

## East Central ITBEC

### Recent Projects List

Discover Wisconsin Show: <https://discoverwisconsin.com/blog/videos/the-endless-shores-of-wisconsin-lake-winnebago/>

#### Print Publications:

- Wisconsin Travel Guide
- Calumet County visitors guide
- Fond du Lac visitors guide
- Oshkosh visitors guide
- Road America
- Insight on Business
- Badger Sportsman
- Billboard advertising
- Harley-Davidson Anniversary Guide/Map
- Farm Fresh Atlas
- Fishing Guide
- Cruising the Lake map
- Fun in Wisconsin
- Holyland brochure

#### Digital Promotion Campaigns:

- Facebook advertising
- Endless Shores Website
- Chicago area digital promotion campaign
- Southeast Wisconsin digital promotion campaign
- Email blasts
- Spotify campaign

#### Others:

- Expansion of Media Library
- Strategic planning session
- “Taste of the Lakes” tour

## Upcoming Projects

- Streamline and organize website – portal with links to partner sites
  - Layout, look, feel
  - Search engine optimization
  - Google AdWords
- Increase social media presence
  - Creation of Endless Shores of Lake Winnebago blog
  - Facebook and Instagram – consistent posting over multiple platforms
  - Consistent graphics across social media platforms
- Print advertising
- Participation in Travel Wisconsin co-op program

## Bylaws Revisions

The East Central ITBEC bylaws were last reviewed in 2006. The bylaws are outdated and do not reflect the current structure or work of the group. Proposed modifications to the bylaws include:

- Modifications to the name to reflect that the ITBEC markets itself as Endless Shores of Lake Winnebago
- Recognition that counties are the members of the ITBEC
- Aligning board and committee appointment process with state law
- Modify the committee structure – implement creation of a separate tourism committee – expand membership on committee to include multiple appointments from each participating county (tourism, parks, chambers, etc.)
- Updating authority and powers to reflect a focus on tourism

## Tourism – By the Numbers

In 2022, Wisconsin's tourism industry recorded record economic impact. In 2022, Wisconsin tourism generated \$23.7 billion in total economic impact, surpassing the previous record of \$22.2 billion set in 2019.

### Statewide Numbers:

Total economic impact: \$23.7 billion  
Jobs sustained by tourism: 1 in 21; 174K+ full-time and part-time jobs  
Visits to Wisconsin: 111.1 million  
State and local taxes: \$1.5 billion  
Federal taxes: \$1.3 billion  
By household: \$620

### Calumet County:

Total economic impact: \$68 million  
Direct visitor spending: \$36.3 million  
Employment: 577  
Total labor income: \$18.6 million  
State and local taxes: \$3.7 million

### Fond du Lac County:

Total economic impact: \$274 million  
Direct visitor spending: \$161.8 million  
Employment: 2,362  
Total labor income: \$74.4 million  
State and local taxes: \$17.5 million

### Winnebago County:

Total economic impact: \$522 million  
Direct visitor spending: \$272.7 million  
Employment: 4,177  
Total labor income: \$167.6 million  
State and local taxes: \$30 million