

**Muscatine Convention & Visitors Bureau Update
To the Muscatine City Council
Executive Director, Hannah Wilke
Thursday, September 12, 2013**

- Introduction of the new Coordinator of the CVB
- Recent transitions in the CVB
 - Mayor Hopkins established 21 member Board of Directors
 - Decision was made for the CVB Coordinator to become a city employee and work out of the City Hall office
 - Funding formula that was changed which has allowed for a full-time director starting fiscal year July 1, 2013
 - Heather resigned April 5th and Janet Morrow served as interim coordinator from April 15-July 15
 - New Coordinator hired and started July 16, 2013
- Significant milestones:
 - New website www.visitmuscatine.com
 - New Visitor's Guide (3700 distributed to date)
 - Active Marketing Committee 9 members
 - Active Volunteer Engagement Committee with United Way
- Outreach to Countywide staff and attractions
(Include but not limited to)
 - Muscatine County Fair in West Liberty
 - Hoover Nature Trail
 - Saturday night stock car races in WL
 - Wilton Founders days
 - Durant Polka fest
 - Ardon Creek Winery
 - Wild Cat Den
 - Wilton Candy Kitchen
 - Pine Creek Grist Mill
 - Farmer's Market (farmers are county residents)
- Welcome input from council members