



CITY OF MANITOWOC

WISCONSIN, USA

www.manitowoc.org

DATE: March 4, 2024
TO: Personnel Committee
Common Council
FROM: Courtney Hansen, Director of Tourism
RE: Request to Approve Seasonal Destination Marketing Intern Job Description and Pay Rate

The Tourism Department would like to grow by adding a Destination Marketing Intern to the staff. This position will provide marketing and administration support to the Department by aiding in the creation of marketing content, staffing visitor information centers, and assisting with special projects. The intention for the immediate future is for this seasonal-style position to be hired through the Youth Apprenticeship (YA) Program. Interviews and hiring will occur April-May with the hired YA expected to begin in June.

In reviewing similar general and administrative intern positions, I recommend the pay rate for this position be set at \$12-13.

For the remainder of 2024, the position will work approximately 450 hours with an anticipated cost of \$5,862. When comparing 2024 budget to expected actual for staffing expenses, approximately \$4,328 will be available to assist in funding the position. In addition, advertising placements for the 2024 visitor guide were extremely successful, resulting in revenue higher than budgeted which will offset the printing and mailing expenses for the guides. Therefore, 2024 budgeted expenses for other supplies and expenses will be reallocated to cover the remaining funding for this position. No additional funding is being requested. In 2025, this position will be budgeted for during the annual budget process.

I recommend the job description and pay rate be approved and that they go to the March Common Council meeting for approval.

Thank you for your consideration.