

To: Area Media

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Subject: Life's All Here Community Website Launch Successful

Life's All Here.com, Manitowoc County's newest community pride and information website went live on October 1st and just 45 days later is pleased to report successful acceptance and engagement from both current residents and people living outside the county.

Life's All Here.com was based on community input from Vision 2022, the grassroots community improvement initiative. Through an extensive community study and the input of hundreds of volunteers, the need for one easy, comprehensive and inviting county-wide website was identified. Cedar Collaborative undertook the project and has been offering the free website to all. The new site is built on sophisticated engagement platform technology from Gage Marketing in Minneapolis and used by leading U.S. brands.

Mary Maurer, President of CEDAR Collaborative, indicated that the new site is off to an extremely strong start and has been steadily building traffic daily since its launch. Data shows the site is generating strong page views in several key areas of the site including Jobs, What's Happening and Great Food & Drinks. There has been growth seen in the rate of return visitors, indicating the site is finding repeat value for users. Geographic review shows that just under 25% of traffic is coming from outside of Wisconsin, with Illinois and Minnesota as the top areas. For Wisconsin, there are just under a third of users coming from outside Manitowoc County, with Madison, Milwaukee and the Green Bay area as top visitors. Maurer indicates that the analysis is very encouraging and shows that the reach of the website means it is fast becoming a valuable recruitment tool in appealing to potential new hires from outside the area.

Life's All Here.com has enlisted the support of area employers and businesses who see it as a very effective way to showcase all that is great about living, learning and working in Manitowoc County.

"We have been a part of our community since 1938, and we understand the importance of building community," said Kim Rooney, CEO of UnitedOne Credit Union and a major sponsor of the site. "Life's All Here has fulfilled a critical need in creating a positive spirit and vibe in a fun, informative style. We're very happy to partner in making this site possible."

Life's All here .com has been leveraging social media and connecting with people through a variety of engagement tools. Maurer noted that there is a lot going on in the area from both a brand and identity development standpoint and they are working to communicate that both locally and for visitor targets.

The City of Two Rivers is developing their unique brand with a national marketing agency. The City of Manitowoc recently announced it is adopting a new brand. The Chamber and Manitowoc Area Convention and Visitor Bureau have taglines they routinely promote. These are positive steps forward in branding Manitowoc County as a vibrant, attractive and innovative community.

Maurer explained that Life's All Here.com was designed to be an "umbrella identity" that can be used with other brands without detracting from them. Maurer noted, "the goal from the start of our process was to create a resource across all of Manitowoc County. We will continue to grow this website while supporting community brands and other initiatives" she said. "It's all good work because it's promoting our amazing community."

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