

DESTINATION DOOR COUNTY

FEBRUARY 2024

Community Outreach & Destination Alignment

- A draft of the Door County Destination Stewardship Plan was presented and validated on February 5th by 40 members of the stewardship planning committee, and then approved by the DDC Board at their February 13th board meeting. A public presentation and unveiling of the plan is scheduled for Wednesday April 24th, 2024 from 9-11 AM at the Kress Pavilion in Egg Harbor.
- We have done a significant push to our partner social media channels, [Facebook](#), [Instagram](#) and [LinkedIn](#). Between the three social channels we added 114 followers in February. Our impressions between the three channels were up 565% YOY for February. We will continue to try new things on our social channels to engage the local community.
- We finalized the first of four community newspaper inserts we'll be distributing this year that will share tourism news and insights with the community. The [4-page special section](#) ran in the March 1, 2024 issue of the Peninsula Pulse, which was delivered to all resident mailboxes in Door County. A [digital version](#) was also shared through our partner social media channels as well as our March 2024 partner newsletter.
- Our ongoing efforts to support local businesses and be a resource for those utilizing the Summer Work Travel/J-1 program will take center stage as we host a 2024 J-1 Summer Work Travel Host Employer Forum in April. The event will take place on Tuesday April 23 beginning at 8:30 AM at the Kress Pavilion in Egg Harbor and will include representatives from the U.S. Department of State, Social Security Administration, Door County BRIDGES, Summer Work Travel Sponsors, and more. Registration details will be available in late March.



Sustainable Development

Our fourth round of **Community Investment Fund** grant awards were [announced on February 13, 2024](#), and included six impactful community projects. Those projects included:

- New mountain bike trails in Peninsula State Park
- A new pedestrian/bicycle trail under the Bayview Bridge connecting with the Ahnapee State Trail in Sturgeon Bay
- Illuminated beach water quality status signs at five Door County beaches
- A new public walkway that will connect the Door County Granary to Sturgeon Bay's West Waterfront Promenade
- Funding to help with programming as well as bring the historic Door County Bookmobile back to life
- The development of a new Niagara Escarpment interpretive park in Ellison Bay

A total of \$376,035 was invested in these 6 projects.

The next [Community Investment Fund](#) grant application deadline is March 25, 2024, and we anticipate the fifth round of grant awards to be announced in May.

DDC is in the final stages of implementing a new research data platform. More detailed monthly reports are scheduled to return in April 2024.

Values Based Marketing

In February, a number of new campaigns debuted, such as Google Prospecting & Display, Meta, Savor the Flavor culinary contest (Meta and Tik Tok), and the Workforce Recruitment Campaigns.

- Overall, website engagement rate was 56% in February. Top channels that contributed to website engagement: paid search, organic search, and email. Engagement rate is up 5% (YOY). Additionally, organic social engagement across FB, Instagram, X and Tik Tok totaled 61K.
- Book Direct referrals totaled 4,294 (up 25% from Feb 2023). A total of 56% (+1% YoY) of all booking submissions came from paid media (2,412).
- Winter Photo Shoot – Early February, we executed our winter photo and video shoot. We were able to capture great content even with the warmer weather and lack of snow. Locations included Crossroads at Big Creek, Articipation, Ridges Sanctuary, Barringer’s, Peninsula State Park, Door County Trolley, and downtown Fish Creek.
- Parks Program (Meta) – The campaign received over 400K impressions and 2.3K clicks to the Parks Program page. Month over month, there was a 9% increase in CTR. doorcounty.com/support-door-county-state-parks
- Savor the Flavor (Meta) - The first two weeks of this campaign garnered more than 4,000 clicks to the site and boasted an impressive 1.33% CTR, surpassing industry benchmarks (.09%). Green Bay-Appleton and Milwaukee drove performance this month. doorcounty.com/savor-the-flavor
- Recruitment - The initial month of the Google ad campaign commenced with remarkable strength, yielding over 3.4 million impressions. Additionally, over 526k impressions were served to local colleges & universities, along with attendees at the following job fairs this month: Fox Valley Mini Job Fair, Dane County Hiring Event, Jefferson Job Fair, Barron County Job Fair. jobsindoorcounty.com
- eNewsletter – We deployed three newsletters in February. Our monthly newsletter, Official Destination Guide announcement and Savor the Flavor. These three sends resulted in approximately 20,000 clicks to the site.
- We hosted 8 journalists, February 22-25, on a winter themed press trip. Some of the activities journalists enjoyed included hiking at a Door County Land Trust property, biking at Whitefish Dunes State Park, and a Door County fish boil at the White Gull Inn. We have 5 trips remaining in 2024. Our next trip is May 16-19 and will have a cherry blossom, culinary, and wedding focus. Additional trips are scheduled to take place in June, July, August and October.

To read all the publicity we have earned through our earned media program, view our expansive [online press clips catalog](#).



SAVE THE DATE

- APR 9** **DDC BOARD RETREAT**
8:30 AM AT BJORKLUNDEN
- APR 10** **SECURING YOUR BUSINESS EDUCATION SESSION**
12:00 PM AT STONE HARBOR RESORT
- APR 23** **BRIDGE USA J-1 HOST EMPLOYER FORUM**
8:30 AM AT KRESS PAVILION IN EGG HARBOR
- APR 24** **PUBLIC STEWARDSHIP PLAN PRESENTATION**
9:00 AM AT KRESS PAVILION IN EGG HARBOR

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