



Galena Country Tourism

FY23 - Q1 REPORT



Tue, October 11, 2022

Galena Country Tourism - 101 Bouthillier St, Galena, IL 61036 / 815.776.9200

Marketing/ P.Relations

Q1 BLOGS & BLOG ROLL

6 Blog Refreshes in Quarter one.

July:

- Top Reasons to Book Your Company Retreat in GC
- Plan a Midweek Getaway to Galena Country

Aug:

- 6 Ways to Unwind in Galena Country
- Workcation in Galena Country

Sept:

- Things to do after 5 in Galena Country
- Rediscover the Road Trip in GC

**Our marketing team is continually updating blog content. Before the post is published, the blog is edited with new links and CrowdRiff galleries, add meta keywords, add open graph images, site search terms, and any further information that should be included.*

TIKTOK & INSTAGRAM REELS

This quarter's Tik Toks & Reels were heavily seasonally focused – so summer & fall. More simplistic this quarter, mainly using footage taken from phones. We've noticed that the scenic drone work also does well on social.

- **22 reels and 7 TikToks**
- **4,674 impressions**
- **10,357 engagements**

1,090 NEW EMAIL SUBSCRIBERS

Monthly Email Correspondence

eNews themes:

- July Monthly: Plan Midweek Getaway to GC
- July Segmented: Company Retreat in GC
- Aug. Monthly: Workcation in GC
- Aug. Segmented: 6 Ways to Unwind in GC
- Sept. Monthly: Rediscover the Road Trip
- Sept. Segmented: Things to do after 5

6% click-thru and 41% open rate

***See Industry eNews reporting on the following pages**

2.29M IMPRESSIONS

Social Media *(total of all platforms)*

-10,682 new followers (*facebook & instagram*)
-80,357 engagements (*fbook, insta & pinterest*)

32 MEDIA PICKUPS

Blogs/Stories/Media

-698 Pinterest saves
-19,048 blog reads
-8,446 digital guide views
-3,072 hours watched (YouTube)
-189,644 views (YouTube)
-TBD earned media impressions
-TBD User-Generated image rights
-TBD CrowdRiff gallery views

OTHER ANALYTICS

Select Webpage traffic (views):

- Events Calendar - 85,674
- COVID/FAQ - 1,236
- Wedding Kit - 189

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continued

WEBSITE ANALYTICS

- 189,166 users browsed the VisitGalena.org
- 667,654 sessions on VisitGalena.org
- Spending an average of 2.5 minutes on site.
- Sessions made up 83% of new users and 17% of returning users.

Industry eNews:

- **Sept. '22** Industry News – Call for Winter Events
 - Open rate: 44.9% / Click rate: 2.3%
 - Viking Cruise update
 - Live @ The Plaza - Hispanic Heritage Month
 - A call for businesses to send in Winter events to be included in promotions
 - EDI commitment with announcement to Allyship Letter
- **July '22** Industry News – Viking Cruise
 - Open rate: 48% Click rate: 9.7%
 - Call to update business listings to be include din the guide.
 - Viking Cruise announcement
 - Live @ the Plaza schedule
- **July '22** Industry News – Viking Cruise Sign-up
 - 58% open rate (sent to downtown Galena businesses only)
 - Call to be included in Viking Cruise welcome promotion

Press releases sent:

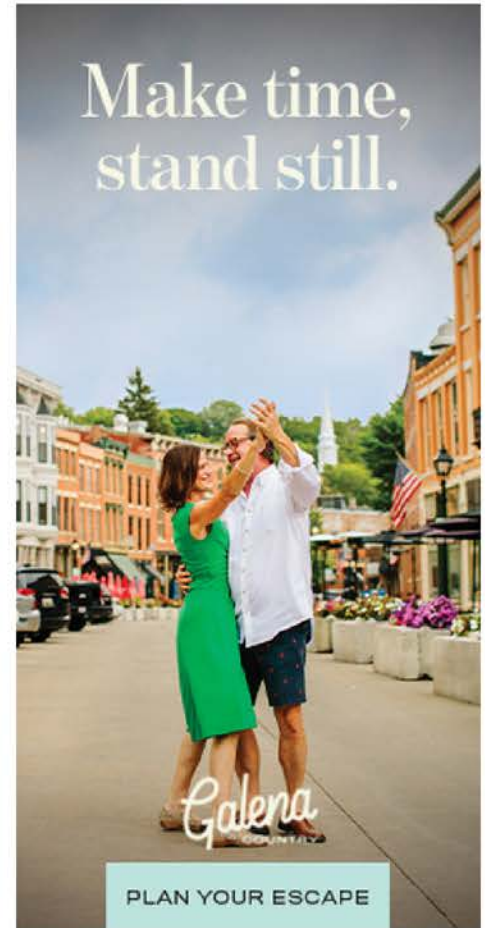
- Hispanic Heritage Month - Live @ the Plaza
- CEO signs Allyship Letter
- Rose Noble appointed to Destinations International Board of Directors



Marketing/ P.Relations

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DIGITAL AD SELECTION THAT RAN DURING Q2:



1,290 new leads were added to our database, directly influenced by our ad campaigns.

SEM/Display/Google/Audience Targeting

Top three SEM keywords

- Romantic Getaways in Illinois
- Romantic Cabins in Illinois
- Things to do in Illinois

Top three SEM Ad group

Campaigns:

- Attraction
- Visit
- Hotels & Resorts

Ad Campaigns

Make Time to Take Time Campaign Recap:

This campaign's look and feel will reflect the Forever Original branding. It will highlight the importance of finding the time out of a busy schedule to recharge in Galena Country. Whether It be a workcation, a corporate retreat, or a midweek getaway, there are ways to still be productive while taking time for yourself and your loved ones.

This digital campaign hits high-income zip codes in the primary and secondary target locations utilizing paid promotions via audience targeting and social media. Additional messaging has been included in e-news and unpaid social media posts.

Marketing/ P.Relations

continued

Video/Photoshoots in this quarter included:

Interview Videos:

- Apple River Fort, Three Sisters Sweet Shoppe, and Fergedaboutit Vineyard & Winery

In July/August, we worked with Drone Media Chicago to record interview videos of these local businesses – we had also planned on Pecatonica, but COVID put a wrench in things.

Molly Holmberg:

- Chestnut Mountain, Gramercy Park, Gateway Park, Galena Main Street, Horseshoe Mound, Julien Dubuque Bridge, Wapello, and Witkowsky

In August, we worked with Molly Holmberg to capture images & videos of Galena Country's nature preserves/scenic views.

Promotional Photo Shoot:

- Galena Trolley Tours, Galena Kids, Galena Kandy Kitchen, Galena River Outfitters, Galena Main Street, Galena Bakehouse, Galena History Museum, Dowling House, Old Fashioned Ice Cream Parlor, Lil General Mini Golf, La Michoacana

In August, we worked with Matt Hass to highlight family-friendly spots in Galena.

Dog Photo Shoot

- Grant Home grounds

In September, our team did a photo shoot of local dogs. In preparation, Emily selected the dog models, reached out to 22 models, secured the truck, organized the schedule for shoot day, assisted in the facilitation of the shoot, and recorded content for social. We will potentially be using this image for our VG cover.

Scenic Drive Video/Dittmar Farms:

- The View Motel, Cajun Jack's, Dittmar Farms, Scenic Overlook, Highway 20, Stagecoach Trail, Council Hill Station, Thunderbay Falls, Galena Main Street

In September, we worked with Drone Media Chicago to record a scenic drive video (it was planned to be a motorcycle video, but our models canceled due to weather). We also shot a promotional video for Dittmar Farms & Orchard.

Event footage

- Live @ the Plaza, Cemetery Walk, Galena Cellars Fall Harvest Fest, Warren Pumpkin Fest

Hired and scheduled Invasive Media to capture local events for social media.

Victoria Alao - Influencer:

- Grant Park, Bread & Vine, Galena Main Street



Visitor Center Contacts

- 7,416 guides distributed
 - 4,338 walk-in visitors
 - 300 phone calls
 - 116 email inquiries
-

Q1 Top Media Mentions ...

TheTravel.com - 10 Road trips from Chicago that make leaving the city worth it

Travel Awaits - 7 Amazing Things to Do in Quaint Galena, Illinois

US News Travel - 16 Top Romantic Getaways in Illinois

Enjoy Illinois - Fall / Winter 2022-2023 COVER

Thrillist.com - The Must-Visit Small Town in Every State

ABC7 Chicago - Fall Travel Getaway across Illinois

Midwest Living - Fall Getaway to Galena, Illinois

The Travel - 10 Most Beautiful Towns in Illinois

KWQC Audience Targeting Campaigns

- Audience targeting impressions? 796,423
 - Clicks? 786
 - % Video completion? 67.33%
-

Online Direct Booking

Updated reporting to be sent in
Quarter 2 - pending vendor delay

Strategic Marketing Manager Official Visitor Guide (OVG) and website refresh:

OVG

- Communicated with the comms department about business listings for the new visitor's guide and website
- Communications and approvals of Bingo Board and Back Cover with a freelance designers
- Provided Madden Media with the stories outline for the OVG
- Story Proofing for OVG
- Business Listings proofing and rework after errors found
- Photo selection for OVG
- OVG Mock-up review and feedback
- Dummy review and print order
- Correspondence with Freeport Press regarding OVG printing

Website Refresh:

- Provided collateral for Simpleview CMS and CRM
- Extranet Training
- Provided data for extranet
- Discussions about forms on the website
- SEO findings
- Design ideas and discussions

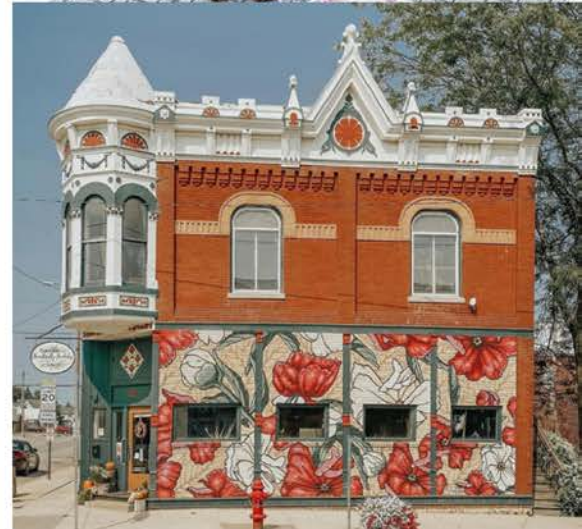
Strategic Marketing Manager (Vendor) Meetings:

- Bi-monthly Simpleview - multiple calls leading up to site redesign
- CrowdRiff Localhood introduction
- Mailchimp – investigating possible change over to them
- Monthly catch-up call with Madden Media
- OVG photo selection with ET & RN
- Madden Media onsite visit and presentation of quarterly numbers
- Visitor Center Marketing Meeting with RN, JK, and LK
- UMCVB in Champagne
- OKRP meeting regarding Jane Lynch filming in Galena
- OVG Dog Cover photoshoot meeting with RN & ET
- 2023 Video Meeting with Drone Media Chicago

Adverts:

Secured the following advertising with these relevant publishers/vendors:

- Enjoy Illinois AD for Spring/Summer issue of 2023
- Route Magazine Ad for Oct/Nov 2022
- MWL Winter Out & About Full-Page Ad for Dec 2022
- MWL Holiday Travel Section 2022 Listing
- Signed Unique Venues 2023 Contracts
- Pride Journeys Listing and Twitter Post
- Mobile Fuse Digital Ads with Madden Media





Destination Developments and Group Experiences

- Tour Illinois Vice Chair
- Original Experience Development
 - New Dittmar Farm experiences added
- Lead team contact for Illinois Office of Tourism commercial TV and photoshoot.
- Meeting with Event Planners for possible new events
- Live @ The Plaza
 - Green Street Plaza last Thursday of the month (May-September)
 - Lead team contact for all organizing, including food and music as well as volunteers
- Group research
 - a.Car
 - b.Motorcycle
 - c.Cycling
 - d.Outdoor enthusiasts
 - e.Corporate Retreats
 - f.Wellness Retreats
 - g.Small organization conferences
- Film Opportunities- NW Illinois Film Department Liaison
- Group and Tour Bus leads
- Destination Development Items
 - Lighting
 - Parking
 - Transportation
 - Events
- EDGE committee
- Jo Daviess/Carroll Counties Greenways & Trails Planning
- Collaborations amongst Galena Country stakeholders



Operations & Visitor Center



Visitor Center

The GCT Operations Director oversees operations in the Visitor Center, replacing our VisitorCenter Manager position (The employee who was acting as the Visitor Center Manager has been promoted to ContentMarketing Manager). This position is responsible for all programming in the Center including scheduling, stakeholder features, displays, and special projects.

Forever Original Features in the Visitor Center this quarter include:

Galena Roasters

- Cupping Experience

Haunted Experiences

- Haunted Galena Tour Company
- Amelia's Ghost Tours
- A Darkness Lovely
- Vignettes & Poopsie's

Featured Stakeholders in Visitor Center display case this quarter include:

- 101st Elizabeth Community Fair – coordinated with Elizabeth Chamber
- Apple Orchards in Jo Daviess County

Projects

Operations

- Hired Derinda Valley to clean up landscaping and add new plantings around Depot Building.
- LTCB – Local Tourism Convention Bureau Grant
 - Finalized & Submitted FY'22 Grant Report
 - Processed & Submitted FY'23 Grant Application
 - GATA Programmatic Risk Assessment
 - Internal Controls Questionnaire
 - Uniform Budget
 - Program Specific Application
 - Mandatory Disclosure form
 - Conflict of Interest Form
- Worked the July Live @ The Plaza Event.
- Built new Remote Work Tracking Form for staff tracking
- Update financial forms for the new fiscal year.
- Cleaned out and organized the GCT storage unit.
- Assisted with photo shoot – all day

Projects

Visitor Center

- Hired a part-time visitor center representative to replace an outgoing employee.
 - Interviewed and hired a part-time visitor center representative.
 - Onboarding
 - Training
- Trained on and executed OptiSigns - displayed local events

Meetings & Associations

- Attended UMCVB in Champaign – Urbana
- Met with staff for Grant Statue Unveiling Event

Community Relations/ Advocacy



Government

ICCVB - CEO meets with the Board of Directors monthly and sits on a statewide call with ICCVB CEOs and the Illinois Office of Tourism monthly. CEO acts as an elected Officer, sitting as the ICCVB Vice Chair and attending monthly board meetings. The Vice Chair is in all discussions related to legislation as well as industry funding, Illinois Office of Tourism grants, and budgeting. The discussion topic focused on ICCVB's Strategic Planning this past quarter was to finalize a new Strategic Partnership program, updated member dues structure, and secure FY24 funding from the state.

City Council - CEO attends meetings regularly to provide the opportunity to answer questions on all reporting and tourism-related matters. FY'22 Q4 reporting was presented to the council in August.

County Board & County Board Committees - CEO sits on the AdHoc Economic Development Committee and Quality of Life Sub-Committee with monthly meetings and also regularly attends the Planning & Development Committee meetings. Topics of discussion revolve around destination planning in alignment with Quality of Life/Place, including but not limited to New Residents' Welcoming Kit, Sustainability, Workforce, and Diversity and Inclusion efforts. FY'22 Q1 reporting was presented to the County Board in August.



Other Engagements

Meetings & Associations

ICCVB monthly Board Director meetings - The CEO also attended legislative committee meetings. Discussing the strategy of ICCVB funding moving forward.

Upper Midwest Convention and Visitors Bureaus (UMCVB) conference

All staff attended this educational and networking event. Educational programming for the group included:

- Sustained Success for DMOs
- The New Imperative of Destination Leadership
- Rethinking ROI for the Modern DMO
- Roundtables: CEO Roundtable on New Revenue Streams, Sales, Workforce Development, Special Events
- Talent Attraction
- Group Travel – Where it was. Where it is. And where are you?
- Growing Esports in Your Community
- Why You Should Care about Public Relations Measurement
- Digital Content Strategies that Uplift Communities
- Strategic Planning for Sports Organizations
- The Fundamentals of Diversity, Equity & Inclusion
- Field of Dreams Case Study
- Destination Reputation Management
- Language of Diveristy
- The Business of Photography
- Remaining Top of Mind During Times of Change
- Maintaining Engagement with Boards
- Accessible Tourism
- Three Transformational Opportunities – For DMOs and Destinations

Other

GDBA meetings (CEO attended), Chamber meetings, and one-on-one stakeholder meetings, including this quarter with Jo Daviess Conservation Foundation (JDCF) Board Meetings, Village of Elizabeth, NWILED and Jo Daviess County Housing Study, and Grant County Tourism.

Staff Site Visits - GCT staff visited Berning Acres and Mulgrew's in East Dubuque.

Beautification Destination Development Program

CEO met with the Mayors in August to discuss the new programming and status updates. Solo meetings to discuss projects and ideas in East Dubuque, Warren and Stockton were also held in Q1.



Other Items

Live @ The Plaza – that’s a wrap!

We finished out our Live @ The Plaza event programming for the year with a great turnout at September's event. We spent the evening celebrating our Latino-owned businesses and had an amazing community turnout. I will recap this program in more detail in our upcoming meeting packet. Thank you for supporting this event!

Letters of support went out to the Illinois Department of Transportation for the City of Galena’s River Trail Wayfinding project and to the Illinois Department of Commerce & Economic Opportunity for Elizabeth’s Rebuild Downtown sidewalks project.

Wi-Fi boosters installed in Depot Park, just in time for Oktoberfest!

This allows event guests and coordinators to hop on Wi-fi for calls, searches, and social. Our organization paid for the installation will be found for free when a browser window is opened under SP Hotspot (we plan to rename this to Free Hotspot and prompt the VisitGalena website when one chooses to use it)

Organizational Audit - Financial Assessment

Back in July, we received our draft Financial Assessment from our Organizational Audit in June. I have been working with CFO By Design on this assessment and had a follow-up call this month. Last week, the Finance Committee met to discuss some upcoming policies that the board will be voting on at our January Board Meeting. In addition, I am working on updating our financial reporting. The full board will vote on installing new policies/processes in January, pending a recommendation from the Finance Committee.

Grant Statue dedication

We will be unveiling on Tue., Oct. 11 @ 9 a.m., at Washington Park in Galena, with a word from the Mayor of Galena. The timing of this event was scheduled around the City to ensure public works can install and the Mayor can attend.

County-wide EMS discussion this week

There have been a few articles in the Flash and Gazette discussing the 1% lodging tax add-on for EMS and subsequently our tourism dollars and budget. I am working with the Finance Committee, GCT Board Chair, and GCT Treasurer to ensure proper information is being shared about our budget and operations.

Illinois Office of Tourism in town to shoot a commercial next week!

Famous actor, Jayne Lynch, was in town along with a crew of more than 65 people, to shoot a national tv commercial and digital promotions campaign. We worked with the state’s creative agency (OKRP) to secure this awesome promotion and helped coordinate logistics, including lodging for up to 80 persons for 2 overnights. The estimated economic impact from this filming is \$30,000+ and the estimated promotional impact is in the hundreds of thousands of dollars considering this is a part of the state’s Middle of Everything national campaign. This campaign will feature 9+ tourism-related businesses, plus the city of Galena.

Other Items

Large Lodging Meeting- A committee meeting with large lodging representatives will meet Wed., October 12.

Agenda includes:

- Present current lodging tax collection report
- Lodging collection discussion (occupancy, city/county electronic submissions)
- Data collection discussion (can hotels provide zip codes, avg daily rates, etc.)
- Shuttle systems (lodging by-in?)

Staffing - We had a position turnover with our Community Engagement Manager in September and are planning to refill that spot in November. Timing has been delayed a bit as we have another staff position, the Communications Director, on leave.

FY23 Strategic Goals

- We have begun to chip away at this year's goals. Below are a few items already accomplished, or in the works:
- Add to the GCT Original Experiences programming.
- Increase promotional efforts to support GCT's EDI initiatives, including engagement with Latino-owned businesses and features on women-led and LGBTQ-led businesses.
- Activate Destination Experience Development projects in Warren, Elizabeth, Stockton & E. Dubuque.
- Work to secure Wifi boosters for at least two events.
- Activate and engage a Large Lodging Committee to foster better data collection and sharing.
- Update the website quarterly with reporting on Strategic Plan progress, marketing campaign progress, and Galena/Jo Daviess County Accolades

Stakeholder Compliments

"Hi Rose, Your efforts to make a large incremental difference is certainly apparent when comparing Mineral Point, Wisconsin, to Galena. My goodness, our recent visit found the architecture and shops a real treat but the streets were empty on a Saturday. There is no ideal dining or lodging that attracts people. The lack of marketing for this very pleasant spot is so sad. The shops had far more good art than we remembered. It was just a good reminder that the image attracts people to our county." - Diane Gallagher