

**FY 16-17
BUSINESS PLAN
"Sneak Peek"**

Visit

**HERSHEY &
HARRISBURG**

Agenda

- **Meet the Team – Sue Kunisky**
- **Antique Auto Museum Welcome – Nancy Gates**
- **Vision for Fiscal Year 2016/2017 – Mary Smith**
- **Departmental Business Plan Overviews:**
 - Partnership – Justin Martsolf
 - Public Relations – Rick Dunlap
 - Marketing – Jason Brown
 - Sales – Audrey Bialas
- **What's NEW? – Mary Smith**
- **PRLA Overview – John Longstreet**
- **Prize Giveaway**
- **Explore the Museum!**



Top Strategic Objectives/Goals

- Increase sustainable funding for HHRVB.
- Expand marketing efforts to enhance the region's brand as a destination.
- Strengthen and Expand HHRVB's Event and Sports initiatives.

Top Strategic Objectives/Goals

- Enhance sales activities to generate additional sales volume.
- Engage in destination infrastructure and product development strategy.
- Establish awareness of tourism as an economic driver.

Financial Highlights



Anticipated
Revenue for FY
2016-2017
\$3,524,300



Expected Expenses
\$3,751,540

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KEY ELEMENTS OF THE BUSINESS PLAN

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LEADERSHIP ACTIVITIES

- Increasing sustainable funding
- Engaging in furthering product development conversations

Partnership Plan

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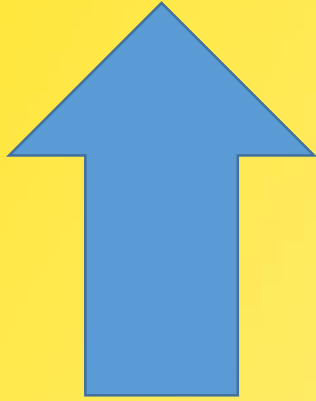
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TOP OBJECTIVES

Increase level of Engagement and Outreach

- Increased Visibility
 - Team members out in the community
- Partner Feedback
 - Focus Groups & Surveys
- Expansion of Partnership Committee

TOP OBJECTIVES



Partnership
Revenue
&
Retention



**Marketing
Assistance**

PARTNERSHIP

TOP OBJECTIVES



Co-Op Billboard



PARTNERSHIP

FEATURED STORIES



Summer in the City
FAMILY ADVENTURE IN HARRISBURG | [LEARN MORE](#)



FEATURED EVENTS



[VIEW ALL](#)

- 

Save the Date
June 16 - 18, 2016
sylvania's Gathering of Gourds
http://www.pgsociety.org
A Gourd Fest, Gourd Festival,
to Vicksburg, Cambridge, Pa.

Pennsylvania's Gathering of Gourds 2016
JUNE 16
- 

2016 Mudmash Race
JUNE 17
- 

Civil War Days in Harrisburg Weekend
JUNE 17
- 

Sounds of Civil War Period Music Cruise
JUNE 17



DINING IN HERSHEY HARRISBURG

WHEN YOU'RE IN OR NEAR CHOCOLATETOWN U.S.A., THERE'S ALWAYS ROOM FOR A TREAT!

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NEWSLETTER SIGNUP

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3211 North Front Street, Suite 301-A
Harrisburg, PA 17110

Website Advertising



PARTNERSHIP



Sponsorship Opportunities

The Hershey Harrisburg Regional Visitors Bureau (HHRVB) hosts a variety of free annual events tailored to its investing business partners and community leaders.

These year-round events serve as great opportunities for sponsors to increase their exposure, educate the tourism community, and launch new products and services while supporting our mission.

The following is our menu of sponsorship opportunities for each event/meeting. We'd love to talk with potential sponsors to discuss your goals and how we might tailor our events and/or create a new opportunity to best meet the needs of your business. For a full list with event details – Visit the [Partner Events](#) page.

ANNUAL EVENTS

Annual Partnership Breakfast - Early October

HHRVB's Annual Breakfast is one of the most anticipated events of the year. Highlights include an overview of the previous year's accomplishments and campaigns, discussion of goals and priorities for the coming year, guest speaker/presentation, and networking with other tourism partners.

Attendance: Approximately 125

Host Sponsor: (Provides complimentary venue meeting space and audio/visual equipment.)

- 2 minute Welcome to guests
- Logo on all e-invite/post event communications, on-screen; printed agenda and event sign

Sponsorship Program

TOP OBJECTIVES

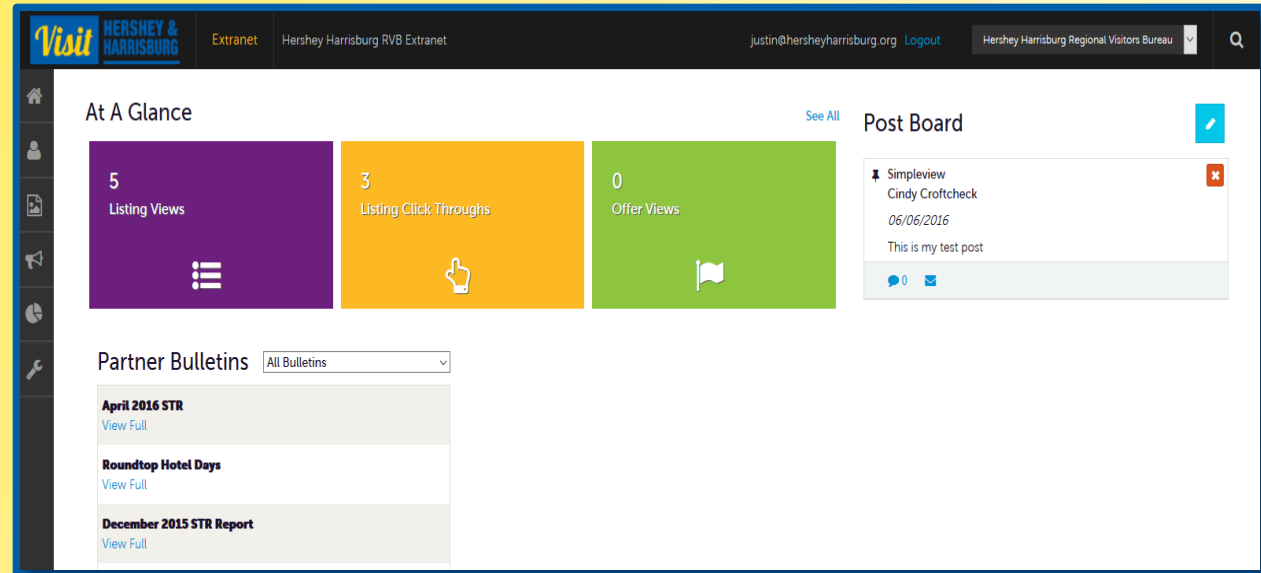
Explore NEW Partnership Products/Opportunities

- Small Community/Neighborhood Model
- Show Your Badge Program
- Event Package Program

TOP OBJECTIVES

Enhanced use of Technology

- Partner Renewal Process
- New Partner Extranet Platform
- Email Marketing Program



Public Relations Plan

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TOP OBJECTIVES

Generate Earned Media Coverage

- Host Familiarization Tours (FAMS)
- Media Marketplaces/Conferences
- Goal = 5% increase in Earned Media Markers

Support Marketing & Sales efforts with Earned Media

- Host International FAMS
- Assist major clients with local earned media

Be the primary resource on regional tourism for media seeking assistance

The screenshot shows the 'Asset Request Photo Gallery' page. At the top, there is a navigation bar with links for 'News', 'Media Tours', 'Media Kit', 'About HHRVB', 'Contact Us', and 'Asset Request'. The main heading is 'Asset Request Photo Gallery'. Below the heading, there is introductory text explaining that the gallery includes iconic images of the Hershey Harrisburg Region and personal 'moments' that define the visitor experience. It states that the images are royalty-free for publishers and journalists for promotional purposes. A search bar is located below the text, and a grid of four image thumbnails is displayed. Each thumbnail includes a title, a download count, and image dimensions. The thumbnails are: 1. 'People At Bed Breakfast In Hershey' (0 Downloads, 674 px), 2. 'Family At Strites Orchard In Visit Hershey Harrisburg' (1 Download, 1280 x 674 px), 3. 'Millworks Bar' (0 Downloads, 1363 x 2048 px), and 4. 'JB Kelly Seafood Connection' (0 Downloads, 2048 x 1363 px).

Media Lounge
VisitHersheyHarrisburg.org/MEDIA



PUBLIC RELATIONS

TOP OBJECTIVES

Position bureau as leader in Earned Media/PR among Bureau Partners

- FAMS
- Partners in PR Network

Raise profile of Bureau & tourism as economic driver

- Generate Earned Media locally on Economic Impact of tourism & Bureau initiatives



Issue timely reports on economic impact of tourism, client events & Bureau initiatives

Marketing Plan

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TOP OBJECTIVES

Let's Stay in Touch!

- Email isn't Dead
- Prioritize Email Sign-ups on VisitHersheyHarrisburg.org

TOP OBJECTIVES

New Design

- Best Practices to increase engagement



— CITY ISLAND IN HARRISBURG —

URBAN

Adventure

If you think Harrisburg is just about government and politics, think again! Harrisburg's City Island is packed with family activities. Take in minor league baseball and professional soccer or board one of the nation's few remaining authentic stern-driven paddle wheel riverboats for a scenic river ride. In Downtown Harrisburg, science is FUN at the Whitaker Center for Science and the Arts where it's all about hands-on learning. Laugh out loud as the local children's theatre, Popcorn Hat Players, presents its take on your favorite tales. It's easy to fill a day in the state capital. Come experience for yourself!

SUMMER IN THE CITY



DAUPHIN COUNTY

Festivals

When you pair the beautiful grounds of Fort Hunter Mansion and Park with the summer's best lineup of local wine, beer and music, you get three of the most exciting events of the year. Find a date or invite family and friends to hang out along the beautiful Susquehanna River this summer!

- Music & Wine - June 11-12
- BrewFest - July 16
- Jazz & Wine - September 9-11

TASTE. DANCE. SING.

Rugged or relaxing. You choose your style! The region's bike trails offer a variety of scenic routes fit for a family ride or more challenging terrain for the adventure seekers out there. Pedal through more than 20 miles of the Capital Area Greenbelt that takes you along the banks of the Susquehanna River, through beautiful Wildwood Park and more. Head out to the state parks and other lush forested areas where paths are marked for mountain biking adventures.



SUMMER

On Two Wheels

FIND A TRAIL



Outdoor art goes "prehistoric" this summer! Throughout Downtown Harrisburg you'll find colorful dinosaurs hanging out near your favorite businesses. We're partial to Tourist Rex who's camped out in front of the Hilton Harrisburg. You've also got Chocosaurus and Planterasaurus and so many more. It's all part of a public art

TOP OBJECTIVES

Radical Sharing



Visit

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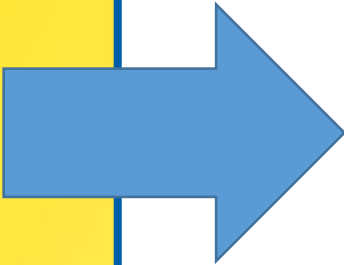
MARKETING

Google harrisburg events

All Maps News Shopping Videos More Search tools

Harrisburg / Events

Sun, Jun 19 7:30 PM	Indigo Girls	Fri, Jun 17 8:00 PM	The Hackensaw Boys Abbey Bar at Appalachian Brew...
Thu, Jun 16 7:00 PM	The Smithereens Susquehanna Ale House	Tue, Jun 21 8:00 PM	The Toasters
Sun, Jun 19 7:00 PM	Lucy Wainwright Roche Whitaker Center for Science an...	Tue, Jun 14 8:00 PM	Open Mic Tuesdays w/ Mik... Harrisburg Midtown Arts Center
Sat, Jun 18 1:00 PM	Paint it Black then take it B... The Millworks	Wed, Jun 15 8:00 PM	Barcrawler Karaoke Wedne... Harrisburg Midtown Arts Center



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MARKETING

TOP OBJECTIVES

Radical Sharing

- **26% of our Organic Traffic comes from Events & Attractions**
- **We've heard from Partners – We need Content!**
- **Our Goal – provide great content (Photos & Video) to partners to use on their sites**
 - No matter which website potential visitors land on... there will be a compelling reason to come!

TOP OBJECTIVES

*Give them
a reason to come*

- Continue our content quest!
- Last year 1,000 Photos Added & 28 Videos Produced
- Goal 25% increase in Photos Added & Videos Produced

TOP OBJECTIVES

*Do Business Better
Every Day*

- New Online Project Management Tool incorporated
- 5% of Marketing Team Members time exclusively dedicated to Learning

TOP OBJECTIVES

Plan the Work and Work the Plan

- Website Content Plan for a full year
- eMail Content Plan for at least 6 Months

TOP OBJECTIVES

Fish where the Fish are!

- Attending 3 consumer travel shows
 - New England
 - DC
 - Philadelphia

Sales Plan

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TOP OBJECTIVES

Let's do More of What's Working and Less of What's Not

Analyze Opportunities
To Focus on Highest
ROI Markets
And Strategies

TOP OBJECTIVES

Let's do More of What's Working and Less of What's Not

Consider redeployment
of resources to
other strategies
with highest ROI

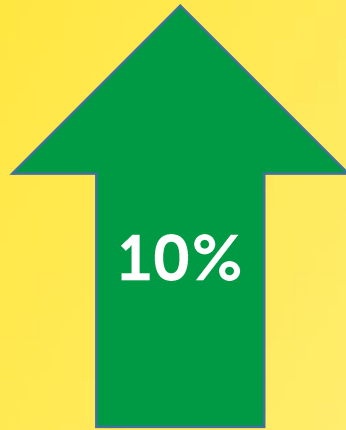
LEAD TAGS		SCHEDULE REGISTRARS	
LEAD DETAIL: 2016 MECUM TRACTOR AUCTION- MECUM ATTENDEE BLOCKS			
<a>Edit <a>Delete <a>Clone <a>Merge <a>Bookmark <a>Return			
Lead Information			
Lead ID:	1168	Profile:	
Meeting Name:	2016 Mecum Tractor Auction- Mecum Attendee blocks	3rd Party Meeting Planner:	
Account:	Mecum Auctions	Meeting Planner Contact:	
Contact:	Cherie Smalley 445 S. Main St Walworth,WI 53184 UNITED STATES (262) 275-6773	Source Code:	--None--
Type:	Other	Market Segment:	CORPORATE
EEI Type:	Standard Economic event (\$276.00)	Meeting Pattern:	
Decision-Making Process:	Self	Room Attendees:	1000
Status:	Definite (09/17/2015) - pbrad	Show Attendees:	22000
Decision Date:	09/25/2015	Site inspection:	Yes , 06/20/2013
Hotel Response Due:	09/11/2015	Confidential:	No
Repeat Business:	No		

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SALES

TOP OBJECTIVES



Create market awareness and continue development in several of the region's top and emerging international markets

Four national flags are displayed around the central text: the United Kingdom flag (top left), the Canadian flag (bottom left), the Chinese flag (top right), and the Indian flag (bottom right).

KEY STRATEGIES

- Attending 36 industry trade shows and marketplaces
- 9 sales missions to reach the association, corporate, tour, camp and international markets
- Hosting Reunion Friendly Network Show in September
- Hosting NTA China Inbound FAM in September
- Individual FAM Tours and Site Visits throughout the year

KEY STRATEGIES

- Regional Client Events
- Cooperative Marketing Partnership Program with key international inbound receptives
- New representation contract in the UK
- Targeted online advertising to reach the M&C Market
- Enhanced digital focus

UPCOMING PARTNERSHIP OPPORTUNITIES

Maximize your HHRVB partnership investment and your sales budget!



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SALES

GROUP TOUR/SMERF/INTERNATIONAL TRADE SHOWS

Show	Dates	Location	Market	Min/Max	Cost PP
*YMRC	August 2016	Nashville	Military	1 Partner	\$400
*RFN	September 2016	Harrisburg	Military	1 Partner	\$400
*RFN	October 2016	Colorado Springs	Military	1 Partner	\$400
Rejuvenate	October 2016	Orlando	Religious	1 Partner	\$1450
*YMRC	November 2016	Newport News	Military	1 Partner	\$400
Tri State Camp Conf	March 2017	Atlantic City	Student/Youth	5 Partners	\$615
PA Bus	March 2017	Lancaster	Tour Operators Group Leaders	10-13 Partners	\$375
MD Motorcoach	March 2017	Lancaster	Tour Operators Group Leaders	10-13 Partners	\$290
AAA SNE	March 2017	Foxboro, MA	Consumer/AAA	No max	TBD
IPW	June 2017	Washington DC	International Tour Operators	2 Partners	\$2150



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*Must be a member of YMRC or RFN to share HHRVB appointments

SALES

SALES MISSIONS

Approximate date (month)	Geographical Area	Target Market
July 2016	LA Region	Asian Inbound Receptives
October 2016	NJ/NY	Tour Operators
November 2016	OH/IN	Tour Operators

Other Sponsorship Opportunities

Sponsorship/Event	Approx. Date	Geographical Area	Target Market
RFN (local hosts sponsorships)	September 2016	Harrisburg	Military
NTA China FAM	September 2016	Harrisburg/Hershey	International

MEETING & CONVENTION TRADE SHOWS

Show	Dates	Location	Market	Min/Max	Cost (min/max)
Connect	August 2016	Grapevine	Assoc/Corp/Social/Sports	1	\$1500
ASAE	August 2016	Salt Lake City	Association	1	\$1500
PCMA	January 2017	Baltimore	Association	1	\$1500
RCMA	January 2017	TBD	Religious (Regional planners)	1	\$1500
Conference Direct	March 2017	TBD	CD Planners	1	\$1500
HelmsBriscoe	April 2017	TBD	HB Planners	1	\$1500
PASAE Education Summit	February 2017	TBD	Association	1	\$250
Connect	Summer 2017	TBD	Assoc/Corp/Social/Sports	1	\$1500
ASAE	Summer 2017	TBD	Association	1	\$1500
WEC	April 2017	Las Vegas	Association/Corporate	1	\$1500
PLAA	Spring 2017	Pittsburgh	Corporate	1	\$150

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SALES

SALES MISSIONS

Approximate date (month)	Geographical Area	Target Market
Sept 2017	Philadelphia	Assoc/Corp
Jan/Feb 2017	Washington DC	Association
April/May 2017	Pittsburgh	Corporate
July 2017	MD or VA	Corporate

Other Sponsorship Opportunities

Sponsorship/Event	Approx. Date	Geographical Area	Target Market
MPMPI Summer Celebration	Summer 2016	Liberty Resort	Association/Corp
MPMPI Winter Celebration	Nov 2016	TBD	Association/Corp
PASAE	Summer 2016	Harrisburg	Association
PASAE	Winter 2017	TBD	Association
PLAA (Law Firms)	Spring 2017	Pittsburgh	Assoc/Corp
Connect Marketplace	August 2016	Grapevine, TX	Assoc/Corp
Regional Reception	Fall 2016	Washington DC	Assoc/Corp
MPMPI Events	2016/2017	Washington DC, Pittsburgh, Philadelphia	Assoc/Corp

What's NEW?

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HERSHEY HARRISBURG
SPORTS & EVENTS AUTHORITY

Hershey Harrisburg Sports and Events Authority

Core Responsibilities

- Expand efforts to secure more sports-related and city-wide events in the region



Year 1 Establishments

- **Brand Identity**
- **PR Event**
 - Local and within the industry
- **Advisory Committee** – to provide the efforts of HHSE to key stakeholders
- **Operating budget of \$250,000**
- **Staff positions to include:**
 - Executive Director
 - Marketing and Communications Manager
 - Manager of Sports and Events Business Development (sales)

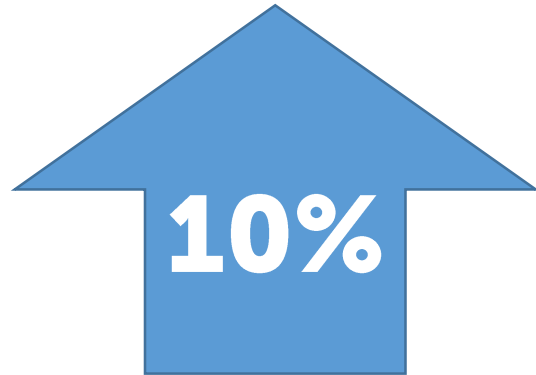


Year 1 Tactics

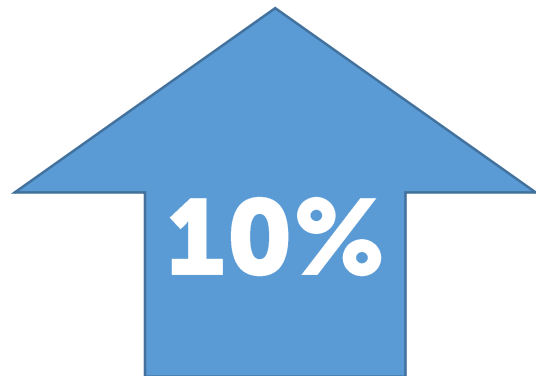
- **Planning**
- **Business Development**
- **Marketing**
- **Media and Public Relations**
- **Fundraising and Communications**
- **Event Services**



Year 1 Measurables



Room nights growth
over previous year



Economic impact of
sports and events business
growth over previous year

Thank you!

**FY 16-17
Business Plan**

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