

Muscatine Convention and Visitors Bureau Advisory Board Meeting

Wednesday, July 24, 2019

Noon

Held at Muscatine CVB Office

100 West Second Street, Muscatine, IA

1. Call to Order
2. Approval of Minutes from June 2019
3. Financial Report
4. Director's Report
5. McDaniels Marketing Report
6. Adjournment

General Ledger

Revenue Analysis

User: lmceullough
 Printed: 7/22/2019 - 2:13 PM
 Period: 12, 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	FP	JE	Description	Budgeted Revenue	Period Revenue	YTD Revenue	Uncollected Bal	% Received
5821			CONVENTION & VISITORS BUREAU					
5821			CONVENTION & VISITORS BUREAU					
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					
6/30/2019	GL	12	248		32,624.50	CR		
5821-55-5821-39500			Other Transfers	130,500.00	32,624.50	130,498.00	2.00	100.00
5821			CONVENTION & VISITORS BUREAU	133,600.00	32,624.50	133,518.65	81.35	99.94
5821			CONVENTION & VISITORS BUREAU	133,600.00	32,624.50	133,518.65	81.35	99.94

Account Number	FP	JE	Description	Budgeted Revenue	Period Revenue	YTD Revenue	Uncollected Bal	% Received
			Report Totals:	133,600.00	32,624.50	133,518.65	81.35	99.94

General Ledger

Expense vs Budget

User: Imccullough
 Printed: 7/22/2019 - 2:02 PM
 Period: 12, 2019
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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							
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							
5821-55-5821-52600		Food	300.00	0.00	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							
5821-55-5821-62370		Misc Printing Services	1,000.00	0.00	115.56	884.44	0.00	884.44	88.44
5821-55-5821-62470		Other Non-Employees Services							
6/1/2019	AP 12	11 June 2019		5,416.66 DR	CK: 29289	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	64,999.92	0.08	0.00	0.08	0.00
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							
6/30/2019	AP 12	195 Central Iowa Tourism - Training		51.35 DR	Ck: 29830	BANCARD SERVICES			
5821-55-5821-64200		Registrations	1,200.00	51.35	732.55	467.45	0.00	467.45	38.95
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							
5821-55-5821-64500		Mileage	1,000.00	0.00	451.87	548.13	0.00	548.13	54.81
5821-55-5821-65100		Advertising, Pub, & Marketing							
6/13/2019	AP 12	39 Updated Commercials, 4 New and 10 Social Media Videos (\$1,		600.00 DR	Ck: 29535	PIEPER VIDEO PRODUCTIONS			
6/18/2019	AP 12	52 Marketing Contract		925.00 DR	Ck: 29502	MCDANIELS MARKETING			
6/18/2019	AP 12	52 Marketing Contract		350.00 DR	Ck: 29502	MCDANIELS MARKETING			
6/18/2019	AP 12	53 Facebook - Advertising		374.90 DR	Ck: 29406	BANCARD SERVICES			
6/18/2019	AP 12	53 KWQC - Advertising		300.00 DR	Ck: 29406	BANCARD SERVICES			
6/18/2019	AP 12	53 Google - Advertising		500.00 DR	Ck: 29406	BANCARD SERVICES			
6/18/2019	AP 12	53 Facebook - Advertising		750.00 DR	Ck: 29406	BANCARD SERVICES			
6/26/2019	AP 12	70 Best of the Midwest, Midwest Living's Annual Special Interest		950.00 DR	Ck: 29699	IOWA TOURISM			
6/26/2019	AP 12	70 Iowa Package (Our Iowa and The Iowan) Print Ad. This is thro		450.00 DR	Ck: 29699	IOWA TOURISM			
6/26/2019	AP 12	70 Martha Stewart Living. This is through the Travel Iowa FY19 (1,400.00 DR	Ck: 29699	IOWA TOURISM			
6/30/2019	AP 12	120 Marketing Videos		1,900.00 DR	Ck: 29751	PIEPER VIDEO PRODUCTIONS			
6/30/2019	AP 12	195 Facebook - Advertising		316.19 DR	Ck: 29830	BANCARD SERVICES			
6/30/2019	AP 12	195 Google - Advertising		460.01 DR	Ck: 29830	BANCARD SERVICES			
6/30/2019	AP 12	195 Facebook - Advertising		750.00 DR	Ck: 29830	BANCARD SERVICES			
5821-55-5821-65100		Advertising, Pub, & Marketing	38,600.00	10,026.10	35,829.71	2,770.29	825.00	1,945.29	5.04
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

Account Number	FP/JE	Description	Budgeted Amount	Period Amount	YTD Amount	YTD Var	Encumbered	Available	% Avail
5821-55-5821-69200		Postage And Freight							
6/30/2019	GL 12	155 CVB Postage - June		284.80 DR					
6/30/2019	AP 12	195 USPS - Postage		243.95 DR	Ck: 29830	BANCARD SERVICES			
5821-55-5821-69200		Postage And Freight	800.00	528.75	644.65	155.35	0.00	155.35	19.42
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							
6/30/2019	AP 12	192 Website Re-Design. Recommended Navigation.		2,500.00 DR	Ck: 29846	CIVICPLUS			
6/30/2019	AP 12	192 Virtual Training		1,250.00 DR	Ck: 29846	CIVICPLUS			
5821-55-5821-74260		Computer Software	4,000.00	3,750.00	3,750.00	250.00	0.00	250.00	6.25
5821-55-5821-90300		Administrative Transfer							
6/30/2019	GL 12	167 4th Qtr General Admin Fees		900.00 DR					
6/30/2019	GL 12	167 4th Qtr IT Admin Fee		150.00 DR					
5821-55-5821-90300		Administrative Transfer	4,200.00	1,050.00	4,200.00	0.00	0.00	0.00	0.00
5821		CONVENTION & VISITORS BUREAU	122,600.00	20,822.86	114,131.48	8,468.52	825.00	7,643.52	6.23
5821		CONVENTION & VISITORS BUREAU	122,600.00	20,822.86	114,131.48	8,468.52	825.00	7,643.52	6.23

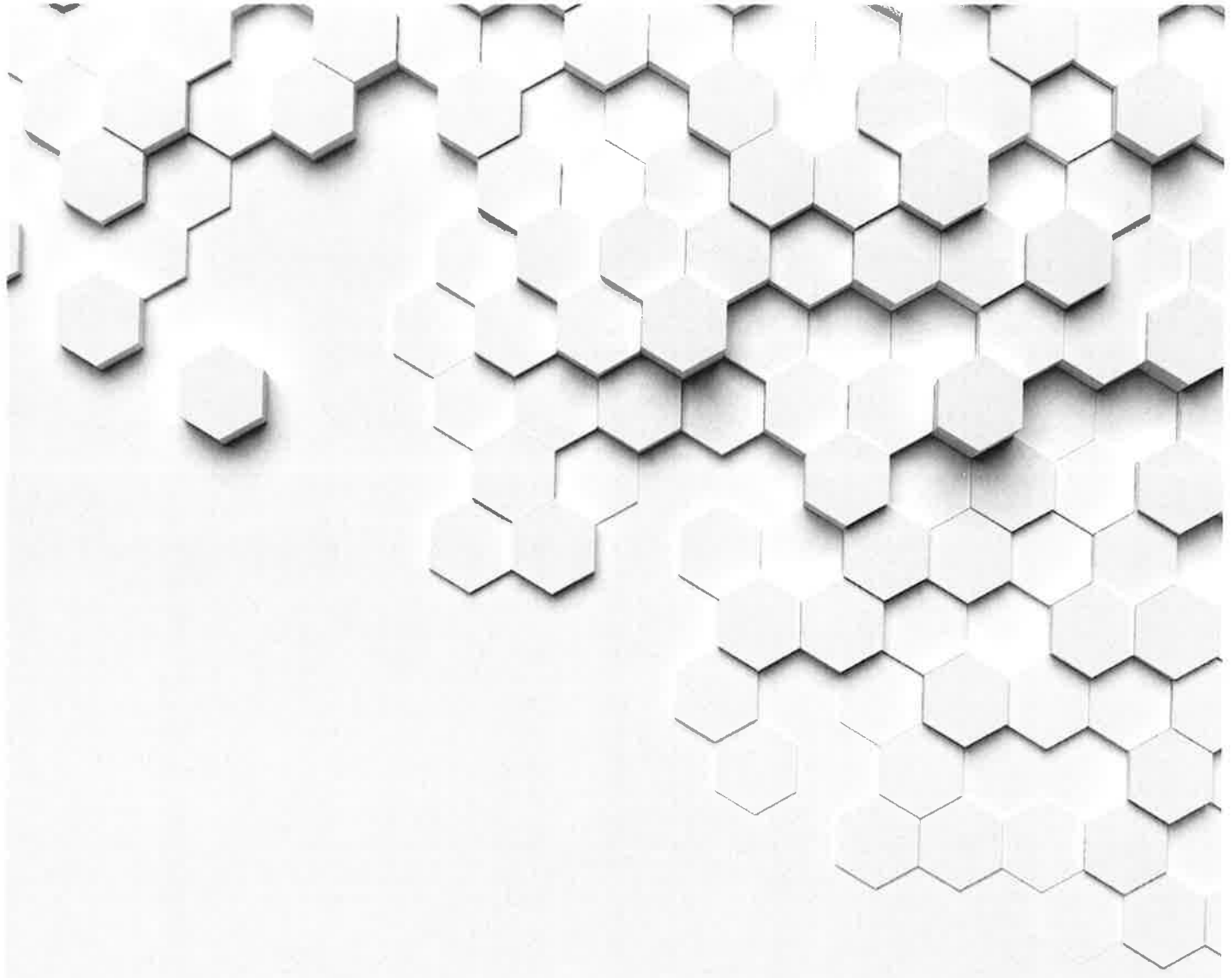
Account Number	FP-JE Description	Budgeted Amount	Period Amount	YTD Amount	YTD Var	Encumbered	Available	% Avail
	Report Totals:	122,600.00	20,822.86	114,131.48	8,468.52	825.00	7,643.52	6.23



MUSCATINE

[June PPC Report]

McD DIGITAL





Facebook Ad Creative



Join us for shopping, dining, music and fun at the Muscatine Second Saturday street fest! Takes place every second Saturday, May to October!



VISITMUSCATINE.COM
Muscatine Second Saturday

LEARN MORE



Bring a picnic and enjoy some music and wine with us. Check out our events calendar for dates & times!



VISITMUSCATINE.COM
Music in the Vineyard
Ardon Creek Winery

LEARN MORE



National treasures aren't just found in Washington D.C., there's one right here in Muscatine, IA. Come polish your knowledge on the pearl button!



VISITMUSCATINE.COM
Explore a National Treasure
National Pearl Button Museum

LEARN MORE



Come learn the history of the pearl button and how Muscatine has grown to be a flourishing hub for entrepreneurship and manufacturing.



VISITMUSCATINE.COM
American Treasure Story
National Pearl Button Museum

LEARN MORE



With locally grown produce, fresh-baked goods, soaps, crafts and more, there is something for everyone at The Muscatine Area Farmers Market!



VISITMUSCATINE.COM
Fresh from the Farm in Muscatine, IA

LEARN MORE



With locally grown produce, fresh-baked goods, soaps, crafts and more, there is something for everyone at The Muscatine Area Farmers Market!



VISITMUSCATINE.COM
Fresh from the Farm in Muscatine, IA

LEARN MORE



With locally grown produce, fresh-baked goods, soaps, crafts and more, there is something for everyone at The Muscatine Area Farmers Market!

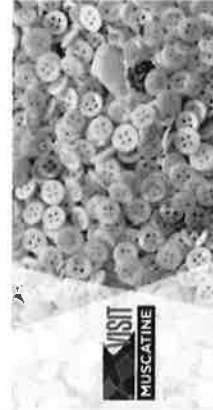


VISITMUSCATINE.COM
Fresh from the Farm in Muscatine, IA

LEARN MORE



National treasures aren't just found in Washington D.C., there's one right here in Muscatine, IA. Come polish your knowledge on the pearl button!



VISITMUSCATINE.COM
Explore a National Treasure
National Pearl Button Museum

LEARN MORE



Select desired date range using the toggle below.

Jun 1, 2019 - Jun 30, 2019

Facebook Performance

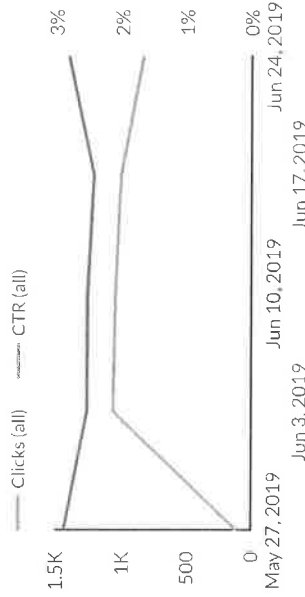
Click Through Rate & Impressions

by Clicks, CTR, and Impressions

Clicks (All)
4,143
↑ 16.3%

CTR (all)
2.57%
↑ 23.8%

Impressions
161,295
↑ -0.1%



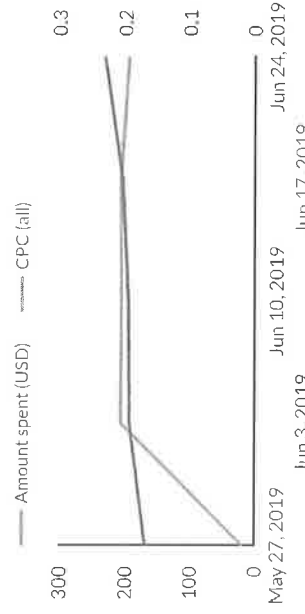
Cost Per Click

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

Amount spent
\$849.45
↑ -14.2%

CPC (All) FB
\$0.21
↓ -26.3%

CPC (Link) FB
\$0.34
↑ -15.7%



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

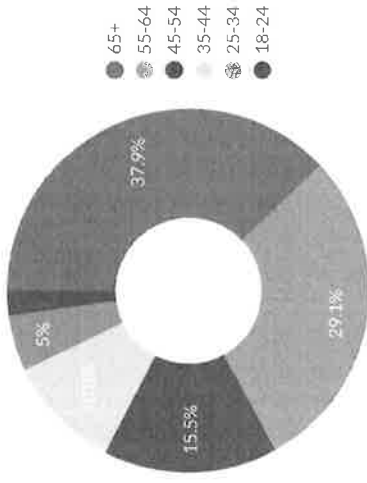
Social Engagement

Ad set name	Page likes	Post reactions	Post comments	Post shares
National Buitton Museum	null	146	13	56
Second Saturdays 2019	null	30	5	19
Ardon Creek	null	35	2	8
County Fair 2019	null	27	2	8
Almost Friday	null	8	1	5
Farmers Market	null	69	1	10

Facebook Demographics

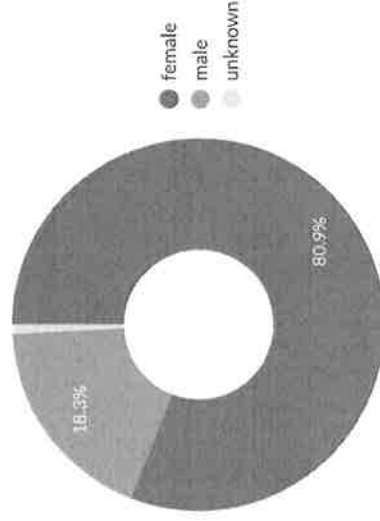
Age Breakdown

by Clicks



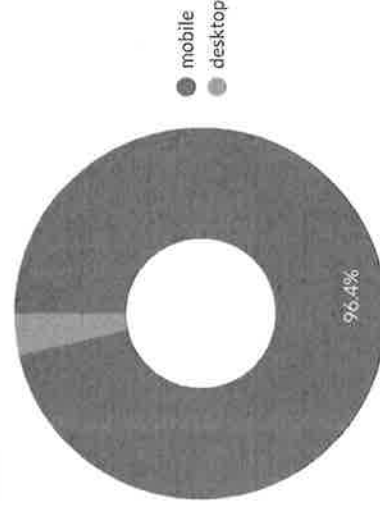
Gender Breakdown

by Clicks



Device Breakdown

by Clicks



Geographic Breakdown

by DMA and Clicks

DMA	Clicks (all)
1. Davenport-R.Island-Moline	1,150
2. Chicago	1,085
3. St.Louis	436
4. Champaign&Springfld-Decatur	254
5. Cedar Rapids-Wtrlo-lwc&Dub	243
6. Rockford	172
7. Des Moines-Ames	153
8. Peoria-Bloomington	115
9. Indianapolis	101
10. Kansas City	98

Recommendations/Observations:

- Clicks and CTR increased significantly this month, even with a lower ad spend!
- We also saw CPC go down!
- Your program ended 06/30



Google Ad Creative

PINE CREEK
GRIST MILL

MUSCATINE.COM

CONTRARY
BREWING

MUSCATINE.COM

MUSIC IN THE
VINEYARD

MUSCATINE.COM

ENVIRONMENTAL
LEARNING CENTER

MUSCATINE.COM

FRESH FROM
THE FARM

MUSCATINE.COM

FRESH FROM
THE FARM

MUSCATINE.COM

FRESH
FINDS

MUSCATINE.COM

NATIONAL PEARL BUTTON MUSEUM
OPEN

EXPLORE A
NATIONAL TREASURE

MUSCATINE.COM

EXPLORE A
NATIONAL TREASURE

MUSCATINE.COM

EXPLORE A
NATIONAL TREASURE

MUSCATINE.COM

EXPLORE A
NATIONAL TREASURE

MUSCATINE.COM

EXPLORE A
NATIONAL TREASURE

MUSCATINE.COM



Select desired date range using the toggle below.

Jun 1, 2019 - Jun 30, 2019

Google Display Performance

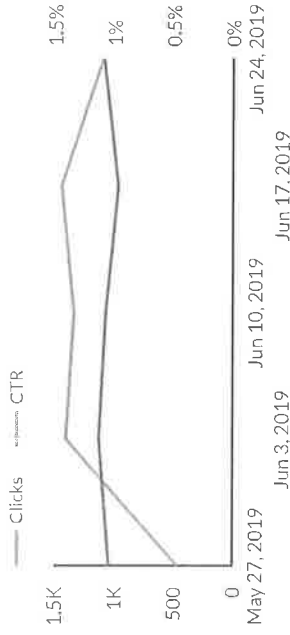
Click Through Rate & Impressions

by Clicks, CTR, and Impressions

Clicks
5,779
↑ 6.1%

CTR
1.06%
↑ 20.8%

Impressions
545,073
↓ -12.1%



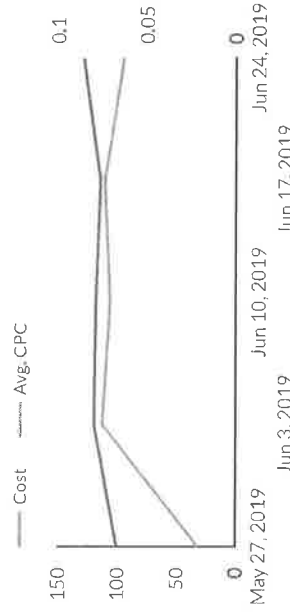
Cost Per Click

by Cost, CPC, and CPM

Cost
\$455.75
↓ -2.7%

Avg. CPC
\$0.08
↓ -8.3%

Avg. CPM
\$0.84
↑ 10.7%



Quick Definitions

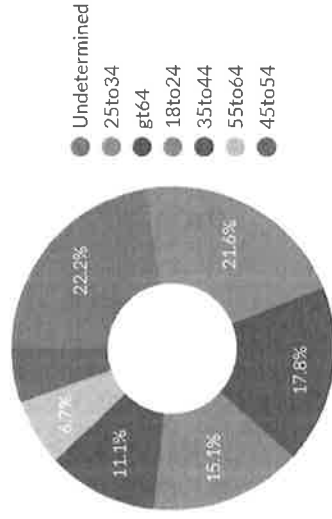
- Impressions:** An impression (ad view) is counted each time your ad is served on Google's ad networks, such as Google.com, YouTube, or other publisher websites. This is a measurement of how often your ads are being seen.
- Clicks:** This is a measurement of how many times someone interacted with your 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

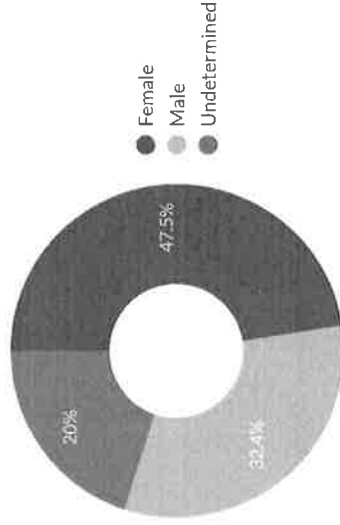
Campaign	Impressions	Clicks	CTR	Avg. CPC
Conrany Brewing	129,370	954	0.74%	\$0.07
Farmers Markets	124,085	1,177	0.95%	\$0.07
National Pearl Buitton Museum - Display	91,394	891	0.97%	\$0.07
Environmental Learning Center	88,945	1,379	1.55%	\$0.07
Pine Creek - Display	64,373	507	0.79%	\$0.14
Ardon Creek	46,906	871	1.86%	\$0.08

Google Demographics

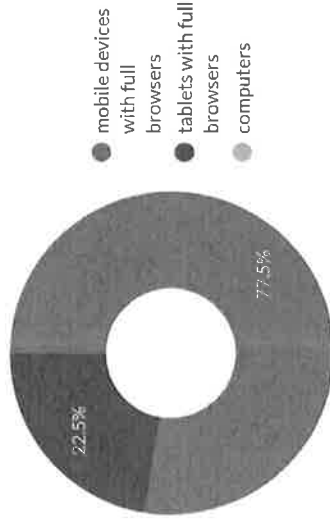
Age Breakdown by Clicks



Gender Breakdown by Clicks



Device Breakdown by Clicks



Geographic Breakdown by City and Clicks

City	Clicks
1. Chicago	823
2. Davenport	196
3. Omaha	123
4. St. Louis	123
5. Moline	118
6. Kansas City	101
7. Muscatine	98
8. Bettendorf	92
9. Minneapolis	89
10. Clinton	83

Recommendations/Observations:

- Clicks and CTR increased significantly this month! We also saw CPC go down!
- Your program ended 06/30

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.