

**LEGAL NOTICE:
SPECIAL MEETING OF THE VILLAGE OF RIVERSIDE ECONOMIC
DEVELOPMENT COMMISSION**

Notice is hereby given that the Economic Development Commission of the Village of Riverside, Cook County, Illinois, will hold a **Special Meeting commencing at the hour of 7:00 p.m. on Thursday, February 13, 2020 in Room 30 of the Riverside Township Hall, 27 Riverside Road, Riverside, Illinois**, for the purpose of discussing a 2020 Marketing Partnership with Visit Oak Park and making a recommendation to Staff and Visit Oak Park. The Agenda for the Special Meeting follows:



**SPECIAL MEETING
A G E N D A
Thursday, February 13, 2020
7:00 pm
Riverside Township Hall – Room 30
27 Riverside Road, Riverside, IL 60546**

1. Call to Order
2. Roll Call

Chairperson
Kristine Herbst

Commission Members

Jack Buoscio	Brian Plain
Suzanne Kahle	Jennifer Fournier
Bridget Doherty	Amy Jacksic

3. Public Comment:
4. Review 2019 marketing campaign results and discussion and recommendations to Staff and Visit Oak Park on the 2020 marketing partnership with Visit Oak Park.
5. Adjournment:

Residents and visitors are welcome to all meetings of the Economic Development Commission. Public comments are welcome on any topic related to the business of the Public Body at Regular and Special Meetings. Comments may be made at any time. Individuals who wish to comment must be recognized by the Chairperson and then speak at the podium, beginning by identifying themselves by name and address.

Any individual with a disability requiring a reasonable accommodation in order to participate in the meeting should contact Village Manager Jessica Frances at least five working days in advance of the next scheduled meeting at (708) 447-2700 ext. 254.

cc: Village Manager Jessica Frances, Village Trustee Elizabeth Peters, Landmark and Website



MEMORANDUM—COMMUNITY DEVELOPMENT DEPARTMENT

To: Chairperson Herbst & Members of the Economic Development Commission
From: Sonya Abt, AICP, Community Development Director
CC: Jessica Frances, Village Manager
Re: Review 2019 marketing campaign results and Discuss 2020 marketing partnership with Visit Oak Park.
Date: February 6, 2020

2019 Marketing Campaign Review

In 2019 the Village partnered with Visit Oak Park for a marketing campaign and to create a micro-tourism page for Riverside on the Visit Oak Park website. Eric Wagner, the Executive Director of Visit Oak Park, provided the Commission with an overview of what they had accomplished last year including launching the webpage, the creation of new assets including videography and photography. They did not yet have the final results of the marketing campaign that launched at the end of November 2019.

Mr. Wagner has the final results of the digital marketing campaign. Attached is the report. Mr. Wagner will present the findings and answer questions at the meeting. The results show it was a successful campaign and there is insight to help guide the next campaign.

One of the larger needs is obtaining new, high quality assets to utilize in the 2020 and future marketing campaigns.

2020 Marketing Campaign

The EDC budget for marketing in 2020 is \$7,500. Visit Oak Park has stated that they will match our budget, as they did last year, plus they will give us an additional \$5,000 for marketing since there was such a long delay in launching the 2019 campaign. This would provide for a \$20,000 budget for a marketing campaign in 2020.

Mr. Wagner is looking for the following in order to prepare a marketing proposal:

- Direction for Marketing Proposal; (i.e. Digital, print, etc.)
- Ideas for Riverside itineraries, articles, features, events, business listings
- Ideas for more videos and photography

Staff has sent out a business survey to our businesses to obtain more information, we will have a preliminary summary of information for the meeting. So far we have received 11 responses.

At the last meeting, the Commission was going to prepare the following for this meeting:

- A list of best events in town
- A list of businesses that should be promoted (think visitors/tourism)
- "Riverside itineraries" What are your favorite "Riverside" things to do? Providing a detail or two about why you chose those things.

Please bring your lists to the meeting to share with Visit Oak Park and the Commission and email a copy to Staff.



Riverside Media Performance

Q4 2019

Facebook:

- Newsfeed Ads
- Carousel Ads

Instagram:

- Newsfeed Ads
- Carousel Ads



Q4 2019

Newsfeed Ad

The Newsfeed Ad drove **1.2K LPV** to the Riverside page at a higher CTR than Facebook industry average

- 1.8K** Unique Link Clicks
- 1.2K** Landing Pages Views
- 1.4%** Click Through Rate
- 4.5** Ad Frequency
- 2.2K** Post Engagements

Average FB click through rate for travel advertisers: **.90%**

Average FB click through rate for all industries: **.90%**

Visit Oak Park
Sponsored · 🌐

Riverside is a vibrant community with things to do all year long. Find handmade treasures at local shops, enjoy a variety of ...[See More](#)

[VISITRIVERSIDEIL.COM](https://www.visitriversideil.com)
MEET US IN RIVERSIDE [LEARN MORE](#)
There's something for everyone ...

👍❤️ 140 17 Comments 11 Shares

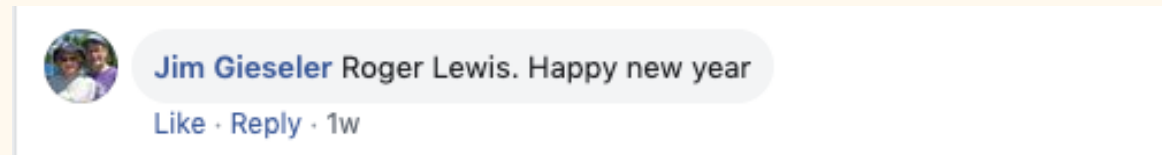
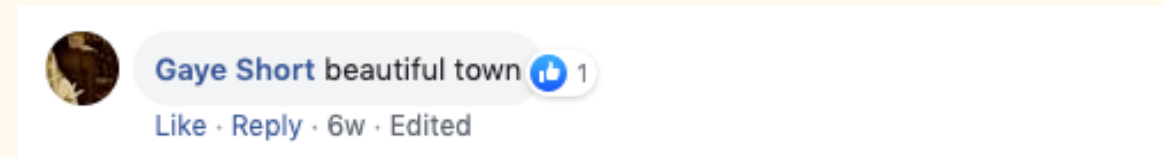
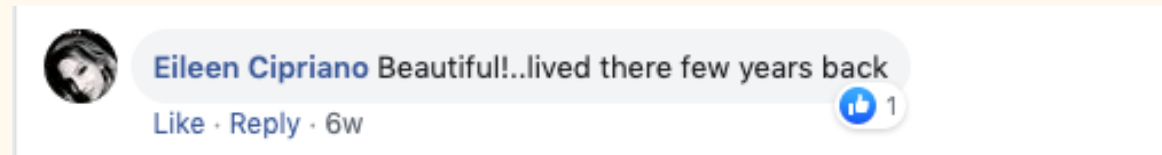
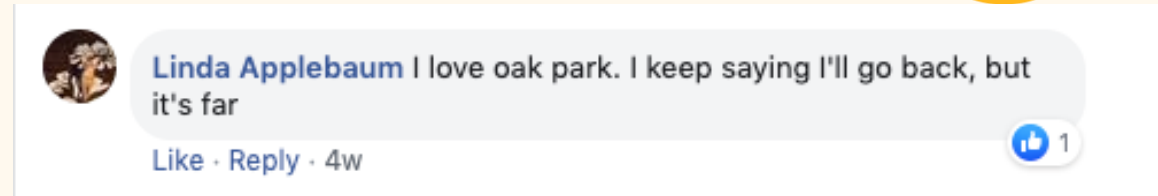
👍 Like 💬 Comment ➦ Share



Q4 2019

Facebook: Campaign Insights

- **Women** were the most efficient ad target gender
 - 59% of ad reach, but 67% of total site visits
- **Women 55+** were the highest ad engagers driving strong quality visits to the Riverside page
 - 51% of landing page views with only 37% of total impressions
- The majority of the ad targeting focused on **users 44+** aligning with the audience targeting
- The vast majority of impressions were served on **Mobile** which aligns with the majority of Facebook's device preferences



Q4 2019

Retargeting Ads

The retargeting campaign did a good job of re-engaging potential viewers to drive traffic to the website at a higher rate than the General Campaign, **2.3% CTR** vs **1.4% CTR**

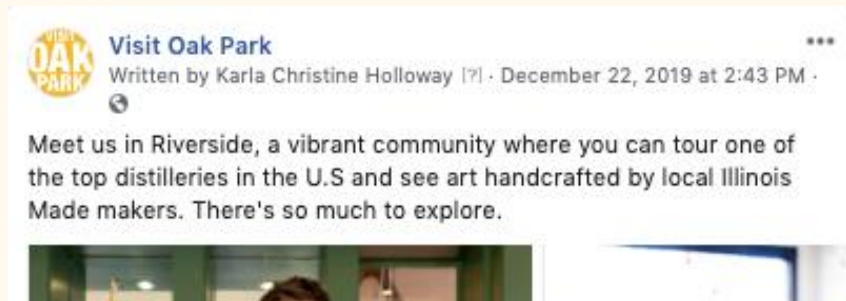
The Holiday retargeting ad **outperformed the Carousel Ad** in landing page views, impressions, and CTR

The Carousel Ad had more engagement than the Holiday Ad

810 Unique Link Clicks
691 Landing Pages Views
2.3% Click Through Rate
9.7 Ad Frequency
1K Post Engagements

Average FB click through rate for travel advertisers: .90%

Average FB click through rate for all industries: .90%



Visit Oak Park
Written by Karla Christine Holloway [?] · December 22, 2019 at 2:43 PM ·

Meet us in Riverside, a vibrant community where you can tour one of the top distilleries in the U.S and see art handcrafted by local Illinois Made makers. There's so much to explore.



MEET US AT THE DISTILLERY

One of the top 25 in the U.S.

  38



Visit Oak Park
Written by TimeZoneOne [?] · December 2, 2019 ·

Meet us in Riverside, where you can get into the holiday spirit with our 42nd Annual Riverside Holiday Stroll. The whole family will enjoy horse-drawn carriage rides, caroling, Santa and more!



VISITRIVERSIDEIL.COM

Riverside Holiday Stroll, Dec. 6

Don't miss this family-friendly holiday celebration!

[Learn More](#)

Q4 2019

Campaign Insights

- Successful targeting is skewed towards **women**, which is the most efficient ad targeting gender
 - 66% of ad reach, but 78% of total site visits
 - Cost per click is cheaper for **women** versus men
- Overall **35-44** and **65+** drove the most quality clicks to the Riverside homepage
 - **35+ age demographic in general drives more quality traffic**
- The Facebook Ads generated a **7% CTR**, while Instagram generated a **3% CTR**,
- The Holiday Ad successfully drove better CTR because it was a newsfeed post instead of a carousel ad
 - Carousel Ads spur engagement (swipes), while Newsfeed Ads spur clicks



Amy Siegel How cute! Rachel Hamberg Schwartz

Like · Reply · 4w



↳ 1 Reply



William H Voss there is shopping, art and booze in Oak Park

Like · Reply · 4w



↳ 1 Reply



Donna Turnell Beautiful

Like · Reply · 4w



Linda Cervenka This is in Riverside!

Like · Reply · 2w



Linda Cervenka Love this place!!!

Like · Reply · 2w



Q4 2019

Insights

- Women are the lion share of impressions and results
- Majority of quality website clicks are from users 35+ and older
- Hyper targeting leads to above average CTRs for the general and retargeting ad
- Facebook and Instagram ad targeting proved successful to drive quality traffic to the homepage
- The Holiday Retargeting Ad outperformed the Carousel Retargeting Ad
- The holiday retargeting ad successfully drove a considerable amount of likes and comments in comparison to the carousel ad

Recommendations

- Use images featuring more women, or women with children to add elements of relatability
- Update the ad copy to focus more on fun for adults and kids
- Continue to use multi level hyper targeting to provide industry average CTRs
- Continue to use Facebook and Instagram, despite Instagram slightly skewing younger in audience and less effective
- Focus on News Feed Ads for retargeting purposes, while using Carousel ads for higher funnel initiatives to engage user
- Continue to use holiday related themes for advertising to inspire viewers to comment and share





Thank you!

