



# Galena Country Tourism

FY23 - Q2 REPORT



**Tue, January 10, 2023**

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

# Marketing/ P. Relations

## Q1 BLOGS & BLOG ROLL

4 Blog Refreshes, 2 New Blogs:

1.Oct:

- No tricks, just treats in Galena Country
- Gather your gang in Galena Country (new)

Nov:

- Magical Christmastime in Galena Country
- Four Seasons Countless Reasons (new)

Dec:

- 9 Luxury Stays in Galena Country
- 11 Hidden Gems in Galena Country

*\*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 seasonally focused – so fall & winter. I'm continuing with the simplistic approach, using footage taken from my phone. I've noticed that the scenic drone work continues to do well also.

- **24 Reels & 5 Tik Toks**
- **Engagements: 11,315**
- **Views: 153,671**

# 1,038 NEW EMAIL SUBSCRIBERS

## Monthly Email Correspondence

eNews themes:

- Oct. Monthly: Gather your gang in GC
- Oct. Segmented: No tricks, just treats
- Nov. Monthly: Four Seasons Countless Reasons
- Nov. Segmented: Magical Christmastime in GC
- Dec. Monthly: 11 Hidden Gems in GC
- Dec. Segmented: 9 Luxury Stays in GC

**Avg. Click Rate: 5% - Avg. Open Rate: 37%**

# 3.33M IMPRESSIONS

## Social Media *(total of all platforms)*

-9,849 new followers *(facebook & instagram)*  
-136,608 engagements *(fbbook, insta & pinterest)*

# 36 MEDIA PICKUPS

## Blogs/Stories/Media

-1,467 Pinterest clicks  
-15,855 blog reads  
-11,847 digital guide views  
-2,798 hours watched (YouTube)  
-172,6 views (YouTube)  
-TBD earned media impressions  
-TBD User-Generated image rights  
-87,374 CrowdRiff gallery views

## OTHER ANALYTICS

Select Webpage traffic (views):

- Events Calendar - 68,290
- COVID/FAQ - 747
- Wedding Kit - 44



# Marketing/ P.Relations

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## WEBSITE ANALYTICS

- 205,830 users browsed the VisitGalena.org
- 240,800 sessions on VisitGalena.org
- Spending an average of 1.56 minutes on site.
- Sessions made up 84% of new users and 13% of returning users.

### Industry eNews:

- Due to staff turnover, there were no newsletters sent during Q2

### Campaign Leads:

**1,139 new leads were added** to our database, directly influenced by our ad campaigns.

### SEM/Display/Google/Audience Targeting

Top three SEM keywords

- Galena Events
- Things to do in Galena, IL
- Galena, IL things to do

### Top three SEM Ad group

#### Campaigns:

- Attraction
- Visit
- Hotels & Resorts

### SEM targeted clicks: 26, 705

- CTR % rate: 15.44%
- CPC average: 0.18%
- Impressions total: 172, 907

### RLSA (Google Remarketing)

- RLSA clicks? 1,697
- RLSA CTR%? 0.04%

### DISPLAY (Prospecting & Remarketing in Madden)

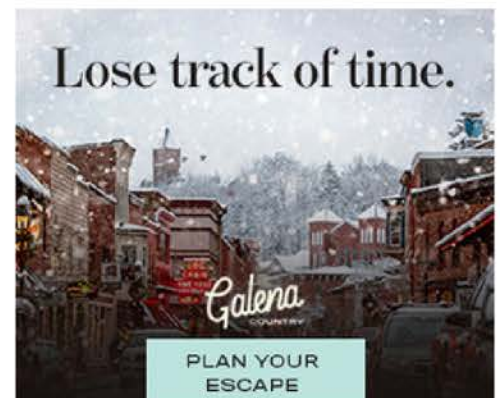
- Impressions: 4,783,524
- Prospecting: 3,839,672

### AUDIENCE TARGETING (Prospecting in Madden)

- Impressions: 3,839,672
- Clicks: 1,453
- Video completion: 168,325

### KWQC - AUDIENCE TARGETING

- Impressions: 796, 423
- Clicks: 786
- Video completion: 67.33%

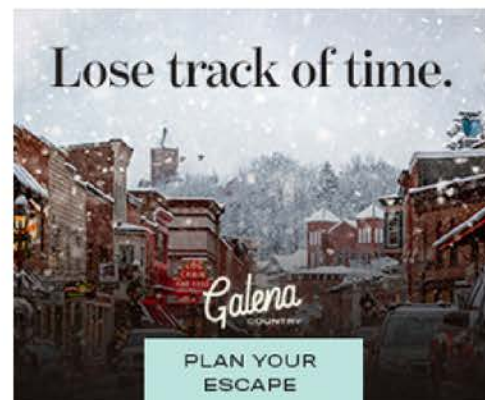
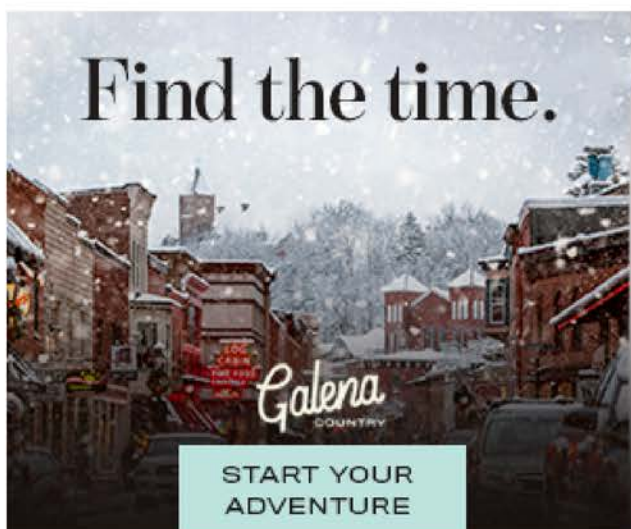




# Marketing/ P.Relations

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DIGITAL AD SELECTION THAT RAN DURING Q2:



## 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 be still 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

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## Video/Photoshoots in this quarter included:

### Photo Shoot with Haas & Haas Photography:

- Nuts Outdoors
- Galena Visitor Center
- Galena River Trail
- Galena Main Street
- Galena Canning Company
- Galena Taphouse
- Campeche
- Kaladi's
- Grant Home
- Grant Park
- Ramada/Birch Lounge
- Employee Headshots

*In October, we worked with Matt Haas to highlight fun, hip things for friends to do in fall. We hired 6 Latinx models to highlight diversity and inclusion. Content Marketing Manager also facilitated our company headshots.*

### Galena Luminaria Shoot:

*Hired DMC and Haas & Haas Photography to capture professional videography & photography of the Night of the Luminaria & Living Windows. I also captured social content for Tik Tok and Instagram during the event.*

### Invasive Media

- Galena Oktoberfest
- Galena Country Fair
- Galena Holidaze (photos & video)

*Partnered with Invasive Media to capture video recaps of local events for social media.*

### Meg McMillin - Influencer:

- Hoof It - Galena
- PT Murphy Magic Theatre
- Galena Main Street
- Peace of the Past Antiques
- Galena Brewing Company
- Galena Cellars

### Localhood Creators:

@ashosterhaus

- Galena Holidaze
- Fire in the Sky
- Night of the Luminaria
- Main Street
- Old Market House

@courtneytheexplorer

- Grant Park
- Galena Bakehouse
- Trolley Depot Coffee
- Peace of the Past
- Neighborhood Trading Co.

*In addition to Meg, we've also started working with Localhood, a new platform created by CrowdRiff that assists in hiring on new creators. These creators have captured lots of awesome video content that we plan to reuse on Tik Tok & Instagram.*



## Visitor Center Contacts

- **6,454 guides distributed Q2**
- **3,241 walk-in visitors in Q2**
- **224 phone calls in Q2**
- **311 email inquiries in Q2**

## Q2 Top Accolades ...

- **Midwest Living Magazine:** 10 New Places to Explore in Galena on your next visit
- 
- **TheTravel.com:** 12 Most beautiful towns in America
- 
- **IL Gov Conf. Award: Best Niche Targeting –** Amazing for All Pride Series
- 
- **IL Gov Conf. Award: Best Branding –** Forever Original
- 
- **Unique Venues 2022 Planner's Choice Awards:** Best Filming Destination

## Online Direct Booking

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

## **Strategic Marketing Director - Other Projects**

### **2022 OVG Liquidation:**

- 1,615 2022 OVGs were inserted into the Chicago Sun Times and delivered to their subscribers at the end of December.
- Set up a new FB Display Ad campaign with Madden Media for OVG requests until the end of Dec.

### **2023 OVG:**

- Content finalized (including custom map)
- Correspondence with printer regarding print and distribution

### **Simpleview Website:**

- Sitemap Presentation and approval
- CRM setup, training, and data review
- Content planning
- Hired an illustrator to design the map for the website

### **Secured Localhood & Creator Services:**

- UG content and short-form video content for social media

### **Illinois Governor's Conference Award Submissions:**

1. Best Branding – Forever Original
2. Best Event – Live @ the plaza
3. Best Niche Targeting – Amazing for All Pride Series – **WINNER**
4. Best Printed Collateral – Official Visitors Guide
5. Best PR Campaign – Tourism Week / Master Plan and Eco Impact – **WINNER**
6. Best Social Media – Short Format Video
7. Best Tourism Campaign – Forever Original

### **Let's Go with Catie Keogh:**

Radio/Podcast Interview with Catie Keogh – aired on WLS-890 AM, a radio station that broadcasts local news, shows, and programs (approx. 586, 170 listeners) and is available as a podcast on Apple and Spotify.

### **Revised 2023 Content Plan:**

Changed the content plan to suit workflow better and provided monthly deadlines for the content manager to achieve. The plan is based on recycling content from the 2023 OVG and creating short-form videos to align with our campaigns.

### **Q3 & Q4 Marketing Campaign and Initiatives:**

Created the Forever Original Campaign layout for Q3 & Q4, which outlines what zip codes we will be targeting, blogs, newsletters, and initiatives.

### **Adverts:** Secured the following advertising with these relevant publishers/vendors:

- Route Magazine Ad for Dec/Jan 2023
- MWL 2023 Best of Midwest Back Cover
- MWL 2023 Spring Issue Insert (Provided assets and content)

### **Strategic Marketing Manager (Vendor) Meetings:**

- Simpleview Discovery calls (bi-monthly)
- Madden Media (monthly)
- Grant Statue Unveiling
- TikTok planning
- 2023 Photo Shoot Planning
- Midwest Living - 2023 Spring MWL Insert
- Live @ the Plaza planning
- IL Governors Conference in Chicago
- Destination ENV
- Illustrator meeting for website
- Training with Communications Director





## Destination Developments and Group Experiences

- Tour Illinois Chair- Organized sponsorship and operator gift for American Bus Association Conference in Detroit. Organize and facilitate monthly zoom calls.
- Original Experience Development
  - Discussions with Berning Acres
- Lead team contact for Illinois Office of Tourism commercial TV and photoshoot. in October 2022.
- Meeting with Event Planners for possible new events (see pg 8)
- Live @ The Plaza - Thursday Night Live at the Plaza
  - July, August and September events were well attended. Only positive feedback. Each Plaza even grew in numbers. Looking forward to see how the program grows in 2023.
  - 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
- Wi-Fi Depot Park
- Worked with Jo-Carroll to get Wi-Fi set up in Depot Park by October 1 for Oktoberfest event.
- Destination Development Items
  - Lighting
  - Parking
  - Transportation
  - Events
- EDGE committee
- Julien Dubuque International Film Fest
  - Expansion to Green Street Plaza for outdoor screenings
- Jo Daviess/Carroll Counties Greenways & Trails Planning
- Collaborations amongst Galeana Country stakeholders







## Destination Developments and Group Experiences

JDIFF - Julien Dubuque International Film Fest, Saturday April 22, 2023. Outdoor Films Saturday Night @ Green Street Plaza (free for locals and visitors). Indoor Films DeSoto House All Day Saturday

Food Truck Fight- BRB Live - Returning- Saturday, June 3, 2023 at Depot Park. Working on new ideas to improve from year 1.

Galena Golf Club - Booked Turner Hall for Annual Meeting- November 5, 2022. Approx 200 attendees

Worked with Holiday Winter Market, December 3, 2022. Committee meetings- helped with musicians and GCT warming station and Santa photo booth area. Set up and tear down.

IPELRA - Oct 25 Galena Brewery Tour for 30 attendees and 35 for Galena Cellars tasting.

American Queen Voyages - Approx. 18 daytrips to Galena from Dubuque Port. Helped set up Step on Guides- Each trip has been approx. 25-40 guest per.

FBI State Conference at Eagle Ridge - Provided 100 gifts bags for the group on November 1.

Berning Acres - Met with Natalie regarding a new Original Experience at Berning Acres in 2023.

All Together - Working on interactive self-guided walking tour of Stockton to enhance the downtown. Highlighting the history and beauty of Stockton.

Bob Towse- Working with him on a location for a family reunion in July 2024. Approx 60 attendees. Hotel rooms and catered meals.

Viking Cruises- Worked with Viking Cruises on a Galena excursion. Non guided leisure stops in Galena. We will meet them and have an information booth set up for them in Washington Park. They will be coming 8 times last summer/fall 2022. Worked with businesses on swag bag items and offerings. Unfortunately, was postponed for 2022 but working on 2023 excursions to Galena.

John Deere Classic - John Deere Classic booth for 2023 and giveaways for kids day bags.

Classic Car Group - 20 cars coming October 1, 2022. Got them set up to park at Rec Park.





## Destination Developments and Group Experiences

Travel Advantage- Late April 2023, 3 day 2 night trip to Galena- beginning stages of planning- sent info

Grant Statue Unveiling - Tuesday, October 11th- Worked with American Legion and Americana Band to attend. Galena Roasters provided coffee for attendees.

PTS Tours - September 2023 Bus Group- sent sample itineraries and hotel info.

Light the Trail Ride - Hosting the “Lets Talk” event in the GCT parking lot on October 6, 2022.

Bayer Group - Jan 24, 2023- 12 attendees- working on small group experiences and group dinner.

Jeanie B Tours - October 11th, 2022 helped set up a Step on Guide for the group.

American State Bank - Aug 8-10, 2023 Booked at Country Inn and Suites- working on experiences and activities.

OKRP (States Creative Team) - Coordinated a winter video and photo shoot at Chestnut Mtn, Golfmoor Inn and Ulysses Suites. December 20 & 21.

Group	Total Rooms	Attendees	Lead or Booked
Southwest Tour & Travel- June 29, 2023	30	58	Booked at DeSoto House
Illinois Tourism Office October 4-6, 2022	130	65	Booked at Ramada and Country Inn and Suites
Spring Lake Park Minnesota Recreation- Ladies Trip (Anne Scanlon)	80	40	Booked at Ramada
Wisconsin Bed & Breakfast Association	150	Approx. 100	Booked at Chestnut Mtn- November 1-3, 2023
American State Bank	50	45	Booked at Country Inn and Suites- Aug 8-10, 2023



# 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 this quarter include:*

### Galena Cellars

- Nouveau wines – 2018 to 2022
- Branded glasses
- Illinois Holiday Gift Guides – Galena Cellars featured

*Featured Stakeholders in displays this quarter include:*

- Jo Daviess County Orchards
- Featured all (3) orchards
  - Dittmar Farms
  - Orchards Landing - donated items
  - Terrapin Ridge
- Events listings
  - Holiday Tree Lighting
  - Holiday Festival & Fire in the Sky
  - Living Windows & Luminary Nights
  - Snowflakes & Sweets Stroll
- *Donated items from Dana Meadows*

### Digital Screen Features

- JDC video – featuring all seasons/communities
- Living Windows & Luminaria
- Holiday shopping on Main Street video
- Nouveau Stills
- Summit restaurant
- New Grant statue
- Stockton street murals

## Meetings & Associations

- Attended IL Gov Conference in Chicago
- Annual meeting with visitor center staff
  - Reviewed 2022 activities
  - Shared future marketing initiatives
  - New guide distribution expectations

## Projects

### Visitor Center

- Decorations were installed for the holidays
- Added winter greenery to outdoor planters
- Lighted tree and garland was added to the building for the month of December
- The visitor center is staffed with (3) part-time employees
- Staff duties include
- Greeted 3,241 visitors
- Answered 224 phone calls
- Responded to 311 emails
- Mailed 279 special requested guides
- Stock rack cards and information racks

## Projects

### Operations

- LTCB – Local Tourism Convention Bureau Grant
  - Completed CFYR on GATA
  - Uploaded 2021 Financial Audit on GATA
  - Submitted audit credentials on GATA
  - Completed (3) months of LTCB reports for DCEO
  - Submitted supporting documents to grant monitor for revenue request of \$213,832
- Processed outgoing paperwork and payroll for former employees
- Worked with BTS Phone Systems to move phones to new workstations for new employees
- Processed new employee paperwork
- Webinar training – Emotionally Challenging Situations at work



# 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 ICCVB CEOs met for a special-called meeting during the Illinois Governor's Conference on Tourism to discuss upcoming legislation on Tourism Improvement Districts (TID) - Senate Bill SB2324. The ICCVB Board is scheduled to meet in January 2023 to discuss the status of the recently passed bill as it awaits the House. CEO Noble will brief the GCT Board on this bill after returning from ICCVB Board Meeting on Jan. 20.

**City Council** - CEO attends meetings regularly to provide the opportunity to answer questions on all reporting and tourism-related matters. FY'23 Q1 reporting was presented to the council in December.

**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'23 Q1 reporting was presented to the County Board in November.



# Other Engagements

## Meetings & Associations

**ICCVB monthly Board Director meetings** - Discussing the strategy of ICCVB funding moving forward including Tourism Improvement Districts (TID).

### Illinois Governor's Conference on Tourism

All staff attended this educational and networking event.

Educational programming for the group included:

- THE FUTURE OF TOURISM | Chris Thompson, President and CEO, Brand USA
- THE WORKFORCE OF TOMORROW
- SUSTAINABILITY – ENVIRONMENTAL & ECONOMIC
- Working With Freelancers to Tell Your Story
- Reimagining Your Destination
- How to Ensure Your Destination is Accessible to All
- WHY DIVERSITY, EQUITY & INCLUSION IS IMPORTANT | Tyronne Stoudemire | SVP of Global Diversity, Equity & Inclusion for Hyatt Hotels Corporation
- THE NEXT GENERATION OF GLOBAL TRAVELERS
- The Buzz about Gen X, Y, Z
- Welcoming Back Global Travelers
- Navigating the Paid Media Landscape
- STATE OF THE STATE TOURISM ADDRESS | Sylvia Garcia, Director of the Illinois Department of Commerce and Economic Opportunity (DCEO) & Emanuel "Chris" Welch, Speaker of the Illinois House of Representatives

The Galena Country Tourism team brought home 2 of the 10 awards:

- **Best Niche Targeting** Budget A – Galena Country Tourism, #AmazingForAll Pride Series
- **Best Branding Initiative** Budget A – Galena Country Tourism, Forever Original



## Other

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

**Staff Site Visits** - GCT site visits for Q2 were rescheduled to Q3 due to weather.

### Beautification Destination Development Program

CEO and Groups Director met with development committee in Stockton, Illinois. Next planning meeting to be held in January with projected experience finished date set for June 30. CEO presented to Village of Warren for approval to begin installs in the Spring.



# Other Items

**Holidaze Event** - GCT was a proud supporter of the new Holidaze Event held at Green Street Plaza in Galena this past December. Our contributions included a warming station and Santa Claus Booth.

## Organizational Audit - Financial Assessment - Update

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. 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, per recommendations from the Finance Committee. The Finance Committee will also hear a presentation from both Illinois Bank and First Community Bank to determine that path for an Investment & Reserve Policy. The full board will vote on this policy at a special-called meeting in February.

## Grant Statue dedication

We held a successful unveiling on Tue., Oct. 11 @ 9 a.m., at Washington Park in Galena, with a word from the Mayor of Galena. Many attended and enjoyed coffee from Galena Roasters and handmade specialty cookies from Warren, IL.

## Illinois Office of Tourism in town to shoot a commercial

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.







### **Destinations International Board**

CEO attended her first official Board Meeting as a Director at Large for Destinations International in Baltimore, MD this past December. In addition to being added to the Membership Committee, Noble represents the small destination market and is one of the youngest directors.

**Large Lodging Meeting-** A committee meeting with large lodging representatives will meet Wed., Jan. 4. Agenda includes:

- Present current lodging tax collection report
- Lodging collection discussion
- Data collection discussion
- Shuttle systems
- Workforce and affordable housing

**Staffing -** We had position turnover with our Community Engagement Manager in September and Communications Director in November. We have since rehired for the Communications Director Role and will soon interview for Community Engagement Manager replacement.

Tom Rynott joins the team as our new Communications Director. A press release announcing his arrival is set to go out mid-January 2023. Tom has been with the organization since Dec. 5th, 2022.

### **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.
    - Spring roster will include 2 new experiences
  - 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.
    - Destination Development projects begin in Warren and Stockton
  - Work to secure Wifi boosters for at least two events.
    - First event to have boosters was Galena Oktoberfest
  - Activate and engage a Large Lodging Committee to foster better data collection and sharing.
    - First meeting held in October and second meeting held in January.
  - Update the website quarterly with reporting on Strategic Plan progress, marketing campaign progress, and Galena/Jo Daviess County Accolades
  - Connectivity discussions with City of Galena
    - Chair Ahmed and CEO Noble sat with City Administrator Moran to discuss cellular connectivity. A brief recap of this meeting will be shared at the January Board Meeting.

## Stakeholder Compliments

*"Thanks for yesterday's unveiling. You did a great job with this. I saw several people during my travels yesterday taking pictures." Barb Hocker--Director, Galena Area Chamber of Commerce*

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*"You did a great job on the Grant dedication, I really had a good time. The band was wonderful. I especially appreciate your help in getting the commission! You were a pleasure to work with in navigating the project through to completion, as well. Thanks again!" - David Seagraves, Sculptor*

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*"...I appreciate all the information and suggestion from the Galena Country Tourism office. You have a wonderful town and our attendees very much enjoyed their time. Justin was a wealth of information when we met. Thanks also for getting the Galena "goodie bags" put together and delivered to the Chestnut Mountain Resort!*

*Thanks for taking the time, Rose, to come to the conference to do the Galena welcome. It was very much appreciated and always a nice touch to have the local welcome too.*

*The conference feedback has been very positive, so we have chosen our 2023 conference location/dates. We will be back at the Chestnut Mountain Resort, November 7-9, 2023." - Kerri Thiel, Executive Director, Wisconsin Bed & Breakfast Association*

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*"Thank you for supporting my business!" - Paul Pendola, Galena Spoon Co., Illinois Made Maker*

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*"Merry Christmas to you and your staff as well. The vibrancy your team has brought to the marketing of Galena County is sincerely appreciated. To witness the thousands of visitors enjoying our area is heartwarming." - Mark VanOsdol - Galena Gazette/Galena Chamber of Commerce*

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*Thank you for the great picture of my store!!!! 🍷 - Nature's Treasures*