



VISIT Milwaukee 2012 Annual Report



VISIT MILWAUKEE

MISSION STATEMENT

VISIT Milwaukee's mission is to market the greater Milwaukee area as the destination of choice for conventions, events, and leisure travel, thereby increasing the economic impact of tourism.

VISION STATEMENT

VISIT Milwaukee is recognized as the chief image and tourism marketing organization of the greater Milwaukee area, and continues to be recognized as a major contributor to a thriving tourism economy that supports job creation and the growth of our convention and tourism infrastructure.



"You know that feeling of clarity that hits you on vacation, that moment when you decide you should just move to wherever you're visiting – sell the house, lose the job, relocate to where you're comfortable and happy right now, before you can reconsider? I have that feeling in Milwaukee."

CHRISTOPHER BORRELLI, CHICAGO TRIBUNE



THE YEAR IN REVIEW

In 2012 we saw continued growth in tourism spending. Tourism-related taxes in both Milwaukee County and the City grew by more than 4.5 percent and 5.5 percent respectively (generally a good prediction of total tourism spending for the year). Our hotel partners saw overall improvements of approximately 3 percent in revenue per room.

Tourism is one of the major employers in the community and contributes a significant amount of local, state and federal taxes. We're confident, once the final tourism numbers are released by the State in May, we will have seen strong growth in jobs, revenues and taxes in the greater Milwaukee area for 2012.

An important piece of our overall tourism economy is the Wisconsin Center District's convention campus consisting of the Delta Center, Milwaukee Theatre and the U.S. Cellular Arena. A recent economic impact analysis of the WCD reveals the estimated gross economic impact of these facilities is \$497 million and that spending associated with the WCD facilities supports more than 4,000 full-time jobs in Milwaukee. The study shows spending associated with the WCD facilities made by convention attendees, day trip visitors, event organizers, and exhibitors who come from outside the market injects new income into greater Milwaukee – and that the Wisconsin Center District continues to be a significant driver in the local economy.

2013 will build on this momentum with what will be a record year for conventions in Milwaukee. Our estimates show more than 210,000 convention room nights booked through VISIT Milwaukee, which translates to an economic impact of more than \$128 million.

It's going to be a busy summer bookended by two major events bringing tens of thousands of visitors to the city. Moose International comes to Milwaukee over the Memorial Day weekend, and the Harley-Davidson 110th Anniversary rumbles through the streets during Labor Day weekend. In between we will roll out the red carpet for newcomers Miche Bag, dignitaries attending the 2013 National Governors Association Annual Meeting, hometown favorite Northwestern Mutual and meeting planners at Collinson Media 2013 Connect Marketplace, to name just a few. Finding a room in Milwaukee may not be easy.

Our visitors will have exciting new product to experience. From the Hilton Garden Inn Milwaukee Downtown to the Brewhouse Inn & Suites, we're seeing projects that respect our rich architectural heritage. And we're looking forward to the opening this summer of the Milwaukee Marriott Downtown — bringing new life to another cluster of historic Milwaukee buildings. Our existing product continues to improve, with artful renovations reflecting the best of industry trends at the Hilton Milwaukee City Center, Hotel Metro, Courtyard Marriott Downtown, Doubletree by Hilton Milwaukee Downtown and Best Western Plus Milwaukee Airport Hotel & Conference Center. Our meeting space has increased with the addition of the 32,000-square-foot Expo Center at Potawatomi Bingo Casino, and we look forward to continuing to expand our product in 2014 with the opening of the Casino's new hotel.

On the leisure side we're looking forward to an extremely strong 2013. Consumer confidence is rebounding to all-time highs which should result in an increase in visitors at area events and attractions. We will continue to do market research and refine the Milwaukee message, determining how to draw more leisure tourists from key feeder markets to Milwaukee throughout the year. We also plan to increase our marketing spend on targeted fall and summer advertising campaigns.

We'll continue to use earned media to extend the reach of our marketing dollars. In 2013, public relations efforts resulted in more than 160 articles and over 137 million impressions. From national headlines to important regional stories, we'll look for additional opportunities to tell Milwaukee's story.

Part of that is finding innovative ways to reach new audiences. In 2012, we launched Dear MKE, a film series and image campaign designed to reignite local pride and provide an opportunity for real Milwaukeeans to showcase the city by sharing what they love about their hometown. We'll expand upon the campaign with the release of the remainder of the films in 2013 and Phase II plans for continued development of the website and promotional partnerships.

All signs are pointing to a very busy and successful 2013! We're looking forward to working with our partners this year to continue to improve awareness of our destination, bring more visitors here and support our local economy through the growth of tourism-related jobs.

Sincerely,

Paul Upchurch
President & CEO
VISIT Milwaukee

Paul Mathews
Chair
VISIT Milwaukee Board of Directors



CONVENTION SALES

The sales team booked 198,491 convention room nights with an estimated economic impact of \$118 million for 2012 and future years.

An aggressive approach to pursuing short-term bookings resulted in 32,015 convention room nights in 2012 for 2012 - a significant 27 percent increase over 2011.

The convention sales team delivered 736,289 lead room nights, 117 percent of our annual goal.

We continued our core convention sales strategy of bringing meeting planners to experience the destination, because when they do, our likelihood to secure their business significantly improves. The team conducted 85 individual site tours and three group familiarization tours.

When meeting planners weren't able to visit Milwaukee, we brought Milwaukee to the meeting planner, participating in more than 40 trade shows, client events and sales missions throughout the United States.

We expanded on strategic partnerships with key third parties delivering a 25 percent increase in bookings from HelmsBriscoe and a 38 percent increase in bookings from ConferenceDirect.

A strategic partnership with PSA Events was established to build on our success in the sports market. This assisted in booking such groups as USA Triathlon Age Group Championships for August 2013 and 2014 along with USA Fencing for December of 2012.



"The UnFAM was a novel approach to merchandising Milwaukee's assets, amenities and attractions. Kudos to the Visit Milwaukee Team for breaking through the FAM clutter. Well done!"

JOE WALKER, NATIONAL BEAUTY CULTURISTS LEAGUE, INC.



CONVENTION SERVICES

The Convention Services Department assisted 420,618 attendees at 293 events, meetings, and conventions.

One hundred percent of meeting planners who held events in Milwaukee rated the Convention Services staff as “Excellent” or “Very Good” on post-event surveys.

For the 11th year, the Services Department was awarded the 2012 Pinnacle Award by Successful Meetings Magazine for “setting the standard for others to follow.”

For the 6th consecutive year, the Convention Services department was awarded the Meetings and Conventions Gold Service award, presented to CVBs that are “dedicated to meeting professionals.”

Visitor Information assisted more than 32,000 visitors and volunteers put in more than 3,400 hours, providing a value of close to \$75,000.

Successful recruitment strategies increased the number of active volunteers to more than 150 in anticipation of our exciting 2013 events.

Convention Services welcomed several large, national conventions and meetings to Milwaukee in 2012, including:

- National Institute of Ammonia Refrigeration
- Air National Guard
- XIII Latvian Song and Dance Festival
- Harley-Davidson Motor Company Summer Dealer Meeting
- US Fencing North America Cup
- Organization of American Historians
- YMCA of the USA National Gymnastics Championships
- Optimist International Annual Convention
- Phoenix Society for Burn Survivors Annual National World Burn Congress

The Convention Services team maximized relationships with event planners of annual meetings to ensure their continued success in Milwaukee and their return for future years, including:

- Wisconsin Association of School Boards
- Wisconsin Emergency Medical Services Association
- Wisconsin State Reading
- Fidelity National Information Services FIS
- Kohl's
- Wisconsin Restaurant Association
- lia sophia
- Northwestern Mutual's Annual Meeting of Network Professionals



“Everyone we encountered was kind and service oriented. On our evaluations, Milwaukee is getting wonderful ratings as a conference location.”

SHIONA CHRISTENSEN, CUPA

PUBLIC RELATIONS

Public Relations told Milwaukee's story in regional, national and international media outlets, exceeding our goal and resulting in more than \$18 million in public relations advertising value.

We reached leisure travelers with 160 articles. Twenty-four of those appeared in our primary outstate Wisconsin market and 21 in our secondary market of northern Illinois and the Chicagoland area — resulting in more than 137 million impressions.

We successfully targeted publications including the Chicago Tribune, Chicago Magazine, Minneapolis Star Tribune, Midwest Living, Home & Away, Better Homes and Gardens, USAtoday.com, Nationalgeographic.com, Wine Enthusiast and the Los Angeles Times.



The department designed itineraries for and hosted 48 travel journalists.

We reached convention and meeting planners in 30 stories in trade publications including Convene, Meetings & Conventions, Connect, Successful Meetings, Meetings Focus Midamerica, USAE and Black Meetings and Tourism.

The Dear MKE image campaign launched to critical acclaim and the film series premiered at the Milwaukee Film Festival. The first three films in the series resulted in more than 13,000 combined views to the Dear MKE Youtube channel.

We grew our presence on social media, with quarterly promotions resulting in more than 20,000 contest entries. This helped to increase Facebook fans by more than 47 percent, with numbers topping 13,000. And, VISIT Milwaukee's Twitter grew almost 40 percent, to include more than 11,000 followers. We added fans to our popular Foursquare ending the year with more than 25,000 likes and also debuted a Pinterest page to showcase Milwaukee events and attractions.

"Think you know Milwaukee? You may be in for a surprise. The food scene has blossomed in recent years—from excellent fine dining to great grazing. And summer is the best time to visit: bikers and joggers animate the lakefront paths, sailboats and kitesurfers glide across the horizon, and neighborhoods hum with life."

CHICAGO MAGAZINE, JUNE 2012



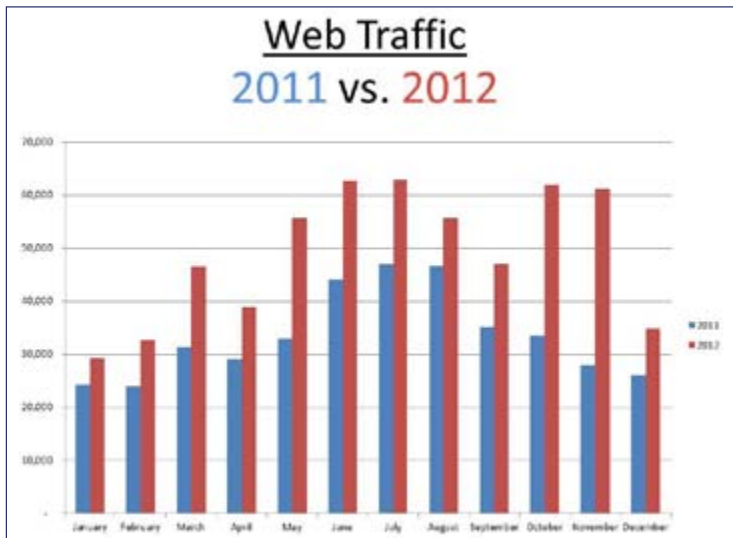
MARKETING

Marketing generated more than 133 million impressions targeted at the leisure market – 181 percent of goal.

We reached meeting planners with a strategic campaign that generated more than 11 million impressions – 339 percent of goal.

Convention sales and marketing strategies contributed to increased awareness of and advocacy for Milwaukee. The results of a 2012 survey of 730 national meeting planners by Watkins Research Group showed that Milwaukee ranks:

- #1 value destination
- #2 most improved score of all destinations
- #5 greatest advancement in overall rank
- #7 most highly advocated destination
- #1 in value among clients who have met in Milwaukee



A new local events calendar, Milwaukee365.com, was rolled out to great acclaim in late 2012. This comprehensive calendar gives users a convenient new way to find information on events and activities throughout the area, read reviews, order tickets, and more.

Visitmilwaukee.org debuted a fresh new look and the website saw year-over-year traffic increases every month of the year. Web visitor sessions on visitmilwaukee.org totaled nearly 590,000 – a 47 percent increase over 2011.

VISIT Milwaukee's leisure database grew to more than 74,000 names – the largest in our organization's history.

Marketing produced the largest co-op advertising program in VISIT Milwaukee's history and its overall opportunities in 2012 generated more than \$570,000 in revenue to VISIT Milwaukee's operating budget.

"Visit Milwaukee's expansive marketing efforts are a great help for us in reaching new audiences. Our partnership will continue to be invaluable. With the expansion we are undergoing, their time and resources needed for our marketing plan are integral."

KRISTINA POTRYKUS, MARKETING DIRECTOR, POTAWATOMI BINGO CASINO

GROUP TOUR

In promoting the Greater Milwaukee area to the group tour, leisure and international markets, VISIT Milwaukee attended more than 18 travel industry conferences, including:

- American Bus Association
- National Tour Association
- Ontario Motorcoach Association
- Bank Travel
- Heartland Travel Showcase
- Travel Alliance Partners
- Chicago Travel & Adventure Show
- POW WOW

Over 2,000 leads/prospects were generated from attending these industry events.

Milwaukee was honored to again host the Boomers in Group (BiG) conference. More than 250 tour operators, group leaders and suppliers attended the conference and enjoyed learning more about the area and group-friendly activities.

Group Tour hosted more than 140 group leaders on familiarization tours. These included tour operators from Illinois, Minnesota, Rhode Island, Ohio, Michigan, Missouri and Ontario, Canada. Direct results include Milwaukee participation in five "Circle Lake Michigan" tours in 2013 and multi-day tours to the Greater Milwaukee area in 2014.



"I was very impressed with the city; infrastructures, facilities, attractions and the quality of hotels. So impressed, that Rockland Travel decided to create a "new" tour for our 2013 brochure that includes Milwaukee. We are already getting reservations for this new tour and very positive feedback from our clients."

**MARIO POULI, PRESIDENT
ROCKLAND TRAVEL INC.**



PARTNERSHIP

2012 was a year of constant assessment and meaningful outreach to influencers and organizations to connect them with VISIT Milwaukee's role in contributing to the economic vitality of the region.

The Partnership Department achieved its target of \$325,000 in new and retained traditional partner revenues. In addition, we welcomed MasterLock and Marquette University to our corporate partnership tier.

Partner dues, corporate dues and partner programs combined generated more than \$400,000 in revenue.

Retention rate stayed well above the CVB industry standard at 91 percent. This high retention is mirrored in partner satisfaction surveys where a clear majority indicate they were "satisfied" to "very satisfied" with VISIT Milwaukee's programs and services.

The Partnership Department kept programming fresh with the introduction of a new Best in Class intermediate, two-part social media series that was fun, fast-paced and informative.



"VISIT Milwaukee offers a wide variety of services and resources to large and small businesses. It has helped us tap into the convention marketplace and encouraged more tourists to visit our stores."

JEANETTE DVORAK, OWNER - BANGLES & BAGS

"The How To Be Yourself on Camera workshop was a rare opportunity to get practical advice and constructive feedback from professionals in the Milwaukee media industry. The one-on-one attention was unexpected and extremely beneficial. This is a MUST for anyone who will be in front of the camera representing themselves and/or their business."

TIMOTHY GILL, GILL ENTERPRISES



OPERATIONS

VISIT Milwaukee, a private, non-profit corporation, was incorporated in 1967 as a 501(c)6 tax exempt organization. Governed by an independent board of directors, the president/CEO leads a full-time staff of thirty-four, as well as additional part-time and seasonal staff members.

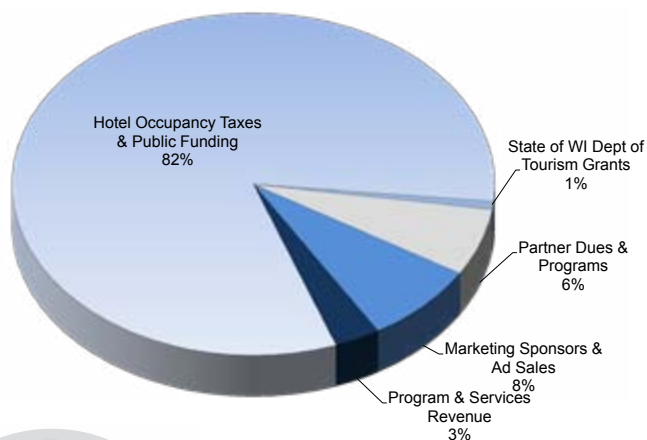
VISIT Milwaukee is a Destination Marketing Organization (DMO). The role of a DMO is to market and sell the destination's convention facilities, hotels, attractions and other hospitality industry businesses to meeting planners and leisure visitors. In addition, VISIT Milwaukee works to enhance the image of the Greater Milwaukee area on a national level.

To accomplish this mission, VISIT Milwaukee's main funding source is the occupancy tax, also known as "room tax" or "bed tax," an industry-imposed tax paid by overnight visitors. Currently, VISIT Milwaukee receives a portion of occupancy taxes from the City of Milwaukee (through a contract with the Wisconsin Center District) and the City of Wauwatosa.

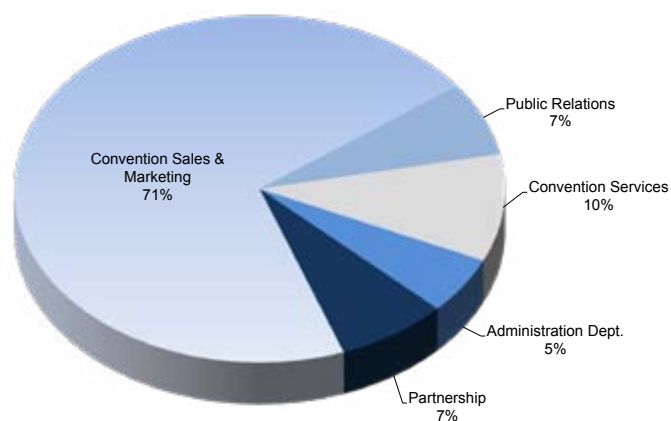
VISIT Milwaukee had annual budgeted revenues of \$7.6 million in 2012, of which 82 percent was derived from the occupancy tax and other public funding. Total City of Milwaukee occupancy taxes for 2012 were \$10,214,889. VISIT Milwaukee receives approximately 48 percent of the total city taxes collected. The balance of the occupancy taxes are retained by the Wisconsin Center District in order to pay the bond debt on convention facilities.

The balance of our funding comes from additional public support and tourism grants, marketing sponsorships, advertising sales, partner dues and programs, and other program and services revenue. VISIT Milwaukee's financial operations are reviewed by a seven member Audit/Finance Committee of the Board of Directors, led by the Secretary/Treasurer. In addition, VISIT Milwaukee retains independent audit firm Ritz Holman CPAs to conduct an annual financial audit of the organization's financial operations and internal controls.

Funding Sources



Program Expenditures



AWARDS

Destination Marketing Association International – DESTINATION MARKETING ACCREDITATION

VISIT Milwaukee achieved its seventh year of accreditation through the Destination Marketing Accreditation Program, sponsored by Destination Marketing Association International.

Successful Meetings – PINNACLE AWARD

VISIT Milwaukee celebrates its standing as an 11-time winner. Winners deliver unparalleled superiority in their levels of service and the quality of their facilities. Innovation, customer collaboration and top-notch amenities are the hallmarks of those who consistently exceed both meeting planners' and attendees' expectations.

Meetings & Conventions – GOLD SERVICES AWARD

The prestigious Gold Service Award by Meetings & Conventions magazine recognizes meeting properties, catering departments and CVBs that excel in their dedication and service to meeting professionals. Award recipients are selected by the readers of Meetings & Conventions, which caters to more than 66,000 meeting and event planners nationwide.

Smart Meetings – PLATINUM CHOICE AWARD

Platinum Choice Award winners are chosen based on the highest industry standards for: ambience, amenities, guest services, meeting space, restaurant and dining facilities, staff attitude, technical support, recreational activities, breadth of resources, meeting packages, marketing support and convention facilities.

Association of Marketing and Communication Professionals – MARCOM GOLD AWARD

VISIT Milwaukee's Street Team program was recognized in this international competition for marketing and communication professionals that draws more than 6,000 entries annually. The mission of the MarCom Awards is to honor excellence and recognize the creativity and hard work of marketing and communication professionals.

SportsEvents – DESTINATIONS TO WATCH

SportsEvents readers named Milwaukee among destinations they consider to be some of the most sports-focused in the United States — and that provide exemplary service, hospitality and physical amenities they expect from a host city or venue — making us a "Destination to Watch."

"Milwaukee is cool and you know it." PAUL EISENBERG, SHERMANSTRAVEL.COM



RANKINGS

- BuzzFeed.com included Milwaukee on its list of **Top 10 Incredible and Underrated Cities**.
- Bloomberg Businessweek ranked Milwaukee one of **America's 50 Best Cities**.
- Milwaukee was named one of the **10 Best River Towns** by Outside magazine, which cited the “innovative ways the city has reinvented itself...most of them involving water.”
- Bradford Beach has been ranked among the **best in the Midwest** by the Travel Channel.
- Bicycling magazine included Milwaukee on its list of **America's Top 50 Bike-Friendly Cities**.
- Milwaukee's Lakefront Marathon was named one of the **10 Best Boston Qualifiers** by Active.com.
- Milwaukee's Delta Center was ranked second on a list of 15 second-tier city convention centers in **highly walkable places** according to PCMA CONVENE magazine.
- Sherman's Travel included Milwaukee on their list of **Top Five Family Vacations** for 2012.
- The very thing that “made Milwaukee famous” landed Milwaukee on Frommer's **World's Best Cities for Beer** list.
- Milwaukee was ranked among the **Top Ten Downtowns** in the nation by toptenz.com.
- RealAge.com listed Milwaukee on their **Best Cities for Staying Young** list.
- According to a study by newgeograph.com, Milwaukee is one of the **best cities in the nation for manufacturing**.



“The city is an excellent conference city. Many venues within walking distance. Many attendees were very surprised by the city and all it had to offer. I found it to be a very handicap-accessible city and our attendees managed the city easily with many mobility challenges.”

PAM PETERSON, PHOENIX SOCIETY FOR BURN SURVIVORS



BOARD OF DIRECTORS

RAFAEL ACEVEDO

Greater Milwaukee Foundation

TYLER BARNES

Milwaukee Brewers

JOE BARTOLOTTA

Bartolotta Restaurant Group

BILL DAVIDSON

Harley-Davidson Museum

JILL DIDIER *

Milwaukee County

MARY DOWELL *

Johnson Controls, Inc.

MAYOR KATHY EHLEY *

City of Wauwatosa

PAULETTE ENDERS

City of Wauwatosa

CECILIA GILBERT

City of Milwaukee DPW

ALDERMAN**WILLIE L. HINES, JR. ***

City of Milwaukee

DANA JONES *

VISIT Milwaukee

DAN KEEGAN

Milwaukee Art Museum

LYNDA KOHLER *

SHARP Literacy, Inc.

ALDO MADRIGRANO *

Beer Capitol Distributing

STEVE MAGNUSON *

Marcus Hotels & Resorts

PAUL MATHEWS *

Marcus Center for the
Performing Arts

HAROLD MESTER

Milwaukee County – General
Mitchell International Airport

ROSE MURACK

Radisson Hotel Milwaukee-West

ALDERMAN BOBBY PANTUSO

City of Wauwatosa

LAURETTE PETTIBONE

Potawatomi Bingo Casino

DR. JOAN PRINCE *

University of Wisconsin-Milwaukee

GERALD RAPPAPORT *

Hyatt Regency Milwaukee

OMAR SHAIKH

SURG Restaurant Group

DON SMILEY

Milwaukee World Festivals, Inc.

KAREN SPAHN

Milwaukee Public Museum

JOHN STEINMILLER *

Milwaukee Bucks

BRIAN TAFFORA *

Milwaukee County

PAUL UPCHURCH *

VISIT Milwaukee

RICK WIEGAND

Ambassador Hotel

CHUCK WIKENHAUSER

Milwaukee County Zoo

ALDERMAN TERRY WITKOWSKI

City of Milwaukee

* denotes Executive Committee

WITH THANKS TO THESE
DIRECTORS WHO ALSO
SERVED IN 2012:

ALDERMAN JAMES BOHL

City of Milwaukee

BUDDY JULIUS

The Firm Consulting

ALDERMAN ERIC MEAUX

City of Wauwatosa

SUPERVISOR JOE RICE

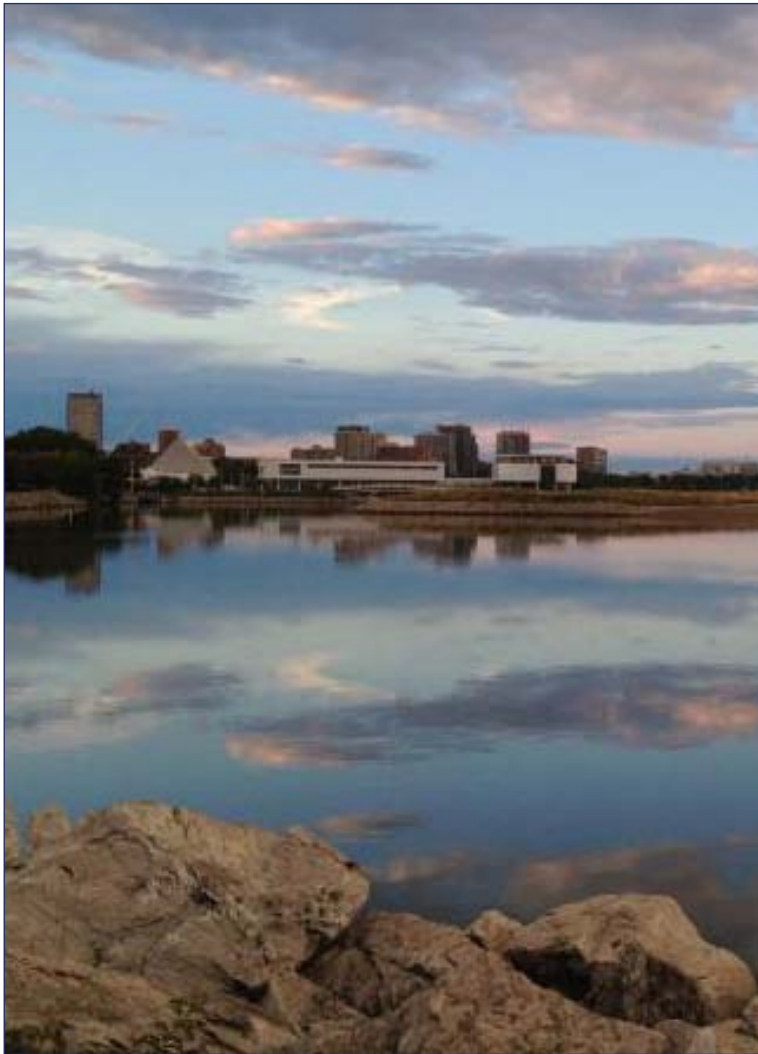
Milwaukee County

"The Harley-Davidson Museum benefits greatly when it works in tandem with Visit Milwaukee's marketing efforts. From media planning to cooperative advertising, special promotions, and social media efforts, we have a dedicated partner and trusted resource in Visit Milwaukee."

LISA REMBY, MANAGER, MARKETING & COMMUNICATIONS
HARLEY-DAVIDSON MUSEUM



PARTNERS



VISIT Milwaukee Premier Partners

City of Wauwatosa
Delta Air Lines
Potawatomi Bingo Casino
Spirit of Milwaukee
Wisconsin Center District

VISIT Milwaukee Corporate Partners

American Society for Quality
Beer Capitol Distributing Company, Inc.
BMO Harris Bank
Frontier Airlines
Harley-Davidson Motor Company
Ivory Tusk
Johnson Controls, Inc.
Kohl's Department Stores
Levy Restaurants at the Harley-Davidson Museum
Levy Restaurants at the Wisconsin Center District
Manpower Group
Marcus Hotels & Resorts
Marquette University
Master Lock Company
MillerCoors
Milwaukee Brewers Baseball Club
Milwaukee Bucks
Northwestern Mutual
Palermo's Pizza
Potawatomi Bingo Casino
Rockwell Automation
Southwest Airlines
Summerfest
University of Wisconsin – Milwaukee

"Being a member of VISIT Milwaukee is an affordable and proven entity. The leads and revenue generated through referrals and publications have been great."

**DEAN BROWN,
GENERAL MANAGER
LAMERS BUS LINES INC.**



COMMITTEES

AUDIT/FINANCE COMMITTEE

Chair: Jill Didier, Milwaukee County

Staff Liaison: Dana Jones, Director of Finance & Administration

The Audit/Finance Committee is charged with monitoring the financial operations of VISIT Milwaukee from monthly financials to the annual audit. It is responsible for approving the annual budget and staff recommendations for adjustments to the annual budget as necessary during the year. It reviews the organization's overall compensation program and any other items that relate to or affect VISIT Milwaukee finances and reviews and approves the annual audit.

2012 Accomplishments

- Experienced a 5 percent increase in revenues over 2011
- Decreased overhead expenses by 7 percent
- Maintained emergency contingency and marketing contingency funds
- Using our business opportunity fund, hosted 21 convention groups in 2012 with an estimated economic impact of \$35.5 million, a return of almost \$81.00 per dollar utilized of the fund

CONVENTION SALES COMMITTEE

Chair: Steve Magnuson, Marcus Hotels & Resorts

Staff Liaison: Brent Foerster, VP Sales & Marketing

The Sales Committee is charged with reviewing current business opportunities and strategizing for future business. Its mission is to assist VISIT Milwaukee to increase convention and meeting business in Milwaukee.

2012 Accomplishments

- Updated the Core Hotel Room Night Availability calendar and increased frequency of reporting
- Assisted in development of Sports Market microsite
- Created subcommittee to create one hotel contract for city-wide bookings
- Evaluated current convention center booking windows
- Assisted with development and execution of the Fall UnFAM October 25-27, 2012
- Formed subcommittee to assist in planning for Connect Marketplace August 2013

"I was surprised to find a highly cultural, very cool and young city with a thriving arts and fashion scene and some of the best bars I've ever been to."

JADE WRIGHT, LIVERPOOL ECHO



GOVERNANCE COMMITTEE

Past Chair: John Steinmiller, Milwaukee Bucks; Current Chair: Lynda Kohler, SHARP Literacy, Inc.

Staff Liaison: Paul Upchurch, CEO

The Governance Committee regularly assesses board performance. It considers the board's structure, composition, operations and integrity to ensure the highest quality of governance to safeguard VISIT Milwaukee's future. The Governance Committee also conducts the annual board nominating process, makes recommendations and facilitates the role of VISIT Milwaukee as it relates to State, City and County government.

2012 Accomplishments

- Continued oversight of board and corporate governance-related matters
- Reviewed board member performance
- Conducted a vetting process to nominate and elect five community members to the VISIT Milwaukee Board of Directors

MARKETING COMMITTEE

Chair: Rich Cieslak, Discovery World

Staff Liaison: Todd O'Leary, Director of Marketing

The Marketing Committee advises VISIT Milwaukee on marketing, media and public relations efforts. Committee members are provided with an understanding of VISIT Milwaukee's marketing, media and public relations strategies and provide strategic input while exploring ways for partner organizations to capitalize on these strategies. The ideas generated from the committee are utilized, when appropriate, by VISIT Milwaukee in order to further the mission of delivering economic impact by increasing leisure and convention visitors to the greater Milwaukee area.

2012 Accomplishments

- Collaborated with VISIT Milwaukee on most effective marketing and public relations tactics to increase convention and leisure business to the Greater Milwaukee area
- Provided VISIT Milwaukee with feedback on effectiveness of promotional efforts and initiatives
- Offered ideas for possible initiatives to improve VISIT Milwaukee's ability to reach key markets

MULTICULTURAL COMMITTEE

Chair: Cecilia Gilbert, Department of Public Works

Staff Liaison: Tiffany Backus, Convention Sales Manager

Acting in an advisory role, it is the Multicultural Advisory Committee's mission to help increase multicultural convention and tourism business in the greater Milwaukee area, leading to the emergence of Milwaukee as one of the premier multicultural convention and tourism destinations in the nation.

2012 Accomplishments

- Provided information and feedback to assist in the development of the multicultural micro site
- Networked and developed relationships with community leaders who can serve as liaisons to multicultural groups from outside the area and assist in bringing their meetings to Milwaukee
- Assisted in bringing the following multicultural conferences and conventions to Milwaukee in 2013: Kappa Alpha Psi, North Central Province Regional Meeting, (368 room nights, estimated economic impact, \$230,460); Omega Delta Phi Fraternity, Annual Meeting in 2013, (578 room nights, estimated economic impact, \$361,972); Sigma Gamma Rho Sorority, Annual Conference and Exposition, (403 room nights, estimated economic impact, \$252,378) and the National League of Cities National Black Caucus of Local Elected Officials Annual Meeting, (635 room nights, estimated economic impact, \$328,000)



VISIT Milwaukee markets greater Milwaukee to tourists, and convention and meeting planners, both nationally and internationally. VISIT Milwaukee has approximately 600 members, including hotels/motels, restaurants, attractions, services and area businesses.

Tourism generated \$2.36 billion in spending in Greater Milwaukee in 2011 and supported more than 47,000 local jobs. The City of Wauwatosa, Delta Air Lines, Potawatomi Bingo Casino and the Wisconsin Center District are Premier Partners with VISIT Milwaukee, providing funding support for conventions and tourism programs.



648 N. Plankinton Ave., Ste. 425 / Milwaukee, WI 53203
For more information, call 1-800-554-1448 or go to visitmilwaukee.org.

