MEMORANDUM

TO: Airport Board  
FROM: Patrick Dame, C.M., Executive Director  
DATE: March 9, 2021  
RE: 2021 Marketing Peak Extension Proposal

With the multiple new flights this summer season as well as the Sturgis Rally routes, staff has met with Lawrence and Schiller to discuss additional marketing strategies to drive enplanements on those routes. As a result of those discussions, the attached proposal and updated media calendar is recommended for approval.

The total marketing budget for 2021 is $175,000. This Peak Extension Proposal, combined with the Peak Season Proposal, a total of $161,766 will be committed leaving $13,234 available for the remainder of the year.

<table>
<thead>
<tr>
<th></th>
<th>Peak</th>
<th>Extension</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creative Production</td>
<td>$7,500</td>
<td>$5,500</td>
<td>$13,000</td>
</tr>
<tr>
<td>Updated Landing Pages</td>
<td>$1,500</td>
<td>$1,500</td>
<td>$3,000</td>
</tr>
<tr>
<td>Media Placements</td>
<td>$97,087</td>
<td>$48,679</td>
<td>$145,766</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$106,087</strong></td>
<td><strong>$55,679</strong></td>
<td><strong>$161,766</strong></td>
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</table>

The attached proposal and media calendar outlines the efforts that will be made in each relative area.

**STAFF RECOMMENDATION:** Staff recommends Board approval of the 2021 Peak Extension Proposal, the new Landing Page Proposal and the updated Media Calendar for a total combined amount not to exceed $161,766.
RAPID CITY REGIONAL AIRPORT
2021 PEAK EXTENSION PROPOSAL
3.8.21

OVERVIEW
Lawrence & Schiller (L&S) recommends that Rapid City Regional Airport (RCRA) implement a Peak extension to complement the previous approved Peak 2021 strategy for RCRA. This extension will support the recently added routes to target the markets of New York City, San Francisco, Los Angeles, and the recently added Allegiant routes for the annual Sturgis Rally. Throughout, there will be an increased investment in display efforts as well as social media placement through Facebook and Instagram. A micro-campaign targeted towards potential Sturgis Rally attendees will be put in place to compliment the new rally routes. Overall, the extension will target people with high intent to travel and those exhibiting travel behaviors.

BUDGET SUMMARY:
Media Total - $48,679
Creative Production Total - $5,500
Sturgis Landing Page - $1,500
TOTAL INVESTMENT - $55,679

Client Approval ____________________________ Date ____________________________
2021 STURGIS CAMPAIGN STRATEGY

OVERVIEW
Lawrence & Schiller (L&S) will work with Rapid City Regional Airport (RCRA) to add a new page to rapairport.com for the promotion of Allegiant’s recent announcement of air service to RCRA in nine cities during the week of the Sturgis Motorcycle Rally. The page will serve as a resource for those who are interested in flight offerings and entice them to fly through RCRA.

GOALS
RCRA would like to focus on the agreed upon geographic markets to capitalize on travel during the Sturgis Motorcycle Rally booking window, with the ultimate goals of driving flight searches and bookings.

KPIS
To measure success of the goals above, the landing page KPIs are outlined below and will be tracked to demonstrate user interest and intent throughout the campaign.

- Increase Awareness of Travel with RCRA During the Week of Sturgis Motorcycle Rally
  - Site Traffic From Paid Media
  - Time on Page
- Increase Flight Searches
  - Clicks to Search Flights
- Increase Flight Bookings
  - Clicks to Book Flights

DETAILS
L&S will use an existing rapairport.com template, similar to rapairport.com/phoenix, to create and populate the new landing page. L&S will be responsible for all content development and will provide the following:

- A well-organized page layout including a hero image and high-impact imagery to inspire travel to Sturgis, SD and nearby destinations through RAP
- All necessary structure, content, keywords and SEO as it relates to the campaign to develop an overview section and supplemental content to promote Sturgis and South Dakota travel
- Call to actions to book a flight or to search flights which will link to the various airline’s websites
- Tracking setup to measure success of the local campaign

One round of revisions will be included. Once approved, L&S will publish the page and direct users to the page during promotion of the Sturgis campaign.
TIMELINE
The estimated timeline from strategy to launch is outlined below. This should be used as a reference point. Timing may adjust based on turnaround time on approvals, revisions required and additions/changes to this scope.

<table>
<thead>
<tr>
<th>Week</th>
<th>March</th>
<th>April</th>
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<tbody>
<tr>
<td>15</td>
<td></td>
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<td>12</td>
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</table>
Landing Page Development .......................................................................................................................... $1,500
Copywriting, Design, Page Building, Testing & QA, Project Management

Client Signature ___________________________ Date ___________________________

CONFIDENTIALITY & LIABILITY
This estimate is valid for 30 days and does not include applicable sales tax. Undisclosed changes in the project may require a revised estimate. Changes to the above stated scope of work can result in a change order, timeline changes or budget changes. L&S will fix any in-scope bugs found in our code within 15 days of completion free of charge. This estimate may be subject to a 10% contingency to cover unforeseen expenses.

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## RAPID CITY REGIONAL AIRPORT

### 2021 Media Calendar

<table>
<thead>
<tr>
<th>Marketing Channel</th>
<th>Description</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Search</strong></td>
<td>Google Ads, Google Shopping, Google Display, Facebook Ads</td>
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<tr>
<td><strong>Display</strong></td>
<td>Google Display, Facebook, Instagram, Instagram Stories, YouTube Ads</td>
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<tr>
<td><strong>Social</strong></td>
<td>Facebook, Instagram, Twitter, Instagram Stories</td>
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<td><strong>Paid Placement</strong></td>
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### Total Investment

- **Media Investments**: $150,000
- **Marketing Channel**: $117,294
- **Paid Search**: $12,675
- **Social**: $8,803
- **Paid Placement**: $7,226

### Production Total

- **$13,000**

### Hompage Updates + STURGIS Landing Page

- **$3,000**

### Rapid City Regional Airport Total Investment

- **$161,766**