

Twilight Centers Campaign



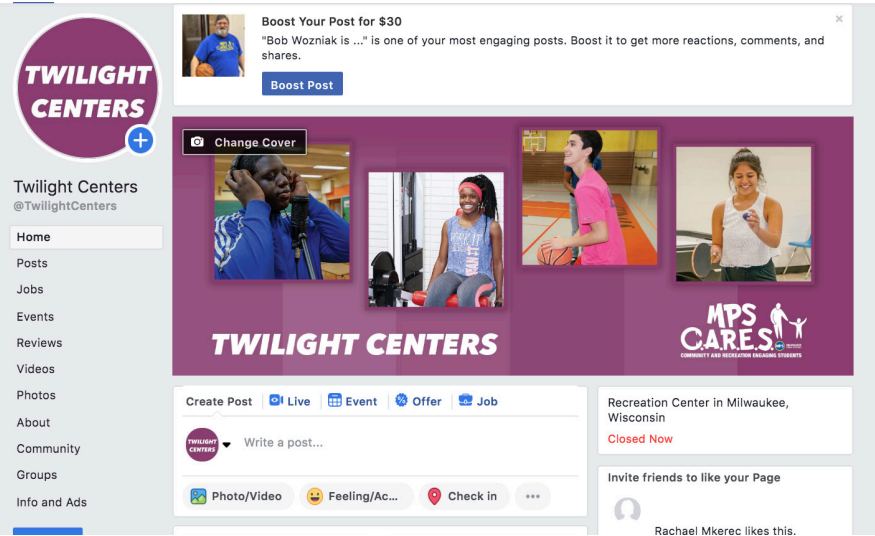
TWILIGHT CENTERS

Safe places for teens!

FREE DROP-IN PROGRAM | AGES 12-18

MilwaukeeRecreation.net
(414) 475-8811





FREE FAMILY ACTIVITIES AT BAY VIEW TWILIGHT CENTER

JUNE 18TH - JULY 28TH

Mondays - Thursdays | 1:00 - 9:00 PM
Saturdays | 5:30 - 10:00 PM

- Open Gym
- Movie Nights
- Game Room
- Arts and Crafts
- Games/Activities
- Open weight room

• Open Swim | 6:00 - 8:30 PM
Monday, Wednesday, and Saturdays (evenings)

• Soccer | 5:30 - 8:30 PM
Monday, Tuesday, Wednesday, and Saturday

• Personal Training | 6:00 - 7:30 PM
Tuesdays and Thursdays

Children under 12 need to be accompanied by an adult.
***Activities are subject to change.**

Please visit mpsmke.com/twilight for more information and call (414) 475-8811 with any questions. For program updates, text @twilighter to 81010.



TWILIGHT CENTERS FREE DROP-IN PROGRAM! COOKING CLASSES

All Classes are 6:00pm - 7:00pm


Allison Trice always had the vision of helping others to eat healthy. The only issue was she had never cooked like that before and some foods were completely new to her. She taught herself how to eat better and now runs her own business with the knowledge she's learned. She even grows much of the food herself so her business could be more farm to table. So come and learn how to prepare healthy food that's not only good but good for you.

Twilight Centers are safe places for teens to hang out with their friends every Monday and Wednesday night from 6PM to 9PM and every Saturday from 6PM to 10PM.

Twilight Centers are open to students ages 12-18.

Children under 12 need to be accompanied by an adult.

Please visit mpsmke.com/twilight for more information and call (414) 475-8811 with any questions. For program updates, text @twilighter to 81010.



February

2/6 - Pulaski (Veggie Chili Nachos)
2/20 - South (Veggie Chili Nachos)
2/27 - North (Quesadillas)

March

3/6 - Washington (Quesadillas)
3/13 - Madison (Quesadillas)
3/27 - Obama (Quesadillas)

April

4/3 - North (Veggie Chili Nachos)

May

5/1 - Madison (Veggie Chili Nachos)
5/8 - Obama (Smoothies)

Twilight Centers Campaign

Summer 2018 Marketing Budget									
Item	Budgeted	Notes	Creative Deliverable	Person Responsible	Quote Received	Supply Request Generated	Creative Done	Creative Delivered	PO Sent
Facebook	\$2,655.00	\$400 remaining as of 6/5/18		Brian	N/A	N/A	N/A	N/A	N/A
Clear Channel: Bus Shelters / Poster Billboards near Twilight Centers	\$4,200.00	3 Poster Billboards + 12 Transit Shelters		Daniela					
Movies - Marcus (Screenvision Media)	\$1,262.00	Got quotes from Marcus. Received quote from AMC Mayfair, but we'll include this in next year's budget.	Twilight 30-Second Ad	Viviana					
Music for Twilight Ad	\$49.00	Purchased.			N/A	N/A	N/A	N/A	N/A
Entrance Banners. Use budget code: RTW-0-0-MCC-RC-EDUP	\$966.80	7 banners. We will need the banners designed, printed, and mounted by July 1. Duplicating quote attached.	Banner Design	Daniela		N/A			N/A
Entrance Banners - Pending transfer from Facilities	-\$966.80				N/A	N/A	N/A	N/A	N/A
7 enclosed signs for each Twilight main entrance. Use budget code: RTW-0-0-MCC-RC-EWRC	\$1,230.71	7 - Larry Gietl recommended a case that Patricia approved. Quote attached.	None.	Brian			N/A	N/A	
7 enclosed signs - Pending transfer from Facilities	-\$1,230.71				N/A	N/A	N/A	N/A	N/A
Banner on Fences 4x8	\$966.80		7 Banner Design	Daniela		N/A			N/A
Banner Stand	\$1,360.00	8 @ \$170 each - Duplicating	Banner Stand Design	Daniela		N/A			N/A
Twilight Purple Table Cloth	\$1,125.00	Purple table throws were custom order & too expensive. We'll use these funds for new A-frames. The cost per A-frame is \$112.50. We'll order 10.	10 A-frames - sent PO to Gietl for A-frames	Brian			N/A	N/A	
Wellness table cloth	\$248.50	1 @ 248.50 each. Quote attached.	CARES Logo with Wellness written below	Brian					
Purple Lanyards - Kaeser & Blair	\$1,981.25		1425	Viviana					
Purple Key Fobs - Vermont Systems	\$460.00	Called Vermont. Waiting for a quote.		Viviana					
Wellness: 4'x8' Banner with editable date and location	\$552.00		4 Banner Design	Daniela		N/A			N/A
Pedometer	\$670.00		225	Viviana					
Water Bottles	\$390.00		300	Viviana					
Drawstring bags	\$385.00		300	Viviana					
Rubber resistance bands	\$750.00		500	Viviana					
New Cameras / Equipment (Marketing)	\$3,502.55	Submitted supply request. -BH	None.	Brian			N/A	N/A	

You Tube Campaign



Performance Report
June 25, 2018 to July 24, 2018

CAMPAIGN AUDIENCE

- Teens living in the city of Milwaukee: \$5,000
- Parents of teens living in the city of Milwaukee: \$2,500
- Anyone living in the city of Milwaukee: \$2,500

ORDERED IMPRESSIONS

Milwaukee Rec						June 25, 2018 - July 24, 2018					
Campaign	Impressions	Views	View rate	Clicks	CTR						
Milwaukee Recreation/MPS - General MKE	74,587	42,430	56.89%	131	0.18%						
Milwaukee Recreation/MPS - Parents of Teens	55,766	34,792	62.39%	118	0.21%						
Milwaukee Recreation/MPS - Teens Living with Parents	101,849	51,938	51.00%	122	0.12%						
Milwaukee Rec						June 25, 2018 - July 24, 2018					
Campaign	Views	View rate	Video played to 25%	Video played to 50%	Video played to 75%	Video played to 100%					
Milwaukee Recreation/MPS - Parents of Teens	34,792	62.39%	82.65%	70.09%	65.34%	62.42%					
Milwaukee Recreation/MPS - General MKE	42,430	56.89%	79.37%	65.24%	60.14%	57.03%					
Milwaukee Recreation/MPS - Teens Living with Parents	51,938	51.00%	75.99%	61.11%	55.20%	51.04%					

