



**Auburn Tourism Board Meeting
December 13, 2018 – 10:00 AM
1 E. MAIN STREET, 2nd FLOOR, ROOM 1
AGENDA**

I. CALL TO ORDER

Roll Call

II. APPROVE NOVEMBER MEETING MINUTES (2 MINUTES)

III. OLD BUSINESS (10 MINUTES)

1) Tourism Updates

- Tourism Budget Update – October 2018; 2018 Forecast
- Tourism Q4 Ad Campaign Update
- Auburn Adventure Film Festival Update

IV. NEW BUSINESS – ACTION ITEM

Identify Short and Long Term Tourism Goals 2019 Business Plan (60 MINUTES)

V. NEXT MEETING

- Next ATB Meeting: Thursday, December 15th at 10AM in Room #3 (second floor) City Hall

VI. ADJOURNMENT

Approved

HOTEL/MOTEL TAX FUND 2018 BUDGET

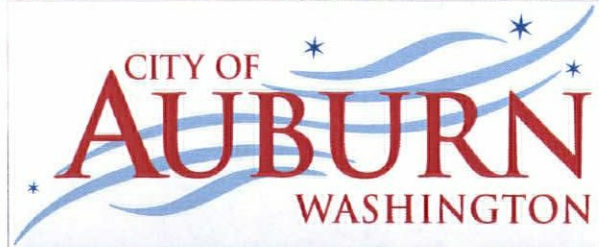
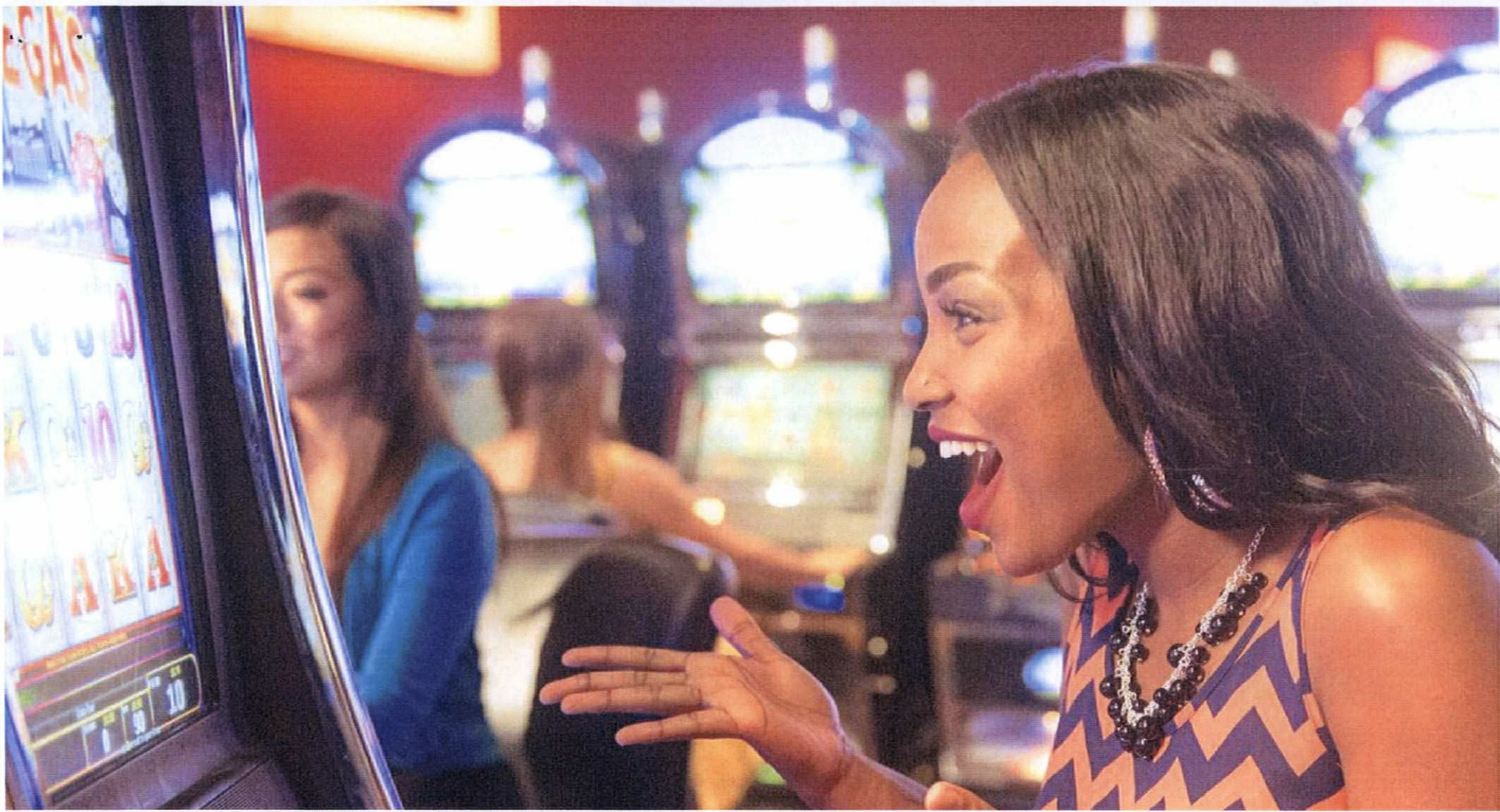
	YTD 10/31/2017	YTD as of 10/31/2018	2018 w/BA#5
Revenues:			
Hotel/Motel Excise Tax	\$86,170	\$105,440	\$113,300
Investment Income	\$1,150	\$3,233	\$400
Total Revenues	\$87,320	\$108,673	\$113,700

Expenditures:			
Administration			
Tourism Manager Salary*	\$35,835	\$45,265	\$46,125
Marketing Consultant	\$2,500	\$3,000	\$10,300
Travel	\$0	\$476	\$1,030
Dues	\$500	\$500	\$515
Conference Fees	\$60	\$490	\$515
Meetings	\$35	\$131	\$515
Printing/Promo Supplies	\$0	\$1,117	\$2,800
Subtotal	\$38,930	\$50,979	\$61,800
Marketing			
Media Buy, Trade Shows, Digital	\$42,854	\$11,405	\$134,595
Web Site	\$2,445	\$2,425	\$2,575
Multi Media	\$540	\$591	\$1,030
Subtotal	\$45,839	\$14,420	\$138,200
Community Grant Program	\$7,500	\$3,500	\$10,300
Subtotal	\$92,269	\$68,899	\$210,300
Total Expenditures YTD	\$92,269	\$68,899	

			2018
YTD Ending Fund Balance			\$236,573
Contingency Reserves**			\$42,060
Remaining Balance			\$194,513

*The FICA, Pension, Industrial Insurance are lumped into this line item and are paid by the City.

**The City recommends that Contingency Reserves should equal 20% of budgeted annual expenditures.



**CHOOSE YOUR OWN ADVENTURE
AD PERFORMANCE REPORT**



Choose Your Own Adventure - Week 4

We have reached the end of the first month of the Choose Your Own Adventure campaign.

In Week 4, we disabled all of the Google AdWords ads except for the Puget Sound region. This was due to the majority of the searches being casino-related and likely irrelevant to people searching outside of our region.

The campaign will be paused over the Thanksgiving holiday weekend. We will analyze the stats over the weekend to decide if any other placements should be discontinued for next month due to the reduced budget.

Nov 14, 2018 - Nov 21, 2018

Summary

These are the top-line statistics for the ad campaign. The Overall Stats are combined statistics across all of the different advertising platforms. It also shows each platform's combined total stats. An impression is each time an ad is loaded on a page, a click is when someone clicks the ad and is taken to the ExploreAuburn.com website and CTR stands for click through rate which is the percentage of people who are served the ad who then click on it. Impressions are capped at 3x/day per individual device.

Overall Stats



Customer Journey



Banner



Google AdWords



Facebook/Instagram



ExploreAuburn.com Website Traffic



Summary

This section shows the ad performance by broad geographic region. The top four boxes show combined totals from all ad platforms and then they are broken down by platform below those. CPC is the cost per click which is the average cost to show the ads to get someone to click on them. Post engagement for Facebook represents the number of times someone interacts with the ad whether clicking on it to visit the website, leaving a "Like" or other reaction, sharing it or leaving a comment.

California



Portland



Puget Sound



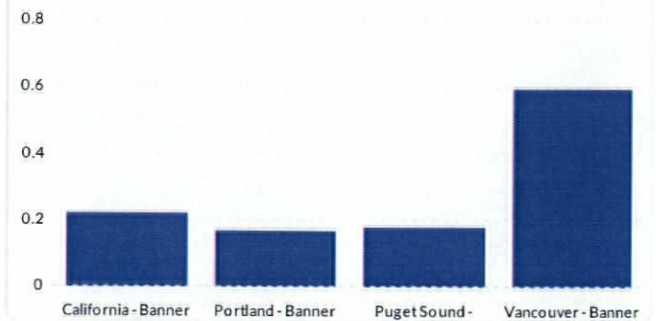
Vancouver



Banner

Placement	Impressions	Total Ad Clicks	CTR	CPC
California - Banner	145,492	317	0.22%	\$4.48
Portland - Banner	170,345	281	0.17%	\$5.97
PugetSound - Banner	209,783	371	0.18%	\$5.66
Vancouver - Banner	123,372	734	0.59%	\$1.69
Total	648,992	1,703	0.26%	\$3.78

Banner CTR



| PERFORMANCE BY REGION - PAGE 2 |

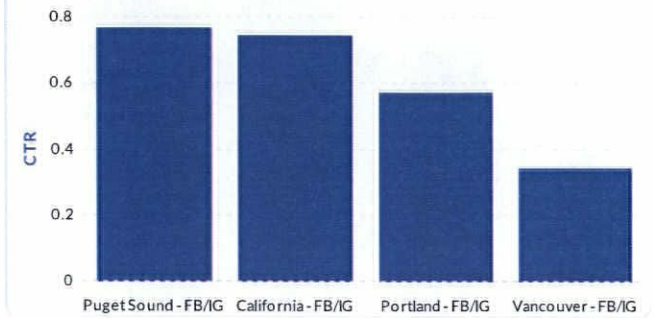
From Oct 22, 2018 to Nov 21, 2018

Created On Nov 21, 2018

f Facebook

Ad Set	Impressions	Clicks	CTR	CPC	Post Engagement
Puget Sound - FB/IG	174,139	1,333	0.77%	\$0.88	1,067
California - FB/IG	119,485	886	0.74%	\$0.91	755
Portland - FB/IG	217,045	1,239	0.57%	\$0.94	1,013
Vancouver - FB/IG	160,762	547	0.34%	\$1.47	454
Total	671,431	4,005	0.60%	\$0.99	3,289

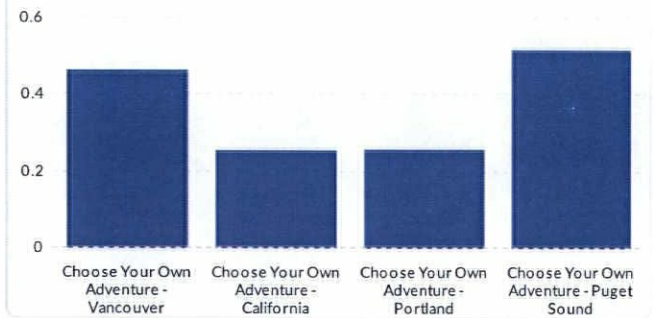
f Facebook CTR



A Google AdWords

Campaign Name	Impressions	Clicks	CTR	Avg. CPC
Choose Your Own Adventure - Puget Sound	84,732	435	0.51%	\$1.60
Choose Your Own Adventure - California	101,825	255	0.25%	\$2.23
Choose Your Own Adventure - Vancouver	52,251	241	0.46%	\$2.35
Choose Your Own Adventure - Portland	71,651	184	0.26%	\$3.26
Total	310,459	1,115	0.36%	\$2.18

A Google AdWords CTR



| PERFORMANCE BY AD - PAGE 1 |

From Oct 22, 2018 to Nov 21, 2018

Created On Nov 21, 2018

Summary

This section shows the ad performance by ad set and individual ad. For the banner ads, it shows each size of the ad within a particular ad set with a combined total at the top. For Facebook and Google AdWords there is only one ad per set so there isn't a combined total.

 Banner - Dance Big

Ad	Impressions	Total Ad Clicks	CTR	CPC
Total	142,340	369	0.26%	\$3.79
CYOA - Dance Big - 160x600	18,017	55	0.31%	\$3.13
CYOA - Dance Big - 300x250	69,930	138	0.20%	\$4.81
CYOA - Dance Big - 300x600	22,252	55	0.25%	\$4.31
CYOA - Dance Big - 728x90	32,141	121	0.38%	\$2.68

 Banner - Dine Big

Ad	Impressions	Total Ad Clicks	CTR	CPC
Total	147,059	310	0.21%	\$4.66
CYOA - Dine Big - 160x600	19,195	51	0.27%	\$3.45
CYOA - Dine Big - 300x250	70,978	110	0.16%	\$6.22
CYOA - Dine Big - 300x600	14,370	74	0.52%	\$2.12
CYOA - Dine Big - 728x90	42,516	75	0.18%	\$5.68

 Banner - Play Big

Ad	Impressions	Total Ad Clicks	CTR	CPC
Total	122,483	322	0.26%	\$3.77
CYOA - Play Big - 160x600	16,443	24	0.15%	\$6.67
CYOA - Play Big - 300x250	55,008	112	0.20%	\$4.75
CYOA - Play Big - 300x600	13,792	41	0.30%	\$3.62
CYOA - Play Big - 728x90	37,240	145	0.39%	\$2.57

| PERFORMANCE BY AD - PAGE 2 |

From Oct 22, 2018 to Nov 21, 2018

Created On Nov 21, 2018

 Banner - Save Big

Ad	Impressions	Total Ad Clicks	CTR	CPC
Total	137,412	354	0.26%	\$3.82
CYOA - Save Big - 160x600	17,909	38	0.21%	\$4.41
CYOA - Save Big - 300x250	58,540	136	0.23%	\$4.19
CYOA - Save Big - 300x600	19,108	78	0.41%	\$2.58
CYOA - Save Big - 728x90	41,855	102	0.24%	\$4.04

 Banner - Shop Big

Ad	Impressions	Total Ad Clicks	CTR	CPC
Total	131,287	370	0.28%	\$3.51
CYOA - Shop Big - 160x600	12,465	41	0.33%	\$2.98
CYOA - Shop Big - 300x250	56,554	125	0.22%	\$4.33
CYOA - Shop Big - 300x600	21,567	72	0.33%	\$3.19
CYOA - Shop Big - 728x90	40,701	132	0.32%	\$3.06

 Facebook

Ad	Impressions	Clicks	CTR	CPC	Post Engagement
Total	703,086	4,161	0.59%	\$0.99	3,415
CYOA - Dance Big - FB/IG	239,359	1,830	0.76%	\$0.98	1,386
CYOA - Dine Big - FB/IG	96,663	350	0.36%	\$1.11	326
CYOA - Play Big - FB/IG	196,107	1,461	0.75%	\$0.92	1,210
CYOA - Save Big - FB/IG	65,396	136	0.21%	\$1.58	129
CYOA - Shop Big - FB/IG	105,561	384	0.36%	\$1.05	364

| PERFORMANCE BY AD - PAGE 3 |

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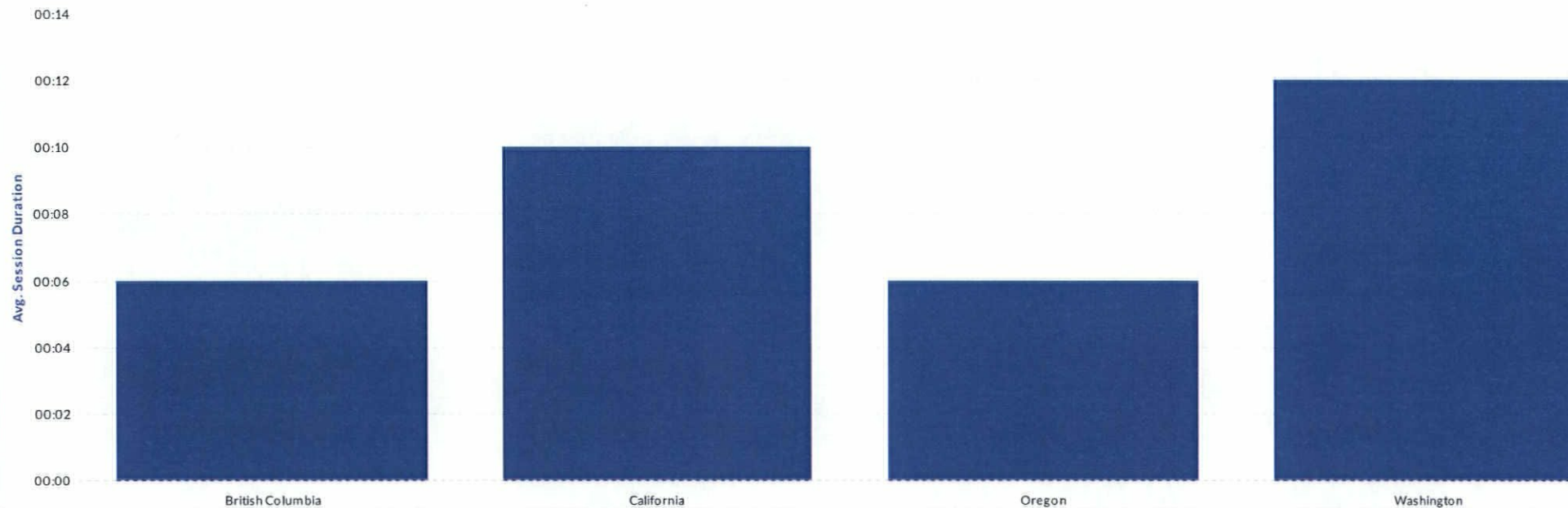


Ad Group	Impressions	Clicks	CTR	Avg. CPC
Total	326,723	1,152	0.35%	\$2.19
PLAY BIG	152,384	402	0.26%	\$2.39
SHOP BIG	46,494	402	0.86%	\$2.09
DANCE BIG	62,680	220	0.35%	\$2.16
DINE BIG	22,990	76	0.33%	\$1.98
SAVE BIG	42,175	52	0.12%	\$1.91

Summary

This section has miscellaneous campaign stats. Time on site shows the average time in seconds that someone spends on the site broken down by region. The keyword list displays the top words used in Google searches that causes one of our ads to display.

 Average Time on Site



| OTHER KEY METRICS - PAGE 2 |

From Oct 22, 2018 to Nov 21, 2018

Created On Nov 21, 2018

 Top 10 Keywords

Keyword	Impressions	Clicks	Avg. CPC
outlet store	32,456	204	\$2.39
city of auburn	12,873	171	\$1.69
jackpot	7,101	156	\$2.13
casino games	8,883	55	\$2.67
table games	26,303	38	\$2.37
roulette	2,594	32	\$2.88
casino	15,165	30	\$2.52
auburn store	881	22	\$1.65
casinos	13,652	21	\$2.87
club night club	3,686	19	\$2.18

Ad Fraud: Ad Fraud is when a company knowingly serves ads that no one will actually see as a way to drive "views" and revenue. For example, a website can use bots to automatically refresh its pages in order to register a high number of page views and appear more attractive as an inventory source on ad exchanges.

Average Session Duration: Provides a top-level view of how long users are spending on your website. Google Analytics does not count time for the last page viewed during a session. This means that average session duration will tend to be skewed lower than the actual amount of time people are spending on your website.

Bounce Rate: Bounce rate is the percentage of sessions with a single pageview. Bounce rate can provide top-level insights about the performance of your content. It's also important to apply context when analyzing bounce rate, since some pages will deliver all of the information somebody is looking for on a single page, for example, a store locator or a blog post.

CPC (Cost per Click): CPC Stands for Cost per Click. This is the price paid by an advertiser for each ad click received.

CTR (Click-Through Rate): CTR is a metric that measures the number of clicks your ad (s) receive per number of impressions.

Impression: Impressions are sometimes called a view or an ad view, is a term that refers to the point in which an ad is viewed once by a visitor, or displayed once on a web page.

Keyword: Google Analytics provide details about the keywords people use in their search to find your website or that trigger an ad to be displayed.

Pageview: A pageview is reported when a page has been viewed by a user on your website. In the Google Analytics pages report, by default, your pages are ordered by popularity based on pageviews. This allows you to see which content is being viewed most often.

Post Engagement: The total number of actions that people take involving your ads. Post engagements can include actions such as reacting to, commenting on or sharing the ad, claiming an offer, viewing a photo or video, or clicking on a link.

Session: A single visit to your website, consisting of one or more pageviews. The default session timeout is 30 minutes, which means that if someone is inactive on your website for over 30 minutes, then a new session will be reported if they perform another interaction.