



**TWO
RIVERS**
WISCONSIN

Room Tax Commission Meeting

NOTES from the 9/19/23 meeting

Roll Call Committee Attendance: Bill, Rick, Peter, Greg, Curt

Guest: Brian Dean

Status of Revenues -reviewed YTD performance through July up and forecast for remainder of summer based on hotel input is Augusts and Sept are still strong.

- Brian Dean:

He shared the presentation and recap from the recent Tourism Board meeting (Attached is the presentation he shared) Discussed 2024 budget planning and needs to revisit 30 days from now presenting plans and ask to the committee. Lisa will set up a meeting with the Committee.

Reviewed establishing definition for what events are considered local and tourist, who owns and how we could use room tax dollars to support. The goal is to continue to fill beds and drive in more tourists and continue to align with Manitowoc when possible.

Exploring additional off-season events to provide ongoing traffic.

Joint Visitor guide being planned for 2024.

Will revisit where dollars can help underwrite tourist related events like Kite Fest, Ethnic fest, Bryan Lee Day, Car Show as examples. We would require representation on committees, as well as a recap sharing results in fact of driving in out of towners to validate the contribution. Establishment of criteria and funding to be reviewed at next meeting along with Boards initiatives priorities for 2024.

Suggested to Brian some ideas to consider for future: NEW Wayfinding Signage, Murals, Tourism friendly website enhancements, to name a few.

Asked Brian as part of future updates to email committee the minutes from Tourism board meetings.

- Craft a presentation to council and community on importance of tourism for economic grow to a community.
- 2024 Annual Budget review , date established and include in Greg's formal submission to council in December. Review of 2024 events & prioritized initiatives as part of review.
- Greg provided update on the litigation involving Manitowoc and the MAVCB.



EXPLORE TWO RIVERS.COM

Mission Statement

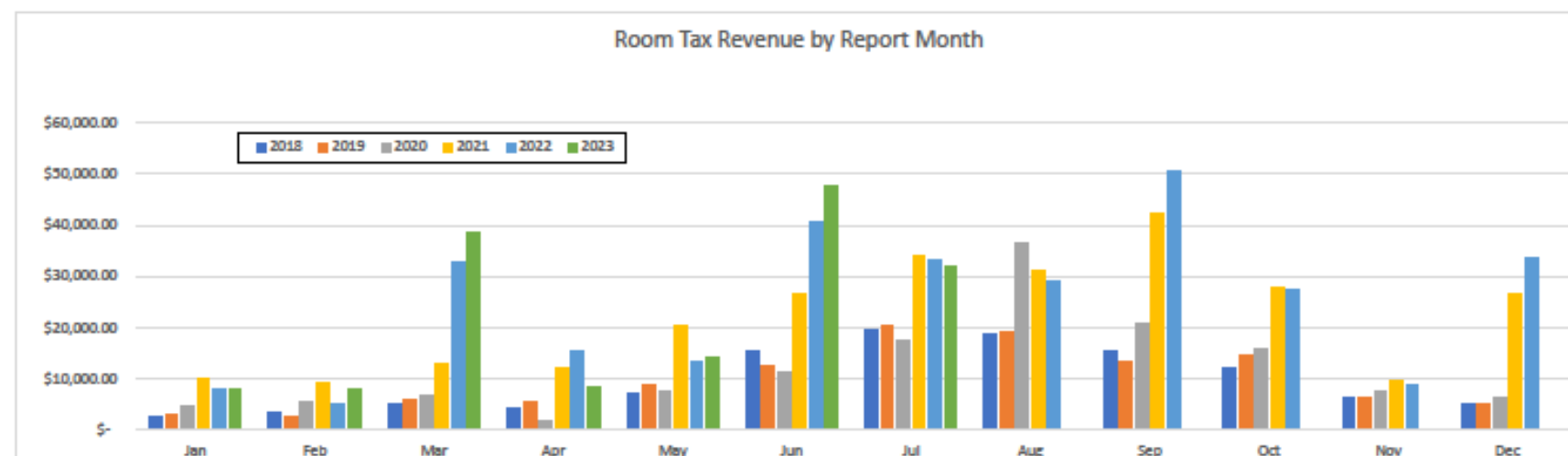
“Promoting travel to Two Rivers to experience its coveted natural resources and unique attributes, to enrich lives and elevate local economic growth.”

**Report to the Room Tax Commission
September 19, 2023**

City of Two Rivers

Room Tax Revenues by Report Month

| Year | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Total |
|------|-------------|-------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|-------------|--------------|---------------|
| 2018 | \$ 2,741.75 | \$ 3,560.22 | \$ 5,036.50 | \$ 4,366.85 | \$ 7,245.00 | \$ 15,577.92 | \$ 19,712.52 | \$ 18,853.37 | \$ 15,279.77 | \$ 12,198.46 | \$ 6,371.00 | \$ 4,952.07 | \$ 115,895.43 |
| 2019 | \$ 2,947.91 | \$ 2,604.63 | \$ 6,052.63 | \$ 5,568.34 | \$ 8,607.82 | \$ 12,336.87 | \$ 20,505.69 | \$ 19,244.25 | \$ 13,170.07 | \$ 14,719.81 | \$ 6,332.72 | \$ 4,914.66 | \$ 117,005.40 |
| 2020 | \$ 4,765.02 | \$ 5,384.00 | \$ 6,690.51 | \$ 1,637.77 | \$ 7,534.11 | \$ 11,333.18 | \$ 17,396.97 | \$ 36,594.28 | \$ 20,866.20 | \$ 15,875.69 | \$ 7,424.84 | \$ 6,397.04 | \$ 141,899.61 |
| 2021 | \$ 9,915.56 | \$ 9,132.48 | \$ 13,003.38 | \$ 11,933.75 | \$ 20,379.78 | \$ 26,523.38 | \$ 34,033.35 | \$ 31,281.39 | \$ 42,231.85 | \$ 27,843.12 | \$ 9,706.00 | \$ 26,581.50 | \$ 262,565.54 |
| 2022 | \$ 7,885.94 | \$ 5,277.50 | \$ 32,957.52 | \$ 15,335.28 | \$ 13,161.21 | \$ 40,763.32 | \$ 32,990.01 | \$ 29,030.51 | \$ 50,458.52 | \$ 27,284.90 | \$ 8,921.16 | \$ 33,532.24 | \$ 297,598.11 |
| 2023 | \$ 8,034.70 | \$ 8,041.02 | \$ 38,440.40 | \$ 8,257.44 | \$ 14,202.39 | \$ 47,590.22 | \$ 31,797.50 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 156,363.67 |



| Year | Jan-Jul YTD |
|------|---------------|
| 2018 | \$ 58,240.76 |
| 2019 | \$ 58,623.89 |
| 2020 | \$ 54,741.56 |
| 2021 | \$ 124,921.68 |
| 2022 | \$ 148,370.78 |
| 2023 | \$ 156,363.67 |

| Year-to-date Revenue by Source | |
|--------------------------------|----------------------|
| Hotel/Motel | \$ 103,304.71 |
| Vacation Rentals | \$ 11,869.67 |
| On-line Marketplace | \$ 41,189.29 |
| TOTAL | \$ 156,363.67 |

Since the last meeting of the Commission, Explore Two Rivers actions have included the following:

- 1. Established Board of Directors, Committees, and Leadership**
- 2. Filed for 501(c)6 Non-Profit status with IRS**
- 3. Actively engaged in marketing and promotion of the summer activities and attractions in Two Rivers**
 - Magazine advertising (i.e., Fox Cities)**
 - Digital Billboard**
 - Social Media**
 - Radio (Two Minutes with Two Rivers, Seehafer)**
 - Development of promotional materials, rack cards, maps, etc.)**
 - Promoted sales of Two Rivers branded Merchandise (Point Beach, Washington House Historical Society)**
 - Wisconsin State Fair (Travel Wisconsin Two Rivers Day w/kiosk and presentation)**
 - Upgrades to Website (Ongoing)**

- **Activities marketed include Central Park West band performances and events, Bands on the Beach, Rogers Street Days, Several Softball Tournaments, Schmitt Brothers Dedication, Sister Cities events, Snowfest, International Studebaker Meet, Ethnic Fest**
- **Attractions promoted include Rogers Street Historical Fishing Village, Hamilton Wood Type Museum, Washington House Two Rivers Historical Society/Museum, Breweries and wineries, Neshotah Park & Beach, Charter Fishing, Point Beach State Forest, Woodland Dunes, Still Bend(Schwartz House - Frank Lloyd Wright) , LondonDairy Alpacas, Shipwreck Coast National Marine Sanctuary. visitor-related businesses**

Current and upcoming Activities

- 2024 Manitowoc-Two Rivers Visitors Guide (MoU with Manitowoc on proportional representation/larger edition/include more businesses)**
- 2024 Travel Wisconsin Guide (Expand directory/considering Masthead purchase on page 2)**
- MoU with Parks and Recreation to better define roles vis a vis event coordination and marketing.**
- “Shoulder season” marketing development**
- Accelerate ETR(website upgrade (inter-active/itineraries/podcast)**
- Two Minutes with Two Rivers with Seehafer**



TWO MINUTES WITH

TWO RIVERS

LISTEN EVERY THURSDAY!
7:40AM ON WLKN 98.1FM
10:30AM ON WOMT 1240AM



EXPLORE TWO RIVERS

Committees.

1. Committee on Marketing, Communication, and Outreach

- Mission Statement: This committee will support the office of the Executive Director in developing and executing a comprehensive marketing plan to attract visitors and boost tourism.
- These activities include creating advertising campaigns across platforms.
- Design and produce eye-catching collateral and merchandise.
- Develop itineraries that showcase Two Rivers in its diversity of visitor experiences.
- Maintain an informative and user-friendly destination website.
- Coordinate radio and TV appearances and opportunities to share destination stories and updates.

2. Committee on Activities and Attractions

- Mission Statement: The Attractions and Activities Group focuses on promoting the diverse range of unique experiences Two Rivers has to offer, emphasizing maritime heritage, outdoor activities, museums, historic sights, and natural attractions – accommodations and lodging.
- Highlight and promote Two Rivers role in the Wisconsin Shipwreck Coast National Marine Sanctuary
- Showcase beach, trails, nature preserves, state forests, waterway activities, paddle sports charter fishing, hiking, biking etc.
- Promote the variety of options for accommodation and lodging.

3. Committee on Market Expansion and Collaboration

Mission Statement: The Market Expansion and Collaboration Group is committed to identifying new market opportunities and forming strategic partnerships to expand the destination's reach and to diversify its visitor base.

- Shoulder season development and implementation
- Niche market development
- Cultivate collaborations with local businesses, attractions, and partners to create innovative initiatives to attract visitors.
- Organize cross-promotional events, workshops, and activities that highlight Two Rivers' unique offerings and encourage a community-wide investment among stakeholders.
-





**BRYAN LEE MEMORIAL
BLUES FESTIVAL**
SATURDAY, JULY 22



EXPLORE TWO RIVERS



FRI-SUN, JULY 28-30
LIVE MUSIC
FAMILY FUN



EXPLORE TWO RIVERS



TRAVEL WISCONSIN

SHARE THE MOMENT



#TravelWI

WISCONSIN

