



REQUEST FOR BOARD ACTION

ITEM NO. 10.

DATE OF MEETING: June 3, 2013

REQUESTED BY: Monique Baker, Tourism Director

SHORT TITLE: Resolution Authorizing Budget Amendment for a Purchase Order to Google for a Twelve Month Adword Campaign: \$4,800.

BACKGROUND: For FY 2012/2013 the Tourism budget would not support the ongoing Google Adword Campaign. Therefore, Tourism ended paid advertising with Google. Attached is an analysis of the past & present Google Statistics and how much they have decreased since Tourism ended advertising, as well as an analysis of the Campaign's Return on Investment. This analysis proves that the Google Adword Campaign was a good investment and Tourism would like to implement it again to help in its efforts to promote Pender County to potential visitors.

SPECIFIC ACTION REQUESTED: To consider a resolution authorizing a Budget Amendment for a purchase order to Google in the Amount of \$4,800 from the General Fund or Reserve Fund to Tourism Promotions 670-407000.

COUNTY MANAGER'S RECOMMENDATION

Respectfully recommend approval.



Initial

RESOLUTION

NOW, THEREFORE BE IT RESOLVED by the Pender County Board of Commissioners that

a purchase order in the Amount of \$4,800 is hereby authorized for the Adword Campaign. The Chairman/County Manager is authorized to execute any/all documents necessary to implement this resolution.

Budget Line Item: 670-407000

AMENDMENTS:

MOVED _____ SECONDED _____

APPROVED _____ DENIED _____ UNANIMOUS _____

YEA VOTES: Brown ___ McCoy ___ Tate ___ Ward ___ Williams ___

George R. Brown, Chairman Date

ATTEST Date

Google Stats comparisons:

July 1, 2010 –June 30, 2011 vs July 1, 2011-June 30, 2012

FY 2010/2011 vs. FY 2011/2012 comparison showed a **flat** performance

Visits **down 1%** Unique Visitors **down .3%** New visits **up .4%**

July 1, 2012-January 31, 2013 vs. the 6 months prior, December 2011-June 30, 2012
(Our Google Adword campaign ended June 30, 2012)

The comparison showed **significant decreases**

Visits **down 40%** Unique Visitors **down 47%** New Visits **down 12%**

July 1, 2011 –January 2012 vs. July 2012 – January 2013

7/2011-1/2012 our Adword campaign was in place but 2/2012-1/2013 it was not.

The comparison again showed **significant decreases**

Visits **down 31%** Unique Visitors **down 41%** New Visits **down 15%**

- Further research from our 2012 conversion survey shows that **100% of our respondents** (25 out of 726, a 3.4% response rate) **visited or plan to visit our area.**
- Of those, **90% used the Pender County Tourism website to plan their trip** to our area, which means that 22.5 people who have visited or will visit used our website.
- Our Google Stats shows **48% were referred by Google.**
- ECU Visitor research shows that **our average expenditure per visit for a family is \$1,428.00.**
- So if 48% of just our 22.5 respondents [=10.8 (=48% of 22.5)] visited, it **would generate \$15,422.40 expenditures** (= 10.8 X \$1428).
- **Which equates to a 2.2 Return on Investment** [(\$15,422.40 - \$4800=\$10622.40)/\$4800=2.21 ROI].
- But if our Google statistics are down ~40% then we are **losing \$4249 of that \$10,622.40 return.**