

AGREEMENT FOR THE RECEIPT AND USE OF CITY FUNDS

by and between

The City of Muscatine, Iowa

and

Greater Muscatine Chamber of Commerce and Industry (GMCCI)

This Agreement is entered into between the City of Muscatine, Iowa, an Iowa municipal corporation (hereinafter "City") and Greater Muscatine Chamber of Commerce and Industry (the "Agency" or "GMCCI"), an Iowa not-for-profit organization organized in the State of Iowa, on the 2nd day of March 2017, for the purpose of establishing certain conditions on the receipt, expenditure and use of City funds received by the Agency.

I. Receipt of City Funds. The City agrees to allocate twenty-five (25) % of those receipts from the Hotel Motel Tax towards the Convention and Visitor Bureau (CVB). Of this allocation a sum not less than \$60,000 the city receives for fiscal year 2018/2019 will be paid to the Agency for management of the CVB. The Agency shall use the remainder of the approved CVB operations budget for uses as directed under the approved budget and for purposes specified in this Agreement. Payments of \$5,000 shall be paid monthly during the 2018/2019 fiscal year beginning July 15, 2018 and extending through June 15, 2019. The City will continue to account for the revenues, expenditures, and funds of the CVB. The Agency shall designate one employee to use the City's financial system to process purchase orders and to make other purchases following city purchasing policies. The City retains the right to unilaterally adjust the amount of any disbursement if the City determines that insufficient public funds exist to provide funds to the Agency at the level indicated in this Agreement or if grant funding is received by GMCCI. GMCCI will perform professional and administrative functions involving planning, organizing, coordinating and directing the activities of the Convention and Visitor's Bureau (CVB) that market and support the Muscatine area.

II. Use of City Funds. As a condition of the receipt of the City funds set forth in paragraph I, the Agency agrees to expend such funds pursuant to the following:

- Develop targeted promotional and informational material for media (i.e. brochures, Internet, radio, television, newspapers) directed to individuals, groups, networks of hospitality professionals, sports groups, tour companies, local attractions, and event coordinators.
- Cultivate and maintain relationships with visiting sports teams to ensure they have a quality visit and hopefully return
- Disseminate information by personal visits, correspondence, media pieces, and phone calls about facilities and amenities available in the Muscatine area.
- Develop and supervise plans to promote the Muscatine area as a tournament, meeting, tourist and convention destination.
- Ensure maintenance of current and accurate information on the CVB related website pages –

especially area calendar of events that relate to the Muscatine area, tourism, conventions, and trade shows.

- Serve as public relations leader to promote all CVB activities at the local, regional, and state level.
- Develop and maintain tracking instruments to measure results of marketing efforts.
- Prepare and administer budget for CVB. Responsible to report budget information and financial status as required by the board.
- Actively seek grant and other funding sources to help finance the activities of the CVB.
- Provide supervisory role to CVB staff, interns, and volunteers.
- Capitalize on visitors while they are here (weddings, soccer tournaments, baseball/softball tournaments, business conferences).
- Form a hospitality committee (hotels, event venues etc.).
- Grow Chinese tourism and capitalize on current momentum.

III. Reporting Requirements. As a condition of the receipt of the City funds set forth in paragraph I, the Agency hereby agrees to abide by the following reporting guidelines:

- A. GMCCI will provide quarterly (or monthly) metrics as established by the City, CVB and the Agency. To include those metrics currently being reported,
- B. GMCCI will prepare and present an annual report and assessment of outcomes/metrics to the City on or before November 1st, and
- C. Additionally, the agency shall provide the following documents annually to the City on or before November 1st:
 - a. The Agency's current IRS form 990 as well as a copy of the annual report filed with the Iowa Secretary of State,
 - b. A copy of the Agency's current financial audit,
 - c. A copy of the Agency's budget for the next fiscal year.

IV. Independent Contractor. The Agency agrees that it is an independent contractor of the City, and that the employees, agents, and vendors of the Agency are not employees of the City.

V. Retention and Access to Records. The Agency shall follow all state laws as to open records related to the CVB. The Agency shall provide the City, the City Administrator, or any authorized representative of the City access to and the right to examine all records related to the expenditure of City funds. The Agency shall keep financial records and all other records pertaining to these funds for a minimum of three (3) years. The City may, at its sole option, conduct an audit related to this agreement. The Agency shall, upon City's request, make it records, employees and property related to

the CVB available within reasonable timeframe.

- VI. Withholding of Payment. The City shall retain the authority to withhold any and all payments to the Agency if, in the sole judgment of the City, the proposed or continued use of the funds violates the terms of this Agreement, any applicable law, or is contrary to the appropriate use of public funds.

- VII. Assignment. The Agency shall not voluntarily or by operation of law assign, hypothecate, give, transfer, mortgage, sublet, license, or otherwise transfer or encumber all or part of its rights, duties, or other interests in this Agreement or the proceeds thereof without the prior written consent of the City. Any attempt to make an assignment in violation of this provision shall be a material default under this Agreement and any assignment in violation of this provision shall be null and void.

- VIII. Miscellaneous. This Agreement, and any dispute arising from the relationship between the parties to this Agreement, shall be governed by the laws of the State of Iowa. This Agreement and all other agreements, exhibits, and schedules referred to in this Agreement constitute(s) the final, complete, and exclusive statement of the terms of the agreement between the parties pertaining to the subject matter of this Agreement and supersedes all prior and contemporaneous understandings or agreements of the parties.

If any term or provision of this Agreement is determined to be illegal, unenforceable, or invalid in whole or in part for any reason, such illegal, unenforceable, or invalid provisions or part thereof shall be stricken from this Agreement, and such provision shall not affect the legality, enforceability, or validity of the remainder of this Agreement.

SIGNED this _____ day of _____, 2018.

Diana L. Broderson
Mayor

Greg Jenkins
President, GMCCI

ATTEST:

Gregg Mandsager
City Clerk

What follow is a consolidated Convention and Visitor Bureau report for the period 03/2017—6/2018

I. Use of City Funds. As a condition of the receipt of the City funds set forth in paragraph I, the Agency agrees to expend such funds pursuant to the following:

- ***Develop targeted promotional and informational material for media (i.e. brochures, Internet, radio, television, newspapers) directed to individuals, groups, networks of hospitality professionals, sports groups, tour companies, local attractions, and event coordinators.***

One key promotional item for attracting visitors to the community and informing them of the many opportunities they will encounter in Muscatine is our Muscatine Visitors' Guide.

The Visitor' Guide had not been revised since 2015, The process for revising the guide is extensive ranging from updating the listings of the offerings of the community to producing the copy to draft review, editing and final approvals. The guide is complete and 3500 have been distributed to Iowa Visitor Centers, all Muscatine lodging locations, local attractions in Muscatine, groups visiting Muscatine such as the softball and soccer tournament, bowling tournament organizers, and additional locations.

A promotional flyer was made for the June 9th & 10th Soccer Tournament showcasing several events that were happening in Muscatine that weekend. Flyers were distributed to the soccer tournament organizer. See X

Development of short (15-30 sec.) videos for social media showcasing Muscatine's Amenities is underway. To date meetings have been held with videographer and a list of proposed videos has been made.

Prior to March 2017 several television commercials were created and aired on KWQC to showcase Muscatine's amenities. The project for development and airing of these commercials continued once GMCCI agreement commenced. These commercials were aired on KWQC through a mini-CVB grant. Work is underway to update current commercials and to create new commercials to potentially air in the St. Louis cable market.

E-newsletter is sent at least monthly to Muscatine hospitality staff and those who have subscribed via the website. The list is now at 359. The intent is to communicate events and sporting activities for those entities to prepare to serve.

- ***Cultivate and maintain relationships with visiting sports teams to ensure they have a quality visit and hopefully return***

Engaged organizers of sports tournaments in advance of tournaments. The CVB was at the Midwest Regional Soccer Tournament in May distributing guides. The CVB was again present during Muscatine's biggest soccer event, College Search Kick-off. The CVB partnered with the Chamber Ambassadors to greet players, parents and coaches at the soccer fields. The CVB reached out to tournament directors of ISA Festival Games, Great River Tennis Association Jr. Tournament, Challenger Soccer Camp, Melon City Criterium

- ***Disseminate information by personal visits, correspondence, media pieces, and phone calls about facilities and amenities available in the Muscatine area.***

Since the revised Visitor Guide was released GMCCI has received request for information via online requests or telephone calls. Phone calls and drop in visits by visitors are common at the current location of the CVB. CVB director offers suggestions to callers and visitors to meet their needs. Phone calls have ranged from reunions to weddings.

Helped plan a day trip to visit key attractions in Muscatine for a group from Pleasant Hill Public Library. 40 people attended. Tours took place at Pine Creek Grist Mill, History and Industry Center and Muscatine Art Center

- ***Develop and supervise plans to promote the Muscatine area as a tournament, meeting, tourist and convention destination.***

CVB worked with local bowling organization in support of their efforts to bring the Men's Tournament 2019, 2019 Mixed Tournament and the 2020 Women's Tournament. CVB represented Muscatine in Waterloo Women's State Bowling Conference to win bid for 2020. Muscatine was chosen. Muscatine was chosen to host the 2019 County Conservation Conference. Materials were put together for the attendees of the 2018 County Conservation Conference with Visitors Guides for next year's attendees to explore Muscatine attractions.

- ***Ensure maintenance of current and accurate information on the CVB related website pages –especially area calendar of events that relate to the Muscatine area, tourism, conventions, and trade shows.***

Much time was spent bringing the VisitMuscatine.com website up to date. The site is regularly and routinely updated with upcoming events, things to do, dining, lodging.

- ***Serve as public relations leader to promote all CVB activities and community events at the local, regional, and state level.***

Member of Eastern Iowa Tourism Association

Member of Iowa Destination Marketing Alliance representing Muscatine

CVB participates in these conferences and meetings representing Muscatine. These opportunities enable CVB to interact with travel groups and other professionals providing an opportunity to share the Muscatine offerings.

The Muscatine CVB Director was the point person for recruitment of Fireball Run, an Amazon Prime series, that was filmed in Muscatine. CVB led the effort to welcome the Fireball Run production crews, teams, and visitors to make the event a success. Ten minutes of the program will be dedicated to Muscatine. Four-million viewers could be exposed to the Muscatine attractions that were filmed. We anticipate this program to air in Muscatine during the next season.

- ***Develop and maintain tracking instruments to measure results of marketing efforts.***

Currently we are measuring:

Visitor Guide distribution

Website traffic,

Marketing Campaign results from McDaniels contract,

Facebook & Twitter likes

e-newsletter subscriptions.

Hotel/Motel tax

Overall tourism dollars spent is also tracked but will not have amount until the end of the year.

- ***Prepare and administer budget for CVB.***

Budget cycle for 2018/19 complete.

- ***Actively seek grant and other funding sources to help finance the activities of the CVB.***

No activity during reporting period. A grant application has recently been made to Travel Iowa, of the Iowa Economic Development Authority to support videos to be aired via social media and potential television commercials outside our local market

- ***Provide supervisory role to CVB staff, interns, and volunteers.***

CVB led effort to welcome the 2017 and 2018 College Search Kick-off event. The CVB, GMCCI and Chamber Ambassadors staffed a welcome site for the tournaments during the event. This entailed producing coupon sheets for local merchants, Visitor Guide Distribution, information dissemination.

Coordinated and Oversaw many volunteers engaged in the Fireball Run event.

- ***Capitalize on visitors while they are here (weddings, soccer tournaments, baseball/softball tournaments, business conferences).***

It has been standard practice for the CVB to be present at several sporting events to answer any questions about Muscatine and disseminate brochures and Visitor Guides

- ***Form a hospitality committee (hotels, event venues etc.).***

Hospitality meetings are held at different locations with individuals involved in the hospitality industry (hotels, motels B&B's, sports/rec, event venues, restaurants, attractions etc.). An update is given by the CVB Director on upcoming events that may bring in larger groups as well as events happening that existing visitors can take advantage of. The purpose of the hospitality meetings is to showcase the location and familiarize industry professionals with the amenities and attractions Muscatine offers and to solidify relationships and improve communication among hospitality professionals. We have met at the Hampton Inn, History and Industry Center, Toured the Merrill Hotel and Conference Center, Muscatine Art Center and Pine Creek Grist Mill, and other Wild Cat Den attractions was where the last meeting was held.

- ***Grow Chinese tourism and capitalize on current momentum.***

The Muscatine CVB is an active member of the Muscatine China Initiatives committee. The Muscatine CVB has promoted the Chinese Orchestras visiting Muscatine, and supporting tours given to Chinese dignitaries. Helped coordinate the Zhejiang Symphony Orchestra. Created a website landing page for all promotional material. Promoted Muscatine through recent interview and relationship with Big River Magazine about the Muscatine China Relationship. The writer also attended the Iowa-Hebei Sister State 35th Anniversary and the Muscatine-Zhengding Sister City 5th Anniversary Dinner.

Notable activities

- Purchased ads through Travel Iowa Co-op for 2019
- Helped coordinate Girls Getaway. Merrill Hotel and Conference Center had an overnight special that was promoted.
- Provided coordination support the last two Downtown Muscatine Holiday Open House events
- Completed Iowa Tourism Leadership Institute-Level 1 through the Eastern Iowa Tourism Association
- Coordinated Interviews for WHBF Channel 4 for their spotlight on Muscatine during the week of September 10. Attractions and events included; Muscatine History and Industry Center, Muscatine Art Center, Muscatine County Environmental Learning Center, The Old Barn, Second Saturday, Pine Creek Grist Mill and The Buckskinners Rendezvous

Future Plans

Update commercials and create videos for online and commercial distribution

Application submitted to Travel Iowa for the 2019 granting season. Will know in November if it was granted.

A Walking Tour Book of Historic Houses of West Hill from 1984 is being revised in concert with Mary Wildermuth.

Redesign current CVB website

Explore translating Muscatine 2019 Visitors Guide into different languages, specifically our Sister Cities.

CVB applied for and Muscatine has won the March 2019 Eastern Iowa Tourism Association General Membership Meeting. The meeting will be held at the History & Industry Center. Logistics are currently being worked through.

Three groups have already been booked for 2019.

McDaniels Marketing

The CVB directs the marketing efforts of McDaniels Marketing. This consists of the Director providing events and attractions to promote in our market, approving the content of the ads and ensuring the website landing page for the event is up-to-date. Please See the McDaniels informational document for a review of their impact and an overview of our processes and objectives.

**Muscatine CVB
Metrics**

Requests for Mailings	2016/2017	As of January, 2018	Goal for CVB 2018/2019	Current Count for Mailings
	70	62	80	80

Visitor Guides Distributed	As of January, 2018	Current distribution	Goal for CVB for July 1 2018- June 30 2019
	600+	3500	5000

	Actual 2015/2016	Actual 2016/2017	Actual 2017-2018	Goal 2018/2019	Current
Facebook Likes	1382	1800	1612	2000	2145
Twitter Likes	515	625	609	700	637
Instagram Likes	214	250	267	300	333
Highest Facebook Post Reach	6,037	5656	4645	7000	2400

CVB Website	Actual 2015/2016	Actual 2016/2017	Actual 2017/2018	Goal 2018/2019	Current
Visitors	23,058	18,000	107919	60,000	124,792
Page Views	46,644	80,000	154818	90,000	170,977

E-Newsletter	Actual 2015/2016	Actual 2016/2017	Actual 2017/2018	Goal 2017/2018	Current
Subscribers	356		358	500	359

Hotel Motel Tax

Actual	Actual	Actual	Through two quarters
2014/2015	2015/2016	2016/2017	2018
\$353,869	\$361,803	\$441,079	\$204,528

Events and Attractions Promoted by the Muscatine CVB

March 1, 2017 - June 30, 2018

McDaniels Ad Work

Facebook	Google
History & Industry Center July 4th 2018 Soap Box Derby 2018 Second Sundays - 2018 Second Saturdays 2018 Discovery Park Farmer's Market 2018 Potter Fest 2018 Preservation Hall Jazz Band Jackson Concert: Mojo & Bayou Gypsies Contrary Brewing Company 2 - Copy Melon City Criterium 2018 Girls Getaway Outdoor & Home Show Zheijiang Symphony 2/21 Eagle Watching County Fair 2017 Soap Box Derby 2017 Downtown Muscatine River Trail Second Saturday - June Contrary Brewing Company 2 Deep Lakes Park Contrary Brewing Company Melon City Criterium 2017 Farmer's Market Muscatine County Fair Wildcat Den State Park Art Center Ice Cream Social 2018	Camping - Search Eagle Watch - Display 2017 Wildcat Den - Display 2017 Deep Lakes - Display 2017 Eagle Watch 2018 - Display History & Industry - Display Gerberichs - Display Zhejiang Orchestra (2/21) - Display Environmental Learning Center - Display Ardon Creek - Display Eagles & Ivories 2018 - Display Wildcat Den - Display 2018 Pine Creek Mill - Display Wineries - Display Sports - Search Outdoor Recreation - Search Hotels & Motels - Search Discovery Park Deep Lakes Park - Display 2018

Events and Attractions Promoted by Muscatine CVB independent of McDaniels	
Alexander Clark:Civil Rights Leader Exhibit-Art Center	Muscatine Community Block Party
Mr. Bai Runzhang-Photo Exhibit	Madness Dirt Track Races-West Liberty
Muscatine Symphony Orchestra	Wilton Founders Day
Muscatine Quilt Week	Voyageur Canoes-Muscatine County Conservation Board
Faces of Iowa State Touring Exhibit-Art Center	Muscatine Arts Council Fundraiser with Jeff Barnhart
Jackson Concert Series	Puppets and Pastries: Dessert Theatre for Adults
MCC Theater Productions	The Old Barn
FireBall Run	Muscatine Garden Club Flower Show
Holiday Stroll	Ken Hyman Run-Wildcat Den
Pearl City Players-A Midsummer Nights Dream	Swamp Stop-The Nature Conservancy
Pearl City Picnic	Greenwood Cemetery Steps

VISIT MUSCATINE IOWA MARKETING PROPOSAL



Visit
Muscatine

McD REMARKABLY
UNCOMMON.



2018-2019 Digital Marketing Strategy

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.

Geography:

- The following metro areas are primary focus targets:
 - Chicago, IL
 - Des Moines and portions of Western, IA
 - Minneapolis/St. Paul
 - Kansas City, KS/MO
 - Omaha, NE
 - St. Louis, MO

Core audiences/targets:

- **Sports teams** who will utilize area outdoor sports complexes with an emphasis on soccer, softball and baseball.
- **Chinese tourists:** The Chinese premier visited Muscatine in 1985 and returned for a second visit. This has drawn more Chinese visitors, and we can build off this base.
- **Leisure market** interested in the Mississippi River, vintage culture and other attractions.
- **Bus tours/groups**
- **Businesses, owners, management**
- **Wedding planning**

Strengths:

New 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 2018)
- Holiday Stroll (December 7, 2018)
- Independence Day (July 4, 2018)
- Jackson Concert Series (ongoing)
- Melon City Criterium Race (May 2019)
- 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 4, 2018)
- The Arts in Muscatine (ongoing)
- West Liberty Children's Festival (September 2018)
- Wilton's Founders Day (fourth weekend in August)

Direction for 2018-2019

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

Digital Advertising

This statistic is why it is so critical that Muscatine CVB 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.

Therefore, we are proposing the continued use of two proven effective digital advertising platforms: Facebook and Google AdWords.





Google Advertising

Estimated Monthly Performance

(Based upon initial core list of topics chosen and proposed daily budget)

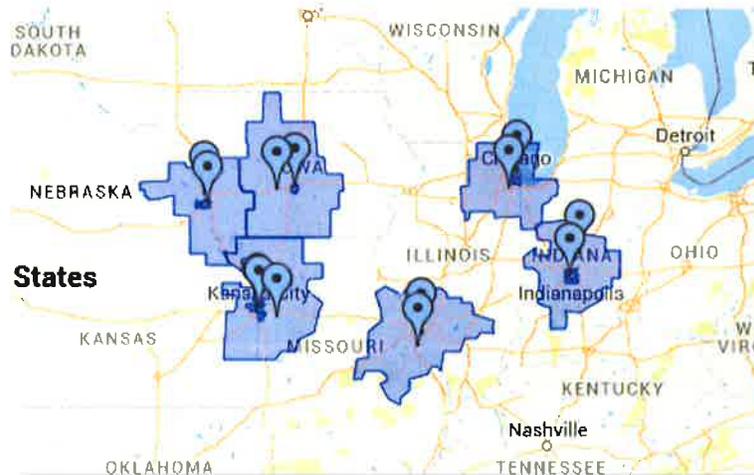
Potential Topics for Google AdWords

- New hotel/conference center
- Winery/Vineyard, Discovery Park, Art Museums, Mississippi River
- Downtown Muscatine activities
- Summer/Fall Events
- Chinese cultural center

Google Display (Maximum of 3 campaigns)

- Estimated Impressions: 400,000 – 875,000
- Estimated Clicks: 8,000

Projected Ad Target Locations



Examples of ads that have run in 2018:



Google Performance February - April

- Your Google Search campaigns produced the following results:
 - **565,480** impressions
 - **3,626** clicks
 - **\$.37** Average cost per click
- Your Google Display campaigns produced the following results:
 - **9,876,124** impressions
 - **72,815** clicks
 - **\$.06** Average cost per click



Google AdWords 4-Month Advertising Proposed Budget:
(July 2018 - October 2018)

Monthly Administration & Reporting..... (\$500/month) \$2,000

- Monthly PPC Campaign Performance Report
- Website Content Recommendations (as needed, related to ad performance)
- Interest, Target & Placement Adjustments

Recommended Click Budget (approx. \$672.50/month) \$2,690

- Billed direct-to-Google
- Display Ads Only

Ad Development \$1,500

Total Budget for 4-month Google AdWords Program \$6,190

APPROVAL _____ DATE _____

**E.W. McDaniels, Inc./McD Digital reserves the right to review this quote upon receipt of customer materials for compliance to specifications. All customer alterations will be charged additional at time and material. Prices valid within (30) days of quoted date.

Facebook Advertising

Goal: To further the reach of visitmuscatine.com in the digital landscape and to better enable the CVB to connect with travelers via the most-used social media platform.



Tactics: Focused use of PPC advertising in the Midwest via Facebook newsfeed ads

Geography: Same as Google

Potential Topics

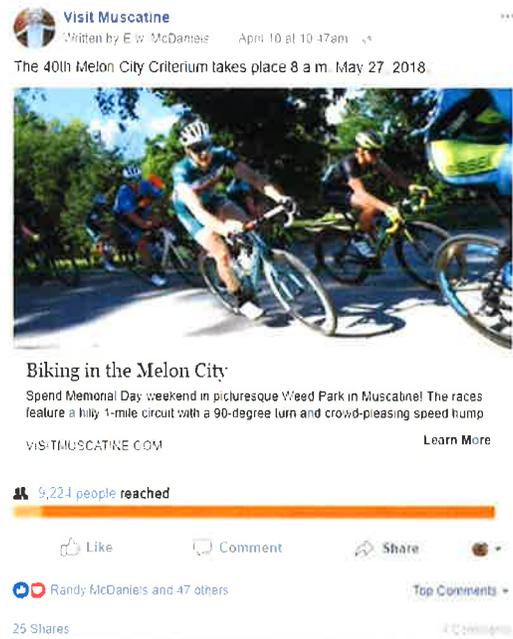
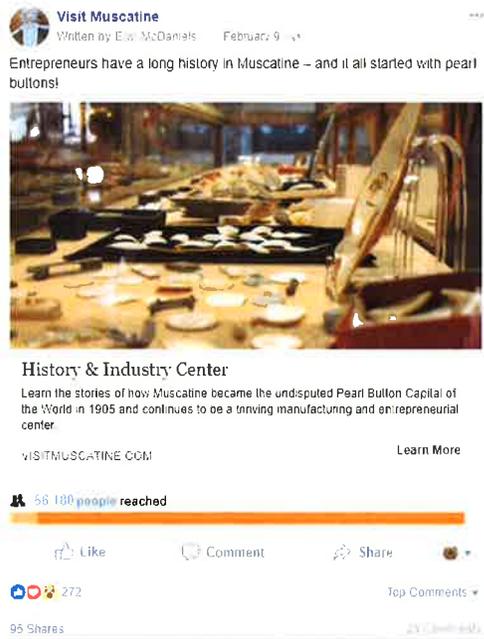
- New hotel/conference center
- Downtown Muscatine
- Events, Festivals
- River Activities (Boating, Fishing, etc.)

Projected Reach by Program

- Estimated Audience: 4,200,000 users
- Estimated Daily Audience: 1,100 – 3,000 users



Examples of Promoted Posts:



Facebook Performance February – April

- Your campaigns produced the following results:
 - **210,823** impressions
 - **6,747** website clicks
 - **\$.29** Average cost per click
 - **93** post likes
 - **601** post reactions
 - **45** post comments
 - **207** post shares
 - **4,513** link clicks
 - **\$.44** cost per link click

12-Month Facebook Advertising Proposed Budget:

(July 2018 – June 2019)

Monthly Administration (\$350/month) \$4,200

- Account Review & Campaign Adjustments
- Monthly Performance Reporting
- Landing Page Content Recommendations (as needed)
- Ad Targeting Adjustments
- Ad Rotation Scheduling

Monthly Campaign Ad Costs (Click Costs)..... (\$780/month) \$9,360

- Billed direct to Facebook
- Based on Pay-per-Clicks
- Can be adjusted at any time as new campaigns are added

Ad Development..... \$1,500

Total 12-Month Facebook Advertising Campaign \$15,060



Marketing Budget Summary

Consulting and Planning:	\$1,500
Google AdWords:	\$6,190
Facebook:.....	\$15,060
Total:	\$22,750

Actual McDaniels Marketing Contract Amount would be \$10,700 with Google and Facebook direct clicks removed.

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.

OPTIONAL PROGRAM BUDGET

Google AdWords 8-Month Advertising Proposed Budget: (July 2018 – October 2018) and (March 2019 – June 2019)

Monthly Administration & Reporting	(\$500/month) \$4,000
<ul style="list-style-type: none"> • Monthly PPC Campaign Performance Report • Website Content Recommendations (as needed, related to ad performance) • Interest, Target & Placement Adjustments 	
Recommended Click Budget	(approx. \$672.50/month) \$5,380
<ul style="list-style-type: none"> • Billed direct-to-Google • Display Ads Only 	
Ad Development	\$1,500
Total Budget for 8-month Google AdWords Program	\$10,880

12-Month Facebook Advertising Proposed Budget: (July 2018 – June 2019)

Monthly Administration	(\$350/month) \$4,200
Monthly Campaign Ad Costs (Click Costs)	(\$780/month) \$9,360
Ad Development	\$1,500
Total 12-Month Facebook Advertising Campaign	\$15,060



Marketing Budget Summary for **8-Month Google** and **12-Month Facebook** Program

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

Actual McDaniels Marketing Contract Amount would be \$12,700 with Google and Facebook direct clicks removed.

Approval Greg Jenkins Date 6/28/18

*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.

Visit Muscatine

Digital Campaign Overview July 2017 – June 2018

- Strategy
- Creative Review & Performance Summary
 - Facebook
 - Google
- 2018 Goals

September 17, 2018

Overview/Objectives

Goal: To increase awareness of the unique lures of the greater Muscatine region.

Tactics: Targeted use of Pay-per-Click digital advertising on both Facebook and Google AdWords.

Since 2016, McD Digital has managed the digital advertising campaigns for the Muscatine IA CVB. During this time, our primary objective was to drive traffic to the CVB website. For this purpose, we deployed digital ads on two distinct platforms.

Facebook: This is the largest of the social media channels. With over 2 billion active users worldwide, Facebook is where consumers go to unwind. They're sharing images of the lives, commenting on their friends' status, and actively seeking leisure activities. With that in mind, we maintained an activity-based focus on Facebook promoting events such as the Shaanzi National Orchestra tour and the Second Saturday events. Each ad employed very specific interest targeting in order to appear less like an ad and more relevant to our target audience.

A side effect of Facebook feed ads is that users can not only view an ad but they can also comment and even share an ad that appeals to them.

Google: There's a reason that when people talk about searching for information online they use the term "google it." It is the largest search engine in the western hemisphere and the reach of its ad network is unparalleled. For these campaigns we employed a mix of Search and Display advertising. Search ads are text based ad that are served based upon a user's specific query. Display ads are more traditional image ads that appear on websites in the Google Ads network based upon individual users' search history as well as the topics on a specific web page. For this program we focused on more long-term interests such as wine and outdoor recreation.

Google Display ads typically have a lower cost-per-click and are a great way to drive casual interest traffic. These ads appear not just on websites but also in mobile apps as well.

Facebook Creative

- The following ads were part of your program:

Visit Muscatine Sponsored Like Page

Entrepreneurs have a long history in Muscatine – and it all started with pearl buttons!

VISITMUSCATINE.COM

History & Industry Center

Learn the stories of how Muscatine became the undisput...

Learn More

Visit Muscatine Sponsored Like Page

The 40th Melon City Criterium takes place 8 a.m. May 27, 2018.

VISITMUSCATINE.COM

Biking in the Melon City

Spend Memorial Day weekend in picturesque Weed Park...

Learn More

Visit Muscatine Sponsored Like Page

Veg out in Muscatine and visit an amazing Farmers Market in Iowa!

VISITMUSCATINE.COM

Visit a top-rated Farmer's Market

Locally grown fresh produce and handcrafted items from ...

Learn More

Visit Muscatine Sponsored Like Page

Come to the Muscatine riverfront, where the bald eagles enjoy excellent fishing.

VISITMUSCATINE.COM

It's eagle-viewing season

Spotting scopes are available outside Pearl City Station i...

Learn More

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Muscatine welcomes the Zhejiang Symphony Orchestra Feb. 21 for one night only!

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Free performance!

Muscatine continues its history of friendly cultural...

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Imagination takes wing at the Environmental Learning Center at Discovery Park

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Discover Nature

The 85 acre park features a reclaimed farmstead, fishing ...

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Enjoy the sounds of summer in Muscatine with an outdoor concert on Second Sunday!

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2nd Sunday Concert Series

The patio at Pearl Plaza comes to life with this free outdo...

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For shopping, dining, music and fun, it's the Muscatine Second Saturday street fest!

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Muscatine Second Saturday

Put Second Saturday first on your list! This arts and musi...

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Annual River City Outdoor & Home Show — Sat. March 10th 9-5 and Sun. March 11th 10-4 at the Muscatine Mall

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Get some outdoor inspiration!

Experience vendors/organizations focused on hunting,...

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Experience cajun zydeco music live for one night only on May 1, 2018 as part of the Jackson Concert Series!



VISITMUSCATINE.COM

Mojo & the Bayou Gypsies

For over 40 years Mojo has been bringing the unique sou...

Learn More

Visit Muscatine Sponsored Like Page

Soapbox Derby fun isn't just for kids anymore!



VISITMUSCATINE.COM

Let's Roll!

Expect a display of excellent craftsmanship and artistic...

Learn More

Visit Muscatine Sponsored Like Page

Fireworks over the mighty Mississippi cap off a full day of celebration.



VISITMUSCATINE.COM

Muscatine 4th Of July

We start the Fourth with a pancake breakfast, and there's...

Learn More

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Have a Girls Getaway in Historic Downtown Muscatine



WWW.VISITMUSCATINE.COM/GIRLS-GETAWAY

Shop, play, dine, stay!

Gather your gal pals and plan your April 7 getaway at the...

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Imagination takes wing at the Environmental Learning Center at Discovery Park



VISITMUSCATINE.COM

Discover Nature

The 85 acre park features a reclaimed farmstead, fishing...

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The world famous Preservation Hall Jazz Band is coming to Muscatine, IA for one show only! Seating on a first come, first served basis.



VISITMUSCATINE.COM

Preservation Hall Jazz Band

Enjoy a free concert from the renowned New Orleans...

Learn More

Visit Muscatine Sponsored Like Page

Find your wizarding side and immerse yourself in the world of Harry Potter on Saturday May 19, 2018!



VISITMUSCATINE.COM

Spring Potter Fest

Enjoy a day of wizardry and wonder with a Quidditch C...

Learn More

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Annual River City Outdoor & Home Show — Sat. March 10th 9-5 and Sun. March 11th 10-4 at the Muscatine Mall!



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Contrary? Join the club — Club Contrarian or the "No-Mug" Club



CONTRARYBREWING.COM
Contrary Brewing Co.
You could drink ordinary beer anywhere, but at the Contr...

Learn More

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We've got cool treats for your eyes, ears and your sweet tooth.



VISITMUSCATINE.COM
Muscatine Art Center Annual Ice Cream Social
Friends of the Muscatine Art Center Annual Ice Cream...

Learn More

Facebook Advertising Results

Below represents the results from your Facebook program February 1, 2018 – June 30, 2018.

Campaign	Impressions	Clicks (All)	CTR (All)	CPC (All) (USD)	Amount Spent (USD)	Page Likes	Post Reactions	Post Comments	Post Shares	Link Clicks	CPC (Link) (USD)
History Industry - case	91,462	3,682	4.03%	\$ 0.27	\$ 979.02	42	306	29	100	2,480	\$ 0.39
Melon City Criterium - Copy	51,931	992	1.91%	\$ 0.46	\$ 457.87	14	102	5	36	624	\$ 0.73
Farmer's Market 2018	40,258	1,529	3.80%	\$ 0.24	\$ 364.16	33	152	8	27	759	\$ 0.48
Eagle Watching 2018	30,180	608	2.01%	\$ 0.40	\$ 240.45	8	54	4	18	428	\$ 0.56
Zhejiang Symphony Orchestra 2/21	22,977	494	2.15%	\$ 0.44	\$ 217.40	4	46	3	16	362	\$ 0.60
Discovery Park 1	21,895	535	2.44%	\$ 0.33	\$ 178.04	11	50		15	376	\$ 0.47
Second Saturdays	14,279	477	3.34%	\$ 0.25	\$ 117.53	6	25	2	5	310	\$ 0.38
Second Sundays	13,443	392	2.92%	\$ 0.30	\$ 117.40	7	29		1	302	\$ 0.39
Outdoor & Home Show - Image 2	9,909	446	4.50%	\$ 0.22	\$ 99.64	5	25	3	10	296	\$ 0.34
Mojo Bayou Gypsies 5/1	11,332	404	3.57%	\$ 0.16	\$ 64.23	6	33	2	8	245	\$ 0.26
Soap Box Derby 7/4	8,800	218	2.48%	\$ 0.29	\$ 63.21	3	22	1	7	120	\$ 0.53
July 4th 2018	7,056	202	2.86%	\$ 0.30	\$ 61.53	2	26	2	6	117	\$ 0.53
Girls Getaway	5,830	230	3.95%	\$ 0.22	\$ 51.09	9	26		9	144	\$ 0.35
Discovery Park - Birds	7,175	173	2.41%	\$ 0.28	\$ 49.11	5	20	1	4	107	\$ 0.46
Preservation Hall Jazz Band	8,013	161	2.01%	\$ 0.23	\$ 36.41	5	27		11	105	\$ 0.35
History Industry - displays	6,248	83	1.33%	\$ 0.43	\$ 35.66	2	23		6	54	\$ 0.66
Art Center Ice Cream Social	6,419	349	5.44%	\$ 0.09	\$ 30.49	8	45	3	9	164	\$ 0.19
Potter Fest 2018	2,784	166	5.96%	\$ 0.17	\$ 27.93	2	9	3	1	125	\$ 0.22
Contrary Brew Co	2,752	116	4.22%	\$ 0.21	\$ 24.89	3	2			92	\$ 0.27
Preservation Hall Jazz Band	2,849	74	2.60%	\$ 0.31	\$ 22.58		11		6	49	\$ 0.46
Outdoor & Home Show - Image 1	3,040	95	3.13%	\$ 0.17	\$ 16.24	2	13		11	54	\$ 0.30
Contrary Brew Co	606	27	4.46%	\$ 0.34	\$ 9.22		2			22	\$ 0.42
Outdoor & Home Show - Image 3	590	12	2.03%	\$ 0.39	\$ 4.62		1		1	8	\$ 0.58
July 4th 2018	83	4	4.82%	\$ 0.27	\$ 1.08		1		1	3	\$ 0.36
Outdoor & Home Show - Image 1	96	6	6.25%	\$ 0.17	\$ 1.04		1		1	3	\$ 0.35
Outdoor & Home Show - Image 2	43	1	2.33%	\$ 0.27	\$ 0.27					1	\$ 0.27
Preservation Hall Jazz Band	115	1	0.87%		\$ -						
Outdoor & Home Show - Image 3	11	1	9.09%		\$ -				1		
Total/Average:	370,176	11,478	3.46%	27.71%	\$ 3,271.11	177	1,051	66	310	7,350	\$ 0.42

- During its run, your program produced the following results:
 - **370,176** Impressions (ad views)
 - **11,478** Total clicks (reactions, shares, comments, link clicks, etc.)
 - **3.46%** Click-through-Rate (CTR)
- In terms of social media activity, your ads generated:
 - **177** new page likes
 - The objective of these ads were to drive web traffic to the site. Any increase in Facebook audience is a secondary benefit.
 - **1,051** post reactions (Like, Love, Ha-Ha, Wow, Sad, Angry)







 - **66** post comments
 - It is important to acknowledge all comments within 24 hours
 - **310** post shares
 - Shares expand the reach of your ads beyond the initial targeting
- Your ads generated **7,350** link clicks to your website at a cost of **\$.42** per link click.

Google Ads Creative

The follow ad styles were part of your campaign:



Google Ads Results

- The below represents your Google program results from January 22nd, 2018 through June 30th, 2018.

Display

Campaign	Impressions	Clicks	CTR	Avg. CPC	Cost
Deep Lakes Park - Display	550,172	4,933	0.90%	\$0.08	\$388.30
Eagle Watch 2018 - Display	1,968,325	13,403	0.68%	\$0.08	\$1,119.31
Eagles & Ivories 2018 - Display	145,108	1,364	0.94%	\$0.10	\$134.83
Environmental Learning Center - Display	449,788	4,099	0.91%	\$0.10	\$424.64
History & Industry - Display	10,602,372	78,461	0.74%	\$0.05	\$4,100.30
Pine Creek Mill - Display	522,645	5,443	1.04%	\$0.07	\$378.48
Wildcat Den - Display	642,046	4,929	0.77%	\$0.09	\$422.11
Zhejiang Orchestra (2/21) - Display	577,187	3,167	0.55%	\$0.11	\$348.41
Total/Average:	15,457,643	115,799	0.82%	\$0.09	\$7,316.38

Search

Campaign	Impressions	Clicks	CTR	Avg. CPC	Cost
Camping - Search	107,241	1,545	1.44%	\$0.56	\$863.47
Sports - Search	1,059,585	5,928	0.56%	\$0.35	\$2,054.26
Total/Average:	1,166,826	7,473	1.00%	\$0.46	\$2,917.73

- During the campaign, your ads produced the following results:
 - Impressions (ad views):
 - Display – **15,457,643**
 - Search - **1,166,826**
 - Website clicks:
 - Display – **115,799**
 - Search – **7,473**
 - Average Cost-per-Click:
 - Display - **\$.09**
 - Search - **\$.46**

2018-2019 Goals

In the current contract, McD is continuing the momentum that was started with this program. Our goal is simple: to drive traffic to high quality landing pages on www.visitmuscatine.com. To achieve this goal, we have started to employ 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 such as:
 - Eagles & Ivories
 - Holiday events
- Event ads will run no more than 4 – 6 weeks out from each event in order to remain relevant and still avoid audience fatigue

Google:

- Employ a seasonally-appropriate mix of ads based on the lures of the Muscatine area. This will include but not be limited to:
 - Sports complexes
 - Ads targeted to sports event planners, tournament organizers, coaches, etc.
 - Outdoor recreation
 - Camping, hiking, and Mississippi River-centric events
 - Unique attractions:
 - Wineries
 - Shopping
 - History
- We'll continue to employ a mix of Display (interest based) ads to a cross section of metro areas in the Midwest.