



# CITY OF MANITOWOC

WISCONSIN, USA

[www.manitowoc.org](http://www.manitowoc.org)

**DATE:** August 1, 2022  
**TO:** Room Tax Commission  
**FROM:** Courtney Hansen, Director of Tourism  
**RE:** Department of Tourism Update

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The Department of Tourism has worked on the following projects and initiatives since our last meeting:

## Outreach and Community Relations

- Continued to collect printed material and digital marketing graphics for display at VIC in addition to signage and information for summer and fall events from businesses and event coordinators.
- Attended New North meeting about partnering on EAA tabling. Will do in 2023 with finalized branding.
- Call with Amy James to continue discussions on Two Rivers/Manitowoc collaborations.
- Led meetings for Downtown Holiday Decoration committee, researched and organized proposed decorations, and compiled budget.
- Attended Progress Lakeshore marketing and events committee meetings.
- Attended Downtown Manitowoc annual meeting to share department projects and downtown focus. Met with President Ann Flad-Jension to further discuss projects and next steps.
- Met with city staff and volunteers to discuss 2023 St. Patrick's Day plans.
- Attended 2023 Maritime Bay Bike Classic planning meeting.
- Met with Dawn Dabeck to discuss Windigo Fest marketing strategy and opportunities.
- Met with Sheboygan and Eau Claire colleagues to discuss Visitor Guide strategy.
- Met with Amy Meyer about Manitowoc County Historical Society.
- Attended Meet the Seavers listening session to hear Manitowoc song.
- Shared media contacts with NOAA's Russ Green ahead of pitches.
- Attended Lakeshore Balloon Glow committee meetings and continued marketing efforts. Secured that 2022 event profits would go towards new downtown holiday decorations.
- Compiled welcome bags for League of Municipalities.
- Registered for Meeting Professional International regional summit in Lake Geneva 11/13-15.
- Joined Wisconsin Agricultural Tourism Association and spoke with Director about partnership opportunities in our area.
- Joined Wisconsin Hotel & Lodging Association as a DMO member. Spoke with WHLA staff about membership and 2023 advertising opportunities.
- Did interview with RaeAnn for September's Group Travel Leader magazine.
- Lunched with Pat Reilly, Susie from Sun Development and RaeAnn.
- Discussed content collaboration with Manty pedicab owner.
- Toured event spaces and met with staff at Franciscan Center for Music.



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- Attended Plein Air Rahr-West event, Malt City Brewfest, and SS Badger inaugural evening shoreline cruise.
- Met with Balance on Buffalo staff and experienced harmonic egg and soundspace.
- Attended Pentair Manitowoc Ice event.

## Marketing and Promotion

- Created, planned and posted social media content/ads and community managing platforms. Conducted business visits to shoot content and discuss marketing opportunities/partnership.
- Continued developing content and building out Tourism pages on the City's website.
- Continued design and development of printed marketing material.
- Continued to record episodes of WOMT show/podcast Dive In with Visit Manitowoc.
- Continued developing Visit Manitowoc's marketing plan.
- Continued to compile and send weekly HTR articles highlighting local events.
- Team continued to work on Simpleview projects. We continue to have bi-weekly meetings scheduled with our team to work on the CRM. In July, we held our discovery meeting with our Simpleview web and design team to discuss design, site map, research, etc. In addition, I met regarding upgrading CRM from Web Only to Basic to add in necessary meetings and sales module/tools.
- Coordinated and stopped by four live shots for Fox 11's Good Day Wisconsin for 7/19.
- HTR interview with Alisa Schafer on new tourism department on 7/28 for early August.
- Met with Colburn Creative to discuss additional photo/video projects. Mapped out 2022 photo shoots.
- Held collaboration call with social media influencers, That Wisconsin Couple, to schedule an August visit with their dogs for pet friendly coverage and various marketing assets.

## Administration

- Attended weekly Special Events Committee and special events transfer training, MLC, and Department of Tourism team and planning meetings.
- Worked with Erika on payables/cc bill.
- Q2 budget exception report.
- Tourism and Community Development meetings to discuss and build out downtown story map for website.
- Met with Clerks Office to discuss streamlining special event forms and internal procedures.
- Updated signage, maintained grounds, and relocated geo cache at old visitor center.
- Staffed Visit Manitowoc Visitor Information Center.
- Continued research regarding tourism advisory boards.