

2015 Co-op Marketing Plan



In 2015 we will

- Enhance the brand through more refined marketing
- Reach out to a younger secondary demographic
- Speak to target audience across all marketing channels
- Leverage understanding of Door County travelers to anticipate visitor attitudes, behaviors and motivators in effort to continually reach and effectively target current and potential travelers.





Those who visit Door County will find a breathtakingly scenic, water-centric landscape perfectly conducive to their pursuit of relaxation and rejuvenation.

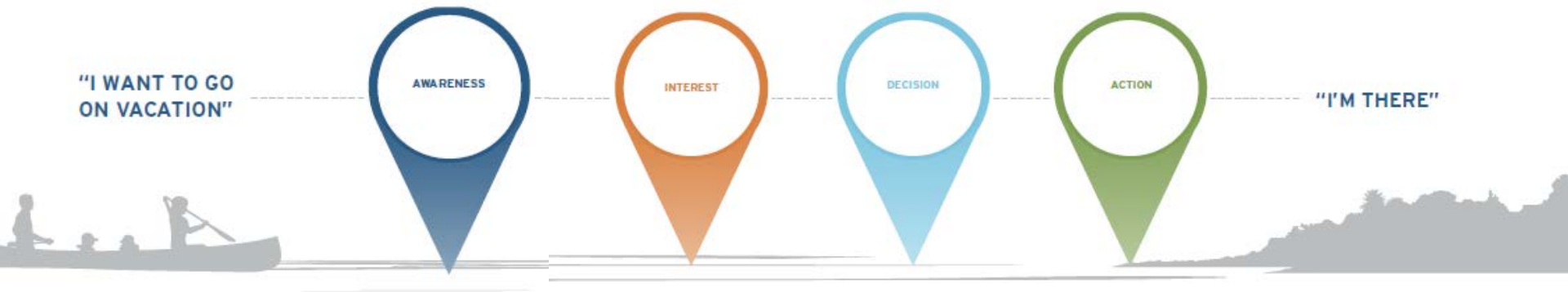
2015 Co-op Goals

- The goal of the 2015 Co-op program is to leverage DCVB and partner co-op funding to attract visitors in our designated market areas to increase tourism visitors and spending in the county.
- DCVB has developed a robust and integrated cooperative marketing campaign to reach maximum potential target audience penetration across many mediums.
- DCVB is pleased to once again provide the successful advertising offerings from last year, with some modifications, along with a new multi-media opportunity.
- The integrated campaign will allow members to place their messages in our key, target markets and offer various tiers of pricing to fit all budget needs.
- Co-op participants will once again benefit from aggressive pricing options due to the volume of media being placed by DCVB.



THE TRAVELER'S DECISION MAKING PROCESS

A positive experience fosters loyalty.



PRINT



PRINT: Midwest Living



Midwest Living continues as the leading lifestyle brand that explores the region, savors unique flavors and celebrates the people who make up the great Midwest.

- The *Midwest Living* reader demographic profile:
 - Median HHI: \$67,839
 - 82% own a home
 - 72% attended/graduated college
 - Median Age: 53 years old
 - 66% are married
 - 44% have HHI over \$75,000

- *Midwest Living* will be utilized to showcase a year-long trip planning tool in the form of a 6-page perforated roll gate insert. This useful guide map will be inserted into the March Issue, Best of Midwest which hits newsstands in February. This strategically timed drop will allow our demographic enough time out to plan their trip. The insert will run in three, key markets including: IA, WI and Chicago suburbs. This will go to over 264,000 paid subscribers.



PRINT: Midwest Living continued...

- DCVB will produce one 6-page insert in the March 2015 issue to be used as a planning tool for *Midwest Living* readers to plan out their trip details in 2015. The insert will be delivered to 264,000 households in the entire subscriber list in the state of Iowa, Wisconsin and Northern Chicago Suburbs. The insert will feature a map of Door County that includes features of the county that will make people want to tear out and keep the insert as a planning guide. Ad space available is a 1/6 page ad (3.25" x 2.875").

	One Option available: 1/6 Page Ad = \$1,800 (12 ads available)
What you will receive	Exposure in the March 2015 Insertion that will be distributed to 264,000 households. Added Value: 1/6 Page Ad will receive 4 months of Reader Service Listing Additional reprints will be available for distribution in visitor centers throughout the county and the DCVB lobby. (Quantity: 1000)
What you will provide	1/6 Page Ad: 3.25" x 2.875", camera ready, PDF-formatted ad Materials are due: December 19, 2014

PRINT: Experience WI



Experience WISCONSIN reader is.....

- A homeowner
- College-educated
- Average Age: 53
- Both male & female even split
- Affluent with an average HHI of \$94,134
- 38% more likely to be a bicyclist
- 104% more likely to visit an art museum
- 142% more likely to attend live theater

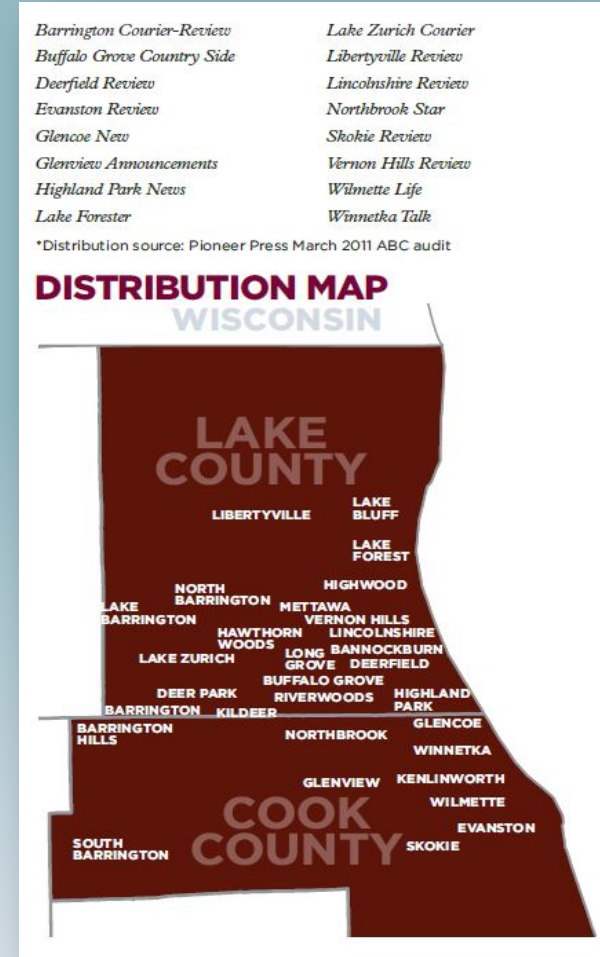
Experience WISCONSIN features destinations, activities, food, culture, history, shopping and often showcases Door County as one of their feature destinations.

- Experience WISCONSIN magazine has a total distribution of 55,000 copies. 54,101 are inserted into Chicago's *Pioneer Press* community newspapers. 96% are paid subscriptions delivered directly to suburban households located in the North shore and Northwest areas, an affluent audience of "select" premier geographic and demographic markets.
- **Publishes:** Twice a year, seasonally: Spring/Summer & Fall/Winter.

PRINT: Experience WI continued

- DCVB will commit to both seasonal print issues in 2015 as spread ads and offer members the opportunity to feature their destination in these two seasonal issues. This is a nice piece with a long shelf life that can be used as a reference guide when consumers are planning their trip.

	<p>\$375 per issue (Spring/Summer OR Fall/Winter)</p> <p>Please note, there are eight spaces available in each issue.</p>	
Issue Dates	<p>Spring/Summer 2015</p> <p>Comes out early/mid May 2015</p> <p>Materials Due: March 27, 2015</p>	<p>Fall/Winter 2015</p> <p>Comes out early/mid Sep 2015</p> <p>Materials Due: July 17, 2015</p>
What you will provide	<p>One high res photo and logo, Max 50 words copy, Phone Number, Website</p> <p>You may submit new creative for each issue or run the same for each insertion.</p>	



PRINT: Wisconsin Gazette



- The Wisconsin Gazette is a community, LGBT newspaper that informs, engages and empowers Wisconsin's LGBT community by providing a professional, independent print and online source for news and commentary, as well as coverage of political and cultural issues
- Publishes: Bi-weekly
- Circulation: 25,000 (and continually growing distribution points)
- Distribution: Various cities in southeast WI (at 600+ sites, coffee shops, including Starbucks, Community Libraries, Book Stores, Restaurants, Salons, Clinics, Performing Arts Centers, etc.)



 A collage of 10 advertisements for Door County businesses and events. The ads include:

- Door County Wisconsin**: "Like nowhere else. 1(800) 52-RELAX (73529) | DoorCounty.com"
- Relaxing Door County Getaway**: Newport Resort, 100 Harbor • Door County. Suites starting at \$99. newportresort.com • (800) 468-6160
- High Point Inn**: Spacious Suites in Door County at the North End of Ephraim. Excellent location for: Family Vacations, Romantic Getaways • Family Reunions. 10386 Water Street • 800-595-6894 • 920-854-9773 • highpointinn.com
- Always... Patsy Cline**: NOW THRU OCT. 19 AT DOOR COUNTY'S PREMIER PROFESSIONAL THEATER. Created and originally directed by Ted Swindley - based on a true story. Sponsored by Kenneth Kauffmann Foundation. PENINSULA PLAYERS. (920) 868-3287
- 69th ANNUAL Fall Fest**: OCT. 17-19 2014. SISTER BAY • DOOR COUNTY. 3 Days of Music, Food & Festivities. cometosisterbay.com • 920.854.2812
- RENARD'S CHEESE**: A FAMILY TRADITION. Two Great Door County Locations! FREE CHEESE & WINE TASTING DAILY • FACTORY TOURS (SOUTHERN DOORS) • BEER - JUNE IN OR TAKE OUT (SOUTHERN BAY). 2189 Cty. Rd. D/E • Sturgeon Bay • 920.825.7272
- Parkwood Lodge**: Door County. Located in Fish Creek across from Peninsula State Park! 920.868.2046 • 800.433.7592
- BLISS**: Delightfully Creative Accents for Your Home & Life. A Truly Unique Door County Shopping Experience! 724 Jefferson St., Sturgeon Bay • (820) 743-6722

PRINT: Wisconsin Gazette continued...

- To continue the presence DCVB has already established in the LGBT market we will continue a fifth, consecutive year of advertising in the LGBT-focused WI Gazette. Increased ad frequency opportunity takes place in 2015 as the number of issues has increased from six to eight.
- In addition to the print component, participants also receive added-value in the form of two social media posts on Wisconsin Gazette's Facebook & Twitter pages, as well as an online ad on WisconsinGazette.com for two weeks following the print run.

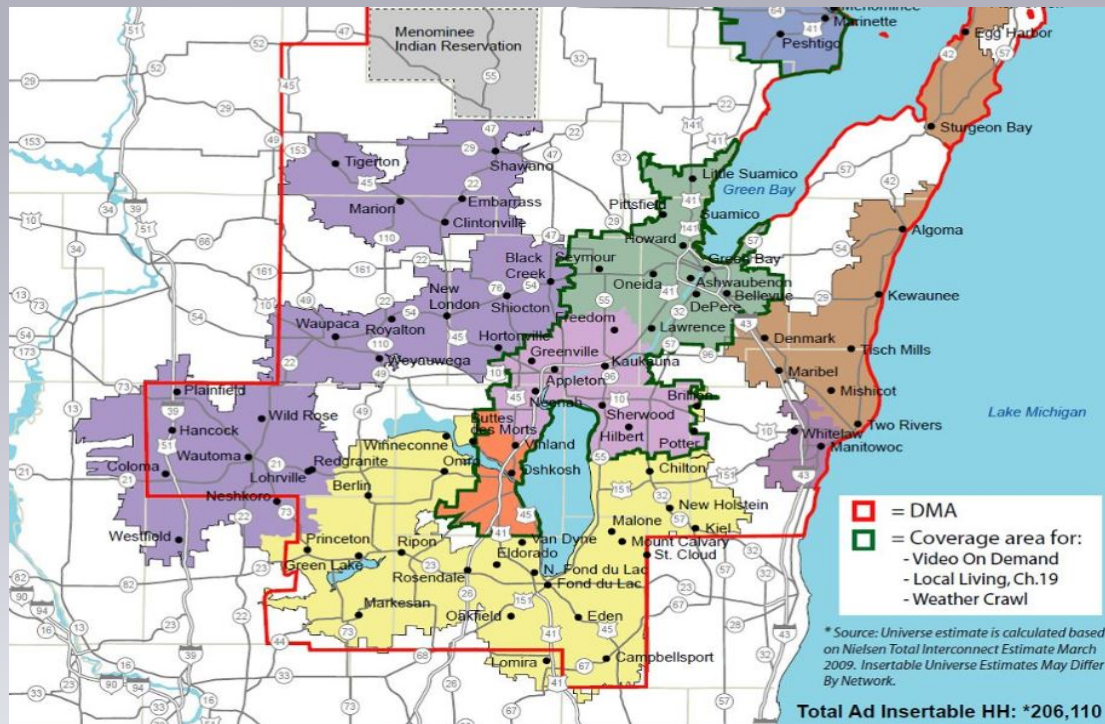
	Option 1: \$840	Option 2: \$115
Issue Dates	8 issues total <i>Issue Dates: 2/12, 3/12, 4/9, 5/7, 6/4*, 7/16, 9/10, 9/24</i> *6/4 is the Pridefest Milwaukee issue, which has an additional 2,000 distribution at Pridefest	Cost per ONE date/insertion Subject to availability, first come, first serve <i>Issue Dates: 2/12, 3/12, 4/9, 5/7, 6/4*, 7/16, 9/10, 9/24</i>
What you will provide	Print ready ad 4.5" x 2", Full Color PDF You may submit new creative for each issue or run the same for each insertion. Materials are due three weeks prior to insertion date.	
Please note, there are limited spaces available and dates and schedule are subject to change and will be dependent upon participation level. Sign up is based on first come, first serve.		

TELEVISION



TELEVISION: Time Warner Cable

- Partner with DCVB and run on Time Warner Cable in the Green Bay, Wisconsin Interconnect Market.
- Highly rated networks and programming specifically chosen based on research data showing strength of programming in our core target demographic of Adults 35-64.
- Programming will also be chosen based on those that index high for travelers.
- DCVB has purchased airtime in 30-second increments
 - Your pricing reflects a 15-second commercial
 - Your ad will run in conjunction with a DCVB 15-second commercial to equal one 30-second commercial



TELEVISION: Time Warner Cable continued

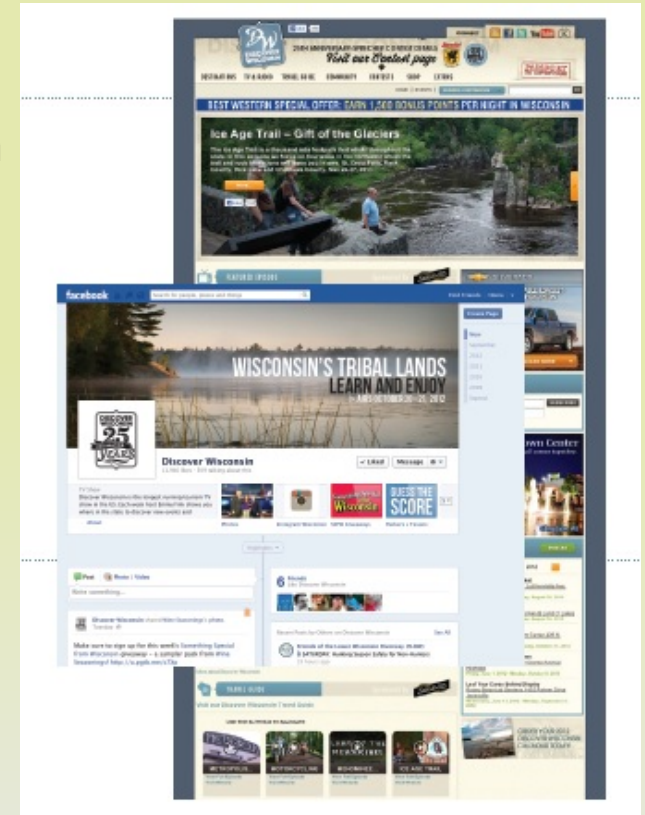
	Option 1: \$2,500 (Max 3 participants)	Option 2 : \$1,500 (Max 3 participants, based on availability)
Flight	8 weeks, March-May 3/2, 3/9, 3/23, 3/30, 4/13, 4/20, 5/4, 5/18	8 weeks, March-May 3/2, 3/9, 3/23, 3/30, 4/13, 4/20, 5/4, 5/18
Market	Green Bay	Green Bay
Example Networks	A&E, CNN, E!, ESPN2, Food, HGTV, MNSBC, SyFy, USA, TRAV	A&E, CNN, E!, ESPN2, Food, HGTV, MSNBC, SyFy, USA, TRAV
Total # of :15 spots	130	88
What you will provide	Produced, TV-ready :15 commercial in a .MPG format. Detailed specs will be sent upon sign up. DCVB can provide quality references for assistance with TV spot production.	



Multi-Media: Discover Wisconsin

Discover Wisconsin and Door County Visitor Bureau has developed a partnership to promote Door County. We will accomplish this by featuring 4 premiere businesses with an overarching theme amongst all and showing their product or service that is uniquely 'Door County'.

Discover Wisconsin, created in 1987, is the nation's longest running tourism TV show. The 30 minute, weekly television series has covered over 1,213,200 miles over the past 25 years promoting various tourism destinations and events throughout Wisconsin.



Multi-Media: Discover Wisconsin continued



One Option available:
\$8500 (Max 4 Participants)

What you will
receive

Television

- Production of half hour episode featuring your business, as one of four being featured.
- The episode will air in 8 states, reaching over 11.7 million homes, 3 times over two years.

Radio

- Production of radio program for each participating business
- Airs state wide on 40+ radio stations over two years

Web www.discoverwisconsin.com

- Call to action and more information (Where everyone can interact with you)
- Door County Choice Destination page on discoverwisconsin.com over two years with links to your website on the destination page
- Social Media Marketing
- Feature articles in our blog

Video for your website

- Your episode segment available for your website

Trade Shows / Events

- Distribute Door County vacation guides to the trade shows attended by Discover Wisconsin for two years

Public Relations

- News release to your area newspapers each time the episode airs

Out-of-Home Digital Billboards



In 2015, DCVB will continue to use out-of-home (OOH) to reach a broad audience and illustrate the dynamic, picturesque and restful beauty of Door County. We will launch the OOH boards earlier in the year when travelers are planning ahead and looking for recommendations to help plan their trip.

The OOH campaign will run in February, March and April to reach visitors during the typical leisure planning stage. DCVB is going to offer members their own schedules based off of the highly-discounted and strategically placed boards in key market areas including: Milwaukee and the Chicago-area.

OUT-OF-HOME:

Clear Channel Digital Boards

Chicago Locations (Green):

- I-94 Tri State Toll Way & Russell Road / Facing South
- I-294 N Tri State Toll Way & Central Ave / Facing South

Milwaukee Network 1 Locations (Blue):

- I-94 WS 0.5mi N/O Hwy KR Facing S
- I-94 SS 200ft E/O 20th St Facing W
- I-43 ES 0.6mi S/O Hampton Av Facing N
- I-94 SS 0.3mi E/O Hwy 100 Facing W
- I-43 SS .24mi W/O Hwy 100 Facing W

Milwaukee Network 2 Locations (Red):

- I-894 SS 0.33mi E/O 60th St Facing W
- I-94 WS 0.6mi S/O 7 Mile Rd Facing N
- I-43 WS 200ft S/O North Av Facing S
- I-94 ES 10ft N/O Washington St Facing S
- I-94 SS 700ft E/O Hwy 41 Facing E

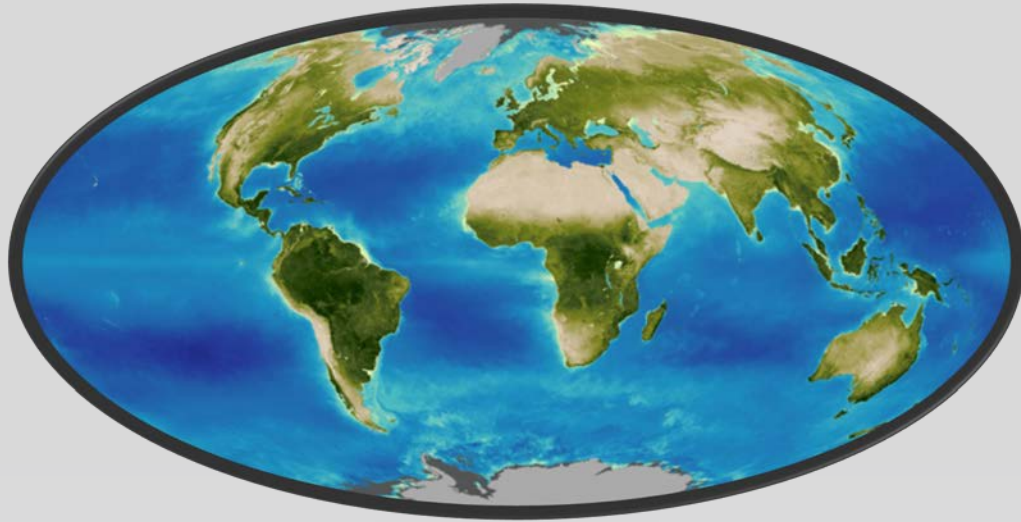
Milwaukee Networks 1 & 2 rotate each week



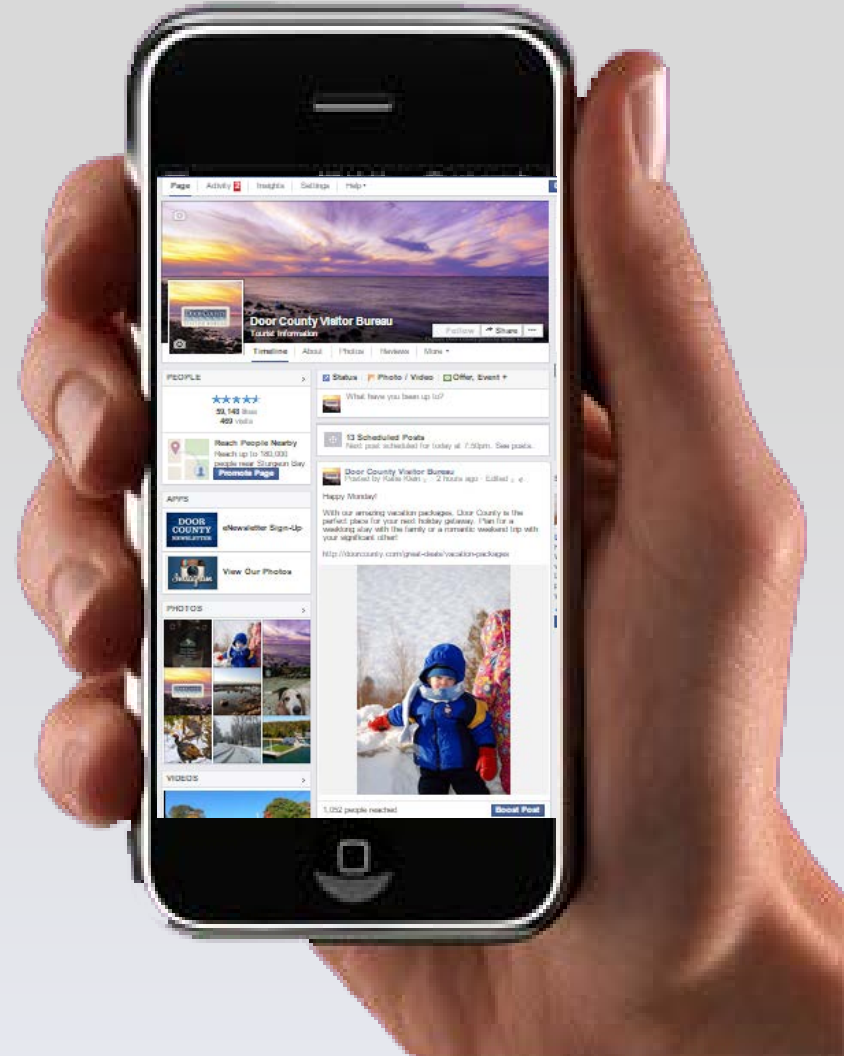
OUT-OF-HOME: Clear Channel Digital Board continued...

	Milwaukee-Chicago Option 3 participants per month available for \$3,300 <i>These packages are given 1st priority over Milw-Only packages</i>	Milwaukee-Only Option Up to 3 participants per month for \$1,980 <i>Availability contingent on # of Milw/Chic packages sold</i>
Benefits	DCVB has a significant spend so you are receiving the cost-efficiency of a highly discounted program. These boards will reach a large number of potential customers. You can use compelling offers and change your creative as much as you like.	
What you will receive	3 weeks/15 day campaign (choose month) <u>Milwaukee:</u> 5 digital boards per day/Wed-Sun 1,042 total 8-second spots per day <u>Chicago:</u> 2 digital boards per day/Wed-Sun 333 total 10-second spots per day A total of 1,375 spots per day on all seven boards, for a total of 21 days.	3 weeks/15 day campaign (choose month) <u>Milwaukee-Only:</u> 5 digital boards per day/Wed-Sun 1,042 total 8-second spots per day A total of 1,042 spots per day on all five boards, for a total of 21 days.
What you will provide	http://clearchanneloutdoor.com/files/creative/art-specs-digital.pdf Please see hand out for OOH suggestions DCVB highly recommends. Materials are due two weeks prior to your 4-week start date. For billboard creative questions, contact: Sara Johansen, Zizzo Group Account Manager O 414-319-5700 sarajohansen@zizzogroup.com	

DIGITAL

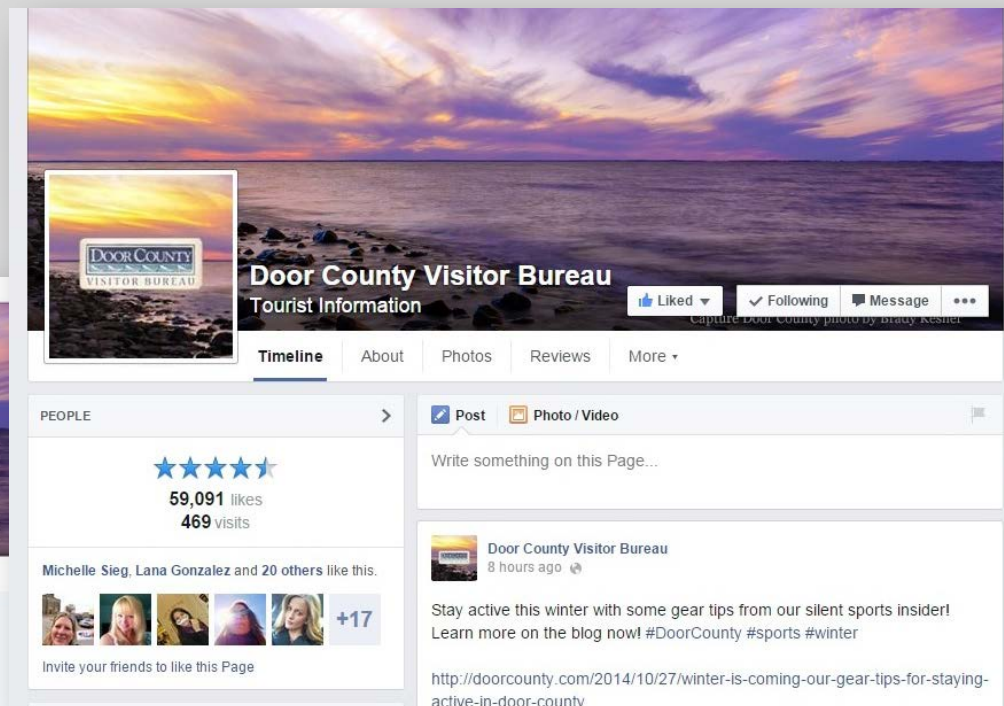


- Social Media
- eNewsletter
- TripAdvisor



DIGITAL: Social Media – Facebook & Twitter

- DCVB has grown their Facebook base by thousands over the last year and plan to keep growing the number of likes in the 2015 year. Currently, Facebook has 59,091 “likes.” DCVB plans to continue creating engaging, custom content/posts for their Facebook followers. New this year, members can capitalize on their large reach of targeted, qualified customers
- The DCVB Twitter page currently has 3,423 “followers”, a number that will continue to grow into 2015.
- DCVB would like to offer its members the opportunity to feature their event or business by posting on the DCVB Facebook and Twitter pages, thereby tapping into the thousands of engaged, Door County travel enthusiasts.
- **Current DCVB Facebook User Profile:**
 - 80% are women
 - Average age 18-64
 - Top Locations: IL, MN, WI



DIGITAL: Social Media – Facebook & Twitter

- New to 2015, DCVB will offer posts on both Facebook AND Twitter with the potential to reach over 62,514 (Facebook & Twitter) Door County qualified travelers
- Featured Posts are anchored to the top of the DCVB Facebook page and/or Twitter profile for a maximum of 3 consecutive calendar days.
- Sold on a first come, first served basis, advertisers are limited to one (1) post per month (General or Featured), with a maximum of one (1) Featured Post per year.
- Only two (2) co-op posts allowed per week (3 during weeks when a featured post is scheduled to run) and only two (2) featured co-op posts available per month.
- Social Media performance statistics will be sent to each advertiser

	Featured FB & TWITTER Post: \$250/Post Max of 2 posts per month	Featured FB Post: \$200/Post Max of 2 posts per month	Featured TWITTER Post: \$75/Post Max of 2 posts per month
What you provide	FB: Desired post date, URL, 50 words of copy, image OR video in the format of Jpeg, GIF, PNG, MOV, AVI or YouTube link. TWITTER: Desired post date, URL, 140 characters of copy	Desired post date, URL, 50 words of copy, image OR video in the format of Jpeg, GIF, PNG, MOV, AVI or YouTube link	Desired post date, URL, 140 characters of copy
	General FB & TWITTER Post: \$150/Post Max of 2 posts per week	General FB Post: \$125/Post Max of 2 posts per week	General TWITTER Post: \$50/Post Max of 2 posts per week
What you provide	FB: Desired post date, URL, 50 words of copy, image OR video in the format of Jpeg, GIF, PNG, MOV, AVI or YouTube link. TWITTER: Desired post date, URL, 140 characters of copy	Desired post date, URL, 50 words of copy, image OR video in the format of Jpeg, GIF, PNG, MOV, AVI or YouTube link	Desired post date, URL, 140 characters of copy

DIGITAL: E-Newsletter Marketing

The Door County E-Newsletter offers quality content and a vibrant design that is mobile-friendly and engaging.

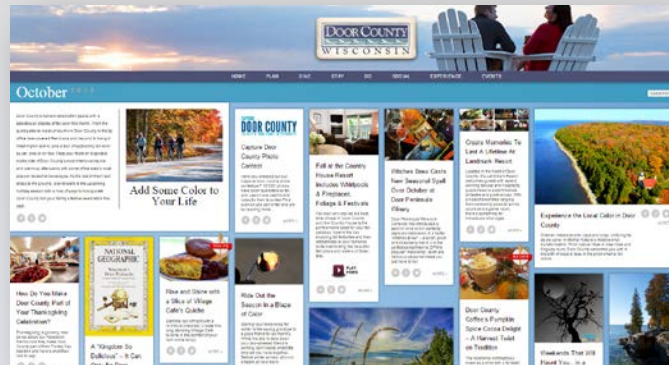
DCVB utilizes the newsletter to provide news of interest to travelers planning a Door County visit, strengthen brand awareness and inform visitors about the wide range of products and services offered by its members. It provides traffic to the DCVB website and generates word-of-mouth referrals.



E-Blast

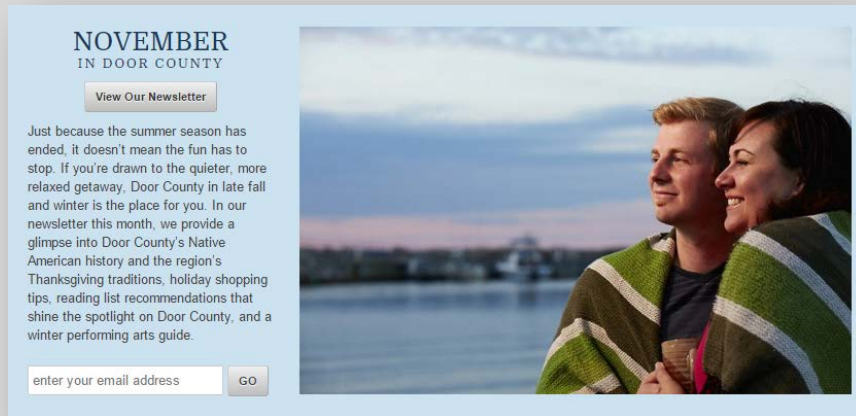
- 12 E-Blasts are deployed to an opt-in email consumer list of just under 200k individuals per month.
- Each deployment includes photo and company listing linking directly to participant's website.

E-Newsletter



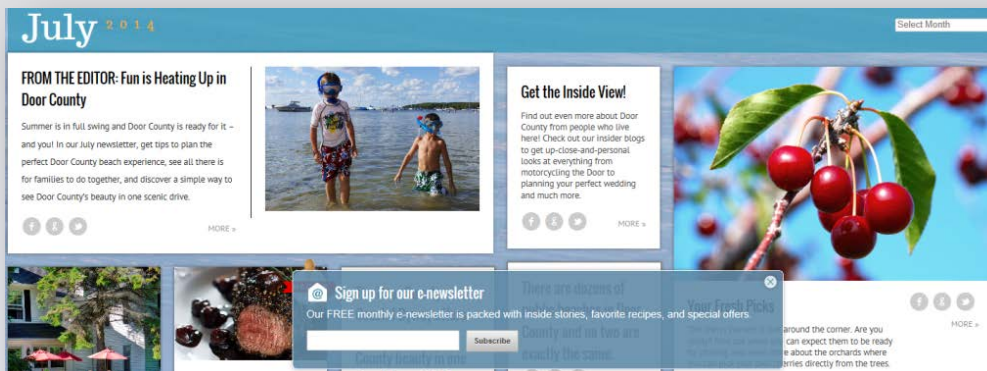
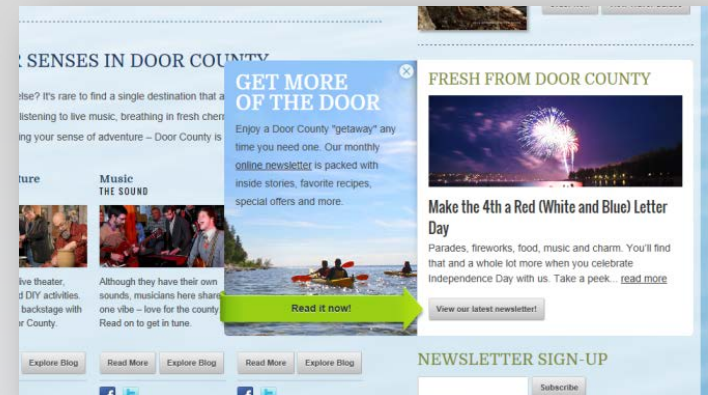
- In 2015 DCVB will offer ad space in the eBlast and homepage of the eNewsletter.
- Participants are limited to 6 per month.
- Partners will provide one image, title of your event, max 280 characters (including spaces) and one URL.

DIGITAL: E-Newsletter Marketing



E-Newsletter call-out is located on the homepage of DoorCounty.com and is also prominent on each internal page. Newsletter content is also available through the site's search function.

A sidebar interruption and fresh content block have been added to drive visitors to the newsletter



Once they click into the newsletter from the side bar article, and if they aren't already subscribed to receive the eblast, they will be prompted with an option to sign on and get monthly newsletter emails.

DIGITAL: E-Newsletter Marketing continued...

DCVB will offer six member spaces per month in the E-Newsletter.

	General Ad: \$500/month Sold on a first come, first serve basis. By signing contract, you agree to the policies and guidelines.
What you will provide	E-blast: High-res image and Title E-Newsletter Homepage Ad: High-res image, Title, 280 characters of copy, URL
What you will receive	1) Inclusion on the e-blast page that will link directly to your website. 2) Ad on the e-newsletter homepage with link to your website

Historical eBlast Data:

- The October email deployed on 10/7 with the remail deploying 10/11 to non –openers
- Total monthly enewsletters sent for the year 3,099,341 (not including seasonal promos)
- 198,441 sent in October (343,595 including remails)
- Overall delivery rate 99.7%
- Overall eblast open rate for Oct 26.5% (industry average is 17%-21%)
- CTR 3.9%
- Clicks on eblast 7,619 in October
- CTO 14.5%

DIGITAL: TripAdvisor.com



- Door County will continue a fourth year with the TripAdvisor.com's DMO sponsorship page which allows Door County to manage, upload and promote their videos, photos, custom content, links to websites, directory of hotels/accommodations, attractions, restaurants, etc.

- Link to DMO page:
http://www.tripadvisor.com/Tourism-g1012027-Door_County_Wisconsin-Vacations.html

TripAdvisor - Door County Destination Page Traffic

Includes data for only the Door County Destination Page on TripAdvisor.com

Year	Page Views	Unique Users
2011	39,408	20,227
2012	77,587	39,112
2013	92,845	44,826
2014 (Jan-Sept)	77,203	45,517

Page views = # of persons who viewed the DMO Page
Unique Users = # of new users based off of cookies

DIGITAL: TripAdvisor.com

Members will have the opportunity to place their banner on one of two permanent banner placements on the Door County DMO Page. DCVB “owns” these ad spaces so no other non-DCVB member advertiser is allowed to run on this page. The content and advertisers are solely Door County. There are two 300x250 spaces available that will accommodate two advertisers on each of the banner and will alternate ads on every page reload.

	Cost is \$600/month, 4 max advertisers per month available Months available: January – December 2015; You may choose your month(s)
What you will receive	Permanent Banner sized 300x250 on Door County's DMO Sponsorship Page for months w/ link to your URL
What you will provide	One, programmed 300x250 banner w/ URL Materials are due two weeks prior to month running.

TripAdvisor Top-rated Hotels in Door County

All Hotels

Best Value

Romantic

Family


Top resorts

B&B

Vacation Rentals

Travelers are talking about these hotels


Romantic



Bay Breeze Resort
#1 of 8 in Ephraim
"Perfectly Relaxing"
JBroskowski November 5, 2014


148 Reviews

Best Value



Main Street Motel
#1 of 10 in Fish Creek
"100 % positive experience!"
leychi October 31, 2014

125 Reviews



VISIT A PLACE
LIKE NOWHERE ELSE.
Plan your trip now. »

DOOR COUNTY
WISCONSIN

Your ad
here



Important Dates & Contact Information

- **Co-Op Presentation Dates:** DCVB will offer a Co-op presentation to its members to review the 2015 opportunities. Tuesday, November 11th, 2014.
- **Contract Deadline:** Friday, December 19th 2014 by 4 p.m. Contracts are due to DCVB. Contracts must be completely filled out. By filling out a contract, you agree to the full cost of the program item(s) you sign up for. You also agree to the guidelines as laid out in this document for each option. DCVB will send you an invoice that you are expected to pay in full and prior to run of ad. Failure to do so, will result in your advertising messages being pulled. **Space is on a first come, first serve basis.**

All contracts and materials must be submitted directly to

Laura Bradley, Marketing and Sales Manager at DCVB

P: 920.818.1137 // F: 920.227.7873 // E: laurab@doorcounty.com

THANK YOU!





Door County Visitor Bureau 2015 Co-Op Member Sign-Up Sheet

Date Received by DCVB: _____

Member Business Name: _____

Contact Name: _____

Email: _____

Phone: _____

Fax: _____

			Cost	Quantity	Total
PRINT	Experience WI	Two issues available: Spring/ Summer & Fall/ Winter (Max 8 participants per issue)	\$375		
	Midwest Living	1/6 Page in Premium 6-Page Insert (Max 12 participants)	\$1,800		
	WI Gazette	Receive ads in all 8 issues: (Max 8 participants) 2/12, 3/12, 4/9, 5/7, 6/4, 7/16, 9/10, 9/24	\$840		
		Single Issue: (Choose Dates) 2/12, 3/12, 4/9, 5/7, 6/4, 7/16, 9/10, 9/24	\$115		

			Cost	Quantity	Total
TV	Time Warner Cable Green Bay	Option 1: 130 (:15) spots (Max 3 participants)	\$2,500		
		Option 2: 88 (:15) spots (Max 3 participants based on availability)	\$1,500		

			Cost	Quantity	Total
MULTI-MEDIA	Discover Wisconsin	Includes TV, Radio, Web (Max 4 participants)	\$8,500		

			Cost	Quantity	Total
OUT-OF-HOME	Milwaukee+Chicago Digital Billboards	Cost reflects 3-weeks in chosen month. (Max 3 participants per month) MKE-CHI option takes priority over MKE-Only. Choose Month(s): February, March, April	\$3,300		
	Milwaukee-Only Digital Billboards	Cost reflects 3-weeks in chosen month. (Contingent on availability) Choose Month(s): February, March, April	\$1,980		

			Cost	Quantity	Total
DIGITAL	Trip Advisor	Circle Month(s): Jan Feb Mar Apr Sep Oct Nov Dec	\$600/ mo		
	DCVB E-Newsletter	Featured Ad: (Max 6 per month) Circle Month(s): Jan Feb Mar Apr May Jun July Aug Sep Oct Nov Dec	\$600/ mo		
		General Ad: (Max 6 per month based on availability) Circle Month(s): Jan Feb Mar Apr May Jun July Aug Sep Oct Nov Dec	\$500/ mo		
	DCVB Social Media FEATURED Posts	Featured Facebook AND Twitter Post: (Max 2 per month) List your week preferences below	\$250		
		Featured Facebook Post: (Max 2 per month based on availability) List your week preferences below	\$200		
		Featured Twitter Post: (max 2 per month based on availability) List your week preferences below	\$75		
	DCVB Social Media GENERAL Posts	General Facebook AND Twitter Post: (Max 2 per week) List your week preferences below	\$150		
		General Facebook Post: (Max 2 per week based on availability) List your week preferences below	\$125		
		General Twitter Post: (Max 2 per week based on availability) List your week preferences below	\$50		

Social Media Sign-Up: Indicate which week(s) your business would like to reserve. *Example: "Week of 4/6, 6/15, etc."*

GRAND TOTAL:

\$

Thank you for participating. By signing this contract you agree to the full cost of the program (items) you sign up for and to the guidelines as laid out in this document for each option. Materials will not be accepted after due dates and it is the advertisers responsibility to ensure that the quality of their ad meets the specifications of the publication. DCVB will send you an invoice that will need to be paid in full, prior to the run of each ad. All participants must remain a member in good standing to participate in the DCVB co-op program. Failure to do so will result in your advertising message being pulled.

SIGNATURE: _____

DATE: _____

Please fax contract to 920-743-7873 or email Laurab@doorcounty.com