

# DESTINATION DOOR COUNTY

JUNE 2024

## Community Outreach & Destination Alignment

The Attainable Housing Committee has been researching possible housing solutions for Door County. DDC's Community Engagement Manager sits on this committee and has arranged for a speaker from the Appleton Housing Authority to share information on their projects and possible ideas for Door County.

To date, the DDC team along with the Administrator from the Door County Tourism Zone have met with 13 municipalities providing updates on DDC related programing, receiving positive feedback and support. The July 2024 edition of DDC's semi-annual municipal newsletter called the Destination Connection highlighting the impact of the Community Investment Fund, the 2023 Tourism Impact Report, the Stewardship Plan and the 2025 (NFL) Draft in Green Bay was distributed July 2.

DDC is supporting the efforts of the Community Business Associations who launched their annual School Supply Drive on June 1 running through August 31. Each CBA obtained supplies lists from their respective schools to best meet their supply needs. Local businesses are creating unique ways to support this much needed drive!

We gained 126 followers between our three partner social channels Facebook, Instagram and LinkedIn in June. Facebook was the largest growth with 58 new followers. Our impressions and engagements on Facebook and Instagram grew substantially YOY in June. This is a result of posting a photo of Packer, AJ Dillon helping with a Door County fish boil. The post alone had over 13k impressions on Instagram and 8.5k impressions on Facebook.

DDC President/CEO and Chief Communication Officer participated in the Door County History Days kick-off event on June 17 aboard the Washington Island Ferry and on Washington Island. DDC was also a sponsor of this year's Door County History Days newspaper insert that ran in the Peninsula Pulse newspaper in June.

DDC President/CEO presented a 2023 annual report from DDC as part of the Door County Tourism Zone's annual meeting on June 20.

Wisconsin Tourism Secretary Anne Sayers, Rep. Joel Kitchens and DDC's Chief Communications Officer celebrated the 75th Anniversary of Al Johnson's Swedish Restaurant at a special event with the Johnson family on June 22 in Sister Bay.

DDC hosted a special 2025 Draft informational meeting on June 28 in partnership with Discover Green Bay to provide information to Door County tourism partners about the event that will take place April 24-26, 2025 in Green Bay. A recording of the meeting is available to watch online and more information will be shared as it becomes available.

DDC attended 3 events in June with a special DDC information booth with visitor info and DDC related programming info. The events included Farmers Markets in Egg Harbor and Jacksonport and Fyr Bal in Ephraim.



## Sustainable Development

A Door County Trail Initiative non-profit is forming! DDC's Community Engagement Manager is working with local trail volunteers to incorporate an official organization to lead trail efforts in Door County. This group will work with municipalities to identify opportunities and funding for trails.

We presented seven different local non-profit organizations and local governments with celebratory big checks in June for their Community Investment Fund grant awards. To share the news, we post photos from these big check ceremonies every week on our partner social media channels, including [Facebook](#), [Instagram](#).

The most recent [Community Investment Fund](#) application deadline was June 24 and grant award announcements are anticipated in early August.

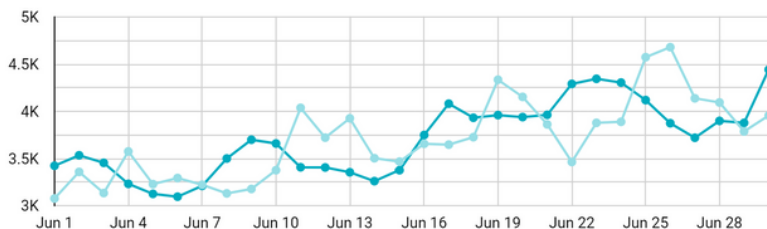
## Values Based Marketing

### PAID MEDIA GENERAL LEISURE:

In June, our paid media efforts drove 8.9 million impressions and 142K clicks to DoorCounty.com. Year-to-date, we've totaled 41.1 million impressions and 562K clicks.

### SEO (Search Engine Optimization)

Sitewide, URL clicks totaled 111K (up .2% YoY) and impressions totaled 5.2 million (up 7.7% YoY).



### SEM (Search Engine Marketing)

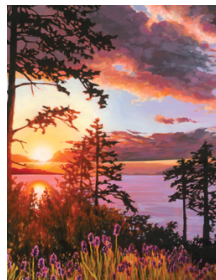
Our 'Near Me' campaign observed a 13% increase in clicks YoY. The campaign resulted in 131 total booking widget submissions, representing a 263% increase from June 2023. Top Keywords: Live Music in Door County, Door County Things To Do, and Best Restaurants in Door County. Sturgeon Bay, Fish Creek, and Sister Bay were the top performance drivers.

### Google Video Campaign

The view rate in June was 59% (above the 56% benchmark) and the spoken word *Bliss* video was the top-performing video making up half of the total views within this campaign. The impressions totaled 251K and video views totaled 148K.

### Art in the Door

Our final 4 winners were chosen for the 2nd annual contest. Ann Lee (Ridgeland, WI), Matylin Demars (St. Paul, MN), Ken Zenger (Burr Ridge, IL), and Angela Faber (Marshfield, WI).



### JUNE PRESS TRIP

We hosted 4 journalists on an outdoor recreation themed press trip, June 25-28. Journalists had a great time on the water with scenic tours in Sturgeon Bay and Baileys Harbor. The group also traveled to Rock Island and got an in-depth tour of the park by DNR representatives.

## Partner Services

### PARTNER NETWORKING NIGHT:

On June 17th, 169 industry partners joined us in the Biergarten at Peninsula Players Theatre for our Partner Networking Night event. We enjoyed a selection of delicious desserts from Klaud's Kitchen while we mixed and mingled in the garden and a preview of their first show of the season, "I Ought to be in Pictures."

### WORKING TO MAKE OUR DESTINATION MORE WELCOMING TO INDIVIDUALS OF ALL ABILITIES

This June, we started surveying our partner businesses for the accommodations they offer to make their properties more accessible to those with varying physical abilities. There are many layers to this process, from collecting and publishing accessibility accommodations on partner listings on DoorCounty.com to making our partners more aware of additional ways they could be opening their doors to those who need to work around physical limitations. We have had a strong response to our initial requests, but if you don't recall seeing the invite in your inbox, you can [Find it HERE!](#)

### WELCOMING OUR INTERNATIONAL EXCHANGE VISITORS AND SUPPORTING OUR PARTNERS WHO HOST THEM

Our continued collaboration with the Social Security Administration office in Green Bay made it possible to help more than 50 of our partners get Social Security Cards for 111 first-time exchange visitors on June 10th who have selected Door County for their BridgeUSA Summer Work Travel program experience during their summer break from colleges and universities around the world!

Our next Social Security Sign-up is Wednesday, July 17th at the Ephraim Village Hall. All meetings are by appointment only. We have 105 appointments scheduled already but still have room for more. Our Appointment Request Form can be found on our Partner Site at [www.DoorCounty.com/RSVP](http://www.DoorCounty.com/RSVP)



## SAVE THE DATE

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

WE HELPED 103 STUDENTS GET SIGNED UP ON JUNE 10TH  
AND WE HAVE 105 MORE APPOINTMENTS SET UP FOR JULY 17TH

Stay in the know



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