

**Muscatine Convention and Visitors Bureau  
2016/2017 Goals and Metrics  
Approved February 10, 2016**

**Capitalize on visitors while they're here**

- Craft materials to guide them including:
  - Visitors Guide for 2017
  - Dining and Lodging Guide for 2016/2017 (possibly, consider the effectiveness of it and of its current method of distribution first)
  - Literature about seasonal itineraries
    - Develop the itineraries and develop deadlines to complete and print them
  - Investigate other methods of crafting materials for visitors than print, such as an app or other digital platforms
- Improve tourism infrastructure
  - Partner in wayfinding efforts during Mississippi Drive Corridor Project
- Partner with local merchants and the hospitality industry to empower them to take advantage of visitors
  - Create a method of communication between the CVB and these parties to be implemented by March 2016
  - Create a comprehensive calendar of annual events for them by March 2016

**Capitalize on events and programs which Muscatine already has that attract visitors to attract more visitors and create repeat visitors**

- Partner with organizers to support and grow current events and programs
  - Continue use of mini-grants
    - Better promote the grants through marketing and outreach
    - Craft better guidelines for applications by end of Jan. 2016
- When planning new events/programs, plan them in collaboration with existing ones when appropriate

**Develop a marketing plan for the City of Muscatine in cooperation with the Greater Muscatine Chamber of Commerce and Industry (GMCCI), Muscatine School District, Muscatine Community College, Unity Point - Trinity Muscatine, Community Improvement Action Team (CIAT), and local industry (Budget March 2016, Hire firm June 2016)**

- Keep a mind toward destination marketing while doing so

**Prepare for Chinese tourism**

- Craft and develop seasonal itineraries with community partnerships
- Partner with China Windows Group, Inc. in their efforts in the tourism industry

**Target marketing to particular groups including:**

- Chinese tourists (see above)
- Visitors to soccer complex and Kent-Stein
  - Investigate a permanent wayfinding structure at the complex and Kent-Stein

- Develop process to communicate with them before they arrive and implement it for the 2016 season(s)

**Support Ky Cochran's efforts through a volunteer network and/or paid staff**

- Utilize an intern from East Campus
- Investigate utilizing an intern from Muscatine Community College
- Partner with East Campus to create videos to use for marketing purposes

**Craft a long-term vision for the CVB to be approved by Nov. 2016**

**PERFORMANCE MEASURES****Guides**

<b>Metrics Measured</b>	<b>Actual 2013/2014</b>	<b>Actual 2014/2015</b>	<b>Goal 2015/2016</b>	<b>Goal 2016/2017</b>
Requests for Mailings	N/A	N/A	60	70
Visitor Guides Distributed	5,000	5,000	7,000	8,000
Dining and Lodging Guides Distributed	N/A	N/A	3,500	5,000

**Social Media**

<b>Metrics Measured</b>	<b>Actual 2013/2014</b>	<b>Actual 2014/2015</b>	<b>Goal 2015/2016</b>	<b>Goal 2016/2017</b>
Facebook Likes	698	918	1,300	1,800
Twitter Followers	N/A	362	500	625
Instagram Followers	N/A	87	175	250

**Website**

<b>Metrics Measured</b>	<b>Actual 2013/2014</b>	<b>Actual 2014/2015</b>	<b>Goal 2015/2016</b>	<b>Goal 2016/2017</b>
Visitors	7,553	14,263	14,976	18,000
Page views	22,484	40,854	60,000	80,000

**E-Newsletter**

<b>Metrics Measured</b>	<b>Actual 2014/2015</b>	<b>Year to Date 2015/2016</b>	<b>Goal 2015/2016</b>	<b>Goal 2016/2017</b>
Subscribers	250	295	350	450
Open rate (average)	40.2	39.86	42	45
Click thru rate (average)	21.46	15.23	20	25

**Blog**

<b>Metrics Measured</b>	<b>Actual 2014/2015</b>	<b>Year to Date 2015/2016</b>	<b>Goal 2015/2016</b>	<b>Goal 2016/2017</b>
Views	N/A	401	750	1,125
Visitors	N/A	112	600	1,000
Posts (total)	N/A	4	16	36
Posts from outside contributors	N/A	1	8	16

**Groups**

<b>Metrics Measured</b>	<b>Actual 2014/2015</b>	<b>Year to Date 2015/2016</b>	<b>Goal 2015/2016</b>	<b>Goal 2016/2017</b>
Groups booked	N/A	3	7	10
Group leads	N/A	1	10	25

**Other Metrics Tracked**

**Economic Impact of Tourism in Muscatine County**

Metrics Measured	Actual 2013	Actual 2014
\$ spent in travel	\$76.95 million	\$80.25 million
Travel tourism jobs	670	700

**Other Social Media**

Metrics Measured	Actual 2013/2014	Actual 2014/2015	Year to Date
Highest Facebook post reach	3,668	6,824	3,795
Highest Tweet impressions	N/A	N/A	1,085
Most likes on an Instagram post	6	6	18

**Hotel/Motel Tax**

**Hotel/Motel Tax History**

