



Tourism Commission Meeting – 08/17/2020

The City of Oconomowoc will be holding this meeting via Webex

There are two (2) ways to View and/or Participate in this meeting:

1. Join electronic meeting via computer/tablet/smartphone:

Instructions on joining the meeting on PC

1. Please click on this meeting link:
<https://oconomowoc.webex.com/oconomowoc/onstage/g.php?MTID=ea814445b59822687aafe53cb53f2679b>
2. Fill out your information: First Name, Last Name, Email Address. If the meeting hasn't started, please try refreshing the page.
3. Click *Join by browser*
4. Click on the Phone Icon to connect to your computer's audio or to show a dial in number.

2. Call in number to join the meeting via landline

Audio Conference Number: 1-408-418-9388

Access Code: 146 331 1113

****NOTICE: The City Webex Licensing allows up to 200 participants for an electronic meeting. In the event that the City logs in 197 participants, we will assume that there are more people that want to participate than we are currently licensed for. In that situation, the City must cancel the meeting and reschedule after the City has obtained additional licensing to accommodate the increased public audience.**

**City of Oconomowoc
Bureau of Economic Development &
Tourism Commission**

**Monday, August 17, 2020 - 3:00 PM
City Hall - Conference Room 3**



Notice: If a person with a disability requires that the meeting be accessible or that materials at the meeting be in accessible format, call the City Clerk at least 48 hours prior to the meeting to request adequate accommodations. Tel: 569-2186.

1. Call meeting to order
2. Consider/act on Meeting Minutes: February 10, 2020
3. New Business
 - a. Review/Discussion: Website & Facebook Status & Statistics
 - b. Review/Discussion: 2020 Accommodations Tax Revenue/Expenditure Status
 - c. Review/Recommendation: 2020 Promotional Initiatives Status
 - d. Discussion/Recommendation: 2021 Budget Review
 - e. Review/Recommendation: Proposed Accommodations Tax Ordinance Amendment
 - f. Discussion/Recommendation: Nalytix Proposal - Model Community
4. Ideas/Comments from Tourism Members
5. Other Business
6. Adjourn

Diane Coenen, City Clerk
City of Oconomowoc

Notice is hereby given that a majority of the Common Council and Plan Commission may be present at the above-noticed meeting to gather information about a subject over which they have decision-making responsibility. This constitutes a meeting of the Common Council pursuant to State ex rel. Badke v. Greendale Village Board, 173Wis. 2d 553, 494 N.W. 2d 408 (1993) and must be noticed as such, although the Common Council will not take any formal action at this meeting.

City of Oconomowoc
Bureau of Economic Development & Tourism Meeting Minutes
February 10, 2020

The meeting was called by Mr. Duffy to order at 2:00 pm due to lack of Chairperson.

Motion by DeVries, to nominate Boldig to chair today's meeting. Seconded by Sonsalla. Motion carried 3-0

Members Present: Cherie Sonsalla, Hilary DeVries, Lori Boldig

Members Excused: John Gresely

Staff Present: Bob Duffy, Sarah Kitsembel, Paige Brunclik, Kristi Weber

2. Approve Minutes of December 16, 2019: Motion by Sonsalla to approve the Dec. 16, 2019 minutes; second by DeVries. Motion carried 3-0.

New Business

3a. Discussion/Action – Tourism Fund Carry-Over

Staff is continuing to work to finalize the wayfinding signage replacement plan. The existing signs were installed in 2008. They are fading and there have been new destinations that can be incorporated on the signs. Staff is also looking to add signs to eliminate gaps in the system to destinations. In order to implement Staff need the Commission to approve the funds carry-over to complete in 2020.

Motion by Sonsalla, to approve the carryover of \$40,000 to account # 255.509-9100-340 for Wayfinding Signage Update Project. Seconded by DeVries. Motion carried 3-0.

3b. Discussion/Action – Mural Proposal from OASD for Rail Tunnel

OASD Art Teacher Jill LaGrange and other local artists are looking to coordinate efforts to enhance the pedestrian tunnel that connects Second and South Streets in Downtown Oconomowoc. The vision is to paint the mural on panels in classrooms with local students of the Hiawatha trains that formerly traveled through Oconomowoc between Minneapolis to Chicago. Several schools and many students will participate in the project which is pursuing funding through the Bella Imagine a Day Foundation to complete the project. Once completed the panels will be affixed to the walls of the tunnel to complete the mural. An anti-graffiti clear coat will be used to ease maintenance in the event damage does occur. Ms. LaGrange shared her insights related to the experience with murals is they are respected and not harmed once completed. It is anticipated the project would be completed around May/June prior to the end of the school year.

Motion was made by DeVries to approve the OASD Mural proposed for the pedestrian tunnel. Seconded by Sonsalla. Motion carried 3-0.

3d. Discussion – 2020 Tourism Projects & Initiatives:

The meeting materials included an executive summary list of initiatives. The majority of our efforts for 2020 will be for website and digital promotional opportunities. Print promotions will still occur for the Community Center, Community Guide, and OAC program. Brunclik provided an overview of the staff recommendation for tourism initiatives to pursue in 2020 and the dollars associated with each. All of the items recommended would be able to be accomplished with the funds budgeted for 2020. This will allow the opportunity to track success for our efforts and better target efforts for future years.

Motion was made by DeVries to approve the recommended promotional plan prepared by staff. Seconded by Sonsalla. Motion carried 3 – 0.

4. Ideas/Comments from Tourism Members: None

5. Other Business: Duffy stated that there may be discussion among Common Council members to increase the room tax during the 2021 budget process.

6. Adjournment: Motion to Adjourn by Sonsalla, seconded by Boldig. Motion carried 3-0 Adjournment occurred at 2:48pm

Minutes taken by: Paige Brunclik, Community Outreach/Services Asst.



Oconomowoc Tourism, WI

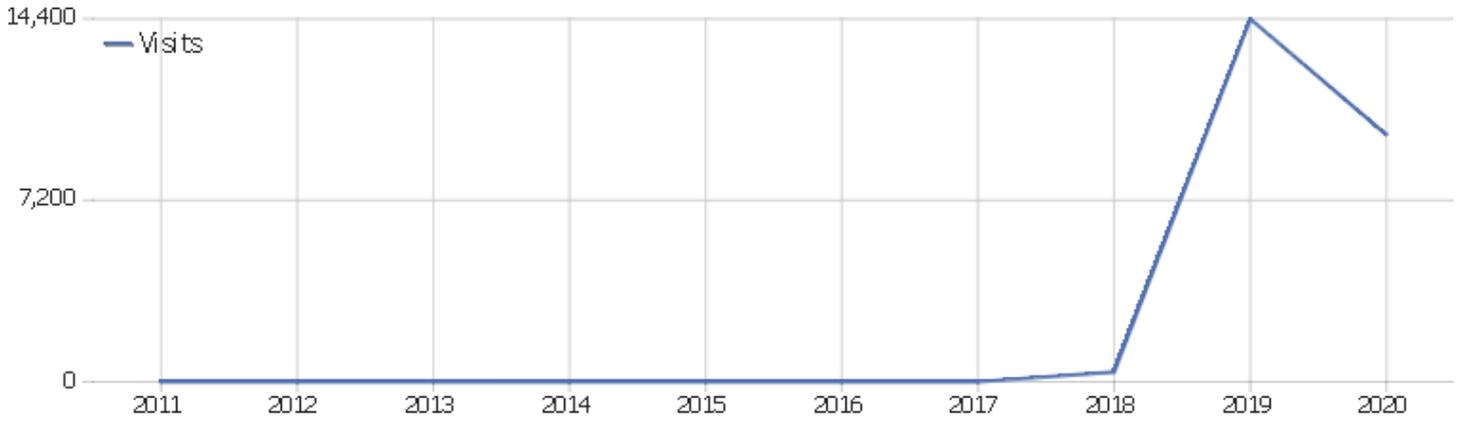
Date range: 2020

Current status 1/1-8/13

All Websites dashboard

Website	Visits	Actions	Pageviews	Revenue	Conversions	Ecommerce Orders	Product Revenue
Oconomowoc Tourism, WI	9,799	33,292	26,689	\$ 0	0	0	\$ 0

Visits Summary



Name	Value
Visits	9,799
Actions	33,292
Maximum actions in one visit	121
Actions per Visit	3
Avg. Visit Duration (in seconds)	00:02:10
Bounce Rate	42%
Unique visitors	0

Visits by Server Time

Server time	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Revenue
0h	100	303	3	00:01:19	54%	\$ 0
1h	79	251	3	00:01:44	53%	\$ 0
2h	52	157	3	00:01:32	54%	\$ 0
3h	48	190	4	00:01:56	56%	\$ 0
4h	52	158	3	00:02:07	52%	\$ 0
5h	99	250	3	00:01:38	52%	\$ 0
6h	213	648	3	00:01:42	44%	\$ 0
7h	340	1,156	3	00:01:52	40%	\$ 0
8h	513	1,988	4	00:02:22	40%	\$ 0
9h	632	2,398	4	00:02:42	39%	\$ 0
10h	742	2,589	4	00:02:42	40%	\$ 0
11h	661	2,353	4	00:02:35	37%	\$ 0
12h	625	2,273	4	00:02:20	37%	\$ 0
13h	679	2,142	3	00:02:01	45%	\$ 0
14h	607	1,933	3	00:01:51	43%	\$ 0
15h	653	2,314	4	00:02:04	41%	\$ 0
16h	623	1,958	3	00:01:55	46%	\$ 0
17h	518	1,666	3	00:01:50	43%	\$ 0
18h	522	1,648	3	00:02:10	43%	\$ 0
19h	535	1,848	4	00:02:19	42%	\$ 0
20h	525	1,756	3	00:01:57	42%	\$ 0
21h	476	1,570	3	00:01:58	47%	\$ 0
22h	322	1,206	4	00:02:15	40%	\$ 0
23h	181	535	3	00:02:05	49%	\$ 0

Visits by Local Time

Local time	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
0h	119	350	3	00:01:22	59%	0%
1h	93	245	3	00:01:07	67%	0%
2h	63	140	2	00:00:40	71%	0%
3h	52	183	4	00:02:02	65%	0%
4h	47	145	3	00:02:30	53%	0%
5h	96	266	3	00:01:28	52%	0%
6h	220	814	4	00:02:26	42%	0%
7h	334	1,268	4	00:02:03	40%	0%
8h	503	1,799	4	00:02:57	38%	0%
9h	607	2,406	4	00:03:10	35%	0%
10h	707	2,635	4	00:02:32	37%	0%
11h	639	2,315	4	00:02:29	36%	0%
12h	614	2,121	4	00:02:11	37%	0%
13h	654	2,201	3	00:02:03	41%	0%
14h	611	1,973	3	00:01:45	43%	0%
15h	655	2,200	3	00:02:09	42%	0%
16h	615	2,009	3	00:01:46	44%	0%
17h	520	1,654	3	00:02:10	43%	0%
18h	544	1,621	3	00:01:50	46%	0%
19h	543	1,851	3	00:02:09	42%	0%
20h	512	1,758	3	00:02:15	41%	0%
21h	504	1,645	3	00:01:47	48%	0%
22h	363	1,217	3	00:01:51	44%	0%
23h	184	476	3	00:01:33	52%	0%

Visits by Day of Week

Day of the week	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
Monday	1,234	4,406	4	00:02:30	43%	0%
Tuesday	1,391	4,869	4	00:02:26	41%	0%
Wednesday	1,455	4,892	3	00:02:10	44%	0%
Thursday	1,344	4,669	4	00:02:13	42%	0%
Friday	1,698	5,372	3	00:01:59	43%	0%
Saturday	1,383	4,831	4	00:02:02	39%	0%
Sunday	1,294	4,253	3	00:01:53	42%	0%

Screen Resolution

Resolution	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
414x896	1,048	3,076	3	00:01:27	44%	0%
375x667	950	2,668	3	00:01:42	46%	0%
1920x1080	876	4,092	5	00:03:21	27%	0%
375x812	699	1,985	3	00:01:30	44%	0%
768x1024	555	2,243	4	00:02:57	36%	0%
unknown	530	606	1	00:00:18	90%	0%
1366x768	461	2,019	4	00:03:21	32%	0%
414x736	399	1,090	3	00:01:34	46%	0%
1536x864	372	2,011	5	00:04:55	27%	0%
360x740	326	1,006	3	00:01:17	40%	0%
360x640	325	1,045	3	00:01:49	39%	0%
1440x900	315	1,456	5	00:02:33	28%	0%
320x568	290	859	3	00:02:26	42%	0%
1280x720	183	733	4	00:02:52	32%	0%
412x869	162	502	3	00:01:18	42%	0%
1280x800	147	567	4	00:02:39	37%	0%
412x846	136	430	3	00:01:37	39%	0%
1600x900	127	603	5	00:03:25	30%	0%
360x760	113	405	4	00:01:52	37%	0%
800x600	107	120	1	00:00:06	92%	0%
1680x1050	102	452	4	00:02:55	26%	0%
1024x768	98	204	2	00:00:47	69%	0%
834x1112	84	306	4	00:02:34	35%	0%
Others	1,394	4,814	4	00:02:18	41%	0%

Browser Plugins

Plugin	Visits	% Visits
 Cookie	9,215	94%
 Pdf	2,644	27%
 Java	768	8%
 Flash	511	5%
 Silverlight	149	2%
 Director	17	0%
 Quicktime	5	0%
 Windowsmedia	3	0%
 Realplayer	2	0%
 Gears	0	0%

Visitor Configuration

Configuration	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
iOS / Mobile Safari / 414x896	966	2,865	3	00:01:30	43%	0%
iOS / Mobile Safari / 375x667	908	2,553	3	00:01:44	46%	0%
iOS / Mobile Safari / 375x812	654	1,856	3	00:01:32	44%	0%
Windows / Chrome / 1920x1080	618	3,080	5	00:03:31	27%	0%
iOS / Mobile Safari / 414x736	378	1,049	3	00:01:37	46%	0%
Windows / Chrome / 1366x768	314	1,360	4	00:03:11	33%	0%
Mac / Safari / 768x1024	301	1,099	4	00:02:21	41%	0%
iOS / Mobile Safari / 320x568	281	837	3	00:02:29	42%	0%
Android / Chrome Mobile / 360x640	259	857	3	00:01:55	38%	0%
Android / Chrome Mobile / 360x740	257	802	3	00:01:23	40%	0%
Windows / Chrome / 1536x864	252	1,514	6	00:06:02	26%	0%
iOS / Mobile Safari / 768x1024	204	933	5	00:03:46	28%	0%
Windows / Internet Explorer / unknown	179	180	1	00:00:00	99%	0%
Windows / Chrome / 1280x720	144	555	4	00:02:35	34%	0%
Mac / Safari / 1440x900	133	580	4	00:02:05	29%	0%
Android / Chrome Mobile / 412x869	125	399	3	00:01:22	38%	0%
Mac / Chrome / 1440x900	124	613	5	00:03:22	28%	0%
Android / Chrome Mobile / 412x846	109	354	3	00:01:48	37%	0%
Android / Chrome Mobile / 360x760	98	352	4	00:01:48	36%	0%
iOS / Mobile Safari / unknown	85	94	1	00:00:07	89%	0%
Windows / Chrome / 1600x900	84	419	5	00:03:29	29%	0%
Windows / Chrome / unknown	83	103	1	00:00:40	83%	0%
Windows / Internet Explorer / 1920x1080	82	349	4	00:03:20	20%	0%
Others	3,161	10,489	3	00:02:06	44%	0%

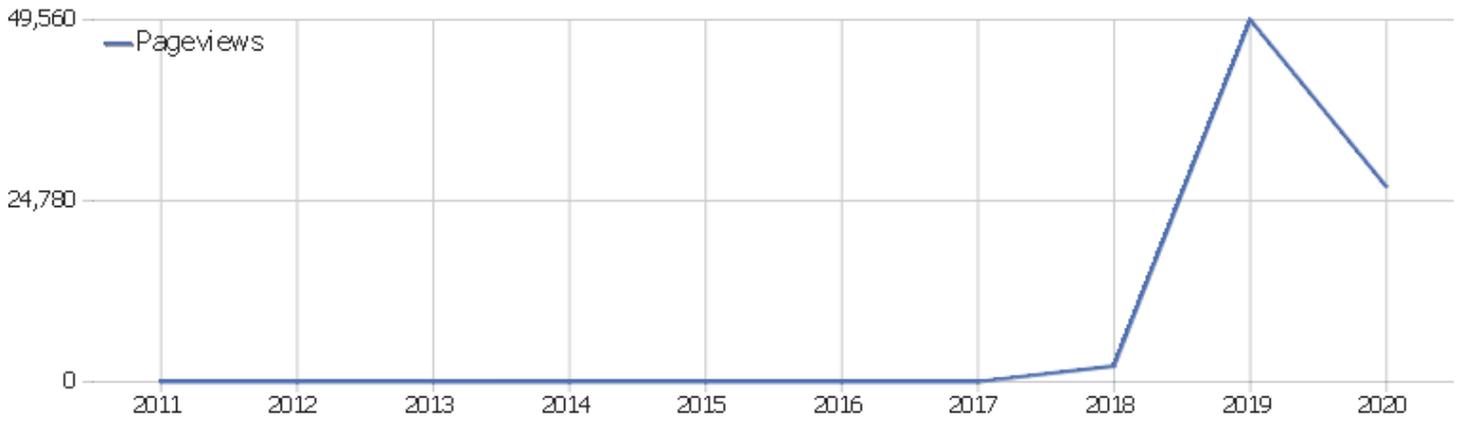
Browser language

Language	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
English	9,730	33,107	3	00:02:10	42%	0%
German	20	86	4	00:04:24	40%	0%
Spanish	19	38	2	00:02:04	47%	0%
French	5	9	2	00:00:14	60%	0%
Italian	5	7	1	00:01:06	80%	0%
Swedish	5	10	2	00:00:22	80%	0%
Chinese	3	9	3	00:01:40	67%	0%
Dutch	3	3	1	00:00:00	100%	0%
Russian	2	3	2	00:00:06	50%	0%
Finnish	1	11	11	00:02:42	0%	0%
Hebrew	1	3	3	00:00:23	0%	0%
Japanese	1	1	1	00:00:00	100%	0%
Portuguese	1	1	1	00:00:00	100%	0%
Slovak	1	2	2	00:01:15	0%	0%
Thai	1	1	1	00:00:00	100%	0%
Vietnamese	1	1	1	00:00:00	100%	0%

Language code

Language	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
English - United States (en-us)	9,686	32,981	3	00:02:10	42%	0%
English - United Kingdom (en-gb)	20	44	2	00:00:56	45%	0%
German (de)	20	86	4	00:04:24	40%	0%
Spanish (es)	13	26	2	00:01:13	46%	0%
English - Canada (en-ca)	9	21	2	00:00:36	67%	0%
English (en)	7	40	6	00:04:34	57%	0%
English - Australia (en-au)	5	14	3	00:02:43	60%	0%
French (fr)	5	9	2	00:00:14	60%	0%
Italian (it)	5	7	1	00:01:06	80%	0%
Swedish - Sweden (sv-se)	5	10	2	00:00:22	80%	0%
Chinese - China (zh-cn)	3	9	3	00:01:40	67%	0%
Dutch (nl)	3	3	1	00:00:00	100%	0%
Spanish - United States (es-us)	3	8	3	00:07:11	33%	0%
English - India (en-in)	2	2	1	00:00:00	100%	0%
Russian (ru)	2	3	2	00:00:06	50%	0%
Spanish - Argentina (es-ar)	2	3	2	00:01:02	50%	0%
English - Ireland (en-ie)	1	5	5	00:06:27	0%	0%
Finnish (fi)	1	11	11	00:02:42	0%	0%
Hebrew - Israel (he-il)	1	3	3	00:00:23	0%	0%
Japanese - Japan (ja-jp)	1	1	1	00:00:00	100%	0%
Portuguese - Brazil (pt-br)	1	1	1	00:00:00	100%	0%
Slovak (sk)	1	2	2	00:01:15	0%	0%
Spanish - Peru (es-pe)	1	1	1	00:00:00	100%	0%
Others	2	2	1	00:00:00	100%	0%

Actions - Main metrics



Name	Value
Pageviews	26,689
Unique Pageviews	22,186
Downloads	697
Unique Downloads	634
Outlinks	5,634
Unique Outlinks	5,295
Searches	272
Unique Keywords	181
Avg. generation time	0.76s

Page URLs

Page URL	Pageviews	Unique Pageviews	Avg. time on page	Bounce Rate	Exit rate	Avg. generation time
/index	6,767	5,452	00:00:30	30%	40%	0.84s
/calendar.aspx	2,473	1,903	00:00:43	38%	36%	0.88s
160	679	581	00:00:20	68%	17%	0.57s
31	683	540	00:00:23	26%	12%	0.58s
27	582	496	00:00:31	39%	14%	0.53s
101	608	430	00:00:44	45%	33%	0.5s
149	577	428	00:00:22	38%	12%	0.66s
/businessdirectoryii.aspx?lngbusinesscategoryid=23	474	418	00:00:35	63%	21%	0.64s
171	442	375	00:00:28	37%	23%	0.66s
153	436	371	00:00:28	46%	30%	0.61s
170	442	368	00:00:22	68%	18%	0.55s
155	410	360	00:00:45	34%	27%	0.63s
/twitter	405	345	00:00:23	71%	17%	0.66s
/calendar.aspx?cid=14,	369	300	00:00:45	30%	35%	0.86s
/businessdirectoryii.aspx?ysnshowall=0&lngnewpage=2	311	271	00:00:43	50%	7%	0.66s
150	308	258	00:00:23	22%	22%	0.58s
151	302	252	00:00:25	35%	33%	0.66s
/businessdirectoryii.aspx?ysnshowall=0&lngnewpage=3	262	224	00:00:16	83%	10%	0.62s
35	249	214	00:00:26	64%	16%	0.51s
159	239	205	00:00:35	48%	26%	0.56s
/businessdirectoryii.aspx?ysnshowall=0&lngnewpage=4	224	187	00:00:26	25%	6%	0.78s
/calendar.aspx?eid=90	201	179	00:00:32	51%	57%	0.95s
/calendar.aspx?cid=0&keywords=&startdate=&e	214	177	00:00:38	83%	50%	1.12s
Others	9,032	7,852	00:00:34	65%	34%	0.79s

Entry pages

Entry Page URL	Entrances	Bounces	Bounce Rate	Avg. generation time
/index	5,347	1,615	30%	0.84s
/calendar.aspx	717	274	38%	0.88s
160	41	28	68%	0.57s
31	54	14	26%	0.58s
27	44	17	39%	0.53s
101	97	44	45%	0.5s
149	16	6	38%	0.66s
/businessdirectoryii.aspx?lngbusinesscategoryid=23	19	12	63%	0.64s
171	92	34	37%	0.66s
153	133	61	46%	0.61s
170	22	15	68%	0.55s
155	151	52	34%	0.63s
/twitter	14	10	71%	0.66s
/calendar.aspx?cid=14,	71	21	30%	0.86s
/businessdirectoryii.aspx?ysnshowall=0&lngnewpage=2	4	2	50%	0.66s
150	147	32	22%	0.58s
151	174	61	35%	0.66s
/businessdirectoryii.aspx?ysnshowall=0&lngnewpage=3	6	5	83%	0.62s
35	11	7	64%	0.51s
159	80	38	48%	0.56s
/businessdirectoryii.aspx?ysnshowall=0&lngnewpage=4	4	1	25%	0.78s
/calendar.aspx?eid=90	171	88	51%	0.95s
/calendar.aspx?cid=0&keywords=&startdate=&e	6	5	83%	1.12s
Others	1,797	1,172	65%	0.78s

Exit pages

Exit Page URL	Exits	Unique Pageviews	Exit rate	Avg. generation time
/index	2,185	5,452	40%	0.84s
/calendar.aspx	692	1,903	36%	0.88s
160	98	581	17%	0.57s
31	67	540	12%	0.58s
27	71	496	14%	0.53s
101	143	430	33%	0.5s
149	51	428	12%	0.66s
/businessdirectoryii.aspx?lngbusinesscategoryid=23	87	418	21%	0.64s
171	86	375	23%	0.66s
153	112	371	30%	0.61s
170	66	368	18%	0.55s
155	97	360	27%	0.63s
/twitter	59	345	17%	0.66s
/calendar.aspx?cid=14,	104	300	35%	0.86s
/businessdirectoryii.aspx?ysnshowall=0&lngnewpage=2	18	271	7%	0.66s
150	58	258	22%	0.58s
151	83	252	33%	0.66s
/businessdirectoryii.aspx?ysnshowall=0&lngnewpage=3	23	224	10%	0.62s
35	34	214	16%	0.51s
159	53	205	26%	0.56s
/businessdirectoryii.aspx?ysnshowall=0&lngnewpage=4	12	187	6%	0.78s
/calendar.aspx?eid=90	102	179	57%	0.95s
/calendar.aspx?cid=0&keywords=&startdate=&e	88	177	50%	1.12s
Others	2,668	7,477	36%	0.79s

Page titles

Page Name	Pageviews	Unique Pageviews	Avg. time on page	Bounce Rate	Exit rate	Avg. generation time
Oconomowoc Tourism, WI Official Website	6,822	5,489	00:00:39	30%	46%	0.84s
Oconomowoc Tourism, WI	12,103	5,006	00:00:45	57%	83%	0.83s
Water Oconomowoc Tourism, WI	557	468	00:00:39	65%	34%	0.57s
Stay Oconomowoc Tourism, WI	524	368	00:01:02	41%	46%	0.47s
Dine Oconomowoc Tourism, WI	457	366	00:00:22	28%	13%	0.52s
Resources Oconomowoc Tourism, WI	477	348	00:00:25	40%	13%	0.67s
WHEELS Oconomowoc Tourism, WI	391	331	00:00:34	45%	21%	0.52s
Boat Rentals Oconomowoc Tourism, WI	358	295	00:01:40	46%	64%	0.58s
Wander Oconomowoc Tourism, WI	358	295	00:00:40	53%	25%	0.56s
Walk Oconomowoc Tourism, WI	336	288	00:01:40	32%	53%	0.64s
Social Networking Oconomowoc Tourism, WI	326	282	00:00:38	70%	33%	0.65s
Biking and Trails Oconomowoc Tourism, WI	289	247	00:01:54	33%	59%	0.62s
Beaches Oconomowoc Tourism, WI	234	193	00:01:19	24%	72%	0.56s
Fishing Oconomowoc Tourism, WI	225	186	00:01:18	31%	76%	0.57s
Play Oconomowoc Tourism, WI	219	185	00:00:34	78%	21%	0.51s
Museums and Historical Sites Oconomowoc Tourism, WI	144	121	00:01:45	56%	50%	0.56s
Scenic and Rustic Roads Oconomowoc Tourism, WI	141	118	00:01:40	47%	58%	0.6s
Bike Trails Lake Country Hiking & Walking Ocon	121	106	00:01:34	37%	74%	0.66s
Get Outdoors Oconomowoc Tourism, WI	140	104	00:01:25	17%	23%	0.54s
Wisconsin Summer Travel Destinations Free Family Fun	122	103	00:00:29	100%	38%	0.55s
Oconomowoc Restaurants Places to Eat Near Me Ocono	133	99	00:00:20	27%	12%	0.66s
Indoor Activities Oconomowoc Tourism, WI	95	90	00:01:58	63%	42%	0.6s
Skate Park Oconomowoc Tourism, WI	107	90	00:00:46	62%	56%	0.54s
Others	2,010	1,651	00:00:51	45%	40%	0.62s

Entry page titles

Entry Page title	Entrances	Bounces	Bounce Rate	Avg. generation time
Oconomowoc Tourism, WI Official Website	5,389	1,637	30%	0.84s
Oconomowoc Tourism, WI	2,529	1,438	57%	0.83s
Water Oconomowoc Tourism, WI	37	24	65%	0.57s
Stay Oconomowoc Tourism, WI	76	31	41%	0.47s
Dine Oconomowoc Tourism, WI	29	8	28%	0.52s
Resources Oconomowoc Tourism, WI	15	6	40%	0.67s
WHEELS Oconomowoc Tourism, WI	29	13	45%	0.52s
Boat Rentals Oconomowoc Tourism, WI	102	47	46%	0.58s
Wander Oconomowoc Tourism, WI	15	8	53%	0.56s
Walk Oconomowoc Tourism, WI	60	19	32%	0.64s
Social Networking Oconomowoc Tourism, WI	10	7	70%	0.65s
Biking and Trails Oconomowoc Tourism, WI	88	29	33%	0.62s
Beaches Oconomowoc Tourism, WI	100	24	24%	0.56s
Fishing Oconomowoc Tourism, WI	126	39	31%	0.57s
Play Oconomowoc Tourism, WI	9	7	78%	0.51s
Museums and Historical Sites Oconomowoc Tourism, WI	18	10	56%	0.56s
Scenic and Rustic Roads Oconomowoc Tourism, WI	49	23	47%	0.6s
Bike Trails Lake Country Hiking & Walking Ocon	63	23	37%	0.66s
Get Outdoors Oconomowoc Tourism, WI	6	1	17%	0.54s
Wisconsin Summer Travel Destinations Free Family Fun	4	4	100%	0.55s
Oconomowoc Restaurants Places to Eat Near Me Ocono	11	3	27%	0.66s
Indoor Activities Oconomowoc Tourism, WI	8	5	63%	0.6s
Skate Park Oconomowoc Tourism, WI	39	24	62%	0.54s
Others	406	184	45%	0.63s

Exit page titles

Exit Page Title	Exits	Unique Pageviews	Exit rate	Avg. generation time
Oconomowoc Tourism, WI Official Website	2,539	5,489	46%	0.84s
Oconomowoc Tourism, WI	4,130	5,006	83%	0.83s
Water Oconomowoc Tourism, WI	159	468	34%	0.57s
Stay Oconomowoc Tourism, WI	170	368	46%	0.47s
Dine Oconomowoc Tourism, WI	49	366	13%	0.52s
Resources Oconomowoc Tourism, WI	45	348	13%	0.67s
WHEELS Oconomowoc Tourism, WI	70	331	21%	0.52s
Boat Rentals Oconomowoc Tourism, WI	190	295	64%	0.58s
Wander Oconomowoc Tourism, WI	73	295	25%	0.56s
Walk Oconomowoc Tourism, WI	154	288	53%	0.64s
Social Networking Oconomowoc Tourism, WI	92	282	33%	0.65s
Biking and Trails Oconomowoc Tourism, WI	145	247	59%	0.62s
Beaches Oconomowoc Tourism, WI	139	193	72%	0.56s
Fishing Oconomowoc Tourism, WI	142	186	76%	0.57s
Play Oconomowoc Tourism, WI	39	185	21%	0.51s
Museums and Historical Sites Oconomowoc Tourism, WI	60	121	50%	0.56s
Scenic and Rustic Roads Oconomowoc Tourism, WI	68	118	58%	0.6s
Bike Trails Lake Country Hiking & Walking Ocon	78	106	74%	0.66s
Get Outdoors Oconomowoc Tourism, WI	24	104	23%	0.54s
Wisconsin Summer Travel Destinations Free Family Fun	39	103	38%	0.55s
Oconomowoc Restaurants Places to Eat Near Me Ocono	12	99	12%	0.66s
Indoor Activities Oconomowoc Tourism, WI	38	90	42%	0.6s
Skate Park Oconomowoc Tourism, WI	50	90	56%	0.54s
Others	656	1,582	41%	0.63s

Outlinks

Clicked URL	Unique Clicks	Clicks
www.facebook.com	498	539
wi-oconomowoctourism.civicplus.com	430	444
www.novoprint.com	406	435
www.youtube.com	400	452
dnr.wi.gov	361	390
oconomowoc-wi.gov	288	313
www.oconomowoc-wi.gov	271	291
www.oconomowohistoricalsociety.org	181	187
www.waukeshacounty.gov	161	182
www.innatpineterrace.com	129	132
www.downtownoconomowoc.org	108	112
www.vacationownerswi.com	95	99
wisconsin.gov	93	102
buddysbeachbungalow.com	84	90
www.tinusmarine.com	66	70
www.wisconsinrivertrips.com	65	67
www.ihg.com	63	65
www.oconomowoc.org	63	66
moonlitmovies.org	56	56
www.brewfinitybrewing.com	56	58
hiltongardeninn3.hilton.com	52	56
hiltongardeninn1.hilton.com	46	48
www.hikingproject.com	43	47
Others	1,280	1,333

Downloads

Download URL	Unique Downloads	Downloads
wi-oconomowoctourism.civicplus.com	266	271
www.visitoconomowoc.com	215	249
visitoconomowoc.com	78	87
www.waukeshacounty.gov	55	68
wisconsindot.gov	20	22

Content Name

There is no data for this report.

Content Piece

There is no data for this report.

Event Categories

There is no data for this report.

Event Actions

There is no data for this report.

Event Names

There is no data for this report.

Site Search Keywords

Keyword	Searches	Search Results pages	% Search Exits
shopping	16	1	50%
map	6	1	83%
shops	6	1	83%
beach	4	1	0%
fireworks	4	1	50%
music	4	1	25%
restaurant	4	1	25%
wizard of oz	4	1	50%
hotels	3	1	33%
phone numbers for visitors center	3	1	100%
restaurants	3	1	0%
boat launch	2	1	0%
city beach concerts	2	1	100%
farmers market	2	1	100%
golf	2	1	100%
halloween	2	1	50%
historical boat tour	2	2	100%
horsing around	2	1	0%
murals	2	1	0%
oconomowoc responds	2	1	50%
population	2	2	0%
strand theater	2	1	50%
swimming	2	2	0%
Others	159	178	27%

Search Keywords with No Results

There is no data for this report.

Search Categories

There is no data for this report.

Pages Following a Site Search

Destination Page	Clicked in search results	Total Pageviews
/index	25	6,767
/calendar.aspx	5	2,473
160	3	679
31	6	683
27	4	582
101	4	608
149	4	577
171	3	442
153	1	436
170	3	442
155	1	410
/twitter	6	405
/calendar.aspx?cid=14,	1	369
150	7	308
35	4	249
/businessdirectoryii.aspx?ysnshowall=0&lngnewpage=4	1	224
/calendar.aspx?eid=90	1	201
/businessdirectoryii.aspx?lngbusinesscategoryid=26	1	194
162	3	144
/civicalerts.aspx?aid=40	1	112

/businessdirectoryii.aspx?lngbusinesscategoryid=25	1	113
/businessdirectoryii.aspx?ysnshowall=0&lngnewpage=0	2	106
/calendar.aspx?eid=225	3	102
Others	57	1,967

Page Titles Following a Site Search

Destination Page	Clicked in search results	Total Pageviews
Oconomowoc Tourism, WI Official Website	25	6,822
Oconomowoc Tourism, WI	66	12,103
Water Oconomowoc Tourism, WI	3	557
Stay Oconomowoc Tourism, WI	3	524
Dine Oconomowoc Tourism, WI	5	457
Resources Oconomowoc Tourism, WI	4	477
WHEELS Oconomowoc Tourism, WI	3	391
Boat Rentals Oconomowoc Tourism, WI	1	358
Wander Oconomowoc Tourism, WI	1	358
Walk Oconomowoc Tourism, WI	2	336
Social Networking Oconomowoc Tourism, WI	4	326
Beaches Oconomowoc Tourism, WI	5	234
Play Oconomowoc Tourism, WI	4	219
Museums and Historical Sites Oconomowoc Tourism, WI	3	144
Bike Trails Lake Country Hiking & Walking Ocon	1	121
Oconomowoc Restaurants Places to Eat Near Me Ocono	1	133
Indoor Activities Oconomowoc Tourism, WI	1	95
Local Vacation Spots WI Things to Do Oconomowoc To	1	108
Walking Trails Outdoor Fun Waukesha County Oconomo	1	105
Oconomowoc's Holiday Train Stop Oconomowoc Tour	1	102
Horsing Around Oconomowoc Tourism, WI	2	84
Boutique Shopping Gift Shops & Art Galleries O	2	84

Concerts Oconomowoc Tourism, WI	1	82
Others	7	359

Referrer Type

Referrer Type	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Revenue
Direct Entry	5,241	17,838	3	00:02:21	45%	\$ 0
Search Engines	4,015	14,023	4	00:02:00	37%	\$ 0
Websites	543	1,431	3	00:01:36	49%	\$ 0

All Referrers

Referrer	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
Keyword not defined	3,971	13,897	4	00:02:00	37%	0%
m.facebook.com	274	558	2	00:00:36	58%	0%
www.oconomowoc-wi.gov	116	487	4	00:03:16	28%	0%
www.facebook.com	35	58	2	00:00:50	66%	0%
www.travelwisconsin.com	26	64	3	00:01:15	62%	0%
l.facebook.com	14	26	2	00:00:18	43%	0%
visitoconomowoc.com	13	47	4	00:06:37	15%	0%
amazon	12	12	1	00:00:00	100%	0%
l.instagram.com	8	21	3	00:01:24	25%	0%
www.visitoconomowoc.com	8	13	2	00:00:15	63%	0%
account.civicplus.com	6	33	6	00:11:58	50%	0%
com.google.android.gm	6	9	2	00:00:13	50%	0%
search.aol.com	5	17	3	00:03:59	0%	0%
mail.yahoo.com	3	4	1	00:00:06	67%	0%
oconomowoc events calendar	3	5	2	00:00:23	67%	0%
search.xfinity.com	3	27	9	00:15:38	0%	0%
thewisconsinista.com	3	10	3	00:01:23	33%	0%
anti-crisis-seo.com	2	2	1	00:00:00	100%	0%
captcha.gecirtnotification.com	2	4	2	00:00:24	50%	0%
oconomowoc bike trails	2	4	2	00:00:32	0%	0%
oconomowoc calendar of events	2	10	5	00:07:11	0%	0%
weather.srchmbl.com	2	5	3	00:00:30	50%	0%
baidu.com	1	1	1	00:00:00	100%	0%
Others	41	140	3	00:02:14	32%	0%

Keywords

Keyword	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Revenue
Keyword not defined	3,971	13,897	4	00:02:00	37%	\$ 0
amazon	12	12	1	00:00:00	100%	\$ 0
oconomowoc events calendar	3	5	2	00:00:23	67%	\$ 0
oconomowoc bike trails	2	4	2	00:00:32	0%	\$ 0
oconomowoc calendar of events	2	10	5	00:07:11	0%	\$ 0
bike/hiking trails oconomowoc wi	1	3	3	00:01:40	0%	\$ 0
events in oconomowoc	1	11	11	00:15:34	0%	\$ 0
events on may 29, 2020 in oconomowoc	1	3	3	00:00:33	0%	\$ 0
fall festival doba oconomowoc	1	2	2	00:00:09	0%	\$ 0
frozen jr oconomowoc	1	1	1	00:00:00	100%	\$ 0
frozen play oconomowoc	1	3	3	00:00:48	0%	\$ 0
international crying contest held n oconomowoc	1	1	1	00:00:00	100%	\$ 0
oconomowoc calendar	1	2	2	00:00:33	0%	\$ 0
oconomowoc, wi beauty and the beast play	1	2	2	00:00:57	0%	\$ 0
oconomowoc 1/18/2020	1	5	5	00:00:50	0%	\$ 0
oconomowoc area festivals august 2020	1	1	1	00:00:00	100%	\$ 0
oconomowoc bike route	1	4	4	00:03:29	0%	\$ 0
oconomowoc city in wisconsin	1	1	1	00:00:00	100%	\$ 0
oconomowoc events	1	5	5	00:03:27	0%	\$ 0
oconomowoc events calendar for 2020	1	1	1	00:00:00	100%	\$ 0
oconomowoc skate park	1	1	1	00:00:00	100%	\$ 0
oconomowoc spring gallery night 2020	1	4	4	00:01:09	0%	\$ 0
oconomowoc wi	1	3	3	00:00:49	0%	\$ 0
Others	7	42	6	00:07:07	0%	\$ 0

Websites

Website	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Revenue
m.facebook.com	274	558	2	00:00:36	58%	\$ 0
www.oconomowoc-wi.gov	116	487	4	00:03:16	28%	\$ 0
www.facebook.com	35	58	2	00:00:50	66%	\$ 0
www.travelwisconsin.com	26	64	3	00:01:15	62%	\$ 0
l.facebook.com	14	26	2	00:00:18	43%	\$ 0
visitoconomowoc.com	13	47	4	00:06:37	15%	\$ 0
l.instagram.com	8	21	3	00:01:24	25%	\$ 0
www.visitoconomowoc.com	8	13	2	00:00:15	63%	\$ 0
account.civicplus.com	6	33	6	00:11:58	50%	\$ 0
com.google.android.gm	6	9	2	00:00:13	50%	\$ 0
search.aol.com	5	17	3	00:03:59	0%	\$ 0
mail.yahoo.com	3	4	1	00:00:06	67%	\$ 0
search.xfinity.com	3	27	9	00:15:38	0%	\$ 0
thewisconsinista.com	3	10	3	00:01:23	33%	\$ 0
anti-crisis-seo.com	2	2	1	00:00:00	100%	\$ 0
captcha.gecirtnotification.com	2	4	2	00:00:24	50%	\$ 0
weather.srchmbl.com	2	5	3	00:00:30	50%	\$ 0
baidu.com	1	1	1	00:00:00	100%	\$ 0
blacksquirrelfarmhouse.com	1	1	1	00:00:00	100%	\$ 0
business.facebook.com	1	1	1	00:00:00	100%	\$ 0
business.oconomowoc.org	1	2	2	00:00:11	0%	\$ 0
emoji.srchmbl.com	1	1	1	00:00:00	100%	\$ 0
lm.facebook.com	1	1	1	00:00:00	100%	\$ 0
Others	11	39	4	00:01:05	27%	\$ 0

Search Engines

Search Engine	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Revenue
 Google	3,628	12,432	3	00:01:56	38%	\$ 0
 Yahoo!	201	815	4	00:02:32	33%	\$ 0
 Bing	152	609	4	00:02:36	33%	\$ 0
 DuckDuckGo	30	145	5	00:03:53	17%	\$ 0
 Ecosia	2	20	10	00:02:31	0%	\$ 0
 Baidu	1	1	1	00:00:00	100%	\$ 0
 Yahoo! Japan	1	1	1	00:00:00	100%	\$ 0

Campaigns

There is no data for this report.

Social Networks

Social network	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
 Facebook	325	644	2	00:00:37	58%	0%
Instagram	8	21	3	00:01:24	25%	0%
 Pinterest	1	6	6	00:01:15	0%	0%

Goals

No data for this graph.

Name	Value
Conversions	0
Visits with Conversions	0
Revenue	\$ 0
Conversion Rate	0%

Visits to Conversion

There is no data for this report.

Days to Conversion

There is no data for this report.

Country

Country	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Revenue
 United States	8,072	27,698	3	00:02:12	41%	\$ 0
 Unknown	1,534	5,200	3	00:02:09	42%	\$ 0
 Canada	43	95	2	00:00:31	79%	\$ 0
 Germany	27	64	2	00:00:48	63%	\$ 0
 United Kingdom	13	27	2	00:00:35	38%	\$ 0
 India	12	17	1	00:01:17	58%	\$ 0
 Ireland	11	11	1	00:00:00	100%	\$ 0
 Mexico	9	17	2	00:01:12	22%	\$ 0
 Italy	7	10	1	00:00:48	71%	\$ 0
 China	6	6	1	00:00:00	100%	\$ 0
 France	5	12	2	00:00:19	40%	\$ 0
 Philippines	5	22	4	00:02:17	60%	\$ 0
 Denmark	4	4	1	00:00:00	100%	\$ 0
 Sweden	4	9	2	00:00:28	75%	\$ 0
 Australia	3	3	1	00:00:00	100%	\$ 0
 Netherlands	3	5	2	00:00:13	67%	\$ 0
 Russia	3	4	1	00:00:20	67%	\$ 0
 Spain	3	14	5	00:00:37	33%	\$ 0
 Unknown	3	25	8	00:04:46	0%	\$ 0
 Belarus	2	4	2	00:04:17	50%	\$ 0
 Czech Republic	2	3	2	00:00:05	50%	\$ 0
 Finland	2	3	2	00:00:19	50%	\$ 0
 Luxembourg	2	2	1	00:00:00	100%	\$ 0
Others	24	37	2	00:00:41	67%	\$ 0

Continent

Continent	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Revenue
North America	8,124	27,810	3	00:02:12	42%	\$ 0
Unknown	1,538	5,226	3	00:02:09	42%	\$ 0
Europe	95	185	2	00:00:38	63%	\$ 0
Asia	33	59	2	00:01:00	73%	\$ 0
Oceania	3	3	1	00:00:00	100%	\$ 0
Africa	2	2	1	00:00:00	100%	\$ 0
Central America	2	5	3	00:00:41	0%	\$ 0
South America	2	2	1	00:00:00	100%	\$ 0

Region

Region	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Revenue
 Wisconsin, United States	4,134	13,960	3	00:02:09	40%	\$ 0
 Unknown	2,953	9,479	3	00:02:03	45%	\$ 0
 Illinois, United States	1,045	4,017	4	00:02:23	37%	\$ 0
 Minnesota, United States	173	943	6	00:05:47	36%	\$ 0
 California, United States	137	422	3	00:01:36	50%	\$ 0
 Missouri, United States	123	418	3	00:01:55	40%	\$ 0
 Virginia, United States	121	183	2	00:00:23	83%	\$ 0
 Oregon, United States	106	262	3	00:01:15	53%	\$ 0
 Florida, United States	80	329	4	00:02:44	33%	\$ 0
 Ohio, United States	72	311	4	00:02:52	33%	\$ 0
 Texas, United States	68	234	3	00:02:12	49%	\$ 0
 Michigan, United States	67	229	3	00:02:45	40%	\$ 0
 Colorado, United States	64	234	4	00:02:52	33%	\$ 0
 Iowa, United States	57	221	4	00:01:57	35%	\$ 0
 Indiana, United States	56	257	5	00:02:52	25%	\$ 0
 Washington, United States	38	130	3	00:02:14	45%	\$ 0
 New York, United States	34	119	4	00:01:15	26%	\$ 0
 Arizona, United States	32	111	4	00:03:21	44%	\$ 0
 Tennessee, United States	32	137	4	00:02:42	28%	\$ 0
 Georgia, United States	27	86	3	00:00:46	37%	\$ 0
 Massachusetts, United States	24	86	4	00:01:41	46%	\$ 0
 British Columbia, Canada	22	22	1	00:00:00	100%	\$ 0
 North Carolina, United States	22	68	3	00:02:19	50%	\$ 0
Others	312	1,034	3	00:01:39	48%	\$ 0

City

City	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Revenue
 Unknown	3,079	9,880	3	00:02:02	45%	\$ 0
 Oconomowoc, Wisconsin, United States	1,216	3,604	3	00:02:02	41%	\$ 0
 Chicago, Illinois, United States	485	1,648	3	00:02:02	40%	\$ 0
 Milwaukee, Wisconsin, United States	437	1,512	4	00:02:01	40%	\$ 0
 Watertown, Wisconsin, United States	318	998	3	00:02:27	40%	\$ 0
 Hartland, Wisconsin, United States	222	586	3	00:01:16	47%	\$ 0
 Waukesha, Wisconsin, United States	200	616	3	00:01:25	43%	\$ 0
 Whitewater, Wisconsin, United States	153	415	3	00:01:14	50%	\$ 0
 Madison, Wisconsin, United States	122	470	4	00:02:43	44%	\$ 0
 Mosinee, Wisconsin, United States	86	226	3	00:01:39	59%	\$ 0
 Boydton, Virginia, United States	83	85	1	00:00:00	99%	\$ 0
 Brookfield, Wisconsin, United States	69	247	4	00:02:31	35%	\$ 0
 Columbia, Missouri, United States	69	184	3	00:01:24	42%	\$ 0
 Delafield, Wisconsin, United States	69	310	5	00:05:05	43%	\$ 0
 Menomonee Falls, Wisconsin, United States	67	269	4	00:02:14	33%	\$ 0
 Mukwonago, Wisconsin, United States	67	195	3	00:01:58	37%	\$ 0
 Boardman, Oregon, United States	58	83	1	00:00:10	64%	\$ 0
 Janesville, Wisconsin, United States	58	235	4	00:01:33	34%	\$ 0
 New Berlin, Wisconsin, United States	58	197	3	00:03:53	36%	\$ 0
 Minneapolis, Minnesota, United States	40	140	4	00:02:33	40%	\$ 0
 Racine, Wisconsin, United States	39	193	5	00:04:00	18%	\$ 0
 Saint Paul, Minnesota, United States	39	150	4	00:04:08	41%	\$ 0
 Sussex, Wisconsin, United States	39	110	3	00:02:19	41%	\$ 0
Others	2,726	10,939	4	00:02:31	38%	\$ 0

Users

There is no data for this report.

Custom Variables

There is no data for this report.

Length of Visits

Visit duration	Visits
0-10s	4,579
11-30s	1,112
31-60s	1,021
1-2 min	1,086
2-4 min	791
4-7 min	472
7-10 min	223
10-15 min	215
15-30 min	263
30+ min	85

Pages per Visit

Pages per visit	Visits
1 page	4,122
2 pages	1,699
3 pages	1,124
4 pages	765
5 pages	486
6-7 pages	615
8-10 pages	465
11-14 pages	266
15-20 pages	157
21+ pages	100

Visits by Visit Number

Visits by Visit Number	Visits	% Visits
1 visit	8,111	83%
2 visits	1,001	10%
3 visits	251	3%
4 visits	108	1%
5 visits	58	1%
6 visits	40	0%
7 visits	31	0%
8 visits	23	0%
9-14 visits	76	1%
15-25 visits	54	1%
26-50 visits	38	0%
51-100 visits	8	0%

101-200 visits	0	0%
201+ visits	0	0%

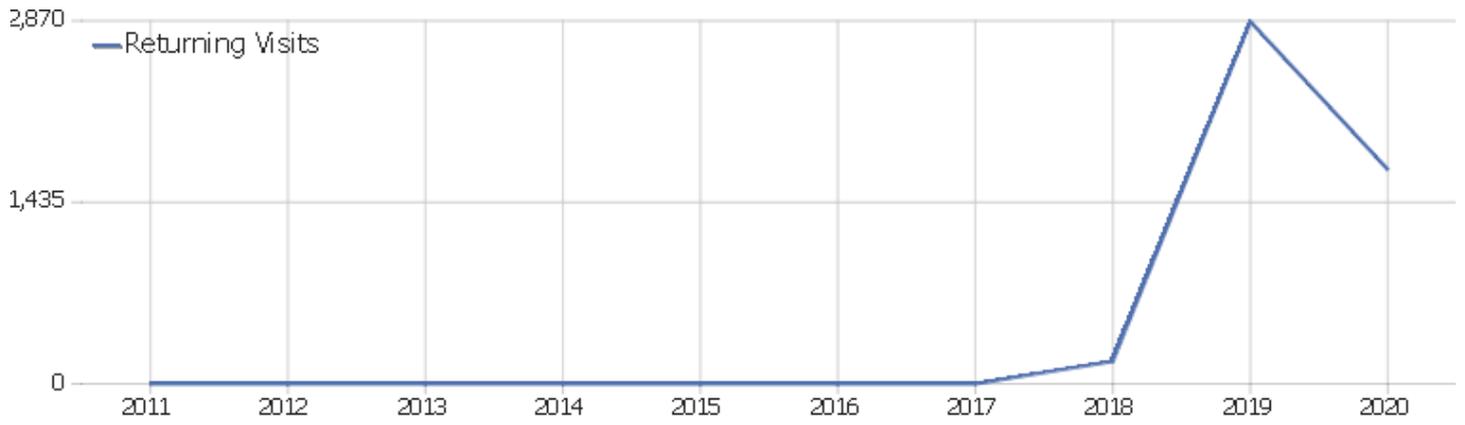
Visits by days since last visit

Visits by days since last visit

Visits

Visits by days since last visit	Visits
New visits	8,105
0 days	1,687
1 day	6
2 days	0
3 days	0
4 days	0
5 days	0
6 days	0
7 days	0
8-14 days	1
15-30 days	0
31-60 days	0
61-120 days	0
121-364 days	0
365+ days	0

Returning Visits



Name	Value
Returning Visits	1,694
Actions by Returning Visits	5,250
Maximum actions in one returning visit	121
Bounce Rate for Returning Visits	56%
Avg. Actions per Returning Visit	3
Avg. Duration of a Returning Visit (in sec)	00:02:51
Unique returning visitors	0
Returning Users	0

Provider

Provider	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
Unknown	9,799	33,292	3	00:02:10	42%	0%

Device type

Device type	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
 Smartphone	5,001	14,574	3	00:01:37	45%	0%
 Desktop	4,176	16,463	4	00:02:46	39%	0%
 Tablet	562	2,143	4	00:02:40	35%	0%
Unknown	47	88	2	00:00:59	64%	0%
 Phablet	11	22	2	00:02:04	45%	0%
Portable media player	2	2	1	00:00:00	100%	0%

Device brand

Device brand	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
Unknown	4,485	17,368	4	00:02:42	40%	0%
 Apple	3,775	11,067	3	00:01:44	45%	0%
 Samsung	1,278	4,044	3	00:01:34	42%	0%
 Motorola	134	367	3	00:01:59	51%	0%
 LG	57	227	4	00:02:49	39%	0%
Amazon	40	157	4	00:02:16	43%	0%
 Google	9	9	1	00:00:00	100%	0%
 Xiaomi	5	9	2	00:03:46	40%	0%
 Huawei	3	3	1	00:00:00	100%	0%
 Lenovo	3	19	6	00:02:25	33%	0%
Vivo	2	9	5	00:02:00	50%	0%
 Alcatel	1	1	1	00:00:00	100%	0%
 Asus	1	1	1	00:00:00	100%	0%
 Nokia	1	2	2	00:00:44	0%	0%
 OnePlus	1	1	1	00:00:00	100%	0%
 Sony	1	4	4	00:01:48	0%	0%
 Tecno Mobile	1	1	1	00:00:00	100%	0%
VK Mobile	1	1	1	00:00:00	100%	0%
 ZTE	1	2	2	00:00:17	0%	0%

Device model

Device model	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
Unknown	4,485	17,368	4	00:02:42	40%	0%
Apple - iPhone	3,445	9,708	3	00:01:35	46%	0%
Apple - iPad	294	1,274	4	00:03:32	31%	0%
Samsung - SM-G950U	172	465	3	00:01:02	46%	0%
Samsung - SM-G960U	149	473	3	00:01:13	38%	0%
Samsung - SM-G973U	98	297	3	00:01:31	47%	0%
Samsung - SM-G965U	73	218	3	00:01:19	48%	0%
Samsung - SM-G970U	65	215	3	00:01:16	42%	0%
Motorola - Moto G	64	153	2	00:02:21	56%	0%
Samsung - SM-G975U	57	211	4	00:01:49	40%	0%
Motorola - o	48	134	3	00:01:03	46%	0%
Samsung - SM-G930R4	40	156	4	00:02:15	43%	0%
Amazon - Kindle Fire	34	141	4	00:02:26	44%	0%
Samsung - SM-N960U	34	104	3	00:02:38	50%	0%
Samsung - SM-N975U	32	114	4	00:01:25	31%	0%
Samsung - SM-A102U	29	116	4	00:03:43	45%	0%
Samsung - SM-G955U	28	108	4	00:01:34	21%	0%
Samsung - SM-A205U	27	60	2	00:02:01	48%	0%
Samsung - SM-N950U	26	60	2	00:00:30	50%	0%
Samsung - GALAXY Tab A 10.1" WiFi (2016)	25	93	4	00:02:57	32%	0%
Samsung - SM-G930V	25	57	2	00:00:43	28%	0%
Samsung - SM-A505U	21	49	2	00:00:43	52%	0%
Samsung - SM-N970U	18	46	3	00:01:00	44%	0%
Others	510	1,672	3	00:01:55	42%	0%

Operating System families

Operating system family	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
 iOS	3,775	11,067	3	00:01:44	45%	0%
 Windows	2,831	11,629	4	00:03:00	38%	0%
 Android	1,813	5,664	3	00:01:41	43%	0%
 Mac	1,097	4,290	4	00:02:30	36%	0%
 GNU/Linux	164	222	1	00:00:11	82%	0%
 Chrome OS	102	397	4	00:02:53	33%	0%
 Unknown	17	23	1	00:01:18	82%	0%

Operating System versions

Operating System versions	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
 Windows 10	2,288	9,999	4	00:03:22	33%	0%
 iOS 13.5	1,659	5,011	3	00:01:45	41%	0%
 iOS 13.3	930	2,546	3	00:01:21	49%	0%
 Mac 10.15	740	2,856	4	00:02:25	37%	0%
 Android 10	734	2,365	3	00:01:32	42%	0%
 Android	575	1,649	3	00:01:32	46%	0%
 iOS 13.4	518	1,291	3	00:01:30	51%	0%
 Windows 7	277	1,149	4	00:02:07	39%	0%
 iOS 12.4	228	849	4	00:03:01	35%	0%
 Windows 8.1	225	420	2	00:00:53	81%	0%
 Android 8.0	179	581	3	00:01:52	39%	0%
 iOS 13.6	173	500	3	00:01:21	47%	0%
 GNU/Linux	141	181	1	00:00:08	82%	0%
 Mac 10.14	136	503	4	00:02:10	35%	0%
 Android 8.1	109	367	3	00:03:03	37%	0%
 Mac 10.13	103	447	4	00:03:17	31%	0%
 Android 6.0	62	193	3	00:01:27	48%	0%
 Android 7.0	56	179	3	00:01:43	39%	0%
 Android 7.1	49	140	3	00:01:44	41%	0%
 iOS 13.1	48	117	2	00:02:01	44%	0%
 Mac 10.12	44	163	4	00:03:16	36%	0%
 iOS 10.3	38	130	3	00:03:14	29%	0%
 Android 5.1	36	161	5	00:02:37	33%	0%
Others	451	1,495	3	00:02:17	48%	0%

Visitor Browser

Browser	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
 Mobile Safari	3,522	10,314	3	00:01:45	45%	0%
 Chrome	2,497	10,606	4	00:03:06	37%	0%
 Chrome Mobile	1,341	4,255	3	00:01:47	41%	0%
 Safari	833	3,080	4	00:02:17	39%	0%
 Internet Explorer	470	1,185	3	00:01:12	61%	0%
 Firefox	259	1,156	5	00:03:43	33%	0%
 Microsoft Edge	235	887	4	00:02:40	31%	0%
 Chrome Mobile iOS	226	671	3	00:01:31	43%	0%
 Samsung Browser	195	582	3	00:01:15	48%	0%
Unknown	174	415	2	00:00:56	51%	0%
 Firefox Mobile	26	87	3	00:02:00	42%	0%
 Android Browser	6	6	1	00:00:00	100%	0%
 Opera	6	22	4	00:02:28	67%	0%
 Opera Mobile	3	3	1	00:00:00	100%	0%
 Chromium	2	10	5	00:03:37	50%	0%
 UC Browser	2	2	1	00:00:00	100%	0%
 Maxthon	1	8	8	00:05:08	0%	0%
 MIUI Browser	1	3	3	00:05:29	0%	0%

Browser version

Browser version	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
 Mobile Safari 13.1	1,843	5,286	3	00:01:43	45%	0%
 Chrome 83.0	815	3,960	5	00:03:17	28%	0%
 Mobile Safari 13.0	790	2,142	3	00:01:24	49%	0%
 Mobile Safari	533	1,609	3	00:01:37	40%	0%
 Safari 13.1	479	1,801	4	00:02:20	37%	0%
 Chrome Mobile 83.0	464	1,513	3	00:01:54	38%	0%
 Internet Explorer 11.0	433	1,146	3	00:01:18	58%	0%
 Chrome 79.0	378	1,560	4	00:03:06	35%	0%
 Chrome 80.0	361	1,488	4	00:03:00	40%	0%
 Chrome 84.0	356	1,701	5	00:03:01	31%	0%
 Chrome 81.0	353	1,386	4	00:04:20	41%	0%
 Chrome Mobile 84.0	283	997	4	00:01:36	42%	0%
 Safari 13.0	253	988	4	00:02:28	36%	0%
 Mobile Safari 12.1	221	797	4	00:02:54	36%	0%
 Chrome Mobile 79.0	172	519	3	00:01:48	42%	0%
 Chrome Mobile 80.0	151	379	3	00:01:21	48%	0%
 Chrome Mobile 81.0	150	467	3	00:01:49	46%	0%
 Chrome Mobile iOS 83.0	102	280	3	00:01:17	44%	0%
 Microsoft Edge 18.18362	89	353	4	00:02:42	29%	0%
 Microsoft Edge 18.18363	84	300	4	00:02:51	39%	0%
 Samsung Browser 12.0	67	185	3	00:00:51	42%	0%
 Chrome Mobile iOS 84.0	50	145	3	00:01:45	48%	0%
 Chrome 64.0	49	54	1	00:00:04	92%	0%
Others	1,323	4,236	3	00:02:04	47%	0%

Browser engines

Browser engine	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
WebKit (Safari, Chrome)	4,795	14,709	3	00:01:49	44%	0%
Blink (Chrome, Opera)	3,848	14,895	4	00:02:38	39%	0%
Trident (IE)	470	1,185	3	00:01:12	61%	0%
Gecko (Firefox)	277	1,201	4	00:03:35	34%	0%
Edge	235	887	4	00:02:40	31%	0%
Unknown	174	415	2	00:00:56	51%	0%



MEMORANDUM

DEPARTMENT

Date: 8/12/20
To: Tourism Commission Members
From: Bob Duffy, Economic Development & Tourism
Re: 2020 Accommodations Tax

RELATES TO THE STRATEGIC PLAN

Strategic Goal- III D: Create Tourism Destination Initiatives

BACKGROUND

2020 has been a challenging year for the tourism industry given the COVID-19 pandemic. Given the reduction in business travelers and the cancellation of activities and events, the City Accommodations tax revenues have been impacted. Currently, collections have been roughly 57% of what was anticipated in the budget.

In addition, as a result of our prior discussions, and the establishment of our 2020 marketing plan, staff was working on implementing several of tourism initiatives. Those primarily were the marketing through the Community Guide, video dissemination, website SEO enhancements, as well as the update to the wayfinding signage system.

Since the pandemic hit, staff has not pursued other opportunities, given the need to ensure our expenditures, can be in greater alignment with the actual revenues realized. That may be a difficult task, given our uncertain times, and if/when travelers can again freely visit our community for business, pleasure, or our natural resources.

Looking forward to our discussion and your industry perspectives given your experience and thoughts related to the current situation.



Typ...	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Remaining
Fund: 255 - TOURISM						
Revenue						
Source: 401 - TAXES						
	192,000.00	192,000.00	6,562.09	36,096.05	-155,903.95	81.20 %
Source: 401 - TAXES Total:	192,000.00	192,000.00	6,562.09	36,096.05	-155,903.95	81.20 %
Source: 408 - MISCELLANEOUS REVENUES						
	2,515.00	2,515.00	50.09	1,251.07	-1,263.93	50.26 %
Source: 408 - MISCELLANEOUS REVENUES Total:	2,515.00	2,515.00	50.09	1,251.07	-1,263.93	50.26 %
Revenue Total:	194,515.00	194,515.00	6,612.18	37,347.12	-157,167.88	80.80 %
Expense						
1 - WAGES AND BENEFITS	92,891.54	92,891.54	6,476.21	52,037.44	40,854.10	43.98 %
2 - PURCHASED SERVICES	31,575.00	31,575.00	150.00	2,561.25	29,013.75	91.89 %
3 - OPERATING SUPPLIES AND EXPENSES	40,695.00	80,695.00	1,046.58	13,064.55	67,630.45	83.81 %
5 - FIXED CHARGES	5,940.00	5,940.00	495.00	3,465.00	2,475.00	41.67 %
7 - CONTRIBUTIONS, GRANTS AND OTHERS	24,000.00	24,000.00	0.00	11,300.00	12,700.00	52.92 %
Expense Total:	195,101.54	235,101.54	8,167.79	82,428.24	152,673.30	64.94 %
Fund: 255 - TOURISM Surplus (Deficit):	-586.54	-40,586.54	-1,555.61	-45,081.12	-4,494.58	-11.07 %
Report Surplus (Deficit):	-586.54	-40,586.54	-1,555.61	-45,081.12	-4,494.58	-11.07 %

Fund Summary

Fund	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)
255 - TOURISM	-586.54	-40,586.54	-1,555.61	-45,081.12	-4,494.58
Report Surplus (Deficit):	-586.54	-40,586.54	-1,555.61	-45,081.12	-4,494.58



		Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Remaining
Fund: 255 - TOURISM							
Revenue							
Source: 401 - TAXES							
255-401-1210-509	PUBLIC ACCOMMODATION TAX	192,000.00	192,000.00	6,562.09	36,096.05	-155,903.95	81.20 %
	Source: 401 - TAXES Total:	192,000.00	192,000.00	6,562.09	36,096.05	-155,903.95	81.20 %
Source: 408 - MISCELLANEOUS REVENUES							
255-408-8110-509	INTEREST ON INVESTMENTS	2,015.00	2,015.00	50.09	971.28	-1,043.72	51.80 %
255-408-8430-509	PURCHASING CARD REBATE	500.00	500.00	0.00	279.79	-220.21	44.04 %
	Source: 408 - MISCELLANEOUS REVENUES Total:	2,515.00	2,515.00	50.09	1,251.07	-1,263.93	50.26 %
	Revenue Total:	194,515.00	194,515.00	6,612.18	37,347.12	-157,167.88	80.80 %
Expense							
Type: 1 - WAGES AND BENEFITS							
255-509-9100-111	TOURISM SALARIES	65,446.48	65,446.48	4,964.25	36,619.08	28,827.40	44.05 %
255-509-9100-151	TOURISM FICA	5,067.47	5,067.47	366.75	2,715.09	2,352.38	46.42 %
255-509-9100-152	TOURISM WRS	4,417.64	4,417.64	338.56	2,534.01	1,883.63	42.64 %
255-509-9100-154	TOURISM HEALTH INS	17,830.42	17,830.42	742.94	9,664.82	8,165.60	45.80 %
255-509-9100-155	TOURISM LIFE INS	129.53	129.53	12.26	81.03	48.50	37.44 %
255-509-9100-164	TOURISM COMP TIME	0.00	0.00	51.45	423.41	-423.41	0.00 %
	Type: 1 - WAGES AND BENEFITS Total:	92,891.54	92,891.54	6,476.21	52,037.44	40,854.10	43.98 %
Type: 2 - PURCHASED SERVICES							
255-509-9100-210	TOURISM OUTSD SVS NON-IT	22,500.00	22,500.00	150.00	750.00	21,750.00	96.67 %
255-509-9100-211	TOURISM PROF SVCS IT	7,500.00	7,500.00	0.00	1,811.25	5,688.75	75.85 %
255-509-9100-241	TOURISM REP/MAINT CONT IT	1,575.00	1,575.00	0.00	0.00	1,575.00	100.00 %
	Type: 2 - PURCHASED SERVICES Total:	31,575.00	31,575.00	150.00	2,561.25	29,013.75	91.89 %
Type: 3 - OPERATING SUPPLIES AND EXPENSES							
255-509-9100-310	TOURISM OFFICE SUPPLIES	250.00	250.00	0.00	0.00	250.00	100.00 %
255-509-9100-311	TOURISM POSTAGE	250.00	250.00	25.42	25.42	224.58	89.83 %
255-509-9100-313	TOURISM PRINTING	2,500.00	2,500.00	0.00	0.00	2,500.00	100.00 %
255-509-9100-320	TOURISM MEMBERSHIPS	250.00	250.00	0.00	0.00	250.00	100.00 %
255-509-9100-324	TOURISM LIC/PERMITS	150.00	150.00	0.00	0.00	150.00	100.00 %
255-509-9100-326	TOURISM PUBLICITY	30,000.00	30,000.00	960.00	9,649.00	20,351.00	67.84 %
255-509-9100-330	TOURISM TRAIN/TRAVEL	1,500.00	1,500.00	0.00	150.00	1,350.00	90.00 %
255-509-9100-332	TOURISM CAR ALLOWANCE	795.00	795.00	61.16	458.70	336.30	42.30 %
255-509-9100-340	TOURISM OPER SUP/EXP	5,000.00	45,000.00	0.00	2,781.43	42,218.57	93.82 %
	Type: 3 - OPERATING SUPPLIES AND EXPENSES Total:	40,695.00	80,695.00	1,046.58	13,064.55	67,630.45	83.81 %
Type: 5 - FIXED CHARGES							
255-509-9100-509	TOURISM TECHNOLOGY	5,940.00	5,940.00	495.00	3,465.00	2,475.00	41.67 %
	Type: 5 - FIXED CHARGES Total:	5,940.00	5,940.00	495.00	3,465.00	2,475.00	41.67 %
Type: 7 - CONTRIBUTIONS, GRANTS AND OTHERS							
255-509-9100-720	TOURISM DONATIONS	24,000.00	24,000.00	0.00	11,300.00	12,700.00	52.92 %
	Type: 7 - CONTRIBUTIONS, GRANTS AND OTHERS Total:	24,000.00	24,000.00	0.00	11,300.00	12,700.00	52.92 %
	Expense Total:	195,101.54	235,101.54	8,167.79	82,428.24	152,673.30	64.94 %
	Fund: 255 - TOURISM Surplus (Deficit):	-586.54	-40,586.54	-1,555.61	-45,081.12	-4,494.58	-11.07 %
	Report Surplus (Deficit):	-586.54	-40,586.54	-1,555.61	-45,081.12	-4,494.58	-11.07 %

Group Summary

Typ...	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Remaining
Fund: 255 - TOURISM						
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Source: 401 - TAXES						
	192,000.00	192,000.00	6,562.09	36,096.05	-155,903.95	81.20 %
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Expense						
1 - WAGES AND BENEFITS	92,891.54	92,891.54	6,476.21	52,037.44	40,854.10	43.98 %
2 - PURCHASED SERVICES	31,575.00	31,575.00	150.00	2,561.25	29,013.75	91.89 %
3 - OPERATING SUPPLIES AND EXPENSES	40,695.00	80,695.00	1,046.58	13,064.55	67,630.45	83.81 %
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Fund Summary

Fund	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)
255 - TOURISM	-586.54	-40,586.54	-1,555.61	-45,081.12	-4,494.58
Report Surplus (Deficit):	-586.54	-40,586.54	-1,555.61	-45,081.12	-4,494.58

Oconomowoc Tourism 2020 Marketing



2020 VisitOconomowoc Advertising Goals

To generate more traffic to VisitOconomowoc.com through digital strategies. To shift focus of tourism funds to digital formats including SEO, Google Ads, Social Media and Email Marketing. Maintain some print promotion but in a more non-traditional manner.

Website Promotion

Method	Provider	Cost
SEO Engagement	LegitClick Media	\$100/hour or \$400-\$600/month*
Google Ads	Digital Media Lab	\$540-\$810 for 220-330 website clicks

*Could request a quote from Digital Media for SEO services. They do not offer a price until an initial website audit.

Digital Marketing

Method	Provider	Cost
Email Marketing	Digital Media Lab	\$395/month for 10,000 emails to targeted recipients from verified lists. We write/design content, they distribute to their lists.
Video Promotion	Discover Wisconsin	\$500/first video; \$200/thereafter. Videos will go on Discover WI app, website and social media. Quick stats: Discover Wisconsin has 167,000 Facebook followers; 50,000 web visitors/month; 200/day
Journal-Topics.com Website Advertising	Journal & Topics Newspapers	Minimum impression investment is 30 million impressions - \$140 options are leaderboard ad on top of page, ad in daily emailed newsletter and rail ad on website that shows up on mobile devices as well
Events Email Program	Travel Wisconsin	\$350 per deployment to 145K opt-in email subscribers. Will receive a list featuring upcoming events.
Deals Program	Travel Wisconsin	\$250 per submission. This is primarily focused on Lodging

Print Marketing

Method	Provider	Cost
4 page jacket	Lake Country NOW/Milwaukee Journal Sentinel	\$1,870 per zone. Subscribers per zone varies from around 1,500-2,000 per zone depending on where we target ie Milwaukee, Whitefish Bay, Waukesha
Copywriting and Media Outreach	Carla Minsky	\$2,000 for story, media pitch and ownership of story for distribution online and social media
Stickies	Journal & Topics Newspapers	\$750 for 5,000 sticky note style ads placed on front of JT newspapers



MEMORANDUM

DEPARTMENT

Date: 8-12-20
To: Tourism Commission
From: Bob Duffy, Economic Development & Tourism
Re: 2021 Budget Discussion

RELATES TO THE STRATEGIC PLAN

Strategic Goal- III D Create Tourism Destination Initiatives

BACKGROUND

Staff had prepared a budget and provided to the City Finance Staff for review in June as required. Attached is the financial report that includes the request, as well as the adjustments made by finance based on their projections.

In prior years, Tourism staff has always tried to ensure that the expenditures did not exceed revenues. As we all know, in 2020 it has been difficult to do so given the drastic decline with the COVID-19 pandemic.

There are several considerations that we should discuss to determine how to proceed:

- Can dollars be shifted from promotional line item to assist in finding a portion of the continuation of the Marketing position?
- For 2021, what levels should we provide support to organizations and events given the decline in available funds?
- Should 2021 promotional efforts be exclusively website, social media and online?
- Are there other opportunities and/or initiatives be explored that are high impact and low investment? Thoughts?



		Total Budget	Total Activity	2019 Total Budget	2019 Total Activity	2020 Total Budget	2020 YTD Activity	Defined Budgets 2020 2020 Estimate	2021 2021 Dept Requests	2021 2021 Finance Review
Fund: 255 - TOURISM										
Revenue										
Source: 401 - TAXES										
255-401-1210-509	PUBLIC ACCOMMODATION TAX	0.00	0.00	191,000.00	179,488.91	192,000.00	29,533.96	59,000.00	190,000.00	79,950.00
Budget Notes										
Budget Code										
Description										
2020 Estimate	Variance from budget is due to a substantial decrease in room tax revenue due to the Covid pandemic.									
Total room tax estimate of \$111,000 allocated between the General and Tourism Funds.										
2021 Finance Review	Anticipating Covid will continue to impact room tax into 2021. Total room tax budget of \$150,000 allocated between the General and Tourism Funds.									
Budget Detail										
Budget Code										
Description										
Units										
Price										
Amount										
2021 Finance Review	Room Tax at 6%		0.00	0.00	-79,950.00					
Source: 401 - TAXES Total:		0.00	0.00	191,000.00	179,488.91	192,000.00	29,533.96	59,000.00	190,000.00	79,950.00
Source: 408 - MISCELLANEOUS REVENUES										
255-408-8110-509	INTEREST ON INVESTMENTS	0.00	0.00	1,000.00	2,835.46	2,015.00	921.19	1,200.00	2,500.00	1,000.00
Budget Notes										
Budget Code										
Description										
2020 Estimate	Estimate down from budget due to COVID impact on interest rates.									
2021 Finance Review	Budget decreased due to COVID impact on interest rates.									
Budget Detail										
Budget Code										
Description										
Units										
Price										
Amount										
2021 Finance Review	Interest on investments		0.00	0.00	-1,000.00					
255-408-8430-509	PURCHASING CARD REBATE	0.00	0.00	200.00	1,520.44	500.00	279.79	500.00	1,000.00	1,000.00
Budget Notes										
Budget Code										
Description										
2021 Finance Review	Budget based on historical average									
Budget Detail										
Budget Code										
Description										
Units										
Price										
Amount										
2021 Finance Review	Purchasing Card rebates		0.00	0.00	-1,000.00					

Budget Worksheet

For Fiscal: 2020 Period Ending: 06/30/2020

		Defined Budgets								
		Total Budget	Total Activity	2019 Total Budget	2019 Total Activity	2020 Total Budget	2020 YTD Activity	2020 2020 Estimate	2021 2021 Dept Requests	2021 2021 Finance Review
255-408-8501-509	DONATIONS - INDIVIDUALS/ORGS	0.00	0.00	5,935.00	5,935.00	0.00	0.00	0.00	0.00	0.00
255-408-8505-509	DONATIONS - TAX EXEMPT ORG	0.00	0.00	26,500.00	26,500.00	0.00	0.00	0.00	0.00	0.00
Source: 408 - MISCELLANEOUS REVENUES Total:		0.00	0.00	33,635.00	36,790.90	2,515.00	1,200.98	1,700.00	3,500.00	2,000.00
Revenue Total:		0.00	0.00	224,635.00	216,279.81	194,515.00	30,734.94	60,700.00	193,500.00	81,950.00

Budget Worksheet

For Fiscal: 2020 Period Ending: 06/30/2020

							Defined Budgets			
		Total Budget	Total Activity	2019 Total Budget	2019 Total Activity	2020 Total Budget	2020 YTD Activity	2020 2020 Estimate	2021 2021 Dept Requests	2021 2021 Finance Review
Expense										
Type: 1 - WAGES AND BENEFITS										
255-509-9100-111	TOURISM SALARIES	0.00	0.00	52,683.31	52,979.29	65,446.48	31,654.83	65,899.79	67,207.97	67,544.05
Budget Notes										
Budget Code		Description								
2021 Finance Review		Economic Development Director- 25% Community Outreach and Services Assistant- 25% Planner/ Community Development Specialist- 25% Deputy Clerk- 5% Administrative Assistant- 5%								
Budget Detail										
Budget Code		Description	Units	Price	Amount					
2021 Finance Review		Imported from PB Budget Code: 2021.9 W&B I	0.00	0.00	67,544.05					
255-509-9100-151	TOURISM FICA	0.00	0.00	4,887.37	4,643.34	5,067.47	2,348.34	5,102.17	5,202.22	5,227.94
Budget Notes										
Budget Code		Description								
2021 Finance Review		Employer share of Social Security and Medicare								
Budget Detail										
Budget Code		Description	Units	Price	Amount					
2021 Finance Review		Imported from PB Budget Code: 2021.9 W&B I	0.00	0.00	5,227.94					
255-509-9100-152	TOURISM WRS	0.00	0.00	4,132.54	4,150.56	4,417.64	2,195.45	4,448.24	4,536.54	4,559.22
Budget Notes										
Budget Code		Description								
2021 Finance Review		Employer share of required contribution								
Budget Detail										
Budget Code		Description	Units	Price	Amount					
2021 Finance Review		Imported from PB Budget Code: 2021.9 W&B I	0.00	0.00	4,559.22					
255-509-9100-153	TOURISM SICK LEAVE	0.00	0.00	4,351.19	2,871.18	0.00	0.00	0.00	0.00	0.00
255-509-9100-154	TOURISM HEALTH INS	0.00	0.00	16,225.54	16,596.24	17,830.42	8,921.88	17,830.43	18,543.60	18,543.60
Budget Notes										
Budget Code		Description								
2021 Finance Review		Employer share of premiums								

Budget Worksheet

For Fiscal: 2020 Period Ending: 06/30/2020

					Defined Budgets						
					2019	2019	2020	2020	2020	2021	2021
					Total Budget	Total Activity	Total Budget	YTD Activity	2020 Estimate	2021 Dept Requests	2021 Finance Review
Budget Detail											
Budget Code	Description	Units	Price	Amount							
2021 Finance Review	Imported from PB Budget Code: 2021.9 W&B I	0.00	0.00	18,543.60							
255-509-9100-155	TOURISM LIFE INS	0.00	0.00	117.46	134.10	129.53	68.77	135.54	135.53	135.53	
Budget Notes											
Budget Code	Description										
2021 Finance Review	Employer share of premiums										
Budget Detail											
Budget Code	Description	Units	Price	Amount							
2021 Finance Review	Imported from PB Budget Code: 2021.9 W&B I	0.00	0.00	135.53							
255-509-9100-156	TOURISM VACATION	0.00	0.00	3,640.36	3,611.69	0.00	0.00	0.00	0.00	0.00	
255-509-9100-157	TOURISM HOLIDAY	0.00	0.00	2,417.33	1,155.17	0.00	0.00	0.00	0.00	0.00	
255-509-9100-164	TOURISM COMP TIME	0.00	0.00	0.00	2,926.39	0.00	371.96	0.00	0.00	0.00	
Type: 1 - WAGES AND BENEFITS Total:		0.00	0.00	88,455.10	89,067.96	92,891.54	45,561.23	93,416.17	95,625.86	96,010.34	
Type: 2 - PURCHASED SERVICES											
255-509-9100-210	TOURISM OUTSD SVS NON-IT	0.00	0.00	22,500.00	400.00	22,500.00	600.00	12,500.00	13,000.00	13,000.00	
Budget Notes											
Budget Code	Description										
2021 Finance Review	Downtown Murals - \$10,000										
2021 Finance Review	Festival Week Fireworks - \$3,000										
Budget Detail											
Budget Code	Description	Units	Price	Amount							
2021 Finance Review	Outside Prof Services	0.00	0.00	13,000.00							
255-509-9100-211	TOURISM PROF SVCS IT	0.00	0.00	7,500.00	4,179.00	7,500.00	1,811.25	5,000.00	10,500.00	10,500.00	
Budget Detail											
Budget Code	Description	Units	Price	Amount							
2021 Finance Review	Tourism photo and video services	0.00	0.00	3,500.00							
2021 Finance Review	Tourism web enhancement services	0.00	0.00	5,000.00							
2021 Finance Review	Tourism website hosting	0.00	0.00	2,000.00							
255-509-9100-241	TOURISM REP/MAINT CONT IT	0.00	0.00	1,575.00	1,575.00	1,575.00	0.00	1,575.00	1,575.00	1,575.00	

Budget Worksheet

For Fiscal: 2020 Period Ending: 06/30/2020

		Total Budget	Total Activity	2019 Total Budget	2019 Total Activity	2020 Total Budget	2020 YTD Activity	Defined Budgets 2020 2020 Estimate	2021 2021 Dept Requests	2021 2021 Finance Review
Budget Detail										
Budget Code	Description	Units	Price	Amount						
2021 Finance Review	Technology/IT	0.00	0.00	1,575.00						
Type: 2 - PURCHASED SERVICES Total:		0.00	0.00	31,575.00	6,154.00	31,575.00	2,411.25	19,075.00	25,075.00	25,075.00
Type: 3 - OPERATING SUPPLIES AND EXPENSES										
255-509-9100-310	TOURISM OFFICE SUPPLIES	0.00	0.00	100.00	0.00	250.00	0.00	250.00	250.00	250.00
Budget Detail										
Budget Code	Description	Units	Price	Amount						
2021 Finance Review	Office supplies	0.00	0.00	250.00						
255-509-9100-311	TOURISM POSTAGE	0.00	0.00	500.00	253.73	250.00	0.00	250.00	250.00	250.00
Budget Detail										
Budget Code	Description	Units	Price	Amount						
2021 Finance Review	Postage	0.00	0.00	250.00						
255-509-9100-313	TOURISM PRINTING	0.00	0.00	1,500.00	666.78	2,500.00	0.00	1,500.00	1,500.00	1,500.00
Budget Detail										
Budget Code	Description	Units	Price	Amount						
2021 Finance Review	Printing tourism brochures	0.00	0.00	1,500.00						
255-509-9100-320	TOURISM MEMBERSHIPS	0.00	0.00	300.00	200.00	250.00	0.00	250.00	250.00	250.00
Budget Detail										
Budget Code	Description	Units	Price	Amount						
2021 Finance Review	WI Tourism	0.00	0.00	250.00						
255-509-9100-324	TOURISM LIC/PERMITS	0.00	0.00	150.00	150.00	150.00	0.00	150.00	150.00	150.00
Budget Detail										
Budget Code	Description	Units	Price	Amount						
2021 Finance Review	Licenses and Permits	0.00	0.00	150.00						
255-509-9100-326	TOURISM PUBLICITY	0.00	0.00	33,560.00	35,046.10	30,000.00	8,689.00	18,000.00	32,200.00	32,200.00
Budget Notes										
Budget Code	Description									
2020 Estimate	Anticipate room tax receipts being down									
Budget Detail										
Budget Code	Description	Units	Price	Amount						
2021 Finance Review	Comm. Center - Community Guide Promotion	0.00	0.00	900.00						
2021 Finance Review	Community Center - Bridal Guide	0.00	0.00	300.00						
2021 Finance Review	Copywriting & Media Outreach	0.00	0.00	4,000.00						

Budget Worksheet

For Fiscal: 2020 Period Ending: 06/30/2020

		Defined Budgets								
		2019	2019	2020	2020	2020	2020	2021	2021	2021
		Total Budget	Total Activity	Total Budget	Total Activity	Total Budget	YTD Activity	2020 Estimate	2021 Dept Requests	2021 Finance Review
2021 Finance Review	Email Marketing & Promotions	0.00	0.00	5,000.00						
2021 Finance Review	Google Tourism/Event Ads	0.00	0.00	1,000.00						
2021 Finance Review	Journal & Topics Web Advertising	0.00	0.00	3,000.00						
2021 Finance Review	Lake Country Now Event Guides	0.00	0.00	2,000.00						
2021 Finance Review	Premiere Bride - Comm. Center	0.00	0.00	1,000.00						
2021 Finance Review	Tourism Community Guide & Map Promotions	0.00	0.00	3,500.00						
2021 Finance Review	Toursim Promotional	0.00	0.00	3,000.00						
2021 Finance Review	Travel WI Deals Program	0.00	0.00	1,000.00						
2021 Finance Review	Travel WI Promotional Efforts	0.00	0.00	5,000.00						
2021 Finance Review	Website Engagement Promotions	0.00	0.00	2,500.00						
255-509-9100-330	TOURISM TRAIN/TRAVEL	0.00	0.00	1,500.00	0.00	1,500.00	150.00	500.00	1,750.00	1,750.00
Budget Detail										
Budget Code	Description	Units	Price	Amount						
2021 Finance Review	WI Association of Visitors Bureaus	0.00	0.00	1,750.00						
255-509-9100-332	TOURISM CAR ALLOWANCE	0.00	0.00	795.00	795.08	795.00	397.54	795.02	795.02	795.02
Budget Detail										
Budget Code	Description	Units	Price	Amount						
2021 Finance Review	Imported from PB Budget Code: 2021.9 W&B I	0.00	0.00	795.02						
255-509-9100-340	TOURISM OPER SUP/EXP	0.00	0.00	37,435.00	34,894.07	45,000.00	2,781.43	44,000.00	5,000.00	5,000.00
Budget Detail										
Budget Code	Description	Units	Price	Amount						
2021 Finance Review	Clock Tower Music subscription	0.00	0.00	250.00						
2021 Finance Review	Downtown banner replacements	0.00	0.00	3,000.00						
2021 Finance Review	Tourism inquiry materials	0.00	0.00	1,750.00						
Type: 3 - OPERATING SUPPLIES AND EXPENSES Total:		0.00	0.00	75,840.00	72,005.76	80,695.00	12,017.97	65,695.02	42,145.02	42,145.02
Type: 5 - FIXED CHARGES										
255-509-9100-509	TOURISM TECHNOLOGY	0.00	0.00	5,160.00	5,160.00	5,940.00	2,970.00	5,940.00	6,970.00	6,970.00
Budget Detail										
Budget Code	Description	Units	Price	Amount						
2021 Finance Review	Tech-System Support, Repairs, Maint, Depr	0.00	0.00	6,970.00						
Type: 5 - FIXED CHARGES Total:		0.00	0.00	5,160.00	5,160.00	5,940.00	2,970.00	5,940.00	6,970.00	6,970.00

Budget Worksheet

For Fiscal: 2020 Period Ending: 06/30/2020

				2019		2020		Defined Budgets		
		Total Budget	Total Activity	Total Budget	Total Activity	Total Budget	YTD Activity	2020 Estimate	2021 Dept Requests	2021 Finance Review
Type: 7 - CONTRIBUTIONS, GRANTS AND OTHERS										
255-509-9100-720	TOURISM DONATIONS	0.00	0.00	23,500.00	17,150.00	24,000.00	11,300.00	14,000.00	24,000.00	24,000.00
Budget Notes										
Budget Code Description										
2020 Estimate Tourism not donating to the German Christmas Market and Festival Week as events were cancelled due to COVID.										
Budget Detail										
Budget Code	Description	Units	Price	Amount						
2021 Finance Review	Bands at the Beach	0.00	0.00	2,000.00						
2021 Finance Review	Chamber of Commerce sponsor	0.00	0.00	3,500.00						
2021 Finance Review	Downtown Amenities	0.00	0.00	3,500.00						
2021 Finance Review	Downtown Oconomowoc Business Association	0.00	0.00	3,500.00						
2021 Finance Review	Downtown Plantings	0.00	0.00	2,000.00						
2021 Finance Review	Festival Week	0.00	0.00	2,500.00						
2021 Finance Review	German Christmas Market	0.00	0.00	4,000.00						
2021 Finance Review	Moonlit Movies	0.00	0.00	3,000.00						
Type: 7 - CONTRIBUTIONS, GRANTS AND OTHERS Total:		0.00	0.00	23,500.00	17,150.00	24,000.00	11,300.00	14,000.00	24,000.00	24,000.00
Expense Total:		0.00	0.00	224,530.10	189,537.72	235,101.54	74,260.45	198,126.19	193,815.88	194,200.36
Fund: 255 - TOURISM Surplus (Deficit):		0.00	0.00	104.90	26,742.09	-40,586.54	-43,525.51	-137,426.19	-315.88	-112,250.36
Report Surplus (Deficit):		0.00	0.00	104.90	26,742.09	-40,586.54	-43,525.51	-137,426.19	-315.88	-112,250.36

Group Summary

Typ...	Total Budget	Total Activity	2019		2020		Defined Budgets		2021	2021
			Total Budget	Total Activity	Total Budget	YTD Activity	2020 Estimate	2021 Dept Requests	2021 Finance Review	
Fund: 255 - TOURISM										
Revenue										
Source: 401 - TAXES										
	0.00	0.00	191,000.00	179,488.91	192,000.00	29,533.96	59,000.00	190,000.00		79,950.00
Source: 401 - TAXES Total:	0.00	0.00	191,000.00	179,488.91	192,000.00	29,533.96	59,000.00	190,000.00		79,950.00
Source: 408 - MISCELLANEOUS REVENUES										
	0.00	0.00	33,635.00	36,790.90	2,515.00	1,200.98	1,700.00	3,500.00		2,000.00
Source: 408 - MISCELLANEOUS REVENUES Total:	0.00	0.00	33,635.00	36,790.90	2,515.00	1,200.98	1,700.00	3,500.00		2,000.00
Revenue Total:	0.00	0.00	224,635.00	216,279.81	194,515.00	30,734.94	60,700.00	193,500.00		81,950.00

Budget Worksheet

For Fiscal: 2020 Period Ending: 06/30/2020

Typ...	Total Budget	Total Activity	2019		2020		Defined Budgets		
			Total Budget	Total Activity	Total Budget	YTD Activity	2020 Estimate	2021 Dept Requests	2021 Finance Review
Expense									
1 - WAGES AND BENEFITS	0.00	0.00	88,455.10	89,067.96	92,891.54	45,561.23	93,416.17	95,625.86	96,010.34
2 - PURCHASED SERVICES	0.00	0.00	31,575.00	6,154.00	31,575.00	2,411.25	19,075.00	25,075.00	25,075.00
3 - OPERATING SUPPLIES AND EXPENSES	0.00	0.00	75,840.00	72,005.76	80,695.00	12,017.97	65,695.02	42,145.02	42,145.02
5 - FIXED CHARGES	0.00	0.00	5,160.00	5,160.00	5,940.00	2,970.00	5,940.00	6,970.00	6,970.00
7 - CONTRIBUTIONS, GRANTS AND OTHERS	0.00	0.00	23,500.00	17,150.00	24,000.00	11,300.00	14,000.00	24,000.00	24,000.00
Expense Total:	0.00	0.00	224,530.10	189,537.72	235,101.54	74,260.45	198,126.19	193,815.88	194,200.36
Fund: 255 - TOURISM Surplus (Deficit):	0.00	0.00	104.90	26,742.09	-40,586.54	-43,525.51	-137,426.19	-315.88	-112,250.36
Report Surplus (Deficit):	0.00	0.00	104.90	26,742.09	-40,586.54	-43,525.51	-137,426.19	-315.88	-112,250.36

Fund Summary

Fund	Total Budget	Total Activity	2019		2020		Defined Budgets		2021	2021
			Total Budget	Total Activity	Total Budget	Total Activity	2020 YTD Activity	2020 2020 Estimate	2021 Dept Requests	2021 Finance Review
255 - TOURISM	0.00	0.00	104.90	26,742.09	-40,586.54	-43,525.51	-137,426.19	-315.88	-112,250.36	
Report Surplus (Deficit):	0.00	0.00	104.90	26,742.09	-40,586.54	-43,525.51	-137,426.19	-315.88	-112,250.36	



MEMORANDUM

DEPARTMENT

Date: 8-12-2020
To: Tourism Commission
From: Bob Duffy, Economic Development & Tourism
Re: Accommodations Tax Ordinance Amendment

RELATES TO THE STRATEGIC PLAN

Strategic Goal- III D Create Tourism Destination Initiatives

BACKGROUND

Since 1998, the City has had an Accommodations tax on lodging room nights. The current ordinance is at 6%, with a 1% credit for prompt reporting and tax payments to the City. These revenues are used by the City (46%), and to fund tourism promotion and development initiatives.

During the 2020 budget process, it was suggested to review and consider increasing the tax to the maximum amount allowed by Wisconsin Statutes. Staff has drafted the attached red line version of a proposed amendment to the accommodations tax (municipal code section 3.08) ordinance. It appears all the WI statute references are still valid. Given recent changes have also added short term rental and lodging marketplace which are now defined in the statute. Increased late penalty fee as recommended by finance. In addition, the tax would be increased to 8%, and elimination of the 1% credit for monthly reporting.

It is my intent to obtain a recommendation from the the Tourism Commission at their meeting on August 17th. The ordinance amendment, could then proceed to the finance committee either individually or in conjunction with the budget process. Have proposed an effective date of January 1st, consistent with the 2021 budget.

3.08 - ROOM TAX. (Cr. #86-0170)

- (1) Pursuant to §66.0615, Wis. Stats., for the privilege of furnishing at retail rooms or lodging to transients by hotel keepers, motel operators or other persons furnishing accommodations that are available to the public, irrespective of whether membership is required for use of the accommodations, a tax is hereby imposed upon the retailers at the rate of 8 percent of the gross receipts for the lease or rental of such accommodations, rooms or lodging within the City effective April 1, 2007. (Am. #07-O689) **January 1, 2021.**
- (2) In this section "hotel," "motel" **"short term rental"**, **"lodging marketplace"**, and "transient" have the meaning set forth in §77.52(2)(a)1., Wis. Stats.
- (3) Any tax so imposed shall not be subject to the selective sales tax imposed by §77.52(2)(a)1., Wis. Stats.
- (4) Each retailer, **short term rental, and/or lodging marketplace** engaged in furnishing such accommodations, rooms or lodging as defined in this section shall submit a monthly report to the City Treasurer's office showing the gross receipts from furnishing such accommodations, rooms or lodging, along with a copy of his/her State sales tax report for such business and the effective percentage tax for the gross receipts as reported by not later than the tenth of each month for the receipts of the preceding month.
- (5) ~~For collecting and reporting the room tax imposed on the retailer and the accounting connected therewith, retailers may deduct one percent of the total room tax payable each reporting period as administrative expenses if the payment of the taxes is not delinquent.~~
- (6) All unpaid taxes shall bear interest at the legal rate from the due date of the return. Failure to pay the tax or delinquent payment of such taxes shall be subject to a \$10.00 **25.00** late filing penalty in addition to the interest imposed herein.
- (7) If a false or fraudulent return is filed with the intent in either case to defeat or evade the tax imposed by this section, a penalty of 50 percent of the tax due shall be paid in addition to the tax interest and late filing penalty.
- (8) As a means of enforcing the collection of any room tax imposed under subsection (1), the City may:
 - (a) Whenever it has probable cause to believe that the correct amount of room tax has not been assessed or that the tax return is not correct, inspect and audit the financial records of any person subject to subsection (1) pertaining to the furnishing of accommodations to determine whether or not the correct amount of room tax is assessed and whether or not any room tax return is correct.
 - (b) Any person subject to subsection (1) who fails to comply with a request to inspect and audit the person's financial records under par. (a) shall be subject to a forfeiture of 5 percent of the tax determined under subsection (1) or par. (c).
 - (c) Determine the tax under subsection (1) according to its best judgment if any person required to make a return fails, neglects or refuses to do so for the amount in the manner and form and within the time prescribed by the City.
 - (d) Require each person who is subject to par. (c) to pay an amount of taxes the City determines to be due under par. (c), plus interest at the rate of one percent per month on the unpaid balance. No refund or modification of the payment determined may be granted until the person files a correct room tax return and permits the City to inspect and audit his/her financial records under par. (a).
 - (e) There is hereby imposed a forfeiture of 25 percent of the room tax due for the previous year under subsection (1), par. (c) or \$5,000.00, whichever is less, for failure to pay the tax under subsection (1).
- (9) The information obtained under subsection (8) shall be kept in confidence by those inspecting and auditing the financial records, unless such information is being used in the discharge of duties

imposed by law or of the duties of their office or by order of the court. Any person violating this subsection shall forfeit not less than \$100.00 nor more than \$500.00.



MEMORANDUM

DEPARTMENT

Date: 8-12-20
To: Tourism Commission
From: Bob Duffy – Economic Development & Tourism
Re: 'Nalytix Model Community Proposal

RELATES TO THE STRATEGIC PLAN

Strategic Goal- III D Create Tourism Destination Initiatives

BACKGROUND

City Tourism staff was approached by a Lake Country entity that is building a model to enable digitally connected, data-driven, omni-channel local communities. Oconomowoc was approached given our progressive community and thriving business environment.

In meeting with the representatives, the concept is to develop a local App for dining, shopping, events, and community information. For those that have been around a while, you may recall the City did pursue an App in 2012 that unfortunately did not succeed. Interestingly, when I shared that they indicated, that our attempt may have been ahead of its time at that point. During our current environment, more are using available digital resources to access food, goods and information.

I have attached the concept presentation for your review. It is 'Nalytix hope to initially launch a local drink&dine App for Oconomowoc, and then move into the other areas in the future. It was indicated that as a model community there would be no cost to become involved.

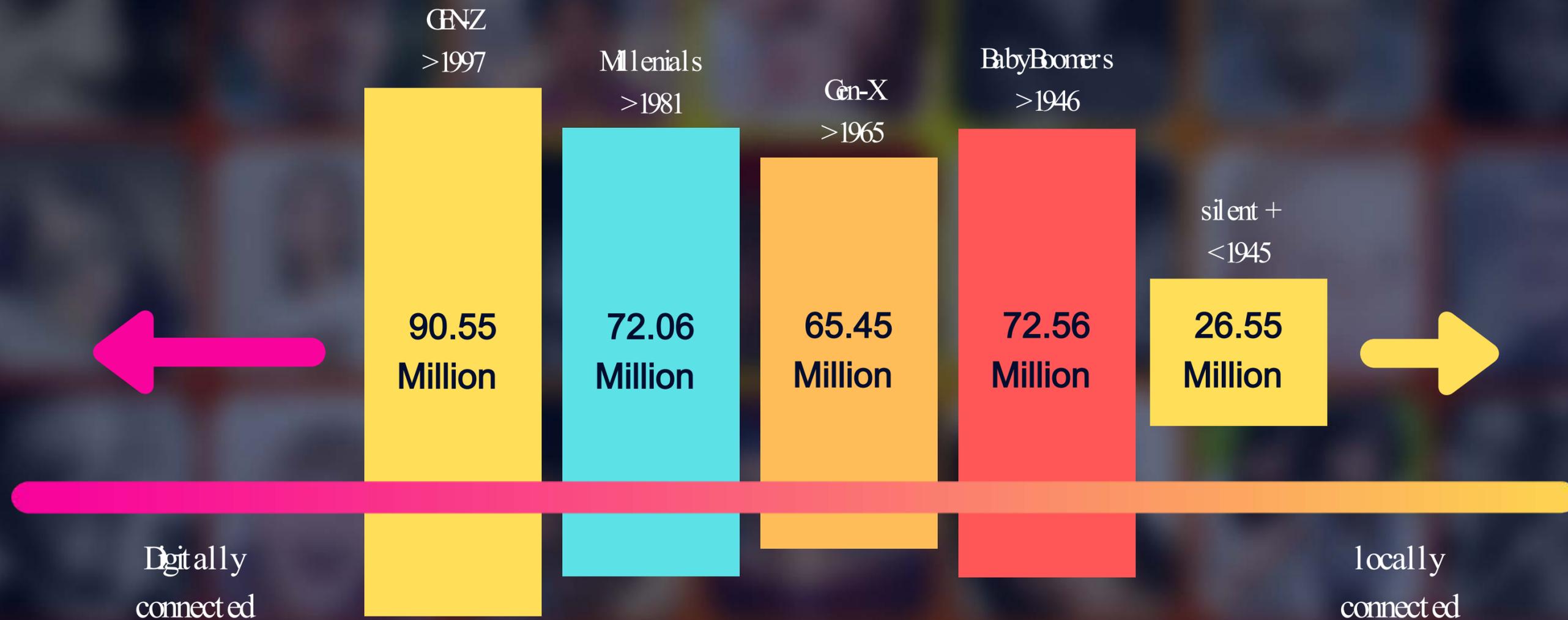
Wanted to gather the Tourism Commissioners thoughts, and determine if there is interest in pursuing, and potentially have the representatives share their idea at a future meeting.



let's talk local communities
and how they are changing?

US POPULATION BREAKDOWN?

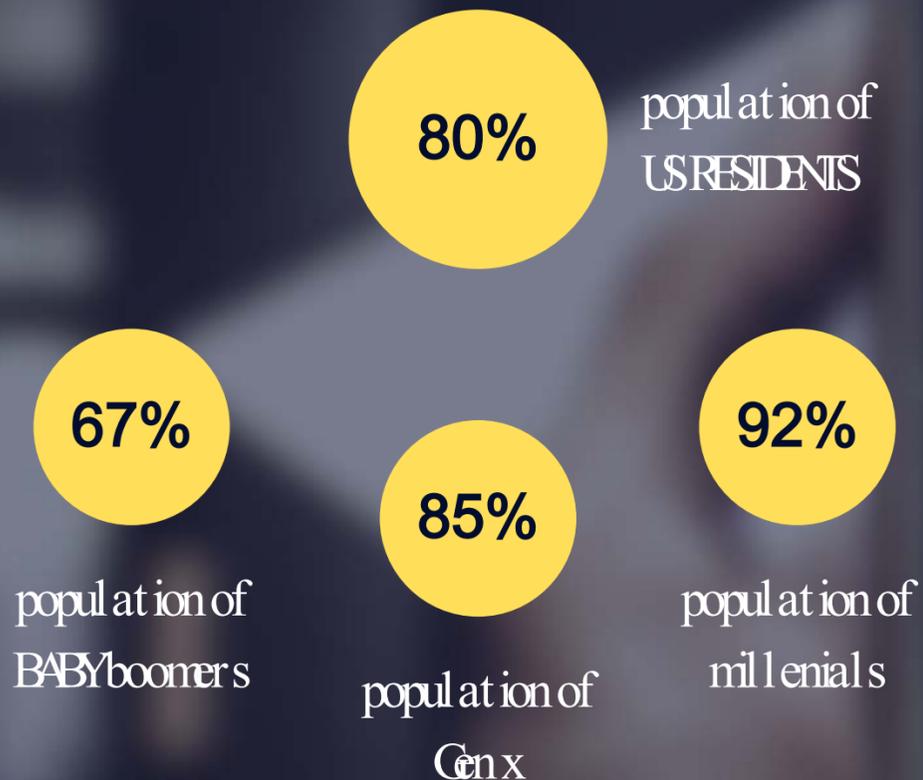
And transition from locally connected to digitally connected



the connected generation - Can we really go by age?

Here are some statistics and that we should be aware of

Smartphone Owners



TIMESPENT



use only smartphones to stay connected

Percentage of US adults that do not have broadband at home



as a community, are we ready for gen-c?

Here is what the connected generation wants



Access to information

The connected generation is used to getting real-time access to information, at their fingertips



great experiences

They don't just want services, they want great services and want the ability to rate their experiences and talk about it.



PERSONALIZATION

The connected generation expects personalized services. They want to know the servicer and expect the same back.



ability to give back

the connected generation tends to be philanthropic. They want to connect with the human side of the community.

a retail example

let's learn from Amazon



app provided real-time access



APP provided PERSONALIZED recommendations



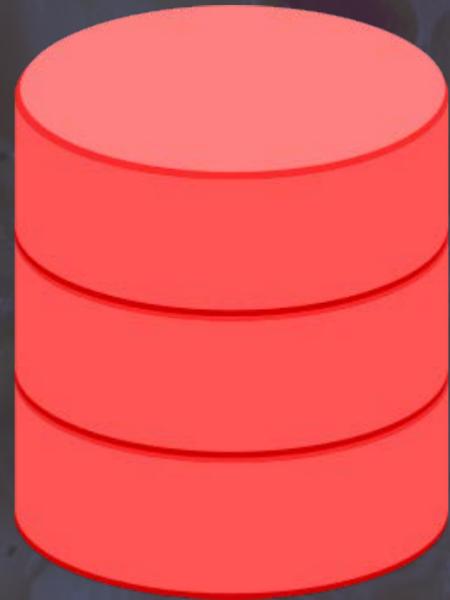
AMAZON WAS CUSTOMER FOCUSED, CREATING GREAT EXPERIENCES



Source: Yahoo Finance (peak value in 2004), Google Finance (values for Dec. 30, 2014)

KEY INGREDIENT FOR SUCCESS

What made them successful? How were they able to cater to every individual



DATA

AMAZON VS BARNES AND NOBLE

AMAZON VS BRICK AND MORTAR RETAIL

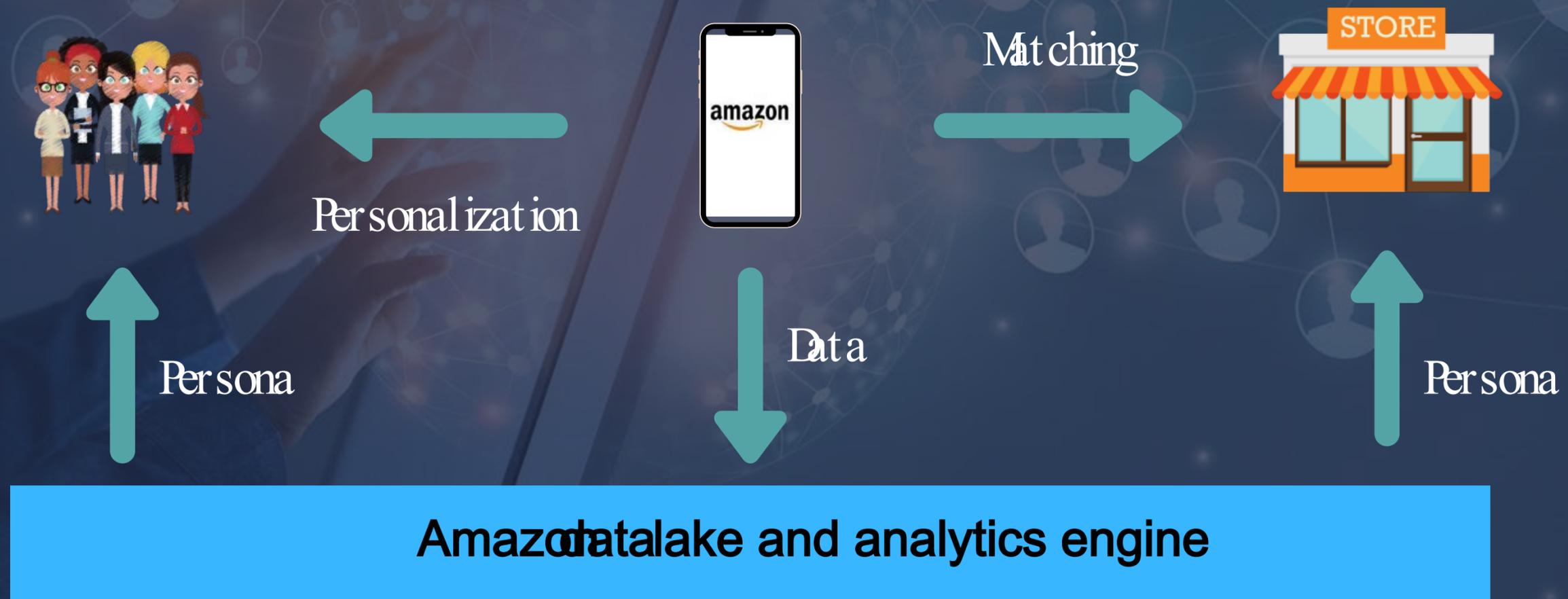
GOOGLE MAPS vs mapquest

FACEBOOK VS MYSPACE

UBER VS CAB COMPANIES

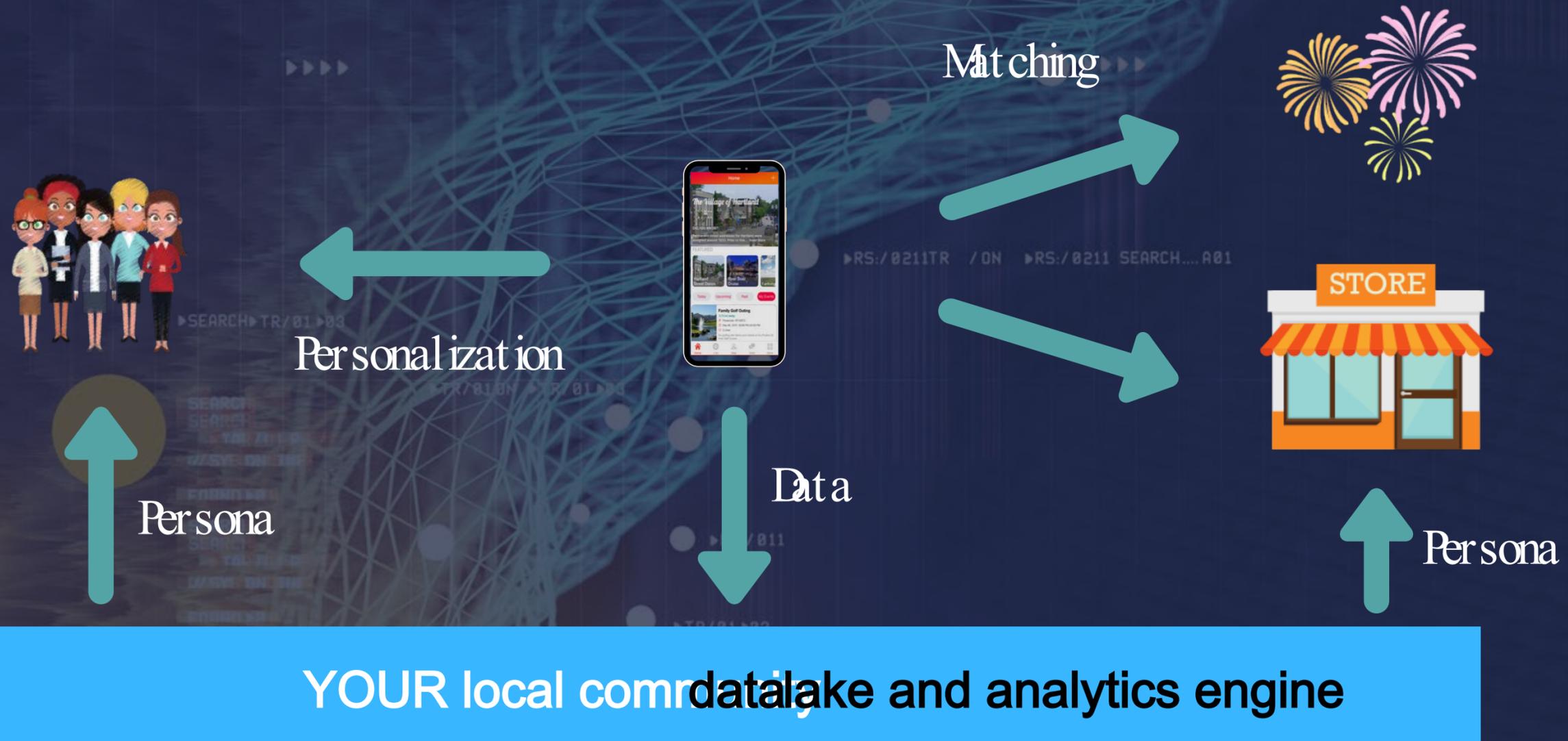
HOW DOES IT WORK at amazon?

How are they leveraging data?



Why should it be just amazon?

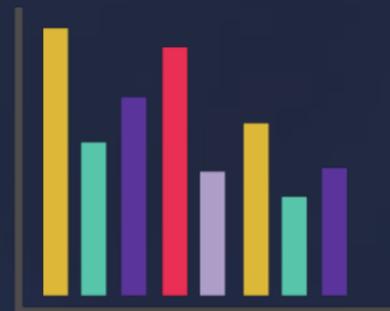
What if you could create your own data and leverage it?



Not just that?

What if you and your businesses could learn about your community?

Your local community data lake and analytics engine



City
Dashboard



business owner
Dashboard



event organizer
Dashboard



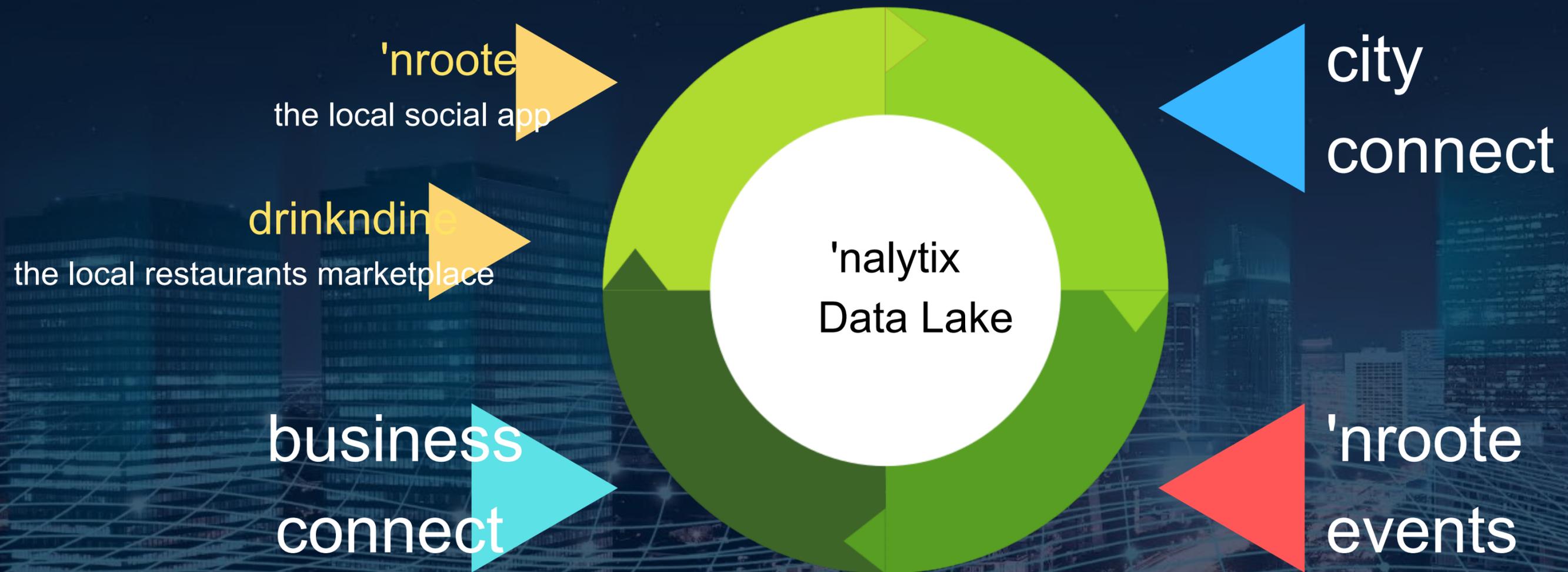
'nalytix

EMPOWERING COMMUNITIES

Our mission is to enable digitally connected,
data-driven, omni-channel local communities.

the 'nalytix platform

What we bring to the table



business connect

The business's access to the community



 learn about the community's demographic breakdown

 model dynamic offers based on data and analytics

 see real-time consumer interactions with the business

 predict revenue

 collects data

 Restaurant specific

'nroote mobile app

A resident's or visitor's personal concierge in the community

'nroote
the local social app



provides personalized and dynamic offers from local businesses



allows rating & recommendation of local businesses



Creates awareness of local events & allows ticket purchases



allows saving of locations for future experiencing



Provides loyalty points for using local businesses



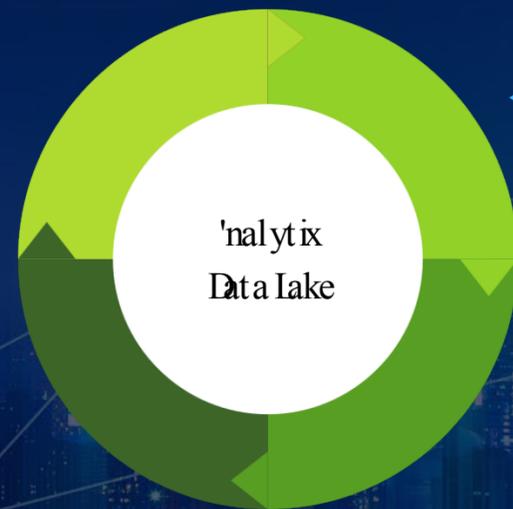
collects data



we are now turning this into a full fledge social media app for the local community, based on requests from our tests

city connect

The city leadership's view into the community



city connect



learn about the community's demographic breakdown



generate reports as needed from data available



learn about the attractions and gaps of the community



view visitor traffic patterns and other analytics

'nroote events

Your platform to showcase your talents or products



'nroote
events



Post public events and automatically promote it through 'nroote



generate a following and become a local influencer



host ticketed events and generate revenue



track revenue generated through the events platform



track traffic to and interactions with your event's page



collects data

DRINKNDINE MARKETPLACE APP

A resident's or visitor's access to the local food scene

Drinkndine
THE LOCAL RESTAURANTS
MARKETPLACE



PROVIDES A LISTING OF LOCAL RESTAURANTS AND INFORMATION ABOUT THEM



ABILITY TO ORDER AT THE TABLE FOR DINE



PROVIDES ABILITY TO BROWSE THROUGH RESTAURANTS MENUS



FILTERS AND TRENDING RESTAURANTS AND MENU ITEMS



ABILITY TO ORDER FOR PICKUP CURBSIDE OR SELF PICKUP



collects data

our plan

Our study and production rollout plan

Flagship Communities

Test / model
communities



live -local Communities



business-Direct

the beginning

Questions?

