

Muscatine Convention and Visitors Bureau Advisory Board Meeting

Wednesday, January 29, 2020

Noon

Held at Muscatine CVB Office
100 West Second Street, Muscatine, IA

1. Call to Order
2. Approval of Minutes from December 2019
3. Financial Report
4. Director's Report
5. McDaniels Report
6. CVB/City Agreement-Erik Reader
7. Adjournment

Muscatine Convention and Visitors Bureau Advisory Board Meeting Minutes

December 18, 2019 @ 12:00 PM | Muscatine CVB Office - 100 W 2nd St, Muscatine IA

Meeting was called to order by Mary Wildermuth. Present were Jodi Hansen, Charlie Harper, Beth Johnson, Ann Meeker, Melissa Osborne, and Mary Wildermuth. Not present was Bob Bahn and Greg Jenkins.

Minutes - Minutes from the October meeting were reviewed. Minutes approved with no changes. Ann moved for approval of minutes and Charlie seconded with all ayes.

Financial Report – Reviewed status of CVB financials. October minutes tasked Jodi with looking into the GL showing a questionable number – this was addressed via email and has been corrected. Report approved. Charlie moved for approval of financials and Beth seconded with all ayes.

2020/20201 Budget Discussion – Budgets were being submitted on date of meeting with final approval in February. Committee discussed including additional funding for YouTube channel and eblast template updates.

Director's Report

- **Braddyville tour group** in town October 25/26 – successful visit.
- Jodi was on **Paula Sands Live** to promote Film Festival, Holiday Open House, and Holiday Stroll; successful visit, will go on again in January for Eagles & Ivories and Shanghai orchestra.
- **Holiday Open House** was a success despite not so good weather.
- Meeting with McDaniels and The Merrill December 19th to discuss **co-op ad**.
- Details coming in re: **Shanghai Orchestra** performance. Concert is January 30 at the high school due to scheduling conflict at Central; will be a \$5 admission this year due to limited seating.
- Activity surrounding refreshed **light pole banners** for downtown underway.
- Civic Plus **website refresh** continues. Feedback sent to Civic Plus team for updates; timeline to be amended accordingly.

McDaniels Marketing Report – Reviewed activity from previous two months. Asking McDaniels to replace “null” page likes with n/a, which is more reflective of the nature of the engagement.

Iowa Bike Rides – Charlie provided some insight on the two major bike rides across Iowa. Additionally, he discussed how there are a handful of national bike trails that come to Muscatine; discussion on how we could leverage that information in the future.

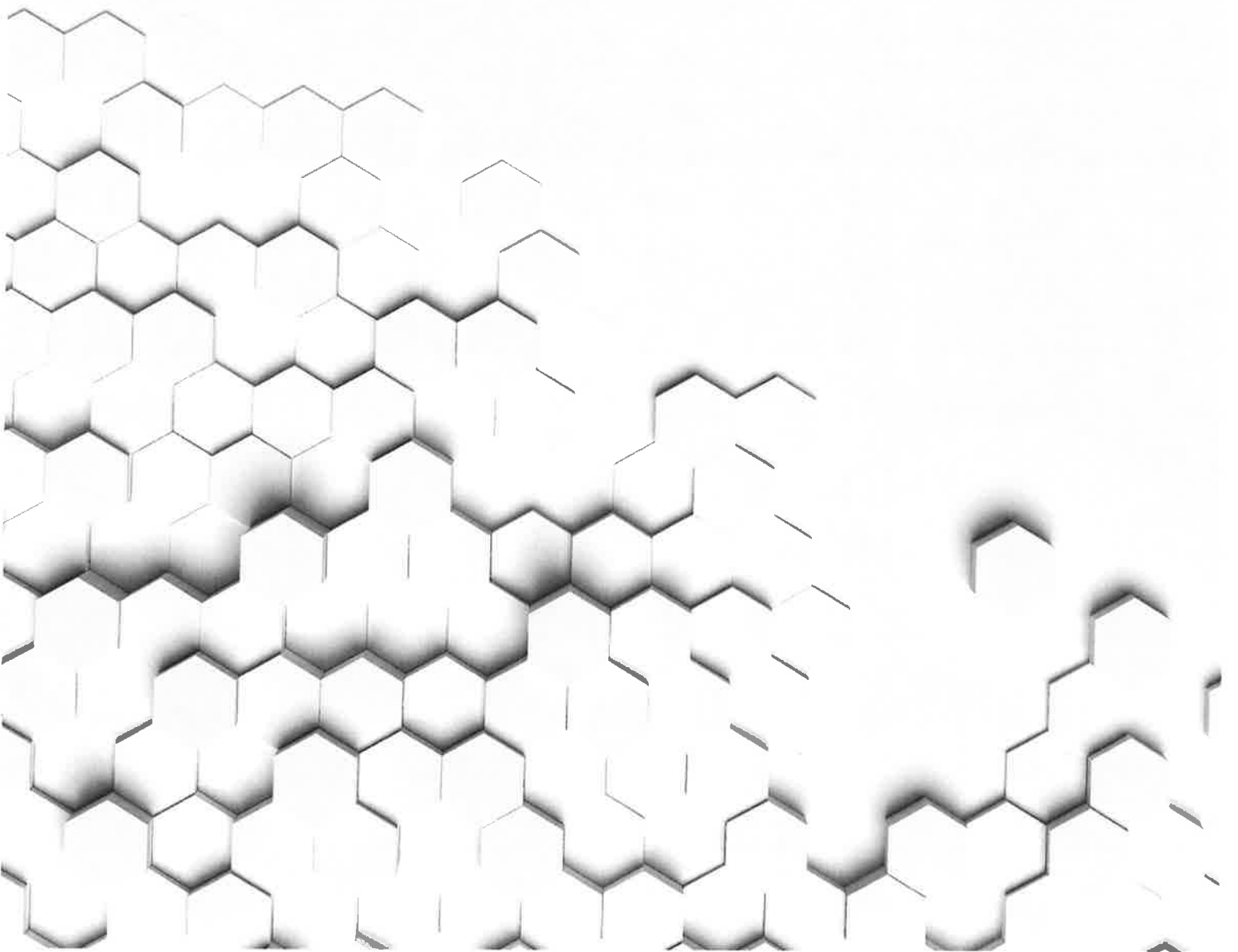
Meeting adjourned on a motion by Beth and seconded by Charlie.

Summary prepared by Beth Johnson.



[December PPC Report]

McD DIGITAL



Facebook Ad Creative

Visit Muscatine
Sponsored

Muscatine, IA is home to an architecturally one-of-a-kind barn. Plan your visit to experience its beauty!



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The Old Barn
Visit Muscatine

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Visit Muscatine
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The Muscatine Symphony Orchestra brings a wealth of music and culture. After the 3pm show stay and dine at one of

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Symphonic music for all
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Visit Muscatine
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Be dazzled with holiday cheer Friday, Dec. 6th in Downtown Muscatine. Enjoy live entertainment, decorations, treats and more.



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Visit Muscatine
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Take a Holiday Stroll
35th Annual Celebration

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Visit Muscatine
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Explore Wildcat Den! From hiking through beautiful fall scenery to historic sightseeing at Melpine Schoolhouse and Pine

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Wildcat Den State Park
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Whether it's attending a festival or strolling through the Farmer's Market, there's something for everyone in Muscatine, IA.



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Check out our Events Calendar

[LEARN MORE](#)

Visit Muscatine
Sponsored

Don't miss this weekend filled with ragtime music and eagle watching, right along the Mississippi River in Muscatine, Iowa!



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Visit Muscatine
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Eagles & Ivories
Join us Jan 23rd - 26th

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Don't miss this weekend filled with ragtime music and eagle watching, right along the Mississippi River in Muscatine, Iowa!



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Visit Muscatine
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Eagles & Ivories
Join us Jan 23rd - 26th

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Visit Muscatine
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Musicals, concerts, great food, eagle watching and more. Come see why Muscatine is not in the winter!



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Visit Muscatine
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Visit Muscatine, Iowa
Year-round fun

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Visit Muscatine
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The Muscatine Area Farmers Market presents. A Handcrafted Christmas. The perfect place to find a handmade gift for everyone.

See More



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Visit Muscatine
Sponsored

A Handcrafted Christmas
Saturday, December 14th

[LEARN MORE](#)

Facebook Performance

Select desired date range using the toggle below.
Dec 1, 2019 - Dec 31, 2019

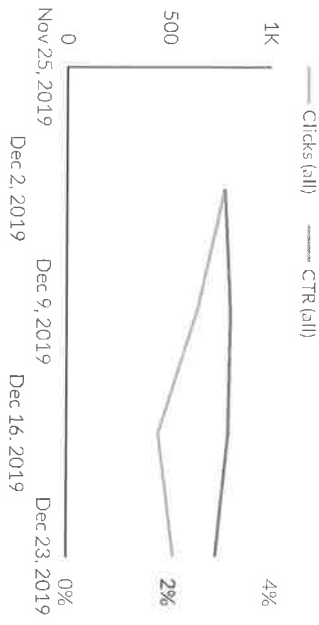
Click Through Rate & Impressions

by Clicks, CTR, and Impressions

Clicks (All)
2,618
 ↓ -23.9%

CTR (all)
3.09%
 ↑ -2.5%

Impressions
84,642
 ↓ -22.0%



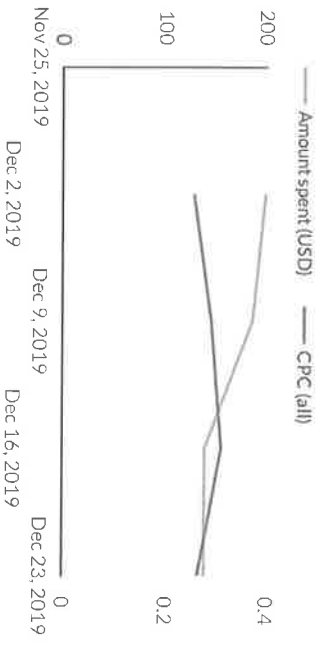
Cost Per Click

by Amount Spent, CPC (All), and CPC (Link)

Amount spent
\$726.04
 ↓ -10.6%

CPC (All) FB
\$0.28
 ↑ 17.6%

CPC (Link) FB
\$0.42
 ↑ 8.0%



Social Engagement

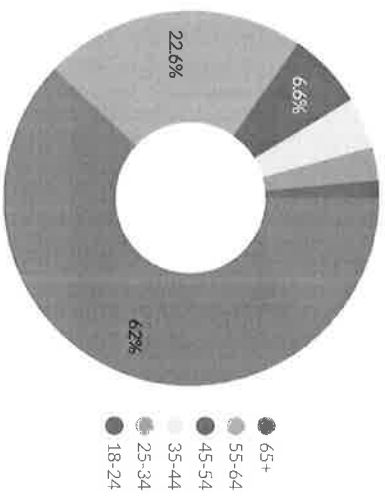
Ad set name	Page likes	Post reactions	Post comments	Post shares
Eagles & Ivories - 2019	0	76	2	18
Muscatine Symphony Orchestra 2019	0	36	1	5
Wildcat Den	0	7	1	4
Handcrafted Christmas - 2019	0	14	0	4
Holiday Stroll 2019	0	3	0	3
Videos	0	28	0	2

Quick Definitions

- Impressions:** The number of times your ads were on screen.
- Clicks (All):** The total number of clicks produced by your ads. This includes all interactions including Link Clicks, Reactions, Comments, Shares, etc.
- CTR (All):** The percentage of times people saw your ad and then interacted with it.
- CPC (All):** Average cost for each Click (All).
- Cost:** The estimated total amount spent on this ad during the reporting period.
- Page Likes:** The number of new Likes of your Facebook Page attributed to your ads.
- Post Reactions:** The number of reactions on your ads. The reactions button on an ad allows people to share different reactions to its content.
- Post Comments:** The number of comments generated by your ads during the reporting period.
- Post Shares:** The number of shares of your ads. People can share your ads (or posts) on their own or friends' Timelines, in groups and on their own Pages. This expands the reach of your ad beyond its initial targeting.
- Link Clicks:** The number of clicks on your ad to select destinations on or off Facebook-owned properties.
- CPC (Cost per Link Click):** The average cost for each Link Click

Age Breakdown

by Clicks



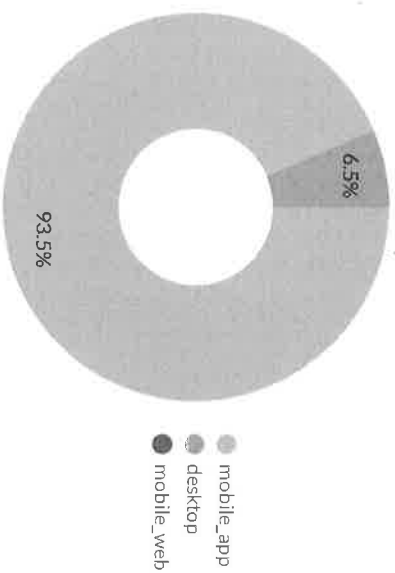
Gender Breakdown

by Clicks



Device Breakdown

by Clicks



Geographic Breakdown

by DMA and Clicks

DMA	Clicks (all)
1. Chicago	669
2. Davenport-R.Island-Moline	530
3. Minneapolis-St. Paul	321
4. St. Louis	304
5. Cedar Rapids-Wrlo-Iwe&Dub	237
6. Champaign&Springfld-Decatur	166
7. Des Moines-Ames	155
8. Peoria-Bloomington	103
9. Rockford	96
10. Quincy-Hannibal-Keokuk	23

Recommendations/Observations:

- Again, as expected, CPC went up this month with the increased competition during the holidays. We expect this to go down moving forward. Overall we did see some decreased performance but the numbers are still great with quite a bit of social engagement and a very high CTR.

Industry Benchmarks

	Facebook	Google Display
CTR (All Industries)	0.90%	0.46%
CTR (Travel)	0.90%	0.47%
Avg. CPC (All Industries)	\$1.72	\$0.63
Avg. CPC (Travel)	\$0.63	\$0.44

Changing Report Date Range:

An exciting feature we've added to your report is the ability to check past analytic data. This can be accessed by toggling the date range button in the upper right hand corner of each page (see image below for example):

Select desired date range using the toggle below.

Mar 1, 2019 - Mar 31, 2019

You'll notice that the report will always pull data from the most recent month, but it can be easily altered by simply clicking the toggle shown above.

Changing a Page:

To toggle between different pages of the report, simply click the arrows in the top left corner located under the title of the report



This is an interactive report, so don't worry, there's no way you can break it or mess it up. Feel free to click around and run your mouse over different elements and charts!

Download Or Print the Report:

Make sure you are using Google Chrome & logged into a Google account

To download this report as a PDF click  in the top right corner. Then, when prompted, click "download".

To print this report, first download as a PDF (see directions above). Once downloaded as a PDF open the document and click 'file' then 'print'. Note that some operating systems may require you to select 'fit to page' in the printer settings in order to allow the report to print correctly.