



INFORMATIONAL MEMORANDUM

TO: Planning and Economic Development

FROM: Brandon Miles, Business Relations Manager

CC: Mayor Ekberg

DATE: December 1, 2020

SUBJECT: Experience Tukwila: Performance Measures

ISSUE

Discussion of performance measures for Experience Tukwila.

BACKGROUND

This year Tukwila launched its social media to promote the City to people within the greater Seattle region (within 50 miles of the City). These social medial accounts are part of the City's overall campaign to help to bring more people to the City and to help the City brand itself in the region. The overall campaign is called, "Experience Tukwila." Experience Tukwila will have several components:

1. Digital Platforms

Digital platforms will include social media (Facebook, Instagram, Twitter, and LinkedIn), website, and direct email. These platforms will digitally promote Tukwila, its community members, its businesses, and everything that makes the City unique. The digital platforms will include custom photography and videos highlighting the City. The digital platforms will also allow the City to highlight specific events with unique landing pages for those events.

2. Small Events and Festivals

Events and festivals will be sponsored under the "Experience Tukwila" name. Previous events include the Rave Green Run, International Food Truck Rally, and Drag Queen Bowling. The City will work to develop and support additional events and festivals coming into the City.

3. Sponsorship

The City will sponsor third party activities in the City, such as Seattle Chocolates Haunted House, Starfire Sports soccer tournaments, the Museum of Flight. These activities do not fall under the small events and festivals given that they are usually longer in duration activities and are on a larger scale.

DISCUSSION

Performance measures and key performance indicators (KPIs) are important in allowing the City to track the success of activities. The following outlines staff's initial ideas for performance measure and KPIs for Experience Tukwila. These are draft and staff would like to work with PED as part of the budget process to identify the appropriate performance measures and KPIs for Experience Tukwila. Staff will also be reviewing how other similar organizations track success of their efforts.

Overall Performance Measures for Experience Tukwila		
Performance measures need to be linked to the overall goals of an initiative or campaign. The following are the overall goals of Experience Tukwila.		
Performance Measure	Target	Method Tracking
Increase total hotel occupancy and hotel revenue.	TBD	While tracking these performance measures is simple, tracking how Experience Tukwila impacted the overall City economy would be difficult. The City could use surveys to track impacts of the City's activities. For example, if someone visits the Experience Tukwila website, we could ask them if they plan or have visited the City. However, this creates a causation versus correlation issue. Cell phone data might also be able to be used to track certain outcomes.
Increase the total number of visitors (day and night) coming to the City.	TBD	
Increase dwell time people spend in the City when visiting.	TBD	
Increase total revenue at entertainment establishments, restaurants, and retailers.	TBD	
Public Perception of the City.	TBD	
		In 2017 the City completed a survey of Puget Sound resident's perceptions of the City. This survey could be duplicated on a regular basis to see if the City's marketing efforts on changing how people in the region view the City.

Key Performance Indicators for Certain Activities		
Website		
KPIs	Goals	Method of Tracking
Total Sessions	TBD	Google Analytics
Total Unique Visitors	TBD	
Total Page Views	TBD	
Click Throughs	TBD	
Videos Viewed	TBD	
Total Session time.	TBD	
Geographic location of visitors.	TBD	
Specific pages viewed	TBD	
Ranking on Google Search	Top of page 1.	Searching "Tukwila" on Google

Social Media		
KPIs	Goals	Method
Total engagements (likes, shares/retweets, comments).	TBD	Track usage on social media accounts.
Reach/Impressions	TBD	Free analytics provided by social media companies.
Tags/mentions	TBD	Free analytics provided by social media companies
Hashtag utilization	TBD	Free analytics provided by social media companies
Click through rate	TBD	Free analytics provided by social media companies
Video views	TBD	Free analytics provided by social media companies
Check Ins	TBD	Free analytics provided by social media companies
Social Listening reports	TBD	TBD
Email Marketing		
Open Rate	TBD	Tools provided with email management systems (Constant Contact, Mail Chimp, etc.)
Clickthrough rate	TBD	
Small Events and Festivals		
Media Impressions	TBD	TBD
Tickets Sold	TBD	Tracking of tickets sold
Total Attendance	TBD	Tracking admission and headcounts.
Revenue from event	TBD	Ticket sales and vendor sales reports.
Media impressions of event.	TBD	TBD
Sponsorships		
Attendance at event or activity.	TBD	Online sales and headcount.
Media mentions	TBD	Self-reporting and google key word monitoring.
Hashtag usage	TBD	Free analytics provided by social media companies

FINANCIAL IMPACT

N/A. Many KPIs can be monitored using free tools on google and social media accounts. Updating the public perception study would incur a cost to have a firm complete the study.

RECOMMENDATION

Forward to December 14 Committee of the Whole Meeting for discussion from full council.

ATTACHMENTS

- Screen Shots of Selected Social Media Analytics

Screen Shots of Selected Social Media Analytics

LinkedIn (Launched in October of 2020)

The screenshot displays the LinkedIn Admin interface for the 'Experience Tukwila' page. The browser address bar shows the URL 'linkedin.com/company/68669366/admin/'. The page header includes navigation icons for Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Advertise. The main navigation bar features 'New', 'All Pages', 'Content', 'Analytics', and 'Activity' tabs, along with an 'Admin tools' dropdown. The profile banner for 'Experience Tukwila' (Government Administration - Tukwila, WA) shows 153 followers and options to 'Edit Page' and 'Share Page'. The 'Analytics' section on the left provides data for the last 30 days: 54 Unique visitors (+10%), 89 New followers (+43%), 2.1K Post impressions (+51%), and 3 Custom button clicks (0%). The 'Updates' section shows a post by Alison Wendler from 11/27/2020, sponsored by Experience Tukwila, with the text: 'This Black Friday, many are heading to Westfield Southcenter for all their holiday shopping needs. With over 200 stores, it is the largest shopping mall in the Pacific Northwest, making Tukwila one of the PNW's top shopping destinations.' The 'Manage' section on the right lists 'Events', 'Hashtags' (including #tukwila, #greaterseattle, and #expericetukwila), and a 'Show posts about Experience Tukwila' link. A 'Messaging' window is visible at the bottom right.

Facebook (Launched in May of 2020)

This screenshot shows the Facebook page management interface for 'Experience Tukwila'. The page is viewed from the perspective of a user named Brandon. The interface includes a top navigation bar with a search bar, home icon, and notification icons. The main content area is divided into several sections:

- Manage Page:** A sidebar on the left with options like Home, News Feed, Manage Shop, Ad Center, Inbox, and Resources & Tools.
- Insights:** A central section showing performance metrics for the last 28 days (Nov 3 - Nov 30):
 - People Reached: 155,889 (+1394%)
 - Post Engagements: 26,472 (+3033%)
 - Page Likes: 293 (+56%)
- About:** A section providing basic information about the page, including location (Tukwila, WA 98188), a description ('Experience Tukwila, Seattle Metro's most accessible destination for affordable fun'), and engagement statistics (787 likes, 845 followers).
- Create Post:** A section on the right with options for Photo/Video, Get Messages, and Feeling/Activity.
- Post:** A featured post titled 'Experience Tukwila' with the text: 'Are you decking your halls and donning festive lights this season? Enter Tukwila's Holiday Lights Contest! They will be awarding prizes for both homes and businesses. Enter by December 5th!' The post features a graphic with colorful lights and the text 'Tukwila Holiday Lights Contest'.

Facebook Ad Currently Running

This screenshot shows a Facebook advertisement for 'Spice Bridge: The New Food Hall for Adventurous Eaters'. The ad is displayed on the Experience Tukwila page. The ad content includes:

- Text:** 'Tasty food and an international cultural experience are both on the menu at Spice Bridge Food Hall. Featuring 8 women-owned restaurants that serve food from around the world, Spice Bridge is perfect for adventurous eaters of all ages.'
- Image:** A photograph of a woman in a white patterned top holding a tray of food.
- Source:** 'REDTRI.COM'.
- Call to Action:** 'Learn More' button.
- Engagement Metrics:** 49,843 People Reached and 8,061 Engagements.
- Boosting:** A 'Boost Again' button is visible.

The ad is shown in a feed-like format, with a 'Boosted on Yesterday at 2:22 PM' and 'Reposted on November 26 at 10:12 PM' timestamp at the bottom.

Twitter (Launched in May of 2020)

