



2013 community tourism annual report



Our 2020 Destination Vision

Ypsilanti, with its nationally recognized Eastern Michigan University, is a progressive and diverse “riverwalk” city with a surrounding area of superb eco-based recreational activities. It showcases an artistic and learned community centered on a revitalized and eclectic downtown area, well-kept historic and architecturally significant neighborhoods, exciting auto heritage attractions, ethnic festivals and events and varied meeting and entertainment venues, all accessible through an efficient transportation, themed trails and way finding system. With the key gateways of Interstate 94 and nearby Detroit International Airport, the Ypsilanti area community is also conveniently adjacent to its sister city of Ann Arbor and the University of Michigan.

2013 Key Initiatives and Statistics

2013 was a very good year for the tourism industry in Washtenaw County and for the Ypsilanti Area Convention & Visitors Bureau. Thanks to the efforts of our hardworking and talented team, some of the highlights included:

- Published the first edition of “The Best of Ypsi” Guide and distributed 30,000 copies throughout Michigan
- Partnered with the Ann Arbor Area CVB and Ann Arbor SPARK to be one of five (The Henry Ford, Traverse City, Mackinaw Island and Grand Rapids) stakeholders to participate in the national PURE Michigan television ad campaign over the spring/summer. This partnership resulted in an unprecedented \$2 million dollar television ad campaign.
- More than 60 qualified meeting/event sales leads generated for area hotel partners in Washtenaw County, resulting in an estimated economic impact of more than \$4 million based on over 13,300 room nights.
- For a second year in a row, promoted and helped facilitate, “The Color Run” – with 15,500 runners, 10,000 spectators and more than 500 room nights with an estimated Impact of more than \$2 million.

Letter from the Director

This Community Report has been produced by the Ypsilanti Area Convention & Visitors Bureau to give you, our stakeholders, a snapshot of our staff accomplishments for 2013. All of these initiatives are based on the fulfillment of the Bureau’s mission and are driven by our 3-Year Strategic Plan which is updated annually.

The Ypsilanti CVB Team worked together this past year to raise the level of visibility for the Ypsilanti Area as well as the rest of Washtenaw County to our identified feeder markets in new and innovative ways. This was done utilizing a variety of platforms, including but not exclusive to, on-line promotional campaigns, print advertising, trade shows, familiarization tours for both meeting planners and travel writers and social media. In addition, at the request of our stakeholders, and as a supplement to the Ann Arbor County Guide, we published the first edition of “The Best of Ypsi” guide and distributed 30,000 copies throughout Michigan and beyond! It was received with great fanfare.

Ypsilanti welcomed back the Color Run and their 15,500 runners who left a cloud of colored dust in their wake along with 500 room nights and an estimated economic impact of \$2 million dollars.

Again, I have to thank all of you, our stakeholders and partners, for meeting with us and giving us great and productive feedback on how we can continually meet your needs. Also, thanks to my Board of Directors whose countless hours of support and guidance continue to push us to succeed on new and higher levels each year.

From our staff to yours, we wish everyone a healthy and happy 2014!

Debbie Locke-Daniel
Executive Director
Ypsilanti Area Convention & Visitors Bureau

2013 Key Initiatives and Statistics, cont.

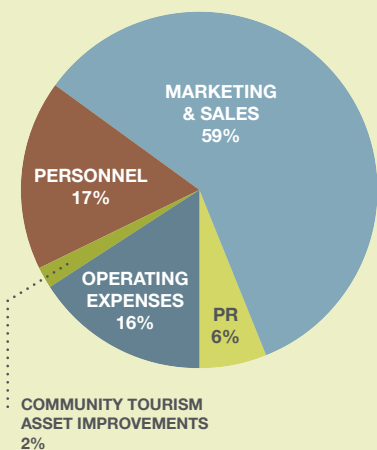
- First ever Ypsilanti Familiarization Blog Write Tour – invited several Michigan blog writers to experience the Ypsilanti area resulting in nine feature articles. More than 20,000 people reached through collective blogs and social media outlets the weekend of the event.
- The YACVB staff collaborated with The Big 400, Michigan Department of National Resources, Grand Valley State University and Michigan Cares for Tourism to facilitate the first Michigan Cares cleanup project at Mill Lake Outdoor Center located in Chelsea, over 100 Michigan tourism professionals came to Chelsea for the event resulting in 40 room nights.
- Increased web traffic to visitypsinow.com by 33% from 2012
- Increased Visit Ypsilanti Facebook followers by 19% from 2012
- Michigan Hotel Data Occupancy at 66.6% in 2013 (up \$1.3% over 2012) ADR - \$95.29 (up \$4.81%) RevPAR - \$63.48 (up \$4.36). While occupancy levels remained strong but the same in 2013, the average daily rate (ADR) and revenue per available room (RevPAR) increased. As a result, local hotels experienced the highest revenue levels since 1997.
- The Ypsi CVB Staff assisted the QVC Shopping network with a broadcast of its popular show “In the Kitchen with David”. The show was broadcast live from Riverside Park to two million viewers nationwide as a result of Haab’s Restaurant winning a dining destination contest.

Sales & Marketing Highlights

2013 was an exciting year for the Ypsilanti CVB sales and marketing team! At the request of the greater Ypsilanti community, they created and launched the first “Best of Ypsi” Guide as a supplement to the Ann Arbor Area Visitors Guide. 30,000 of these new “Best of Ypsi” Guides were distributed throughout Michigan at welcome centers, local hotels and per request. Due to the very positive feedback we tweaked and published a 2014 “Best of Ypsi” Guide!

Our Sales and Service Department sent 64 qualified leads to our local hotel partners, resulting in an estimated economic impact of over \$5,307,588 million generating more than 42,611 delegates and over 14,692 room nights. A few of our most noteworthy bookings included: the Michigan State Science Teachers Conference held at Eastern Michigan University with 660 room nights and 1,300 attendees and the 2nd Annual Color Run with 15,500 runners and over 500 room nights.

The first ever Blog Writer Familiarization tour was held in Ypsi. Bloggers included Awesome Mitten, The Hungry Dudes and Mom Explores Michigan to experience the Ypsilanti area resulting in none feature articles. 20,000 people were reached through these blogs and social media outlets the weekend of the event.



Annual Tourism Investment

The pie chart to the left provides a breakdown of our major destination investment areas.

Our income is totally derived from the County Accommodations Tax legislated under State Public Act 263. Our annual tax collections for 2013 was \$1,076,938 (This included a \$171,000 refund from the County Treasurer’s Office for excess administrative fees collected over a two year period). A reserve fund of 20% of the total budget is maintained annually.

MISSION

The mission of the Ypsilanti Area Convention & Visitors Bureau is to actively partner with the tourism and hospitality industry by marketing and selling the destination brand experience with resulting additional spending by leisure and group travel visitors leading to enhanced community economic vitality and resident quality of life.

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