



**Lodging Tax Advisory Committee  
Special Meeting  
February 26, 2019 – 10:00 AM  
Council Chambers  
AGENDA**

**I. CALL TO ORDER**

- a. Roll Call

**II. APPROVE NOVEMBER MEETING MINUTES**

**III. OLD BUSINESS**

- 1) Financial Report
- 2) Auburn Adventure Film Festival Report
- 3) Q4 2018/Q1 2019 Advertising Campaign Report
- 4) 2019 Lodging Tax Grant Applications Update

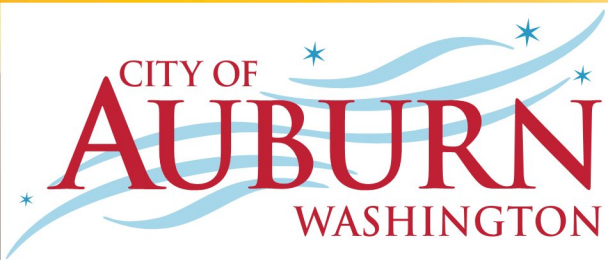
**IV. NEW BUSINESS**

- Elect Vice Chair for 2019 term

**V. 2019 LTAC MEETINGS**

- Next LTAC Meetings: Wednesday, April 10, 2019  
Wednesday, November 13, 2019

**VI. ADJOURNMENT**



# **AUBURN ADVENTURE FILM FESTIVAL AD PERFORMANCE REPORT**

**Summary**

The Auburn Adventure Film Festival campaign was aimed at awareness and driving ticket sales for the festival. As you will see below, the Facebook placement for this campaign dramatically outperformed the banner placement in both CTR and CPC. This is partly because the Facebook placement is using a lookalike audience which is finding people who "look like" the people who have visited the AAFF website. Lookalike audiences help improve the accuracy of targeting because they use many data points to create the audience.

Even with the banner placement CTR bringing down the overall CTR, a 0.19% CTR is respectable. Unfortunately, because of the limitations of the ticketing platform we weren't able to accurately track conversions and couldn't see what data we did have until the end which made informed adjustments difficult.

There was a question on the ticket purchase form that asked if they heard about the festival online. In the end, 66% of people who bought tickets online answered yes. Although anecdotal, it does show that a majority of online ticket buyers heard about the festival through online promotion.

**Overall Stats**

**2.74M**  
IMPRESSIONS

**5.12K**  
CLICKS

**0.19%**  
CTR

**Banner**

**2.30M**  
Impressions

**1.18K**  
Total Ad Clicks

**0.05%**  
CTR

**Banner Ads**

Ad	Impressions	Total Ad Clicks	CTR	CPC	Click Through Conversions
<b>Total</b>	<b>2,299,766</b>	<b>1,184</b>	<b>0.05%</b>	<b>\$3.59</b>	<b>0</b>
AAFF - 160x600	360,065	129	0.04%	\$5.25	0
AAFF - 300x250	1,209,189	624	0.05%	\$3.52	0
AAFF - 300x600	140,899	149	0.11%	\$1.90	0
AAFF - 728x90	569,259	190	0.03%	\$5.45	0
AAFF - 970x250	20,354	92	0.45%	\$0.65	0

**Facebook**

**676.50K**  
Impressions

**5.87K**  
Clicks

**0.87%**  
CTR

**\$0.64**  
CPC

**4.88K**  
Post Engagement

## 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.

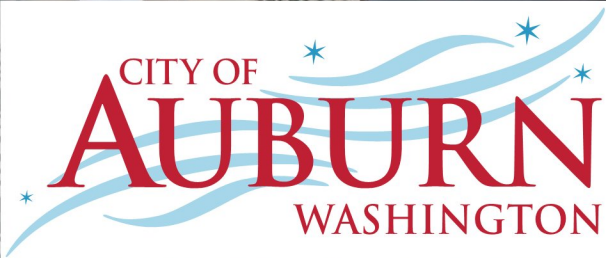
**Impression:** Impressions are sometimes called a view or an ad view, is a term that refers to the point in which an ad is viewed once by a visitor, or displayed once on a web page.

**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.

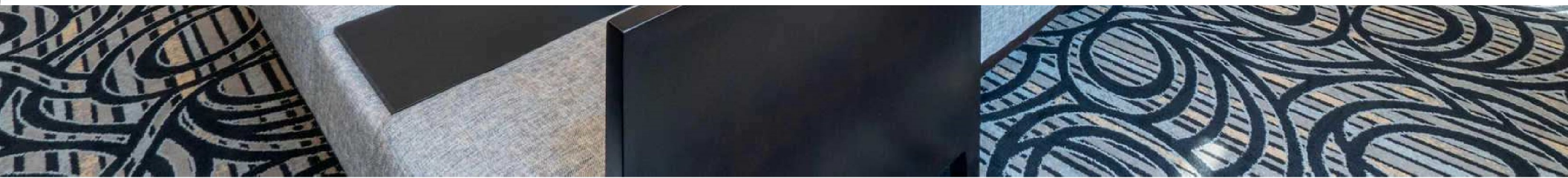
**Pageview:** A pageview is reported when a page has been viewed by a user on your website. In the Google Analytics pages report, by default, your pages are ordered by popularity based on pageviews. This allows you to see which content is being viewed most often.

**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.



# STAY & PLAY AD PERFORMANCE REPORT



## | CAMPAIGN SNAPSHOT - PAGE 1 |

## Summary

The Stay & Play campaign was a purely retargeting campaign which is why the number of impressions was low, as the universe we targeted was relatively small. Facebook does not provide the number of people in the audience in order to "protect privacy," however we know there were 4,600 devices in the cookie pool for banner ads which allows us to estimate roughly the same number of devices for Facebook. An individual could visit the site on their smartphone then desktop, so we can't say for certain it was 4,600 individuals.

We placed a cookie on visitors of the Auburn Adventure Film Festival and Explore Auburn websites advertising special hotel rates during the film festival. We ended up with a 0.62% overall click through rate (CTR) and a 0.56% CTR on banner ads, which is a very good rate when compared to the banner ads for the Film Festival. In the future we should A/B test ad creative to see if a CTR increase is possible. Also, since we were also targeting the tourism website, we could be reaching a large number of people who haven't expressed direct interest in the film festival if they were visiting the tourism site.

Although retargeting ads are more costly to run because we are bidding on individual people, those we did reach were much more likely to take action since they were warm leads.

## Overall Stats



## Banner



## Banner Ads

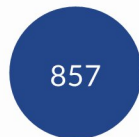
Ad	Impressions	Total Ad Clicks	CTR	CPC	ClickThrough Conversions
<b>Total</b>	<b>42,515</b>	<b>238</b>	<b>0.56%</b>	<b>\$1.67</b>	<b>0</b>
Stay & Play - 160x600	3,245	3	0.09%	\$9.57	0
Stay & Play - 300x250	30,253	78	0.26%	\$3.65	0
Stay & Play - 300x600	2,083	27	1.30%	\$0.73	0
Stay & Play - 728x90	5,976	33	0.55%	\$1.70	0
Stay & Play - 970x250	958	97	10.13%	\$0.09	0

## CAMPAIGN SNAPSHOT - PAGE 2

 Facebook



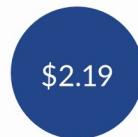
Impressions



Clicks



CTR



CPC



Post Engagement

## 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.

**Retargeting:** Serving ads to people who have previously visited your website. It involves adding code on the website which places a cookie on a visitor's device allowing ads to be directly served to them for a period of time - normally 30 days.

## Fund 104 - Hotel Motel Tax Fund

Through December 2018

Source : General Ledger

	2018 Budget to Actual Comparison		2018 - 2017 Comparison	
	Budget as Amended	YTD 12/31/2018	YTD 12/31/2018	YTD 12/31/2017
<b>Beginning Fund Balance</b>	\$ 200,371	\$ 200,371	\$ 200,371	\$ 180,146
<b>Revenues</b>				
Sales Tax	113,300	128,045	128,045	124,486
International Film Festival Admission	-	345	345	-
Investment Income	400	4,135	4,135	1,738
<b>Total Revenues</b>	<u>\$ 113,700</u>	<u>\$ 132,525</u>	<u>\$ 132,525</u>	<u>\$ 126,224</u>
<b>Expenditures</b>				
Salary	\$ 38,625	\$ 41,144	\$ 41,144	\$ 35,340
Benefits	7,500	10,275	10,275	8,710
Supplies	2,800	1,113	1,113	-
Professional Services	158,000	67,815	67,815	54,531
Advertising	-	5,192	5,192	1,661
Miscellaneous	2,575	2,683	2,683	757
Transfer out (Grants)	10,300	7,000	7,000	5,000
<b>Total Expenditures</b>	<u>\$ 219,800</u>	<u>\$ 135,221</u>	<u>\$ 135,221</u>	<u>\$ 105,999</u>
<b>Ending Fund Balance</b>	<u><u>\$ 94,271</u></u>	<u><u>\$ 197,675</u></u>	<u><u>\$ 197,675</u></u>	<u><u>\$ 200,371</u></u>

The largest non salary expenditure is for Professional Services which includes the tourism web site; advertising buys; promotional items like a prize wheel and photo booth at trade events; marketing consultant; Parrot Expo (grant) expenditures, a few banners; film festival; and gift bags for the Japanese delegation.



**Lodging Tax Advisory Committee  
Meeting  
November 14, 2018 – 10:00 AM  
Room 3, Second Floor of City Hall  
MINUTES**

**I. CALL TO ORDER**

The meeting was called to order at 10:11 am by Chairwoman Nancy Backus.

In attendance: Mayor Nancy Backus, Bob Fraser, Aman Ghag, Susan Roberts, Christian Faltenberger, Reggie Matto

Unexcused Absence: Andy Cho

Staff present: City Attorney Steve Gross, Doug Lein, Economic Development Manager; Lorraine Chachere, Tourism Coordinator

**II. APPROVE APRIL MEETING MINUTES**

Committee Member Faltenberger motioned to approve the April Meeting minutes. Committee Member Ghag seconded the motion.

MOTION PASSES UNANIMOUSLY 5 – 0.

**III. OLD BUSINESS**

**1) Rules of Procedure Revision**

Attorney Gross presented a red lined version and a clean copy version of a proposed revision of the Rules of Procedure to Committee Members. There were no substantial changes, just cleaned up language for the document.

Committee Member Faltenberger motioned to approve the updated Rules of Procedure. Committee Member Ghag seconded the motion.

MOTION PASSES UNANIMOUSLY 5 – 0.

**2) Tourism Updates**

**a. Tourism Open House**

The first ever Tourism Open House took place on November 7<sup>th</sup>. It was meant to showcase projects that both Tourism boards have been working on and 2018 highlights. Mayor Backus started the event with talking about the impacts of tourism to our local economy. Keynote and invited speaker Camila Clark, Senior Director Corporate Communications for Brand USA spoke about growing international markets for Auburn tourism. As a result, Auburn will partner with Brand USA in some



**Lodging Tax Advisory Committee  
Meeting  
November 14, 2018 – 10:00 AM  
Room 3, Second Floor of City Hall  
MINUTES**

upcoming 2019 initiatives. Thirty three partner stakeholders, community residents, and businesses attended the event which took place in the Auburn Community and Event Center.

**b. September 2018 Financials**

The September Financials were presented. It was requested that Coordinator Chachere prepare a forecast of Q4 vs actuals to better understand what remains to be spent for the 2018 fiscal year for the Committee by mid-December.

The format of the financials will most likely change in the near future and be something that Finance provides indicated Manager Lein.

**IV. NEW BUSINESS**

**1) Q4 Advertising Campaign**

**2) Auburn Adventure Film Festival**

**3) Review 2019 Grant Applications**

Due to late submissions and in light of the City's review of procedures related to use of Hotel-Motel Tax funds, applications submitted by for-profits were deemed ineligible for consideration.

The eligible applications were reviewed. Committee Member Faltenberger requested more information from Auburn Parks' Geocache applicant of: 1) when is the event date 2) That they can demonstrate that the event has funding to finance it and it will happen irrespective of granted Auburn lodging tax funds 3) how will the event be marketed.

Committee Member Faltenberger motioned to recommend to City Council to approve the funding requests for Auburn Parks' Petpalooza event for \$5,000, and \$3,500 for Auburn Parks' Veterans Day and Parade. Committee Member Fraser seconded the motion.



**Lodging Tax Advisory Committee  
Meeting  
November 14, 2018 – 10:00 AM  
Room 3, Second Floor of City Hall  
MINUTES**

MOTION PASSES UNANIMOUSLY 6 – 0.

**4) Second Round of Grant Applications**

Two applications were received past the deadline due to extenuating circumstances. To encourage more applicants and more events to be brought to Auburn, it was suggested that a second wave of applications might be considered by the LTAC at a Special Meeting since the monies set aside for the community grants have not been exhausted.

Committee Member Faltenberger motioned to extend the deadline for the 2019 Lodging Tax Grants with a deadline of January 1<sup>st</sup> and for applications received to be considered at a Special Meeting in February. Committee Member Roberts seconded the motion.

MOTION PASSES UNANIMOUSLY 6 – 0.

**V. NEXT LTAC MEETINGS**

**Wednesday, April 10, 2019 at 10AM.**

**Wednesday, November 13, 2019 at 10AM.**

**VI. ADJOURNMENT**

There being no further business to discuss or conduct, the meeting adjourned at 11:28am.

---

MAYOR NANCY BACKUS, CHAIR

---

LORRAINE CHACHERE, TOURISM COORDINATOR

## Fund 104 - Hotel Motel Tax Fund

Through November 2018

Source : General Ledger

	2018 Budget to Actual Comparison		2018 - 2017 Comparison	
	Budget as Amended	YTD 11/30/2018	YTD 11/30/2018	YTD 11/30/2017
<b>Beginning Fund Balance</b>	\$ 200,371	\$ 200,371	\$ 200,371	\$ 180,146
<b>Revenues</b>				
Sales Tax	113,300	118,261	118,261	115,645
International Film Festival Admission	-	-	-	-
Investment Income	400	3,687	3,687	1,523
<b>Total Revenues</b>	<u>\$ 113,700</u>	<u>\$ 121,948</u>	<u>\$ 121,948</u>	<u>\$ 117,168</u>
<b>Expenditures</b>				
Salary	\$ 38,625	\$ 39,109	\$ 39,109	\$ 32,570
Benefits	7,500	9,763	9,763	8,010
Supplies	2,800	1,113	1,113	-
Professional Services	158,000	40,597	40,597	54,482
Advertising	-	3,733	3,733	91
Miscellaneous	2,575	2,312	2,312	603
Transfer out (Grants)	10,300	7,000	7,000	5,000
<b>Total Expenditures</b>	<u>\$ 219,800</u>	<u>\$ 103,628</u>	<u>\$ 103,628</u>	<u>\$ 100,756</u>
<b>Ending Fund Balance</b>	<u><u>\$ 94,271</u></u>	<u><u>\$ 218,692</u></u>	<u><u>\$ 218,692</u></u>	<u><u>\$ 196,558</u></u>

The largest non salary expenditure is for Professional Services which includes the tourism web site; advertising buys; promotional items like a prize wheel and photo booth at trade events; marketing consultant; a few banners; film festival; and gift bags for the Japanese delegation.