



VILLAGE OF MOUNT HOREB

E. Main Street

Mount Horeb, WI 53572

Phone: (608) 437-6884 Fax: (608) 437-3190

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**TOURISM COMMISSION AGENDA**  
**Wednesday, March 13, 2024 at 5:00 PM**

Municipal Building Board Room  
138 E. Main Street  
Mount Horeb, WI

- 1) Call to order
- 2) Agenda Items
  - a. Consideration of July 11, 2023 Meeting Minutes
  - b. 2023 Room Tax Collections Report
- 3) Update from Tourism Entity
  - a. 2024 Room Tax Marketing Plan and Budget
- 4) Set date and agenda items for next meeting
- 5) Meeting adjournment.

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**TOURISM COMMISSION AGENDA**

**Tuesday, July 11, 2023 at 5:30 PM**

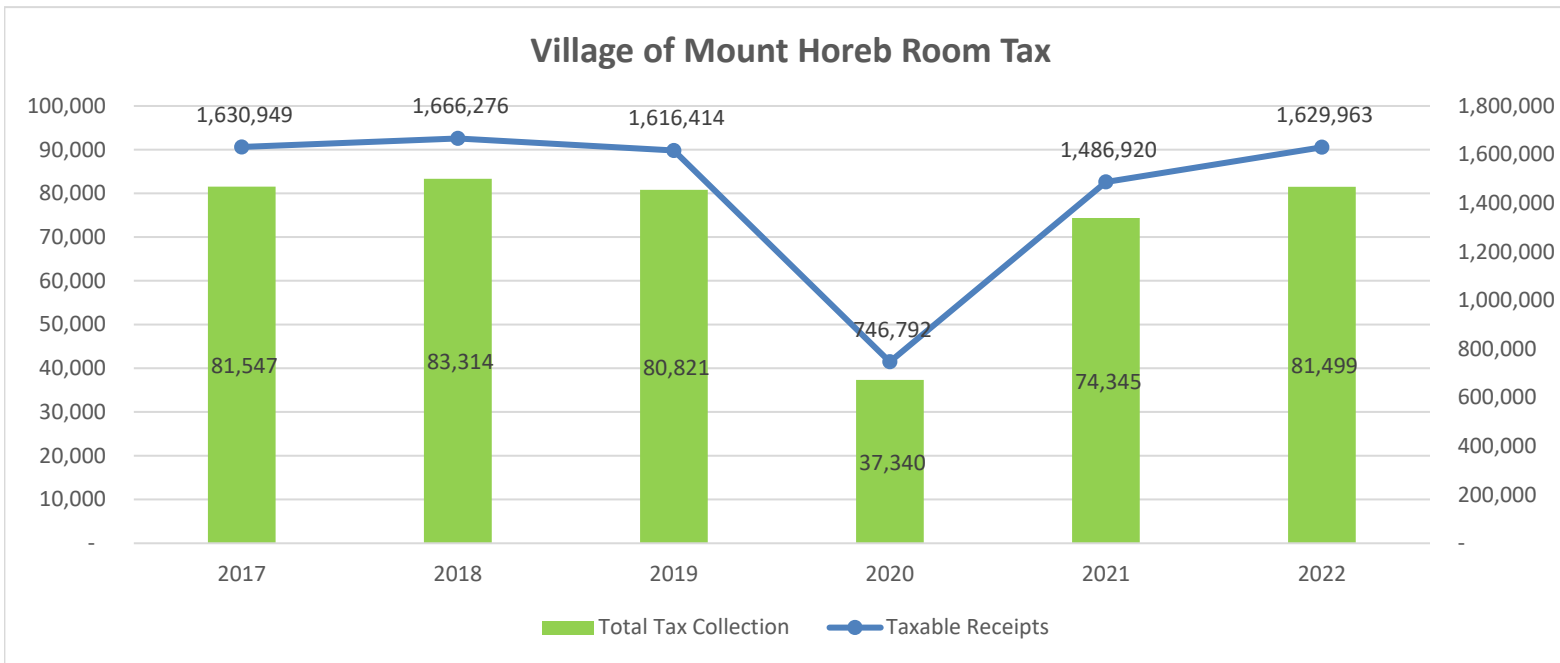
**DRAFT MEETING MINUTES**

- 1) Call to order
  - a. Roll Call  
Chair Johnson called the meeting to order at 5:30 p.m. Present were Johnson, Brass, Phillips, McGree and Jones. Flaherty was absent. Also present were Chamber of Commerce Executive Director LaCasse-Ford and Administrator Owen.
- 2) Agenda Items
  - a. Introduction of New Member  
Nathan McGree, owner of Tyrol Basin was introduced as the new committee member.
  - b. Consideration of April 26, 2023 Meeting Minutes  
Motion by Brass, second by Jones to approve the April minutes. Motion carried.
  - c. Review of 2023 Room Tax Revenues  
The committee reviewed the revenue for 2023. The second quarter payments should be coming in soon.
  - d. Report on 2023 Expenditures  
LaCasse-Ford reported that budget numbers are in line with the spending plan for 2023. Social Media marketing has been going well, as well as coop marketing opportunities.
  - e. Discussion on Potential Tourism Commission Changes  
The commission discussed expanding the room tax to include lodging facilities in neighboring municipalities as a source of new revenue to help fund a grant program which would be available for the chamber to distribute for others to promote their events that would generate overnight stays. Overall, the commission was in favor of the grant idea but felt more research was needed on expanding the room tax. Johnson, LaCasse-Ford and Owen will meet to discuss options.
- 3) Update from Tourism Entity  
LaCasse-Ford provided a brief update on chamber activity.

- 4) Set date and agenda items for next meeting  
The next meeting was set for Wednesday October 25th at 5:30 p.m.
- 5) Meeting adjournment.  
Motion by McGree, second by Brass to adjourn. Motion carried at 6:01 p.m.

**Village of Mount Horeb  
Room Tax Graph data**

	January-December						
	2017	2018	2019	2020	2021	2022	2023
Taxable Receipts	1,630,949	1,666,276	1,616,414	746,792	1,486,920	1,629,963	1,759,520
Total Tax Collection	81,547	83,314	80,821	37,340	74,345	81,499	87,976
Gross Room Receipts	1,795,917	1,827,073	1,844,303	971,425	1,706,614	1,781,420	1,981,522
Exempt Room Receipts	164,969	160,797	227,889	224,633	219,694	151,457	222,002





MOUNT HOREB

2024

**ROOM TAX**

**MARKETING PLAN & BUDGET**





# POSITIONING STATEMENT

Rich in **experiences** and **tradition**, Mount Horeb is a **high-spirited, welcoming** community that encourages all to explore the many **treasures** of the village and surrounding Driftless Area.

Located on the **edge of the Madison Area** and at the **edge of the Driftless Region of Southwest Wisconsin**, Mount Horeb is a **socially progressive rural/suburban community**. Dedicated to maintaining its roots in its **heritage**, Mount Horeb also yearns to be a **prosperous** and **growing community**, both **desirable** and **accessible** to people of all backgrounds and walks of life.

Visitors will find Mount Horeb to be **charming** and **full of life**. The **trolls** are iconic in our community and are used as our "hook." They bring people to town and lead them up and down our streets, into our businesses, and help increase our economic impact.

Our **attractions** make us a unique destination. Cave of the Mounds, the Driftless Historium, The Grumpy Troll, Tyrol Basin, wineries, farm-to-tables, cheese factories, and Blue Mound State Park are all easily accessible from Mount Horeb and help draw people to our area.

Our access to **outdoor recreation** attracts travelers looking to get out of the city and into nature.

We are also well known for **weddings**, which drive business to our lodging properties and to other parts of our local economy.

We have **quality lodging options** that allow guests to stay in our community overnight and visit the surrounding area. We like to think Mount Horeb is the perfect **basecamp** for exploring Madison to the east, trout streams and the Wisconsin River to the north, the Driftless Region to the west, and neighboring communities to the south, such as New Glarus and Monroe.

# SWOT ANALYSIS



## strengths

- Trolls
- Festivals
- Walkable Downtown
- Safe + Friendly Community
- Well-Maintained
- Small Businesses with Character
- Makers (cider, beer, chocolate, tea...)
- Artists
- Room Tax Collection
- Strong Brand
- Proximity to Madison
- Access to Outdoor Recreation, Parks...
- Driftless Region

## weaknesses

- No Public Transportation
- Inconsistent/Limited Hours on Main Street (due to staffing, etc.)
- Staffing Issues
- Must Abide by Dane County Mandates

## opportunities

- More Ways to Shape Cohesive Brand
- Continue to Work with REAL
- Facilitate Collaboration Amongst Tourism Businesses
- Educate REAL Businesses on Brand
- Provide REAL Businesses Tools to Help with Tourism Marketing
- Chamber Committed to Rebuilding Trust and Growing Network within Community
- Business Owners in Our Community Have a Lot of Knowledge to Share
- Community is Growing
- New Comprehensive Plan + Downtown Plan

## threats

- Negative PR (unique instances)
- Culture is one that sees fellow business owners as competitors rather than collaborators.



## strengths + opportunities

Epic  
Pays Some Room Tax to Visit Madison  
Strong Business Core, but Weak Tourism  
Successful Hotels (Epic) = Room Tax Funds  
Chamber is Interested in Collaboration

11 miles | 15 minutes from Mount Horeb



Middleton WI  
The Good Neighbor City

## strengths + opportunities

Larger City  
Closer to Madison  
Shopping Mall  
More Options for Restaurants  
Bigger Brand Stores  
Trolley (Tourism)

16 miles | 22 minutes from Mount Horeb



## strengths + opportunities

New Glarus Brewing Co.  
Historic Downtown  
Swiss Heritage  
Events  
Well-Known to Bus Tour Operators  
Support of Green County Tourism

18 miles | 21 minutes from Mount Horeb

# Spring Green

## strengths + opportunities

Taliesin  
House on the Rock  
American Players Theatre  
Driftless Region  
No Cohesive Community Brand  
Small Chamber, Few Downtown Businesses

27 miles | 34 minutes from Mount Horeb



## strengths + opportunities

Lands' End  
Walkable Historic Downtown  
Bob's Bitchin' BBQ  
Few Nice Hotels  
No Cohesive Community Brand

22 miles | 25 minutes from Mount Horeb

Mineral Point Chamber of Commerce



Mineral Point, Wisconsin

## strengths + opportunities

Driftless Region  
Historic Downtown  
Cornish Heritage  
Artist Community  
No Cohesive Community Brand  
Few Thriving Tourism Businesses

29 miles | 31 minutes from Mount Horeb

# AUDIENCE PROFILES

CBSA	Visitors			Visit Nights					Median Daily Disposable Income				
	0K	5K	10K	0K	10K	20K	30K	40K	\$0	\$100	\$200	\$300	\$400
Madison, WI	9.9K			32.4K					\$178.7				
Minneapolis-St. Paul-Bloomin..	2.3K			5.6K					\$195.7				
La Crosse-Onalaska, WI-MN	1.4K			5.4K					\$154.8				
Platteville, WI	1.2K			4.3K					\$136.4				
Chicago-Naperville-Elgin, IL-I..	2.3K			3.8K					\$228.1				
Milwaukee-Waukesha, WI	2.4K			3.4K					\$196.5				
Eau Claire, WI	692			2.2K					\$156.2				
Washington-Arlington-Alexan..	375			1.8K					\$277.4				
Whitewater, WI	512			1.7K					\$149.2				
North Port-Sarasota-Bradent..	153			1.7K					\$199.8				
Watertown-Fort Atkinson, WI	589			1.2K					\$167.3				
Janesville-Beloit, WI	343			1.1K					\$158.6				
Reno, NV	258			1.1K					\$115.9				
Baraboo, WI	326			1.1K					\$170.6				
St. Louis, MO-IL	434			1.1K					\$243.2				
Winona, MN	297			1.1K					\$139.5				
Appleton, WI	611			982					\$172.4				
Mankato, MN	176			930					\$150.5				
	0K	5K	10K	0K	10K	20K	30K	40K	\$0	\$100	\$200	\$300	\$400

# CITY FAMILY

The Shah Family lives in a suburb of Chicago. They love visiting southern Wisconsin because it gets them out of the city and the beautiful country. The Shahs have visited Wisconsin Dells and other destinations in Wisconsin. They are looking for family-friendly attractions, safe and clean accommodations, and a place that will allow them to get outside and enjoy nature.

The Shahs heard about the trolls in Mount Horeb and they are looking forward to going troll hunting. They plan to stop at the Welcome Center when they arrive and ask for recommendations for lunch and things to do. They have booked a room at local hotel that has an indoor pool and hot tub, which the kids are really looking forward to.

During the visit, the Shahs are very impressed with how clean and well-kept Mount Horeb is. The landscaping is welcoming and the people they meet in town are incredibly friendly. They stop at the Welcome Center and pick up some postcards to commemorate their visit; they find all of the trolls; they go on a cave tour and eat at several of our area restaurants. They are very impressed with our selection of shops along Main Street, where they find goodies for everyone and souvenirs to bring home.

The Shahs can't wait to come back to Mount Horeb and they will remember their time here with warmth and happy memories.

## KEY WORDS

**KID-FRIENDLY  
TROLLS  
MUSEUM  
CAVE OF THE MOUNDS  
MILITARY RIDGE BIKE TRAIL  
POOL  
SOUVENIERS**

**OUTSIDE  
SAFE  
CLEAN  
FRIENDLY  
NATURE  
POSTCARDS  
MEMORIES**

# MILLENNIAL COUPLE, NO KIDS

Jack and Hannah live in St. Paul, MN. They are millennials who rent, they don't have any kids, and they love to plan road trips based on where their favorite microbreweries are located. They love brew fests and always research their trips using Instagram and Facebook.

They love quirky things off the beaten path, and so when they heard about the trolls in Mount Horeb, they put it on their bucket list. They read about the Grumpy Troll Brew Pub and Brix Cider, and plan to visit each of those businesses while in town. They also research microbreweries in the surrounding area, including Madison. They plan to sleep in Mount Horeb, at a BNB downtown, eat breakfast and walk around downtown for the morning before heading into Madison.

While here, Jack and Hannah fall in love with the local flavor. They are impressed by how progressive the community is, from Pride flags to non-gendered restrooms. Sunn Cafe is the kind of place they love back home, and they are pleasantly surprised with the quality of the exhibits at the Driftless Historium. They learn about the Driftless Area and love the old photos of the trolls and Mount Horeb in the 60s.

They hear about Cave of the Mounds and decide to drive out there on their way to a nearby distillery. They learn about the adult-only events the Cave hosts occasionally, and they make a note to come back for one of those events in the future.

Overall, Jack and Hannah fall in love with Mount Horeb and it's authenticity. They like that trolls are quirky and kitschy, integrated into the community without being overly commercialized. They see a poster for Thirsty Troll Brew Fest and register then and there, eager for a reason to come back and stay again. There are always more microbreweries to discover, and Mount Horeb is the perfect place to set up base.

## KEY WORDS

**MICROBREWERIES  
BEER/CIDER  
COUPLE  
QUIRKY/KITCHY  
FESTIVALS**

**NOT OVERLY COMMERCIAL  
SOCIALY PROGRESSIVE  
GREAT RESTAURANTS  
DRIFTLESS AREA**

# SILENT SPORTSMAN

Brian Henderson lives in northern Iowa and travels around the country searching for the best trout fishing spot. He frequents Montana and Colorado, and he has some favorite spots out east. He is always on the lookout for a location to add to his rotation.

He heard about the Black Earth Creek, but north of Mount Horeb, on a website devoted to the silent sports in the Driftless Region. Brian is not familiar with the Driftless Region. He does some research and decides to give it a try. He books a room at a small mom-and-pop motel that keeps keeps him close to downtown and fits in his budget.

When Brian arrives, he is impressed with Mount Horeb. He finds it clean and laid back. He enjoys dinner at a bar & grill downtown, and then he goes for a walk along the Military Ridge Trail back to his motel. He finds that Mount Horeb has a nice blend of town and country. He can be in nature and in town at the same time.

The next morning he wakes up early. He stops for coffee at a local coffee shop on his way north to Black Earth Creek. He has a great day of fishing. He stops at a local fly shop and grabs lunch in Black Earth. After he is done fishing, he takes a drive west, toward Spring Green, and enjoys the view of the bluffs along the river valley. He stops to take in the sights over the Wisconsin River, and he does a loop back to Mount Horeb. He parks his car in Brigham County Park and takes in the breathtaking view of rolling hills and bluffs.

Brian puts Mount Horeb into his regular rotation of fishing spots and looks forward to the next time he gets to visit. He may even consider renting a kayak on the Wisconsin River or bringing his bike for some mountain biking at Blue Mound State Park.

## KEY WORDS

**OUTDOORS  
FISHING  
NATURE  
LAID BACK  
BASE CAMP**

**RIVERS/CREEKS  
SILENT SPORTS  
BLUE MOUND STATE PARK  
KAYAKING/MOUNTAIN BIKING  
SURROUNDING AREA  
(NORTH + WEST)**

# GROUP COORDINATOR

Janice is a group tour coordinator based out of the Fox Cities Area. She has been running the same routes for the past 10 years and she is looking for something new. She saw an ad for Mount Horeb in a local tour operator publication, and so reached out the Mount Horeb Chamber and requested information. She received a community guide and troll map, along with a sample itinerary for her tour. Janice loves the ideas in the itinerary. She reaches out to the Chamber and lets them know when the group will be stopping by. The chamber encourages Janice to book rooms at one of their local lodging properties and connects Janice with the local lodging operators.

Janice works with the local businesses to plan her group tour. She books 20 rooms at the local hotel, she has a private tour lined up at the Driftless Historium and Cave of the Mounds. It is a senior tour, and Janice is very impressed with how accommodating the community is for group. They wander through the town, find the trolls, and enjoy sitting and chatting with one another along Main Street. The group especially loves the tradition and heritage in the community. From the trolls to the rosmalling and Norwegian flags throughout the town, the community feels both tied to history and also well-kept and modern in its amenities.

Janice's group has a great time in Mount Horeb. They stay one night in Mount Horeb, visit the town, and then move on to visit New Glarus and Monroe. Janice will keep Mount Horeb in her rotation for years to come.

## KEY WORDS

**ACCESSIBLE  
HERITAGE  
HISTORY  
MODERN AMENITIES  
TRADITION  
CLEAN, WELL-KEPT**

**ATTRACTIONS  
ROSMALLING  
NORWEGIAN  
DRIFTLESS HISTORIUM  
CAVE OF THE MOUNDS  
SURROUNDING AREA  
(NEW GLARUS + MONROE)**

# BRIDE-TO-BE

Della is getting married next summer. Della is from Chicago and her fiance's family is from Minneapolis. They want to find a location for their wedding that is somewhere in the middle for both families. They discovered a gorgeous modern wedding venue in Mount Horeb, and so they plan a trip visit.

While on their scouting visit, Della and her sisters and mother stay at a local hotel in Mount Horeb. The hotel comes highly recommended by the wedding venue they are touring. The hotel offers a shuttle to the venue, as well as discounted rates for wedding guests. Della and her family are very impressed with the hotel. It is clean and modern, and the workers are friendly and accommodating.

After they tour the wedding venue, Della and her girls wander around downtown Mount Horeb. They love the local flavor of the community - historic but not old fashioned, small but vibrant. They grab drinks on the patio of a downtown restaurant and are blown away by the menu and the ambiance. They decide to eat at another restaurant that was recommended to them at the hotel, and they can't believe the quality of the experience. It rivals any upscale restaurant they have ever patronized in Chicago. As they walk back through town, they see a bridal shop. They find the shop online and book an appointment for the following day. They spot a local golf club, which would be perfect for a groomsmen activity the morning of the wedding.

The next day, Della and her family leave Mount Horeb feeling energized and positive that this is where they want to host their friends and family. They love the venue, love the hotel, and they even leave town with Della's wedding dress in her backseat. They can't believe their luck at discovering this hidden gem of a community and can't wait to share it with their friends and family.

## KEY WORDS

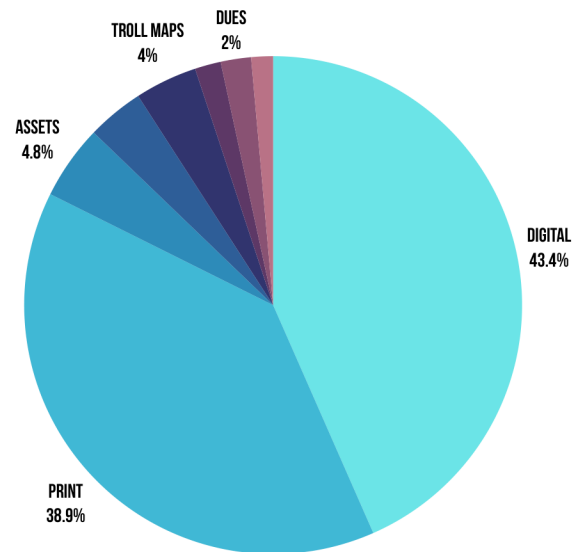
**WEDDING  
FAMILY  
COUPLES  
GIRLS GETAWAY  
GOLF**

**GROOMSMEN  
BRIDAL PARTY  
EXTENDED FAMILY  
DRINKS  
SHOPS + RESTAURANTS  
SHUTTLE**

# 2023 Review

# 2023 budget

ITEM	ACTUAL	BUDGET
<b>Projected Room Tax Revenue</b>	<b>\$76,126</b>	<b>\$73,000</b>
Marketing Expense	\$40,622	\$36,500
Personnel Expense	\$35,504	\$36,500
<b>Room Tax Marketing Expense</b>	<b>\$48,616</b>	<b>\$36,500</b>
<b>Postage</b>	<b>\$1,534</b>	<b>\$792</b>
<b>Membership Dues</b>	<b>\$820</b>	<b>\$300</b>
WHLA	\$400	
Visit Madison	\$420	
<b>Assets</b>	<b>\$1,003</b>	<b>\$350</b>
Website Maintenance	\$736	
Photography	\$0	
Map Development	\$267	
<b>Print</b>	<b>\$16,202</b>	<b>\$8,432</b>
Close Publications	\$875	
Driftless Explorer	\$1,178	
Mount Horeb Mail Event Supplements	\$331	
Great Taste of the Midwest Ad	\$300	
Attractions and More!	\$2,000	
WHLA Lodging Directory		
Regional Highlight	\$325	
<b>Print Co-Op Ads</b>		
Travel WI Guide	\$5,405	
Paoli Christkindl Market Program	\$515	
Edible Madison	\$2,700	
Our Wisconsin	\$3,624	
Milwaukee Magazine	\$3,500	
BRAVA	\$1,810	
InBusiness	\$14,100	
<b>Co-Op Revenue</b>	<b>\$12,735</b>	
<b>Real Room Tax Cost</b>	<b>\$11,193</b>	
<b>Wisconsin State Fair Booth</b>	<b>\$250</b>	<b>\$250</b>
<b>Silent Auction Baskets/Giveaway</b>	<b>\$589</b>	<b>\$950</b>
<b>Outdoor Advertising</b>	<b>\$703</b>	<b>\$0</b>
<b>12,000 Troll Maps</b>	<b>\$1,683</b>	<b>\$7,000</b>
<b>Digital</b>	<b>\$17,389</b>	<b>\$15,735</b>
Fun in WI Web Listing	\$600	
Destination Madison	\$2,925	
Facebook Boost - Events	\$100	
Third Party Social Media Mgt	\$10,865	
SHRPA	\$2,000	
Travel WI Email	\$400	
Influencers	\$500	



# 2023 measuring success

## **How We Measure Success**

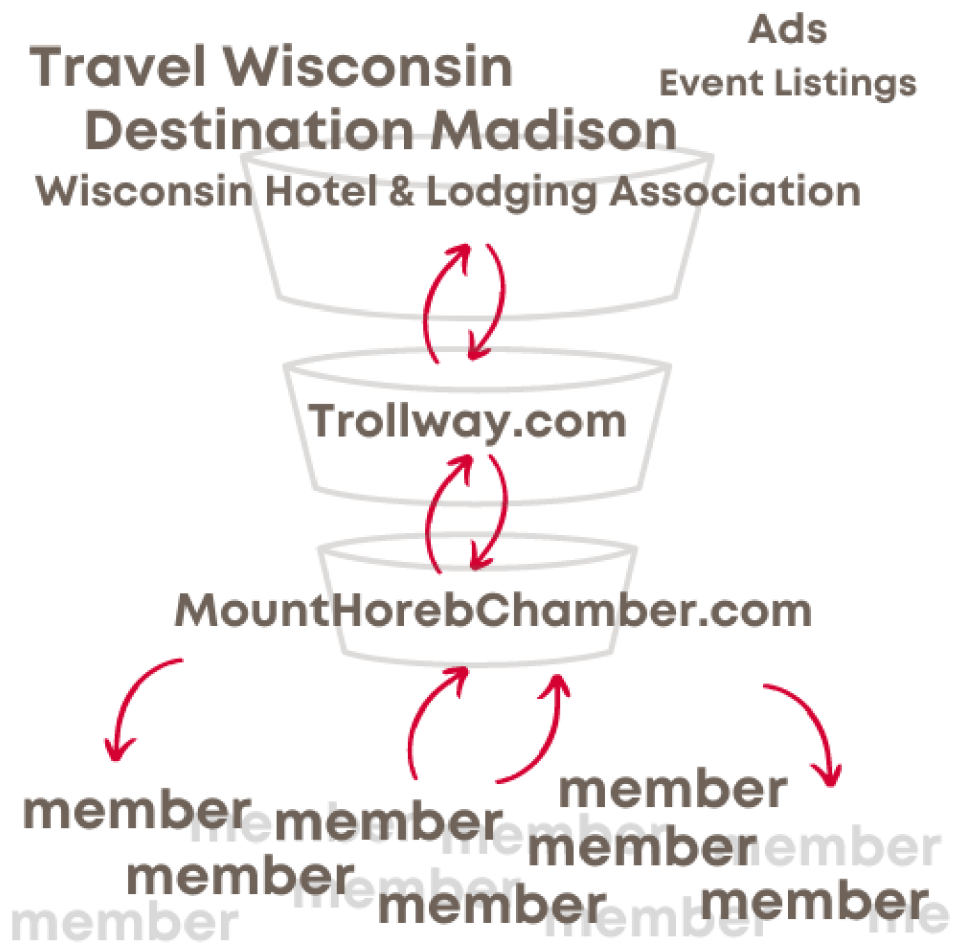
**Website Analytics**

**Downtown Foot Traffic Data**

**Room Tax Collections**

**Visitor Economic Impact**

# 2023 digital marketing strategy



# 2023

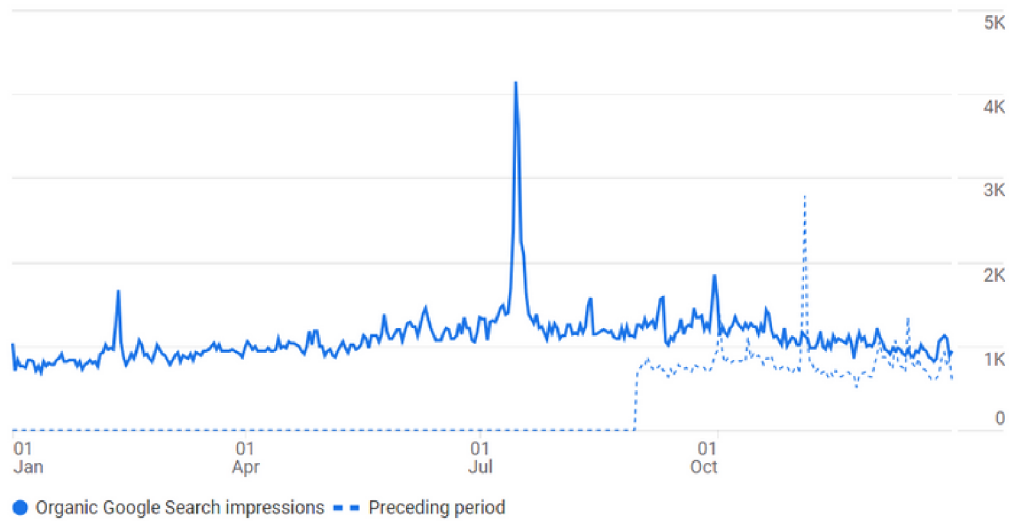
## www.trollway.com

### JAN 1, 2023 - DEC 31, 2023

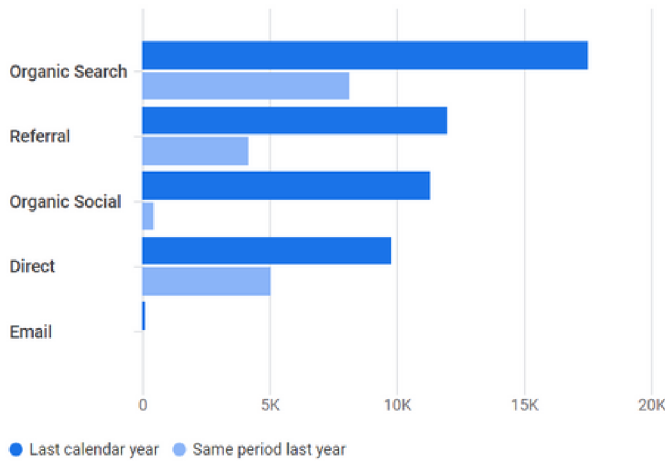
VS. JAN 1, 2022 - DEC 31, 2022

# website analytics

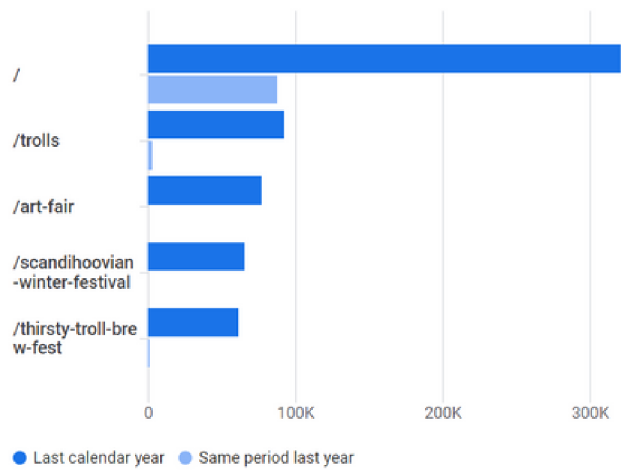
Organic Google Search impressions over time



New users by First user default channel group



Organic Google Search impressions by Landing page + query string



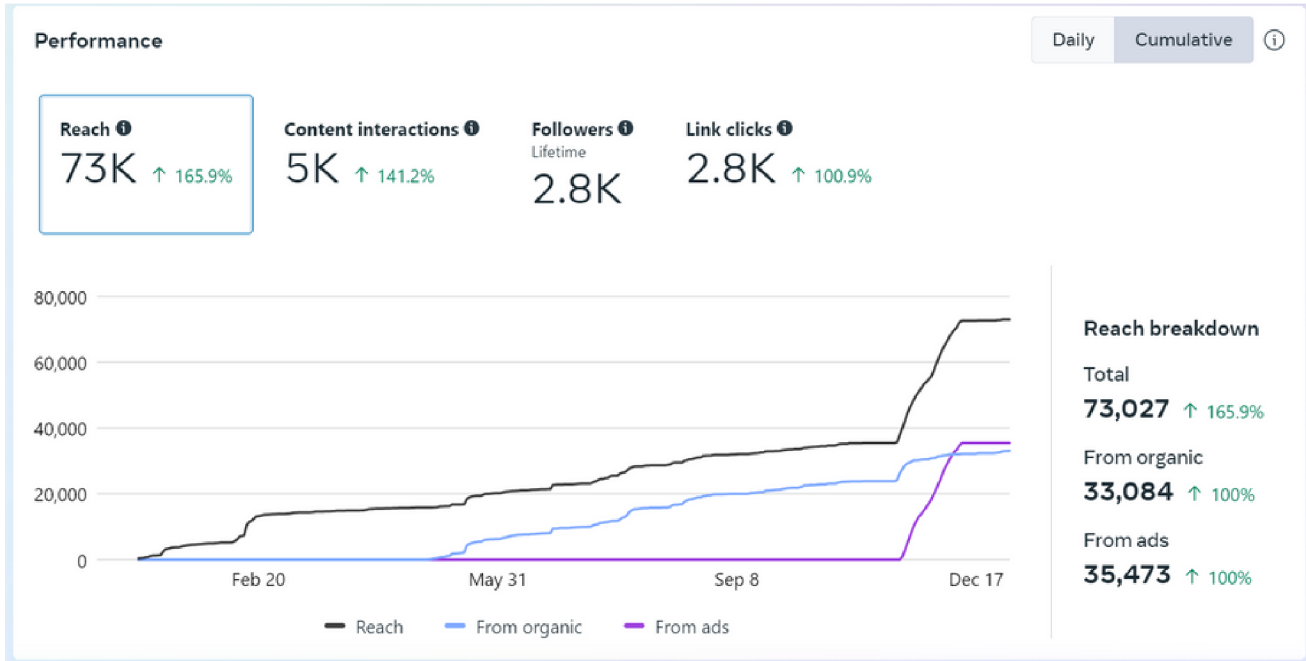
# Mount Horeb, WI

JAN 1, 2023 - DEC 31, 2023

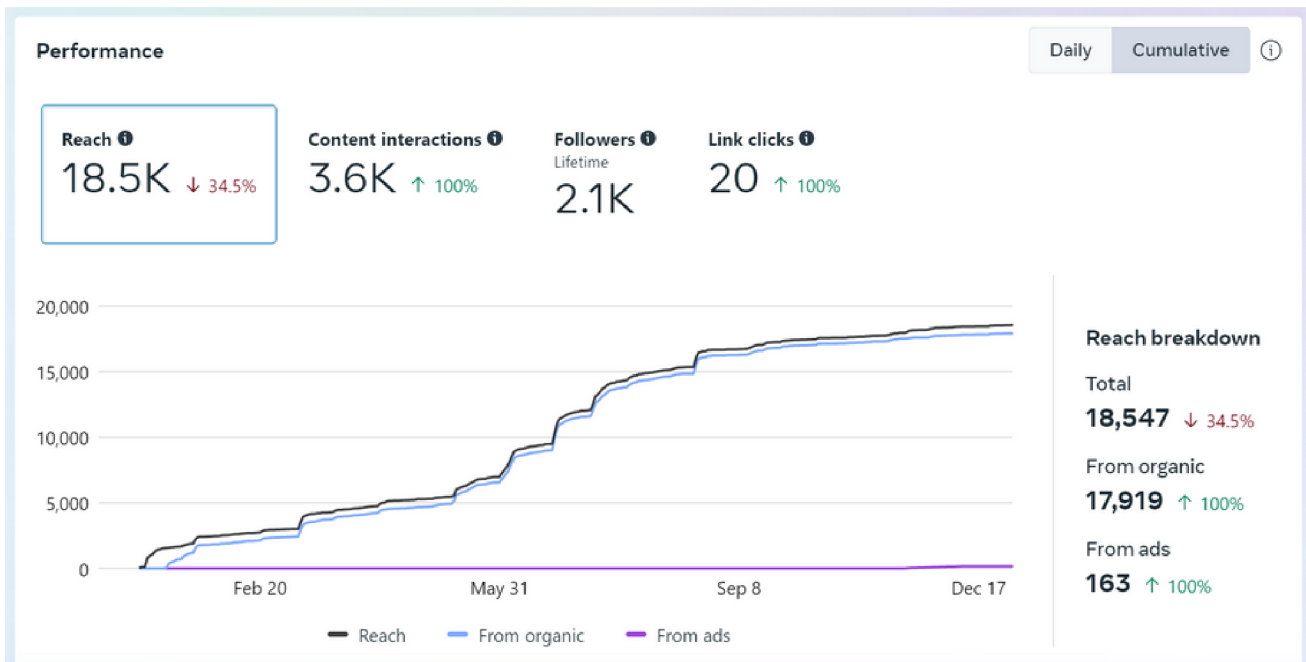
VS. JAN 1, 2022 - DEC 31, 2022

# 2023 social media

## Mount Horeb, WI Facebook Page



## Mount Horeb, WI Instagram Page



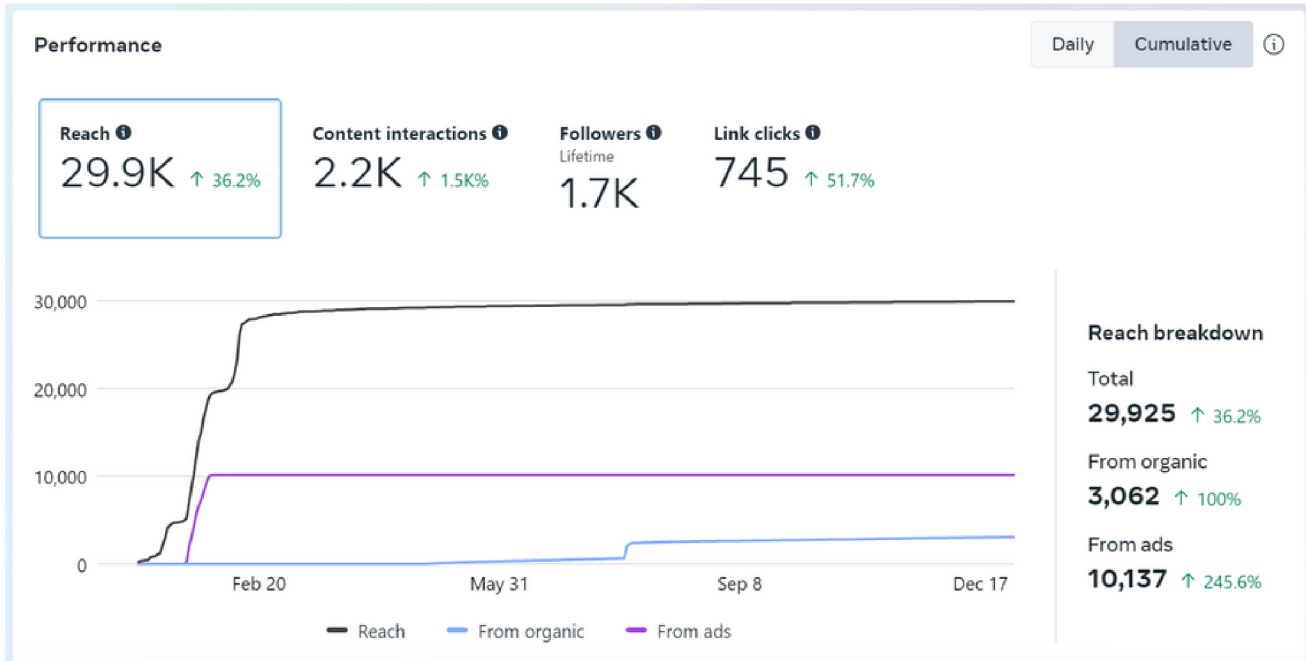
# Event Pages

JAN 1, 2023 - DEC 31, 2023

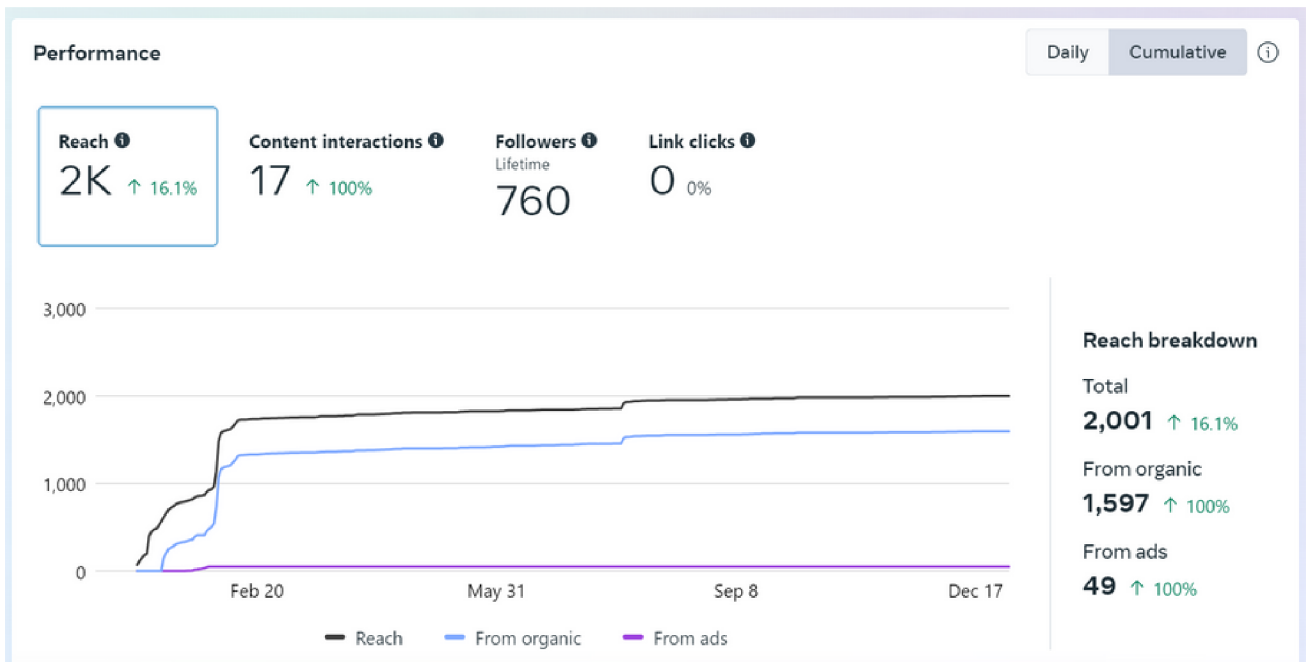
VS. JAN 1, 2022 - DEC 31, 2022

# 2023 social media

## Scandihoovian Winter Festival Facebook Page



## Scandihoovian Winter Festival Instagram Page



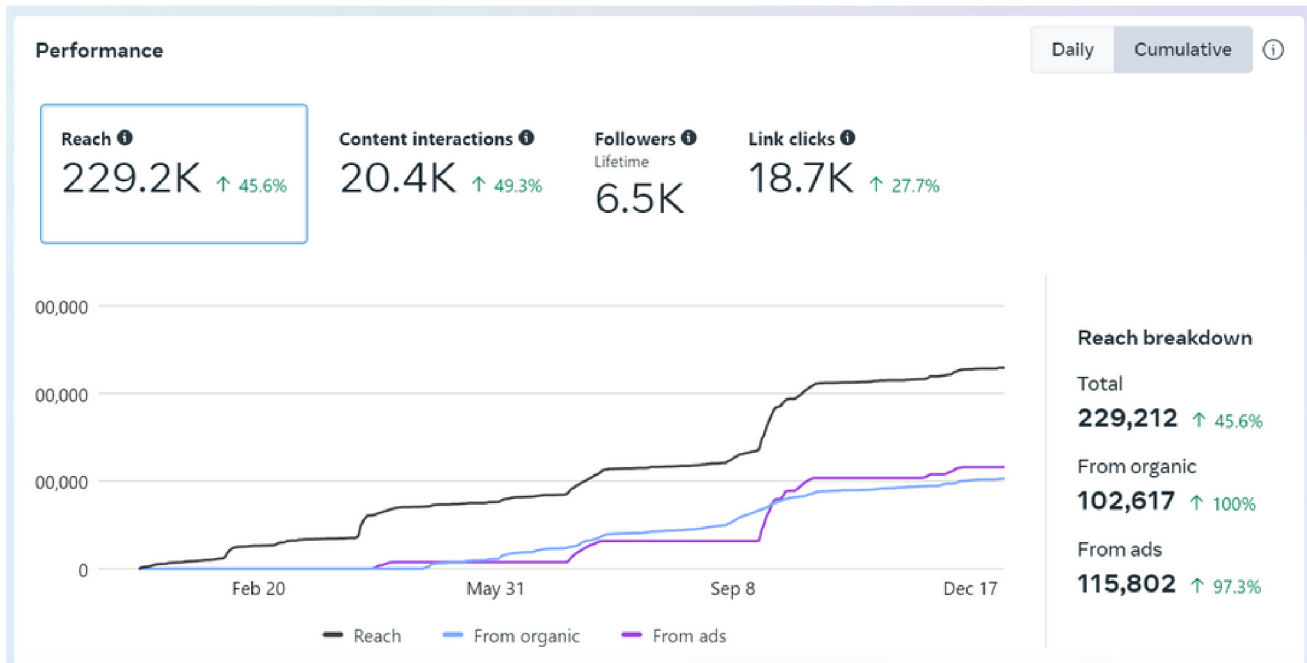
# Mount Horeb Chamber

JAN 1, 2023 - DEC 31, 2023

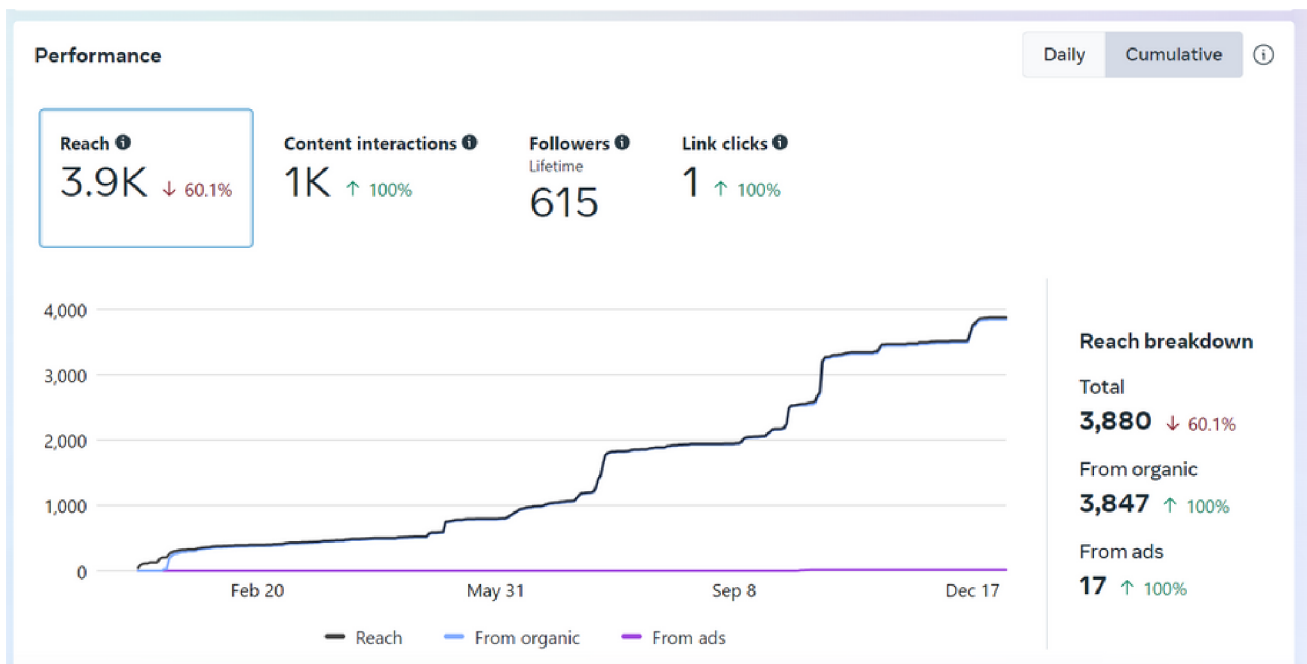
VS. JAN 1, 2022 - DEC 31, 2022

# 2023 social media

## Mount Horeb Chamber Facebook Page



## Mount Horeb Chamber Instagram Page



# Mount Horeb Chamber

JAN 1, 2023 - DEC 31, 2023

VS. JAN 1, 2022 - DEC 31, 2022

2023  
social  
media

## Member Exposure

Directory Searches: **46,668**

Events Calendar Searches: **3.6 million**

Event Page Views: **136,004** (including member events)

Hot Deal Searches: **3,683**

Hot Deal Views: **1,154**

Job Postings: **6,003**

MarketSpace (properties for sale/rent): **642**

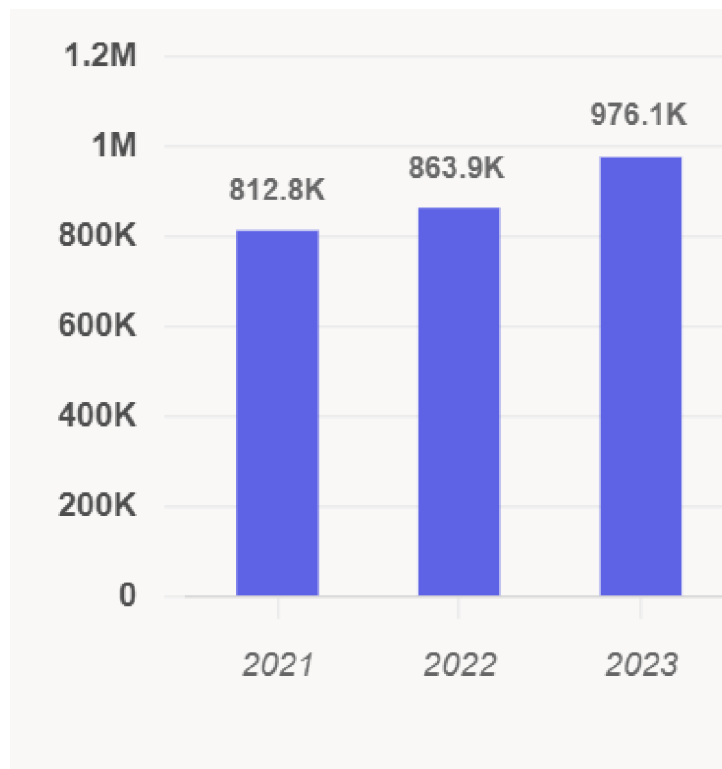
# 2023 downtown foot traffic

## 2023 Downtown Foot Traffic Data

**976.1 K Visits**

Increase of **13%** over 2022

Increase of **20%** over 2021



# 2023 heads in beds

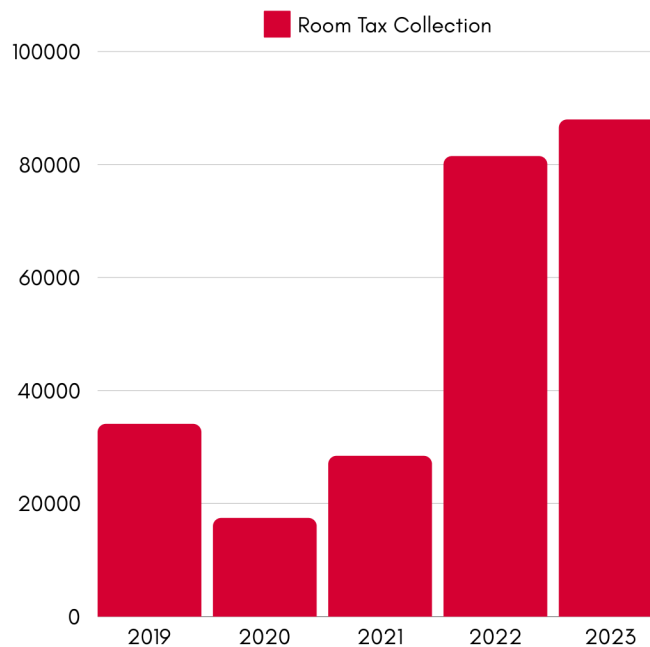
## 2023 Room Tax Collection

### Room Tax Collection Has More Than Doubled Since 2019

Increase of 7% over 2022

Increase of 209% over 2021

Increase of 158% over 2019



# 2023 heads in beds

## 2023 Visitor Economic Impact

### 105.1K Overnight Visits

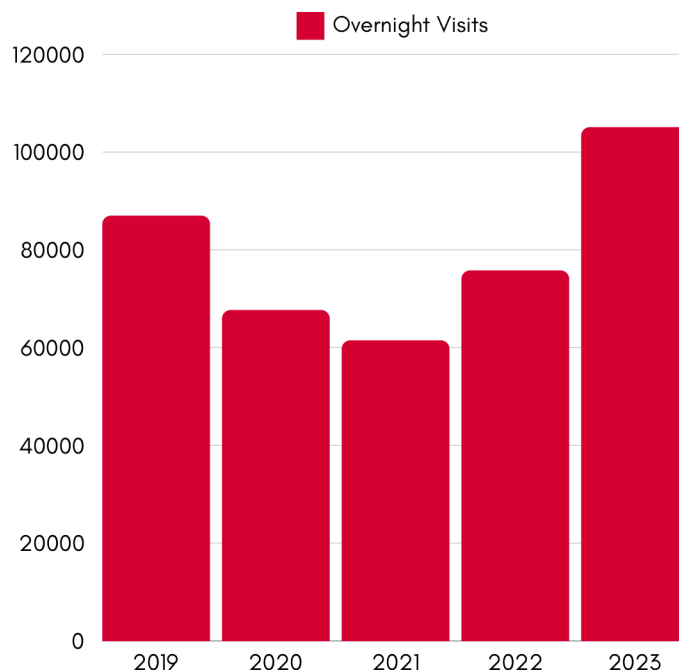
Increase of 39% over 2022

Increase of 71% over 2021

Increase of 21% over pre-pandemic 2019

### \$18.1M Spending Potential

Increase of 37% over 2022



# 2023 heads in beds

## 2023 Smith Travel Research (STR) Report

### Occupancy

Increase of **26%** over 2022

### Average Daily Rate (ADR)

**Flat** over 2022

*Strong ADR, at or above Madison West  
Submarket Competitive Set*

### Revenue Per Available Room (RevPAR)

Increase **25%** of over 2022

### Demand

Increase **26%** of over 2022

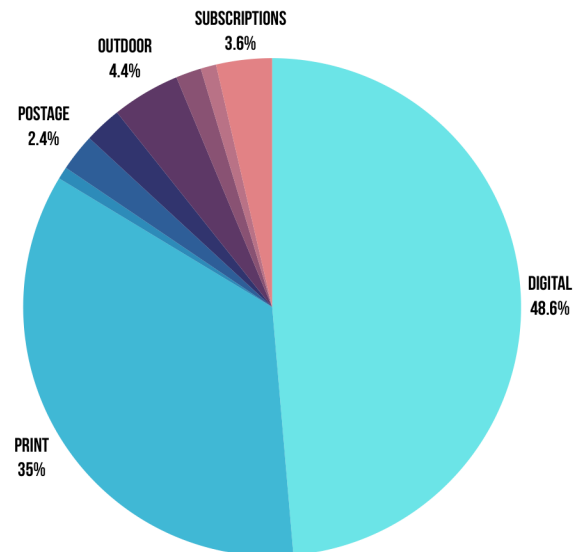
*Competitive Set Average Increase: 5.4%*



# 2024 Plan

# 2024 budget

ITEM	ROOM TAX BUDGET
<b>Projected Room Tax Revenue</b>	<b>\$78,000</b>
Marketing Expense	\$49,670
Personnel Expense	\$28,330
<b>Room Tax Marketing Expense</b>	<b>\$49,670</b>
<b>Postage</b>	<b>\$1,200</b>
<b>Dues &amp; Subscriptions</b>	<b>\$1,800</b>
Placer ai	\$1,133
SHRPA	\$667
<b>Association Dues</b>	<b>\$820</b>
WHLA	\$400
Visit Madison	\$420
<b>Assets</b>	<b>\$400</b>
Website Maintenance	\$400
<b>Print</b>	<b>\$17,392</b>
Travel WI - Annual Travel Guide	\$3,565
Travel WI - Annual Guide Sidebar	\$2,875
Travel WI - Spring/Summer Guide	\$1,495
Travel WI - Fall/Winter Guide	\$1,495
Close Publications	\$1,675
Driftless Explorer	\$1,536
Attractions and More!	\$1,750
WHLA Lodging Directory Regional Highlight	\$170
Co-op Print Ads	\$2,831
<b>Silent Auction Baskets/Giveaway</b>	<b>\$500</b>
<b>Outdoor Advertising</b>	<b>\$2,200</b>
Billboards	\$1,000
Signs	\$1,000
Permits	\$200
<b>12,000 Troll Maps</b>	<b>\$1,200</b>
<b>Digital</b>	<b>\$24,158</b>
Fun in WI Web Listing	\$600
Destination Madison	\$3,510
Third Party Social Media Mgt	\$15,298
Travel WI - Traveler Email x 2	\$750
Travel WI - Social Media Co-Op x 2	\$1,000
Influencers	\$3,000

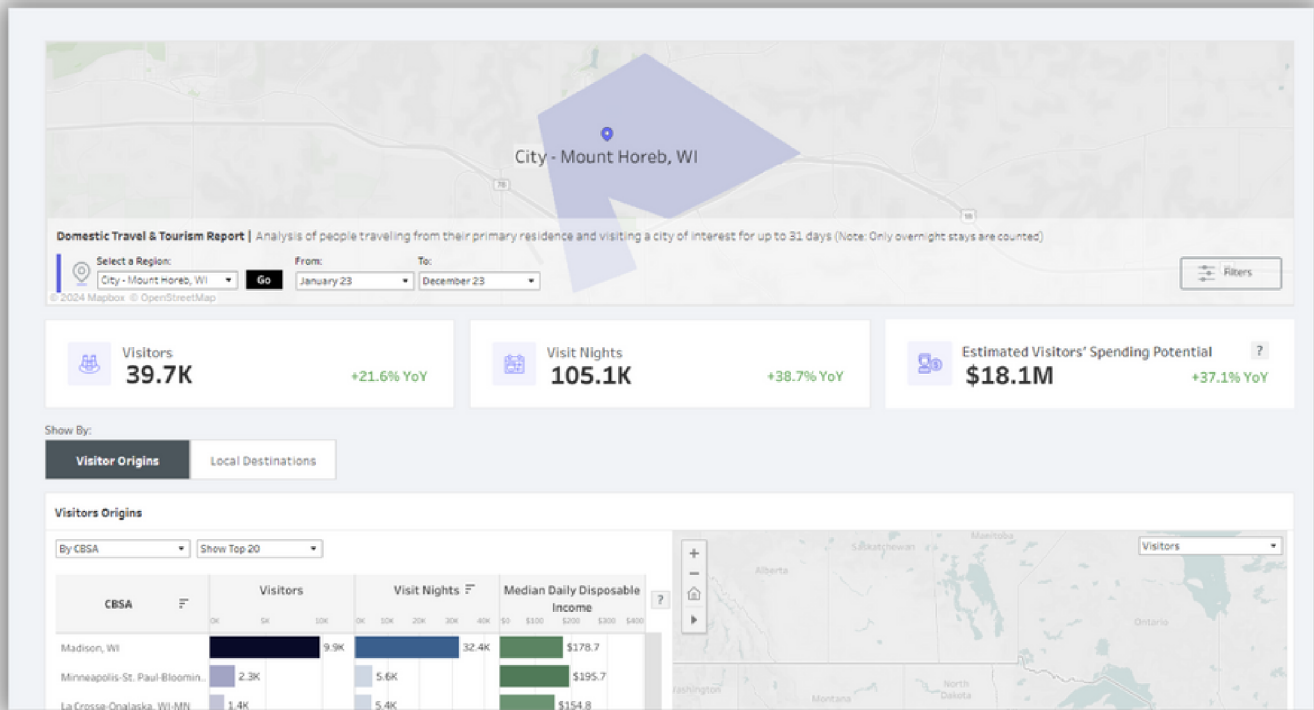


# assets + infrastructure

Trollway.com



# assets + infrastructure



**shrpa** + Explore the SUGAR RIVER VALLEY

**Sugar River Valley**

Welcome to the Sugar River Valley in Wisconsin, where you can discover 4 unique communities and create 1 quirky adventure. Located just outside of Madison and right at the gateway to the Driftless Region, the Sugar River Valley is unique gem nestled in Southcentral Wisconsin's rolling countryside.

The communities of Mount Horeb, Verona, Paoli, and New Glarus provide so much to do and explore. Experience local tastes, pick up a souvenir, travel underground, snap some pictures of cow and troll sculptures, tour breweries and wineries, head outdoors and go on a hike or a bike ride, and so much more.

Extend your adventure and stay at one of the area's unique accommodations.

**Featured Adventures**

- SUNDAY Bike and Breakfast at the Riley
- The Wisconsin Desert
- Into the Canyon at Governor Dodge
- Squeaky Cheese Cud Crawl
- Trails and a Cave!
- Hunting Trails in Mount Horeb
- Hike, eat and shop in the Driftless

**shrpa** **MOUNT HOREB TROLLVENTURES**

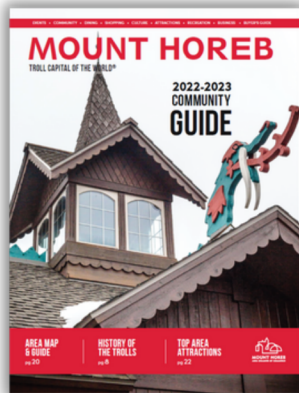
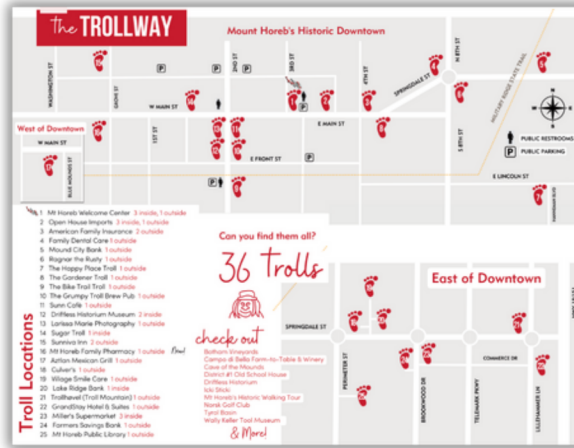
you through the Troll Capital of the World

THINGS TO DO INFO

Share your favorite Mount Horeb photos

# assets + infrastructure

## Troll Maps, Community Guides, and Visitor Guides



## MOUNT HOREB AREA COMMUNITY GUIDE

live

SPRINGDALE DISTRICT

HISTORIC DOWNTOWN

WEST MAIN DISTRICT

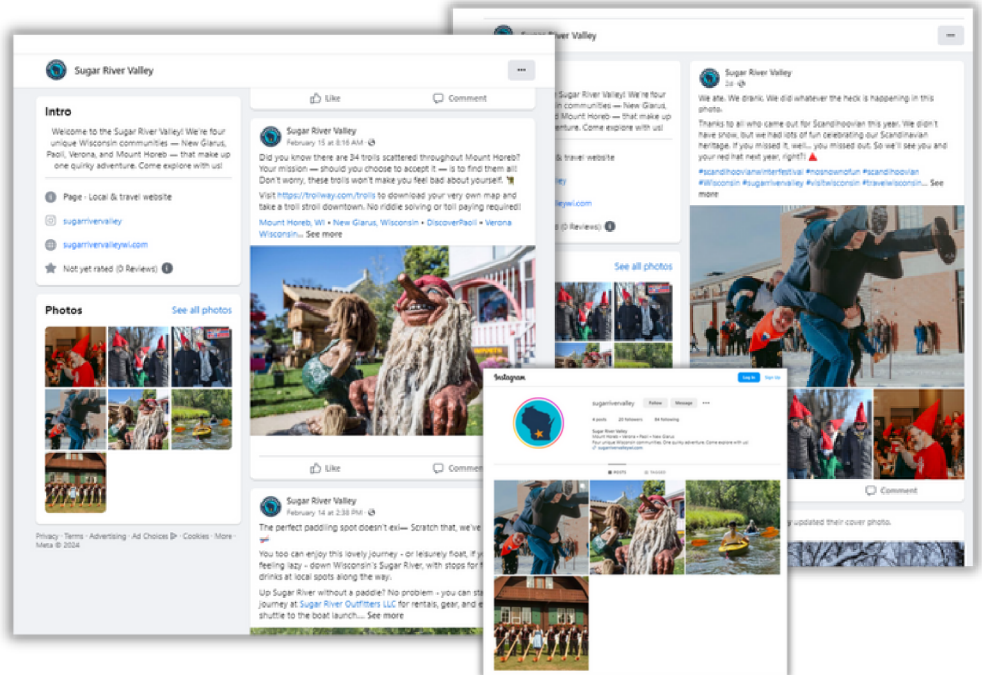
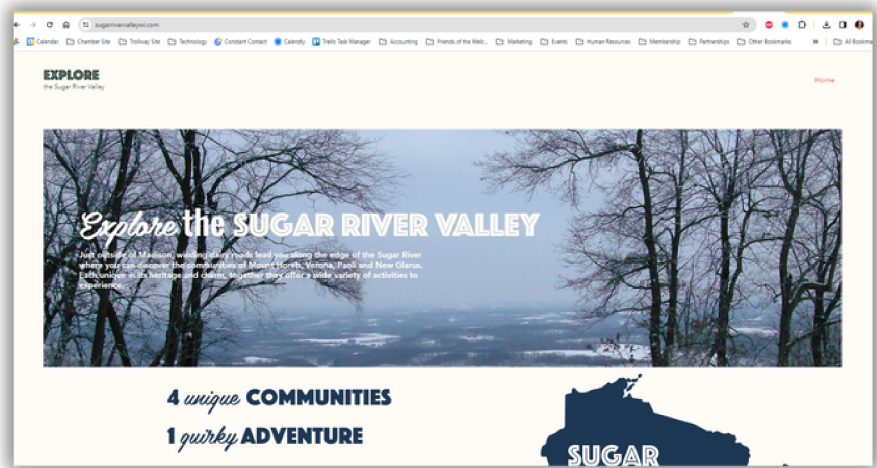
visit

grow

- Business District Maps
- Public Parking Maps & Signage
- Rolling Visitor Survey
- Annual Business Survey

# assets + infrastructure

## Sugar River Valley Seasonal Map, Website, Social Media Management



# assets + infrastructure



## Social Media Management - Annika Frame

MONTHLY

8 posts on Instagram

10 posts on Instagram Stories

8 posts on Facebook

10 posts on Facebook Stories

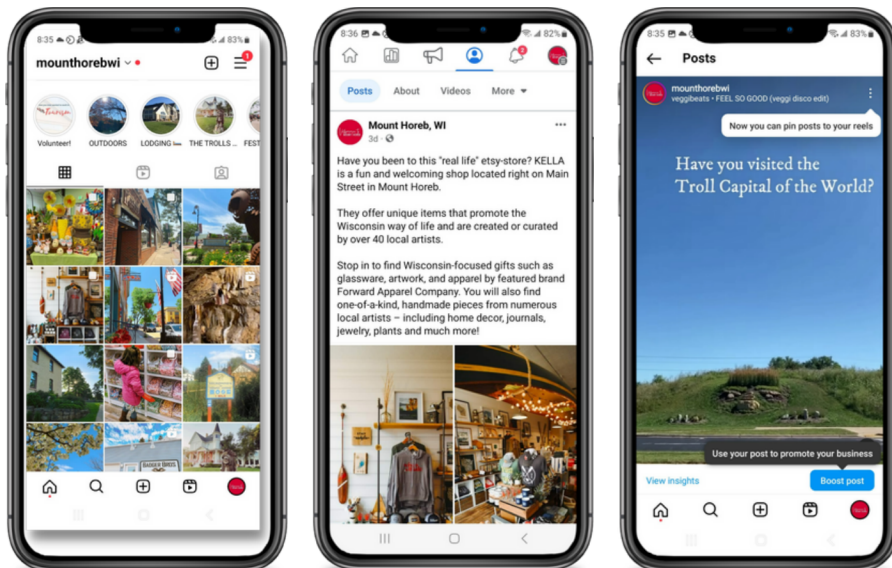
ANNUAL

4 Blog Posts-April, June, September, January (2025)

4 Shropa Adventures

4 Lead Magnets

4 Newsletters



# assets + infrastructure

## Billboards



## Street Pole Banners



# Thematic Campaigns

01

## Trolls

Troll Stroll  
Each Troll's Identity  
& Story  
Local Folklore

### MESSAGING

Family fun  
Quirky  
Insta-moments

## Infrastructure

- Update Trollway Listing on Travel WI
- Update Website
- Update Troll Map
- Update Interactive Map
- Create QR Codes & Signs for Each Troll
- Get Troll Cam Up



## Goals

- Drive traffic to website
- Increase traffic to Trolls Page
- Increase traffic to Troll Map (downloads/interactive)
- Increase foot traffic along Troll Locations
- Increase overnight stays in room-tax collecting lodging properties

## Tactics

- Community Guide
- Website
- Social Media
- Meet Mount Horeb Podcast
- Travel WI Ads
- Destination Madison Ads
- Travel WI Listings
- Blog Post - News from the Trollway

# Thematic Campaigns

02

## Culinary

Top Chef Effect  
March/April 2024

Restaurants  
Beer/Cider Pubs  
Wineries  
Fam-to-Table  
Candy/Chocolate

### FEATURES

Bistro 101  
Grumpy Troll  
Brix Cider  
Botham Vineyards  
Campo di Bella  
Sjolinds  
Driftless Chocolates  
Icki Skicki

...others...

## Infrastructure

- New photos/videos of restaurants
- Content for Reels
- Influencers via SRV

## Goals

- Drive traffic to website
- Increase traffic to Mount Horeb Foodie page
- Drive traffic to local food businesses
- Increase overnight stays in room-tax collecting lodging properties

## Tactics

- Community Guide
- Website Landing Page - Mount Horeb Foodie
- Travel WI Culinary Passport
- Social Media
- SRV Social Media
- Meet Mount Horeb Podcast
- Travel WI Ads
- Destination Madison Ads
- Travel WI Listings
- Blog Post - Travel by Fork
- Host a watch party at a local restaurant?
- Host a Mount Horeb Foodie Week?



# Thematic Campaigns

03

## Green Travel

### Outdoor Recreation

Seasonal Activities  
Parks/Trails/Streams

### Sustainable Travel

Green Businesses  
Green Activities  
Farm-to-Table  
Support Local

### Infrastructure

- Travel Green Program
- Solar Initiatives
- Bike-Friendly Community
- Improve MR Trail
- Expand Trails, Parks
- Create Green Travel Landing Page on Website



## Goals

- Drive traffic to website
- Increase traffic to Green Travel Landing Page
- Increase Foot Traffic to Mount Horeb
- Increase bike traffic along MR Trail
- Increase traffic to local parks
- Increase overnight stays in room-tax collecting lodging properties

## Tactics

- Community Guide
- Website
- Social Media
- Meet Mount Horeb Podcast
- Travel WI Ads
- Destination Madison Ads
- Travel WI Listings
- Travel Green Program
- Blog Post
- List RT Hotels on Sites featuring outdoor rec (HHH, other bike races, etc.)

# Thematic Campaigns

04

## Events

### Chamber Events

Scandihoovian Winter Fest  
Art Fair  
Thirsty Troll Brew Fest  
Fall Village Market  
Witches' Night Out  
Trollidays

### Partner Events

Spring Art Tour  
Burning Troll  
Cave of the Mounds  
Driftless Historium

## Infrastructure

- Upgrade Chamber Site to version 4
- Continue to encourage members to upload events
- Create events on Facebook
- Upload events to Travel WI
- Upload events to Destination Madison

## Goals

- Drive traffic to website
- Increase traffic to Green Travel Landing Page
- Increase Foot Traffic to Mount Horeb
- Increase bike traffic along MR Trail
- Increase traffic to local parks
- Increase overnight stays in room-tax collecting lodging properties

## Tactics

- Community Guide
- Website
- Social Media
- Meet Mount Horeb Podcast
- Travel WI Ads
- Destination Madison Ads
- Travel WI Event Listings
- Blog Post
- List RT Hotels on Sites featuring events (trollway.com and others)
- Encourage Members to Upload Events



# print ad buys

## Travel WI - Annual Travel Guide

## Travel WI - Annual Travel Guide - Side Bar

**DRIFTLESS Historium**  
MUSEUM, BOOKS & GIFTS

Explore the thoroughly American story of Wisconsin's Driftless Region.

EXHIBITS | ART GALLERY | GIFT SHOP | EVENTS

100 S. 2ND STREET - MOUNT HOREB, WI  
WWW.MTHOREBHISTORY.ORG - 608.437.6486

**CAVE OF THE MOUNDS**  
National Natural Landmark

DISCOVER BURIED TREASURE!  
DISCOVER FUN!

EXPLORE THE JEWEL BOX OF AMERICA'S SHOW CAVES

RAIN OR SHINE • TOURS DAILY • OPEN YEAR 'ROUND

2975 Cave of the Mounds Rd. Blue Mounds, WI  
608-437-3038 www.caveofthemounds.com

**TROLLS** | HISTORIC DOWNTOWN | SHOPS & EATERIES | LODGING | + MORE

**GRANDSTAY**  
HOTEL & SUITES

**SUNNIVA INN**

THE little village

Gonstead Guest Cottage

**MOUNT HOREB** TROLL CAPITAL OF THE WORLD®

TROLLWAY.COM

**READY. SET. GO...FOR OUTDOOR ADVENTURE IN MOUNT HOREB**

Mount Horeb makes a perfect base camp for experiencing the outdoors in South Central Wisconsin.

Hop on the Military Ridge State Trail from downtown and cycle east to Madison or west through the rolling hills of Blue Mound State Park. Anglers know that this area is a premier spot for world-class trout fishing. Outfitters like Black Earth Angling Co. offer guided fishing trips for every skill level.

You won't find comparable views of the rolling hills of the unglaciated Driftless Region. Hike through Stewart Lake County Park or Brigham County Park, or go spelunking at Cave of the Mounds in neighboring Blue Mounds.

While you're out and about, stop in Mount Horeb and taste locally produced hard cider, beer, wine and chocolates, try award-winning cheese curds, or grab a sandwich to go as you head out to explore all that this beautiful part of the state has to offer.

trollway.com  
@mounthorebwi  
@mounthorebwi  
Mount Horeb Area Chamber of Commerce  
300 E. Main St. Mount Horeb • 608-437-5914

## Travel WI - Spring/Summer Guide

## Travel WI - Fall/Winter Guide

## Close Publications

*Fun in Wisconsin*

AMAZING DISCOVERIES

above

& below

MOUNT HOREB  
TROLL CAPITAL OF THE WORLD®  
TROLLWAY.COM

Grandstay HOTEL & SUITES

SUNNIVA INN

THE little village

Gonstead Guest Cottage

TROLLS | HISTORIC DOWNTOWN | SHOPS & EATERIES | LODGING | + MORE

*Special Events Planner*

MOUNT HOREB ART FAIR JULY 27-28

THIRSTY TROLL BREW FEST SEPTEMBER 7

FALL VILLAGE MARKET OCTOBER 5-6

WITCHES' NIGHT OUT OCTOBER 17

MOUNT HOREB TROLLIDAYS ALL OF DECEMBER

A FESTIVAL FOR EVERY  
*season*  
IN THE TROLL CAPITAL OF THE WORLD

MOUNT HOREB WISCONSIN  
trollway.com

*Arts, Cheese, & Wine Guide*

MEET your MAKERS

MOUNT HOREB MADE  
TROLL APPROVED

MEET MOUNT HOREB

MOUNT HOREB  
TROLL CAPITAL OF THE WORLD®  
TROLLWAY.COM

TROLLS | HISTORIC DOWNTOWN | SHOPS & EATERIES | LODGING | + MORE

Spring Art Tour  
May 17, 18 and 19!  
SpringArtTour.com

Travel amongst the beauty of the Driftless region as you visit artists' studios in Mount Horeb, Blanchardville, Black Earth, Belleville, Paoli, New Glarus, Blue Mounds, Mazomanie, Verona, Cross Plains, Ridgeway, West Madison — and areas in between.

www.mhaaa.org

MOUNT HOREB ART FAIR

JULY 27-28  
A Juried Art Fair in Mount Horeb's Historic Downtown

Enjoy fine art and crafts, live music, and food trucks.

MOUNT HOREB WISCONSIN  
trollway.com

## Driftless Explorer

## Attractions & More!

## WHLA Lodging Directory Regional Highlight

## Tourism Marketing Co-op Ads

Milwaukee Magazine, Our Wisconsin (Summer and Winter), Edible Madison

Examples

**PLAN YOUR summer ROAD TRIP**

**fall FOR MOUNT HOREB**

**SHOPS RESTAURANTS**

**EVENTS CRAFT BREWS BOUTIQUE SHOPS HISTORY & CULTURE + Trolls**

**MOUNT HOREB**  
trollway.com

**BOTHAM VINEYARDS**

**GRUMPY TROLL BREW PUB**

**Open House Imports**  
HANDMADE GIFTS, TEAS, REPRODUCTION GILDED REPRODUCTIONS

**DRIFTLESS Historium**  
Food, Yourself in History

**SUGAR**

**MCFEE ON MAIN**

**HART HOUSE GUITARS**

**DRIFTLESS Historium**  
Food, Yourself in History

**SIFT & WINNOW**  
ARTISANAL JEWELRY STUDIO, WORKSHOP

**DRIFTLESS CHOCOLATES**

**Shelley's Social Media**

**Open House imports**  
HANDMADE GIFTS, TEAS, REPRODUCTION GILDED REPRODUCTIONS

**MCFEE ON MAIN**

**BUCK & HONEY'S RESTAURANTS**

**telsaan tea**

**GRUMPY TROLL BREW PUB**

**SIFT & WINNOW**  
ARTISANAL JEWELRY STUDIO, WORKSHOP

**Jangle NATURAL**

**MOUNT HOREB**  
trollway.com

**HANDMADE TREATS CRAFT BREWS BOUTIQUE SHOPS LOCALLY SOURCED EATS + Trolls**

# digital ad buys

## Fun in Wisconsin Web Listing



## Destination Madison Ads

**FEATURED**

**WHAT WILL YOU DISCOVER?**

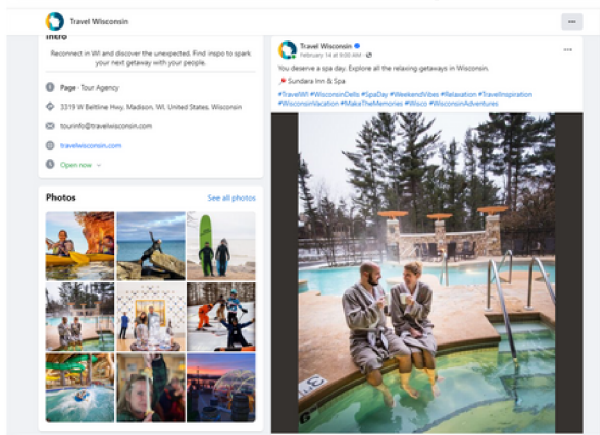
Experience the premier cave in the upper Midwest. Guided tours every day.

[READ MORE >](#)

**m MADISON SPOTLIGHT**

<b>FEATURED</b>	<b>FEATURED</b>	<b>FEATURED</b>	<b>FEATURED</b>
<b>BOOK YOUR STAYCATION</b>	<b>CHILL IN DOWNTOWN SUN PRAIRIE</b>	<b>THE DINNER DETECTIVE</b>	<b>MOUNT HOREB -EAT. SHOP. TROLL.</b>
Get \$15 in our Suite Shop at Hampton Inn & Suites Madison West.	Join us for Frozen Fest and the 75th Groundhog Day Prognostication!	America's largest interactive murder mystery dinner show.	Amazing experiences await at the Troll Capital of the World.
<a href="#">READ MORE &gt;</a>	<a href="#">READ MORE &gt;</a>	<a href="#">READ MORE &gt;</a>	<a href="#">READ MORE &gt;</a>

## Travel Wisconsin - Traveler Emails (x 2)



**Wisconsin Traveler**

Year-round travel inspiration and more, sent to your inbox on a bi-weekly basis.

## Travel Wisconsin - Social Media Co-ops (x2)

# Tourism partners

## Seasonal Newsletter



Welcome to the **Mount Horeb Area Tourism Newsletter!**

This is a new seasonal newsletter that will go out to our area tourism partners. The chamber pushes out lots of information to our members, and so I want to make sure the most vital information for our tourism partners does not get buried in your inbox.

If you would like to opt-out of receiving these emails, you can unsubscribe at any time using the link at the bottom of this email. If you have colleagues who you think should be receiving this newsletter, you can share [this link](#) with them and they can subscribe. (You do not need to be a chamber member to subscribe.)

As you know, the Mount Horeb Area Chamber of Commerce is the Destination Marketing Organization for the community, which means we receive room tax dollars to market the community. Our goal is to put "heads in beds" and to drive economic impact in our area, and so this newsletter will keep you up-to-date on our strategies and successes. It will also provide you with opportunities to participate in different ways. We will pass along information from our partners at Travel Wisconsin and Destination Madison, as well.

Of course, our chamber members receive additional benefits not available to non-members, and so we would love for everyone to become a member and fully utilize the opportunities we have to get your business out in front of our visitors! If you'd like to learn more about membership, please reach out to our Membership Director, Teddi, at [tsadler@trollway.com](mailto:tsadler@trollway.com).

Please direct any questions about marketing and tourism to [tourism@trollway.com](mailto:tourism@trollway.com).

## Downtown Summit



## Members: Hot Deals, Events

### HOT DEALS

Hot Deals Member To Member Deals

- Advertising (1)
- Sports & Recreation (1)
- Personal Service & Care (1)

Narrow search by: -

Results Found: 3

Sort by: A-Z

Print Print All

**Directory Listing special**

Shelley's Social Media, LLC - Mount Horeb

We help manage and grow your business's digital presence at an affordable price.

Category: Advertising

**Get Tirzepatide? We do!**

Viva Infusions and Wellness - Mount Horeb

Tirzepatide and semaglutide are once weekly injections to aid in weight loss. Viva Infusions and Wellness has been prescribing and providing these GLP1 medications since 2022. Tirzepatide injections are \$125/week for low dose injections.

Category: Personal Service & Care

**Free Football Game For the Mt Horeb Community - Green Bay Blizzard Football**

Green Bay Blizzard Football - Green Bay

Mt Horeb! Come join the Sauk City, and Lodi Community to help support your local athletes Max Meyer, the QB for the Green Bay Blizzard Pro Indoor Football Team. Trip is free and is up to a first come basis.

### EVENTS CALENDAR

Hot Deals Member To Member Deals

Narrow search by: -

Submit New Event Print Events List View

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
					3	4
					5	6
					7	8
					9	10
					11	12
					13	14
					15	16



**Mount Horeb Area Chamber of Commerce**

300 E Main St

Mount Horeb, WI 53572

(608) 437-5914

info@trollway.com

www.trollway.com | www.mounthorebchamber.com