



Dear Partner,

We are pleased to announce that the Let's Minocqua Visitors Bureau (formerly Chamber of Commerce) is expanding its partnership opportunities, making them free for all businesses in the communities of Minocqua, Arbor Vitae and Woodruff.

We want to present a full and complete picture of everything we have to offer in the area, and by offering our promotional services to all businesses and local organizations, we believe we can do that more effectively.

The expansion, paid for by using our increased room tax funding, will move the organization from a paid partnership-based model to one that's free and open to all businesses in all of the room-tax-zone communities we serve.

The changes are simple, but powerful. Any business or organization within the Minocqua-Woodruff-Arbor Vitae room tax zone can receive a free listing on the bureau's website, LetsMinocqua.com, and in the annual destination guide, along with a list of other benefits located on the Partner website.

Our business and non-profit owners will need to log into their current account listing to update their information by September 4, 2023. This will be used to create your business or organization's listing on the website and in the 2024 Let's Minocqua Destination Guide.

Enclosed in this packet is also Display Ad opportunities, a paid marketing opportunity to showcase your business in a myriad of ways. We want to give you the first opportunity to be able to purchase marketing in this enhanced and larger guide. Payments should be made by September 4, 2023 to ensure your ad will be accepted for the upcoming year.

Additionally, businesses and organizations can opt into other future sponsorship or paid co-op marketing opportunities like inclusion in e-newsletters, print and online advertising, social media, billboards and more, beginning in late summer. The Marketing Co-Op opportunities can be found on the LetsMinocqua.com/partner page.

We also have a "business services" guide planned to launch in January of 2024 that will be more locally based and will help support our locals and second home owners at a greater level, as well as co-op marketing products that will be available for our businesses to get out in front of

prospective clients utilizing our marketing platforms. Be sure to check back to the website often to see what new products we continue to roll out.

We see this as a positive step forward in promoting our area not only to visitors, but to residents who will now have easier access to all the great businesses and organizations we have here. We look forward to continuing our partnerships and forging new ones with this updated model.

Our vision and mission are simple: Let's Minocqua serves the interests of our tourism zone by acting as an industry leader to market the entire area globally, facilitate travel to the area, and preserve and protect the area's unique attributes for the continual benefit of its residents and the travel and tourism industry. We aggressively market the area as an attractive destination for leisure and business travel, prioritizing our workforce and area businesses in our work. Our mission is to create a positive economic impact through tourism and enhance the area's quality of life for everyone in all the communities we serve.

We look forward to working with you while we move into this new expanded role in our communities, helping support ALL who live, work, and play in Minocqua, Woodruff, and Arbor Vitae.

For more information, or to answer any lingering questions, please visit [LetsMinocqua.com/partner](https://letsminocqua.com/partner) or give us a call at the Visitors Bureau to speak with one of our staff.

Most sincerely,

*Krystal Westfahl*

**President & CEO**

**Let's Minocqua Visitors Bureau**