



CITY OF MERRILL
MARKETING & COMMUNICATIONS COMMITTEE
AGENDA • THURSDAY, APRIL 17, 2025

Regular Meeting	City Hall Council Chambers	5:15 PM
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To attend remotely call 904-580-8550 PIN 433 354 697 #

- I. Call to Order**
- II. Consider approving minutes from the previous meeting**
 - 1. March 20th meeting minutes
- III. General Agenda Items for Consideration**
 - 1. Discuss and consider the March 2025 revenue/expense reports
 - 2. Marketing Strategy Revisions - update
 - 3. Business Hiring Survey - update
 - 4. Merrill Chamber of Commerce - update
 - 5. Lincoln County Economic Development Corporation (LCEDC) - update
- IV. 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
- V. Public Comment**
- VI. Date and Time of Next Meeting - Thursday, May 15th at 5:15 pm**
- VII. Adjournment**

The Merrill City Hall is accessible to the physically disadvantaged. If special accommodations are needed, please contact the Merrill City Hall at (715) 536-5594.

**CITY OF MERRILL
MARKETING & COMMUNICATIONS COMMITTEE
THURSDAY, MARCH 20, 2025 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: D4 Alderperson Fermanich, D8 Alderperson Rutkowski, D5 Alderperson Holdorf
Present Not Voting: Social Media Specialist/Fairgrounds Coordinator Hallie Savall, Sarah Sturm, City Clerk Anderson-Malm, Midwest Communications - Cameo Almli, Sara Guild (remote), Merrill Community Media
Excused: Scott Steele

- II. **Consider approving minutes from the previous meeting**
 1. **Minutes from the February 20th meeting.** - D8 Alderperson Rutkowski motioned to place minutes on file. D5 Alderperson Holdorf seconded and the motion passed.

- III. **General Agenda Items for Consideration**
 1. **Discuss and consider the January and February revenue/expense reports.** - No action was taken.
 2. **Review and discuss the Marketing Strategy Revisions** - Chair Fermanich updated the committee with recommendations regarding extending the target audience to 18-45 years old. The marketing shift will be to employment.
 3. **Business Survey update** - Chair Fermanich updated the committee. The survey is ready to be sent to business owners.
 4. **Chamber of Commerce - update** - Sarah Sturm updated the committee. She attended the Wisconsin Governors Conference on Tourism with Clyde Nelson. The Chamber also hired Sarah Brooks to fill a vacant position.
 5. **LCEDC Economic Summit Opportunity** - Sarah Guild was remote and provided the committee with an update. The LCEDC Economic Summit will be held on Tuesday, April 8th, at the Inshalla Country Club in Tomahawk.

- IV. **Monthly Reports and Updates**
 1. **Monthly Report & Statistical Analytics - Social Media Specialist Savall** - SMS Savall highlighted some items on her report. Website traffic dropped due to changes with the geo-fencing adjustment.
 2. **Monthly Report - Midwest Communications** - Cameo Almli provided an overview and further explained the drop in website traffic. She also talked about the marketing focus to concentrate on jobs and employment.

3. Consider placing monthly reports on file - D8 Alderperson Rutkowski motioned to place monthly reports on file. D5 Alderperson Holdorf seconded and the motion passed.

V. Public Comment There was no public comment.

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

VII. Adjournment D5 Alderperson Holdorf motioned to adjourn. D8 Alderperson Rutkowski seconded and the motion passed.

Minutes respectfully submitted by City Clerk Anderson-Malm
Minutes are in draft form until approved at the next scheduled meeting.

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	24,324.00	0.00	0.00	0.00	24,324.00
45305-43510 CARES COVID-19 Reimb	0.00	0.00	0.00	0.00	0.00
TOTAL Intergovernmental	24,324.00	0.00	0.00	0.00	24,324.00
<u>Licenses and Permits</u>					
45305-44900 Cable Franchise (Less Adm)	95,500.00	0.00	23,471.13	24.58	72,028.87
TOTAL Licenses and Permits	95,500.00	0.00	23,471.13	24.58	72,028.87
TOTAL REVENUES	119,824.00	0.00	23,471.13	19.59	96,352.87
EXPENDITURES =====					
<u>Supplies & Expenses</u>					
55305-03-40000 MAPS Merrill Productions	35,650.00	0.00	0.00	0.00	35,650.00
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	2,250.00	0.00	0.00	0.00	2,250.00
55305-03-46400 Social Media Archiving	0.00	0.00	3,978.60	0.00	(3,978.60)
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	4,650.00	100.00	0.00
55305-03-47500 Accela Live Streaming	10,250.00	0.00	0.00	0.00	10,250.00
55305-03-47523 CivicPlus - Meetings	4,600.00	0.00	9,415.35	204.68	(4,815.35)
55305-03-47533 M&C Committee - Resources	4,600.00	0.00	0.00	0.00	4,600.00
55305-03-47534 MWC Monthly Ads	0.00	0.00	0.00	0.00	0.00
55305-03-47536 Visitor Guide Ads	3,000.00	0.00	0.00	0.00	3,000.00
55305-03-47555 Marketing Contractor	32,208.00	5,368.00	5,368.00	16.67	26,840.00
55305-03-47557 Social Media Contractor	32,500.00	40.00	40.00	0.12	32,460.00
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	129,708.00	5,408.00	23,451.95	18.08	106,256.05
TOTAL EXPENDITURES	129,708.00	5,408.00	23,451.95	18.08	106,256.05
REVENUES OVER/(UNDER) EXPENDITURES	(9,884.00)	(5,408.00)	19.18	0.00	(9,903.18)

26 -Reserved - Non-Lapsing
 MFG - Events

	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	BUDGET BALANCE
REVENUES =====					
<u>Intergovernmental</u>					
45324-43515 Federal ARPA	0.00	0.00	0.00	0.00	0.00
TOTAL Intergovernmental	0.00	0.00	0.00	0.00	0.00
<u>Miscellaneous Revenues</u>					
45324-48500 MFG Events-Donations	0.00	0.00	3,600.00	0.00	(3,600.00)
45324-48525 Food Truck-Spot Rentals	0.00	75.00	425.00	0.00	(425.00)
45324-48550 MFG Events - Grants	0.00	0.00	0.00	0.00	0.00
45324-48725 Craft Show Revenues	0.00	125.00	725.00	0.00	(725.00)
45324-48750 Event Revenues	0.00	0.00	0.00	0.00	0.00
TOTAL Miscellaneous Revenues	0.00	200.00	4,750.00	0.00	(4,750.00)
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TOTAL REVENUES	0.00	200.00	4,750.00	0.00	(4,750.00)
EXPENDITURES =====					
<u>Supplies & Expenses</u>					
55324-03-40000 MFG-Food Truck Expenses	0.00	170.00	170.00	0.00	(170.00)
55324-03-40024 MFG-Craft Expenses	0.00	0.00	0.00	0.00	0.00
TOTAL Supplies & Expenses	0.00	170.00	170.00	0.00	(170.00)
<hr/>					
TOTAL EXPENDITURES	0.00	170.00	170.00	0.00	(170.00)
REVENUES OVER/(UNDER) EXPENDITURES	0.00	30.00	4,580.00	0.00	(4,580.00)

April 2025
Social Media Report

Tasks -

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

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

I met with Dustin about the analytics for the website.

Social Media -

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

MWC -

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

Food Truck-a-Palooza

I have 27 confirmed food trucks, 30 plus craft/vendors, and \$7100 in sponsorships so far. I have a few more leads for sponsorships that I am working on as well. The vendors are a little slower this year than last but I think they will come around.

We are not going to have Bingo this year. I changed up the size of a couple of the tents and we will focus on the entertainment and vendors.

March 2025 Social Media Analytics

Facebook Page Reach: 8,837 (Up 19.6%)

- *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: 22,661 (Down 10.2 %)

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

New Facebook Page Likes: 47

Cumulative Facebook Page Likes: 3,603

Link Clicks on page - 195

Content (Most Popular by Reach)

1. Armory Post (Reach 3,589; Likes, Reactions, Comments and Shares 197)
2. Voting Machine testing (Reach 898; Likes, Reactions, Comments and Shares:7)
3. Early Voting Info (Reach 580; Likes, Reactions, Comments, shares and link clicks: 5)
4. Destash Event at expo (Reach 577; Likes, Reactions, Comments and Shares: 9)
5. MEC April Newsletter (Reach 537; Likes, Reactions, Comments and Shares: 7)

LinkedIn -

We Currently have 44 followers on LinkedIn. 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 37 subscribers for the Main City Of Merrill YouTube Channel. The City of Merrill Meetings page has 32 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 - please see Website Analytics Summary.

Website Analytics 2025							
	Acquisition	Experience Merrill		Home Page		Park & Recreation	
	"midwest"	Views	Active Users	Views	Active Users	Views	Active Users
May 2024	68	103	92	3602	2365	753	455
June 2024	72	76	70	3342	2324	826	494
July 2024	101	88	82	4040	2868	989	573
August 2024	87	429	373	4362	3263	804	461
September 2024	136	2539	2495	2820	1783	516	339
October 2024	294	1586	1545	2639	1457	317	198
November 2024	288	1636	1561	1989	1144	344	211
December 2024	270	1845	1789	2143	1207	325	208
January 2025	306	3096	3026	2409	1235	534	307
February 2025	307	774	717	1981	1028	586	340
March 2025	375	618	539	2361	1271	635	355

City of Merrill March Overview:

◆ General Campaign Overview (Retargeting)

Date Range: Mar 01 – Mar 31, 2025

- **Total Impressions:** 121,170
- **Total Clicks:** 160
- **Click-Through Rate (CTR):** 0.13%
- **Total Actions:** 149
 - **Site Search Actions:** 147
 - **Geo Actions:** 2

◆ Top Performing Tactics

Tactic (Display Type)	Impressions	Clicks	CTR	Actions
SITE	20,876	43	0.21%	135
SRT+KW (Search Retargeting + Keywords)	72,449	70	0.10%	12
Geo-Opt	18,782	26	0.14%	2
Geofence	8,352	19	0.23%	0
Geofence CNH	711	2	0.28%	0

★ **Most impactful tactic: SITE Display** (majority of actions)

◆ Top Performing Ads

Creative	Impressions	Clicks	CTR	Actions
jobs	41,746	56	0.13%	56
houses	41,506	55	0.13%	47
schools	37,918	49	0.13%	44

◆ Location Performance

Location	Impressions	Clicks	CTR
Chicago	51,855	50	0.10%
Minneapolis	22,651	25	0.11%

Location	Impressions	Clicks	CTR
Saint Paul	7,809	16	0.20%

◆ Keyword Performance (Top Keywords)

Keyword	Impressions	Clicks	CTR	Actions
retirement	21,187	18	0.08%	2
%21retirement	4,920	5	0.10%	2
mental+health	2,142	4	0.19%	0
new+job	744	2	0.27%	0
%21packing	846	2	0.24%	1

◆ YouTube Ad Performance

- **Total Impressions:** 96,191
- **Total Clicks:** 8
- **CTR:** 0.01%

📺 Top Performing Video (by clicks):

Several videos such as “Friday - ATV Riding”, “Saturday - Camping”, and “Wednesday - Biking” all recorded 1 click each, with high view-through rates (97%+ 25% completion).

🔧 Device Performance (YouTube):

- **Connected TV:** 95,661 impressions, 7 clicks
 - **Mobile:** 146 impressions, 1 click (best CTR at 0.68%)
 - Desktop and tablet showed no engagement.
-

✓ Positives / Highlights

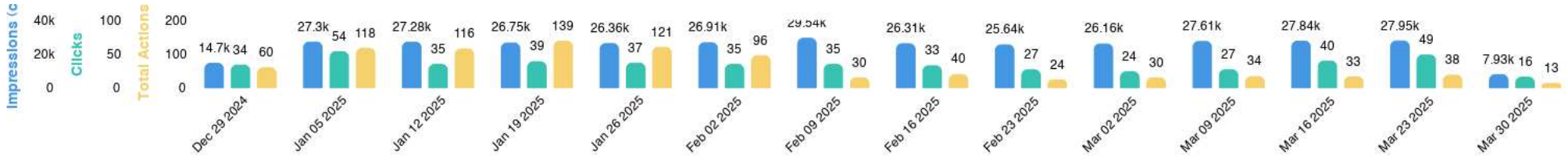
- **Strong engagement from Chicago & Minneapolis.**
- **High-performing creatives in jobs and housing categories.**
- **Geofencing CTRs** were high (up to 0.28%).
- **Video content** has **high view completion rates**—great for brand awareness.
- **SITE retargeting tactic** generated most actions—shows effectiveness of users already interested.

Digital Marketing Dashboard Report

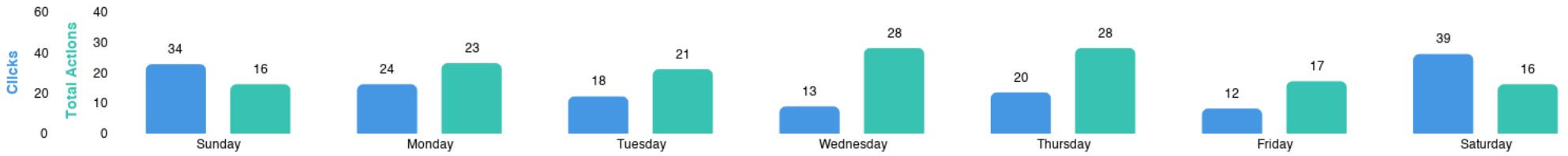




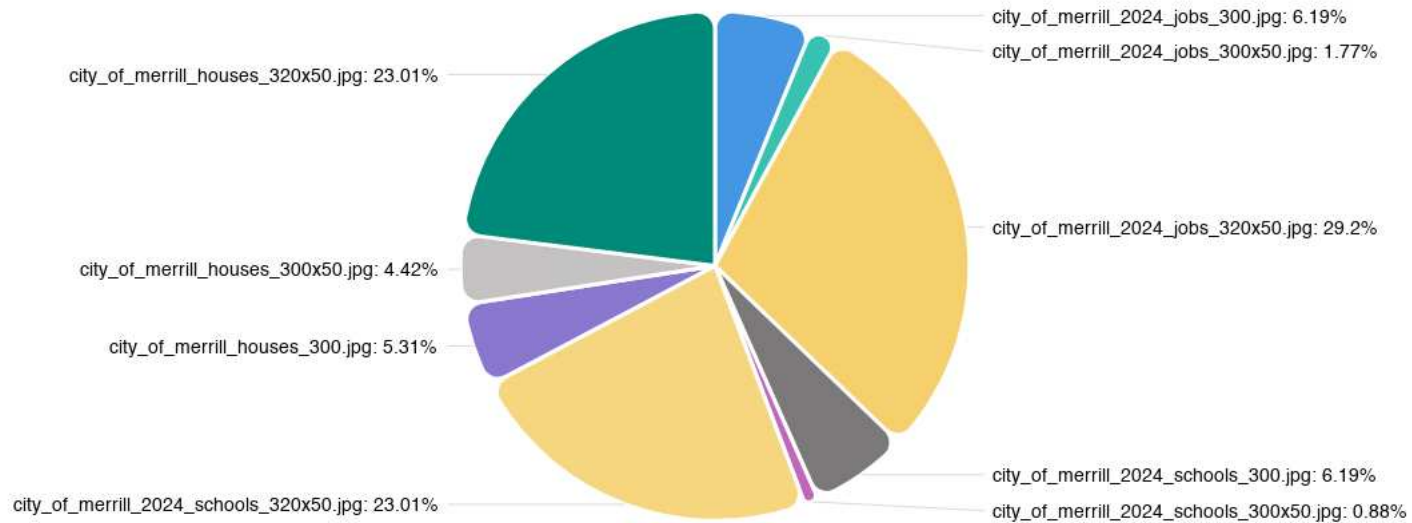
90 Day Overview



Clicks & Actions by Day of the Week



Mobile Ad Performance



Performance by Tactic

Campaign	Start Date	End Date	Impressions (c)	Clicks	CTR	Total Actions
Wausau_City of Merrill - 2025_688247_Display_Geo-Opt	Jan 01, 2025	Dec 31, 2025	18,782	26	0.14%	2
Wausau_City of Merrill - 2025_688247_Display_Geofence	Jan 01, 2025	Dec 31, 2025	8,352	19	0.23%	0
Wausau_City of Merrill - 2025_688247_Display_Geofence_CNH	Jan 01, 2025	Dec 31, 2025	711	2	0.28%	0
Wausau_City of Merrill - 2025_688247_Display_SITE	Jan 01, 2025	Dec 31, 2025	20,876	43	0.21%	135
Wausau_City of Merrill - 2025_688247_Display_SRT+KW	Jan 01, 2025	Dec 31, 2025	72,449	70	0.10%	12

Ad Performance with Preview where Preview is Available

Ad	Size	Preview	Impressions	Clicks	CTR	Weighted Actions
Total			121,170	160	0.13%	149
city_of_merrill_2024_jobs_320x50.jpg	320x50		19,500	33	0.17%	26
city_of_merrill_houses_320x50.jpg	320x50		17,746	26	0.15%	13
city_of_merrill_2024_schools_320x50.jpg	320x50		15,058	26	0.17%	11
city_of_merrill_2024_jobs_300.jpg	300x250		11,341	7	0.06%	15
city_of_merrill_houses_300.jpg	300x250		10,891	6	0.06%	24
city_of_merrill_2024_schools_300.jpg	300x250		10,380	7	0.07%	17
city_of_merrill_houses_728.jpg	728x90		8,377	17	0.20%	8
city_of_merrill_2024_schools_728.jpg	728x90		6,816	11	0.16%	9
city_of_merrill_2024_jobs_728.jpg	728x90		6,656	14	0.21%	10
city_of_merrill_2024_schools_300x50.jpg	300x50		4,146	1	0.02%	3
city_of_merrill_houses_300x50.jpg	300x50		2,861	5	0.17%	1
city_of_merrill_2024_jobs_300x50.jpg	300x50		2,663	2	0.08%	3
city_of_merrill_2024_jobs_300x600.jpg	300x600		1,053	0	0.00%	2
city_of_merrill_houses_300x600.jpg	300x600		1,006	1	0.10%	1
city_of_merrill_2024_schools_300x600.jpg	300x600		942	3	0.32%	3
city_of_merrill_houses_160x600.jpg	160x600		625	0	0.00%	0
city_of_merrill_2024_schools_160x600.jpg	160x600		576	1	0.17%	1
city_of_merrill_2024_jobs_160x600.jpg	160x600		533	0	0.00%	2

GeoFence Performance where Metrics are Available

GeoFence	Impressions	Clicks	CTR	GeoFence Weighted Actions
Total	9,063	21	0.23%	0
ConAgra Brands 1201 Green Valley Rd	6,658	17	0.26%	0
Window & Doors 811 Factory St. Hawkins, WI 54530	1,694	2	0.12%	0
CNH Industrial America 511 E. Main St. Manitowoc, WI 54221	711	2	0.28%	0

Location Performance

City	Impressions	Clicks	CTR
Chicago	51,855	50	0.10%
Minneapolis	22,651	25	0.11%
Saint Paul	7,809	16	0.20%
Wausau	3,243	5	0.15%
Raleigh	1,422	4	0.28%
La Crosse	1,303	0	0.00%
Beaver Dam	1,085	1	0.09%
Milwaukee	1,031	2	0.19%
Merrill	727	1	0.14%
Cedar Falls	675	1	0.15%
Maple Grove	649	1	0.15%
Eden Prairie	536	1	0.19%
Onalaska	526	1	0.19%
Round Lake	524	1	0.19%
Cicero	513	1	0.19%
Burnsville	412	0	0.00%
Oak Lawn	412	1	0.24%
Rhinelanders	403	0	0.00%
Mayville	337	0	0.00%
Minnetonka	308	1	0.32%

Keyword Performance

Keyword	Impressions	Clicks	CTR	Total Actions
retirement	21,187	18	0.08%	2.00
%21moving	12,845	8	0.06%	1.00
moving	6,398	4	0.06%	0.00
%21retirement	4,920	5	0.10%	2.00
%21wildlife	3,043	4	0.13%	1.00
wildlife	2,412	3	0.12%	0.00
mental+health	2,142	4	0.19%	0.00
retiring	1,849	3	0.16%	0.00
new+house	1,328	2	0.15%	0.00
public+schools	1,007	0	0.00%	0.00
packing	945	1	0.11%	1.00
%21packing	846	2	0.24%	1.00
%21retiring	828	2	0.24%	0.00
home+improvement	748	0	0.00%	0.00
new+job	744	2	0.27%	0.00
downsizing	673	1	0.15%	1.00
first+home	663	0	0.00%	0.00
affordable+housing	517	1	0.19%	0.00
housing+market	499	1	0.20%	0.00
property+taxes	470	0	0.00%	0.00

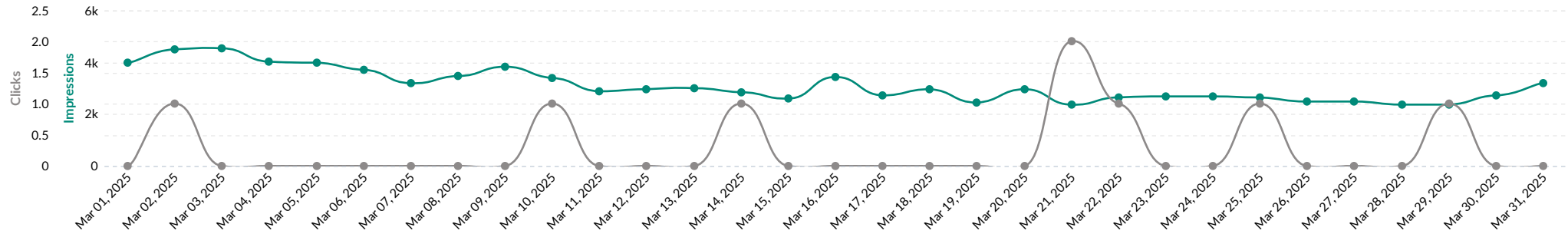
Impressions
96,191

Clicks
8

CTR
0.01%

Avg. CPC
\$89.33

Impressions vs Clicks Overview



Performance by Video Device

Device	Impressions	Clicks	CTR
CONNECTED_TV	95,661	7	0.01%
DESKTOP	225	0	0.00%
MOBILE	146	1	0.68%
TABLET	159	0	0.00%

Performance by Ad Group

Ad Group	Impressions	Clicks	CTR	Conversions	Avg. CPC
City of Merrill YOUTUBE	96,191	8	0.01%	0.00	\$89.33

Video Creative Performance

Video Title	Impressions	Clicks	Video Views	Video View Rate	Avg. Client CPV	Average Video 25% Completes	Average Video 50% Completes	Average Video 75% Completes	Average Video 100% Completes
A Day in the Week of Merrill - Friday (ATV Riding)	13,767	2	0	0.00%	-	97.16%	95.95%	95.43%	95.14%
A Day in the Week of Merrill - Monday (Local Sports)	11,935	1	0	0.00%	-	97.26%	96.02%	95.50%	95.23%
A Day in the Week of Merrill - Saturday (Camping)	16,354	1	0	0.00%	-	97.18%	96.11%	95.57%	95.22%
A Day in the Week of Merrill - Sunday (Parks)	13,065	1	0	0.00%	-	96.40%	95.11%	94.61%	94.35%
A Day in the Week of Merrill - Thursday (Kayaking)	6,452	1	0	0.00%	-	97.00%	95.91%	95.45%	95.06%
A Day in the Week of Merrill - Tuesday (Fishing)	10,026	1	0	0.00%	-	96.55%	95.30%	94.72%	94.42%
A Day in the Week of Merrill - Wednesday (Biking)	16,959	1	0	0.00%	-	97.00%	95.87%	95.30%	95.00%
A Day in the Week of Merrill - The Full Week!	7,633	0	0	0.00%	-	97.43%	96.55%	96.08%	95.83%

Video Performance by Day

Date	Impressions	Clicks	CTR
Mar 01, 2025	3,985	0	0.00%
Mar 02, 2025	4,495	1	0.02%
Mar 03, 2025	4,546	0	0.00%
Mar 04, 2025	4,034	0	0.00%
Mar 05, 2025	3,982	0	0.00%
Mar 06, 2025	3,707	0	0.00%
Mar 07, 2025	3,187	0	0.00%
Mar 08, 2025	3,458	0	0.00%
Mar 09, 2025	3,813	0	0.00%
Mar 10, 2025	3,411	1	0.03%
Mar 11, 2025	2,884	0	0.00%
Mar 12, 2025	2,978	0	0.00%
Mar 13, 2025	3,014	0	0.00%
Mar 14, 2025	2,857	1	0.04%
Mar 15, 2025	2,590	0	0.00%
Mar 16, 2025	3,443	0	0.00%
Mar 17, 2025	2,741	0	0.00%
Mar 18, 2025	2,947	0	0.00%
Mar 19, 2025	2,467	0	0.00%
Mar 20, 2025	2,958	0	0.00%
Mar 21, 2025	2,349	2	0.09%
Mar 22, 2025	2,663	1	0.04%
Mar 23, 2025	2,699	0	0.00%
Mar 24, 2025	2,690	0	0.00%
Mar 25, 2025	2,628	1	0.04%
Mar 26, 2025	2,489	0	0.00%
Mar 27, 2025	2,495	0	0.00%
Mar 28, 2025	2,379	0	0.00%

Mar 29, 2025	2,382	1	0.04%
Mar 30, 2025	2,720	0	0.00%
Mar 31, 2025	3,200	0	0.00%

Location Performance

City (User location)	Impressions	Clicks	CTR	Avg. CPC
Antioch	20	0	0.00%	-
Apple Valley	929	0	0.00%	-
Arden Hills	32	0	0.00%	-
Blaine	1,201	0	0.00%	-
Bloomington	1,408	0	0.00%	-
Bristol	93	0	0.00%	-
Brooklyn Center	401	0	0.00%	-
Brooklyn Park	1,604	0	0.00%	-
Burnham	201	0	0.00%	-
Burnsville	1,095	0	0.00%	-
Chicago	30,987	3	0.01%	\$74.96
Cicero	970	0	0.00%	-
Coon Rapids	1,190	0	0.00%	-
Crystal	497	0	0.00%	-
Dellwood	587	0	0.00%	-
Duluth	1,375	0	0.00%	-
Eagan	979	0	0.00%	-
Eden Prairie	740	0	0.00%	-
Edina	665	0	0.00%	-
Elmwood Park	430	0	0.00%	-
Evanston	317	1	0.32%	\$2.32
Falcon Heights	140	0	0.00%	-
Fridley	97	0	0.00%	-
Gages Lake	164	0	0.00%	-
Golden Valley	45	0	0.00%	-
Gurnee	545	0	0.00%	-
Hainesville	1,430	0	0.00%	-
Hermantown	443	0	0.00%	-

Hopkins	69	0	0.00%	-
Inver Grove Heights	2	0	0.00%	-
Kenosha	106	0	0.00%	-
Lincolnwood	471	0	0.00%	-
Little Canada	630	0	0.00%	-
Lyons	123	0	0.00%	-
Maple Grove	880	0	0.00%	-
Mendota Heights	75	0	0.00%	-
Minneapolis	18,003	0	0.00%	-
Minnetonka	809	0	0.00%	-
Mundelein	441	0	0.00%	-
New Brighton	711	0	0.00%	-
New Hope	734	0	0.00%	-
Norridge	512	0	0.00%	-
North Oaks	520	0	0.00%	-
North Riverside	224	0	0.00%	-
Northbrook	316	0	0.00%	-
Oak Park	578	1	0.17%	\$4.22
Oakdale	477	1	0.21%	\$3.65
Old Mill Creek	1,250	0	0.00%	-
Paddock Lake	21	0	0.00%	-
Plymouth	1,155	0	0.00%	-