

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

Wednesday, February 26, 2020

Noon

Held at Muscatine CVB Office

100 West Second Street, Muscatine, IA

1. Call to Order
2. Approval of Minutes from January 2020
3. Financial Report
4. Director's Report
5. McDaniels Report
6. Adjournment

# Muscatine Convention and Visitors Bureau Advisory Board Meeting Minutes

January 29, 2020 @ 12:00 PM | Muscatine CVB Office - 100 W 2<sup>nd</sup> St, Muscatine IA

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

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

**Financial Report** – Reviewed status of CVB financials. Charlie moved for approval of financials and Bob seconded with all ayes.

## Director's Report

- Website numbers remain good. Chicago visits to the site continue to be strong.
- Jodi attended the Destination Marketing Meeting and heard advocacy of making RAGBRAI more beneficial to all communities.
- The Eastern Iowa Tourism Meeting was held this month at The Merrill.
- The budget will be reviewed on February 6, 2020 at 5:30 pm at the lower level of City Hall.
- Eagles and Ivories thanked the CVB for support of the event.
- Coming this week is the Shanghai Orchestra and Dance Troupe. This is year 5 for the Chinese event in Muscatine.
- The website design is ready to be approved
- Jodi and Melanie Alexander are working on holding the Iowa Museum Association Meeting in Muscatine in 2022.

## McDaniels Marketing Report

Average cost per click went up a bit but is still well within the benchmark. It was 28 cents while the industry standard is 63 cents.

Melissa asked what the budget amount was for marketing with The Merrill and thought it was too high. The number can be adjusted. The Merrill has a significant marketing budget now compared to in the past.

## CVB/City Agreement

Erik Reader has spoken with the city regarding the CVB/City Agreement and would like to fashion the next agreement similar to that used in Burlington. The Agreement will be reviewed after budget season is over.

Meeting adjourned on a motion by Bob and seconded by Melissa.

*Meeting summary prepared by Mary Wildermuth.*

# General Ledger

## Expense vs Budget

User: Imccullough  
 Printed: 2/24/2020 - 11:37 AM  
 Period: 07, 2020  
 Fiscal Year: 2020  
 JE Number: 0



City of  
**MUSCATINE**

City Hall  
 215 Sycamore St  
 Muscatine, Iowa  
 52761  
[www.muscatineiowa.gov](http://www.muscatineiowa.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	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	313.00	-13.00	-4.33
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	95.00	5.00	0.00	5.00	5.00
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							
1/1/2020	AP 7	6 January 2020		5,625.00	DR	CK: 32208			
		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	39,375.00	28,125.00	0.00	28,125.00	41.67
5821-55-5821-64120		Actual Travel Expenses							
5821-55-5821-64120		Actual Travel Expenses	2,400.00	0.00	404.04	1,995.96	0.00	1,995.96	83.17
5821-55-5821-64200		Registrations							
5821-55-5821-64200		Registrations	800.00	0.00	89.95	710.05	0.00	710.05	88.76
5821-55-5821-64400		Meals							
5821-55-5821-64400		Meals	300.00	0.00	43.52	256.48	0.00	256.48	85.49
5821-55-5821-64500		Mileage							
1/23/2020	AP 7	82 Reimb Mileage 1/7/20 & 1/16/20		157.04	DR Ck: 32548	Jodi Hansen			
5821-55-5821-64500		Mileage	500.00	157.04	520.00	-20.00	0.00	-20.00	-4.00
5821-55-5821-65100		Advertising, Pub, & Marketing							
1/14/2020	AP 7	36 Facebook - Marketing		750.00	DR Ck: 32296	BANCARD SERVICES			
1/14/2020	AP 7	36 Google - Marketing		68.95	DR Ck: 32296	BANCARD SERVICES			
1/14/2020	AP 7	37 Marketing		125.00	DR Ck: 32372	MCDANIELS MARKETING,INC			
1/14/2020	AP 7	37 Marketing		350.00	DR Ck: 32372	MCDANIELS MARKETING,INC			
1/23/2020	AP 7	82 Magazine Ad		130.00	DR Ck: 32500	BIG RIVER MAGAZINE			
5821-55-5821-65100		Advertising, Pub, & Marketing	45,000.00	1,423.95	12,397.41	32,602.59	0.00	32,602.59	72.45
5821-55-5821-66100		Liability Insurance							
5821-55-5821-66100		Liability Insurance	400.00	0.00	433.00	-33.00	0.00	-33.00	-8.25
5821-55-5821-69200		Postage And Freight							
5821-55-5821-69200		Postage And Freight	800.00	0.00	153.05	646.95	0.00	646.95	80.87
5821-55-5821-69400		Dues And Memberships							
1/23/2020	AP 7	82 IDMA - Membership		250.00	DR Ck: 32565	IOWA DESTINATION MARKETING ALLIANCE			
5821-55-5821-69400		Dues And Memberships	700.00	250.00	415.00	285.00	0.00	285.00	40.71

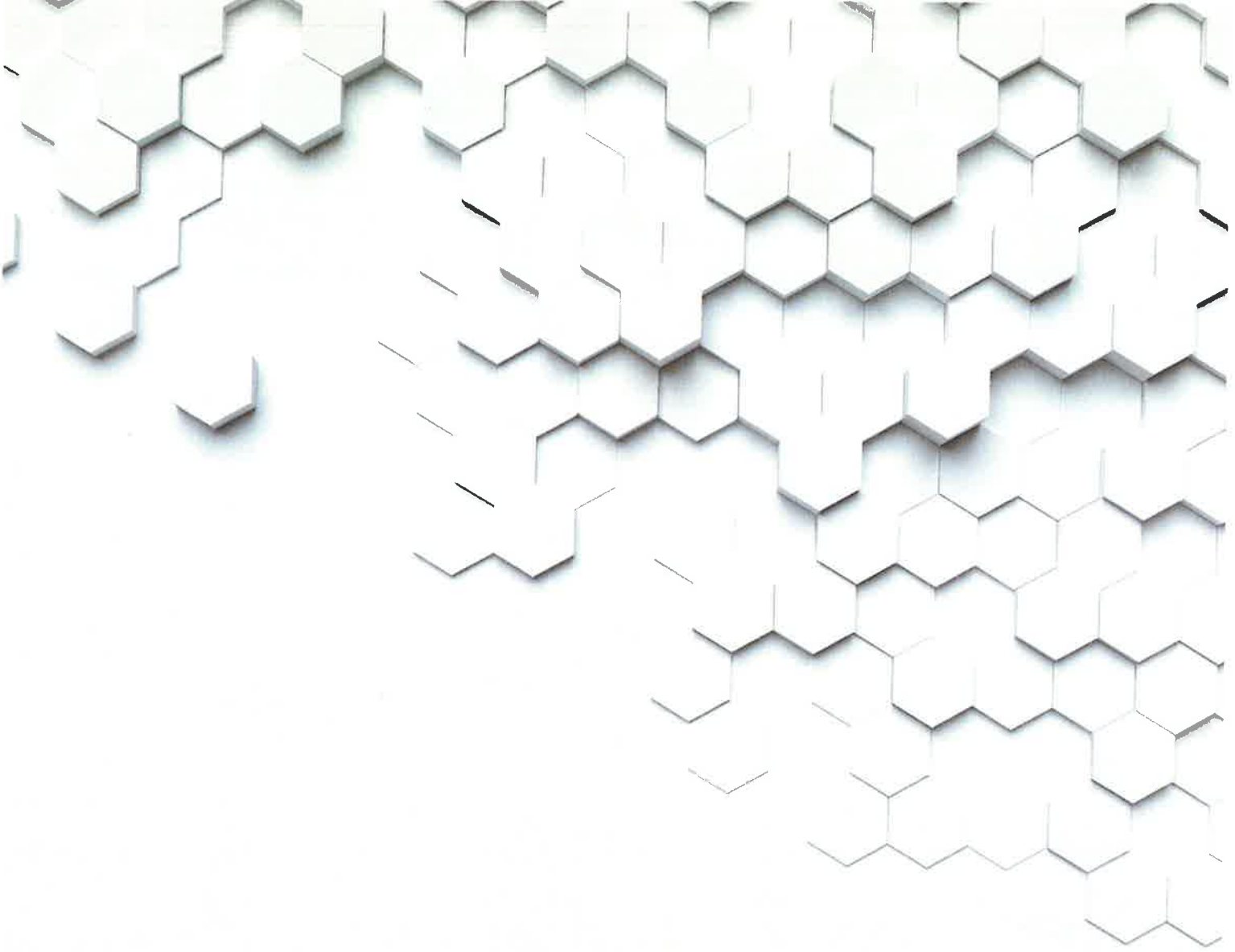
Account Number	FP JE	Description	Budgeted Amount	Period Amount	YTD Amount	YTD Var	Encumbered	Available	% Avail
5821-55-5821-90300		Administrative Transfer							
5821-55-5821-90300		Administrative Transfer	3,700.00	0.00	1,850.00	1,850.00	0.00	1,850.00	50.00
5821		CONVENTION & VISITORS BUREAU	125,900.00	7,455.99	55,775.97	70,124.03	313.00	69,811.03	55.45
5821		CONVENTION & VISITORS BUREAU	125,900.00	7,455.99	55,775.97	70,124.03	313.00	69,811.03	55.45

Account Number	FP JE	Description	Budgeted Amount	Period Amount	YTD Amount	YTD Var	Encumbered	Available	% Avail
		Report Totals:	125,900.00	7,455.99	55,775.97	70,124.03	313.00	69,811.03	55.45



[January PPC Report]

**MCD** DIGITAL





# Facebook Ad Creative

**Visit Muscatine**  
Sponsored by Visit Muscatine

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



[LEARN MORE](#)

VISITMUSCATINE.COM  
**Eagles & Ivories**  
Join us Jan 23rd - 26th

**Visit Muscatine**  
Sponsored by 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](#)




[LEARN MORE](#)

VISITMUSCATINE.COM  
Symphonic music for all  
Season runs Thursday

**Visit Muscatine**  
Sponsored by Visit Muscatine

Muscatine Art Center features extensive collections of American art, local history, and much more.




[LEARN MORE](#)

VISITMUSCATINE.COM  
**Muscatine Art Center**  
Explore with us soon!

**Visit Muscatine**  
Sponsored by Visit Muscatine

Museums, concerts, great food, eagle watching and more. Come see why Muscatine is hot in the winter!



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VISITMUSCATINE.COM  
**Visit Muscatine, Iowa**  
Year-round fun

**Visit Muscatine**  
Sponsored by Visit Muscatine

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




[LEARN MORE](#)

VISITMUSCATINE.COM  
**Eagles & Ivories**  
Join us Jan 23rd - 26th

**Visit Muscatine**  
Sponsored by Visit Muscatine

Celebrate the Chinese New Year in Muscatine, Iowa with performances from the world-renowned [See More](#)




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VISITMUSCATINE.COM  
**Thursday, January 30th at 7pm**

**Visit Muscatine**  
Sponsored by Visit Muscatine

Celebrate the Chinese New Year in Muscatine, Iowa with performances from the world-renowned [See More](#)



[LEARN MORE](#)

VISITMUSCATINE.COM  
**Thursday, January 30th at 7pm**

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Museums, concerts, great food, eagle watching and more. Come see why Muscatine is hot in the winter!



[LEARN MORE](#)

VISITMUSCATINE.COM  
**Visit Muscatine, Iowa**  
Year-round fun





Select desired date range using the toggle below.

Jan 1, 2020 - Jan 31, 2020

## Facebook Performance

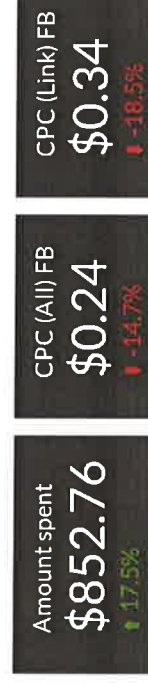
### Click Through Rate & Impressions

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

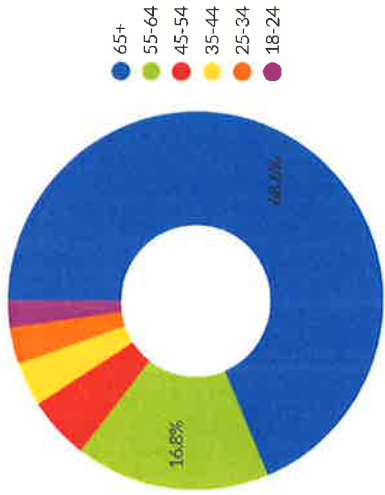
## Social Engagement

Ad set name	Page likes	Post reactions	Post comments	Post shares
Chinese New Year	0	50	4	19
Eagles & Ivories - 2019	0	68	2	15
Muscatine Symphony Orchestra 2019	0	30	0	4
Videos	0	17	0	5

# Facebook Demographics

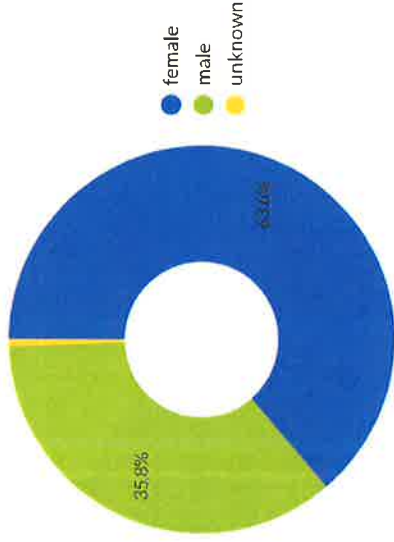
## Age Breakdown

by Clicks



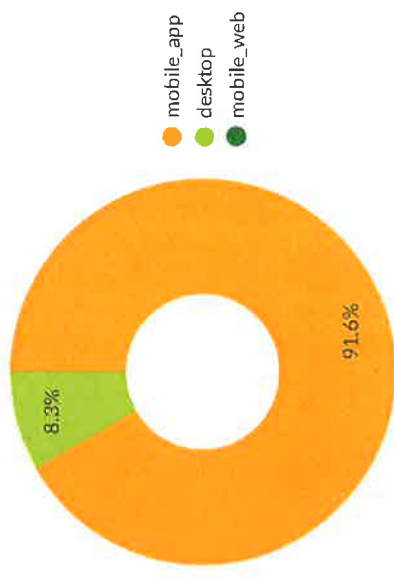
## Gender Breakdown

by Clicks



## Device Breakdown

by Clicks



## Geographic Breakdown

by DMA and Clicks

DMA	Clicks (all)
1. Chicago	1,241
2. Minneapolis-St. Paul	603
3. Davenport-R. Island-Moline	454
4. St. Louis	361
5. Cedar Rapids-Wtrlo-Iwc&Dub	250
6. Champaign&Springfld-Decatur	237
7. Peoria-Bloomington	130
8. Rockford	120
9. Des Moines-Ames	103
10. Quincy-Hannibal-Keokuk	71

## Recommendations/Observations:

- A great month of performance! CPC went back down and we saw the engagements increase. Great social engagement!
- We should plan for targeting a younger demographic in the coming months!

## Industry Benchmarks

CTR (All Industries)	Facebook
CTR (Travel)	0.90%
Avg. CPC (All Industries)	0.90%
Avg. CPC (Travel)	\$1.72
	\$0.63

### Changing Report Date Range:

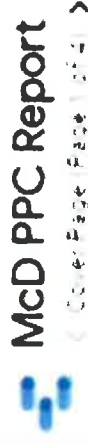
An exciting feature we've added to your report is the ability to check past analytic data. This can be accessed by toggling the date range button in the upper right hand corner of each page (see image below for example):



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.