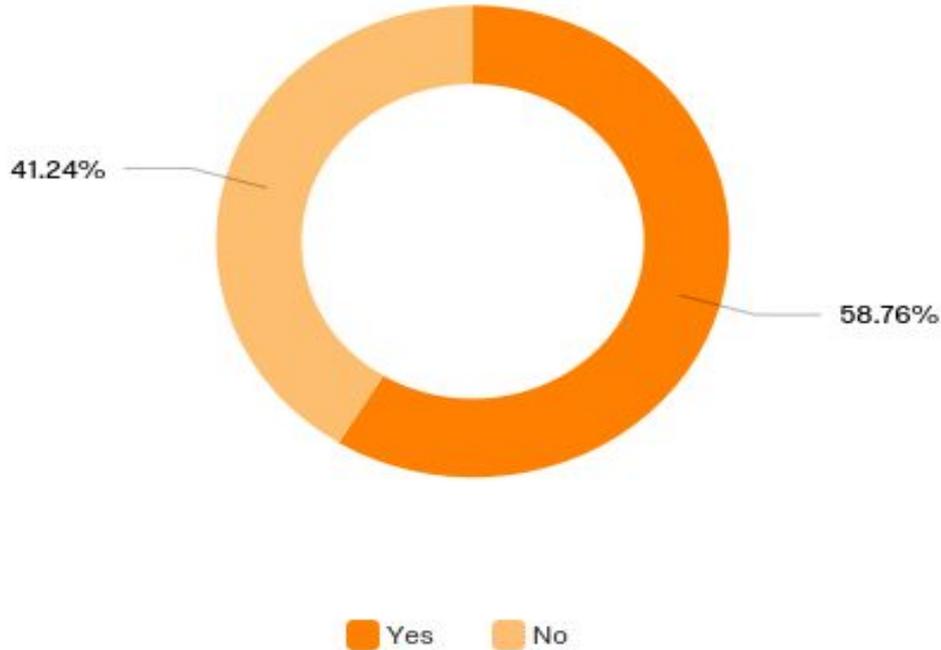
Survey Responses:
Total 1,501

Demographic Breakdown:
70% female
30% male

Age



Have you visited Maquoketa?



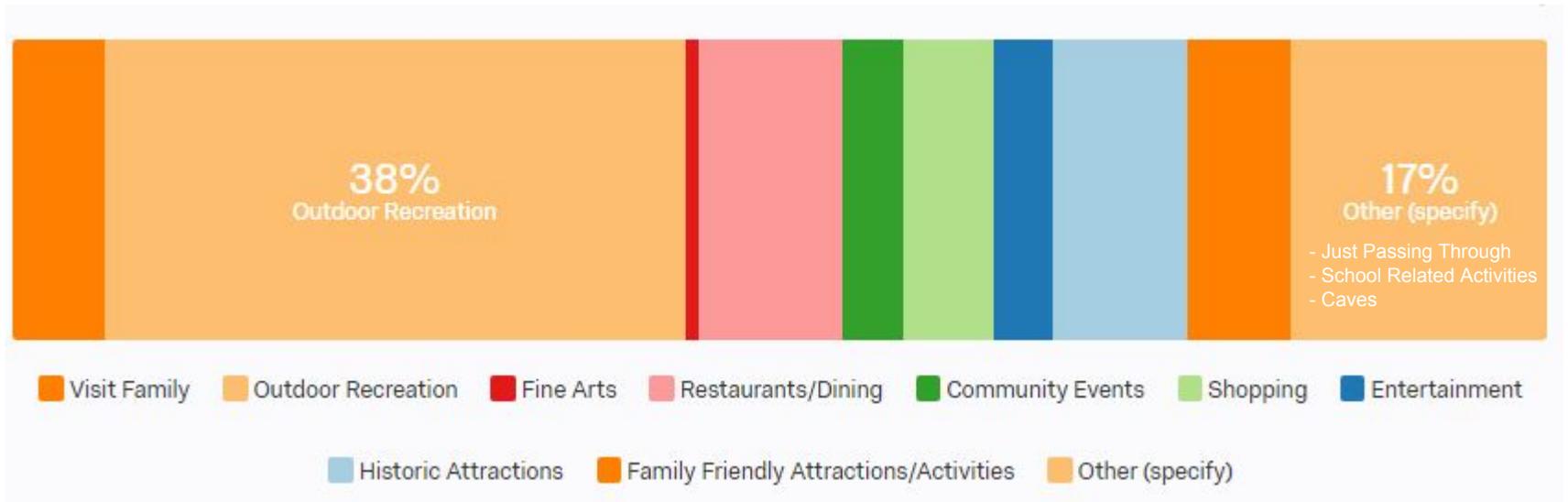
35% of surveyed respondents traveled to Maquoketa over



5

years ago

Why people visit Maquoketa?



Visit Family = 6%
Restaurants/Dining = 9%
Entertainment = 4%
Other = 17%

Outdoor Recreation = 38%
Community Events = 4%
Historic Attractions = 9%

Fine Arts = 1%
Shopping = 6%
Family/Friendly Attractions/Activities = 7%

External Perceptions Regarding Maquoketa

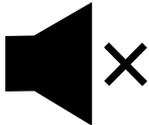
Caves



Drive-In Theater



Unsure of
Local Events



Nice



Friendly



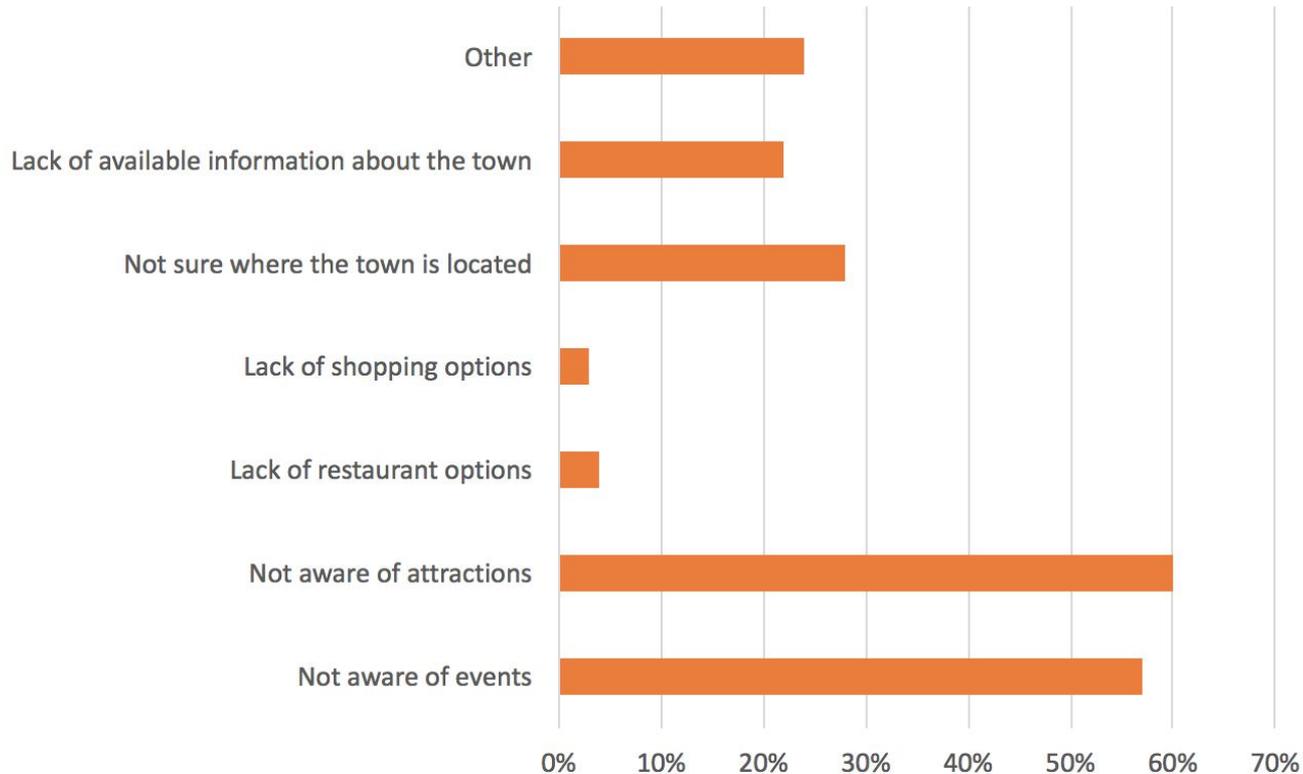
Quaint
Small Town



Beautiful &
Scenic



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



Key takeaway:
General lack of
awareness

Internal

How do you find out about events happening in Maquoketa?

- Social Media 22%
- Newspapers 19%
- Don't look for events 21%

What method of communication would be most effective for people to find out about events in Maquoketa?

- Social Media 27%
- Newspapers 16%
- Word-of-mouth 12%
- Website 10%

External

Where do you get your information for day and weekend trips?

- Word-of-mouth 22%
- City or town website 19%
- Travel website 19%
- Family 16%
- Social Media 13%



79% of people who use social media for travel resources use Facebook

Target Market

Day-Trippers

Who: Families - Parents ages 31 - 60 years old with 1-2 children.

(73% of respondents who have children)

Frequency: about a fourth of this group say that they go on day trips about once a month as well as bring their children. The last trip they took to Maquoketa was 1-3 years ago

How they Travel: Look for family friendly activities. When they travel they rely on past experiences, the city website, and word of mouth recommendations. Needs restaurant information for longer stays.

Weekenders

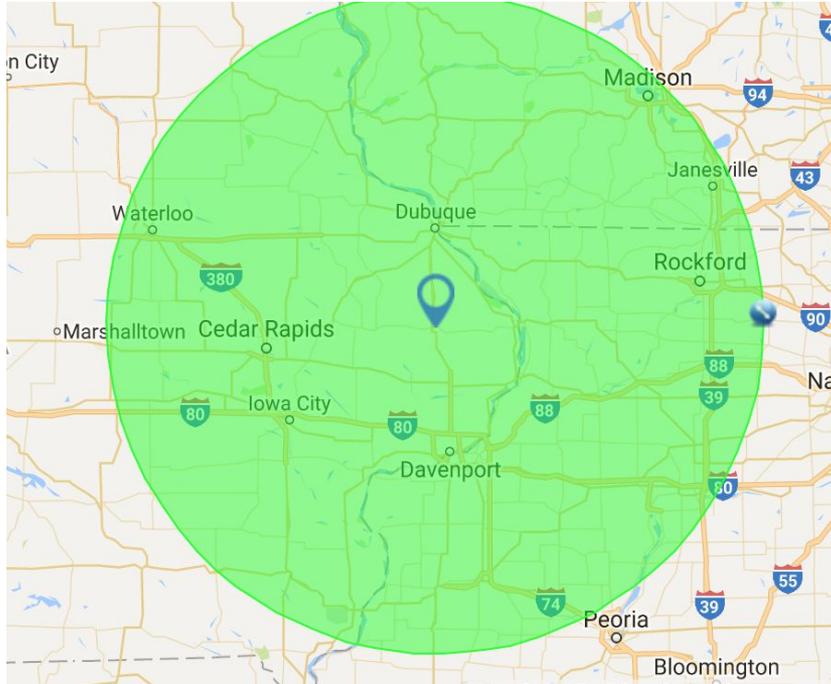
Who: Young Adults (21-30) And Empty Nesters (61+)

Frequency: Typically every 3 to 6 months. Young adults more likely to take trips every month. Yet for almost 30% of them it has been more than 5 years since their last visit

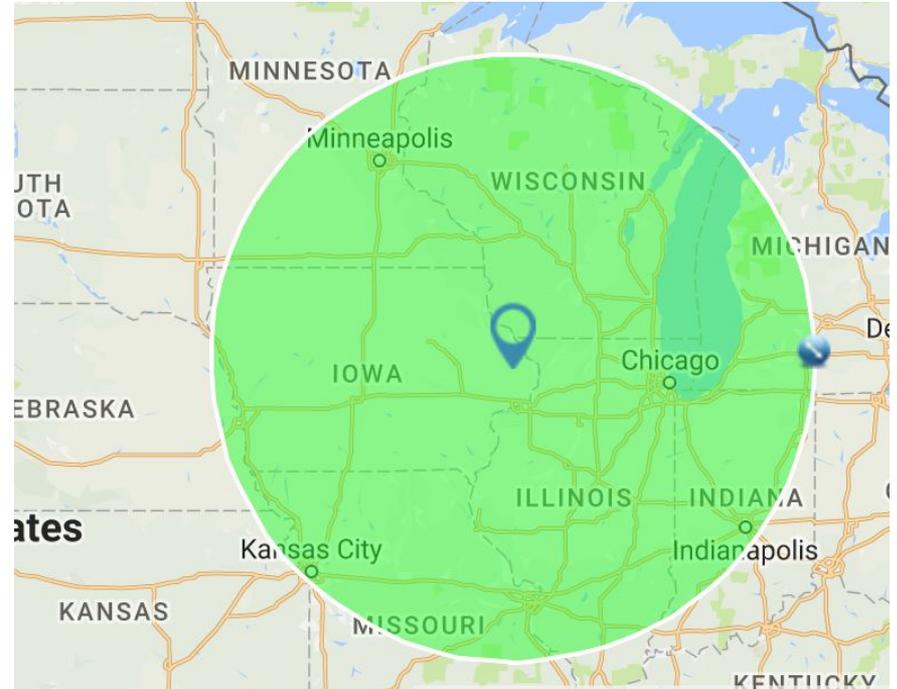
How they Travel: Many travel by word of mouth, but young adults rely on travel resources. When it come to social media 75% use Facebook to look up town information. Looking for outdoor recreation. Needs restaurants and accommodation information.

Audience Scope

Day Trips: 100 miles (about 2 hours)



Weekend Trips: 300 miles (about 4 hours)



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Currently



Maquoketa's Identity

- **Residents of Maquoketa** - Have family history in Maquoketa
- **Biggest Assets** - Outdoor recreation, rural Maquoketa, YMCA, fine arts, downtown, diversity
- **Areas of Improvement** - Perceptions they are known for
- **What People should know about Maquoketa** - Family friendly, lots to do, fun, arts scene
- **The Chamber of Commerce** - has a large role in disseminating information, through emails, their website, and their online calendar

Does the current Tagline “One of a Kind” reflect the identity of Maquoketa?

Yes - 35%

No - 65%

Possible Alternatives

- Beyond the Caves
- The Heart of the Midwest
- Experience the Best of Iowa
- A Break by the Byway

Tagline

“One of A Kind”

“I think the tagline **should reflect growth and prosperity, family and community engagement**”

“**What does ‘One of a kind’ really mean?** What is it about Maquoketa that makes it ‘one of a kind’?”

“I think the current tagline is **a little boring**, I've also never heard it before so that makes me believe it is not used often”

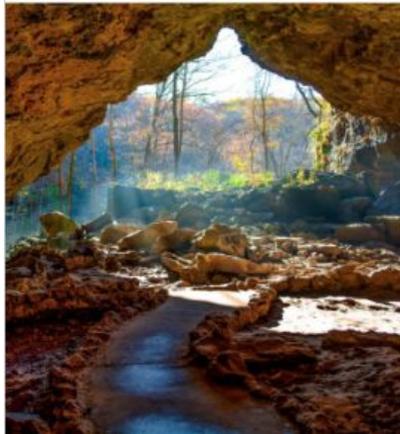
“It's far too basic, ‘One of a kind’ could mean a plethora of things, **the town is so much more than just the name**, we need something that reflects the atmosphere the community has”

1st Draft Approaches

CITY OF
MAQUOKETA
ONE OF A KIND



CITY OF
MAQUOKETA
ONE OF A KIND



Amber
#c07b3e



Stone
#99abb9



Charcoal
#404041

Final Logo

Design Features

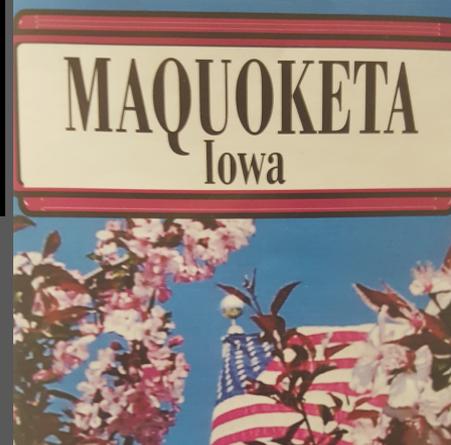
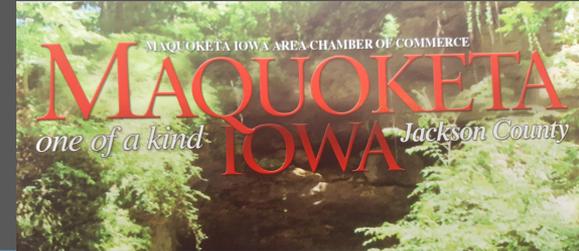
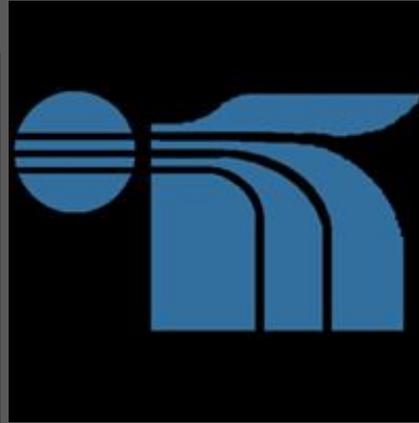
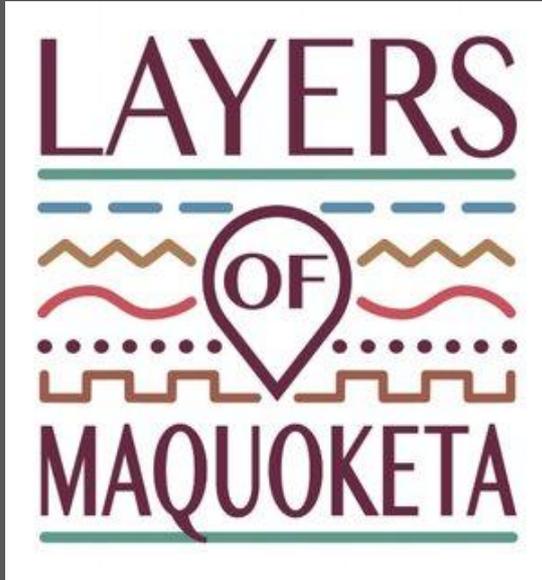
- Playful yet clean
- Uses influences of the cave as a color pallet
- Uses the area's topography as an influence
- With the new logo there is a branding guide that give guidelines on logo use to maintain its integrity

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Importance of A Consistent Brand

- Who is Maquoketa?

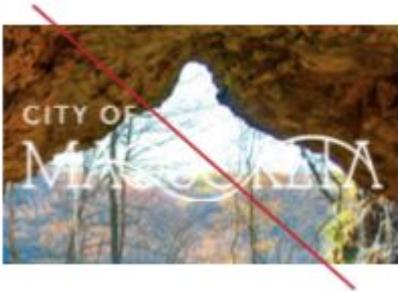


Importance of A Consistent Brand

How to Maintain a Brand

Do

- Only use current versions of the logo
- Ensure the logo is legible against all backgrounds
- Only use high quality versions of the logo
- Keep the proportion the same



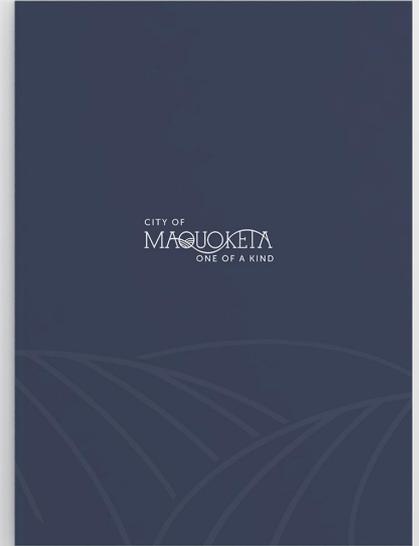
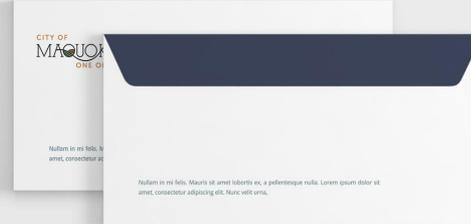
Don't

- Do not change or alter proportion
- Do not add outline to the logo
- To ensure legibility, it is recommended that you do not reproduce logo any smaller than 1 inch wide



Importance of A Consistent Brand

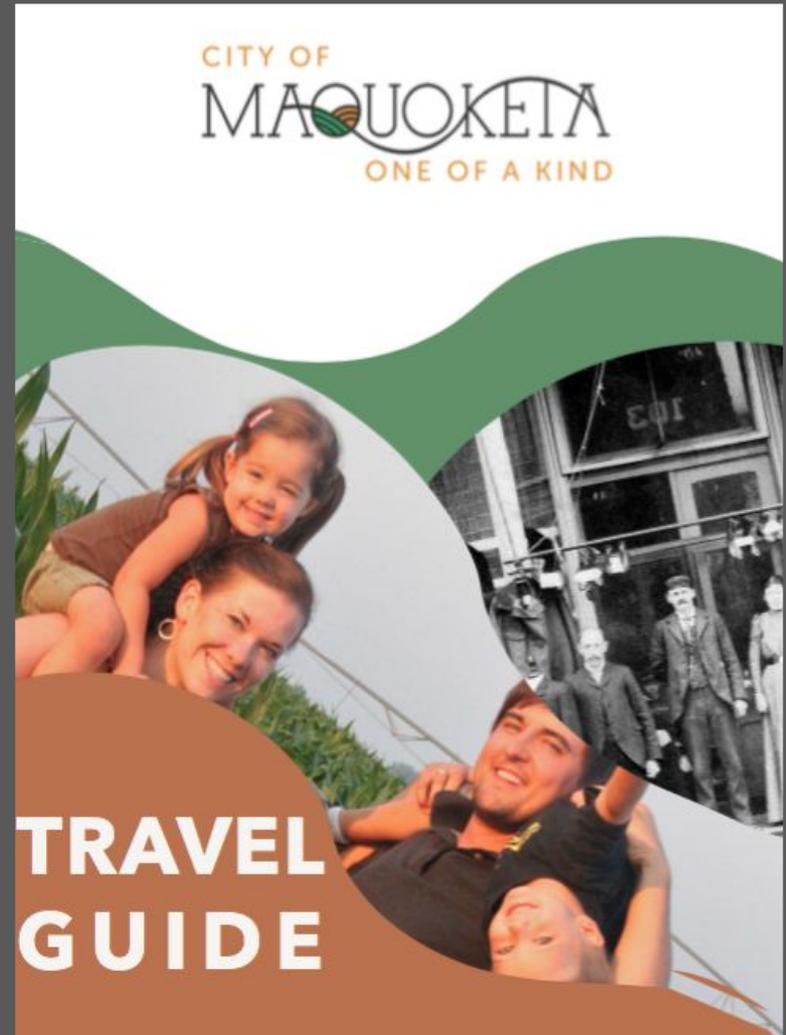
- City Documents, Social Media, Travel Brochures, Advertisement



Importance of A Consistent Brand

Across All Platforms

- Travel Guide - could be distributed to hotels, travel information centers, gas station/rest stops, and since it's streamlined it could even be directly mailed



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Digital & Traditional Advertising

Weekenders (Young Adults)

Digital

- Social Media
- Google SEO
- TripAdvisor Reviews
- Getting businesses on FB/Google

*Day Trippers &
Weekenders (Empty Nesters)*

Traditional

- Midwest Living Magazine
 - Iowa DNR
 - Travel Guides
 - Direct Mailings
-

Direct Mail Campaign

Postcard Copy : “Top 5 Reasons **YOU** should visit Maquoketa this Summer”

- This could be as simple as a postcard with bullet points or mailing out the travel guide
- **Campaign target:** Daytrippers and Weekenders (Empty Nesters)
- Direct People to the Maquoketa website to measure success

Cost Estimates:

For a 1,000 postcard campaign

Design Costs:	\$150
Printing Cost Postcard with Color:	\$375
Mailing List: \$.20/name	\$200
Postage: \$.24/piece	\$240
Mail Services: \$.05/piece	\$ 50
Total:	<u>\$1,015</u>

Mailing Address Lists:

USAData, Inc.: www.usadata.com

Info USA: www.infousa.com

Brand New Movers:

www.brandnewmovers.com

Homeowner Data Services:

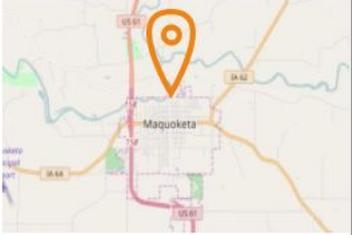
newhomedata.net

Postcard Mockup



CITY OF
MAQUOKETA
ONE OF A KIND

201 East Pleasant Street,
Maquoketa, IA 52060



TOP 5 REASONS

1. Outdoor Recreation
2. Great Restaurants
3. Drive-In Movie Theater
4. Community Art Culture
5. *It's One of a Kind!*

Mailing Address

The complex block contains the city logo, address, a map with a location pin, a list of five reasons to visit, and a mailing address label.

Local Guides

Weekenders

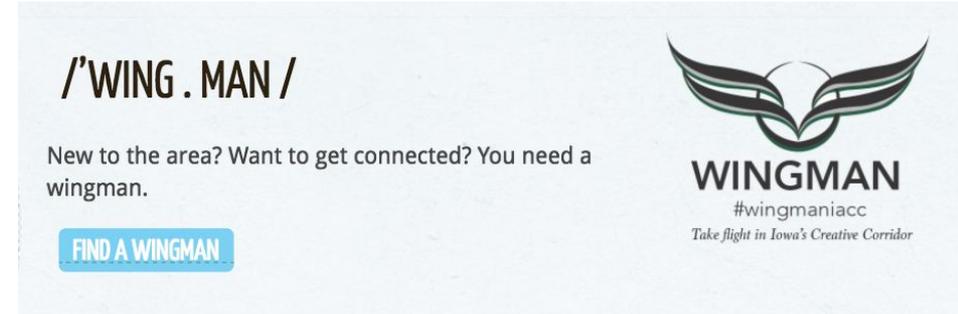
- Help others find the best spots in town
- Write reviews
- Add and share photos
- Earn points by posting
- Redeem points on Google



Wingman Program

Weekenders

- One-on-one helps new people meet friends in Maquoketa
- People are more likely to go to events if they have someone to go with



6 Step Social Media Plan

1.

Create Goals
and Objectives

2.

Conduct a Current
Audit of Performance

3.

Relaunch Social
Media Accounts

4.

Find
Inspiration

5.

Build a Content
Plan and Calendar

6.

Post and Monitor,
Revise as Necessary

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Communication

“I am **only aware of the caves**...if there were advertising, I’d like to see it in a different light.”

“Other than the caves, **I haven’t seen much advertising for attractions** in Maquoketa.”

“I think **if I heard something on the radio or in the paper**, and it **referenced an event or attraction** I was interested in and indicated how far Maquoketa is from an easily recognizable location (i.e. Davenport, Iowa City, Cedar Rapids), **then I would go there.**”

“I’ve driven through that area innumerable times, and visited most of the towns that are near route 151. I’m interested in small towns! But somehow, **I just never heard or saw information** about Maquoketa.”

Events and Festivals

Festivals

- Chalk Art Festival
- Film Festival
- Music Festival
- Wine/Spirits Festival
- Fall Festival
- Winter Festival
- Jackson County Fair
- Community 5K
- Bake Sale
- Farmer's Market

Promotions

- Create Facebook events
- Make engaging Facebook graphics on Canva
- Post on city website
- Post in city newspaper



Online Graphics Examples



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COLLECTING ATTRACTION DATA

Tracking Attractions and Event Attendance

- Guest books
 - Ticket sales
 - “Going” on Facebook event
 - “Check-In” on social media
 - Additional surveys during events and festivals
-

Revitalization

“Beautifying Downtown”

3 Qualities to Attach People to a Place

1. Social Offerings
2. Openness
3. Area’s Aesthetics

“Fine arts and history are the attractions. **Downtown has potential but has a neglected look to it.**”

“**It has potential.** It could be charming.”

“I try to use the mainstreet businesses when I can, however they are looking pretty sad.... **The whole town needs a fresh start!**”

“There wasn’t much appealing to the **younger population.**”

“Maquoketa has some interesting attractions, like the caves, and a few good restaurants, but **overall the city is a little boring and not very well maintained.**”

Possible Options

- Banners for holidays/events
- Historic Plaques
- Murals-- painted by the Art Experience
- Green Spaces or community garden

How To Beautify Downtown

- Business/individual sponsorship
 - Sponsorship packages
- Community Event
 - Silent auction or raffle
 - Benefit concert
- Main Street America Institute

Benefits of Beautifying

- Strong driver for tourism
- Adds to home valuation
- Attracts business investment
- Improves neighborhood reputation
- Increases city's GDP



Main Street America

- Maquoketa has worked with Main Street America on a partner and project basis
- For every \$1 invested in Main Street America, \$26.14 was generated in a town
 - New businesses
 - New jobs
 - Business expansion

Main Street America Institute



DONATE

Support Main Streets Across America

JOIN

Become a Member

RENEW

Renew your Main Street membership



**National Main Street
Center**

a subsidiary of the
National Trust for Historic Preservation

Marketing Positions

Manager

- Supervisor
- Work experience
- Create marketing programs, campaigns & advertisements
- Works across departments
- Salary: \$67,490 + Benefits

Intern

- No experience
- Short-term
- Works under direct supervision
- Receives training/experience
- Hours vary
- Unpaid or Paid

Marketing Position

Neighboring Towns

- Clinton: Marketing Coordinator
- Dubuque: Marketing Chair
- LeClaire: Tourism Manager
- Quad Cities: Marketing Director
- Bellevue: Program & Events Coordinator

"A survey of 610 CEOs by Harvard Business School estimates that typical mid-level managers require 6.2 months to reach their break-even point."

What they do



Summary

Communications Strategy

- **Consistent Branding**
 - Follow the branding guide for logo application guidelines and use the logo consistently to establish brand integrity
- **Advertising and Outreach**
 - Utilize digital and traditional advertising channels to drive tourism
- **Events and Festivals**
 - Attract more people into the city to experience the community through low-budget events and festivals for all audiences
- **Community Initiatives**
 - Establish a sense of place and minimize negative perceptions with a beautiful downtown
 - Create a marketing position to ensure communication strategy is implemented
 - Collect attraction data in order to measure future growth

QUESTIONS?

