

COUNTY EXECUTIVE'S 2010 BUDGET

DEPT: VISIT MILWAUKEE

UNIT NO. 1912
FUND: General - 0001

BUDGET SUMMARY			
	2008 Actual	2009 Budget	2010 Budget
VISIT Milwaukee	\$ 25,000	\$ 25,000	\$ 25,000

MISSION

To lead the effort to market greater Milwaukee as a premier destination for conventions, trade shows, and leisure travel through the development of internal organizational excellence and external strategic partners, thereby creating positive economic impact, and to help each Milwaukee guest experience our brand promise.

OBJECTIVES

Increase Economic Impact: Economic impact totals \$2.6 billion in direct expenditures from increased convention business and leisure travelers, and these results are promoted to all stakeholders, government leaders and community influencers as reported in the Davidson-Peterson Study.

Enhance Destination Image/Perception: VISIT Milwaukee's customers rank Milwaukee's image more positively and understand our city's unique competitive advantage. Milwaukee embodies the Brand Promise and there is community awareness and buy-in to our economic impact and mission.

Increase understanding of VISIT Milwaukee's value to the local community: Develop and conduct a survey to corporate members and local associations/organizations to determine quantitative assessment of the value of VISIT Milwaukee to establish a benchmark.

Achieve Organizational Excellence: Maintain DMAI (Destination Marketing Association International) accreditation, end 2010 on or below budget, receive a favorable financial audit report and maintain an overall 4 rating on employee satisfaction.

Develop Product: VISIT Milwaukee is a leader in the further development of Milwaukee as a destination.

DESCRIPTION

VISIT Milwaukee assists the County in marketing its facilities and attractions. All County tourism-related institutions are represented by VISIT Milwaukee. Individual fees customarily charged to similar institutions are waived by the County's umbrella investment in VISIT Milwaukee.

VISIT Milwaukee is a non-profit, 501(c)6 equal opportunity organization. It is governed by a 40-member board of directors on which Milwaukee County maintains two seats plus one on the Executive Committee.

This appropriation represents Milwaukee County's share of support of VISIT Milwaukee. A major function of the organization is the promotion of the County as a major tourist and convention destination.

VISIT Milwaukee services include:

- All County facilities and attractions receive full VISIT Milwaukee membership and benefits.

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- A listing of all County facilities and attractions in 350,000 Official Visitor Guides, 10,000 Destination Guides, 25,000 Multicultural Visitor Guides and Milwaukee Gay & Lesbian Travel Guides.
- A listing of all County sponsored events in the bi-monthly Calendar of Events - 420,000 produced and distributed annually.
- Participation in all VISIT Milwaukee sponsored events, e.g., membership exchanges, education seminars, National Tourism Week events and the new Certified Tourism Ambassador Program.
- Travel writer support and sponsored programs.
- Two full-time representatives in Washington, D.C. actively selling Milwaukee County to association executives and one representative developing and selling the multicultural market.
- The development of targeted direct mail programs to reach and sell these markets on Milwaukee County.
- Production and placement of press releases, feature articles and stories in local, regional and national media to increase exposure of, and interest in, Milwaukee County.
- Operation of a Visitor Information Center and Call Center providing the traveling public with information on Milwaukee County.
- A web site listing general community information as well as membership information, including County history and Milwaukee County facts and attractions.
- Operation of a Milwaukee Film Office, working closely with the State's Film Office, to attract film production for Milwaukee County.

BUDGET HIGHLIGHTS

- The 2010 contribution to VISIT Milwaukee remains at the 2009 level of \$25,000.
- The Milwaukee County Office of Business Development will work with VISIT Milwaukee to ensure that County funding will directly assist in marketing Milwaukee County quality of life assets.