

# Out of State Travel/Training Request Presented to Oversight Committee for Approval

Requesting Supervisor/Manager:	Courtney Hansen
Names of Employees Attending:	Erika Christel
Department:	
Tourism	

Name of Training	Dates of Training	Location of Training
Simpleview Summit	April 6-9, 2025	San Francisco, CA

Estimated cost of training	\$ 1499
Estimated cost of travel	\$ 600
Estimated cost of meals	\$ 100
Estimated cost of accommodations	\$ 1000
Estimated cost of misc. expenses	\$
Estimated cost of overtime	\$

**Estimated total: \$ 3199**

If applicable, what are the misc. expenses for?

**Requesting Supervisor/Manager Comments:**

Simpleview (now a part of Granicus) is the company the Tourism Department has worked with for our visual identity creation, and continues to work with for our website, CRM and Digital Marketing SEO/CRO. This conference continues to be the most inspirational and useful marketing-focused one staff attends. In past years, we've been able to adapt and utilize learnings immediately in session and upon returning home to strengthen our website, optimize our CRM and grow other marketing campaigns, including our visitor guide, as the visitor information experience continues to rapidly transform.

What are the objectives for the training?

Staff will attend a series of key note addresses, learning sessions, panel discussions and hands on labs to gain industry insights, digital marketing strategies and best practices. In addition, staff will attend networking and exhibitor break outs to learn from industry peers across the country, connect with Simpleview contacts in person and learn about other tourism products.

How will this training be shared/implemented upon return? How will this training benefit the City?

Learnings will be implemented to grow and strengthen marketing efforts, including our website, social media strategy and digital marketing, in an effort to increase visits to the City of Manitowoc and Room Tax revenue.

Supervisor Approval/Decline

Approved  Declined  Reason for decline: \_\_\_\_\_

Supervisor/Manager Signature: Courtney Hansen Dated: 11/19/24

\*Please attach any additional information you would like considered with this request