



December 9, 2015

## CVB Board Meeting – Marketing Recap

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### a. Stats

- i. Google analytics provided quarterly.

### b. Budget Planning

- i. All campaigns completed for 2015, with the exception of a social media running through December.
- ii. 2016 budget approved.

### c. Recent Press

- i. [Pioneer Press. Sunday Life Section Feature on Stillwater Shopping December 6](#)
- ii. [TV, Twin Cities Live: Stillwater Restaurant Recommendations](#)
- iii. [Pioneer Press: Stillwater's Twinkly Parade and Tree Lighting on Saturday](#)
- iv. [Stillwater Gazette: Twinkle Parade on Saturday](#)
- v. [Gear Junkie: Massive Winter Scavenger Hunt Launches in MN today](#)
- vi. [Kare 11: Checkpoint MN Scavenger Hunt Launches](#)
- vii. [Stillwater Current: 40' Tall Christmas Tree Arrives in Stillwater](#)

### d. Advertising Campaigns

- i. **Radio** – Our November holiday shopping campaign on MyTalk 107.1 just wrapped up and now we are gearing up to find businesses to participate in our 2016 campaigns with Cities 97 running in January and November. The deadline for January's campaign is Dec. 16<sup>th</sup> – please let me know if your property is interested in advertising.
- ii. **The Minnesota Traveler Television Show** – Fox Sports North and Fox Sports Wisconsin original television series called [The Minnesota Traveler](#) featuring different Minnesota communities throughout the state and showcasing their unique travel destinations and tourist attractions. This Stillwater segment sponsored by the Discover Stillwater Tourism Bureau and Explore Minnesota grant funds ran again on Nov. 29<sup>th</sup>, Dec. 2<sup>nd</sup> and Dec. 4<sup>th</sup>. [Full episode #10. Stillwater Only.](#)
- iii. **Spaces Magazine** – Stillwater was featured in their noon-3 (daytrip) section for their Nov/Dec. issue with a 13-page spread article and Stillwater business advertisers. The [article](#) was just re-run in the Sunday, December 6<sup>th</sup> Life section of the Pioneer Press reaching 250,000 readers in print with additional sharing online.
- iv. **Tourism guidebooks** – graphic design has been completed and all ads submitted for printed guides in 2016 – Minnesota Travel Guide, Mpls/StPaul Travel Guide, SCVRTA, Toast to the Valley, MN Hike/Bike Guide, MN B&B. Only one remains – MN Bike Guide.
- v. **Explore Minnesota** –
  1. **Metro EMT Group** – meeting today at same time as our CVB meeting, so I will miss.
  2. **CheckpointMN- Explore Minnesota** has selected Stillwater to be one of the 10 destinations in a major, **state-wide scavenger hunt from Dec 3 - Jan 31**. The winter promotional campaign is called [CheckPointMN!](#) A CheckpointMN sign has been placed in

Lowell Park where visitors will snap a picture of themselves then post online with #OnlyinMN and #CheckpointMN hash-tags. Each picture they post awards them points to be redeemed online for prizes. Hotels, boutiques, restaurants, and attractions are partnering to create a [Discover Stillwater online coupon](#) to encourage visitors to stay & play AND we have several prizes at [CheckpointMN.com](#) that participants can redeem. Thank you to all the businesses who are participating! The campaign has launched. Information is posted on our blog, social media channels, enewsletter subscribers, Stillwater businesses, and a press release was sent to local media. Please help spread the word – this is a fun campaign with \$35K in prizes.

**e. Special Markets – Weddings, Meetings, Group Travel**

- i. Group Travel –
- ii. Meetings –
  - 1. MSAE (Midwest Society of Association Executives) – attended first in-person event – their holiday party – on Friday, December 4<sup>th</sup>. We provided a silent auction donation and I networked with several members.
- iii. Weddings –
  - 1. Twin Cities Wedding Association, [The Wedding Fair](#), coming up January 24<sup>th</sup>.

**f. Website**

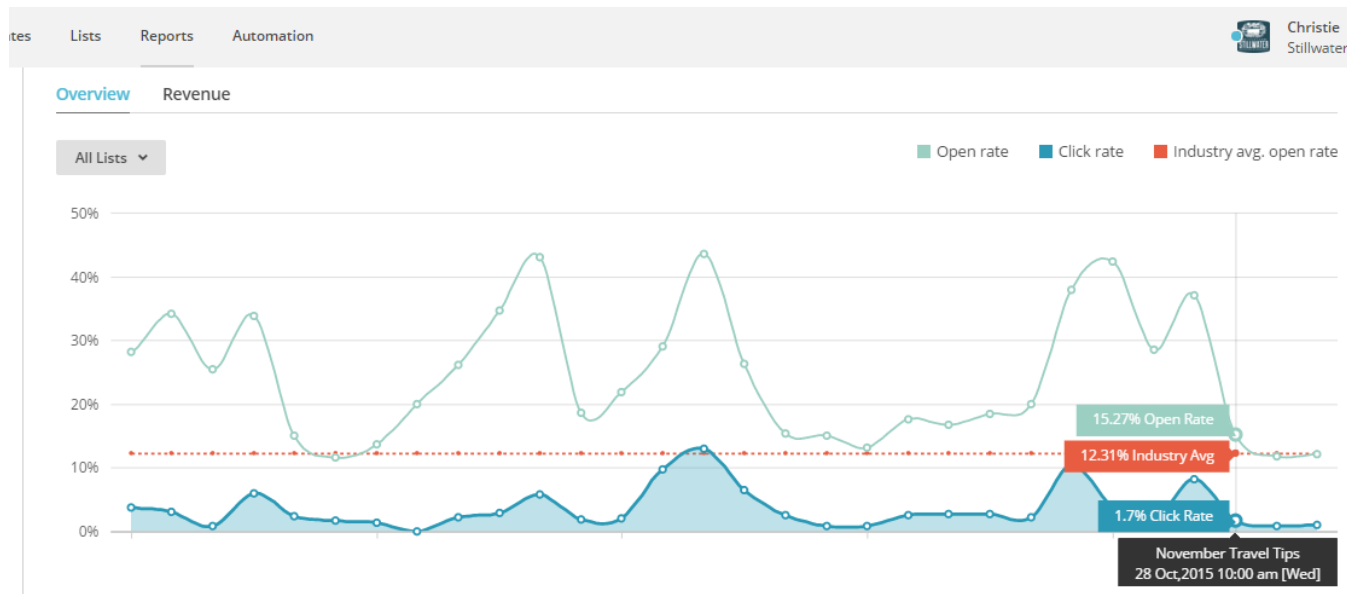
- i. Will work with event organizers to update all 2016 events on our website and EMTs.

**g. Guidebook**

- i. 2016 Visitor Guide has been sent to the printer! ETA is the first week in January if not sooner. I'll be in need of volunteers to help distribute the week of January 4<sup>th</sup>.
- ii. Digital version of the guide will be posted online soon.

**h. Monthly Newsletter**

- i. [December](#) published. Mail Chimp Subscription list: 17,821. Average open rate: 15.5% , Industry Avg 12.5%. A day or so after the newsletters publish, the newsletter is also shared on Facebook, so please feel free to share this as it's a great planning tool for traveling guests. Monthly trivia with Discover Stillwater coffee mug giveaway has been well received.



**i. Digital – Interfuse/Content**

- i. Working on Romantic getaway themed article to be promoted in January with year-round content that lives on our website. Need lodging photos so if anyone is willing to share, please email me.

**j. Digital - Social Media**

- i. [Facebook](#) – 19,605 fans.
  - ii. [Instagram](#) – 1095 followers. Search #CheckpointMN to follow along on EMT campaign.
  - iii. [Twitter](#) – 550 followers.
  - iv. [YouTube](#) – 13,495 views.
- k. **Public Relations**
  - i. [Press Releases](#) sent for CheckpointMN Campaign.
- l. **Branding/Marketing Materials**
- m. **IBA, Chamber, City & Partners**
  - i. IBA -
  - ii. Chamber –
  - iii. City –
- n. **New Businesses**
  - i. [Artful Indulgence](#) – paint and wine in Oak Park Heights
  - ii. Closed for the season: The Freight House
- o. **Events**
  - i. **Sponsored Events:**
    1. [Hometown for the Holidays](#) – including Victorian Christmas at the Courthouse as the kick-off event this year, so it technically starts on Nov. 19.
    2. January Ice Cream Social – January 16<sup>th</sup>
    3. [Sticks in Stillwater](#) – February 5-7
    4. Valentine’s Day Carriage Rides – Saturday, Feb. 13<sup>th</sup> 4-7

*Thank you!*