

Muscatine Convention and Visitors Bureau Advisory Board Meeting

Friday, June 28, 2019

Noon

Held at Muscatine CVB Office

100 West Second Street, Muscatine, IA

1. Call to Order
2. Approval of Minutes from May 2019
3. Financial Report
4. Visitors Guide
5. Downtown Brochure
6. 2019-2020 McDaniels Agreement
7. Director's Report
8. Adjournment

General Ledger

Expense vs Budget

User: Jmccullough
 Printed: 6/27/2019 - 9:00 AM
 Period: 11, 2019
 Fiscal Year: 2019
 JE Number: 0



City of
MUSCATINE

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

Account Number	Description	Budgeted Amount	Period Amount	YTD Amount	YTD Var	Encumbered	Available	% Avail
5821	CONVENTION & VISITORS BUREAU							
5821	CONVENTION & VISITORS BUREAU							
E51	OFFICE SUPPLIES	200.00	0.00	50.24	149.76	0.00	149.76	74.88
E52	OPERATING SUPPLIES	2,500.00	11.75	238.91	2,261.09	0.00	2,261.09	90.44
E61	PROFESSIONAL SERVICES	100.00	0.00	114.00	-14.00	0.00	-14.00	-14.00
E62	TECHNICAL SERVICES	66,000.00	5,532.22	59,698.82	6,301.18	0.00	6,301.18	9.55
E64	TRAVEL AND EDUCATION	5,000.00	199.92	3,080.14	1,919.86	0.00	1,919.86	38.40
E65	COMMUNICATIONS & UTILITIES	38,600.00	3,190.05	25,803.61	12,796.39	8,725.00	4,071.39	10.55
E66	INSURANCE	400.00	0.00	392.00	8.00	0.00	8.00	2.00
E69	MISCELLANEOUS EXPENDITURES	1,600.00	0.00	780.90	819.10	0.00	819.10	51.19
E74	EQUIPMENT	4,000.00	0.00	0.00	4,000.00	0.00	4,000.00	100.00
E90	ADMINISTRATIVE FEES	4,200.00	0.00	3,150.00	1,050.00	0.00	1,050.00	25.00
5821	CONVENTION & VISITORS BUREAU	122,600.00	8,933.94	93,308.62	29,291.38	8,725.00	20,566.38	16.78
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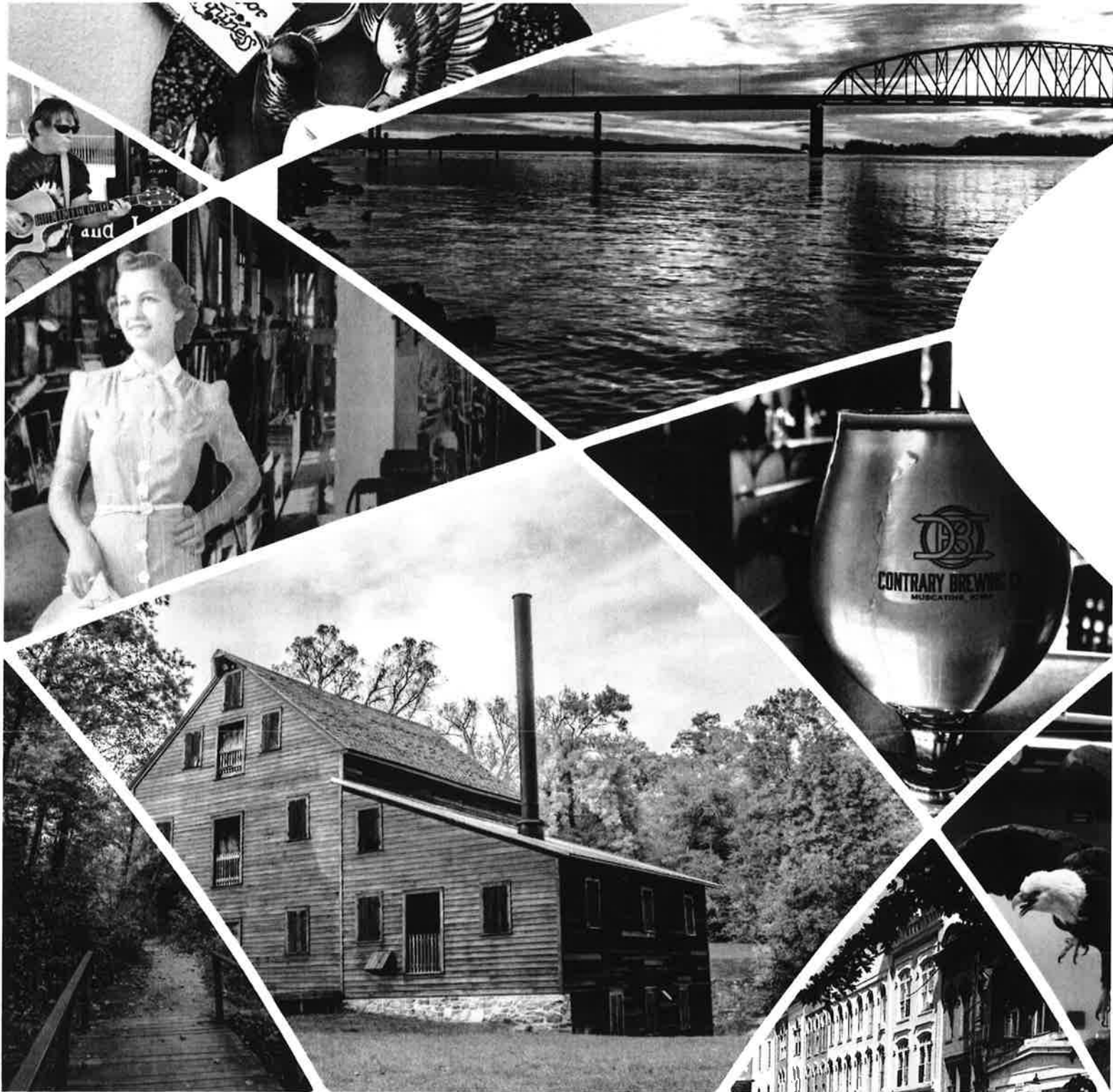
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5821		CONVENTION & VISITORS BUREAU							
5821		CONVENTION & VISITORS BUREAU							
5821-55-5821-51100		General Office Supplies							
5821-55-5821-51100		General Office Supplies	200.00	0.00	50.24	149.76	0.00	149.76	74.88
5821-55-5821-52600		Food							
5/13/2019	AP 11	38 Reimb Lunch 4-17-19		11.75 DR	Ck: 29028	Jodi Hansen			
5821-55-5821-52600		Food	300.00	11.75	63.91	236.09	0.00	236.09	78.70
5821-55-5821-52860		Sign Materials							
5821-55-5821-52860		Sign Materials	2,000.00	0.00	175.00	1,825.00	0.00	1,825.00	91.25
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							
5/29/2019	AP 11	99 USBC Bowling Tournament Flyers 1/2 Cost		115.56 DR	Ck: 29230	GREATER MUSC CHAMBER OF COMMERCE & INDUSTRY			
5821-55-5821-62370		Misc Printing Services	1,000.00	115.56	115.56	884.44	0.00	884.44	88.44
5821-55-5821-62470		Other Non-Employees Services							

Account Number	FP JE	Description	Budgeted Amount	Period Amount	YTD Amount	YTD Var	Encumbered	Available	% Avail
5/1/2019	AP 11	5 CVB Agreement 5/2019		5,416.66 DR	Ck: 28858	MUSCATINE CHAMBER OF COMMERCE			
5821-55-5821-62470		Other Non-Employees Services	65,000.00	5,416.66	59,583.26	5,416.74	0.00	5,416.74	8.33
5821-55-5821-64120		Actual Travel Expenses							
5821-55-5821-64120		Actual Travel Expenses	2,500.00	0.00	1,871.19	628.81	0.00	628.81	25.15
5821-55-5821-64200		Registrations							
5/29/2019	AP 11	99 Registration May - J Hansen		20.00 DR	Ck: 29211	EITA			
5821-55-5821-64200		Registrations	1,200.00	20.00	681.20	518.80	0.00	518.80	43.23
5821-55-5821-64400		Meals							
5821-55-5821-64400		Meals	300.00	0.00	75.88	224.12	0.00	224.12	74.71
5821-55-5821-64500		Mileage							
5/13/2019	AP 11	38 Reimb Mileage 3/12/19 & 5/1/19		179.92 DR	Ck: 29028	Jodi Hansen			
5821-55-5821-64500		Mileage	1,000.00	179.92	451.87	548.13	0.00	548.13	54.81
5821-55-5821-65100		Advertising, Pub, & Marketing							
5/14/2019	AP 11	43 Google - Marketing		500.00 DR	Ck: 28980	BANCARD SERVICES			
5/14/2019	AP 11	43 Google - Marketing		500.00 DR	Ck: 28980	BANCARD SERVICES			
5/14/2019	AP 11	43 Facebook - Marketing		490.05 DR	Ck: 28980	BANCARD SERVICES			
5/29/2019	AP 11	99 Marketing		200.00 DR	Ck: 29278	MCDANIELS MARKETING			
5/29/2019	AP 11	99 Marketing		825.00 DR	Ck: 29278	MCDANIELS MARKETING			
5/29/2019	AP 11	99 Marketing		675.00 DR	Ck: 29278	MCDANIELS MARKETING			
5821-55-5821-65100		Advertising, Pub, & Marketing	38,600.00	3,190.05	25,803.61	12,796.39	8,725.00	4,071.39	10.55
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							
5821-55-5821-69200		Postage And Freight	800.00	0.00	115.90	684.10	0.00	684.10	85.51

Account Number	FP JE	Description	Budgeted Amount	Period Amount	YTD Amount	YTD Var	Encumbered	Available	% Avail
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							
5821-55-5821-90300		Administrative Transfer	4,200.00	0.00	3,150.00	1,050.00	0.00	1,050.00	25.00
5821		CONVENTION & VISITORS BUREAU	122,600.00	8,933.94	93,308.62	29,291.38	8,725.00	20,566.38	16.78
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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	8,933.94	93,308.62	29,291.38	8,725.00	20,566.38	16.78



VISIT MUSCATINE

2019-2020 MARKETING PROPOSAL



2019 – 2020 Direction

Goal: To increase hotel/motel tax revenue and general commerce in Muscatine.

Tactics: We will boost visitor volume through targeted digital marketing that will reach the right potential visitors on multiple devices including mobile. All events will be targeted towards the local market.

Geography:

- Chicago, IL
- Rockford, IL
- Des Moines, IA
- Cedar Rapids/Dubuque/Iowa City, IA
- Minneapolis/St. Paul, MN
- Omaha, NE
- St. Louis, MO
- Kansas City, MO



Core audiences/targets:

- Meetings/Conventions
- Leisure market interested in the Mississippi River, vintage culture and other attractions.
- Bus tours/groups
- Sports teams
- Wedding planning

Muscatine, IA Strengths:

The Merrill Hotel/conference center

- This center has 122 rooms and 12,000 feet of space including a ballroom and terrace for big events. IACC Certified conference space.

Chinese Culture

- A Chinese cultural center is also being built across the street from the hotel.
- The Zhejiang Symphony Orchestra (coming back)
- Muscatine has a special relationship because Chinese President Xi Jinping visited the city in 1985 as a young man. Since then, Muscatine has had several cultural and business exchanges with China. Governor Branstad and Xi remain close friends, and in 2012, he and then-Vice President Xi had a reunion in Muscatine.

- Friendship House available for tours

History

- Historic downtown district
- Historic homes and other structures
- Lock and Dam 16
- Muscatine Art Center
- History and Industry Center

Mississippi River

- Great River Road and running trail system
- Mississippi Mist Fountain and Riverside Park

Other key attractions to emphasize (unique lure)

- Downtown Muscatine outdoor dining, coffee, wine, brew pub, shopping
- Ardon Creek Winery
- Pine Creek Grist Mill
- Cedar Bluffs Recreation Area
- Deep Lakes Park
- Gedney Lake and other wildlife areas
- Wildcat Den State Park
- Discovery Park including event barn
- Eulenspiegel Puppet Theatre

Sports Facilities

- Kent-Stein Baseball and Softball Complex
- Muscatine Soccer Complex, which has been recognized by the Sports Turf Managers Association as "Best Soccer Facility"

Events

- Eagle Watch (December 2018 – March 2019)
- Eagles & Ivories (January 2019)
- Farmer's Markets (May – October)
- Girls Getaway (April 2019)
- Greenwood Cemetery Walk (September 29, 2018)
- Heritage Day and Buckskinner Rendezvous (third weekend in September)
- Holiday Open House (November)
- Holiday Stroll (December)
- Independence Day
- Jackson Concert Series (ongoing)
- Melon City Criterium Race (May)
- Muscatine Flames baseball games (June-August)

- Muscatine County Fair (third week of July)
- Muscatine Second Saturdays (second Saturday June-October)
- Muscatine Symphony Orchestra (ongoing)
- NASCAR Stock Car Races (May-September)
- Second Sunday concert series (second Sunday June-September)
- Soap Box Derby (July)
- The Arts in Muscatine (ongoing)
- West Liberty Children's Festival (September)
- Wilton's Founders Day (fourth weekend in August)

Digital Advertising Strategy

87% of travelers use the internet for the bulk of their travel planning.

This statistic is why it is so critical that Muscatine CVB continues to invest in digital advertising to reach more people when they are researching and planning weekend stays and day trips. We will infuse measured media into your campaigns so you can experience a greater return on every dollar.

Your website is a valuable storehouse of trip planning information. We will make your website the driving force of your marketing efforts.

In 2019/2020, we will continue the momentum we have built with this digital program. Our digital marketing goal is simple: to drive high quality traffic to www.visitmuscatine.com in order to increase awareness and attract visitors to Muscatine, IA. To achieve this goal, we recommend continued use of the two proven effective digital advertising platforms with the following tactics:

Facebook:

- Increased focus on special events that are likely to draw visitors from around the Midwest and encourage them to visit the city.
- Event ads will run no more than 4-6 weeks out from each event in order to remain relevant and avoid audience fatigue; target local market on select event ads to reach the valuable workforce who commutes here daily.
- Increase average reach per post to 5,000 people.

Potential Topics for Facebook Ads

- New hotel/conference center
- Downtown Muscatine
- Events, Festivals
- River Activities (Boating, Fishing, etc.)



12-Month Facebook Advertising Proposed Budget:
Schedule: July 8th, 2019 – June 30th, 2020

McDaniels Monthly Administration & Reporting	(\$350/month) \$4,200
Recommended Click Budget (Direct to Facebook).....	(\$780/month) \$9,360
Ad Development.....	\$1,500
Total for 12-Month Facebook Advertising Campaign.....	\$15,060

Google:

- Employ a seasonally appropriate mix of ads based on the lures of the Muscatine area. This will include but not be limited to:
 - Outdoor recreation
 - Camping, hiking and Mississippi River-centric events
 - Unique attractions
 - Wineries
 - Shopping
 - History

Potential Topics for Google Ads

- The Merrill (if co-oped with the hotel)
- Winery/Vineyard, Discovery Park, Art Museums, Mississippi River
- Downtown Muscatine activities
- Summer/Fall Events
- Chinese cultural center

8-Month Google Advertising Proposed Budget:

Schedule: July 8th, 2019 – October 31st, 2019 and March 1st, 2020 – June 30th, 2020

McDaniels Monthly Administration & Reporting	(\$500/month) \$4,000
Recommended Click Budget (Direct to Google).....	(approx. \$672.50/month) \$5,380
Ad Development	\$1,500
Total for 8-Month Google Advertising Campaign.....	\$10,880



Marketing Budget Summary

Consulting and Planning:	\$1,500
Google Ads:	\$10,880
Facebook Ads:	\$15,060
Total:	\$27,440

Approval _____ Date _____

*Each activity is limited to a set number of hours. When the hours are reached, additional work will be quoted at that time. This cost estimate does NOT include costs associated with client changes made after final approval of specifications. E.W. McDaniels, Inc. reserves the right to review and submit a new quote 30 days past the submittal date of original proposal