

Muscatine Convention and Visitors Bureau Advisory Board Meeting

Wednesday, January 23, 2019

Noon

Held at Muscatine CVB Office

100 West Second Street, Muscatine, IA

1. Call to Order
2. Approval of Minutes from December
3. Financial Report
4. Director's Report
5. Adjournment

General Ledger

Expense vs Budget

User: Imccullough
 Printed: 1/21/2019 - 3:00 PM
 Period: 01 to 06, 2019
 Fiscal Year: 2019
 JE Number: 0



City of
MUSCATINE

City Hall
 215 Sycamore St
 Muscatine, Iowa
 52761
 www.muscatine-ia.gov
 (563) 264-1550

Account Number	FP JE	Description	Budgeted Amount	Period Amount	YTD Amount	YTD Var	Encumbered	Available	% Avail
5821		CONVENTION & VISITORS BUREAU							
5821		CONVENTION & VISITORS BUREAU							
5821-55-5821-51100		General Office Supplies							
8/14/2018	AP 2	24 Envelopes		50.24 DR	50.24	149.76	0.00	149.76	74.88
5821-55-5821-51100		General Office Supplies	200.00	50.24	50.24	149.76	0.00	149.76	74.88
5821-55-5821-52600		Food							
5821-55-5821-52600		Food	300.00	0.00	0.00	300.00	0.00	300.00	100.00
5821-55-5821-52860		Sign Materials							
5821-55-5821-52860		Sign Materials	3,000.00	0.00	0.00	3,000.00	0.00	3,000.00	100.00
5821-55-5821-52890		Misc Operating Supplies							
5821-55-5821-52890		Misc Operating Supplies	200.00	0.00	0.00	200.00	0.00	200.00	100.00
5821-55-5821-61120		Auditing Fees							
11/30/2018	GL 5	187 Audit Fee Allocations FY 18 Audit		114.00 DR	114.00	-14.00	0.00	-14.00	-14.00
5821-55-5821-61120		Auditing Fees	100.00	114.00	114.00	-14.00	0.00	-14.00	-14.00
5821-55-5821-62320		Outside Duplicating Services							
5821-55-5821-62320		Outside Duplicating Services	300.00	0.00	0.00	300.00	0.00	300.00	100.00
5821-55-5821-62370		Misc Printing Services							

Account Number	FP JE	Description	Budgeted Amount	Period Amount	YTD Amount	YTD Var	Encumbered	Available	% Avail
5821-55-5821-62370		Misc Printing Services	2,000.00	0.00	0.00	2,000.00	0.00	2,000.00	100.00
5821-55-5821-62470		Other Non-Employees Services							
7/1/2018	AP 1	8 July 2018 CVB		5,000.00	Ck: 24942				
8/1/2018	AP 2	5 Subsidy August 2018		5,000.00	Ck: 25357				
9/4/2018	AP 3	6 September 2018 Subsidy		5,000.00	Ck: 25811				
9/13/2018	AP 3	11 CVB Agreement Additional Allocation July		416.66	DR				
9/13/2018	AP 3	11 CVB Agreement Additional Allocation August		416.66	DR				
9/13/2018	AP 3	11 CVB Agreement Additional Allocation September		416.66	DR				
10/1/2018	AP 4	12 October 2018 Subsidy		5,416.66	DR				
11/1/2018	AP 5	5 November 2018		5,416.66	DR				
12/1/2018	AP 6	8 CVB - Subsidy December 2018		5,416.66	DR				
5821-55-5821-62470		Other Non-Employees Services	65,000.00	32,499.96	32,499.96	32,500.04	0.00	32,500.04	50.00
5821-55-5821-64120		Actual Travel Expenses							
8/14/2018	AP 2	24 Travel to CVB Meetings		38.04	DR				
8/14/2018	AP 2	24 Travel to CVB Meetings		236.09	DR				
9/18/2018	AP 3	41 TimberRidge - Travel		129.12	DR				
9/27/2018	AP 3	71 Reimb for J Hansen		528.80	DR				
9/30/2018	AP 3	92 Rental Car - Lake Geneva WI Conference		159.44	DR				
9/30/2018	AP 3	92 EITA Convention Rental Car Ames		53.15	DR				
10/19/2018	AP 4	51 Petro - Travel		15.24	DR				
10/19/2018	AP 4	51 Timber Ridge Lodge - Lodging		101.99	DR				
10/19/2018	AP 4	51 Casey's - Fuel		26.06	DR				
5821-55-5821-64120		Actual Travel Expenses	2,500.00	1,287.93	1,287.93	1,212.07	0.00	1,212.07	48.48
5821-55-5821-64200		Registrations							
9/18/2018	AP 3	41 UMCUB Conference - Registration		250.00	DR				
9/30/2018	AP 3	92 EITA Conventions Registration		40.00	DR				
12/14/2018	AP 6	29 Reimb EITA Fee		20.00	DR				
5821-55-5821-64200		Registrations	1,200.00	310.00	310.00	890.00	0.00	890.00	74.17
5821-55-5821-64400		Meals							
10/19/2018	AP 4	51 Oakfire Restaurant - Meal		18.99	DR				
10/19/2018	AP 4	51 Pobelly - Meal		5.54	DR				

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12/18/2018	AP	6 53 Potbelly - Meal IDMA Meeting		7.06 DR	Ck: 27134	BANCARD SERVICES			
5821-55-5821-64400		Meals	300.00	31.59	31.59	268.41	0.00	268.41	89.47
5821-55-5821-64500		Mileage							
11/27/2018	AP	5 77 Reimb Mileage 11/7 & 11/14		205.80 DR	Ck: 26976	Jodi Hansen			
12/17/2018	AP	6 49 Reimb Mileage 12/7/18		66.15 DR	Ck: 27181	Jodi Hansen			
5821-55-5821-64500		Mileage	1,000.00	271.95	271.95	728.05	0.00	728.05	72.81
5821-55-5821-65100		Advertising, Pub, & Marketing							
8/8/2018	AP	2 17 July Contracts		1,250.00 DR	Ck: 25610	MCDANIELS MARKETING			
8/14/2018	AP	2 23 Google - Advertising		500.00 DR	Ck: 25497	BANCARD SERVICES			
8/14/2018	AP	2 23 Google - Advertising		500.00 DR	Ck: 25497	BANCARD SERVICES			
8/14/2018	AP	2 24 August Monthly Admin		850.00 DR	Ck: 25610	MCDANIELS MARKETING			
9/18/2018	AP	3 41 Facebook - Advertising		3.99 DR	Ck: 25980	BANCARD SERVICES			
9/18/2018	AP	3 41 Facebook - Advertising		746.01 DR	Ck: 25980	BANCARD SERVICES			
9/18/2018	AP	3 41 Facebook - Advertising		8.51 DR	Ck: 25980	BANCARD SERVICES			
9/18/2018	AP	3 41 Facebook - Advertising		20.99 DR	Ck: 25980	BANCARD SERVICES			
9/18/2018	AP	3 41 Google - Advertising		500.00 DR	Ck: 25980	BANCARD SERVICES			
10/19/2018	AP	4 51 Google - Advertising		500.00 DR	Ck: 26374	BANCARD SERVICES			
10/19/2018	AP	4 51 Facebook - Advertising		750.00 DR	Ck: 26374	BANCARD SERVICES			
10/19/2018	AP	4 51 Facebook - Advertising		13.45 DR	Ck: 26374	BANCARD SERVICES			
10/19/2018	AP	4 51 Facebook - Advertising		26.41 DR	Ck: 26374	BANCARD SERVICES			
10/19/2018	AP	4 51 Google - Advertising		500.00 DR	Ck: 26374	BANCARD SERVICES			
10/19/2018	AP	4 51 Go Daddy - Advertising		50.32 DR	Ck: 26374	BANCARD SERVICES			
10/30/2018	AP	4 77 Marketing		1,495.00 DR	Ck: 26631	MCDANIELS MARKETING			
11/8/2018	AP	5 28 Marketing		250.00 DR	Ck: 26735	BIG RIVER MAGAZINE			
11/13/2018	AP	5 36 Facebook - Advertising		1.58 DR	Ck: 26730	BANCARD SERVICES			
11/13/2018	AP	5 36 Facebook - Advertising		672.57 DR	Ck: 26730	BANCARD SERVICES			
11/13/2018	AP	5 36 Google - Advertising		500.00 DR	Ck: 26730	BANCARD SERVICES			
12/17/2018	AP	6 49 Marketing Contract		350.00 DR	Ck: 27218	MCDANIELS MARKETING			
12/17/2018	AP	6 49 Consulting/Planning		200.00 DR	Ck: 27218	MCDANIELS MARKETING			
12/18/2018	AP	6 53 Facebook - Advertising		750.00 DR	Ck: 27134	BANCARD SERVICES			
12/18/2018	AP	6 53 Facebook - Advertising		10.66 DR	Ck: 27134	BANCARD SERVICES			
12/18/2018	AP	6 53 Google - Advertising		401.43 DR	Ck: 27134	BANCARD SERVICES			
12/31/2018	AP	6 83 Monthly Administrative Fee		1,525.00 DR	Ck: 27366	MCDANIELS MARKETING			
12/31/2018	AP	6 83 Monthly Administrative Fee		350.00 DR	Ck: 27366	MCDANIELS MARKETING			

Account Number	FP JE	Description	Budgeted Amount	Period Amount	YTD Amount	YTD Var	Encumbered	Available	% Avail
5821-55-5821-65100		Advertising, Pub, & Marketing	36,600.00	12,725.92	12,725.92	23,874.08	5,600.00	18,274.08	49.93
5821-55-5821-66100		Liability Insurance							
12/31/2018	GL 6	186 FY 18/19 General Liability		327.00 DR					
12/31/2018	GL 6	186 FY 18/19 Umbrella Liability		65.00 DR					
5821-55-5821-66100		Liability Insurance	400.00	392.00	392.00	8.00	0.00	8.00	2.00
5821-55-5821-69200		Postage And Freight							
8/14/2018	AP 2	23 HyVee - Postage		14.30 DR	Ck: 25497	BANCARD SERVICES			
9/30/2018	GL 3	120 CVB Postage - Sep		11.04 DR					
10/31/2018	GL 4	140 CVB Postage - Oct		14.70 DR					
11/30/2018	GL 5	114 CVB Postage - Nov		11.18 DR					
12/18/2018	AP 6	53 USPS - Freight Visitors Guides		23.50 DR	Ck: 27134	BANCARD SERVICES			
12/31/2018	GL 6	112 Parking Postage - Dec		5.17 DR					
5821-55-5821-69200		Postage And Freight	800.00	79.89	79.89	720.11	0.00	720.11	90.01
5821-55-5821-69400		Dues And Memberships							
8/8/2018	AP 2	17 Membership Dues J Hansen		165.00 DR	Ck: 25544	EITA			
12/31/2018	AP 6	83 IDMA Dues 2019		250.00 DR	Ck: 27347	IOWA DESTINATION MARKETING ALLIANCE			
5821-55-5821-69400		Dues And Memberships	1,000.00	415.00	415.00	585.00	0.00	585.00	58.50
5821-55-5821-90300		Administrative Transfer							
9/30/2018	GL 3	113 1st Qtr General Admin Fees		900.00 DR					
9/30/2018	GL 3	113 1st Qtr IT Admin Fees		150.00 DR					
12/31/2018	GL 6	122 2nd Qtr General Admin Fees		900.00 DR					
12/31/2018	GL 6	122 2nd Qtr IT Admin Fees		150.00 DR					
5821-55-5821-90300		Administrative Transfer	4,200.00	2,100.00	2,100.00	2,100.00	0.00	2,100.00	50.00
5821		CONVENTION & VISITORS BUREAU	119,100.00	50,278.48	50,278.48	68,821.52	5,600.00	63,221.52	53.08
5821		CONVENTION & VISITORS BUREAU	119,100.00	50,278.48	50,278.48	68,821.52	5,600.00	63,221.52	53.08

Account Number	FP JE Description	Budgeted Amount	Period Amount	YTD Amount	YTD Var	Encumbered	Available	% Avail
	Report Totals:	119,100.00	50,278.48	50,278.48	68,821.52	5,600.00	63,221.52	53.08

General Ledger

Revenue Analysis

User: Imccullough
 Printed: 1/21/2019 - 2:57 PM
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City Hall
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Account Number	FP	JE	Description	Budgeted Revenue	Period Revenue	YTD Revenue	Uncollected Bal	% Received
5821			CONVENTION & VISITORS BUREAU					
5821			CONVENTION & VISITORS BUREAU					
5821-55-5821-37100			Interest On Investments	300.00	0.00		300.00	0.00
5821-55-5821-37100			Interest On Investments		0.00			0.00
5821-55-5821-39500			Other Transfers					
7/31/2018	GL	1	CVB Alloc 1st Qtr		32,624.50 CR			
10/31/2018	GL	4	CVB Alloc 2nd Qtr		32,624.50 CR			
5821-55-5821-39500			Other Transfers	120,000.00	65,249.00	65,249.00	54,751.00	54.37
5821			CONVENTION & VISITORS BUREAU	120,300.00	65,249.00	65,249.00	55,051.00	54.24
5821			CONVENTION & VISITORS BUREAU	120,300.00	65,249.00	65,249.00	55,051.00	54.24

Account Number	FP	JE	Description	Budgeted Revenue	Period Revenue	YTD Revenue	Uncollected Bal	% Received
			Report Totals:	120,300.00	65,249.00	65,249.00	55,051.00	54.24



**DECEMBER 2018
DIGITAL MARKETING REPORT
FACEBOOK**



Facebook Ad Creative



Visit Muscatine

Steve Gerberich returns to Muscatine with a new exhibition of Gadgetry. Come check it out at the Muscatine Art Center



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Art In Motion

From: now - until December

LEARN MORE



Visit Muscatine

The Jackson Concert Series presents free musical performances. Check out the schedule on our website for upcoming dates



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Jackson Concert Series

Concerts Free To The Public

LEARN MORE



Visit Muscatine

Be dazzled with holiday cheer Friday Dec. 7th in Downtown Muscatine. Enjoy live entertainment, decorations, treats and more



VISITMUSCATINE.COM

Take a Holiday Stroll

34th Annual Holiday Celebration

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Visit Muscatine

The Muscatine Farmers Market presents A Handcrafted Christmas. The perfect place to find a handmade gift for everyone on your list. Come out and see over 90 vendors!



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A Handcrafted Christmas

Saturday, December 8th

LEARN MORE



Visit Muscatine

The Muscatine Symphony Orchestra brings great music to Muscatine. See our site for the performance schedule!



VISITMUSCATINE.COM

Symphonic Music For All

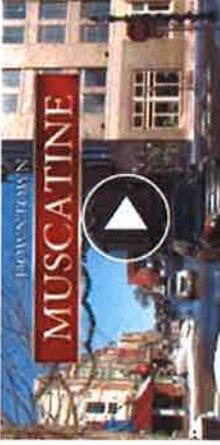
Season now underway!

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Visit Muscatine

Get a glimpse of what our unique downtown shopping scene has to offer.



visitmuscatine.com

Discover Muscatine, Iowa!

LEARN MORE



Visit Muscatine



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LEARN MORE

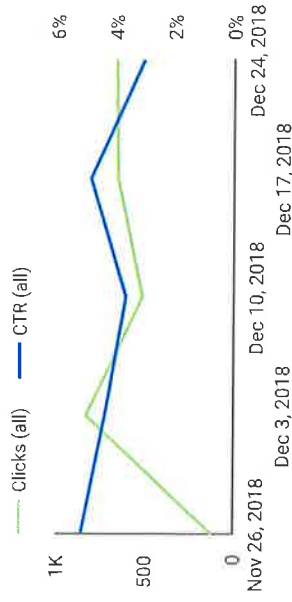


Dec 1, 2018 - Dec 31, 2018

Facebook Performance

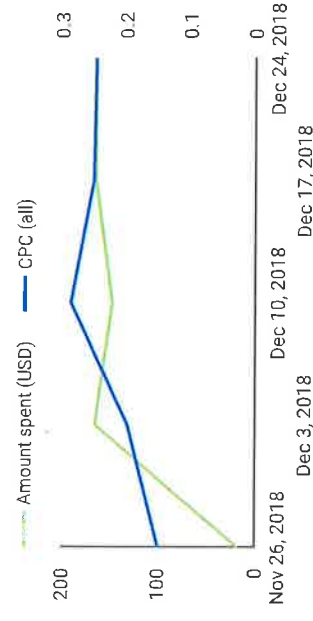
Click Through Rate & Impressions

by Clicks, CTR, and Impressions



Cost Per Click

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



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



Top Campaigns

by Impressions, Clicks, CTR and Avg. CPC

Ad set name	Impressions	Clicks (all)	CTR (all)	CPC (all)
Eagles & Ivories	14,680	1,020	6.95%	\$0.18
Symphony Orchestra	20,656	528	2.56%	\$0.3
Holiday Shopping Video	7,834	398	5.08%	\$0.17
Jackson Concert Series	13,125	328	2.5%	\$0.36
Gerberichs	13,848	285	2.06%	\$0.43
Handcrafted Christmas	3,867	256	6.62%	\$0.14
Holiday Stroll	4,595	217	4.72%	\$0.15



Facebook Performance

Social Engagement

by Page Likes, Post Reactions, Post Comments, Post Shares

Ad set name	Page likes	Post reactions	Post comments	Post shares
Eagles & Ivories	null	23	1	7
Gerberichs	null	28	3	6
Handcrafted Christmas	null	27	2	7
Holiday Shopping Video	null	39	3	16
Holiday Stroll	null	53	1	18
Jackson Concert Series	null	8	1	1
Symphony Orchestra	null	59	2	9
Grand total	null	237	13	64

Video Performance

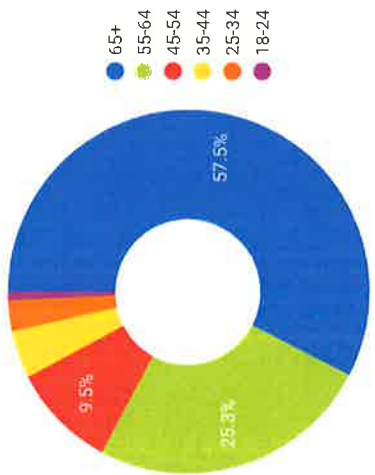
by Video Watches

Ad set name	Video watches at 25%	Video watches at 50%	Video watches at 100%
Holiday Shopping Video	572	374	267

Facebook Demographics

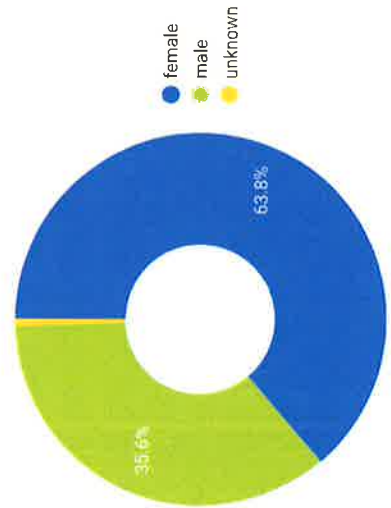
Age Breakdown

by Clicks



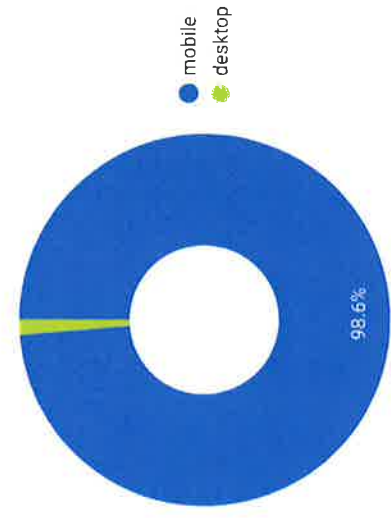
Gender Breakdown

by Clicks



Device Breakdown

by Clicks



Geographic Breakdown

by DMA and Clicks

DMA	Clicks (all)
1. Davenport-R Island-Moline	1,072
2. Chicago	644
3. St. Louis	421
4. Cedar Rapids-Wrilo-Iwc&Dub	316
5. Champaign&Springfld-Decatur	184
6. Peoria-Bloomington	119
7. Rockford	119
8. Quincy-Hannibal-Keokuk	89
9. Ottumwa-Kirksville	57
10. Des Moines-Ames	11

Recommendations/Observations

- We saw great performance this month with a large increase in clicks, impressions and CTR.
- Your CTR is very high on multiple campaigns, which is a great measurement. 6.95% on Eagles & Ivories!
- We also saw great social engagement from your ads this month as well almost doubling the previous month in reactions and shares.
- Normally during the holiday season we see a decrease in ad spend or a higher cost per click, but the target audience and relevancy of these ads really helped to combat that.

Industry Benchmarks

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