1. STATISTICS for DiscoverStillwater.com via Google Analytics.

- **Average 20% increase in website traffic since January.** 1st qtr 17%, 2nd qtr 22%, 3rd qtr 22%.
- **3,227** Avg pageviews per day, **31,986** Avg Users per month, **1,052** users per day
- **Looking back at progress over the last two years** – January (130% incr), February (110% incr), and April (151% incr) and July (100%) saw the largest increase in users.
2. **Budgeting & Planning**
   a. 2017 planning in progress.

3. **Recent Press**
   a. [Ice Castles Returning to Minnesota](#), WCCO TV (and several other stations)
   b. [10 Very Fine Bistros to Experience While Visiting Stillwater](#), The Exception Magazine
   c. [Stillwater Facebook Page Creates Community](#), Pioneer Press
   d. [Aiple Park Input](#), Pioneer Press
   e. [Minnesota Record Pumpkin Weighed at Harvest Fest](#), Stillwater Gazette
   f. [Future Unclear for Washington County Historic Courthouse](#), Stillwater patch
   g. [Gondolas Row into Stillwater](#), The Lowdown
   h. [Several Pumpkins Could Top 2000 Pounds This Weekend at Harvest Fest](#), Stillwater Current
   i. [Stillwater Says Good-Bye to Chicago Dogs Owner, Bruse Chesin](#), Pioneer Press
   j. [New Tiki-Themed Bar ads Tropical Tilt to Stillwater](#), White Bear Press
   k. [Stillwater’s Hockey Day MN Date Set](#), Pioneer Press
   l. [Stillwater Seeks Public Input on Short-Term Rentals on Air BnB](#), Stillwater Current
   m. [Voting for Stillwater Photo Contest Begins](#), Stillwater Current
   n. [Discover Stillwater Photo Contest Winners Announced](#), Stillwater Gazette (Front Page!)
   o. [In Stillwater and elsewhere are antiques becoming…antiques?](#), Pioneer Press

4. **Public Relations**
   a. Responded to media inquiries from: [Minnesota Monthly/November issue (Best of the Cities, Best Weekend Getaway runner up)](#), Midwest Living bike trail photo shoot for July Stillwater feature (we are one of 3 water towns featured), Hockey DayMN & Ice Castles PR representative connections, Explore Minnesota travel blogger biking tour for @hikebiketravel, St. Croix Valley Magazine (Valentine’s Day).
      

5. **Tourism Update Reports**
   a. Holiday campaign updates/traffic report emailed [November 3rd](#).

6. **Advertising Campaigns**
   a. AAA #OnlyinMN Email Sweepstakes
      i. Fall campaign completed. 27597 banner impressions/emails sent to 100K with open rates avg

---

**Growth in Users by Month**

### 2014 vs 2016

<table>
<thead>
<tr>
<th>Month</th>
<th>2014</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>7920</td>
<td>18,252</td>
</tr>
<tr>
<td>February</td>
<td>8173</td>
<td>17,187</td>
</tr>
<tr>
<td>March</td>
<td>1078</td>
<td>19,830</td>
</tr>
<tr>
<td>April</td>
<td>1104</td>
<td>27,779</td>
</tr>
<tr>
<td>May</td>
<td>17140</td>
<td>33,270</td>
</tr>
<tr>
<td>June</td>
<td>2281</td>
<td>41,511</td>
</tr>
<tr>
<td>July</td>
<td>2832</td>
<td>56,645</td>
</tr>
<tr>
<td>August</td>
<td>2540</td>
<td>41,077</td>
</tr>
<tr>
<td>September</td>
<td>2674</td>
<td>41,019</td>
</tr>
<tr>
<td>October</td>
<td>2832</td>
<td>36,009</td>
</tr>
</tbody>
</table>
9% and CTR avg 19% for sweepstakes. We received 164 new email subscribers.

b. Radio
   i. Collected and submitted key messaging to write copy for 6 partners in the Cities 97 radio campaign running in November. Also picked up online giveaway donations from the following businesses: Dock Café, Saint Croix Vineyards, Leo’s Grill & Malt Shop, Lift Bridge Brewery, Lion’s Tavern, Judd Sather Photography. Ads recorded for: Saint Croix Vineyards/Water Street Inn, Valley BookSeller/Lift Bridge Brewery, Biercycle & Just for Me Spa. Links to be shared next time or at the meeting... waiting on a few edits.

c. TV
   i. Worked with Media Bridge Advertising to produce a 30 second commercial for the holiday season. Used both MN Traveler existing footage and spent a day in Stillwater capturing new footage with very helpful partners: Mara-Mi, Kathe Wolhfahrt, Kari’s Create & Paint, The Green Room, LOLO, and Rivertown Inn. TV Airing Schedule: Eau Claire, WI market mid-November. Final Video will also be used for social media promotions and be placed on our website.

d. Tourism Guidebooks/Websites
   i. Spaces reserved in MSP, MN, SCVRTA. Waiting on information for MN Biking.

e. Explore Minnesota
   i. Metro EMT Group – next meeting November 16th.
f. Digital – Content/Google Ad Words/Display

i. Interfuse Digital Media— Completed new native campaign article focused on holiday shopping and events. Scheduled to launched November 3 and will run through December 17 until 4,166 click-throughs are met.

ii. Fall Colors digital display ads on Ad Roll retargeting.

iii. November Shop Small digital retargeting campaign. Campaign to run 11/1-11/26. Also signed up DiscoverStillwater with the official shop small Saturday website and they’ll be sending promo materials that will be distributed to businesses.

iv. Photo Contest – winners listed on website, shared via video online with all entries, press release, partners recap sent with promo samples, and results: 293 Photos Entered (113 Entrants), 13,700 views of the contest, 963 people who voted, 1468 Emails added to our email database, new Facebook fans (estimate not available), Advertised via local posters, social media (FB, Instagram, Twitter), e-newsletter (22K subscribers) and re-targeting digital banner display ads. Popular Vote Getaway Prize Package sponsors listed on website contest entry page, logo listed in e-newsletter announcements, tagged in social media posts jointly with a single post for each as well. overall social media impact was significantly less that previous years because our contest software provider WishPond changed a feature without our notice...when people voted it no longer automatically posted on their Facebook page saying “I just voted in DS Photo Contest, etc”. We had just as much interest in the contest based on number of entries, but quantity of quality photos was less, so we’ll consider new ideas such as categories or using Instagram next year.
g. Social Media
   i. Multiple daily posts on all channels featuring original photos and videos as well as shared content.
   ii. Facebook – 23,051 fans. Average organic post reach Sept/Oct 9,400. Total reach in last 28 days 314,216. Top organic posts in Sept/Oct: Janel broke the internet AGAIN a post about the history of the Main Street steps – 37,610 reach in 24 hrs, 189 shares, 612 likes - no boosting and excellent engagement. As she says, the perfect combo of history, iconic photo, and interesting fact! 2nd top post was on MEA 24,202 reach/225 likes/65 shares $20 boost, 3rd Harvest Fest pumpkin drop video 21K reach, 4th MN Hockey Day Tickets on Sale Announcement 21K.
   iii. Instagram – 2950 followers. Really honing in on using this medium for beautiful, inspiring photography as that is what seems to get the best interaction. Top posts in Sept/Oct.
   v. YouTube – 21,513 views. If you have videos from your properties let me know and I can add to our playlists. Added photo contest video and new holiday TV commercial.

h. Special Markets – Weddings, Meetings, Group Travel
   a. Group Travel – respond to calls from group travel planners to assist in planning ideas at least every other week.
   b. Meetings –
   c. Weddings –

c. Website
   a. Mobile design update. Fixed requests from last meeting – menu colors are both now teal, zoom feature response from WAM creative “pinch and zoom is not an option on responsive sites, it defeats the whole
Discover Stillwater/CVB Marketing Recap November 2016

Purpose. Typically people who are older and have bad sight will increase the font/display on their phone. This will allow them to see the font larger, but we cannot do anything on the website size. I could increase the font, but it would be increased site wide on both mobile and desktop.

Requests I still need to fix: blurry images on deals page, reducing text throughout the site.

b. DiscoverStillwater.com website traffic has increased so much that our current hosting/security vendor is unable to keep up with required updates, so as the result of a malware virus bringing this to our attention we have switched hosting companies for our Word Press website. We’ll not use WPEngine as our host/security company and continue to use WAM Creative for website design for the time being. The transition officially took place on Tuesday, October 25th. We were essentially getting this service for free, but now will pay $990/year for proper support to prevent any more future problems.

d. Visitor Guide

a. Due to request by more advertisers to be included in the 2017 Visitor Guide and updated information on expected attendance at ice castles and hockey day MN we have decided to expand the visitor guide by 8 pages and print more (75-80K, will make a last-minute decision). New advertisers will cover this increased cost exactly. In two years we’ve increased distribution by 20K...the popularity of the visitor guide keeps growing!!

b. Studio 2 is working diligently on production of the visitor guide with the plan to have printed visitor guides on hand by January 1st. Our current supply is very low.

e. Monthly Newsletter

a. Mail Chimp Subscription list: 27,027 Current Avg 14.2%, industry open rate 12.5%

b. Wrote and sent monthly travel tips newsletters: Oct (Open rate 12.4%, FB 23.8K reach/747 likes/80 shares/$20 boost) and Nov (13.6% newsletter, FB 10,962 reach/21 shares/252 likes $20 Boost)

c. Sent Photo Contest winners announcement to entire list, Open Rate 17.8%.

f. Branding/Marketing Materials

a. Once Visitor Guide Map for 2017 is complete, update/reprint tear off maps as well

b. Downtown Kiosks – goal is to have this completed by January if possible. New signage to include both history and downtown tourism/business information. Improve print material quality for sun/durability.

g. IBA/Chamber/City Partners

h. New Businesses

a. Tilted Tiki scheduled to open in November, Palm Tree Oasis will close


c. Rafters has rebranded to be called Portside. Their coffee shop below is now called Revival.

i. Events

a. 1st time US Gondola Nationals event – said they had the largest crowd ever watching/cheering them on. What a delightful, fun group of gondoliers. The event is held in California every other year, but hopefully we can get them back again to make the event even bigger.

b. Events Coming Up:
   i. Ladies Night Out – Nov. 10th
   ii. Hometown for the Holidays
   iii. Black Friday
   iv. Shop Small Saturday
   v. Twinkle Party
   vi. Ice Castles
   vii. Hockey Day MN

Thank you!