

ADOPTED 2011 BUDGET

DEPT: VISIT MILWAUKEE

UNIT NO. 1912
FUND: General - 0001

BUDGET SUMMARY			
	2009 Actual	2010 Budget	2011 Budget
VISIT Milwaukee	\$ 25,000	\$ 25,000	\$ 25,000 ¹

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: The economic impact of direct expenditures from convention business and leisure travelers increases over the prior year, and these results are promoted to all stakeholders, government leaders and community influencers.

ENHANCE DESTINATION IMAGE/PERCEPTION: VISIT Milwaukee's customers rank Milwaukee's image more positively and understand our community's unique competitive advantage. Greater Milwaukee embodies the Brand Promise and there is community awareness of ,and buy-in, to our economic impact and mission.

SUPPORT PRODUCT DEVELOPMENT: VISIT Milwaukee is a leader in the further development of Milwaukee's destination product.

ACHIEVE ORGANIZATIONAL EXCELLENCE: Maintain DMAI (Destination Marketing Association International) accreditation, end 2011 on or below budget, receive a favorable financial audit report and maintain an overall 4 (on a five-point scale) on employee satisfaction.

DESCRIPTION

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 assists the County in marketing General Mitchell International Airport, Milwaukee County Zoo, cultural institutions, parks and other 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 seat on the Executive Committee.

VISIT Milwaukee services include:

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

¹ In 2011 the contribution to VISIT Milwaukee will be paid for by the Airport. It is shown here for presentation purposes but does not represent tax levy.

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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 mixers, education seminars, National Tourism Week events and the Certified Tourism Ambassador Program.
- Travel writer support and sponsored programs.
- A full-time representative in Washington, D.C. actively selling Milwaukee County to association executives.
- The development of targeted direct mail programs to reach and sell these markets and sell them 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 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.
- Opportunities to participate in aggressive social media campaigns highlighting Milwaukee County attractions and events.
- Operation of a Milwaukee Film Office to attract film production to Milwaukee County.

BUDGET HIGHLIGHTS

- The 2011 contribution to VISIT Milwaukee remains at the 2010 level of \$25,000. The annual cost will be paid for by the Department of Transportation and Public Works – Airport to reflect the positive impact of Visit Milwaukee on the success of General Mitchell International Airport.