

Marketing Communications

To: Maura Gast, Executive Director

From: Diana Pfaff, VP Marketing Communications | Monty White, Director of Marketing

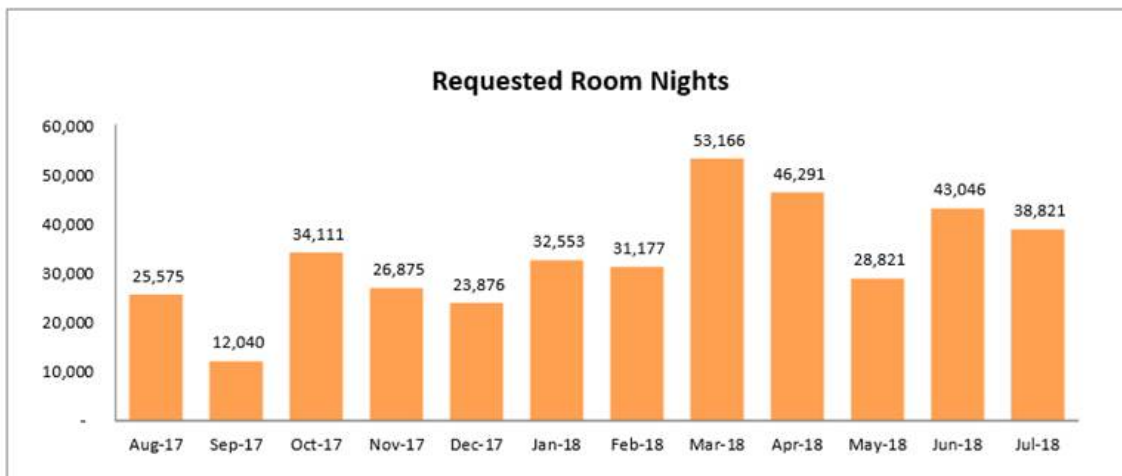
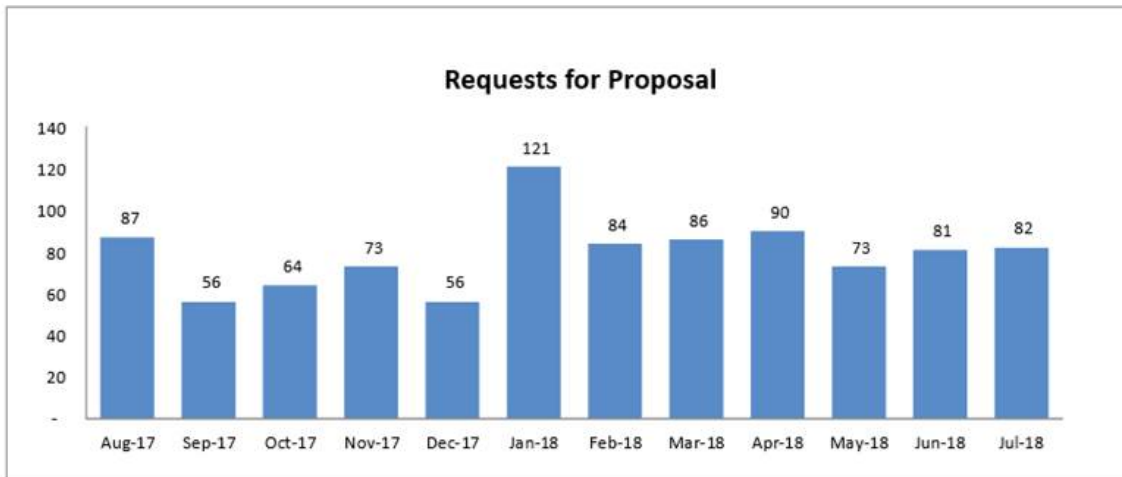
Date: August 15, 2018

Re: July 2018 Board Report

Marketing and Advertising Analytics

RFPS

The number of RFPs received in July was nearly the same as the previous month with **82 RFPs** (average) and **38,821 associated room nights** (above average).



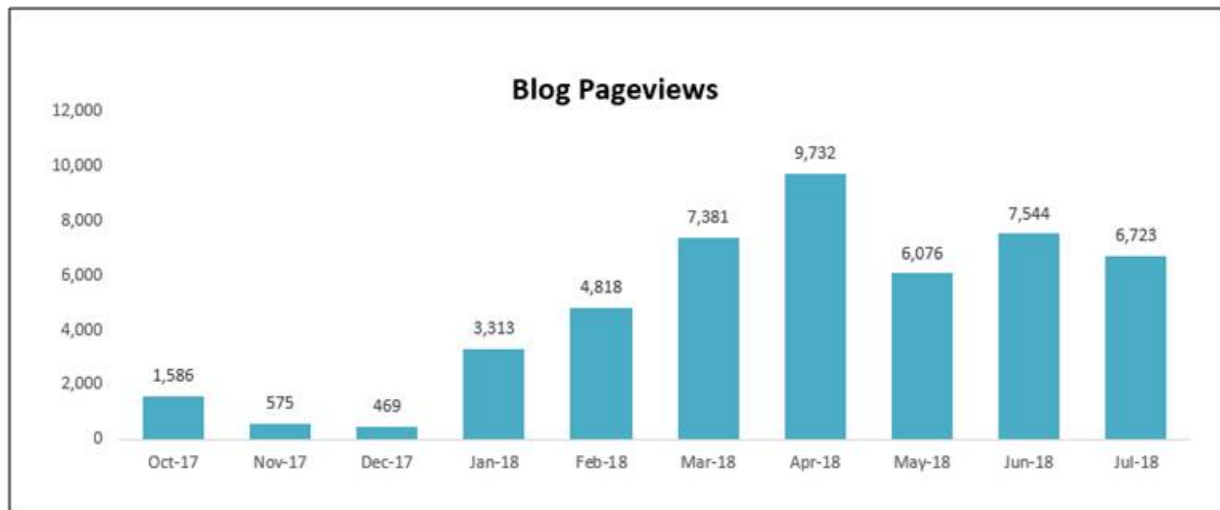
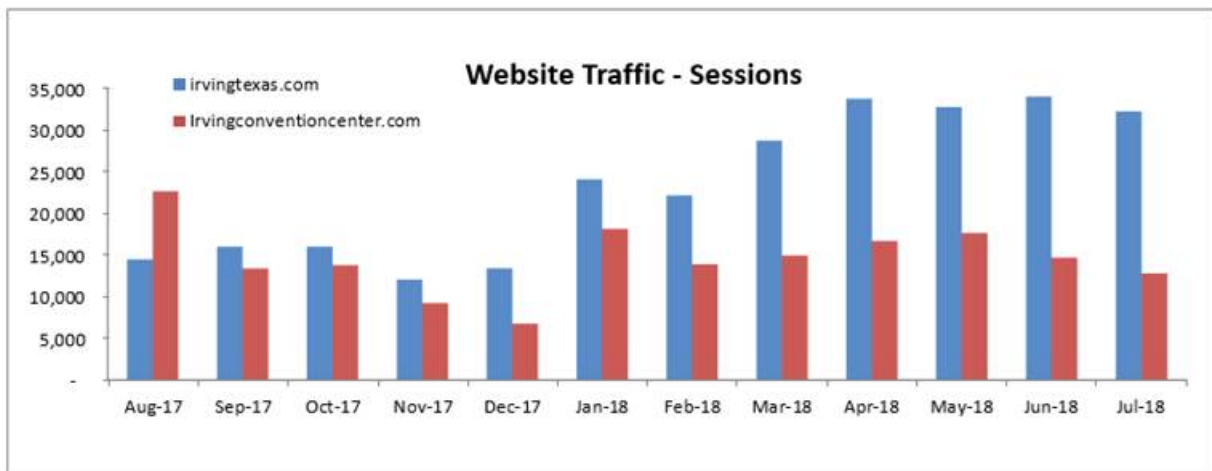
Website Traffic

Website traffic remained high in July with **45,001 total sessions** and **36,641** total users visiting both sites. The Visit Irving site continues to see an unusually high volume of traffic with **32,217 sessions** (well above average). Traffic to the Visit Irving site peaked on July 4th with 2,962 sessions. The Irving Convention Center website had **12,784 sessions** (slightly below average) and peaked during the Let's Play Gaming Expo with **1,063 sessions**.

The number of visitors to the blog remained steady with **6,723 pageviews** and **5,348 unique pageviews**. The top blog posts in July were, "Cool Irving Treats," with **872 pageviews**, "Keeping Cool in Irving," with **616 pageviews**, and "Things to do in Irving in July," with **598 pageviews**.

In July bounce rates on the Visit Irving website dropped by more than half to an average of **26%** with a **13%** bounce rate on the blog. The bounce rate measures visitors that come to a website and then quickly leave - they *bounce* away. Low bounce rates are a positive indicator. Average bounce rates vary by industry and website type; an average bounce rate for a content website such as the Visit Irving site is between 40-65%, while 20-40% is considered excellent.

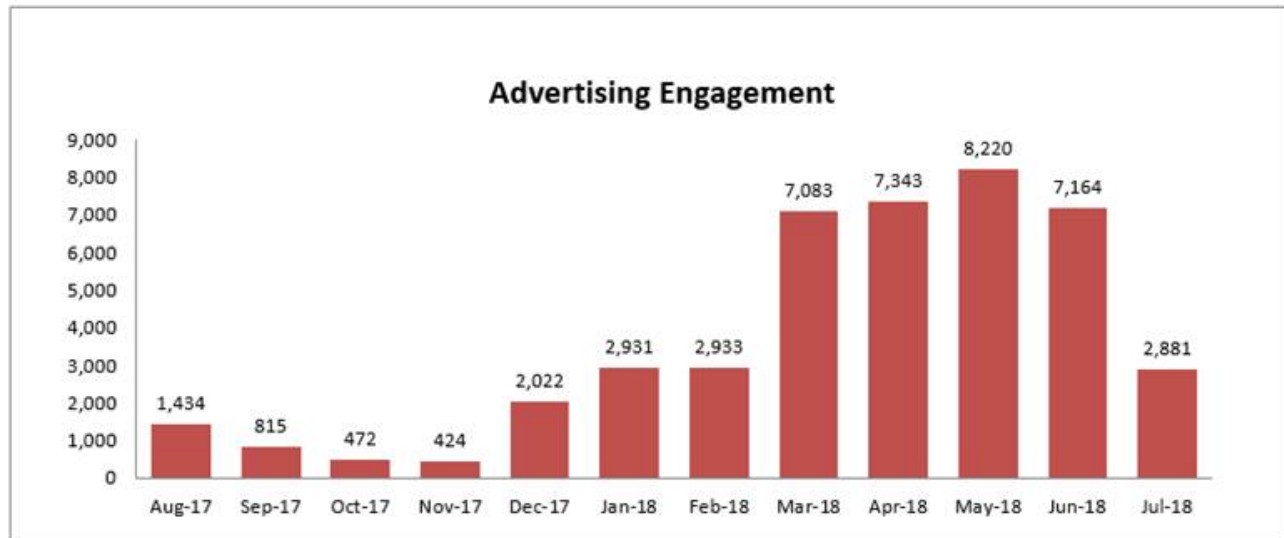
The CVB's content creation program continues to add new content each month. The program, which utilizes local writers, has added or revised 31 pages on the Visit Irving Site with four pages currently in process. In July, the content creation program was extended to include the Irving Convention Center website. The content audit identified an 27 initial pages on the convention center site to edit or create and that program is now underway.



Advertising and Paid Search

Advertising engagement dropped in July to **2,881 advertising impressions** and **1,018 site visits**. The drop is largely due to the end of two of the highest performing campaigns, iExplore, which generated **7,212 impressions** and **3,818 site visits** during its run and the Connect 360 digital campaign, which generated **5,544 impressions** and **2,931 site visits**. Both ran for three months and are not planned to run again in 2018.

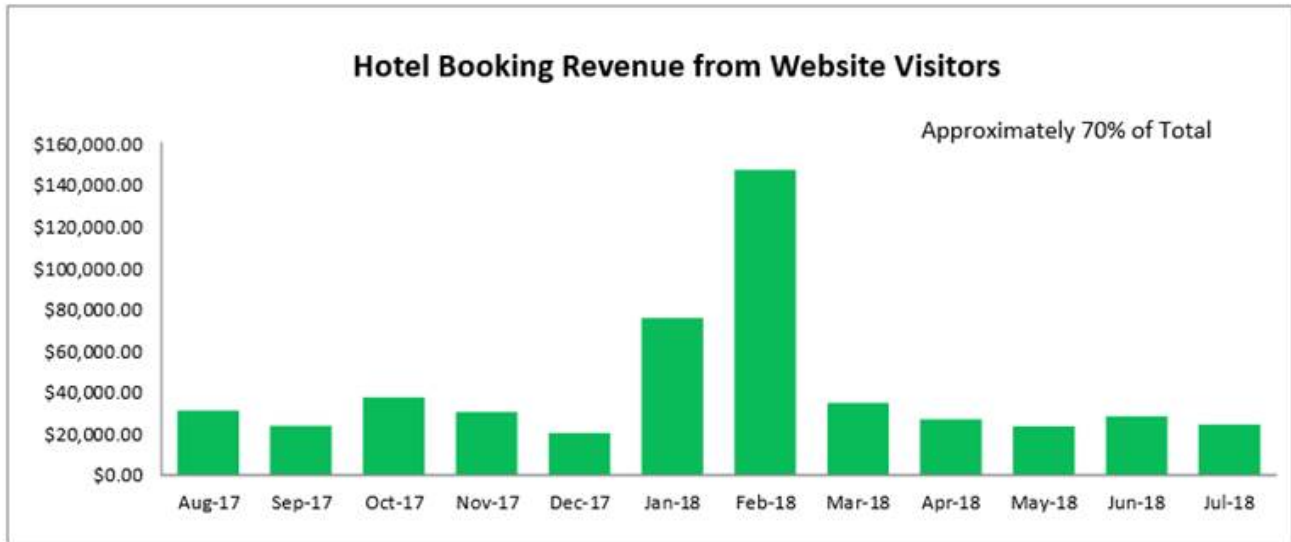
In July, MPI was the top performer with **763 impressions** and **118 site visits**. The second highest performer was Tegna Media with **668 impressions** and **634 site visits** followed by TripAdvisor with **284 impressions** and **150 site visits**. The Google AdWords paid search campaigns decreased in July with **46,012 impressions**, **4,985 site visits** and **seven RFP submissions**.



Hotel and Flight Bookings

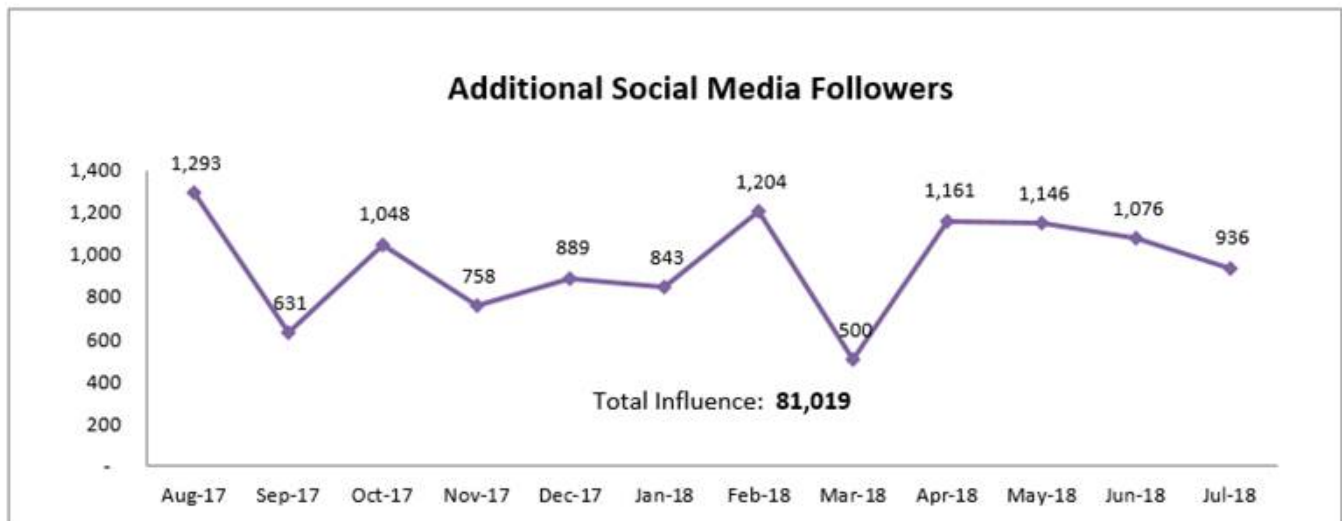
Information available through the ADARA Magellan travel intelligence platform indicates people who viewed the bureau's digital advertising or visited either website booked **81 reservations** for **216 room nights**, which accounts for about **\$24,293** in hotel revenue in July. Travelers also booked about **117 flights**. The platform has an attribution window and final numbers for July won't be available until the attribution period has finished. This fiscal year, these individual bookings have generated approximately **\$447,766** in hotel revenue.

Hotel and Flight Bookings, cont.



Social Media

Social media dropped slightly in July, but remained strong with **936 new followers** (average). Total influence is now at **81,019**. The Visit Irving Facebook page experienced the largest increase with **838 new likes** for a total of **51,875**. The second largest increase was on the Irving Convention Center Facebook page with **76 new likes**. The total check-ins for the Irving Convention Center is now **173,475**.



Social Media, cont.

IRVING CVB/ IRVING CC	Facebook Likes	Facebook Check-Ins	Twitter Followers	Instagram Followers	LinkedIn
Visit Irving Texas <i>Impressions</i> Profile Visits	51,875 148,811 112,375		5,411 20,000 756	5,411 33,890	581
Convention Center <i>Impressions</i> Profile Visits	12,315 553,211 241,481	173,475	2,439 6,501 340	1,880 397	273
Impacting Irving	1,039				

Hashtag – #VisitIrving

Irving Convention and Visitors Bureau user name on Twitter, Instagram - @VisitIrvingTx

Irving Convention Center user name on Twitter, Instagram - @IrvingTxCC

Social Post of the Month



Visit Irving, Texas ✓ · 7/17/18 ▼

According to Pollstar Magazine [@ThePavilionTMF](#) is the 9th highest attended amphitheater in the world for the first half of 2018 – right behind Red Rocks Amphitheater and seven other long running institutional concert venues! [#IrvingRocks](#)



Earned Media Analytics

IRVING CVB IRVING CONVENTION CENTER COMBINED MEDIA VALUES	1 st Quarter	2 nd Quarter	3 rd Quarter**	4 th Quarter	TOTALS
MEDIA IMPRESSIONS*	417,732,153	111,009,256	187,711,911	62,392,331	778,845,651
ADVERTISING EQUIVALENCY ⁺	\$904,213	\$1,020,837	\$1,736,336	\$577,129	\$4,238,515
PUBLIC RELATIONS VALUE ⁺⁺	\$2,712,639	\$3,062,511	\$5,209,008	\$1,731,387	\$12,715,545

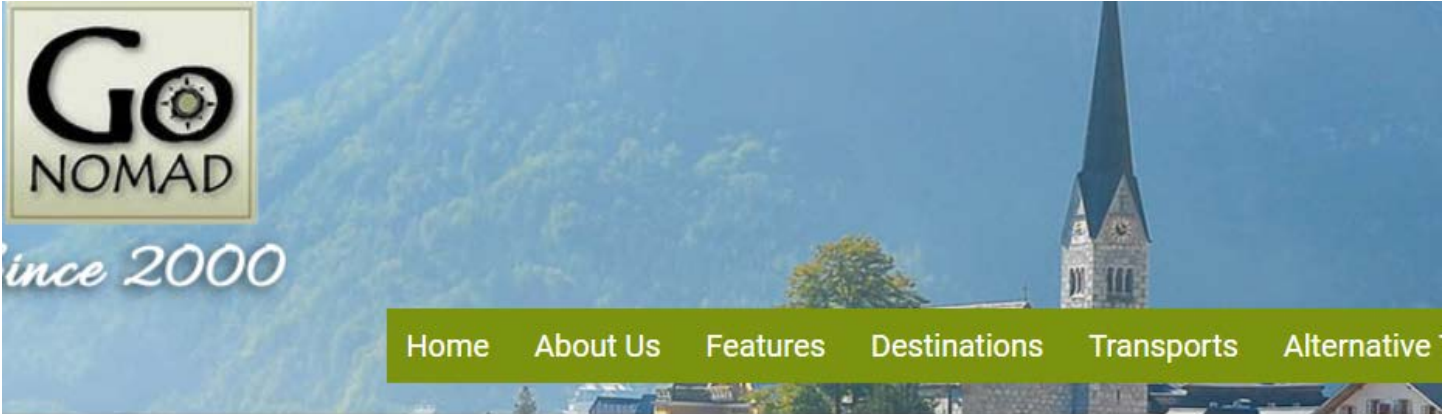
*The number of media impressions is based upon the readership or audience numbers for each media outlet, as supported by the published circulation or audience numbers.

⁺Advertising equivalency is the dollar value of the editorial coverage if the same amount of space or airtime was purchased through traditional advertising.

⁺⁺From a measurement perspective, public relations value is traditionally estimated at three times (3.03x) the ad rate since it comes in the form of editorial coverage.

Attachments

- ✚ GoNOMAD ran a lengthy feature on the Ruth Paine House Museum, written by Jackie Finch, who attended the Irving CVB's press trip over Memorial Day Weekend.
- ✚ Let's Play Gaming Expo at the Irving Convention Center July 27–29, generated local media interest from all mediums - print, broadcast and digital.
- ✚ June Social Stats (Visit Irving Social Media Impact Numbers)
- ✚ June Insights (Irving Convention Center Social Media Impact Numbers)



The House Where Lee Harvey Oswald Stayed



House Where Lee Harvey Oswald Spent Night Before JFK Assassination is Now Museum

By Jackie Sheckler Finch

Heading off to work, the 24-year-old tucked a brown-paper-wrapped cylindrical package into the back of his ride. Curtain rods for his Dallas apartment, he told the driver.

Before he left the bedroom he shared with his wife Marina and two young daughters, the former Marine placed his wedding ring and \$170 on the nightstand.

He never returned.



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A van takes visitors to the Ruth Paine House in Irving, Texas.

That day, the man fired three shots from a sixth-floor window of the Texas School Book Depository - killing President John F. Kennedy and severely wounding Texas Gov. John Connally.

The man's name was Lee Harvey Oswald. The day was Nov. 22, 1963.

Marina and Lee Harvey Oswald.

Oswald's Final Night

More than half a century later, I am standing in the house where Oswald spent his final night with his family before heading off on his murderous mission. Owned by Ruth Paine at the time, the home in Irving, Texas, was bought by the city of Irving in 2009 and has been returned as much as possible to the way it was when the Oswalds stayed with Paine. The home opened as a museum in November 2013.



“The fact that Lee Harvey Oswald was here that night was very unusual,” said docent Chris Strange. “The arrangement was that he would spend the week in a boarding house in Dallas where Ruth Paine had helped him get a job at the Texas School Book Depository. Then he would catch a ride to Irving to spend the weekend with his family.”

No one knew, Strange said, that Oswald had come to the Irving home on Thursday, Nov. 21, to pick up a mail-order rifle he had hidden in Ruth Paine’s garage. The disassembled gun was what he carried back to Dallas with him.

“Ruth didn’t know that he had a rifle,” Strange said. “She said in an interview that she wondered if events would have turned out differently if she had known that if she had realized that ‘this very ordinary man’ was capable of murder.”

The home where Lee Harvey Oswald stayed with his family before the assassination is now a museum.

Turning Back the Clock in 1963 Time Capsule

Built in 1956, the simple ranch home has domestic touches that would have been there when the Oswalds lived with Paine. Glass baby bottles, dishes drying in a rack on the kitchen counter, a black rotary dial telephone, “grease” container on the General Electric stove that would have held bacon droppings saved for cooking, family photos, old-time stereo cabinet with Everly Brothers vinyl album out for playing, children’s toys scattered on the living room floor, small screen TV playing 1960s sitcoms. and other aspects of 1960s American life.



The home where Lee Harvey Oswald stayed with his family before the assassination is now a museum.

The original knotty pine kitchen cabinets are still there and a pink-tiled bathroom was the popular style of the day. A massive 1950s washing machine was found to complete the kitchen as shown in old photos.



With its original knotty pine cabinets, the kitchen looks as it did in 1963.

Museum archivists were so intent on “getting it right” that they scoured photos and used memories shared by Paine to make even the smallest details accurate

Patterned Drapes

For example, the patterned living room drapes are a perfect match for the material seen in a Christmas photo of Paine and her daughter. Even the green and brown blanket that hid the rifle in Paine’s garage was matched to her description.

“But the only thing that was actually here when Ruth Paine lived here was this hi-fi speaker,” Strange said, gesturing to a huge wood-encased speaker in the home’s living room.

Chilling holograms with actors portraying the Oswalds and Paine going about their everyday lives add human touches to the horrible act that will happen. In the small bedroom where the Oswalds slept, the sound of children laughing in the background of the acted scene is a sad reminder of how many lives were affected by the sniper's bullets.

How Paine Met the Oswalds

"Ruth Paine and Marina Oswald met at a party," Strange said. "That's how they became friends."

Nine months before the assassination, Ruth Paine went to a party hosted by members of her madrigal singing group. The host also invited several members of the local Russian émigré community, including the Oswalds.



Lee Harvey Oswald's mother and wife are shown with Ruth Paine standing at the sink in her home.

Taking a Van to the Museum

To tour the museum, visitors meet at the **Ruth Paine House Visitors' Center** at 810 W. Irving Boulevard. Visitors can watch a large bank of television sets recalling the Kennedy assassination and Lee Harvey Oswald's capture. A flat-screen TV plays interviews with Paine about Marina, Lee Harvey, Paine's grief about the assassination and the terrible aftermath. Photographs and documents also are on display.



Police confiscated items from the Paine home after the assassination.

A maximum of 12 visitors are then taken by a van to the nearby house. After all, the former Paine home is in a residential neighborhood where museum traffic is kept to a minimum by using the official van.



A large wood-encased speaker was owned by Ruth Paine in 1963.

A large oak tree still stands in the front yard where Lee Harvey Oswald played with his 21-month-old daughter June on the night before Kennedy was killed. The next morning, Paine said she awoke to find no sign of Oswald. He had quietly left, leaving a dirty plastic coffee cup in the kitchen sink.

The two women later watched television news of the presidential visit to Dallas. Marina was hanging laundry on the backyard clothesline when police rang the doorbell Friday afternoon. A hologram scene recreates a question from a police officer about whether Lee Harvey Oswald had a gun.

Lee Harvey Oswald was arrested less than an hour after the shooting. Two days later as he was being transferred from jail, Lee Harvey Oswald was killed by a pistol shot fired at close range by nightclub owner Jack Ruby.

Oswald is buried in Rose Hill Cemetery in Fort Worth. After her death from cancer on Jan. 17, 1981, his mother, Marguerite Oswald was laid to rest in a grave next to her son.

What Happened Afterwards

After the assassination, investigators took Marina and her children to Dallas. Paine was questioned several times by law enforcement officers and was a prime witness in the Warren Commission investigation into the JFK assassination.



President Kennedy and First Lady Jacqueline Kennedy arrive in Dallas in this museum photo.

Tip to FBI Warned of Oswald Death



The Warren Commission ruled in 1964 that it was from a window in the Texas School Book Depository's sixth floor that Lee Harvey Oswald fired the shots that killed President Kennedy as the presidential motorcade passed through Dealey Plaza in Dallas. The

Warren Commission concluded that Oswald acted alone.

Paine lost contact with Marina Oswald and left Irving in 1966. Paine worked as a teacher and school psychologist in Pennsylvania and Florida before retiring to Santa Rosa, California, in 2006 where the 85-year-old still lives.

Marina Oswald married Kenneth Porter in 1965 and continues to live in the Dallas area. She became an American citizen in 1989. The wedding ring that Lee Harvey Oswald left behind was sold to an anonymous bidder in 2013 for \$108,000. Inside Oswald's ring is a miniature engraving of a hammer and sickle, a Communist symbol.

At the time, Oswald's widow said she didn't want to keep the ring because she wanted "to let go of my past that is connecting with Nov. 22, 1963."

Although she has kept a low profile over the years, Marina Oswald Porter has said that she doesn't believe her husband murdered JFK because she knew that Lee Harvey Oswald "loved" Kennedy.

Paine, however, has never faltered in her belief that Oswald killed Kennedy and acted alone to do it.

All the controversy surrounding the assassination, Paine has said, is the result of people being unable to believe that one very nondescript man could commit such a horrendous act.

In one of the museum videotapes, Paine describes Oswald as "a weird young man and not somebody the KGB would be hiring to do some kind of job... There was no way for me to know that this was a dangerous man. He didn't seem terribly competent in a lot of ways."

But, Paine concludes, "A lot of the world doesn't want to believe that."

And probably never will.

For more information: Contact the Ruth Paine House Visitors' Center at (972) 721-3729, [website](#) or the Irving Convention & Visitors Bureau at (972) 252-7476, www.irvingtexas.com.



A hologram is shown in the garage where Oswald hid his rifle.

Link to article: <https://www.gonomad.com/113717-irving-texas-and-the-house-where-lee-harvey-oswald-stayed>

Let's Play Gaming Expo Media Recap

ONLINE:

July 29 CW33 NewsFix Online Video July 29, 6:01 PM - 58.9K Impressions

[Let's Play Gaming Expo in Irving brings fun from all eras to all ages](#)

BROADCAST:

KDFW-DAL (FOX)

July 28 - *Good Day Saturday* – 70.9K ImpressionsX4

Aired at:

7:38 AM

7:48 AM

8:12 AM

8:42 AM

July 28 - *FOX 4 News at 9* – 102K Impressions

Aired at 9:52 PM

KXAS-DAL (NBC)

July 28 – *TODAY* – 72.4K Impressions

July 26 - *NBC 5 Today at 11* – Weekend pics – 39.3K Impressions

WFAA-DAL (ABC)

July 20 *Good Morning Texas* - 5 minute segment – 35.1K Impressions

KRLD Radio

July 26 – Aired six times

PRINT:

GuideLive July 17 and July 22 – 144K impressions X2

[Let's Play Gaming Expo at Irving Convention Center at Las Colinas](#)

See clip next page.



WHAT'S HOT

#LIVE LIKE THIS (SPONSORED)

#FUN PLACES AND EVENTS

#MOVIES

#FOOD

31 THINGS TO DO

EATS

BE

I FEEL LIKE...

DOING SOMETHING

ANYTHING

AT PLACES

ANYWHERE

SOMETIME

ANYTIME



Let's Play Gaming Expo

at Irving Convention Center at Las Colinas

This event has already happened



MAP IT

31 SEE ALL DATES



Britton Peele Recommends

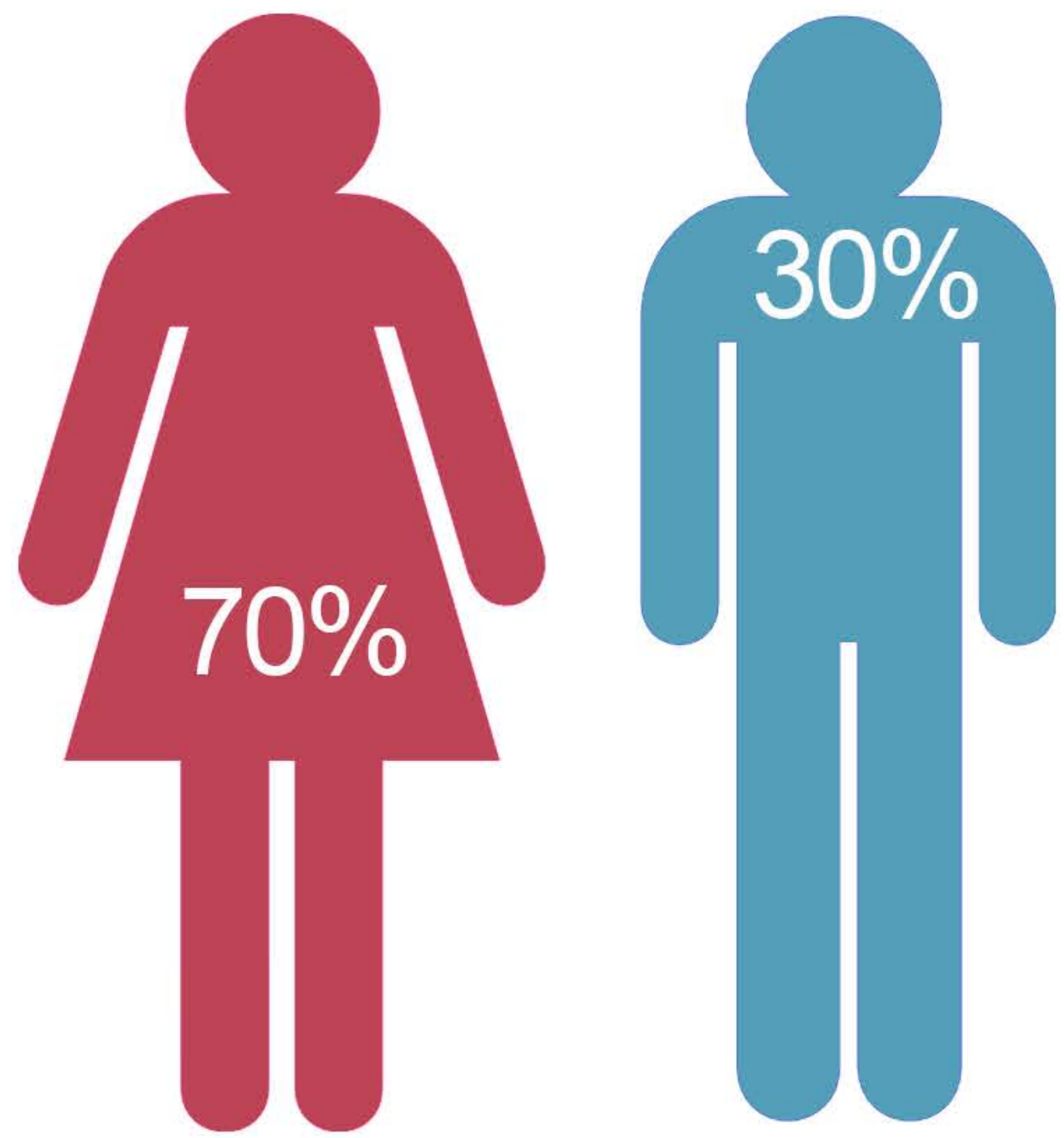
If you want to spend your weekend in a convention center packed with video games (and people who love them), Let's Play is right up your alley. There are tournaments for classic games like "Street Fighter" and "Tetris," tables full of game consoles to play, unique attractions (like an unreleased prototype of "Sim City" on the NES) and more.

Inspired by the YouTube "Let's Play" videos, Let's Play Gaming Expo, now in its fourth year, celebrates everything gaming with tables of vendors, free play arcades, tournaments, video game panels and special guests from the world of gaming.

On Saturday and Sunday, general admission is \$20 / \$25 at the door; free admission for children 7 and younger. Weekend pass is \$30 / \$35 at the door.

RMING TEXAS

Social Media Facts - July 2018



Geographical Breakdown

DALLAS
IRVING
FORT WORTH
ARLINGTON
HOUSTON
GRAND PRAIRIE
SAN ANTONIO
PLANO
GARLAND
MESQUITE

FOLLOWERS

	51,875	↑ 838
	5,411	↑ -92
	5,197	↑ 74

FACEBOOK

	148,811	IMPRESSIONS
	112,375	USERS

TWITTER

	20,200	IMPRESSIONS
	756	PROFILE

INSTAGRAM

	35,546	IMPRESSIONS
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WHERE LOCATION MEETS INNOVATION



Social Media Insights – July 2018



FACEBOOK >



Followers 12,315



76



553,221

IMPRESSIONS



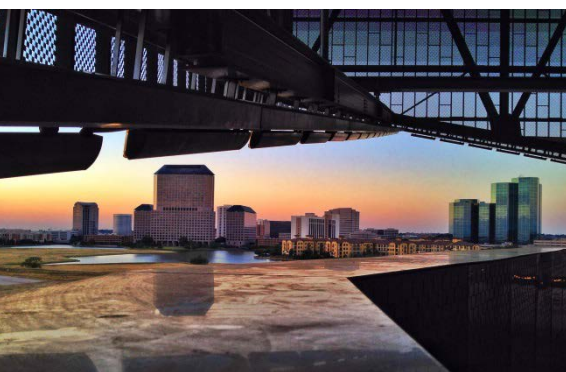
241,481

USERS



173,475

CHECK-INS



TWITTER >



Followers 2,439



15



6,501

IMPRESSIONS



340

PROFILE VISITS



INSTAGRAM >



Followers 1,889



9



488

IMPRESSIONS