



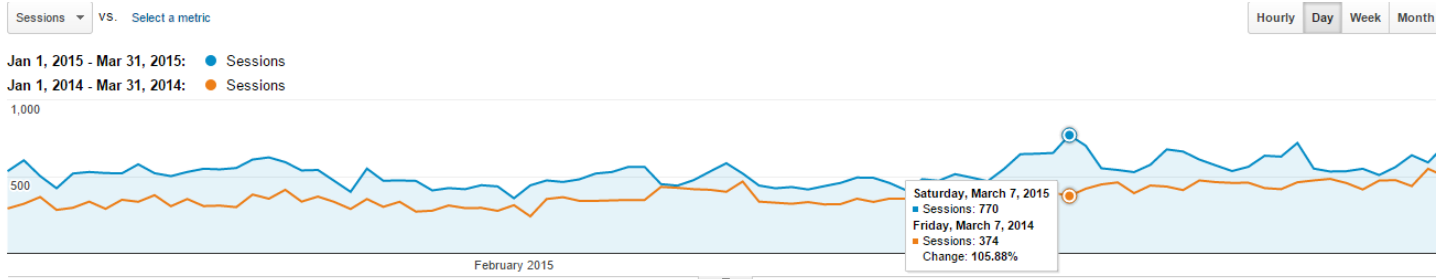
APRIL 8, 2015

CVB Board Meeting – Marketing Recap

Prepared by: Christie Rosckes info@discoverstillwater.com (Fresh Avenue Marketing) 651.351.1717

1. STATISTICS (Year-end tax data now available)

	2008	2009	2010	2011	2012	2013	2014	TOTAL
Total Web Visitors	NA	NA	21,043	83,511	130,198	182,698	272,952	
New Web Visitors	NA	NA	16,837	60,530	96,981	135,731	205,569	
Web Page Views	NA	NA	74,030	340,996	557,311	705,455	1,025,194	
Enewsletter Subscribers	NA	NA	NA	339	982	5,899	12,000	
Facebook Fans	NA	NA	NA	NA	853	3,091	12,000	
Twitter Followers	NA	NA	NA	NA	NA	NA	300	
Instagram Followers	NA	NA	NA	NA	NA	NA	300	
Total Lodging Revenue	\$6,948,800	\$6,011,480	\$6,066,480	\$6,966,440	\$7,150,200	\$7,701,080	\$8,282,520	\$40,844,480
Total 3% Lodging Tax	\$208,464	\$180,344	\$181,994	\$208,993	\$214,506	\$231,032	\$245,568	\$1,432,397
2.5% Lodging Tax (CVB budget)	\$173,720	\$150,287	\$151,662	\$174,161	\$178,755	\$192,527	\$207,063	\$1,228,175
.5% City Tax	\$34,744	\$30,057	\$30,332	\$34,832	\$35,751	\$38,505	\$38,505	\$204,222



Website Google Analytics: 1st quarter 2015 (Jan-Mar)

	2014	Events page	TOTAL	2015	Events Page	TOTAL	Yr to Yr %
Users	25985	0	25985	37317	8240	45557	75%
Sessions	33849	0	33849	47276	10129	57405	70%
Pageviews	123795	0	123795	133246	31178	164424	33%

Jan-Mar 2014, calendar was part of main site.

	Users (Main)	Users (Events)	2015 Total	2014	Yr to Yr %
January	13102	1555	14657	7920	85%
February	10792	3115	13907	8175	70%
March	14793	3923	18716	10781	74%

Marketing Focus in 2015: Off-Season

Met goal considering that website users increased 75% during this period vs. 50% for all of 2014. Avg 15K users vs 9K users.

Most Incr Pageviews in 1st quarter:

Biking 283%
Shopping/Jewelry 166%
Shopping/Culinary 139%
Breweries/Wineries 109%
Visitor Guide 87%
Things to Do/Family Fun 85%
Shopping/Art 85%
Romantic Escapes 81%
Spas/Salons 78%
About Stillwater 60%
Antiques 47%
Nightlife 45%
Historic Sites 42%
Dining 40%
Things to Do 33%
Lodging 30%
Winter Wonderland 23%

Most Popular Pages:

1. Events
2. Lodging
3. Things to Do
4. Dining
5. Attractions
6. Weddings
7. Shopping

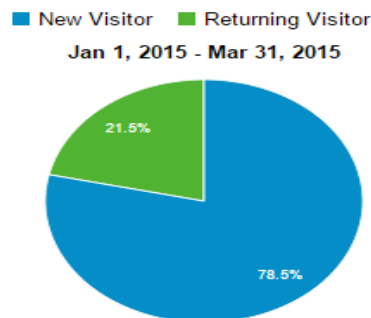
Top Geographic Regions:

1. Minneapolis (incr 113%)
2. St. Paul
3. Stillwater
4. Chicago (incr 149%)
5. Woodbury
6. Rochester
7. Eau Claire
8. Roseville
9. St. Louis Park (incr 86%)
10. St. Cloud

Most Popular Events in 1st Qtr:

1. Spring into Stillwater
2. Valentine's Carriage Rides
3. Ladies Night Out
4. Savor the Flavors of Stillwater Foodies Tour
5. Easter Activities
6. Ice Cream Social
7. Chocolate March

Events Calendar has slightly higher rate of new users than main site (75%)



8. MARKETING UPDATE

a. 2015 Budget

- i. Spent 40% of budget already due to off-season focused advertising.
- ii. EMT 2014 grant invoice submitted. \$7,133 coming soon.

b. Recent Press

- i. [Northland Adventurer](#)
- ii. [Future use of historic riverside buildings](#), Pioneer Press
- iii. [Gasthaus Best Choice for Corned Beef](#), WCCO
- iv. [Stillwater among historic preservation leaders](#), St. Peter Herald
- v. [Local Tap Talk: Lift Bridge Brewery](#), WCCO
- vi. [Ten Best Minnesota Stouts](#) (Lift Bridge), City Pages
- vii. [Ten MSP Events you Don't Want to Miss This Spring](#) (Foodies on Foot), Thrillist

c. Advertising Campaigns

- i. **SCVRTA (St. Croix River Valley Tourism Alliance) 2015 Travel Guide** – [view online](#), our ad appears on page 48/49. 25K distribution in valley area and Midwest TICs.
- ii. **Mpls/StPaul 2015 Travel Guide** – [view online](#), our ad appears on page 193. 275K distribution via EMT and Meet Mpls.

- iii. **Explore Minnesota 2015 Travel Guide** – [view online](#), our ad appears on page 152. 300K distribution.
- iv. **Minnesota 2015 Biking Guide** published by PedalMN – [view online](#), our [ad](#) appears on page B-7. Distribution 140K – 80K at DNR sites/EMT and 60K with insertion into Minnesota Monthly magazine’s April Issue.
- v. **MN Hike/Bike Guide** – not available yet, but here is a link to the proof of our map [ad](#). 50K distribution.
- vi. **Explore Minnesota**
 - 1. **Metro EMT Group** – met Feb 12 and April 1st. 2015 fall campaign in Milwaukee. Combo of billboards, cable TV, digital ads, and Milwaukee journal sentinel, social media. \$116K. We’ll align some of our social media to that geographic target around that time frame to piggy back on their advertising. They are also paying for a MN traveler TV segment to feature the Metro area, so hopefully Stillwater will be a small portion of the footage. Amazing results from EMT’s 2014 OnlyinMN campaigns (40% growth, 40 million earned impressions). Director John Edmund is now appointed to Brand USA board. Fun fact – Stillwater is the member with the highest click-through rate in the metro’s enewsletter.
 - 2. **Website enhanced listing** completed and [live](#).
 - 3. **Co-Ops**
 - a. **MN Traveler TV** – fall and winter segments filmed. Saw first draft of the 6 minute video. Airs twelve times total: Sunday, August 30th at 8:30am, Wed. Sept 2 8am, Friday Sept 4th at time TBD on each network (Fox sports north and Fox WI), then 13 weeks later will air Nov 29th, Dec. 2, Dec. 4th. We will be the second segment of an episode paired with SLP and Thief River falls displaying a theme of parks, water, and river. Once it airs, we will promote the video on social media as well. EMT is helping pay for this via their grant program, so it’s likely they’ll cross-promote the episodes on their website/social media as well.
 - b. **Ski Campaign** with Ad Taxi [Tablet](#) & [Mobile](#) banner [display ads](#) (flashed between two images) ran Feb. 16-March 8th. Targeted (Western Twin Cities/Mpls MN, Ski interest). 50K guaranteed tablet impressions and 900 guaranteed clicks to our website via mobile ads. Additional 10K impressions on twincities.com for tablet and 25K for mobile. Google Analytics shows 1200 pageviews to our /ski page during the campaign. CTR results from Ad Taxi were on average .54%. Mobile phone ads performed better than tablet.
 - c. **Retirees Campaign - AAA EMT MN** [Getaway Email Sweepstakes](#), running March/April. Promoted to 50K targeted names (WI, IA, ND, SD, MN, 29+ yrs, travel interest, \$65K+ income) via email and their website. We will receive leads as well and we paid for a downloadable link to our visitor guide.
 - d. **AAA Living Magazine** – Minnesota (292 households), Mpls (123K), [IA, ND, SD](#) (244K households) editions in March/April with [#OnlyinMN Maps](#). Part of retiree campaign for mid-week business. Same ads will run again in the fall.
 - e. **AAA Living** – biking edition [#OnlyinMN](#) map coming out in May/June issue. Dist: 291 MN, 123K Hennepin Cty/Mpls.
 - f. **Foodies Digital Campaign** - Created [30 second video](#) promoting Stillwater as a culinary destination. Working with Ad Taxi on EMT co-op video, tablet, and mobile display campaign (artwork in development) running 3 weeks April 20-May 8. Targeting people with interest in food, culinary travel, nightlife in

western twin cities, Rochester, St. Cloud, and Eau Claire. Hired local videographer, www.luckyedit.net.

d. Ad Words – taking a class from Demand Quest this month.

e. Special Markets – Weddings, Meetings, Group Travel

i. Group Travel –

1. ABA leads, mailed visitor guide to 639 tour operators from around the country. \$250 cost to have La Crosse Graphics mail them.
2. Itineraries Midwest – several page ad/advertorial in the works for spring/summer issue. Working with group travel businesses in Stillwater on co-op options. Distr: 14K select group travel decision makers Geo: IL, IS, KS, MI, MN, MO, NE, ND, SD, WI, Central Canada.
3. Group Tour Magazine – [view online](#), our ad is on page 41. Distr: 15K active group travel planners Geo: Northeastern spring edition.

ii. Meetings –

1. Midwest Meetings Magazine/Web – CVB profile article, [Stillwater featured](#).
2. Midwest Society of Association Executives - placed an ad in the CVB feature edition of [March/April issue](#) (pg 27). Printed and sent electronically to 1,063 members. Readership includes: CEO's, Executive Directors, Meeting Planners, Communications, Membership, and Office Staff.
3. Working on 2015 plan for this market. Fam Tour on hold until funds/plans available. Inquired with metro group EMT for some ideas on what has worked for their CVBs.

iii. Weddings –

1. March 22 Twin Cities Wedding Association Bridal Fair at the Mpls Convention Center. Sent follow up email to over 900 registered brides who attended the fair, approximately 400 stopped by our booth for information, and 180 entered our drawing for a Gondola Romantica ride. As always March is the slowest of the three shows throughout the year, but traffic was on par with previous years with 2700 in attendance.
2. Knot leads continued to be shared weekly.

f. Website

- i. Re-brand design approved. WAM creative working on implementing new logo, colors, fonts throughout DiscoverStillwater.com. Completion date set for end of April. To simplify navigation the Attractions section with meld into the Things to Do section.
- ii. Updated new businesses, parking maps, etc.

g. Guidebook

- i. Spring distribution complete to seasonal businesses.
- ii. Using La Crosse Graphics for weekly mailings. As of last week reaching 100+ per week so we can start getting bulk mail rates (.33 vs .91)

h. Monthly Newsletter

- i. Conversion from Constant Contact to Mail Chimp complete. Slight cost savings from \$195/mo to \$150/mo
- ii. [March](#) and [April](#) issues published.
- iii. Current subscriber list has grown to 14,597. Recently received 1500 emails from spring into Stillwater Facebook campaign with KS95.

i. Social Media

- i. [Facebook](#) – 13,202 (fun fact: visit St. Paul only has 14K), almost daily posts. Posts with the most engagement these past two months are 3rd party articles (northland adventurer, top mn stouts, spring into Stillwater, etc.) – this show the power of content marketing something we should consider for 2016 marketing mix.
- ii. [Instagram](#) – 342 followers, weekly posts
- iii. [Twitter](#) – 308 followers, weekly posts. Twin Cities media starting to follow us.
- iv. [Youtube](#) – uploaded city of Stillwater historic walking tour videos and our new culinary escape video

j. Public Relations

- i. Hired someone to update our media list

k. Branding/Marketing Materials

- i. Window [decals](#) for downtown storefronts ordered. Will be 4x4 with rounded corners.
- ii. Coasters – finalizing design, wait to order until end of May due to funds

l. IBA, Chamber, City & Partners

- i. Tourism update email sent Feb. 12. Year-end stats. 37% open rate. Received message from John Edmund, Explore Minnesota director who is a Stillwater Resident “Great job with the newsletter and all the great work. Love to see my hometown tourism agency doing so well.” Another tourism update will go out end of April/early May.

m. New Business

- i. [Lumberjack Café](#) – in Daily Grind’s previous location. Owned by Rafters.
- ii. Main Café remodeled
- iii. Camy Couture moved to Mainstream Boutique’s location and changed name to [Simply Chic](#)
- iv. [New Segway tours](#) – on brown’s creek/gateway trail and in partnership with Foodies on Foot
- v. Daily Grind coffee shop now located in Valley Bookseller
- vi. Tamarack Gallery – retirement, new owners so will remain a gallery
- vii. Now open for the season: Chicago Dogs, Trembley’s Candy Shop, Cherry Berry, Nelson’s Ice Cream, and Teddy Bear Park

n. Events

- i. Sponsored Events:
 - 1. Valentine’s Carriage Rides results: two carriages busy for 3 hours straight despite the tundra temperatures.
 - 2. Spring into Stillwater Results: 1500 emails, 2300 contest entries, 1200 likes to MainStreet Stillwater IBA Facebook page, 100+ tickets sold.
 - 3. Art Reach St. Croix – visual art focused online marketing campaign launching in April in Chicago, Eau Claire, and Rochester. Promotes our events calendar.
- ii. Upcoming events:
 - 1. Minnesota IRONMAN – [April 26](#)
 - 2. Lonnie Lovness Final studio sale – [April 18](#)
 - 3. PedalMN Conference – [May 4-5](#)
 - 4. Brown’s Creek Bike Trail Grand Opening – June 6