

**DATE:** May 2, 2023  
**TO:** Room Tax Commission  
**FROM:** Courtney Hansen, Director of Tourism  
**RE:** Department of Tourism Update

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, including visitor guides from other DMOs, in addition to signage and information for spring and summer events from businesses and event coordinators.
- Spoke with and assisted visitors at visitor center.
- Appeared on Be My Guest.
- Attended Maritime Bay Bike Classic planning meetings.
- Attended Lakeshore Balloon Glow planning meeting.
- Attended Progress Lakeshore Marketing Committee meeting.
- Attended Sputnikfest planning meeting.
- Continued to work with Sunrise Rotary on Wisconsin Sand Sculpting Festival. Attended planning meeting, assisted with grant submission and continued marketing efforts.
- Attended the Simpleview Summit in Houston.
- Led YP steering committee meeting and networking event.
- Continued planning for National Travel & Tourism Week activities.
- Continued Maiden Voyage celebration planning. Met with representatives from the SS Badger, Wisconsin Maritime Museum, NOAA and Department of Administration on gubernatorial commendation for Maiden Voyage.
- Continued 4<sup>th</sup> on the Shore planning.

### Marketing and Promotion

- Created, planned and posted social media content/ads and community managed platforms. Conducted business visits to shoot content and discuss marketing opportunities/partnership.
- 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.
- Continued design, development and redesign of printed marketing material and new branded material.
- Continued visitor guide distribution to partners, individuals and DMOs regionally.

- Continued to develop and submit advertisements including ads for Travel Wisconsin's Wisconsin Traveler fall magazine, Road America's Fan Guide and Ludington Daily's special SS Badger anniversary piece. Continued to have conversations with publications and influencers about advertising and partnership opportunities.
- Submitted Travel Wisconsin May social media co-op content, summer event pitch and joined their Summer 2023 webinar.
- Recorded and launched SS Badger podcast with Ludington CVB.
- Continued to work with Simpleview team to submit and complete project tickets for functionality and design edits on website. Continued to work with businesses and event coordinators to submit/input events. Prepared and launched Extranet portal for business partners to log in to updating listings.

#### **Administration**

- Attended Room Tax, Finance, Council, Managers, MLC, weekly Special Events Committee and Department of Tourism team meetings.
- Met with Alder Schlei, Erika and Fat Seagull to discuss special event dates.
- Attended Mayor's Tourism Listening Session.
- Attended Active Killer Training.
- Update meeting with Mayor.
- Toured Car Ferry Ticket Office with Mayor.
- Ordered new visitor guide racks and reorganized visitor center for summer season.
- Completed Q1 Budget Exception Report.
- Prepared for May Room Tax Commission meeting.
- Worked with Erika on payables.
- Continued working with attorneys regarding MAVCB lawsuit. Edited and submitted affidavit.
- Continued conversations with Ascend about hiring for office/visitor center cleaning.
- Prepared job description for and interviewed one candidate for intern position.