



**PILCH & BARNET**

**MARKETING REPORT**  
**2024 | Q3 July-September**

# GOAL

The Mississippi River Parkway Commission’s marketing goals in Q3 2024 included:

- Promote travel along the Great River Road
- Highlight the Great River Road Network of Interpretive Centers
- Maintain current visitors and encourage repeat visits along the Great River Road
- Drive traffic to the [experiencemississippiriver.com](http://experiencemississippiriver.com) website

# STRATEGY

Tactics used to accomplish these goals were implemented across the Mississippi River Parkway Commission’s marketing channels, including e-newsletters, the Great River Road website, social media (Facebook and Instagram), a promotion, and more.

# TACTICS

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## At A Glance

### Website

- The /the-great-river-road-the-best-drive-in-america/ page was the most visited specific page of interest (10,838 pageviews)
- Top geographic market was Chicago (12.34% of all traffic), top age demographic was 55-64+ (23.64% of reported site users)
- Organic Search accounted for 63.03% of all website users and was the highest channel of acquisition traffic (29,468 users)

### E-Newsletters

- Added nearly 2,000 new subscribers to the e-newsletter list in Q3
- All editions topped industry averages for open rate and two out of three met or surpassed industry averages for click rate; we might want to look at cleaning up our list after adding several thousand new subscribers to make sure we're reaching the most engaged audience

### Social Media

- Continued strong growth and engagement on Facebook (+2,900 new fans) and Instagram (+600 new fans) thanks to advertising, promotions, and engaging content

### Fulfillment

- Fulfilled 2,037 map orders

### Summer Fun on the Great River Road Sweepstakes

- Launched promotion highlighting summer events (Memorial Day to Labor Day) along the Great River Road
- Continued Summer Fun on the Great River Road Giveaway (\$100 gas card monthly giveaways in July, August and September) - more than 4,000 total entries
- Conducted four ticket giveaways for events on Facebook (National Eagle Center, Minnesota Marine Art Museum (2 giveaways), Sunken Lands Songwriting Circle)

### Drive the Great River Road Month

- Received more than 150 entries in Drive the Great River Road Photo Contest
- Quick giveaways - ran two promotions giving away merchandise from the Great River Road online store, promoted posts reached more than 10,000 people

### Additional

- 2024 Q4 content calendar created
- Performed quarterly PayPal transfer
- Reviewed and approved event submissions
- Planning and execution of the Annual Meeting in Winona, MN - September 18-20, 2024

## TACTIC: Website

### Website Analytics Takeaways

#### Top Pages

The /the-great-river-road-the-best-drive-in-america/ page was the most visited specific page of interest (not contest or homepage) with 10,838 views and accounted for 10.13% of all website views

The /interactive-tools/order-a-free-great-river-road-10-state-map/ page was the second most visited specific page of interest with 8,708 views and accounted for 8.14% of all website views

#### Acquisition

Organic Search accounted for 63.03% of all website users and was the highest channel of acquisition traffic (29,468 users)

- This means that SEO is being utilized and that the majority of users found the website through search engines like Google, Bing, Yahoo, etc, by searching for keywords that related to the content on the website.

Direct traffic accounted for 18.34% of traffic of all site user acquisitions. (8,573 users)

Paid Social accounted for 6.11% of traffic of all site user acquisitions. (2,856 users)

Organic Social accounted for 3.88% of traffic of all site user acquisitions. (1,815 users)

Referrals accounted for 6.17% of traffic of all site user acquisitions. (2,886 users)

Google / organic was the #1 overall source of organic traffic and accounted for 56.92% of all site user acquisitions. (26,609 Users)

Facebook was the #1 overall source of referring traffic and accounted for 3.67% of all site user acquisitions. (1,1714 Users)

#### Demographic Details: City

Chicago was the #1 metro area/city of visitors to the website and accounted for 12.34% of all website users. (5,741 Users)

- The most visited page of interest from this metro area was the /the-great-river-road-the-best-drive-in-america/ page. (1,268 views)

## Demographic Details: Top 5 States + U.S. & Canada to visit the site

	State	Active Users	Engaged sessions
1	Illinois	8,269	6,140
2	Minnesota	4,475	3,498
3	Texas	4,053	2,957
4	Wisconsin	3,995	3,271
5	Iowa	2,861	2,113
-	United States	42,682	33,030
-	Canada	686	496

## Demographics Details: User Age

The top reported age group of users was 55-64. (23.64% of reported site users | 36,024 users with no age reported)

- Boomers ages 58 - 67 born between 1955 - 1964 are more likely to travel than any other of today's age groups.
  - Average 27 travel days per year
  - \$44,370 Average income
  - Usually have a budget set aside for travel, book longer stays, prefer active relaxation activities (golf, hiking, massages, wine tours, etc.), Bucket listers, more likely to stay at a repeat accommodation

## Device Usage:

56.9% of reported users viewed the site on mobile devices (industry standard for mobile devices is 53.74%)

## This Year vs Last Year Stats:

This year stats vs last year at the same timeframe

- 46,751 Total Users this year vs 58,840 Total Users last year
- 106,913 Views this year vs 136,013 Views last year
- 57,965 Sessions this year vs 74,947 Sessions last year
- 3m 2s Average Session Duration this year vs 2m 53s last year
- 37,076 Organic search sessions this year vs 42,796 last year
- 2,131 Organic Social sessions this year vs 11,230 last year
- 3,290 Paid Social sessions this year vs 0 last year
- 10,560 Direct traffic sessions this year vs 17,106 last year

The top 5 pages this quarter and year

- Homepage 11,694 views
- /the-great-river-road-the-best-drive-in-america/ 10,838 views
- /interactive-tools/order-a-free-great-river-road-10-state-map/ 8,708 views
- /river-attractions/ 4,222 views
- /locks-and-dams-of-the-upper-mississippi/ 4,171 views

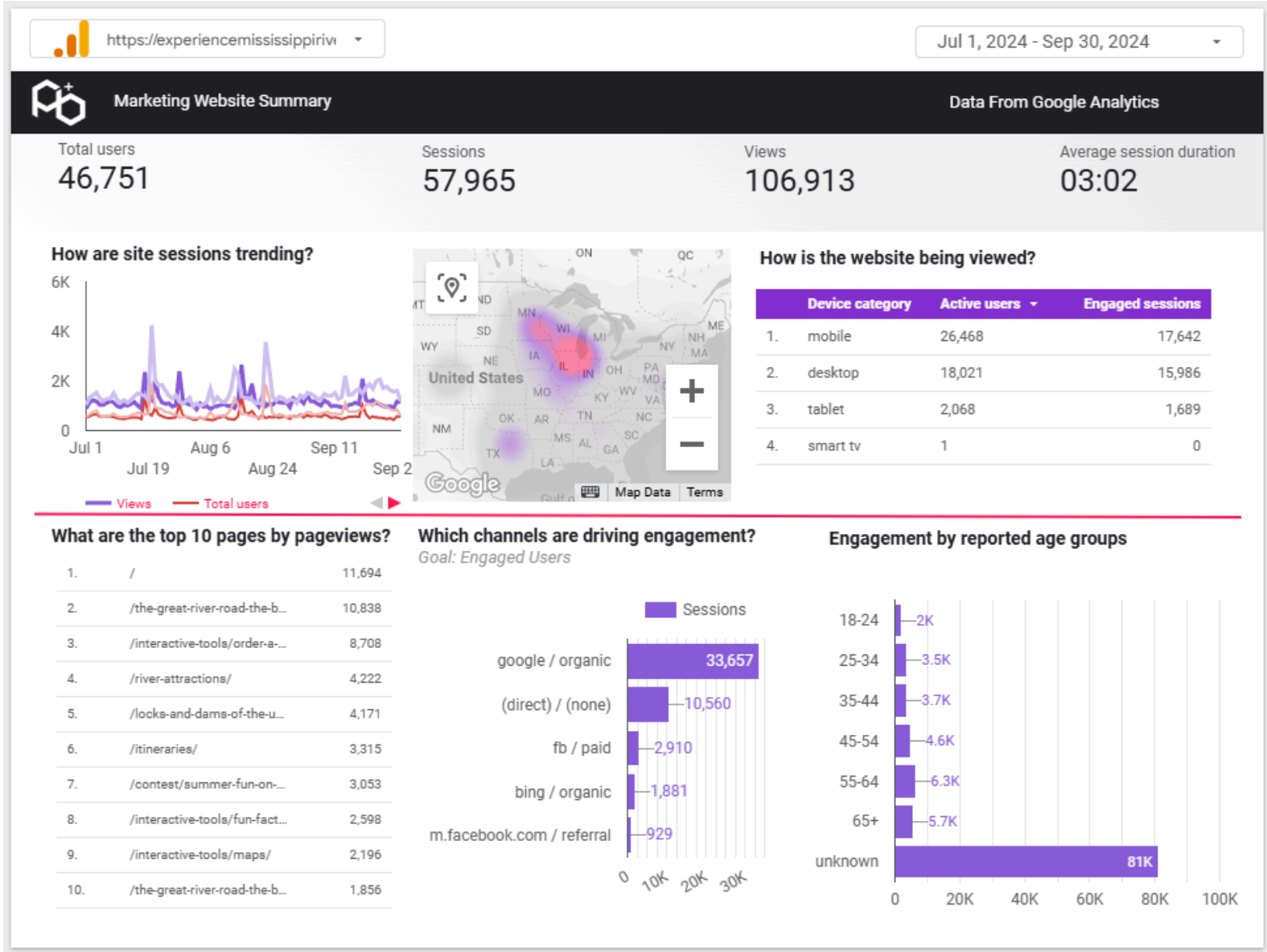
The top 5 pages last year for this same timeframe were

- Homepage 19,816 views
- /interactive-tools/order-a-free-great-river-road-10-state-map/ 10,019 views
- /the-great-river-road-the-best-drive-in-america/ 9,339 views
- /locks-and-dams-of-the-upper-mississippi/ 6,075 views
- /river-attractions/ 5,831 views

Almost all stat types were down this year from last

- This year's organic search accounted for 5,720 fewer sessions which could mean that users are not searching for the content found on the website as much as last year or that users are getting their information from other sources.
- Organic social accounted for 9,099 fewer sessions this year. Organic social acquisitions can drop for a number of reasons, from algorithm changes, increased competition, evolving user behavior, and Content quality and quantity
- Direct traffic was down 6,546 sessions from last year. For the most part it was consistent across the board for the quarter with 2 spikes generated from e-newsletter articles that had less traffic than last year's e-newsletters articles.
  - 2023 direct traffic
    - Homepage 3,303 sessions
    - (enews) /where-to-find-outdoor-dining-on-the-great-river-road 1,952 sessions
    - /river-attractions 1,026 sessions
    - Events 1,010 sessions
    - (enews) /where-to-cool-down-along-the-great-river-road 971 sessions
  - 2024 direct traffic
    - Homepage 2,540 sessions
    - /the-great-river-road-the-best-drive-in-america 905 sessions
    - (enews) /interpretive-centers-to-visit-on-the-northern-great-river-road 869 sessions
    - /contest/drive-the-great-river-road-photo-contest 389 sessions
    - (enews) /find-summer-fun-along-the-great-river-road 377 sessions
- Other notables
  - Pages related to events generated 1,444 this quarter compared to 4,523 views last year.
  - Pages related to contests generated 4,891 views this quarter compared to 6,035 last year.
    - This year
      - /contest/summer-fun-on-the-great-river-road-giveaway/ 3,053 views
      - /contest/drive-the-great-river-road-photo-contest/ 1,826 views
      - /contest/drive-the-great-river-road-photo-contest/ 12 views
    - Last year
      - /contest/drive-the-great-river-road-photo-contest/ 3,312 views
      - /contest/summer-fun-on-the-great-river-road-giveaway/ 2,714 views
      - /contest/drive-the-great-river-road-all-american-road-sweepstakes/ 9 views

# Website Analytics Stats





## Web Maintenance

- Monthly website checks
  - Tested and updated links as necessary
  - Checked copy and photos, ensured content was current
  - Monthly Mailchimp check to ensure lists are performing/functioning correctly
  - Renewing Instagram Tokens: Refreshing long-lived tokens before expiration, ensuring granted feed app permissions
  - Scanned the site for malware
- Analytics monitored weekly
- Flipped site to Fall on 9/9

## Website Updates

- Great River Road app - create map sticker labels
- Pull request for information forms and check contacts
- Remove all content about interpretive center sign costs from the past
- Update homepage map graphic

## TACTIC: E-Newsletters

### Takeaways

The Great River Road travel e-newsletter topped industry averages for Q3 in terms of open rate and on average hit benchmarks for click rate, though one of the editions (September's issue promoting the photo contest) had a click rate of 1.9%, slightly below industry averages. That's worth noting, as our click rates have been consistently above 3% for the e-newsletter; it might be worth taking a closer look at our mailing list to make sure we're reaching the most interested travelers, as we have added several thousand new subscribers with our recent promotions.

### E-Newsletter Stats

Subscribers

**53,154**

Average Open Rate

**32.97%**

industry average: 20.2%

Average Click Rate

**2.20%**

industry average: 2.2%

Subscriber Growth

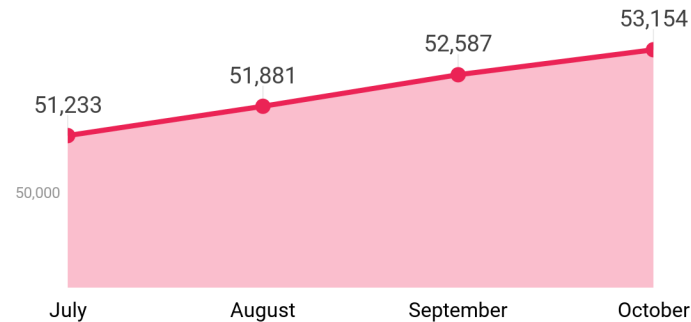




Photo: Discovery Park of America

## Interpretive Centers to visit on the southern Great River Road

The Great River Road's network of Interpretive Centers tells the story of the Mississippi River, its people, and its history at museums, historical sites, parks, and more through 10 states. Here are some of the Interpretive Centers you shouldn't miss on the southern half of the road in Arkansas, Kentucky, Tennessee, Mississippi, and Louisiana.

[Learn more](#)

Recipients

**53,197**

Opened

**16,709**

Clicked

**1,267**

## E-newsletters Stats

External Tourism E-newsletter			
Article/Subject	Open Rate	Click Rate	URL
Interpretive Centers to visit on the northern Great River Road (7/18)	32.3%	2.3%	<a href="#">View newsletter</a>
Interpretive Centers to visit on the southern Great River Road (8/15)	31.7%	2.4%	<a href="#">View newsletter</a>
Share your Great River Road photos & you could win! (9/19)	34.9%	1.9%	<a href="#">View newsletter</a>
Internal E-newsletter to Members			
Article/Subject	Open Rate	Click Rate	URL
Lodging & travel information for the 2024 MRPC Annual Meeting (7/9)	46.5%	5.3%	<a href="#">View newsletter</a>
Early-bird registration is still open for upcoming MPRC Annual Meeting (7/29)	37.4%	5.7%	<a href="#">View newsletter</a>
MRPC Room Block Ends Soon! (8/16)	40.7%	3.5%	<a href="#">View newsletter</a>
MRPC Annual Meeting Deadlines Are Here (8/23)	39.0%	4.2%	<a href="#">View newsletter</a>
MRPC Q3 Update (8/28)	43.0%	4.2%	<a href="#">View newsletter</a>
MRPC Annual Meeting Final Agenda and Reminders (9/13)	87.7%	61.4%	<a href="#">View newsletter</a>
Thanks for attending the 2024 Annual Meeting – we want to hear from you! (9/25)	77.2%	52.6%	<a href="#">View newsletter</a>

## TACTIC: Social Media

### Takeaways

The Great River Road's Facebook and Instagram accounts performed well in Q3, thanks to good social media advertising and promoted posts for the summer event promotion and Drive the Great River Road Month. We saw significant growth and interaction on both platforms.

#### Facebook Takeaways

The Great River Road Facebook page added nearly 3,000 fans in Q3 thanks to two promotions (summer events and Drive the Great River Road Month) and a successful social media advertising campaign. Interestingly, the top-performing post (a July post showing summer at the headwaters of the Mississippi River) did extremely well without the benefit of any advertising, reaching more than 125,000 people.

#### Instagram Takeaways

The Great River Road Instagram account added nearly 700 fans in Q3. The top post was a September 1 post about the start of Drive the Great River Road Month.

## All Combined Social Media Ads Stats

Type of ad run	Amount spent	Result
Boost Facebook posts - regular	Facebook: \$225	5,330 post engagements, 1,791 link clicks
Boost Facebook posts - Summer Fun on the Great River Road (ticket giveaways)	Facebook: \$150	1,128 post engagements
Boost Facebook posts - Summer Fun on the Great River Road Sweepstakes	Facebook: \$150	1,342 link clicks
Boost Facebook posts - Drive the Great River Road Month (merch giveaways)	Facebook: \$100	1,448 post engagements
Boost Facebook posts - Drive the Great River Road Photo Contest	Facebook: \$500	666 post engagements, 469 link clicks
Boost Instagram posts - regular	Instagram: \$300	1,053 link clicks
Page likes	Facebook: \$200	1,787 page likes or follows
Traffic to <a href="https://www.experiencemississippiriver.com">experiencemississippiriver.com</a>	Facebook: \$250	469 link clicks

Combined Ads People Reached

**495,972**

Combined Ads Paid Impressions

**844,786**

Combined Page Engagement

**15,483**

Combined Ads Link Clicks

**8,418**

# Facebook Overview

## Facebook Stats

Facebook followers

**95,866**

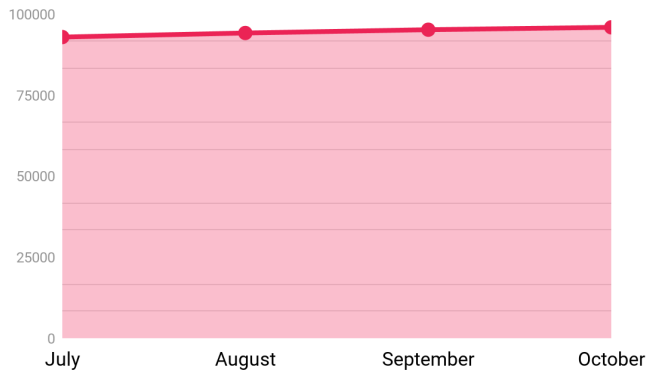
New Facebook followers

**+2,989**

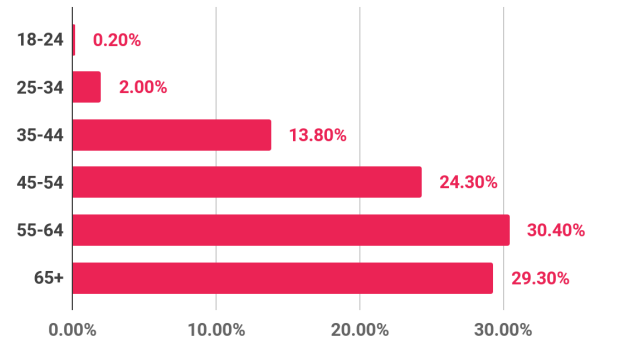
Facebook updates

**48**

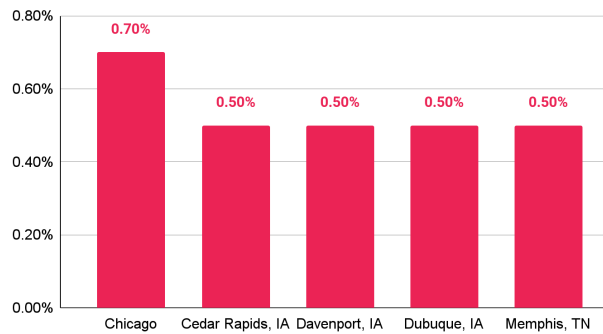
Follower Growth



Follower Demographics

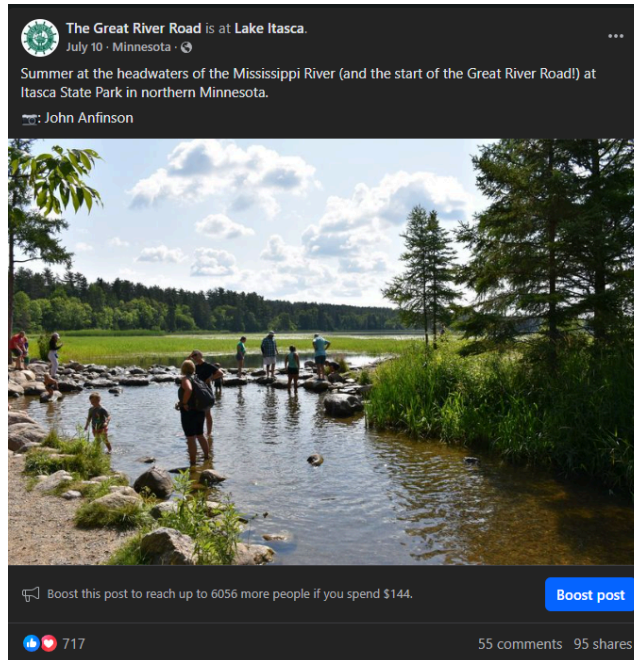


Top 5 Cities for Fans



## Facebook Posts

Top Performing Post | Date: 7/10



People Reached

**126,825**

Post Interactions

**902**



# Instagram Overview

## Instagram Stats

Instagram followers

**7,598**

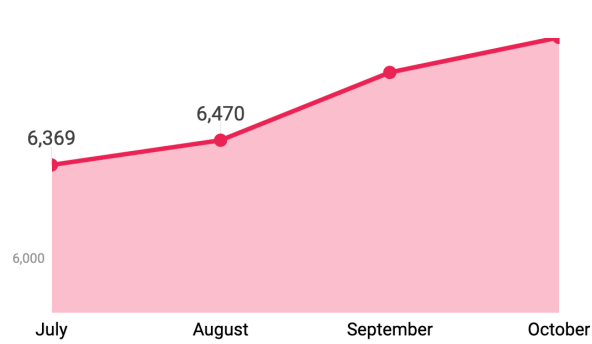
New Instagram followers

**+691**

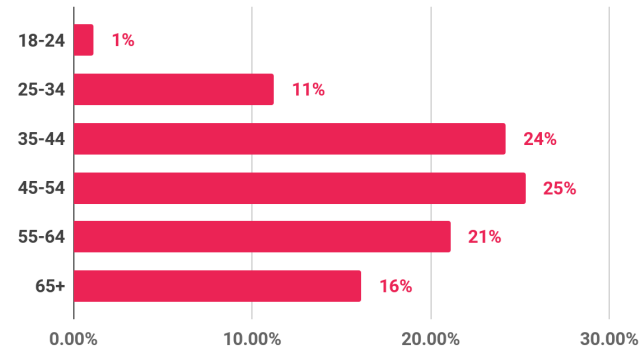
Instagram updates

**14**

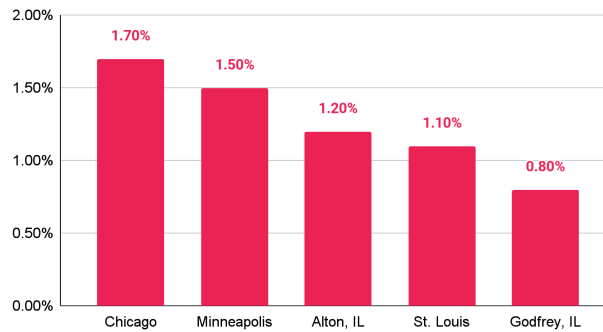
Follower Growth



Follower Demographics



Top 5 Cities for Followers



## Instagram Posts

Top Performing Post | Date: 9/1



Accounts Reached

**12,432**

Organic Reach

**7,289**

Paid Reach

**5,184**

Interactions

**545**

## TACTIC: Online Store

- Created graphics for apparel and added to store

## TACTIC: Summer Fun on the Great River Road Promotion

### Takeaways

We launched a new campaign that put a focus on Great River Road summer events (Memorial Day to Labor Day) with a push to a new webpage where viewers can select from state and month to view events. Additionally, we launched a monthly giveaway for a \$100 gas card (drawings took place in July, August, and September) and social media giveaways for featured events. We also created a form to collect event info (event name, date, location, description, event website, etc.) and event images for promotion.

Campaign Period: Memorial Day weekend to Labor Day weekend

### Goals:

- Bring attention to the Great River Road through variety of shared events
- Collect event listings
- Collect event photos for future promotional use
- Create reporting with large numbers, such as entries, collection of events, web and social traffic, co-op ad participants

### Great River Road events page

- 62 events submitted during campaign period
  - Minnesota: 44
  - Illinois: 14
  - Iowa: 2
  - Missouri: 1
  - Arkansas: 1
- Events page had 3,790 views during the campaign period (#8 out of all pages on site during that time)

## Summer Fun on the Great River Road Sweepstakes

The Summer Fun on the Great River Road Sweepstakes was launched in May and encouraged Great River Road travelers to sign up for a chance to win a \$100 prepaid credit card to help them explore summer events all along the Great River Road. The promotion was advertised on Facebook and Instagram and directed people who entered to our new event listing page on the site when they completed their entry form.

The sweepstakes ran from May 27 to September 2, 2024.

### Takeaways

- Contest landing page pageviews during the time of the promotion: 10,740 pageviews
- The combined contest pages accounted for 15,057 pageviews during the time of the promotion and accounted for 11.5% of all website page views
- Page traffic stats from links included on the contest/thank you page
  - Homepage 12,802 pageviews
  - Events 3,790 pageviews
  - Interpretive-centers 1,047 pageviews
  - Learn all about the northern Great River Road 443 pageviews
  - All about the southern Great River Road 824 pageviews

### Objectives

- Total entries: 4,172
- Increase website traffic
  - The sweepstakes landing page was viewed more than 10,000 times during the campaign period (Q2 and Q3)
- Build social media following and increase engagement
  - Gained 3,619 new fans or followers
- Increase e-newsletter subscribers and engagement
  - Gained 1,882 subscribers

### Prize

We gave away three \$100 prepaid credit cards at the end of June, July, and August.

## How did you hear about the sweepstakes?

- Great River Road Facebook: 2,423 | 58.1%
- Great River Road E-mail/E-newsletter: 1,094 | 26.2%
- Great River Road website (ExperienceMississippiRiver.com): 445 | 10.7%
- Other: 189 | 4.5%
- Great River Road Instagram: 21 | 0.5%

## Winners

- June (winner selected in July): Kristine Kenseth, Janesville, WI
- July (winner selected in August): Lorri Siebold, Kewaunee, WI
- August (winner selected in September): Julie Kath, Stewartville, MN

## Entries (top cities)

- Kewaunee, WI: 76
- Minneapolis, MN: 67
- Saint Paul, MN: 65
- Saint Louis, MO: 52
- Madison, WI: 46
- La Crosse, WI: 44
- Milwaukee, WI: 34
- Cedar Rapids, IA: 33
- Dubuque, IA: 33
- Rochester, MN: 30
- Davenport, IA: 26
- Eau Claire, WI: 19
- Alton, IL: 19
- Cedar Falls, IA: 17
- Racine, WI: 16
- Holmen, WI: 15
- Winona, MN: 15
- Onalaska, WI: 14
- Chicago, IL: 14
- Appleton, WI: 13

## Quick giveaways

- Conducted four social media ticket giveaways (Sunken Lands Songwriting Circle (Arkansas), Mississippi Sippin Concert Series (Minnesota - 2 giveaways), and National Eagle Center (Minnesota); each post received \$25 in social media advertising
  - Mississippi Sippin Concert Series at Minnesota Marine Art Museum
    - Gave away two sets of two tickets to July 18 event
    - Ads ran July 9-11
    - Winners: Sue Schuelke Trotter and Jill Woodruff Stanton
    - Post/ad performance:
      - 4,227 reach (3,167 organic, 959 ads), 4,440 impressions, 250 interactions
  - Sunken Lands Songwriting Circle
    - Gave away two sets of two tickets to August 24 event
    - Ads ran July 29-31
    - Winners: Darla Medile and Kenny Early
    - Post/ad performance:
      - 3,893 reach, 4,357 impressions, 201 interactions
  - Mississippi Sippin Concert Series at Minnesota Marine Art Museum
    - Gave away two sets of two tickets to August 15 event
    - Ads ran July 31-August 2
    - Winners: Kevin Ames and Heidi Boyd Pecha
    - Post/ad performance:
      - 4,935 reach, 5,875 impressions, 628 interactions (budget was inadvertently set at \$75 instead of \$25)
  - SOAR Fall Flight at National Eagle Center
    - Gave away two sets of two tickets to September 21-22 event
    - Ads ran August 21-23
    - Winners: Carrie Lun and Cindy Spaeth
    - Post/ad performance:
      - 4,097 reach (1,553 ads, 2,065 organic), 4,788 impressions, 249 interactions

## TACTIC: Drive the Great River Road Promotion

### Takeaways

- Contest landing page pageviews during the time of the promotion: 1,772 pageviews
- The combined contest pages accounted for 1,930 pageviews during the time of the promotion and accounted for 5.73% of all website page views
- Page traffic stats from links included on the contest/thank you page
  - Homepage 3,917 pageviews
  - Celebrate Drive the Great River Road Month 1,162 pageviews
  - Interpretive Centers to visit on the northern Great River Road 86 pageviews
  - Interpretive Centers to visit on the southern Great River Road 158 pageviews
  - Great River Road receives All-American Road designation 132 pageviews

### Drive the Great River Road Photo Contest

To help build the Mississippi River Parkway Commission's photo library and obtain user-generated content, we launched a photo contest. We asked fans to share their favorite scenic photos along the Great River Road. Fans were entered into a drawing for a \$250 gift card. One winner was selected via Facebook Likes voting.

We split the contest into three segments:

1. Photo submissions via [experiencemississippiriver.com](http://experiencemississippiriver.com)
2. Create a Facebook album ( finalist images - selected by the National office)
3. Voting mechanism (Facebook Likes) will be used for fans to select the top image

### Objectives

- Continue the promotion of September as Drive the Great River Road Month
- Increase website traffic
- Build social media following and increase engagement
  - Gained 845 fans
- Build photo library using photo contest submissions
- Increase e-newsletter subscribers and engagement
  - Gained 254 subscribers
- Receive 250 photo entries (166 total entries)

## Prize

The finalist images won a Lifetime Champion Membership valued at \$500. The top-voted image also received a \$250 prepaid credit card.

## How did you hear about the sweepstakes?

- Great River Road social media: 101 | 60.8%
- Great River Road e-mail/newsletter: 54 | 32.5%
- Great River Road website: 9 | 5.4%
- Other: 2 | 1.2%

## The winner

Grand prize winner (\$250 & lifetime Champion membership):

- Mollie Meade, Iowa City, IA



Finalist #1 (lifetime Champion membership): Zack Litchfield, Chattanooga, TN

Finalist #2 (lifetime Champion membership): Jennifer Schwarz, Cincinnati, OH

Finalist #3 (lifetime Champion membership): Ami Prewett, Pepin, WI

Finalist #4 did not respond to multiple emails to claim prize



## Entries by States

- Minneapolis, MN: 13
- Galesburg, IL: 7
- Clinton, IA: 5
- Nashotah, WI: 5
- Chicago, IL: 5
- Cedar Falls, IA: 5
- Collinsville, IL: 4
- Mascoutah, IL: 4
- Davenport, IA: 4
- Dubuque, IA: 4
- Cedar Rapids, IA: 3
- Thomson, IL: 3
- Batesville, MS: 3
- Lansing, IA: 3
- Eudora, AR: 2
- Grafton, IL: 2
- Cincinnati, OH: 2
- La Crosse, WI: 2
- Rochester, MN: 2
- Alton, IL: 2

## Quick giveaways

We conducted two social media ticket giveaways on Facebook throughout the month (prizes were Great River Road merchandise); each giveaway was supported by \$50 in social media advertising

- Giveaway #1: Hoodie & coffee mug (9/4-9/6)
  - Winner: Scott McCurdy, Menomonie, WI
  - Post stats: 5,447 reach (1,341 ads, 4,054 organic), 5,780 impressions, 654 interactions
- Giveaway #2: T-shirt & tote bag (9/18-9/20)
  - Winner: Sue Warners VanderMeer
  - Post stats: 5,223 reach, 5,833 impressions, 205 interactions

## TACTIC: Fulfillment

- As needed, ordered additional materials - large and small donation envelopes, letters, maps (from printer's storage) and labels.
- Pulled requests and ran labels weekly for fulfillment
- Replied to email and phone inquiries

### Fulfillment

**2,037**

## Financials

- Performed quarterly PayPal and Stripe transfers
- Collected donations mailed in and deposited funds
- Follow up on 2024 state dues, updated invoices, collected payments and deposited funds
- Followed up on outstanding bills, processed annual meeting registration fees and deposited collected funds
- Created estimated invoices, as requested, for interpretive center signage
- Collected Community Foundation and Ameriprise earning statements and updated financials accordingly
- Prepared financial reports for Board meeting
- Invoiced and processed meeting registration fees

## TACTIC: Meetings

- 7/1 Nominations committee
- 7/16 Culture and Heritage committee
- 7/17 Annual Meeting planning prep
- 8/13 Annual Meeting planning prep
- 8/15 App Developer
- 8/16 Transportation committee
- 8/27 Annual Meeting catering
- 8/28 Annual Meeting hotel
- 8/29 Annual Meeting prep
- 9/10 Annual Meeting speaker
- 9/11 Annual Meeting speaker
- 9/13 Annual Meeting speaker

- 9/17 Pilot
- 9/18-9/20 Annual Meeting in Winona

## ADDITIONAL

### Content

- Created 2024 Q4 content calendar detailing social media posts, e-news topics, ad budgets and goals.
- Collected story ideas, drafted and distributed member Q3 enewsletter

### Committees

- Attended meetings. Drafted minutes. Assisted in agendas. Posted meeting materials online and distributed via email. Follow up on matters as needed.
- Continued to promote new Interpretive Center materials for nomination form, model applications and IC visit forms.
- Discussed nominations committee steps and outreach.
- Communicated nominees for Stewardship award nomination to ERA committee and brought forward to the Board for online voting.
- Continued to collect and promote online systems to help collect information from interpretive centers moving forward.
- Continued to collect and maintain online forms to promote summer events on the website.
- Continued promotion and collection of an online location to update the tourism organization database.
- Continued promotion and collection of accessible viewing areas with online form submissions.

### 2024 Annual Meeting

- Numerous planning emails exchanged with MN-MRPC, specifically Chris Miller and Kate Carlson as they confirmed items on their end
- Priced out t-shirts, designs, set up orders and distributed GRR tshirts at Annual Meeting
- Cleaned up speaker bios as collected by MN-MRPC and included in meeting packets
- Continued to develop agenda and timing as speakers were confirmed along with their availability, then made internal agenda with speaker times and attendee agendas with general session timing available online, in confirmation letters and in meeting packets
- Collected nominations, processed accordingly through board/committees, ordered awards and distributed at Annual Meeting
- Processed registrations, invoiced and collected fees, distributed confirmation notices, processed cancellations and created attendee list included in meeting packets
- Managed budget based on registrations, confirming meal counts, etc
- Provided talking points as needed
- Sent numerous communications promoting the meeting - registration, overnight accommodations, meeting and speaker highlights
- Worked with the hotel on meeting layout, schedule, meal needs, AV, etc

- Met with caterers to create a menu and communicate needs and logistics
- Ordered materials with low numbers - name badges, flags
- Printed and assembled materials along with name tags
- Managed on site meeting, addressing needs, organizing communications, speakers, timing, AV, etc
- Provided payment for meeting vendors
- Distributed post meeting surveys