



EXPLORE  
**TWO  
RIVERS**  
WISCONSIN

## **TOURISM DIRECTOR**

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

### **Tourism Director's Report**

**October 2024**

#### **Marketing**

- Updated community page and contact information on the Circle Lake Michigan website. <https://lakemichigandestinations.com/two-rivers-wisconsin>
- Continued work with Travel Wisconsin to update the Two Rivers landing webpage, local attractions and events listings.
- Daily posts on Facebook with the highest three posts for the month being Picnic Hill Disc Golf update, Wilfert Farms Fall market and The Honey Patch corn maze and family fun. Weekly posts on Instagram and Flickr as well.
- Completed Ice Age Trail Alliance Mammoth Hike Challenge statewide promotion. Two Rivers had 11 businesses participate in the Trail Magic promotion.

#### **Community Outreach**

- Attended the Wisconsin Harbor Towns Annual meeting.
  - o Voted to approve \$20K in marketing contract services for 2025.
  - o Reviewed and updated by-laws.
  - o Increased membership fees to \$750 for Harbor Cities.
- Hosted the Circle Wisconsin Membership Committee virtual meeting as Chair of this committee.
- Attended TRBA
- Attended 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 owners of Violet Inn and Inky Blue Community Art Center to help them with marketing plans.

#### **Government**

- Reviewed short-term rental listings, contact information, city ordinances, and application process.
- Updated all information for short-term rental on the Explore Two Rivers website.
- Created a tracking document listing all registered and non-registered short-term rentals in the City of Two Rivers and cross-referenced it with the Manitowoc Health department and booking websites.



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### Activities

10/01/2024 – Launched Ice Age Trails Alliances' Mammoth Hike Challenge Marketing Campaign for October.

10/02/2024 – Attended Two Rivers City Director's meeting

10/03/2024 – Two Rivers Business Association meeting.

10/03/2024 – Attended Opening Night of the Rahr West Museum's Table Settings Exhibit.

10/4/2024 – Summer of 2025 Concert Series Planning meeting.

10/7/2024 - Two Rivers City Council meeting.

10/9/2024 – Mishicot Business Assoc. meeting.

10/9/2024 – Room Tax Commission and Explore Two Rivers joint meeting.

10/15/2024 – Tour of Cobblestone and marketing meeting for 2025.

10/16/2024 – Attended Two Rivers City Director's meeting.

10/17/2024 – Circle Wisconsin Membership Committee meeting.

10/17/2024 – Joint meeting with Room Tax Commission and Explore Two Rivers.

10/18/2024 – Met with Violet Inn.

10/21/2024 – Destination Wisconsin Members Committee meeting to review action plan for strategic goals.

10/21/2024 - Two Rivers City Council meeting.

10/24/2024 – Cool City Christmas planning meeting.

10/25/2024 – Wisconsin Harbor Town's Annual meeting

10/28/2024 – 2025 Business Expo meeting.

10/28/2024 – Attended Common Council Work Session.

10/30/2024 – Attended Two Rivers City Director's meeting.



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



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