



**Auburn Tourism Board Meeting
November 15, 2018 – 10:00 AM
CITY HALL, ROOM #3, 2nd FLOOR
AGENDA**

I. CALL TO ORDER

Roll Call

II. APPROVE OCTOBER MEETING MINUTES (2 MINUTES)

III. OLD BUSINESS (10 MINUTES)

1) Tourism Updates

- Tourism Budget Update – September 2018
- Tourism Q4 Ad Campaign Update
- Auburn Tourism Open House Recap
- Auburn Adventure Film Festival Update

IV. NEW BUSINESS

1) Short and Long Term Tourism Goals Discussion for 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



**Auburn Tourism Board Meeting
OCTOBER 18, 2018 – 10:00 AM
Auburn City Hall
COUNCIL CHAMBERS MINUTES**

I. CALL TO ORDER

The meeting was called to order at 10:05am by Vice Chair Schofield.

Board Members present: Board Members Ronnie Roberts; Malia Dale; Karrie Schofield; Rachael Mc Alister; Julie Krueger.

Excused Absence: Lara Mae Chollette; Rachael Mc Alister

Staff Present: Lorraine Chachere, Tourism Coordinator; Tanya Carter, Economic Development Coordinator.

II. APPROVE SEPTEMBER MEETING MINUTES

Vice Chair Schofield motioned to approve the September meeting minutes. Board Member Dale seconded the motion.
MOTION PASSES UNANIMOUSLY 4-0.

III. OLD BUSINESS

1) Tourism Updates

▪ **Membership Updates**

Chairwoman Frisch submitted her resignation as her workload would prevent her participation. Discussion ensued on other potential Tourism Board members and partnerships.

▪ **Elect New Vice Chair**

With Board Member Frisch's vacancy, a new Chair is needed. Board Member Krueger questioned if it was necessary this late in the term. No nominations for a new Chair were presented.

▪ **Auburn Adventure Film Festival**

Film Festival Director Etheredge has been working on the programming of the schedule and Coordinator Chachere is working on matching the events to complement the themes of the block of programming. A dedicated website for the film festival is being

created, as well as posters, and flyers to get the word out about the festival.

- **Budget Update**

The financials through August 2018 were presented.

- **Tourism Marketing Campaign Update** – The campaign is set to begin at the end of October. Coordinator Carter showed the ad images to the Board.

- **NW Events Show**– This is the first year, Auburn Tourism has participated in the show that targets meeting and event planners. There were several other partner stakeholders from Auburn at the show exhibiting which made a robust representation for Auburn and allowed for making connections with interested planners.

- 2) **Auburn Tourism Summit** – The itinerary is set and efforts at publicizing the event are in the works.
- 3) **City Council Presentation** – Board Member Mc Alister and Coordinator Chachere made a report to City Council at the October 8th Study Session. Positive feedback from Councilmembers and Mayor Backus were shared with the Tourism Board.

IV. **NEW BUSINESS**

- 1) **REVIEW AND EVALUATION OF 2019 LODGING TAX GRANT APPLICANTS**

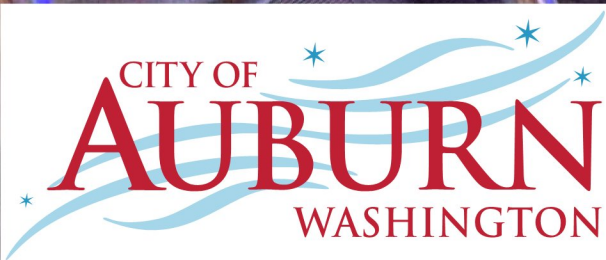
There were seven applicants, one of which did not meet the criteria for the grant, and another that was submitted past the deadline and that some Board Members thought should be eliminated for consideration. Evaluation forms were dispersed for each of the five remaining applicants considered eligible for application, with Board Member Krueger abstaining from scoring for the applications for the Geocaching, Petpalooza, and Veterans Day as they were submitted by different colleagues in Parks. These recommendations will be presented to the LTAC at their November 14th meeting. The LTAC will then make their final recommendations to City Council at a January meeting. City Council makes the final determination of the amounts and the grant recipients.

V. **NEXT MEETING**

Next ATB Meeting: **Thursday, November 15th at 10AM in Council Chambers.**

VI. **ADJOURNMENT**

There being no more business to discuss, the meeting was adjourned at 11:32AM.



**CHOOSE YOUR OWN ADVENTURE
AD PERFORMANCE REPORT**



Choose Your Own Adventure - Week 2

In week 2 of the Choose Your Own Adventure campaign, the overall metrics have held steady. The one change we made after the first week was to stop the underperforming Salt Lake City test ads.

The most notable metric that we noticed was the click-through rate on the Vancouver banner ads at nearly 1%. An outlier like this suggests the potential of click fraud on a less than reputable site. We don't see clear evidence of that after looking at the individual sites that the ads were served. The highest clicks have come from TSN.ca (the Canadian ESPN) and CTV.ca (the Canadian ABC).

The Vancouver Facebook/Instagram is dramatically underperforming the other regions and is costing significantly more. If it continues through this week, we will likely suggest disabling that placement and reallocating its spend. In the meantime, we suggest allocating the remaining Salt Lake City spend to the Vancouver region since it has exceeded our performance expectations.

Oct 31, 2018 - Nov 07, 2018

CAMPAIGN SNAPSHOT - PAGE 1

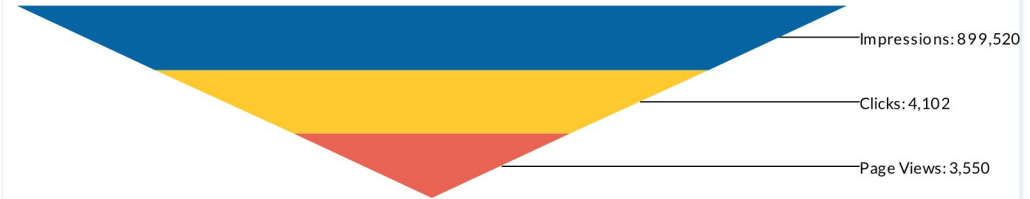
From Oct23, 2018 to Nov07, 2018

Created On Nov07, 2018

Overall Stats



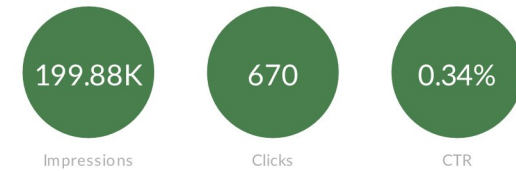
Customer Journey



Banner



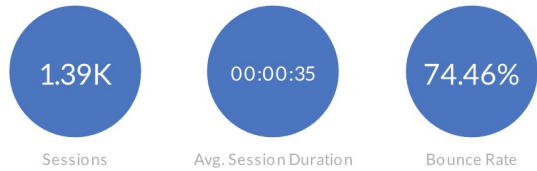
Google AdWords



Facebook/Instagram



ExploreAuburn.com Website Traffic



Glossary of Terms

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.

| PERFORMANCE BY REGION - PAGE 1 |

California

193.73K

Impressions

805

Clicks

0.42%

CTR

Portland

222.64K

Impressions

909

Clicks

0.41%

CTR

Puget Sound

235.54K

Impressions

1.14K

Clicks

0.49%

CTR

Vancouver

168.11K

Impressions

1.03K

Clicks

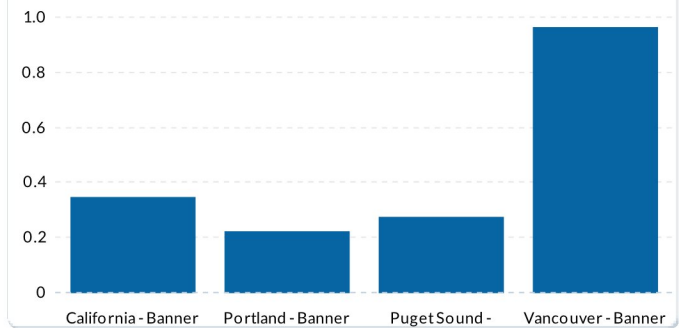
0.61%

CTR

Banner

Placement	Impressions	Total Ad Clicks	CTR	CPC
California - Banner	81,043	279	0.34%	\$2.49
Portland - Banner	98,475	217	0.22%	\$4.01
PugetSound - Banner	116,124	318	0.27%	\$3.24
Vancouver - Banner	68,245	657	0.96%	\$0.93
Total	363,887	1,471	0.40%	\$2.18

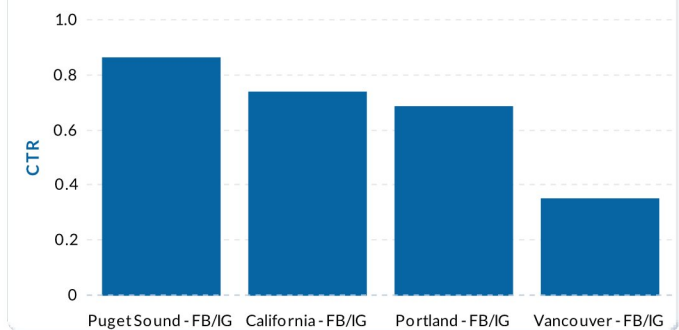
Banner CTR



Facebook

Ad Set	Impressions	Clicks	CTR	CPC	Post Engagement
PugetSound - FB/IG	68,816	592	0.86%	\$0.88	482
California - FB/IG	50,083	368	0.73%	\$0.92	301
Portland - FB/IG	85,299	583	0.68%	\$0.88	460
Vancouver - FB/IG	68,314	240	0.35%	\$1.40	197
Total	272,512	1,783	0.65%	\$0.96	1,440

Facebook CTR



PERFORMANCE BY REGION - PAGE 2

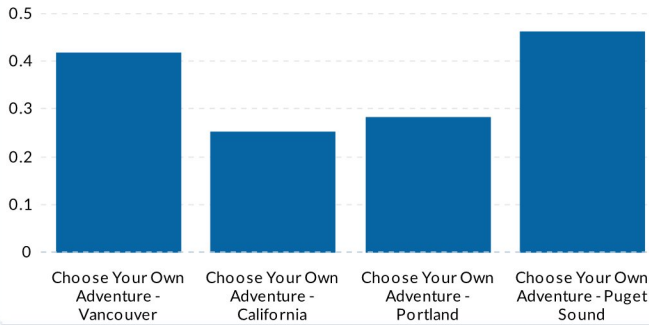
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Google AdWords

Campaign Name	Impressions	Clicks	CTR	Avg. CPC
Choose Your Own Adventure - Puget Sound	50,601	234	0.46%	\$1.54
Choose Your Own Adventure - California	62,601	158	0.25%	\$2.07
Choose Your Own Adventure - Vancouver	31,551	132	0.42%	\$2.45
Choose Your Own Adventure - Portland	38,866	109	0.28%	\$3.17
Total ⓘ	183,619	633	0.34%	\$2.14

Google AdWords CTR



| PERFORMANCE BY AD - PAGE 1 |

From Oct23, 2018 to Nov07, 2018

Created On Nov07, 2018

 Banner - Dance Big

Ad		Impressions	Total Ad Clicks	CTR	CPC
Total 		83,788	316	0.38%	\$2.34
CYOA - Dance Big - 160x600		10,682	24	0.22%	\$3.83
CYOA - Dance Big - 300x250		42,483	123	0.29%	\$2.94
CYOA - Dance Big - 300x600		13,000	51	0.39%	\$2.46
CYOA - Dance Big - 728x90		17,623	118	0.67%	\$1.35

 Banner - Dine Big

Ad		Impressions	Total Ad Clicks	CTR	CPC
Total 		87,351	268	0.31%	\$2.87
CYOA - Dine Big - 160x600		11,945	41	0.34%	\$2.47
CYOA - Dine Big - 300x250		43,292	93	0.21%	\$4.02
CYOA - Dine Big - 300x600		7,276	67	0.92%	\$1.05
CYOA - Dine Big - 728x90		24,838	67	0.27%	\$3.33

 Banner - Play Big

Ad		Impressions	Total Ad Clicks	CTR	CPC
Total 		69,019	283	0.41%	\$2.13
CYOA - Play Big - 160x600		10,477	23	0.22%	\$4.08
CYOA - Play Big - 300x250		30,966	90	0.29%	\$2.90
CYOA - Play Big - 300x600		6,974	33	0.47%	\$1.96
CYOA - Play Big - 728x90		20,602	137	0.67%	\$1.34

| PERFORMANCE BY AD - PAGE 2 |

From Oct23, 2018 to Nov07, 2018

Created On Nov07, 2018

 Banner - Save Big

Ad		Impressions	Total Ad Clicks	CTR	CPC
Total ⓘ		78,918	320	0.41%	\$2.15
CYOA - Save Big - 160x600		11,996	34	0.28%	\$3.04
CYOA - Save Big - 300x250		30,952	120	0.39%	\$2.17
CYOA - Save Big - 300x600		11,107	69	0.62%	\$1.54
CYOA - Save Big - 728x90		24,863	97	0.39%	\$2.24

 Banner - Shop Big

Ad		Impressions	Total Ad Clicks	CTR	CPC
Total ⓘ		76,398	306	0.40%	\$2.20
CYOA - Shop Big - 160x600		6,948	23	0.33%	\$2.67
CYOA - Shop Big - 300x250		33,711	101	0.30%	\$2.83
CYOA - Shop Big - 300x600		12,442	60	0.48%	\$2.00
CYOA - Shop Big - 728x90		23,297	122	0.52%	\$1.69

 Facebook

Ad		Impressions	Clicks	CTR	CPC	Post Engagement
Total ⓘ		304,167	1,939	0.64%	\$0.98	1,566
CYOA - Dance Big - FB/IG		94,637	783	0.83%	\$1.01	597
CYOA - Dine Big - FB/IG		41,958	178	0.42%	\$1.04	154
CYOA - Play Big - FB/IG		93,798	727	0.78%	\$0.90	589
CYOA - Save Big - FB/IG		25,191	63	0.25%	\$1.34	56
CYOA - Shop Big - FB/IG		48,583	188	0.39%	\$0.98	170

| PERFORMANCE BY AD - PAGE 3 |

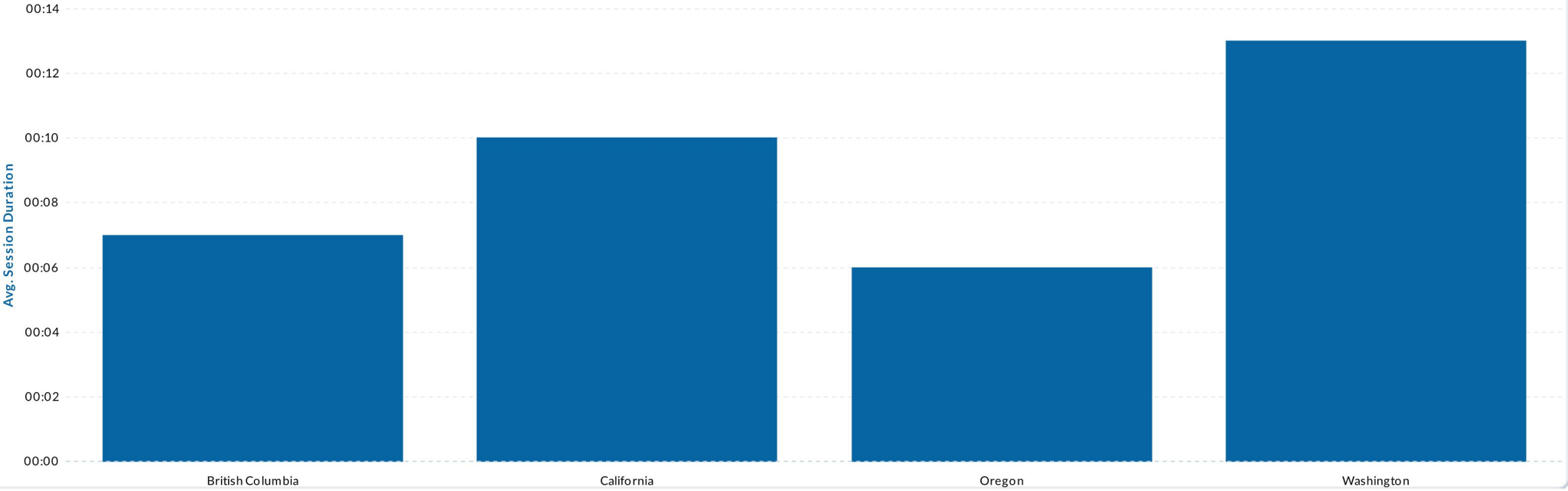
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Ad Group	Impressions	Clicks	CTR	Avg.CPC
Total ⓘ	199,883	670	0.34%	\$2.17
PLAY BIG	98,112	262	0.27%	\$2.38
SHOP BIG	27,242	198	0.73%	\$2.12
DANCE BIG	37,299	128	0.34%	\$1.99
DINE BIG	14,359	48	0.33%	\$1.88
SAVE BIG	22,871	34	0.15%	\$1.90

Average Time on Site



Top 10 Keywords

Keyword	Impressions	Clicks	Avg.CPC
outletstore	20,126	103	\$2.35
jackpot	5,216	101	\$2.09
cityofauburn	7,202	94	\$1.66
casino games	5,805	39	\$2.84
table games	16,330	25	\$2.39
casino	9,408	21	\$2.39
roulette	1,564	18	\$2.60
casinos	8,559	14	\$2.79
club in	460	14	\$1.81
dance club	2,614	12	\$1.53