



Directors Report, June 7, 2017

- From May 1-31, we continued to hit our target audience of 25-34 (millenials) with growing numbers. The only significant change in May was a shift to a stronger 55-64 demographic, but it is marginal with the trailing 45-54 and 35-44 age group. It does show that our marketing through EurekaSprings.Org is on track as the oldest and youngest demographic are in 5<sup>th</sup> and 6<sup>th</sup> place, respectively.

Age ?	Acquisition			Behavior	
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?
	23,295 % of Total: 66.09% (35,249)	73.81% Avg for View: 76.85% (-2.96%)	17,193 % of Total: 63.47% (27,088)	49.56% Avg for View: 49.58% (-0.02%)	3.72 Avg for View: 3.82 (-2.45%)
1. 25-34	5,006 (21.49%)	74.53%	3,731 (21.70%)	50.10%	3.69
2. 55-64	4,483 (19.24%)	71.29%	3,196 (18.59%)	48.45%	3.76
3. 45-54	4,433 (19.03%)	73.45%	3,256 (18.94%)	48.88%	3.79
4. 35-44	4,407 (18.92%)	75.43%	3,324 (19.33%)	50.10%	3.68
5. 65+	2,508 (10.77%)	72.21%	1,811 (10.53%)	49.96%	3.63
6. 18-24	2,458 (10.55%)	76.28%	1,875 (10.91%)	50.28%	3.77

## 2. Overall results for EurekaSprings.Org--

	May	April
Sessions	35,249	29,964
Users	28,836	24,482
Pg Views	134,482	112,191
Pgs Per Ses	3.82	3.74
Avg Ses	3:13	3:06
Bounce	49.58%	50.34%

Internet usage was robust in May with 73% of the viewership were first time visitors to EurekaSprings.Org

## 3. Gameball Tracking in May

Targeted cities: Chicago, Minneapolis & Austin, Tx

Chicago: 61,049 impressions with 3,640 results  
Minneapolis 36,617 impressions with 1,970 actions  
Austin 19,348 impressions with 1,110 actions

The overall re-direct was sent to mountain/off road biking enthusiasts in these locations. Coincidentally, in overall page drill down during May the Eureka Springs Parks website/maps was used to acquaint this group with the Eureka trails. Overall very successful promotional tool.

Targeted cities for July: Denver, Orlando, San Francisco

## 4. Made in Eureka Springs.

Content is coming together quickly right now. There are 3 videos in production at the moment: Great Art is Made in Eureka Springs, Great Food MIES, Great Clothing MIES. There are also historic pieces that is coming together which include: The History of ES Art (starting with the Friends through ESSA, 2) Opera in the Ozarks summer music camp, 3) history of the Folk Festival with includes some historic vintage footage and the pre-promotion to the 70<sup>th</sup> Annual. Over the next 3 months or so, we'll be making those videos available for preview prior to launch.

## 5. Rightmind is here this Friday and Saturday shooting a variety of new content for both video and still productions to include: new b-roll of music at Basin

Spring Park; family video and attractions; new LGBT still photography for use in the Gayly and other LGBT publications.

6. Andy Green report:
7. I will be meeting with the new Chamber Exec next week along with the Chamber's Chair—Cathy Handley. This is a “get to know each other” lunch and we'll report later on working with the Chamber on postage for 2018 and beyond.
8. The 4<sup>th</sup> of July activities are coming together with nearly all divisions of the City working together, including police, fire, transportation and parks. Trolleys will begin free shuttle to Leatherwood starting at 5PM from Pine Mtn, Planer Hill, Highway 62 Depot, Downtown and Community Center. Various churches and civic organizations will be selling food/drink. Fireworks at approximately 9PM with music background provided by the CAPC and KESA Radio.
9. When the Mayor can't...I step in to welcome groups to Eureka Springs. This Friday, a regional group of Postmasters will be meeting in Eureka Springs and I will be giving the welcoming address on Friday morning at the Inn of the Ozarks.
10. Eureka Springs Blues Weekend starts Thursday (tomorrow) and from the overall line up, it should be a very good weekend. The CAPC has had meetings with the overall players over the past month to help promote and disperse information on the acts and venues throughout town. A great combined effort for a city-wide promotion.

