



Allan Ekberg, Mayor

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. <u>Digital Platforms</u>

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 |
| Increase the total number of visitors (day and night) coming to the City. | TBD | Experience Tukwila impacted the overall City economy would be difficult. The City could use surveys to track |
| Increase dwell time people spend in the City when visiting. | TBD | impacts of the City's activities. For example, if someone visits the Experience Tukwila website, we could ask them if |
| Increase total revenue at entertainment establishments, restaurants, and retailers. | TBD | 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. |
| 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, | TBD | Track usage on social media | | |
| shares/retweets, comments). | | 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 | | |
| Clickthrough rate | TBD | management systems | | |
| | | (Constant Contact, Mail | | |
| | | Chimp, etc.) | | |
| 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

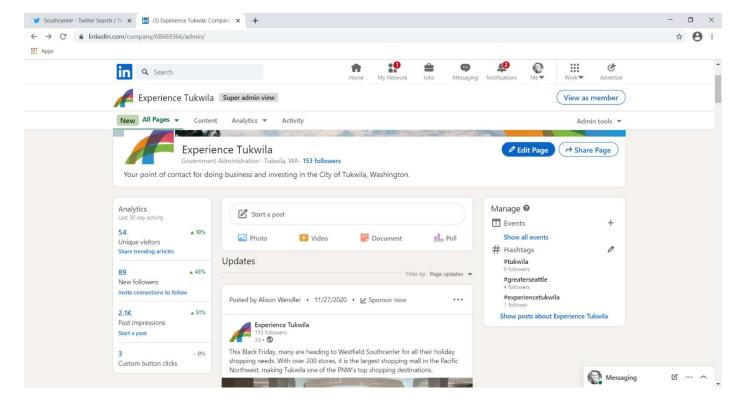
Forward to December 14 Committee of the Whole Meeting for discussion from full council.

ATTACHMENTS

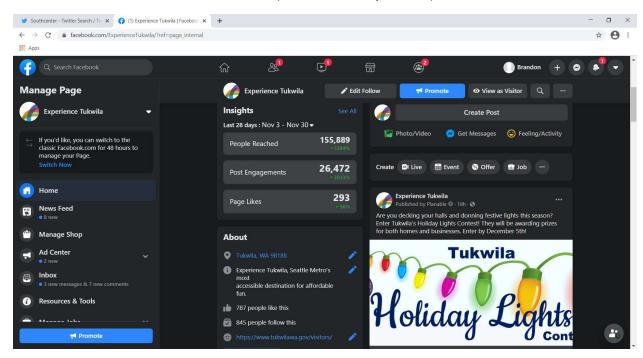
Screen Shots of Selected Social Media Analytics

Screen Shots of Selected Social Media Analytics

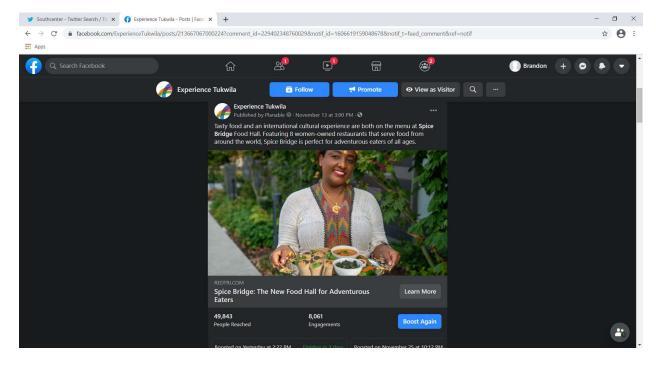
LinkedIn (Launched in October of 2020)



Facebook (Launched in May of 2020)



Facebook Ad Currently Running



Twitter (Launched in May of 2020)

