

MAVCB Report to Manitowoc City Council

Developing the sales program for the Manitowoc Area Visitor and Convention Bureau, required several steps in what will be an ongoing and ever evolving process.

First was building the data bank of prospects and clients. Those clients included associations, businesses, charities and any segments that hold meetings, conferences, conventions and training programs. Over the course of the first 12 months over 375 prospects that hold such events have been identified and their contact information has been entered into the VCB's data program D-3000.

Weekly sales efforts encompassing, in person calls, e-mails, mailings and telephone solicitation have been implemented and are ongoing. On average making 60 to 75 connections per week.

The MAVCB Advertising program has been increased to include additional industry publications, websites and social marketing. In 2013 that program budgeted \$52,000 for selective media efforts.

We have built an additional data base of group tour operators. This is a separate market segment that has the ability to do day trips as well as overnight and possible two night travel. We have over 400 prospects in that data file also in the D-3000 program.

Over the last 12 months I have participated in the following industry trade shows, showcasing Manitowoc as a destination for meetings, conferences, conventions, reunions and tours. We are focusing our efforts on travel, event, meeting and conference planners located in the upper Midwest. The list of shows attended is as follows

Small Markets Meetings Conference, Sioux Falls, SD

WI – Meeting Planners International, Showcase, Milwaukee, WI

Boomers in Groups Conference, Cleveland, OH

Select Travel Convention, Huntsville, AL

Circle Wisconsin, Road Show & Circle Wisconsin Marketplace, MI, IN, IL, WI

Sports Wisconsin Conference, WI

Sports marketing represents an additional third market segment that we are concentrating in. Given our areas need for baseball and soccer complex's we are focusing our initial efforts on Silent Sports. That segment includes, disc golf, golf, snow skiing, snowmobiling, snowshoeing, sailing, paddle boarding, kayaking, canoeing, fishing, hiking, running. To be successful in this area requires local sponsorships and local groups willing to come forward and run the event usually as a fundraiser. We can and will supply support as best we can but for this segment to be successful it will require the efforts of local groups.

Bookings to date, as of this point in time we have booked the following in this calendar year for events in 2014 and beyond.

Womens Senior State Bowling Tournament

Womens 500 Club State Bowling Tournament

Upper Midwest Kayak Race

2015 PGA Tournament room blocks

WI AMVETS State Convention

WI Library Assn Convention

Brookfield WI Senior Center Tour

BBQ & Blues Festival

Pending Leads

USS Halfbeak reunion

WI Disc Golf Tour Finale

WI Badger State Games Sailboat competition

Our confirmed events represent 2800 room nights, our pending leads represent 425 room nights

The confirmed events represent a local economic impact of \$599,763.50 based on Wisconsin Department of Tourism statistical formulas.