

## Number of Visitors

- 5.1** Monthly “What to buy while you’re here today” flyer. This is a simple, small one-page flyer of select items from local merchants. These are coordinated and produced by the Chamber/MSA and distributed to local firms with non-resident employees. Local merchants are polled for a couple of ‘household’ items to include in the flyer each month.
- 5.2** “New Items in Leland” web spot. This is a stable web site which ONLY features new items (or major back-ordered items) featured by local merchants. This web address is advertised on as many points-of-contact as possible, so that non-residents now to ‘check there first’ before coming to Leland.
- 5.3** Produce & disseminate “Leland Attractions” media (e.g. virtual tours). This would range from DVDs to web video tours, and cover as many of the things-to-see as possible. Major attractions are obvious entries, but many other locations should be considered: leading restaurants, La-z-boy manufacturing line, WorldClass ‘stencil’ machine, Capps Center lobby, Eric Fowler’s recording studio, etc.
- 5.4** Cross-promotion tactics (local, non-local). This is the conventional marketing tactic of getting vendors/attractions to market each other, especially with promotions. A typical example would be to offer a “3-for-2” coupon to Jaelon’s hamburgers at the Henson Exhibit, or for Cicero’s to give patrons a coupon for a discount off a blues-themed tee-shirt at the Blues Museum. These are local examples, but we will need to expand this to non-local venues as well, throughout the Delta.
- 5.5** Create/include in Area collateral (e.g., Airport). There are a couple of key points where the overall delta needs incisive marketing/advertising projects, and we should be sure to be included in all of these. Continuously-running DVDs at the airport, highlighting the many attractions, amenities, and advantages of the Delta is a prime example, but we should also consider realtor packets, casino room drops, etc.
- 5.6** Create events around the attractions. The obvious example of this is the Blues Festival and the Blues Museum, and we should endeavor to design (and work through difficulties) of having a Henson-themed event (e.g., with a competition for the best Muppet design, best Muppet art work, best Kermit/Henson-themed Fan Fiction contest). We should extend this concept to the Fire Station, Deer Creek, Historical walks, and maybe even a cluster of restaurants.
- 5.7** Apply new Web 2.0 tactics. This consists of YouTube (and other social networking sites) clips, video-blogs, and even wikis about our attractions.

- 5.8** Produce & Disseminate “Leland Events” media (e.g., ‘instant replay’). Similar to “Leland Attractions” [5.3] this is a multi-event marketing output, varying from DVD’s that a visitor could pick up at a shop or receive in the mail from the City or a family member, to web-only media. Subject to video legal issues, these might include clips of actual events (e.g., ‘instant replay’ type of scenes).
- 5.9** Create pre- and post-event attractions/events. Similar to creating events around attractions [5.6], this aims to create attractions around events (e.g., a crawfish-themed gift shop, museum, or portable display, perhaps broadened to consider prawns and catfish). Christmas on Deer Creek could be followed for a couple of weeks by a booth/vendor in some downtown venue who could take pictures/clips of a child and merge it into stock footage of Santa arrived at the Creek. [The technology is easy.]
- 5.10** These Create a gazillion SpecialInterestGroups/workshop events. This could include blues competitions/contests, blues discussion groups, crawfish fanatic or graphic art group(?), genealogy research groups after family reunions, etc.
- 5.11** Find funding for family/class reunions. Here we would like to find some way to help fund (via sponsors?) reunions in Leland. This would bring many new faces into our town as well as familiar faces.
- 5.12** Create and disseminate “Leland Family” media (e.g., Reunion Highlights, postcards). Related to [5.11] would be a take-home or give-away that reminded attendees of the event (or highlighted what others missed!).
- 5.13** Mailing, referral, publicity programs. These are standard textbook marketing methods applied to the families of Leland’s history.
- 5.14** Create Signage and Branding at all entrance points. This would center on the original Main Street recommendations and seek to develop, fund, and implement them. In addition, new suggestions would be evaluated.
- 5.15** Displays at all travel-stop venues. This is a simple, attractions-based display in all service stations, convenience stores, and restaurants.
- 5.16** ‘Twenty-minute tour bus’ program. This would be a rest-break for families driving through the area. It would be a ‘stretch-golf cart’ (i.e., shuttle) piloted by a docent (perhaps a retiree of the area), which would travel through Leland pointing out our historic and tourist attractions. [A box lunch to eat on the shuttle might even be provided.] The tour would be a restful and entertaining break for the visitors and perhaps even entice them to stay ‘a few minutes longer’ to go INTO that Museum or to see the 5-minute tour at one of our manufacturing facilities. At the end, the visitors would receive some souvenir piece of media (e.g. “Leland Attractions or Events”) to take with them.

- 5.17** Venue webcams in major venues. Similar to the steerable webcam in the Blues Museum, we should have one of those in Henson, on the Creek, in the City Hall lobby museum, and at appropriate events.
- 5.18** Tourist-focused webcams. These would be ‘call home’ video stations (simple webcams with live webcast outputs—like the live webcast to the troops this past CODC), that families could call their friends to ‘see them in Leland’. This would be fun for the visitors and great publicity for the town and venue.
- 5.19** Webcam seminars/lectures/events. This varies from simple distance learning to poetry readings to visual art displays.
- 5.20** YouTube entries (recurring). This amounts to a steady stream of “Leland-named” YouTube vidclips, by City officials, youths, historians, etc.
- 5.21** Develop a Compelling Investment story on community health. This is essentially construction of an investor pitch, with selling points being property values, per capita income, overall City vision, etc. This will highlight (but not ‘warrant’) investment possibilities and why their might be lucrative.
- 5.22** Investment story based on tax plays, especially Historic District. These major (and rare) tax incentives will be attractive to many investors and sample scenarios (and examples) should be written up in simple, financial language.
- 5.23** Investment story based on Exit strategies. We will be consider a risky investment to some, so we will need to have a pitch that presents reasonable exit strategies for investments (e.g., guaranteed buyer group, but at discounted values?).
- 5.24** Investment story based on technology leadership/growth. Once we have the framework of our tech leadership initiatives developed, we can begin to sell to this value.
- 5.25** Publish/Market to Leland’s extended family. We should make sure that ex-Lelanders (and those related to them) are aware of the investment opportunities here. These will likely be ‘friends’ of Leland and therefore be more reasonable and cooperative (and understanding, in some cases) in an investment relationship.
- 5.26** Publish/Market to Financial Planners, Banks, CPA’s, etc. These are the financial advisors who are LOOKING for tax-advantaged investments, risk-variable plays, etc. They will appreciate having these scenarios available in their toolkit.
- 5.27** Publish/Market to the Whole World. In today’s world, India could easily invest in Leland... This initiative has to do with web-promotion of our investment scenarios.
- 5.28** Develop a compelling story on Service opportunities. This will involve creating a web vehicle that presents donation/service opportunities to the web-world to help us.

A simple presentation of a charitable project (“Adopt a house”, “Lead to Read”) with a “Donate Here via PayPal” will invite the wider world to assist us in growing our progress.

- 5.29** Develop a Compelling story on Volunteer opportunities—visit to help with improvement projects. This already occurs in many cases, but we can expand this with our own web presentation. Defining summer projects or winter-break projects for families/students to visit Leland to work on improvements could help in many ways.