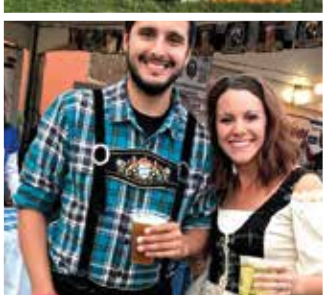


20
19
ANNUAL REPORT



DESTINATION
**ANN
ARBOR**



from THE PRESIDENT

We may be in the middle of America, but we are never in the middle of the road. In our second year with our bold, inspirational new branding, we focused on creating compelling content and constructing a welcoming, enticing message—around Ann Arbor, the uncommon is very common. The year began with a bang as Destination Ann Arbor received the Yankee Air Museum’s 2019 Visionary Award. The Museum bestows this annual award on a forward-thinking community member making an impact in our community, and our designation marked the first year in which an organization was the recipient.

This year, Destination Ann Arbor commissioned a study on the benefits tourism and visitor spending bring to the Washtenaw County economy, and the results were stellar! The study of 2018 data, conducted by Anderson Economic Group, found that visitor spending reached \$832 million, which goes right into the cash registers of local businesses. We’re thrilled to have this documentation of the enormous impact of visitor spending on local employment, vital government services, and our area’s economic success.

As part of our ongoing commitment to championing art and culture in our community, Destination Ann Arbor commissioned a monumental mural at the corner of Ann Arbor’s Main and Huron Streets, from local mural artists Mary Thiefels and Danijel Matanic. The colorful, whimsical installation evokes an inspirational theme of pushing boundaries—daring the viewer to Challenge Everything. Create Anything.

The Ann Arbor Sports Commission hit their stride this year, launching a new website and social media channels as well as securing two amazing event opportunities for Washtenaw County. The 2021 and 2022 NAIA Competitive Cheer and Dance National Championships will be held at EMU and the 2021 Women’s Golf National Championships will be hosted at The Ann Arbor Marriott Ypsilanti at Eagle Crest. The Sports Commission also supported the inaugural LaLiga-Series A Cup FC Barcelona v. SSC Napoli football game, the fourth soccer game at the Big House since 2014, presented by the University of Michigan Athletics and Relevant Sports Group. To stir up some fan energy, Destination Ann Arbor hosted a fun-filled downtown block party for fans of both teams the Friday before the game.

In 2019, our Board of Directors ratified an exciting new mission statement and vision for the organization. In the coming year, Destination Ann Arbor will continue to uplift and promote Ann Arbor and all of Washtenaw County as a top-tier travel destination, and we will continue to develop our Ypsi Real brand and shine a light on the Ypsilanti area. We look forward to updating you throughout the year as we inspire visitors to make memories in Ann Arbor. When we put our minds together, boundaries will be pushed. We invite you to join us.

With appreciation,

Mary Kerr

President & CEO

from THE CHAIRMAN OF THE BOARD

“When we put our minds together, boundaries will be pushed. Cultures will be countered. Passions will be followed. Worlds will be changed.” I love this phrasing from the Destination Ann Arbor brand launch video we created—and it sure embodies the work we did in 2019. We, as a community, truly put our minds together for some exciting new initiatives that will chart the course for visitor marketing and quality of life here in Washtenaw County for years to come.

Washtenaw 2030, our destination master planning project completed this year, serves as a blueprint for a vision for our community over the next decade—one of equity, prosperity, opportunity, and an empowered workforce. Additionally, our board ratified a three-year strategic plan for Destination Ann Arbor, which will guide the organization’s goals and initiatives through 2022.

I’m particularly proud of the work we’ve done this year in workforce development for the hospitality industry. In partnership with Washtenaw Community College, we launched a program for employed students that will provide twelve scholarships for deserving individuals to further their careers in hotels, restaurants, and other sectors of our visitor economy. Additionally, Destination Ann Arbor’s state-of-the-art new website features a hospitality jobs board—one of the first of its kind to be launched by a destination marketing organization.

The Destination Ann Arbor sales team continues to hit their goals out of the park year after year—and in 2019, their efforts amounted to nearly 80,000 definite room nights booked by Washtenaw County hotels—that’s representative of an economic impact of over \$19 million. Our hotels are thriving, with year-over-year increases in average daily rate, occupancy, and RevPAR, and the groups, conferences, and events booked by Destination Ann Arbor are major contributors to that success.

Serving as Chairman this year, and working alongside Mary Kerr, was a true pleasure and a genuinely exciting and fulfilling experience. Here’s to an even better 2020!

Sean Duval

Chairman of the Board

new MISSION

To promote sustainable tourism to elevate economic vitality and quality of life.

new VISION

To be the leading force in promoting the Ann Arbor region as a vibrant destination that inspires people to think and dream bigger.

by the NUMBERS

Destination Ann Arbor assesses impact through actionable goals and measurable results. Here's a quick overview of our top 2019 achievements.

621k
web sessions

1,146
Certified Tourism
Ambassadors trained

\$2.1M
advertising value equivalency

120,000
Visitor Guides printed

\$124.65
average daily hotel rate

115,145
hotel room nights from leads

65.6%
hotel occupancy

\$81.80
revenue per available room

79,069
definite room nights

13:1
ROI

dollars AND SENSE

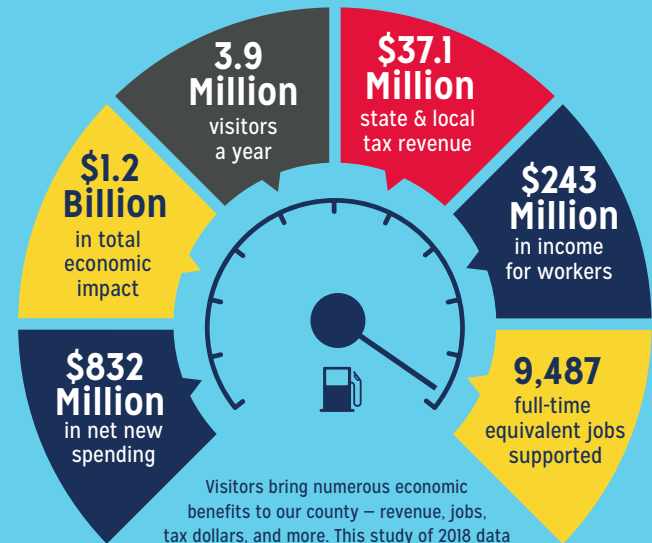
TOURISM'S ECONOMIC IMPACT

In 2019, Destination Ann Arbor commissioned a study of the economic impact of tourism and visitor spending on the Washtenaw County economy. The study of 2018 data was conducted by Andersen Economic Group, an industry consulting firm. Key takeaways highlight the enormous value of our thriving area tourism industry.

In 2018, Washtenaw County attracted **3.9 million visitors**, generating **\$832 million in visitor spending** for the local economy. Visitor spending in Washtenaw County supported **9,487 full-time equivalent jobs** and provided **\$243 million in income** for local workers across all communities in the county. It also generated **\$37.1 million in state and local tax revenue** for essential public services including K-12 education, law enforcement, local libraries and parks, road services, and more. Overall, direct and indirect visitor spending generated **\$1.2 billion in economic impact** in Washtenaw County.



Visitor Spending Fuels Washtenaw County's Economy



Visitors bring numerous economic benefits to our county – revenue, jobs, tax dollars, and more. This study of 2018 data was conducted by Anderson Economic Group.

The Numbers Tell the Story

2018	VS	2016
3.9 Million	Total visitors	3.7 Million
\$152.22	Daily visitor spending	\$144.30
9,487	Jobs created or maintained	8,974
\$243 Million	Income & earnings	\$221 Million
\$832 Million	Net new spending	\$770 Million
\$1.2 Billion	Total economic impact	\$1.1 Billion

WASHTENAW 2030 *initiative*



WASHTENAW 2030

A new decade brings new opportunities! This year Destination Ann Arbor facilitated the development of Washtenaw 2030, a strategic plan that will reach beyond our organization to guide our entire community for the next ten years. Geared toward sustainable visitor growth and equitable economic development, the plan connects and addresses the many opportunities and challenges in Washtenaw County from an overall destination standpoint.

A representative cross-section of our community contributed to the development of Washtenaw 2030, including leaders and residents who work in government, academia, public services, transportation, and other economic sectors.



www.washtenaw2030.org

5 STRATEGIC GOALS OF THE WASHTENAW 2030 PLAN:

1

ENHANCED EXPERIENCES

Elevate the quality of existing experiences, develop new visitor tours and activities, and package them more cohesively around niche segments such as culinary, culture, and adventure to drive higher visitor spending and satisfaction.

2

EXPANDED MEETINGS & EVENTS

Develop new meeting, conference, and event spaces to answer clear demand for more group business in Washtenaw County. At the same time, leverage key clusters in tech, medical, and mobility to attract events in those sectors.

3

IMPROVED MOBILITY & CONNECTIVITY

Better mobility means more opportunities for more residents throughout the County. There needs to be a holistic strategy to develop a multi-modal transportation ecosystem that's accessible for all communities.

4

EMPOWERED WORKFORCE

Talent is the competitive advantage for any destination, and Washtenaw County is a hotbed for education. The public and private sectors can collaborate more intentionally to leverage local institutions, organizations, knowledge, and skills.

5

GREATER REGIONAL COLLABORATION

Tourism, government, academic, and economic development leaders have an opportunity to work together more effectively to benefit the entire County by connecting cross-sector expertise and community assets more effectively.

300+

community members
gave input through
individual/group sessions

500+

residents surveyed
online

60

people participated in
a visioning workshop

12

focus groups conducted
with local stakeholders

2

public town hall
sessions



Destination Ann Arbor's Strategic Plan

Destination Ann Arbor also completed a three-year strategic plan for our own organization specifically to guide us through 2022. Through this process, we defined four strategic pillars:

**INNOVATIVE
MARKETING
& STRATEGIC
SALES**

**STRONG
PARTNERSHIPS
& COMMUNITY
ENGAGEMENT**

**COLLABORATIVE
DESTINATION
DEVELOPMENT**

**TRAILBLAZING
ORGANIZATION**

be our GUEST

ANN ARBOR

Nearly all visitors to the Ann Arbor area feel that it is a safe, secure, and friendly place to visit. It is most often described as a classic, American college town and a creative center for arts, music, and culture. 9 of 10 surveyed visitors feel that as a destination the area offers a good value for money, a place where a visitor can be entertained for days, and a great place to take children. More than half of visitors are attracted to Ann Arbor by good restaurants/fine dining, our safe and walkable community, and the University of Michigan.

YPSILANTI

More than half of surveyed visitors to Ypsilanti are interested in restaurants and bars, easy access to and from the area, Eastern Michigan University, and a location that provides value for money. Ypsilanti is best known for EMU, Depot Town, and the Michigan Brewers Guild Summer Beer Festival, and is perceived as a friendly (92%), safe, and secure place to visit and bring children by more than two thirds of visitors.

Visitors to the Ann Arbor and Ypsilanti areas satisfied with their recent visits

94+%

IT'S ALL IN THE TIMING

The Ann Arbor area attracted the most visitors during the summer and fall seasons, with October (17%) the most popular month to visit. Visitors stayed an average of three days, and about half stayed in hotels or motels. 78% started planning their trip to the Ann Arbor Area within two months of their visit.



3 days

average length of visit to the Ann Arbor area

\$506

average spent during visit to the Ann Arbor area

SHARING *our* STORIES

TV AND RADIO

Destination Ann Arbor appeared in both radio and television promotions for Ann Arbor area events in 2019. As part of our Pure Michigan partnership, Destination Ann Arbor staff appeared on Coldwater's WTVB 1590 AM and Flint's ABC 12 to promote the spring Ann Arbor Restaurant Week and the Michigan Brewers Guild Summer Beer Festival. Additional highlights included promotional appearances on Radio One Cleveland (Ann Arbor Art Fair), and the Lucy Ann Lance Show on Ann Arbor's WLBY 1290 AM (discussing the "Challenge Everything, Create Anything" mural in downtown Ann Arbor). In coordination with the fall University of Michigan v. Ohio State University football game, the Ann Arbor Sports Commission partnered with NBC4 out of Columbus to highlight Ann Arbor and our local attractions.

38

media visits

528

articles written

MEDIA VISITS

Throughout 2019, Destination Ann Arbor welcomed prominent and influential journalists to Washtenaw County to experience the best-of-the-best attractions, restaurants, shops, and more. From hidden gems and under-the-radar experiences to classic Ann Arbor institutions, these writers and reporters got a firsthand look at what makes the Ann Arbor area so special.

TOP ARTICLES (with Ad Value Equivalency)

26 ESSENTIAL STOPS ON YOUR MICHIGAN ROAD TRIP
Eater Detroit (\$104,000)

WAKEBOARDING COMPETITION TOUR TO STOP IN YPSILANTI TOWNSHIP
MLive (\$111,000)

A LONG WEEKEND IN ANN ARBOR
Modern Lifestyles (\$54,000)

PALATES AND PALETTES: DISCOVERING THE FLAVORS AND COLORS OF ANN ARBOR
Twin Cities Pioneer Press (\$47,000)

HAIL TO THE VISITORS: QUIET ANN ARBOR A GETAWAY DESTINATION
The Toronto Sun (\$32,000)

in the NEWS

ON THE GROUND YPSI

In 2019, Destination Ann Arbor again signed on as a community sponsor of Issue Media Group's Ypsilanti-focused initiative, On the Ground Ypsi. This project focuses on engaging, underreported topics related to Ypsilanti and Ypsilanti Township including the Parkridge Summer Festival, Eastern Michigan University events and initiatives, Ypsilanti's burgeoning tech scene, and much more.

ALL ABOUT ANN ARBOR

2019 marked the first year of an exciting partnership between Destination Ann Arbor and WDIV Click on Detroit as part of their All About Ann Arbor initiative. This relationship garnered outstanding coverage of Destination Ann Arbor initiatives and the community in general on WDIV's website and social media channels. Topics included Ann Arbor's vibrant tech scene, local retailers and shopping, the re-opening of the renovated University of Michigan Museum of Natural History, and much more. The All About Ann Arbor section of WDIV's website attracted over **2.9 million unique visitors** and nearly **3.2 million page views** in 2019.

400+

All About Ann Arbor
stories written

For the seventh consecutive year, Destination Ann Arbor maintained a national-level partnership with Pure Michigan—a globally recognized tourism brand. A component of the Michigan Economic Development Corporation, the Pure Michigan campaign reaches millions of social media followers and hundreds of thousands of newsletter subscribers. As a national partner, Destination Ann Arbor was able to submit inspirational travel content for inclusion in these channels promoting events, attractions, and activities like the Ann Arbor Summer Festival, Zingerman's Camp Bacon, the University of Michigan's Nichols Arboretum, the local downtown Fairy Doors, smallmouth bass fishing on the Huron River, and more.

Pure Michigan's national television commercials highlighting Ann Arbor garnered **43 million viewer impressions** in 2019, appearing 719 times on 15 channels and outlets throughout the year. Additionally, the Michigan Economic Development Corporation's partnership with Meredith Corporation yielded an excellent opportunity for Ann Arbor to appear on the Hallmark Channel's Home & Family program in May. Featured in the program were Zingerman's Deli (and the delightful mail-order Reuben Sandwich Kit), the Ann Arbor Art Fair, and University of Michigan football.

UNDER THE RADAR MICHIGAN

Destination Ann Arbor once again partnered with the Emmy Award-winning PBS television show, Under the Radar: Michigan. This valuable relationship yielded significant social media coverage, with almost **50 posts** and **23 videos**. Partners featured and mentioned on the television show and on social media included Zingerman's Deli, Saline Celtic Festival, Nichols Arboretum, Manchester Chicken Broil, Haab's Restaurant in Ypsilanti, and many more.



PURE MICHIGAN®

621k

web sessions
(18% increase!)

1.1M

page views

124%

increase in traffic
to meetings page

2,600

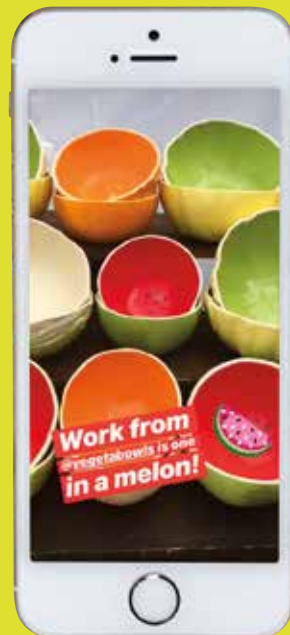
Visitor Guides
requested via web form

12

active social media
accounts

121k

social media
followers



SOCIAL *studies*

WEBSITES

AnnArbor.org and YpsiReal.com

2019 was an exciting year for our organization's presence on the web. We launched two brand-new, responsive websites in June that have made a marked improvement in the number of users we reached, as well as the user experience. Highlights include an interactive map, accessibility toolbar, robust Sports Commission microsite, hospitality job board and a rebranded, mobile-first design. These improvements contributed to an **increase of 122% in conversions** such as newsletter sign-ups, online visitor guide requests, and meetings proposal requests.

SOCIAL MEDIA

Destination Ann Arbor's vibrant social media presence expanded even further in 2019 with the addition of three new accounts for the Ann Arbor Sports Commission. Guided by our brand pillars—Local Flavor, Catalyst of Creativity, Powered by Purpose, the Best or Nothing, and Powered by Innovation—our social media accounts engage with the digital community on a daily basis to inspire travel to every one of our Washtenaw County communities.

Especially exciting in 2019 were the **increase of over 5,000 new followers** on our Instagram accounts and a **20% growth in engagements** on our Facebook accounts. Driving these increases were renewed efforts in livestream coverage of events and festivals and Instagram takeovers. A few of the partners featured included Unicorn Feed & Supply, Ann Arbor Film Festival, The Lunch Room and Detroit Street Filling Station, and Milan Let's Chill Winter Fest.

drawing a CROWD

GROUP SALES

The Destination Ann Arbor sales team had another impactful year booking conferences, groups, and events to take place in Washtenaw County. As a result of trade shows, sales calls, events with meeting planners, and other strategic tactics, Destination Ann Arbor facilitated group leads that totaled over **115,000 room nights** for a potential economic impact of over **\$28 million**. From these leads, Ann Arbor area hotels booked over 79,000 definite group room nights for an estimated economic impact of over \$19 million.

UNION TRAINING PROGRAMS

2019 was a landmark year as the United Association of Union Plumbers, Fitters, Welders and Service Techs (UA) marked 30 years of week-long training programs here in Washtenaw County. Additional training programs for the Electrical Training ALLIANCE, the Operative Plasterers' and Cement Masons' International, the United Roofers, Waterproofers and Allied Workers, and the International Association of Bridge, Structural, Ornamental, and Reinforcing Iron Workers continue to support businesses in Washtenaw County, to the tune of approximately **\$20M in economic impact**.

WORKING THE ROOMS: WASHTENAW COUNTY HOTEL INDUSTRY

DEMAND

Hotel Statistics	2019	2018	% change
Occupancy	65.6%	65.9%	-0.4%
Average Daily Rate (ADR)	\$124.65	\$126.66	-1.6%
Revenue per Available Room (RevPAR)	\$81.80	\$83.44	-2.0%

NOTABLE GROUPS

University of Michigan School of Environment and Sustainability's 2019 FLARE Meeting

114th Annual Fraternal Order of Eagles Michigan State Aerie & Auxiliary Joint Convention

Society of Automotive Engineers International's AutoDrive Challenge™

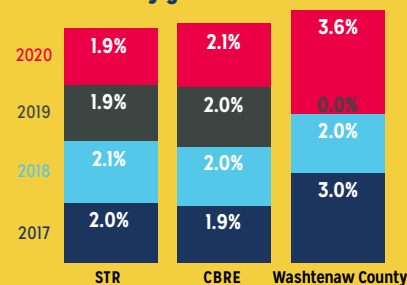
2019 Nuclear Engineering and Radiological Sciences (NERS) Conference

4th Annual Michigan PEZ Convention



SUPPLY

Year-over-year room inventory growth



By the end of 2020, total hotel room inventory will be 5,297 rooms—an increase of 14.0% from 2015, when inventory was 4,645 rooms.

WORKFORCE DEVELOPMENT

Destination Ann Arbor continues to prioritize the strengthening of our local workforce for the hospitality industry. Here are a few of our 2019 accomplishments:

We launched a jobs board on our brand-new website, www.annarbor.org/jobsboard, that specifically targets candidates looking for open positions in Washtenaw County's hotels, restaurants, shops, and attractions.

An initiative is underway to collect data related to transportation needs and opportunities for workers in the hospitality industry, in an effort to close the gaps in available public transportation for late-night and early-morning shifts.

In partnership with Washtenaw Community College, Destination Ann Arbor developed a new scholarship program to provide 12 students with tuition funds, books and materials, and extensive wrap-around support services from WCC—in addition to facilitating for each student an apprenticeship with the National Restaurant Association or American Hotel & Lodging Association.



we got GAME

Easily accessible and packed with state-of-the-art sporting facilities and top-notch dining and entertainment options, Ann Arbor attracts sports participants and fans alike. The Ann Arbor Sports Commission was formed to attract amateur sporting events to the Ann Arbor area, and to assist sporting event organizers bringing events to the area from idea to execution.

LOCAL FOCUS

The Sports Commission is deeply involved with the community, facilitating events to support youth sports, local athletes, and community members. In 2019, the Sports Commission supported the EMU Police Bike Rodeo, the EMU Swoops Food Pantry, Girls on the Run of Southeast Michigan, and the Ann Arbor YMCA's Y on the Fly program.

The Commissioners are an advisory board of local stakeholders and community advocates assembled to provide guidance and support for the Sports Commission. Members were selected with a primary focus on promoting youth sports in Washtenaw County.

LOOKING TO THE FUTURE

The Sports Commission secured bookings for two major sporting events in 2021:

NAIA Competitive Cheer and Dance National Championships
to be hosted at EMU

NAIA Women's Golf National Championships
to be hosted at the Ann Arbor Marriott Ypsilanti at Eagle Crest

NOTABLE EVENTS

MOTOWN CLASSIC (HOCKEY)

480 athletes
1,200 spectators
1,000 room nights

6TH ANNUAL SPECIAL OLYMPICS FALL GAMES

2,103 participants
329 room nights

BIG BLUE LAX FEST

750 athletes
200 room nights
First event hosted
in Pittsfield

MHSAA 2019 BOYS TENNIS FINALS

Girls Finals will be
hosted in Spring 2020

2019 HIGHLIGHTS

Launched Sports Commission Social Media

Debuted Sports Commission Website

Hired Sports Coordinator - Sean Ryan

Associate Director Meaghan Hughes
appointed to Board of Directors for
Sports ETA (Formerly NASC)

Hosted a block party in conjunction with the
FC Barcelona vs. SSC Napoli soccer match



SPORTS COMMISSIONERS

Warde Manuel - Athletic Director,
University of Michigan

Scott Wetherbee - Athletic Director,
Eastern Michigan University

Rishi Narayan - Owner of Underground
Printing; part owner of AFC Ann Arbor

Ronnie Peterson - State of Michigan
Representative, Ypsilanti

Scott DeRue - Dean of Ross Business
School, University of Michigan

Howdy Holmes - President and
CEO of Chelsea Milling Co.

Debbie Tirico - Community Advocate

Eric Helber - VP, Bank of Ann Arbor

William Martin - Owner of First
Martin Co.; Athletic Director Emeritus,
University of Michigan

Greg Dill - Washtenaw County
Administrator

A woman with white face paint and a white shirt, smiling, holding a flashlight at a night festival. The background is dark with blurred lights and other people.

\$300,000+

allocated annually to
support arts / culture
events and attractions

ART *with heart*

OUR ROLE IN SUPPORTING THE ARTS

Destination Ann Arbor continues to celebrate the rich artistic and creative community in our area. Our staff works diligently to support arts and culture organizations and efforts throughout the county, working with key stakeholders and combining sales and marketing efforts to support community enrichment through the arts.

We provide marketing support to dozens of events including ypsiGLOW, First Fridays Ypsilanti, the Ann Arbor Summer Festival, Chelsea Sounds & Sights, Paint Dexter Plein Air, the Ann Arbor Art Fair, Cinetopia, and the Ann Arbor Blues Festival. Year-round, we offer marketing support to local arts organizations, including the University of Michigan (UMMA, the Stamps Gallery, the School of Music, Theatre, and Dance, etc.), The Arts Alliance, Encore Musical Theatre Company, Yourist Studio, various artists' studios, and many more. This assistance typically includes the development of website listings, social media posts, blog and newsletter articles, media tours, and coverage in our annual Visitors Guide.

Destination Ann Arbor staff also serves on the boards and committees of many local arts organizations, including the Ann Arbor Art Fair, Ann Arbor Summer Festival, Ann Arbor Film Festival, and Riverside Arts Center.



A 10-STORY STATEMENT

As a catalyst for creativity, Destination Ann Arbor commissioned local artists to create a monumental mural inspired by our community and motto: Challenge Everything. Create Anything. Award-winning artists Mary Thiefels and Danijel Matanic aim to create art that inspires, and they've certainly inspired us with their colossal 10-story piece, installed at the corner of Main and Huron Streets in downtown Ann Arbor. As the largest outdoor mural in the county, the piece encourages the viewer to push boundaries and explore what could be.

31M

ad impressions
generated by ad
campaign featuring
Mary Thiefels and
Danijel Matanic,
and Ji Hye Kim

FOOD ON FILM

This year, Destination Ann Arbor developed a video promoting local gems such as the Ann Arbor Farmers Market and chef Ji Hye Kim, the mastermind behind Miss Kim Korean restaurant. Inspired by ancient Korean culinary texts and the finer points of fermentation, Chef Kim uses locally sourced ingredients to challenge the established notion of Korean culinary traditions. Through her craft, she embodies the concept that food is love, and food is art.



Championing OUR COMMUNITIES

For the sixth consecutive year, the Community Tourism Action Plan (CTAP) program has provided towns from Milan to Manchester (and everywhere in between) with funding and support for tourism-related projects. In 2019, Destination Ann Arbor contributed **\$60,000 to 13 projects in six communities**, all championed by community leaders and partners. This annual program continues to find new ways to lift up each and every community in Washtenaw County.

\$16k
contributed to 13
projects through CTAP

164
new Certified
Tourism Ambassadors

1,146
total CTAs since the
program launched

AMBITIOUS AMBASSADORS

Destination Ann Arbor trained **164 new Certified Tourism Ambassadors** in 2019, for a **total of 1,146 CTAs** since the program launched in 2015. That's 1,146 individuals working and playing in Washtenaw County with the skills and information needed to provide an outstanding experience to visitors! The CTA program is beloved by stakeholders across the county and across industries because of its profound impact on our community.

In June, a CTA event took place at the Chelsea Milling Company (JIFFY Mix factory), a hidden gem in western Washtenaw County and favorite of local foodies. In the fall, CTAs gathered at Blast Corn Maze in Dexter for an authentic farm experience in beautiful autumn foliage. Destination Ann Arbor also facilitated a speaker event for CTAs in March that focused on e-mail management and productivity.



MAKING A SPLASH

Summer is one of the most popular seasons for visits to Washtenaw County, and water recreation continues to drive day and overnight visitors to our communities for canoeing, kayaking, fishing, and water parks. With this in mind, the City of Milan secured a CTAP grant from Destination Ann Arbor that will contribute to the construction and installation of a splash pad in popular Wilson Park. It's the perfect location for such an amenity—easily accessible, with pavilions for gatherings, trailheads for hiking, and events like Let's Chill Winter Fest and the Route 23 Beer Walk.



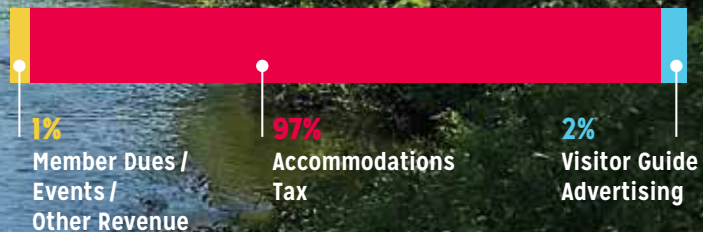
FINANCIALS *at a glance*

These charts provide a financial overview of Destination Ann Arbor's operations.

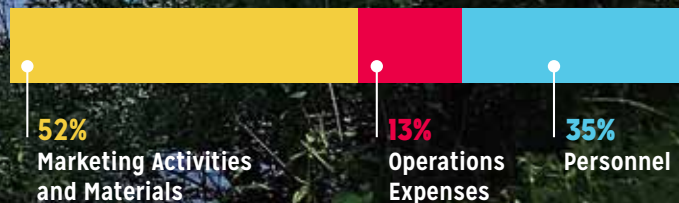
Destination Ann Arbor's revenues are generated through the Washtenaw County accommodations tax, as well as member dues and advertising.

As a 501(c)(6) not-for-profit organization, Destination Ann Arbor utilizes revenues to offset expenses associated with marketing activities, operations, and personnel, in order to maximize our impact for our members and communities.

2019 INCOME
\$6,951,309*



2019 EXPENSES
\$6,975,593*



*Numbers are unaudited at the time of report.

NOTE: Any gain realized from 2019 is anticipated to be used in furtherance of Destination Ann Arbor's mission.

2019 BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

- Sean Duval, Chair**
Golden Limousine International
- Brenda Stumbo, Vice Chair**
Ypsilanti Township
- Joseph Sefcovic, Immediate Past Chair**
Ann Arbor Marriott Ypsilanti at Eagle Crest
- Michael Weber, Secretary**
Weber's Boutique Hotel
- Tom Colis, Treasurer**
Miller Canfield
- Michael Allemang, At-large**
White Mountains Services, LLC
- Barry LaRue, At-large**
Riverside Arts Center
- Mary Kerr**
President and CEO

BOARD MEMBERS

- Laurel Champion**
Laurel Champion Consulting, LLC
- Paul Cousins**
Dexter Community Leader
- Linda French**
Sidetrack Bar & Grill
- Leigh Greden**
Eastern Michigan University
- Eric Helber**
Bank of Ann Arbor
- Howdy Holmes**
Chelsea Milling Company
- April King**
CPA / AGC Automotive Americas R&D
- Marie Klopff**
Ann Arbor Art Center
- Michael Martin**
First Martin Corporation
- Brenda McKinney**
Superior Township
- Frances McMullan**
City of Ypsilanti
- Tom Murray**
Conor O'Neill's
- Michael Rein**
University of Michigan
- Maura Thomson**
Ann Arbor DDA
- Eric C. Williams**
Puffer Reds