



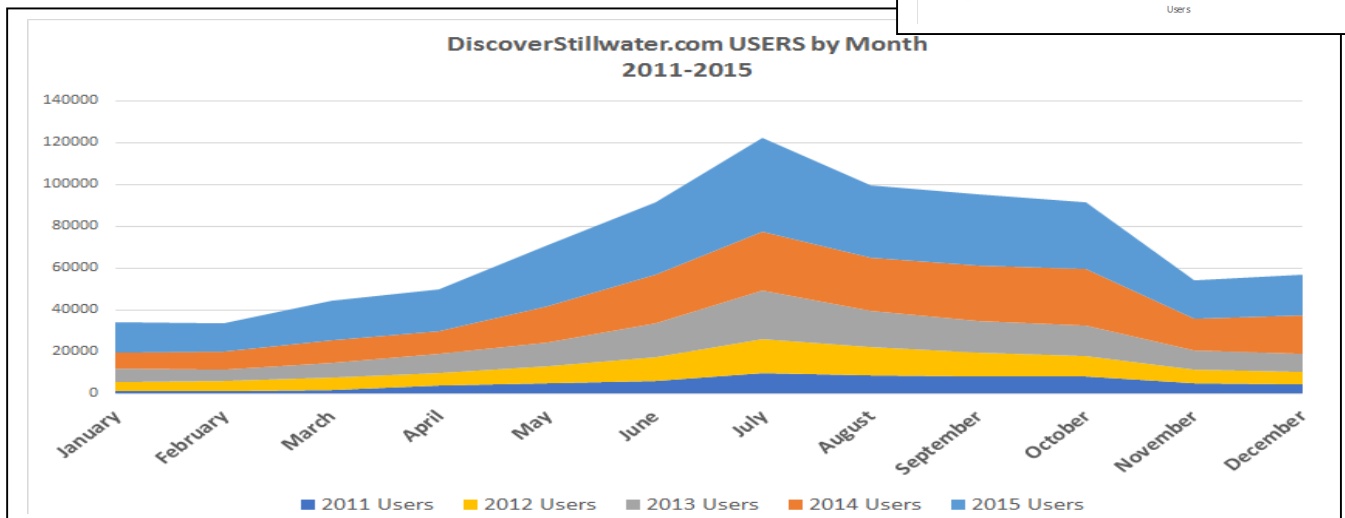
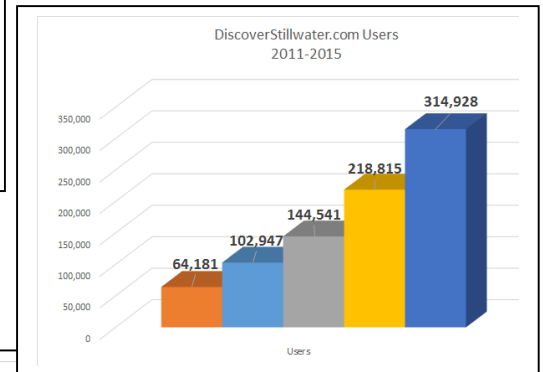
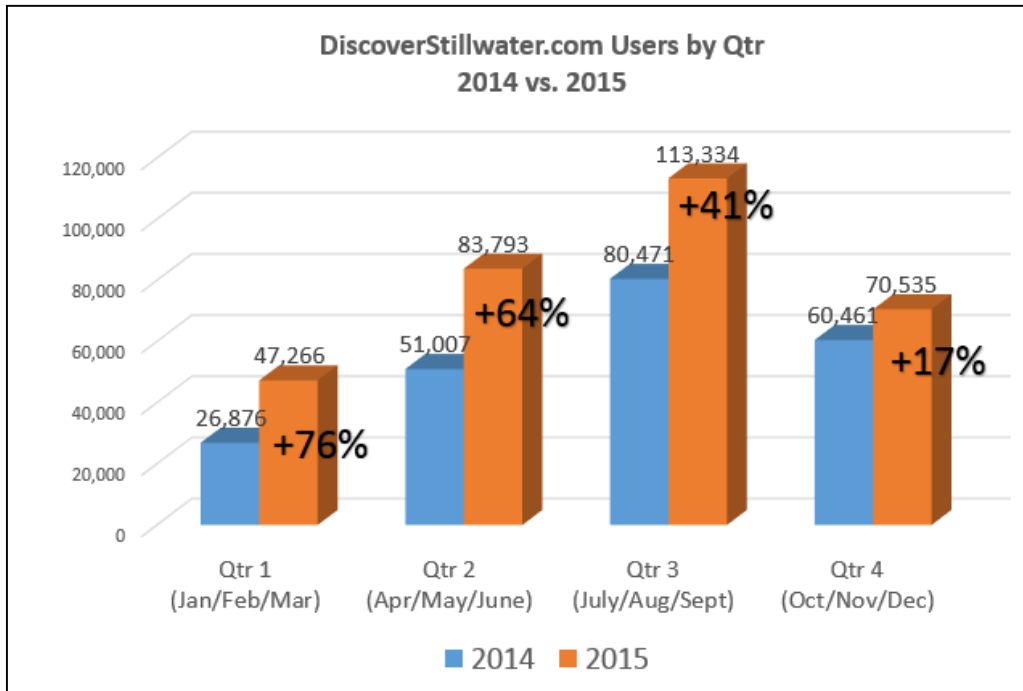
February 10, 2015

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 – December (12 months, 2015)

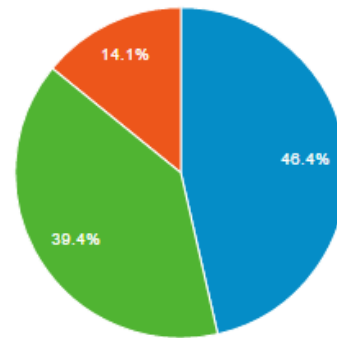
i. In 2015 users of DiscoverStillwater.com increased by 44% and page views by 23% as compared to 2014. That's 1,102,359 page views and 314,928 users in the year! We average 26,244 users per month with 3,020 average page views per day. Highest increase was quarter 1 (Jan/feb/mar) where we focused our advertising. We now have 5 years of data – in this period, visitors increased 390!! Users remain steady with roughly 75% new and 25% returning.



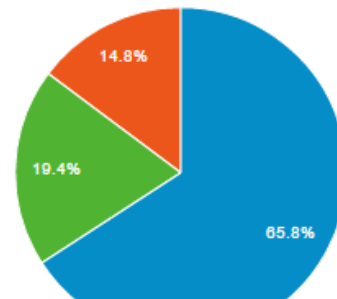
Most Popular Pages on DiscoverStillwater.com. The Events page remains as #1.

Page (Year, 2015)	Page views
1 Events	387792
2 /things-to-do/	88489
3 /lodging/	52068
4 /dining-night-life/	32834
5 /shopping/	28672
6 /dining-night-life/fine-casual-dining/	25172
7 /weddings/	24476
8 /things-to-do/winerybrewery-tours/	20054
9 /things-to-do/historic-sightseeing/	17502
10 /things-to-do/on-the-water	16114

Jan 1, 2015 - Dec 31, 2015

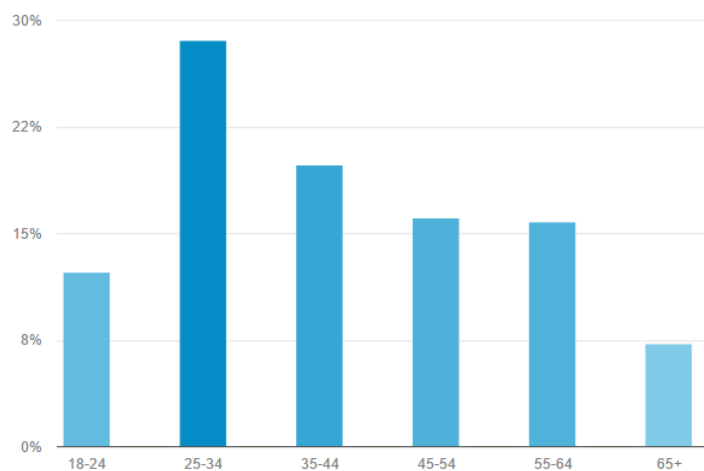


Jan 1, 2013 - Dec 31, 2013



Mobile use continues to increase (green), but desktop still almost half (blue). Mobile up from 32% in 2014.

Age 49.34% of total ses



Visitor Profile in 2015. Largest percentage (29%) of visitors are 25-34 yrs. old which is our key target (millennials). 68% female.

Most Popular Events:

1. Hometown for the Holidays
2. 4th of July Fireworks
3. Harvest Fest
4. Cruisin' on the Croix
5. Fall Art Festival
6. Stillwater Live Music Festival
7. Take Me to the River
8. Vintage Crawl
9. Log Jam
10. Ladies Night Out

b. Budget Planning

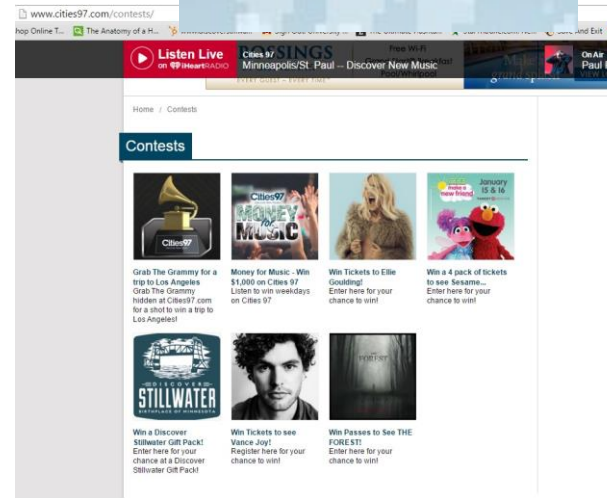
- i. 2016 campaigns launched
- ii. Added \$350 for EMT brochure mailing program
- iii. Need to determine where to spend \$2450 that was allocated for MN biking guide because we found out it is only produced every two years.
- iv. Working on hiring sub-contractor to assist with admin and special marketing projects.

c. Recent Press

- i. Expedia Japan – [Travel Writer Tour from this Fall](#). (right click to translate)
- ii. St. Croix Valley Magazine February Issue - [Carriage Rides](#).
- iii. Lowdown. [Oasis Café Featured on MN Bucket List](#). Possibly result of our sharing on social.
- iv. Pioneer Press: [Cozzie's Tavern Opening](#).
- v. Parents Rally to Save Schools – [various print and tv media](#).
- vi. Multi-modal Transportation: [Boating & Walking in Stillwater](#).

d. Advertising Campaigns

- i. **Radio** – Throughout January we ran an ad campaign with three rotating versions of our ads on Cities 97. [Why radio?](#) Why [Cities 97](#)? This was a co-op opportunity with the following businesses participating: Loft at Studio J Wedding Experience, Mama's Happy, Studio One Yoga, Lift Bridge Brewery, Afton Alps, and Foodies on Foot. Here are the recorded ads ([Ad A](#), [Ad B](#), [Ad C](#)) and pre or post logs of run times ([wk 1](#), [wk2](#), [wk 3](#), [wk4](#)) The campaign was 4 weeks long with approximately 30 ads run per week. In addition, they promoted 30 times on-air entering to win a Stillwater Package seen on Cities97.com featuring donations from the following businesses: Marquess Studios, Artful Indulgence, Rafters, No Neck Tony's, Lion's Main, Mad Capper, and GrandStay Inn & Suites. Co-op ads were sold and written by Christie, but media buy was negotiated via Media Bridge Advertising to take advantage of larger purchasing power/better rates.



- ii. **Tourism guidebooks** –all ads completed, submitted and guides published: [Minnesota Travel Guide](#), [Mpls/StPaul Travel Guide](#), [St. Croix Valley](#) (SCVRTA), Toast to the Valley (due Mid Feb), [MN Hike/Bike Guide](#), MN B&B (due Mid Feb)
- iii. **Road Runner Motorcycle Magazine** – national distribution, March/April issue, EMT co-op 1/6 page color ad in Minnesota section. Bi-monthly publication. 25 million motorcycle riders in the us. 221K readers each issue. Sold by subscription and in retail outlets in us and Canada. Demo: avg age 54, \$115K annual income, 85% married, 61% college educated. [Artwork submitted](#).
- iv. **Ski & Stay Sweepstakes with Afton Alps** - We had a total of 1400 views and 638 entries/emails

in a 3 week period from Christmas Eve to January 17th. We promoted a [ski & stay package](#) (\$300 lodging, Ski Lift/Rental for two) via re-targeting DiscoverStillwater.com visitors, Discover Stillwater and Afton Alps social media channels, our website and December enewsletter. A Facebook post targeted at skiers within 50 miles was boosted with \$200 reaching 42,867 people, and 100,000 impressions via re-targeting efforts. [View re-targeting digital display ads](#). This was a great partnership with Afton Alps that I am

hopeful will lead to more.

- v. **Digital – Content/Google Ad Words/Display**
 1. Working on 2016 plan.
- vi. **Social Media**
 1. [Facebook](#) – 20,200 fans. Reached 20K GOAL!!!! (Same as Duluth & St. Paul which are much larger markets.)
 2. [Instagram](#) – 1335 followers.
 3. [Twitter](#) – 587 followers.
 4. [YouTube](#) – 14,197 views.
- vii. **Public Relations**
 1. Responded to media requests from St. Croix Valley Magazine, MN Meetings & Events



Magazine, Pioneer Press, and Minnesota Monthly.

viii. Explore Minnesota –

1. **Metro EMT Group** – Attended meeting on Jan. 27th. Discussed Milwaukee media buys, spring campaign, updating MSPvacations.com to feature more content that highlights partners based on participation level, and MN Traveler TV show episode. They were thankful for our increase in participation level. Gayle Junnila has taken another position as Market Development Manager, so Lori Peterson is now the Metro Regional Manager (she was previously their Media Director). I missed last two meetings because they coincided with our CVB meetings due to rescheduling on both ends. In the future, I really want to make it a point to be able to attend these, as I feel it's valuable information and important for me to be present.
2. **Comcast TV Co-Op (50% savings)**. Ran [romantic winter getaway ads](#) with RFI (request for information) overlay ad message during the month of January via Spotlight program. Sixty (60) :30 on air commercials, co-branded with Explore Minnesota to run on targeted networks such as Discovery, Food Network, HGTV, History, National Geographic, Outdoor, Weather Channel, TLV, TNT and USA. Geo: Minneapolis - St. Paul metropolitan area and Comcast interconnect partners reaching out-state Minnesota viewers in the Minneapolis - St. Paul DMA which covers approximately 70% of the state's population. *Results: 317 visitor guide orders* and much more exposure than promised, [see report!](#) Online: 105,000 Targeted CSV+ Impressions; Interactive pre-roll video with options to order your brochure or link to your home page. Extends your TV campaign to multiple screens. Targeted to web/mobile/tablet viewers within same market/zone as TV.



3. **CheckpointMN-** Results coming soon! We were the most popular Checkpoint with 379 visits, that much I know ;) Click [here](#) to view photos. Background: **Explore Minnesota** had selected Stillwater to be one of the 10 destinations in a major, **state-wide scavenger hunt that ran from Dec 3 - Jan 31**. The winter promotional campaign is called **CheckPointMN!** A CheckpointMN sign was placed in Lowell Park where visitors snapped pictures of themselves then posted online with #OnlyinMN and #CheckpointMN hash-tags. Each picture they posted awards them points to be redeemed online for prizes. Hotels, boutiques, restaurants, and attractions partnered to create a [Discover Stillwater online coupon](#) to encourage visitors to stay & play AND we have several prizes at [CheckpointMN.com](#) that participants can redeem.

4. **EMT Native Advertising Co-op with Interfuse Media.** Our article was approved and launched the last week in January. "[Plan a Romantic Getaway to Stillwater Minnesota](#)". Interfuse wrote the article with SEO rich content and will promote it via emails and digital news article native advertising online per [co-op sell sheet](#).

5. **Annual MN State Tourism Conference.** I attended [Feb. 1-3](#) in Bemidji – thank you for the opportunity to expand my tourism and marketing knowledge as well as network with other CVBs and marketing professionals in hospitality. It's always a treat to see the what Explore Minnesota's creative agency has accomplished and created as well as garner ideas from other successful towns. Speakers and break-out groups were focused on national tourism statistics, consumer trends, marketing tactics (heavy social media, digital, video, magazines, pr, etc. – and Millennials. It's all about them and the

boomers.) Good news, I won us a travel deals email blast from the Pioneer Press valued at \$500! The MN Lt. Governor, a rep from the National Parks Service (this is the 100th anniversary), and MN State Parks as well as Destination Marketing company experts.

e. Special Markets – Weddings, Meetings, Group Travel

- i. Group Travel –
- ii. Meetings –
 1. [MN Meetings & Events](#) spring issue ad [artwork](#) submitted.
 2. Next project will be to work on our online featured affinity page. I'd like your approval on which 5 properties to feature. I'm thinking: Water Street Inn and Lowell Inn (our two full service hotel/venue/restaurants), JX Venue (largest venue), Boats (most unique setting for meetings) and possible the Idea Pad because it's specifically for business meetings. Whatever we chose we need to demonstrate the variety of venues.
- iii. Weddings –
 1. Twin Cities Wedding Association, [The Wedding Fair](#), was on January 24th. Great attendance as usual (nearly 4K). Had 200+ brides sign up to win the gondola romantic cruise and sent a follow up email to all 1260 brides in attendance with a 33% open rate.
 2. Knot Leads for 2015 – doubled last year's numbers! 154 leads. We had an additional 20 leads from our website.

f. Website

- i. SEO review and update complete but will always be on-going. Tasks done in-house with webmaster and with vendor EZ Marketing Tech: added XML site map, reviewed and inserted targeted keywords/tags/headlines for homepage and most popular pages, submitted to engines, etc.

g. Guidebook

- i. 70+ boxes of 2016 Visitor Guides have been distributed around town and to travel information centers. We were also able to get paid/registered in time for MSP airport and MOA distribution again this year. Thank you to Steve for storing and helping me unload for multiple pick ups! Thank you to Jerry and Tiki for assistance in Main Street distribution. And much appreciation for the three ambassadors downtown who maintain inventory for ease of replenishment for all downtown shops (Alfresco, Northern Vineyards, and Water Street Inn). I will distribute again in May to seasonal businesses and replenish others as needed. Mailing about 25-100 per week.
- ii. Digital version of the guide is posted online.

h. Monthly Newsletter

- i. [January & February](#) published. Mail Chimp Subscription list: 18,106 Banana Peels. Open rate 13.5%, 15% (Industry Avg 12.5%). A day or so after the newsletters publish, the newsletter is also shared on Facebook (January 5K views, Feb 18K views), so please feel free to share this as it's a great planning tool for traveling guests.

i. Branding/Marketing Materials



- i. Several businesses requested the ability to sell the Discover Stillwater mugs we use as monthly trivia prize giveaways, so since this is a win/win for both of us (free advertising/lower per item price with larger purchase and happy customers seeking souvenirs), the following stores now have a small inventory of the mugs on hand to sell: Spice & Tea, Valley Bookseller, River Market, Hanna's Homemade Heavens, Art N Soul, Barbara Ann's fudge, Lil Tulips, Alfresco and Johnny's TV.

j. IBA, Chamber, City & Partners

- i. [IBA](#) – hosted great holiday party with much thanks to the CVB for Hometown for the Holidays sponsorship. The SEED (Stillwater Eco Empowerment Directive) program is taking off so if you haven't looked into it for your property, please contact the recycling/trash savings project manager, Kristin Klemesrud 612.709.5511. The next informational meeting is Friday, Feb. 19th at Tin Bins 8:30-9:45.

- ii. [Chamber](#) – new website and expanding newsletter is looking great!
- iii. City – Our annual presentation to the [City of Stillwater](#) is on February 17th. Please be present if possible. I am working on the presentation and will approve it with Jerry. If you have any ideas, please share.

k. New Businesses

- i. [Artful Indulgence](#) – canvas painting and wine in Oak Park Heights
- ii. [Hanna's Homemade Heaven](#)
- iii. [The Hair Tailor](#)
- iv. [Cozzie's Tavern & Grill](#)
- v. Nacho Mamas Expanding to boutique area in front of their restaurant
- vi. Enchante' Expanding to photography studio next door
- vii. Closed: Shanghai Bistro, Art Gallery 310

l. Events

- i. All award letters sent to grant recipients for 2016. Contracts signed by both parties and on file.
- ii. **Sponsored Events:**
 - 1. [Sticks in Stillwater](#) – February 5-7
 - 2. [Valentine's Day Carriage Rides](#) – Saturday, Feb. 13th 4-8
 - 3. [Minnesota Iron Man](#) – April 24

Thank you!