



# CITY OF MANITOWOC

WISCONSIN, USA

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**DATE:** March 5, 2024  
**TO:** Finance Committee  
Common Council  
**FROM:** Courtney Hansen, Director of Tourism  
**RE:** Tourism Budget Adjustment Request for Interactive Visitor Kiosks

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The Tourism Department is requesting a budget amendment to install multiple interactive kiosks across Manitowoc.

The City has been wishing to grow in-destination visitor services with interactive kiosks for a number of years. After research and review, a company has been selected that allows the Tourism Department to seamlessly leverage developed data and content from our existing CRM and CMS that powers the website. Four kiosks will be strategically placed at key high-traffic locations – one on the exterior of the Visit Manitowoc Visitor Information Center, free standing units in both the Holiday Inn and Inn on Maritime Bay lobbies, and a portable unit at the secondary Visitor Information Center at S.S. Badger dock during the sailing season, which can be popped up at events, trade shows and other businesses throughout the year. These interactive kiosks support the Tourism Department’s mission to meet visitors where they are, enhancing the everchanging visitor information experience. Self-service technology expands the Tourism Department’s reach and the immersive, educational experience connects the way travelers want, when they want. With the budget adjustment, the kiosks will be installed by July 1, 2024, just in time for the peak tourism season in Manitowoc.

To fund this project, staff requests increasing the 2024 Tourism Department budget for Other Capital Improvements by \$68,950, the anticipated cost for all one-time software and hardware, as well as one year of support and licensing. This project was not budgeted for during the 2024 budget process due to funding uncertainties at the time, particularly with the temporary absence of the S.S. Badger and ongoing litigation, which resulted in the decision to reduce the Tourism Department budget for 2024. The Tourism Department budget is funded through the Visit Manitowoc Special Revenue Fund (2870), which has the following revenue sources – 30% of the room tax revenue collected monthly, room tax reserves, and funds from the sale of the City owned property at 4221 Calumet Avenue – available to support this project. Therefore, this will not affect the General Fund or use any citizen taxpayer dollars. In 2025, \$7,200 for annual support and licensing will be budgeted for during the annual budget process.

Thank you for your consideration.