



EXPLORE  
**TWO  
RIVERS**  
WISCONSIN

## **TOURISM DIRECTOR**

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

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

**August 2024**

#### **Marketing**

- Completed training and onboarding to edit content on the Travel Wisconsin website. Began updating and creating pages for places to stay, things to do, venues, and attractions.
- Created ads for Experience Wisconsin online to promote fall tourism to Two Rivers.
- Scheduled daily posts on Facebook and weekly posts on Instagram.
- Created large banner for the Lift Station to promote Ice Age Trail Alliance's Mammoth Hike Challenge in October of this year. Banner will go up in October.
- Large banner was hung at the Lift Station to promote Hamilton Wood Type & Printing Museums 25<sup>th</sup> Anniversary in 2024. Working on a banner for the railing above this banner to be hung in November welcoming Wayzgoose participants. This will be the 16<sup>th</sup> Wayzgoose.
- Continued work on the Explore Two Rivers webpage. Added a Northeast Wisconsin Fall Colors Report that will be updated in real time via Travel Wisconsin. Registered Explore Two Rivers as "Fall Colors Reporter" to the Travel Wisconsin website.
- Met with Lamar Signs to review options for 2025, specifically geo-fencing Neshotah Beach in the summer of 2025 to capture demographic data of visitors to the beach.
- Continue work on a Hike, Bike and Paddle brochure to share at trade shows, online, partner locations, and overnight accommodations.

#### **Community Outreach**

- I was invited to serve on Destinations Wisconsin DMO Membership Committee
- Toured Lakeland College to learn more about the school and their experiential learning program designed to get students in the workplace while receiving college credits.
- Toured Light House Inn with Jim Van Lanen Jr.
- Came to an agreement for Mishicot Business Association/MAGIC to partner on a Fox Cities Magazine full page ad in Fall of 2025 to promote activities in Mishicot and Two Rivers.

#### **Government Outreach**

- Met with Two Rivers City Council member Doug Brandt to review Explore Two Rivers mission, marketing and tourism data.



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### Activities

08/01/2024 – Two Rivers Business Association Meeting

08/01/2024 – Ice Age Trail Alliance Meeting- Trail Cities Update

08/05/2024 – Attended Two Rivers City Council Meeting

08/06/2024 – Cool City Christmas Planning Meeting

08/06/2024 – Met with Visit Manitowoc about 2025 shared Visitor Guide

08/07/2024 – Met with MAVC to discuss possible partnership opportunities.

08/13/2024 – Explore Two Rivers Board Meeting

08/14/2024 – Met with owners of Sepia Chapel to review 2024 marketing, 2025 Bridal Expo and a possible “Welcome to Two Rivers” package for bridal groups.

08/14/2024 – Met with volunteers at Van der Brohe Arboretum to review Hike, Bike and Paddle brochure for 2025.

08/14/2024 – Attended Mishicot Business Assoc. monthly meeting at Camp Tapawingo

08/15/2024 – Attended Chamber of Manitowoc County Marketing Committee Meeting

08/19/2024 – Met with Peter Crabbe from Hamilton Wood Type & Printing Museum review 2024 marketing and Wayzgoose promotion.

08/19/2024 – Attended Two Rivers Common Council Meeting

08/21/2024 – Met with City Manager Greg Buckley to review 2024 Budget to Actual and 2025 Budget (Draft)

08/27/2024 – Attended Travel Wisconsin's Fall Campaign webinar

08/28/2024 – Explore Two Rivers Finance Committee Meeting

08/28/2024 – Attended Two Rivers Dept. Director's Meeting

08/29/2024 – Attended Picnic Hill Park revitalization meeting with TR Parks and Rec. and Manitowoc County Disc Golf Committee to have course ready for practice and visitor use for the Women's National Disc Golf Competition to be held in June, 2025 in Manitowoc County.



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



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