



Tourism Director's Report

November 2024

Marketing

- Completed Hike, Bike & Paddle Two Rivers brochure, map and webpage. URL <https://www.exploretworivers.com/explore/page/hike-bike-paddle>
- Continued work with Travel Wisconsin to update the Two Rivers landing webpage, local attractions and events listings.
- Completed application for CO-OP purchase of advertising through Travel Wisconsin for ads in spring/summer and fall/winter.
- Continued daily social media posts.
- Added Wedding Expo Weekend page to ExploreTwoRivers.com to promote that event in March of 2025. URL <https://www.exploretworivers.com/explore/page/2025-wedding-show-weekend>

Community Outreach

- Sent a quarterly newsletter to all short-term rental owners and operators that included:
 - o Introduction and update letter from the Tourism Director.
 - o Updated Short-Term Rental Application.
 - o Invitation to learn more about the upcoming NFL Draft on December 16, 2024.
 - o Room Tax Revenue dashboard YTD ending the Q3 of 2024.
 - o Reviewed and updated by-laws.
 - o Increased membership fees to \$750 for Harbor Cities.
- Attended the Wisconsin Fall Conference on Tourism hosted by Destinations Wisconsin. I volunteered at the membership table for Circle Wisconsin and attended the Membership Committee meeting for Destinations Wisconsin.
- Attended TRBA and Mishicot Business Association meeting.
- Continued work with TRBA, Chamber of MTWC Co., Progress Lakeshore and Visit Manitowoc on a Business Expo in March 2025.
- Met with the representative from Lakeshore Ice Age Trail Chapter to debrief about the Mammoth Hike Challenge which ran the month October in 2024.

Government

- Attended NOAA – Shipwreck Sanctuary Advisory Committee meeting and gave a brief presentation. Updated ExploreTwoRivers.com to include a landing page for the Sanctuary and to direct visitors to the Sanctuary's webpage for more information.



EXPLORE
**TWO
RIVERS**
WISCONSIN

TOURISM DIRECTOR

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Activities

11/4/2024 – Attended City of Two Rivers Common Council Meeting.

11/07/2024 – Two Rivers Business Association meeting.

11/07/2024 – Parks and Recreation and Explore Two Rivers monthly meeting.

11/11/2024 – Reviewed final draft of 2025 Visitor Guide with Visit Manitowoc staff team.

11/12/2024 – Met with Sepia Chapel and Event Venue to review marketing plan for the 2025 Lakeshore Wedding Expo

11/13/2024 – Mishicot Business Assoc. meeting.

11/13/2024 – Met with Lakeshore Chapter of Ice Age Alliance.

11/13/2024 – Attended Two Rivers City Director's meeting.

11/14 – 11/15/2024 – Attended State of Wisconsin Fall Tourism Conf. hosted by Destinations Wisconsin.

11/18/2024 – Met with Fox Cities Stadium to review data from the 2024 Explore Two Rivers promotions.

11/18/2024 - Two Rivers City Council meeting.

11/19/2024 – Small group meeting to discuss ideas for future Mammoth Hike Challenge activities. Items discussed were Mammoth Fest, mammoth public art project, and Mammoth Hike Scavenger Hunt on the Ice Age Trail.

11/20/2024 – City of Two Rivers multi-department Marketing Meeting.

11/21/2024 – NOAA – Shipwreck Coast Advisory Committee Meeting.

11/22/2024 – Met with three local business about supporting the 4th of July Celebration and 2025 Concert Series. Sponsorship discussion and the impact these events have on our tourism economy.



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