



CITY OF ANTIGO

HOTEL MOTEL COMMISSION MEETING

COUNCIL CHAMBERS

Wednesday, January 06, 2021

CITY HALL, 700 EDISON STREET

8:30 AM

Call to Order

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

1. Update on Antigo/Langlade County Chamber of Commerce Building/Property Improvements from the \$65,000 Contribution
2. Antigo/Langlade County Chamber of Commerce 2020 Marketing and Proposed 2021 Budget
3. Langlade County Economic Development 2020 Marketing and Proposed 2021 Budget

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 During Normal Business Hours for Dial-In Instructions.

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: December 28,2020

TOM BAUKNECHT



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Hotel/Motel Commission:

Please review our 2021 Tourism Marketing and Promotional plan.

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 promotional marketing plan.

Each member on the Tourism Marketing and Promotional Committee represents the various tourism industry sectors such as attractions, outdoor recreation, lodging, and dining from the Elcho/Post Lake area, Antigo hotel, Pickerel/Pearson area, Antigo restaurant, Wolf River Territory, and Jack Lake Silent Sports Association.

Wisconsin Bike Federation

Wisconsin Bike Federation Ride Guide is a year-round distribution with quarterly editions. Distributed to their members and bike shops across Wisconsin, as well as in Chicago, Minneapolis, and Michigan's Upper Peninsula.

The guide highlights Wisconsin as 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.

Web and social media advertising to promote cycling tourism for Langlade County.

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Discover Mediaworks Northwoods Co-op Marketing

This is a partnership between three counties to engage Wisconsin's Northwoods through Discover Wisconsin's, 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.

See attachments to review the 2020 Marketing Campaign Results.

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 536,503 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.

We will partner with Langlade County Economic Development for these programs and other programs the Department offer.

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.

From July – November we had 1436 inquiries

Guest Quest Traveler

Travel guides feature information about our area recreation including article coverage in print and online. Advertising generates over 500 Langlade County visitor guide requests monthly to future visitors looking for travel information for our area.

For 2020, we had 6,060 inquiries

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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.

See attachments to review the 2020 Marketing Campaign Results.

Video & Photo Media Marketing

Video and photo marketing can make the most of mobile tourism marketing by getting on the level of the majority of mobile users. Videos and photos 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.

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Photo Contest

It is 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 from 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.

Building off the success of our photo contest campaign that gained following and engagement in 2020, we will continue with seasonal photo contests to encourage fans to share images to add to our library. We will launch a promotional campaign to boost contest awareness and increase photo entries.

Our contest is an excellent way to increase social media engagement attracting new and relevant fans which helps increase comments, shares, likes, and more as they have attracted the right audience to be a part of our social media platforms.

See attachments to review the 2020 Marketing Campaign Results.

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.

See attachments to review the 2020 Marketing Campaign Results.

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.

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Tourism Website

Our website offers visitors an immersive and inspiring look into what awaits them on a Langlade County vacation. Our website makes it easier than ever for travelers to discover activities, events, places to eat, drink, and stay overnight.

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

Other highlights the website includes:

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 features 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.

January – December 8, 2020 we had 46,233 sessions, 40,448 users, and 77,159 page views. The users were referred to our tourism website from Travel Wisconsin, We Love the Northwoods, Guest Quest, Destination Wisconsin, and many other websites.

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Tourism Visitor Guide Distribution

In partnership with Langlade County Economic Development 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.

We distributed 35,000 guides in 2020.

Tourism Visitor Guide Mailings

Our 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 2021 Visitor Guide highlights lodging, dining, attractions, trail maps, recreation, and downtown Antigo.

Tourism Tradeshows/Conferences/Memberships

We have reserved a booth to promote Langlade County at the 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.

We will also be partnering with Langlade County Economic Development promoting Langlade County at several additional tradeshows through their partnership with ITBEC.

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.

Wisconsin Bike Fed Community membership promotes our trails and improves the quality of active, health lifestyles in our community.

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Tourism 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, a 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 that 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.

For 2020, we had 16,815 unique direct contacts with visitors through our Visitor Center.

Additional marketing & promotions for Langlade County

Northwoods of Wisconsin (NOW)

Langlade County is a partner of NOW, which consists of 7 counties that was created to brand and promote travel to the Northwoods of Wisconsin. We have been awarded two separate grants from the Department of Tourism for marketing and promotion over the past 10 years. We just finished up with year one grant for 2020, and plan to continue with year two and three giving us a great opportunity to share our assets in the Northwoods.

JEM Grant

We plan to apply for a JEM grant. The campaign time frame will occur during the off-season when there is need for tourism business.

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Langlade County Dining & Business Facebook Group Pages

We launched two new Facebook pages highlighting our dining and businesses including shopping and lodging. These pages have done remarkably well highlighting specials, hours, and events. Currently the dining page has 1,345 followers and the business page has 260 followers.

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.

The double face sign will be 96” x 120” formed aluminum cabinet with aluminum face and back painted vinyl graphics, cabinet is mounted on pole, 144” over all height.

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

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Tourism Distribution Racks

In partnership with Langlade County Economic Development to provide literature distribution racks in our county.

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.

Langlade County Map

In partnership with Langlade County Economic Development, we developed a pull-out map inserted in the 2021 Visitor Guide.

We are asking for funds of \$3,329.48 to cover the costs of the map.

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2021 Antigo/Langlade County Chamber of Commerce Tourism Marketing & Promotion Plan

Tourism Print/Online Advertising

Wisconsin Bike Federation	\$	1,300.00
Discover Mediaworks	\$	3,000.00
Wisconsin Department of Tourism Co-op marketing	\$	3,500.00
On Wisconsin Outdoors	\$	3,000.00
Destination Wisconsin	\$	1,000.00
Guest Quest Traveler	\$	1,605.00
Social Media Campaigns, design & editorial	\$	3,500.00
Video & Photo Library	\$	3,000.00
Seasonal Photo Contest Campaigns	\$	1,500.00
Contests & Giveaways Campaigns	\$	3,000.00
Northwoods of Wisconsin	\$	2,000.00
Joint Effort Marketing Campaign	\$	20,000.00

<u>Tourism Kiosk</u>	\$	250.00
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<u>Tourism Website</u>	\$	900.00
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Tourism Visitor Guide Distribution

Speedee	\$	700.00
Vector Ink	\$	6,400.00
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
Wisconsin Fall Tourism Conference	\$	500.00
Lodging/travel	\$	600.00

Welcome/Visitor Center

Tourism Staff/Expenses	\$	12,000.00
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Total 2021 Marketing & Promotions	\$	70,495.00
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2021 Room Tax	\$	49,291.56
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2021 Chamber Marketing & Promotions	\$	21,203.44
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Requests from remaining funds for tourism promotion

Welcome to Downtown Antigo sign	\$	25,000.00
Tourism distribution rack system	\$	20,800.00
Langlade County Pull-out Map	\$	3,329.48

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 marketing dollars to promote Langlade County.

Joint Effort Marketing Grant to promote tourism during the off-season

Langlade County Dining & Business Facebook Group Pages

SOCIAL MARKETING REPORT
ANTIGO/LANGLADE COUNTY
CHAMBER OF COMMERCE & VISITORS CENTER
2020
June-November

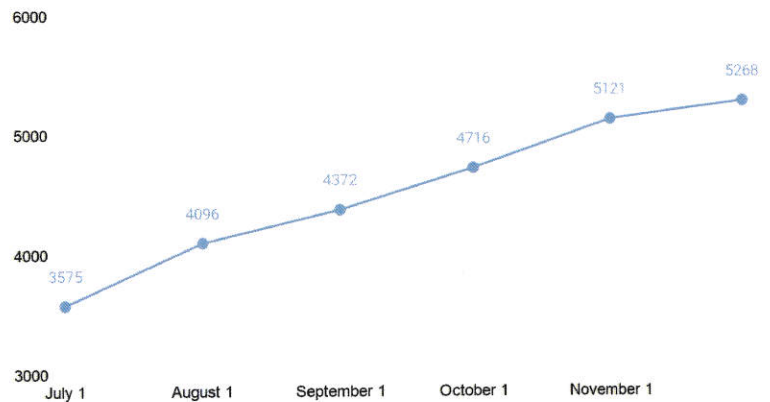
Social Media

Facebook (began July 1)

Overview

- Facebook fans: 5,268
- New Facebook fans: 1,693

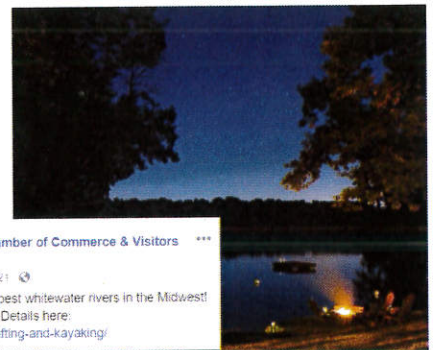
Facebook Fan Growth



Top Promoted Posts

- 7/7/20
 - 6,710 people reached, 270 reactions, 1 comment, 20 shares, 250 post clicks
 - 925 people reached organically; 5,778 people via paid ad
- 7/21/20
 - 5,740 people reached, 220 reactions, 7 comments, 31 shares, 329 post clicks
 - 3,225 people reached organically; 2,612 people via paid ad
- 11/20/20
 - 5,332 people reached, 213 reactions, 2 comments, 25 shares, 410 post clicks
 - 1,791 people reached organically; 3,521 people via paid ad

Antigo/Langlade County Chamber of Commerce & Visitors Center ***
Published by Debra Ingram (Drecoewsky) · July 7 · 🌐
Bring your RV or tent and spend the night under the stars! 🌟 Find campgrounds close to trails, lakes and more. Check out options around the county: antigochamber.com/places-to-stay/campgrounds-rv-parks/



Antigo/Langlade County Chamber of Commerce & Visitors Center ***
Published by Kate Hagen · July 21 · 🌐
Our very own Wolf River is one of the best whitewater rivers in the Midwest! Get your heart pounding this summer! Details here: antigochamber.com/recreation-trails/rafting-and-kayaking/



Antigo/Langlade County Chamber of Commerce & Visitors Center ***
Published by Kate Hagen · November 6 at 12:10 PM · 🌐
Start dreaming of next summer in Langlade County! Order a visitor guide today: antigochamber.com/visitor-guide/



- 11/9/20
 - 3,840 people reached, 236 reactions, 7 comments, 14 shares, 260 post clicks
 - 829 people reached organically; 3,319 people via paid ad
- 9/11/20
 - 3,776 people reached, 239 reactions, 14 comments, 14 shares, 253 post clicks
 - 1,860 people reached organically; 2,138 people via paid ad

Antigo/Langlade County Chamber of Commerce & Visitors Center
 Published by Kate Hagen · September 11 · 🌐

Some real stunners have been submitted in our quest for the best Langlade County photos! Think you can beat this one? Submit it here for your chance at \$100 and publication in our next visitor guide: <https://bit.ly/35gRKVz> (Photo by Julie Schenk)



Antigo/Langlade County Chamber of Commerce & Visitors Center
 Published by Kate Hagen · November 26 at 12:00 PM · 🌐

Our local shops and restaurants need us more than ever! Please #ShopSmall whenever you can! Here's a list of our chamber business partners to get you started: antigochamber.com/things-to-do/shopping/

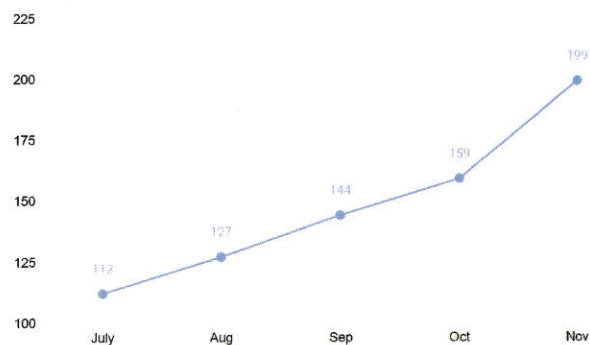


Instagram

Overview

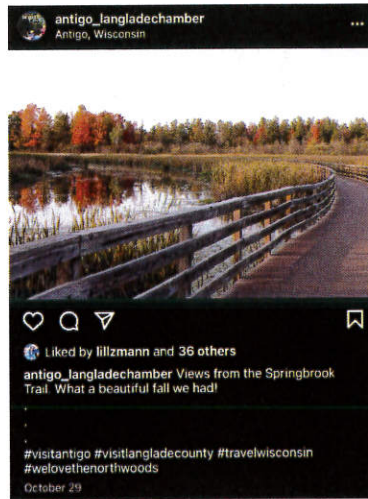
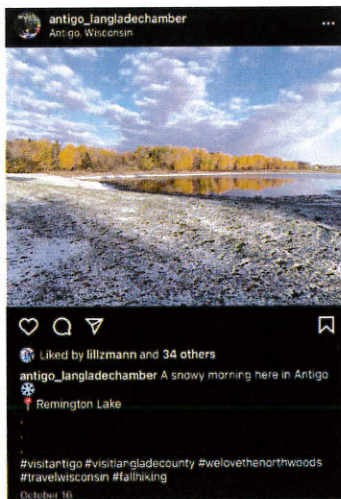
- Instagram followers: 199
- New Instagram followers: 87
- Instagram updates: 23 post, 4 stories

Instagram Follower Growth



Top Posts (all organic reach)

- 10/16
 - Caption: A snowy morning here in Antigo ❄️📍 Remington Lake #visitantigo #visitlangladeconomy #welovethenorthwoods #travelwisconsin #fallhiking
 - 140 people reached, 41 reactions
- 10/29
 - Caption: Views from the Springbrook Trail. What a beautiful fall we had! #visitantigo #visitlangladeconomy #travelwisconsin #welovethenorthwoods
 - 189 people reached, 42 reactions
- 11/11
 - Caption: Beautiful fall scene from @angelfromwisconsin! #visitantigo #visitlangladeconomy #travelwisconsin
 - 302 people reached, 60 reactions



Top Instagram Stories

- 10/20: 249 people reached, 5 reactions



- 7/14: 149 people reached, 4 reactions



- 8/4: 138 people reached, 8 reactions



Social Media Advertising

Facebook Advertising (ads began running in July)

Page likes - Facebook

- Encouraged Facebook users to like the Antigo/Langlade Facebook page
- 118,384 impressions
- 3,146 clicks
- 2.66% click-through rate
- Added 1,508 fans

Post engagement - Facebook

- Encouraged Facebook users to like/comment/share, improved reach; creative updated twice weekly
- 136,484 impressions
- 7,280 clicks
- 5.33% click-through rate
- 15,479 engagements

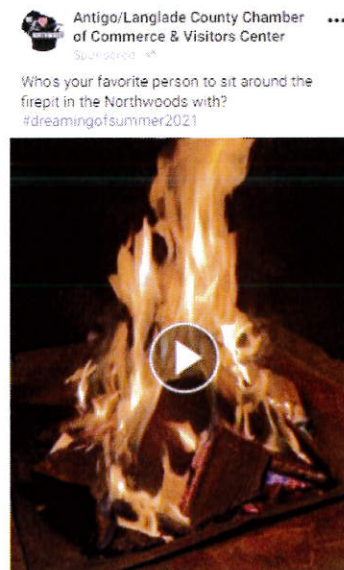


Photo Contest

We launched a photo contest earlier this year to expand our photo library. In June 2020, we moved the entry process to an online format, creating a form and webpage to collect submissions. By moving the contest to this format, we were able to create a smoother entry process for the user and a more organized system for collecting and exporting entries. We also added questions such as “zip code” and “how did you hear about the sweepstakes” to collect additional information. Finally, the online form included a statement of consent, giving us free reign to use the images in future marketing for Antigo/Langlade County.

We then created a promotional campaign to boost contest awareness and increase photo entries. The campaign included Facebook posts and advertising, as well as Instagram posts and stories.

The campaign reached more than 4,700 people. The ads garnered nearly 32,000

impressions, 883 clicks and had a click through rate of 2.78%. Throughout the campaign, we exported the entries to continuously add to the photo library, giving us great images to use on social media to continue promoting the contest.

The contest ended on October 31, 2020 and a winner was selected to receive a \$100 chamber gift certificate and a feature in the 2021 Langlade County visitors guide.

In total, 102 photo entries were submitted. The majority of people (77) said they heard about the contest through Facebook.



Antigo/Langlade County Chamber of Commerce & Visitors Center
Published by Kate Hagen | July 22

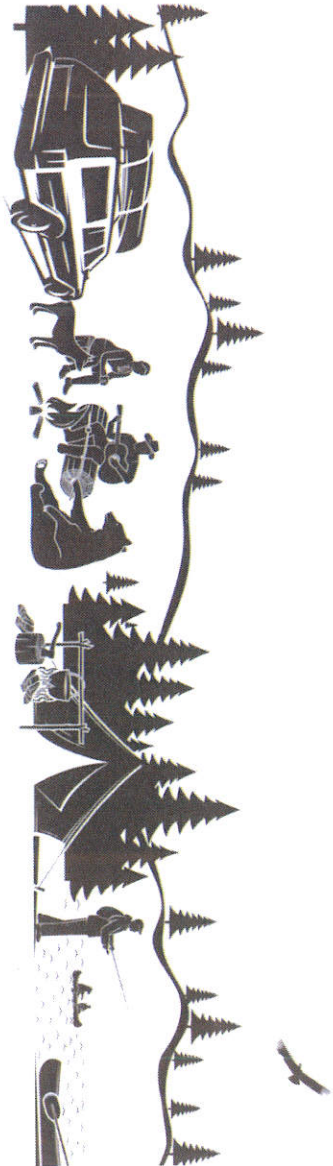
Send us your best Langlade County photos for a chance to win \$100 and be featured in our 2021 visitors guide! (NOTE: You must click the link to submit an entry. Photos submitted in the comments will not be considered. Thank you!)



Antigo/Langlade County Chamber of Commerce & Visitors Center
Share your BEST pictures of people having fun in Langlade County for a

Results Report

We Love the Northwoods Campaign



Couple of things:

- **REACH** - # of unique persons who have seen a piece of content. If people see it more than once, they are only counted once! So.. **REACH IS PEOPLE**
- **REACH vs IMPRESSIONS** – Impressions can be the same person seeing something over and over. Reach, again, is a different person seeing it each time
- **FACEBOOK REACH** – There is no **REACH** date for personal FB pages (just likes). For marketing campaigns, reach is a much more telling story.

Data Tracking the video on Facebook



Reach	Unique Views	Shares	Post Clicks
31,049	10,109	59	597



Top Locations:

Wisconsin: 59%

Illinois: 17%

Minnesota: 7.92%

Michigan: 7.55%

Florida: 1.28%



Texas, Iowa, Colorado:

<1%

Audience:

Women: 59%

Men: 40%



Antigo/Langlade County

Total Reach: 35,419

sandykaufmann My favorite place is our cottage in Langlade County. I would love to be able to spend the entire summer there!!

Jason Daughenbaugh So gorgeous and relaxing

Love · Reply · Message · 5w

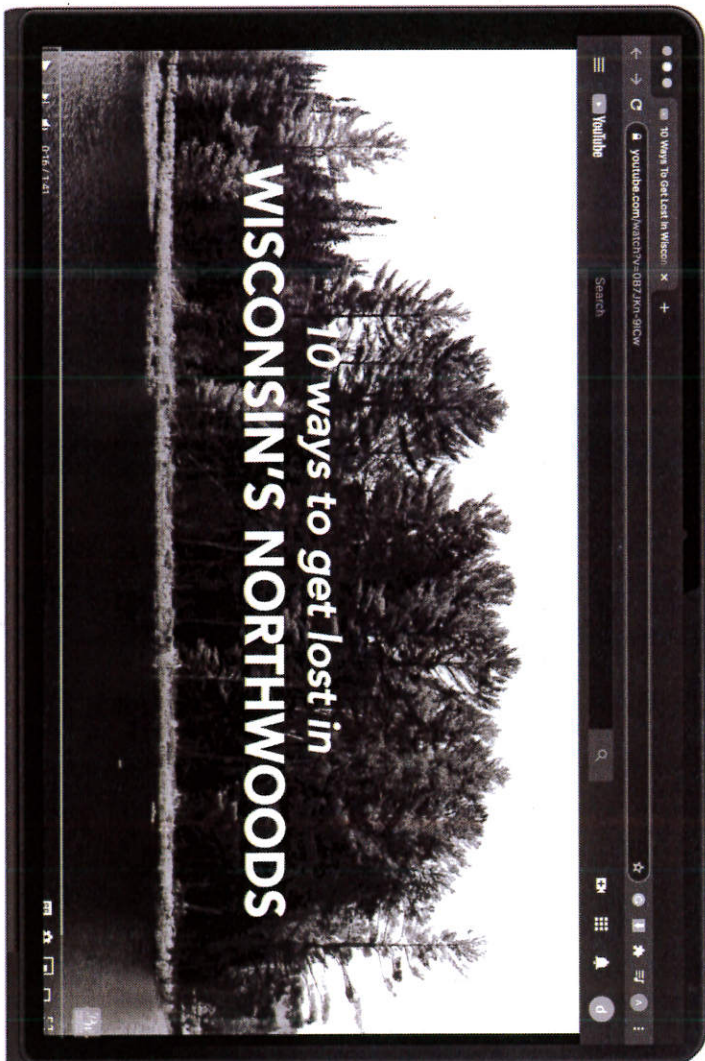
Reach	Shares	Clicks
12,643	7	171
19,566	50	25
2,253	1	7
957	-	-

Total Engagement: 1,084



10 Ways to Get Lost in Wisconsin's Northwoods- YouTube

Views: 787



We Love the Northwoods JEM Evaluation

Description

The Northwoods of Wisconsin (NOW) is a regional marketing consortium composed of destination marketing organizations (DMOs) from seven counties: Forest, Iron, Lincoln, Langlade, Oneida, Vilas and Price. Working collaboratively, the brand #welovethenorthwoods was used to promote safe travel to the region once the Safer-at-Home order lifted.

This campaign focused on the vast recreational opportunities in the Northwoods, highlighting the numerous outdoor assets that cross county lines--in particular, lakes, rivers, trails, driving routes and public lands. These assets give travelers an opportunity to recreate not only at a safe social distance, but in many cases, complete solitude. We have an abundance of outdoor recreation and our marketing is focused on bringing attention to these wonderful travel options, as travelers are seeking safe places to stretch and play.

The campaign ran from June 1 to October 31, 2020.

Objectives

- Encourage travel to the Northwoods of Wisconsin
- Brand the region as a destination comprised of the seven participating DMOs: Forest, Iron, Lincoln, Langlade, Oneida, Vilas and Price
- Promote regional recreation options
- Push forward the new We Love the Northwoods branding and #welovethenorthwoods hashtag
- Drive traffic to the Northwoods of Wisconsin Facebook, website and Instagram accounts

Overview

Total pageviews	38,371
Total unique pageviews	31,535
Total sessions	25,379
Unique users	15,699
New users	74.9%
Returning users	25.1%
Pages viewed per session	1.5
Time spent per page visited	0:23
Avg. session duration	0:34

Social media

Facebook

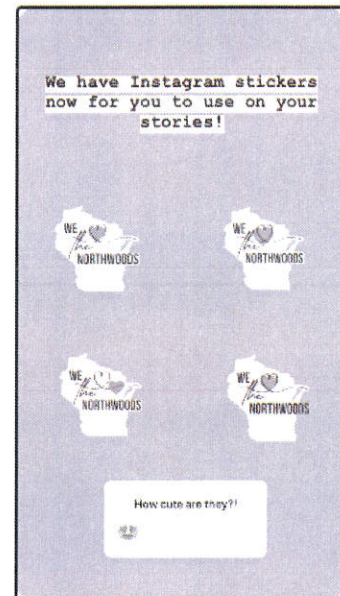
- Designed We Love the Northwoods Facebook profile frame, which partners added to their Facebook profiles and shared with their fans to add to their photos
- Partners alternated posting weekly to The Northwoods of Wisconsin Facebook page for a total of 51 Facebook posts
- Ran advertising from June-October encouraging fans of The Northwoods of Wisconsin on Facebook to follow the account on Instagram



Platform	Impressions	Reach	Clicks
Facebook	389,282	114,106	17,509

Instagram

- Posted 2x/week to @thenorthwodswi Instagram account
- Used photos from partners and user-generated posts
- 1 Instagram story/month
- Created and shared We Love the Northwoods stickers in Giphy
- Updated partner bios to include #welovethenorthwoods hashtag
- Current followers: 1,529
- Additional posts about #welovethenorthwoods on partner accounts: 50



Public relations

- Wrote/distributed press release announcing launch of “We Love the Northwoods” campaign
- Wrote/distributed press release announcing 2019 tourism expenditure numbers in the Northwoods of Wisconsin counties
- Wrote/distributed press release announcing Wisconsin Department of Tourism Joint Effort Marketing grant award
- Organized weekly tourism interviews with WJFW in Rhinelander, featuring a different community (began in August, will run at least through the end of 2020)
 - Communities featured in Q2-3: Minocqua, Phillips, Phelps, Forest County, Rhinelander, Three Lakes, Antigo/Langlade County (remainder of NOW communities featured in October/November)

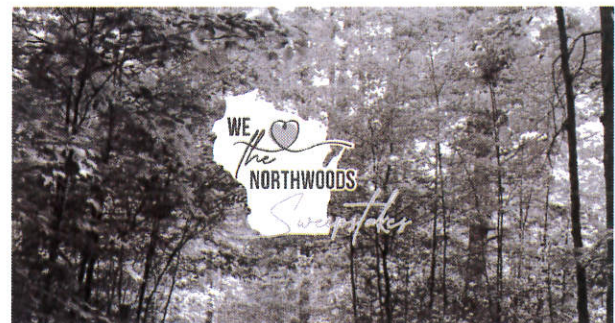
Promotions

We Love the Northwoods Giveaway

To build interest in #welovethenorthwoods and create excitement for resuming travel to the region, we launched a summer sweepstakes that awarded one lucky winner a prize package to visit the Northwoods of Wisconsin. The sweepstakes ran from June 22, 2020 to July 31, 2020.

We asked fans to simply enter their email address and “like” the Northwoods of Wisconsin on Facebook for a chance to win. The winner received \$250 towards the NOW online store plus a \$250 Visa gift card.

The contest was promoted using social media and online ads directing traffic to the contest hub on our website. Furthermore, we encouraged all our partners to promote the contest through their channels (such as social media, e-newsletters and website) and developed a toolkit with imagery and copy that can be used to spread the word.

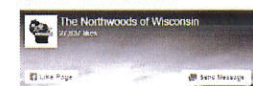


DO YOU LOVE THE NORTHWOODS? WIN A TRIP TO CELEBRATE YOUR FAVORITE PLACE!

The Northwoods of Wisconsin is home to boundless wilderness and countless ways to explore nature. You'll find endless adventure here, whether you're exploring scenic state trails or one of the 3,800+ lakes that dot the landscape.

Now, we're giving you a chance to explore it for yourself! Enter today, and you could win a \$500 prize package including spending money and merchandise from the Northwoods of Wisconsin's online store!

LIKE US ON FACEBOOK



ENTER THE CONTEST!

Name

Email

Zip code

How did you hear about this sweepstakes?

☐ Travel blog
☐ Instagram
☐ Travel & recreation website
☐ YouTube
☐ Wisconsin Department of Tourism
☐ Other

By entering, you agree to the Official Rules, which can be found at [www.northwoods.org/sweepstakes](#).

SUBMIT



Objectives:

- Encourage travel to the Northwoods of Wisconsin
- Brand the region as a destination comprised of the seven participating DMOs: Forest, Iron, Lincoln, Langlade, Oneida, Vilas and Price
- Promote regional recreation options
- Push forward the new We Love the Northwoods branding and #welovethenorthwoods hashtag
- Drive traffic to the Northwoods of Wisconsin Facebook and Instagram accounts
- Gain 4,000 entries
 - Gained 4,354
- Add 2,000 new Facebook fans to the Northwoods of Wisconsin page
 - Added 1,465 new fans

We Love Fall in the Northwoods Giveaway

Building off the success of the first contest, we ran a fall sweepstakes from August 19, 2020 to September 30, 2020. The contest followed a similar format to the summer sweepstakes and held many of the same objectives, with the following entry and Facebook goals:

- Gain 3,000 entries
 - Gained 5,135
- Add 1,000 new Facebook fans to the Northwoods of Wisconsin page
 - Added 1,118



Conclusion

Thanks to collaborative marketing efforts through the Northwoods of Wisconsin co-op group and its partners, including a marketing campaign with Travel Wisconsin, social media efforts and promotions, we reached our target markets and promoted our partner counties: Forest, Iron, Lincoln, Langlade, Oneida, Vilas and Price, helping to drive safe travel to the Northwoods amidst the COVID-19 pandemic.

Spotify, banner, Facebook and Instagram ads all contributed to a substantial branding effort, which resulted in 3,454,881 total impressions.

These efforts also helped drive traffic to the new welovethenorthwoods.com website; in total, our advertising drove 22,227 clicks. The website received an impressive 38,000+ pageviews throughout the campaign period and reached our target markets of Chicago, Milwaukee, Madison, Green Bay-Appleton, La Crosse-Eau Claire, Minneapolis-St. Paul and Rockford, IL.

Each marketing initiative helped contribute to a different goal: Spotify and banner ads helping to brand the Northwoods of Wisconsin to a wide audience and social media (Facebook and Instagram) contributing to branding while also driving traffic to the website for people to learn more about the Northwoods. In the future, we might look to put more money towards social media, as it successfully helped us achieve both goals of branding and driving website traffic.

We successfully reached our target markets and the campaign helped us surpass our economic impact goals (detailed on the following pages).

Economic Impact

To determine baseline data for the NOW region, the partners completed a survey to outline what the room tax collection was in quarters 2 and 3, 2019. The partners collect between a 3.5% and 6% room tax, and these numbers were used to determine overall spending on overnight stays. These figures were combined to determine what the overall room tax collection was for the region in quarters 2 and 3, 2019, which we've used as a baseline for anticipated loss in 2020.

The NOW partners estimated the anticipated loss, for their destinations if there was no concerted effort on behalf of the NOW group through the JEM grant program to mitigate these losses in quarters 2 and 3, 2020. Partners estimated their percent in losses, which ranged from 20 to 47 percent, with a weighted average of 30.4%

While not all partners were able to report for the survey, the totals we received gave a snapshot of the anticipated loss, possibly a conservative estimate. We understand the loss could be more without all areas reporting. Overall, we received data from 12 partners representing five counties.

Using these numbers, we determined that in 2019, the NOW region saw strong travel economic impact. The quarter 2 and 3 room tax collection figures generated a reported total of overnight lodging spending of \$28,525,770.

Using the anticipated 30.4% loss during the same time period for 2020, the region anticipated a loss of approximately \$8,671,834 (quarters 2 and 3, 2020).

In addition to room revenue loss, the region has experienced significant loss from event cancellations. From sporting events like fishing tournaments to classic community celebrations like the 4th of July, many events have been canceled. These events serve not only as traffic drivers, but they are also a source of income for many of our partners.

We surveyed the partners to determine the lost revenue resulting for canceled events. Based on the current slate of canceled events, NOW partners reported a loss of \$305,700.00.

Overall, through the loss in overnight stays and the event income, NOW partners anticipated a total economic impact loss of \$8,977,534.

NOW partners represent areas where tourism is the primary industry. Our goal from this promotion was to limit the amount of loss during our peak travel season. If we could record a 25% loss in room revenues instead of a 30.4% loss, it would have a huge impact on our communities. Mitigating the loss would mean the difference between a total economic impact loss of \$8,977,534 (a 30% loss) and \$7,437,142 (a 25% loss), which amounts to a loss reduction of \$1,540,391.

Based on continued promotion, long-standing relationships with area travelers and traveler behavior during the summer of 2020, not only were some areas able to minimize their losses during quarters 2 and 3, some were able to report room tax collection gains.

With seven participating counties, not all areas had the same success, but most report that losses were much less painful than originally anticipated. Instead of an overall anticipated loss of 30.4%, we are estimating that the NOW region collectively experienced a 20% reduction in room tax collection/event income/regional spending.

Therefore, as a result, the NOW region reports a decrease in \$5,705,154 in regional economic impact expenditures instead of the anticipated \$8,977,534. Our goal was to see a decrease of 25% in expenditures. With our increased travel spending resulting in only a 20% regional decrease, we were able to add an additional \$1,731,988 into the Northwoods economy.

We are grateful to the Wisconsin Department of Tourism for supporting this project and our regional efforts to promote it during this extremely unprecedented time.

GRAPHIC HOUSE NATIONAL SIGN FIRM
 SINCE 1976
 8101 International Dr
 Wausau, WI 54481 715-842-0402
 www.graphichouseinc.com

CLIENT
**CITY OF ANTIGO CHAMBER OF COMMERCE
 ANTIGO, WI**

SALES REP MIKE J	DATE 8-7-2020	QUOTE NUMBER 20291	JOB NUMBER XXX
SALES AUTH:		PROJECT XX	DESIGNER NH
		REVISION XX	8-9-2020

SHEET 1 OF 1
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2.2.a

NON-LIT MONUMENT

A ALUM. FORMED CABINET
B PRINTED VINYL GRAPHICS w/ GLOSS LAMINATE
C PAINTED SUPPORT

	P1 - Black
	DP1 - PMS 287c
	DP2 - PMS 175c
	DP3 - PMS 174c
	DP4 - PMS 7417c
	DP5 - PMS 120c
	DP6 - Gradient PMS 143c to PMS 7417c
	DP7 - Gradient PMS 120c to PMS 158c
	DP8 - Black
	DP9 - White



CLIENT HAS IDENTIFIED THE LOCATION IN WHICH THE SIGNAGE IS TO BE INSTALLED. THE CLIENT HAS THE SOLE RESPONSIBILITY FOR THE STRUCTURAL INTEGRITY OF ALL EXISTING STRUCTURES TO SUPPORT THE SIGNAGE.

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PLEASE REVIEW SPECS & PROOF CAREFULLY - CHECK FOR TYPOGRAPHY ANY ERRORS. DISCLAIMER: THE INK COLORS SHOWN IN THIS RENDERING P AUTOMOTIVE PAINTS, PANTONE OR VINYL COLORS THAT WILL BE USED ON OR IN

RELEASE WITH:

Attachment: Chamber 2021 Marketing (3726 : Chamber Plan)

Destination Marketing

Langlade County Economic Development
2020 Review
2021 Proposal

REVIEW 2020

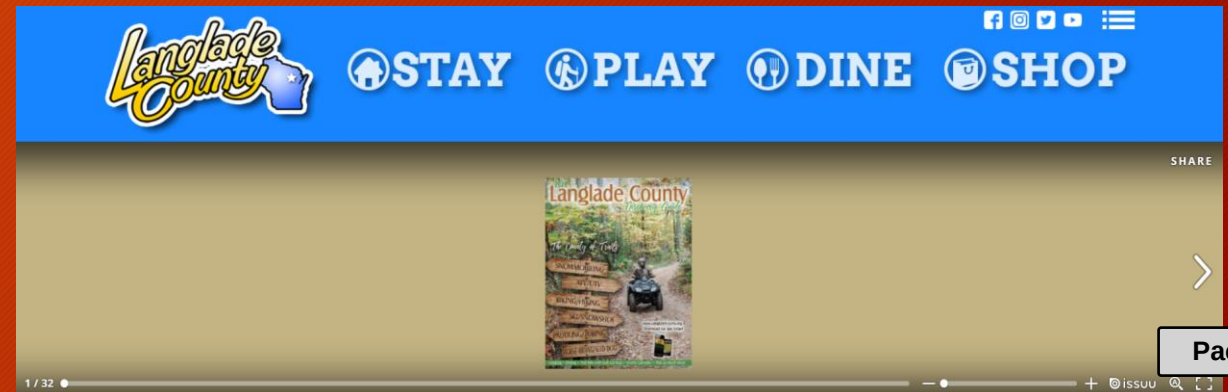
Tourism Website - www.langladecounty.org

There were 28,700 users that visited www.langladecounty.org website in 2020.

- There were 65,775 pageviews
- 85.1% of these users are new visitors.



- Facebook Pixel and Google Report tracking was added to the website in 2020.
- Electronic Discovery Guide is viewable and linked to advertiser's websites.



Discover Wisconsin Digital Short Video & Digital Media Campaign

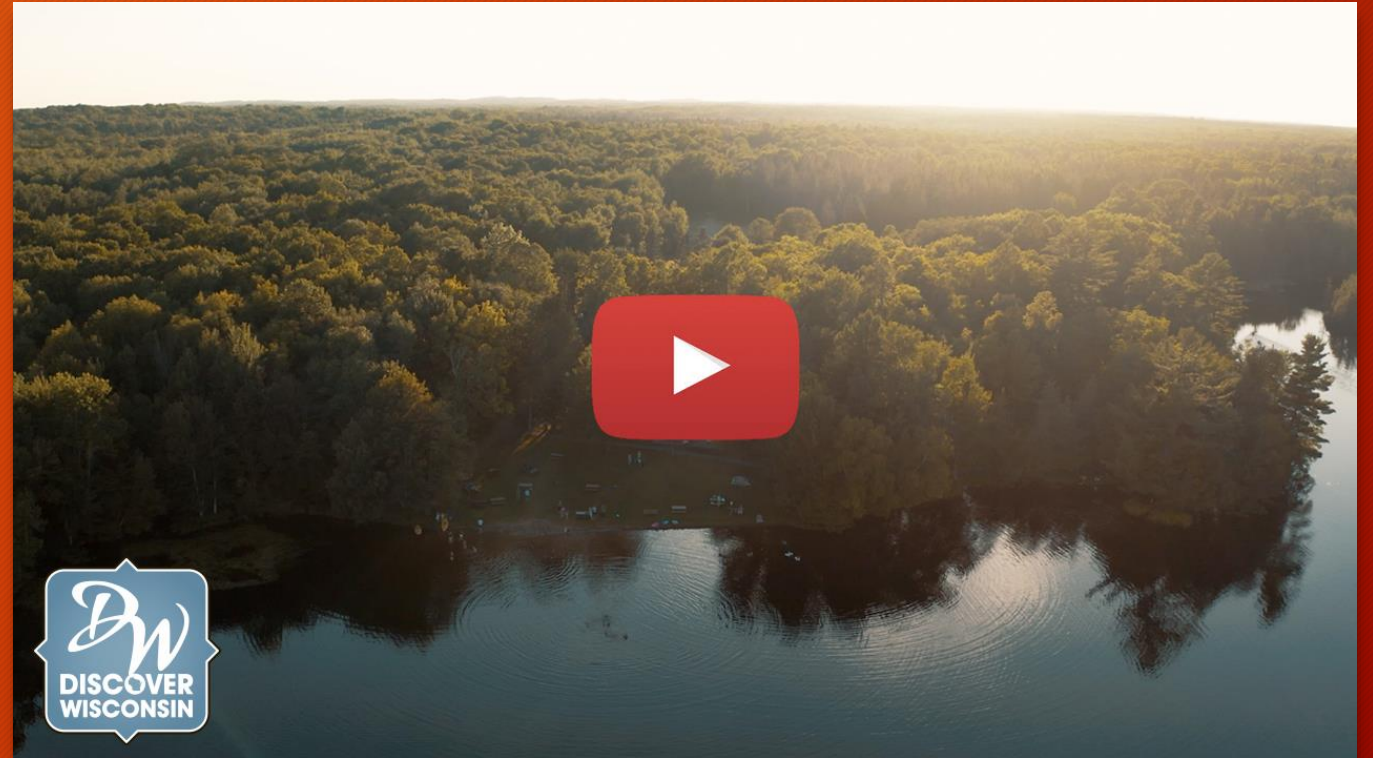
- Promoted the 7 minute video “A True Wisconsin Hidden Gem: Langlade County”
- Digital Media Campaign ran July through September
- The Bobber blogged about additional mountain bike trails, ATV/UTV Trails, and unique road trip stops.



A Top Wisconsin Destination for Outdoor Enthusiasts... and You've Probably Never Been There!

Play

Whether it's an action-packed ATV or UTV ride or a day of quiet hiking, beautiful Langlade County is a hidden gem destination with some of the best outdoor recreational opportunities in Wisconsin. This northcentral county is full of luring...



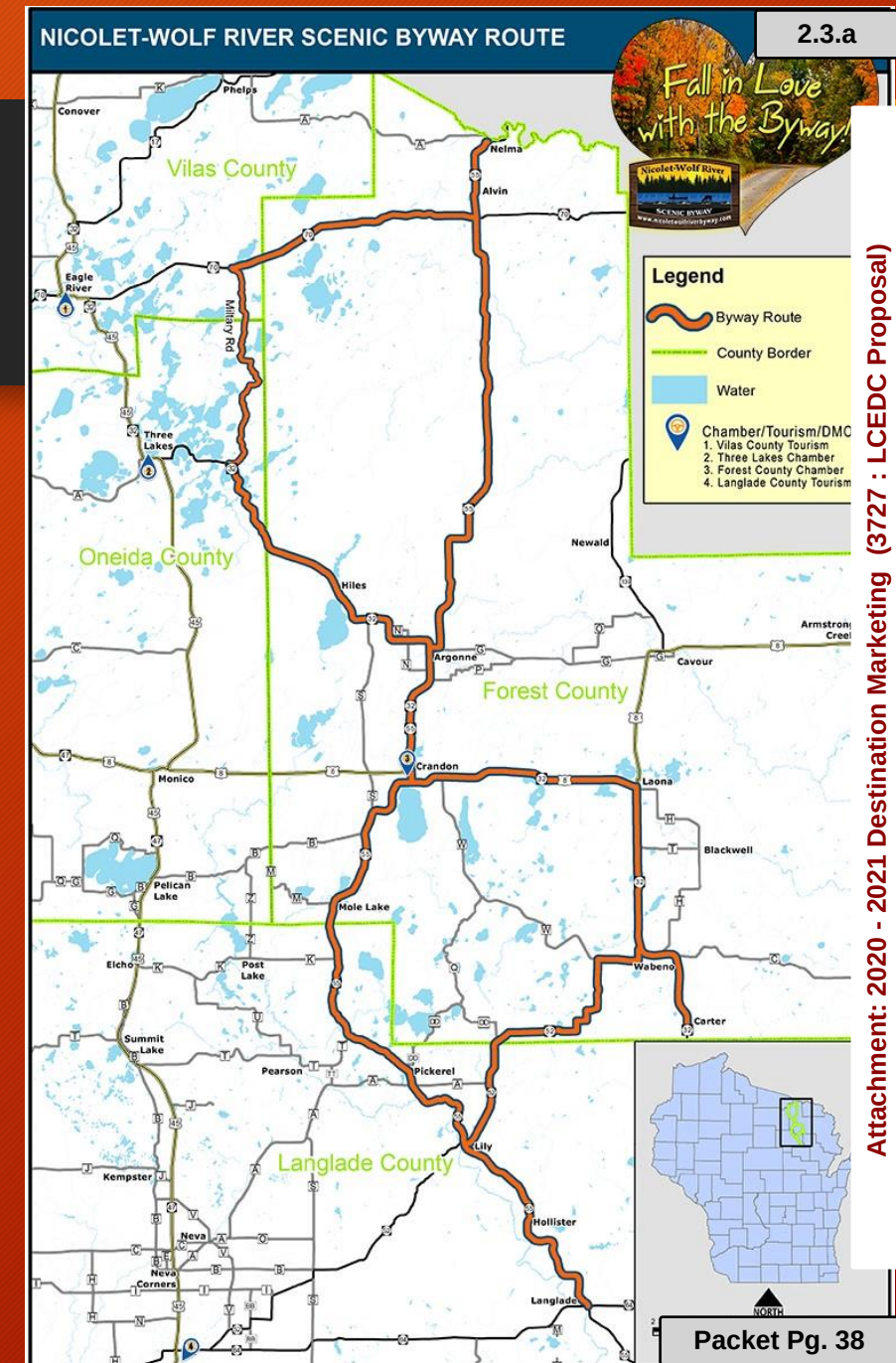
Nicolet Wolf River Scenic Byway



This is a 4 county partnership promoting the scenic byway that starts at the intersection of Hwy 64 and 55 in Langlade and head north to Forest, Oneida, and Vilas Counties.

Finishing the 3rd Year
Department of Tourism JEM
Grant.

- Used to promote the byway in social media campaigns, business videos, Midwest Living print ad, and website.



Other Paid Website Presents

ATVTracks.com



SnowTracks.com



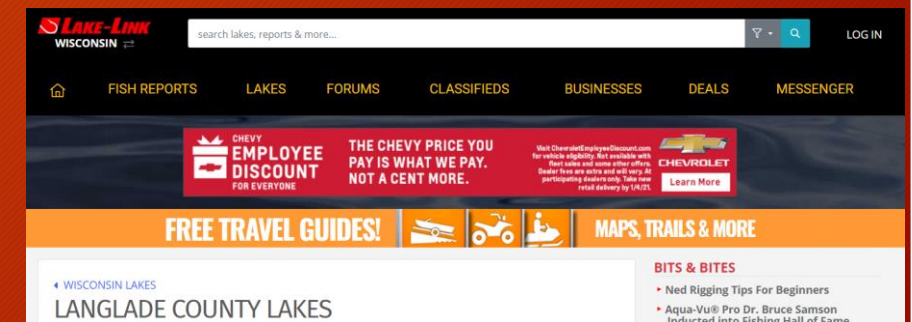
Wisconsin Agriculture Tourism Association



Wisconsin Agricultural Tourism Association

Your ag-venture starts here.

Lake-Link.com



Langlade County Community Calendar

Paid for 2021 renewal subscription of the Antigo/Langlade County Community Calendar.

The Community Events & Parades category is linked to our tourism website calendar.

Antigo / Langlade County Community Event Calendar
Use "Search" or "Select Category" to find what you are looking for

Search RSS Submit an Event Print Login

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

◀ December 2020 ▶

Today Go to Date

Select Category

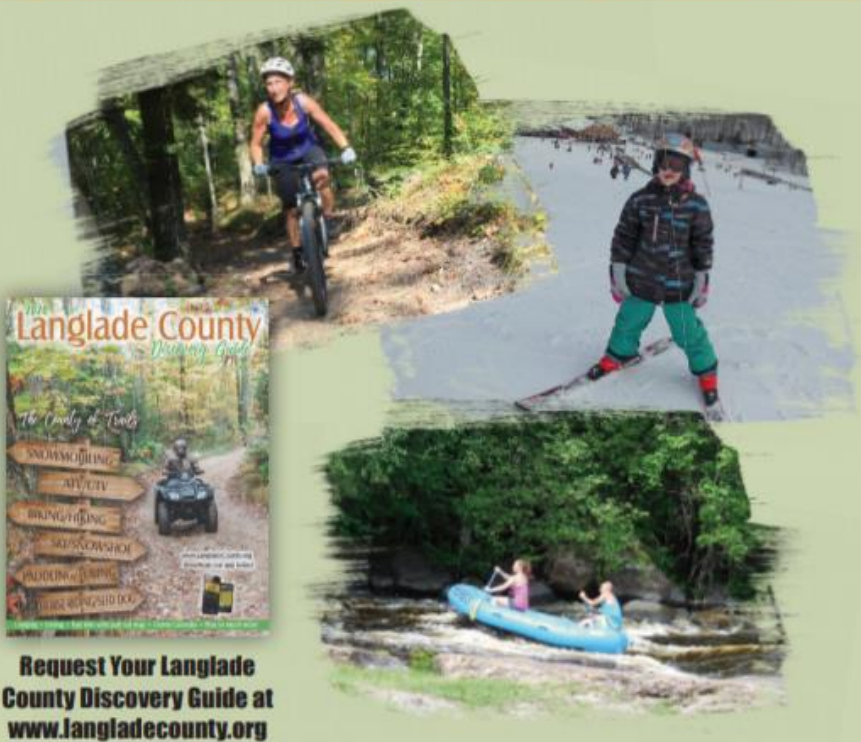
Select one or more... Go Month Week Day List

S	M	T	W	T	F	S
						1 2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

Travel Wisconsin Print Ad in the 2020-2021 Wisconsin Travel Guide

EXPERIENCE THE LANGLADE COUNTY: THE COUNTY OF TRAILS!



Download the Langlade County App or Text "Recreation" to 888777 to receive Recreation & Tourism updates.

NORTHWEST

Spooner, Shell Lake & Washburn County

Some 900 lakes sparkle in Washburn County, plus scenic rivers and trails for ATV riders. Head to riding stables, historical museums, golf courses, antique shops and a wildlife sanctuary. Spooner is the home of a railroad museum and a state fish hatchery. In Trego, arrange to canoe or tube down the Namekagon River.

ATV Scenic Tour—Washburn County
122 N. River St., Spooner
715-635-9696, 800-367-3306
washburncounty.org

Hunt Hill Audubon Sanctuary
N2384 Hunt Hill Rd., Sarena
715-635-6543, hunthill.org

Railroad Memories Museum
424 N. Front St., Spooner
715-635-3325, spoonerrmusem.net

Spooner Fish Hatchery/Governor Tommy G. Thompson Fish Hatchery
951 W. Maple St., Spooner
715-635-4147, spoonerhatchery.com

Wisconsin Canoe Heritage Museum
312 N. Front St., Spooner, 715-635-5002
wisconsincanoeheritagemuseum.org

Wisconsin Great Northern Railroad Excursion Train
N6639 Dilly Lake Rd., Trego
715-635-3200, spoonertrainride.com

For more information:
washburncounty.org, 800-367-3306; spoonerchamber.org, 715-635-2168; shelllake.org, 715-468-7679; birchwoodwi.com.

St. Croix Falls, Osceola & Polk County

St. Croix Falls is home to Interstate State Park, the headquarters of the St. Croix National Scenic Riverway and the western terminus of the Ice Age Trail. Osceola features a historic downtown district that includes Cascade Falls. The Osceola and St. Croix Railway offers summer excursions from the restored 1916 depot.

Chateau St. Croix Winery & Vineyard
1998 State Rd. 87 #A, St. Croix Falls
715-483-2556, chateaufalls.com

Interstate State Park
851 State Rd. 35, St. Croix Falls
888-941-2757, 715-483-3747, dnr.wi.gov

Osceola & St. Croix Valley Railway
114 Depot Rd., Osceola, 715-755-3570
transportationmuseum.org

St. Croix National Scenic Riverway Center
401 N. Hamilton St., St. Croix Falls
715-483-2274, nps.gov

Trollhaugen's Aerial Adventure Park
2232 100th Ave., Dresser
651-433-5141, 715-755-2955
trollhaugen.com

Victorian Wellness Day Spa
120 E. Maryland St., St. Croix Falls
715-483-1333
victorian-wellness-spa.business.site

For more information:
copolkwi.us, 800-222-7655.

Superior & Douglas County

Superior's deep-water harbor is an international port linked to the Atlantic Ocean. A four-mile-long sand bar in the harbor affords bird watching during the spring and fall migrations. In Douglas County, the unspoiled landscape beckons with 431 lakes and the state's tallest waterfall, 165-foot-high Big Manitou Falls.

A World of Accordions Museum
1401 Belknap St., Superior
218-393-0245, worldofaccordions.org

Amnicon Falls State Park
4279 County Hwy. U, South Range
715-398-3000, dnr.wi.gov

Fairlawn Mansion
906 E. 2nd St., Superior, 715-394-5712
superiorpublicmuseums.org

Gondik Law Speedway
4700 Tower Ave., Superior, 715-394-1223
gondiklawsspeedway.com

Lucius Woods Performing Arts Center
9245 E. Main St., Solon Springs
715-378-4272, lwmusic.org

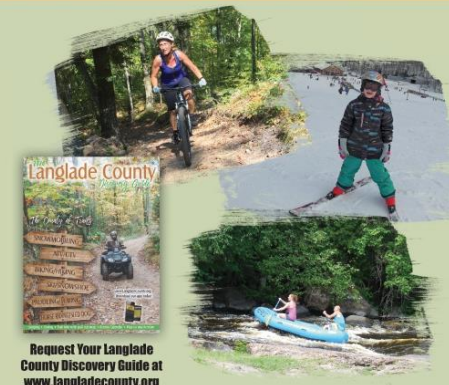
Pattison State Park
6294 S. State Rd. 35, Superior
888-947-2757, 715-399-3111, dnr.wi.gov

Richard I. Bong Veterans Historical Center
305 Harborview Plwy., Superior
888-816-9944, bongcenter.org

SS Meteor Museum
Barker's Island, Superior, 715-394-5712
superiorpublicmuseums.org

For more information:
superiorchamber.org, 800-942-5313.

EXPERIENCE THE LANGLADE COUNTY: THE COUNTY OF TRAILS!



Download the Langlade County App or Text "Recreation" to 888777 to receive Recreation & Tourism updates.



www.OcontoCounty.org

Silent Sport Magazine Print Advertising

November 2020

No Expertise Needed...Just Equipment!
Cross Country Skiing in Langlade County

- Beginner to Advanced trails
- Trails weave through changing forest types and land formations
- 6 Trail systems with one in the Chequamegon-Nicolet National Forest
- 40 miles of classical skiing
- 29 miles of freestyle skiing

 **www.langladecounty.org**

 Download the Langlade County App Today!

05527978

1/6 Page Ad

September/October 2020

Spectacular Fall Hiking!
County of Trails

- Hike through changing forest types and land formation
- 122 miles of hiking trail dispersed through 10 hiking trail systems
- 50 miles of Ice Age Trail

 **www.langladecounty.org**



1/6 Page Ad

Silent Sport Magazine Print Advertising (cont.)

August 2020

Best White Water in the Mid-West!

Download the Langle County App Today!
www.LangleCounty.org/app

Langle County
 Economic Development Corporation

- Section 2 - 8 miles of Class I to II rapids
- Section 3 - 10.3 miles of Class II to III rapids
- Abundant Wildlife
- Outstanding shoreline scenery
- Excellent water quality

www.langladedecounty.org

1/3
Page
Print
Ads

July 2020

**Challenge Yourself In The County of Trails!
 Mountain Biking in Langle County**

- 81 miles of beginning to advanced trails
- 7 trails systems with one in the Chequamegon-Nicolet National Forest
- Trails weave through changing forest types and land formations
- 9.5 miles of newly built trails

Download the Langle County App Today!
www.LangleCounty.org/app

www.langladedecounty.org

Silent Sports Online Advertising

November 2020



September/October 2020



Silent Sport Online Advertising (cont.)

August 2020



July 2020



May/June 2020



Travel Wisconsin SEM Co-Opportunity

Search Engine Marketing (SEM) Campaign from July through December 2020

SEM is a form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages (SERPs) primarily through paid advertising.

Langlade County - Google SEM - Monthly Ad Groups

Jul 1, 2020 - Dec 3, 2020

5,378 Clicks

Ad Group	Clicks	Impressions	CTR
Events	2,274	24,832	9.16%
Visit	1,664	26,481	6.28%
Recreation/Attractions	758	17,199	4.41%
Accommodations	594	22,550	2.63%
Dining	88	2,554	3.45%
	5,378	93,616	5.74%



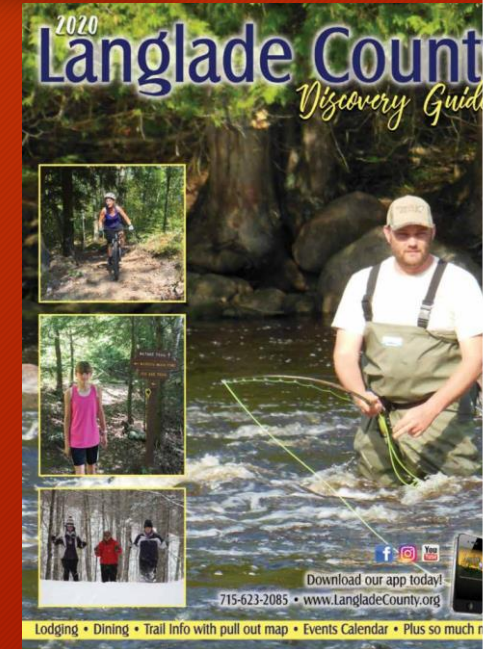
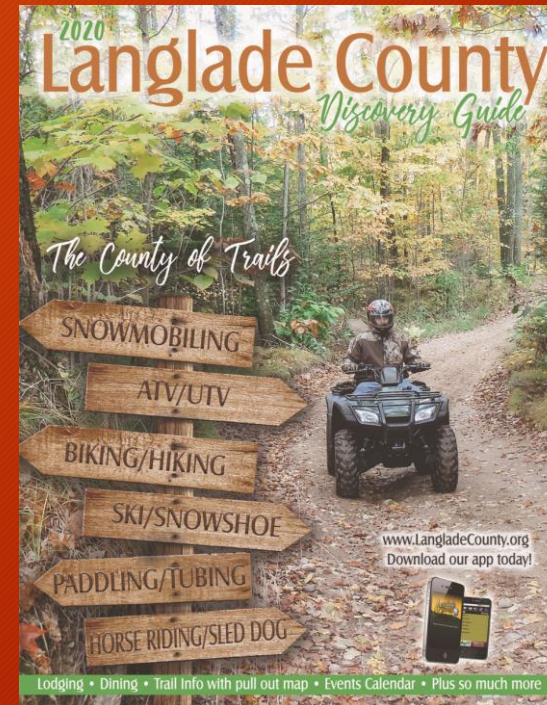
2020 Travel & Camping Shows

Distributed 750 Discovery Guides at

- Green Bay RV and Camping Show
- Tinley Park Outdoor & Fishing Show (Chicago Area)
- Rockford Boat, Vacation & Fishing Show
- Wisconsin State Fair - Canceled due to COVID

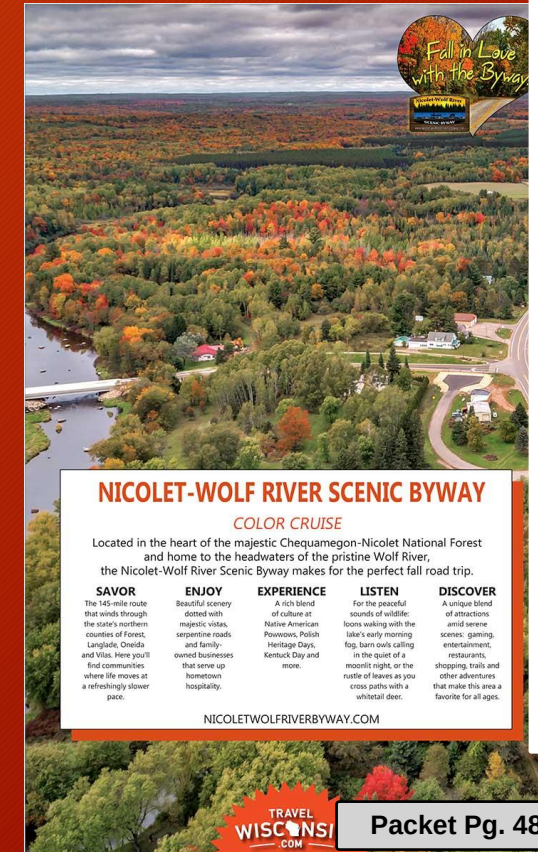
5 Star Marketing Distributed at

- Northern Illinois Sport Show in Lake County, IL
- Chicagoland Sport Fishing & Travel Show
- Tinley Park Sport & Travel Show
- Wisconsin Fishing Expo in Madison
- Milwaukee Journal Sentinel Sport Show
- Wisconsin Sport Show in Eau Claire



Langlade County Inquires

- LCEDC has mailed Langlade County information to 462 households from January 1, 2020 through November 30, 2020.
 - Of these inquires, 347 requests were from households outside a 100 mile drive from our office.
 - 135 of these inquires were from the Nicolet-Wolf River Scenic Byway ad in the Midwest Living Magazine.



2021 Destination Marketing Efforts

“Come for the Trails, Stay the Night”

Continued Destination Marketing Efforts

- www.langladecounty.org website hosting/domain & webpositioning
- Two additional Discover Wisconsin videos with digital campaigns.
 - Winter episode
 - Antigo episode
- Website presence on Nicolet-Wolf River Scenic Byway, ATVTracks, SnowTracks, Lake-Link, and WATA.
- Distribution of Visitor Guides with 5 Star Marketing racks and at travel shows
- Search Engine Marketing

Collaborative Marketing Efforts

- Working with the Antigo/Langlade County Chamber of Commerce & Visitor Center on developing the 2021 Langlade County Visitor Guide.
- Working with the Antigo/Langlade County Chamber of Commerce & Visitor Center on Joint Advertising Efforts with the Department of Tourism.
- Working with the Wolf River Scenic Byway Committee on Joint Advertising
- Working with the City of Antigo on alcinfo.com portal website.
- Working with the City of Antigo, Antigo/Langlade County Chamber of Commerce & Visitor Center, and Langlade County Emergency Management on marketing alcinfo.com and Everbridge.

2021 Travel Show Schedule

- Guide will be distributed at the
 - Green Bay RV & Camping Show
 - Wisconsin State Fair
- 5 Star Marketing will distribution Visitor Guides at
 - Chicagoland Sport Fishing & Travel Show
 - Tinley Park Sport & Travel Show
 - Madison Fishing Expo
 - Milwaukee Sport & Travel Show
 - Eau Claire Sport Expo

More shows will be added if available.

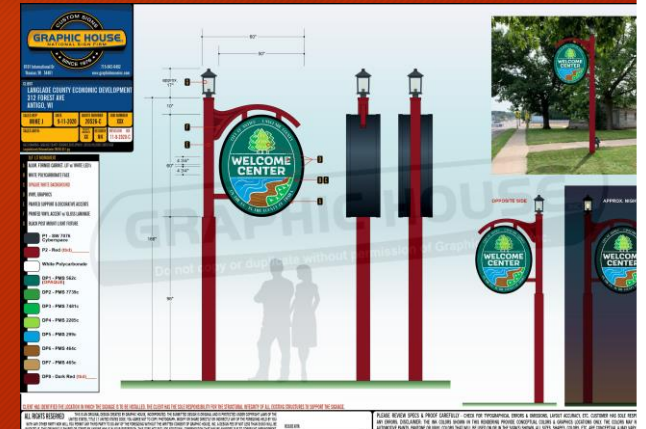
New Destination Marketing Efforts

- 7 half page ads in the Up North Action Magazine
- Travel Wisconsin Co-Op Programs
 - Event Program - 10 events
 - Social Program for winter, spring/summer, fall.
 - Data Program
- Half page ad in the Spring/Summer 2021 Travel Wisconsin Event Guide
- Google Ads
- Additional Short Videos
- Photography



The Welcome Center: On the Go in The County of Trails

- Logo Created
- Outdoor Sign
- Kiosk
- Brochure Racks/systems
- Field Signs
- Re-Branding Marketing Opportunities
- Welcome Center Furnished
- 24-Hour Vestibule Opening Jan 2021
- Welcome Center Opening May 2021



2021 Goals

- Increase knowledge of Welcome Center staff/volunteers on recreational opportunities in Langlade County
Action: Develop informational binder for Welcome Center volunteer/staff
Measured: Success measured by binder created by Grand Opening of the Welcome Center.
- Work with one township to get room tax implemented
Action 1: Identify eligible lodging entities
Action 2: Hold a discussion on creating a designated room tax area
Action 3: Go to town board for approval
Measured: Success of implementation of room tax in one town.
- Placement of Go To Spot Field Signs
Action 1: Develop the Go To Spot logo for specific recreational activities
Action 2: Identify recreational spots/locations
Action 3: Identify key partners for placing of signage.
Measured: Success measure by placement of signage by October 1, 2021.

THANK YOU!

THE STAFF OF LCEDC WOULD LIKE TO THANK THE CITY OF ANTIGO AND THE ROOM COMMISSION FOR THEIR CONTINUED SUPPORT AND FORWARD THINKING. WE ALSO WOULD LIKE TO THANK THE CHAMBER AND LOOK FORWARD TO CONTINUE TO PARTNER ON OTHER MARKETING EFFORTS. WE ARE EXCITED FOR THE OPENING OF THE NEW WELCOME CENTER, THE NEW BRANDING OF ON THE GO IN THE COUNTY OF TRAILS, LOGO AND THE SIGN THAT WE ALL CAN BE PART OF AND HAVE A SUCCESSFUL 2021!

2020 LCEDC Destination Tourism Expenses

Marketing Attraction Plan	Approved Expense Description	Approved Amount	Expense Description	Expenses	Total Cost for Line Item	Acct #	Acct Name
Tinley Park Outdoor & Fishing Show (Chicago Area)	Lodging and Mileage						
worked February 7-9, 2020	Tinley Park		Mileage	\$ 410.82	\$ 410.82	521.03	Mileage
			Lodging	\$ 361.57	\$ 361.57	524.00	Lodging
Green Bay RV and Camping Show	Lodging and Mileage						
worked on Friday, January 24, 2020	Green Bay RV & Camping Show		Mileage	\$ 104.65	\$ 104.65	521.03	Mileage
			Lodging	\$ -	\$ -	524.00	Lodging
Rockford Boat, Vacation, & Fishing Show	Lodging and Mileage						
LCEDC did not attend in 2020 as the show was on the same day as the Tinley Park Show. Shipped Discovery Guides to the show.	Rockford Fishing & Outdoor		Mileage	\$ -	\$ -	521.03	Mileage
			Lodging	\$ -	\$ -	524.00	Lodging
Material Shipping Cost	Shipping 3 cases of guides to Green Bay RV & Camping Show			\$ 40.10	\$ 40.10		
	Shipping 3 cases of guides to Rockford Boat, Vacation, & Fishing Show			\$ 45.64	\$ 45.64	516.00	Postage
Wisconsin State Fair	Booth Rental with Lodging and Mileage		Booth Rental				
	Wisconsin State Fair		Mileage			521.03	Mileage
	CANCELED due to COVID		Lodging			524.00	Lodging
5 Star Marketing Sports Shows	6 Sport, Travel & Fishing Shows		6 Shows	\$ 600.00	\$ 600.00	522.01a	Destination Tourism Print Ads
2020 Discovery Guide Back Cover			Purchase back cover of the guide	\$ 500.00	\$ 500.00	522.01a	Destination Tourism Print Ads
Tourism Mailing Postage							
Inquiry Postage & Materials			2020 Postage for Inquiries			516.00	Postage
			9x12 Envelopes to Mail Inquiry Information	\$ 62.97	\$ 103.56	514.03	Office Supplies Exp
Postage to Wisconsin Visitor Centers			Shipping Labels	\$ 40.59			
			1 case of guides to La Crosse Visitor Center	\$ 13.89			
			3 cases of guides to Kenosha Visitor Center in Pleasant Prairie	\$ 43.68	\$ 79.57	516.00	Postage
			35 guides to Rusk County Visitor Center in Ladysmith	\$ 12.80			
			12 guides and 12 Snowmobile Maps to Platteville Regional Chamber	\$ 9.20			
ATV Tracks - Web and Banner Presents			ATVTracks.com	\$ 500.00	\$ 1,000.00	522.01e	Destination Tourism Internet Ad
Snow Tracks - Web and Banner Presents			SnowTracks.com	\$ 500.00			
Lake-Link - Web and Banner Presents			Lake Link				
Destination Print Advertising	Silent Sports Magazine Print Ads		Silent Sports July 2020 Print Ad	\$ 366.00			
			Silent Sports August 2020 Print Ad	\$ 366.00	\$ 1,062.00	522.01a	Destination Tourism Print Ads
			Silent Sports September 2020 Print Ad	\$ 165.00			
			Silent Sports October 2020 Print Ad	\$ 165.00			
			Silent Sports November 2020 Print Ad				
Travel Wisconsin Travel Guide for 2020-2021 - Print			2020-2021 Travel Guide	\$ 1,865.00	\$ 1,865.00	522.01a	Destination Tourism Print Ads
Wisconsin Department of Tourism Co-Opportunities	Travel Wisconsin Co-Op Opportunities		Madden Media July 2020 SEM	\$ 700.00			
			Madden Media August 2020 SEM	\$ 700.00			
			Madden Media September 2020 SEM	\$ 700.00	\$ 3,500.00	522.01e	Destination Tourism Internet Ad
			Madden Media October 2020 SEM	\$ 700.00			
			Madden Media November 2020 SEM	\$ 700.00			
			Madden Media December 2020 SEM				
Social Media Campaigns	Nicolet Wolf River Scenic Byway Partnership		2020 Scenic Byway Partnership	\$ 1,000.00	\$ 1,000.00	522.01e	Destination Tourism Internet Ad
Community Calendar			Community Calendar Annual Renewal	\$ 250.00	\$ 250.00	522.01e	Destination Tourism Internet Ad
Tourism Video Production	highlight parks and recreation						
langladecounty.org Tourism Website							
Web Positioning & Hosting	hosting, maintenance, & Web Positioning		Website Hosting, DNS Hosting, SSL Certification, Shared Hosting, & Web Positioning Campaign	\$ 2,127.28			
Miscellaneous Small Projects	domain renewals and other miscellaneous small projects		Electronic Discovery Guide Added to website and changed Contract Us page to reflect Discovery Guide	\$ 250.00	\$ 3,021.95	511.00	Website Hosting
			Facebook Pixel/Google Report	\$ 525.00			
	Domain Renewal for countyoftrails.co			\$ 34.99			
	Domain Renewal for countyoftrails.net, .org, and .info			\$ 63.51			
	Domain Renewal for langladecounty.org			\$ 21.17			
Discover Mediaworks			3 Part Discover Wisconsin Digital Short Video Series (Payment 1 of 2)	\$ 17,750.00			
			3 Part Discover Wisconsin Digital Short Video Series (Payment 2 of 2)				
			Digital Media Campaign (Payment 1 of 3)	\$ 4,000.00	\$ 29,750.00	522.01e	Advertising Destination Tourism Internet Ad
			Digital Media Campaign (Payment 2 of 3)	\$ 4,000.00			
			Digital Media Campaign (Payment 3 of 3)	\$ 4,000.00			
TOURISM GRAND TOTAL				\$ 43,694.86			

Acct #	Acct Name	Amount Spent
521.03	Mileage	\$ 515.47
524.00	Lodging	\$ 361.57
522.01a	Destination Tourism Print Ads	\$ 4,027.00
522.01e	Destination Tourism Internet Ad	\$ 35,500.00
514.03	Office Supplies Exp	\$ 103.56
516.00	Postage	\$ 165.31
511.00	Website Hosting	\$ 3,021.95
TOTAL		\$ 43,694.86

Langlade County Economic Development 2021 TOURISM Budget Break Down

Community Tourism Marketing			
Budget Title	Break Down Of Total	Budget Amount	Budget Total
Community Tourism Marketing	Local Highway Signs		
	Hwy 45 North Billboard 1 new vinyl sign, artwork & installed	\$ 750.00	\$ 5,350.00
	Hwy 45 North Billboard Monthly fee (\$350 per month)	\$ 4,200.00	
	County of Trails Sign	\$ 400.00	
	Community Sponsorships		
	Music In The Park	\$ 600.00	\$ 1,125.00
	Boys & Girls Club	\$ 250.00	
	Pickereel-Pearson Business Association	\$ 25.00	
	Splash N Dash	\$ 250.00	
	Alcinfo.com/Everbridge Marketing	\$ 500.00	\$ 500.00
	Local Print Ads		
	Antigo Shoppers		
	Langlade County Resource Guide	\$ 175.00	\$ 1,142.35
	Summers in the Northwood	\$ 175.00	
	Winters in the Northwoods	\$ 310.00	
	Antigo Daily Journal		
	Health & Fitness Edition	\$ 108.15	
	Northwoods Recreation Edition	\$ 62.10	
	Let's Go Fishing	\$ 62.10	
	Volunteer Thank You Ads (winter/spring)	\$ 250.00	
		Total Community	\$ 8,117.35

Destination Tourism Marketing			
Budget Title	Break Down Of Total	Budget Amount	Budget Total
Membership Dues	WATA (Wisconsin Agriculture Tourism Association)	\$ 100.00	\$ 100.00
Tourism Postage/Printing	postage increase/Visitor Guide mailings	\$ 2,500.00	\$ 2,500.00
Tourism Office Supplies	Guide Envelopes & mailing labels		
	100 9x12 envelopes = \$20.99 (Project to use 600 in 2020) = \$126 Shouldn't need labels in 2021 as 600 were purchased end of 2020	\$ 170.00	\$ 170.00
Travel Expense - See Conference & Show Sheet for breakdown	Parking - Conferences	\$ 40.00	\$ 40.00
	Parking - Shows	\$ 12.00	\$ 12.00
	Mileage/Car Rental - Conferences	\$ 490.00	\$ 490.00
	Mileage/Car Rental - Shows	\$ 440.76	\$ 440.76
	Lodging - Conferences	\$ 380.00	\$ 380.00
Green Bay RV & Camping Show and Wisconsin State Fair	Lodging - Shows	\$ 375.00	\$ 375.00
	Meal Expense	\$ 240.00	\$ 240.00
	Registration Fee	\$ 535.00	\$ 535.00
	Booth Rental	\$ 150.00	\$ 150.00
Destination Tourism Marketing	\$ 67,252.00		
	Internet Advertising		
	Lake Link	\$ 1,200.00	\$ 2,200.00
	ATV Tracks	\$ 500.00	
	Snow Tracks	\$ 500.00	
	Social Media on Facebook & Google	\$ 1,500.00	\$ 1,500.00
	Print		
	Travel Wisconsin Half Page ad in Spring/Summer 2021 Event Guide	\$ 1,937.00	\$ 1,937.00
	Community Calendar	\$ 250.00	\$ 250.00
	Tourism Website		
	Web Positioning, Hosting, & Maintenance	\$ 2,130.00	\$ 3,005.00
	Domain Renewals	\$ 125.00	
	Miscellaneous Small Projects	\$ 750.00	
	Tourism App - App Statistics (\$5 per month)	\$ 60.00	\$ 60.00
	7 Half Page Ad in Up North Action Magazine with Visitor Guide Distribution @ Shows	\$ 2,100.00	\$ 2,100.00
	5 Star Marketing Distribution of 10,000 Guides	\$ 1,850.00	\$ 1,850.00
	Nicolet-Wolf River Scenic Byway Promotional Partnership	\$ 1,000.00	\$ 1,000.00
	Travel Wisconsin Co-Op Programs		
	Event (10 @\$350)	\$ 3,500.00	\$ 18,100.00
	Social in Summer, Fall, Winter	\$ 1,200.00	
	SEM Program	\$ 8,400.00	
	Data Co-Op	\$ 5,000.00	
	Discover Mediaworks		
	Digital Campaign	\$ 17,000.00	\$ 34,500.00
	Video Production	\$ 17,500.00	
	Photography	\$ 1,000.00	\$ 1,000.00
	Unallocated Tourism Marketing		
	highlight parks and recreation		
		Destination Total	\$ 72,934.76

Attachment: Copy of 2021 Tourism Budget (3727 : LCEDC Proposal)

2021 Welcome Center Budget			
Budget Title	Break Down Of Total	Budget Amount	Budget Total
Welcome Center Rent	Rent to Langlade County Historical Society (\$1,000 per month)	\$ 12,000.00	\$ 12,000.00
Welcome Center Buildout	Welcome Center Outdoor Sign		
	Outdoor Mock Up	\$ 130.95	\$ 14,265.95
	One 10 Graphic (Logo Design & Kiosk Map Design)	\$ 2,500.00	
	Outdoor Sign and Insulation	11,635.00	
	Welcome Center Indoor Kiosk		\$ 9,500.00
	Kiosk	\$ 8,000.00	
	Kiosk Maps	\$ 1,500.00	
	Televisions	\$ 500.00	\$ 2,000.00
	Brochure Racks	\$ 1,500.00	
Welcome Center Supplies	Cleaning Supplies	\$ 500.00	
	PPE Supplies	\$ 500.00	\$ 1,300.00
Welcome Center Promotional Marketing	Apparel for Welcome Center Staff	\$ 300.00	\$ 7,000.00
	Marketing for Welcome Center	\$ 5,000.00	
	Go To Signs for County/City Properties	\$3,000.00	
Welcome Center			\$ 46,065.95

Total Tourism Marketing Campaign & Welcome Center Expense \$ 127,118.06