



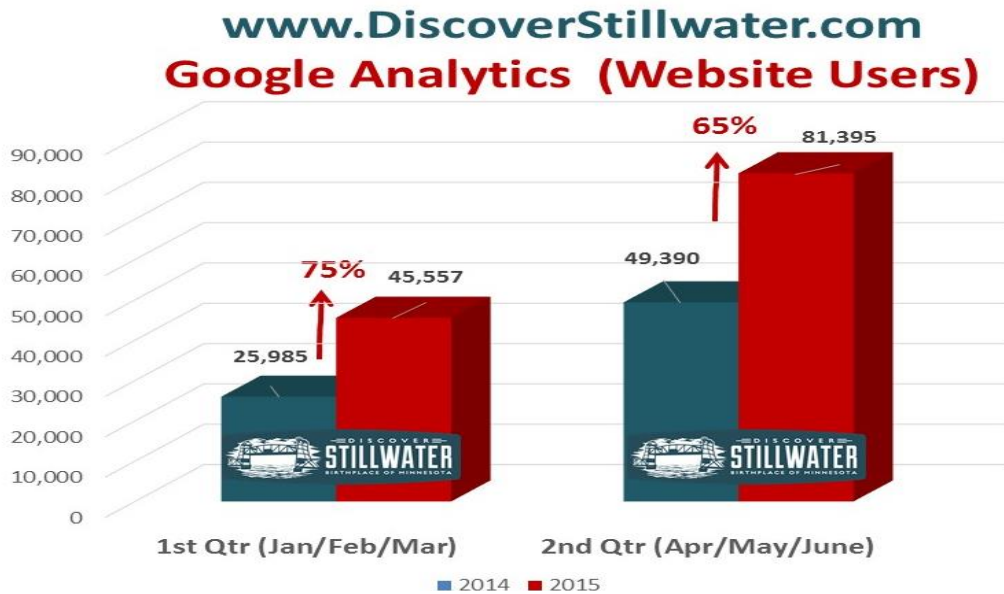
August 5, 2015

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. January – June (6 months, 2015 YTD)

For 2nd Quarter (April, May, June), we saw a 65% increase in the number of users. That's 83,000+ people using our website ¼ of which is the events calendar alone with a total of 300,000+ page views! In 1st Quarter, we saw a 75% increase.



	<u>Users (Main)</u>	<u>Users (Events)*</u>	<u>2015 Total</u>	<u>2014</u>	<u>Yr to Yr %</u>	<u>Qtr to Yr %</u>	
January	13102	1555	14657	7920	85%		
February	10792	3115	13907	8175	70%		
March	14793	3923	18716	10781	74%		
			47280	26876		75%	1st Qtr
April	15034	4819	19853	11047	80%		
May	20648	8791	29439	17149	72%		
June	23480	11023	34503	22811	51%		
			83795	51007		65%	2nd Qtr
*As of July 2014, the events calendar is a subdomain.			131075	77883		68%	YTD % Change

Top Pages

(Content Drilldown, Page views)

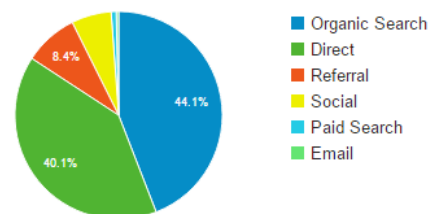
Jan-June (6 months)

	<u>2014</u>	<u>2015</u>	
Events Calendar	27790	134357	383%
Things to Do	26351	35667	35%
Lodging	26142	27639	6%
Dining/Night Life	16690	16984	2%
Shopping	13518	13661	1%
Weddings	12478	13122	5%
Dining - Fine/Casual	9070	12409	37%
Brewery/Winery Tours	5141	8805	71%
Lodging - Hotels	8635	7084	-18%
Things to Do - Historic & Sightseeing	3112	6812	119%
Lodging - B&Bs	6522	6760	4%

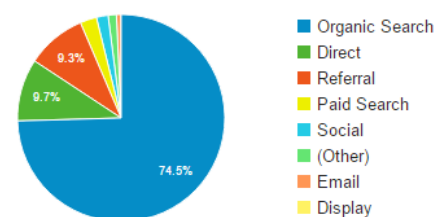
Acquisition Channels – Majority via organic search or direct (typed in our website).

Events Calendar (top) Main Site (bottom)

Top Channels



Jan 1, 2015 - Jun 30, 2015



Search Engine Optimization

#1 on Google search for 'Stillwater'

Demographics - Featured activated in May 2015. May/June 2015 Picture.

Age	ns	Sessions	% of Total
		36,025	29.56% (121,858)
1. 25-34		10,413	28.90%
2. 35-44		7,098	19.70%
3. 55-64		5,737	15.93%
4. 45-54		5,638	15.65%
5. 18-24		4,263	11.83%
6. 65+		2,876	7.98%

Device Access to Website

Mobile Access up 10% as compared to last year.

Jan-June 2015 Stats

Mobile – 37.2%
Desktop – 48.6%
Tablet – 14.2%

Geography – Top States (Sessions Jan-June 2015)

1. Minnesota (66%)
2. Wisconsin (8%)
3. Illinois* (6%)
4. Iowa (2%)
5. California (1.5%)
6. Colorado (1.5%)
7. Texas (1.4%)
8. Oklahoma (1.6%)
9. North Dakota (.9%)
10. Missouri (.8%)

Top Referring Sites:

1. City of Stillwater
2. Facebook
3. Explore Minnesota
4. The Knot

Similar to last year same time period, but Colorado is new to the list.

*Largest increase in visitors: 203%.

Geography – Top Cities (Sessions Jan-June 2015)

Minneapolis	28074
St. Paul	8571
Chicago	8261
Stillwater	7329
Woodbury	3261
Rochester	2734
Eau Claire	2091
St. Louis Park	1461
Maple Grove	1410
White Bear Lake	578

2. MARKETING UPDATE

a. 2015 Budget

- i. Campaigns launched and budget on track.

b. Recent Press

- i. [Tourists Flock to Gawk at Massive Highway Projects](#), Bellingham Herald, Washington
- ii. [First-Ever St. Croix Valley Vintage Crawl Begins Thursdays](#), Pioneer Press
- iii. [Tasting Your Way through Minnesota Wine Trails](#), Pioneer Press
- iv. [Gateway Trail food truck feeds bikers, hikers, and horseback riders](#), Pioneer Press
- v. [Bike Getaway – Stillwater on the St. Croix](#), HaveFunBiking.com
- vi. [Stillwater Log Jam Opens Thursdays](#), Pioneer Press
- vii. [Trolley Gives Tours of Historic Homes](#), Stillwater Gazette (many other articles as well)
- viii. [45 Must-Visit MN Ice Cream Shops](#), Explore Minnesota
- ix. [The Most Beautiful, Charming Small Towns in MN](#), OnlyinYourState.com
- x. [Kevin Norby Completes Renovation at Stillwater Country Club](#), Golf Course Architecture
- xi. [Best Summer Ever Awards: Restaurant On the Water – Dock Café](#), Twin Cities Live TV
- xii. [Best Summer Ever Awards: Brewery – Lift Bridge](#), Twin Cities Live TV
- xiii. [Brown’s Creek Trail Grand Opening](#), MN Trails
- xiv. [Filming for Wilson, Woody Harrelson in Stillwater](#), Stillwater Current & More
- xv. [Dog-Friendly Restaurant Patios in the Twin Cities](#), Sidewalk Dog
- xvi. [MN Ranked #2 Bike Friendly State in America](#), League of American Bicyclists

c. Advertising Campaigns

- i. **Photo Contest** – 100 entries so far! Deadline August 31st. Please help promote on your social sites. Online voting Sept. 1-Sept. 15th (winner gets top prize valued over \$700, Stillwater Getaway Package.) Contest details [here](#).
- ii. **Explore Minnesota** –
 1. **Metro EMT Group** – attended meeting on June 17th. Working on Wisconsin campaign launching in fall targeted at Milwaukee. We will align our social media/ad words with this targeted market during the same time period to take advantage of exposure. Group decided to stop publishing newsletter as open rates and subscribers has been dwindling. Money is reassigned to social media efforts.

d. Ad Words – on-going.

e. Special Markets – Weddings, Meetings, Group Travel

- i. Group Travel –
 1. Using \$1000 allotted for direct mail on group travel FAM tour hosted in Stillwater by Explore Minnesota instead. Bringing 50 planners from 5 states. Event held on St. Croix Boats. We are thankful that our close partnership with EMT pays off with opportunities like this when they think of Stillwater for their weekday event.
 2. Itineraries Midwest – [Several page spread with co-op advertising](#) of group travel businesses in Stillwater (pg. 32-35), [itinerary feature](#) online. Published June 10th. Mailed to 14K group travel planners in Midwest and Canada.
- ii. Meetings –
 1. Joined [MSAE](#) (Midwest Society of Association Executives). Volunteered at recent Golf Event to meet a few members and included Stillwater Hotel Stay in the giveaways. Purchased member list and mailed [invitation](#) to 850 members for September FAM Tours. Running digital advertising on their website and in both print/digital [newsletters](#). [Aug, Sept, Oct, Nov](#) ads.
 2. Planning FAM tours for September 22 and 29th 3:00 – 6:30. Working with partners to determine final agenda. Also posting on Linked In and other sites to help garner more RSVPs if needed.
- iii. Weddings –

1. Forwarding leads from The Knot and mailing out requested visitor's guides for guests staying in town. FYI: Freight House is no longer a wedding venue as they are focusing on corporate events instead. New venue [JX Event Venue](#) is scheduled to open spring 2016.

f. Website

- i. Working with WAM Creative to re-build the photo gallery pages previously built/hosted by Don Trueman.
- ii. Added new boutique category – Kids & Toys
- iii. Added restaurant search category – pet-friendly patio

g. Guidebook

- i. Down to only 7 boxes (1050) visitor guides. Holding these for mailing requests as first priority. If by October there are a few remaining, will distribute to hotels, downtown, and MOA. I made a 4th trip around downtown delivering small stacks of guides. Each inventory location has less than a box remaining (Alfresco, Northern Vineyards, Water Street Inn, Trolley). Looked into pre-printing, but it wasn't cost effective. We will likely increase printing quantity again next year to meet demand. I attribute us running out of guides sooner to increase in brand awareness, new guide design (people loved the cover), explore Minnesota website upgrade (people order guides from here), and new website design making ordering guides more apparent.
- ii. Toured La Crosse Graphics printing facility – excellent company giving us great rates.

h. Monthly Newsletter

- i. [July](#) and [August](#) published. Subscription list: 15,154. Average open rate: 21.72% , Industry avg 12.5%.

i. Social Media

- i. [Facebook](#) – 16,243 fans. Daily posts. Page likes have doubled since last August. 84% women, 16% men. Top posts in past two months: [Woody Harrelson Sighting](#) (19K reach, 2126 clicks) and [Do-Friendly Restaurant Patios by Sidewalk Dog](#) (17K reach, 585 clicks), [Win Mug if we get 15K Fans](#) (15,104 reach, 754 clicks).



- ii. [Instagram](#) – 575 followers, weekly posts. Explore Minnesota hired 4 travel bloggers to be 10-day Minnesotan's again this year. The impact is impressive. From 3 posts in Stillwater from a single Instagrammer, we received 50 new followers in 1 hour. 10-Day Minnesotans Travel Bloggers hired by EMT - @KristenAlana ([Gondola](#), [RiverTown Inn](#), [Lens Foods](#)). Here's one of my favorite posts from another visitor, our most popular post, and my favorite fun photo I took this month.



- iii. [Twitter](#) – 454 followers, weekly posts.
- iv. [YouTube](#) – 10,874 views
- j. Public Relations**
 - i. Following up on requests as they arise. Social Media has taken this over significantly both because media follows our channels so press releases not always necessary AND my time is limited with the huge amount of time devoted to social media posts.
- k. Branding/Marketing Materials**
 - i. Hoping to wrap up another new video by the end of summer. We’ve been capturing footage of all the ways to see Stillwater – Segway, gondola, surreys, bikes, boats, trolley, etc.
 - ii. Ordered more mugs for prizes online – people are asking where they can purchase.
- l. IBA, Chamber, City & Partners**
- m. New Businesses**
 - i. [Marquees Studios](#) – custom heirloom/vintage jewelry & accessories by appointment only, small party space for creative retreats. 110 Myrtle St. E.
 - ii. [Mara-Mi](#) – small event space in store now available for private rental.
 - iii. [Stillwater Farm Store](#) – new owners.
- n. Events**
 - i. **Events:**
 1. [Music in the Meadow – Sundays free at Gasthaus. All August.](#)
 2. [Square Lake Music & Film Festival – August 8](#)
 3. [Stillwater Farmer’s Market – Saturdays through Oct. 7:30-Noon](#)
 - ii. **Sponsored Events:**
 1. Cruisin’ on the Croix – [Started June 3. Last Day - Sept 9.](#) (note new schedule)
 2. Summer Tuesdays – [Starts July 7. Last day – August 18](#)

Thank you!