

MMO Report

Prepared by Kelsey Moniz
October 15, 2019

This report provides a brief update on current projects:

Events

1. Porchfest + The After Party - Completed

Successfully executed the third party event with Sam Brady. Positive feedback from Sam and from Restaurants. The After Party drove significant traffic downtown throughout the day and well into the evening (*See ED reports for significant increase in pedestrian counts*).

Marketing tactics:

Posters, Postcards, Radio ads, Social, Boosting Facebook Event, interactive map developed

2. Trick or Treat in Downtown - October 25 - In progress

Third-party event in partnership with Sandy (Tri & Run Sports)

Marketing tactics:

Social, Boosting Facebook Event, Posters

3. Holiday Events (*See ED report for details*)

Market Research

1. Member Survey - *Gathering Complete, Next Phase Analysis*

- Survey live from September 17 - October 8
- Contained 17 questions for Business Owners, 12 questions for Property Owners
- Data collected from 41 Business owners, 18 property owners
- The data will now be analyzed and key insights will be shared in the Annual Report. No individual data will be shared, it will only be presented in a summary and percentage format.

2. Visitor/Resident Survey - *In progress*

- Postcard surveys were distributed to Retail and Restaurants and Salons (Tourism focused businesses)
- To date we have over 100 responses
- Our co-op student Laura has been distributing and collecting the cards and inputting into the database.

Marketing Campaign

1. Not Bought Online

This campaign will take place from October 18 - 26 and Nov 7-17 to promote holiday shopping downtown.

Marketing tactics:

Radio, social, NBO stickers, engaging with retailers to share and participate in messaging

[Media & Social Dashboard - October Attached]



Media and Social Dashboard

OCTOBER BOARD MEETING

OCTOBER 15, 2019

PREPARED BY KELSEY MONIZ

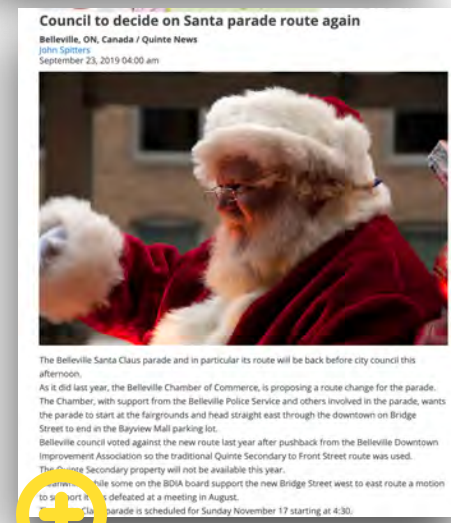
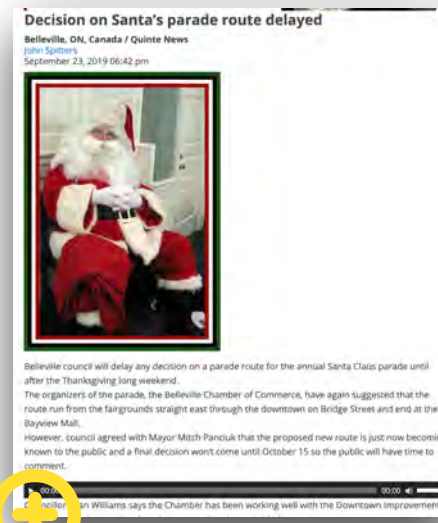
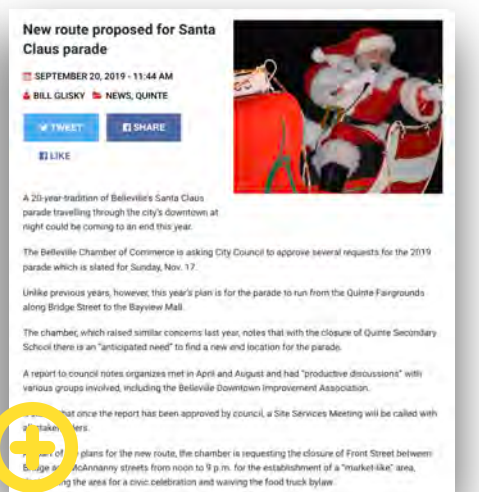
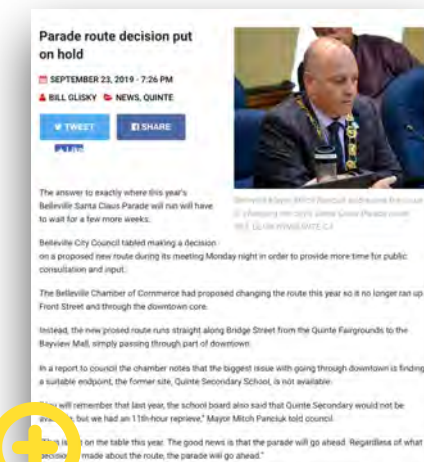
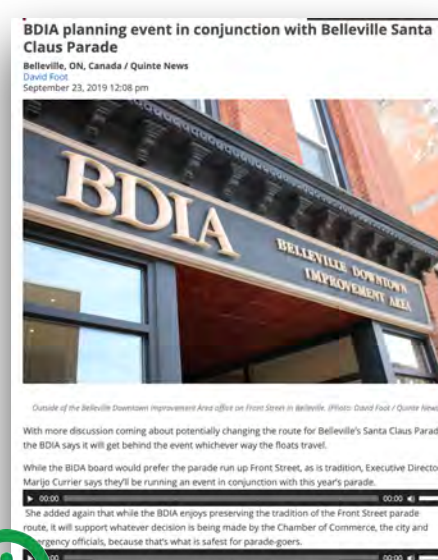
MEDIA COVERAGE

SEPTEMBER 11 - OCTOBER 9

2 Press Releases

8 Articles mentioning downtown + radio coverage

Content: Porchfest/After Party, Capers Dinner Theatre, Santa Claus Parade



WEBSITE

SEPT 10 - OCTOBER 9

Summary:

- Peak driver is Catharine Street foot bridge article posted on Facebook (link to site)
- Porchfest/After Party event day also saw increased traffic, 4th highest visited page on site



Sessions

3688

↑ 11%
vs. Previous 30 Days

Pageviews

6340

↑ 9%
vs. Previous 30 Days

Avg. Session Duration

1m

↓ -12%
vs. Previous 30 Days

Bounce Rate

72.45%

↑ 8%
vs. Previous 30 Days

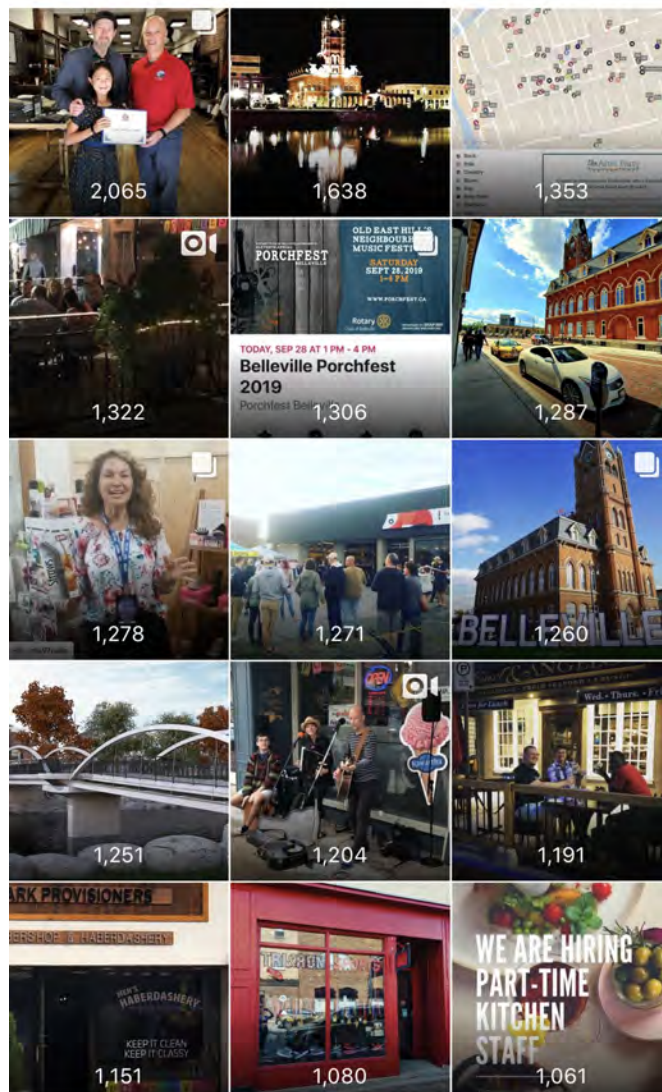
SOCIAL MEDIA

SEPTEMBER 10 - OCTOBER 8



Followers: 2,474 **up 5.1%**

Showing **All** posted in the past **30 days** sorted by **Impressions**



117

Actions taken on your account from
Oct 02 - Oct 08



Profile Visits

-155 vs. Sep 25 - Oct 1

116

Website Clicks

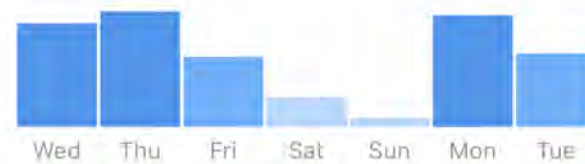
-17 vs. Sep 25 - Oct 1

1

Discovery ⓘ

1,258

Accounts reached from
Oct 02 - Oct 08



Reach

-548 vs. Sep 25 - Oct 1

1,258

Impressions

-18248 vs. Sep 25 - Oct 1

8,338



Followers: 4,412 **up 1.25%**

Page Likes

September 11 - October 8

57

Page Likes **▼70%**

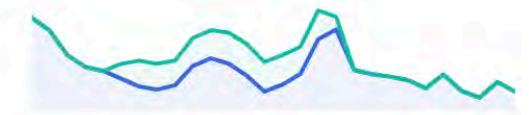


Post Reach

September 11 - October 8

22,871

People Reached **▼70%**



Post Engagement

September 11 - October 8

9,966

Post Engagement **▼69%**



EBLASTS

SEPTEMBER 11 - OCTOBER 9

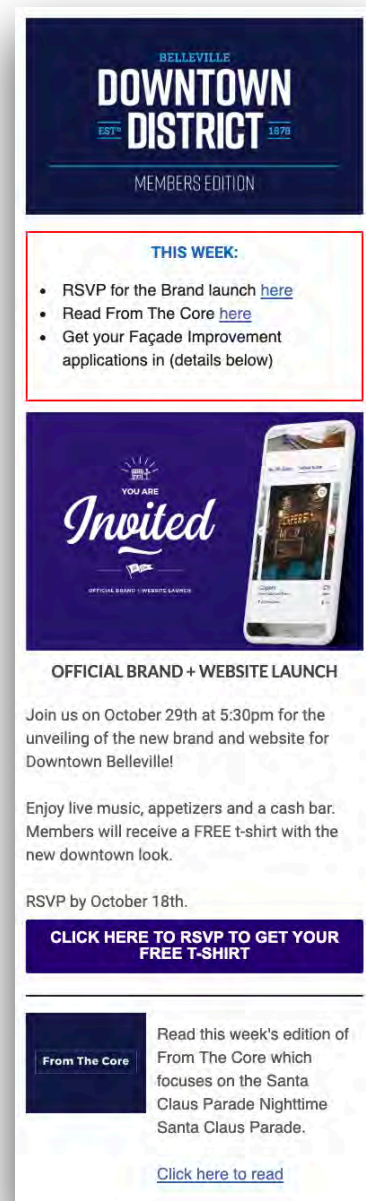
MEMBERS

Database: **262** subscribers

9 emails sent to members
this period

45% average open rate

Targeted emails for Retails
and F&B



VISITORS

Database: **1,759**
subscribers
*Scrubbed the database
and removed inactive
subscribers*

1 email sent to visitors
56% open rate

Added **Current Events**
section and pulled content
from events shared on
Facebook

