

**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 members representing business, government, community chambers and tourism interests throughout Ozaukee County. A representative from UW- Extension will be an advisory member.

The Council meets the first Monday of the month on a bi-monthly schedule. The mission of the Tourism Council is promoting Ozaukee County tourism through community partnerships.

The Council's member businesses and organizations pay dues of \$75 to \$150, depending on the size of the organization. Additional businesses are always welcome and continue to be solicited for membership in 2008. Kathy Meulemans, the Council's part-time membership coordinator/administrative assistant is responsible for membership recruitment. An additional job duty this year for that position, is selling the ads for the annually produced Ozaukee County 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 Ozaukee County Visitor Guide. 50,000 Visitor Guides were printed and distributed in 2007. Advertising revenue paid for the guides. The guides are distributed to all members, Chamber offices, and Visitor Centers, as well as other distribution points in the county. Guides are also mailed in response to visitors' requests prompted by our advertising, sent to other Chamber offices in the state, and to all the Travel Information Centers in the State of Wisconsin. Virtually 100% of the Visitor Guides will be distributed by the time the 2008 guide is printed this April. We could easily distribute more of these guides if we had them, but our production of them is limited by our budget.

In addition, 20,000 'teaser pieces' were produced. The teaser piece was printed with the Ozaukee County Interurban Trail map as part of the piece. It is distributed through the Ozaukee County chambers & tourism offices primarily for Interurban Trail users. 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, one of the most popular recreational opportunities in our County.

The Council operates a toll-free number for tourism information out of the Port Washington Chamber/Visitor Center. In 2007, the number of requests received for information on the county, was over 3,000. (This number includes mail, email and phone requests, many from outside the State.) Annual telephone cost in 2007 was \$712, and postage expense was \$1500. Telephone and postage expenses remained stable due to the higher use of the web site for information on Ozaukee County and the Interurban Trail map being enhanced to be more user friendly on the website.

The Council places advertising to promote county tourism opportunities including 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 ever popular 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 2007, \$19,000 was spent on advertising. From January 2007 through December 2007, web traffic to both the trail and tourism sites continued to increase. Web addresses for both tourism and the Trail are included in all of the ads placed by the Council.

The Council operates 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. For the first time this year we are also looking to have a presence at the information booths at the Strawberry Fest & Wine & Harvest Fest in Cedarburg. These festivals attract 50,000 people, many from out of state.

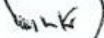
The Wisconsin Department of Tourism reported that for 2006, (latest year figures available) tourism in Ozaukee County resulted in over \$107 million in sales revenues, once again an increase over the prior year. Tourism spending in the county has increased each year since 1993. Tourism spending in 2006 **resulted in \$535,000 in county sales tax revenues**, including sales tax, property tax, and lodging tax. Out of the 72 counties in the state, Ozaukee County ranks 34 in tourist expenditures. The Tourism Council believes our activities continue to have a significant impact on generating additional revenue for the county and its businesses.

In 2007, the Council worked diligently to produce a DISCOVER WISCONSIN program segment, with the help of funding received from the County. This segment will have a county-wide scope, focusing on: historic sites, recreational opportunities, events & festivals, the arts, and shopping. It will encompass all four seasons in our beautiful county. The episode will air for the first time April 5 & 6, 2008. This exciting Discover Wisconsin program will raise the profile of Ozaukee County as a tourism destination!

Also in 2007, we continued to work on a long-range plan for the organization. This involved a restructuring of our committees, with the goals of utilizing the talents of all Board Members and helping to develop board leadership.

The Council has continued to hold a hard line on budgeted expenses for 2008. Continued increases in the cost of advertising, the responsibility of promoting the Interurban Trail, along with a hike in the associated fulfillment expenses have resulted in the Council approving a deficit budget. Aside from the Council's part-time staff person, all of the Council's expenses continue to reflect only the cost of materials, services, etc. of its activities. All dollars 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 the assistance of the Chambers, visitor centers, and businesses.

Submitted by.....



Al Krier  
OCTC President  
2007 - 08

OZAUKEE COUNTY TOURISM COUNCIL, INC  
2007 SUMMARY ANNUAL REPORT - YEAR TO DATE

31-Dec-07

DATE	MONTH ENDING	TWELVE (12) MONTHS ENDING	12/31/2007	'2007	'2007	ACTUAL
'2007		DEBIT	BALANCE	YR TO DATE	BUDGET	PRIOR
01/01	PWSB - BEGINNING BALANCE		\$ 3,266.59	\$ 3,266.59		YEAR
	TOTAL - BEGINNING BALANCE		\$ 3,266.59	\$ 3,266.59		2006
INCOME:		# MEMBERS				
		TOTAL				
	INTEREST INCOME - PWSB		\$ 2,032.08	\$ 2,032.08	\$ 1,550.00	\$ 1,872.30
	DUES PAID IN - '05&'06 FOR 2006 \$13,025.00	150	\$ 100.00	\$ 100.00		
	DUES PAID IN - '04&'05 FOR 2005 \$13,125.00	156				
	DUES RECEIVED - '07 FOR 2008	41	\$ 3,825.00	\$ 3,825.00	\$ 5,025.00	\$ 5,025.00
	DUES PAID IN - '06&'07 FOR 2007 \$ 5,025.00	124	\$ 6,075.00	\$ 6,075.00	\$10,975.00	\$ 5,300.00
	OZAUKEE COUNTY BOARD -GRANT FUNDING **		\$ 30,000.00	\$ 30,000.00	\$30,000.00	\$30,000.00
	NOVOPRINT REVENUE -VISITOR GUIDE		\$ 5,837.30	\$ 5,837.30	\$ 1,500.00	
	SUBTOTAL - REVENUES		\$ 47,869.38	\$ 47,869.38	\$49,050.00	\$42,197.30
EXPENSES:						
	OFFICE & FULFILLMENT					
	MAILING SERVICE & POSTAGE	1,496.50	\$ 1,496.50	\$ 2,000.00	\$1,789.56	
	TELEPHONE - MONTHLY	712.66	\$ 712.66	\$ 750.00	\$610.29	
	'PRINTING & COPIES	741.75	\$ 741.75	\$ 750.00	\$844.30	
	OFFICE SUPPLIES	151.36	\$ 151.36	\$ 500.00	\$704.03	
	MISCELLANEOUS		\$ -	\$ 100.00	\$96.14	
	ADVERTISING & PROMOTION					
	ADVERTISING	18,450.43	\$ 18,450.43	\$21,000.00	\$21,884.18	
	DISPLAY MARKETING	7,595.81	\$ 7,595.81	\$ 6,000.00	\$4,095.00	
	GREAT MILW VISITORS BUREAU	225.00	\$ 225.00	\$ 250.00	\$225.00	
	REGIONAL MARKETING/JEM GRANT - MATCHING		\$ -	\$ -		
	TRADE SHOWS/FAIR	311.06	\$ 311.06	\$ 350.00	-\$50.00	
	WEB SITE DEVELOPMENT		\$ -	\$ 180.00		
	PROMOTIONAL ITEMS		\$ -	\$ 1,000.00	\$292.81	
	TRAVEL & MEETINGS		\$ -	\$ 970.00		
	GOVERNORS CONFERENCE	165.00	\$ 165.00		\$463.35	
	ANNUAL MEETING		\$ -			
	CONTRACTS		\$ -			
	OFFICE PERSON	7,387.16	\$ 7,387.16	\$ 8,000.00	\$5,311.60	
	DISTRIBUTION PERSON	650.00	\$ 650.00	\$ 700.00	\$600.00	
	PETTY CASH		\$ -			
	TOURISM PROJECTS ** \$30,000.00	10,000.00	\$ 10,000.00	\$10,000.00	\$10,000.00	
	INTERURBAN TRAIL/TOURISM CENTER		\$ -			
	TOURISM CENTER		\$ -			
	SUBTOTAL - EXPENSE/INCOME B/F INTEREST TRANSFER	47,886.73	\$ 47,869.38	\$ 47,866.73	\$52,550.00	\$ 46,866.26
	NET INCOME-EXPENSES YEAR TO DATE			\$ (17.35)	\$ (3,500.00)	\$ (4,668.96)
	TRANSFER TO MMA	\$ 592.82	\$ 592.82			\$3,361.99
	TRANSFER TO CD	\$ 1,922.23	\$ 1,922.23			\$1,471.22
	SUBTOTAL - EXPENSE/INCOME	\$ 50,401.78	\$ 47,869.38	\$ 2,497.70	\$49,050.00	\$ 47,030.51
	NET SURPLUS / SHORTAGE YEAR TO DATE			\$ (2,532.40)	\$ (3,500.00)	\$ (9,502.17)
12/31/2007	TOTAL ENDING BALANCE - CHECKING		\$ 734.19	\$ 734.19		
12/31/2007	PWSB - ENDING BALANCE - CHECKING		\$ 734.19			\$3,266.59
	PWSB - ENDING BALANCE - MONEY MARKET		\$ 3,954.81			\$3,361.99
	PWSB - ENDING BALANCE - CERT OF DEPOSIT		\$ 40,065.67			\$38,143.44
	**CD FUNDS ARE "EARMARKED" FOR COUNTY TOURISM FACILITY/VISITOR CENTER		\$ -			
12/31/2007	TOTAL FUNDS AVAILABLE -ENDING BALANCE		\$ 44,754.67			\$ 44,772.02

\*\*THE \$10,000.00 FROM OZAUKEE COUNTY FOR THE DISCOVER WISCONSIN PROJECT WAS PAID DIRECTLY TO DISCOVER WISCONSIN BY C

UNPAID BILLS RECEIVED  
12/31/2007 SEE MONTHLY REPORT

KEITH E WETHERELL  
TREASURER



4222 2007

OZAUKEE COUNTY TOURISM COUNCIL, INC  
 MONDAY, FEBRUARY 04, 2008  
 MONTHLY: DECEMBER, 2007 REPORT

DATE			DEBIT	CREDIT	31-Dec-07 BALANCE
11/30		PWSB - BEGINNING BALANCE			\$ 674.42
		TOTAL - BEGINNING BALANCE			\$ 674.42
	CHECK #				
		# MEMBERS			
12/18	AUTO ACH	SBC AMERITECH - PHONE	\$ 38.29		
12/03	DEPOSIT	DUES, 2008 - 2@75; 2@100; 2@125		\$ 675.00	
12/03	1479	KATHY MEULEMANS -35.3HRS@12.50 -NOV	\$ 441.08		
12/03	1478	KATHY MEULEMANS - 228MI@0.485	\$ 110.02		
12/03	1480	BEANIES' INC. -DUES OVERPAYMENT-375.25 S/B 100;	\$ 275.25		
12/08	1359	PAULUS PRINTING LLC -1000ENV;1000LTRHD;500CDS			
12/03	1477	CTM BROCHURE DISPLAY -DISPLAY DISTRIBUTION	\$ 126.00		
12/21	DEPOSIT	DUES, 2008 - 2@75;1@100;		\$ 250.00	
12/21	DEPOSIT	DUES, 2008 - 2@75; 2@100; 1@150		\$ 500.00	
12/21	DEPOSIT	DUES, 2008 - 1@75;1@100;		\$ 175.00	
12/21	1481	MILWAUKEE JOURNAL SENTINEL -ADVERTISE	\$ 1,350.00		
12/28	DEPOSIT	TRANSFER FROM MONEY MARKET		\$ 500.00	
12/31	DEPOSIT	DUES, 2008 - 1@75; 1@100; 1@125		\$ 300.00	
12/31	INT	NOW INTEREST INCOME - PWSB		\$ 0.41	
12/31	INT	INTEREST INCOME CERT. OF DEP. - PWSB		\$ 163.55	
12/31	INT	TRANSFER TO CERT. OF DEP	\$ 163.55		
12/31	INT	INTEREST INCOME MONEY MARKET - PWSB		\$ 3.63	
12/31	INT	TRANSFER TO MONEY MARKET	\$ 3.63		
		SUBTOTAL	\$2,504.19	\$2,563.96	
31-Dec-07		TOTAL ENDING BALANCE - CHECKING			\$ 734.19
31-Dec-07		PWSB - ENDING BALANCE - OCTC			\$ 734.19
		PWSB - ENDING BALANCE - MONEY MARKET			\$ 3,954.81
		PWSB CERTIFICATE OF DEPOSIT BALANCE			\$ 40,065.67
		TOTAL FUNDS AVAILABLE -ENDING BALANCE			\$ 44,754.67
		**CD FUNDS ARE "EARMARKED" FOR COUNTY TOURISM FACILITY/VISITOR CENTER			
		UNPAID BILLS RECEIVED/DEPOSITS			
31-Dec-07		KEITH E WETHERELL TREASURER			