



EXPLORE  
**TWO  
RIVERS**  
WISCONSIN

## **TOURISM DIRECTOR**

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

### **Tourism Director's Report January 2025**

#### **Marketing**

- Continued work with Travel Wisconsin to update the Two Rivers landing webpage, local attractions and events listings.
- Continued daily social media posts.
- Exploretworivers.com Updates
  - o Short term rental list is up to date.
  - o Fun on the Farm has been added.
  - o Opportunity Grant information has been updated.
- Placed awareness ad in Bird Watchers Digest for their April/May 2025 issue.
- Renewed membership with Destination Wisconsin
- Worked with local vendor sites and TR staff on new Two Rivers logo wear for summer 2025.
- 2025 Visitors Guides were distributed throughout Two Rivers and the state of Wisconsin
- Completed 30 second videos to promote the 25<sup>th</sup> Cool City Car Show and the Mammoth Hike Challenge.
- Hike, Bike and Paddle Two Rivers marketing materials were distributed in Two Rivers and at locations around the state.
- Assembled "Camp Host Packets" for Point Beach State Forest to update the camp hots on activities in Two Rivers for 2025. This is designed to help campers learn more about what they can do while staying at the park.

#### **Community Outreach**

- Attended Circle Wisconsin Annual Meeting in Stevens Point (Elected treasurer of that organization for 2025.)
- Attended TRBA and Mishicot Business Association meeting.
- Attended the Annual Meeting of the Lakeshore Chapter of the Ice Age Trail.
- Attended the quarterly meeting of the Wisconsin Lodging and Hotel Association in Kohler.
- Attended virtually the quarterly Destination Wisconsin meeting.
- Continued work with TRBA, Chamber of MTWC Co., Progress Lakeshore and Visit Manitowoc on a Business Expo in March 2025.

#### **Government**

- Created Short-term License certificate to be sent to all licenced STRs in Two Rivers.



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



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- Reconciled all STR invoices due for 2025 and followed up with phone calls on any past due invoices for STR License renewal.
- Updated STR list and application on [exploretworivers.com](http://exploretworivers.com)

### Activities

1/2/2025 – Attended Two Rivers Business Association meeting.

1/2/2025 – Joint meeting between Parks and Rec. and the Tourism Department.

1/6/2025 – Attended City of Two Rivers Common Council Meeting.

1/8/2025 – Onsite walk through of Violet Inn property development.

1/9/2025 – Interviewed with Spectrum News about the impact of the NFL Draft on the local economy.

1/13/2025 – Took part in an online short-term rental software tracking demo.

1/14/2025 – Met with Schroeder's Dept. Store staff to review TR logo wear past orders and new products for 2025.

1/15/2025 – Attended Lunch and Learn at Woodland Dunes Nature Center.

1/15/2025 – Attended Two Rivers City Director's meeting.

1/16/2025 – Explore Two Rivers New Board Members meeting.

1/17/2025 – Attended Destination Wisconsin quarterly meeting virtually.

1/20/2025 - Two Rivers City Council meeting.

1/22/2025 – Attended Wisconsin Hotel and Lodging Association meeting.

1/23/2025 - Circle Wisconsin Annual Meeting.

1/25/2025 – Attended Lakeshore Chapter of the Ice Age Trail Annual Meeting.

1/27/2025 – Two Rivers City Council Work Session.

1/30/2025 – Met with representative from Lakeshore Chapter of the Ice Age Trail

1/31/2025 - Manitowoc County Business Expo Planning Meeting



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