

**STEAL THIS IDEA:
PUBLIC RELATIONS
WINS IN ACTION**



DESTINATION
DOOR COUNTY

Hosting Group Media Tours



Hosting Group Media Tours



Hosting Group Media Tours



Hosting Group Media Tours



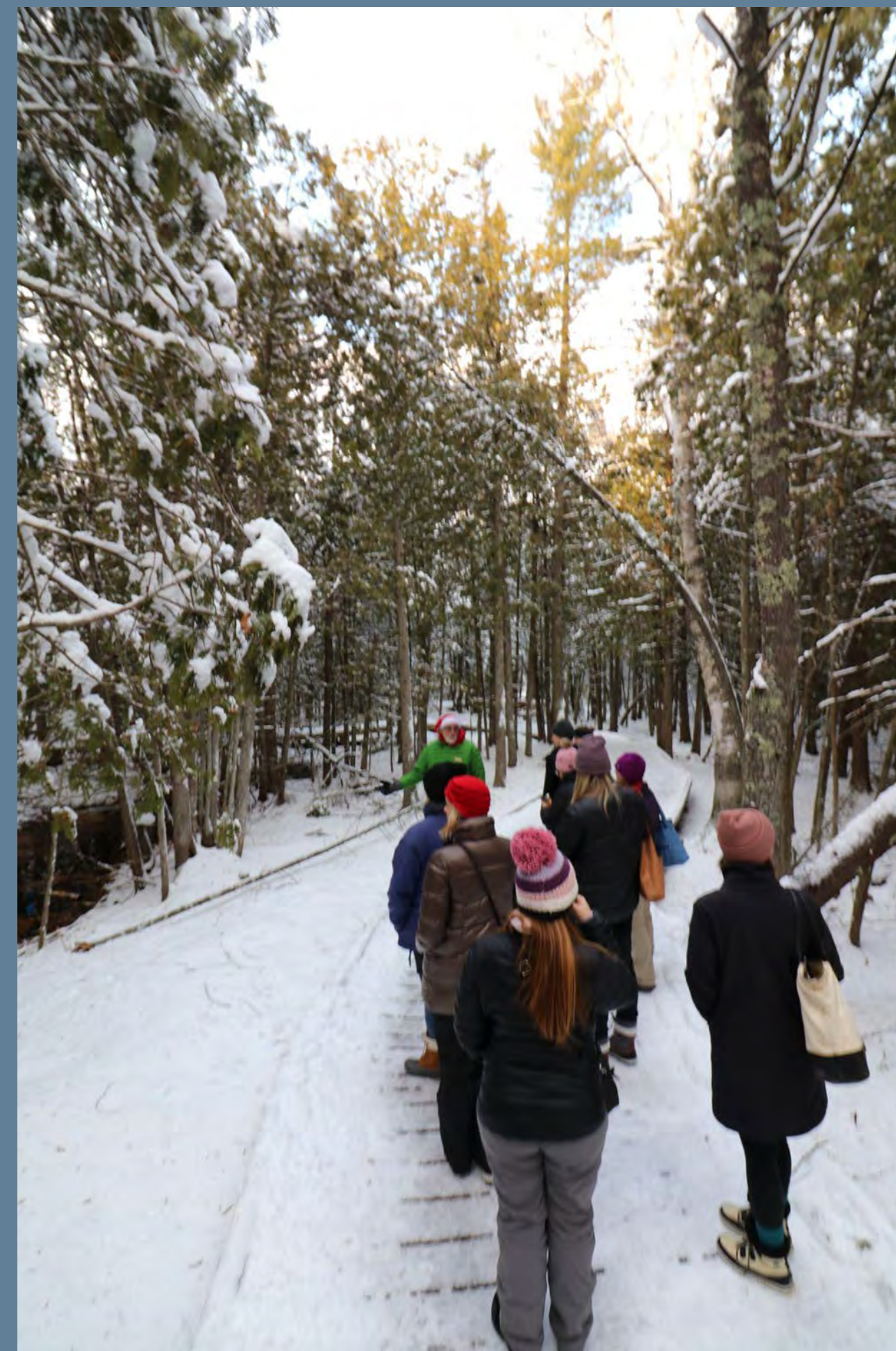
Goals

- Enhanced awareness of Door County
- Encourage consumers to visit
- Influence purchasing decisions through favorable editorial coverage



Secondary Goals

- Highlight participating businesses
- Showcase new/improved attractions
- Position Door County as an eco-conscious and sustainably focused destination



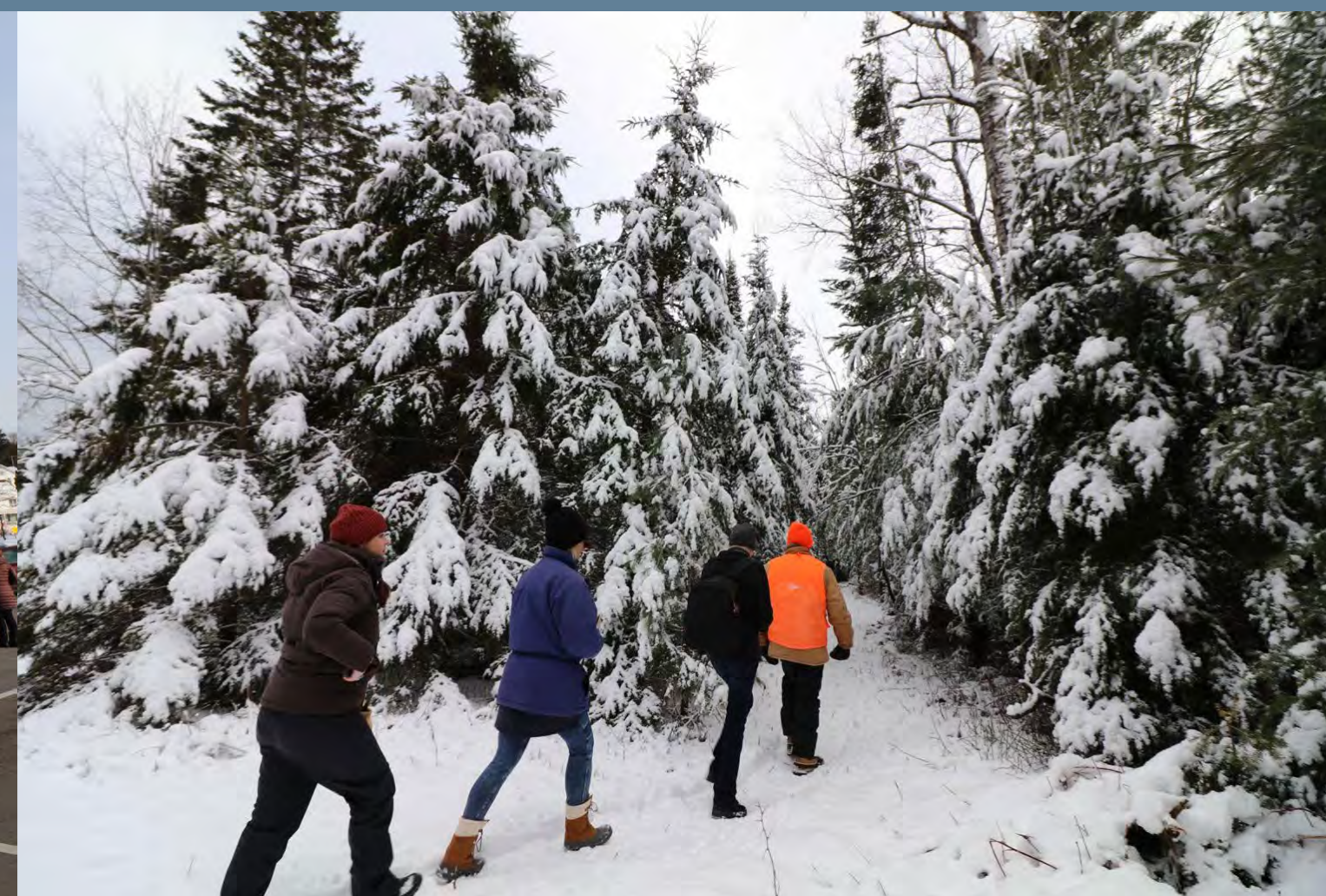
Long Term Strategy

- 2006 Strategic Marketing Plan Roots
- Program began in 2007
- Hired an Agency 👍
Geiger & Associates Public Relations



Strategies & Tactics

- Welcome travel journalists on themed press trips at specifically targeted times throughout the year
- First-hand experiences are key



Strategies & Tactics

- Highlight all four seasons
- Door County focused itineraries
- Feature different parts of Door County each trip



Strategies & Tactics

- Specialized Press Trips

Islands

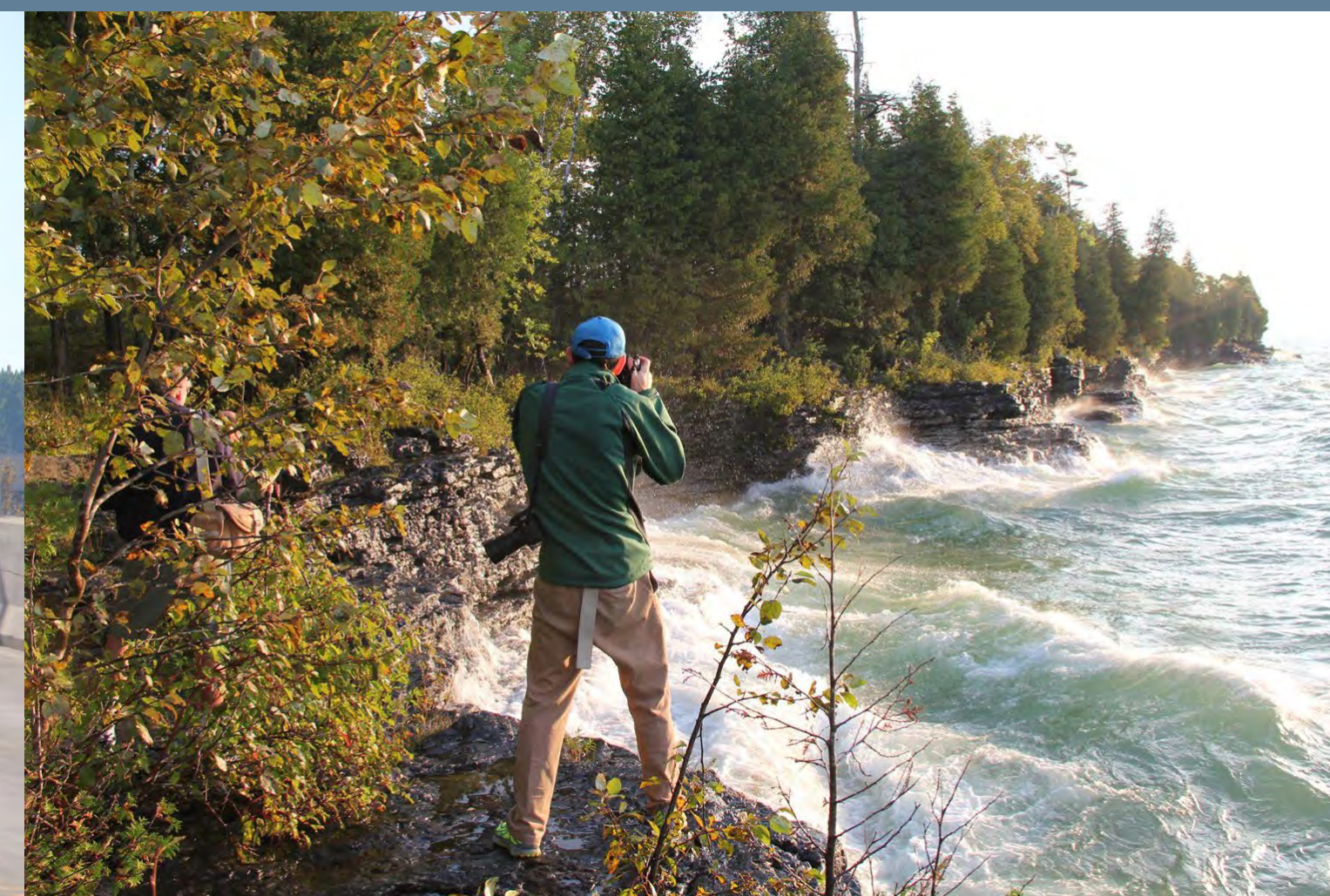
Motorcycles

Photography

Lighthouses

Silent Sports

Holidays



Measurable Success

- Journalists in destination
- Earned media value
- Impressions

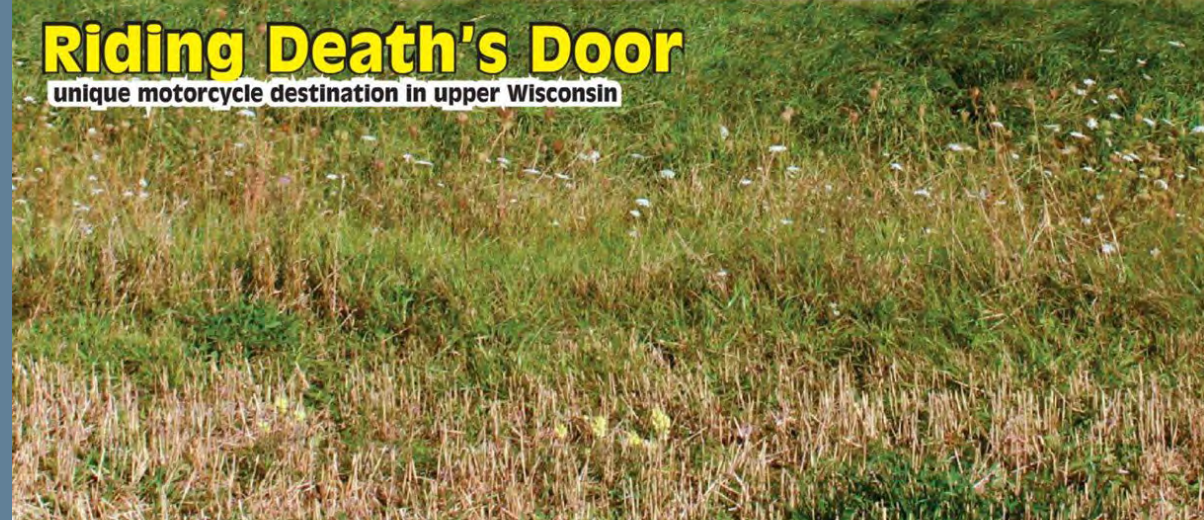
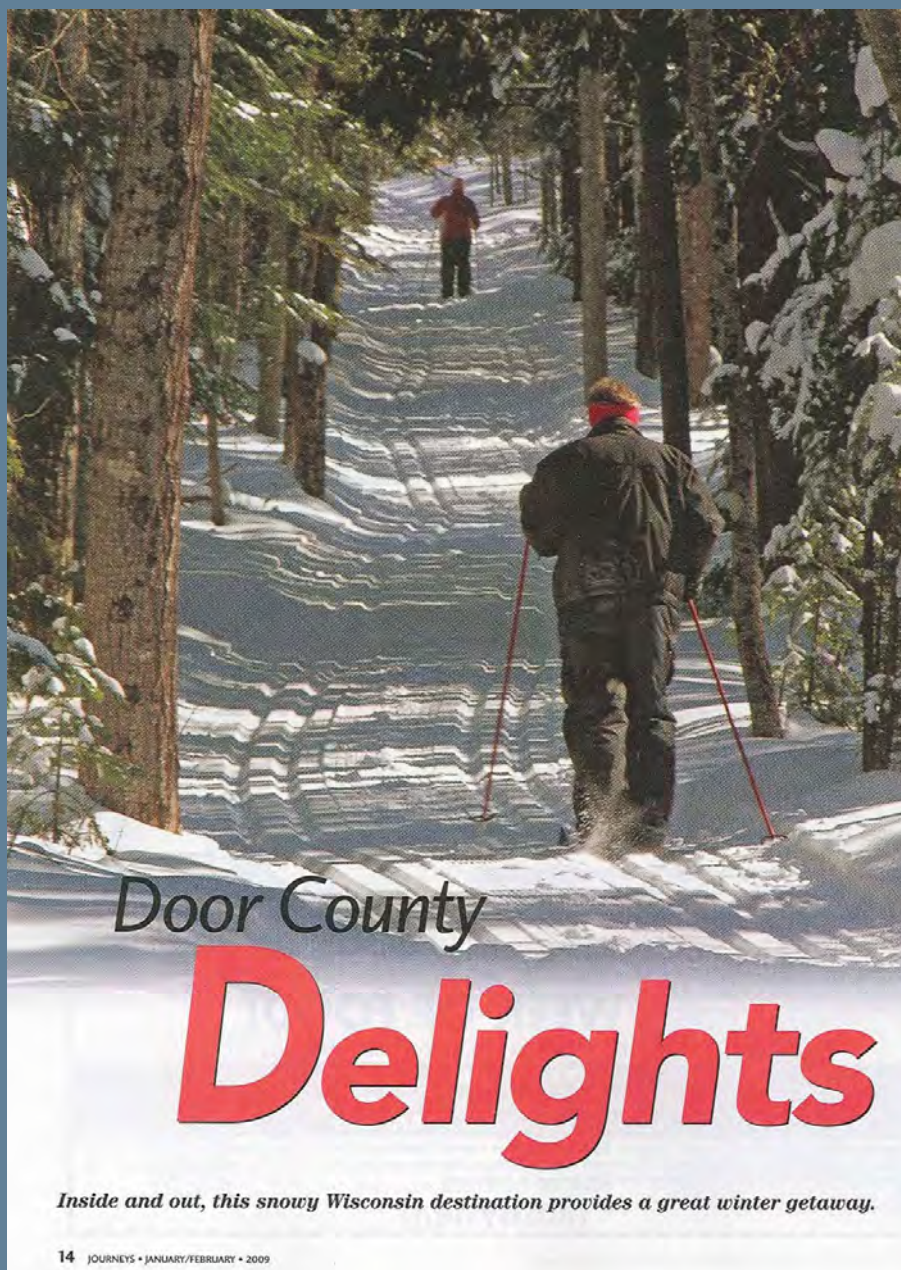


Measurable Success

- 1,100 + journalists have visited
- Nearly \$40 million in earned media value
- 9 billion impressions



Measurable Success



facebook | twitter

www.bridemag.com | www.facebook.com/wisconsinbride

Join over 94,000 Facebook Followers!

HD LOCKS DOWN STURGIS SIGNS 75 YEAR SPONSORSHIP PAGE 9	ELECTRICS GROWING GOVERNMENT EARLY ADOPTERS PAGE 9	RECALLS CHECK YOUR BRAND PAGE 35
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CHECK OUR BLOG AND DAILY WEBSITE UPDATES! WWW.USRIDERNEWS.COM



A Night Sky Showcase

Situated on a peninsula... by the waters... away from the... Door County... on for the night... time of year... glimpse of the... conditions... means the Kp... sets the level... size of three... order to view... road! We want to see where your travels have taken you, whether it's... Ring destination. Use the QR code to find AAA Wisconsin on Instagram... and use #AAALivingTraveled to show us where you've been.



The phrase "destination wedding" often conjures images of a bride and groom tying the knot on a pristine beach as the sun dips behind an endless expanse of water, or a sun-dappled vineyard with a couple saying "I do" under a canopy of grapevines. Yet another couple may dream of exchanging vows on a bluff overlooking rocky shores as a century-old lighthouse stands sentinel. In each case, the destination is the Door. With 250 miles of picturesque shoreline nestled between the waters of Green Bay to the west and Lake Michigan to the east, Wisconsin's 75-mile Door County peninsula offers quaint villages, rustic charm and enough breathtaking scenery to impress even the most discerning wedding guests. Tourists have long fallen under the spell of the Door, with its 10 lighthouses, five state parks and year-round splendor. The outdoor adventurer will find much in the way of kayaking and hiking in the warmer seasons, and snowier pursuits when the temperatures dip. Those who prefer adventures of the indoor variety may delight in one of the many arts venues and music performances available, along with wine tastings, fine dining and eclectic shopping.

Back in time
Many couples who choose Door County as a wedding destination have a childhood history with the peninsula, spending summers at a family home near the water or taking a long weekend for cross-country skiing in the winter. Bride Deena Siegelbaum grew up in Illinois and has fond memories of her family's vacation home in Fish Creek, a charming artistic community in the middle of the county. When the time came to pick her wedding locale, Siegelbaum, now a New York resident, knew just where her dreams could come true. "My fiancé and I wanted to be somewhere in the countryside where all of our friends and family could spend a relaxing weekend together," Siegelbaum says. "Even though Door County was a bit of a hike for those of us in New York, we knew it would be worth it."



Measurable Success



Measurable Success



The Door is Always Open

Door County, Wisconsin holds tight to its community, cherries and cheese.

In between bites of cherry walnut cream cheese, bacon maple bourbon-glazed tenderloin, and the cheesiest of tater cuds, I discovered the town of Door County, Wisconsin, and its inner workings, beautifully woven together. Every restaurant, shop and winery exhibited local pride and neighborliness. Resting between Green Bay and Lake Michigan, this community and its love for cheeses and cherries welcomes guests with an open, you guessed it, door.

Nestle in at the Beachfront Inn
Nothing screams "Good morning!" like tossing the blanket aside, slipping into my slippers, ripping open the drapes, and leaning my eyes on the views given to me outside my window. Baileys Harbor's Beachfront Inn hosted me in a second floor room overlooking Lake Michigan, a body of water I had never dipped my toes in. With an early morning

White fish and fish are prepared for the outdoor fish boil at the historic Old Post Office Restaurant. The traditional dish of white fish and vegetables is boiled in a cauldron.

Door County cherry pie is a favorite dessert in this cherry-loving destination.

White Gull Inn was deemed the winner of Good Morning America's Best Breakfast Challenge. To say I had high expectations was an understatement. Slipping on my morning coffee, eyeing an informative placemat offering literature on the history of the White Gull Inn, I ordered the famous, medal-adorned Cherry Stuffed French Toast. Placed in front of me was a plate full of toasted bread, filled to the brim with Wisconsin cream cheese, topped with tart cherries and powdered sugar.

For a fine dining experience, with some casual cheese grazing, the Glacier Ledge restaurant doesn't disappoint. Located right off the highway, this new eatery stops travelers with a cheese craving. While waiting for your table, feel free to scope out the wide array of meats, cheeses, and wines offered in the shop next door. Unbeknownst to me, the cheese is made directly beneath my feet — in a cheese cave. The elevator took me underground where a stone hallway allows you to look into different rooms, displaying different aging cheeses, all at different temperatures. Once seated at the table I splurged on multiple charcuterie boards, allowing time to savor each and every cheese.

To round up my restaurant visits, across the street from the water sits the Old Post Office Restaurant — a historic spot famous for their fish boils. Behind the restaurant sits a large cauldron filled with boiling water. I watched the Boil Master toss in red potatoes, onions, and Lake Michigan white fish into the pot — waiting for the large flames and the infamous "boil over!"

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Measurable Success

Chicago Tribune | Section 6 | Sunday, May 23, 2021

TRAVEL



Door County's lighthouses will welcome visitors during upcoming festivals

Maritime lore

By Jay Jones
For Chicago Tribune

FISH CREEK, WISCONSIN — From observation points within Peninsula State Park, Chambers Island can be spotted as a forested bump rising from the waters of Green Bay. But few of the 2 million annual visitors to Wisconsin's Door County ever eyeball the island's 7 1/2 miles offshore. Even fewer set foot on it.



Clockwise from top: The new lighthouse tower at the Door County Maritime Museum is a welcome beacon. DAN EGGERT/DESTINATION DOOR COUNTY; The Battery Harbor Range Lights were once used to guide ships into the bustling harbor. DESTINATION DOOR COUNTY; Dressed in a lighthouse keeper's uniform from the early 1900s, manager Hal Wilson stands on the spiral staircase of Cana Island's lighthouse. JAY JONES FOR CHICAGO TRIBUNE

One weekend each June and October, as part of the Door County Lighthouse Festival (tinyurl.com/hpr7hnce), the Quo Vadis, a tour boat based in Fish Creek, makes several trips to the island. At the dock, guests are met by Mary Ann Hilsbos, she and her husband, Joel, have been volunteer custodians for 45 years.

The island's heyday is long gone, but its sturdy sentinel, the Chambers Island Lighthouse (tinyurl.com/455J7fw), continues to provide a beacon for passing freighters and recreational boats. It has been the island's focal point since 1868, yet only twice a year can the typical traveler reach the green rock landmark.

"Water defines this peninsula. Everyone who has ever come here has come because of the water," Perlan noted. "They come here because of the water."

Today's tourists come to look at the water, hang out at the beach, go out on a boat," he continued.

The intention is for folks to first travel to the 10th floor's enclosed observation deck, and

18000 E. Cana Island Road, Battery Harbor, Wisconsin. doorcounty.com/cana-island-lighthouse is among the most visited attractions. Due to high water levels in Lake Michigan, most people traverse the causeway in a large wooden wagon pulled by a John Deere tractor. In a play on the brand's slogan, signage on the green tractor reads "Nothing swims like a Doorie."

Manager Hal Wilson greets guests during festival weekends wearing a lighthouse keeper's uniform from 100 years ago.

"Cana Island is a very important reference point," he said. "To the recreational boats operating at night, this light is very important, because there's nothing over here. It's pitch black."

Because of renovations this summer, the lighthouse's 97-step spiral staircase won't open until 2022. However, the keeper's house and a new interpretive center are open.

A short drive away at the Ridge Sanctuary, a 190-foot, boardwalk connects the upper and lower Battery Harbor Range Lights (0166 Wisconsin Highway 57, Battery Harbor, Wisconsin 5200-839-2802, tinyurl.com/2im787F), a less-familiar navigational aid. The keeper's house at the upper light is debating new exhibits this summer.

Across the peninsula, guided tours of Eagle Bluff Lighthouse (0249 Shore Road, Fish Creek, Wisconsin 920-421-3036, tinyurl.com/3c6v9h9), open to festival ticket holders. A carbon copy of the building on Chambers Island, the house is decorated with period furnishings, some of which belonged to William Daxson, the keeper for 35 years. He and his wife, Julia, raised seven boys in the home; the children slept in a second-floor bedroom containing two double beds, a trundle bed and a crib.

With their treacherous, lighthouses obviously evoke fascination with the sea. "It's a way to feel history," Wilson observed. "It's a visual reminder. How many people's lives were saved by that light?"

The 2021 Door County Lighthouse Festival will be held June 11-13 and Oct. 1-3.

People who can't visit Door County during festival weekends can enjoy several other historic lighthouses that welcome visitors during the warmer months. The Cana Island Lighthouse



The light guiding ships at Sturgeon Bay Canal Station's north Peninsula Lighthouse. DESTINATION DOOR COUNTY



Cana Island Lighthouse on a fall morning. DESTINATION DOOR COUNTY



The Sherwood Point Lighthouse on a fall morning. DESTINATION DOOR COUNTY

Beyond the Door

So much to see and do while you stay and play with Fido in Door County.

By SUSAN SIMS, PUBLISHER



FIDO
FRIENDLY
Meet the New Hosts of Lucky Dog
Tina Wiese and Rishi Khanna Wiese
Welcome to Elkhart Lake

IT'S NOT DOG FRIENDLY. We have been in heaven for trip many years pilgrimage that magical about coastline of Lake Superior. Names like Bad Sturgeon Bay to chanting as they Last year during

Dr. Marty Goldstein and The Spaw of Animal Care Hearing

It's like a glimpse of the past. said Chae Leebhaus of Milwaukee, who has stayed there five times with her family. "It's very private. You almost feel like one of the Kennedys."

People who can't visit Door County during festival weekends can enjoy several other historic lighthouses that welcome visitors during the warmer months. The Cana Island Lighthouse

42 Spring 2021

Leave no dog behind.

FIDOfriendly.com



The Feathered Star B&B is an 1800s home away from home for all of our adventures.

PHOTO CREDIT: SANDRA CHALSBINE AND THE FEATHERED STAR B&B



Patricia Jovan sits with Henry at Fish Creek Scenic Boat Tours where dogs are welcomed aboard.

PHOTO CREDIT: GREGORY GARY



PHOTO CREDIT: DESTINATION DOOR COUNTY

and be sure to try the local favorite "green and gold" pizza - an homage to Wisconsin cheese curds and the Packers.

With a full belly rub...er belly, set off to explore Whitefish Dunes State Park where your leashed Fido is allowed on the trails. The park is home to eight significant Native American villages from 100 BC to the late 1800s and is set on 863 acres of forest and dunes on rugged Lake Michigan shore, AND wait for it...there is a doggy beach nearby! The Fido-friendly trails

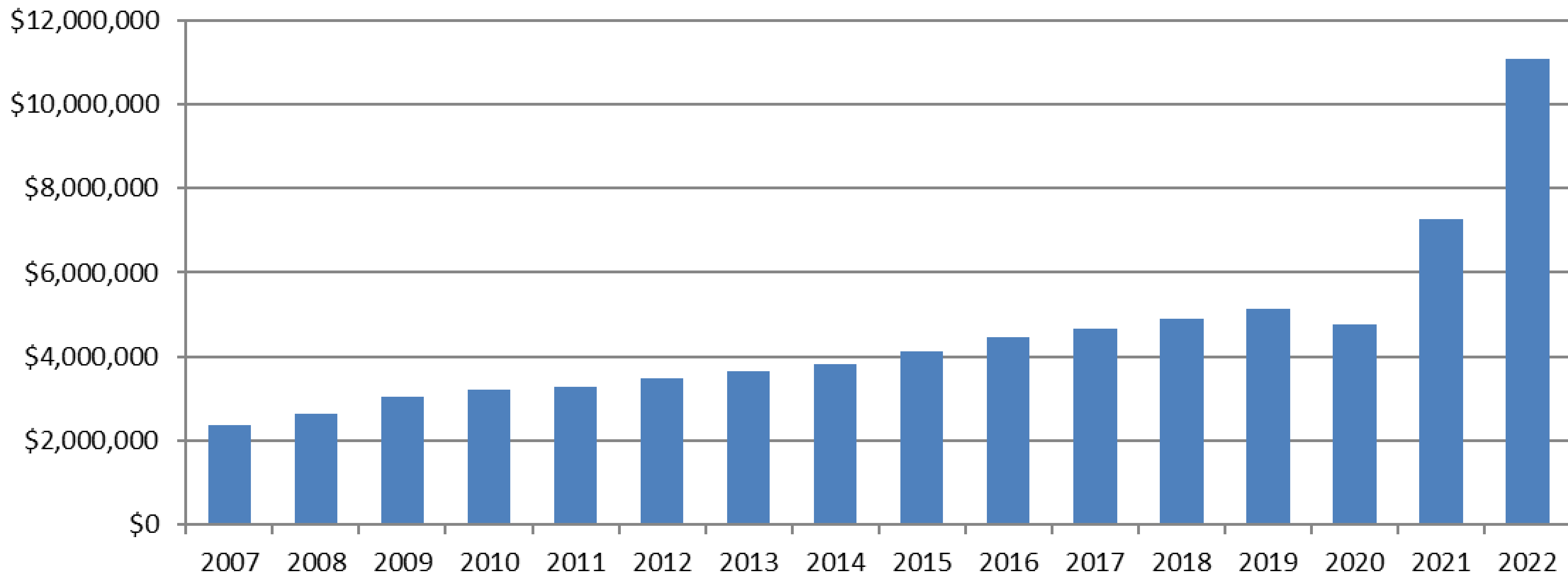
Spring 2021 43



Measurable Success

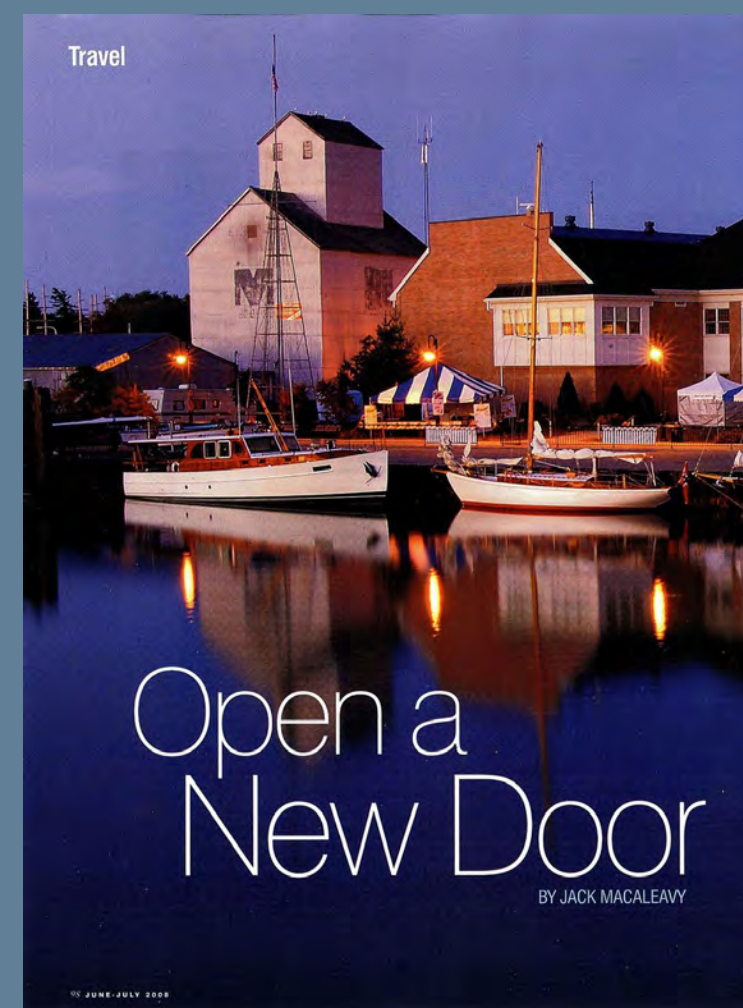
Door County Room Tax Collections

(in millions)



What We Learned

- Travel PR is WORTH IT (every penny)
- Don't be afraid to ask partners to host
- Complements marketing



TRAVEL+ LEISURE

Home + Trip Ideas

10 of the Best Small Towns in the Midwest

Move over, Chicago — the Midwest is also home to some stellar small towns.

BY KATY SPRATTE JOYCE | JULY 07, 2021



Fish Creek, Wisconsin



CREDIT: HALBERGMAN/GETTY IMAGES

It's hard to pick just one small town in Door County, Wisconsin (a.k.a. "The Cape Cod of the Midwest"), but Fish Creek is a charming option. Highlights include wine tasting at [Lautenbach's Orchard Country Winery & Market](#), dinner and a nightcap at the [Whistling Swan](#), and shopping at [Sister Golden](#). For those who want to experience a traditional fish boil or the famous cherry-stuffed French toast — both Door County delicacies — [White Gull Inn](#) is a must. As for outdoor recreation, look no further than nearby [Peninsula State Park](#), home to trails, a lighthouse, and swimming and kayaking galore. Rest your head at [Thorp House Inn & Cottages](#), a quaint choice for accommodations.

What We Learned

• Print + Digital + Social + Audio

Reader's Digest

RD.COM > ADVICE > TRAVEL

The Most Gorgeous Peninsulas in the United States

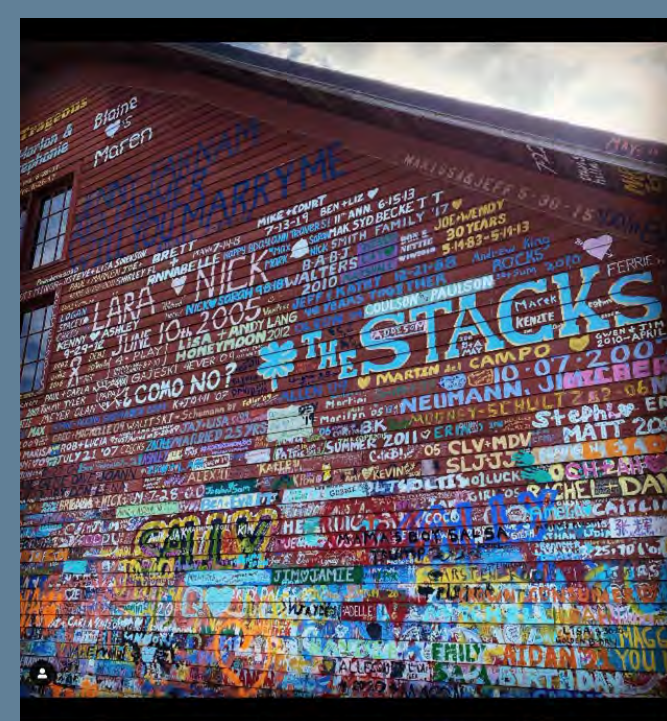
Katy Spratte Joyce
Updated: Aug. 13, 2020

Why should mountains have all the fun? Peninsulas are a geographic wonder that deserve to share the spotlight.



JACOB BOOMSMA/GETTY IMAGES

Door Peninsula, Wisconsin



katyjoyce • Follow
The Herby Gallery

Just spent another lovely few days in a favorite destination, Wisconsin's magical Door County. This #pressing focused on the creative spirit of the area, from the vibrant local arts scene, to inventive transplanted chefs, to the various makers on the Door County Beverage Trail. One must visit spot? @the_herby_gallery with its pictured Community Mosaic Project, where visitors can sign the warehouse gallery itself. Pop inside to explore work from burgeoning Door County artists and be sure to check out the stunning water views of Eagle Harbor. #midwestisbest #doorcounty #travelwisconsin

homesweethomewithamy Wisconsin has some pretty cool gems!

navisavtravel Amazing!

alliamy

thewisconsinista Such an iconic spot in Wisconsin!

Liked by doorcounty and 304 others
SEPTEMBER 11, 2020



Discovering DOOR COUNTY

Get a jump start on your vacation planning with an unforgettable getaway to Lake Michigan.



... locally grown and in a fine dining, County is complete...
... An elegant...
... The... Restaurant, for...
... Cafe is perfect...
... by on the lake...
... sweet treats that...
... And while locally...
... found an already...
... played at one of the...
... wh boated around...
... re, find the perfect...
... open-air patios...
... villages like State...
... don't end your...
... hey local art...
... and in a historic...
... in Ephraim...
... at food and...
... to take your...
... with you— and

the cottage position 110
DOOR COUNTY UNDER THE MICROSCOPE
DOOR COUNTY

What We Learned

- Scalable & customizable



♥ 💬 📌

👤 Liked by doorcounty and 303 others

travelerbroads I feel like we arrived in @doorcounty at the most absolutely perfect time of year, But they keep telling us that every season is the perfect season here 🍁🌸☀️❄️ -Maloney

#WhatsYourFavorite #DoorCounty #VisitWisconsin

GROUP TOUR

BUCKET LIST

FOUR DESTINATIONS MAKE TRAVEL DREAMS COME TRUE

- COLUMBUS**
OHIO'S CAPITAL REMAINS TOURING HOT SPOT
- PLYMOUTH**
HONOR 400 YEARS OF HISTORY AND CULTURE IN 'AMERICA'S HOMETOWN'
- TORONTO**
CANADA'S LARGEST CITY ROLLS OUT RED CARPET FOR SHOPPERS
- MANCHESTER, ENGLAND**
IWM NORTH PRESENTS THE HOMEFRONT OF WORLD WAR II

MAR 2018/GROUPTOUR.COM

SUNDAY • MILWAUKEE • WISCONSIN

JOURNAL SENTINEL

SUNDAY, SEPTEMBER 8, 2019 JSOnline.com PART OF THE USA TODAY NETWORK

Travel

WEEKEND GETAWAY BRIAN E. CLARK

A tractor-pulled wagon now takes visitors to Cana Island Lighthouse

In the 1860s, the logging trade was booming in Door County and large swaths of virgin forest were being felled to provide timber for the rapidly growing cities of Milwaukee and Chicago. Much of that wood was loaded on ships that docked in Baileys Harbor on the east side of the peninsula.

Navigation into the harbor was difficult, however, and the community's birdcage lighthouse was inefficient, leading to the grounding of many ships on rocky shoals at the mouth of the bay. The birdcage, built in 1852, still stands today on a small island, but is not open to the public. This navigational aid is one of only three of its kind remaining in the U.S.

It was replaced 150 years ago by the 89-foot Cana Island Lighthouse and the Baileys Harbor Range Lights. The latter, now in The Ridges Sanctuary, was built to safely guide ships into the harbor, while the former went up as a navigational marker, according to Hal Wilson of the Door County Maritime Museum, which maintains the lighthouse. Both are popular spots for visitors, have been extensively restored and are listed on the National Register of Historic Places.

"The birdcage couldn't be seen from the north, so it really needed to be replaced," said Wilson, a 24-year veteran of the Coast Guard who retired as a chief boatswain's mate after a stint at the lighthouse.

Visitors can climb the 97 steps to the top the Cana Island Lighthouse tower for a bird's-eye view of Lake Michigan and Door County. DOOR COUNTY VISITOR BUREAU



What We Learned

- Incorporate non-traditional tourism industries



DESTINATION DOOR COUNTY

Happy Travels!



DREAM. IDEATE. PLAN. GO.

IMAGINE.



GROWTH.

BIG

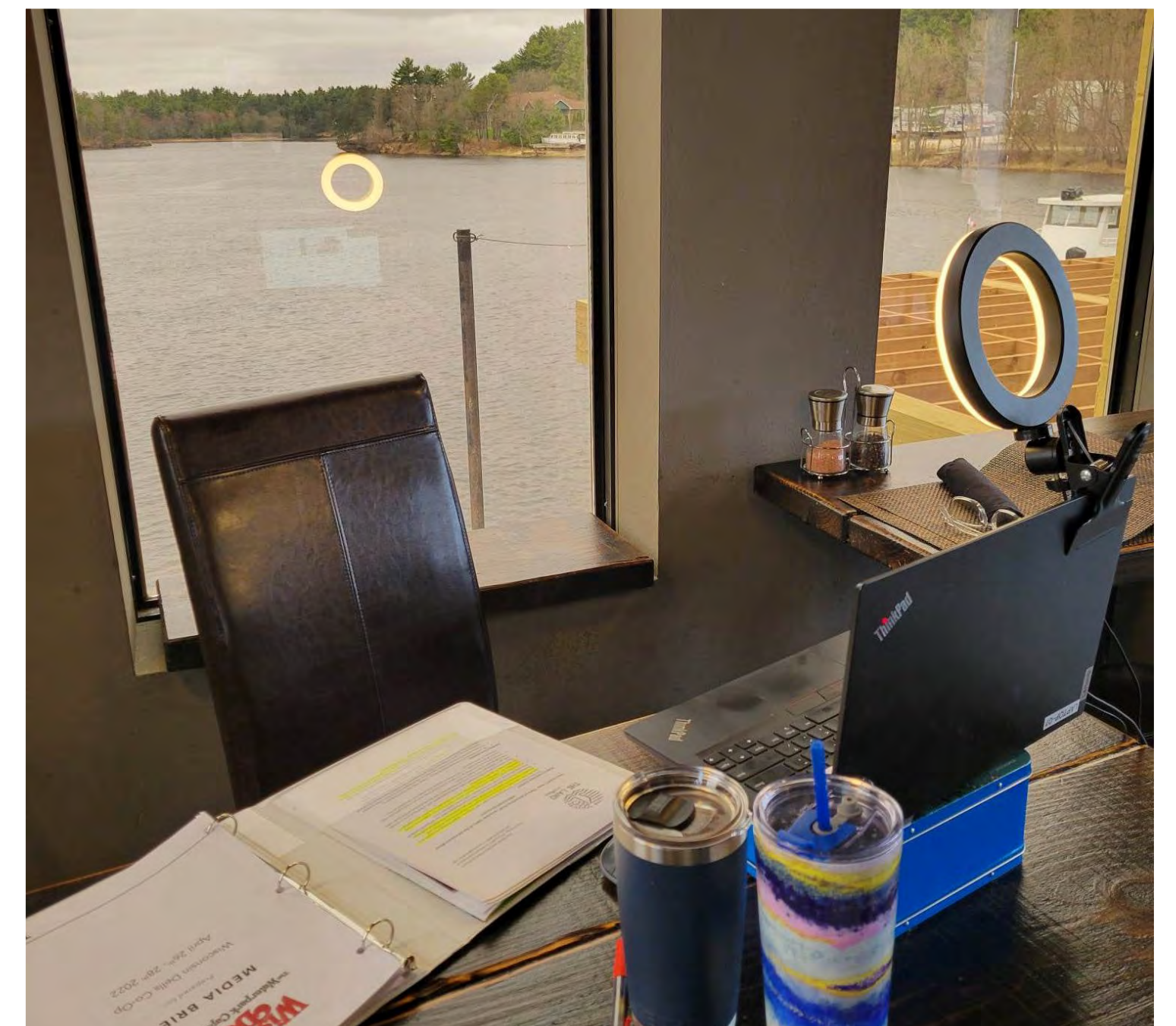
Wisconsin Dells Visitor and Convention Bureau

WIGCOT – DESKSIDE VISITS



BENEFITS OF DESKSIDES

- Face-to-face connections
- Immediate feedback
- Personal touch to the publication or outlet
- Can be done in-person or virtual



WHAT SHOULD YOU EXPECT

- View as a long-term investment
- Don't expect immediate coverage
- Depending on the news, it could result in coverage faster



WHEN TO CONSIDER ADDING DESKSIDES

- Something newsworthy to talk about
- Trends that align with the destination
- Exploring new markets
- Amplify marketing efforts
- Build relationships in current markets
- New to the organization



DEVELOP A BUDGET

ITEMS TO REMEMBER

- Add as a permanent fixture to the budget
- Be realistic

ITEMS TO BUDGET FOR

- Travel expenses
- Hotel accommodations
- Press materials
- Media gifts and shipping
- Meals for yourself/team + writer



HOW TO EXECUTE

- Establish your outlets and markets
- Set a timeline
- Craft your media list(s) & press materials
- Draft your pitch
- Pitch pitch pitch – with tailored pitches
- Keep pitching

CONDÉ NAST

thrillist TRAVEL+
LEISURE

milwaukee journal sentinel

Chicago Tribune

CHICAGO PARENT WISCONSIN DELLS
EVENTS

HOOKED A YES?

- Be proud – this is the hard part
- Secure the meeting setting
- Curate your press materials & media gifts
- Be professional & present
- Take notes – for the follow-up



MEETING SETTING

IN PERSON

- Location
- Day of the week/time of day
- Media gift
- Offer to pay
- Stick to the script – be brief
- Thank you & follow up

ONLINE

- Location
- Internet connection/hosting service
- Day of the week/time of day
- Media gift
- Stick to the script – be brief
- Thank you & follow up

DOS AND DON'TS

DOS

- Come prepared
 - know the location, be identifiable
- Know the writer's interests & audience
- Be relaxed
- Make an impression
- Follow up

DON'TS

- Be late
- Wing it
- Take up too much of their time
- Talk too much
 - it's a two-way conversation
- Demand coverage

THE FOLLOW UP

- Be thankful
- Send any supporting documentation
– images, research
- Keep tabs
- Follow on social
- Stay connected



THANK YOU



**Wisconsin
Dells**
The Waterpark Capital of the World!

DREAM. IDEATE. PLAN. GO.

IMAGINE.



GROWTH.

BRIG

VISIT MILWAUKEE

MUSEUM DAYS



VISIT MILWAUKEE TEAM



Ian Thompson

Senior Communications Manager

In the role of Senior Communications Manager, Ian Thompson serves as a primary contact and resource to leisure and meetings travel media. Thompson also provides a wide variety of copywriting to all VISIT Milwaukee departments as needed, including: advertorials, articles, newsletters, social media posts, marketing collateral and company presentations.

Thompson comes with a plethora of experience from multiple industries including real estate, education, interior design and banking. Thompson is a Wisconsin transplant of 24 years with ties to Mequon and Milwaukee. Thompson holds a bachelor's degree in Journalism, Advertising and Media Studies from UW-Milwaukee.



What is Museum Days?



GOALS



PAST PERFORMANCE



23 MUSEUMS PARTICIPATED

MUSEUMS OFFERED ADMISSION DEALS

- FREE
- \$1
- \$5
- \$10
- \$15

MUSEUM DAYS LANDING PAGE GARNERED

19,000+ PAGE VIEWS

DRIVING 3,365 CLICKS

7:41 AVERAGE TIME ON PAGE

300+
MUSEUM DAY TICKETS WERE SOLD AT THE HARLEY-DAVIDSON MUSEUM



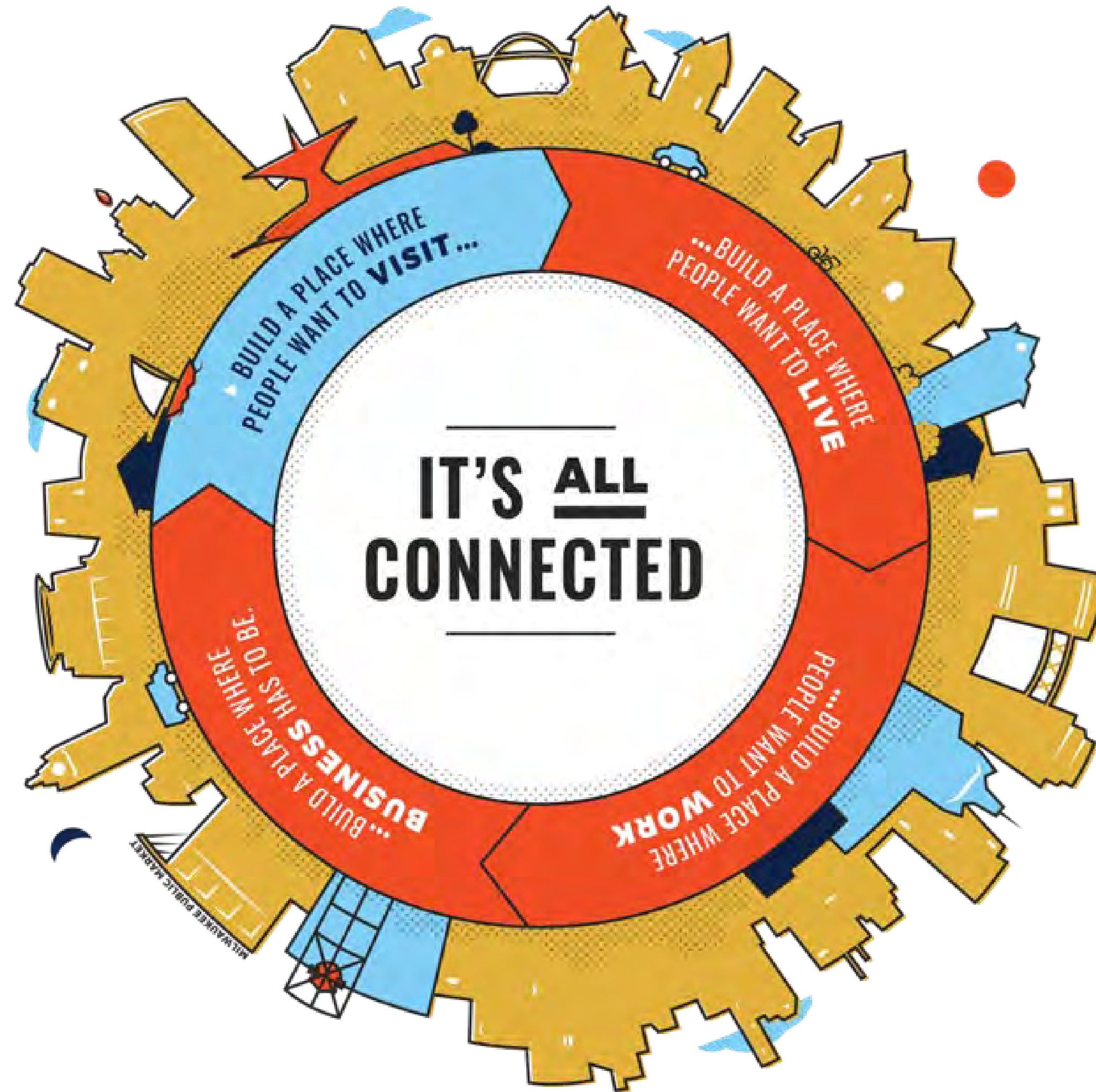
14 MEDIA HITS DROVE

1,476,375
TOTAL EARNED MEDIA IMPRESSIONS

70%
INCREASE OF ATTENDANCE AT THE JEWISH MUSEUM DURING CAMPAIGN

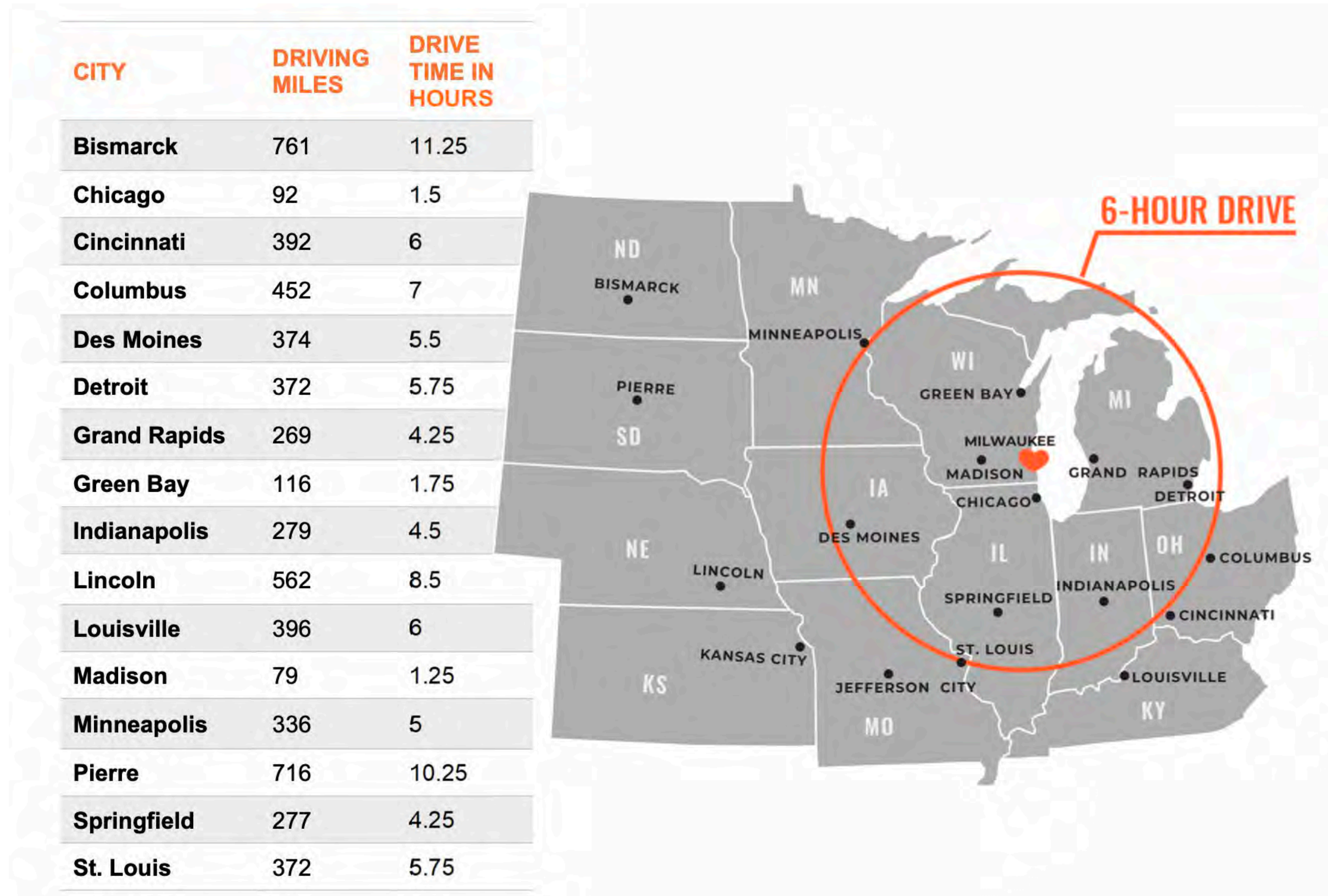


GOALS



GOALS

Engage with Milwaukee residents, and residents within the 6-hour drive time



HOW DO WE ACHIEVE THESE GOALS?

AMERICA'S
OLD FASHIONED
OASIS



THE
LAST



THE
CREAM
CITY
CHEESE CURD COUNTY

BIRTHPLACE OF
AMERICA'S
BRANDY
BELT



BLOODY MARY
METROPOLIS

THE PLACE WHERE
THE WURST IS FIRST

BIRTHPLACE
OF THE
DIORAMA

BIRTHPLACE
OF THE
DIORAMA



THE FRESH
SURF
SANCTUARY



PLUNGE
POLAR



HOW?

Participating Museums:

1. America's Black Holocaust Museum
2. Betty Brinn Children's Museum
3. Bucyrus Museum
4. Cedarburg Art Museum
5. Charles Allis Art Museum
6. Discovery World
7. Grohmann Museum
8. Haggerty Museum of Art
9. Harley-Davidson Museum
10. Institute for the Preservation of African American Music & Arts (IPAMA)
11. Jewish Museum Milwaukee
12. John Michael Kohler Arts Center
13. Lynden Sculpture Garden
14. Milwaukee Art Museum
15. Milwaukee County Historical Society
16. Milwaukee County Zoo
17. Milwaukee Public Museum
18. Mitchell Park Horticultural Conservatory - The Domes
19. National Bobblehead Hall of Fame & Museum
20. Pabst Mansion
21. Photoverse Selfie Museum
22. Racine Art Museum
23. RAM's Wustum Museum of Fine Arts
24. Saint Kate - The Arts Hotel
25. Selfie Hop
26. The Warehouse
27. Villa Terrace Decorative Arts Museum
28. War Memorial Center



HOW?

PAID CHANNELS



EARNED MEDIA

VISIT MILWAUKEE OWNED CHANNELS



INFLUENCERS



INFLUENCERS



HOW TO BRING IN AN INFLUENCER

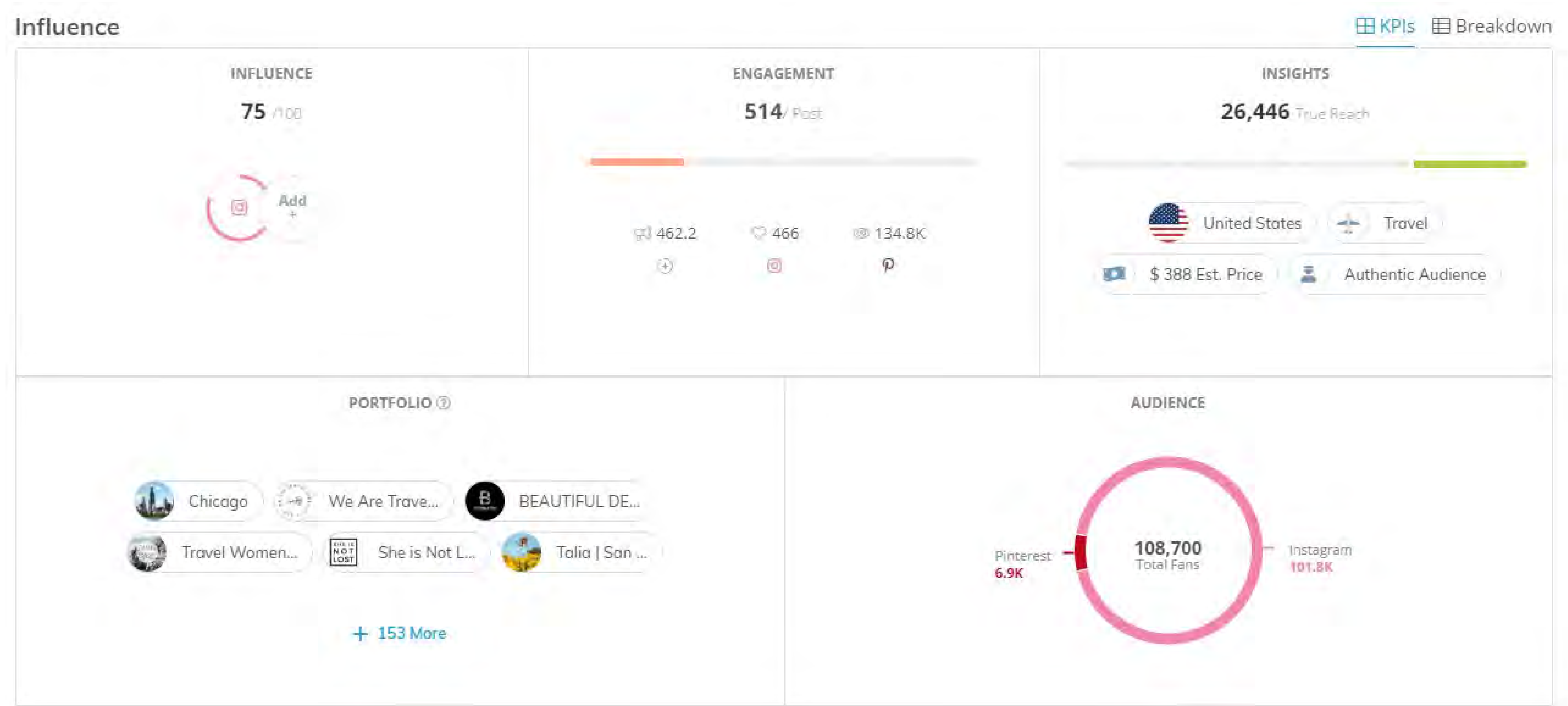
- **Discovery and Research**
- **Negotiate**
- **Make Yourself Available**
- **Create a Visiting Influencer Form**
- **Create a Contract**

HOW TO BRING IN AN INFLUENCER

Contract

- Have your lawyers review
- Include deliverables
- Include payment or given traded products
- Include their reporting of analytics especially on stories because they vanish
- Give copy suggestions but allow them to create their own voice and language
- Give them campaign background
- Give them content schedule
- Require an exclusive period of posting
- Include required hashtags and brand handles
- Release of liability
- Rights to images and postings

@ONTHEROADWITHJEN

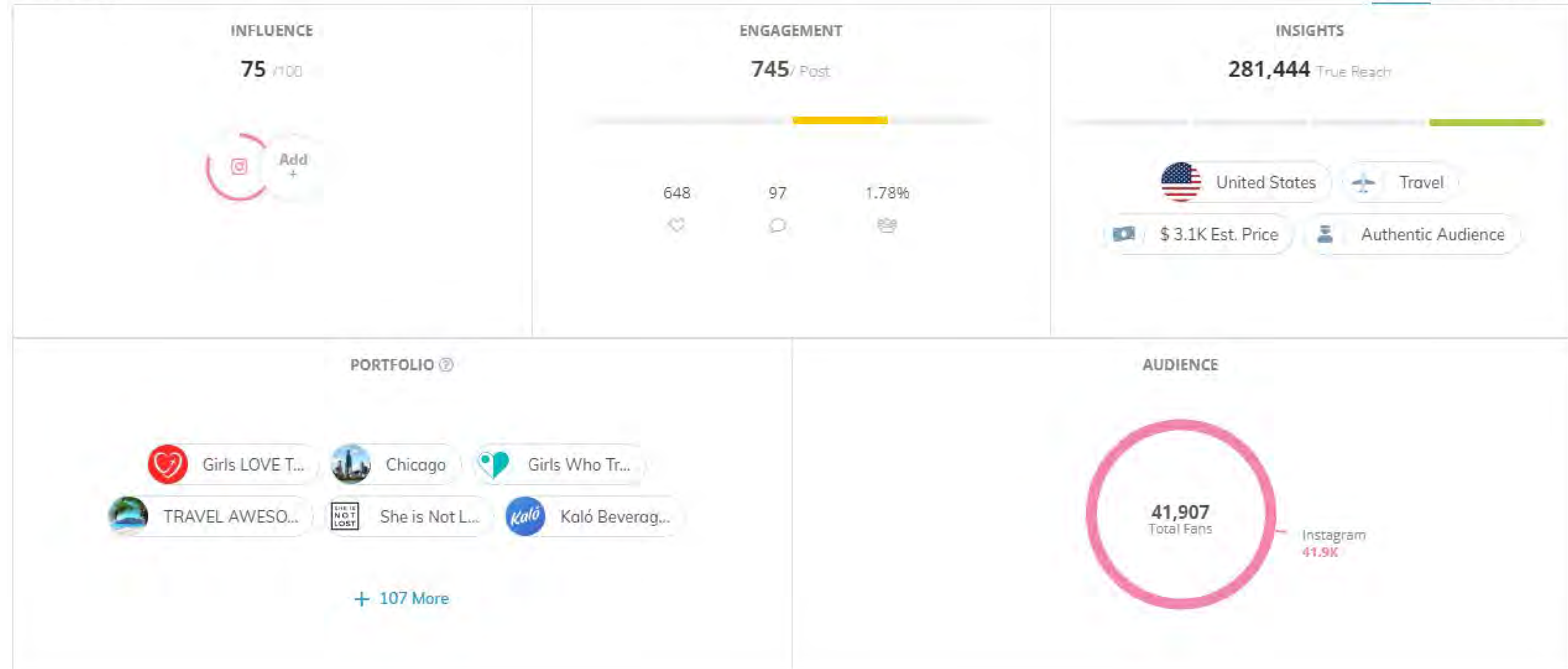


@MAPPINGOURTRACKS



Influence

KPIs Breakdown

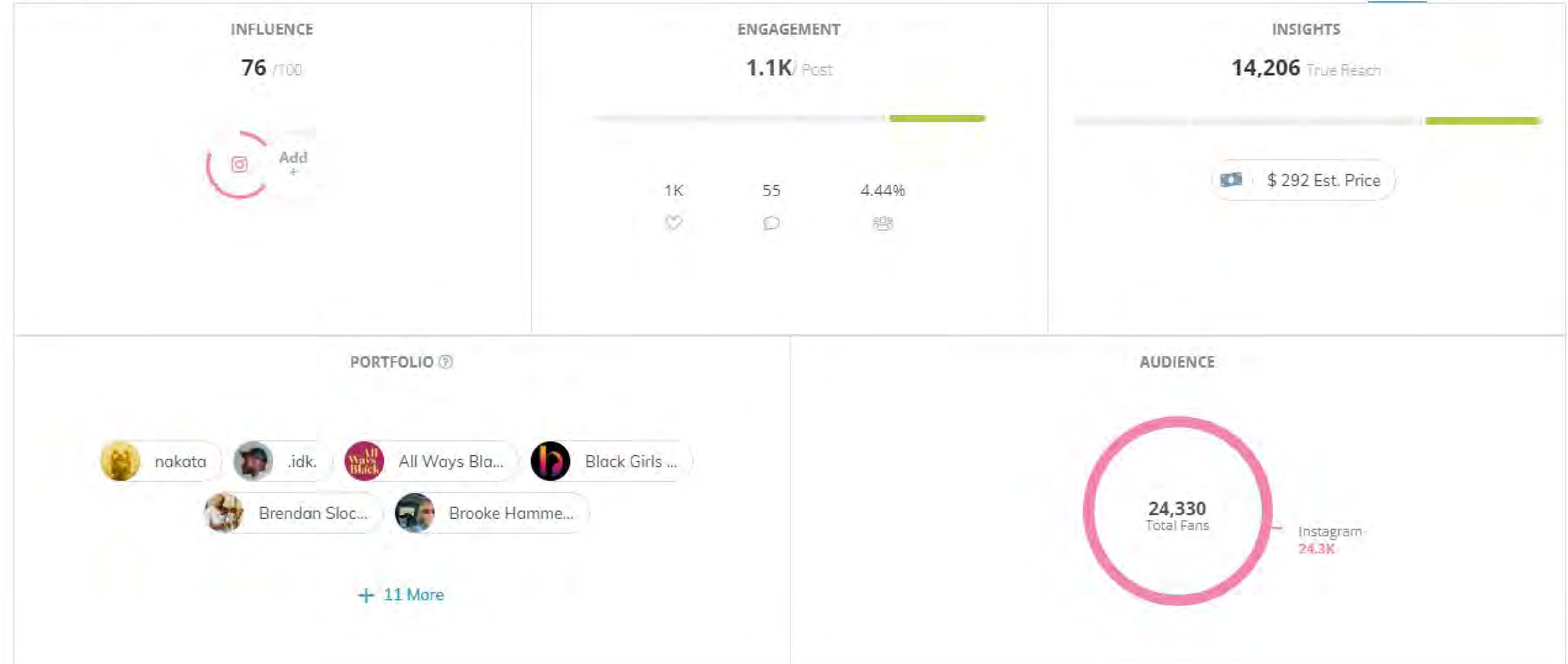


@CREEMYLES



Influence

KPIs Breakdown



PUBLIC RELATIONS



PUBLIC RELATIONS- PRESS RELEASE



PRESS RELEASE

Museum Days Returns to Milwaukee

Visit the Greater Milwaukee area's world-class cultural institutions at discounted prices Jan. 19-29

MILWAUKEE (Jan. 18, 2023) – VISIT Milwaukee is excited to announce the return of [Museum Days](#), a campaign that seeks to drive visitation to nearly 30 of Milwaukee's incredible museums January 19-29. The promotion entices out-of-town visitors to experience all that the city has to offer at competitive prices, while discovering a new museum or special exhibit. During Museum Days, participating museums offer either free or discounted admissions ranging from \$1-15.

"Milwaukee's art and cultural heritage, its ethnic diversity, and historic assets housed in our museums provide a rich sense of identity and pride that improves the quality of life for residents and overall experience for visitors," says Peggy Williams-Smith, president and CEO. "We're so proud to promote these institutions and we hope to introduce them to new visitors throughout the region."

This year's Museum Days promotion builds on the success of last year's campaign, which drove increased visitation at museums throughout the area. The Jewish Museum Milwaukee reported a 70% increase in visitors during the campaign, and the Harley-Davidson Museum reported similar success.

Participating museums include:



PUBLIC RELATIONS- PRESS CONFERENCE



SOCIAL MEDIA



ORGANIC SOCIAL

 VISIT Milwaukee
Mon 1/23/2023 2:00 pm CST

#MKEMuseumDays is here! After a long day of exploring museums, you're sure to work up an appetite....

Museum Days Lunch & Learn



Total Engagements	3,931
Reactions	234
Comments	10
Shares	50
Post Link Clicks	1,208
Other Post Clicks	2,429

 visitmilwaukee
Tue 1/3/2023 12:57 pm CST

Museum Days is back! Explore all of Milwaukee's museums with the best deals of the year. With nearly 30...



Total Engagements	2,232
Likes	1,231
Comments	14
Shares	562
Saves	425


 VISIT Milwaukee
Tue 1/3/2023 11:25 am CST

Museum Days is back! Experience Milwaukee's museums with the best deals of the year. From art to history,...


Milwaukee Museum Days 2023



Total Engagements	558
Reactions	91
Comments	12
Shares	31
Post Link Clicks	357
Other Post Clicks	67

 VISIT Milwaukee
Thu 1/19/2023 11:33 am CST

Museum Days starts today! Museum Days strives to amplify the museums and give residents yet another reason...



Total Engagements	430
Reactions	95
Comments	1
Shares	12
Post Clicks (All)	322

Organic social posts: 24

Impressions: 199,057

Engagements: 8,595

Link clicks: 2,530



SUCCESS OR NOT?



MUSEUM DAYS – MEDIA HITS



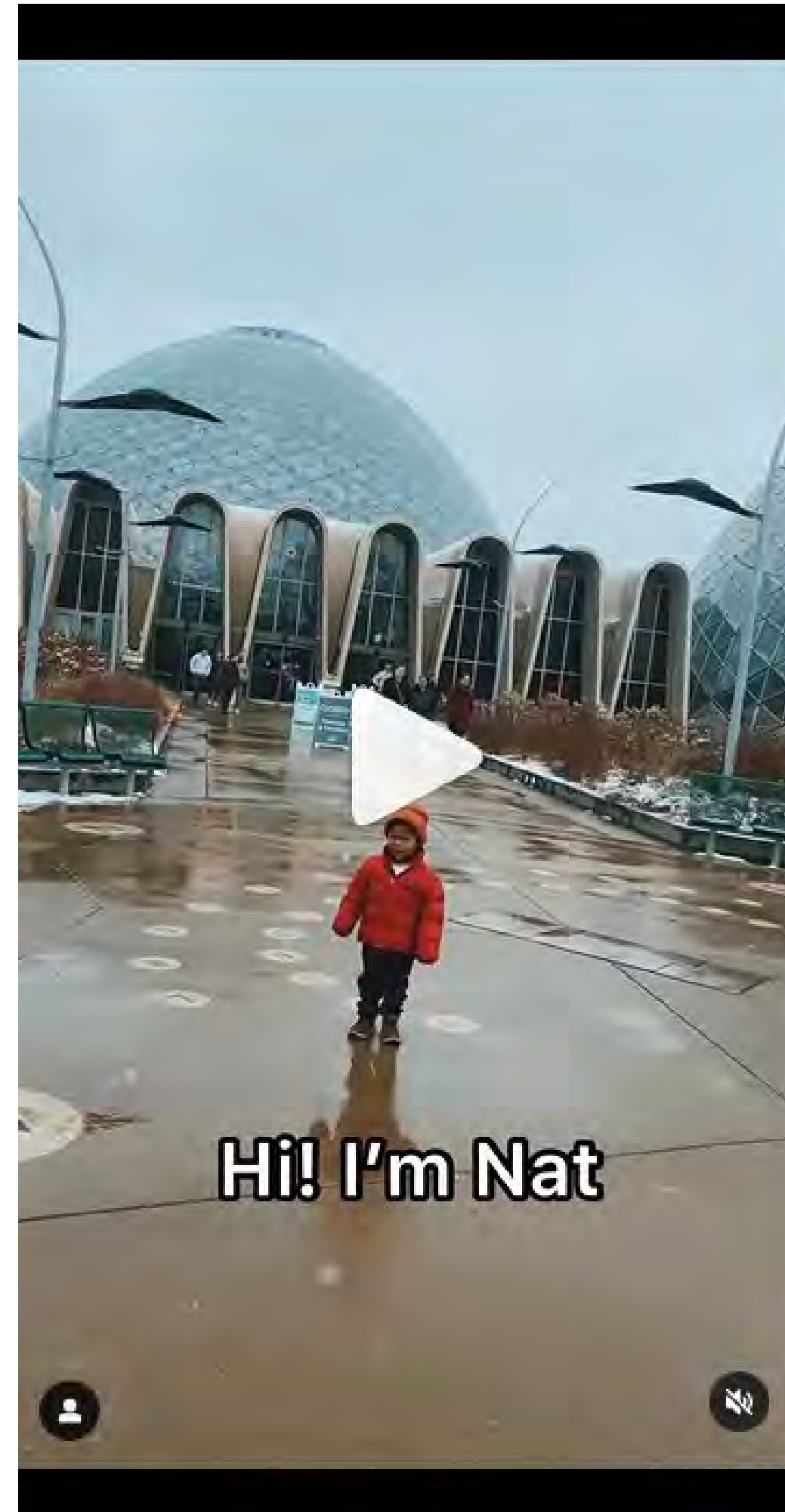
- 58 hits
- 14 publications
- 352,221,450 total impressions

MUSEUM DAYS RECAP – MEDIA HITS



- [Milwaukee Museum Days offers discounted admission fees for visitors](#), WTMJ TV TMJ4, 1,203,597 total impressions
- [No wallet required: Finding free entertainment](#), Kenosha News, 379,352 total impressions
- [Museum Days offers admission deals at nearly 30 Milwaukee museums](#), OnMilwaukee, 346,771 total impressions
- [Every Discount at Museum Days 2023](#), Milwaukee Magazine, 170,702 total impressions
- [CBS 58 News at 4pm: Claire talks Museum Days](#), WDJT MILW CBS58, 7,516 total impressions

@CREEMYLES



creemyles and visitmilwaukee
Paid partnership with visitmilwaukee
Original audio

creemyles Nat took us on an adventure this weekend in honor of Museum Days happening January 19-29, 2023 which includes nearly 30 museums ranging from free to \$15 admission. We learned a lot about arts, culture and history. Link in my stories if you're tryna hang!!

#visitmilwaukee #mkemuseumdays #ad #sponsored

5w

milwaukeepubliclibrary 5w 5 likes Reply

jacobmiller 5w Reply

thestackspod Ok Nat-fluencing. 5w 19 likes Reply

View replies (1)

milwaukee domes Visit us again soon! Thanks for giving The Dome a shout out! Love the Milwaukee skyline! #Milwaukee

Liked by bkubel and others

JANUARY 23

Add a comment...



INFLUENCERS



4

Posts



5.4K

Engagements



290.2K

Reach



\$19.3K

EMV ?

Expand ▾

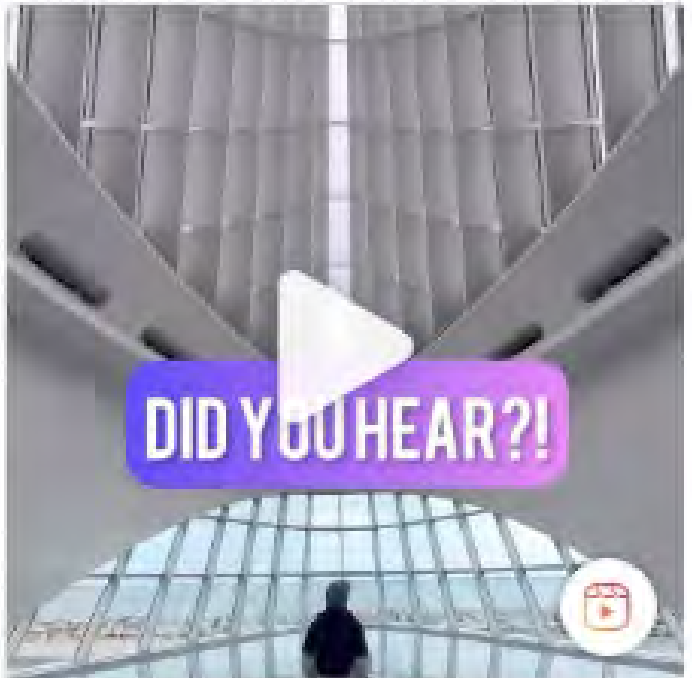


Adri&Kam|Travel & Lifestyle|Chicago Content Creator

75 (+) x



1 Posts 1.5K Eng. 255.5K Reach



1.3K 120 01/16/23



Jen • Travel & Lifestyle Creator • UGC

75 (+) x



2 Posts 1.2K Eng. 22.2K Reach



1.1K 68 01/19/23



54 01/17/23



Cree Myles 🌻

76 (+) x



1 Posts 2.7K Eng. 12.5K Reach



2.7K 82 01/23/23

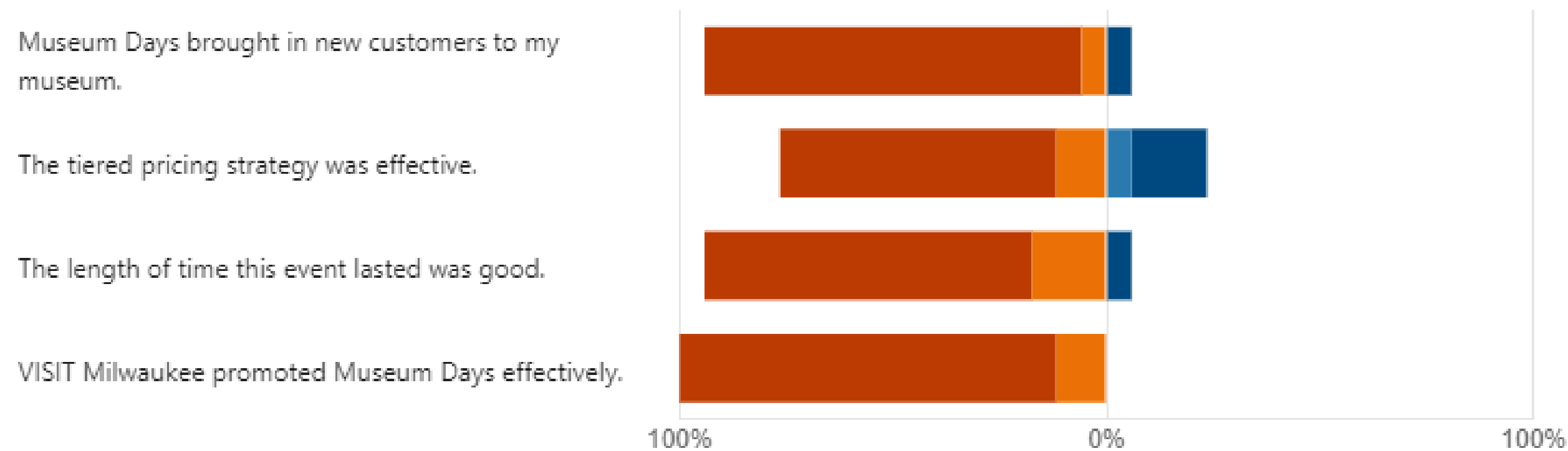


SURVEY SATISFACTION QUESTIONS

How would you rate your satisfaction with Museum Days for each of the following statements?

[More Details](#)

■ Highly Agree ■ Somewhat Agree ■ Don't Agree ■ Don't Know



- Museum Days brought in new customers to my museum.
16 out of 19 highly agree
- VISIT Milwaukee promoted Museum Days effectively.
17 out of 19 highly agree, 2 out of 19 somewhat agree

“Museum Days gave us the chance to introduce new programming which was very well received. We had five different events during Museum Days and were able to reach a younger, more diverse demographic. It also gave us the opportunity to partner with other museums. Loved it!”

2024 MUSEUM DAYS PARTICIPATION

Would you participate in Museum Days again in 2024?

[More Details](#)

	Yes	15
	No	0
	Maybe	2



Museums were asked if they would participate in 2024 if Museum Days was brought back in the same format

- 15 of the 17 said yes they would
- 2 said maybe

“We most likely would, but not sure we're ready to commit at this point without discussing with our cross-functional teams.”

“It's not clear how we can meaningfully participate in Museum Days. We already offer free admission, and January is not always prime time for visiting an outdoor sculpture garden. We do like joining other museums in this joint-marketing effort, and wish we could be more supportive.”



28 MUSEUMS 
PARTICIPATED

MUSEUMS OFFERED ADMISSION DEALS

FREE

\$5

\$10

\$15

MUSEUM DAYS LANDING PAGE GARNERED

32,278 PAGE VIEWS

DRIVING
10,420
CLICKS

212% INCREASE IN CLICK-THROUGH RATE YOY

 **5:44** AVERAGE TIME ON PAGE 

352,221,450

TOTAL EARNED MEDIA IMPRESSIONS

239x TOTAL
IMPRESSIONS
YEAR-OVER-YEAR



MILWAUKEE
MUSEUM
DAYS
JANUARY 19-29

400+

MUSEUM DAYS VISITORS AT
VILLA TERRACE DECORATIVE ARTS MUSEUM



73%

OF VISITORS DRIVEN BY MUSEUM
DAYS TO ABHM DURING CAMPAIGN



3x

INCREASE IN VISITORS
AT THE BUCYRUS MUSEUM



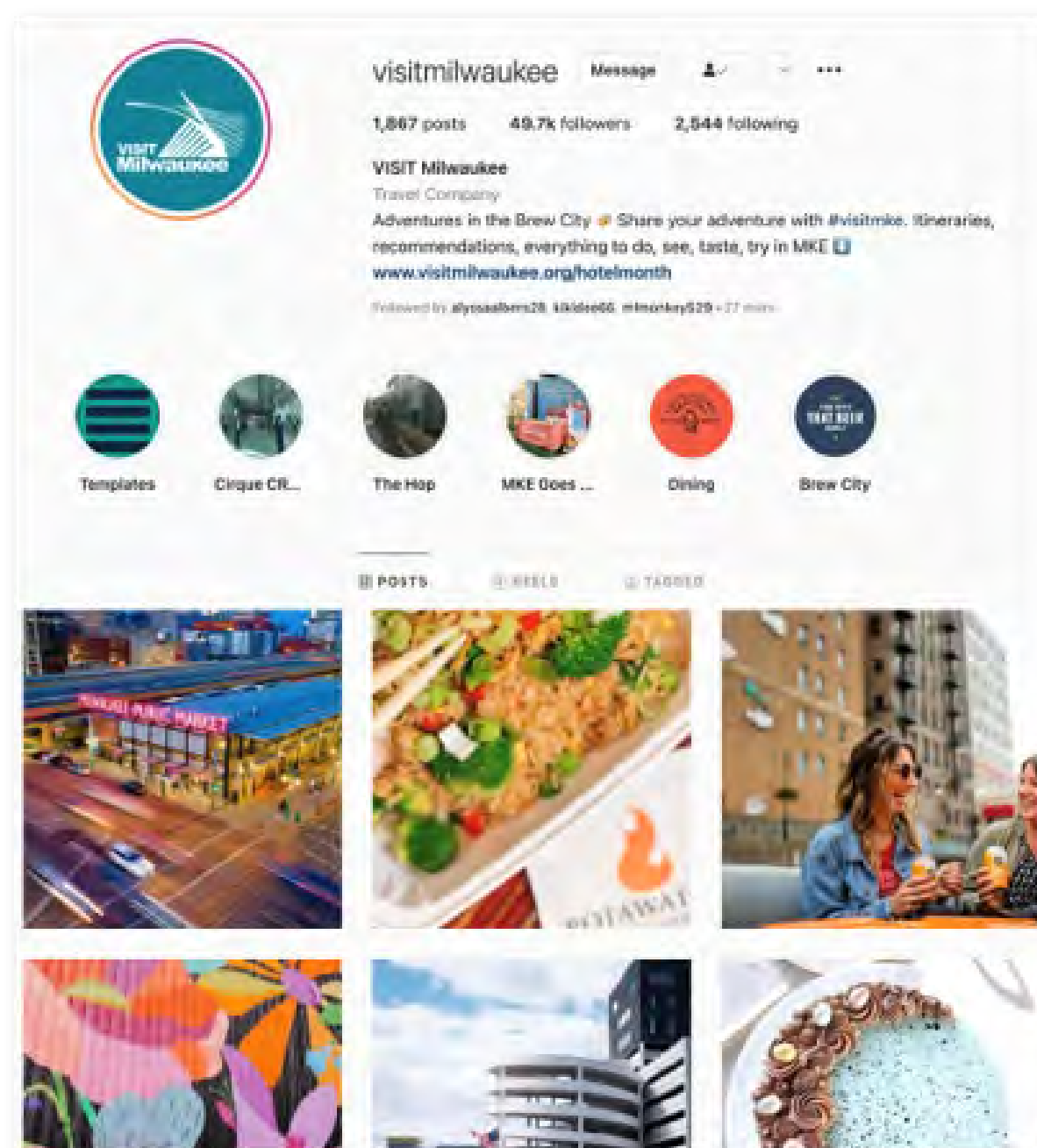
LEARNING FROM THE EXPERIENCE

- Create end-to-end tracking if possible
- Create Unique Tracking Parameters per each influencer
- Have a contract template already in place
- Follow up with influencers. Appropriately hounding them may sometimes be necessary
- Get on their schedules as soon as possible. The further out you have an influencer's schedule the more likely it is you can book them
- Engage your partners (hotel, museums, restaurants etc.) in the process early

FOLLOW US ON SOCIAL MEDIA!

Handles and Hashtags

- @VISITMilwaukee
- @DearMKE
- #VisitMKE





THANK YOU

DREAM. IDEATE. PLAN. GO.

IMAGINE.



GROWTH.

BIG



USING JEM GRANTS FOR PUBLIC RELATIONS

3/10/2023



Aron Meudt-Thering

**Industry Communications
Senior Specialist**



WHAT IS THE FRANK LLOYD WRIGHT TRAIL?

FRANK LLOYD WRIGHT TRAIL

- Est. in 2017
- Partnership with Transportation & Tourism
- One-time funding to launch
- Lots of momentum at the time
 - FLLW Trail
 - Wright's 150th Birthday
 - Taliesin's UNESCO World Heritage Site





WORKING WITH SITES

- Regular meetings & communication
- Consult a marketing agency
- Contracts outlining responsibilities

RESEARCH

TARGET AUDIENCE

- **Primary**
 - **Wright enthusiasts with interest in travel and culture**
 - **Males**
 - 55-74 years old**
- **Secondary**
 - **Educated professionals, interested in nature and art**
 - **Females**
 - 35-44**



TARGET MARKETS

- MADISON
- MILWAUKEE
- CHICAGO



JEM GRANT

GOALS

- **Attendance Goal: reach 80% of 2019 visitation**
- **Encourage multi-day and multi-site travel**
- **Increased engagement through a new website**
- **Reengage the media**
- **Estimated total visitors 60,500**
- **Estimated visitor spend \$7.4M**



MARKETING TACTICS

- **New website for the trail**
- **OOH**
- **Google Ads**
- **Social Ads**
- **Marketing Agency**





PR TACTICS

- **FAM co-op**
- **Wisconsin Public Radio**
- **Develop a digital media kit**
- **News wire press release distribution**
- **Targeted email campaign for media**

IS THIS SCALABLE & REPLICABLE?

- **YES!**
- **Ideas**
 - Cheese Curd Trail
 - Cranberry Trail
 - Art Trail
 - Beer Trail
- **Endless Options!**



