



EXPLORE  
**TWO  
RIVERS**  
WISCONSIN

## TOURISM DIRECTOR

1717 E. Park Street  
P.O. BOX 87  
Two Rivers, WI 54241-0087

### Tourism Director's Report

July 2024

#### Marketing

- Created Fall ads for Wisconsin Road Trip magazine. Thirty thousand free magazines are distributed across the state of Wisconsin.
- Created ad for Paddle Palooza with TR Parks and Rec. that will appear in August and September issues of Silent Sports magazine distributed to the upper Midwest Region.
- Created ad for Fox Cities Magazine that will promote fall festivals in the September and October issues. Market reach for this magazine is west to Waupaca County, south to Fond Du Lac County and north to Marinette.
- Scheduled daily posts on Facebook and weekly posts on Instagram.
- Working with Ice Age Trail Alliance to create ad campaign in support of their Mammoth Hike Challenge in October of this year.
- Working with marketing person at Hamilton Wood Type and Printing Museum to create a large banner and other digital materials to promote Hamilton's 25<sup>th</sup> Anniversary in 2024.
- Created a sponsored article in Experience Wisconsin promoting Woodland Dunes 50<sup>th</sup> Anniversary in 2024. Sponsored article will also appear on Experience Wisconsin's Facebook and Instagram channels. Woodland Dunes staff assisted with this article.
- Continued work on the Explore Two Rivers webpage. Updated all charter fishing info, added a fishing report and updated the graphics for this page. Also updated Opportunity Grant Application and FAQ.
- Created Explore TR thank you cards.
- Working on designs for retractable pop-up banners for trade shows, back drop for tradeshow and ordered trade show table clothes with Explore TR logo and [exploretworivers.com](http://exploretworivers.com).

#### Community Outreach

- Volunteered at Snowfest on Sunday, July 28, 2024.
- Recorded radio spots on WIXX and Y100 in support of Snowfest and other community events.
- Recorded interview with NBC26 that will air during the Olympics to promote charter fishing on Two Rivers.
- Had an Explore Two Rivers booth at Fox Cities Stadium greeting attendees to the ball game that night and handing out visitor info. This was also Two Rivers Night at the ballpark. It was a sellout crowd.



[www.exploretworivers.com](http://www.exploretworivers.com)



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- Attended Mishicot Business Association summer social at London Dairy Alpaca Ranch.
- Attended Two Rivers Business Association summer social at Village Inn and RV Park.
- Sent out Opportunity Grant Award letters. Also reached out to organizations that did not receive funding to provide tips on how they can improve their grant proposals for future consideration.

### City & State Government

- Provided Representative Paul Tittl the 2023 Tourism Economic Data Report for the State of Wisconsin and Manitowoc County.

### Activities

07/01/24 – Two Rivers City Council Meeting

07/03/22 – Met with TR Parks and Rec about “Pet Friendly Beach Campaign” for beach south of Light House Inn to raise awareness of this option.

07/09/24 – Explore Two Rivers Board Meeting

07/09/2024 – Joint meeting with NOAA, Explore TR and TR Room tax Commission about possible shared Visitor Center in old Lift Station building.

07/10/22 – Met with Visit Elkhart Lake as part of onboarding for Destinations Wisconsin as a new DMO.

07/10/2024 – Attended Mishicot Business Assoc. Summer Social at London Dairy Alpaca Ranch.

07/11/24 – Attended Manitowoc County Visitor and Convention ribbon cutting at Wisconsin Farm Discovery.

07/11/2024 – Attended Paddle Palooza planning meeting and provided marketing update.

07/11/2024 – Recorded TV spots for NBC26.

07/12/2024 – Attended Circle Wisconsin Board Meeting to plan fall engagement tour, budget for 2025 and Destinations Wisconsin Fall information/welcome table hosted by Circle Wisconsin.

7/13/2024 – Attended the beginning of the Midwest Disc Golf Tournament at Silver Creek Park and later attended the afternoon lunch break.

7/13/2024 – Met with Carlos Munoz (organizer) before Latino beach bash started for the day to make sure they did not need and took morning photos of beach goers and checked in with park staff.



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7/13/2024 – Attended Brian Lee Blues Festival to take photos, visit whit attendees and capture video for future use.

7/13/2024 – Hosted Explore Two Rivers booth at Fox Cities Stadium as part of Two Rivers Night at the Ballpark.

7/14/2024 – Attended final rounds of the Disc Golf Tournament at Silver Creek Park and spent time visit with Jim Van Lanen Jr. about possible improvements to the disc golf course on Picnic Hill in TR.

07/15/2024 – Met with Visit Manitowoc to create timeline for 2025 shared Visitor Guide.

07/15/2024 – Attended Two Rivers Common Council Meeting

07/16/2024 – Met with Denine at ITI Digital to look at Explore Two Rivers webpage analytics and how to improve our search terms and track data.

7/16/2024 – Met with Chair of the Explore Two Rivers Marketing Committee to set agenda for the meeting in July.

07/17/2024 - Travel Wisconsin Virtual Forum Wayfinding Meeting

07/17/2024 – Attended Two Rivers Business Association Summer Social.

07/18/2024 – Met with Fox Cities Magazine to work on fall and early winter ads.

07/18/2024 – Met with Discover Oshkosh to compare notes on shared marketing vendor and Destinations Wisconsin.

07/23/2024 – Explore Two Rivers Marketing Meeting

07/23/2024 – Met with Friends of Rawley Point and the Park Ranger at Point Beach to what Explore Two Rivers is providing for signage, informational pieces and camp host onboarding in 2025.

07/23/2024 – Toured Roger's Street Fishing Village.

07/25 -07/26/2024 – Attended Destinations Wisconsin Summer Meeting.

07/30/2024 – Paddlers Park multi organization meeting on site to discuss improvements to the park in the short and long-term. Meeting with led by Two Rivers Parks and Recreation.

07/30/2024 – Toured Picnic Hill disk golf course with Jim Van Lanen Jr, and Mike Mathis to discuss course improvements, possible tournaments and marketing once the renovations are complete.

07/31/2024 – Met with designer Shawn Williams to work on content for fall promotions, video editing and social media data.



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