

# **Muscatine Convention and Visitors Bureau Advisory Board Meeting**

Wednesday, November 20, 2019

Noon

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

1. Call to Order
2. Approval of Minutes from October 2019
3. Financial Report
4. Director's Report
5. McDaniels Report
6. Cycling discussion-Charlie Harper
7. Adjournment

# General Ledger

## Expense vs Budget

User: lmcullough  
 Printed: 11/18/2019 - 2:06 PM  
 Period: 04, 2020  
 Fiscal Year: 2020  
 JE Number: 0



City of  
**MUSCATINE**

City Hall  
 215 Sycamore St  
 Muscatine, Iowa www.muscatineiowa.gov  
 52761 (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	200.00	0.00	0.00	200.00	0.00	200.00	100.00
5821-55-5821-51100		General Office Supplies							
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	2,000.00	0.00	0.00	2,000.00	0.00	2,000.00	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							
5821-55-5821-61120		Auditing Fees	100.00	0.00	0.00	100.00	0.00	100.00	100.00
5821-55-5821-62370		Misc Printing Services							
5821-55-5821-62370		Misc Printing Services	1,000.00	0.00	0.00	1,000.00	0.00	1,000.00	100.00
5821-55-5821-62470		Other Non-Employees Services							
10/1/2019	AP 4	14 October 2019		5,625.00	DR	CK: 31036			
								MUSCATINE CHAMBER OF COMMERCE	

Account Number	FP JE	Description	Budgeted Amount	Period Amount	YTD Amount	YTD Var	Encumbered	Available	% Avail
5821-55-5821-62470		Other Non-Employees Services	67,500.00	5,625.00	22,500.00	45,000.00	0.00	45,000.00	66.67
5821-55-5821-64120		Actual Travel Expenses							
5821-55-5821-64120		Actual Travel Expenses	2,400.00	0.00	0.00	2,400.00	0.00	2,400.00	100.00
5821-55-5821-64200		Registrations							
5821-55-5821-64200		Registrations	800.00	0.00	29.95	770.05	0.00	770.05	96.26
5821-55-5821-64400		Meals							
10/15/2019	AP 4	56 FB - Meals		13.75 DR	Ck: 31141	BANCARD SERVICES			
5821-55-5821-64400		Meals	300.00	13.75	13.75	286.25	0.00	286.25	95.42
5821-55-5821-64500		Mileage							
5821-55-5821-64500		Mileage	500.00	0.00	362.96	137.04	0.00	137.04	27.41
5821-55-5821-65100		Advertising, Pub, & Marketing							
10/10/2019	AP 4	34 Paula Sands Live Segment		400.00 DR	Ck: 31210	KWQC TV6			
10/14/2019	AP 4	45 Marketing		775.00 DR	Ck: 31224	MCDANIELS MARKETING			
10/14/2019	AP 4	45 Marketing		625.00 DR	Ck: 31224	MCDANIELS MARKETING			
10/14/2019	AP 4	45 Marketing		125.00 DR	Ck: 31224	MCDANIELS MARKETING			
10/15/2019	AP 4	56 Facebook - Marketing		750.00 DR	Ck: 31141	BANCARD SERVICES			
10/15/2019	AP 4	56 Facebook - Marketing		71.72 DR	Ck: 31141	BANCARD SERVICES			
10/15/2019	AP 4	56 Google - Marketing		429.80 DR	Ck: 31141	BANCARD SERVICES			
10/15/2019	AP 4	56 Facebook - Marketing		750.00 DR	Ck: 31141	BANCARD SERVICES			
5821-55-5821-65100		Advertising, Pub, & Marketing	45,000.00	3,926.52	8,292.76	36,707.24	0.00	36,707.24	81.57
5821-55-5821-66100		Liability Insurance							
5821-55-5821-66100		Liability Insurance	400.00	0.00	0.00	400.00	0.00	400.00	100.00
5821-55-5821-69200		Postage And Freight							
5821-55-5821-69200		Postage And Freight	800.00	0.00	19.95	780.05	0.00	780.05	97.51
5821-55-5821-69400		Dues And Memberships							

Account Number	FP JE Description	Budgeted Amount	Period Amount	YTD Amount	YTD Var	Encumbered	Available	% Avail
5821-55-5821-69400	Dues And Memberships	700.00	0.00	165.00	535.00	0.00	535.00	76.43
5821-55-5821-90300	Administrative Transfer							
5821-55-5821-90300	Administrative Transfer	3,700.00	0.00	925.00	2,775.00	0.00	2,775.00	75.00
5821	CONVENTION & VISITORS BUREAU	125,900.00	9,565.27	32,309.37	93,590.63	0.00	93,590.63	74.34
5821	CONVENTION & VISITORS BUREAU	125,900.00	9,565.27	32,309.37	93,590.63	0.00	93,590.63	74.34

Account Number	FP JE Description	Budgeted Amount	Period Amount	YTD Amount	YTD Var	Encumbered	Available	% Avail
	Report Totals:	125,900.00	9,565.27	32,309.37	93,590.63	0.00	93,590.63	74.34

## Muscatine Convention and Visitors Bureau Advisory Board Meeting Minutes

October 23 2019 @ 12:00 PM | Muscatine CVB Office - 100 W 2<sup>nd</sup> St, Muscatine IA

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Attending: Melissa, Charlie, Ann, Mary, Greg, Jodi

Approval of Minutes from September 2019 – Motion: Jenkins, Second: Osborne

Passed 5 – 0

- Financial Reviews

General Ledger: Shows (30,009.50) – why?

Action: Jodi will find out why, general ledger shows (30,009.50) why?

Uncollected balance \$85,140.50

- Directors Report

Website-month-7,310 visitors

11,213 page views

1300 vg-left (approx..)

Tour group from Braddyville, Iowa here Oct 25 & 26 Jodi coordinated the 2nd day tour after celebration belle-Discovery Park and Old Barn. They are looking at coming back to Muscatine over 4th of July weekend

Helped with the water tower video contest by providing video and assisting in shooting at deep lakes-we won contest

Set up YouTube channel-will upload videos

State mixed bowling tournament here starting this weekend-Nov 10. Will take visitors guides

“It’s how you get there” T.V. show-explored possibility-\$40,000

Website re-design in on track—have a meeting tomorrow

Meeting with the Merrill tomorrow. Will meet with Hostmark marketing and sales-discussing upcoming events-assist in promoting

Working on holiday open house-Nov 17

Paula sands next Friday-will be promoting film fest, hoh, holiday stroll and maybe e&l

Shanghai symphony will be here in Jan.-no further details.

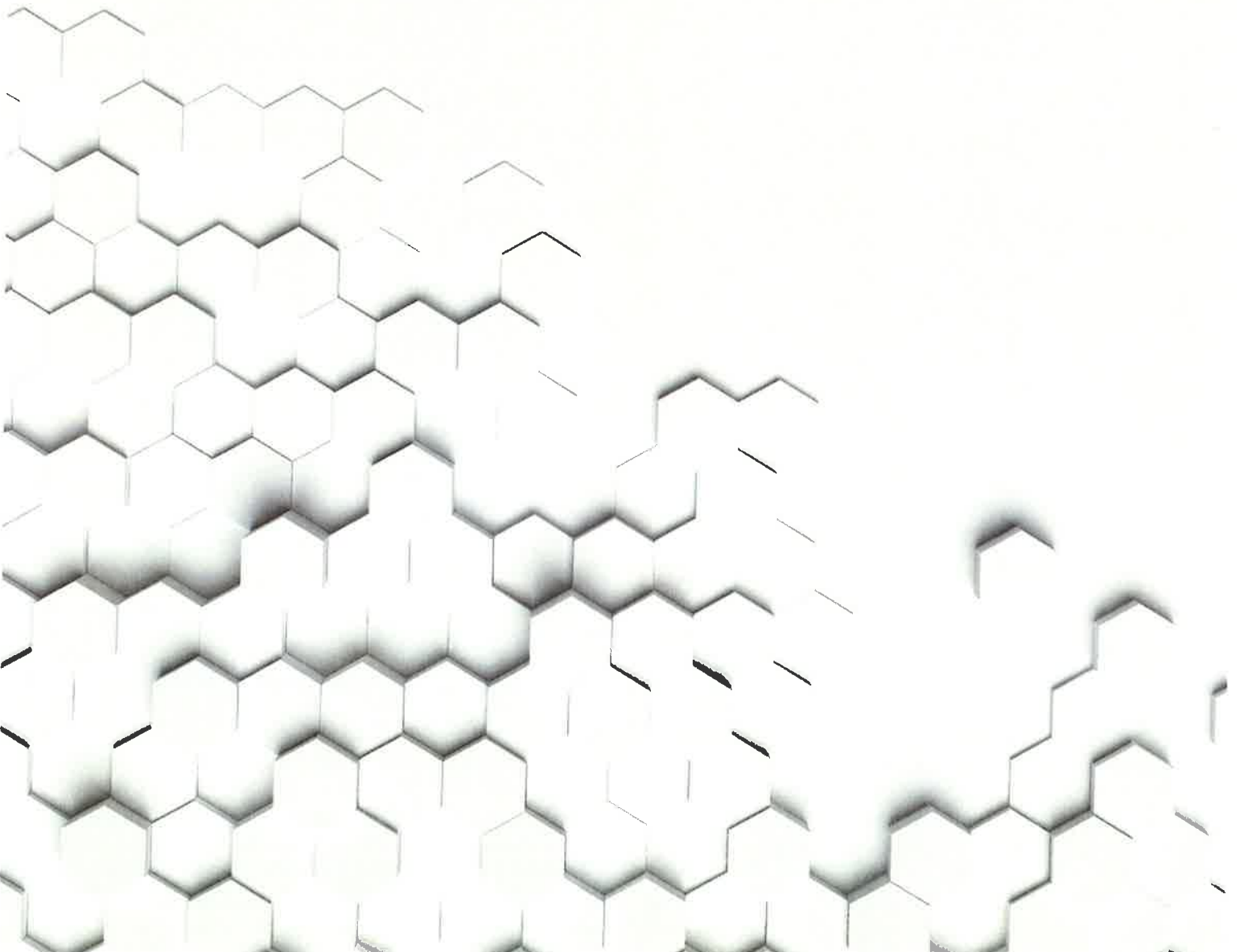
McDaniel’s Marketing going to make a pitch to Merrill – Jenkins asked this proposal to be sent to Board if we are going to propose it.

- Put Biking on agenda for next month
- Reviewed McDaniel’s report



[October PPC Report]

**McD** DIGITAL



# Facebook Ad Creative

**Visit Muscatine**  
 Enjoy this summer concert series featuring a variety of artists at The Musser Public Library and Hill Community Center located at 408 E 2nd Street, Muscatine, IA



**VISTMUSCATINE.COM**  
 Second Sunday Concert Series

[LEARN MORE](#)

**Visit Muscatine**  
 The Muscatine Symphony Orchestra brings a wealth of music and culture. After the 3pm show, stay and dine at one of [See More](#)



**VISTMUSCATINE.COM**  
 Symphonic music for all season now underway

[LEARN MORE](#)

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



**VISTMUSCATINE.COM**  
 The Old Barn Visit Muscatine

[LEARN MORE](#)

**Visit Muscatine**  
 Get your "A Stroll Through Old Muscatine" guide and see the 19th century come alive in beautiful historic Muscatine, IA



**VISTMUSCATINE.COM**  
 Visit Historic Muscatine Take a Walking Home Tour

[LEARN MORE](#)

**Visit Muscatine**  
 Muscatine Independent Film Festival is a great way to immerse yourself in a weekend of arts and culture



**VISTMUSCATINE.COM**  
 Muscatine Independent Film Festival

[LEARN MORE](#)

**Visit Muscatine**  
 Whether it's attending a festival or strolling through the Farmers Market, there's something for everyone in Muscatine, IA



**VISTMUSCATINE.COM**  
 Check out our Events Calendar

[LEARN MORE](#)

**Visit Muscatine**  
 Familiar and unusual brews made with the best local ingredients from a brewery that's contrary to the norm



**VISTMUSCATINE.COM**  
 Contrary Brewing Company Muscatine's Microbrewery

[LEARN MORE](#)

**Visit Muscatine**  
 Explore Wildcat Den! From hiking through beautiful fall scenery to historic sightseeing at Melpine Schoolhouse and Pine [See More](#)



**VISTMUSCATINE.COM**  
 Wildcat Den State Park Visit Muscatine

[LEARN MORE](#)

**Visit Muscatine**  
 Discovery Park & the Environmental Learning Center invite you to experience nature firsthand with live exhibits, walking trails and much more



**VISTMUSCATINE.COM**  
 Get Hands-on with Nature Visit Muscatine, IA

[LEARN MORE](#)

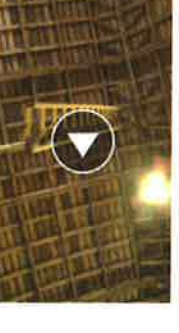
**Visit Muscatine**  
 Be dazzled with holiday cheer Friday, Dec. 6th in Downtown Muscatine. Enjoy live entertainment, decorations, treats and more



**VISTMUSCATINE.COM**  
 Take a Holiday Stroll 35th Annual Celebration

[LEARN MORE](#)

**Visit Muscatine**  
 A historically rich river city with beautiful parks, museums, and more—Muscatine has an adventure for everyone



**VISTMUSCATINE.COM**  
 Visit Muscatine Iowa Plan your trip today!

[LEARN MORE](#)

**Visit Muscatine**  
 Kick-off your holiday shopping season in Downtown Muscatine on Sunday, November 17th 12-4pm. Enjoy in-store [See More](#)



**VISTMUSCATINE.COM**  
 Holiday Open House It's shopping season!

[LEARN MORE](#)



## Facebook Performance

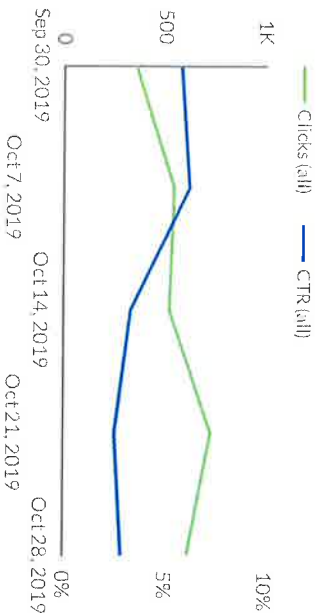
### Click Through Rate & Impressions

by Clicks, CTR, and Impressions

Clicks (All)  
**2,771**  
↓ -48.1%

CTR (all)  
**3.40%**  
↓ -9.5%

Impressions  
**81,484**  
↓ -42.6%



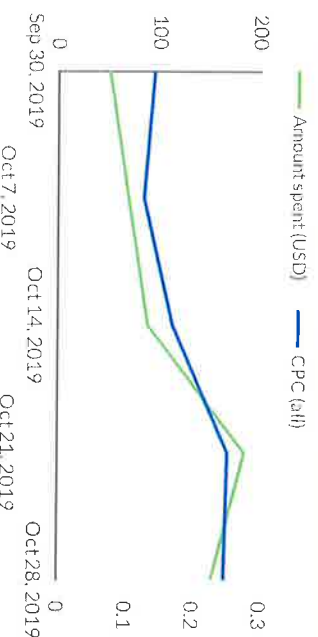
### Cost Per Click

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

Amount spent  
**\$547.96**  
↓ -43.2%

CPC (All) FB  
**\$0.20**  
↑ 9.0%

CPC (Link) FB  
**\$0.28**  
↑ 11.1%



## Social Engagement

Ad set name	Page likes	Post reactions	Post comments	Post shares
Videos	null	69	3	14
MIFF 2019	null	11	1	2
Holiday Open House 2019	null	5	null	null
Holiday Stroll 2019	null	13	null	4
Muscatine Symphony Orchestra 20...	null	21	null	null
Second Sundays - 2019	null	4	null	null
Wildcat Den	null	23	null	5

Select desired date range using the toggle below.

Oct 1, 2019 - Oct 31, 2019

## Quick Definitions

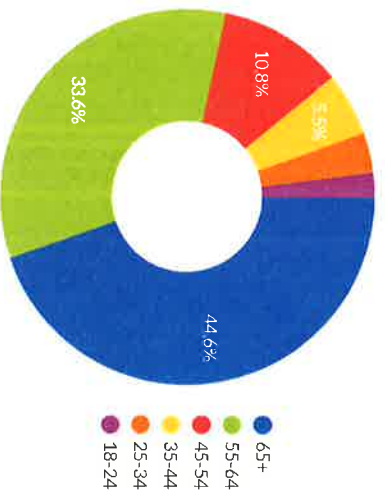
- **Impressions:** The number of times your ads were on screen.
- **Clicks (All):** The total number of clicks produced by your ads. This includes all interactions including Link Clicks, Reactions, Comments, Shares, etc.
- **CTR (All):** The percentage of times people saw your ad and then interacted 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

# Facebook Demographics

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

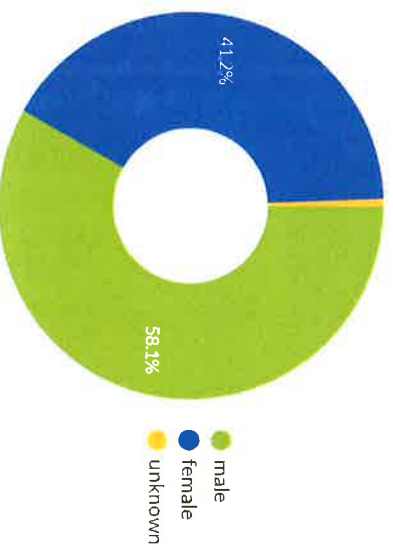
## Age Breakdown

by Clicks



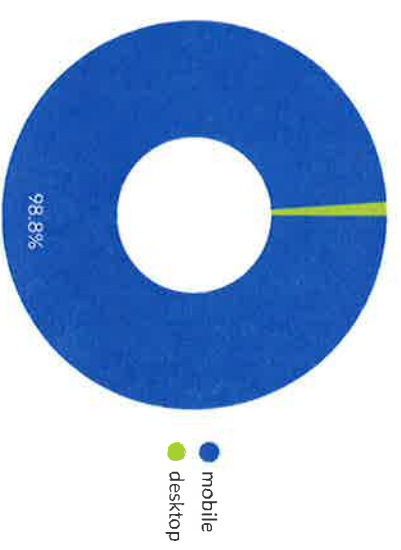
## Gender Breakdown

by Clicks



## Device Breakdown

by Clicks



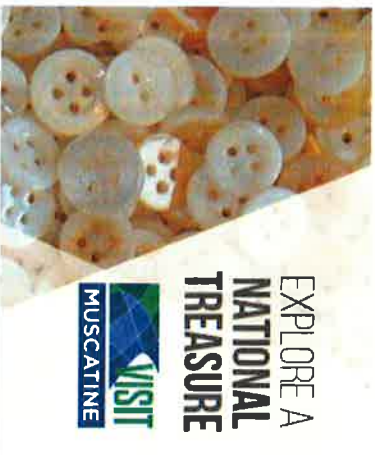
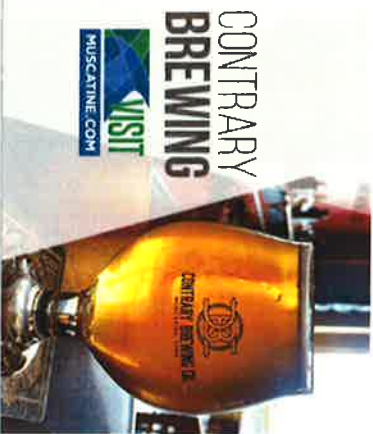
## Geographic Breakdown

by DMA and Clicks

DMA	Clicks (all)
1. Chicago	792
2. St. Louis	439
3. Des Moines-Ames	402
4. Cedar Rapids-Wrlo-Iwca&Dub	388
5. Champaign&Springfld-Decatur	295
6. Peoria&Bloomington	152
7. Davenport-R-Island-Moline	145
8. Rockford	89
9. Minneapolis-St. Paul	59
10. Ottumwa-Kirksville	6

## Recommendations/Observations:

- CPC jumped up at the end of this month with the additions of new ads. Overall still great performance but we will work on bringing the CPC down and performance back up. Social engagement was still very high this month!



# Google Display Performance

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

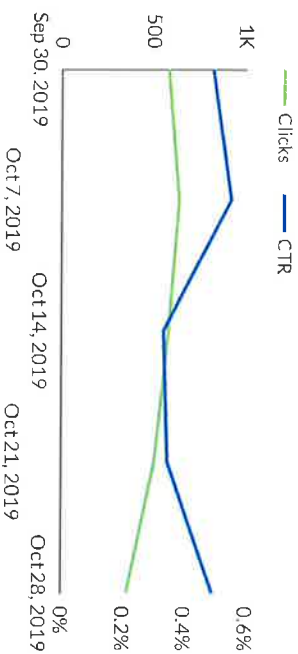
## Click Through Rate & Impressions

by Clicks, CTR, and Impressions

Clicks  
**2,680**  
↓ -6.43%

CTR  
**0.43%**  
↑ 9.2%

Impressions  
**627,163**  
↓ -14.3%



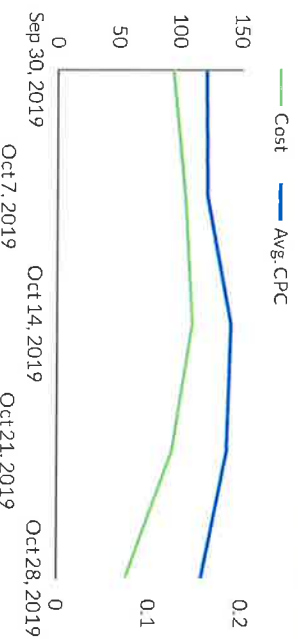
## Cost Per Click

by Cost, CPC, and CPM

Cost  
**\$461.31**  
↓ -0.6%

Avg. CPC  
**\$0.17**  
↑ 6.2%

Avg. CPM  
**\$0.74**  
↑ 15.9%



## Top Campaigns

Campaign	Impressions	Clicks	CTR	Avg. CPC
Contrary Brewing	205,370	655	0.32%	\$0.19
Environmental Learning Center	201,836	819	0.41%	\$0.15
National Pearl Button Museum - Display	117,487	527	0.45%	\$0.2
Farmers Markets	102,470	679	0.66%	\$0.16

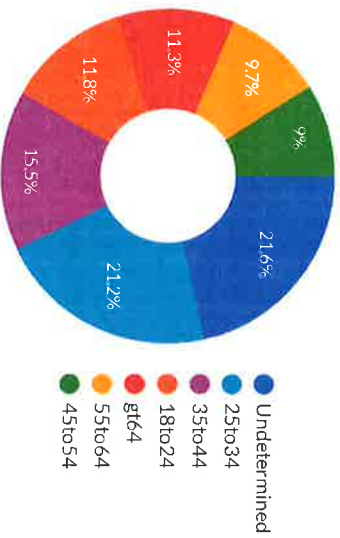
## Quick Definitions

- **Impressions:** An impression (ad view) is counted each time your ad is served on Google's ad networks, such as Google.com, YouTube, or other publisher websites. This is a measurement of how often your ads are being seen.
- **Clicks:** This is a measurement of how many times someone interacted with your ad and was redirected to your website.
- **CTR:** Click-through Rate measures how often people click on your ad after it's shown to them, which you understand the effectiveness of your ad.
- **Average CPC:** Average cost-per-click is the amount you've paid for your ad divided by its total clicks.
- **Cost:** The total amount spent on this ad during the previous month.
- **Average CPM:** Average cost per one thousand impressions is the amount you've paid for your ad divided by total Impressions.

# Google Demographics

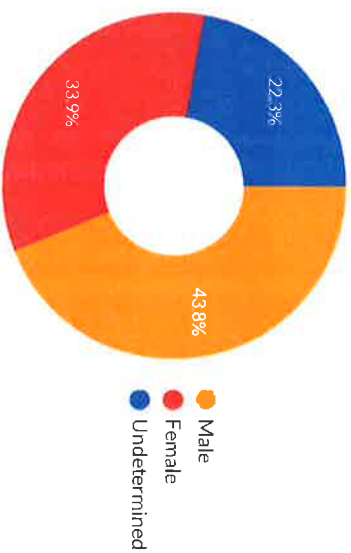
## Age Breakdown

by Clicks



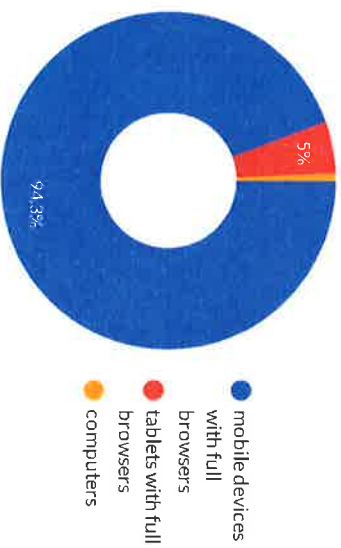
## Gender Breakdown

by Clicks



## Device Breakdown

by Clicks



## Geographic Breakdown

by City and Clicks

City	Clicks
1. Chicago	352
2. Minneapolis	115
3. Davenport	79
4. Omaha	58
5. St. Louis	49
6. Des Moines	43
7. Kansas City	41
8. Galesburg	41
9. Muscatine	36
10. Indianapolis	33

## Recommendations/Observations:

- Overall a great last month of performance. We saw a bit of an increase in CPC but we also saw an increase in CTR
- Your Google program paused on 10/31/19 and will pick back up in the spring.

## 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

## Tips & Tricks

### 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.