

# DESTINATION DOOR COUNTY

MAY 2024

## Community Outreach & Destination Alignment

During the month of May, our Director of Community Partnerships, participated in nineteen in person meetings, events or socials with nine Community Business Associations, their coordinators, staff and board members. The goal is to support CBA efforts, increase communication, leverage resources and expand collaboration between CBA's and DDC.

We gained 76 followers between our three partner social channels [Facebook](#), [Instagram](#) and [LinkedIn](#) in May. For the third month in a row the largest gain in followers came from LinkedIn with 40 new followers. Our impressions between the three channels have already surpassed last years in just five months. Facebook continues to be the most engaged channel with a 11.4% engagement rate.

We celebrated National Travel & Tourism Week, May 19-25! Community outreach efforts with positive tourism messaging included a special [4-page newspaper insert](#) that we ran in the May 17 issue of the Peninsula Pulse, daily placements in the Pulse Picks e-newsletter from May 14-27, our [CEO monthly column](#) in the May 24 issue of the Peninsula Pulse, radio spots on local radio stations including WDOR, WLGE, WQDC, WBDK, WRLU, WRKU, WSBW from May 19-25, a number of social media posts on our partner social channels, and finally a [tourism tailgate event and Top Chef watch party](#) on May 22 at Door County Gala in Sturgeon Bay where we welcomed more than 100 distinguished guests, including Anne Sayers, the Secretary of the Wisconsin Department of Tourism. Lastly, we were thrilled to welcome Governor Evers and Secretary Sayers to Door County for tours of Open Door Bird Sanctuary and Whitefish Dunes State Park/Cave Point County Park on Friday May 24.

## Sustainable Development

Our Community Engagement Manager, has been actively involved in moving forward a trail initiative including coordinating student engineers, regional planning, and legislative efforts. Currently a community survey on the Bayshore trail. is active, please participate in the survey and share with your network.

<https://bayshoretrail-doorcounty-baylakerpc.hub.arcgis.com/>

Our fifth round of **Community Investment Fund** grant awards were [announced on May 10, 2024](#), and included four impactful community projects which received a total of \$202,300, including:

- A new open-air park pavilion at John Miles County Park that will provide space for music performances, community gatherings, and other large events rain or shine.
- A new ADA accessible playground with serenity areas at Sunrise School in Sturgeon Bay, expanding access to free recreational play for visitors, residents, and school children with all physical abilities and neurodiversity.
- A new accessible kayak launch at Potawatomi State Park that will allow visitors and residents to enjoy Door County from the water regardless of age or physical ability.
- Support to help create a safer and more inviting visitor experience by installing improved parking lot lighting at the Baileys Harbor Björklunden campus of Lawrence University.

Any 501c3, 501c6 or local unit of government interested in applying is encouraged to reach out to the Door County Community Foundation to schedule an appointment to discuss their idea and begin preparing an application. The next grant application deadline is Monday June 24, 2024.



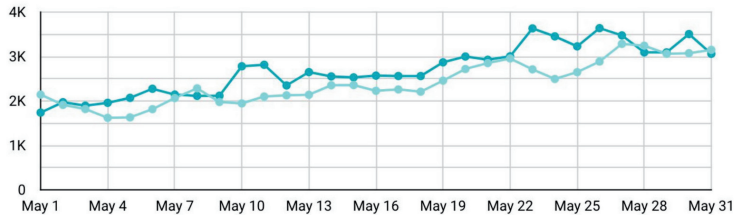
## Values Based Marketing

### PAID MEDIA GENERAL LEISURE:

In May, as we head into peak season, our paid media efforts drove 8.2 million impressions and 124K clicks to DoorCounty.com. Year-to-date, we've totaled 32.7 million impressions and 430K clicks.

### DOORCOUNTY.COM

Sitewide, URL clicks totaled 83.6K (up 12.2% YoY) and impressions totaled 4.3 million (up 15.2% YoY).



Looking ahead as Google rolls out its new 'AI Overview' search functionality it is expected to lead to a decrease in clicks. However, we will continue to focus on high-intent content that better serves users while Google's AI Overview begins to handle early-intent queries.

### PARKS PROGRAM CAMPAIGN

Year-to-date, the parks campaign has garnered 3.7MM impressions (Meta: 3.2MM Mobilefuse: 462K) and 22.3K driving potential donors to DoorCounty.com/Support-Door-County-State-Parks

### MAY MEASUREMENTS UPDATE:

- **Book direct referrals:** totaled 6,274 (-24% YoY)
- **Social media engagement:** 24,222 (-58% YoY)
  - Additional 7.8K engagements was generated from content posted by MN-based influencer focused on outdoor adventure and travel - @taytakeatrip
- **Website engagement:** 54% (-4% YoY)
  - Overall website engagement rate is down 4% due to the following traffic sources:
    - Google Organic -1% YoY
    - Facebook Referral -26% YoY

### MAY PRESS TRIP

We hosted 7 journalists on a blossoms/wedding themed press trip, May 16-19. Six of the journalists had never been on a press trip in Door County. The wedding track gave three wedding magazine editors a chance to meet one on one with venues and a local wedding coordinator. The other group enjoyed visiting the Belgian Heritage Center, Peninsula State Park, Baileys Harbor Fish Company, and exploring downtown Sturgeon Bay and Fish Creek. Along with journalists posting on their social channels about their visit, we used our partner social channels to post 9 different stories/posts about the businesses we visited.

## SAVE THE DATE

**JUNE 17** **PENINSULA PLAYERS PARTNER NETWORK NIGHT**  
6:30 PM DESSERTS/CASH BAR. 8 PM SHOW

**JULY 17** **SOCIAL SECURITY SIGN UP DAY**  
EPHRAIM VILLAGE HALL

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