

MCCVB Marketing Communications ROI FY2016-17													
Date(s) of Event	Description	Budget	Actual Cost	Expected results				Actual Results				Notes/Recommendation	
				Social Impressions	Earned Media Impressions*	PR -Ad Equivalency*	Other	Social Impressions	Earned Media Exposure*	PR -Ad Equivalency*	Other		
8/24/2016	AquaCurean Culinary Event in Savannah	\$ 1,200	\$ 1,200	100,000	N/A	\$ 1,200		114,000	107,637	\$ 1,164		Expected results - may fluctuate due to # of influencer, followers and amount of posts; Comms contacted food writers in MC, Edible Monterey Bay was the only publication to promote the event through social media	
11/5/2016	Phoenix pop-up	\$ 67,500	\$ 68,413	400,000	10,000	\$ 20,000		857,239	3,080,081	\$ 37,502		Expected results - may fluctuate due to # of influencer, followers and amount of posts. Expect \$30k in ad equivalency by 6 month post event. Hosted Phoenix Mag for a FAM in Feb, results are included. Journalist Teresa Bitter is visiting July 2017. (updated 7/5)	
8/25-11/30	Fall Campaign and sweepstakes	\$ 290,000	\$ 277,476	156,290	-	\$ -	- Custom Content Reads = 14.7M; Newsletter Signups = 723; Sweepstakes entries = 33,090; Media impressions= 33.4M; Landing page visits = 162,668K	120,000				Custom Content Reads = 14,699,681; Newsletter Signups = 723; Sweepstakes entries = 33,090; Media impressions= 33.4M; Landing page visits = 162,668	Results exceeded prior year's sweepstakes and was successful in driving web visits and content engagement. Goals were based on an average, or made calculated assumptions based on past two campaigns of similar scope to project expected results. Expected social impressions based on previous sweeps.
9/20-9/24	ATO China FAM w/MCVGA	\$3,000 - \$5,000	\$ 3,000	N/A expected social impressions		\$ 5,000	Host journalists from 10 media outlets from China to experience Monterey County food and wine; Earned Media		Circulation: 4,574,500	\$ 582,850			Updated/corrected numbers; includes all coverage through March 2017 (updated 7/5)
10/23-10/28	Canada Media Mission	\$ 6,000	\$ 5,699	N/A expected social impressions		\$ 6,000	Introduce Monterey County and begin relationships with media in this key market; Find opportunities to gain coverage in Toronto, Montreal and Vancouver		130,604	\$5,330			Expected results - may fluctuate due to # of influencer, followers and amount of posts. Includes results from Dec FAM - Jamie Damak coverage. Continued follow-up with media. Through our continued relationship with Visit CA Canada, the MCCVB hosted Today's Bride for a photo shoot in April 2017, waiting for the coverage to be released. (updated 7/5)
11/13-11/15	VCA Chicago Media Mission	\$ 3,750	\$ 2,861	N/A expected social impressions		\$4,000	Introduce Monterey County to media in Chicago and mid-west; pitch story ideas; build relationships						Following up with media to host in 2017-2018
12/6/2016	SMT	\$ 20,000	\$ 17,000	N/A expected social impressions			SMT highlighting Monterey County as a winter travel destination		222,146,044	\$4,416,210.00			Final results.
Dec 16 - Jan 17	Holiday promotion and sweepstakes	\$ 67,500	\$ 53,337	160,000	-	\$ -	- Landing page visits = 28,000; Newsletter signups= 1,100; Sweepstakes entries = 9,137	182,412				Landing page visits = 141,933; Newsletter Signups = 4,973; Sweepstakes entries = 59,934	Results exceeded prior year's sweepstakes and was successful in driving web visits and content engagement. Goals were based on an average, or made calculated assumptions based on past two campaigns of similar scope to project expected results. Expected social impressions based on previous sweeps.
4/23 - 4/26/2017	MCC/Group Media FAM	\$ 15,000	\$ 8,500	N/A expected social impressions		\$50,000	Host group and meetings media and preview the MCC plus tour the destination first-hand; Earned media		27,440	\$ 1,781			Includes results from coverage - Meetings & Conventions, Trade Show News Network and Convene (updated 7/5). Additional coverage expected in the coming months.
5/4-5/6	TBEX Conference	\$ 5,000		N/A expected social impressions			Introduce Monterey County to media and social influencers, build relationships						CANCELLED Participation
May-17	Outdoor adventure content campaign	\$ 67,500	\$ 50,000	2,940,000			Introduce Monterey County to new audience, build following and exposure. Content= 3 new short videos, facebook live, newsletter and posts on various social channels.						
6/3-6/7	IPW-Media	\$ 3,500		N/A expected social impressions			Introduce Monterey County to media and social influencers, build relationships						CANCELLED Participation
5/15-5/17/2017	Chicago pop-up	\$ 86,000	\$ 71,896	400,000		\$ 20,000		454,308	22,300	\$ 4,256	Paid social influencers- 407,300 social impressions, 19,700 IG stories, 361,400 social reach, 2,263 engagements		Expected results - may fluctuate due to # of influencer, followers and amount of posts. Result includes the Mancow morning Show interview with Tom. (updated 7/5)
5/16/2017	VCA SF Media Mission + Big Sur media outreach	\$ 1,000	\$ 1,000			\$ 3,000	Develop and enhance relationships with media in the SF/regional market; share the message about Big Sur, included individual media appointments		439,351	\$ 53,591			Following up with media to host in 2017. This includes coverage from the Visit CA/MCCVB Big Sur outreach. Includes KTVU segment, Travel Weekly, SF Chronicle story and John Hamilton KGO-AM radio segment. The Bold Italic planning to visit in Sept 2017. (updated 7/5)
5/25/2017	Big Sur SMT	\$ 15,000	12,325		100,000,000	\$4,000,000.00	Planned SMT for Big Sur update/summer travel		567,127,543	\$11,307,825			Final results.
6/18-6/20	Big Sur FAM	\$ 31,000	24,582			\$50,000.00	Additional FAM to support Big Sur recovery messaging/ Big Sur North is open for businesses		2,256,727	\$43,166			Results expected in the next FY. Includes Mic and FATHOM articles. (updated 7/17)
TOTALS		\$ 545,750	\$ 486,286					1,159,651	225,384,169	\$ 5,043,672			

*Social impressions= The number of people who could have seen the content (reach) + the number of times (frequency) the content was shown. *Social engagements= The number of likes, comments and shares the content received. Earned Media Impressions = Impressions. Earned media Value = the value of a news 'hit' gauged by what it would cost if space was bought as an ad.