

Kenai Peninsula Borough

Community & Fiscal Projects

MEMORANDUM

TO: Charlie Pierce, Mayor

THRU: Borough Internal Public Relations Team Members

FROM: Brenda Ahlberg, Community & Fiscal Projects Manager 

DATE: May 18, 2021

RE: FY21 Shoulder Season Campaign – Summary Report

The public relations firm Agnew::Beck has completed the tourism and marketing campaign, meeting the required objectives to promote the borough, on a non-areawide basis, during the shoulder season ending April 30th, 2021. The consultant worked with borough administration to develop a regional approach that show cased multiple business stops or locations as unique destinations along adjacent unincorporated communities.

The campaign used the borough's social media sites (links below) and collaborated with Kenai Peninsula Tourism Marketing Council to "share" our posts. Consistent use of the main hashtags (below) also yielded interest and additional shares from readers, depending upon the platform.

In closing, the campaign included an interview with local public radio station KDLL, posters distributed throughout the borough and very positive, public feedback. Agnew::Beck provided the attached project snapshot for your consideration.

Project Costs (21PRO)

Contract services \$39,500

Advertising \$2,019.94

Facebook: @storiesfromthekenai
@kenai.peninsula.borough

Instagram: @storiesfromthekenai

Blog: <https://www.storiesfromthekenai.org>

Main Hashtags: #travelalaska #wanderthekenai #ouralaskalife #thealaskalife
#alaskalife #alaskaliving #alaskaadventures #alaskaadventure #alaskalove
#thekenai #outdooralaska #optoutside



KENAI PENINSULA BOROUGH TOURISM AND MARKETING CAMPAIGN

Project Highlights: Stories from the Kenai

Facebook: www.facebook.com/storiesfromthekenai | Instagram: [@storiesfromthekenai](https://www.instagram.com/storiesfromthekenai) | www.storiesfromthekenai.org



GOALS: Raise awareness about tourism destinations and experiences in the unincorporated communities.

Promote the "staycation" for residents and all Alaskans. Draw attention to options and give people a sense of what is available.

I think what you are doing is wonderful for our communities and local businesses. The posts look great and we've been getting new followers.

- Teal Hetrick, manager, Inn at Tern Lake, Moose Pass



62 businesses and organizations featured



Instagram: 373,579 impressions, 1070 followers



Facebook: 257,964 impressions

Numbers above are as of April 30, 2021

WHAT IT TAKES



For each post to go online, possible hosts must be contacted, engaged, and their content must be received. From there, it must be reviewed and edited. Next, the post is scheduled, posted, promoted and monitored.

- Outreach to possible hosts: 2hrs/week
- Receive, review, edit content/photos: 3 hrs/host
- Post and promote: 3 hrs/host
- Monitor posts and respond to inquiries: 3 hrs/week

I'm glad you are doing this since there are already things like this going on in the cities but not as much in the unincorporated areas.

Thank you for all you do!

- Angel Stanton, owner, Localz Boutique, Nikiski

Activities highlighted:

Snowshoeing
Fat tire biking
Cross country skiing
Snow machining
Lodging
Ice skating

Swimming
Hockey
Photography
Farming
Ice fishing

Snowboarding
Canoing
Paddle boarding
Markets
Farming
Shopping

Art
Hiking
Dining

Top cities reached:

Anchorage 25%
Fairbanks 5%
Soldotna 4%
Wasilla 3%
Homer 3%

Explore. Share. Be Part of the Story!

Alaskans love to explore, and the Kenai Peninsula has a wealth of activities to enjoy in every season. **Stories from the Kenai** is a collection of stories and resources from locals about living and playing on the Kenai. Join us as we share stories and adventure on the Kenai.



Follow us and share your favorite things to do on the Kenai!

Facebook: www.facebook.com/storiesfromthekenai

Instagram: [@storiesfromthekenai](https://www.instagram.com/storiesfromthekenai) | [#storiesfromthekenai](https://www.instagram.com/storiesfromthekenai)

www.storiesfromthekenai.org



TELL YOUR STORY:

Kenai Peninsula Borough Tourism and Marketing Campaign

Our goal is to raise awareness about tourism destinations and experiences in the unincorporated communities of the Kenai Peninsula Borough. While many travelers and locals are aware of options in Homer, Seward, Kenai, and Soldotna, we want to draw attention to alternative options and give people a sense of what is available.

Local Stories. We are asking you to “take over” our social media and share your insider tips and insights from a local’s point of view.

- **Guidelines.** Content for 2-5 posts is ideal. The first one should introduce you and what you do, info about your work, etc. The others tell us about favorite activities in your area. Our primary focus is on safe, healthy outdoor activities. A secondary focus is on food, shopping, places to stay, local businesses and the arts.
- **Questions?** We are available to help with questions or to assist you, from generating ideas to helping you get photos, to technical details like helping you package the content to send us.
 - Inger: email: inger@agnewbeck.com, cell: (907) 360-7062
 - Jon: email: jon@agnewbeck.com, cell: (907) 252-5051

Social Media channels. Please check out the links below to see the campaign so far:

- Instagram: www.instagram.com/storiesfromthekenai
- Facebook: www.facebook.com/storiesfromthekenai
- Website: www.storiesfromthekenai.org