



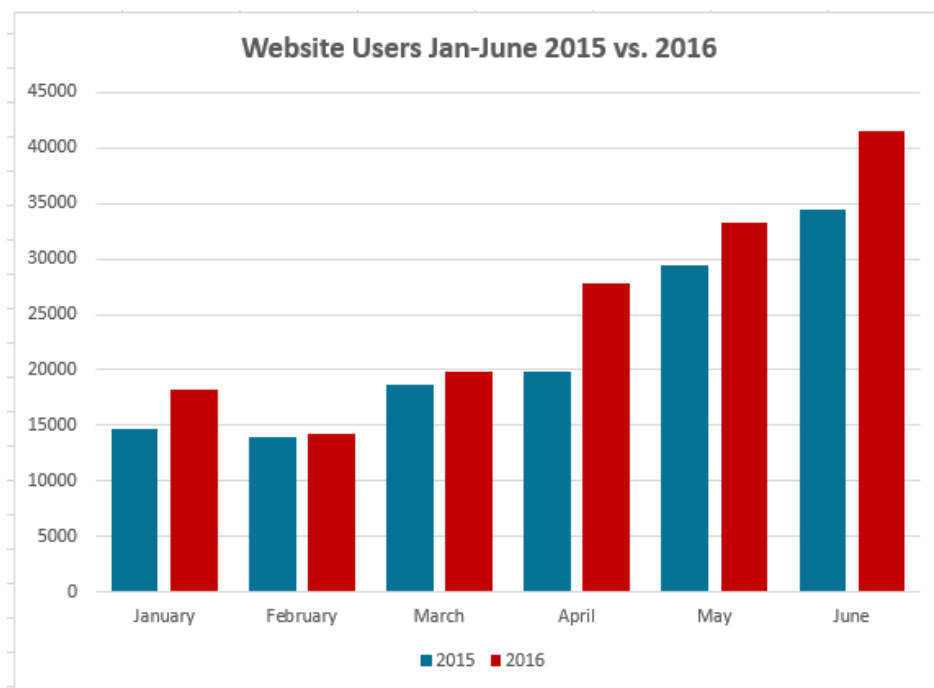
SEPTEMBER 7, 2016

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.

- 2016 Year-to-Date (Jan-June)- 23% increase in website users.
- Fun fact - 4th of July weekend website users up 64% from 2015.



2. Budgeting & Planning

- 2017 planning in progress.
- Looks like Hockey Day MN and Ice Castles are a go, but not 100% official until contracts approved with city. No public announcements yet but will consider in planning.
- Bridge opening still scheduled for Fall 2017 – do we want to be involved in ceremonial celebrations/special promotions?

3. Recent Press

- [Stillwater Will Become Winter Wonderland with addition of Ice Castle](#), The Lowdown
- [Why is Stillwater getting an ice castle? It has the perfect spot](#), Pioneer Press
- [Stillwater Gets New Bike Tune-Up Station](#), Patch.com
- [Ragnar Relay to Cross through Stillwater](#), The Lowdown
- [Flooding doesn't dampen spirits at Stillwater's Lumberjack Festival](#), KSTP TV Channel 5
- [St. Croix Flooding to Impact Lumberjack Days](#), Kare 11 TV

4. Public Relations

- Responded to media inquiries from: @EatCookTravel Lee Blackwood and @hikebikettravel travel writers

via EMT, JoeBaur travel writer, Tiger Oak Media (which includes Lake Minnetonka Magazine, Edina Magazine, St. Paul Magazine, etc.) for the October issues and are interested in including information about the U.S. Gondola Nationals, Midwest Living Magazine – June next summer article, St. Croix Valley Magazine- Hometown for the Holidays.

5. Tourism Update Reports

- a. Emailed 2016 six- month update to all tourism businesses/partners on July 26th. [View Report](#).

6. Advertising Campaigns

a. Radio

- i. Secured all 6 co-op advertising spots for Cities 97 November campaign. Partners are: Biercycle Adventures, Saint Croix Vineyards, Water Street Inn, Lift Bridge Brewery, Valley Bookseller, Just for Me Spa. Working with partners on content to send to Media Bridge Advertising for radio ad spot creation. Collected minimum \$250 in \$50 gift certificates as part of the online giveaway portion of the campaign. Still accepting more participants if desired.

b. TV

- i. Working with Media Bridge Advertising to produce a 30 second commercial for the holiday season. Will air in Eau Claire, WI market.

c. Tourism Guidebooks/Websites

- i. Minnesota Travel Guide – reserved ad space for 2017. Slight update to ad design.

d. Explore Minnesota

- i. **Metro EMT Group** – attended June 30th meeting and retreat in Waconia. Received Spring marketing campaign [results](#) – shopping and sports focus to WI via digital banners, emails, geo-fencing, and social media. Fall campaign currently running to promote MSPVacations.com – ad in Midwest Living Magazine and Digital.



e. Digital – Content/Google Ad Words/Display

- i. Interfuse Digital Media– Working on another native campaign article focused on holiday shopping and events. Scheduled for November.
- ii. Spring Girlfriend Getaway digital display ads on both Google Display network and via AdRoll retargeting. Design [v. 1](#) and [v. 2](#). See [campaign summary](#). EMT Grant.
- iii. Fall Colors digital display ads on Ad Roll retargeting. [Designs](#). EMT Grant.



- iv. November shop small digital retargeting campaign in development.

- v. Photo Contest – launched June 1st (signs in storefronts, press release, social media, and digital ads via retargeting and google display network. [See designs](#).) Same as last year – enter online. Stillwater Getaway Package is valued at \$700 again! [See info](#) and [official entry page](#). Voting period for popular vote category runs Sept. 1-15th – please help share on social media.



- vi. Ad Taxi Targeted [Email Campaign](#) (free, won at EMT conference). Topic Ladies Night Out Sept 8th. Sending Sept. 1st to 10,000 emails from TwinCities.com shopping deals and travel interest. Female, Twin Cities targets.



f. Social Media

i. Multiple daily posts on all channels featuring original photos and videos as well as shared content. Numbers and engagement continue to grow on all channels. We have built a powerful voice and now have two people managing the content. Most of what is posted has organic reach, but we also boost as needed. For example, a [video was created on unique lodging](#) properties for Facebook and Instagram. Spend was \$20: 379 views on Instagram and 7500 on Facebook with 18,300 reached (2800 organic, remainder paid).

ii. **Facebook** – 22,255 fans. 83% women. Largest Demo 35-44. Highest organic reach this year so far was 25,000 people, average is 5552 organic and 6230 paid. Top organic posts in July/Aug: Janel broke the internet with a post about the history of the lift bridge – 39,000 reach!!! 😊, PD Pappy’s Flood Photo, Flood photos from Stillwater Current 22K reach, Fall e-newsletter – 22,600 reach.

ii. **Instagram** – 2701 followers. (Compare to CVBs: Roseville 428, Hudson 841, Redwing 71, Duluth 5600). Top posts in July/Aug: Dog at Lion’s Tavern Bar – 106 likes and PD Pappy’s flood photo – 163 likes. 700+ new since last report.

iv. **Twitter** – 817 followers.

v. **YouTube** – 19,728 views. If you have videos from your properties let me know and I can add to our playlists.

Discover Stillwater
Published by Christie Rosckes (P) · July 15 · 🌐

Flood Shmud! The fun goes on at Pd Pappy's-Come on down for beers, music, and...wading? No really, this isn't something you see every day!
#DiscoverStillwater #OnlyInMN #LJD2016 📸: Tessa Hane
<https://instagram.com/p/BH56ETwD-ag/>

Instagram photo by Stillwater Visitor Bureau · Jul 16, 2016 ...
INSTAGRAM

16,542 People Reached	
728 Reactions, Comments & Shares	
478 Like	242 On Post
10 Love	5 On Post
26 Haha	14 On Post
40 Wow	16 On Post
7 Sad	1 On Post
1 Angry	0 On Post
68 Comments	14 On Post
99 Shares	93 On Post
2,244 Post Clicks	
0 Photo Views	1,062 Link Clicks

NEGATIVE FEEDBACK

Discover Stillwater
Published by Hootsuite (P) · July 1 · 🌐

Did you know: On this date in 1931, the wooden 1876 bridge of Stillwater was replaced with the current Stillwater Lift Bridge? Happy 85th birthday to our iconic landmark!
photo: #DiscoverStillwater
<http://projects.wchsmn.org/.../...stillwater-lift-bridge-opens/>

39,055 People Read	
2,128 Reactions, Comments	
1,709 Like	7 Comments
66 Love	3 Comments
2 Haha	0 Comments
14 Wow	8 Comments
90 Comments	2 Comments
247 Shares	2 Comments
2,318 Post Clicks	
524 Photo Views	5 Link Clicks

NEGATIVE FEEDBACK
11 Hide Post
0 Report as Spam

Get More Likes, Comments and Shares
Boost this post for \$5 to reach up to 1,300 people

Page Summary Last 28 days +
Export Data (i)

Results from Jul 30, 2016 - Aug 26, 2016
Organic Paid

Actions on Page July 29 - August 25 28 Total Actions on Page ▲47%	People July 29 - August 25 Women 35-44 Largest Audience (18%) Mobile Devices Most Common Device (72%)	Page Views July 29 - August 25 1,364 Total Page Views ▼16%
Page Likes July 29 - August 25 374 Page Likes ▼7%	Reach July 29 - August 25 484,776 People Reached ▲22%	Post Engagements July 29 - August 25 29,876 Post Engagement ▼4%
Videos July 29 - August 25 117,537 Total Video Views ▲85%		



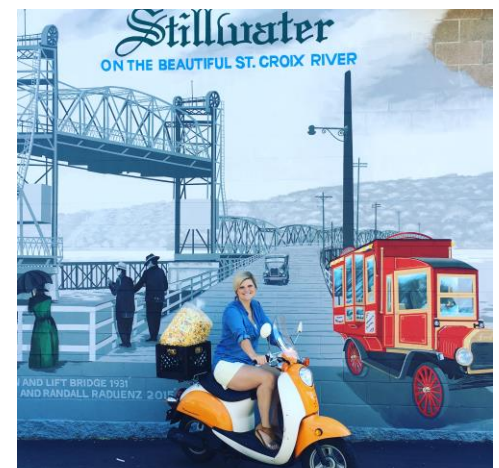
discoverstillwater yes, our patio is dog-friendly 🐾 @lions_tavern. Oh isn't this the cutest? We just had to be share. It is true though, search 'pet friendly patio' on the dining page of Discover Stillwater to see where your pooch is welcome. Many of the over 20 outdoor cafes, river view decks, or rooftops are calling you to enjoy Minnesota summer! #discoverstillwater #outdoorining #petfriendly #dogdaysofsummer

jenniferscherek Just had lunch there yesterday and it was sooooo good!

lordhamlet73 So a dog walks up to a bar...

discoverstillwater @lordhamlet73🐾

amyfreespirit @livinlavalocala2014



g. Special Markets – Weddings, Meetings, Group Travel

- a. Group Travel – receiving many group travel phone calls/emails this year.
- b. Meetings – [Affinity page with MN Meetings and Events Magazine](#) ran through July 5. Here is the link to the [report](#). Also promoted on social and link will be live at mn.meetingsmags.com for a year.
- c. Weddings – Leads continue to come in and be shared with all venues. Created video for Instagram (289 views)/FB (781 video views, 2500 reached). No boost. Congrats to all the couples married in Stillwater so far this year theme. Posted Aug. 2nd.

c. Website

- a. WAM Creative updated entire site to better meet Google demands for advertisers and mobile friendly features – launched 8/31. Please view and let me know if you notice any issues. They created a new mobile.css for the website so that when someone looks at the website, it will respond to the device and show the content in a way that looks great no matter how it is viewed. We already had a responsive site, but we added a few new features like the navigation menu on mobile and vertical viewing of listings, etc. Google wants to know and make sure that when they serve up a site to a user on a mobile device that it will look good and the user will get the info they need. So Google prioritizes sites with responsive design and expects that website will be built this way. By not having a responsive site, Google tends to reduce you in the search list so that users are getting relevant good looking content on their mobile device.

d. Visitor Guide

- a. Brought thank you treats to East Suburban Resources staff for assembling our visitor guides this year.
- b. Ad sales in progress for 2017 and all vendors secured for design, printing, and distribution. Working on content updates. Will be sent to printer in December for January 2nd availability.
- c. Distribution will increase by another 3,000 for 2017 (70K total). Should we increase even more due to Hockey Day MN and Ice Castles large expected visitors?

e. Monthly Newsletter

- a. Mail Chimp Subscription list: 22,336. Current Avg 14.2%, industry open rate 12.5%
- b. Wrote and sent [July](#) newsletter, open rate 14.8%
- c. Wrote and sent [Aug](#) newsletter, open rate 11.6% (add'l reach 11K on FB)
- d. Wrote and sent [Sept](#) newsletter, open rate 11.9% (add'l reach 22K on FB)
- e. Sent [Photo Contest](#) to entire list, 13% Open Rate.

f. Branding/Marketing Materials

- a. Once Visitor Guide Map for 2017 is complete, update/reprint tear off maps as well
- b. Please let me know if you need any of the following at your property: tear-off maps, visitor guides, window clings.

g. IBA/Chamber/City Partners

h. New Businesses

- a. [Just Cuz Beauty Boutique](#)
- b. [A Spacious Place](#)

i. Events

- a. Fall [calendar](#) is PACKED!!
 - i. Sept. 8th is [Ladies Night Out](#)
- b. Sponsored Events Coming Up:
 - i. [River City Sculpture Tour](#) (Note: Map now available. Signs at each sculpture updated with map as well and our logo was revised!)
 - ii. [Harvest Fest Oct 8/9](#)
 - iii. [US Gondola Nationals Oct 22/23](#)
 - iv. [Hometown for the Holidays](#)



Thank you!