

Greg Buckley/TR Voice: Reaffirming a tourism partnership that works

Written by

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During the month of April, the city councils of Manitowoc and Two Rivers, plus the board of directors of the Manitowoc Area Visitor and Convention Bureau, have each indicated a desire to "re-up" the joint services agreement for area tourism promotion that has now been in place for nearly five years.

Under the current agreement, which expires Dec. 31, the two cities each forward 46.25 percent of their room tax collections to the MAVCB, to fund tourism promotion activities, including Visitor Center operations, the MAVCB website (www.manitowoc.info), annual travel planner, and staff activities promoting our area for conferences, bus tours, special events and individual visits.

After years of "going our separate ways" on tourism, this collaborative partnership has served our communities well. Both Manitowoc and Two Rivers lodging establishments, retail businesses and attractions are well represented on the 11-

member board.

More importantly, we are providing a higher level of service to our visitors, who view Manitowoc/Two Rivers as one destination, with two distinct, historic communities sharing an awesome sweep of Lake Michigan shoreline.

Representatives of the two cities and the MAVCB are meeting this week to start ironing out the language for a new, five-year agreement. I expect that we will see that agreement put into final form and presented for action by the three entities before the end of May; maybe at the council meetings of May 16, which fall right after National Tourism Week, May 7-15.

This partnership has been one of the best cooperative ventures ever undertaken by our two cities. Quick action to renew this partnership will affirm our ability to engage in joint promotion and our commitment to growing the tourism segment of the local economy.

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Welcome new businesses downtown

Downtown Two Rivers continues to see new business activity. Within the past month, we have been pleased to welcome:

- Verizon Team Wireless, a Verizon wireless premium retailer, with eight locations in Michigan's Upper Peninsula and now its first Wisconsin location at 1803 Washington St., next to Family Video.

Stop in to welcome store manager Heidi Krause and staff and see what they can do to meet your wireless communication needs.

Website is www.teamwirelessonline.com.

- Dr. Rick Lawson Jr. recently opened his Back in Motion Chiropractic practice at 1817 Washington St. Stop in for a visit or learn more about this comprehensive chiropractic clinic at www.backinmotiontr.com.

We welcome these new downtown enterprises and thank them for their investment in Two Rivers.

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