March 8, 2017
CVB Board Meeting – Marketing Recap
Prepared by: Christie Rosckes info@discoverstillwater.com (Fresh Avenue Marketing) 651.351.1717

1. STATISTICS for DiscoverStillwater.com via Google Analytics.
   a. January and February saw a record increase in traffic of 67%!
   b. Note spikes on both the opening day of the Ice Castles (Jan 6th) and Hockey Day MN (Jan. 21).
   c. Off-season increase is working...

![Google Analytics screenshot](image-url)
2. **Budgeting & Planning**

3. **Tourism Update Reports**
   a. Annual report presentations given by President Jerry Helmberger and Mkt Contractor Christie to both City Councils – Stillwater (Feb 21), OPH (Feb. 28).
   b. Year-End Report Scheduled to send next week to tourism businesses as well.
   c. Annual Mixer set for Tuesday, May 16th. Segways, Trolley and Water Street Inn are confirmed…other details soon to be determined.

4. **Advertising Campaigns**
   a. **Radio**
      i. Next campaign in November.
   b. **TV**
      i. **Hockey Day** - Follow up report provided: [Hockey day Recap](#).
   c. **Direct Marketing**
   d. **Print Publications**
ii. **Toast to the Valley.** Pending board approval. Campaign launching again this year with increased budget for online advertising in addition to the printed publication.

e. **Tourism Guidebooks/Websites**
   i. 2017 MSP guide now out (our ad is on page 96). Greenspring media has also launched a new website: http://visit-twinities.com/. Because it’s new, we held off on advertising this year until we see some more data next year.
   ii. 2017 SCVTA Guide and 2017 MN Bike Guide...awaiting publication.

f. **Explore Minnesota**
   i. **Metro EMT Group** – next meeting May 17th. Information on campaigns available upon request.
   
   ii. **Annual Conference** – Attended on January 30-Feb. 1st in St. Paul. Felt great to know so many faces finally after 4 years so the networking value continues to grow. I attended breakout sessions on social media and digital marketing as well as made a few great connections with a travel blogger, new providers for our blog, CRM, and email databases. The presentations on the state of tourism for Minnesota all had positive projections with international travel who will struggle due to the political climate. There was a lot of excitement surrounding all the sporting events MN has been able to host with the super bowl coming up in 2018 as well. Stillwater is on the list of corporate excursion ideas with the hopes of Ice Castles returning, we shared the Bold North video on Super Bowl Sunday and will continue to share some of their campaigns through the year. I am thankful for this time to reconnect with others in my role and learn more about the industry each year.
   
   iii. 2016 Grants – filled out paperwork to obtain funding from last year’s campaigns. We applied for $7600, but will receive a check for $385 less because one of the partners (AAA Biking Map) accidentally omitted the Explore Minnesota logo. Other campaigns this grant helped pay for: AAA Email Sweepstakes, Google AdWords, holiday television advertising, MN Hike/Bike Guide map, AAA #OnlyinMN print display ads for spring/fall, and Minnesota Meetings & Events Magazine featured listing.

g. **Digital – Content/Google Ad Words/Display**
   i. Afton Alps Ski Sweepstakes
      1. Promoted via google adwords, retargeting, email and social media. We had 428 entries, so those emails were added to our database.

   ii. Retargeting via AdRoll.
      1. Order Visitor Guide - on-going
      2. Hockey Day
         a. Sweepstakes Promo 1/1-1/6
            Facebook: 9,441 CTR 4.46%
         b. Event 1/7-1/21 Website: 80,590 CTR .18%
      3. Ice Castles
         a. (1/6-1/31 now open). Website banners: 78,217 CTR .18% Facebook: 52,075 5.16%. 
b. (2/2-2/17) Website banners: 63,870 CTR .23%. Facebook: 30,961 CTR 2.71%

4. Winter Romantic Getaway
   a. run 1/27-1/24. Website
      Banners: Impressions 75,504, CTR .25% Facebook Ads:
      Impressions 32,144, CTR 2.84%

h. Social Media
   i. Multiple daily posts on all channels featuring original photos and videos as well as shared content.
   ii. Facebook – 27,209 fans. Top posts in Jan/Feb: Closing of the Ice Castles for the season on February 16th. Most top reaching posts were ice castles related with the exception of the superbowl shopping challenge post and the Twin Cities Live TV from Stillwater.
iii. Instagram – 4,121 followers. Really honing in on using this medium for beautiful, inspiring as that is what seems to get the best interaction. 80% female. 25-34 and 35-44 largest age brackets.

iv. Twitter – 1472 followers.

Special Markets – Weddings, Meetings, Group Travel
   a. Group Travel – respond to calls from group travel planners to assist in planning.
   b. Meetings – respond to calls/emails from planners. Nominated for Small CVB of the year again by Minnesota Meetings & Events Magazine readers. Award ceremony on April
   c. Weddings – Wedding leads from The Knot multiple weekly this time of year, several calls as well. Bridal Fair March 19th – Minneapolis Convention Center. Janel will help staff the booth. Hoping to have new brochure and wedding display in time for this show. Working with the designer and vendors on both projects currently.

Website
   a. Week maintenance/updates as needed.
   b. Janel continues to encourage more businesses to utilize the events calendar and keeps it very full of information!

Visitor Guide
   a. 2017 requests, mailings and distribution continue. We’ll need help again in April to distribute downtown.

Monthly Newsletter
   a. Mail Chimp Subscription list: 23,965  Current Avg 14%, industry open rate 12.5%
b. Wrote and sent monthly travel tips newsletters: Feb (Open rate 13%), Afton Alps Ski Sweepstakes (Open rate 15.7%, March will go out soon.

d. **Public Relations**
   a. Responded to media inquiries from Trivago – featuring hidden America small town charm.

g. **Recent Press**

h. **Branding/Marketing Materials**
   a. Downtown Kiosks – new signage is designed, printed and installed at both the pedestrian plaza and the northern end of Main Street.
   b. Wedding Booth & Flier – new designs in the works.
   c. Tote Bags – more ordered with our website included this time.

i. **IBA/Chamber/City Partners**
   a. We are grateful for the positive support from the Mainstreet IBA with a recent letter sent to the Stillwater City Council prior to our annual presentation.

j. **New Businesses**
   a. The Velveteen Speakeasy may open in a month or two. In lower level of the JX Event Venue.
   b. Bentley’s Pet Stuff appears to have closed as quickly as it opened?

k. **Events**
   a. Carriage Rides...here are a few photos taken. There were two carriages again with long lines – a hit!
   b. Ice Castles ended up closing February 17th due to unseasonably warm weather.
   c. Coming up:
      i. **Ladies Night Out** – March 9th
      ii. St. Patrick’s Day Festivities

**Thank you!**