

**OZAUKEE COUNTY TOURISM COUNCIL
P.O. BOX 143
PORT WASHINGTON, WI 53074
262-284-9288
800-403-9898**

The Ozaukee County Tourism Council consists of 14 talented and spirited members representing business, government, chamber and tourism interests throughout the county. The Council meets bi-monthly on the first Monday of each month. The mission of the Council is promoting Ozaukee County tourism through community partnerships.

In 2010, the Council had 104 member businesses and organizations that pay dues of \$75 to \$150, depending on the size of the organization. Additional businesses continue to be solicited for membership in 2011. The Council's part-time membership coordinator/administrative assistant is responsible for membership recruitment. An additional job duty for that position, is selling the ads for the annually produced Visitor Guide. We believe that this responsibility goes well with the membership recruitment, and allows us the possibility of some non-dues revenue through commissions. The salary for that position is partly funded by a percentage formula of bringing in new members, as well as a percentage of ad sales. Her activities allow the volunteer board to concentrate on promotion of the county, production of the Visitor Guide, and distribution of this guide in response to advertising. (As the promotional activities of the Board become more successful, these associated duties and responsibilities require more time.)

The most visible product of the Tourism Council, for residents and visitors, is the annual Visitor Guide. In 2011 we will be increasing the number of guides published to 50,000 due to the State designating new Welcome Center locations at which our guide can be distributed. OCTC pays a fee for this service. Once again, advertising revenue pays for the guides. The guides are distributed to all members, local Chamber offices, and acting Visitor Centers, as well as other key distribution points in the county and surrounding areas. Guides are also mailed in response to visitors' requests prompted by our print advertising and website presence and sent to other Chamber offices in the state. The Council is currently reviewing the viability and funding of establishing a local visitor center at a key location in Ozaukee County to continue promoting tourism in the area.

In addition to the Visitor Guides, 20,000 advertising 'teaser pieces' were produced. The teaser piece was printed with the Ozaukee County Interurban Trail map as part of the brochure. It is distributed to Chamber and tourism offices for Interurban Trail riders, as well as to lodging facilities, bike shops, and other locations. The purpose of this brochure is to prompt people to call our toll-free number or visit our website to receive a complete Visitor Guide and Calendar of Events as well as encouraging use of the Ozaukee County Interurban Trail.

The Council operates a toll-free number for tourism information out of the Port Washington Chamber/Visitor Center. In 2010, the number of requests received for information on the county, was again over 3,000. (This number includes mail, email and phone requests.) Annual telephone cost in 2010 was \$843 and postage expenses were \$947. Telephone expenses remained stable, and postage costs were down from 2009.

The Council runs advertising to promote tourism in the county, as well as the Interurban Trail, in major publications in Chicago, Madison, Milwaukee and the Fox Valley area. Ads are also run in specialty publications such as Key Milwaukee Magazine, Silent Sports and Wisconsin Trails that have a multi-state circulation. Advertising has been expanded to promote the Interurban Trail,

both within existing ads, as well as on its own. These ads generate the calls we receive on our toll-free number. In 2010, \$22,213 was spent on advertising.

From January 2010 through December 2010, the tourism main page of the website had 6,335 hits for the year with a monthly average of 528. The Interurban Trail main page of the website had over 13,261 hits with a monthly average of 1,105 per month. And, trail map directs hits for the year totaled 16,744 with a monthly average of 1,395. Web traffic to both the trail and tourism sites continues to increase. Website addresses for both tourism and the trail are included in all of the ads placed by the Council. A Volunteer from the Council also developed and maintains a FaceBook page for the Interurban Trail, and in 2011 the Council will be partnering with a firm to produce another free page that will give our county more web exposure as well as more exposure for our tourism destination businesses.

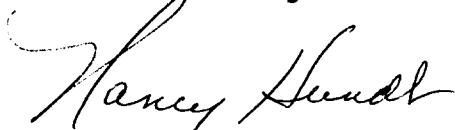
The Council operates informational booths at the Ozaukee County Fair and is represented at the Wisconsin State Fair, annually. Though we are not in a position to create and staff events ourselves, due to the volunteer nature of the board, we do take advantage of opportunities to promote the County and its amenities when presented.

Tourism continues to be a major industry in the state of Wisconsin--\$12 billion in 2009 (the latest annual figures available). The Wisconsin Department of Tourism reported that for 2009, tourism in Ozaukee County resulted in over \$94 million in sales revenues. Tourism spending in the county was impacted by the down economy; however, this industry continues to be a great revenue source for our county! And out of the 72 counties in the state, Ozaukee County ranks 34th in tourist expenditures just ahead of popular northern lake areas like Waupaca and Chippewa Falls. The Tourism Council believes these figures and ranking prove that our marketing is working and that ongoing activities have a significant impact on generating additional revenue for the county and its businesses.

In 2007, the Council produced an updated Discover Wisconsin program segment, with funding received from the County. This segment has a county-wide scope, focusing on: historic sites, recreational opportunities such as the Interurban Trail, events & festivals, the arts, shopping. The program did raise the profile of Ozaukee County and we are currently reviewing various media renewal packages offered by Discover Wisconsin for 2012.

The Council has continued to hold a conservative stance for 2011 budgeted expenses. We are hoping that a recovering economy will increase our membership resulting in more income. Aside from the Council's part-time staff person, all of the Council's expenses continue to reflect only our extensive print and on-line advertising, the cost of materials, services, etc. of its activities. Funds received, either from the County or membership dues, are allocated to these expenses. The labor continues to be donated by the volunteer board members, with much appreciated assistance of local Chambers and businesses.

The Ozaukee County Tourism Council Board looks forward to continuing its mission in 2011 to maximize and strengthen the wonderful tourism gem that we have here in Ozaukee County.



Nancy Hundt
OCTC President
2010-11