



CITY OF ANTIGO

HOTEL MOTEL COMMISSION MEETING

MULTI-PURPOSE ROOM

Wednesday, February 02, 2022

CITY HALL, 700 EDISON STREET

8:00 AM

Call to Order

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

1. December 31, 2021 Unaudited Financial Recap
2. Update on Status of 2022 Visitors Guide
3. Update on Antigo/Langlade County Chamber of Commerce Building/Property Improvements from the \$65,000 Contribution
4. Antigo/Langlade County Chamber of Commerce 2021 Marketing and Proposed 2022 Budget
5. Langlade County Economic Development Corporation 2021 Marketing and Proposed 2022 Budget

Any Other Matters Authorized by Law to be Considered

Adjournment

Upon reasonable notice, efforts will be made to accommodate disabled individuals through appropriate aids and services. For additional information, contact Cheryl Barta, 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: January 28,2022

TOM BAUKNECHT

HOTEL/MOTEL TAX				
FINANCIAL RECAP				
December 31, 2021				
Beginning Balance January 1				
Cash (less accts payable)	\$16,763.27			
Investment	\$74,147.12			
Reserve for Welcome Center	\$97,500.00			
Accounts Payable	\$0.00			
Total Beginning Balance		\$188,410.39		
Revenue				
Motel Taxes	\$124,196.49			
Interest	\$81.00			
Penalties & Late Payment Interest	\$800.00			
Grant Income	\$0.00			
Donations	\$0.00			
Miscellaneous Revenue	\$0.00			
Admission Fees	\$0.00			
Total Revenue		\$125,077.49		
Expenditures				
Transfer to General Fund (10% of tax)	(\$12,419.65)			
Transfer to Economic Dev (20% of tax)	(\$24,839.30)			
Contributions to Date	(\$81,636.95)			
Encumbered for Contributions	(\$23,329.48)			
Miscellaneous Expenses	\$0.00			
Total Expenditures		(\$142,225.38)		
Balance August 31, 2021				
Cash (incl. accts pay)	\$77,863.86			
Investment	\$52,057.60			
Reserve for Welcome Center**	\$64,670.52			
Ending Cash/Investment Balance		\$129,921.46		
Plus Reserves		\$64,670.52		
Total Balance		\$194,591.98		
Worksheet Balance (Cross Check)		\$194,591.98		
12/31/21:kmm				

Attachment: Hotel-Motel 12-31-21 (5347 : Financial Statement)



Visit, Live It, Love It!

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Phlox • Pickerel/Pearson • Post Lake • Summit Lake • White Lake*

Hotel/Motel Commission:

Thank you for reviewing our 2022 Tourism Marketing and Promotional plan. We greatly appreciate the opportunity to promote Langlade County as a destination.

Langlade County Tourism Marketing and Promotional Committee Purpose Statement:

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

Milwaukee Sentinel Sports Show

We will have a booth at the four-day show; everything outdoors will be celebrated indoors. The show will offer something for every outdoor sports enthusiast, from those who love fishing, hunting, and camping to those who get outdoors to enjoy kayaking, boating, and hiking, which is a fantastic opportunity for us to capture those attendees by promoting Langlade County.

The Milwaukee Sentinel Sports Show has been the premier showcase for the outdoor enthusiast, featuring the newest products, services, and amenities for exhibitors and retailers across America with an average attendant of 150,000.

Green Bay RV & Camping Show

The Green Bay RV & Camping Expo will be at the Resch Expo from January 27-30, 2022. The Expo has entertained thousands of outdoor enthusiasts for more than 50 years while displaying the latest in RV and camping products.

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The Expo gives us a tremendous advantage to reach those attendees planning a getaway and getting set for the upcoming camping season. The show is bigger and better than ever, with many new products and exhibitors creating more traffic to our Langlade County Tourism Booth.

The RV Show has an average attendance of 15,000.

Wisconsin Open Season Sportsman's Expo

After a successful 2021 attending the show, we are excited and anticipating another successful year at the Kalahari Resorts & Conventions in Wisconsin Dells scheduled for March 25-27. **We distributed 685 Visitor Guides to travelers inquiring about Langlade County.**

With a location directly off I-90/94, Kalahari Resorts & Conventions offers easy access to the Expo. The state-of-the-art venue hosts over 200,000 square feet of usable space and a wide array of amenities.

The 2022 Wisconsin Open Season Sportsman's Expo will feature the latest products, gear, and equipment for hunting, fishing, and outdoor enthusiasts allowing us to capture the 80,000 attendees to show off all the fabulous outdoor amenities in Langlade County.

Geofencing Marketing

Geofencing marketing is **a real-time location-based marketing tactic** that uses geolocation data to target users within an established geographic area and delivers content based on where they are or what locations they have previously visited.

Geofencing marketing (also called geofencing advertising) is a type of location-based marketing that lets us connect with smartphone users in a designated geographic area, such as outdoor recreation, lodging, and dining through mobile apps or mobile webpages.

This powerful marketing tool gave us a competitive advantage to target people in an exact area and where they went. We targeted the audiences and locations with pinpoint accuracy with our digital advertising campaigns giving us a higher return on investment (ROI).

We had more than 168,000 impressions during the marketing campaign. The top sites viewing our ad were Weather Bug, Newsweek, Word Jam, Word Cookies, and MyRadar Weather Radar, which directed travels to our website for more information to plan their trip to Langlade County.

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Chamber of Commerce & Visitors Center

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Phlox • Pickarel/Pearson • Post Lake • Summit Lake • White Lake*

Wisconsin Bike Federation

Wisconsin Bike Federation Ride Guide is a year-round distribution with quarterly editions. They are distributed to their partners and bike shops across Wisconsin and 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.

Midwest Living

We are taking advantage of participating in a Midwest Living co-op section in the Out & About section. Midwest Living is the top travel and lifestyle magazine covering the central US with a circulation of 436,000.

The "Out and About" is a geo-targeted editorial section featuring the best of the region in travel from dining to shopping to popular attractions. This section has a range of regional focus, including the Illinois, Indiana, Minnesota, Wisconsin, and Michigan markets.

Marketing Langlade County makes sure our destination stays top of mind among an audience of affluent, active, and passionate travelers.

Parent's Magazine

We are capturing the Fun in Langlade County, reaching millennials who are enthusiastic about travel and looking for summer travel inspiration.

This 8-page co-op insert for the Wisconsin Department of Tourism will highlight our natural beauty, iconic attractions, and variety of outdoor experiences. This custom insert will inspire travelers to create (and capture) new, joy-filled family memories in Langlade County.

250,000 copies of the insert will be distributed in Illinois, Iowa, Wisconsin, and Minnesota, reaching a younger audience.

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Experience Wisconsin

We will showcase Langlade County's unique lifestyle, things to do, and activities. The magazine is inserted in the Chicago Tribune, delivered directly to households in approximately 28 suburban communities located in Chicago's North Shore and northwest areas. Additional copies are also distributed to convention and visitors bureaus and advertisers' locations.

The 55,000 copies take readers on a tour of the people, places things that make Langlade County an amazing destination.

AAA Living

More than 100 years of dedication to serving members have made AAA one of today's strongest and most trusted brands. AAA serves more than 61 million members in the US and Canada.

AAA members travel more and stay in hotels giving us the perfect audience to market Langlade County.

Wisconsin Travel Stories

We will be a part of a one-of-a-kind way to promote Langlade County in journalistic travel stories running on over 60 media websites with a total audience reach of more than 6 million in Wisconsin and Illinois.

See Wisconsin Travel Guide

See Wisconsin is Langlade County's guide to adventure. Travelers have packed their many bags and piled into their adventure vehicles with the travel guide to help them decide where to go, where to stay and what they will do once they get there.

Readers of See Wisconsin are traveling within and to Wisconsin from all over the Midwest for leisure and business. With a circulation of 125,000, distributed in more than 800 rack locations in Illinois and Wisconsin, available in Wisconsin travel and welcome centers, and 100 visitor and convention bureaus is an ideal market to highlight Langlade County.

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Wisconsin Department of Tourism Social Media Co-op Marketing

Langlade County will tap into Travel Wisconsin's social media following and promote our destination. The social media co-op program allows us to gain valuable exposure using the Travel Wisconsin brand.

The program has limited partners giving Langlade County an advantage in marketing opportunities capturing travelers that might have gone to another destination.

Guest Quest Traveler

Travel guides feature information about our area recreation, including article coverage in print and online. Advertising generates more than 600 Langlade County visitor guide requests monthly to future travelers looking for information for our area.

For 2021, we had 7,656 inquiries for our Langlade County Visitor Guide.

Tourism Week

We partner with Destinations Wisconsin and the Wisconsin Department of Tourism for the National Tourism Week insert co-op program. We highlight Langlade County as a tourism destination.

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 how many companies communicate with and market to their target demographics. In particular, the rise of the internet and the increased popularity of social media channels have altered travel marketing for the travel sector. From how travelers research potential destinations to their activities once they arrive, the new ways that consumers use social media to make purchasing decisions have influenced tourism marketing from start to finish.

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Digital marketing is very visual. And so is tourism! One of the most significant subject niches on Instagram is travel. New research shows that travel posts dramatically affect millennials' decision-making about the experiences they choose to have. A destination's "Instagrammability" is now a major driver of its attractiveness. A Facebook study has found that 67% of Instagrammers who post about travel use the platform to find inspiration for where to go next.

So, we are making sure our social media marketing is attractive with a sleek design.

The Antigo/Langlade County Chamber of Commerce & Visitors Center Facebook page increased in 2021 by 66.5% followers.

The Antigo/Langlade County Chamber of Commerce & Visitors Center Instagram increased in 2021 by 112.7% followers.

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.

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 2021, 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. 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 many ways to promote Langlade County tourism. We use online contests and giveaways to boost our profile and attract more travelers.

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 our website and newsletter content.

Informational Hotel Kiosk

It provides hospitality visitors with user-friendly visitor information displays that enhance their guests' experience. 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

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 with the user-friendly experience they are looking for when planning a trip.

Other highlights of the 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 are spotlighted to let visitors know why Langlade County is one of the best places to experience them.

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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.

Site visitors can always 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 2021, we had 50,226 sessions, 43,673 users, and 83,773 page views. The users were referred to our tourism website from Travel Wisconsin; We Love the Northwoods, Guest Quest, Destination Wisconsin, Antigo/Langlade County Facebook page, Northwoods of Wisconsin Facebook page, and our marketing campaigns. **Our website had an increase of 10.8% in page views.**

Tourism Visitor Guide Distribution

In partnership with Langlade County Economic Development for travelers 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 will distribute 35,000 guides in 2022.

Tourism Visitor Guide Mailings

Our Langlade County Visitors Guide is published every January; this guide is sent to travelers before their trip to show all we have to offer. Our 2022 Visitor Guide highlights lodging, dining, attractions, trail maps, recreation, downtown Antigo, and so much more.

Tourism Conferences/Memberships

Destinations Wisconsin is the "go-to" expert on local destination marketing and management for the Wisconsin tourism industry. We are a member and 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, healthy lifestyles in our community.

Wisconsin Governor's Conference on Tourism is the premier educational and networking event in the state for travel professionals and destination marketers.

Tourism Visitor Center

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

Our friendly and knowledgeable 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 travelers to request information and get trail reports, easy access and plenty of parking, and outdoor green space for dog walking.

We have enhanced our curb appeal and lobby for inviting travelers to stop when entering Langlade County to speak with our expert tourism staff and gather information to assist them with their visit.

For 2021, we had 17,611 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 6 counties that were 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 ten years. We just finished up with the year two grant for 2021.

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Joint Effort Marketing Grant (JEM)

We were awarded an ATV/UTV JEM grant in 2021. The first-year campaign is the research and needs of the traveler. We utilized the local Langlade County ATV/UTV club to capture fantastic video footage and photography, surveyed travelers, and partnered with WATVA to promote our trail system.

Langlade County Dining & Business Facebook Group Pages

We continued promoting the two Facebook pages highlighting our dining and businesses, including local shopping and lodging. These pages have done remarkably well-highlighting specials, hours, and events. Currently, the dining page has 1,415 followers, and the business page has 308 followers.

Tourism marketing & promotional requests from remaining tourism promotional funds

Langlade County Maps

In partnership with Langlade County Economic Development, we developed a pull-out inserted in the 2022 Visitor Guide and individual maps.

We are asking for funds of \$5,967.59 to cover the costs of the maps.



Chamber of Commerce & Visitors Center

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2022 Antigo/Langlade County Chamber of Commerce Tourism Marketing & Promotion Plan

Tourism Print/Online Advertising

Wisconsin Bike Federation	\$	1,200.00
Wisconsin Department of Tourism Social Media Co-op marketing	\$	900.00
Destination Wisconsin	\$	1,250.00
Guest Quest Traveler	\$	1,920.00
Midwest Living	\$	2,915.00
Parent Magazine	\$	2,770.00
See Wisconsin Travel Guide	\$	3,000.00
Experience Wisconsin	\$	2,180.00
AAA Living	\$	3,061.00
Wisconsin Department of Tourism Industry Co-op	\$	2,478.00
Wisconsin Travel Stories	\$	3,127.00
Tourism Week	\$	2,661.00
Social Media Campaigns, design & editorial	\$	5,200.00
Video & Photo Library	\$	3,500.00
Seasonal Photo Contest Campaigns	\$	3,000.00
Contests & Giveaways Campaigns	\$	2,000.00
Geofencing Marketing	\$	3,150.00
Northwoods of Wisconsin	\$	2,000.00
Joint ATV/UTV Marketing Campaign	\$	4,000.00

<u>Tourism Kiosk</u>	\$	250.00
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<u>Tourism Website</u>	\$	1,250.00
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Tourism Visitor Guide Distribution

Speedee	\$	1,000.00
Vector Ink	\$	6,700.00
Distribute Langlade County	\$	1,800.00

<u>Tourism Visitor Guide Mailings</u>	\$	8,000.00
	\$	-

Tourism Tradeshows/Conferences

Outdoor Life/Field & Stream Expo	\$	2,025.00
Wisconsin Fall Tourism Conference	\$	425.00
Milwaukee Sportshow	\$	1,585.00
Green Bay RV Show	\$	1,290.00
Governors Conference on Tourism	\$	725.00

Welcome/Visitor Center

Tourism Staff/Expenses	\$	18,000.00
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Total 2022 Marketing & Promotions	\$	93,362.00
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2022 Room Tax	\$	43,468.77
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2022 Chamber Marketing & Promotions	\$	49,893.23
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Requests from remaining funds for tourism promotion

Langlade County Pull-out Maps	\$	4,429.56
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Additional Langlade County Maps	\$	1,253.00
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Additional marketing and promotion for Langlade County

We are one of six 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 Grants to promote tourism for ATV/UTV

Received the DOR and CARES Grant for promotions and marketing

Langlade County Dining & Business Facebook Group Pages

MARKETING & PROMOTIONS REPORT

ANTIGO/LANGLADE COUNTY CHAMBER OF COMMERCE & VISITORS CENTER

November 2020-October 2021

Social Media Maintenance

Content Calendar

- Created quarterly content calendars detailing Facebook and Instagram post topics, goals, promotions and ad budgets.

Facebook

Overview

- Facebook fans: 8,963
- New Facebook fans: 3,841
- Facebook updates: 214 posts

Facebook fan growth



Top Posts

- 1/12/21
 - 24,450 people reached, 2,189 reactions, 70 comments, 150 shares, 473 post clicks
- 9/16/21
 - 18,685 people reached, 1,248 reactions, 29 comments, 79 shares, 1,086 post clicks
- 4/27/21
 - 17,309 people reached, 564 reactions, 27 comments, 81 shares, 860 post clicks
- 2/17/21
 - 15,897 people reached, 1,954 reactions, 38 comments, 72 shares, 206 post clicks
- 3/30/21
 - 12,067 people reached, 712 reactions, 15 comments, 42 shares, 510 post clicks

Antigo/Langlade County Chamber of Commerce & Visitors Center
January 12 · 🌐

A little good old fashioned Northwoods social distancing 🧊



Antigo/Langlade County Chamber of Commerce & Visitors Center
September 16 · 🌐

Peak fall color in our neck of the Northwoods is looking like the first week of October! Don't miss gorgeous views like this one on the Springbrook Trail in Antigo!



Antigo/Langlade County Chamber of Commerce & Visitors Center
April 27 · 🌐

As of May 1, our ATV/UTV trails are open! Let's ride! Find out more on our website: antigochamber.com/recreation-trails/atv-utv-trails/



Antigo/Langlade County Chamber of Commerce & Visitors Center
February 17 · 🌐

Winter in the Northwoods 🌨️ (Photo: Kris Stanke)



Antigo/Langlade County Chamber of Commerce & Visitors Center
March 30 · 🌐

This spring, check out the Jack Lake Trail in Veterans Memorial Park! It weaves you through the changing scenery of northern hardwood, aspen and conifer forest, and loops around an undeveloped lake and an arboretum with over 800 plant species.



Facebook Giveaway

- Date: 2/6/21-28/21
- Valentine's themed Facebook giveaway
- 6,173 people reached organically
- 994 engagements
- 73 entries
- Promotion engagements: 561
- Impressions from ad: 6,811

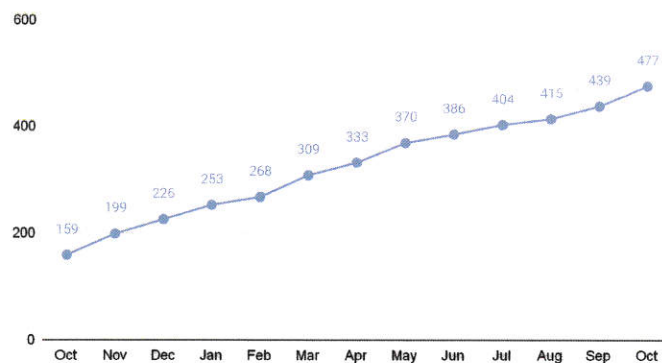


Instagram

Overview

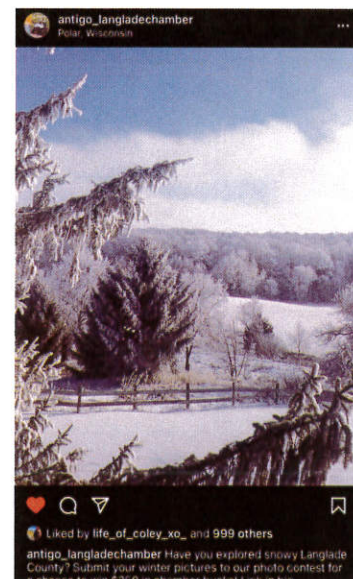
- Instagram followers: 477
- New Instagram followers: 318
- Instagram updates: 54 post, 10 stories
- Replying to user messages

Instagram Follower Growth



Top Posts

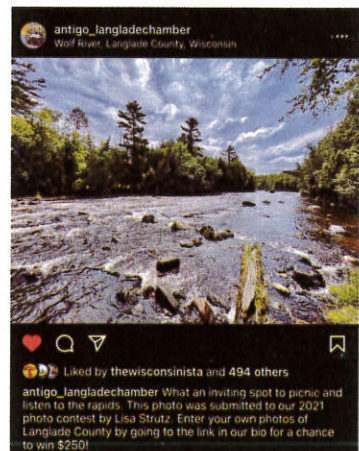
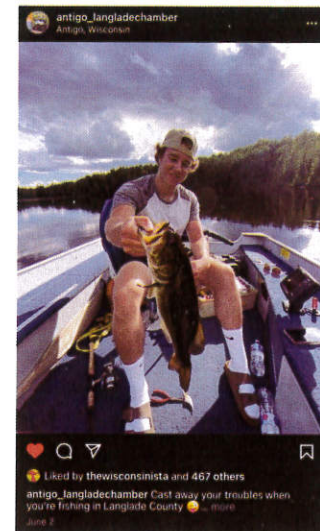
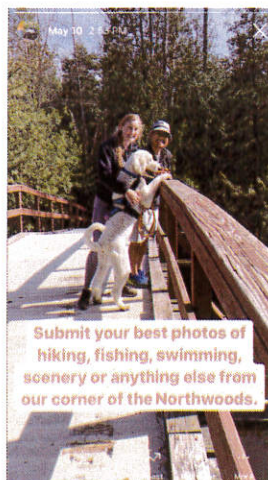
- 2/10
 - Caption: Have you explored snowy Langlade County? Submit your winter pictures to our photo contest for a chance to win \$250 in chamber bucks! Link in bio
 - 198 people reached, 1,016 reactions



- 2/22
 - Caption: Ski Saturday and Sunday afternoons at Kettlebowl Ski Hill. Rentals are available and masks are required. Keep an eye on their Facebook page for hours!
 - 552 people reached, 744 reactions
- 6/2
 - Caption: Cast away your troubles when you're fishing in Langlade County
 - 371 people reached, 476 reactions
- 8/18
 - Caption: Go with the flow (location) Maxwell Springs
 - 292 people reached, 470 reactions
- 9/8
 - Caption: What an inviting spot to picnic and listen to the rapids. This photo was submitted to our 2021 photo contest by Lisa Strutz. Enter your own photos of Langlade County by going to the link in our bio for a chance to win \$250!
 - 290 people reached, 498 reactions

Top Instagram Stories

- 5/10: 6 frames, 440 impressions, 16 interactions
- 8/10: 10 frames, 540 impressions, 9 interactions
- 10/20: 9 frames, 631 impressions, 5 interactions



Social Media Advertising

Facebook Advertising

Page likes - Facebook

- Encouraged Facebook users to like the Antigo/Langlade Facebook page; creative updated monthly
- 505,469 impressions
- 11,242 clicks
- 2.22% click-through rate
- Added 3,031 fans

Antigo/Langlade County Chamber of Commerce & Visitors Center
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Find up-to-date trail conditions on our website:
antigochamber.com/recreation-trails/winter-trail-reports/ ... See More



Antigo/Langlade County Chamber of Commerce & Visitors Center
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500+ miles of groomed trails and the whole Northwoods to discover. Like us to learn more!



Antigo/Langlade County Chamber of Commerce & Visitors Center
Langlade County, located in beautiful northern...

Post engagement - Facebook

- Encouraged Facebook users to like/comment/share, improved reach; creative updated twice weekly
- 385,190 impressions
- 32,202 clicks
- 8.36% click-through rate
- 28,289 engagements



antigo_langladechamber Sponsored

antigo_langladechamber Not to toot our own horn, but it is breath taking this time of year in the... more

Followers - Instagram

- Encouraged Instagram users to follow Antigo/Langlade account
- 74,078 impressions
- 40,454 people reached
- 690 link clicks
- 0.93% link click-through rate



Learn More

antigo_langladechamber Northwoods adventure is waiting for you this fall! Click Learn More to follow us

Post engagement - Instagram

- Encouraged users to like, comment, share; improved reach; creative updated twice weekly
- 68,291 impressions
- 26,004 people reached
- 10,071 engagements

Photo Contests

Winter Photo Contest

Description

We launched a photo contest in the winter season to encourage fans to share winter images to add to Antigo/Langlade County's library. We collected entries through an online form and web page. The contest ran from January 26-March 8, 2021

Objectives

- Build social media following and increase engagement
 - Added 678 new Facebook fans during the contest period
- Build photo library using 95 photo contest submissions
- Increase e-newsletter subscribers and engagement
 - All entries were submitted with an e-mail address that we can use to build a list for future email campaigns
- Increase website traffic and referrals
 - *This information will be available through Antigo's Google analytics account for antigochamber.com*
- Generate contest entries
 - Generated 130 entries
 - Of the 130 entries

Antigo/Langlade County Chamber of Commerce & Visitors Center

2021 Photo Contest

Share your Antigo/Langlade County winter photos & win!

Get great photos of Antigo/Langlade County in winter? We want to see them!

Show your best photos of winter fun and scenery in Langlade County for a chance to have your photo featured in the official 2022 Langlade County Visitors Guide and receive media recognition and a \$100 Chamber Gift Certificate.

Enter in one of the following categories:

- 1. People Having Fun in Langlade County**
Share a photo of people having fun at a Langlade County event, at a unique area attraction, enjoying fun shopping opportunities, a fabulous dining experience at a local establishment, or a photo of people enjoying the beautiful outdoors.
- 2. All Other Subjects**
Share photos that don't include people (includes scenery, scenery objects unique to Langlade County, and other items).

Step 1: Let us on Facebook

Antigo/Langlade County Chamber of Commerce & Visitors Center

Step 2: Enter ten your chance to win!

Name:

Email:

Phone:

Address:

City:

State:

Zip:

Upload your photo:

Which cat this photo best? Please provide a short description:

How did you hear about this contest?

☐ Facebook ☐ Instagram ☐ Antigo/Langlade County Chamber website ☐ Other

Official Rules Privacy Policy

Prize

- \$250 in Antigo/Langlade County chamber gift certificate

The winner was:

- Mandy Mach



Spring/Summer/Fall Photo Contest

Description

To kick off 2021, we launched a winter photo contest to help collect winter images for the Antigo/Langlade County photo library. We were thrilled to collect 130 total photos and used a number of these images throughout the winter season to support our weekly posting to Facebook and Instagram.

We continued to collect photos this year with a second photo contest, which will run 5/3-10/29. With this contest, we're encouraging people to submit images from the spring, summer or fall seasons, including action-based shots such as fishing, boating, hiking, biking, etc.

With this contest's form, we updated the questions to collect additional information on the photo. We're specifically asking for 1) the city that photo was taken in 2) any other info to describe the location of the photo (example: is this by a lake or trail?).

The following results reflect the time frame 5/3-10/15/21.

Antigo/Langlade County Chamber of Commerce & Visitors Center
Published by Kate Hagen · May 14 at 12:00 PM · 🌐

We're looking for your best spring, summer and fall photos from Langlade County! Click the link to submit them for your chance at \$250! (Entries in comments will not be considered. Thank you!)

-2021- Photo Contest

Share your spring, summer and fall photos & win \$250!

PRCHBARNET.COM

Share your Antigo/Langlade County photos & win!
Share your Antigo and Langlade County photos & you could win \$250!

215 People Reached 2 Engagements

[Boost Post](#)

Objectives

- Build social media following and increase engagement
 - Facebook fans increased by 1,454 throughout the contest time frame
- Build photo library using 210 photo contest submissions
- Increase e-newsletter subscribers and engagement
 - All entries were submitted with an e-mail address that we can use to build a list for future email campaigns
- Increase website traffic and referrals
 - *This information will be available through Antigo's Google analytics account for antigochamber.com*
- Generate contest entries
 - Generated 216 entries
 - Of the 216 entries
- Gain action-based photos (fishing, boating, hiking, biking, etc.) (16% of the photo entries fit this category)

Antigo/Langlade County Chamber of Commerce & Visitors Center

2021 Photo Contest

Share your Antigo/Langlade County photos & win!

Do you have great photos of people having fun in Antigo and Langlade County? Share them with us and you could win!

Submit your best photos of **spring, summer and fall fun** in Langlade County—hiking, fishing, swimming, or anything else with smiling faces—or **scenic pics** from our corner of the Northwoods.

The winner will have their photo featured in the official **2022 Langlade County Visitors Guide** and receive media recognition and a **\$250 Chamber Gift Certificate**.



Enter in one of the following categories:

- 1. People Having Fun in Langlade County**
Share a photo of people having fun at a Langlade County event, at a unique area attraction, enjoying fun shopping opportunities, a fabulous dining experience at a local establishment, or a photo of people enjoying the beautiful outdoors.
- 2. All Other Subjects**
Share photos that don't include people (includes seasons, scenery, objects unique to Langlade County, and other items).

Step 1: Like us on Facebook

Like Antigo/Langlade County Chamber of Commerce on Facebook

Step 2: Enter for your chance to win

Name:

City: State:

Email:

By date:

Share your photo:

Where in Langlade County was the photo taken? (name of community):

Your description of photograph (e.g., is there a specific park/area/attraction in the photo?):

How did you hear about this contest?

- ☐ Facebook
- ☐ Instagram
- ☐ Antigo/Langlade County Chamber website
- ☐ Other

To entering, you agree to the [Antigo/Langlade County Privacy Policy](#) and you understand that Antigo/Langlade County Chamber has no other prize or entry.

Submit

Official Rules Privacy Policy

DISCLAIMER: This promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook. By entering this promotion you are providing your information to the Antigo/Langlade County Chamber of Commerce and not to Facebook.

This privacy policy is governed by Facebook's Privacy Policy and is not subject to any other privacy policy.

Antigo/Langlade County Chamber of Commerce
1000 1st Street N
Antigo, WI 54409

Prize

- \$250 in Antigo/Langlade County chamber bucks

CONCLUSION

Trails and natural beauty were the most popular subjects of the past year among Antigo/Langlade Facebook fans and paid advertising helped substantially to increase the reach of posts. Advertising also helped increase engagement and grow the Facebook page and Instagram accounts. It is worth noting the ads help ensure that all age demographics are being reached, even if the age of engaged fans skews older.

Facebook ads for the photo contest reached 153,000+ people and resulted in 2,739 clicks to the entry page on the website.

Fans occasionally asked for a place to see all the current entries, so for future photo contests, a page that displays the entries as they're submitted could be considered.

Our Instagram following is growing at a very successful rate. All of our top posts were outdoor shots; natural beauty and outdoor recreation are the most popular subjects for our audience. Our continued use of hashtags also can be attributed to the success this year. Using a mix of submitted photography and our own photography was successful this year, so we should continue building our own photo library in addition to the photo contests.

The photo contests helped us add 350 new photos to our library, which was crucial for allowing us to maintain Facebook and Instagram accounts with weekly posting. Despite pushing for more action-based photos in the second edition of the contest, only 16% of the entries fit this category, which is typical--most photo contests generate scenic images versus specific activities.

We Love the Northwoods

Final JEM Evaluation

Description

After a challenging past year, 2021 has been a crucial year for travel destinations to make up for lost revenues due to the COVID-19 pandemic. We needed a strong summer and fall travel season to support our local economies in the Northwoods of Wisconsin.

The Northwoods of Wisconsin (NOW) is a regional marketing consortium composed of destination marketing organizations (DMOs) from six counties: Forest, Iron, Lincoln, Langlade, Oneida and Price. Working collaboratively, NOW continued the *Addy Award* winning branding of “We Love the Northwoods,” a campaign that launched in 2020 as a COVID-19 recovery project to promote safe travel to the region and especially the vast outdoor recreational assets in the Northwoods.

The 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 17-October 15, 2021.

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

Target market

- Geomarkets: Chicago metro, Twin Cities
- Demographics: Women ages 35-64
- Focus on travelers interested in outdoor recreation travel

Marketing

Website Updates

- Updated cooperative website, welovethenorthwoods.com
- Reviewed and enhance the information related to primary outdoor recreation assets on the website
- Updated with fresh, new photography from our summer photo shoot
- Shared toolkit to partner destinations to add We Love the Northwoods logo to their websites
- Goals: 38,000+ pageviews; top geomarkets of Chicago and Minneapolis St. Paul
 - 37,770 pageviews throughout the campaign period
 - Top geomarkets:
 - 1) Chicago IL 4,548 users (27.53% of all site users)
 - 2) Milwaukee WI 3,233 (19.44%)
 - 3) Green Bay-Appleton 2,061 (12.39%)
 - 4) Madison WI 1,961 (11.79%)
 - 5) Wausau-Rhineland 787 (4.73%)
 - > 9) Minneapolis-St. Paul 470 (2.83%)

Social media

Facebook

- Posted weekly to The Northwoods of Wisconsin Facebook page for a total of 36 Facebook posts
- Ran advertising from June-October encouraging fans of The Northwoods of Wisconsin on Facebook to follow the account on Instagram
- Goal: Increase followers to 35,000
 - Followers as of 10/15/21: 35,785
- Aim to serve 600,000 impressions across Facebook and Instagram (ads/posts)
 - Served 1,265,178 ad impressions + 209,429 post impressions for a total of 1,474,607 impressions on Facebook
- Additional posts about We Love the Northwoods on partner accounts: 14 (reimbursement log)

Instagram

- Posted 2x/week to @thenorthwoodswi Instagram account
- Used photos from partners and user-generated posts
- Goal: Increase followers to 2,500
 - Followers as of 10/15/21: 2,325

- Aim to serve 600,000 impressions across Facebook and Instagram (ads/posts)
 - Served 34,019 total impressions on Instagram
- Additional posts about We Love the Northwoods on partner accounts: 25 (reimbursement log)

Social media giveaways

Facebook

- Description: Brief giveaways on social media featuring physical prizes or chamber bucks
- Featured clients: Forest County, Langlade County, Oneida County
- Total entries: 434
- Total engagements: 2,440
- Total people reached: 22,330

Instagram

- Description: Brief giveaways on social media featuring physical prizes or chamber bucks
- Featured clients: Lincoln County, Price County
- Total entries: 126
- Total engagements: 625
- Total people reached: 4,455

Sweepstakes

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 21 to August 2, 2021.

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 \$500 toward a trip to the Northwoods county of their choice.

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.

Goals:

- Drive traffic to welovethenorthwoods.com
- Grow our social media accounts
- Give our partners branded content to share on their own channels

- Create excitement for traveling to the region
- Gain 5,000 entries
 - Gained 4,256
- Add 1,200 new Facebook fans to the Northwoods of Wisconsin page
 - Added 1,595

We Love Fall in the Northwoods Giveaway

Building off the success of the first contest, we ran a fall sweepstakes from August 30 to October 11, 2021. 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 5,000 entries
 - Gained 5,934
- Add 1,200 new Facebook fans to the Northwoods of Wisconsin page
 - Added 2,934

Internal e-newsletters

- Sent two e-newsletters to Northwoods of Wisconsin e-newsletter subscribers (collected through 2020's two sweepstakes)
- Average open rate: 41.1% (industry average: 17%)
- Total opens: 4,010 (September), 3,670 (June)
- Average click rate: 24.8% (industry average: 2.2%)
- Total clicks: 2,498 (September), 2,155 (June)

WIDOT e-newsletters

- Placements in Travel Wisconsin's co-op e-newsletter program
- Editions: September and October 2021
- We participated in two Travel Wisconsin newsletters. We originally budgeted four but earlier newsletter advertiser slots were already reserved.

Public relations

We worked with WJFW in Rhinelander to secure weekly tourism interviews. All of these spots were coordinated although not all of them happened due to various issues such as time and breaking news:

Forest County (2x)

Iron County (2x)

Langlade County (6x)

Lincoln County (4x)

Oneida County (6x)

Price County (3x)

Wrote/distributed release announcing summer promotion

Distributed release announcing JEM grant

Photo Shoots

This summer shoot focused on gaining photography for the Northwoods of Wisconsin's website, as well as social media channels (Facebook and Instagram). The shoot took place on Monday, August 2nd and Tuesday, August 3rd.

Partner Marketing

We Love the Northwoods promoted on partner social media:

Langlade County: 23 posts

Northern Wisconsin ATV/UTV Traveler Development Project (JEM Grant)

Dates of the project/event/campaign:

July 1-December 31, 2021

Why we chose these dates. Is this an "off-season" or a time when our region needs tourism business?

This time frame will allow us to complete our research and brand development before ATV/UTV season in 2022.

Summary of the project:

The destination marketing organizations in Antigo/Langlade County, Forest County, Three Lakes, Rhinelander Area, Tomahawk, Minocqua/Arbor Vitae/Woodruff and Merrill are partnering on a research project to learn more about the ATV/UTV market segment in the effort to message more effectively to these active travelers. Research will be used to develop a co-operative website that messages the ATV/UTV opportunities in northern Wisconsin, providing a medium for future marketing to this prospective audience.

Project objective, strategic planning, analysis of baseline data metrics and input from current and potential customers on perceptions and possible insights about your destination.

Introduction:

The consortium of northern Wisconsin partners (Explore Rhinelander, Let's Minocqua Chamber, Three Lakes Chamber, Merrill Chamber, Tomahawk Regional Chamber, Antigo/Langlade County Chamber of Commerce & Visitors Center, Forest County Chamber) all expressed a mutual interest in increasing reach to the ATV/UTV market.

Each of the partners is eager to reach the ATV/UTV marketing but lacks resources to go alone. This project allowed us to obtain data to learn how to effectively reach this market and develop resources to message our ATViing/UTViing opportunities, with an overarching goal of bringing more tourism dollars to this Northern Wisconsin region by adding or expanding this market segment.

ATV/UTV surveying:

With ATV/UTV travelers being a new focus market, there was a knowledge gap in what essential information should be provided to travelers. To determine the best marketing strategy to reach this new market, we launched a research project to learn more about ATV/UTV travelers, their travel planning needs and riding preferences.

Baseline data was collected and reviewed by the partners including ATV/UTV related traffic on our websites using Google Analytics and social media engagement on ATV/UTV related posts.

Our partner ATV/UTV clubs, along with resources like Wisconsin ATV/UTV Association provided valuable insight on our regional assets.

Similarly, each chamber representative provided anecdotes of what they're experiencing related to this market, including questions asked over the phone, fulfillment requests, social media conversations and discussions in their community. This information was collected during a strategic planning session with the partners to kick-off this project.

Next, we created online surveys to distribute to ATV/UTVers within our target markets to receive qualitative and quantitative data. Survey questions served to identify the points of parity and point of differentiation for northern Wisconsin's ATV/UTV offerings.

Questions included:

- What terrain are they looking for (dirt road, mud, county road, national forest)?
- What kind of experience are they interested in (group rides, events, solitude)?
- What amenities might attract them to ATV/UTV in the area (lodging options, proximity to businesses, rentals)?
- What season are they most interested in traveling to ATV/UTV?
- What experiences have they had ATVing/UTVing in northern Wisconsin?
- What awareness do they have of the region's ATV/UTV opportunities?
- Describe your perfect ride.

Survey were distributed through:

- WATVA email lists
- Destination partner email lists
- Local ATV/UTV club members and their lists
- Social media posts

Based on the findings, we create informed market messaging to effectively speak to the ATV/UTV audience. The survey results are attached.

Content Collection:

With six participating destinations in northern Wisconsin, there's an array of existing ATV/UTV information available. We worked together to compile this information and translate it into an easily-accessible format for our audience. This included collecting local club maps, trail descriptions, potential routes and amenities along the trail. Furthermore, using our research, we identified businesses of interest to ATV/UTVers, including but not limited to lodging, dining, ATV/UTV services and dealers.

Market Segment Messaging and Design:

Following the research phase, we developed our market segment messaging and design. This will include a new look, logos, fonts, colors, copy examples and photo samples which are assembled into a style guide. The style guide directed the development of a brand new website, and serves as the basis for future ATV/UTV marketing done by this consortium.

Website Development:

Currently, finding regional information on ATV/UTV trails and routes is hard. Some information is available through county websites but not frequently updated. Knowing when some trails are open and when they close can be challenging. Club pages vary wildly. Throw in land usage discrepancies and ATV/UTV riders have their work cut out for them to plan a ride through this region.

Without one central location for information it becomes difficult to navigate where all the information lives. Therefore, the partners created a website to host all the necessary information for these travelers in one place that can be used as links on each of their own websites.

We used our research to create a hub site that speaks directly to these travelers, showing the images they want to see and the content they are looking for, and creating a feeling that they are wanted and appreciated as guests to the area.

The URL is <https://northwoodsatv-utv.com>.

Photography:

Each partner contributed photos from their current libraries to assemble a library of ATV/UTV photos to use throughout our marketing. We facilitated two seasonal photo shoots across the partner destinations to acquire the necessary imagery for the website, showcasing the beauty of our trails and representing a variety of rides available in the destinations. Steps to coordinate the shoot included working with local businesses, recruiting models, securing modern ATV/UTV machines as props and identifying scenic locations. All shoots were mindful of safety items like helmet usage.

The shoots took place in summer and fall. Additionally, Antigo/Langlade County took photos in the spring, 2021 which allowed us to develop a library that represents the key months of ATV/UTV season (for most partners, trails are open from May-November).

Focus Groups

After developing the new website, we distributed it to local (ATV/UTV clubs) and non-local (travelers) ATV/UTVers to solicit their feedback. We asked them to navigate the website and share their thoughts on the experience, helping to identify any gaps in information. This feedback was incorporated so the final website product is complete before the ATV/UTV trails open back up in the spring. While there are some additions that were suggested such as even more photography and video, we will look at incorporating that into our next phase.

Conclusion:

Upon completion of this project, we are not only armed with research findings and market messaging that will guide us to target the ATV/UTV audience, but a platform to provide the information they need. The research, style guide, website and photography will go a long way in future ATV/UTV marketing. Our goal is to collectively begin marketing to this travel segment in 2022.

We are excited about the opportunity to better reach the ATV/UTV market and support our local communities and the greater Northwoods region.



Chamber of Commerce & Visitors Center

Welcome back to Langlade County

By Deena Grabowsky, Executive Director, Antigo/Langlade County Chamber of Commerce & Visitors Center

After a year, when a global pandemic caused many travelers to change or delay their plans, tourists are more ready than ever to begin exploring and vacationing. In Langlade County, the Antigo/Langlade County Chamber of Commerce & Visitor Center staff is excited to welcome visitors back to our community to enjoy our outdoor recreation, unique shopping, superb dining, and inviting lodging establishments.

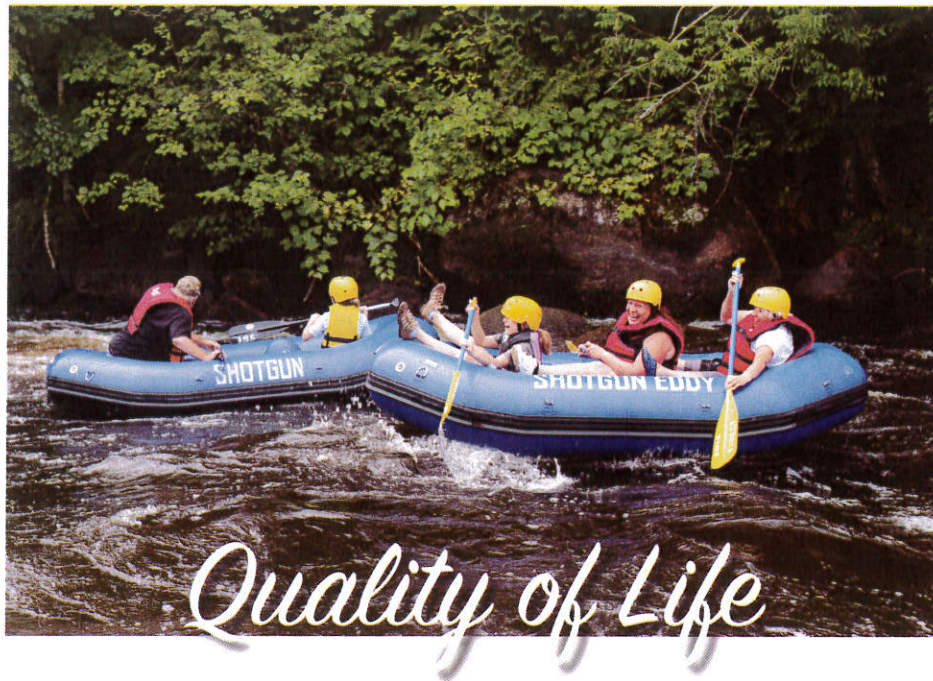
Langlade County has many adventurous outdoor activities that draw people to the area year-round.

Some popular outdoor activities include fishing on one of our 841 natural lakes, hunting in over 130,000 acres of public land, whitewater rafting and kayaking, snowmobiling, ATVing, cross-country skiing, and biking. According to the state Department of Tourism, outdoor recreation was a top driver of travel statewide in 2020 and is slated to draw visitors to Langlade County and throughout Wisconsin as post-pandemic travel increases.

The county also has some of the region's best dining, shopping, and charming historical attractions

like the Langlade County Historical Society Museum. Throughout the year, thousands of visitors come to the area to attend festivals, watch parades, run and ride in races, and participate in other fun events.

Visitors and tourists are essential to Langlade County's overall economy. The county benefits in many ways from these visitors, including increasing tax revenue, leaving a measurable economic impact, and increasing the quality of life for our residents.



Tourism has an essential role in the quality of life in Langlade County. As mentioned, tourism also helps create jobs in Langlade County—it accounted for more than 400 tourism-related jobs in 2020, according to the latest statistics from the state Department of Tourism. These jobs are at restaurants, lodging

properties, shops, and more that wouldn't be possible without the money that visitors spend in the community.

Whether they're shopping at a vibrant retail store or eating at a tasty restaurant, these visitors bring in the necessary funds to keep our local businesses

thriving. They also play a significant role in making our community events so successful. Their expenditures at events and local businesses help boost the local economy and creates economic diversity and amenities that wouldn't exist in Langlade County without this influx of visitor spending.

Economic impact of Tourism

Tourists who visit Langlade County generate spending that supports small businesses. Hotels, restaurants, retail stores, and gas stations all rely on robust visitor spending. According to the state Department of Tourism, visitor spending in Langlade County totaled more than \$41 million in 2020. According to the state Department of Tourism's research, this spending has a profound impact on the economic vitality of Langlade County—it created more than 400 jobs. It generated a labor income of more than \$11 million. These expenditures on restaurants, lodging, and more also included spending by local residents; micro-local "visitors" contributed \$2.5 billion into local economies that would have otherwise been spent in outside vacation destinations, according to the state Department of Tourism.

The economic impact of tourism will help drive the local and state recovery from the pandemic. National research shows that 87% of Americans plan to travel in the next six months, and travelers are already traveling in larger parties and for longer in 2021, according to the state Department of Tourism.

Tax revenue

According to the state Department of Tourism, in 2020, visitors generated \$1.2 billion in state and local taxes and about \$3.8 million annually in tax revenue in Langlade County. While the pandemic impacted these numbers, that's still nearly \$4 million earned through tourism-supported sales taxes, room taxes, income taxes, and property taxes. This revenue helps support state and local operations that benefit all residents in Langlade County.



What visitors want to know about Langlade County

The Antigo/Langlade County Chamber of Commerce & Visitors Center fields calls and welcomes thousands of visitors to their visitor center inquiring about what to see and do in Langlade County. Their questions and curiosities demonstrate the intense interest that travelers have in the county and point to some of the things that visitors care about most. The questions vary significantly by the season.



Here's a look at some of the things people ask about most.

Winter

As you might guess, the visitor center receives inquiries wanting to know about Langlade County's snow—how much do we have, and what's the status of our trails? While a few questions about future snow conditions would require a crystal ball, the visitor center staff provides updated and accurate information that visitors can use to plan their trip. Snowmobiling is a huge draw that brings hundreds of people and lots of spending into our community.

The visitor center also gets questions about conditions on our silent sports trails. Our cross-country skiing and snowshoe trails have always been popular in our county, but winter fat biking has been added to the mix in recent years and continues to rise in popularity. The Antigo/Langlade County Chamber of Commerce & Visitors Center is happy to share information that helps people plan their winter adventures.



Spring

While the visitor center responds to the spring fishing opener questions, the ATV/UTV trails draw the largest number of calls. The ATV/UTV season runs from May 1 to December 1 and builds much excitement as the opening date approaches—people want to know when the trails open so they can start riding! The visitor center shares this information and any trail updates and information about the hiking and biking trails.



Summer

The visitor queries vary in the summer—questions often come in about campgrounds, golfing, horseback riding, and scenic places to go hiking and biking, to name a few. The visitor center also fields questions about the Wolf River for kayaking and whitewater rafting; people want to know how the river is running and where they can find an outfitter.

Fall

Our fall colors are spectacular, and sightseers can't wait to see Langlade County's fall scenery. The visitor center assists callers on the current status of fall colors so they can plan a vacation timed to enjoy the crisp air while checking out the stunning reds, radiant yellows, and deep oranges of the ever-changing foliage.



Events bring good times and more to Langlade County

While 2020 put many events and gatherings on pause, our area is looking forward to gathering again for events that bring together residents and visitors alike. These events are not only enjoyable, but they also have a significant economic impact in our area. The Antigo/Langlade County Chamber of Commerce & Visitors Center supports and promotes these efforts that benefit so many individuals.

Our community benefits from successful events from the dollars visitors spend in hotels, restaurants, and stores. Residents enjoy events that become annual traditions and bring together friends and families year after year. Like the yearly Antigo 4th of July Parade and Fireworks, some events become all-day gatherings that start in the morning and continue until the last fireworks sparkle and pop.



Antigo/Langlade County
Chamber of Commerce & Visitors Center

2021 Events

Langlade County's Acclaimed Music in the Park

From June through August, free concerts are held at Antigo's City Park West Bandstand, Elcho's Community Pavilion, and the White Lake Depot.

Antigo Farmers' Market

On Saturdays from June through September, the market is held at Peaceful Valley City Park. Browse local farm-fresh fruits, vegetables, and more!

The Country Inn Farmers' Market

This farmers' market in the heart of Pickarel is held on Saturdays and Wednesdays starting in early May and running until late fall. Peruse locally grown fruits and vegetables, baked goods, cheese, meat products, jams, honey mixes, and sustainable goods.

White Lake 4th of July Celebration

Come experience a day full of fun and festivities on July 3. The parade starts at noon, the boat parade at 8:30 am, and fireworks over White Lake at dusk.

Antigo 4th of July Parade & Fireworks

Come and enjoy the parade and fireworks on July 4th! There will be a lot of floats, cars, and candy at this annual celebration. A big fireworks display will take place at dusk.

Langlade County Fair

Bring your family and enjoy a day of quality family time from July 28-August 1. Stroll through 4-H exhibits, watch one of the many animal shows, witness fabulous entertainment, and enjoy over 30 carnival rides.

Post Lake Labor Day Weekend

Bullhead Fishing Tournament
The tournament starts anytime on Friday, August 3, and ends with a weigh-in at noon on Sunday, August 5. Fish anywhere on Upper and Lower Post Lakes

Antigo Tater Trot

Start and finish this fun race (1-mile run, 4-mile run/walk, or 10k run) at Antigo City Park on August 14. The course includes paved streets and country roads with short sections of gravel.

Stumble Stump Rendezvous

Visit a camp full of re-enactors of the fur trapping and trading era of the 1800s. Volunteers dress in period clothing and put on demonstrations on the Springbrook Trail Boardwalk from September 9-12.

Lakes and Leaves Bike Ride

Ride through the spectacular scenery of northern Langlade County! All riders are welcome on this September 18 ride that offers four different route lengths. The bike routes follow paved roads with rolling hills and beautiful scenic views.

Junior Women's Craft Fair

Shop at more than 100 exhibitors on October 16 at the Langlade County Fairgrounds.

Chili Cook-Off

On December 1, see who has the best chili in Langlade County! Teams compete for the top prize, and the public gets a chance to taste some delicious chili. This spicy event is always a great time.

Community Christmas Parade

Attend the impressive holiday parade featuring over 40 floats with the lights, sights, and sounds of Christmas on December 1 in downtown Antigo.

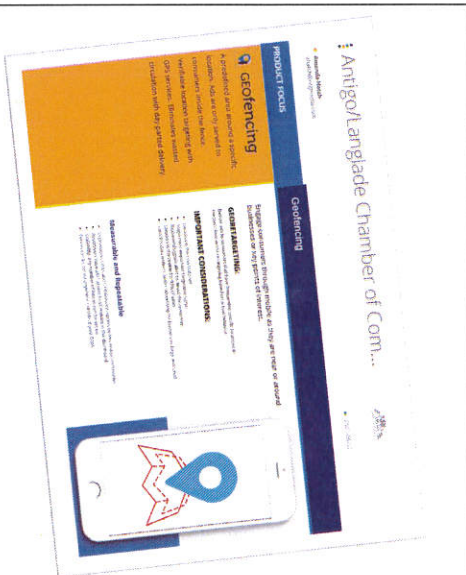
For a full listing of events visit antigochamber.com/events

2021 Geofencing Marketing Report



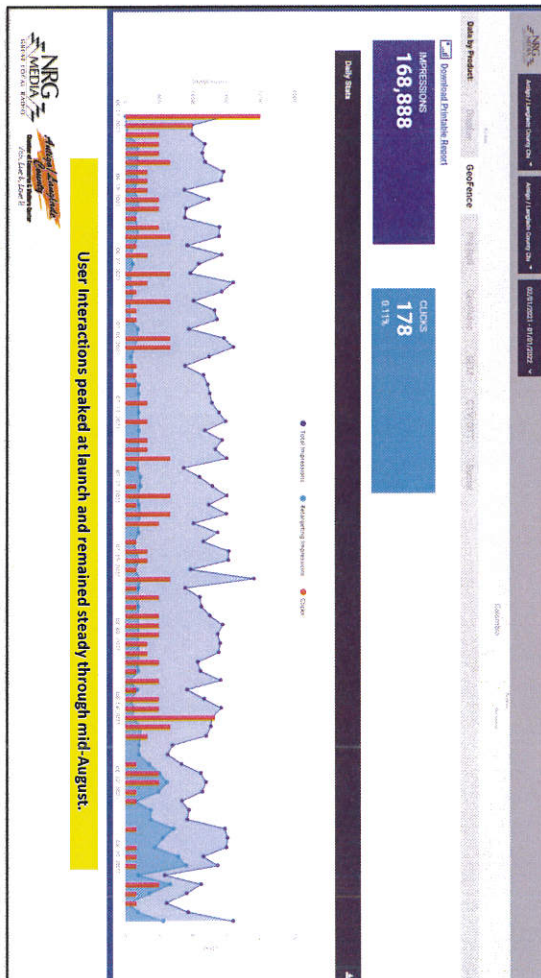
Antigo/Langlade Chamber of Commerce & Visitor Center

TOURISM TRACKER



In 2021, a **digital marketing strategy** for the Antigo and Langlade County Chamber of Commerce & Visitors Center.

By harnessing the power of **GEOFENCING** and delivering ads to residents and tourists on their smartphones and tablets, the Chamber would be able to connect with consumers on-the-go as they planned their recreational activities for the weeks and months ahead!



Antigo/Langlade County Chamber of Commerce

Antigo/Langlade County Chamber of Commerce

02/20/2023 - 03/02/2023

Antigo/Langlade County Chamber of Commerce

Antigo/Langlade County Chamber of Commerce

02/20/2023 - 03/02/2023

Location	Impressions	Clicks	Click Rate	CPS	Advised
11111 New Antigo Wisconsin USA	24,481	21	0.08%	87.00%	83.20%
230 Aurora St Antigo WI USA	11,415	19	0.17%	83.00%	7.20%
Antigo Valley Park 427 West St Antigo, WI USA	1,622	11	0.68%	88.00%	2.20%
230 Aurora St Antigo WI USA	10,806	10	0.09%	84.00%	3.50%
111120 East St Eau Claire WI USA	3,474	10	0.29%	83.00%	19.00%
Jasper Park 201 S Superior St	7,259	6	0.08%	80.00%	4.00%
Jack Lamm Pavilion 11201 East St	3,766	6	0.16%	87.00%	18.00%
Antigo Valley Park 11201 East St	4,272	6	0.14%	87.00%	3.00%
East Lamm Pavilion 10000 East Lamm Rd	4,295	6	0.14%	86.00%	1.00%
Langlade County Veterans Bldg	9,693	9	0.09%	89.00%	4.00%

Antigo/Langlade County Chamber of Commerce

Antigo/Langlade County Chamber of Commerce

02/20/2023 - 03/02/2023

Antigo/Langlade County Chamber of Commerce

Antigo/Langlade County Chamber of Commerce

02/20/2023 - 03/02/2023

App Name	Impressions	Clicks	Click Rate
WeatherBug	17,138	24	0.14%
App 2	3,116	21	0.68%
App 3	22,660	18	0.08%
App 4	18,054	17	0.09%
App 5	14,353	9	0.06%
App 6	10,186	8	0.08%
App 7	15,624	8	0.05%
App 8	1,146	6	0.52%
App 9	981	6	0.61%
App 10	2,280	3	0.13%

Antigo/Langlade County Chamber of Commerce - Story and Play (05.27)

166,888 Impressions

178 Clicks

0.11% Click Rate

Top Apps

App Name	Impressions	Clicks	Click Rate
WeatherBug	17,138	24	0.14%
App 2	3,116	21	0.68%
App 3	22,660	18	0.08%
App 4	18,054	17	0.09%
App 5	14,353	9	0.06%
App 6	10,186	8	0.08%
App 7	15,624	8	0.05%
App 8	1,146	6	0.52%
App 9	981	6	0.61%
App 10	2,280	3	0.13%

Users acted while visiting weather-related sites (3 of the Top 10 apps) when seeking out Antigo/Langlade county information!

LCEDC 2021 Hotel/Motel Fund Expenses

Destination Tourism Marketing

Budget Title	Budget Amount	Break Down Of Total	Paid Expenses	Paid Invoice Date	Committed \$
Membership Dues	\$ 100.00	WATA (Wisconsin Agriculture Tourism Association)	\$ 125.00	1/5/2021	
		WATVA Membership	\$ 50.00	9/28/2021	
Tourism Postage/Printing			\$ 85.00	1/15/2021	
			\$ 40.00	2/16/2021	
			\$ 5.50	2/18/2021	
			\$ 130.00	3/26/2021	
			\$ 240.00	3/31/2021	
	\$ 2,500.00	postage increase/Visitor Guide mailings	\$ 9.55	6/7/2021	
			\$ 150.00	6/8/2021	
			\$ 130.00	8/23/2021	
			\$ 136.00	10/19/2021	
			\$ 58.36	12/13/2021	
			\$ 3.16	12/13/2021	
Tourism Office Supplies		Guide Envelopes & mailing lables			
	\$ 170.00	Welcome Center Hand Sanitizer	\$ 5.28	3/16/2021	
		100 9x12 envelopes = \$20.99 (Project to use 600 in 2020) = \$126	\$ 45.98	1/16/2021 (for 2)	
		100 9x12 envelopes @ \$20.99 each	\$ 45.98	5/10/2021	
		Shouldn't need labels in 2021 as 600 were purchased end of 2020			
Travel Expense - See Conference & Show Sheet for breakdown	\$ 40.00	Parking - Conferences		WIGCOT Conference	
	\$ 12.00	Parking - Shows		was virtual in 2021	
	\$ 490.00	Mileage/Car Rental - Conferences			
	\$ 440.76	Mileage/Car Rental - Shows		No Shows Scheduled	
	\$ 380.00	Lodging - Conferences			
	\$ 375.00	Lodging - Shows		Green Bay RV	
	\$ 240.00	Meal Expense		Show Cancelled in	
	\$ 150.00	Booth Rental		2021	
	\$ 535.00	Registration Fee			
Destination Tourism Marketing		Internet Advertising			
	\$ 1,200.00	Lake Link			
	\$ 500.00	ATV Tracks	\$ 500.00	10/13/2020	Pre-Paid
	\$ 500.00	Snow Tracks	\$ 500.00	10/13/2020	Pre-Paid
		Print			
	\$ 1,937.00	Travel Wisconsin Half Page ad in Spring/Summer 2021 Event Guide	\$ -	Not Available in 2021	
	\$ 250.00	Community Calendar	\$ 250.00	10/27/2021	
		7 Half Page Ad in Up North Action Magazine with Visitor Guide Distribution @ Shows			
		Dec/January 2021 Issue		paid with 2020 H/M \$	
		Feb/Mar/Apr Issue	\$ 300.00	3/16/2021	
		May Issue	\$ 300.00	5/10/2021	
		June Issue	\$ 300.00	6/8/2021	
		July Issue	\$ 300.00	7/6/2021	
		Aug/Sept Issue	\$ 300.00	8/16/2021	
		Oct/Nov Issue	\$ 300.00	10/11/2021	
		Dec/January 2022 Issue	\$ 300.00	12/21/2021	
	\$ 1,850.00	5 Star Marketing Distribution of 10,000 Guides	\$ 1,850.00	12/16/2020	Pre-Paid
		Tourism Website			
	\$ 2,130.00	Web Positioning (Reduced to \$750.00 for 2 Reports), Hosting, & Maintenance	\$ 750.00	8/31/2021	
		Website Hosting	\$ 627.28	2/16/2021	
		Domain Renewals			
	\$ 125.00	countyoftrails.net, .org, .info domain renewal	\$ 68.51	1/22/2021	
		countyoftrails.co domain renewal	\$ 34.99	1/21/2021	
		langladecounty.org domain renewal	\$ 21.17	10/29/2021	
		Miscellaneous Small Projects			
		CMT access to Contact Us Page	\$ 500.00	3/16/2021	
		Add Video Home Page CMT Access-changed YouTube Link	\$ 150.00	8/31/2021	
	\$ 750.00	Directory Layout Changes to shorten discriptions & Web Page Content Management Tool (CMT) Modifications	\$ 1,445.00	10/25/2021	
		Web Page Content Management Tool (CMT) Modifications to add Lat/Long for Mapping	\$ 450.00	12/6/2021	
	\$ 60.00	Tourism App - App Statistics (\$5 per month)			
	\$ 1,000.00	Nicolet-Wolf River Scenic Byway Promotional Partnership	\$ 1,200.00	11/18/2021	

	Welcome Center Plastic Bags 500 count	\$ 318.60	9/10/2021
	Travel Wisconsin Co-Op Programs		
	Event (10 @\$350)		
\$ 3,500.00	Antigo Off-Road Races Traveler Email Co-Op Program	\$ 350.00	5/10/2021
	Mk Triathlon Traveler Email Co-Op Program	\$ 350.00	7/6/2021
	Northwood Obstical Course	\$ 350.00	8/31/2021
	Social in Summer, Fall, Winter		
\$ 1,200.00	Summer Social Media Co-Op Program	\$ 400.00	5/10/2021
	Fall Co-Op	\$ 400.00	9/14/2021
	Winter Co-Op		Paid in Jan 2022
\$ 5,000.00	Data Co-Op	\$ 5,000.00	2/16/2021
	Madden Media December 2020 SEM	\$ 700.00	1/18/2021
	Google Ad Campaign with Kim Swisher Communication		
	February 2021 SEM \$700.00 PD	\$ 700.00	2/16/2021
	March 2021 SEM \$700.00 PD	\$ 700.00	3/1/2021
	April 2021 SEM \$700.00 PD	\$ 700.00	4/12/2021
	May 2021 SEM \$700.00 PD	\$ 700.00	4/26/2021
	June 2021 SEM \$700.00 PD	\$ 700.00	7/6/2021
\$ 8,400.00	July 2021 SEM \$700.00 PD	\$ 700.00	8/31/2021
	August 2021 SEM \$700.00 PD	\$ 700.00	8/31/2021
	September 2021 SEM \$700.00 PD	\$ 700.00	10/11/2021
	October 2021 SEM		\$700 Credit Used
	November 2021 SEM		\$700 Credit Used
	December 2021 SEM		\$700 Credit Used
	Facebook Campaign in addition to Travel Wisconsin		
	April Northwoods 15 sec Snackable Video Pd FB Promotion	\$ 49.76	4/30/2021
	May Northwoods 15 sec Snackable Video Pd FB Promotion	\$ 90.04	5/31/2021
	June Northwoods 15 sec Snackable Video Pd FB Promotion	\$ 37.58	6/30/2021
	June Northwoods 6 sec Snackable Video Pd FB Promotion		6/30/2021
\$ 1,500.00	July Northwoods 6 sec Snackable Video Pd FB Promotion	\$ 430.97	7/31/2021
	August Northwoods 6 sec Snackable Video Pd FB Promotion	\$ 60.64	8/31/2021
	September Fall Colors FB Promotion	\$ 290.89	9/30/2021
	October Fall Colors FB Promotion	\$ 69.09	10/31/2021
	Kim Swischer Communciation Fall Video Production		\$425 Credit Used
	December Snowmobiling Snackable Video Pd FB Promotion		Doing in Jan 2022
	Discover Mediaworks		
\$ 17,000.00	Digital Campaign		Not planning to do in 2021
\$ 17,750.00	Video Production	\$ 17,750.00	2/2/2021
	Antigo Filming Springbrook food props		
	Green Hen	\$ 18.40	6/3/2021
	Butch's	\$ 25.41	6/3/2021
	Grandview Orchard	\$ 13.00	6/3/2021
	Antigo Optimist Cheese Curds	\$ 7.00	6/5/2021
	Charcuterie Tray by Pattie Androsko	\$ 40.00	6/3/2021
	Rolling Scones	\$ 26.00	6/3/2021
	Social Media Videos		
	Payment 1 of 2	\$ 2,600.00	10/25/2021
	Payment 2 of 2		Will be paid in 2022
\$ 1,000.00	Photography		
	Unallocated Tourism Marketing		
	highlight parks and recreation		
\$ 73,184.76	Destination Total	\$ 46,684.14	\$ -

2021 Hotel/Motel \$ Received+2020 carry over \$ + KSC Refund \$ 54,118.85
TOTAL (spent+committed in blue) \$ 46,684.14
Amount left to spend in 2021 \$ 7,434.71

Total Expenses to Date on Spreadsheet \$ 46,684.14
1st Quarter transfer \$ 29,537.54
2nd Quarter Transfer \$ 3,502.91
3rd Quarter Expenses \$ 5,409.19
4th Quarter Expenses \$ 8,234.50
\$ - Added \$129.81 for Ant Credit Card & subtract

2022 Tourism Budget Break Down - Amended 1/10/22 with DMO Grant \$

Budget Description	Budget Number	2022 Tourism Budget Amount	2022 EDC Budget Amount	2022 Additional Budget Items	
Tourism Website	511.01	\$ 2,255.00	\$ -	\$ -	
Tourism Member Dues	513.02	\$ 175.00	\$ -	\$ -	
Tourism Postage	516.01	\$ 1,500.00	\$ -	\$ -	
Tourism Office Supplies	514.031	\$ 220.00	\$ -	\$ -	
Parking	521.02	\$ 20.00	\$ 40.00	\$ -	
Mileage	521.03	\$ -	\$ 410.00	\$ -	
Destination Tourism Print Adv	522.01a	\$ 5,815.00	\$ -	\$ 5,515.00	\$ 11,330.00
Local Print Advertising	522.01b	\$ -	\$ 9,045.00	\$ -	
Destination Tourism Internet Ad	522.01e	\$ 5,700.00	\$ -	\$ 15,085.00	\$ 69,654.48
Destination Tourism Internet Adv Unallocated		\$ 1,129.00			
Lodging Expense	524.00	\$ -	\$ 890.00	\$ 615.00	\$ 80,984.48
Meal Expense	525.00	\$ -	\$ 300.00	\$ -	Destination
Registration Fees & Tuition	527.00	\$ -	\$ 300.00	\$ -	Marketing
Payroll Expenses	530.00	\$ 10,916.00	\$ -	\$ -	Total
Welcome Center Grant Expense - Rent	594.01	\$ 12,000.00	\$ -	\$ -	
Welcome Center Grant Expense - Insurance		\$ 500.00			
		\$ 40,230.00	\$ 10,985.00	\$ 21,215.00	

Total Tourism Budget (Destination and Local) without additional funding \$ 51,215.00

Total Tourism Budget (Destination and Local) with additional funding \$ 72,430.00

Total of Destination and Additional Funding \$ 61,445.00

Amount left unallocated for Destination Marketing \$ 47,605.48