



Cleveland
Metroparks

100
YEARS

Marketing Update:
2017 Year-to-Date Performance
September 7, 2017



Executive Summary

- The 2017 overall goals of the Marketing department supporting Cleveland Metroparks 2020 Strategic Plan include:
 - Data-Driven Decision Making
 - Increase Usage & Cost Recovery
 - Enhance Brand/Guest Experience
- Each division (Marketing & Strategy, Communications, Corporate Partnerships, Events & Experiences, Retail and Visual Communications) created measurable goals which have been evaluated from January 2017 through YTD.
- Marketing efforts have been focused around the centennial, and half-year performance results are encouraging.
 - Incremental lift in attendance YoY at the zoo (4%) and Edgewater Live (45%)
 - Significant growth in earned media opportunities and social media engagement
 - Corporate Partnerships and Retail sales pacing ahead of 2016

Marketing and Strategy Division Scorecard

The following are goals of the 2017 plan:

1. Data-driven decision making at Cleveland Metroparks
2. Driving increased usage and revenue
3. Enhancing the brand/guest experience with launch of new website

Metric(s)	2017 Plan	2017 YTD Performance (Aug)	Status (G/Y/R)	Commentary with Risks/Opportunities	
1 # of completed research studies	40 Studies	26 complete 21 in process	G	• 'Community Pulse' online panel currently at 1.9K members (almost to 2K goal)	
2 % of incremental lift in attendance/usage	Grow Zoo Attendance	4 - 5%	+4%	G	• ZooKeys at 5% of attendance (vs 3.5% target), +\$12K vs forecast
	Grow Golf Rounds	2 - 3%	-5%	Y	• National data: East North Central Region -7.4%; Cleveland -13.6%
	Grow Adventure Club Membership	4 - 5%	+18%	G	• Membership no longer requires website signup, email counts used to calculate growth
	Grow Edgewater LIVE Attendance	2 - 3%	+45%	G	• +21% compared to inaugural year
	Grow Euclid Beach LIVE Attendance	2 - 3%	-32%	R	• 4.6 inches of rain during season (vs 1.2 at Edgewater LIVE) • Overall visitation to Euclid Beach / Villa Park flat YTD
3 % of incremental lift in guest engagement ¹	# Total Website Visits	2 - 3%	+4%	G	• Pageviews +3.2% vs 2017
	# Unique Website Visitors	2 - 3%	+4%	G	• Parks and Zoo previously separate sites, new site analytics do not account for crossover between sites
	# New Website Visitors	2 - 3%	+4%	G	• Attract new users to the website

¹Performance results calculated using historical four year averages



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Centennial Campaign

- In 2017, earned, owned and paid media campaign elements generated a potential reach of **more than 100 million impressions valued at over \$891,000**.
 - Centennial/KeyBank “Hometown Partnership”, Centennial Fireworks and other related activities generated a total potential reach of more than 65 million impressions across broadcast and digital (not including print or radio).
 - Highlights included: Coverage on all local media outlets, most notably: WJW Fox 8 (Morning Show In-Studio Announcements & New Day Cleveland – live segments and dedicated hour-long special), WOIO channel 19 live broadcast, Crain’s special feature issue, Plain Dealer/Cleveland.com frontpage coverage
 - A comprehensive paid media campaign included television, print (24-page insert in Cleveland Magazine), radio, online and outdoor advertising elements delivering over 35 million impressions.
 - Plus, Facebook generated more 600,000 impressions, including almost 23,000 engaged users. While Twitter generated nearly 475,000 impressions.



Cleveland Metroparks Zoo Rebrand

- In 2017, earned, owned and paid media campaign elements will generate a potential reach of **more than 435 million impressions valued at over \$3.2 million.**
 - Zoo Rebrand/"We're expecting" announcement generated a total potential reach of more than 251 million impressions across broadcast and digital (not including print or radio). Highlights included:
 - USA Today, Associated Press, and US News & World Report stories were syndicated across national news outlets
 - Saturday Night Live also mentioned & YouTube clip alone has more than 1.6 million views
 - A comprehensive paid media included television, print, radio, online and outdoor advertising elements delivering over 167 million impressions.
 - Plus, Facebook generated more than 16 million impressions. While Twitter generated 968,000 impressions.



Communications Division Scorecard

The following are goals of the 2017 plan:

1. Increase earned media opportunities across varied platforms
2. Share the “why” of Cleveland Metroparks
3. Streamline internal communications efforts

Metric(s)	2017 Plan	2017 YTD Performance (Aug)	Status (G/Y/R)	Commentary with Risks/Opportunities	
1 Increase earned media and % positive sentiment	% of media stories with positive sentiment	3.5%	+13%	G	• Increase proactive storytelling to focus on positive media coverage
	# of Live TV opportunities	12	+26	G	• Partner with stations to feature reoccurring segments on station
2 % increase social media engagement and fan base	Facebook	6%	Parks: +9.05% Zoo: +7.67% Golf: +14.65%	G	• Focus on providing content that followers are likely to share
	Twitter	6%	Parks: +12.87% Zoo: +7.72%	G	• Encourage followers to generate and share content
	Instagram	6%	+21.35%	G	• Encourage followers to share their experiences/photos
	Snapchat	6%	+60.59%	G	• Fastest growing social fan base; feature geo-filters
3 Increase visits to employee portal	Increase % Portal Usage	2%	+35.48%	G	• Drive staff to the portal to retrieve communications



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Social Media Engagement

Fox 8 Live Facebook Live during Centennial Fireworks

FOX 8 News was live.
July 22 · 🌐

An absolutely gorgeous sight at Edgewater Beach tonight as the Cleveland Metroparks put on their 100th anniversary fireworks show!

272K Views

Like Comment Share

3.8K

951 shares 668 Comments

Views: 272,000; Total engagements: 5,419

Facebook post sharing rhino ultrasound

Cleveland Metroparks Zoo
Published by Danielle Marie · 71 · April 4 · 🌐

We have a BIG announcement early tomorrow morning! Stay tuned...

49,591 people reached

27K Views

Like Comment Share

Chica Z Garza, Seth Bader and 856 others

138 shares

Impressions: 49,591
Views: 27,000
Total engagements: 994

Facebook posts sharing golf tips with Channel 19

Impressions: 1,201
Views: 797
Total engagements: 32
Plus, 731 views
on Jason Nicholas's page

Cleveland Metroparks Golf
Published by Danielle Marie · 71 · August 13 at 10:30am · 🌐

Today's Golf Tip via Cleveland 19 News and Jason Nicholas, "The Tee Ball" https://youtu.be/KDezMg8_pnw

METROPARKS GOLF TIP 2

797 people reached

Boost Post

Jason Nicholas
August 11 at 10:04pm · 🌐

SHARE with golfers! Another tip from Cleveland Metroparks Golf Sleepy Hollow Golf Course - Cleveland Metroparks pro John Fiander. It's all about the DRIVER!

731 views



Social Media Engagement

Tweet highlighting Cleveland Metroparks centennial



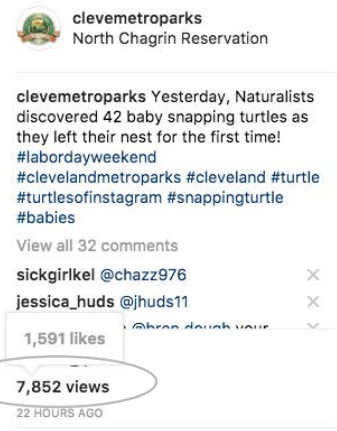
Impressions: 14,431
 Views: 6,267
 Engagements: 505

Impressions: 19,700
 Views: 7,882
 Engagements: 1,662



Happy Centennial Video

Instagram story highlighting baby snapping turtles



Corporate Partnerships Scorecard

The following are goals of the 2017 plan:

1. Achieve revenue goal of \$850,000
2. Focus on integrated, more meaningful partnerships
3. Secure multi-year partnerships

Metric(s)	2017 Plan	2017 YTD Performance (Aug)	Status (G/Y/R)	Commentary with Risks/Opportunities
1 Revenue goal	\$850,000	\$982,000	G	<ul style="list-style-type: none"> • New corporate partnerships have been developed • Creating priority assets across Park District
2 # of higher value corporate partnerships	10	12	G	<ul style="list-style-type: none"> • Developing deeper relationships with large, local corporations • Collaborating with media partners to offer more diverse and robust opportunities to potential corporate partners
3 # of multi-year corporate partnerships (non-branded sponsors)	3	3	G	<ul style="list-style-type: none"> • Creating multi-year opportunities/agreements



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Corporate Partnership Activation

Edgewater LIVE presented by Cuyahoga Community College



Centennial Billboard presented by MTD



Tri-C Performing Arts Program performs on Centennial Plaza



Retail Scorecard

The following are goals of the 2017 plan:

1. Achieve revenue goal of \$527,000
2. Generate \$30,000 in webstores sales
3. Expand product reach

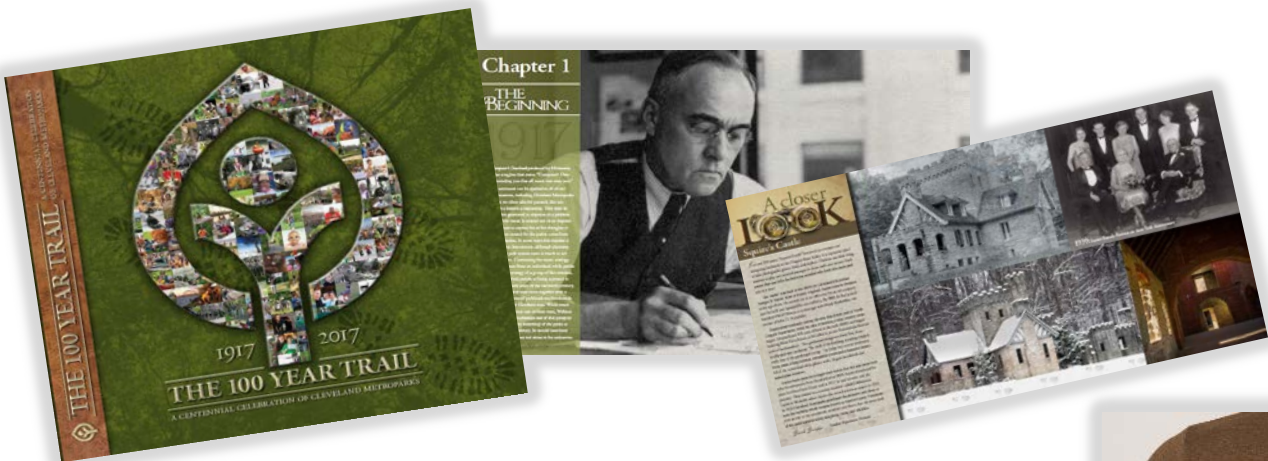
Metric(s)	2017 Plan	2017 YTD Performance (Aug)	Status (G/Y/R)	Commentary with Risks/Opportunities
1 Revenue goal	\$527k	\$416,363	G	<ul style="list-style-type: none"> • YoY increase primarily driven by new online ecommerce on the new website
2 Generate web sales	\$30k	50%	G	<ul style="list-style-type: none"> • E-commerce to feature enhanced shopping experience in which merchandise can be bundled • Users can create accounts to expedite process • Promo codes can be utilized to drive purchase
3 % Increase product reach	2 - 3%	2.5%	G	<ul style="list-style-type: none"> • Items sold on a consignment basis to make the exchange mutually beneficial for both parties. Retailers include: book stores, hospitals, airport, museums, etc. • Offer Golf, Marina, and Merwin's items for sale on the Webstore



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Retail Spotlight

Centennial Coffee Table Book



Centennial Apparel



Visual Communications Scorecard

The following are goals of the 2017 plan:

1. Support the Park District’s creative needs
2. Refresh/expand signage manual and inventory
3. Establish identity for Centennial & Zoo (and beyond) with brand guidelines

Metric(s)	2017 Plan	2017 YTD Performance (Aug)	Status (G/Y/R)	Commentary with Risks/Opportunities
1 # of completed creative projects delivered	2,000	1,512	G	<ul style="list-style-type: none"> • In-house design and production of Emerald Necklace without adding additional staff • Zoo rebrand including replacing current signage, vehicle graphics and printed collateral
2 Refresh/expand signage manual and inventory	Complete	75%	G	<ul style="list-style-type: none"> • Street sign manual is complete, yet ongoing with additions and revisions as needed • Street sign inventory is 60% complete
3 Establish brand guidelines – Cleveland Metroparks, Zoo, Merwin's Wharf, Edgewater LIVE and Emerald Necklace	100%	100%	G	<ul style="list-style-type: none"> • Provided the Legal department prototypes for SOU for various categories; Brand Guidelines include usage options, color pallets, application options and size restrictions



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Visual Communications Spotlight

New Zoo Logo



Asian Highlands Identity

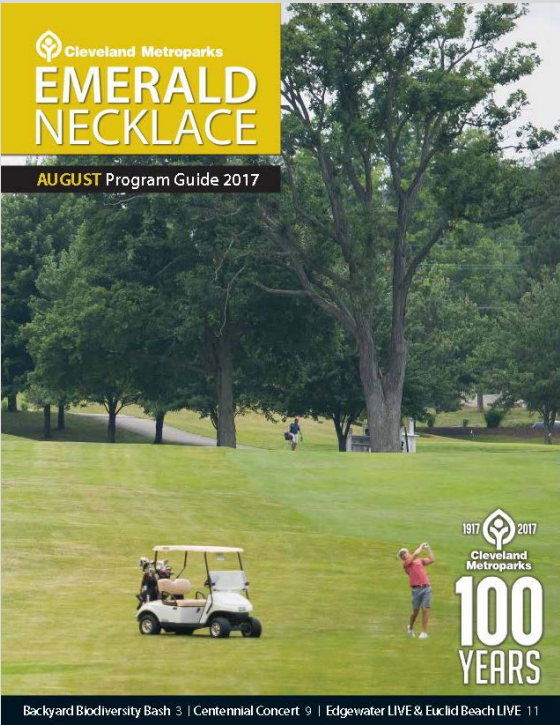
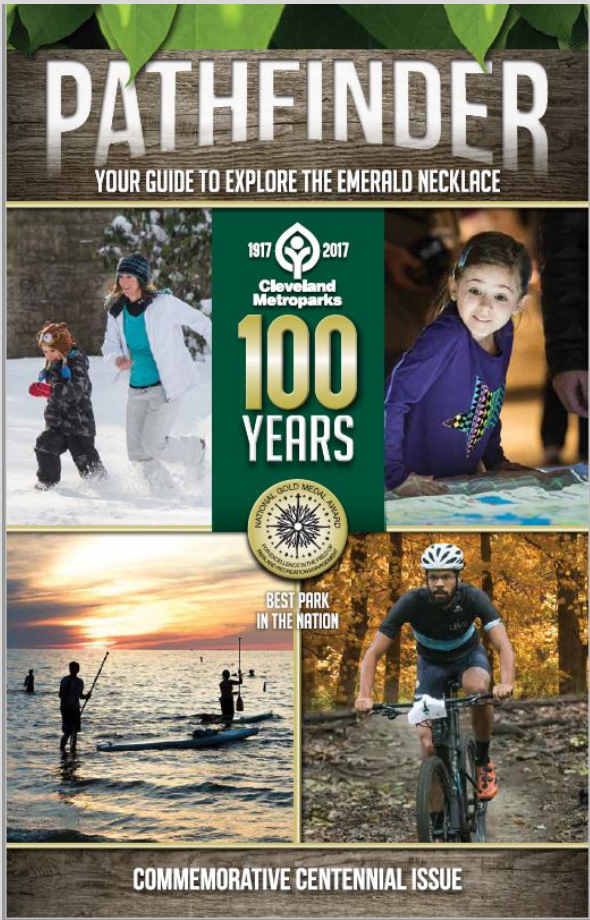


KeyBank ZooKeys



Visual Communications Spotlight

Commemorative Pathfinder



Refreshed Emerald Necklace



New Website



Special Events & Experiences Scorecard

The following are goals of the 2017 plan:

1. Achieve revenue goal of \$893,000¹
 - a. Implement shelter daypart pilot program
2. Successfully produce new special events, including: Centennial Picnic, Fireworks and Concert Series
3. Increase existing special event attendance

Metric(s)	2017 Plan	2017 YTD Performance (Aug)	Status (G/Y/R)	Commentary with Risks/Opportunities	
1 Revenue goal ¹	\$893,000	\$754,373	G	<ul style="list-style-type: none"> Shelter pilot program to test day-part rentals versus all day rentals Taste on the Lake event projected revenue: \$425k 	
2 # of Stillwater Events	2017 bookings	65	80	G	<ul style="list-style-type: none"> Continue to feature Stillwater Place at bridal shows and publications Open house planned for this Spring Increase promotion for corporate weekday events
	2018 early bookings	35	38	G	
Produce new events to draw new attendees	Centennial Fireworks	25K	30k	G	<ul style="list-style-type: none"> Evening event planned for July 22nd at Edgewater
3 Increase Boo at the Zoo attendance	7k+	--	N/A	<ul style="list-style-type: none"> Expand to three weekends (Fri – Sun); dinner packages 	

¹Revenue goal adjusted due to postponement of Taste on the Lake special event



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Fireworks Video

Thank you!

