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# Marketing Update: Association Meetings

Visit Cook County MN • May 2020

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# Overview

## Marketing & Covid-19

May 2020

### Covid-19 Campaigns

- Stakeholder Resources
- Visitor Messaging

### Summer + Beyond

- Campaign
  - Content
-



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# Covid-19 + Tourism Marketing

## Stakeholder Resources

## Visitor Messaging

- Best Practices Guide
  - Facebook Group
  - Business Hours
-

# Stakeholder Resources

## How to find:

- 1) Home page, header
- 2) Resources > Media Room > Covid-19 Resources

## Best Practices



116 West Highway 61  
PO Box 1330  
Grand Marais, MN 55604  
(218) 387-2788 | [www.visitcookcounty.com](http://www.visitcookcounty.com)

### Executive Summary

The communities of Cook County, MN eagerly await re-opening following the lifting of the "Stay At Home" order put in place by the Walz Administration.

This "*Best Practices*" summary was developed by leaders of Visit Cook County with assistance from local health care leaders to help guide our local businesses, residents and visitors on how to prepare to return to the new normal. The goal of this project is to strike a balance between safeguarding the health of our small rural community while also protecting our tourism based economy.

Business operations can and should return to a sustainable level without jeopardizing employees' or customer safety. Some resorts and businesses may choose to delay opening or not accept visitors if they do not feel comfortable or are not equipped to make the necessary changes to keep their staff and guests safe.

These best practices underscore that commitment to the well being of our residents and guests.

Thank you for being a part of our community.

Linda Jurek

Executive Director, Visit Cook County MN

- Visitor Pledge
- Health Care Message
- Lodging
- Dining
- Retail
- Outfitting / Rentals
- Employee Safety
- Housing and returning staff
- Resources

### Link:

<https://www.visitcookcounty.com/resources/media-room/best-practices-covid19/>

# Stakeholder Resources

## Business Hours

### How to find:

- 1) Home page, header
- 2) Resources > Media Room > Business Hours

Local business profit margins are razor thin and whose employees rely on their paycheck. While many businesses have had to close for the time being, some are still open. In accordance with Minnesota Governor Walz Executive Orders, there are a number who are working to provide services to the public while maintaining appropriate health and safety standards. Please understand we are not encouraging travel at this time however some people may be arriving here to supplement community health care providers, care for family members or find they are not able to return to Canada.

Looking for a place to eat? Who is open during COVID-19 pandemic

While dine-in meals at Minnesota restaurants are no longer permitted, curbside pick up and delivery is still available at this time below is a list of businesses who have shared their hours and delivery/pickup options with us.

—> **View complete document in printer-friendly format here:** <http://bit.ly/covid-19-restaurant>

For information on placing a grocery or liquors store order: <https://northernwilds.com/north-shore-grocery-store-information/>

- Dining
- Retail
- Updated frequently

Restaurant Hours - COVID-19 : Restaurant Hours

<b>Local Area Restaurant Hours - During COVID-19</b>				
<i>Please call ahead to verify hours.</i>				
<i>In accordance with Minnesota Governor Tim Walz closure of most public spaces, the dining rooms of restaurants and bars are closed. However, some remain open for curbside or delivery services.</i>				
GREEN highlights indicate businesses staying open during this time				
Business Name	Phone	Daily Operation	Details	Online Menu
<b>Grand Marais</b>				
Angry Trout Cafe	218-387-1265	Closed for the season.		
<b>Birch Terrace Bar</b>	218-387-2215	Curbside Pick-Up Open as of May 8, 2020 Friday thru Wednesday	Call in your order: appetizers and baskets, menu on Facebook page. Offering free delivery within the city limits with \$25.00 minimum order. Starting today, May 5th, 2020, you can call in an order at 387-1597 or	<a href="https://www.facebook.com/Birch-Terrace-14">https://www.facebook.com/Birch-Terrace-14</a>

### Link:

<https://www.visitcookcounty.com/resources/media-room/business-hours/>

# Stakeholder Resources

How to find:  
VCC Facebook Page >  
Groups > Join or Login

## Facebook Group



### Join the Group

- Stay updated
- Ask questions
- Learn from peers

Link:  
<https://www.facebook.com/groups/2611956332414834/>



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# Covid-19 + Tourism Marketing

## Stakeholder Resources

- Best Practices Guide
- Facebook Group
- Business Hours

## Visitor Messaging

- One Moose Apart
  - Virtual Backgrounds
  - #DreamNorthMN
  - Facebook Frames
-

## How to find:

Resources > Media Room >  
Covid-19 Resources

## One Moose Apart



# Visitor Messaging

- Posters Available
  - GM: Info Center
  - GTA: Trail Center
- Digital Artwork
- Ad campaign

Link:

<https://www.visitcookcounty.com/resources/media-room/covid-19/>



## How to find:

Resources > Media Room >  
Covid-19 Resources

# Visitor Messaging

## Zoom Background



- Background for each Community!
  - GMATA: 149
  - LTТА: 98
  - GTA: 82
  - GP: 107
  - VCC: 87

### Link:

<https://www.visitcookcounty.com/resources/media-room/covid-19/>

## How to find:

Resources > Media Room >  
Covid-19 Resources

# Visitor Messaging

#DreamNorthMN

Custom temporary  
Facebook profile frame



Collab Campaign with  
Visit Duluth & Iron Range  
Tourism

- Temporary Facebook Profile Frame
- Videos

Link:

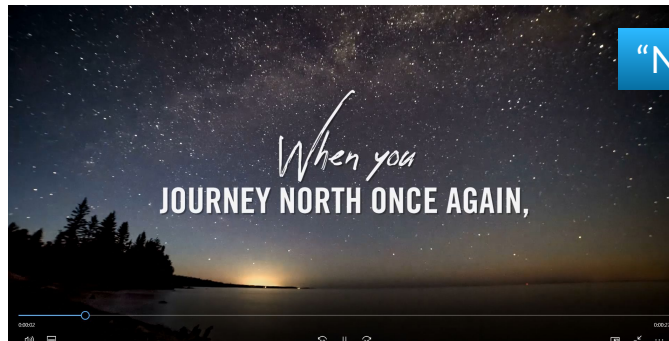
<https://www.visitcookcounty.com/resources/media-room/covid-19/>

## How to find:

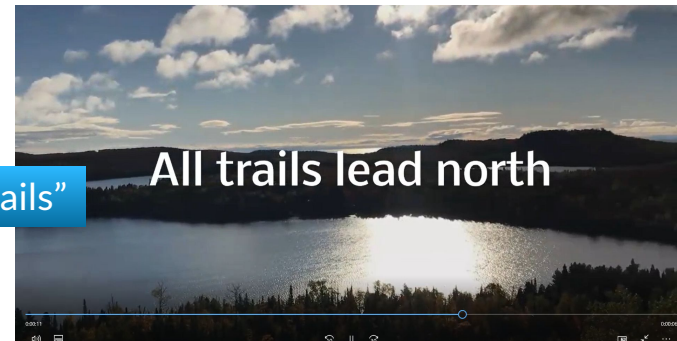
Resources > Media Room >  
Covid-19 Resources

# Visitor Messaging

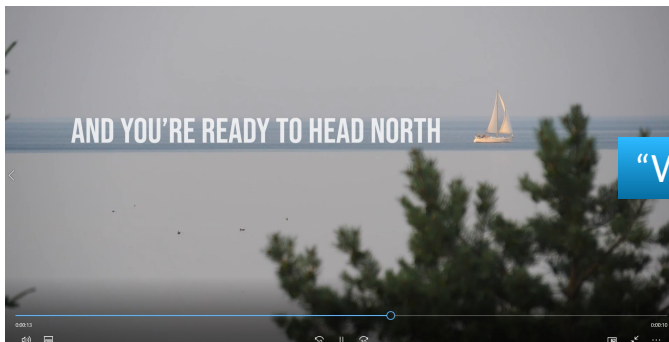
#DreamNorthMN



"Nightlife"



"Trails"



"Water"

Collab Campaign with  
Visit Duluth & Iron Range  
Tourism

- Temporary Facebook Profile Frame
- Videos

Link:

<https://www.visitcookcounty.com/resources/media-room/covid-19/>

**How to find:**

Resources > Media Room >  
Covid-19 Resources

# Visitor Messaging

## Facebook Frame



**Link:**

<https://www.visitcookcounty.com/resources/media-room/covid-19/>

**How to find:**

Details coming. Anticipated arrival mid-June

# Visitor Messaging

## Custom Face Coverings



**Link: coming soon!**

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# Summer & Beyond

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# Summer Campaign (May-August)

## Marketing Message

- Reconnect
- One Moose Apart

## Media Spend

- \$16,600

## Tactics

- Social Media
  - Google Display & Remarketing
  - Search ads
  - Banner ads
  - Pre-booked: MNMO, AAA, LakeTime
-

# Summer Campaign

**Message:** One Moose Apart

**Tactics:** Google display, remarketing & social media

**Timeline:**

May - June

**Geo:**

Regionally



Visit Cook County MN  
Sponsored · 🌐

Thanks for visiting! While you are here, please remain 6' apart (or one Moose) between groups for the well-being of yourself and others. 🙏

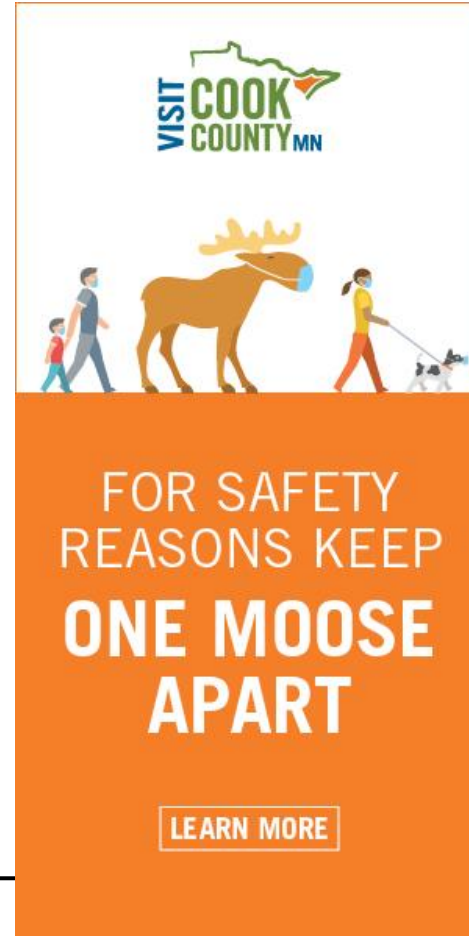
**PLEASE KEEP**  
**6 FEET APART**




**OR ONE MOOSE APART**  
(FROM INDIVIDUALS AND GROUPS)

VISITCOOKCOUNTY.COM  
**One Moose Apart - Social Distancing in Northern Minnesota** [Learn More](#)

👍 Like    💬 Comment    ➦ Share



VISIT COOK COUNTY MN



FOR SAFETY REASONS KEEP  
**ONE MOOSE APART**

[LEARN MORE](#)



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FOR SAFETY REASONS KEEP  
**ONE MOOSE APART**

[LEARN MORE](#)



FOR SAFETY REASONS KEEP  
**ONE MOOSE APART**



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FOR SAFETY REASONS KEEP  
**ONE MOOSE APART**



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# Summer Campaign

**Message:** Reconnect with Nature

**Tactics:** Google display, remarketing & social media

**Timeline:**  
May & June

**Geo:**  
Metro



# Summer Campaign

**Message:** Reconnect with Adventure

**Tactics:** Google display, remarketing & social media

**Timeline:**  
June & July

**Geo:**  
Metro



Visit Cook County MN  
Sponsored · 🌐

All trails lead north. Discover the bold terrain and rugged routes Cook County, Minnesota has in store for your next bike expedition. When you're ready to hit the trails, we'll be ready. Plan your adventure today.


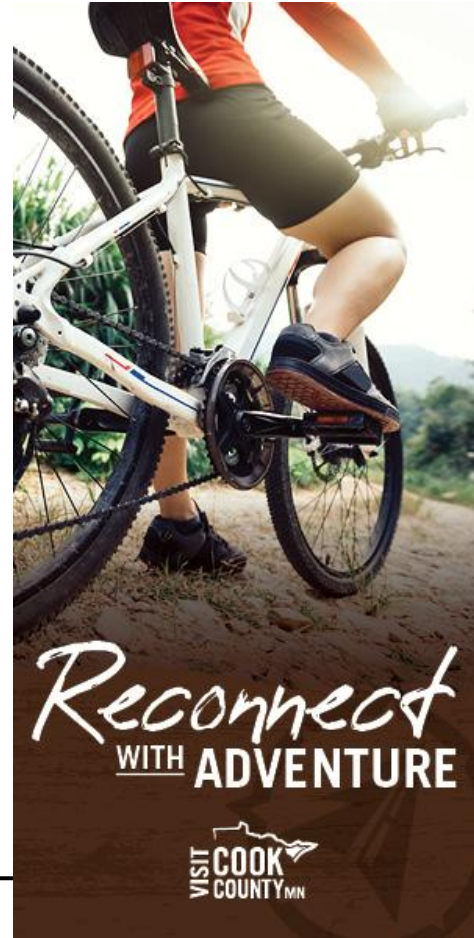


[HTTPS://WWW.VISITCOOKCOUNTY.COM/ADVENTURES/BIKIN...](https://www.visitcookcounty.com/adventures/bikin...)


**Reconnect With Adventure** [Learn More](#)

#DoNorthMN

👍 Like    💬 Comment    ➦ Share



**Reconnect**  
WITH ADVENTURE



VISIT  
COOK  
COUNTY MN



VISIT  
COOK  
COUNTY MN

**Reconnect**  
WITH ADVENTURE



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COUNTY MN

**Reconnect**  
WITH ADVENTURE



**Reconnect**  
WITH ADVENTURE

VISIT  
COOK  
COUNTY MN

# Summer Campaign

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**Message:** Ready when you are

**Tactics:** Google search

**Timeline:**

May & June

**Geo:**

Metro

Visit Cook County, MN | A safe, welcoming environment | When you're ready, we're ready

[Ad](https://www.visitcookcounty.com/) <https://www.visitcookcounty.com/>

We look forward to sharing our unique area with you again when you are ready. Our community has a long history of welcoming visitors to our beautiful North Shore.

Visit Cook County, MN | When you're ready, we're ready

[Ad](https://www.visitcookcounty.com/) <https://www.visitcookcounty.com/>

Our community is committed to your safety and comfort. With unique beauty and tranquility, this is the perfect getaway.

Visit Cook County, MN | A safe, welcoming environment

[Ad](https://www.visitcookcounty.com/) <https://www.visitcookcounty.com/>

Our community is committed to your safety and comfort. While our local economy is tourism reliant, community well-being is our top priority.

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# Content & Public Relations

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# Content & Public Relations

## Social Media

- #DreamNorthMN
- Waterfall Walks
- Reopening
- Murray
- Reconnect
- Fishing & Wilderness

## Public Relations

- Virtual Events
  - Best Practices
  - Collaboration
-

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# Analytics

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# Website Analytics

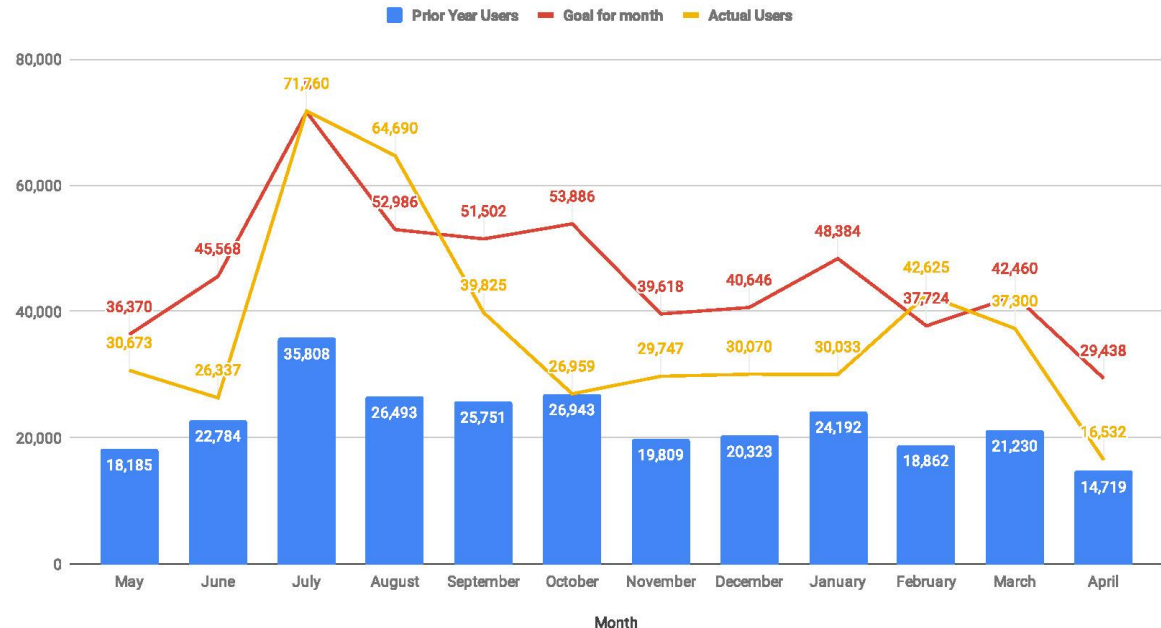
May 1, 2019 - May 1, 2020:

550,198

percentage of goal met to date:

81.16%

Prior Year Users, Goal for month and Actual Users



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**Thank You!**

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