

MPL Doctor Who Day 2017

Total Number of Attendees 2017: Approximately 60

Total Number of Attendees 2016: Approximately 300

A decrease of approximately 80%

Door Count for Saturday 9th, 2017 504

Door Count for Saturday 10th, 2016 818

The Door Count for a Saturday in December is typically around 500

This year's door count for Doctor Who Day was down from last year by 38%

From the attendees willing to be surveyed, we can provide the following information:

Of those surveyed, people came from the following locales:

Manitowoc (11), Milwaukee (3), Maribel (2), Atlanta, GA (1), Cato (1), Green Bay (1), Hilbert (1), Kimberly (1), Mishicot (1), Muskego (1), Reedsville (1), Sheboygan (1), Two Rivers (1), Valders (1), Whitelaw (1)

Those surveyed became aware of Doctor Who Day by the following means:

Facebook/Online (8), Word of Mouth/Attended Last Year (6), Billboards (4), In-Library Promotion (4), Television Interview (3), Postering (3), HTR Article (1)

While the attendance for Doctor Who Day 2017, obviously, was tremendously disappointing, it should be noted that the event was impacted by the first significant snowfall of the year. While that is neither the sole determining factor in the sizeable attendance decrease nor an embraced excuse to explain away the decrease, it must be significantly factored into the equation. In spite of the drastic drop-off, I need to point out that all the indicators (Facebook numbers, calls to the library about the event, interest in MPL's TARDIS throughout the year, etc.) led us to believe that our attendance this year would surpass last year. Also, it's important to recognize that the people that did venture to the library that day enjoyed the goings-on thoroughly, especially the Fez Station, Whopardy!, and the Costume Contest. And the TARDIS Cake was reduced to TARDIS crumbs. The Doctor Who Day planning committee will be meeting mid-January to determine the fate of the event. In other words, was this a "Sophomore Slump" impacted by perceived potentially-hazardous travel conditions or does a significant drop-off in Doctor Who interest exist? My personal feeling is that the "Sophomore Slump"/bad weather scenario is the more likely of the two choices.

On an extremely positive note, however, it should be recognized that Joelene Lowe of Lamar went out of her way to help to promote Doctor Who Day in the Milwaukee area and beyond. I'm including her reports for the billboards in Milwaukee, which in addition to the three panels we were guaranteed for the two-week promotional period (11/27/17-12/03/17) include four bonus panels during the second week for a total of 57,713 total delivered spots. She also passed along

that while she didn't have data to pass along, we also received bonus exposure in the Sheboygan and Green Bay areas. The total cost to MPL for the billboards, as you know, was \$1,500, but the total value for the package that we received was \$3,600. So, while attendance was unsatisfactory, the value and consideration we were given by Lamar—thanks to your generosity—was exemplary. Should any Manitowoc happening in the future decide to promote their event in the Milwaukee area, I cannot adequately recommend getting in touch with Joeline Lowe at Lamar Outdoor Advertising. I have no doubt that other clients would receive the same friendly treatment, excellent service, attention to detail, and willingness to work within someone's budget (and quite possibly beyond!)

Additionally, I believe that it was beneficial for MPL to reach out to Baymont Inn and Suites for the Doctor Who Event. While at first glance it may appear to be a negative (no hotel rooms were booked by out of town attendees even though a block had been reserved at a discounted rate), my conversations with Tracy Koller—the Assistant General Manager at Baymont—following the event wound up focusing on the fact that Baymont was amenable to partnering again with MPL for any future library events that might attract overnight visitors to Manitowoc and not on the underwhelming results of this year's event.