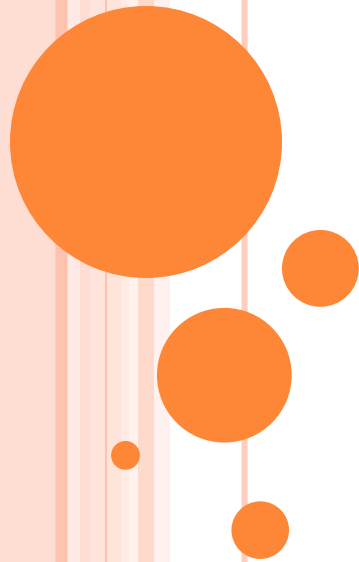




**MUSCATINE CONVENTION AND
VISITORS BUREAU
HOSPITALITY MEETING 3/23/16**



WHAT IS THE CVB?

- Destination Marketing Organization (DMO) for Muscatine County
 - Sell to and service all types of travelers and planners, i.e. we promote Muscatine (specifically: you) to get people to come, stay and spend money here
- Mission: Maximize number of visitors to Muscatine area and ensure visitors have a positive experience
- Funding: 25% of the hotel/motel tax
- Non-membership organization
- Department of the City with a seven-member board
 - Board members: Bob Bahn, Tina Boldt, Peg Heither, Greg Jenkins, Beth Johnson, Tony Loconsole, Mary Wildermuth
- More info: visitmuscatine.com/341/About-the-CVB



AGENDA

- RAGBRAI
- Goals and metrics for 2016/2017
- Updates to our partners page (visitmuscatine.com/partners):
 - Annual Events Calendar
 - Free advertising opportunities (including lodging listings)
- Second Saturday event

ROI – Fast Facts

- Visitors Guides distributed: 5,495
- Dining and Lodging Guides distributed: 2,572
- Website stats (fiscal year to date): 13,987 visits; 30,480 page views
- E-newsletter stats: 309 active contacts
- Facebook likes: 1,207
- Twitter followers: 495
- Instagram followers: 180
- Blog stats (fiscal year to date): 261 visitors; 951 views; 10 posts



RABRAI

- Important dates: **Friday, July 22** (it's estimated that about 1,000 riders will be staying in town this night, before heading across the state to begin the ride) and **Saturday, July 30**
- Sharing the riverfront with Great River Days
- More information: ragbraimuscatine.com
 - [Facebook](#)
 - [Twitter](#)
- Questions? Want to volunteer? Contact: Janet Morrow at 563-263-8895 or jmorrow@muscatine.com



GOALS FOR 2016/2017

- Available on our [Partners page](#)

Capitalize on visitors while they're here

- Craft materials to guide them including:
 - Visitors Guide for 2017
 - Dining and Lodging Guide for 2016/2017 (possibly, consider the effectiveness of it and of its current method of distribution first)
 - Literature about seasonal itineraries
 - Develop the itineraries and develop deadlines to complete and print them
 - Investigate other methods of crafting materials for visitors than print, such as an app or other digital platforms
- Improve tourism infrastructure
 - Partner in wayfinding efforts during Mississippi Drive Corridor Project
- Partner with local merchants and the hospitality industry to empower them to take advantage of visitors
 - Create a method of communication between the CVB and these parties to be implemented by March 2016
 - Create a comprehensive calendar of annual events for them by March 2016

Capitalize on events and programs which Muscatine already has that attract visitors to attract more visitors and create repeat visitors

- Partner with organizers to support and grow current events and programs
 - Continue use of mini-grants
 - Better promote the grants through marketing and outreach
 - Craft better guidelines for applications by end of Jan. 2016



GOALS AND METRICS FOR 2016/2017

CONT'D

- When planning new events/programs, plan them in collaboration with existing ones when appropriate

Develop a marketing plan for the City of Muscatine in cooperation with the Greater Muscatine Chamber of Commerce and Industry (GMCCI), Muscatine School District, Muscatine Community College, Unity Point - Trinity Muscatine, Community Improvement Action Team (CIAT), and local industry (Budget March 2016, Hire firm June 2016)

- Keep a mind toward destination marketing while doing so

Prepare for Chinese tourism

- Craft and develop seasonal itineraries with community partnerships
- Partner with China Windows Group, Inc. in their efforts in the tourism industry

Target marketing to particular groups including:

- Chinese tourists (see above)
- Visitors to soccer complex and Kent-Stein
 - Investigate a permanent wayfinding structure at the complex and Kent-Stein
 - Develop process to communicate with them before they arrive and implement it for the 2016 season(s)

Support director's efforts through a volunteer network and/or paid staff

- Utilize an intern from East Campus
- Investigate utilizing an intern from Muscatine Community College
- Partner with East Campus to create videos to use for marketing purposes

Craft a long-term vision for the CVB to be approved by Nov. 2016



ANNUAL EVENTS CALENDAR

- Available on our [Partners page](#)
- Lists all annual events with organizer contact information when possible
- Also includes events that take place more than once a year
- Intended to help you plan
- [Parks and Recreation](#) has its [own annual events calendar](#) as well
- Check the box on the sign-in sheet to receive notifications when these calendars are updated (or let me know via cvb@muscatineiowa.gov)



FREE ADVERTISING OPPORTUNITIES

- Available on our [Partners page](#)
- [National Geographic Mississippi River Geotourism website](#)
 - Opportunity to list variety of businesses, attractions, accommodations, public art, non-profits, etc. on the site through a nomination process
- [TravelIowa.com](#)
 - Opportunity to list businesses, attractions, accommodations, events
- [VisitQuadCities.com](#)
 - Opportunity to list events
- [VisitMuscatine.com](#)
 - Opportunity to list business, attraction, recurring events
- [WhatsUpMuscatine.com](#)
 - Opportunity to list recurring and non-recurring events on calendar (events are also listed on VisitMuscatine.com as appropriate). Also allows us to promote on social media.



SECOND SATURDAY EVENT



- Arts and music street fest to be held downtown on the second Saturday of each month from June-October
- Goal: Promote the arts and culture in Muscatine and support Muscatine's downtown
- Will include food and non-food vendors
- Will incentivize shopping at downtown stores and eating at downtown restaurants during event
- Stay up-to-date:
<https://www.facebook.com/MuscatineSecondSaturday>



LET'S KEEP IN TOUCH

- CVB's monthly e-newsletter – tells about events, plus things like free advertising opportunities, etc. [Sign up here.](#)
- What kind of information would you like to receive from me?
- Do you find meetings like this valuable?
- Submit your events to [WhatsUpMuscatine.com](#) to be put on their calendar and ours and to be promoted via social media
- Send me posters/flyers/brochures – I have access to kiosks and I mail information to potential visitors upon request regularly
- Please never hesitate to contact me!

Contact:

Ky Cochran

563-272-2534

cvb@muscatineiowa.gov



COMMENTS AND QUESTIONS?

