Minutes – City of Winnipeg Museums Board – March 19, 2018

REPORTS

Item No. 6 **2018 Museums Board Annual Operating Budget – Advertising with Travel Manitoba**

COMMITTEE DECISION:

1. The City of Winnipeg Museums Board approved funding in the amount of $21,000 (plus applicable taxes), to Travel Manitoba, for the cost of a marketing partnership focused on promoting the fourteen (14) member museums, including:

    A. New photography used for individual Facebook posts (one for each museum) on Travel Manitoba's Facebook page (which has over 100,000 Likes and receives and average of 350,000 engagements per month with a reach of 31,000,000 in 2017). Travel Manitoba pricing model value for this is $4,200.

    B. Four (4) Travel Manitoba Blog posts. Each week Travel Manitoba will do a new theme and write blog posts that will encompass all fourteen (14) museums. Travel Manitoba will also use Facebook to drive traffic to the Blog. Travel Manitoba pricing model value for this is $6,000.

    C. Fourteen (14) Instagram stories, one for each museum. Travel Manitoba's Instagram has more than 60,000 followers, with nearly 8,000,000 impressions per month, and a total reach of 235,000,000. Travel Manitoba pricing model value for this is $7,000.

    D. For those ten out of fourteen museums that don't already have enhanced online listings, Travel Manitoba will enhance their listings. Travel Manitoba will also use Facebook and Twitter to drive traffic to the enhanced listings. Travel Manitoba pricing model value for this is $12,000.

2. The City of Winnipeg Museums Board requested that Travel Manitoba provide a breakdown of the analytical report by museum.

Minutes – City of Winnipeg Museums Board – March 19, 2018

DECISION MAKING HISTORY:

Moved by Jennifer Norie,

1. That funding in the amount of $21,000 (plus applicable taxes), be approved to Travel Manitoba, for the cost of a marketing partnership focused on promoting the fourteen (14) member museums, including:

    A. New photography used for individual Facebook posts (one for each museum) on Travel Manitoba's Facebook page (which has over 100,000 Likes and receives and average of 350,000 engagements per month with a reach of 31,000,000 in 2017). Travel Manitoba pricing model value for this is $4,200.

    B. Four (4) Travel Manitoba Blog posts. Each week Travel Manitoba will do a new theme and write blog posts that will encompass all fourteen (14) museums. Travel Manitoba will also use Facebook to drive traffic to the Blog. Travel Manitoba pricing model value for this is $6,000.

    C. Fourteen (14) Instagram stories, one for each museum. Travel Manitoba's Instagram has more than 60,000 followers, with nearly 8,000,000 impressions per month, and a total reach of 235,000,000. Travel Manitoba pricing model value for this is $7,000.

    D. For those ten out of fourteen museums that don't already have enhanced online listings, Travel Manitoba will enhance their listings. Travel Manitoba will also use Facebook and Twitter to drive traffic to the enhanced listings. Travel Manitoba pricing model value for this is $12,000.

2. That Travel Manitoba provide a breakdown of the analytical report by museum.

Carried