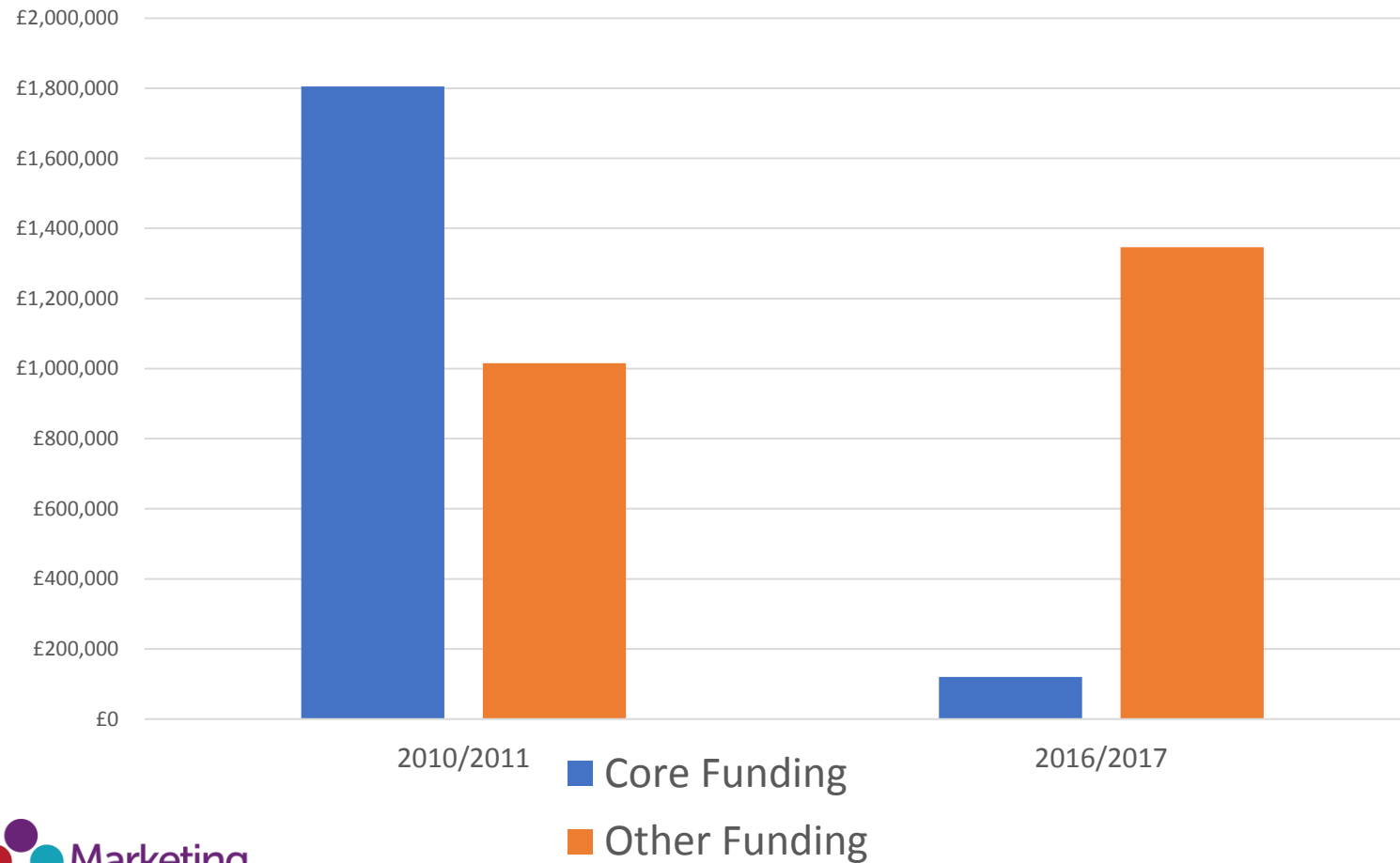


DMO diversification and commercialisation

Nicola Said
Commercial Director
Marketing Cheshire

Significant changes in revenue sources over the last 6 years



1. Marketing Contracts

- Close relationship with members and partners
- Many attractions lacking in marketing capacity and expertise
- We act as their outsourced marketing operation

Both ongoing (social media, advertising management, whole marketing strategy development and delivery)

And one-off (website development, branding, print & workshops)

- Deliver event management, branding, workshops, website, social media for the LEP also



STORYHOUSE



SHIFT



Museums of Cheshire



THE PORT'S THE PLACE



Port Sunlight VILLAGE TRUST

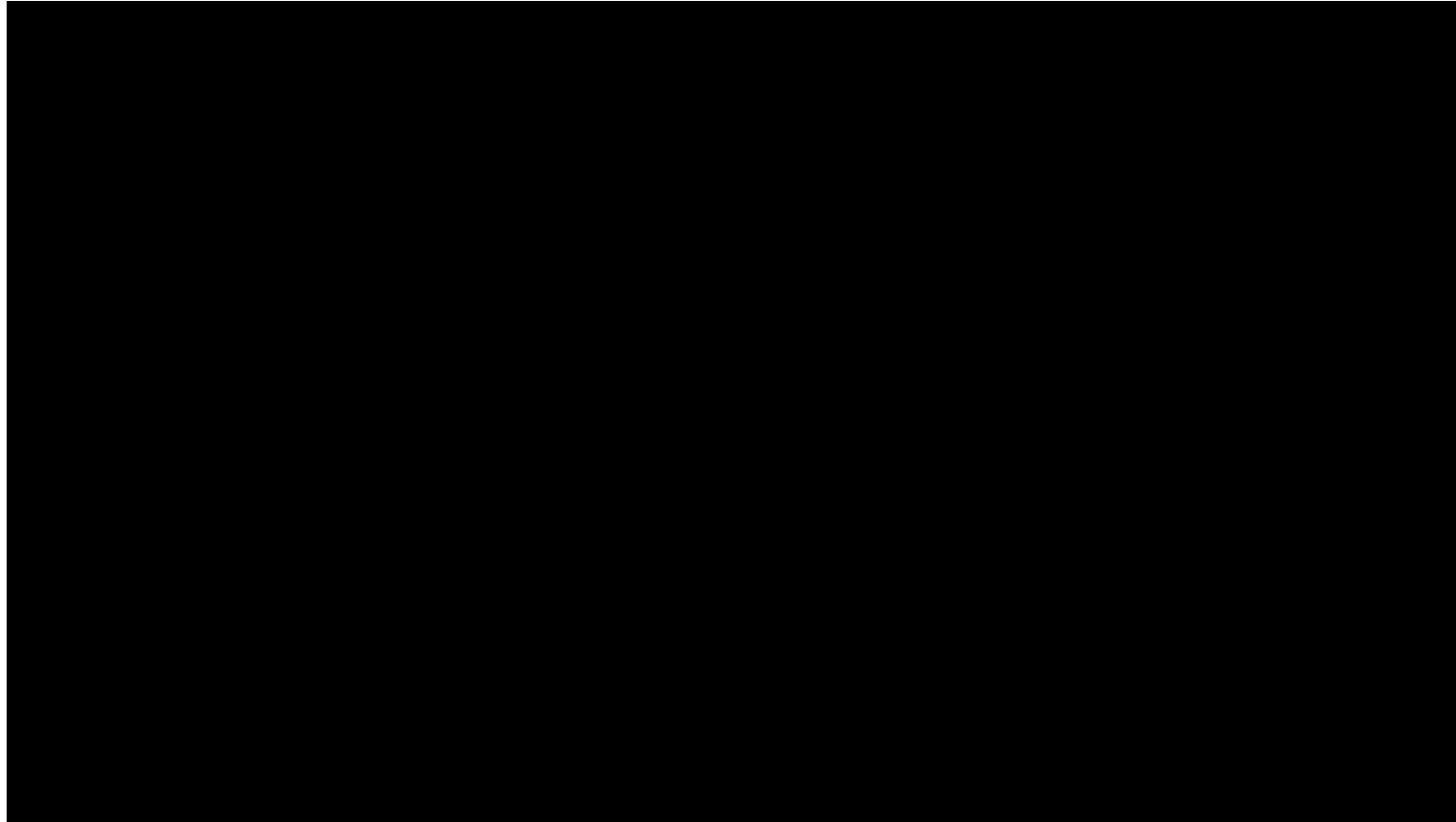


ChloBo
Irresistibly Collectable Jewellery

blueorchid



2. New commercial services for members and partners



3. Funded project management

- Outsourcing staff i.e. to England's Historic Cities or Cheshire Cultural Destinations

**CHESHIRE'S ANGLE
ON ARTS &
CULTURE**

SLANT

**A PROGRAMME OF
UNIQUE EVENTS IN
UNEXPECTED LOCATIONS**

cheshireslant.org

4. Chester Christmas Market



5. Partners funding staff directly



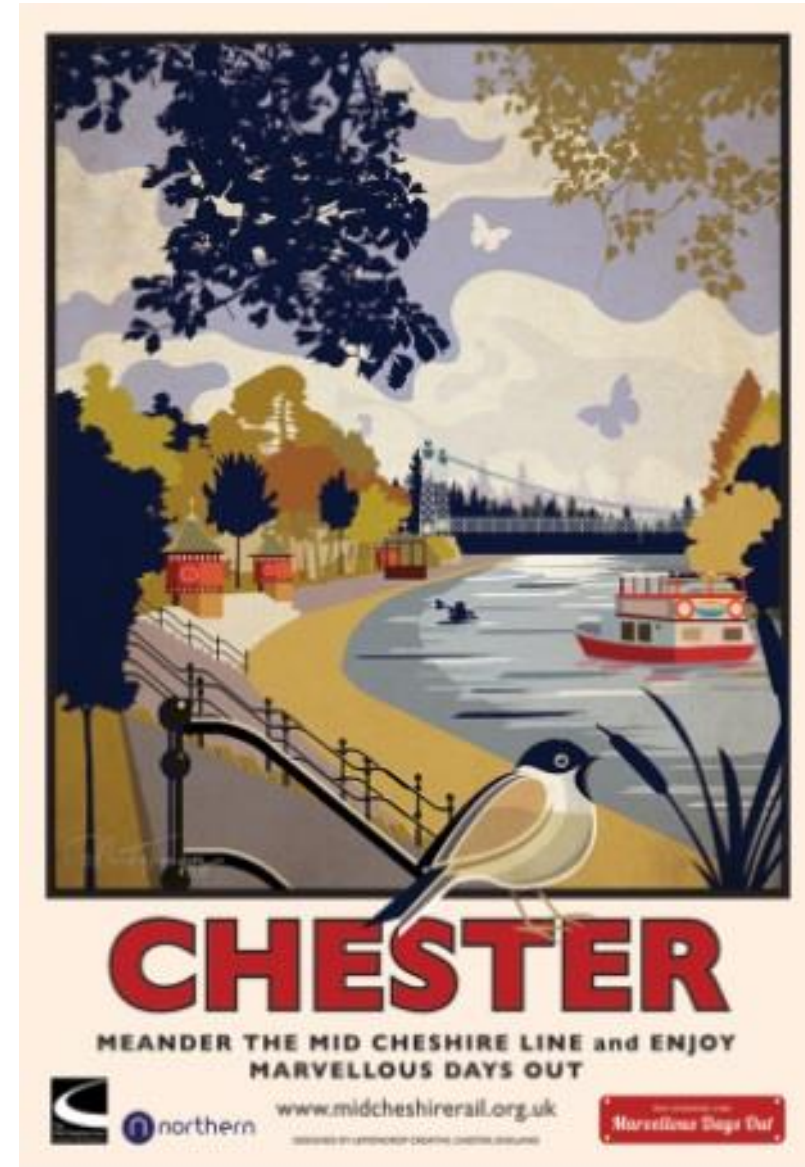
6. Changing our Print Model



- Launched new guide in April 2017 to replace existing monthly print
- Changing from a monthly to quarterly publication has meant less time spent on chasing advertisers & design time plus saving money on print and distribution

7. Ticketing

- Works best where we are exclusive ticketing provider – i.e. attractions doing one off events
- Secured big partners ie Chester Zoo
- Online shop for destination posters



New Revenue sources (2016/2017)

Source	Total Revenue	Contribution
Marketing Contracts	£174,522	£123,850
LEP Marketing services	£144,255	£107,406
Grant project management	£27,269	£24,694
Christmas Market	£161,328	£55,000
Partners funding staff	£50,000	£50,000
Ticketing	£17,232	£4024
TOTAL NEW SOURCES	£574,606	£364,974

2017-2020 Growth Areas;

- Grant Project Management (£130,000 projected 17/18)
- Film (£20,000 projected 17/18)

Investigating;

- Voluntary donation schemes

To recap - our strategy

1. Retain a team who are proactive at seeking out opportunities and have the expertise to deliver
2. Marketing expertise first, tourism knowledge second!
3. Do contracts well to get more work
4. Find different ways of getting money out of partners
5. Copy other's initiatives!
6. Retain a clear USP – i.e. place, revenue reinvested into destination