



## CVB Marketing Recap for the Board

Prepared by Fresh Avenue Marketing, Christie Rosckes

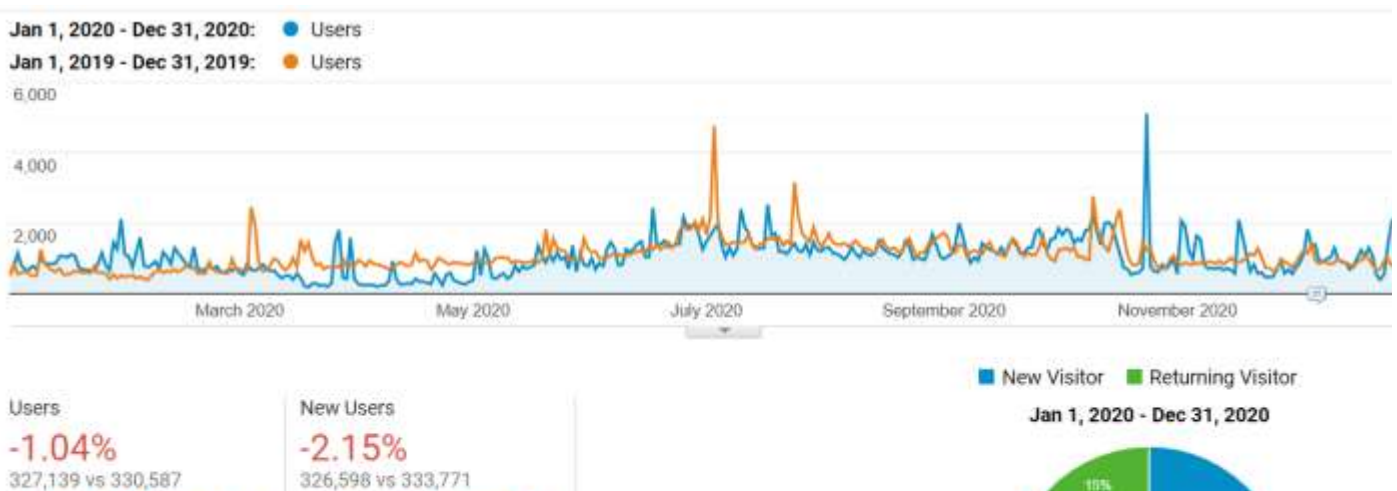
January 13, 2021

### 1. LODGING REVENUES

- i) We have three qtrs of lodging tax revenue data: Q1 down 3%, Q2 down 64% down, Q3 down 11% (July/aug/sept) – YTD down 26% from 2019 which was a record year for us. Excellent considering COVID.

### 2. GOOGLE ANALYTICS (website traffic to DiscoverStillwater.com)

- i) 1<sup>st</sup> Qtr Jan/Feb/Mar: 6% increase from 2019 with 64,862 unique visitors. Pageviews up 2%
- ii) 2<sup>nd</sup> Qtr Apr/May/June: 22% decrease from 2019 with 66,998 unique visitors. Pageviews down 41%. COVID
- iii) 3<sup>rd</sup> Qtr July/Aug/Sept: 8% decrease from 2019 with 106,356 unique visitors. Pageviews down 18%.
- iv) 4<sup>th</sup> Qtr Oct/Nov/Dec: 7% decrease from 2019 with 98,535 visitors. Pageviews down 20%.
- v) Year End: Down 1% (3,448 users, Total users 327,139), Down 16% for pageviews (Total views 835,500). Shutdown periods March 13- June 10, Nov 21-Jan 11. Overall, looks extremely good considering COVID.
- vi) 96% USA, 66% MN (up 6% from 2019), 7% WI (only down 16% from 2019), 85% New Visitor (up 1.1%) vs 15% returning. Top 5 MN: Mpls, Stillwater, StPaul, Woodbury, Maple Grove. Biggest increase from Richfield/MapleGrove/Brooklyn Park – NW suburbs.
- vii) Majority of referrals to our website come from Facebook, Explore Minnesota, and Instagram. 52% of traffic source is organic search. 16% directly type in website.



### 3. BUDGET PLANNING/STAFFING/ADMIN

- i) Working without a contract to offer flexibility due to COVID. Monthly fees cut in half for 5 months (April-August). New contract presented at meeting necessary to move forward with publishing visitor guide, etc.
- ii) We made \$60,000 in cuts to our 2020 budget.
- iii) Current balance in account is \$183,762. This includes Q1 revenues as well as COVID grant funds from the City of Stillwater (\$25K) and Wash Cty (\$15k).
- iv) Estimated carry-over from 2020 is about \$27,000. Worked with Vital Systems Accounting to determine year-end rollover. A few bills remain for 2020 that will be paid in Feb. Estimate about \$33 per quarter to spend for Q1 & Q2 if board agrees with updated calculations only factoring in overhead costs for 6 months vs entire year.

**4. TOURISM UPDATES/REPORTS**

i) Sent to city councils in April, once Q4/year-end data is available will submit/present again in spring.

**5. MARKETING PLAN**

i) Current calendar and budget – attached to email.

**6. ADVERTISING CAMPAIGNS**

**i) Digital – Content/Google Ad Words/Display/SEM/Email**

(1) Madden Media (View live reports anytime:

<https://maddenmedia.domo.com/auth/index?redirectUrl=%2Fpage%2F2091992195> username: [info@discoverstillwater.com](mailto:info@discoverstillwater.com) password: Christi3CVB.)

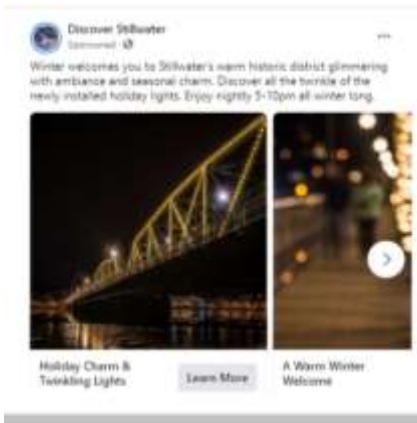
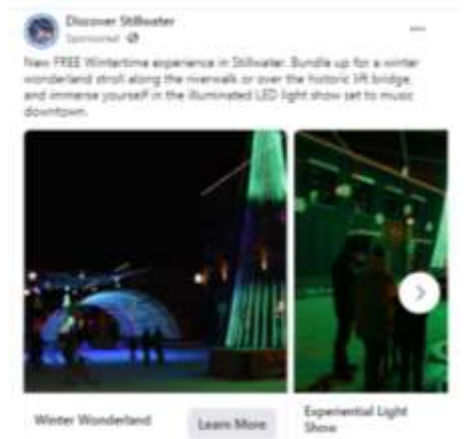
(a) Search Engine Marketing (SEM via Google): Added extra words like take-out, curbside, to-go, winter lights, holiday lights, etc. Average CTR 8.19% Reminder... paused mid-March – mid-May due to COVID. “Something interesting- This campaign has a very high CTR and that is in part due to a dynamic ad group. This ad group is almost fully automated, delivering and creating ads dynamically based on the user searches and site content. It has a CTR of over 20% and seems to be targeting very relevant pages. This is 4x as high as we normally see from dynamic ad groups.”

(b) Paid Social Media: Ran holiday ads and currently running Wintertime in Stillwater and Romantic Getaway videos/ads. I’ve boosted a few hundred dollars in additional ads directly as well.

(i) Holiday Ads. Runs Nov. 9-Nov. 30th.

1. Boutiques- <https://fb.me/268t4wPq4YdnXE7>
2. Main Street- <https://fb.me/1GWTBK8TtCpiyRs>
3. Staycation- <https://fb.me/20ohiZyOF8udA8P>
4. Lodging- <https://fb.me/1GHSaYKD1xxbxIL>
5. :15 video- <https://fb.me/1UOPutZveyx55N4>
6. 30 Sec Video. <https://fb.me/24loBcGfLO8Rjii>
7. Edited after pause, these remained:  
([Ad 1](#), [Ad 2](#), [Ad 3](#))

(ii) Wintertime Ads ([B&B Ad](#), [30 Sec Rom Vid Original](#), New with lights, [60 lights](#))

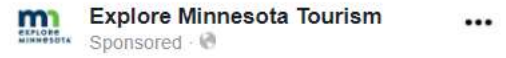




(2) [LavenderMagazine.com](http://LavenderMagazine.com). Digital display ads November, December and January.

(3) **Star Tribune/Explore Minnesota Social Media Co-Op**. December 26<sup>th</sup>-January 10. Promised 2,000 impressions, but actually received 12,000!

(4) **Youtube.com EMT Co-Op** launched 1/7/21. Females 24-65. Travel Interest, Geographic: 4 hour radius from Stillwater (Minnesota, Wisconsin, Iowa). Exclude 15 miles around. 27,500 guaranteed 30 second view with Media One vendor. Running three videos – 60 second wintertime lights, 30 [second original winter romantic getaway](#), and 30 sec winter lights/romantic.



Discover the glimmering ambiance of downtown Stillwater this winter. Enjoy the FREE light show set to music, colorful lights on the Riverwalk, historic Lift Bridge and more. #OnlyinMN



DISCOVERSTILLWATER.COM  
**Winter in Stillwater Lights Up the Holidays** [LEARN MORE](#)



**ii) TV**

(1) **The Jason Show /Fox 9 Shop Local/Holiday 3 week campaign** with 264 mentions and 2 Facebook posts (Wk1: Nov 16, Wk 2: Nov 30 Wk 3: Dec 7th). We had 5 businesses take advantage of the co-op (Water Street Inn, Apricot Lane, The Lumberjack, Portside, Just for Me Spa...a perfect mix of a restaurant, shop, attractions, and hotel).

(2) **Kare 11** – launched Nov. 14th, but paused due to Stay at Home orders and restaurant closures again. Resuming campaign January 8-Feb20th. Using \$2250 credit for 3 evening news spots and additional \$4300 spend for 4 spots/week Saturday mornings 378,000 impressions, schedule attached. Tweaked the video to include the new holiday lights displays. [30 Winter Romantic Getaway Spot](#). Also scheduled for a [Kare11.com](http://Kare11.com) pushdown ad on their homepage January 26<sup>th</sup> to promote wintertime/win a stay. EMT Co-op, 60% savings.

(3) **WCCO** – Due to popularity of [Shop Small Saturday](#) news interview and large reach of this station, we decided to add this station to our tv campaigns as well. Running the same spot 1/11-2/20/21. Schedule attached.



### iii) Out of Home

- (1) **Billboards/Clear Channel Digital.** Scheduled metro campaign for after election 11/9 with EMT crisis grant money. Had to pause partway through due to COVID shutdowns. They provided a free redesign and few free spots just to fill inventory promoting holiday shopping. "We value your partnership and are committed to help you start back strong in 2021. In addition to the 3 Digitals plus 1 Bonus Digital you will run on 1/11-2/7, we would like to offer you 1 additional Digital Bulletin on a space-available, non-guaranteed basis." We'll be rotating between 5 designs: winter romantic getaway/wintertime lights theme. We'll eventually get a live view of locations, but attached to the email are the locations for the first week.



### iv) Print

- (1) Inserted 15,000 Visitor Guides with Sunday Star Tribune, 11/1/20.

### v) Tourism Guidebooks/Publications

- (1) Explore Minnesota 2021 Travel Guide. Artwork submitted, publishes in spring. [Current issue.](#)
- (2) Explore Minnesota 2021-2022 Biking Guide: When I booked our MN Bike Guide 2/3 page space/\$3500 ad, they said last time we actually did a full page. They gave us the upgrade for no extra charge. Yay! Publishes in spring, [here](#) is current issue.

### vi) Metro CVB EMT Group

- (1) Campaigns paused with hopes to rewrite/launch in February.
- (2) Group meeting via zoom every two months.

### vii) Content: Social/Blog/Newsletter



- (1) New photography – worked with local photographers to capture images of wintertime in Stillwater lights.
- (2) New Video – filmed a couple at the Wintertime lights after installation was complete so video was ready December 28<sup>th</sup>. Created a [60 second lights](#) spot as well as a new [30 sec winter romantic getaway](#). Once again we saved a lot of money with local volunteer actors: Darrish &



Sarah Moslemi.

- (3) Wintertime: Since the lights have gone up, we've had amazing social media engagement and new followers. See attached report.

- (4) Press Releases: [Photo Contest](#) Winners, Wintertime Announcement, Wintertime Completion/Sponsors.

- (5) Created Custom Content on 7 topics: [Education/Home School Ideas](#), [Shop Small](#), [Holiday Gift Guide](#) – Jen & I created

40+ [shop tours](#) as well, [Wintertime in Stillwater](#) (several updates, continuing), [Gift of Experience](#), [COVID](#) updates (multiple, continuing), [Vintage Shopping/Map](#), etc.





(6) Enewsletter – 38,000 subscribers. Enough content/announcement for an email a week during November and December. [Holiday Shopping](#), [Carriages Rides/Vintage](#), Wintertime Lights [1,2, 3](#), [Breakfast in Bed](#), Winter Trails, Take-Out, etc. Avg Open Rate 14.9%.



(7) [Facebook](#) 39,600–468 new net followers in last 28 days, about 100+/week. Daily posts/customer service engagement. See recent report to right...

(8) [Instagram](#) 15,689 – Gaining about 100+ new followers every week. Daily news feed and stories posts. 79% women.

**ii) Sweepstakes/Contests**

(1) [Win a Winter Stay](#) – extended. Originally promoted with November Kare11.com pushdown ad, but with COVID closers extended the drawing date to January 28<sup>th</sup>. Please share!

**iii) Special Markets – Weddings, Meetings, Group Travel**

(1) Will report on wedding Instagram and SEM ads with Madden next month.  
 (2) **Meetings [Venue ads on LinkedIn](#)** & trying a small buy on Facebook. Both feature our [360 tours](#).

**iv) Event sponsorships**

- (1) All 2020 event grants are awarded or notified of cancellation. We received a recap report from the Zephyr Theatre for HFH Carriage Rides/Carolers.
- (2) There will be no program for 2021 due to COVID uncertainties in rules and \$.

**2. MARKETING MATERIALS**

- i) Logo, Sidewalk signs & banners for the Wintertime in Stillwater light display area promoting to-go orders, #discoverstillwater, light show times and sponsors.



### 3. WEBSITE

- i) Updated with new/closed business listings
- ii) Updated [to-go](#) dining listing to include only those downtown within walking distance of the lights for easy QR code link on signs
- iii) Updated the Contact Us meeting files and new board members.
- iv) Updated videos throughout.

### 2. VISITOR GUIDE

- i) Good news we are finally able to distribute at the MSP airport again. They've had a lottery system and we've lost the last 3 years and now they've made more space so it is no longer a lottery.
- ii) Re-stock visitor guides continuously.
- iii) Current inventory 6500. Will replenish downtown this Thursday. Board members always welcome to help!
- iv) Our plan to delay publication likely until May due to COVID so we can use up remaining inventory and allow businesses more time to save for advertising.

### 3. CUSTOMER SERVICE

- i) Email, Social, phones daily

### 4. PULIC RELATIONS/Media

- i) Shop Small Saturday live interview with [WCCO](#) and Pioneer Press working on a second article this week.
- ii) Almost had a great Kare11 news story too with the 84 yr old's bucket list desire to roast chestnuts over an open fire. Sadly COVID intervened, he had to quarantine.
- iii) Lots of coverage on Wintertime in Stillwater (all linked at bottom of [this page](#))

### 5. PARTNERS: CITY/IBA/CHAMBER

- i) Winter Meetings – Mayor Ted pulled together key players to discuss winter events and collaboration. Attended several planning meetings.
- ii) [MACVB](#) – attending bi-monthly industry zoom calls.

### 6. BUSINESS UPDATES

- i) No updates at this time.



Thank you! Questions always welcome!