



2021 ANNUAL REPORT

CATALYSTS OF  
*creativity*

DESTINATION  
**ANN  
ARBOR**

# LETTER FROM THE PRESIDENT

If the COVID pandemic has taught us anything, it's that resolve, creativity, and an unwavering sense of purpose can see us through the most challenging times, and we've witnessed many in our community respond with inspiring nimbleness and determination. At Destination Ann Arbor, we made it our mission this past year to support and promote the many residents and businesses who are doing exemplary things to keep the Ann Arbor area the vibrant and resilient place we know and love.

In 2020, Destination Ann Arbor partnered with MMGY NextFactor to develop a three-year Strategic Recovery Plan with the purpose of creating a roadmap

to rebuild both our local economy and consumer confidence in response to the damaging effects of the pandemic. To that end, we spent 2021 developing resident-facing messaging highlighting local experiences and promoting local pride, as well as identifying new source markets and developing a strategy to attract local and regional visitors to our area. One example was the inaugural Ann Arbor Area Hotel Week, which took place February 21-26, 2021, coinciding with Ann Arbor Restaurant Week. Hotel Week was a resounding success, and we received such positive feedback that we brought it back again in February 2022.

Our support of the hospitality industry didn't end there. 2021 dealt a significant blow to the entire hospitality workforce, with widespread effects felt across our county. As a destination marketing organization, we place utmost priority on ensuring the most positive experience for visitors, and this past year we worked tirelessly to champion our area workers and support their needs as best we can. We look forward to

continuing our work in this area, doing our part to bring the hospitality industry back to its 2018 level of generating \$1.1 billion in economic impact to Washtenaw County.

The future is bright. Our community has shown an admirable degree of resiliency. And we are proud to call each of you a partner as we navigate this journey together. I'd like to personally acknowledge the Destination Ann Arbor staff for their bold, creative thinking and unwavering commitment over this past year, and I can't wait to see what you come up with next. To our Board of Directors, thank you. Your steady guidance and devotion to our mission is greatly appreciated. I'm incredibly grateful to our 2021 Board Chair, Laurel Champion, for we wouldn't be where we are today without your leadership. And lastly, to our hospitality industry partners – hang in there. We've got this.

Regards,

Mary Kerr  
President and CEO



# LETTER FROM THE 2021 CHAIR OF THE BOARD

As a travel and tourism organization, we were filled with hope in 2021. The slow but steady return of leisure travel raised our spirits and restored our confidence. While we're still on the road to recovery, it was reassuring to see our hoteliers enjoying increases in occupancy and ADR, and our restaurateurs opening their doors for in-person dining. Their deft and skillful handling of the challenges they have faced has inspired each of us at Destination Ann Arbor to think and dream bigger.

What we also witnessed in our community was the continued powerful effects of the Black Lives Matter movement. It served as a critical reminder that the residents and businesses in Washtenaw County are seeking ways to acknowledge, support, and foster belonging for historically underserved groups. In 2021 we commissioned BrandHrt Evolution to help us create

a DEI (diversity, equity, and inclusion) strategy that will engage and challenge Destination Ann Arbor and community members to better understand how each individual plays a part in the local economy. That together, "We" are the solution. With the groundwork laid in 2021, we're looking forward to implementing this plan and continuing our journey of creating a culture of understanding and empathy.

2021 reminded us how important travel is to us all. Diving into the local flavor of a community and immersing ourselves in unique cultures and experiences is a balm to many of our wearied souls. We are so grateful to be able to enhance the visitor experience in our beautiful and diverse county, and we look forward to supporting those people and businesses who make serving our visitors their livelihood.

I have fully enjoyed serving as the 2021 Chair of the Board, working alongside an incredible group of dedicated professionals, led by President and CEO, Mary Kerr. Thank you for the opportunity; it's been an honor and a privilege. I'd also like to warmly welcome the incoming 2022 Chair of the Board, Michael Weber, who is sure to bring a new perspective to Destination Ann Arbor as a respected and experienced hotelier.

Regards,

Laurel Champion  
Chair of the Board of Directors





# 2021 BY THE NUMBERS

Destination Ann Arbor assesses impact through actionable goals and measurable results. Here's a sampling of our 2021 notable numbers.

826,077 website sessions vs. 334,629 in 2020	1,183 Certified Tourism Ambassadors vs. 1,173 in 2020	163 members vs. 177 in 2020	73,579 room nights from leads vs. 87,917 in 2020
\$17.9M in EEI from room nights from leads vs. \$21.8M in 2020	128,145 social media followers vs. 127,000 in 2020	51.8% hotel occupancy vs. 36.7% in 2020	25,818 definite bookings vs. 23,406 in 2020

# STRATEGIC RECOVERY PLAN

In 2020, Destination Ann Arbor engaged MMGY NextFactor, a division of our agency of record and the world's largest integrated marketing communications agency in the travel and tourism industry, to develop a Strategic Recovery Plan for our local economy. This plan identified strategic goals and tactics to guide us into 2021, rebuild consumer confidence, and inspire residents and visitors alike to enjoy the wonderful amenities offered in our community.

We frequently consulted the Strategic Recovery Plan as we made decisions and reviewed opportunities throughout 2021. Here are examples of progress we made toward the plan's four goals:



# SALES

While 2021 saw an increase in leisure travel, business travel has rebounded more slowly. Despite this challenge, the Destination Ann Arbor sales team persevered, working diligently to book conferences, group meetings, and events in Washtenaw County. The sales team generated leads for future conferences totaling **74,000** room nights and an estimated economic impact of **\$17.9 million**, while surpassing their room night from leads goal by **8,069**. In addition, the team exceeded their definite bookings goal – **25,818 in 2021** vs **23,406 in 2020**.

## STAY IN THE KNOW – A GLOSSARY

**LEAD:** A lead is both a status level AND the actual inquiry sent to the hotel.

**ROOM NIGHT(S):** A count of the number of rooms and number of nights an event-planner commits to occupy at a specified, contracted rate.

**ESTIMATED ECONOMIC IMPACT (EEI):** The estimated total value of an event on the host destination's local economy, including secondary spending (indirect and induced) over and above the original direct spending. The total of these secondary impacts plus the original direct spending equal the total economic impact of an event.

**ROOM NIGHT(S) FROM LEADS:** A count of the number of Room Nights generated from leads sent out to hotels.

**DEFINITE BOOKING(S):** The number of leads that are turned to definite status once they are booked at a hotel.

**OCCUPANCY:** The percentage of total number of available sleeping rooms actually occupied. Derived by dividing the total number of rooms occupied during a given time period (night, week, year) by the total number of rooms available for occupancy during that same period.

**AVERAGE DAILY RATE (ADR):** Mathematical average of a series of sleeping room rates.

**REVENUE PER AVAILABLE ROOM (REVPAR):** A performance measurement commonly used in the hotel industry. It is calculated by dividing a hotel's net room revenue by the total number of available rooms, or by multiplying a hotel's average daily room rate (ADR) by its occupancy.

## THE BRIGHT SIDE

While the hotel industry is not completely out of the woods quite yet, 2021 did show some much-needed improvement over 2020.

**41%**

occupancy  
increase

**26%**

ADR  
increase

**78%**

RevPar  
increase

## LOOK WHO CAME TO TOWN

MICHIGAN BANKERS ASSOCIATION –  
EMERGING LEADERS CONFERENCE

MICHIGAN FRATERNAL ORDER OF POLICE –  
SUMMER BOARD MEETING

MICHIGAN SOCIETY OF ASSOCIATION EXECUTIVES  
MOTOR CITY FURRY CON

NATIONAL TRAINING INSTITUTE

UNITED UNION OF ROOFERS, WATERPROOFERS  
& ALLIED WORKERS NATIONAL INSTRUCTORS

U-M INSTITUTE FOR SOCIAL RESEARCH –  
HEALTH & RETIREMENT TRAINING

U-M INSTITUTE OF DATA SCIENCE CONFERENCE



## GREAT NEWS FOR 2022: ALL THREE UNION TRAINING GROUPS TO RETURN!

JULY 11-22: International Association of Bridge, Structural, Ornamental and Reinforcing Iron Workers

JULY 27-AUGUST 5: The Electrical Training Alliance-NTI

AUGUST 13-19: United Association of Journeymen and Apprentices of the Plumbing and Pipe Fitting Industry

“OUT OF NECESSITY, THE TRAVEL AND MEETING INDUSTRY HAS REDEFINED WHAT NETWORKING, EDUCATION, EXPERIENCES, AND TECHNOLOGY LOOK LIKE OVER THE PAST YEAR. SUPPLIERS, PLANNERS, AND VENUES HAVE LEARNED HOW TO ‘CHANGE ON A DIME’ TO ACCOMMODATE CLIENTS. IT IS TRULY REMARKABLE WHEN YOU THINK OF IT. WE HAVE PERSEVERED AND ADAPTED EVEN IN THE DARKEST OF TIMES. A LOT OF THESE CHANGES WILL REMAIN THE NORM NOW AND I DON’T THINK THAT’S A BAD THING EITHER.”

~Patti Ingleson, National Sales Manager, Destination Ann Arbor



**51,000+**

visitors driven to our website  
from Destination Ann Arbor  
and Ypsi Real social channels

# SOCIAL MEDIA

In 2021, we fully embraced the power of social media and continued to make great strides in reaching travelers and locals alike through our Destination Ann Arbor and Ypsi Real social channels. Our goal was to inspire and educate, and we did so through clever copy, compelling imagery, and smart partnerships with travel industry powerhouses such as Pure Michigan, Under the Radar Michigan, and Tourism Industry Coalition of Michigan (TICOM).

## SOME KEY ACCOMPLISHMENTS:

### DESTINATION ANN ARBOR



Our Strategy: to promote resident and visitor travel to Washtenaw County, highlighting safe and responsible ways visitors can enjoy all that our area has to offer.

**70,000**

Facebook and Instagram  
followers

**3,000**

average organic reach  
per Facebook post

TOP PERFORMING INSTAGRAM POST: "FALL COLORS"

**61,000**

people reached

**3,300**

engagements



### YPSI REAL



Our Strategy: to positively engage with the Ypsilanti community and support and promote local events and happenings.

**39,000**

Facebook and Instagram  
followers

**1,200**

average organic reach  
per Facebook post

TOP PERFORMING FACEBOOK POST: "CHICK-INN DRIVE-IN"

**26,000**

people reached

**5,200**

engagements



# WEBSITE

**2021** was a banner year for our Destination Ann Arbor website! With significant local events such as the Ann Arbor Art Fair and University of Michigan football back in action, along with an increase in summertime dining and nightlife, locals and visitors alike flocked to our website to plan their trips to town.

**739,000**

web sessions on Ann Arbor site  
(up **120%** from 2020)

**87,000**

web sessions on  
Ypsi Real site

**1.4M**

total pageviews  
on both websites

**OUR TOP WEBSITE VISITORS**  
come from Michigan, Ohio,  
Illinois, Indiana, California,  
and New York

## EVENTS AND BLOGS

We published **1,175** events to our Ann Arbor and Ypsi Real online calendars and saw the following increases in traffic over 2020:

**+165%**

to the Events calendar

**+70%**

to the Hotels page

**+99%**

to the Meetings page



Our blogs continued to perform well, with **46** posts shared in 2021. The most viewed:

- [Football Tailgating 101](#)
- [Top Shopping Spots](#)
- [Outdoor Winter Activities](#)
- [Fall Colors](#)
- [Museums at U-M](#)

## PARTNERING WITH THE MICHIGAN DEPARTMENT OF NATURAL RESOURCES (DNR)

The DNR invited Destination Ann Arbor to participate in a unique marketing program along with other DMOs and tourism industry organizations with the goal of supporting the increased demand for outdoor recreation brought on by the COVID pandemic. We jumped on board, acknowledging that this could be an excellent opportunity to promote Washtenaw County as a four-season outdoor recreation destination to a statewide and national audience.

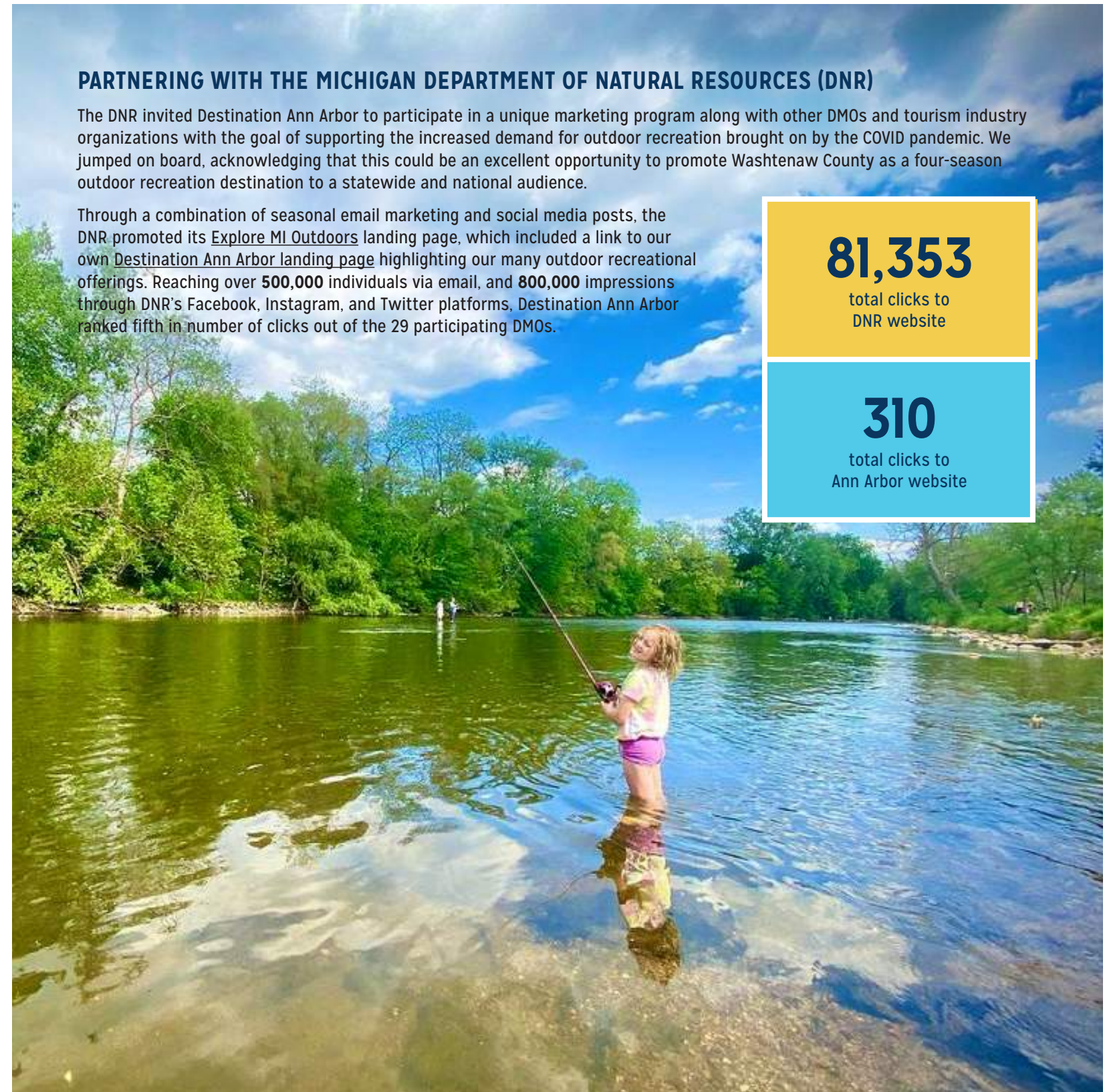
Through a combination of seasonal email marketing and social media posts, the DNR promoted its [Explore MI Outdoors](#) landing page, which included a link to our own [Destination Ann Arbor landing page](#) highlighting our many outdoor recreational offerings. Reaching over **500,000** individuals via email, and **800,000** impressions through DNR's Facebook, Instagram, and Twitter platforms, Destination Ann Arbor ranked fifth in number of clicks out of the 29 participating DMOs.

**81,353**

total clicks to  
DNR website

**310**

total clicks to  
Ann Arbor website



# MEDIA RELATIONSHIPS

## PURE MICHIGAN

In partnership since 2008, we have continued to do wonderful things with Pure Michigan this past year to promote our destination across the mitten and throughout the country. Reaching millions of social media followers and hundreds of thousands of newsletter subscribers, our strategy for 2021 included digital ads, newsletters, press trips, radio interviews, and more.

### Highlights:

- Hosted two influential travel writers who published articles about our area as part of a Pure Michigan press trip: CORY LEE, award-winning travel writer and advocate of wheelchair-accessible destinations, and JARED RANAHAAN, who has published articles in both Forbes and Travel & Leisure.
- Appeared as guests on the Pure Michigan radio show, which has an average of **45,000** statewide listeners across multiple radio stations including WJR 760 Detroit, WKMI 1360 Kalamazoo, WJIM 1240 Lansing, and WBCH 1220 Hastings. We talked about things to do and see across Washtenaw County.
- Featured in multiple Pure Michigan newsletters, including eDeals sent to nearly **300,000** subscribers promoting Ann Arbor Restaurant Week and Ann Arbor Area Hotel Week.

Ypsi Real  
website

**2,369**  
sessions  
generating **2,544**  
pageviews

Destination Ann Arbor  
website

**9,646**  
sessions  
generating **10,386**  
pageviews

## UNDER THE RADAR MICHIGAN

In 2021, Destination Ann Arbor partnered with the PBS award-winning TV show, Under the Radar Michigan (UTR), to highlight Washtenaw County hidden gems and annual events. UTR episodes and social media posts featured Zingerman's Deli, Saline Celtic Festival, Nichols Arboretum, Manchester Chicken Broil, Haab's Restaurant in Ypsilanti, and many more.

### Highlights:

- Filmed a full episode featuring four Ypsilanti drive-in diners while cruising in a made-in-Ypsilanti 1969 Corvair.
- Discussed local safe-shopping options during a segment filmed at Bivouac, the popular family-owned outfitter located in Ann Arbor's State Street District.

**50**  
posts

**23**  
videos

**90,000**  
shares of Facebook posts



## PURE MICHIGAN + UNDER THE RADAR MICHIGAN COLLAB

Pure Michigan and Under the Radar Michigan partnered to create the "Travel Safely Road Trip," visiting restaurants, shops, and things to do safely in the Ann Arbor area during the pandemic. Stops include Angelo's Ann Arbor, Detroit Street Filling Station, 734 Brewing Company, and Puffer Reds, to name a few.

## TOP ARTICLES

"Find More Than Books at These 20 Unique Bookstores"  
USA Today

"Why We're Big Fans of this Michigan Town" Travel Zoo

"Wheelchair Accessible Ann Arbor" Pure Michigan

"Planning Your Next Craft Beer City Tour? Give Detroit and Ann Arbor a Try" Pure Michigan

"Hybrid Meetings: The Future for Meetings and Events in Ann Arbor" Michigan Meetings and Events

"No Ticket, No Problem. How You Can Still be a Part of Michigan Football Gamedays" MLive

"One Tank Getaways" Cincy Magazine

"Midwest College Towns" Naperville Magazine

## ON THE GROUND YPSILANTI

Issue Media Group's "On the Ground Ypsilanti" tells stories about local people, projects, innovations, and other engaging, underreported Ypsilanti-related subjects. A Destination Ann Arbor staff member attends quarterly editorial meetings to pitch Ypsilanti-area story ideas, assist with research, and make helpful connections. We also regularly share and engage on social media, often retweeting stories based around the Ypsilanti community to uplift local voices.

### 2021 stories we contributed to include:

"New Ypsilanti Businesses"

"Embracing Our Differences"

"YpsiGLOW"

### In Good Company:

#### Other 2021 On the Ground Ypsilanti supporters

A2Y Regional Chamber

Ann Arbor SPARK

Charter Township of Ypsilanti

CHRT

Eastern Michigan University

Michigan Works! SE Michigan

Washtenaw Community College

Washtenaw County Administration

Washtenaw County Parks and Recreation Commission



# ANN ARBOR SPORTS COMMISSION

The mission of the Ann Arbor Sports Commission is to attract amateur sporting events to the Ann Arbor region for economic impact, positive national exposure, and quality of life enhancement for residents. Known for our sports enthusiasts and participants alike, along with impressive dining and entertainment options, the Ann Arbor area is a favorite among sporting event organizers.

MANY PREVIOUSLY CANCELLED EVENTS RETURNED TO OUR AREA IN 2021, INCLUDING CHOCOLATE MILK FUTSAL, DR. PORTER SKATING CLASSIC, AND NUMEROUS ICE HOCKEY EVENTS.



## WHAT A YEAR!

- Hosted **450+** games at Eastern Michigan University.
- Successfully completed bids for an Epson Tour women's golf event and International Ice Hockey Coaches Association event (both to be held in 2022).
- Completed phase one of a feasibility study on a youth sports complex development for Washtenaw County.
- Continued our membership with the Pure Michigan Sports group, which marketed our state to all the national governing bodies, including several of the Olympic sporting groups.
- Attended the SportsETA symposium in person for the first time since 2019.
- Regained the NAIA women's golf championship after a prior change of location due to the pandemic.
- Began planning for the NAIA Cheer and Dance National Championship (to be held in March 2022).
- Completed a feasibility study focused on E-sports events and potential infrastructure.

Thank you to all our Sports Commissioners who continue to advise, guide, and support the Ann Arbor Sports Commission:

**RISHI NARAYAN**, Chair of Sports Commissioners - Owner, Underground Printing; Co-owner, AFC Ann Arbor

**GREGORY DILL** - Washtenaw County Administrator

**ERIC HELBER** - VP/Director of Business Development, Bank of Ann Arbor

**HOWDY HOLMES** - President/CEO, Chelsea Milling Company; former driver, CART Championship Car Series

**WARDE MANUEL** - Donald R. Shepherd Director of Athletics, University of Michigan

**BILL MARTIN** - Owner, First Martin Corporation; Director of Athletics Emeritus, University of Michigan

**RONNIE PETERSON** - State Representative, 54th House District of Michigan (Ypsilanti area)

**DEBBIE TIRICO** - Community Advocate

**SCOTT WETHERBEE** - VP/Director of Athletics, Eastern Michigan University

“WITH THE STATE OF MICHIGAN’S GUIDELINES FREQUENTLY CHANGING OVER THE LAST COUPLE OF YEARS, IT HAS BEEN GREAT TO SEE SPORTS PLANNERS INNOVATE AND BE FLEXIBLE INSTEAD OF GIVING UP, SO THAT EVENTS CAN TAKE PLACE EVEN DURING SUCH CHALLENGING TIMES. I AM SO LUCKY TO BE ABLE TO WORK WITHIN A SPORTS COMMUNITY THAT HAS REMAINED DILIGENT AND ADAPT-ABLE AND CONTINUES TO POSITIVELY IMPACT ATHLETES AND FAMILIES.”

Meaghan Hughes, Associate Director of Ann Arbor Sports Commission



“ANNUAL ART EVENTS LIKE FOOLMOON AND YPSIGLOW ARE CELEBRATIONS OF OUR COMMUNITY’S CREATIVITY. IT HAS BEEN SO FUN COLLABORATING WITH ARTISTS, CREATING ARTWORK OF OUR OWN, AND BECOMING INSPIRED BY THE PUBLIC ART CREATED BY AND FOR OUR COMMUNITY. THESE EVENTS SHINE A LIGHT ON HOW IMPORTANT ART IS WITHIN OUR COMMUNITIES.”

Maria Skrzynski, Marketing Coordinator/Office Manager, Destination Ann Arbor



# ARTS & CULTURE

The art community’s strength and resilience throughout the pandemic has been nothing short of awe-inspiring. The creative light of Washtenaw County continued to shine brightly in 2021, with many of our area’s most beloved events returning to be enjoyed in ways old and new. At Destination Ann Arbor, our commitment to the arts never wavered, and we were proud to provide support through various marketing communications channels such as website listings, blog posts, and newsletter articles. Additionally, through our Tourism Marketing Sponsorship program, we provided financial support to a variety of festivals and events in our creative community including the Ann Arbor Art Fair, Ann Arbor Summer Festival, Dexter Daze, FoolMoon, YpsiGLOW, Ypsilanti Frog Island Jazz Concert Series, and many others.

## WE TAKE ART TO HEART

Many of our Destination Ann Arbor staff members served on boards and committees of local arts organizations in 2021, including the Ann Arbor Film Festival and the Riverside Arts Center.

## THAT’S A WRAP!

We are proud of our work producing a marketing video featuring University of Michigan museums such as the U-M Museum of Art and U-M Museum of Natural History. Further, we showcased the amazing talent of area muralist Gary Horton, who brought his vibrant and imaginative work to our community. Always an Ann Arbor supporter, Under the Radar Michigan produced a television episode highlighting artists around Michigan, with Mary Thiefels interviewed in front of the Destination Ann Arbor “Challenge Everything, Create Anything!” mural on Huron Street.



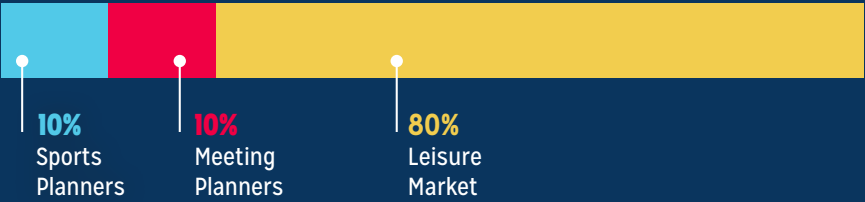
# ADVERTISING AND INTEGRATED MARKETING

In 2021, under the expert guidance of MMGY's strategy, media, and creative teams, we executed an integrated advertising campaign using a strategic mix of media powerhouses such as Google, Expedia, and ESPN, and top-performing local media outlets such as MLive and the Detroit Free Press. Though a combination of video and display ads across platforms including email, social media, search engines, mobile, and print, we engaged our leisure market target audience as well as meeting and sports planners. Further, we capitalized on technologies such as geofencing to reach our audience "in the moment" and programmatic media-buying which proved successful in maximizing the reach of our budget.

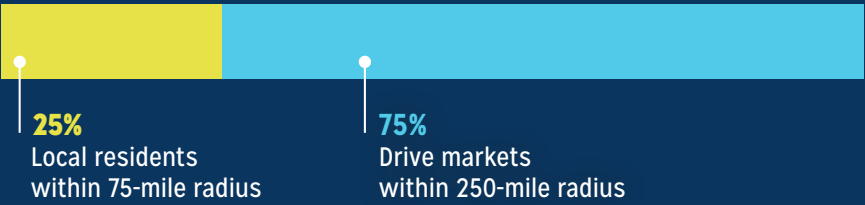


## BUDGET BREAKDOWN

### Audience



### Reach



## 2021 CAMPAIGN PERFORMANCE HIGHLIGHTS

8M

brand engagements, resulting in more than **24,700** hours spent with Ann Arbor area content

212,573

web sessions generated through integrated paid media (up **231%** from 2020)

39.9M

impressions

\$828,000

hotel revenue, along with **\$723,000** in visitor spending, generated by media activity

## TOP 5 PERFORMING MARKETS

DETROIT • CLEVELAND • CHICAGO  
GRAND RAPIDS • COLUMBUS



# DESTINATION DEVELOPMENT

## WORKFORCE DEVELOPMENT

At Destination Ann Arbor we are proud of our innovative and award-winning Workforce Development Program. We prioritize our role as a DMO in making connections, building relationships, and offering an online resource for those interested in a career in the hospitality industry. In 2021, we advanced our program by:

- Improving the Workforce Development website page to include links for job seekers, employer resources, and job postings.
- Meeting with WCC Educational Foundation staff to discuss curriculum changes to the tourism/hospitality scholarship program and the creation of promotional materials targeting incoming students.
- Nurturing our partnership and discussing hiring challenges in the travel and tourism industry with Michigan Works! SE Executive Director, Shamar Herron.
- Co-hosting a workforce development roundtable with HR professionals at DMOs across the country.

The work we have done thus far serves as the foundation for what we plan to accomplish in the future, when the damaging effects of the pandemic are behind us, and the hospitality industry can find its footing once again. Now more than ever, we strive to uplift and nurture those who choose careers serving visitors to Washtenaw County.

## CERTIFIED TOURISM AMBASSADOR PROGRAM (CTA)

A total of **1,183** local Certified Tourism Ambassadors have been trained under the Ann Arbor-Ypsilanti Certified Tourism Ambassador (CTA) Program. The CTA Program provides a half-day certification class facilitated by a member of the Destination Ann Arbor staff, addressing topics such as the power of tourism, exploring our local area, knowing what resources are available, and how to exceed customer expectations. The CTA Program is geared toward the hospitality sector, but we have trained all types of businesses and participants. Destination Ann Arbor and A2Y Chamber have a partnership to include the certification as a part of the A2Y Chamber Leadership Program each year. In 2021, we certified 10 new CTAs because of this partnership, despite the ongoing pandemic.

In September 2021, we hosted our first in-person CTA networking event since October 2019 at Robin Hills Farm in Chelsea. Over 75 of our CTAs and their friends enjoyed our outdoor event, building new connections and rekindling those impacted by the pandemic.

As the nation continues to navigate through the current labor crisis, we are looking forward to being able to facilitate more classes in the future when business staffing allows. We look forward to continuing to use our CTA Program to make Washtenaw County a wonderful place to live, visit, and work.

## MEMBERSHIP

Considering the COVID-19 pandemic, Destination Ann Arbor has remained flexible with its membership program in support of local businesses. In 2021, Destination Ann Arbor added three new members, bringing our total to **163**. We did see a loss of some members due to pandemic-related business closures.

Despite this, Destination Ann Arbor remains committed to supporting all our local businesses via stakeholder emails, blog posts featured on AnnArbor.org and YpsiReal.com, and making personal recommendations to inquiries from meeting planners and potential visitors.



## DIVERSITY, EQUITY & INCLUSION

In 2021, we took a meaningful step forward in our commitment to diversity, equity, and inclusion within our organization and in our community. Fueled by our desire to learn more and do more, we partnered with Ypsilanti-based BrandHrt Evolution to guide us along this journey. Their plan, presented to us in Fall 2021, consists of tactics we need to responsibly structure our staffing, board, and committees, and support and be an advocate for improved DEI awareness within the hospitality industry. At the end of 2021, the following projects were underway:

- Video
- Press release and media advisory
- Perception survey
- Campaign landing page
- Social media content suggestions

Moving into 2022, we will continue our journey of understanding by embarking on a “listening tour” and exploring partnerships with other organizations in Washtenaw County.



# WELL CONNECTED

The staff at Destination Ann Arbor is passionate about the travel and tourism industry, as proven by the impressive number of boards and committees on which they served in 2021:

A2V CHAMBER

ANN ARBOR FILM FESTIVAL

EMU CENTENNIAL HOMECOMING COMMITTEE

ETOURISM SUMMIT

FOOD GATHERERS

MAIN STREET AREA ASSOCIATION

MEETINGS MICHIGAN/MEDC

MICHIGAN ASSOCIATION OF CONVENTION AND VISITOR BUREAUS

MPI MICHIGAN CHAPTER

PURE MICHIGAN SPORTS

RIVERSIDE ARTS CENTER

SPORTS ETA

TOURISM INDUSTRY COALITION OF MICHIGAN

UNIVERSITY EVENT PLANNERS

WASHTENAW COMMUNITY COLLEGE WOMEN'S COUNCIL

WONDERFOOLS PRODUCTIONS

YPSI PRIDE

YPSILANTI BICENTENNIAL CELEBRATION 2023

YPSILANTI ROTARY CLUB

## GETTING NOTICED

In 2021 two Destination Ann Arbor staff members were acknowledged for their dedication and impactful work in the tourism industry. Congratulations to:

**KATHERINE JOHNSON**, MARKETING MANAGER – Star of the Industry Award from the Michigan Restaurant and Lodging Association – 2021 CVB Star of the Year

**MARIA SKRZYNSKI**, MARKETING COORDINATOR/OFFICE MANAGER – 2021 Emerging Tourism Star in Digital Marketing, presented by eTourism Summit in partnership with MMGY Global



"I'M PROUD OF DESTINATION ANN ARBOR'S WORK THAT BENEFITS THE HOSPITALITY AND TOURISM INDUSTRY LOCALLY AND STATEWIDE. WE ARE A COLLABORATIVE INDUSTRY AND SHARING BEST PRACTICES WITH OUR PEERS MAKES US STRONGER COLLECTIVELY."

Chad Wiebesick, Vice President of Marketing and Communications, Destination Ann Arbor

“WHEN I THINK OF THE PAST YEAR, I’M AMAZED AT WHAT OUR SMALL STAFF WAS ABLE TO ACCOMPLISH WITH 40% LESS IN FINANCIAL RESOURCES. OUR ABILITY TO TAKE ADVANTAGE OF NON-TRADITIONAL FUNDING OPPORTUNITIES TO FURTHER OUR MISSION, WHILE MANAGING AN EVER-CHANGING VISITOR CLIMATE IS IMPRESSIVE!”

Sarah Miller, Chief Operating Officer, Destination Ann Arbor

# FINANCIALS AT A GLANCE

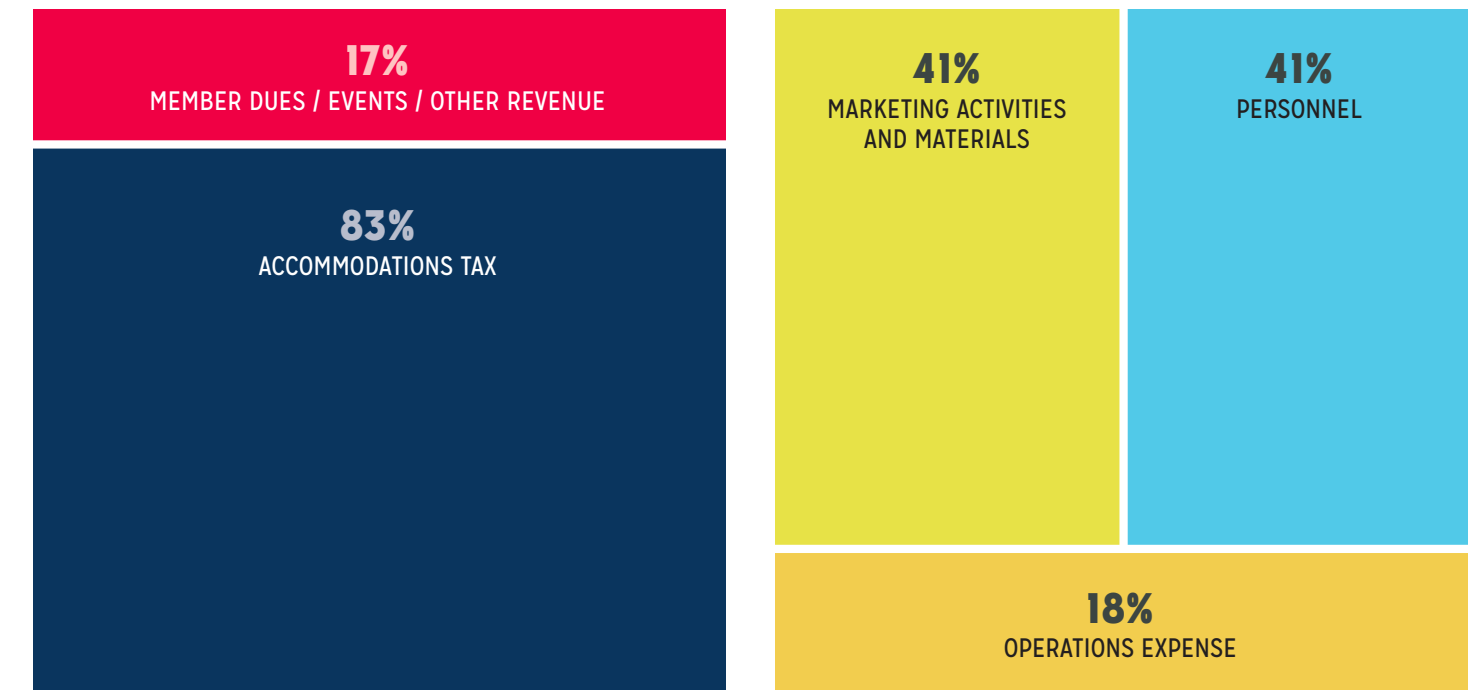
These charts provide a financial overview of Destination Ann Arbor’s operations. Destination Ann Arbor’s revenues are generated through the Washtenaw County accommodations tax, as well as member dues and advertising. As a 501(c)(6) not-for-profit organization, Destination Ann Arbor utilizes revenues to offset expenses associated with marketing activities, operations, and personnel. Revenues were down **35%** compared to a typical year.

## 2021 INCOME

**\$4,942,244\***

## 2021 EXPENSES

**\$4,330,611\***



### NOTES:

\*Numbers are unaudited at the time of the report.

Note 1: Any gain realized from 2021 is anticipated to be used in furtherance of Destination Ann Arbor’s mission.

Note 2: Due to the unprecedented times, the percentages realized for marketing and activities are lower than any other year; typically the percent spent on marketing activities is between 50-55%, operations between 10-13%, and personnel between 32-35%.

# 2021 BOARD OF DIRECTORS

## EXECUTIVE COMMITTEE

### **Laurel Champion**

Chair

Laurel Champion Consulting, LLC

### **Michael Weber**

Vice Chair

Weber's Boutique Hotel

### **Barry LaRue**

Secretary

Riverside Arts Center

### **Mike Allemang**

Treasurer

White Mountain Services, LLC

### **Frances McMullan**

At-Large

City of Ypsilanti

### **Tom Colis**

At-Large

Miller Canfield

### **Sean Duval**

At-Large

Golden International

### **Brenda Stumbo**

Past Chair

Elected - Ypsilanti Township

### **Mary Kerr**

President and CEO

Destination Ann Arbor

## BOARD MEMBERS

### **Brenda McKinney**

Elected - Superior Township

### **April King**

AGC Automotive Americas R&D

### **Joseph Sefcovic**

Ann Arbor Marriott Ypsilanti

### **Leigh Greden**

Eastern Michigan University

### **Eric C. Williams**

Puffer Reds

### **Andy French**

Aubree's Pizzeria & Grill

### **Maura Thomson**

Ann Arbor DDA

### **Daniel Fine**

The Kensington Hotel

### **Michael Rein**

University of Michigan

### **Tom Murray**

Conor O'Neill's

### **Mike Martin**

First Martin Corporation

### **Paul Cousins**

Dexter Community Leader

### **Eric Helber**

Bank of Ann Arbor

### **Marie Klopff**

Ann Arbor Art Center

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