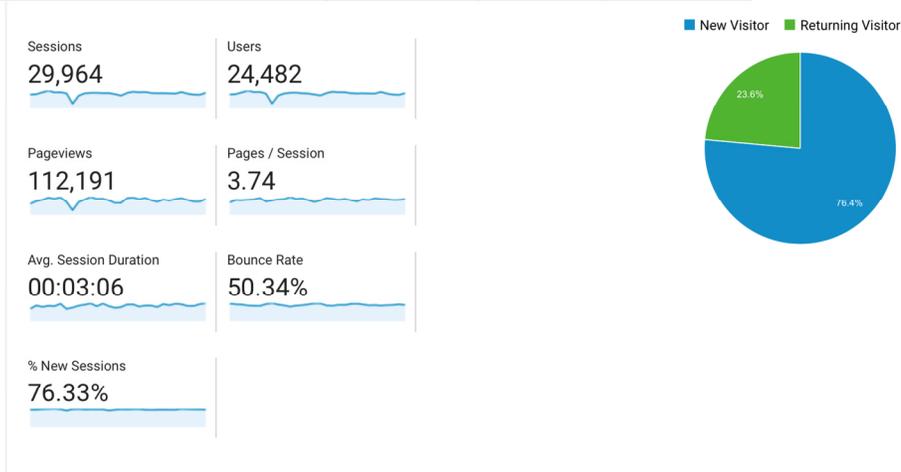




Directors Report, May 10, 2017

1. April numbers in several of our analytic categories showed trends that parallel with planning. There is only a slight difference in our specific target of 25+ from last month with the 25+ audience. In the 4-top demographic reaches that we request and aim the corresponding numbers brought in almost 15,000 new viewers to Eureka Springs. They are evenly spread in the 25-64 age groups.

Age ?	Acquisition		
	Sessions ? ↓	% New Sessions ?	New Users ?
	20,126 % of Total: 67.17% (29,964)	73.22% Avg for View: 76.33% (-4.07%)	14,737 % of Total: 64.43% (22,872)
<input checked="" type="checkbox"/> 1. 55-64	4,043 (20.09%)	72.69%	2,939 (19.94%)
<input checked="" type="checkbox"/> 2. 25-34	3,997 (19.86%)	74.76%	2,988 (20.28%)
<input checked="" type="checkbox"/> 3. 45-54	3,868 (19.22%)	72.93%	2,821 (19.14%)
<input checked="" type="checkbox"/> 4. 35-44	3,815 (18.96%)	72.03%	2,748 (18.65%)
<input checked="" type="checkbox"/> 5. 65+	2,273 (11.29%)	71.27%	1,620 (10.99%)
<input checked="" type="checkbox"/> 6. 18-24	2,130 (10.58%)	76.10%	1,621 (11.00%)



Of the 29,964 session from April 1-30, 76% were again, first time views indicating that we consistently reach new people each month.

## 2. Game Ball Tracking.

Targeted cities: Atlanta, Cincinnati & Nashville. The results are somewhat encouraging. (See further breakout in subsequent pages)

Atlanta: 120,947 impressions with 81 actions (CTs)

Nashville 36,720 impressions with 42 actions

Cincinnati 17,319 impressions with 14 actions

The research result clearly show that Facebook ads create definite impressions in the target cities. While the only state that had significant activity because of our general FB activity was Kentucky, where we reach nearly 10,000 people in April with 12 actions or clicks.

However, significant results back to EurekaSprings.Org have not necessarily been realized. Thus while people may see a Eureka Springs Facebook ad, they do not necessarily take direct action or click for more info.

In May the targeted cities are: Minneapolis, Chicago and Austin, TX

Clearly, Facebook and other Social Media resources are one of the strongest dynamics of Eureka Springs marketing benefiting all businesses. With 775,000+ impression in April we are exploring a campaign to boost our "likes" to over 75,000 with potential views of 1-million+ monthly. "Like Us" campaigns have been prohibited by Facebook, so we must craft genuine messaging without "ad bloat".

However, combined with Instagram, Pinterest, etc., our impressions do hit the 1-million mark each month.

This is one of the reasons that we encourage "sharing" of Eureka Springs posts. Exponentially, our reach is unchartable.

To expand on this, our PR stories for April included 1,000+ articles/items about Eureka Springs reaching 158.86 million people: total PR value: \$431,000!

## 3. As April was preparation for May Festival of the Arts, all hands on deck were working to pull all advertising and logistical components together.

Drumming in the Park with Angelo pulled a generous crowd on the 1<sup>st</sup> Saturday. Victor and Penny kicked off the Basin Park Music Series with a unique performance on the 3<sup>rd</sup> Saturday.

KOLR 10 Television brought their Weather Tour to Eureka Springs on Wednesday, April 19 with on camera live with Mayor Butch Berry and Tom Trtn, and an additional feature with Justin Huss at Lake Leatherwood. This is the 3<sup>rd</sup> year we have been with KOLR 10 and the Weather Tour and it provides us with nearly 10 minutes of prime programming for \$2,500.

Springtime in the Ozarks held their annual event with a 700+ crowd at the Auditorium on Friday night April 21. I was honored with the opportunity to welcome the attendees back to Eureka Springs and many first time visitors.

While fallen into May this past week pulled crowds and audiences to Eureka Springs; Janet Alexander and John Stallings Four Seasons Mobiles with Lorna Trigg's dance esembles made for a great evening last Friday night in Basin Spring Park. Saturday, the Artrageous Parade came together with over 20 participating organizations. It's always hard to guesstimate crowd size, but it was large. Sunday, the "Dance of Deciet" was performed to approximately 300-400 at the Auditorium. Plus the EurekaSpectacle launched and can be downloaded at the Apple Store.

It should be noted that Ron Sumner needs a special thank you for due diligence during April. Providing audio at Basin Spring Park for all events and many, many hours of tech during the "Dance of Deciet." This was a major project and would not have been possible without Ron's extremely dedicated work for the City. I cannot over emphasize what Ron did for the play.

4. Made in Eureka Springs. There are many components coming together for this campaign which we have been utilizing since the 1<sup>st</sup> of the year. There are several ads (see thumbnails) in place in print and we are utilizing the theme on television.  
Sandy Martin has produced the first of many videos that highlight the theme.

- A) The Grotto
- B) The EurekaSpectacle

Produced for web and Social Media. MadeinEurekaSprings.Org is in preparation to launch. We are adding content based upon our planner introduced earlier this year.

5. In reference to an earlier Commission meeting establishing protocol for absenteeism from Commission meetings, we are still awaitng word from the Arkansas Municipal League on this topic. It is in the Mayor's hands at this point.

6. In consideration of the “bicycling” phenomenon sweeping through our State, together with Rightmind Advertising, I wrote three new ads that would stand out from the usual bicycling ads produced in the bike magazines we participate in.

See examples.

We have also pushed this message to our billboards, running the entire collection in rotation.

7. Because of the drenching rain in April that hurt Eureka Springs business, we went into action with a short, but poignant campaign and hit our billboards, digital and social media outlets. “Open For Fun” was the theme and it was shared many times from FB and other outlets. Again, our exponential audience is great when we share.
8. Andy Green is working in conjunction with several promoters at present to bring Auditorium activity back. While one specific concert in September is being planned, (we can’t tell you the name yet....) Andy is working with the William Morris Agency to bring the Village People and KC and the Sunshine Band to the Auditorium for Diversity Weekend in August. NOT confirmed, but that’s what’s on the horizon.

Please share Facebook posts, please attend May Festival of the Arts events and please care about Eureka Springs!

