

Tourism 3-5 Year Projects

Based on previous meetings' discussions, five items have either started or have been shown interest as 3-5 year projects.

Current Projects

- **Kayak & Bike Rentals** – Kayak rental to be complete in 2024, while bike rentals could be 2025 or 2026. Rent.Fun is the kayak provider and has a parent company that does e-bike rentals.
- **Kiosk** – This project is in the research phase. Kiosks from Redyref and Advanced Kiosks have been presented, but come with a sizable cost barrier. Maybe a 2026 or 2027 for tentative completion date. Originally slated as a kiosk in Davies Park, the project may evolve to become a tourism information display at the Amtrak Station due to traffic, logistics, and potential for cost sharing.
- **Print Ads** – Flyers and brochures that feature a map, QR code to website, and event listings are currently in development. Pricing for production and distribution has yet to be presented. There is potential for acquiring sponsorship or partnerships for cost savings. At the current pace, this project should be implemented in 2025.

Additional Projects

- **Public Enemies Day** – A festival based on the movie, Public Enemies that was partially filmed in Columbus. There has only been discussion, but an event like this would probably need involve a partnership to make happen.
- **Itinerary Development** – Staff has participated in the Main Street Wisconsin's training for itinerary marketing. This would involve marketing around a specific theme that includes a list of things to do, where to eat, places to visit, etc. This type of marketing is featured heavily by Travel Wisconsin and other tourism organizations. Some discussion has taken place at previous meetings, but no action has been taken.