June 13th, 2018
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.
   a. 1st Qtr January/February/March 2018 website users up 25%. The Events Calendar sub-domain was up 82% compared in 1st qtr to 2017! For Jan-June 6th total users is up 33%.
   b. 2017 Year-End lodging tax revenues were down .7% with a total collected of $234,725. Jan/Feb/March revenues 13% increase from 2017!

![Graph](image1)

2. Budgeting/Planning/Staffing/Admin
   b. Transferring to new email software system, office 365 to Gsuite and organizing multiple google accounts into one (adwords, analytics, google+, etc)
   c. Organizing photos and setting-up network file and contacts sharing with Marketing Assistant.

3. Tourism Update Reports
   a. Tourism report sent April 20:

4. Advertising Campaigns
   a. Radio
   b. TV
i. Trying out a $3K buy of OTT (Over the Top TV, content accessed via the internet without the involvement of a television service provider. OTT includes Subscription Video-on-Demand (SVOD) services like Netflix, as well as, free ad-supported services like Hulu.) Will run April/May in west metro, La Crosse, Rochester. Click location to see delivery reports.

c. Direct Marketing
d. Out of Home

e. Print Publications
  i. AAA Living Magazine. #OnlyinMN Map Explore Minnesota 50% Co-Op Savings. March/April issue. Distribution: Reach 826,886 Minnesota Members per issue of AAA Living and Live/Play/AAA Publications. Free reader service listing to entire Midwest circulation of 2.4 million homes ($400 value) and brochure distribution at the 15 AAA branches in Minnesota ($250 value). 168 direct Leads we’ve sent visitor guides to as of 4/19
  ii. Minnesota Monthly Magazine. March issue. 1/3 square ad. Explore Minnesota Co-op up to 55% savings. Several page spread with a culinary wine/beer theme. Scheduled for Nov and Dec ads as well. “As Minnesota Monthly magazine celebrates 50 years of covering the people, places and culture that make the place we call home so special - they are diving in even deeper and embracing their love of MN to the fullest extent and shifting from a city/regional magazine to a state magazine. Honoring all that Minnesota has to offer by capturing the rich traditions and high quality of life we enjoy here...
which make our state distinct. This shift will include even more in-depth coverage of the people and places throughout our state, a new design/feel and expanded reach — still reaching the important metro area but also enveloping the highest quality readers in important counties outside of the 13 county metro. This shift makes Minnesota Monthly an even more valuable platform to advertise what you have to offer over 212,000 readers (39% Male / 61% Female) who scour Minnesota Monthly to plan where to stay and play in Minnesota! 75% of their readers frequently make purchasing/getaway decisions based on ads they see in the magazine – Minnesota Monthly is top in the nation for this.”

iii. **Lavender Magazine Pride Issue** – June biggest issue of the year and America’s largest pride edition reaching 108,000 readers in print and online. We scored a remnant ad space (normally $1089, we got for $319). Since 1995, LAVENDER Media has produced award-winning publications, websites, podcasts, apps and events aimed at the local, national and international gay, lesbian, bisexual, transgender (GLBT) and GLBT-friendly audience. Our ad appears on page 102.

iv. Minnesota, home of LAVENDER Media, has one of the largest GLBT communities in the United States. According to the U.S. Census and Williams Institute, among the nation’s 50 most populated cities, Minneapolis has the 4th-highest percentage of adults identifying themselves as gay, lesbian or bisexual.

v. **Midwest Living Magazine** March Issue. Distribution: circulation of 905,000 in MN WI IL IA ND SD MI NE MO KS IN OH plus subscribers outside of this area. “This spring, Midwest Living will introduce a new getaway theme to our seasonal series—Spring Getaways—because sometimes, the best trips are right in your backyard. From flower festivals to bird-watching to indoor water parks, there’s much to see and explore in the Midwest in spring, with something for every interest and age. This new section will feature state-by-state, must-see events only found in the Midwest.

In addition to your 2.25 x 4 inch ad, you will be featured in this section and receive 40 BONUS words of copy, website and toll-free number to help drive awareness. This is in addition to your normal reader service listing which you will also still receive. We will then drive leads in two ways: Explore Minnesota is contributing to the cost of the insert to provide the tourism with affordable rates.  “

f. **Tourism Guidebooks/Websites**

g. **Explore Minnesota Grants**. Submitted invoice and tear sheets for 2017 grant. Inquired again 4/49 as to status of $7000 check.
i. **Metro EMT Group**

- Attended March 28th meeting at EMT offices in St. Paul. I’m very impressed with the plan and quality of work with this group since hiring a contractor, Casual Astronaut to create new content and manage

[www.MSPVacations.com](http://www.MSPVacations.com). Tune in any time to see the dashboard report on seasonal campaigns which consist of emails, digital article and display ads:

   iii. **MSP Vacations Live Dashboard Report**

   pw: metro. All advertising is directed to: [http://mspvacations.com/](http://mspvacations.com/). Stillwater featured this spring in Biking article, Budget Friendly romantic travel features summer Tuesdays, Dining & entertainment article, and romantic getaway video. Here are the winter display ad designs and spring.

   v. **Group retreat May 15 at extreme sandbox was a blast. Good east side partner for corporate travel.**

h. **Digital – Content/Google Ad Words/Display**

   i. Madden Media January, February, March, April reports showing Google AdWords and paid Facebook and video advertising. From Madden “Attached you will find the April Campaign summary report which will include SEM, Facebook Clicks-to-Site, Facebook Video, Amplified Storytelling, and the YouTube Video Views.

   Engagement is still very high for the month of April. As we move towards the summer months and wrap up the first leg of our efforts, we are happy to report that we are seeing above average interactions with all components of these digital components. Here are just a few of the campaign highlights:

   1. SEM continues to be strong with 1,900 new clicks to your site for the month of April.
   2. Over 4k new users have been directed to your website since the campaigns inception!
   3. The "Things to Do" ad group has received the highest engagement for the past month
   4. Top performing keywords are "Vacation home rentals", "Things to do in Minnesota" and "Things to do near Minneapolis" are driving the most users to your site!
   5. The Facebook clicks-to-site ads have brought in 739 new clicks to your site for April. The Vacation Rental ads generated the majority of those clicks.
6. The Facebook "Girlfriends Getaway" videos have been viewed over 9,900 times this past month. The view rate for April is at 74.61%!

7. The "Foodie" story has received almost 900 clicks to the story page (Facebook combined with the Content platform, Outbrain) for the month of April.

8. The YouTube videos have been viewed a total of 2,154 times. At a view rate of 45.62%, which is well above the average of 15%.

9. Currently running – Girlfriend Getaway Video on Facebook and Youtube in 60 second and 30 second versions, Girlfriend Getaway Facebook Ads, and general Stillwater getaway FB ads.

   ii. Tested out Pre-roll video with StarTribune.com at remnant rates in December. Great Click through rate.

   ![StarTribune.com Campaign Performance](image)

<table>
<thead>
<tr>
<th>Unique Visitors</th>
<th>Av Impressions per visitor</th>
</tr>
</thead>
<tbody>
<tr>
<td>22,902</td>
<td>3.19</td>
</tr>
</tbody>
</table>

   i. Sweepstakes/Contests

   i. **Pontoon Mid-Week Getaway Sweepstakes.** Ran 5/25 – 6/4. 2,600 entries – nearly double the number of entries from the last two years and even more impressive was that all but 40 emails received were new ones added to our database.

   ![Post Details](image)

   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. News articles, videos and events continue to dominate reach with new algorithm. Popular posts topics were: Jessie Diggins Parade, New vegan menu at Tilted Tiki, Thor’s Tap Room Opening, St. Croix River Film, April Blizzard video, Main Street steps patch, downtown investment article, article in new Pearl & The Thief restaurant, smoking cocktails at brick & bourbon, video slideshow of new VRBOs. Creating custom content has

   ![Performance For Your Post](image)
become more important as FB algorithms change...simply sharing is proving to have almost no reach unless it is a link or article. Because of this we’ve curated many posts with our own images and coverage. Ex. Electric cruiser bike rental, lensflarestillwater.org app, new shops, live music videos, etc.

ii. **Instagram** – 6,209 followers. We celebrated reaching 6,000 with mug giveaways.

iv. **Twitter** – 1,634 followers.

v. **YouTube** – 75,000 views.

k. **Special Markets – Weddings, Meetings, Group Travel**
   a. **Group Travel** – respond to calls from group travel planners to assist in planning.
   b. **Meetings** –
      2. Respond to calls/emails from planners.
      3. **Meeting Professionals International (MPI) MN chapter** is hosting their year end celebration in Stillwater at JX. We are taking advantage of the proximity of these 150 planners by sponsoring the event. We'll get podium time and have arranged for trolley tours before/after as well as tuk tuk and biercycle to make an appearance.
      4. **Associations North** – in discussions about sponsoring their November event to be held at JX. Looking at sponsorship options.
1. Responding to TheKnot.com leads. 45 since January.
2. Responding to brides calling for visitor guides this year.
3. Exhibited at March 24th Wedding Fair. Followed up with 673 brides via purchased email leads. See Email. Did a booth drawing of Gondola Romantica cruise.

c. Website
   a. Weekly maintenance/updates as needed. Lots of changes currently!
   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.
   e. Blog entries – 18 since start of the year. Find all here:


d. Visitor Guide
   a. 2018 Visitor Guide deliveries for seasonal businesses is completed.
   b. Replenishing all ambassador locations as well as lodging properties
   c. Replenishing downtown restaurants and shops
   d. Replenished ESR mailing center
e. We’ve gone through 35,000 visitor guides, so the second half of the shipment was delivered to the storage facility.

e. **Monthly Newsletter**
   a. Mail Chimp Subscription list: 33,309 Current Avg 12.9%, industry open rate 15.6%
   b. Wrote and sent monthly travel tips newsletters (open rates): March (11.5%), April (10.2%) plus additional announcements: Valentine’s Day Carriage Rides (8.6%), Ice Castles Photo Contest (13.2%), Foodies Article (14.4%), Girlfriend Video (15%), May (8.9%), Ladies Night Out (12.6%), June (10.5%), Pontoon Sweepstakes (16%)

f. **Public Relations**
   a. Responded to media inquiries from St. Croix Valley Magazine, Pioneer Press, Minnesota Monthly, Stillwater Gazette
   b. St. Croix Crossing named Best View by City Pages

g. **Recent Press**
   c. [https://www.hometownsource.com/stillwater_gazette/free/stillwater_parade-of-champions-photo-gallery/collection_a2ba52fe-4329-11e8-b066-870b0ef3942.html](https://www.hometownsource.com/stillwater_gazette/free/stillwater_parade-of-champions-photo-gallery/collection_a2ba52fe-4329-11e8-b066-870b0ef3942.html)
   o. [https://www.hometownsource.com/stillwater_gazette/free/artreach-awarded-for-marketing-initiative/article_4eb13b96-310e-11e8-a113-4fb1049bf60b.html](https://www.hometownsource.com/stillwater_gazette/free/artreach-awarded-for-marketing-initiative/article_4eb13b96-310e-11e8-a113-4fb1049bf60b.html)

h. **Branding/Marketing Materials**
a. Ordered a custom table cloth used at the community showcase and we can use at wedding fairs instead of renting.

b. Ordered a new banner with a photo of the view from the new bridge. Used at the community showcase but can also use at other future events or have on display downtown somewhere. Had three more made and they are on display at Logger’s Trail, Thor’s Hard Cider at Aamodts Apple Farm, and Lift Bridge Brewery.

d. **IBA/Chamber/City Partners**

i. Exhibited at the Annual Community Showcase put on by the Greater Stillwater Chamber of Commerce April 14th (April Blizzard day 😃). We used this a one-time opportunity to connect with locals who are now starting to enjoy downtown more since the bridge opening. While there Christie was interviewed live on BOB 106.1 Total Country radio.

j. **New Businesses**

a. [Lora Hotel](#) (opening June 18)

b. The Crosby hotel– north Main street projects are set to open fall 2018.


d. Closed: Camrose Hill Flower Shop – moved it out to their farm/wedding venue.

e. [Jori & June clothing store](#)

f. [Pearl & The Thief restaurant](#)

g. Kids Oasis (under new ownership)

h. [GullyWubbles Boutique & Craft Studio](#) (where Gammy & Gumpy’s was)

k. **Events**

a. Calendar remains full – search by date or view year at a glance online or in visitor guide from our [online calendar](#). Jen is amazing at keeping up with all this detail on our #1 most visited page!

**Thank you! Questions always welcome!**