



INNOVATION IN MARKETING

Corralling Iowa's 99 county conservation boards to gain consensus on any topic has historically proven to be a challenge - and by interjecting technology to the discussion...well - then EVERYONE has an opinion! So, the initial planning towards an innovative, modern and all-new website had to begin in early 2022 in order to come to a crescendo in 2024!

Thousands of fresh new photos and conceptual layouts had to be envisioned, developed & reviewed - along with an infusion of up-to-date and new technologies - the scope of the project was daunting. Fortunately, Iowa has been blessed with a statewide system of county conservation boards that has been collaborating and partnering on such efforts since 1955. If we are going to be the finest county conservation system in the nation, the time had come to marshal our resources and put together an internet presence to showcase the awesomeness.

MyCountyParks.com arrived on the scene in 2009, and has mustered a couple of "freshen-ups" over the years - but our place in history was being defined for us by the demand for dynamic online services, instant information and a huge renewed interest for outdoor adventures. The road to a 2024 launch would have many phases - with several pre-launch releases that would prepare the mold for the eventual new product. A new innovative concept emerged in 2023 – could QR-coded campsite registration actually work?? After a few trials and prototypes, the answer was YES! The pause button was pushed to allow for integration of this new reality into the existing website for real-life testing and resultant incorporation into the new build. With 11,000+ campsites across Iowa's county park system this was a win-win for campground management as well as instant payment opportunities for our customers! It will also diminish the handling of cash and chasing down bad checks – the bane of campgrounds for decades!

Site construction, development and testing was in full swing throughout the summer and fall of 2024 – the \$350,000 investment in our future had come to fruition. The new edition of MyCountyParks.com has now set the table for innovative and expanded marketing / promotion initiatives for 2025 and beyond!

We invite you (and the world!) to visit us at MyCountyParks.com - 61% of our site visitors are from outside Iowa, and 74% of them are from our adjoining states....19,170,020 total site clicks in the past 12 months - Woo Hoo!

ADDITIONAL INFORMATION: MCPAdmin@MyCountyParks.org