

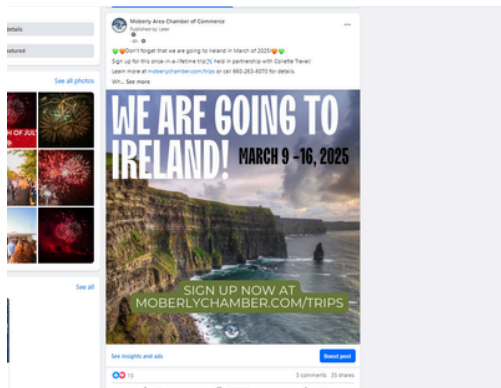


2024 JULY TOURISM REPORT

SOCIAL MEDIA STATS

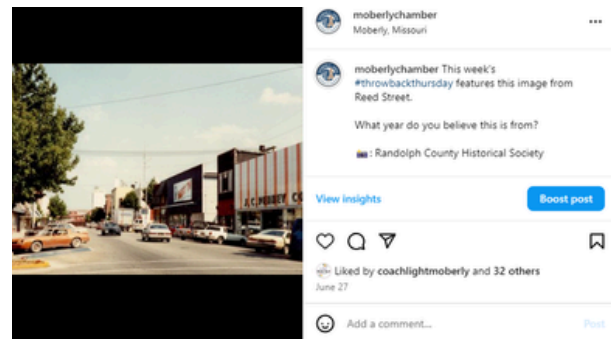
TOP ORGANIC POSTS THIS MONTH

FACEBOOK



Ireland post
5,973 impressions

INSTAGRAM



Reed Street TBT Photo
191 impressions

SOCIAL MEDIA ANALYTICS

Month	Monthly Reach	Facebook Followers	Website Visitors
January - 2024	92,600 people	9,464	4,227
February - 2024	66,400 people	9,546	5,880
March - 2024	70,900 people	9,600	6,546
April - 2024	64,900 people	9,632	8,527
May - 2024	53,200 people	9,686	8,104
June 11, 2024	188,700 people	9,700	17,959
July 5, 2024	8,600 people	9,813	1,504

PAID MEDIA STATS/MISSOURI DIVISION OF TOURISM GRANT

- Completed all of FY25 ads - in the past year we had 3 million people on social media, which is pretty awesome to see

MEDIA	2021	2022	2023	2024
DIGITAL	\$8,449.00	\$6,623.69	\$7,750.00	\$6,049.08
PRINT	\$2,100.00	\$3,600.00	\$2,250.00	\$1,500.00
RADIO	0	0	0	
SEM	\$3309.03		\$2,871.00	
GOOGLE ADS			\$600.00	\$1,030.32
TV	\$7,224.00	\$7,014.00	\$3,000.00	
TOTAL:	\$12,958.09	\$17,237.69	\$16,471.00	\$8,579.40

HALF OF THIS AD SPEND IS REIMBURSED BY THE STATE

DRIVE IN AD

Moberly Area Chamber of Commerce
Published by Michelle Greenwell Westhues
June 5

The Moberly Five & Drive is now open! 🎉
Travel 🚗 to the Moberly, Missouri to experience one of the few remaining drive-ins in Missouri.
Enjoy a movie 🎬 night with family or friends under the stars 🌟
Don't miss out on this unique adventure! 📺
View showtimes and details at moberly.com 📅
#ThatsMyMO | #showmemoberly

THE MOBERLY FIVE AND DRIVE IS OFFICIALLY OPEN FOR THE SEASON!

MISSOURI

MOBERLY.COM
Learn more here >>>>>

See insights and ads

Boost post

40 comments 105 shares

Medium	Date Ad Ran	Reach	Market	Amount Spent
Meta	June 5 - June 25	15,036	Missouri	\$200.00

This ad focused on showcasing the Moberly Five & Drive, which many are not aware that Moberly has. It's a popular attraction in the summer.

MINI TRAIN AD



Medium	Date Ad Ran	Reach	Market	Amount Spent
Meta	June 6 - June 23	21,641	Missouri	\$400.00

This ad focused on one of Moberly's popular summer attractions, the Moberly Mini Train.

MOBERLY RAILROAD DAYS



Medium	Date Ad Ran	Reach	Market	Amount Spent
Meta	June 11 - June 15	12,500	Missouri	\$100.00

This ad is promoting one of Moberly's most popular summer festivals, Moberly Railroad Days.

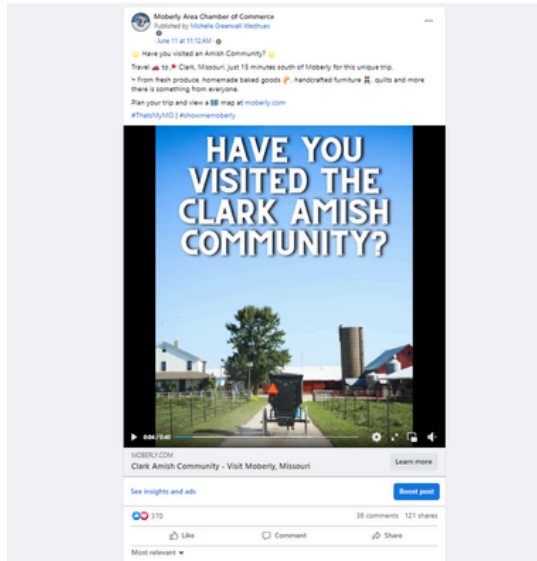
RANDOLPH COUNTY FAIR



Medium	Date Ad Ran	Reach	Market	Amount Spent
Meta	June 10 - June 28	17,759	Kansas City, Springfield, Lake of the Ozarks & St. Louis	\$300.00

This ad promoted the Randolph County Fair and focused on the emphasis of Ruby Leigh who is the entertainment for the event. She was 1st Runner Up on the Voice.

AMISH AD



Medium	Date Ad Ran	Reach	Market	Amount Spent
Meta	June 11 - June 29	45,606	Missouri	\$300.00

This ad focused on promoting the Clark Amish Community, just South of Moberly.

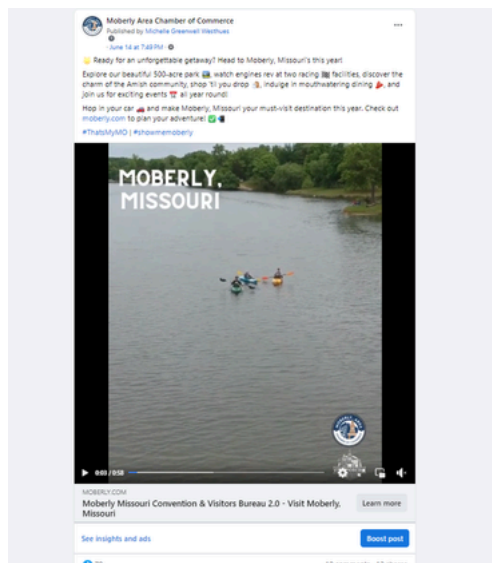
DOWNTOWN DINING & SHOPPING AD

Medium	Date Ad Ran	Reach	Market	Amount Spent
Meta	June 14 - June 29	22,546	Missouri	\$600.00

This ad is promoting one of Moberly's Depot District, dining and shopping sector of this area of Moberly.



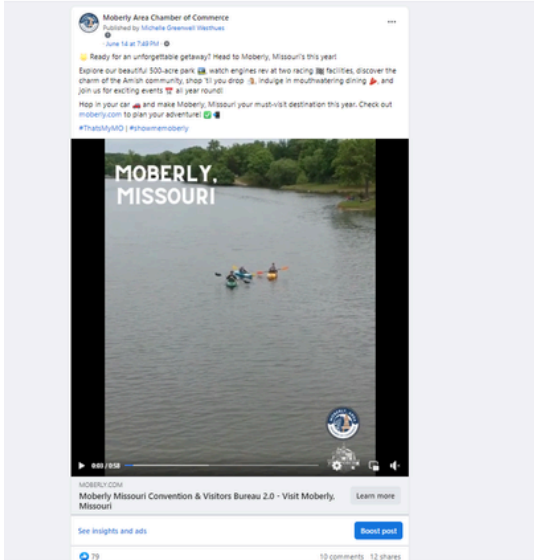
MOBERLY AD



Medium	Date Ad Ran	Reach	Market	Amount Spent
Meta	June 14 - June 29	14,058	Kansas City & St Louis.	\$300.00

This ad promoted coming to Moberly, Missouri and all the amenities we have to offer.

MOBERLY AD - OUT OF STATE MARKETING



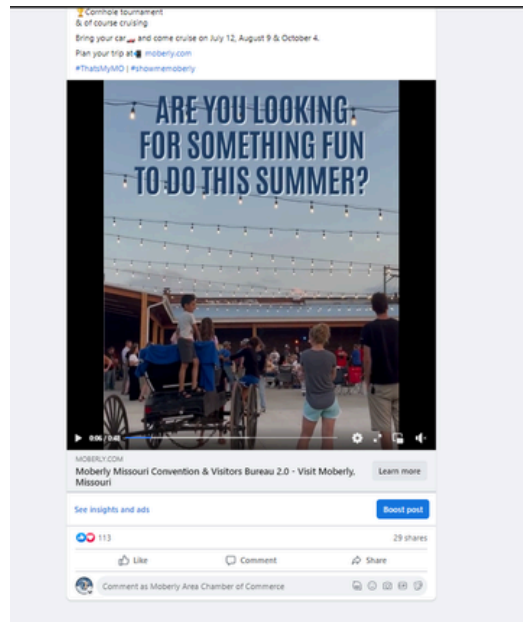
Medium	Date Ad Ran	Reach	Market	Amount Spent
Meta	June 14 - June 29	48,495	Chicago, Springfield, IL, Des Moines	\$500.00

This ad focused on marketing Moberly to out of state visitors. Our of state visitors are more likely to have more spending power and it gives us the ability to reach a new area that may not know about Moberly.

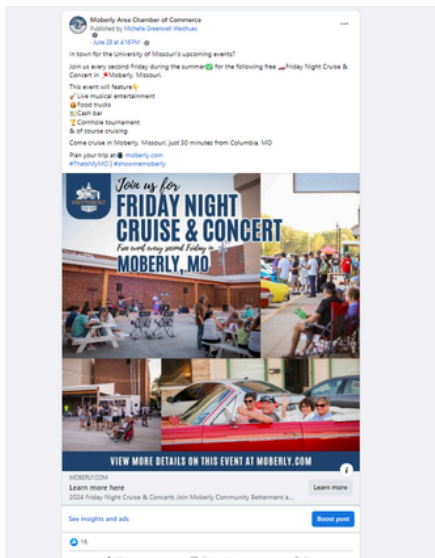
FRIDAY NIGHT CRUISE AD

Medium	Date Ad Ran	Reach	Market	Amount Spent
Meta	June 14 - June 29	22,546	Missouri	\$600.00

This ad is promoting one of Moberly's Depot District, dining and shopping sector of this area of Moberly.



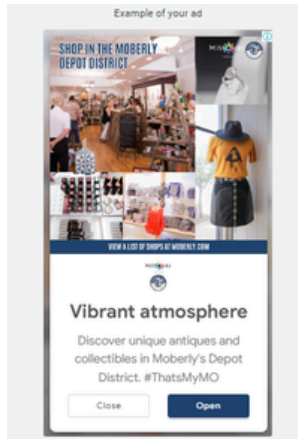
FRIDAY NIGHT CRUISE AD CHICAGO



Medium	Date Ad Ran	Reach	Market	Amount Spent
Meta	June 14 - June 29	7,301	Chicago	\$300.00

In doing some research in Placer we found out that Chicago has been in the Top 10 for the past several years of visitors origins. We decided to market this ad towards that area.

DOWNTOWN SHOPPING AD



Medium	Date Ad Ran	Reach	Market	Amount Spent
Google	June 14 - June 29	213,000	Missouri	\$639.00

This ad focused on shopping in the Moberly Depot District.

DOWNTOWN RESTAURANT AD

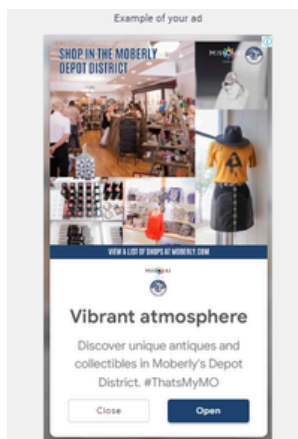
Example of your image ad at 300x250



Medium	Date Ad Ran	Reach	Market	Amount Spent
Google	June 14 - June 29	343,000	Missouri	\$597.00

This ad focused on dining in the Moberly Depot District.

DOWNTOWN SHOPPING AD Q4



Medium	Date Ad Ran	Reach	Market	Amount Spent
Google	June 14 - June 29	213,000	Missouri	\$639.00

This ad focused on shopping and dining in the Moberly Depot District.

DOWNTOWN DINING AD Q4



Medium	Date Ad Ran	Reach	Market	Amount Spent
Google	June 14 - June 29	213,000	Missouri	\$639.00

This ad focused on shopping and dining in the Moberly Depot District.

OWNED COMMUNICATION ASSETS

- Sent out monthly tourism newsletter
- Updated moberly.com
- Gathered videos at 4th Street Theatre's School of Rock, gathered photos at Bubba's and Amphitheater Ribbon Cutting
- Continued working on city-wide map project
- Scheduled social media marketing
- Worked on additional ads for Q1
- Created new community calendar submission



ADDITIONAL ITEMS



- Worked on adding historical data & getting additional users on Placer AI
- Prepped for Tourism Commission meeting
- Worked with summer interns on Junk Junktion and Christmas Festival marketing & event planning
- Planning a new event Moberly's Duck Race in August. The goal is for this to be a tourism-related event and bring people to the area.

PLANNED ACTIVITIES



- Continued working on Junk Junktion vintage market
 - About 3/4 full on our vendors
- In the initial planning stages of Mid-Missouri's Christmas Festival
- Continued marketing car cruises & concerts. The second event was not as big as the first due to overlapping of Railroad Days.

TOURISM EVENT RECAP

- July 13 - 21 - Randolph County Fair
- July 16 - Trophy Tuesday
- July 20 - Karaoke Dance at Skullsplitter Spirits Distillery
- July 23 - Trophy Tuesday



MONTHLY BILLING

ITEM # DESCRIPTION	JAN	FEB.	MARCH	APRIL	MAY	JUNE	JULY
102.000.521: ADVERTISING	\$1483.33	\$1483.33	\$1483.33	\$1483.33	\$1483.33	\$1483.33	\$1483.33
102.000.540: CONTRACT LABOR	\$5,433.34	\$5,433.34	\$5,433.34	\$5,433.34	\$5,433.34	\$5,433.34	\$5,433.34
102.000.541: ADMINISTRATIVE FEES	\$583.33	\$583.33	\$583.33	\$583.33	\$583.33	\$583.33	\$583.33
TOTAL:	\$7,500.00	\$7,500.00	\$7,500.00	\$7,500.00	\$7,500.00	\$7,500.00	\$7,500.00