



**ANNUAL
REPORT
2022**



For over 30 years, the Mt. Pleasant Area Convention and Visitors Bureau (MPACVB) has been promoting the Central Michigan Area to visitors. The MPACVB supports the hospitality industry for travel and tourism and encourages people to visit the area for meetings, tournaments, and leisure.

Who We Are:

The Mt. Pleasant Area Convention & Visitors Bureau (MPACVB), also known as Meet Mt. Pleasant, is the destination marketing organization for Isabella County. The MPACVB was formed in 1988 as a 501(c)6, non-profit corporation and is charged with the promotion and marketing of the Mt. Pleasant area as a destination for leisure travel, sport events, and meetings. It is organized under PA-59 and funded through a five-percent room assessment on hotel rooms rented at member facilities. The MPACVB is dedicated to improving the local economy and providing economic impact while increasing community pride.

Mission:

The purpose of the Mt. Pleasant Area Convention & Visitors Bureau (MPACVB) is the marketing and development of the city and county brand experiences to target overnight visitor audiences for economic growth and quality of place.

Vision 2030:

To be the recognized and influential community tourism leader through successful productive destination partnerships.



Letter from the Executive Director

The tourism industry continued to gain strength in 2022 following the pandemic. The MPACVB set big goals with trying to reach \$1 Million dollars in assessments. I am happy to report we were less than 1% away from that goal!

I had a brand-new team that learned a lot and jumped in to help the MPACVB grow. Tourism's green light was on, after we had paused for a couple years, and the MPACVB had to update EVERYTHING. As an organization, we updated our strategic plan with help from the MPACVB's consultant Don Anderson. He also helped us create a destination development strategy and scorecard to use for future years and give the board direction on investing in the community. We also updated the visitors guide, meeting guide, golf guide, sports flyer, banners and even launched a brand-new website and app. What a year!

We hosted hundreds of events in the community from sports to meetings, to concerts, and local events. It was a busy year again and we are all so thankful to be able to do life close to normal again!

New in 2022, we also put together some great partnerships with Central Michigan University and the Soaring Eagle Casino. We partnered with CMU on the first annual Alumni Reunion Weekend and partnered with the Soaring Eagle Casino to be at every outdoor summer concert and give away a Mt. Pleasant Experience Package. With that we had over 2,100 entries and are looking to do more already in 2023.

As we look to the future, the MPACVB is happy to be a strong community partner, helping to raise community pride, investing in the community, promoting the community and drawing visitors to the area.

I want to thank my team at the MPACVB for their hard work and our Board of Directors for their leadership. If you build a place where people want to live, work, and play, it all starts with a visit and the MPACVB is happy to be the front door for Isabella County.



Chris Rowley
Executive Director
Mt. Pleasant Area
Convention & Visitors Bureau

2022 HIGHLIGHTS:

INCREASED



Assessments, Room Night Sold, and Occupancy
Compared to 2021



HOSTED

28



Sporting Events

PARTNERED



with **21 CVB'S** in the state during National Travel and Tourism Week on a Statewide Scavenger Hunt

PROMOTED LOCAL



brand to enhance community pride

Partnered with the Saginaw Chippewa Indian Tribe at the outdoor summer concerts. Partnered with CMU Athletics at the outdoor summer concerts.

This showed collaboration between the Saginaw Chippewa Indian Tribe, the MPACVB and CMU.



Partnered with

CMU Alumni

on the first annual Alumni Reunion Weekend, CMU Day at Comerica Park, and Thanksgiving Day Parade



Partnered with CMU to be at orientation and give lodging discounts to parents to come back and visit their student while at CMU.

Chris Rowley was **HONORED** by MMDC as the recipient of the first annual Mike Finney Award for Innovation.



MPACVB received

LOCAL, STATEWIDE & INTERNATIONAL

recognition for their work on destination development.

Brought Jordan Ensing back on board to help the MPACVB part time. Jordan was a previous intern for the MPACVB.

CREATED Voice Mt. Pleasant Task Force with 15 community leaders to focus on:

OUTCOMES

- Enhance** Community Pride
- Facilitate** Downtown Mt. Pleasant Redevelopment
- Integrate** CMU Support
- Increase** Positive Community Reporting
- Invest** Economic and Destination Tourism Development



Baymont Inn



Comfort Inn



Courtyard



Holiday Inn

The **MPACVB** purchased

359
CMU

Game Day t-shirts and delivered to all of the MPACVB lodging properties in Isabella County. All lodging staff wore them during every home football game to enhance community pride.

TOURISM ESTIMATED ECONOMIC IMPACT ON ISABELLA COUNTY IN 2021

Information provided by State of Michigan.



\$ **55.5** MILLION
Lodging

\$ **57.1** MILLION
F & B

\$ **28.7** MILLION
Retail

\$ **79.9** MILLION
Recreation

\$ **42.5** MILLION
Transport

\$ **263.7** MILLION
Total

\$ **29.5** MILLION
State & Local Tax Rev.

MPACVB RESULTS

Tourism Revenue
\$996,743.80

*Hotel assessment collection from MPACVB lodging properties in Isabella County

Up **9.82%**
in CVB Assessments

Up **7.8%**
in room nights sold;
176,618
total rooms sold

47.5%
Hotel occupancy,
Up almost **1%**
from 2021

Mt. Pleasant 2nd in the East Central Region. Saginaw County 1st at \$418.1, Bay County 3rd \$215.3, Midland County 4th \$148.5.



Mt. Pleasant Area Convention & Visitors Bureau Tourism Banquet:

Each year the MPACVB recognizes an individual or organization who has made significant contributions to the community through tourism by enhancing visitor experiences, creating opportunity to drive economic impact and improving the overall quality of life for our residents and visitors. Each year, they also demonstrate the commitment and advocacy to higher-education and the hospitality industry by selecting one outstanding Central Michigan University student to receive the William Brehm Tourism Scholarship.

In 2022, The MPACVB honored the Shepherd Maple Syrup Festival committee. The Shepherd Maple Syrup Festival first started in 1958 after trees were tapped, sap was gathered, and the community had a pancake dinner. Over 60 years later, the tradition continues to live on, keeping Shepherd the sweetest town anywhere around. The festival is held in the last week of April drawing visitors and locals to the event. Proceeds go to support recreational activities and facilities in the community. In addition, Madison Moore, a Central Michigan University student, was chosen as student recipient of the \$1,000 Scholarship.



LEISURE MARKET:

Social Media Results 2022

In the year 2022 the MPACVB started counting the number of impressions from Facebook and Instagram. Impressions are the number of times content is displayed on a screen/device, no matter if it was clicked or not. The MPACVB put more focus on Meta and less on Twitter in 2022.

Claire Doty, Content & Communications Coordinator, attended Digital Summit Detroit in 2022 where she gained knowledge on topics like social media marketing and content writing. These techniques continue to be utilized in all marketing efforts.

-  **META** (Facebook & Instagram)
 - Impressions: **28,380,961** (New)
 - Engagement: **279,351** (144% ▲)
-  **TWITTER**
 - Total Impressions: **48,200** (42% ▼)



MEETMTP.COM
[meet here]

MEETMTP.COM ANALYSIS:

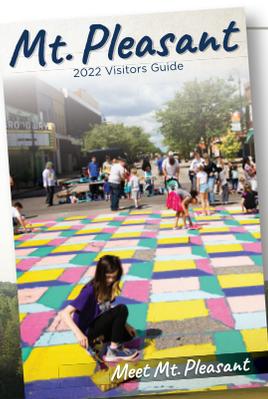
Visits: **710,738** (51% ▲ from 2021)

TOP PAGES:

1. Events
2. Home
3. Golf Central Michigan: Deals & Packages
4. Casino Concert Giveaway
5. Stay
6. Saginaw Chippewa Tribal National Powwow
7. Visitor Guide Request
8. Things to Do
9. Winter in Mt. Pleasant
10. Golf Central Michigan: Golf Courses

TOP CITIES - website traffic

- Detroit
- Mt. Pleasant
- Chicago
- New York



Visitors Guide

Distributed: **50,000** - Locations:

- Ohio Turnpikes
- MDOT Welcome Centers
- West Michigan Tourist Association
- CMU Departments
- Lodging facilities
- Local restaurants and attractions





DIGITAL PARTNERSHIPS:

Digital efforts included Targeted Display, Videos, Search Engine Marketing (SEM), Search Engine Optimization (SEO) and campaigns.

MLIVE & TWOSIX DIGITAL:

- Total Impressions: **11,604,690** (37% ▲ from 2021)

MT. PLEASANT PURE MICHIGAN CAMPAIGN:

- The MPACVB invested \$50,000 into a digital campaign with Pure Michigan promoting Art Walk Central and the Chippewa River. Total sessions on partnership page: **75,649** (1,480% ▲ from 2021)

STATEWIDE PURE MICHIGAN CAMPAIGN:

- Pure Michigan had a **\$43 billion** dollar impact in 2022
- Pure Michigan supported **300,000** jobs in 2022
- Pure Michigan provided **\$3.9 billion** in state and local taxes in 2022
- Pure Michigan brought in **\$11.16 ROI** for every dollar invested in the Pure Michigan campaign for 2022

Info provided by Longwoods International



MEETINGS MARKET:

After almost two full years mired by COVID-19 pandemic, 2022 was a year of recovery and growth for the MPACVB and the Mt. Pleasant Tourism Industry.

The year saw our sales efforts return in full force, with **DOROTHY DEAN**, Director of Sales attending a record number of meeting events:

- Destination Michigan
- Society of Government Professionals, Michigan Chapter (SGMP)
- Michigan Society of Association Executives
- Meeting Professionals International, Michigan Chapter (MMPI)
- New Connect Marketplace National Tradeshow
- Sponsorships:
 - Statewide organizations promoting meeting in Mt. Pleasant with Destination Michigan, SGMP and MMPI
- New incentive program for full-service hotels to attract more business. The incentive helped bring two new conferences with an estimated economic impact of over \$100,000.
- Produced 15 definite bookings. The direct economic impact of this business totaled more than \$300,000.

Mt. Pleasant is a great central location, where meetings go to grow and we saw it return in 2022!

SOME MEETINGS HOSTED: Michigan Association for the Education of Young Children, JCI Michigan, and Michigan Works! Association.

SPORTS:

Attended the Sports Event Symposium in Fort Worth, Texas & attended TEAMS conference in Oklahoma City, Oklahoma.

- Met with nearly 100 tournament/event rights holders to pitch Mt. Pleasant for their next sporting event/tournament.

The area's stellar reputation for hosting sporting events continued this past year, with an uptick in sporting events booked:

- Sport Events: **31**
- Sponsored Events: **16**
- Total sponsorships: **\$25,000**
- Room Nights: **2,121**
- Hotel Revenue: **\$380,630**
- #Spectators: **28,689**

\$2,038,118 **ECONOMIC IMPACT**
in Direct Spending

2022 KEY EVENTS HOSTED:

- | | |
|-------------------------------------|--|
| Art Walk Central | *Mt. Pleasant Drillers Spring Classic |
| *Central Michigan University events | *Jim Powell Legends Tournament |
| *Gus Macker | *Mt. Pleasant Drillers Annual Dave Hunter Memorial |
| *Homeschool Volleyball | *Mt. Pleasant Little League |
| *Homeschool Basketball | Saginaw Chippewa Tribal National Powwow |
| *Freeland Gymnastics | Shepherd Maple Syrup Festival |
| *Midland Gymnastics | *Soaring Eagle Casino Concerts |
| *Le Frost Cross | *Special Olympics Michigan State Summer Games |
| *American Legion Baseball | *Wild Deer Open Disc Golf Tournament |
| *Morey Courts events | |
| *Mt. Pleasant Craft Beer Festival | |

*MPACVB Sponsored Events





DESTINATION DEVELOPMENT:

The MPACVB created a destination development project application and evaluation form in 2022. This helps the board make decisions as to where investments are made to improve tourism in Isabella County. Destination Development is “to encourage and fully support the branded development of the area’s attractions/events, amenities, hospitality services and related tourism infrastructure.” Focusing on sports tourism and general community support. Applicants must demonstrate how the tourism project will achieve the tourism goals of the MPACVB in driving overnight visitation to the Mt. Pleasant area.

A tourism development project is defined as any travel-related capital investment (built, nature or infrastructure) that has the capability to generate visitors, related new spending and/or higher community quality of place. Eligible applicants are not-for-profit associations/groups, and governmental entities at the municipal, district, township, county or regional level.

Since 2019, the MPACVB has invested **\$122,500** back into Isabella County!

SPORTS:

- \$42,500 to Morey Courts Recreation Facility
- \$19,000 to Mt. Pleasant City Parks and Recreation
- \$15,000 to Central Michigan University Athletics

GENERAL:

- \$15,000 to the Isabella County Parks and Recreation
- \$17,400 to City of Mt. Pleasant
- \$10,000 to Art Reach of Mid Michigan
- \$3,600 to Mt. Pleasant Discovery Museum





Meet Here is a community movement fueled by local pride. Mt. Pleasant brings all people together to enjoy our cherished lifestyle. The MPACVB uses 'Meet Here' to bring the community together and increase community pride. The MPACVB partners and invites community leaders, businesses, and attractions to become involved in this campaign to show how our community meets here.

MPACVB [meet here] BRANDING:

The MPACVB promotes Meet Here with branding efforts in a variety of ways. Some examples are they partner with local radio station CFX with their live on location remotes being Meet Here Tour stops. They work with Latitude media to promote "Feel good moments of the day" on local radio station 104.3. They also promote Meet Here with CMU Athletics at local football and basketball games. MPACVB is also active on social media sharing local events and positive community stories. New this year, the MPACVB did My Michigan Podcast and Mt. Pleasant Trivia at CMU home football games.

How will you use Meet Here?

Share your Mt. Pleasant experience
#meetmtp

Mouth watering menus. Meet here.

MVPs. Meet here.

_____. Meet here.

Michiganders. Meet here.

2022 BOARD OF DIRECTORS:

Executive Board

Jon Conklin, President *Representing Golf Courses*

Tara Leonard, President/Past President *Representing Baymont by Wyndham*

Erik Rodriguez, President Elect *Representing the Mt. Pleasant Area Chamber of Commerce & Saginaw Chippewa Indian Tribe*

Heather Evoy, Secretary *Representing Courtyard Mt. Pleasant at Central Michigan University*

Board of Directors

Mark Homuth *Representing Comfort Inn & Suites Hotel and Conference Center*

Cal Seelye *Representing Central Michigan University*

Mike Patel *Representing Days Inn & Suites*

Andy Allbee *Representing Hampton Inn*

Beth Hackworth *Representing Holiday Inn & Suites*

Krista Pohl *Representing Pohl Bison B&B & properties with less than 25 rooms*

Jim Holton *Representing Restaurants*

Ryan Longoria *Representing Sports/City of Mt. Pleasant*

Jeremy Keenoy *Representing Super 8*

Member Lodging Facilities

Baymont by Wyndham

Chippewa Motel

Comfort Inn & Suites Hotel and Conference Center

Country Chalet & Edelweiss Haus Bed and Breakfast

Courtyard by Marriott Mt. Pleasant at Central Michigan University

Days Inn & Suites

Fairfield Inn & Suites

Hampton Inn

Holiday Inn & Suites

Pohl Bison Bed and Breakfast

Quality Inn

Super 8

Wold's Motel

Staff

Dorothy Dean

Sales Manager

Now Director of Sales

Claire Doty

Content & Communications Coordinator

Now Marketing Coordinator

Jordan Ensing

Intern

Now Content & Communications Coordinator

Chris Rowley

Executive Director

Meet Mt. Pleasant

meetmtp.com

Mt. Pleasant Area Convention & Visitors Bureau

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#MeetMtP