



New Partnership Model

February 2022

discover
green
bay 
Beyond Legendary

Destinations International-Futures Study

- Professional organization overseeing all Conventions and Visitor Bureau (CVB) and Destination Management Organizations (DMO).

Futures Study:

- Identify trends
- Provide a roadmap for DMO's

Details:

- Spoke with more than 150 government, destination, business and community leaders around the world.
- 706 destination executives from 52 countries who participated in the DestinationNEXT survey.
- “There has never been this volume of outreach to develop thought leadership for the global visitor industry”

- Destinations International-
“Destinations Next”-Futures Study 2021
 - Key findings
 - “More destination organizations are embracing the idea that travel and tourism isn’t purely the end goal anymore. Rather, the visitor economy is a pipeline for supporting the greater priorities of communities, which also include those of the industry and its stakeholders.”

Destinations International- “Destinations Next”-Futures Study 2019

- This trend of community alignment has been evident, even before COVID.
- Key findings
- “Community advocacy and alignment are much more critical priorities today for destination organizations.- Destination leaders today are increasingly building coalition among the public and private sectors around a shared vision for the future of the destination, which prioritizes inclusivity, diversity, advanced mobility and connectivity, workforce development and higher quality of life.”

Our New Brand

Our Mission

Inspire people to experience Green Bay for the economic benefit of our community.

We are Community Proud

We exist for our community. We live and breathe everything that is happening in our community. We are at the front door to the community; our hospitality is unmatched.

Our Vision

Discover Green Bay is the recognized destination leader curating and marketing the community brand and destination experience to ensure a thriving tourism community.

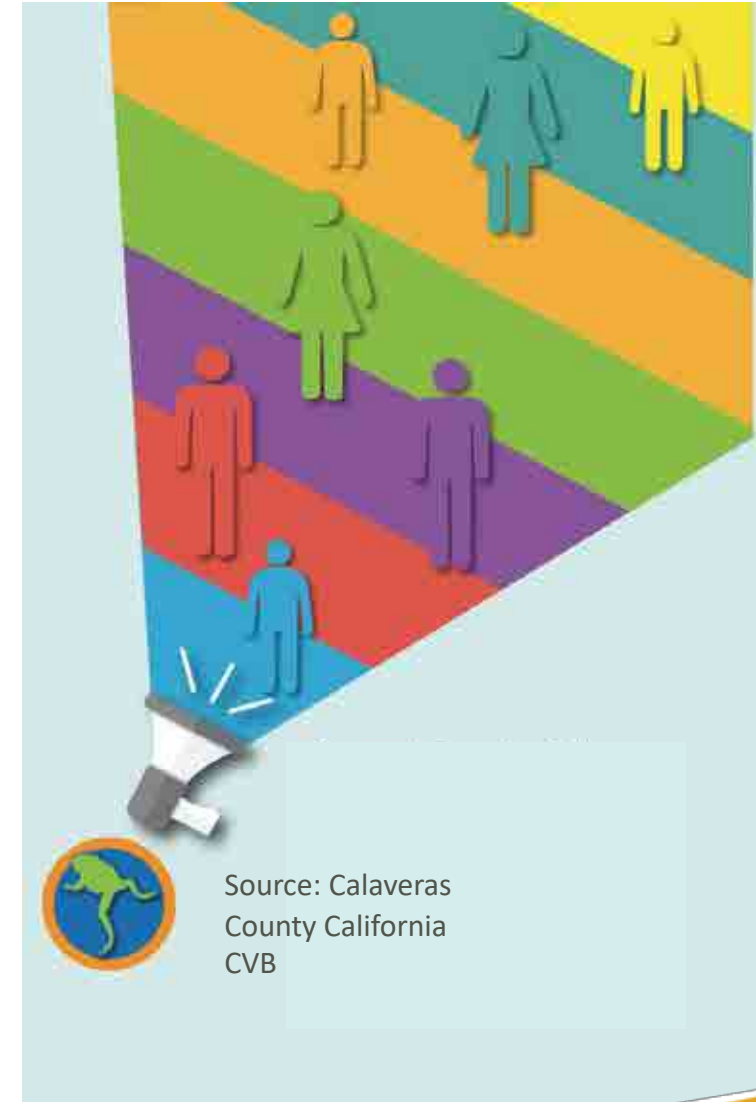
Why Change?

- With restrictions on marketing only the paying members of Discover Green Bay; we give an incomplete picture of our Destination to visitors.
- Marketing only certain attractions, restaurant, hotels, etc. ultimately negatively impacts the marketability of our Destination.
- Our goal is to implement a more inclusive partnership model to help accurately portray our destination to visitors.



Why change?

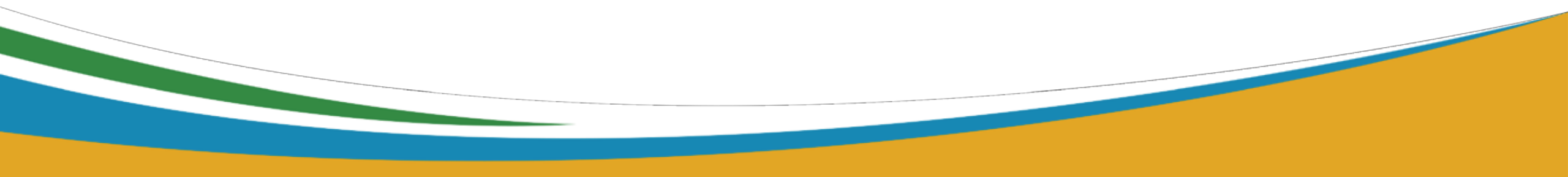
- More diverse tourism assets allow Destination Marketing Organizations (DMO's) to:
 - Drive tourism in conventionally under served areas.
 - Encourage repeat visits by promoting exciting attractions, “new” restaurants, etc.
 - The freedom to take advantage of new marketing trends.





New Partnership Packages

Blue, Green, and Gold

- Blue –Free Level of Partnership
 - Green- Mid-level partnership \$300/year.
(Non-Profit \$150/ year).
 - Gold-Highest level Partnership-\$950/year.
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A vibrant garden scene featuring a stone tower with a conical roof on the left, a wooden bench in the middle ground, and a large field of colorful tulips in the foreground. The sky is blue with light clouds.

Blue Partnership

Blue Partnership

- Free partnership
 - Listing on the website
 - Listing in the guide
 - One category i.e., dining, attraction, community resource, etc.
 - Events listed on website event Calendar.*
 - Industry Education-Roundtables, Orientation, Fall Tourism Awards, Annual Luncheon, etc.
 - Referrals from Visitor Center Staff.

*Discover Green Bay reserves the right to accept or reject calendar listings.



Green Partnership

Green Partnership

- **Mid-level Partnership** \$300/year (non-profits \$150/year)
- All benefits from Blue level PLUS:
 - Up to three category listings.
 - Brochure Distribution *subject to availability and additional fees
 - Leads for conventions, sporting events, bus tours, groups, and meetings.
 - Coupon “Book”- New website can have offers connected to Web listing.
 - Networking events (Holiday Reception, Attractions Showcase, Restaurant Week)
 - FAM tours
 - Opportunity to buy featured ad space on Website.

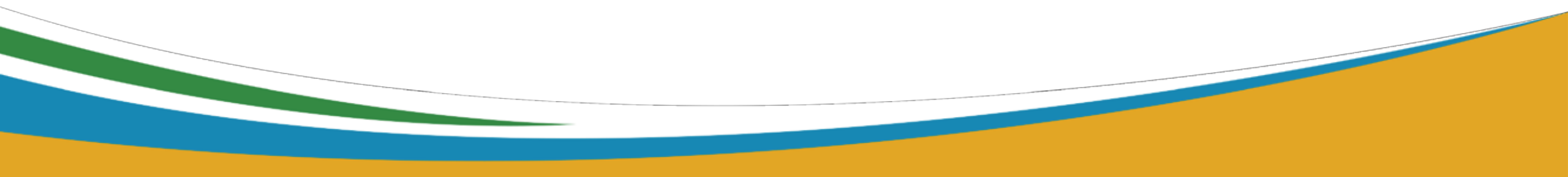
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Gold Partnership

Gold Partnership

- **Gold Partnership** \$950/year *Corporate businesses, multiple locations, or subsidiaries.
- All benefits from Blue and Green levels PLUS:
 - Unlimited category listings
 - Logo on all Discover Green Bay presentations, events, and bottom of all Partner Emails.
 - Featured listing on category landing page.

Rollout Plan

1. Teasers in Partner email blasts.
 2. Send out letter one month out telling partners of changes with launch date of new website.
 3. Send out email telling partners of change.
 4. Send another email with link to the new website. Reminder of the New partnership model.
 5. Rollout new partnership fee schedule (April 1st?) after website launch on March 17th
 6. Send out letter explaining Partnership change with each monthly renewal invoice.
 7. Continue to put new Partnership model in email blasts.
 8. Continue monthly audit for a year. Once all partners are transitioned.
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After rollout

1. Plan meeting/educational sessions to teach partners about new website and extranet.
 - a. I will write the course to also double as a new partner orientation. I would also like to market this to new employees. Ex: Badger State gets a new marketing specialist. Continue this quarterly.
 - b. My hope is to have this in the new visitor center training room. Give tour of new building and visitor center. Quick intro to staff that's available.
 2. Overdue partners will be toggled down to Blue partnership.
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Sources

- Destinations International Foundation-Destination Next- Futures Study 2019
 - <https://destinationsinternational.org/sites/default/master/files/Destinations%20International%20DestinationNEXT%202019.2.pdf>
- Destinations International Foundation-Destination Next- Future Study 2021
 - https://destinationsinternational.org/sites/default/files/DestinationNEXT_2021FuturesStudy_FINAL2.pdf
- Calaveras County Visitor Bureau-California
 - <https://www.gocalaveras.com/new-partnership-dmo-model/>