1. **STATISTICS for DiscoverStillwater.com via Google Analytics.**
   a. YTD 2% increase from 2016 to 2017. 1\textsuperscript{st} Qtr: 51%, 2\textsuperscript{nd} Qtr: 1%, 3\textsuperscript{rd} Qtr: -4%, 4\textsuperscript{th} Qtr: -16%
   b. In 2017 we improved these months (Jan/Feb/Mar/July/Aug) from the previous year, but the remainder were at or below prior years stats.
2. **Budgeting/Planning/Staffing/Admin**

3. **Tourism Update Reports**
   a. Tourism report will go out this month.

4. **Advertising Campaigns**
   a. **Radio**
      i. Here are the spots we ran on KDWB during November, **Sawdust Savvy, Lift Bridge Brewery & Portside Restaurant, Biercycle Adventures & Gammy Gumpys, KDWB Radio Logs.**

   b. **TV**
      i. Comcast Spotlight ads run in November with 405,000 impressions. Final **EMT approved spot** and log of stations ads.

   c. **Direct Marketing**
      i. Mailed **Ice Castles large postcard** to 6800 homes in the La Crosse, Eau Claire Wisconsin and Rochester area (Women, ages 26-55, income range of $100k and Interest in Travel) first week in January.

   d. **Out of Home**
      i. a 40’ wide/ 4’ tall **#OnlyinMN Monument** was next to the Ice Castles the weeks leading up to the Superbowl. Here are complete details of this **co-op**. Thousands of Ice Castles visitors enjoyed taking pictures by the giant sign with our beautiful riverfront, lift bridge, and ice castles in the background. Sent **Press Release** to state-wide media outlets. A few newspapers picked it up: **Pioneer Press, Voice of Alexandria, Stillwater Gazette**. Tons of shares on Facebook and Instagram – search **#discoverstillwater or #onlyinmn** to see a few during January. Ice Castles created an acrylic logo sign for behind monument within ice.

   e. **Print Publications**
      i. Ice Castles Brochure back side. (see right)
      ii. Ordway Theater Annie Production Program. Remnant Ad during December. (see left)
iii. **Road Runner Motorcycle Magazine.** March/April 2018 issue MN section. **Ad Design.** Remnant pricing $450. Niche audience relies on RoadRUNNER to learn where to go and what to see, and they use our detailed travel information to help them plan their adventures. Each issue features five North American tours and one or two international tours, including maps and GPS files, pull-out tankbag maps, motorcycle/gear/accessory reviews, industry news, lifestyle articles, and so much more. RoadRUNNER is the Nation’s #1 Touring and Travel Magazine, Delivering the Most Vivid,“You Are There” Experience to Motorcycle Enthusiasts!

f. **Tourism Guidebooks/Websites**
   i. 2018 Minnesota Travel Guide. **Artwork** on page 57.
   ii. 2018 MSP Travel Guide. **Artwork** on page 94.
   iii. 2018 SCVRTA Guide. **Artwork** on page 32/33.

**g. Explore Minnesota**
   i. **Grants** – need to fill out 2017 and 2018 forms yet.
   ii. **Metro EMT Group** –
   iii. **Winter/Spring Campaign for Twin Cities** - emails and videos to three segments targeting our demo in ND, SD, Iowa. You can access the dashboard report here: MSP Vacations Live Dashboard Report pw: metro. All advertising is directed to: http://mspvacations.com/. Stillwater featured in Frozen Wonders Article, Travel for Two Article, Girlfriend Winter Recharge article.

h. **Digital – Content/Google Ad Words/Display**
   i. Madden Media now managing. 1st month report expected at the meeting.

i. **Sweepstakes/Contests**
   i. **Winter Stillwater Ice Castles Getaway**. Ran two weeks end of Dec/Beginning of Jan. 4300 entrants.
   ii. **Afton Ski & Stay Sweepstakes**. Ran 1st week in February. 1500 entries.
   iii. **Ice Castles/Exposure Minnesota Photo Contest – runs through March**. In progress.

j. **Social Media**
   i. Multiple daily posts on all channels featuring original photos and videos as well as shared content.
ii. **Facebook** – 33,000 fans. Popular posts topics were: Stillwater Escape Room, re-opening of St. Croix Vineyards for the season, historic steps re-open, lift bridge super bowl Jimmy Fallon video, Star Watch party at Ice Castles, New Lora hotel, new brick & bourbon restaurant, video of snowy Main Street.

iii. **Instagram** – 5,671 followers.

iv. **Twitter** – 1,634 followers.

v. **YouTube** – 61,858 views.

k. **Special Markets – Weddings, Meetings, Group Travel**
   
a. **Group Travel** – respond to calls from group travel planners to assist in planning.

b. **Meetings** –
   
i. Respond to calls/emails from planners.

ii. **Associations North** Membership Directory CVB section [display ad].

c. **Weddings** –
1. Responding to TheKnot.com leads.
2. Responding to brides calling for visitor guides this year.
3. Exhibited at Jan 8th Wedding Fair. Followed up with 751 brides via purchased email leads. See Email. Did a booth drawing of Gondola Romantica cruise.

**Website**

- a. Weekly maintenance/updates as needed.
- b. Events Calendar – Jen is working diligently with multiple local businesses to keep this calendar full of ideas for fun in Stillwater. 2018 events are updated here as well as ExploreMinnesota.com’s events calendar. Updated year-at-a-glance calendar from visitor guide with errors edited.
- c. VRBOS – adding as they are sent to me from the City. Here is the current list.
- d. Editing landing pages as needed and updating out-dated images.

**Visitor Guide**

- a. 2018 Visitor Guide published and delivered last week in December.
- b. Delivered to all ambassador locations as well as lodging properties.
- c. Delivered to a list of 60 sites – attractions, etc.
- d. Delivered to downtown restaurants and shops.
- e. Delivered to ESR mailing center.
- f. Printer delivered/shipped to 40 TIC drop sites.
- g. Delivered to Ice Castles.
- h. Storage facility fits 3 pallets (half of supply). 1.5 pallets already dispersed.

**Monthly Newsletter**

- a. Mail Chimp Subscription list: 32,937 Current Avg 13%, industry open rate 15.58%
- b. Wrote and sent monthly travel tips newsletters (open rates): December (8.9%), January 9.7%, February 9.9% plus additional announcements: Live Reindeer 14.3%, Ice Castles Opening 16.3%, Ice Castles Winter Getaway Sweepstakes 17%, Ice Castles Deals 18%, Ski Sweepstakes 15.3%, Escape Room Opening 11%. Experimenting with single topic emails rather than monthly because open rates are dropping.

**Public Relations**

- a. Responded to media inquiries from St. Croix Valley Magazine, Savour, Pioneer Press, Scuttlebut Boating Magazine – resulted in 2 page free editorial!!!
g. Recent Press
   b. https://www.hometownsource.com/stillwater_gazette/stillwater-native-maureen-bausch-heads-super-bowl-host-committee/article_afd05804-051b-11e8-9f00-b3f0d16f7fe2.html
   d. http://www.presspubs.com/st_croix/news/article_77c2324e-0939-11e8-9f00-b3f0d16f7fe2.html
   e. https://www.twincities.com/2018/01/16/brines-restaurant-bar-in-downtown-stillwater-up-for-sale-or-lease/
   j. http://www.presspubs.com/st_croix/article_8e31f4c4-efdf-11e7-9062-9f71d70d71f5.html
   k. https://www.gomn.com/life/the-stillwater-ice-castles-open-this-week

h. Branding/Marketing Materials
   a. New mug order free due to printer delay. $500 savings.

i. IBA/Chamber/City Partners

j. New Businesses
   a. Brick and Bourbon Restaurant (in old Green Room space)
   b. A Little Candle Shop (located inside grand garage...whole building is full...so wonderful)
   c. Lora Hotel (opening April)
   d. Uncommon Cents coin collecting shop inside Stillwater Rafters building
   e. Essential Esthetics/She Fancy Salon located inside the grand garage
   f. St. Croix Finery Designer Consignment – women’s clothing, some art and mens as well
   g. Stillwater Escape Room – located in JX venue
   h. South Hill Vintage – moved locations from inside sawmill to street front where Reincarnations Furnishings was.
   i. The Crosby hotel– north Main street projects are set to open fall 2018.
   k. Closed: Smalley’s Caribbean BBQ & Pirate Bar, Brines retiring and seeking new buyer, Pub 112 changing hands with new concept opening soon Pearl & The Thief, Gammy & Gumpys/Kids Oasis, St. Croix Antiquarian Booksellers.

k. Events
   a. Calendar remains full – search by date or view year at a glance online or in visitor guide from our online calendar.

Thank you! Questions always welcome!