

CAM-PLEX Management Report – June 2018

I thought it would be appropriate for my first management report to touch on a few observations regarding procedures, staff, workflow, etc. I noted in my first month at CAM-PLEX. I have acted on several and held off on some I thought needed more understanding, discussion, or action at a better time.

More Events

To fulfill our mission of improving quality of life through diverse events we need to add more events to the calendar. To do so, we have begun a sales effort. To be most successful, I've rearranged the team to focus on specific areas of the business. The areas are market segments. They are listed below. They are split up this way because there are differences in how you sell to each segment.

Assigning Market Segments

Current Model	New Model	Sales Person
National/Regional	Association (Includes Sports)	Ashley
Local	Entertainment	Carly
Weddings	SMERF (Social, Military, Educational, Religious, Fraternal)	Shelly
Arts	Corporate, Consumer Shows	Heather R.
	CAM-PLEX Events, Including Participatory Theater	Jill
	Arts	Jessica
	Professional Theater/Concerts/Other	Janell

Personnel

Proactive selling is not explicitly part of the marketing department job descriptions. Since selling will be a big part of the job going forward, to the point where it probably shouldn't just fall under "other duties." I discussed the change with Charlotte Terry, County Director of HR and Risk Management. We decided it was a simple enough matter to add a line to each of the job descriptions. Charlotte mentioned that she would like to review all the job descriptions eventually, but it's not urgent. I asked if we could touch base about this time next year.

Local Champions

Much of the business we do was built on relationships. An effective way to bring outside business and economic development is to create "Local Champions." These are people in the community who will introduce us to their employers, associations, and groups, with the intention of bringing their meetings and events to CAM-PLEX.

Event Creation

I asked the marketing department to create a "music in the park" type event. This is a free to attend, community-building, live music series. The bands will play for free. We'll have local food trucks, inflatables for the kids, etc. We'll see how this develops over time.

July 3: The Hold Up

July 10: The Highway 59 Band

Another event in the works is a Kids & Family Expo, a traditional consumer show event. The event will be held in the winter. Dates, to be determined.

Software and Workflow

The marketing team does not have the tools to launch a proactive sales effort. Without appropriate software, the administrative burden of managing a significant sales effort is prohibitive. The booking software is also outdated with limited functionality.

As a solution I have ordered a customized version of Microsoft Dynamics CRM. This will handle the sales pipeline and replace the aging FastBooks software. In addition, I've ordered Social Tables, room diagramming software. The cost for CRM is a one-time \$10,000 and \$100/month/user. Social Tables is \$6,500 annually. This money came from marketing funds in the current fiscal year. It will be a marketing expense going forward.

Shuttle Bus

I requested from the Country a transfer of one of the shuttle busses for use at CAM-PLEX. As we embark on a sales effort to bring outside groups to Gillette the shuttle will be used to tour site selection committees, overcome not having an attached hotel, and transporting our customers to local events during their stay.

Thank you,

Jeff