

# Door County Celebrates National Tourism Week



NATIONAL TRAVEL & TOURISM WEEK **MAY 7-13, 2017**

## A decade later.....



by **Jack Moneypenny – President/CEO  
Door County Visitor Bureau**

Although this story is told and retold often, this month marks the tenth anniversary of the implementation of a 5.5% room tax in Door County. In May of 2007 twelve of the nineteen communities of Door County had signed the intergovernmental agreement on collecting a room tax. We worked diligently over the next year and a half to get the remaining municipalities to join the Door County Tourism Zone. On January 1, 2009, all nineteen communities were on board and the beginning of a great change in Door County was about to happen.

I would be remiss if I did not explain who all the players are in this quest for a growth in tourism.

Perhaps the key to it all were the board members of the various communities in 2006 and 2007 that had the foresight to see what coming together as a single entity could and would do for the growth of tourism in Door County through an increased marketing budget. Many people believed that adding additional dollars onto a room rate in the form of taxes would drive visitors away and lower the number of tourists in Door County. However, perseverance paid off and they took a leap of faith that would position Door County to truly become a player in the Midwest tourism market. They continue to see the big picture a decade later and we thank them.

Next I would like to talk about the Door County Tourism Zone and the commissioners that make up that body. They started with a blank sheet of paper, some good ideas and a passion that is unrivaled. Every step of formation took hours of debate to make sure that once put to paper that portion of the tax collections was the best it could possibly be. Did I mention that all of this was done for no reward other than believing that Door County could be better. Six of those original commissioners still serve today to make sure that collection, disbursement and enforcement of room tax continues to

drive more tourists into Door County. They continue to fine tune the process and are recognized state wide for the model all would like to follow and we thank them.

Once the pieces were in place the innkeepers had to step up to the plate, and step up they did. The majority got on board right away. They collect the pass-through tax and move it along to the Tourism Zone Commission. Too often their vital role in this endeavor is ignored or forgotten. Without their diligence, and understanding that they are collecting a tax for the growth and prosperity of their business into the future, none of this would be possible and we thank them.

Once the previous components were in place the Tourism Zone Commission needed to find a trusted ally to partner with as their marketing entity. We feel blessed that that entity is the Door County Visitor Bureau. Ten years ago, each day was met with exhilaration and fear. We were so excited to be able to put together a plan that would drive tourism into Door County and fearful knowing that we were responsible for people's lives and livelihoods based on how those dollars were spent. Thinking back, it was a time of mostly print advertising that first year; social media didn't exist and we were still two years away from being able to afford any television advertising. By 2010 we saw the lobby visitor numbers climb from 42,000 to a record 65,000 visitors. We have seen the lobby numbers even off and decline a bit with almost 75% of our web visits coming through mobile devices. In just 10 short years our model of touching would be visitors has changed dramatically. We can't help but think what the next ten years will bring. What is that next marketing wonder, what will the social media phenomenon of the future look like?

I would like to touch on the anatomy of a tourism tax dollar. This is both the most simplistic and often hardest part of room tax to understand. There are three components that make up that dollar in Door County.

Let us first begin with the 30% or \$.30 of every dollar. This portion is the community portion of room tax. Whatever community the dollar is collected in, the Tourism Zone Commission sends \$.30 back to that town board. What can the community use that .30 for? Absolutely anything they want. They can reinvest it in their local tourism business association, they can use it for roads, they can use it general funds, they can spend it on whatever they want, answering only to their residents.

The second component is 4% or \$.04 of every dollar collected goes to offset the administrative expenses of the Door County Tourism Zone. It pays for wages of the administrative person, it covers the legal costs of enforcing the room tax law, it pays for the accounting firm that does the book-keeping to make sure the entire process is as transparent as possible to the public, it pays for computer programs that make it easier for innkeepers to report their collections and remit those dollars. Once those items are taken care of and there is a small amount set aside for a rainy day, the remainder is forwarded to the Door County Visitor Bureau to use as the other marketing dollars are used.

The third component is 66% or \$.66 of every dollar is forwarded to the marketing entity, the Door County Visitor Bureau (DCVB). Those dollars are spent on items which the state statute says qualify, such as marketing, promotion, and staff expense, to name a few. The DCVB puts together a strategic marketing plan each year which is accompanied by a budget for the year. The DCVB finance committee examines the budget and makes sure that the expenses fall within the guidelines of the state statute. The staff then presents the marketing plan to the DCVB board of directors for approval and the finance committee presents the budget to the board once they approve it. Once the DCVB board approves the marketing plan and budget, both are forwarded to the Tourism Zone Commission to review.

We have implemented many checks and balances on the accountability of the room tax dollars. We have seen tremendous growth over the last ten years and look forward to the next ten with great anticipation. We need to look to the future to determine how long a paper distribution visitor center will be viable versus a new idea, perhaps an experience center that will serve up bite size pieces of experiences our visitors will enjoy once they venture out into the county. There are 84 million millennials with 50% of them still living at home under the age of 18. What will the next ten years bring as these young people become our travelers of tomorrow? How will we communicate with them? How will we best service their needs?

We stand ready to embrace the change the future will bring to us and the changes the next ten years will mean for tourism travel. I am both honored and blessed to be working with a group of professionals that are looking down the road for changes that will be taking place and will meet them head on.



[DoorCounty.com](http://DoorCounty.com)

The Door County Visitor Bureau is the official tourism marketing organization for Door County, whose mission is to generate incremental economic impact for the community by attracting visitors with strategies that ensure sustainable tourism.

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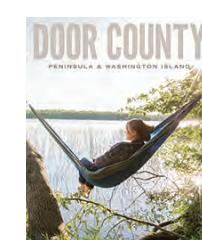
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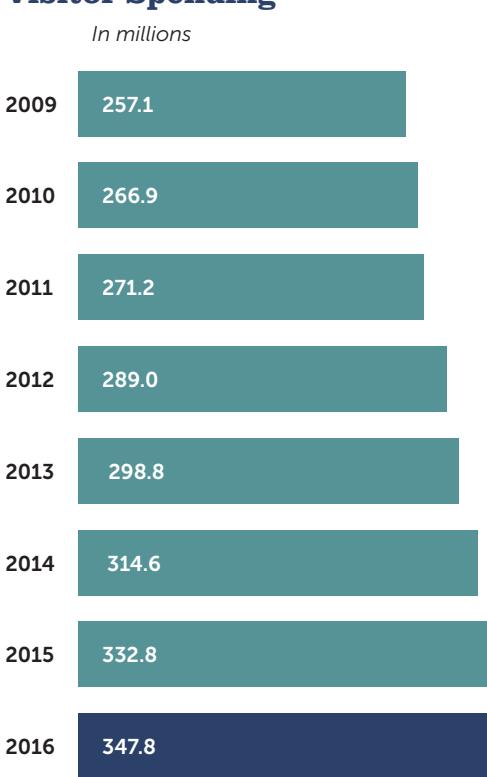
**2017  
VISITOR  
GUIDE NOW  
AVAILABLE**

The official Door County Visitor Guide can be found throughout the county at businesses and information centers and is a great tool for planning a day, or a week, in Door County. Pick up a copy today or view it online, on your phone or on a tablet at [DoorCounty.com](http://DoorCounty.com)

# ECONOMIC IMPACT OF TOURISM



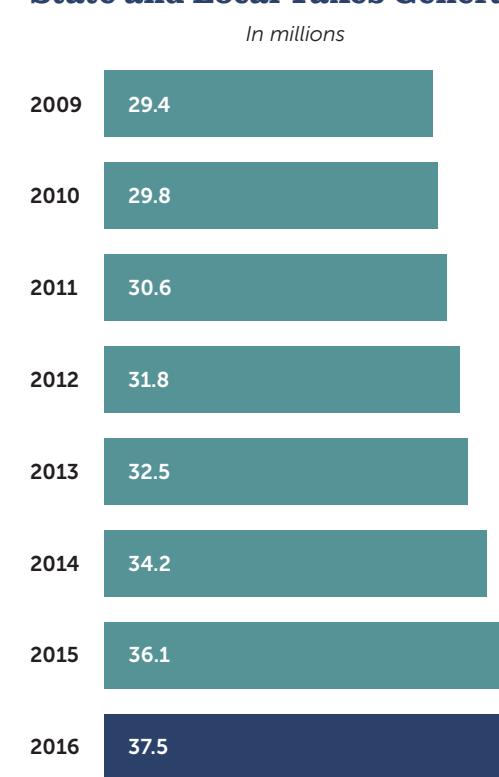
## Visitor Spending



In 2016, visitor spending in Door County increased by \$15 million, or 4.5% over 2015.

2009 – \$257.1 million  
2010 – \$266.9 million  
2011 – \$271.2 million  
2012 – \$289.0 million  
2013 – \$298.8 million  
2014 – \$314.6 million  
2015 – \$332.8 million  
2016 – \$347.8 million

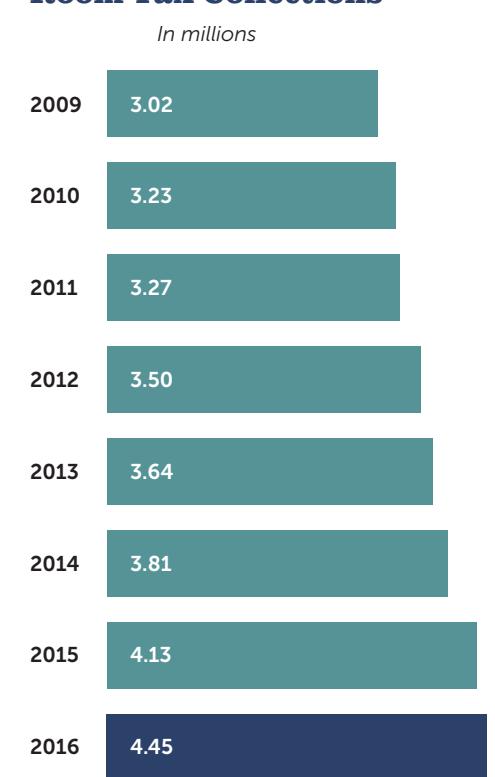
## State and Local Taxes Generated



In 2016, state and local tax revenue generated through tourism spending increased by \$1.4 million, or 3.68% over 2015.

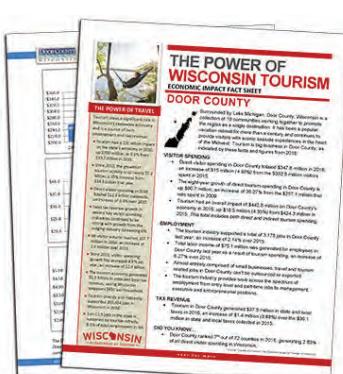
2009 – \$29.4 million  
2010 – \$29.8 million  
2011 – \$30.6 million  
2012 – \$31.8 million  
2013 – \$32.5 million  
2014 – \$34.2 million  
2015 – \$36.1 million  
2016 – \$37.5 million

## Room Tax Collections



2016 room tax collections were up 7.92% over 2015, and up 47.33% over the baseline year of 2009, the first year that all 19 of Door County's municipalities were part of the Door County Tourism Zone.

2009 – \$3.02 million  
2010 – \$3.23 million  
2011 – \$3.27 million  
2012 – \$3.50 million  
2013 – \$3.64 million  
2014 – \$3.81 million  
2015 – \$4.13 million  
2016 – \$4.45 million



## THE POWER OF WISCONSIN TOURISM

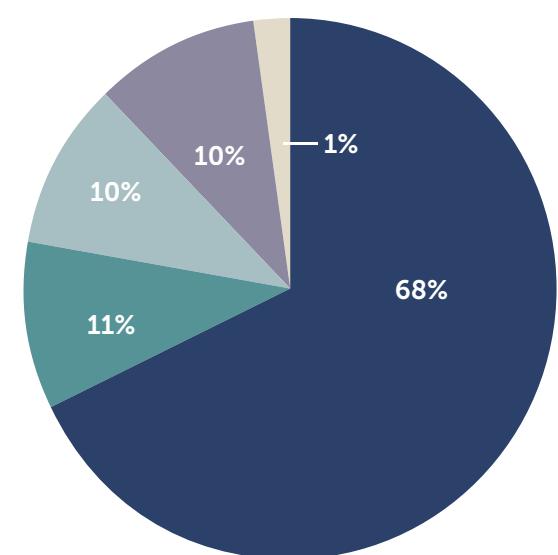
Download a 2-page fact sheet on the economic impact of tourism in Door County at [bit.ly/DCImpact17](http://bit.ly/DCImpact17)

## Door County Tourism Zone Room Tax Allocation

Tourism Zone Commission – 4%  
Local Municipalities – 30%  
DCVB Marketing Initiatives – 66%

## DCVB Marketing Budget Breakdown

Advertising – 68%  
Strategic Community Partnership Program – 11%  
Public Relations – 10%  
Fulfillment – 10%  
Group & Meeting Sales – 1%



## Travel + Tourism Numbers

### In Door County\*

- Direct tourism spending totaled \$347.8 million last year, an increase of 4.5% over 2015.
- The total impact of traveler spending on Door County was \$442.8 million in 2016.
- 3,178 jobs were supported by tourism in Door County last year.
- Labor income of \$75.1 million was supported by tourism spending in Door County last year, up 6.27% over 2015.
- \$37.5 million in state and local tax revenue was generated as a result of tourism spending.
- Door County ranked 7th out of 72 counties in 2016, generating 2.83% of all visitor spending in Wisconsin.

### In Wisconsin\*

- Direct tourism spending totaled \$12.3 billion last year, an increase of 3.28% over 2015.
- The total impact of traveler spending on Wisconsin was \$20 billion in 2016.
- 193,454 jobs were supported by tourism in Wisconsin last year.
- Labor income of \$5.27 billion was supported by tourism spending in the state last year.
- \$1.5 billion in state and local tax revenue was generated as a result of tourism spending.

### In the United States\*\*

- \$990.3 billion in direct travel expenditures generated by domestic and international travelers.
- \$157.8 billion in tax revenue generated for local, state and federal governments.
- 8.6 million travel-related jobs directly supported.
- 15.3 million jobs directly and indirectly supported by travel expenditures.
- 1 out of every 9 jobs in the U.S. depends on travel and tourism.
- Each U.S. household would pay \$1,250 MORE in taxes without the tax revenue generated by the travel industry.

\* Source: 2016 data, Tourism Economics

\*\* Source: 2016 data, U.S. Travel Association

## TOP 10 COUNTIES FOR TOURISM SPENDING IN WISCONSIN - 2016

RANK	COUNTY	COUNTY POPULATION	TOURISM JOBS	2016 TOURISM SPENDING (IN MILLIONS)	NOTABLE COMMUNITIES
1	Milwaukee County	951,982	31,894	\$1,931.2	Milwaukee
2	Dane County	508,973	21,654	\$1,213.6	Madison
3	Sauk County	62,558	11,000	\$1,047.9	Wisconsin Dells
4	Waukesha County	393,936	14,361	\$742.9	Milwaukee Suburbs
5	Brown County	255,072	11,588	\$637.9	Green Bay
6	Walworth County	102,942	6,936	\$528.9	Lake Geneva
7	<b>Door County</b>	<b>27,970</b>	<b>3,178</b>	<b>\$347.8</b>	<b>Door County!</b>
8	Outagamie County	181,114	6,433	\$339.5	Appleton/Fox Cities
9	La Crosse County	117,271	4,274	\$248.1	La Crosse
10	Winnebago County	168,749	4,879	\$242.5	Oshkosh

## Tourism Spending Up \$15 Million in Door County Last Year

Visitor spending in Door County was up \$15 million dollars last year according to a report released by the Wisconsin Department of Tourism. The publication of the state's tourism economic impact report for 2016 coincides with National Travel and Tourism Week, which runs from May 7-13, 2017.

Door County visitors spent \$347.8 million in 2016, an increase of 4.5% over the \$332.8 million dollars spent by visitors in 2015.

Overall visitor spending in Wisconsin totaled \$12.3 billion last year according to an annual economic impact study prepared for the Wisconsin Department of Tourism by Tourism Economics. That's a statewide increase of 3.3% compared to the \$11.9 billion visitors spent in Wisconsin in 2015.

In Door County, the \$347.8 million in direct visitor spending last year supported 3,178 jobs and \$75.1 million in labor income. Visitor spending also generated \$37.5 million in state and local taxes, an increase of \$1.4 million (3.68%) over 2015. Total business sales from tourism, which includes direct and indirect spending, totaled \$442.8 million in 2016, an increase of 4.35% over last year.

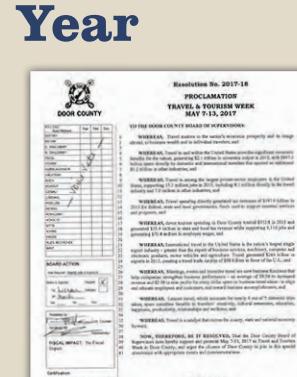
Jack Moneypenny, President and CEO of the Door County Visitor Bureau (DCVB), said the annual economic impact figures continue to show how vital the travel industry is to the state and

to Door County. "We are pleased to see the eighth consecutive year of visitor spending growth, and along with it, the positive impacts that increased spending has within our destination," Moneypenny said.

In Door County, the incremental growth in annual tourism spending over those eight years has added up to \$90.7 million, a 35.28% increase since 2009. Room tax collections increased 47.33% during that same time span, from \$3.02 million in 2009 to \$4.45 million last year. 2009 is a notable year as it was the first year that all 19 of Door County's municipalities were part of the Door County Tourism Zone.

Door County ranked seventh, up one spot, among the state's 72 counties in visitor spending last year, with Milwaukee County topping the list followed by Dane, Sauk, Waukesha, Brown and Walworth counties. Moneypenny said this is noteworthy given Door County's population of around 28,000 compared to the larger year-round metropolitan destinations in the state that comprise the rest of the top 10 counties for tourism spending.

The Door County Visitor Bureau is the official tourism marketing organization for Door County, whose mission is to generate incremental economic impact for the community by attracting visitors with strategies that ensure sustainable tourism.



### COUNTY TOURISM PROCLAMATION

The Door County Board of Supervisors recognized the importance of tourism at their March 28, 2017 meeting by unanimously adopting a resolution in support of 2017 National Travel & Tourism Week. Read the proclamation online at [bit.ly/DCNTW2017](http://bit.ly/DCNTW2017)

## KEY DOOR COUNTY MEASUREMENTS: 2009 – 2016

	2009	2010	2011	2012	2013	2014	2015	2016	GROWTH	% INCREASE
ROOM TAX COLLECTIONS	\$3,025,757	\$3,233,733	\$3,270,684	\$3,500,714	\$3,644,013	\$3,815,722	\$4,130,827	\$4,457,872	\$1,432,115	47.33%
30% TO MUNICIPALITIES	\$907,727	\$970,120	\$981,205	\$1,050,214	\$1,093,204	\$1,144,717	\$1,239,248	\$1,337,362	\$429,635	47.33%
TOTAL ROOM REVENUES	\$55,013,709	\$58,795,087	\$59,466,922	\$63,649,282	\$66,254,716	\$69,376,694	\$75,876,813	\$82,467,213	\$27,453,504	49.90%
AVAILABLE ROOMS	1,209,378	1,215,559	1,198,604	1,209,559	1,203,063	1,213,890	1,232,712	1,249,681	40,303	3.33%
OCCUPIED ROOMS	442,111	463,591	463,861	479,562	486,977	508,272	532,798	553,470	111,359	25.19%
OCCUPANCY %	36.56%	38.14%	38.70%	39.65%	40.48%	41.87%	43.22%	44.29%	7.73%	7.73%
AVERAGE DAILY RATE (ADR)	\$124	\$127	\$130	\$134	\$137	\$138	\$142	\$149	\$25	20.16%
0.5% COUNTY SALES TAX COLLECTIONS	\$2,903,389	\$2,867,741	\$2,991,834	\$3,081,689	\$3,157,479	\$3,350,013	\$3,658,093	\$3,914,091*	\$1,010,702	34.81%
VISITOR SPENDING (IN MILLIONS)	\$257.1	\$266.9	\$271.2	\$289.0	\$298.8	\$314.6	\$332.8	\$347.8	\$90.7	35.28%

In 2007 the Door County Tourism Zone was formed and implemented a 5.5% room tax. 2009 was the first full year of room tax collections when all 19 of the county's municipalities were part of the Door County Tourism Zone. As a result, 2009 is used as the base year for comparisons.

\*Represents gross sales of taxable goods and services of \$782,818,200.

**Tourism impacts everyone in Door County, some more directly than others. The following excerpts share how tourism is impacting year-round residents of Door County from a variety of professions. To watch the video version of this story, visit [bit.ly/I-AM-TOURISM](http://bit.ly/I-AM-TOURISM)**

# I am Tourism



## 1 Kaaren, Steve and Sam Northrop

**Occupation:** Co-owners, Main Street Market  
**Where they live:** Egg Harbor

Together with Kaaren's parents, the Northrops moved to Egg Harbor 30 years ago to start Main Street Market, after previously running a grocery store in Valders.

The seasonality of Door County's tourism presents a huge challenge for their business, Kaaren said, pointing out that a grocery store's typical bell curve of annual sales is more dramatic in their case, with a spike in the summer that includes the peninsula's seasonal residents.

"You do get people who come in who are seasonal residents or who come and have second homes, who spend time here," Kaaren said. "They want to hang out in their homes, and they want to entertain. And they love to cook."

Tourism also makes the Northrops' work more interesting, Kaaren said, because of the experiences and interests that those people bring into the store.

"We also have been very out there about, if you want something, bring us a package, bring us a name, and we will try to get it," Kaaren said. "People come home from Arizona or Florida or California, and they will bring me packages, (and) say, 'OK, I had this cracker in Arizona. I loved it, can you get it for me?' Often I can, sometimes I can't, but that grows your whole inventory, also."

The Northrops recently welcomed the fourth generation of their family into the store - not counting Kaaren's grandparents, who have helped out there - when Sam's daughter, Leona, was born.

## 2 John Sawyer

**Occupation:** Owner, Carlson and Erickson Builders  
**Where he lives:** Egg Harbor

John Sawyer has seen multiple sides of Door County's tourism economy as owner of Carlson and Erickson Builders.

After growing up in Door County on his family's farm and graduating from college, Sawyer worked in real estate for several years. Between that experience and now 30 years as a partner or owner of Carlson and Erickson, he has watched many visitors to Door County become second-home owners.

"Being a single-family, second home builder is a large part of our market," Sawyer said. "Those people are coming up here and starting their introduction to Door County by their parents, grandparents. They're the ones that started coming up here in tourism, not as somebody that had a home or a cottage."

Tourists often start out camping at Peninsula State Park, Sawyer said. From there, many buy a cottage or condominium, and eventually build a single-family home.



## 3 Amy and Mike Sullivan

**Occupation:** Partner, Pinkert Law Firm (Amy); farmers, Sully's Produce  
**Where they live:** Sturgeon Bay

In addition to Carlson and Erickson, Sawyer has a hand in several other tourism-affected industries on the peninsula, including storage, floor covering and camping. He's also a part owner of Husby's Food and Spirits.

While the bar is popular with both tourists and locals, Sawyer said the revenue Husby's generates from tourism has allowed it to add a second bar, The Garage, expand its menu, stay open year-round and buy more TVs, so patrons can watch sporting events. Those additions benefit locals, too, he said.

## 4 Greg Swain

**Occupation:** President, Bay Lakes Information Systems  
**Where he lives:** Fish Creek

Agriculture is often cited as one of the few industries in Door County that is not affected by tourism. But for Amy and Mike Sullivan, the peninsula's tourist economy has allowed them - together with Mike's parents - to move back home and grow the family business.

Sully's Produce sells fruit, vegetables and flowers to farmer's markets and grocery stores, and a lot of its business comes from tourism, Mike said - whether it's at a farmer's market in Northern Door or a camper at Potawatomi State Park.

Without tourism, Mike said, Sully's probably would consist of him, his parents and one other worker, as opposed to the seven or eight people they sometimes have working at once.

"Even at the Sturgeon Bay (farmer's) market, we have six people waiting on people," he said. "We can't even have just six people - we can't keep up. Because we have everyone doing their (vacation) - they come at the same time."

In addition to working at Sully's on the side, Amy is a partner at Pinkert Law Firm, where she estimates that 50 percent of her work is tourism related.

People don't think of practicing law as being affected by tourism. But people buying second homes often need legal help, Amy said, and families who own Door County property and are retired or looking toward retirement want help with estate planning, as well.

That makes her work more interesting, Amy said. And without tourism, both Amy and Mike said, their lives would be much different.

"We probably wouldn't be living here," Mike said. "We wouldn't be working here. We would both be in a larger city somewhere. It's nice to be back where we both are from."

"I think both of our job opportunities wouldn't exist here if it weren't for tourists helping our economy," Amy said.



## 5 Jerry Worrick

**Occupation:** President and CEO, Door County Medical Center  
**Where he lives:** Sturgeon Bay

Greg Swain grew up interacting directly with tourists while working at his parents' hotel in Sister Bay. That experience spawned another business opportunity, one that has created both a livelihood for him and jobs for other Door County residents.

When he was in college, Swain created Logdical Solution, a piece of computer software that helps hotels and other vacation properties manage their reservations, guest interactions and finances.

"Having grown up in the tourism industry - my parents owned a property up in Sister Bay, a small hotel - kind of gave me an advantage of what the needs were for software," Swain said. "Without tourism in Door County, my business would not have grown into a business. It would have just been a self-serving software application written for my parents' property."

Today, Swain's customers at Bay Lakes Information Systems technically are hotels and other vacation properties. But Swain said he views tourists - the guests - as the properties - as the company's real customers.

Tourism also helps provide amenities in Door County, such as marinas for boating



to buy the latest medical technology sooner than other rural hospitals might.

"Strictly from tourists, not the seasonal residents, represents somewhere between 7 and 8 percent of our total revenue," Worrick said. "Which probably represents an additional \$8 million of (gross) revenue. That additional revenue allows us to buy maybe a CT scanner two or three years earlier."

That also means the medical center can start offering new services sooner than other rural hospitals, Worrick said.

## 6 Bob Starr

**Occupation:** Co-owner, ERA Starr Realty  
**Where he lives:** Sturgeon Bay

For Bob Starr, the growth of tourism in Door County - and especially in Sturgeon Bay - over the past few decades has helped his family's real estate business grow, as well.

Starr Realty, which Starr's father started in 1956, was initially based almost entirely on selling primary residences. Today, Starr said, about 50 percent of the firm's business is second-home sales.

"Tourism affects our business in a number of different ways, which I never would have thought of in such a strong proportion as it turns out it really is," Starr said. "When I was a kid, we thought of tourists as just stopping through Sturgeon Bay on their way to Door County, because that's what they always would tell us when they stopped."

That has changed over the years, Starr said, as tourists saw Sturgeon Bay as "one of the many gems of Door County." That has allowed ERA Starr to grow from around a half-dozen agents to the 25 it employs today, in addition to three full-time staff people.

Starr has seen the impact of tourism in other ways, too. He was an alderman in Sturgeon Bay for four years in the 1990s, followed by three years as mayor from Peil's parents.

At the time, Starr said, the city had a lot of waterfront areas that were underused or run down. During his time in city government, Starr said, the city



## 8 Brynn Swanson

**Occupation:** Community Coordinator for Baileys Harbor  
**Where she lives:** Baileys Harbor

As the Community Coordinator for Baileys Harbor, Brynn Swanson works with the town's Community Association to put on festivals throughout the year, such as the Blessing of the Fleet, the 4th of July activities and AutumnFest.

Those events attract tourists to see the town, participate in the activities that the Community Association puts on and buy food and drink from concession stands.

"But the somewhat hidden economic impact of those events, Swanson said, is how they benefit nonprofit organizations in Door County."

The Community Association's events usually are staffed by volunteers, Swanson said, meaning the money raised by concessions and other booths can go directly to organizations like the Door County Destroyers football team.

"It allows us to reinvest the money back into the community," Swanson said. "We've worked with the Humane Society to help raise money for the shelter. The athletics club always does food and drinks at our events. ... It really brings a lot to the community."

Without the dollars tourists provide through those events, Swanson said, those organizations might not survive.

"It's crucial to what they do, because the local people can't dish out money left and right to help pay for these things, and we don't want to put it on the tax base. So this really is the lifeline for their fundraising efforts."



Watch the video version of this story at [bit.ly/I-AM-TOURISM](http://bit.ly/I-AM-TOURISM)

## 9 Alan Kopischke

**Occupation:** Third Avenue Playhouse board vice president  
**Where he lives:** Fish Creek

Alan Kopischke has not only seen the effects of tourism on Door County's economy, through his work with Third Avenue Playhouse and other arts organizations on the peninsula. He's lived it.

"A lot of people, myself included (and) my family, we started as tourists," Kopischke said. "And then we became workers in the arts industry seasonally, and now we're full-time residents."

"Number one, that doesn't happen without the arts," he said. "And number two, it's also part of what lends vibrancy to this community that people who started as tourists have said, 'Oh, this is the place for me' and we've come here and settled here."

Inversely, Door County wouldn't have the breadth of arts organizations it has - several high-quality theater companies, numerous galleries, the Door Community Auditorium, and much more - without tourism.

Tourists can represent anywhere from 40 percent to 60 percent of an arts organization's audience, Kopischke said. Without tourism, he said, Door County wouldn't be what it is.

"What if we're not pulling up here, and we're left to enjoy this by ourselves?" Kopischke said. "We've got very little commerce coming up here. We don't have big headquarters of businesses here. It doesn't make sense for them, all the way up in this peninsula. As all that money and activity goes away, we'd be left trying to support each other (economically). Without a lot of money coming in, I think we'd have a pretty bare place up here without a lot to do."

## The New Travel Trend: Micromoments



by **Michelle Rasmussen** — Director of Marketing & Sales

The consumer journey looks a lot different than it did in years past. The decision making process has been fractured into hundreds of tiny decision making moments that travelers are using to inspire and plan. Gone are the days of sitting at the dining room table with piles of brochures, plotting out every detail of your trip. Today we can act on any need or interest at any moment we choose. We want to know, go, do, and buy; and that doesn't all happen at once.

Consumers in the I-Want-To-Know moments happen when travelers are researching or exploring, but not yet ready to buy. They've seen a TV commercial they want to know more about, or an image on social media that piques their curiosity.

I-Want-To-Go moments occur when people are looking for a local business

or are considering booking at a specific destination. Consumers are searching for a location "Near Me" online when in a destination, or ordering visitor guides to specific locations.

The I-Want-To-Do moments may come prior to a visitor booking or after the purchase, when they are at the destination. These are the "how-to" moments when people want help to take action or want to learn more about something. They may be watching a YouTube video or reaching out to friends and family to get their input.

Finally, there are the I-Want-To-Buy moments which happen when a consumer is ready to make a purchase. They are searching third party sites looking for the best deal, and performing book it now searches to see what options they have.

These micromoments occur when people instinctively turn to a device (more and more that device is a smartphone) to ask questions, discover new things, get reviews, or buy something. Micromoments are game changers that tie into experiential travel, and that's exactly what people are looking for today.

### By the numbers:

"Near me" searches have grown 2X in the past year.<sup>17</sup>

90%

of smartphone users say they've used their phone to make progress toward a long-term goal or multi-step process while "out and about."<sup>28</sup>

66% of smartphone users turn to their smartphones to learn more about something they saw in a TV commercial.<sup>29</sup>

40% of shoppers will wait no more than three seconds before abandoning a retail or travel site.<sup>30</sup>

(Source: Think with Google)

## The Power of a Strategic Community Partnership



by **Jack Moneypenny** — President/CEO

In 2009, a partnership was formed between the Door County Visitor Bureau (DCVB) and the local community business associations (CBAs) throughout Door County. It was determined that a share of the room tax would be redistributed back to the CBAs for local staffing and marketing efforts.

For every dollar of room tax collected, 30 cents goes back to the municipal government in which that dollar was collected, 4 cents goes to the administration fund of the Door County Tourism Zone Commission and 66 cents goes to the DCVB for the marketing efforts of Door County.

11% of the DCVB 66% goes into a pot of money that is redistributed to CBAs based on the percentage of money that community put into the overall room tax collections. The distribution schedule is determined from the last completed year of room tax collections going into a new calendar year.

In 2016, the Strategic Community Partnership fund totaled \$308,356 and in 2017, \$323,774 is scheduled to be distributed. Since its inception this program has redistributed \$2,439,253.00 back into the local communities marketing efforts. A one page marketing plan and quarterly reports must be filed with the DCVB to receive the monies.

## New DCVB Membership Category Could be Your Silver Lining!



by **Philip Berndt** — Membership Director

Before the adoption of the county-wide room tax, the costs of promoting Door County as a premier travel destination and providing business and visitor services fell exclusively to our membership. In the 1950s, the organization hired its first Executive Secretary to ramp up marketing efforts and the "Your Fair Share" (YFS) dues model was adopted. YFS used economic impact figures to estimate the business potential for each type of business and used the profiles to assess membership dues based on variables such

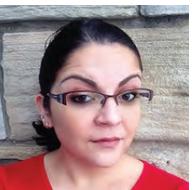
as size of business; number of employees; number of rooms; seats in a restaurant; annual sales; amenities, etc. And, because the clearest line of impact led directly to lodging properties, they were asked to bear the lion's share of the expense. Under the Your Fair Share model, most members paid hundreds, if not thousands of dollars out-of-pocket toward the marketing budget and some as much as \$30,000/yr!

Fast forward to today. Now that the Marketing Budget is funded through the collection of room tax, DCVB Platinum Memberships are only \$395/yr for a full benefit package and, new this spring, we have introduced our "online only" Silver Membership for only \$225\*/yr.

The Silver Membership is perfect for business who could benefit from the added Search Engine Optimization (SEO) we do

for you when we create your customized business page on DoorCounty.com without the added benefits or expense of our Platinum Membership. \*New memberships subject to a one-time setup fee of \$50.

Learn more at: [www.doorcounty.com/](http://www.doorcounty.com/) membership or contact Yvonne Torres to find out how we can help promote your business!



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Membership Liaison  
[yvonne@doorcounty.com](mailto:yvonne@doorcounty.com)  
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[www.DoorCounty.com/Members](http://www.DoorCounty.com/Members)

## PR Efforts Surpass \$17 Million in Value



by **Jon Jarosh** — Director of Communications & PR

The Door County Visitor Bureau's (DCVB) efforts to promote Door County through earned media efforts recently surpassed the \$17 million mark in earned media coverage.

We began the DCVB's ongoing media marketing program in 2007. The program welcomes regional, national and international travel journalists to Door County to experience the destination firsthand, and in turn write about their experiences for the various media outlets they represent. As a result of these efforts, more than 1,800 articles and stories about Door County have appeared in a wide range of media outlets such as magazines, newspapers, web sites, radio shows, audio podcasts, social media outlets and more. Articles have reached nearly 1.7 billion readers, listeners and viewers.

The program wouldn't be possible without the support we've gotten from our local tourism partners. Their enthusiasm for hosting journalists has been a critical factor in getting us the quality media coverage we've collectively been able to generate for the county.

Having been on every one of these press trips over the past 10 years, I can say that visiting travel journalists are continually amazed at the diversity and depth of Door

County's tourism product offerings. They appreciate the opportunity we've given them to experience our destination, and the resulting travel articles reflect their genuine affection for the people they meet and places they visit.

While our editorial press tours have shown tremendous returns for Door County in terms of earned media coverage, they go one step further. By running articles and stories as editorial features, media outlets are providing a third-party endorsement of the county as a tourism destination.

To help leverage our efforts even further, we highlight recent media coverage on DoorCounty.com and through social media. We also share article highlights in our industry newsletter to show the community a few highlights of the coverage we've been able to help generate for the county.

Through these organized press tours, our media marketing program has really done a lot to build awareness for Door County, not only regionally, but throughout the entire country. We can target journalists and media outlets in areas of the country where we're not going to buy advertising, allowing us to broaden our reach with positive messaging and beautiful images.

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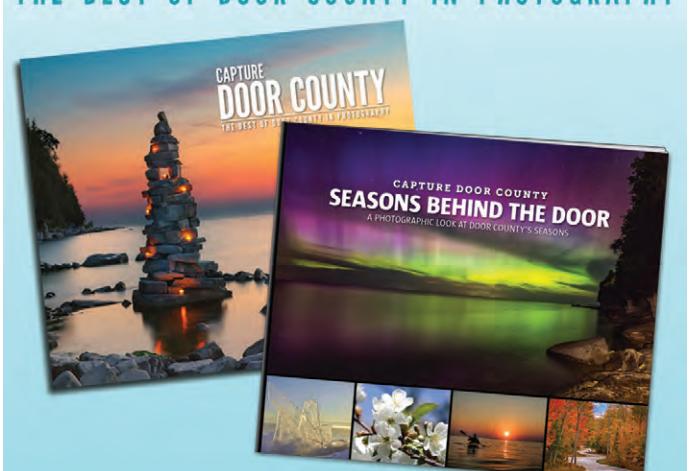
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## CAPTURE DOOR COUNTY

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## Door County Certified Tourism Ambassador Program

The Door County Certified Tourism Ambassador (CTA) Program is a multifaceted program that serves to increase tourism in Door County by inspiring front-line employees and volunteers to turn each visitor encounter into a positive experience. This National, professional program demonstrates the Door County Visitor Bureau's dedication to promoting our destination as the best, with a high level of commitment to our visitors.

The CTA Program teaches employees and volunteers best practices and ensures they understand their role in increasing tourism. The focus of the program is to increase their knowledge of Door County; provide answers to the variety of questions received from visitors; and gives employees a chance to meet one another, learn from each other's experiences and celebrate together!

What separates the Door County Certified Tourism Ambassador program from other training programs is that it is not simply training, but a certification. Employees and volunteers who complete the program receive a credential and accompanying initials that can be used behind the person's name to denote their commitment to their profession as a *Certified Tourism Ambassador*™.

As an Accredited Provider, the Door County Visitor Bureau presents the official CTA designation on behalf of the Tourism Ambassador Institute™, the national oversight body for the certification program. Since the program's inception in 2009, the Door County Certified Tourism Ambassador program has certified over 800 CTA's.



Faye Blank, 2017 Certified Tourism Ambassador of the Year  
High Point Inn, Ephraim, WI

## Blank Named CTA of the Year

Each year we present the *Door County Certified Tourism Ambassador of the Year* award to an individual who embraces the spirit of the CTA program. Nominations are submitted by customers, employers, co-workers or self-nominations. This year's recipient has been with her employer for 15 years. While her main role is an Assistant Manager, she wears many hats to ensure her guests have an enjoyable and comfortable stay. She consistently exceeds guest's expectations with her warm smile and

hospitable nature. In addition, she keeps herself 'in the know' by attending every tourism related event from the Wisconsin's Governor's Conference on Tourism to all of the DCVB's annual meetings. Please join us in congratulating Faye Blank, CTA on being selected as the 2017 Door County Certified Tourism Ambassador of the Year.

For more information about the Certified Tourism Ambassador program, contact Yvonne Torres of the Door County Visitor Bureau at 920-818-1139

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## DOOR COUNTY GIFT CERTIFICATES

The Door County Visitor Bureau's gift certificate program continues to help people give the gift of Door County. While they make great gifts for visitors, they also make great gifts for residents or rewards for employees, too! They can be purchased at the DCVB Welcome Center, by phone at 800-527-3529 or on [DoorCounty.com](http://DoorCounty.com). Over \$225,000 worth of Door County gift certificates were sold through the Door County Visitor Bureau last year. That money has to be spent at businesses in Door County. Every business in Door County (regardless of membership) is encouraged to accept them and will be reimbursed by the DCVB at 100% face value.



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