

Muscatine Convention and Visitors Bureau Advisory Board Meeting

Wednesday, April 24, 2019

Noon

Held at Muscatine CVB Office

100 West Second Street, Muscatine, IA

1. Call to Order
2. Approval of Minutes from February 2019
3. Financial Report
4. Director's Report
5. McDaniels Marketing Report
6. Future Agenda Items-Greg
7. Adjournment

General Ledger

Revenue Analysis

User: Imcullough
 Printed: 4/10/2019 - 4:46 PM
 Period: 07 to 09, 2019
 Fiscal Year: 2019
 JE Number: 0



City of
MUSCATINE

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

Account Number	FP	JE	Description	Budgeted Revenue	Period Revenue	YTD Revenue	Uncollected Bal	% Received
5821			CONVENTION & VISITORS BUREAU					
5821			CONVENTION & VISITORS BUREAU					
5821-55-5821-34240	CR	8	State Grants					
2/28/2019			CVB Tourism Advertising Grant State of Iowa		1,592.00 CR	Rept: 65205	02/28/2019	Batch: 2019 3 21
5821-55-5821-34240			State Grants	1,600.00				
5821-55-5821-37100			Interest On Investments		1,592.00	1,592.00	8.00	99.50
1/31/2019	GIL	7	Interest Allocation July-Dec 2018		1,428.65 CR			
5821-55-5821-37100			Interest On Investments	1,500.00	1,428.65	1,428.65	71.35	95.24
5821-55-5821-39500			Other Transfers					
1/31/2019	GIL	7	CVB Allow 3rd Qtr		32,624.50 CR			
5821-55-5821-39500			Other Transfers	130,500.00	32,624.50	97,873.50	32,626.50	75.00
5821			CONVENTION & VISITORS BUREAU	133,600.00	35,645.15	100,894.15	32,705.85	75.52
5821			CONVENTION & VISITORS BUREAU	133,600.00	35,645.15	100,894.15	32,705.85	75.52

Account Number	FP	JE	Description	Budgeted Revenue	Period Revenue	YTD Revenue	Uncollected Bal	% Received
			Report Totals:	133,600.00	35,645.15	100,894.15	32,705.85	75.52

General Ledger

Expense vs Budget

User: Imccullough
 Printed: 4/10/2019 - 4:48 PM
 Period: 09, 2019
 Fiscal Year: 2019
 JE Number: 0



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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	50.24	149.76	0.00	149.76	74.88
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	175.00	1,825.00	175.00	1,650.00	82.50
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	114.00	-14.00	0.00	-14.00	-14.00
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							
3/5/2019	AP	9 13 March 2019		5,416.66 DR	Ck: 28108	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	65,000.00	5,416.66	48,749.94	16,250.06	0.00	16,250.06	25.00
5821-55-5821-64120		Actual Travel Expenses							
3/14/2019	AP 9	33 Reimb J Hansen Travel IA Conference		206.94 DR	Ck: 28233	GREATER MUSC CHAMBER OF COMMERCE & INDUSTRY			
3/19/2019	AP 9	58 Lodging - Hansen		376.32 DR	Ck: 28194	BANCARD SERVICES			
5821-55-5821-64120		Actual Travel Expenses	2,500.00	583.26	1,871.19	628.81	0.00	628.81	25.15
5821-55-5821-64200		Registrations							
3/19/2019	AP 9	62 Registration J Hansen		20.00 DR	Ck: 28219	EITA			
5821-55-5821-64200		Registrations	1,200.00	20.00	661.20	538.80	0.00	538.80	44.90
5821-55-5821-64400		Meals							
3/19/2019	AP 9	58 Spectators - Meal		15.07 DR	Ck: 28194	BANCARD SERVICES			
3/19/2019	AP 9	58 Prairie Meadows - Meal		18.55 DR	Ck: 28194	BANCARD SERVICES			
3/19/2019	AP 9	58 Centro - Meal		10.67 DR	Ck: 28194	BANCARD SERVICES			
5821-55-5821-64400		Meals	300.00	44.29	75.88	224.12	0.00	224.12	74.71
5821-55-5821-64500		Mileage							
5821-55-5821-64500		Mileage	1,000.00	0.00	271.95	728.05	0.00	728.05	72.81
5821-55-5821-65100		Advertising, Pub, & Marketing							
3/19/2019	AP 9	58 Facebook - Advertising		750.00 DR	Ck: 28194	BANCARD SERVICES			
3/19/2019	AP 9	58 Facebook - Advertising		13.43 DR	Ck: 28194	BANCARD SERVICES			
3/19/2019	AP 9	62 Contract		200.00 DR	Ck: 28263	MCDANIELS MARKETING			
3/19/2019	AP 9	62 Contract		350.00 DR	Ck: 28263	MCDANIELS MARKETING			
3/19/2019	AP 9	62 Monthly Ads		750.00 DR	Ck: 28263	MCDANIELS MARKETING			
5821-55-5821-65100		Advertising, Pub, & Marketing	38,600.00	2,063.43	19,809.97	18,790.03	5,600.00	13,190.03	34.17
5821-55-5821-66100		Liability Insurance							
5821-55-5821-66100		Liability Insurance	400.00	0.00	392.00	8.00	0.00	8.00	2.00
5821-55-5821-69200		Postage And Freight							
3/31/2019	GL 9	118 CVB Postage - Mar		12.60 DR					

Account Number	FP JE	Description	Budgeted Amount	Period Amount	YTD Amount	YTD Var	Encumbered	Available	% Avail
5821-55-5821-69200		Postage And Freight	800.00	12.60	115.90	684.10	0.00	684.10	85.51
5821-55-5821-69400		Dues And Memberships							
5821-55-5821-69400		Dues And Memberships	800.00	0.00	665.00	135.00	0.00	135.00	16.88
5821-55-5821-74260		Computer Software							
5821-55-5821-74260		Computer Software	4,000.00	0.00	0.00	4,000.00	0.00	4,000.00	100.00
5821-55-5821-90300		Administrative Transfer							
3/31/2019	GL 9	111 3rd Qtr General Admin Fees		900.00 DR					
3/31/2019	GL 9	111 3rd Qtr IT Admin Fees		150.00 DR					
5821-55-5821-90300		Administrative Transfer	4,200.00	1,050.00	3,150.00	1,050.00	0.00	1,050.00	25.00
5821		CONVENTION & VISITORS BUREAU	122,600.00	9,190.24	76,102.27	46,497.73	5,775.00	40,722.73	33.22
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Account Number	FP JE Description	Budgeted Amount	Period Amount	YTD Amount	YTD Var	Encumbered	Available	% Avail
	Report Totals:	122,600.00	9,190.24	76,102.27	46,497.73	5,775.00	40,722.73	33.22

General Ledger

Revenue Analysis

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5821-55-5821-34240			State Grants	1,600.00	0.00	1,592.00	8.00	99.50
5821-55-5821-34240			State Grants					
5821-55-5821-37100			Interest On Investments	1,500.00	0.00	1,428.65	71.35	95.24
5821-55-5821-37100			Interest On Investments					
5821-55-5821-39500			Other Transfers	130,500.00	0.00	97,873.50	32,626.50	75.00
5821-55-5821-39500			Other Transfers					
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5821			CONVENTION & VISITORS BUREAU	133,600.00	0.00	100,894.15	32,705.85	75.52

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General Ledger

Expense vs Budget

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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							
2/5/2019 AP 8	9	81X33 Banner Visit Muscatine		175.00 DR	CK: 27805	SIGN PRO			
5821-55-5821-52860		Sign Materials	2,000.00	175.00	175.00	1,825.00	175.00	1,650.00	82.50
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	114.00	-14.00	0.00	-14.00	-14.00
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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							
1/1/2019 AP 7	7	January 2019		5,416.66 DR	CK: 27373	MUSCATINE CHAMBER OF COMMERCE			

Account Number	FP JE	Description	Budgeted Amount	Period Amount	YTD Amount	YTD Var	Encumbered	Available	% Avail
2/5/2019	AP	8 9 February 2019		5,416.66	DR				
3/5/2019	AP	9 13 March 2019		5,416.66	DR				
5821-55-5821-62470		Other Non-Employees Services	65,000.00	16,249.98	48,749.94	16,250.06	0.00	16,250.06	25.00
5821-55-5821-64120		Actual Travel Expenses	2,500.00	583.26	1,871.19	628.81	0.00	628.81	25.15
5821-55-5821-64200		Registrations							
1/14/2019	AP	7 41 Design on a Dime		25.00	DR				
2/19/2019	AP	8 49 Iowa Tourism - Conference Registration		225.00	DR				
2/19/2019	AP	8 49 TFI - Registration		81.20	DR				
3/19/2019	AP	9 62 Registration J Hansen		20.00	DR				
5821-55-5821-64200		Registrations	1,200.00	351.20	661.20	538.80	0.00	538.80	44.90
5821-55-5821-64400		Meals							
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3/19/2019	AP	9 58 Prairie Meadows - Meal		18.55	DR				
3/19/2019	AP	9 58 Centro - Meal		10.67	DR				
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5821-55-5821-65100		Advertising, Pub, & Marketing							
1/14/2019	AP	7 47 Facebook - Advertising		611.88	DR				
1/14/2019	AP	7 47 Facebook - Advertising		15.00	DR				
1/29/2019	AP	7 84 Advertising Contract		200.00	DR				
1/29/2019	AP	7 84 Advertising Contract - Facebook Ads		350.00	DR				
2/19/2019	AP	8 49 Facebook - Marketing		689.78	DR				
2/28/2019	AP	8 108 Website Annual Fee Hosting/Support		3,153.96	DR				
3/19/2019	AP	9 58 Facebook - Advertising		750.00	DR				
3/19/2019	AP	9 58 Facebook - Advertising		13.43	DR				

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3/19/2019	AP	9 62 Contract		350.00 DR	Ck: 28263				
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5821-55-5821-66100		Liability Insurance	400.00	0.00	392.00	8.00	0.00	8.00	2.00
5821-55-5821-69200		Postage And Freight							
1/31/2019	GL	7 122 CVB Postage - Jan		23.41 DR					
3/31/2019	GL	9 118 CVB Postage - Mar		12.60 DR					
5821-55-5821-69200		Postage And Freight	800.00	36.01	115.90	684.10	0.00	684.10	85.51
5821-55-5821-69400		Dues And Memberships							
1/14/2019	AP	7 41 Membership J Hansen Muscatine CVB		250.00 DR	Ck: 27518	IGTA			
5821-55-5821-69400		Dues And Memberships	800.00	250.00	665.00	135.00	0.00	135.00	16.88
5821-55-5821-74260		Computer Software							
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FEBRUARY 2019
DIGITAL MARKETING REPORT
FACEBOOK





Visit Muscatine

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



VISITMUSCATINE.COM

Jackson Concert Series
Concerts Free To The Public

LEARN MORE



Visit Muscatine

This ragtime music-filled weekend is sure to delight. Join us Jan. 24th-27th for the 25th Annual Eagles & Ivories event.



VISITMUSCATINE.COM

Eagles & Ivories
Live Music & Eagle Watching

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!

LEARN MORE



Visit Muscatine

Start your Valentine's weekend early with two incredible musical performances -- check out our events calendar for details!



VISITMUSCATINE.COM

Experience Culture & Music in Muscatine, IA

LEARN MORE



Visit Muscatine

Join us on Thursday, February 14th for a concert featuring the world-renowned China National Peking Opera Company and the unforgettable Hubei Chime Bells National Chinese Orchestra!



VISITMUSCATINE.COM

Celebrate the Chinese New Year in Muscatine!

LEARN MORE



Visit Muscatine

Experience vendors/organizations focused on hunting, fishing, boating, outdoors, home renovation and more on March 9th & 10th! For more details, check out our events calendar.



VISITMUSCATINE.COM

Annual River City Outdoor & Home Show

LEARN MORE



Visit Muscatine

Experience vendors/organizations focused on hunting, fishing, boating, outdoors, home renovation and more on March 9th & 10th! For more details, check out our events calendar.



VISITMUSCATINE.COM

Annual River City Outdoor & Home Show

LEARN MORE



Visit Muscatine

Looking for a date night idea? Don't miss this romantic performance from the Muscatine Symphony Orchestra!



VISITMUSCATINE.COM

Romance is in the Air
Saturday, February 16th at 7:30pm

LEARN MORE



Facebook Performance

Feb 1, 2019 - Feb 28, 2019

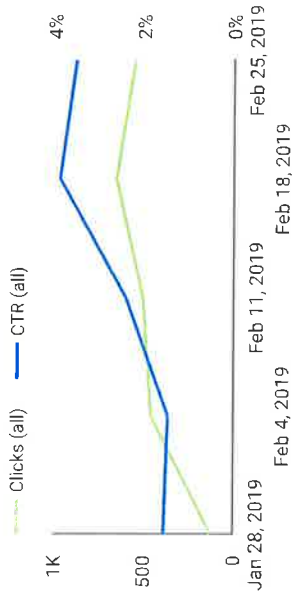
Click Through Rate & Impressions

by Clicks, CTR, and Impressions

Clicks (All)
2,294
↓ 32.8%

CTR (All)
2.46%
↓ 24.3%

Impressions
93.1K
↓ 11.2%



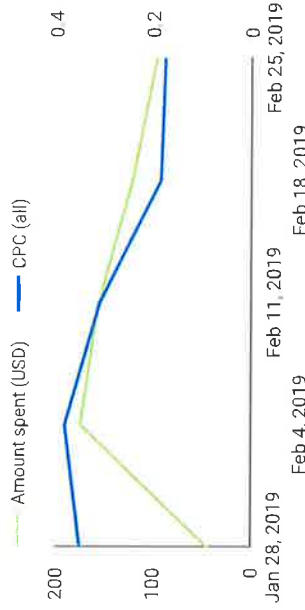
Cost Per Click

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

Amount spent
\$591.82
↓ 12.3%

CPC (All)
\$0.26
↑ 30.5%

CPC (Link)
\$0.33
↑ 19.3%



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)
Outdoor & Home Show - 2019	15,275	665	4.35%	\$0.1
Symphony Orchestra	19,809	560	2.83%	\$0.31
Jackson Concert Series	26,525	542	2.04%	\$0.33
Chinese Opera/Chime	10,758	338	3.14%	\$0.24
Feb 14 & 16 Events	20,721	189	0.91%	\$0.49





Facebook Performance

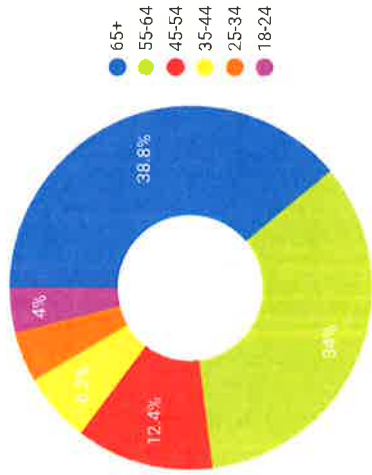
Social Engagement

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

Ad set name	Page likes	Post reactions	Post comments	Post shares
Chinese Opera/Chime	null	29	2	16
Feb 14 & 16 Events	null	7	null	1
Jackson Concert Series	null	21	2	3
Outdoor & Home Show - 2019	null	6	1	3
Symphony Orchestra	null	26	1	4
Grand total	null	89	6	27

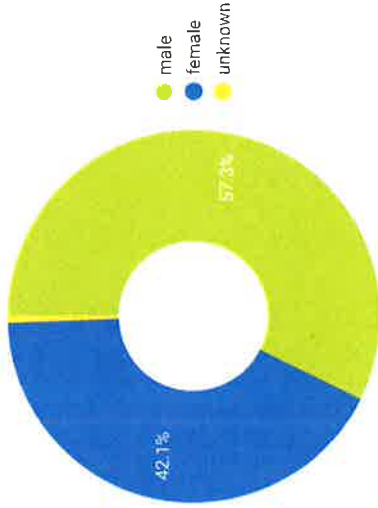
Age Breakdown

by Clicks



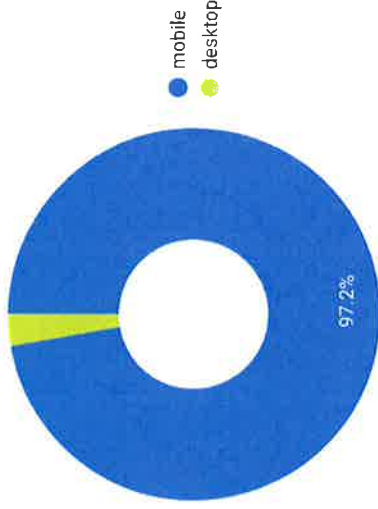
Gender Breakdown

by Clicks



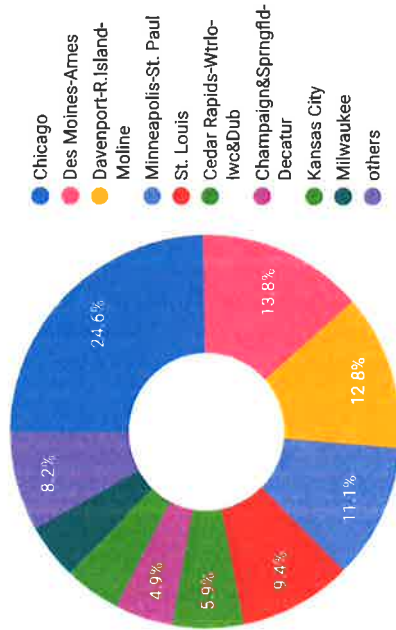
Device Breakdown

by Clicks



Geographic Breakdown

by DMA and Clicks



Recommendations/Observations

- We saw a decrease in performance due to a higher CPC. This jump came from the combined ad for the events on Valentines weekend!
- We focused more on Des Moines this month!
- Overall still great performance with a high CTR and high social engagement!

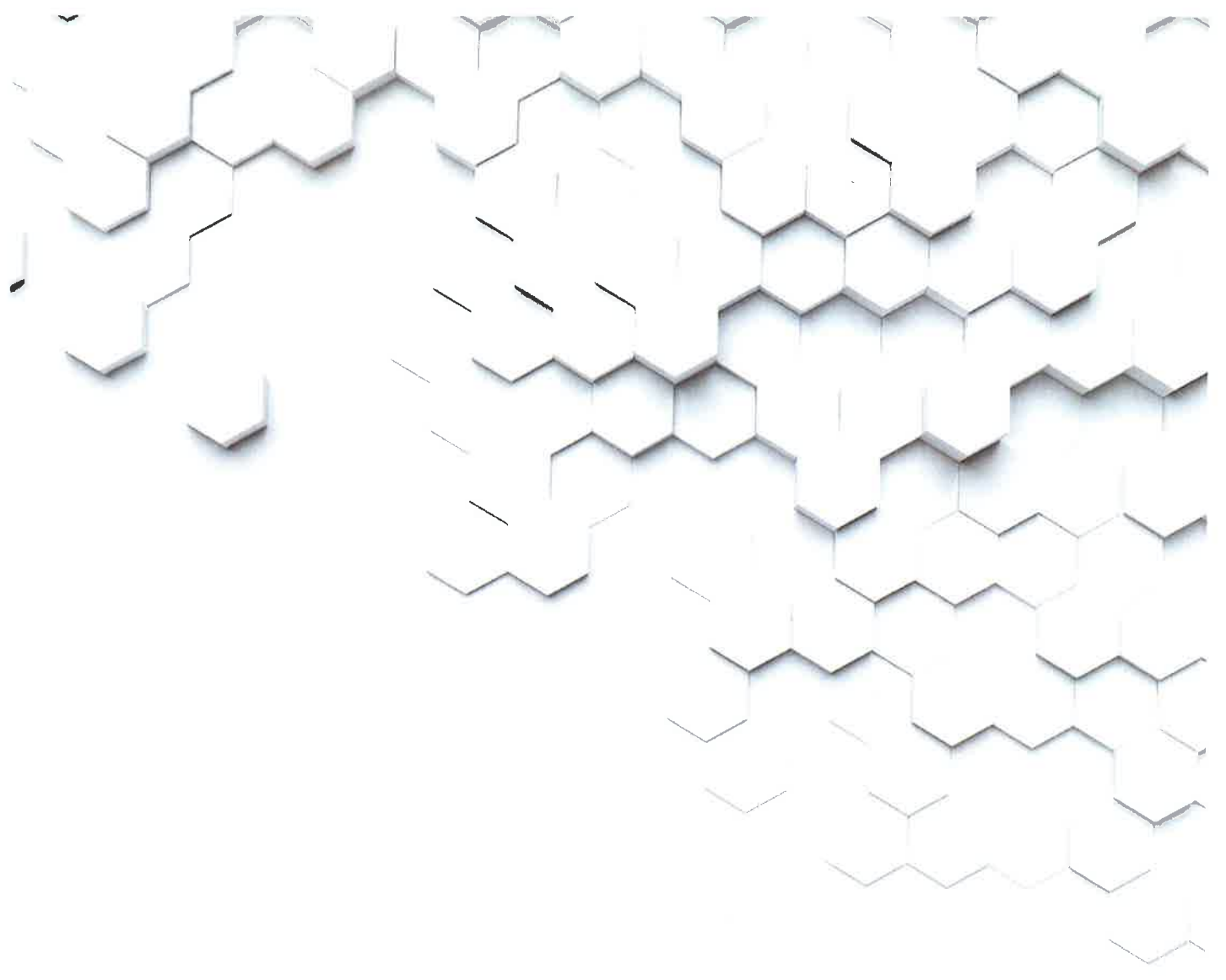
Industry Benchmarks

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



[March PPC Report]

McD DIGITAL





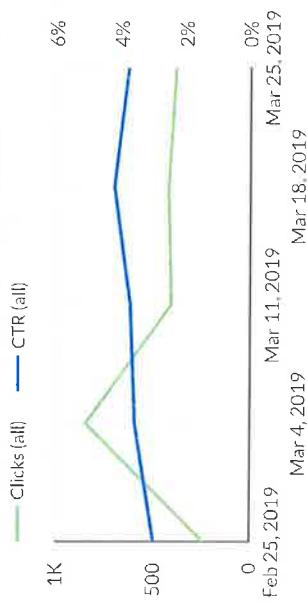
Select desired date range using the toggle below.

Mar 1, 2019 - Mar 31, 2019

Facebook Performance

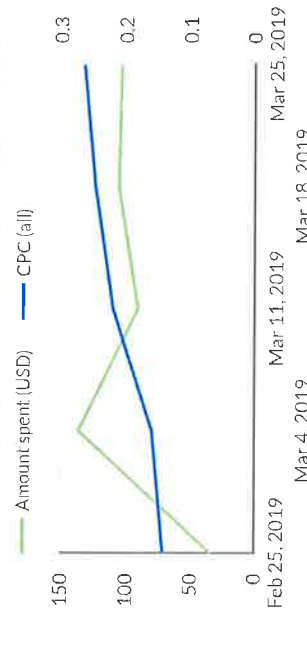
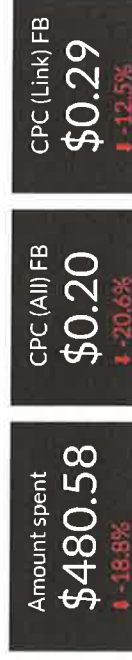
Click Through Rate & Impressions

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
Girls Getaway 2019	null	28	2	14
Symphony Orchestra	null	44	1	8
Jackson Concert Series	null	6	null	null
Outdoor & Home Show - 2019	null	2	null	2





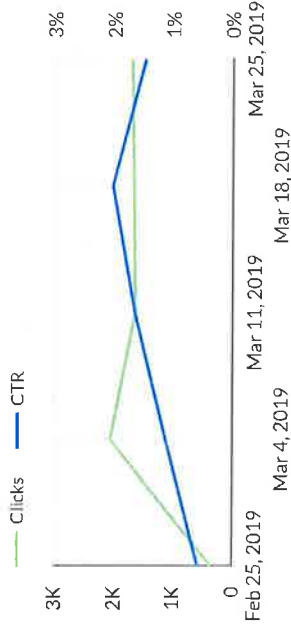
Select desired date range using the toggle below.

Mar 1, 2019 - Mar 31, 2019

Google Display Performance

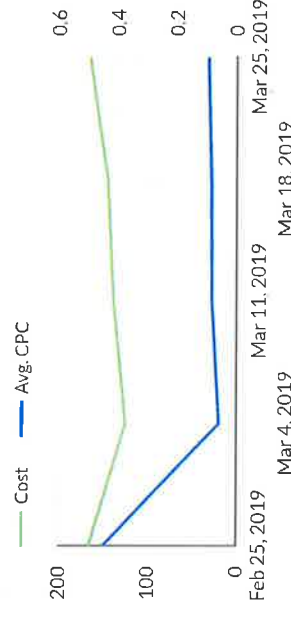
Click Through Rate & Impressions

by Clicks, CTR, and Impressions



Cost Per Click

by Cost, CPC, and CPM



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.

Top Campaigns

Campaign	Impressions	Clicks	CTR	Avg. CPC
Environmental Learning Center	289,381	3,539	1.22%	\$0.09
Contrary Brewing	254,998	3,935	1.54%	\$0.1



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