



CITY OF MERRILL
MARKETING & COMMUNICATIONS COMMITTEE
AGENDA • THURSDAY, SEPTEMBER 19, 2024

Regular Meeting	City Hall Council Chambers	5:15 PM
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To attend remotely call 636-324-2538 PIN 179 945 241 #

I. Call to Order

II. Consider approving minutes from the previous meeting

1. Minutes from the August 15th meeting

III. General Agenda Items for Consideration

1. Discuss and consider the August Revenue and Expense Report
2. Discuss and consider a voice change on the City Hall phone tree
3. Strategic Plan - pages 7-10 - Information and Discussion
4. Update on the Tour of Lights - Planning
5. Chamber of Commerce - update

IV. Updates from the Previous Meeting

1. Photo Library - update
2. 150th Lincoln County Celebration - October 19th - Update
3. Standing Banners - update
4. City website landing page - update
5. 2025 Tourism Grant and JEM Grant - update

V. Monthly Reports and Updates

1. Monthly Report & Statistical Analytics - Social Media Specialist Savall
2. Monthly Report - Midwest Communications
3. Consider placing monthly reports on file

VI. Public Comment

VII. Date and Time of Next Meeting - Thursday, October 17th at 5:15 pm

VIII. Adjournment

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**CITY OF MERRILL
MARKETING & COMMUNICATIONS COMMITTEE
THURSDAY, AUGUST 15, 2024 MINUTES
REGULAR MEETING CITY HALL COUNCIL CHAMBERS 5:15 PM**

- I. **Call to Order** Chair Fermanich called the meeting to order at 5:15 pm.
Present: Alderperson Fermanich, Alderperson Rutkowski, Alderperson Lass
Present Not Voting: Social Media Specialist Hallie Savall, Scott Steele, Sarah Sturm
Excused: Library Director Laurie Ollhoff, John Greenwood
Absent: Renea Frederick, Parks Director Dan Wendorf, Enrichment Center Manager Tammie Mrachek, Festival Grounds Manager Rick Bjorklund
Others present: City Administrator Akey, Finance Director Ley, City Clerk Anderson-Malm, IT Manager Brown, Cameo Almi, Sarah Guild, Merrill Community Media
- II. **Consider approving minutes from the previous meeting**
 1. **Minutes from the July 18th meeting** - Alderperson Lass motioned to place minutes on file. Alderperson Fermanich seconded and the motion passed.
- III. **General Agenda Items for Consideration**
 1. **Discuss and consider the July Revenue and Expense reports** - Additional information was provided at the meeting. Chair Fermanich and Finance Director Ley answered questions from the committee.
 2. **Shared Photo Library - update** - SMS Savall updated the committee.
 3. **Consider the Standing Banner Design** - Scott Steele updated the committee with a standing banner quote from Vista Print for \$170.00 plus tax. Following discussion, Alderperson Lass motioned to order one sign from Vista Print not to exceed \$170.00 plus tax. Alderperson Rutkowski seconded and the motion passed.
 4. **Consider the Visitor's Guide ads for 2025** - SMS Savall updated the committee regarding the photos being used for the 2025 Visitor's Guide. Three pages for the Visitor's Guide were approved at a previous meeting. Not further action was taken.
 5. **Discuss and consider an additional landing page to the City website.**
- Additional information was provided at the meeting regarding a landing page on the city website. Scott Steele and IT Manager Brown answered questions from the committee. Following discussion, Alderperson Rutkowski motioned to add a landing page on the city website. Alderperson Lass seconded and the motion passed.
 6. **Grant Applications - update -**
 - a. **JEM Grant - revised deadline** - SMS Savall updated the committee.

- b. **Tourism Grant - 2025 deadline 09/20/2024 and 2024 Funds received (\$1,000)** - SMS Savall updated the committee.
- 7. **Community Night Out - update** - SMS Savall updated the committee.
- 8. **Midwest Communications Contract - extensions** - The contract extensions were included in the packet and approved at the July meeting. No further action was needed.
- 9. **Preliminary Budget for 2025** - Additional information was provided at the meeting. Following discussion, Alderperson Lass motioned to forward the proposed budget to the Common Council with a review of the Midwest Communications Proposal. Alderperson Fermanich seconded and the motion passed.
- 10. **Chamber Update** - Chamber of Commerce Representative Sturm updated the committee.

IV. Monthly Reports and Updates

- 1. **Monthly Report & Statistical Analytics - Social Media Specialist Savall** - The report was in the packet; there were no additional questions.
- 2. **Monthly Report - Midwest Communications** - The report was included in the packet. Cameo answered questions from the committee.
- 3. **Consider placing monthly reports on file** - Alderperson Rutkowski motioned to place the monthly reports on file. Alderperson Lass seconded and the motion passed.

V. Public Comment There was no public comment.

VI. Date and Time of Next Meeting - Thursday, September 19 at 5:15 pm

VII. Adjournment Alderperson Lass motioned to adjourn. Alderperson Rutkowski seconded and the motion passed. The meeting was adjourned at 6:29 pm.

Minutes respectfully submitted by City Clerk Anderson-Malm

26 -Reserved - Non-Lapsing
M&C - Cable/Video

	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	BUDGET BALANCE
REVENUES =====					
<u>Intergovernmental</u>					
45305-43439 State VSP Aid	24,324.37	0.00	24,324.37	100.00	0.00
45305-43510 CARES COVID-19 Reimb	0.00	0.00	0.00	0.00	0.00
TOTAL Intergovernmental	24,324.37	0.00	24,324.37	100.00	0.00
<u>Licenses and Permits</u>					
45305-44900 Cable Franchise (Less Adm)	95,500.00	22,639.11	68,765.84	72.01	26,734.16
TOTAL Licenses and Permits	95,500.00	22,639.11	68,765.84	72.01	26,734.16
TOTAL REVENUES	119,824.37	22,639.11	93,090.21	77.69	26,734.16
EXPENDITURES =====					
<u>Supplies & Expenses</u>					
55305-03-40000 MAPS Merrill Productions	75,000.00	0.00	36,039.67	48.05	38,960.33
55305-03-40022 Closed Captioning Legal	0.00	0.00	0.00	0.00	0.00
55305-03-45000 Audio-Chambers & Expo	0.00	0.00	0.00	0.00	0.00
55305-03-46389 Wi-Fi Public Replacements	0.00	0.00	0.00	0.00	0.00
55305-03-46390 Software-Web Filtering	2,500.00	0.00	0.00	0.00	2,500.00
55305-03-46400 Social Media Archiving	2,250.00	0.00	3,978.60	176.83	(1,728.60)
55305-03-46500 Festival Grounds & Expo	0.00	0.00	0.00	0.00	0.00
55305-03-47250 City Website Hosting	4,650.00	0.00	0.00	0.00	4,650.00
55305-03-47500 Accela Live Streaming	0.00	0.00	0.00	0.00	0.00
55305-03-47523 CivicPlus - Meetings	9,515.00	0.00	10,056.55	105.69	(541.55)
55305-03-47533 M&C Committee - Resources	19,250.00	0.00	1,060.08	5.51	18,189.92
55305-03-47534 MWC Monthly Ads	14,400.00	1,684.00	8,245.00	57.26	6,155.00
55305-03-47536 Visitor Guide Ads	3,150.00	0.00	2,397.00	76.10	753.00
55305-03-47555 Marketing Contractor	41,500.00	2,091.00	18,062.00	43.52	23,438.00
55305-03-47557 Social Media Contractor	32,500.00	3,050.00	18,100.00	55.69	14,400.00
55305-03-47566 M&C - Cell Phone	0.00	0.00	0.00	0.00	0.00
55305-03-47575 LCEDC Marketing	0.00	0.00	0.00	0.00	0.00
TOTAL Supplies & Expenses	204,715.00	6,825.00	97,938.90	47.84	106,776.10
TOTAL EXPENDITURES	204,715.00	6,825.00	97,938.90	47.84	106,776.10
REVENUES OVER/ (UNDER) EXPENDITURES	(84,890.63)	15,814.11	(4,848.69)	0.00	(80,041.94)



Strategic Plan

2020-2024

Merrill, WI

Primary Core Values

The City of Merrill government stakeholders identified the following core values that will be the guiding principles and foundation for the City:

- Partnership: Work together to get things done in a collaborative and respectful manner.
- Integrity: Act with transparency and be accountable for what we do and say.
- Service: Provide professional, respectful service to those who live, work or visit.
- Sustainability: Make decisions with an understanding of their impact on the environment, people, community and finances.
- Diversity and Inclusion: Embrace the traits and characteristics that make people unique and provide a sense of belonging and support within our community.

Using the primary core values, the group developed the following mission statement:

Mission Statement: To enrich quality of life through innovative, consistent and efficient City services and strong partnerships with citizens, businesses and key stakeholders.

Using the primary core values, the group developed the following vision statement:

Vision Statement: Merrill will be recognized as a welcoming city with a safe and diverse community, vibrant and sustainable economy, and a comfortable quality of life for all.

Using the primary core values, the group developed the following community vision statement:

Community Vision Statement: Embrace our diverse heritage while working toward a brighter future.

- Strengths

1. Merrill provides a safe environment for its citizens.
2. Merrill is a supportive, philanthropic community i.e. Bierman Family Foundation, Merrill Area Public Schools scholarships.
3. Merrill has a quality education system with interaction with MAPS, NTC and parochial schools.
4. Recreational spaces i.e. MARC, Council Grounds, extensive municipal park system.
5. Geographic location along the Wisconsin River and Prairie River.
6. Economic development districts for tax base increase.
7. Intersectional access to Hwy 39-51 and Hwy 64.
8. High quality city services provided by committed employees and experienced department heads i.e. Fire/EMS, Police, Street/Sanitation, Water & Sewage Utilities, and the Merrill-Go-Round.
9. Recent growth momentum.
10. Establishment of Merrill Enrichment Center on the Festival Grounds.

- Opportunities

1. Desire to build out a marketing/identity platform for the City.
2. Develop industrial land availability east and north of Merrill near the Hwy 39/51 bypass - annexation.
3. Enhance Merrill's recreational park options i.e. build an indoor multi-sport complex, sponsor more state-wide sport tournaments, and develop a robust disc golf venue.
4. Continued expansion of the River Bend Trail System – both north and south.
5. Take advantage and promote MAPS recognized training and internship programs.
6. Utilize TIDs as a tool to compete and grow businesses in Merrill.
7. Rehabilitate and repurpose older buildings, residential and commercial.
8. Assist in the development of Merrill's riverfronts for both business and housing.

9. Support Aspirus Health Center and other medical facilities for better health care.
10. More promotion of the Central WI region i.e. consideration of a Central WI inter-city transit program.
11. Develop a view that local government is here to promote business - both new and existing.
12. Sponsorship of more “community events” to attract non-residents.

Strategic Issue Prioritization

City officials and community members were asked to identify issues that are the most important for city government to address in the coming years.

After discussion and a voting process, officials and members chose the following strategic issues:

- How can Merrill city government help grow the city’s tax base?
- How can Merrill attract more people (young and old) to live, work and play in our city?
- How can Merrill create an acceptable balance of taxes and municipal services?
- How does Merrill increase citizen civic engagement in government issues?

CITY OF MERRILL ACTION PLAN

Strategic Issue #1: How can Merrill increase the City's tax base?

Tasks/Action Steps:	Who	Target Completion Date	Resources Needed	Evaluation Method
What steps are relevant to achieving the Strategic Issue and who will be involved in each step? List steps in order to be implemented.	Person(s) responsible for implementing the step?	When is this step to be completed?	What resources are needed to complete this step?	How will we know if the step has 1) been completed, 2) worked?
1. Implement a balanced approach using new residential and commercial development along with annexation to promote growth throughout the city.	City Staff RDA City Council	Ongoing, projects will be reported on in the evaluation method.	Marketing, Time and Funding	A yearly report will be created to detail the progress relating to this action step and presented at a council meeting.
2. The city shall use all tools available to help potential and current businesses find options to build new or expanded existing businesses.	City Staff RDA City Council	Ongoing, projects will be reported on in the evaluation method.	Marketing, Time and Funding	A yearly report will be created to detail the progress relating to this action step and presented at a council meeting.
3. Promote the city and city government by the latter telling stories about existing services, the local educational system, and quality of life amenities (frequently update the city website; partner with the chamber when possible; partner with community entities when possible; use various media to tell the story)	Designated City Staff	End of 2020	Marketing, time and Funding	A yearly report will be created to detail the progress and presented at a council meeting.

4. Work with the Redevelopment Authority, LCEDA, and other entities to explore development of vacant, underdeveloped, or undeveloped parcels within city limits.	RDA	Ongoing	Marketing, time and Funding	A yearly report will be created to detail the progress and presented at a council meeting.
5. Work with/make it easier for existing businesses and corporations to expand their operations (if city government regulations prevent them from doing something, city government must help them find another way to reach their goals that still follows regulations).	City Staff Common Council Existing business developers	End of 2020	Staff time	A yearly report will be created to detail the progress and presented at a council meeting.
6. Continually assess those economic development projects that have the greatest potential to grow the tax base – e.g. return on investment (TIF will continue to be an important tool).	RDA, LCEDC	Ongoing	Time and funding	A yearly report will be created to detail the progress and presented at a council meeting.
7. Apply for grants, etc. to help supplement economic development projects, whether in annexed areas or not.	City Staff, RDA Common Council	Ongoing	Marketing time and Funding	A yearly report will be created to detail the progress and presented at a council meeting.

Strategic Issue #2: How can Merrill attract more people (young and old) to live, work and play in our city?

	Action Steps	Who	Target Completion Date	Resources Needed	Evaluation Method
Housing	Implement a balanced approach to provide all levels of housing: Affordable, Mid-Range, High End	RDA, LCED, WHEDA, Real Estate Developers, City Administrator, City Finance Director, City Council Members	Yearly Evaluation	Establish a committee to develop a plan for TID completion projects	Committee will be established in year 4 or 5 of plan due to end date of TID
	Establish programs that could utilize Affordable Revolving Loan Funds (RLF) such as Down payment Assistance, Homeowner Rehab Loans, Rental Rehab Loans, and Homebuyers Education. (target blighted areas)	Community Development Department	Yearly Evaluation	Apply for Block Grants and other type of alternative funding options for residents and developers	Will show evidence of progress towards knowledge of application process and applicable uses of grants available

Jobs	Promote job creation and diversity	City IT/City Clerk for webpage; Local Businesses, Chamber of Commerce, RDA, LCED, City Administrator, City Finance Director, City Council Members	Yearly Evaluation	Partner with the Chamber to access the Central Wisconsin Job Recruitment website and partner with the Chamber to cross promote website that can be utilized as a recruitment tool for new businesses and thus residents to the area.	Document growth of jobs on a yearly basis and document yearly which entities are utilizing the site and set goals to increase partners.
	Explore ways to support and provide services needed for jobs: Adequate Childcare & Healthcare	City; Local Businesses; Chamber of Commerce; RDA; Co-op of business resources.	Immediate need	Need to increase childcare resources, perhaps with a business co-op	A yearly report will be created to detail the progress and presented at a Council meeting.
	Provide training needed to keep students and others here for good paying jobs; recruit for training of jobs.	NTC, Youth Apprenticeship Program (Best in State), Fab Lab, Business Lab, employers with on-site training programs; scholarships for students and employees.	Yearly review	Local businesses, NTC, MAPS,	A yearly report will be created to detail the progress and presented at a Council meeting.

Quality of Life/Amenities	Support existing non-profits and organizations that provide services	City departments- Park & Recreation, Library, Enrichment Center, Airport, Transit, Local non-profits, Community organizations; Chamber of Commerce	Yearly review	Time	A yearly report will be created to detail the progress and presented at a Council meeting.
	Continue to work with partners to promote the restaurants/entertainment options	LCED, City, RDA, Chamber of Commerce, existing businesses	Yearly review	Time, Marketing and Funding	A yearly report will be created to detail the progress and presented at a Council meeting.
	Pursue and continue to sustainable community initiatives				
Marketing	Consider hiring a Marketing resource to make Merrill a destination of choice for living, working and playing	All City departments, other city partners- Chamber of Commerce, local businesses	Yearly Evaluation must include a list of partnerships made during that time period	Create a Marketing plan for the city	Evaluate yearly whether targeted steps towards a more cohesive marketing plan have made an impact and if so consider hiring a full time position.

Take a note from Tourism and develop a promotion pipeline that promotes in specific area.	Tap into already on-going platforms with Wausau, Centergy, and WEDC.	End of 2020	Implement billboards and other highly visible means of promoting Merrill both in the city and outside city limits	Report out on progress to the Common Council.
Apply for Rebranding grant and implementation plan.	Chamber of Commerce, local businesses, City, LCED.	Yearly Evaluation must include a list of partnerships made during that time period	Work with Chamber of Commerce towards developing a logo for the city Explore partnering with area entities to explore hiring a grant writer to obtain funding for initiatives	Report out on progress to the Common Council.

Strategic Issue #3: How does Merrill create an acceptable balance of taxes and "municipal services"?

Tasks/Action Steps:	Who	Target Completion Date	Resources Needed	Evaluation Method
What steps are relevant to achieving the Strategic Issue and who will be involved in each step? List steps in order to be implemented.	Person(s) responsible for implementing the step?	When is this step to be completed?	What resources are needed to complete this step?	How will we know if the step has 1) been completed, 2) worked?
Establish a metric or range for yearly tax increases by considering the use of the consumer price index.	Dept. Heads Council	Annually	Cooperation with Dept. Heads & Council	Follow CPI and final Budget Approval Dept.
Do a regular prioritization review of a comprehensive list of all city capital improvement projects.	Dept. Heads Finance Dir. Council	Annually, Affects Borrowing	Review and Prioritize Plan	Capital Plan and Budget Approval
Examine the merits of revenue funding of operations in a "user utility" structure such as a wheel tax, bottle tax, etc. or creating a storm water or garbage/recycling utility.	COW meeting to establish so all are on board.	ASAP, need to be established by July.	League of Wisconsin Municipalities. Other Municipalities.	Improved revenue sources, equity, improved services.

Strategic Issue #4: How does Merrill increase citizen civic engagement in government issues:

Key Task	Tasks/Action Steps	Who	Target Completion Date	Resources Needed	Evaluation Method
City government improved Communication to Citizens *(marketing)	Form Task Force to see what is needed or desired	Member Contributors, Specific ACC Members Interested in Civics 101	Jan – March, 2020	Meeting time, place, facilitator, agenda	Desired directives towards next steps
	Report findings to Mayor/Council for next direction & input	Task Force, Mayor, Council, Dept. Heads & IT	March – June 2020	Meeting time, place, agenda	Obtain further direction and input along with potential constraints or obstacles for final output to citizens
	Finalize Plan(s) of improved communications	Task Force, Mayor, City Council	June – Oct. 2020	Meeting time, place, agenda, set timetable for implementation	Approval to proceed with implementation (either full or phased depending on desired plan)
	Implementation	Applicable City Staff	Oct. 2020 - ???	Staff, collaboration, applicable mediums (websites, publications, etc.)	Completion of respective plan phase(s)
General Education for Public Involvement**	Similar to above, also builds on achievement of above.	Member Contributors, Specific ACC Members, Civic Service Host Groups such as MAPS, service clubs	May initially be done in conjunction with above with similar or alternate timeline for implementation developed	Meeting time, place, facilitator, agenda, notification of events, draw for events	Number of events held/attended, increased awareness of government entities
Civics 101 Concept	Hold open forums, educational Q&A sessions, etc.	Department Heads, Police, Fire, Street Dept., etc., MAPS, Civic Groups, keep library involved	On-going based on initial timeline or event schedule established	Meeting time, place, facilitator, agenda, notification of events, draw for events	Number of events held/attended, increased awareness of government entities
Civil Discussions & Discourse***	Lead by example	All participants in any government related forum	Immediately – ongoing	Strength of Character, Voice of Reason, Power of Persuasion	Improved interaction between all impacted benefactors
Collaborative – Deliberative Processes	Incorporate into general education. Offer as part of HS curriculum/class	MAPS, Mayor, Specific Interested ACC Members	Ongoing	Parties of Authority, School Board, Mayor, Superintendent, Teacher	School has been approached to look for way to incorporate civil discourse and discussion into common coursework

* Encompasses all original tasks/action steps listed

** Encompasses #1, 2, 3, & 7 of the original tasks/action steps listed

*** Encompasses #4, 5, 6 & 7 of the original tasks/action steps listed

Success on Merrill's Strategic Plan Implementation

Success in achieving Merrill's Strategic Goals are dependent on:

- All involved in our community must be willing to be cooperative, communicative and collaborative.
- The plan and its goals must be constantly reviewed by the community and the Common Council.
- City government must take a strong leadership role in defining roles and responsibilities with specific tasks.
 - 1) Create an ad hoc Strategic Plan Committee consisting of City officials and citizen members to provide oversight and monitoring of the progress of the strategic plan.
- Throughout the year, progress on the goals must be reported out and there should be yearly summaries provided to the community and Common Council.
 - 1) A specific point person, ie committee chairperson, must be given a specific timeline to report to the Common Council at least on a quarterly basis.
 - 2) The report can be put on the Council agenda on a rotational basis with all assigned goals.
- Each goal should have an assigned administrative or Common Council member along with a community member to assist in providing input and collaboration with Merrill citizens at large to maintain a regular flow of information to the community and Common Council.

September 2024

Social Media Report

Tasks -

I have met with the Mayor to discuss events and happenings within Merrill

I have met with LaDonna to discuss agenda items and go over goals for the coming month.

The Visitors Guide ads were sent in.

I have started working on the sponsorship, craft and vendor and food truck vendor applications and letters for the Food Truck-a-Palooza

I have started working on a new name the truck contest requested by the Mayor. We have a new Vac Truck for sewer and manhole maintenance.

I have been learning more about the google analytics for the City Website.

I attended Community Night Out. The event was a success and was nice to see the community come together.

I talked with Dustin to learn a little about the City website analytics.

I have started working on the Tour of Lights details for this December.

Social Media -

I have been getting September's events in the Calendar and working on October happenings as well.

MWC -

I have talked with Cameo and given her information for the Radio Ads.

August 2024 Social Media Analytics

Facebook Page Reach: (Down 33.5%)

- *The number of people who saw any content from your Page or about your page, including posts, stories, ads, social information from people who interact with your page and more. *Reach is different from impressions, which may include multiple views of your posts by the same people.*

Facebook Page Visits: 1,400 (Down 72.6 %)

- *The number of times your Facebook page was visited.*

New Facebook Page Likes: 20

Cumulative Facebook Page Likes: 3,442

Link Clicks on page - 159

Content (Most Popular by Reach)

1. Butter Carving (Reach 5,546; Likes, Reactions, Comments and Shares 118)
2. Community Night Out (Reach 1,617; Likes, Reactions, Comments and Shares:36)
3. Fait Week (Reach 1,552; Likes, Reactions, Comments, shares and link clicks: 26)
4. Historic road sign Budda English (Reach 1,295; Likes, Reactions, Comments and Shares: 28)
5. We are Hiring (Reach 1,220; Likes, Reactions, Comments and Shares: 31)

LinkedIn -

We Currently have 41 followers on LinkedIn. I am working on growing this following but do need more relevant content to post. Posts include - Ground Breaking Ceremonies, Chamber Ribbon Cuttings, Chamber Business after Hours, City of Merrill Years of Service Recognition (if employee agrees).

YouTube

We currently have 31 subscribers for the Main City Of Merrill YouTube Channel. The City of Merrill Meetings page has 22 followers. This is where all recorded meetings are uploaded for people to watch. There has been an increase in videos being watched which is good to see. Nathan and Draco have been doing a great job getting meetings uploaded.

The Mayor communications videos are uploaded every month onto the Main City of Merrill page.

Website Analytics - Month of August

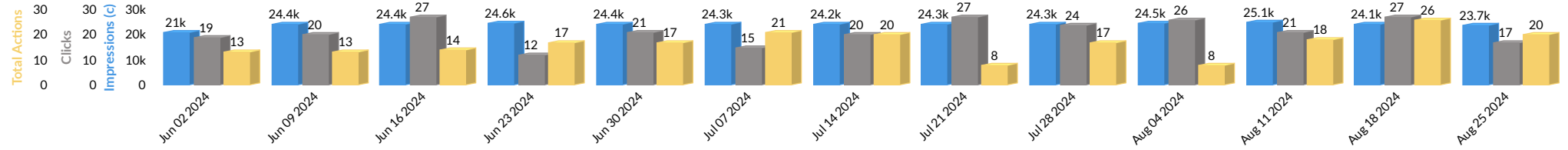
Experience Merrill - City of Merrill - 429 Views 373 Users
Experience more to life - 7 Views 7 Users
Experience DC - Digital Ads - 6 Views 6 Users
Experience VG - Visitors Guide 2 Views 2 Users

Digital Marketing Dashboard Report

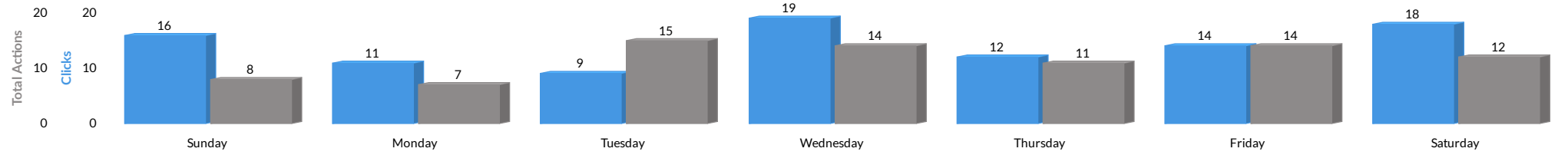




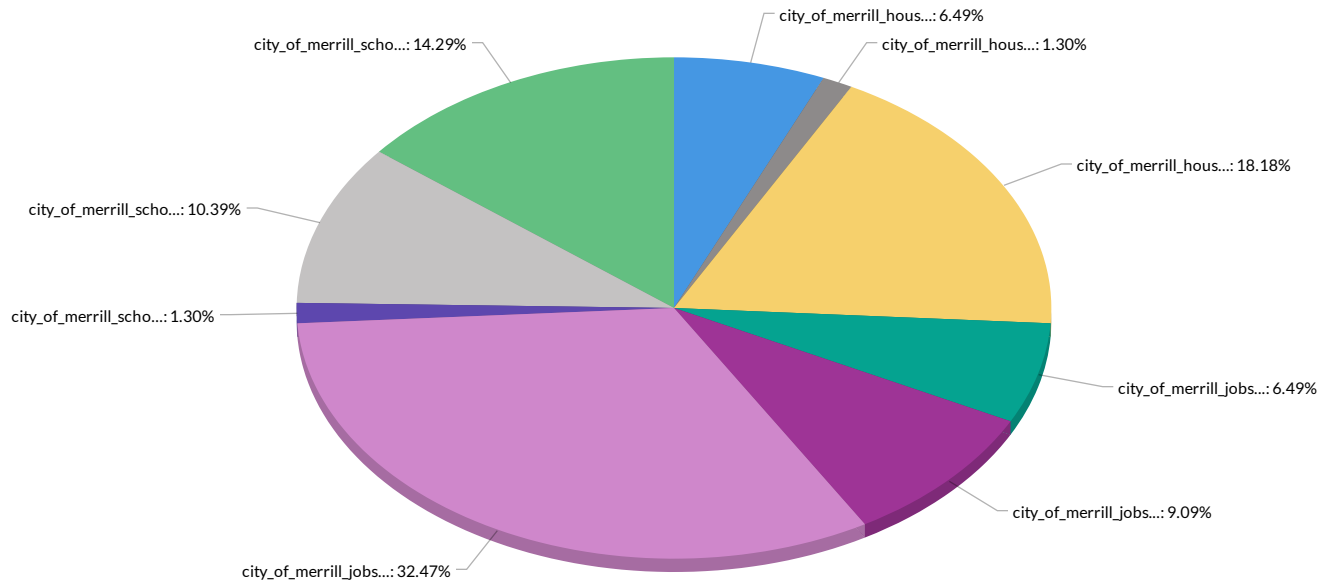
90 Day Overview



Clicks & Actions by Day of the Week



Mobile Ad Performance



Video KPIs



Definitions

- Impressions** - Each ad that was served on a device.
- Clicks** - The number of times an ad was selected by users.
- CTR** - The ratio of users who clicked on an ad that was served to them.

Actions:

- Conversions for Search & Keyword tactics are the number of users that were served an ad because they searched with one of your keywords or a keyword was in the content they read. They didn't click the ad, but visited your website on their own.
- Conversions for Site tactics are the number of users that were served Ads because they visited your website in the past, then return to the site without clicking an ad.
- Conversions for Geofencing are the number of users that were served an ad because they visited on of your selected geofences and then physically visited your business. These are also know as geo-conversions.

About Tactics

- SRT+KW - Search Retargeting and Keyword - Serving ads to people who are looking up or reading content with keywords that are relevant to your industry. (All Devices)
- Site - Site Retargeting - Serving ads to people who have visited your website. (All Devices)
- Cat - Category Contextual - Serving ads to people who are searching sites or pages relevant to your industry. (All Devices)
- Geofencing - Serving ads to people who have visited a selected area. (Mobile Devices) Addressable Geofencing- Serving ads to people who are on your provided address list. (All Devices)
- Geo-Optimize - Serving ads to anyone and everyone within a specified zip code(s) radius, city, etc. regardless of how they are searching. (All Devices)
- Event - Event Targeting - Serving ads to people who have attended a selected event. (Mobile Devices)

About Cities

- Cities provide a roadmap of where a user is located when an Ad is delivered. While the user is initially identified within a targeted area, Ads are delivered up to 30 days afterward at which time the user could be well away from that location. It is common to see cities outside of a targeted area or expected range.
- Additionally, unknown locations result when users are passing from one defined geographic location to another such as crossing a county line or in flight at the time an ad is delivered.

About Keywords

- Optimized audience keywords are a sign that the campaign is evolving in real-time and represents a group of users that has been identified as having a history of clicking on Ads within this particular category and who are likely to interact with the campaign.
- Contextual keywords are preceded by an exclamation mark. These are related keywords that are within content displayed by search results the user is reading. They are also sign that the campaign is evolving to capture targeted audiences.

About Video

- Videos Played to First Quartile= ads that were played at least 25% of the way through
- Videos Played to Midpoint = ads that were played at least 50% of the way through
- Videos Played to Third Quartile= ads that were played at least 75% of the way through
- Video Complete Rate= the number of videos completed divided by the number of videos started
- Videos Full Screened= How many times the ad was turned to full screen; this metric is not available on all data sources and therefore may not be a complete representation.
- Videos Muted= How many times the ad was muted by the user
- Videos Unmuted= How many times the volume on the ad was turned back on after being muted
- Videos Resumed= How many times a paused video was unpaused; this metric is not available on all data sources and therefore may not be a complete representation.

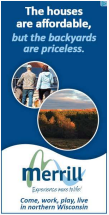
Impressions are not directly correlated with videos started. For various reasons, the advertisement may restart and contribute to the start count, but will not contribute to the impression count. Essentially, one impression can account for multiple video starts. For this reason, it is best to pay attention to the impression counts rather than the start counts. This eliminates any confusion over discrepancies with reporting.

Performance by Tactic

Campaign	 Start Date	End Date	Impressions (c)	Clicks	CTR	Total Actions
630723_Wausau_City of Merrill - Experience MerrillCity of Merrill - Experience Merrill_OTT small-screen_Geo-Opt	Nov 28, 2023	Oct 31, 2024	2,281	0	0.00%	0
630723_Wausau_City of Merrill - Experience MerrillCity of Merrill - Experience Merrill_OTT small-screen_SITE	Nov 28, 2023	Oct 31, 2024	98	0	0.00%	2
630723_Wausau_City of Merrill - Experience MerrillCity of Merrill - Experience Merrill_OTT small-screen_SRT+KW	Nov 28, 2023	Oct 31, 2024	3,172	1	0.03%	1
Wausau_City of Merrill - Experience Merrill_630723_OTT/CTV_Geo-Opt	Nov 20, 2023	Oct 31, 2024	7,521	0	0.00%	0
Wausau_City of Merrill - Experience Merrill_630723_OTT/CTV_SITE	Nov 20, 2023	Oct 31, 2024	1,973	0	0.00%	0
Wausau_City of Merrill - Experience Merrill_630723_OTT/CTV_SRT+KW	Nov 20, 2023	Oct 31, 2024	11,796	0	0.00%	24
Wausau_City of Merrill_605015_Display_Geo-Opt	Sep 01, 2023	Aug 31, 2024	25,647	36	0.14%	8
Wausau_City of Merrill_605015_Display_Geofence	Apr 15, 2024	Aug 31, 2024	11,331	17	0.15%	0
Wausau_City of Merrill_605015_Display_SITE	Sep 13, 2023	Aug 31, 2024	5,552	9	0.16%	43
Wausau_City of Merrill_605015_Display_SRT+KW	Sep 01, 2023	Aug 31, 2024	38,420	36	0.09%	3

Ad Performance with Preview where Preview is Available

Ad	Size	Preview	Impressions	Clicks	CTR	Weighted Actions
Total 			107,791	99	0.09%	81
City of Merrill OTT July 2024 (1).mp4	Video	City of Merrill OTT July 	26,841	1	0.00%	27
city_of_merrill_jobs_320x50.jpg	320x50		19,071	25	0.13%	4
city_of_merrill_houses_320x50.jpg	320x50		12,010	14	0.12%	12
city_of_merrill_schools_320x50.jpg	320x50		11,199	11	0.10%	12
city_of_merrill_jobs_300.jpg	300x250		6,056	5	0.08%	2
city_of_merrill_houses_300.jpg	300x250		4,924	5	0.10%	5
city_of_merrill_schools_300x50.jpg	300x50		4,896	8	0.16%	2
city_of_merrill_jobs_728.jpg	728x90		4,705	12	0.26%	2
city_of_merrill_schools_300.jpg	300x250		4,118	1	0.02%	5
city_of_merrill_houses_728.jpg	728x90		3,264	3	0.09%	1
city_of_merrill_schools_728.jpg	728x90		3,123	3	0.10%	3
city_of_merrill_jobs_300x50.jpg	300x50		3,028	7	0.23%	1

city_of_merrill_houses_300x50.jpg	300x50		2,664	1	0.04%	1
city_of_merrill_schools_300x600.jpg	300x600		402	1	0.25%	1
city_of_merrill_schools_160x600.jpg	160x600		365	0	0.00%	1
city_of_merrill_jobs_300x600.jpg	300x600		326	0	0.00%	0
city_of_merrill_houses_300x600.jpg	300x600		300	0	0.00%	1
city_of_merrill_houses_160x600.jpg	160x600		256	0	0.00%	1
city_of_merrill_jobs_160x600.jpg	160x600		243	2	0.82%	0

GeoFence Performance where Metrics are Available

GeoFence	Impressions	Clicks	CTR	GeoFence Weighted Actions
Total ⓘ	11,331	17	0.15%	0
ConAgra Brands 1201 Green Valley Rd	8,843	14	0.16%	0
Window & Doors 811 Factory St. Hawkins, WI 54530	2,488	3	0.12%	0

Location Performance

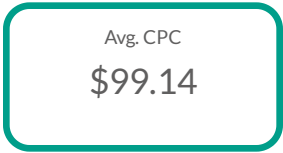
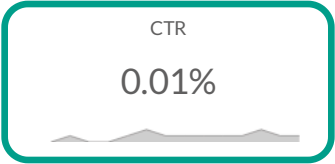
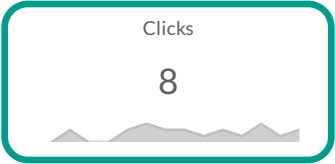
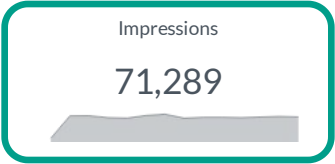
City	Impressions	Clicks	CTR
Chicago	50,908	48	0.09%
Minneapolis	22,508	14	0.06%
Saint Paul	5,974	4	0.07%
Beaver Dam	2,738	1	0.04%
Charlotte	909	0	0.00%
Milwaukee	909	1	0.11%
La Crosse	821	1	0.12%
Wausau	769	0	0.00%
Maple Grove	667	1	0.15%
Round Lake	583	0	0.00%
Fond du Lac	535	2	0.37%
Oak Lawn	519	1	0.19%
Burnsville	501	0	0.00%
Oak Park	467	0	0.00%
Cicero	379	0	0.00%
Cedar Falls	374	0	0.00%
Eden Prairie	371	0	0.00%
Pretty Prairie	361	0	0.00%
Pittsburgh	339	1	0.29%
Burbank	334	0	0.00%

Keyword Performance

Keyword	Impressions	Clicks	CTR	Total Actions
retirement	14,665	12	0.08%	1
weather	6,185	7	0.11%	1
relocation	5,021	1	0.02%	9
moving	3,936	5	0.13%	0
relocate	3,530	0	0.00%	7
%21movers	2,865	0	0.00%	6
movers	2,438	0	0.00%	3
%21moving	2,371	2	0.08%	0
wildlife	1,476	0	0.00%	0
%21weather	1,421	1	0.07%	0
traffic	905	4	0.44%	0
retiring	904	0	0.00%	0
%21wildlife	804	1	0.12%	0
%21relocate	534	0	0.00%	0
%21retirement	476	2	0.42%	0
%21packing	427	1	0.23%	0
packing	414	0	0.00%	0
%21relocation	411	0	0.00%	0
%21traffic	364	0	0.00%	0
mental+health	363	0	0.00%	0

Video Run Details

Date		Start	First Quartile	Mid Point	Third Quartile	Complete	Completion Rate	Mute	Pause	Resume	Fullscreen
Aug		26,417	26,331	26,052	25,863	25,701	97.29%	537	588	414	30



Performance by Device Video

Device		Clicks	Impressions	CTR	Video Views	Video View Rate	Avg. Dev CPV
CONNECTED_TV		8	70,747	0.01%	0	0.00%	\$0.00
DESKTOP		0	298	0.00%	0	0.00%	\$0.00
MOBILE		0	99	0.00%	0	0.00%	\$0.00
TABLET		0	145	0.00%	0	0.00%	\$0.00

 Glossary

- Impressions - Each ad that was served on a device
- Clicks - the number of times a user clicked on the ad link
- CTR - The ratio of users who clicked on an ad that was served to them
- Conversions - are defined that the number of phone call lasting longer than 30 seconds.
- ClientAvg CPC - the average cost of a click based on the total cost divided by the number of click

For video only:

- Video Views - the number users who launched the video
- View Rate - The ratio of users who viewed the video served to them
- ClientAvg CPV - the average cost of a viewing based on the total cost divided by the number of views

Performance by Ad Group

Ad Group		Impressions	Clicks	CTR	Conversions	Avg. AdGrp CPC
City of Merrill YOUTUBE		71,289	8	0.01%	0.00	\$99.14

Performance by Creative - Video

Video Title	Impressions	Clicks	Video Views	Video View Rate	Avg. CPV	Average Video 25% Completes	Average Video 50% Completes	Average Video 75% Completes	Average Video 100% Completes
City of Merrill - Friendly Faces	48,979	5	0	0.00%	\$0.00	97.75%	96.74%	96.25%	95.92%
A Day in the Week of Merrill - Saturday (Camping)	2,600	1	0	0.00%	\$0.00	98.60%	97.78%	97.16%	96.85%
A Day in the Week of Merrill - Tuesday (Fishing)	2,544	1	0	0.00%	\$0.00	98.11%	97.01%	96.42%	96.13%
A Day in the Week of Merrill - Wednesday (Biking)	4,959	1	0	0.00%	\$0.00	98.24%	97.04%	96.28%	96.05%
A Day in the Week of Merrill - Friday (ATV Riding)	3,282	0	0	0.00%	\$0.00	98.48%	97.96%	97.52%	97.12%

Performance by Day Video

Date		Impressions	Clicks
Total 		71,289	8
Aug 01, 2024		2,304	0
Aug 02, 2024		2,287	1
Aug 03, 2024		2,247	0
Aug 04, 2024		2,198	1
Aug 05, 2024		2,189	0
Aug 06, 2024		2,290	0
Aug 07, 2024		2,254	0
Aug 08, 2024		2,259	0
Aug 09, 2024		2,223	0
Aug 10, 2024		2,301	0
Aug 11, 2024		2,366	0
Aug 12, 2024		2,335	0
Aug 13, 2024		2,328	0
Aug 14, 2024		2,160	0
Aug 15, 2024		2,161	1
Aug 16, 2024		2,355	1
Aug 17, 2024		2,383	1
Aug 18, 2024		2,427	0
Aug 19, 2024		2,335	0
Aug 20, 2024		2,361	0
Aug 21, 2024		2,301	0
Aug 22, 2024		2,365	0
Aug 23, 2024		2,308	1
Aug 24, 2024		2,384	0
Aug 25, 2024		2,381	0
Aug 26, 2024		2,328	1
Aug 27, 2024		2,341	0

Aug 28, 2024	2,316	1
Aug 29, 2024	2,329	0
Aug 30, 2024	2,205	0
Aug 31, 2024	2,268	0

Performance by Day

Date		Impressions	Clicks	CTR	Conversions	Avg. Cmp CPC
Aug 01, 2024		0	0	-	0.00	-
Aug 02, 2024		0	0	-	0.00	\$25.66
Aug 03, 2024		0	0	-	0.00	-
Aug 04, 2024		0	0	-	0.00	\$25.47
Aug 05, 2024		0	0	-	0.00	-
Aug 06, 2024		0	0	-	0.00	-
Aug 07, 2024		0	0	-	0.00	-
Aug 08, 2024		0	0	-	0.00	-
Aug 09, 2024		0	0	-	0.00	-
Aug 10, 2024		0	0	-	0.00	-
Aug 11, 2024		0	0	-	0.00	-
Aug 12, 2024		0	0	-	0.00	-
Aug 13, 2024		0	0	-	0.00	-
Aug 14, 2024		0	0	-	0.00	-
Aug 15, 2024		0	0	-	0.00	\$25.44
Aug 16, 2024		0	0	-	0.00	\$25.63
Aug 17, 2024		0	0	-	0.00	\$25.65
Aug 18, 2024		0	0	-	0.00	-
Aug 19, 2024		0	0	-	0.00	-
Aug 20, 2024		0	0	-	0.00	-
Aug 21, 2024		0	0	-	0.00	-
Aug 22, 2024		0	0	-	0.00	-
Aug 23, 2024		0	0	-	0.00	\$25.65
Aug 24, 2024		0	0	-	0.00	-
Aug 25, 2024		0	0	-	0.00	-
Aug 26, 2024		0	0	-	0.00	\$25.56
Aug 27, 2024		0	0	-	0.00	-
Aug 28, 2024		0	0	-	0.00	\$25.64

Aug 29, 2024	0	0	-	0.00	-
Aug 30, 2024	0	0	-	0.00	-
Aug 31, 2024	0	0	-	0.00	-