Image Task Force Update

City of Milwaukee

Community & Economic Development Committee

November 18, 2013

Image Task Force

Committee proposed by Alderman Witkowski with the purpose of improving the image of our community as a great place to live, work, play, learn and visit.

Image Task Force

Recommended that VISIT Milwaukee would take the lead in a PR approach:

- PR effort to tell our story
- Creation of website
- Creation of video
- Community calendar
- Promote the Milwaukee Mark

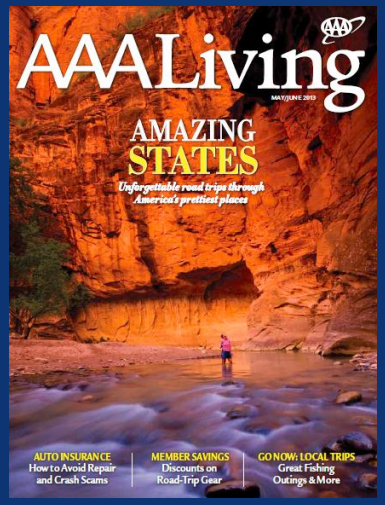
Telling Milwaukee's Story

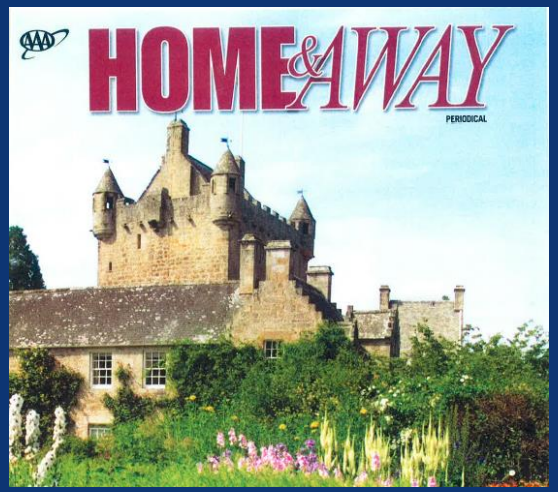
2013 to date:

288 million impressions

296 articles (print and online)

Los Angeles Times
CHICAGO SUN-TIMES
ShermansTravel
LIVERPOOL ECHO
Chicago Tribune
Madison MAGAZINE
Midwest Living
Chicago MAGAZINE
AAA Travel
NATIONAL POST
StarTribune NEWSPAPER OF THE TWIN CITIES
M MUNCIE MAGAZINE
DENVER LIFE MAGAZINE
The Miami Herald
make it better
north shore—family, community and you
TRAVEL+ LEISURE
AMERICAN WAY
AMERICAN AIRLINES + AMERICAN EAGLE





VISIT Milwaukee

Milwaukee: Rankings

Buzzfeed.com ranked Milwaukee #4 on its list of "Top 10 Incredible and Underrated Cities"

MSN.com calls Milwaukee one of the "10 Coolest Cities in the Midwest"

ArtPlace listed Milwaukee on its "Top 12 ArtPlaces in America" list

Techie.com ranks Milwaukee in "10 Most Unexpected Cities for High-Tech Innovation"

VISIT Milwaukee

Dear MKE

VISIT Milwaukee

VISIT Milwaukee

Milwaukee Mark

Decals under development for City vehicles

Pins with Milwaukee Mark are available

Mark was used by U.S. Navy for crest of newly commissioned ship USS Milwaukee

Other uses under discussion

Tourism Recap

2012: Milwaukee County was largest tourism economy in the state:

- $2.898 billion in total business sales
- 29,992 full-time jobs
- $977 million labor income
- $200 million in state & local taxes

VISIT Milwaukee

2013 Record Year for Conventions

MOOSECall 8,000 attendees

VISIT Milwaukee

Northwestern Mutual®

Annual 11,000+

VISIT Milwaukee

THE
NORTHWESTERN
MUTUAL LIFE
INSURANCE COMPANY
BUILDING
FOUNDATIONS
FOR
LIFE

Northwestern Mutual

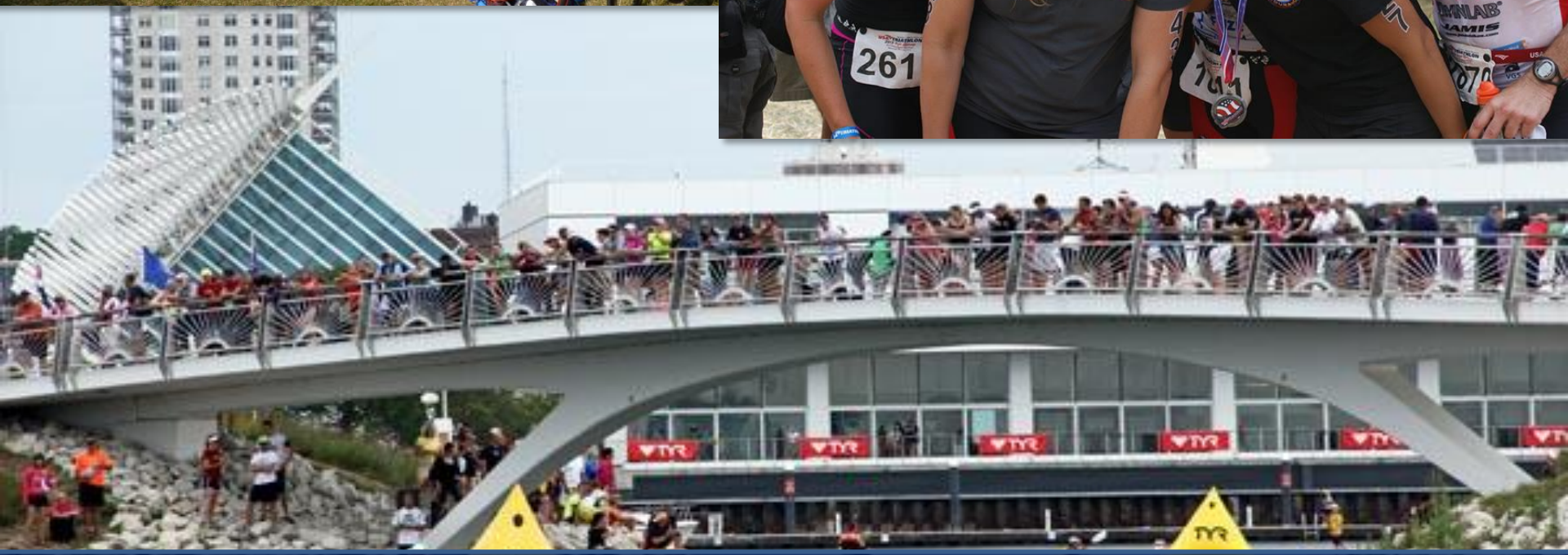
USGovernors

VISIT Milwaukee

Journey House Football

SWIMbikeRUN

VISIT Milwaukee



"Great kudos for a fabulous race site and race organization!"

CONNECTINGinMKE

Connect MARKETPLACE

Connect SPORTS MARKETPLACE

VISIT Milwaukee

Energized attendees created new possibilities during Marketplace appointments, workshops and education sessions while discovering cutting-edge strategies and innovative, industry-specific ways to advance business. They played just as hard as they worked, all the way through to the circus-themed closing reception, where they met and reunited with past and future colleagues while enjoying plenty of great food and drinks, including wine on demand from a vino-dispensing bicycle cart. Judging by the smiles, it's safe to assume they had a blast!

To see more photos from Connect Marketplace, visit **connectyourmeetings.com/connect13photos.**

CONNECT MARKETPLACE

This year's Connect Marketplace—which took place Aug. 22 to 24 in Milwaukee, Wisc.—kicked off with a bang. Visit Milwaukee helped welcome 1,600 meetings professionals with an amazing fireworks show over Lake Michigan at Discovery World Center for Public Innovation.

There were opportunities for both learning and leisure at Connect Marketplace, and meetings professionals took time to network, engage in playfully spirited competition and find inspiration in keynote speeches from renowned educator Geoffrey Canada and legendary athlete/entrepreneur Earvin "Magic" Johnson.

WEEKEND Rumble

VISIT Milwaukee

Thanks from VISIT Milwaukee