



CITY OF ANTIGO

HOTEL MOTEL COMMISSION MEETING

COUNCIL CHAMBERS

Wednesday, June 24, 2020

CITY HALL, 700 EDISON STREET

8:30 AM

Call to Order

Discussion and Action May Occur on Any of the Following Agenda Items:

1. Discontinue \$5,000 Per Quarter Welcome Center Reserve Transfer
2. Antigo/Langlade County Chamber of Commerce, Inc. Budget/Proposal and Request for Additional Funds
3. Langlade County Economic Development Corporation Budget/Proposal and Request for Additional Funds
4. Next Meeting Date

Any Other Matters Authorized by Law to be Considered

Adjournment

The Public is Invited to Participate by Phone. Please Call 715-623-3633 ext. 100 for Dial-In Instructions During Normal Business Hours.

Upon reasonable notice, efforts will be made to accommodate disabled individuals through appropriate aids and services. For additional information, contact Jaime Horswill, 700 Edison Street, Antigo, Wisconsin 54409. (715) 623-3633 extension 100. Members of and possibly a quorum of members of other governmental bodies may be in attendance to gather information. Any governmental body other than that specifically referred to above will take no action.

DATE MAILED: June 18, 2020

TOM BAUKNECHT



To: Mayor and City Council
From: Kaye Matucheski, Clerk/Treasurer
Date: June 24, 2020
Re: Discontinue \$5,000 Per Quarter Welcome Center Reserve Transfer

In April of 2006, the Hotel/Motel Tax Commission approved transferring \$5,000 per quarter to a reserve account for the eventual funding of a Welcome Center. With the agreement recently approved between all parties; Hotel/Motel Tax Commission, City of Antigo, Antigo/Langlade County Chamber of Commerce, and Langlade County Economic Development Corporation, the transferring to a reserve will no longer be needed. Therefore, an action by the Commission to discontinue this process starting in January of 2020 is needed.

Should you have any questions, please feel free to contact me at 715-623-3633, extension 102.

Hotel/Motel Commission:

Please review our 2020 Tourism Marketing and Promotional plan. Please feel free to reach out to me if you have any questions. Thank you. Deena

Langlade County Tourism Marketing and Promotional Committee Purpose Statement:

The purpose of the Tourism Marketing and Promotional Committee is to promote and encourage tourism in Langlade County. The primary role of the Tourism Marketing and Promotional Committee is to serve as an advisory committee to the Antigo/Langlade County Chamber of Commerce for the development of the tourism marketing and promotion marketing plan.

Tourism Marketing and Promotional Committee consist of an Elcho/Post Lake resort representative, Antigo hotel representative, Pickerel golf course representative, Antigo restaurant representative, Wolf River Territory representative, and Jack Lake Silent Sports Association representative.

The Tourism Marketing and Promotional Committee recommended the items listed below to be placed in the year's budget to support tourism in Langlade County.

Below are the detailed marketing and promotional plan for 2020.

Silent Sports

Silent Sports has been around for 36 years and is a monthly publication that offers regional information on cross-country skiing, bicycling, running, paddle sports, triathlons, snowshoeing, and other non-motorized aerobic outdoor activities. News and events calendar, subscription information featured.

The publication geographic reach is Wisconsin, Michigan, Minnesota, Illinois, and Iowa.

Wisconsin Bike Federation

Wisconsin Bike Federation magazine is to help make Wisconsin one of the best places in the world to ride a bike. They want residents and visitors alike – from all backgrounds – to make cycling a central and convenient part of the Wisconsin experience.

10,000+ print copies of the magazine four times a year. Distributed it to our members and bike shops across Wisconsin, as well as in the Chicago, Minneapolis, and Michigan's Upper Peninsula.

Discover Mediaworks Northwoods Co-op Marketing

This is a partnership between four counties to engage Wisconsin's Northwoods through Discover Wisconsin's TV, digital and social media channels. The campaign will promote us as a destination and the opportunity to capitalize on the eyeballs that come with a Discover Wisconsin campaign.

Wisconsin Department of Tourism Co-op Marketing

A co-op tourism social media marketing program to promote us as a destination on the Travel Wisconsin Facebook page, which has 530,725 likes.

The traveler co-op program designated to spotlight our destination as the perfect place to vacation sending a tourism email reaching 150,000 subscribers.

On Wisconsin Outdoors

100,000 copies distributed for direct home delivery with an editorial focus on outdoor recreation and tourism. 15,000 inserted in the Daily Herald serving northern Illinois. 43,000 copies distributed in more than 400 Kwik Trip stores. Logo, link, press releases, photos, and contact information on the OWO website.

Guest Quest Traveler

Travel guides feature information about our area recreation including article coverage in print and online. Advertising generates 200-400 Langlade County visitor guide requests monthly from future visitors looking for travel information for our area.

Trail Tales Magazine

The Trail Tales magazine is distributed to over 10,000 readers in Wisconsin, Michigan, Minnesota, Illinois, and Iowa. The magazine targets its audience to focus on ATV/UTV riders of any age, gender, and anyone who loves to ride the trails.

Wisconsin ATV Association (WATVA)

The website leads to 15,000 viewing opportunities. The banner ad is a great way to advertise with many hits a day which leaves the door open for endless tourism and recreation opportunities.

Social Media Marketing

The development of information and communication technologies and their increasing use has radically changed the relationship between the destinations and their visitors. The growing role of social media in tourism is undeniable; leveraging off social media to market destinations has proven to be an excellent strategy

Social Media marketing has fundamentally changed the way that many companies communicate with and market to their target demographics. For the travel sector, in particular, the rise of the Internet and the increased popularity of social channels have altered travel marketing. From the way that travelers research potential destinations to the activities that they participate in once they arrive, the new ways that consumers use social media to make purchasing decisions have influenced tourism marketing from start to finish.

Digital marketing is very visual. And so is tourism! More than 40% of Millennials choose a destination base on its Instagram potential. So, we are making sure our marketing is beautifully presented using attractive images, videos, and sleek design.

Video Media Marketing

Video marketing can make the most of mobile tourism marketing by getting on the level of the majority of mobile users. Videos will show our social media followers a unique view of our tourism in Langlade County.

We will use video tourism marketing to attract visitors to Langlade County to show our followers all the great amenities we have to offer.

Photo Contest

It's a small world nowadays! Everybody loves to travel, and with modern technology, it's easier than ever. But when tourism is so popular, how can our destination stand out for the crowd?

Modern marketing is all about photos. Tourists can't wait to share photography, videos, and stories from their time traveling, so we are tapping into the trend to get more online engagement to attract more visitors.

Our photo contest launched earlier this year for participants to share photos while visiting Langlade County. Our contest is an excellent way to increase social media engagement attracting new and relevant fans which helps increase comments, shares, retweets, likes, and more as they have attracted the right audience to be a part of our social media platforms.

Contests and Giveaways

The internet and social media offer us a wealth of ways to promote Langlade County tourism. We plan to use online contests and giveaways to boost our profile and attract more visitors.

Our online contests and giveaways will be a game-changing strategy. We will use social media ads and posts to target audiences and link to the contest from our website and newsletter.

Informational Hotel Kiosk

It provides hospitality visitors with user-friendly visitor information displays that enhance the experience of their guests. Guests can quickly reach the Antigo/Langlade County Chamber of Commerce & Visitor Center for us to provide information on local restaurants, shopping, recreation, and attractions.

Tourism Website

We will be launching a new and improved website to offer visitors an immersive and inspiring look into what awaits them on a Langlade County vacation. The new website will make it easier than ever for travelers to discover activities, events, places to eat, drink, and stay overnight.

The new website was built with the latest technology and tourism marketing expertise, with an accessible and mobile-first design that makes planning a trip to Langlade County fun and easy.

Our website serves as many traveler's first touchpoints with Langlade County. The new, visually inspiring website will provide travelers the user-friendly experience they are looking for when planning a trip.

Other highlights of the new website include:

Whether traveling with kids, a significant other, or with a pet, our website will offer trip ideas and resources designed specifically for a wide array of travelers.

The Great Outdoors – Langlade County offers outdoor recreation of all types, from fishing and boating to biking, hiking, skiing, snowmobiling, and camping. These recreational activities and more will be spotlighted to let visitors know why Langlade County is one of the best places to experience them.

The website will feature tourism-related businesses listing accommodations, attractions, events, and places to eat and drink. Site visitors can search for amenities to find their ideal travel options, then connect with those businesses to plan their trip.

As always, site visitors can order visitor guides, trail maps, sign up for emails, or get personalized assistance from our tourism staff via email, phone, or visiting the Visitor Center.

The new website will be unveiled to the tourism community very soon.

Tourism Visitor Guide Distribution

For visitors to get our free Langlade County Visitor Guide at distribution racks locally, state-wide, Northern Illinois, and trade shows promoting lodging, dining, recreation, events, and attractions in Langlade County.

Tourism Visitor Guide Mailings

Our new enhanced Langlade County Visitors Guide is published every January, this guide is sent to visitors before their trip to show all we have to offer. Our 2020 Visitor Guide highlights lodging, dining, attractions, trail maps, recreation, and downtown Antigo.

Our new tourism website will offer instant access to the 2020 Langlade County Visitors Guide. The digital version offers the full experience of the print magazine.

Tourism Tradeshows/Conferences/Memberships

We have reserved a booth to promote Langlade County at Outdoor Life/Field & Stream Expo. The Expo will feature hunting, fishing, adventure, and passion for the outdoors, fans will have the unique opportunity to shop, meet, and greet with the most knowledgeable people in the industry. Participating in the Expo allows us to connect with those visitors looking to experience the great outdoors.

Destinations Wisconsin is the “go-to” expert on local destination marketing and management for the Wisconsin tourism industry. We are a member along with nearly 40 other members to collaborate on tourism education, advocacy, and marketing.

Destinations Wisconsin annual fall tourism conference offers keynote speakers, breakout sessions, and networking with other tourism partners.

Tourism Welcome Visitor/Welcome Center

Our welcome/visitor center is the perfect place to begin a trip to Langlade County! It attracts the attention of visitors and provides them with information on the area's attractions, lodging, dining, wide variety of maps, guides, and other items relevant to tourism.

Our friendly and knowledgeable welcome/visitor center tourism staff are happy to suggest sites and attractions suit their specific interests.

We offer a 24-hour outdoor tourism information display, 24/7 888-LANGLADE toll-free number for visitors to request information and get trail reports, easy access and plenty of parking, and outdoor green space for dog walking. We plan to increase our welcome/visitor center hours to accommodate visitors gathering information for the best experience in Langlade County.

Additional marketing & promotions for Langlade County

The Northwoods of Wisconsin Tourism Group Awarded State Joint Effort Marketing Grant

Department of Tourism grant worth nearly \$40,000 will help promote the area in the wake of COVID-19

The Northwoods of Wisconsin is launching a campaign to safely welcome visitors back to the northern part of the state, thanks to a \$39,550 Joint Effort Marketing Grant from the Wisconsin Department of Tourism.

The seven counties that make up The Northwoods of Wisconsin marketing consortium group, Forest, Iron, Langlade, Lincoln, Oneida, Price, and Vilas, brought in more than \$647 million in visitor spending to the state in 2019, but since the coronavirus pandemic, have seen decreased spending and drops in occupancy rates for hotels and resorts. The grant will allow the counties to work together to execute a cohesive marketing plan that encourages visitors to safely enjoy the plentiful outdoor recreation options in the area, as people begin to travel again.

The marketing push is underway now and will run through October. It hopes to mitigate heavy losses to room tax collection and revenue from canceled events by promoting safe travel options to potential visitors.

With the state grant dollars, The Northwoods of Wisconsin will work to grow its social media presence on Facebook, start its own Instagram channel and advertise through the Department of Tourism. It also plans to launch two giveaways, which will not only help grow social media channels and boost visibility for the region but aim to create buzz and excitement around the area as entrants vie for a chance to win a Northwoods getaway.

The plan builds on the already launched #WeLovetheNorthwoods campaign on social media, which encourages users to share their up north photos using the aforementioned hashtag, along with Instagram story stickers and a Facebook profile frame to show fans' Northwoods pride. The

group also created WeLovetheNorthwoods.com, a hub site for towns to share community news and plans about re-opening.

Tourism marketing & promotional requests from remaining tourism promotional funds

Downtown Antigo Sign

Exciting things are happening downtown with new businesses opening and the revitalization of 5th Avenue so what better time to enhance with a new Welcome to Downtown Antigo sign.

This sign would attract the attention of travelers to the downtown area instead of by-passing, which is tremendously helpful in targeting more customers. A sign plays a very crucial role in expanding downtown businesses.

It is important to design the outdoor sign creatively and make it well structured. Positioning the sign is also very important. The outdoor sign will be placed at a location on Highway 64 where many consumers travel regularly.

We have contacted Graphic Design located in Wausau to create and place a lighted “Welcome to Downtown Antigo” on Highway 64 before the 5th Avenue exit to downtown Antigo. We have also secured property for the sign located on the south side of Highway 64. Graphic Design will assist us with the state paperwork.

The estimated cost for the “Welcome to Downtown Antigo” sign is \$12,500, state fees \$500, and installing power for lighting the sign would cost approximately \$12,000.

We are asking for funds to be allocated for the Downtown Antigo sign in the amount of \$25,000.

Wayfinding Signs

The first step in welcoming shoppers or visitors to our community is to make sure they can find it! It is equally important for clients and residents to easily navigate the area in and around the Antigo area without complex maps or lengthy descriptions.

Outdoor signs should be visible so that passersby will know at a glance which direction to go. Wayfinding signs provide an easy solution for preventing human traffic from getting lost to the library, hospital, parks, City Hall, etc.

While attending the Antigo First meetings it was discussed the organization would like to incorporate several items with the Downtown construction project, however, there are limited funds. Wayfinding signs was one of those important items. We received two estimates from Graphic House giving us the cost for signs.

If existing poles with custom signs are used the cost would be approximately \$1,000 each. If new attractive custom poles and signs are wanted the cost would be approximately \$5,000 per sign.

Moving forward we would request input for the design of the wayfinding signs and locations listed.

Tourism Distribution Racks

At the May 8, 2019, room tax meeting, the Mayor suggested providing our literature distribution racks since the current rack systems include literature directing travelers outside of our community.

Providing a local rack system only offering our tourism literature to target visitors directly through Langlade County brochures, maps, and guides. The display is more than space in a display rack. It helps us leverage our marketing budget to reach customers most cost-effectively and strategically. Our strategically placed display racks in high-profile travel locations.

Get to travelers while they are on the go, and still making plans. Where should they stay? What sounds like the most fun – horse trails? Shopping anyone? We supply brochures, locally, at a growing number of attractions, hotels, and restaurants throughout Langlade County.

To move forward with a locally owned rack system would be an estimated cost of \$20,800 for 65 racks located throughout Langlade County.

Architectural Invoice Reimbursement

The room tax commission approved at the 2/28/2018, room tax meeting architectural plans for our new building project to not exceed \$5,000 for reimbursement.

Back in 2018 when requested and approved, we did hire an architect to draw up our plan, which we are requesting \$2,500.00 reimbursement. (see attached invoice)

2020 Antigo/Langlade County Chamber of Commerce Tourism Marketing & Promotion Plan

Tourism Print/Online Advertising

Silent Sports	\$	598.00
Wisconsin Bike Federation	\$	400.00
Discover Mediaworks	\$	2,000.00
Wisconsin Department of Tourism Co-op marketing	\$	750.00
On Wisconsin Outdoors	\$	1,500.00
Guest Quest Traveler	\$	2,140.00
Trail Tales Magazine/WATVA	\$	840.00
Social Media Campaigns, design & editorial	\$	3,500.00
Video Media Campaigns, design & editorial	\$	3,800.00
Photo Contest Campaign	\$	1,000.00
Contests & Giveaways Campaigns	\$	2,000.00

<u>Tourism Kiosk</u>	\$	250.00
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<u>Tourism Website</u>	\$	3,962.00
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Tourism Visitor Guide Distribution

Speedee	\$	632.00
Vector Ink	\$	2,610.00
Distribute Langlade County	\$	1,200.00

<u>Tourism Visitor Guide Mailings</u>	\$	1,000.00
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Tourism Tradeshows/Conferences

Outdoor Life/Field & Stream Expo	\$	540.00
Destination Wisconsin	\$	1,000.00
Wisconsin Fall Tourism Conference	\$	500.00
Lodging/travel	\$	600.00

Welcome/Visitor Center

Tourism Staff/Expenses	\$	12,000.00
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<u>Room Tax Total</u>	\$	<u>42,822.00</u>
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Requests from remaining funds for tourism promotion

Welcome to Downtown Antigo sign	\$	25,000.00
Community wayfinding signs	\$	10,000-50,000
Tourism distribution rack system	\$	20,800.00

Additional marketing and promotion for Langlade County

We are one of seven counties awarded the Joint Effort Marketing Grant through the Northwoods of Wisconsin Tourism Group, giving us additional \$39,550 marketing dollars to promote Langlade County.

Requesting reimbursement for architectural plans	\$	2,000.00
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Attachment: Chamber Request (3471 : Chamber Budget)

Motion to approve up to \$5,000 for architectural plans for each the Langlade County Historical Society and the Chamber of Commerce with funding derived from the Hotel Motel Commission's general funds. These plans do not need to be state approved plans.

RESULT:	CARRIED [UNANIMOUS]
MOVER:	Bill Brandt, Mayor
SECONDER:	Leah Antoniewicz, Member
AYES:	Brandt, Grabowsky, Quinlan, Antoniewicz, LeBrun
ABSENT:	Tom Bauknecht, David West

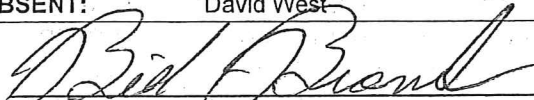
Any Other Matters Authorized by Law to be Considered

NONE

Adjournment

1. Motion to: Adjourn at 10:22 am

RESULT:	CARRIED [UNANIMOUS]
MOVER:	Tom Quinlan, Member
SECONDER:	Cathy LeBrun, Member
AYES:	Bauknecht, Brandt, Grabowsky, Quinlan, Antoniewicz, LeBrun
ABSENT:	David West


Bill Brandt, Chairperson

2-26-18
Date

Beaver Chips Architectural Design LLC

#111318

W7121 Red River Rd

Antigo, WI 54409

M thru F 8am to 4pm

To:	Antigo/Langlade County Chamber of Commerce & Visitors Center 1005 S. Superior Street Antigo, WI 54409	Phone 888/526-4523 715/623-4134 Deena Grabowsky antigocc@frontier.com	11/14/18
Quantity	Description	Items	Totals

Scope: *(in general)*

Project: New construction, based off of clients notes & sketches.

Under 25,000 cu ft, no state submittal, no engineering required unless requested by local municipality.

*If plan exceed 25,000 cu ft. State Submittal and Engineering will be required.**Addition fees to be determined based off of new design.***Estimated Architectural Fees:**

Preliminary Plan Work	\$1,500.00
Construction Plans	\$1,000.00

Includes: Exterior Elevations

Floor Plans - Foundation Plan

Initial consult and site evaluation.

General Site Plan - Building Location (civil if needed by others)

Typical Stairs and Cross Section

General cabinet layout within floor plan.

All digital/study plan sets.

*All minor changes and re-work included in price.**Major changes, redraws, and additions subject to additional fees.**Additional Site visits subject time and material.**Price above are estimates....final price based off of finished plans.**Plans will meet or exceed local building 2015 codes.**General Contracting, Estimating, Plumbing, Heating, Electric, and Permits by others***Total: \$2,500.00****Additional Services****Blue Prints - Large format printing**

Sheet 18"x24" Bond Paper - color or b&w per sheet \$2.00

Sheet 24"x36" Bond Paper - color or b&w per sheet \$3.00

**Full size PDF files of plans can be forwarded by email at no charge.*

Heat Loss Calculations <i>(general envelope only)</i>	\$150.00	\$150.00
Site Plan <i>(survey and erosion management by other)</i>	\$150.00	included above
Custom Cabinetry Work	time & material	
Engineering <i>(if needed, handled separately)</i>	time & material	
Finished Basement, kneewall, walkout	time & material	
3D Elevations <i>(\$300 allowance)</i>		\$300.00
Sub Total:		\$450.00

Notes:*Designer hourly rate \$65.00 per hour. Mileage .55 per mile.**Postage not included in above price.*

Down Payment \$750.00

Remainder Due on Completion

Total: \$2950.00

\$2950.00

Attachment: Chamber Request (3471 : Chamber Budget)



312 Forrest Avenue | Antigo, WI 54409 | 715.623.5123

www.langladecounty.org

LANGLADE COUNTY ECONOMIC DEVELOPMENT CORPORATION

2020 LANGLADE COUNTY MARKETING CAMPAIGN

CITY OF ANTIGO HOTEL/MOTEL ROOM COMMISSION

PROJECT NARRATIVE

Objective: To implement a professional and effective Visitor Marketing Campaign to increase brand awareness of Langlade County's assets, culture and community pride which in return will increase visitor spending and create more overnight stays here in Langlade County.

Project Summary: The campaign will be professionally created by Discover Mediaworks, a strategic communication and media production company rooted from our Northwood's region that produces three (3) award winning video brands: Discover Wisconsin, Into the Outdoors and Boondock Nation. We will also partner with Wisconsin Department of Tourism utilizing the strength in their marketing team with partnership opportunities and earn media dollars.

Discover Mediaworks will provide video acquisition of Langlade County featuring our assets, our business culture and community pride. The acquisition captured will be utilized to create three (2-5) minute videos along with shorter videos to use in all social media and website advertising.

This will be an attraction campaign that will benefit many groups and organizations throughout Langlade County.

Tourism Council: Langlade County Economic Development has created a Langlade County Tourism Council that consists of 9 members throughout the County. Each member represents different recreational assets of the county from the City of Antigo Rec and Park department, to hotels, campgrounds, museums, trails, silent and motorized sport representatives. Also on the committee is the Wisconsin Department of Tourism region manager, Jeff Anderson.

Evaluation: To measure effectiveness of the Marketing Campaign, different types of analytics will be used throughout the campaign. Some analytics will measure engagement metrics to see what kind of content the followers engage with most favorably. Other measurements will be information requests of the area and to see what type of information the potential visitors or entrepreneurs are seeking. Periodic management reviews will take place with the Langlade County Tourism Council for feedback and continuous improvement. LCEDC will utilize its webpage as a means of publicly disseminating information and connecting Langlade County's current and prospective residents, businesses, tourists and other site visitors with valuable resources.

Located in the Wood Technology Center of Excellence at NTC's Antigo Campus

Attachment: Hotel Motel 2020 Funding Proposal (3469 : EDC Proposal)



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Marketing Strategy 2020-2021

Discovery Media Works

- Discover Wisconsin Digital Campaign
 - Three-Part Short-Form Digital Discover Wisconsin Series
 - Partnership Promotion – eNewsletter, Blog & Social Media Placement
 - “The Cabin” Podcast
- Digital Media Buy
- Photography

Tourism Video Production

Discover Wisconsin can help produce co-branded recreation videos to highlight parks and recreation. We would be able to use the videos on our website and to promote on social media to attract tourists.

Wisconsin Department of Tourism Co-Opportunities

- Event Email Co-Op Program
- SEM Co-Op Program – Search Engine Market is a form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages primarily through paid advertising.
- Data Co-Op Program – this arrival tracking data offered by the Department of Tourism to help leverage insight about audiences visiting Langlade County.
- Social Co-Op Program

Social Media Campaigns

- In 2020, we plan on running Facebook promotional campaign ad for \$500.00 that targets Green Bay, Fox Valley, areas. The campaigns will focus on outdoor recreation summer and fall vacations including ATV/UTVing, mountain biking, and hiking.

Google Ads

Google Ads is an online advertising platform developed by Google, where advertisers pay to display brief advertisements, service offerings, product listings, video content, and generate mobile application installs within the Google ad network to web users. The topmost benefit of **Google AdWords** is that it works faster than SEO. Both SEO and **Google AdWords** are search engine marketing strategies to generate more traffic and leads. But, a well optimized **AdWords** campaign **can** work much faster for a **business** to get the much coveted first spot in search.

Facebook Pixel

Facebook pixel is an analytics tool that consists of a code that has been put on www.langladecounty.org website. The pixel code tracks site visitors. This data allows LCEDC to retarget those users with Facebook ads in the future, as well as see what they're doing on your site when they return.

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www.langladecounty.org

Langladecounty.org Website and Langlade County APP

- The www.langladecounty.org website has 18,123 sessions from January 1 through June 15, 2020, with 13,252 users during this time.
 - There were 3,812 direct visits to the website. (The user typed in the URL.)
 - 1,332 users were referred to the tourism website from other websites.
 - TravelWisconsin.com had 297 users link to the tourism website.
 - Northcentralwisconsin.com had 43 users link to the tourism website.
 - ATVTracks.com had 42 users link to the tourism website.

Inquires/Requests

- LCEDC has had 273 total requests thus far in 2020. Of these 135 inquiries were from a Midwest Living print ad for the Nicolet- Wolf River Scenic Byway. Currently, LCEDC has spent \$398.00 on postage mailing Langlade County information to people outside a 100 miles.
 - 100 inquiries were from langladecounty.org
 - 0 inquiries were from ATVTracks.com
 - 7 inquiries were from SnowTracks.com
 - 17 inquiries were from Lake-Link.com
 - 13 inquiries were from Northcentralwisconsin.com
 - 137 inquiries were from the Nicolet-Wolf River Scenic Byway
- Additional money is allocated to mail inquiries and supplies to do so.

Travel Shows

This is a partnership between our North Central Wisconsin Tourism and Business Group called ITBEC hosted by Wisconsin Counties Association. Expenses of show booth are strictly paid by ITBEC. All other expenses are LCEDC's. In 2020, Langlade County Economic Development went to the following shows:

- Green Bay RV & Camping Show - we gave out 545 Langlade County Discovery Guides.
- Tinley Park Fishing & Outdoor Show - we gave out 120 Langlade County Discovery Guides.
- Rockford Boat, Vacation, & Fishing Show - we gave out 90 Langlade County Discovery Guides.

Silent Sport Magazine

- Silent Sport Magazine is a monthly subscriber-based sports and travel magazine that covers bicycling, cross country skiing, running, paddle sports, hiking/walking, and athletic events. Their editorial focus changes with the changing sports seasons.
- The magazine is circulated in Wisconsin, Minnesota, northern Illinois, Michigan's Upper Peninsula, and portions of Lower Michigan, northeastern Iowa and southern Ontario.
- In 2020, we are contracted for five print ads. July & August are 1/3rd page ads with September, October, and November 1/6th page ads.
- Five issues w/ photo/caption on the Out & About page (attached)
- Online ad through the end of the year

Located in the Wood Technology Center of Excellence at NTC's Antigo Campus

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Lake-Link

Lake-Link is used by avid people that fish. Information, such as lake depth, lake size, type of lake, and fish found in the lake, is listed for each individual Langlade County lake. Lake-Link users can rate the lake, ask, and answer questions. Users can then request Langlade County Discovery Guide, ATV Map or Snowmobile Map. Langlade County Economic Development Corporation is also listed under tourism business with a full page on Langlade County tourism with a link to www.langladecounty.org and a "Request More Information" button.

Nicolet-Wolf River Scenic Byway

The Nicolet-Wolf River Scenic Byway was designed as a scenic byway in 2017. The byway is the second longest scenic byway in Wisconsin at 145-miles. Forest, Vilas, Oneida, and Langlade Counties have partnered together to market the byway. They have received three years of JEM Grant funding through Travel Wisconsin for the "Fall in Love with the Byway!" campaign. The \$1,000,000 is Langlade County's match funds for this campaign.

Langlade County Discovery Guide

Due to the COVID-19 Pandemic, we are looking to create a 2021 Langlade County Discovery Guide without charging our businesses for ads. We will highlight the business accordingly to the tourism industry they are in. For instance, dining, lodging, recreation, retail and so forth. The cost to do this along with distribution is below.

Size: 8.375" X 10.875"
 Page Count: 32
 Paper: 60 # #4 gloss text
 Ink: 4/4 full color w/ bleeds
 Prepress/Design: **\$65.00 per page X 32 pages = \$2,080.00**
 Bindery: Trim, folds, saddle stitch, carton pack (20 # boxes)
 Delivery: FOB – Tomahawk, WI (charges at the time of delivery – estimated to be approximately \$375.00 - \$450.00 (calculated day of delivery) .

PRINT COST: \$4,480.77
 DESIGN COST: \$2,080.00 (based on \$65.00 per page)
 FREIGHT: \$ 375.00
 DISTRIBUTION: \$ 925.00 (based on 5,000 @ \$185.00 per 1,000)
\$7,860.77 ½ in 2020 ½ in 2021

NOTE: Storage/Fulfilments - 5 Star Marketing & Distribution will store extra visitor guides in our warehouse at 409 Southpark Dr., Tomahawk, Wisconsin **at no additional charges**. Plus, act as fulfillment center for the Langlade County EDC. Guides will be sent out as instructed by the EDC staff at the current rate via Spee Dee and/or USPS plus a \$2.00 handling charge per box. 5 Star Distribution Staff will drop off guides at any location that would be on regular scheduled routes for a \$2.00 handling charge.

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UpNorthAction.com Magazine - 1/2 page full color ad in all seven issues of UpNorthAction.com Magazine --- 5 Star Marketing & Distribution will distribute the 2021 Langlade County Discovery Guide at all six of the scheduled Sport & Travel Shows for no extra charges!

2021 Sport & Travel Show Schedule:

#1. Chicagoland Sport Fishing & Travel Show	Schaumburg Convention Center	Jan 21 - 24
#2. Tinley Park Sport & Travel Show	Tinley Park High School	Feb 13 & 14
#3. Madison Fishing Expo	Madison, Wisconsin	Feb 26 - 28
#4. Milwaukee Sport & Travel Show	Milwaukee Wisconsin	Mar 3 - 7
#5. Eau Claire Sports Expo	Eau Claire Convention Center	Mar 19 - 21
#6. To Be Determined.....		

Attachment: Hotel Motel 2020 Funding Proposal (3469 : EDC Proposal)

Located in the Wood Technology Center of Excellence at NTC's Antigo Campus



312 Forrest Avenue | Antigo, WI 54409 | 715.623.5123

www.langladecounty.org

2020 MARKETING BUDGET

2020 Destination Marketing

Lake-Link	\$1,200.00
Scenic Byway Promotion	\$1,000.00
Facebook Pixel added to website	\$ 525.00
Silent Sports Magazine	\$ 1,227.00
Destination Marketing Postage and Supplies	\$ 900.00
Destination Marketing Distribution	\$ 300.00
langladecounty.org domain renewal	\$ 21.17
Google Ad (\$500 per month for 6 months)	\$ 3,000.00
Facebook Campaigns	\$ 500.00
Discovery Media Works	\$40,000.00
Travel Wisconsin Co-Op Event Program (10@ \$350)	\$ 3,500.00
Travel Wisconsin SEM Program	\$ 4,200.00
Travel Wisconsin Data Co-Op Program	\$ 5,000.00
Travel Wisconsin Social Co-Op Program (summer & fall at \$400 each)	\$ 800.00
2021 Discovery Guide creation and distribution& Up North Action	\$ 5,000.00
Total of Proposed Destination Marketing (non-yellow cells)	\$62,000.00

2020 Other Marketing Obligations

County of Trails Billboard	\$2,250.00
Summer in the Northwood Print Ad	\$175.00

LCEDC Money Left to Spent on Destination Marketing	\$ 9,367.90
2020 Room Tax (35%) per 5/27/2020 Room Commission Meeting	\$ 42,823.36
Remington Foundation Grant	\$ 20,000.00
Total Budget left to spend in May 2020	\$ 72,191.26
Invoiced that need to be paid in 2020 (yellow cells)	\$7,598.17
Total Budget left to spend after paying contract items in yellow	\$ 64,593.09
Proposed marketing (non-yellow cells)	\$ 62,000.00
Tourism Marketing \$ left to spend in 2020	\$ 2,593.09

Located in the Wood Technology Center of Excellence at NTC's Antigo Campus

Attachment: Hotel Motel 2020 Funding Proposal (3469 : EDC Proposal)



ADDITIONAL DOLLARS REQUESTED TO CITY OF ANTIGO HOTEL/MOTEL ROOM COMMISSION

WELCOME CENTER BUDGET BREAKDOWN			
Item	Description	One Time Cost	Yearly Cost
Yearly Lease	A 10-year lease for \$12,000 per year would be paid from the Welcome Center Building Fund. The yearly lease fee would include rent, utilities, insurance, internet access/Wi-Fi, and routine maintenance. The lease for the Welcome Center would start January 1, 2021.		\$12,000
Welcome Center Signs & Kiosk	Indoor/Outdoor Welcome Center Signs	\$18,000	
Computer/Printer for Worker	Part of the part-time tourism employees job duties would require them to post on social media and keep websites up to day, which requires a separate computer and printer	\$3,000	
TVs	Langlade County Videos and pictures will be able to view above the brochure racks in the entrance way to the Welcome Center.	\$1,500	
TOTAL		\$22,500	\$12,000
POTENTIAL WI TOURISM GRANTS RECEIVED		\$11,2500	

Project Summary: LCEDC would like to move forward with having an Antigo/Langlade County “County of Trails” Welcome Center that features the recreation and cultural assets of Langlade County. This center would enhance the museum by bringing more visitors and create a destination stop for visitors and enhance educational opportunities for residents. The new addition will be done in 2020 with a move in date of January 1, 2021.

Expenses: Total additional amount requested \$34,500.00 from existing and remaining “Welcome Center” Fund

WI Tourism Grant: The Tourist Information Grant Program may reimburse up to \$15,000 for qualified eligible expenses.

Located in the Wood Technology Center of Excellence at NTC’s Antigo Campus

Tourism Matters to Wisconsin

TRAVEL
WISCONSIN

2.3.b

ECONOMIC IMPACT: 2019

\$22.2 BILLION
Total Business Sales



202,000+
Full-time & Part-time Jobs

\$1.6 BILLION
State & Local Taxes

\$13.7 BILLION
In Tourism Spending



1 in 18
Jobs Sustained By Tourism



\$1.3 BILLION
Federal Taxes



113 MILLION
Visitors to Wisconsin

\$687

Amount each Wisconsin household would need to pay to maintain the current level of government services generated by tourism.



LANGLADE COUNTY SNAPSHOT

TOTAL BUSINESS SALES

Total business sales in Langlade County was \$73.2 million with \$48.8 million in direct visitor spending in 2019.

JOBS

479 jobs with a total personal income of \$11.8 million were supported by visitors to Langlade County last year.

TAX REVENUE

Visitors to Langlade County generated \$4.5 million in state and local taxes during 2019.

In 2019, Langlade County saw a .60% increase in room tax revenue.

Impacts of State Tourism Advertising

\$8 TO \$1 Tax Revenue Per Promotional Spend
\$95 TO \$1 Visitor Spending Per Promotional Spend

Total Tourism Impacts

Wisconsin and Counties - Alphabetical 2019

	Direct Visitor Spending			Total Business Sales			Employment			Total Labor Income			State and Local Taxes		
	Millions		%	Millions		%	Total		%	Millions		%	Millions		%
County	2018	2019	Change	2018	2019	Change	2018	2019	Change	2018	2019	Change	2018	2019	Change
Wisconsin	\$13,318.6	\$13,667.8	2.62%	\$21,571.6	\$22,223.4	3.02%	199,073	202,217	1.58%	\$5,675.3	\$5,902.1	4.00%	\$1,581.6	\$1,610.0	1.7
Marathon County	\$244.6	\$258.0	5.49%	\$433.1	\$453.4	4.69%	4,144	4,242	2.37%	\$109.9	\$114.3	4.01%	\$30.3	\$31.5	3.8
Oconto County	\$89.3	\$93.2	4.37%	\$126.0	\$131.2	4.14%	888	896	0.90%	\$16.1	\$16.8	4.48%	\$8.5	\$8.7	2.6
Vilas County	\$232.6	\$241.3	3.72%	\$298.8	\$309.9	3.71%	2,043	2,081	1.83%	\$47.0	\$48.2	2.66%	\$23.3	\$23.9	2.3
Wood County	\$96.6	\$100.2	3.67%	\$190.1	\$197.1	3.64%	2,239	2,292	2.38%	\$66.2	\$70.0	5.80%	\$12.0	\$12.4	3.1
Marinette County	\$159.7	\$163.3	2.31%	\$228.0	\$234.2	2.72%	1,578	1,622	2.77%	\$33.5	\$35.2	5.11%	\$15.4	\$15.8	2.1
Menominee County	\$2.8	\$2.9	2.25%	\$5.3	\$5.4	2.87%	49	49	-0.69%	\$0.7	\$0.7	1.75%	\$0.4	\$0.4	0.0
Lincoln County	\$59.3	\$60.6	2.13%	\$93.4	\$95.9	2.68%	735	738	0.52%	\$16.8	\$17.3	2.93%	\$6.0	\$6.1	0.7
Langlade County	\$47.8	\$48.8	2.09%	\$71.4	\$73.2	2.60%	480	479	-0.20%	\$11.2	\$11.8	4.63%	\$4.5	\$4.5	0.6
Waupaca County	\$97.1	\$99.1	2.05%	\$151.8	\$155.8	2.62%	1,301	1,331	2.30%	\$25.3	\$26.2	3.63%	\$11.0	\$11.1	1.7
Oneida County	\$237.4	\$241.1	1.57%	\$315.6	\$322.1	2.09%	2,236	2,254	0.82%	\$54.5	\$56.3	3.29%	\$22.8	\$22.9	0.7
Portage County	\$135.4	\$137.5	1.56%	\$237.2	\$243.0	2.46%	2,280	2,310	1.31%	\$51.8	\$52.5	1.35%	\$16.9	\$17.1	1.0
Waushara County	\$74.9	\$75.6	0.93%	\$103.4	\$105.1	1.67%	895	902	0.88%	\$15.4	\$15.8	2.98%	\$8.3	\$8.3	0.2
Forest County	\$14.2	\$14.4	0.72%	\$21.6	\$22.0	1.70%	223	226	1.37%	\$3.2	\$3.5	8.12%	\$1.8	\$1.8	0.6
Shawano County	\$68.5	\$68.9	0.60%	\$103.8	\$105.4	1.62%	936	938	0.25%	\$20.8	\$21.8	4.70%	\$7.6	\$7.6	-0.1
Florence County	\$5.4	\$5.2	-3.99%	\$8.3	\$8.2	-1.34%	95	92	-2.98%	\$1.6	\$1.6	-3.44%	\$0.6	\$0.6	-4.3

Attachment: Copy of WI County Table 2019 (3469 : EDC Proposal)



// DISCOVER WISCONSIN
// LANGLADE COUNTY



2.3.d

Attachment: Discover Media Works 2020 Langlade Co Marketing 6-4-2020 Proposal (3469 :

Hello and welcome to Discover Wisconsin

In 1986, Dick Rose created the idea of showcasing Wisconsin's many great vacation treasures on a television show dedicated to Wisconsin tourism – appropriately named *Discover Wisconsin*.

About Discover Mediaworks

Discover Mediaworks is a strategic communications & media production company rooted in the heart of the Midwest. Headquartered in Madison, our crew of 30+ storytellers produce three award-winning video brands: Discover Wisconsin, Into the Outdoors & Boondock Nation.





Marketing Reach

- + TV
- + Podcast
- + Digital Streaming
- + Social Media
- + discoverwisconsin.com
- + Digital Series (Shorts)
- + Blog
- + Calendar of Events
- + Commercial Spots
- + eNewsletter
- + Public Relations



Discover Wisconsin Audience Profile

Meet the Thompsons

- + Family of five that lives, works and/or plays in Wisconsin
- + Affordability matters to the Thompsons – as does investing locally. They spend time at stores like Target but prefer to shop on Main Street when possible.
- + Mom and Dad stress over providing kids with experiences that are meaningful yet entertaining.
- + The Thompsons are “Wisconsin-Proud” and appreciate family-friendly content.

TV

54% Female / 46% Male



DIGITAL

69% Female / 31% Male



The Simpsons / 654 episodes



Discover Wisconsin / 524 episodes



ER / 330 episodes



Friends / 236 episodes



- 15 Emmy Nominations, 2012 Emmy Award
- Longest-running tourism TV show in the U.S.
- 600,000+ weekly viewers
- 25 episodes premiering in 2020



Traditional Broadcast



SAT.
10 A.M.

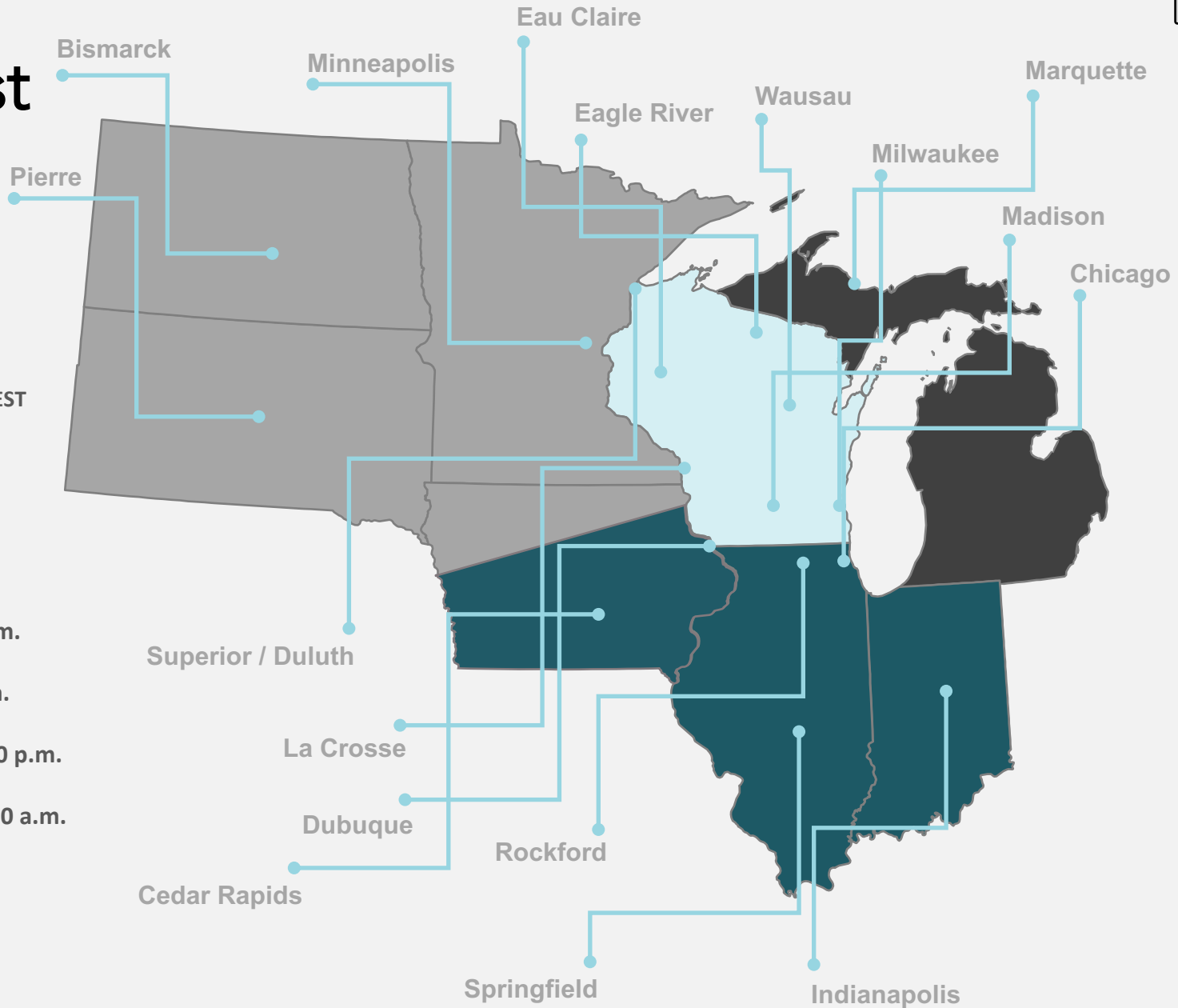


SAT.
10 A.M.



SAT.
10 A.M.

- WITI - Milwaukee › SUN. 10 a.m.
- WKOW - Madison › SAT. 6:30 p.m.
- WFRV - Green Bay › SAT. 6:30 p.m.
- WJMN - Marquette › SAT. 7:30 p.m. EST
- WAOW - Wausau › SAT. 6:30 p.m.
- WQOW - Eau Claire › SUN. 5 p.m.
- WXOW - La Crosse › SUN. 5 p.m.
- WYOW - Eagle River › SAT. 6:30 p.m.
- WIFR - Rockford, IL › SAT. 6:30 p.m.
- CBS 3 - Superior/Duluth › SAT. 6:30 p.m.
- KBJR 6 - Superior/Duluth › SAT. 5:30 a.m.



 54%
Female consumer

 46%
Male consumer



NOW STREAMING



Streaming

With 138 million users worldwide, over-the-top (OTT) refers to the delivery of TV content via the internet, without requiring users to subscribe to traditional cable or satellite services. About three-fourths of all U.S. TV households have at least one internet-connected TV device.

Binging Discover Wisconsin

Discover Wisconsin is available for streaming on all three of the major streaming platforms (Roku, Amazon Fire & Apple TV).

Our OTT Viewer

- * 52% Male – 48% Female
- * 76% have individual income over \$50K
- * 68% are college educated

2.3.d

Our Dashboard

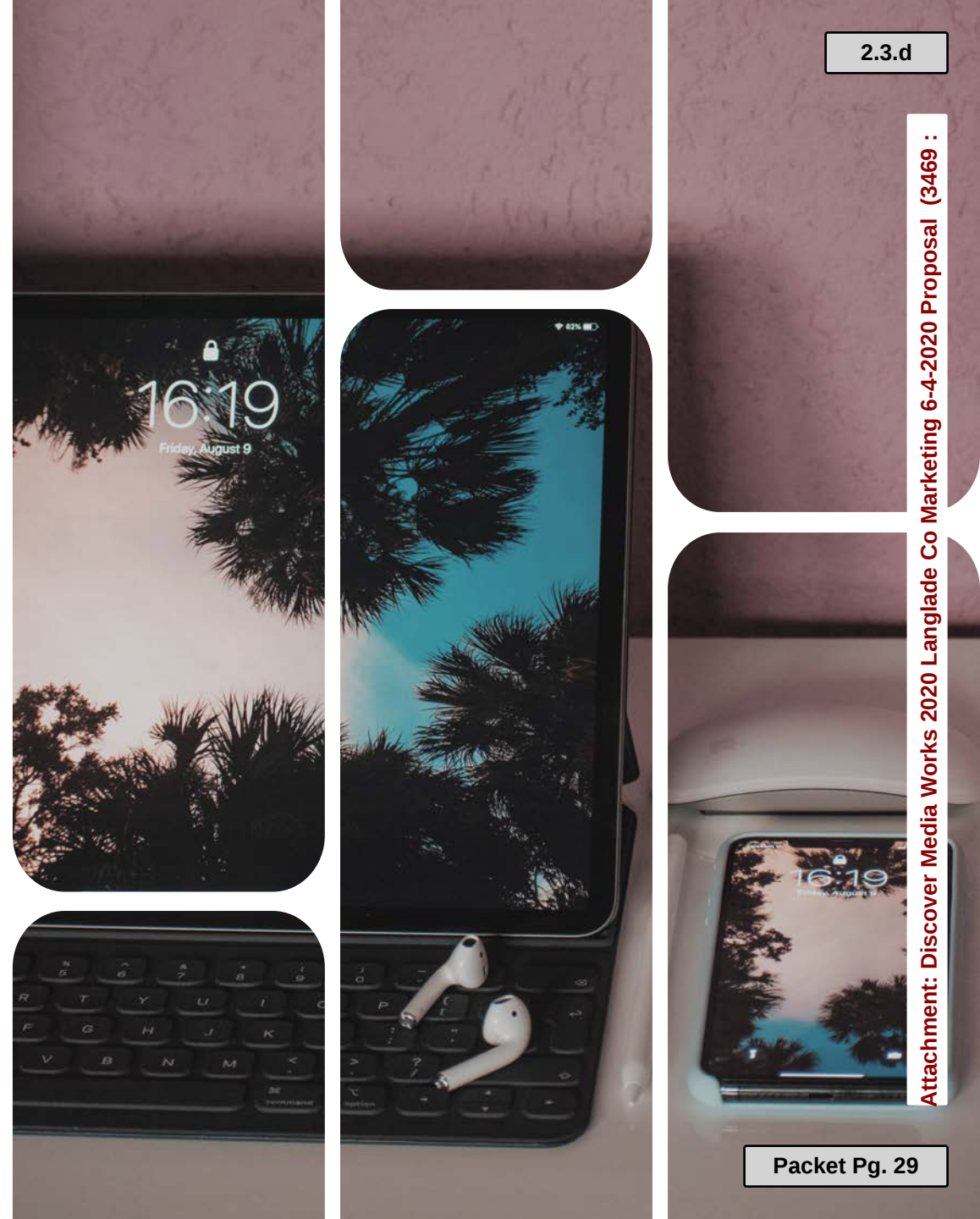
Impressions: 86,878

Streams: 81,437

Hours Streamed: 31,935

Completion Rate: 75.8%

*Data collected since January 2019

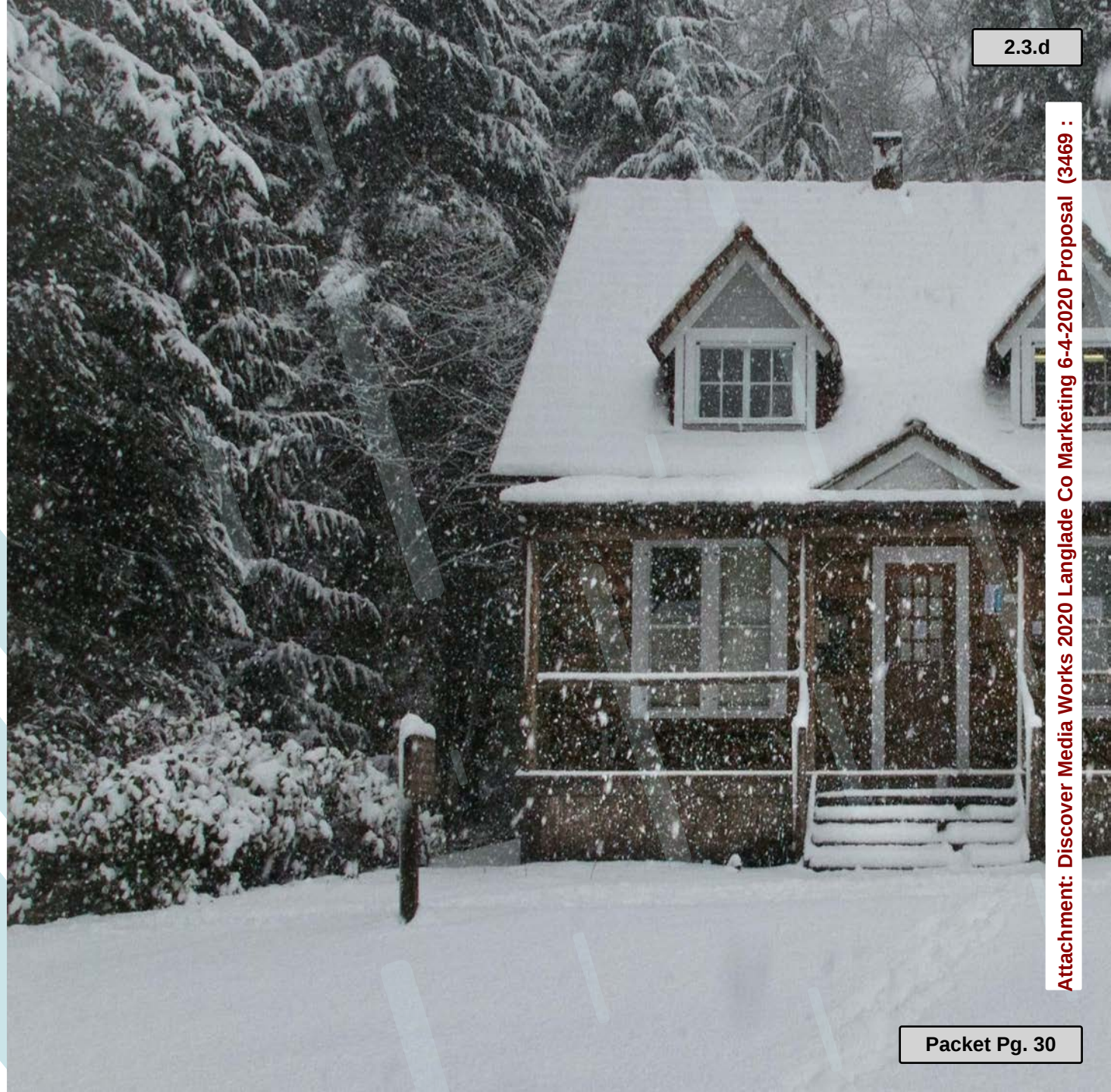


2.3.d

Attachment: Discover Media Works 2020 Langlade Co Marketing 6-4-2020 Proposal (3469 :

The Cabin

Welcome to The Cabin, a weekly podcast produced by the crew that brings you the nation's longest-running tourism TV show, Discover Wisconsin. Hosts Mariah Haberman and Eric Paulsen (plus special guests) take you behind-the-scenes to the heart of the Midwest.



Digital

+ 1.5 MILLION annual visits to discoverwisconsin.com

“The Bobber” - official blog of Discover Wisconsin

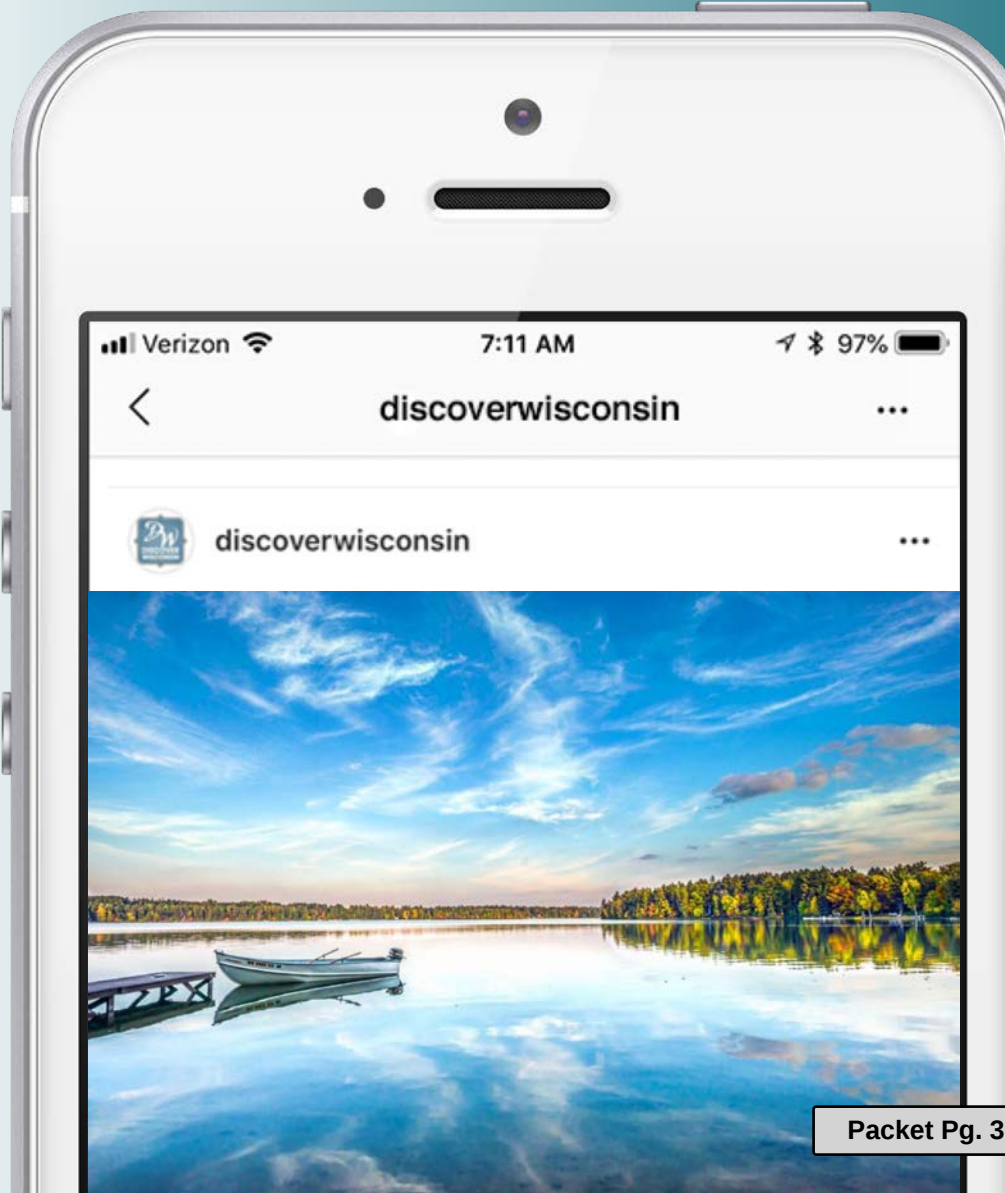
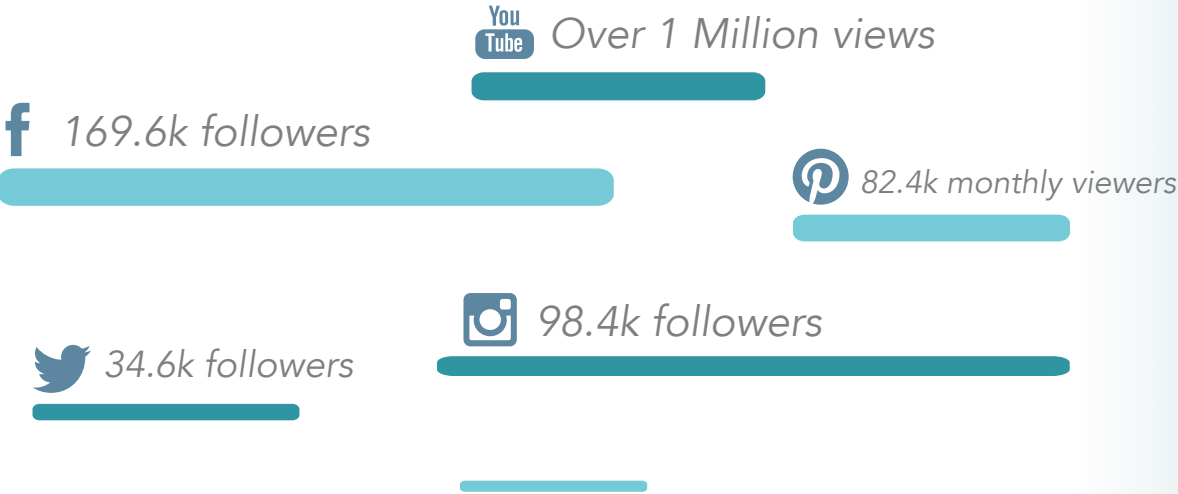
+ Average number of monthly views: 50,000

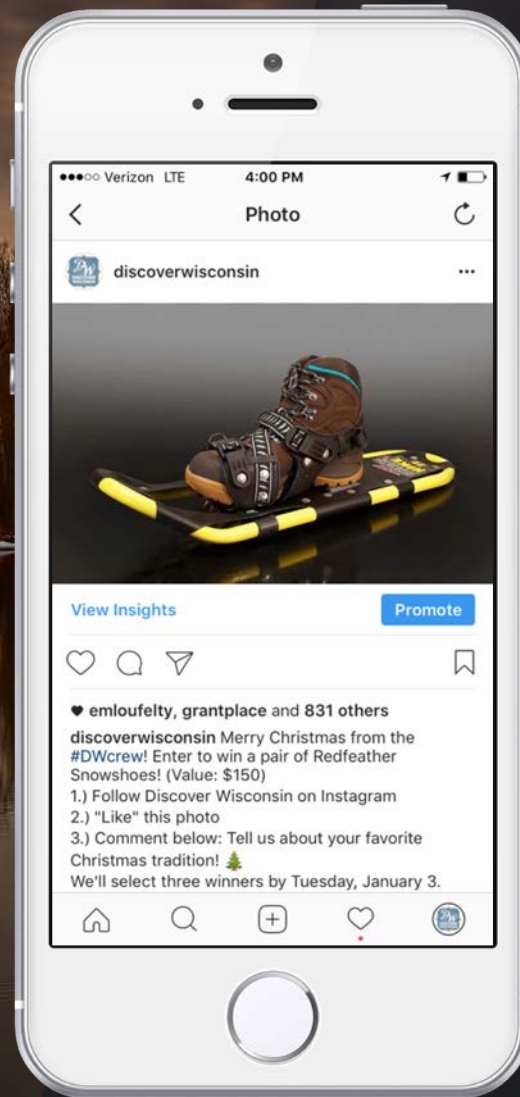
+ Highest number of views on a single post: 262,768



Social Media

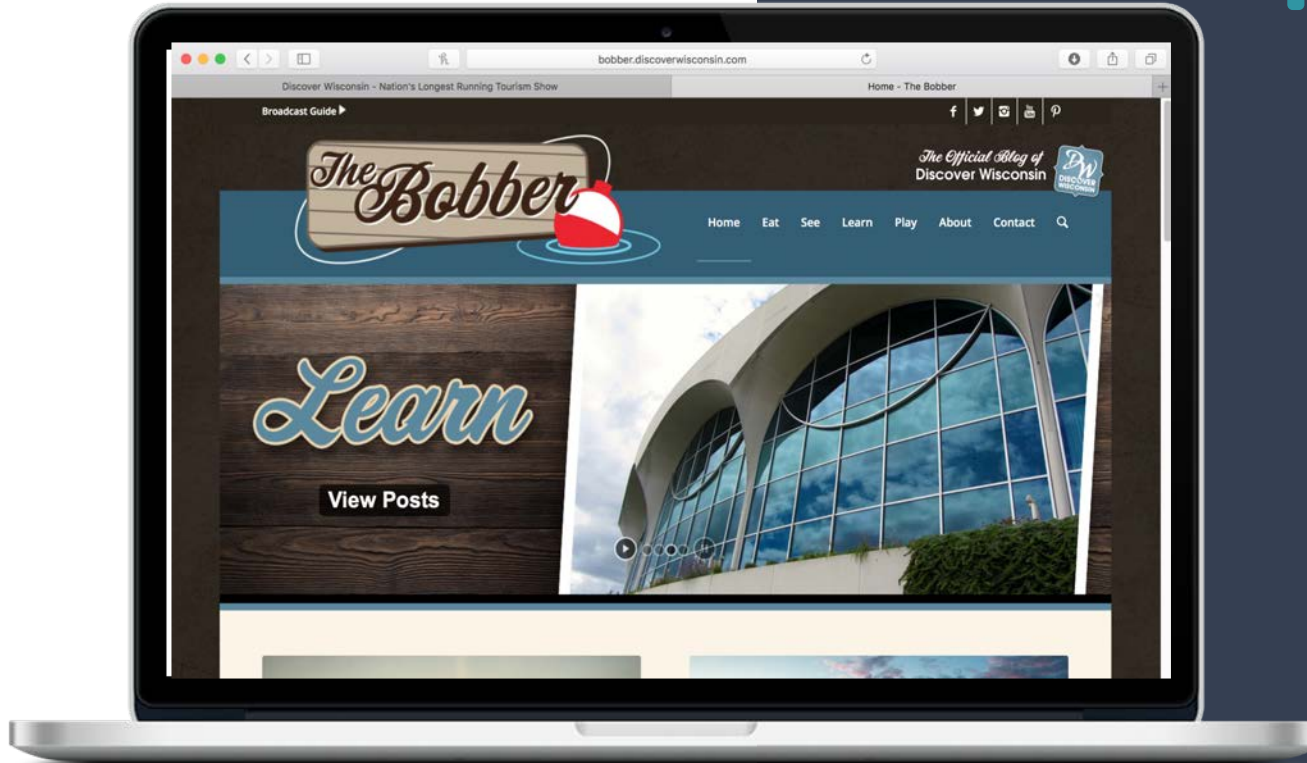
Welcome to the world of #DiscoverWisconsin





Social Contests & Live Streams

One of the best ways to boost brand awareness? Partner with Discover Wisconsin on social media. Whether it's a "comment-to-win" contest for our 98,400 Instagram followers or our hosts promoting your brand during a Facebook live stream, our online community cares and engages with the content we release.



Blog

The Bobber is the official blog of Discover Wisconsin (bobber.discoverwisconsin.com).

- Your destination will be featured exclusively
- Number of visitors per month, on average: 50,000
- Number of unique visitors per day, on average: 200
- Highest number of visits to a single post: 262,768



e-Newsletter

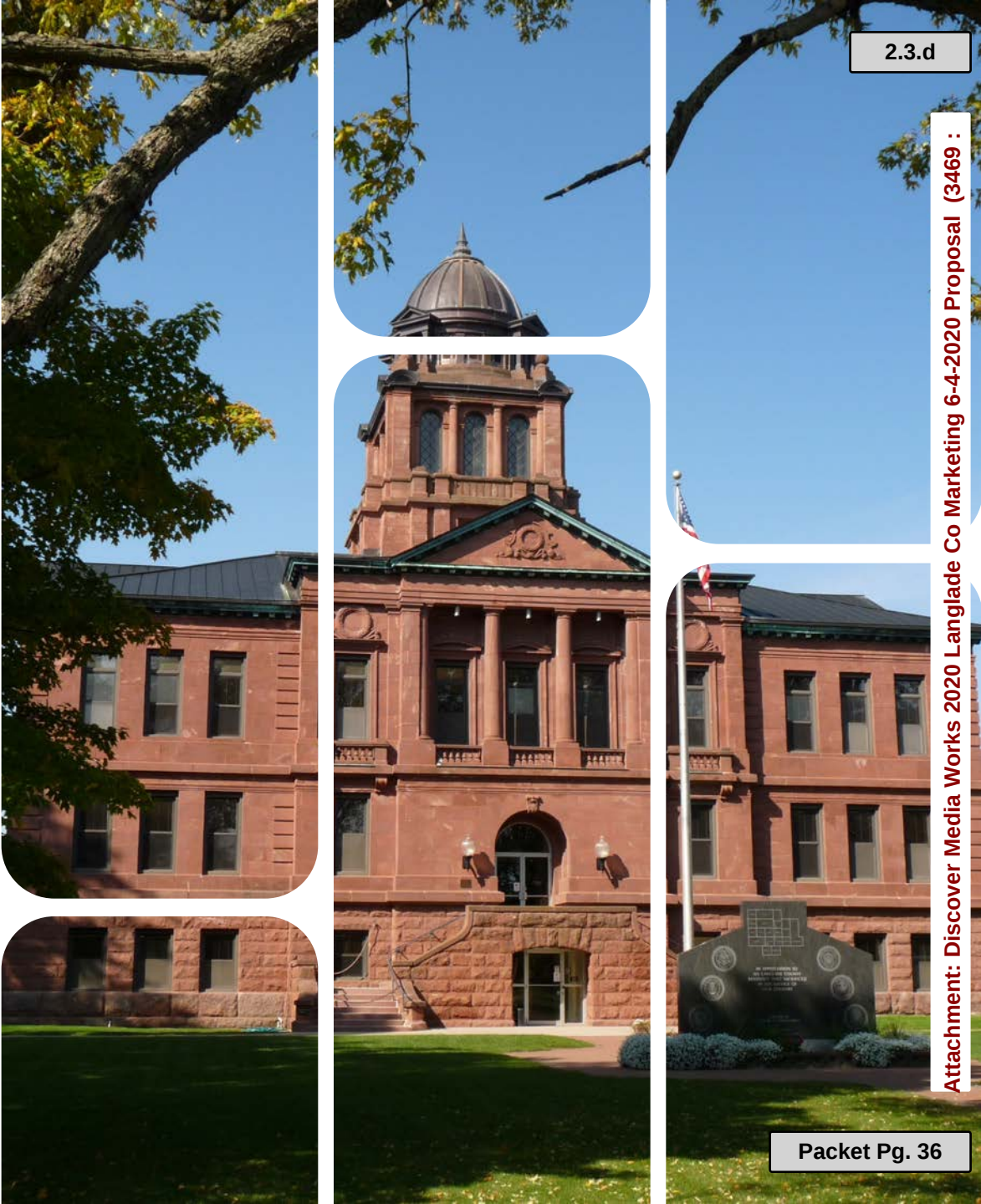
- + Number of E-Newsletter subscribers: 13,500
- + Average open rate: 30%



Langlade County

Campaign Objective:

Langlade County is home to beautiful landscape, parks, trails, outdoor activities, as well local businesses. The objective of this campaign is to promote brand awareness of the area culture, community and recreation, as well as inspire visits to the area. Messaging will focus on both the new and return visitor.





Creative Content Strategy

Campaign Strategy:

To inspire the target audience to utilize and visit Langlade County for various activities that will increase local revenue. This will be done through a series of videos, social media posts and advertising partnerships. The campaign will be leveraging the power of digital stories, while connecting the audience with the destination.

Campaign Voice & Tone:

Authentic. Iconic. Unexpected. Natural.

Marketing Tactics:

- Content in the form of video with distribution across Discover Wisconsin digital channels (OTT, social, etc.)
- Social Media Content through series promotion, contests and partnership directives



Langlade County Discover Wisconsin Digital Series

The Tactics: Three-part Discover Wisconsin digital series (Digital Shorts), which includes both field production and post-production of the episodes. These will be promoted across various Discover Wisconsin marketing channels (Youtube, Facebook, Instagram, Twitter, Roku, Apple TV, Smart TV, Google Chromecast, Amazon Fire, eNewsletter, Blog & discoverwisconsin.com).

Length of videos: ~3-6-minutes (on average)

The Idea: The focus of this digital series will be on the activities and attractions that make Langlade County unique. By allowing each segment of the county (3) to be featured, we can show how each has offerings that compliment the other segments. Through the promotion of outdoor activities, trails, local businesses and other partners, we will tell three stories that will drive visitors in both viewership and utilization.



Langlade County Creative Opportunities

- Antigo Downtown – Businesses & Restaurants
- ATV Trails (Summer)
- Snowmobile Trails (Winter)
- Winter silent sports (Cross Country & Downhill Skiing)
- Ice Age Trail
- Mountain Biking Trails & Organizations
- Parks
- Local Businesses / Shops
- Camping / Campgrounds
- Restaurants / Bars
- Lakes / Rivers
- Fishing and Water Activities
- Museums / Cultural Sites
- Agri-tourism (Organic Growers, Maple Syrup)

Campaign Overview

Three-Part Short-Form Digital *Discover Wisconsin* Series

Pre-production, 4 days of field-production & post-production

Discover Wisconsin on-air talent

Youtube & OTT placement

\$30,000

Partnership Promotion – eNewsletter, Blog & Social Media

Social media promotion of episodes (Facebook, Instagram, Twitter)

3-Part “The Bobber” Blog promotion

eNewsletter promotion for each episode

\$6,000

“The Cabin” Podcast

Featured on The Cabin Podcast

\$750

Campaign Value \$36,250

Campaign Investment: \$30,250

Digital Media Services

Social Media Digital Advertising - \$2,500/month

- Digital Video Placement on Social Media (Facebook, Instagram, etc.)
- Area to be targeted include 2-3hr radius of Langlade County Area
- Campaign to run during peak seasons of July – Sept and January – March
- Placement will include :15 & :06 video on Social Media channels
- CTA will include messaging to drive traffic to visit the county areas and book a stay
- Landing page creation will be needed to funnel leads/traffic for campaign



Partnership Summary

Discover Wisconsin Package - \$30,250

- Three-Part Short-Form Digital *Discover Wisconsin* Series
- Partnership Promotion – eNewsletter, Blog & Social Media
- “The Cabin” Podcast

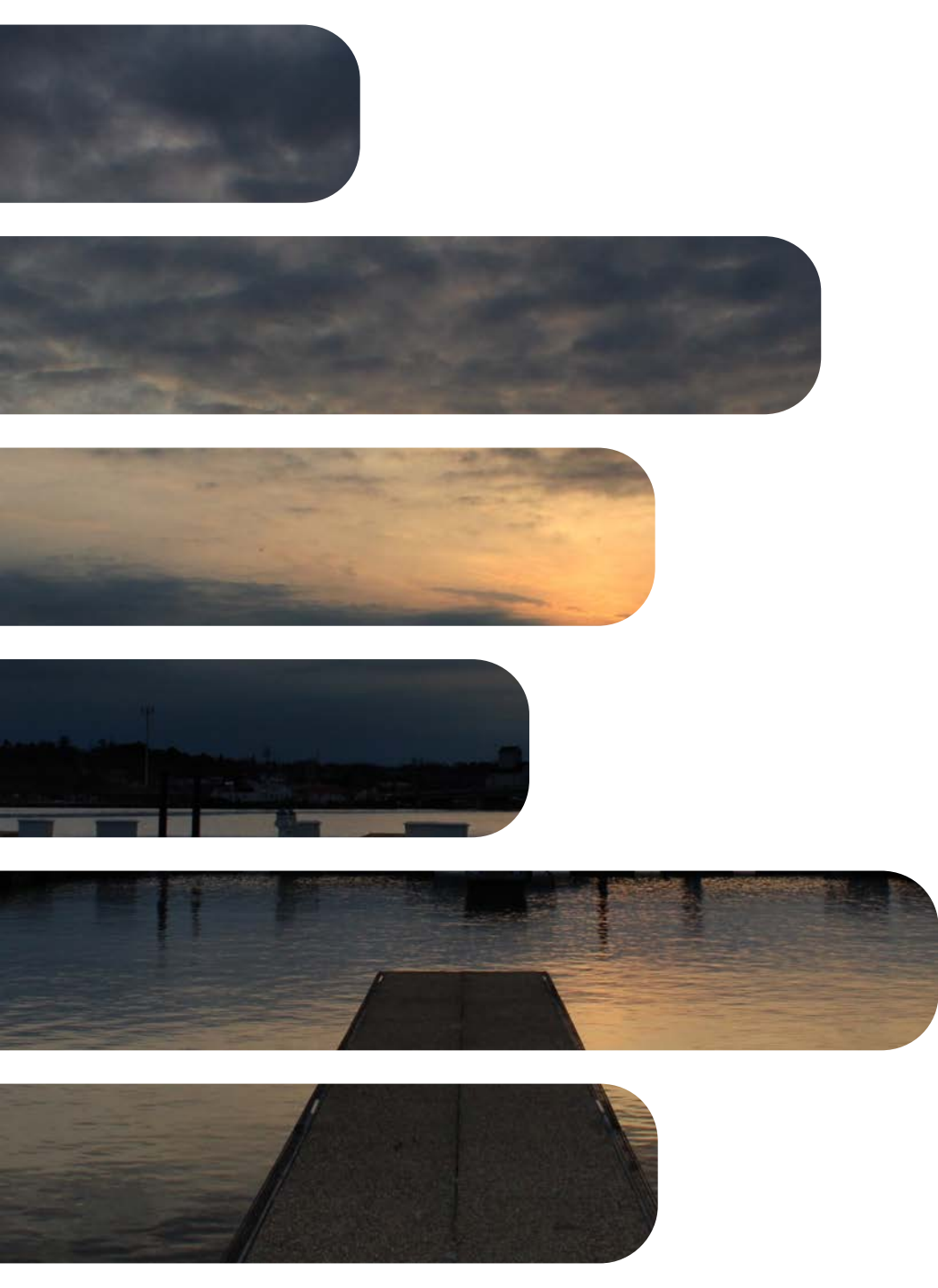
Digital Media Buy - \$16,250

- Social Media Display Campaigns
- July – Sept 2020
- January – March 2021
- Includes post-production on :15 & :06 Spots for placement

Photography - \$1,000

- For Print, Social & Web Assets

Partnership Total - \$47,500

A vertical strip of five landscape images on the left side of the slide. From top to bottom: 1. Dark, cloudy sky. 2. Dark, cloudy sky. 3. Sunset or sunrise over a body of water with a bright orange glow. 4. A dark pier or dock extending into a body of water at dusk. 5. A dark pier or dock extending into a body of water at dusk.

Thank you

Brett Frizzell

Director of Production/Account Services

brettf@discovermediaworks.com

608.772.2977