

DISCOVER WAUWATOSA

2024 Annual Report

October 15, 2024



In 2024, we embarked on a journey to redefine our brand and further position Wauwatosa as a must-visit destination in the area. As a result, we saw record growth in our signature event, ART 64[®], as well as experiencing increased engagement and online community growth. In addition, we have prioritized our business and community partnerships in order to strengthen our ability to not only encourage visitation, but also to improve the community overall. We look forward to continuing this effort in 2025 with many new and exciting tourism focused initiatives planned.



2024 OVERVIEW

- Rebrand
- Tosa Restaurant Week
- ART 64[®]
- RNC
- Google Search
- Community
- Looking Ahead



DISCOVER
WAUWATOSA

BRAND REFRESH



2024 REBRAND

Goals & Objectives

GOAL

- Create a brand that could inspire travel, elevating the destination and all it has to offer

OBJECTIVES

- Refresh brand for Discover Wauwatosa to it grow as a destination marketing organization
- Develop a brand based on Wauwatosa's authenticity and neighborly values, driven by research



2024 REBRAND

Logo & Guidelines

RESULTS

- Naming: “Discover Wauwatosa” as the main part of the logo to increase awareness
- New logo and color palette



Before

DISCOVER 
WAUWATOSA

After



2024 REBRAND

Identity

CORE VALUES

HOSPITALITY
AUTHENTICITY
GROUNDED
NEIGHBORLY
OPEN-MINDEDNESS
CURIOSITY
PROACTIVE
FUN



BRAND PROMISE

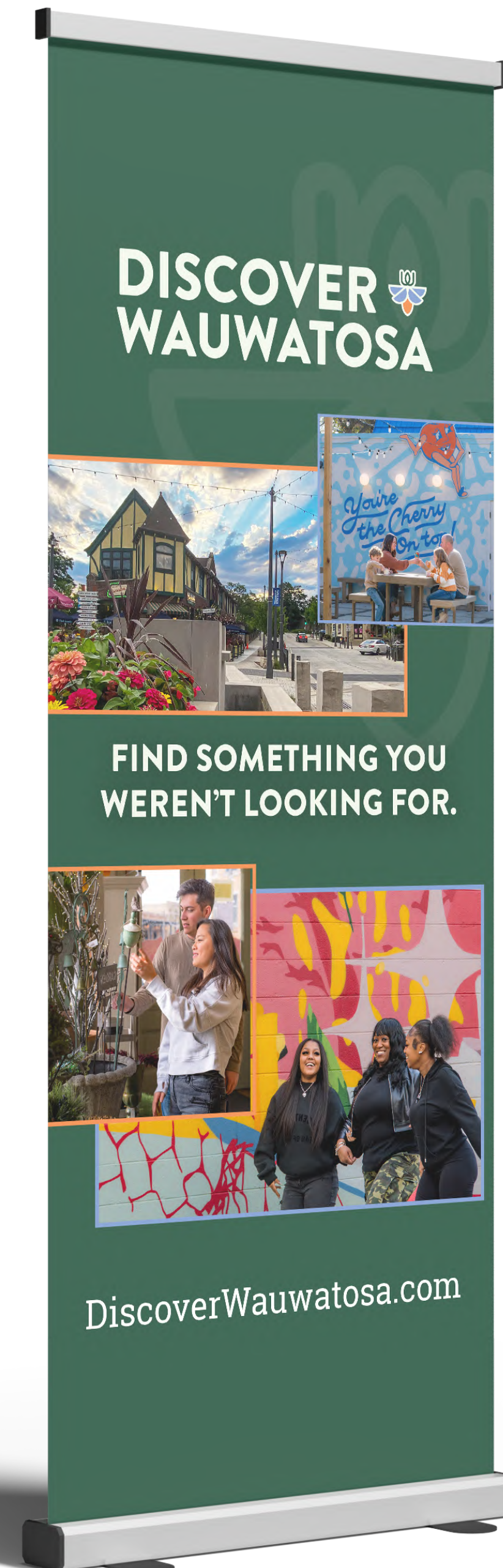
DISCOVER
SOMETHING
REAL.

2024 REBRAND

Brand Identity

RESULTS

- Redesigned newsletters including event and announcements, as well as partner communications
- Updated website and social accounts
- Merchandise
- Continue to apply new brand to all communications and advertising



TOSA RESTAURANT WEEK



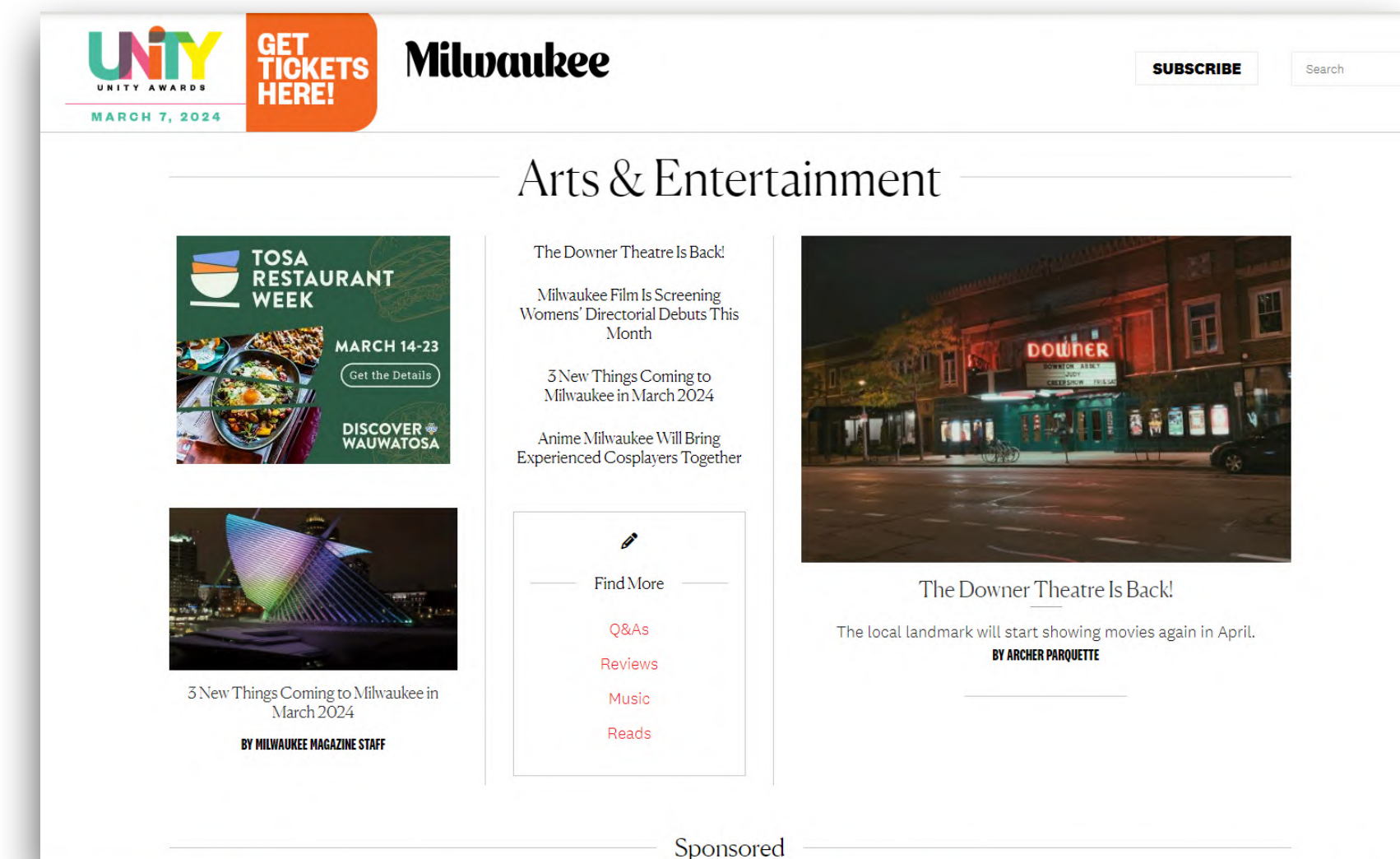
TOSA RESTAURANT WEEK

Earned + Paid Media

RESULTS

- Record number of participants
- **Earned media generated** 31 hits with a reach of over 83 million equaling over \$770K in ad value
- **Digital paid media** campaign surpassed the industry avg for CTR%* 0.52% (WordStream avg. for Travel & Hospitality 0.47%) and served over 480k impressions
- Facebook & IG generated over 18K clicks and 319 shares

*CTR = Click Thru Rate / Engagement



TOSA RESTAURANT WEEK

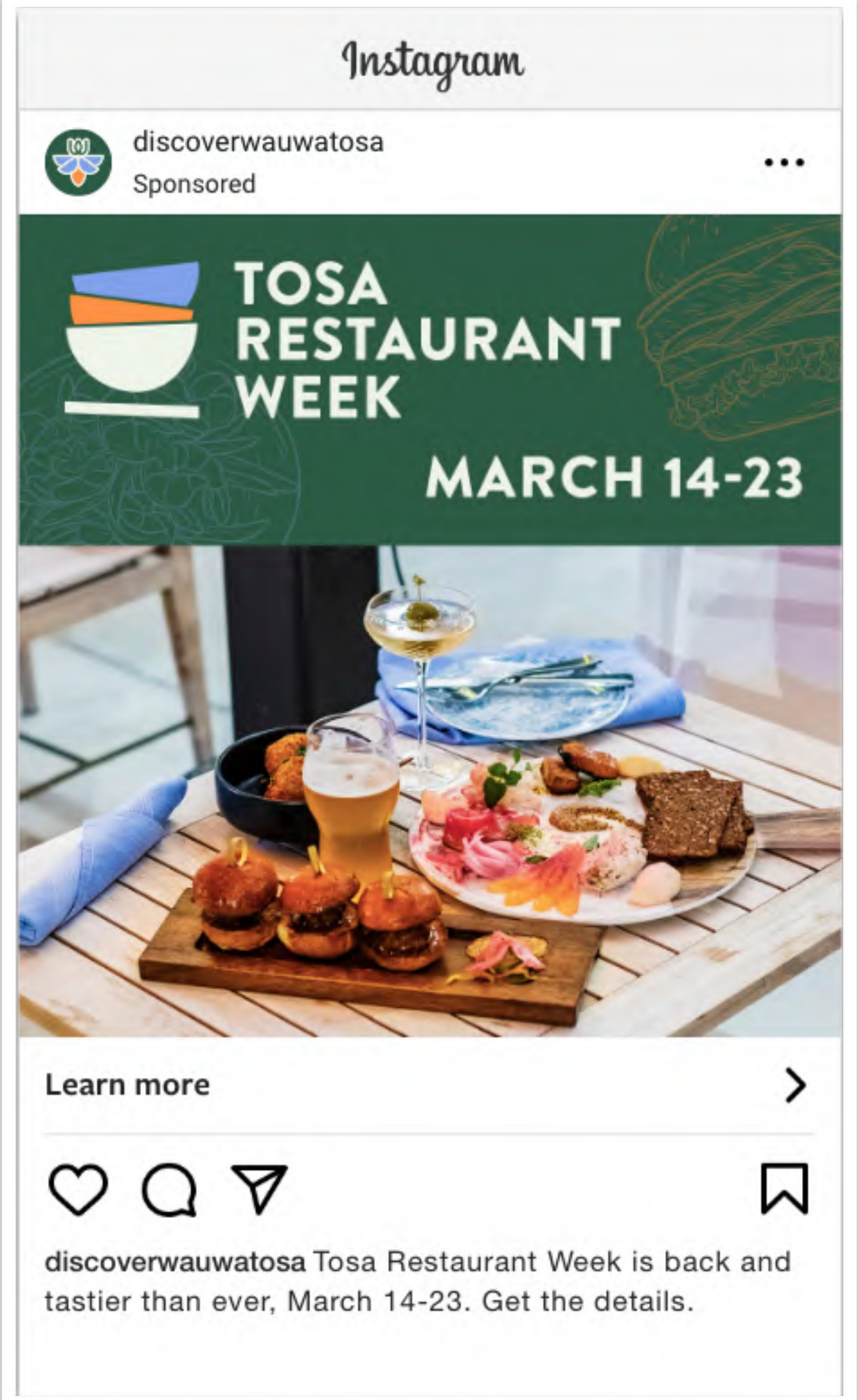
2024 In-Market Posters + Paid Social



GENERAL



PARTICIPANT



SOCIAL



TOSA RESTAURANT WEEK

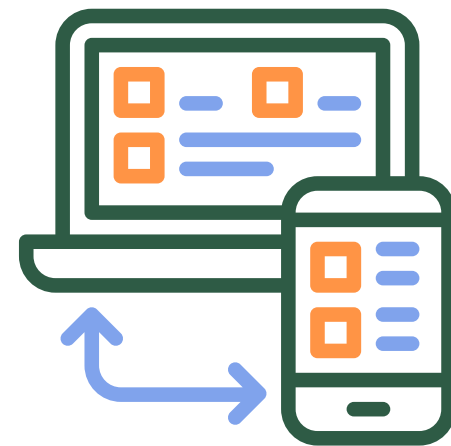
Influencers

RESULTS

- Five influencers generated:



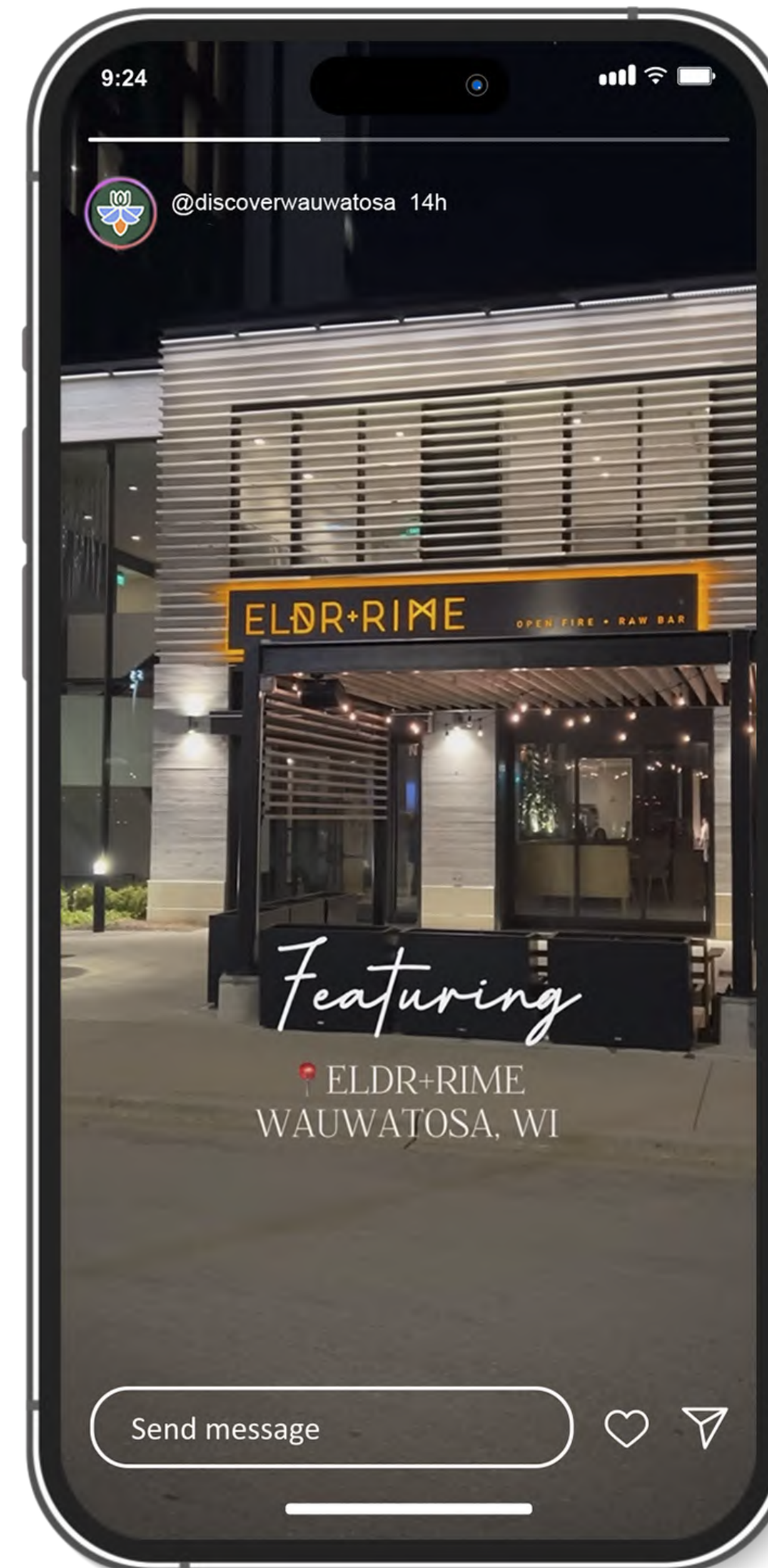
\$114.3K
ESTIMATED MEDIA VALUE



116K
REACH



11.3K
ENGAGEMENTS



ART 64[®]



ART 64®

Overview

EVENT STATS

- Artists from 13 states
- 52% of attendees were from outside of Wauwatosa
- 9,415 total votes, increase of 23.5%
- \$18,126 in total art sales, 6% increase over 2023
- \$3,625 to the Parks Improvement Fund

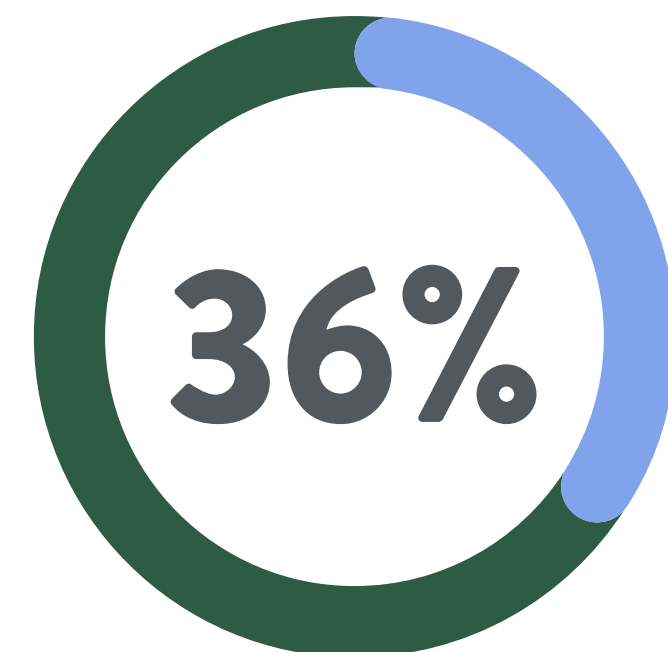


ART 64®

Overview

IMPACT

- 3rd & best year yet!
- Increase in hotel occupancy (up 10.4% Friday and 16.4% Saturday)
- 30% increase in attendance



ECONOMIC IMPACT:

2024 Visitor spending was \$578,727, which is an increase of 36% over 2023



ART 64®

Paid Media

RESULTS

- Over **4 million** impressions
- FB + IG campaign generated over 30K clicks to art64.com
- Google Search had a 12.8% CTR* (over double industry average)

*CTR = Click Thru Rate / Engagement

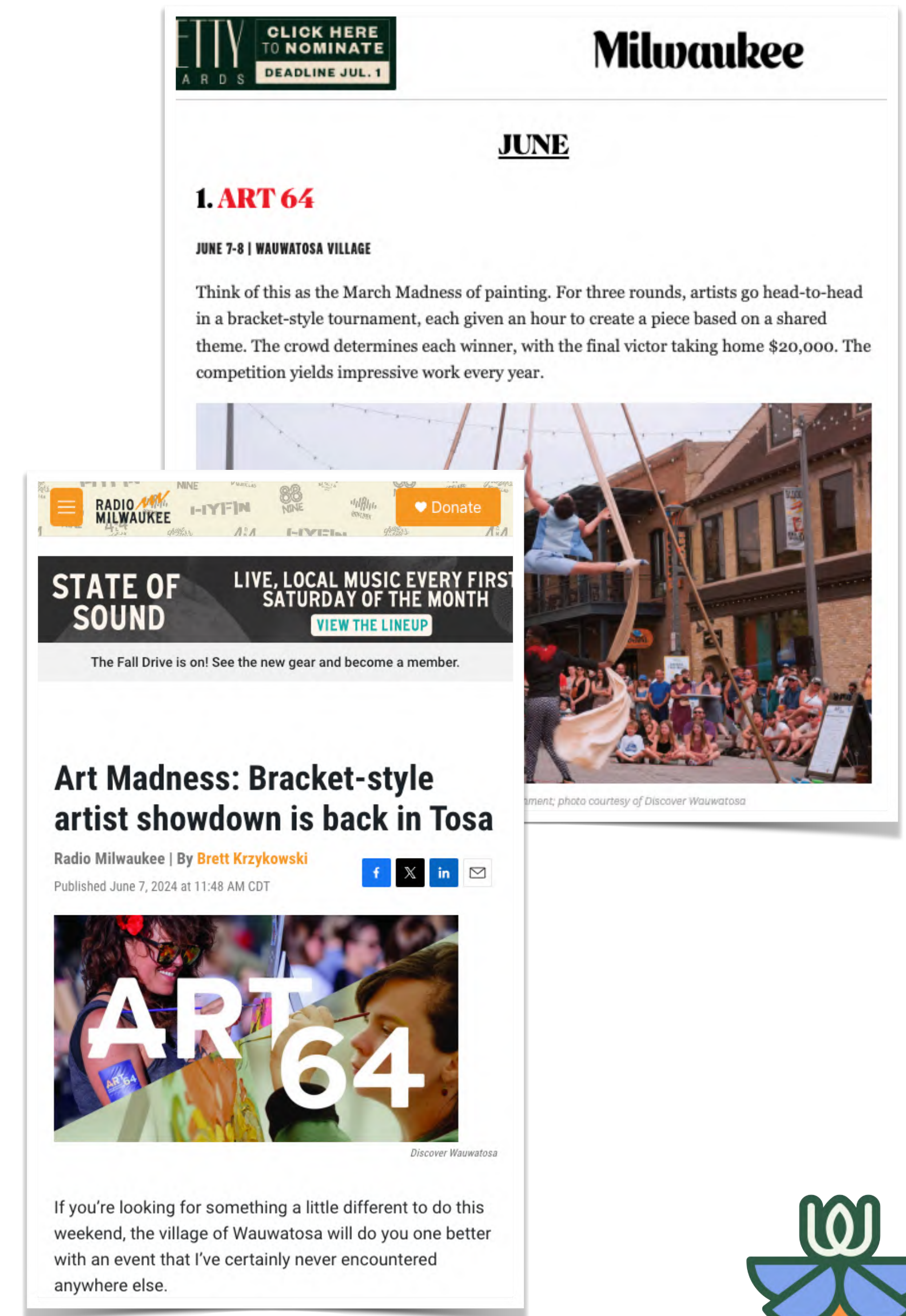
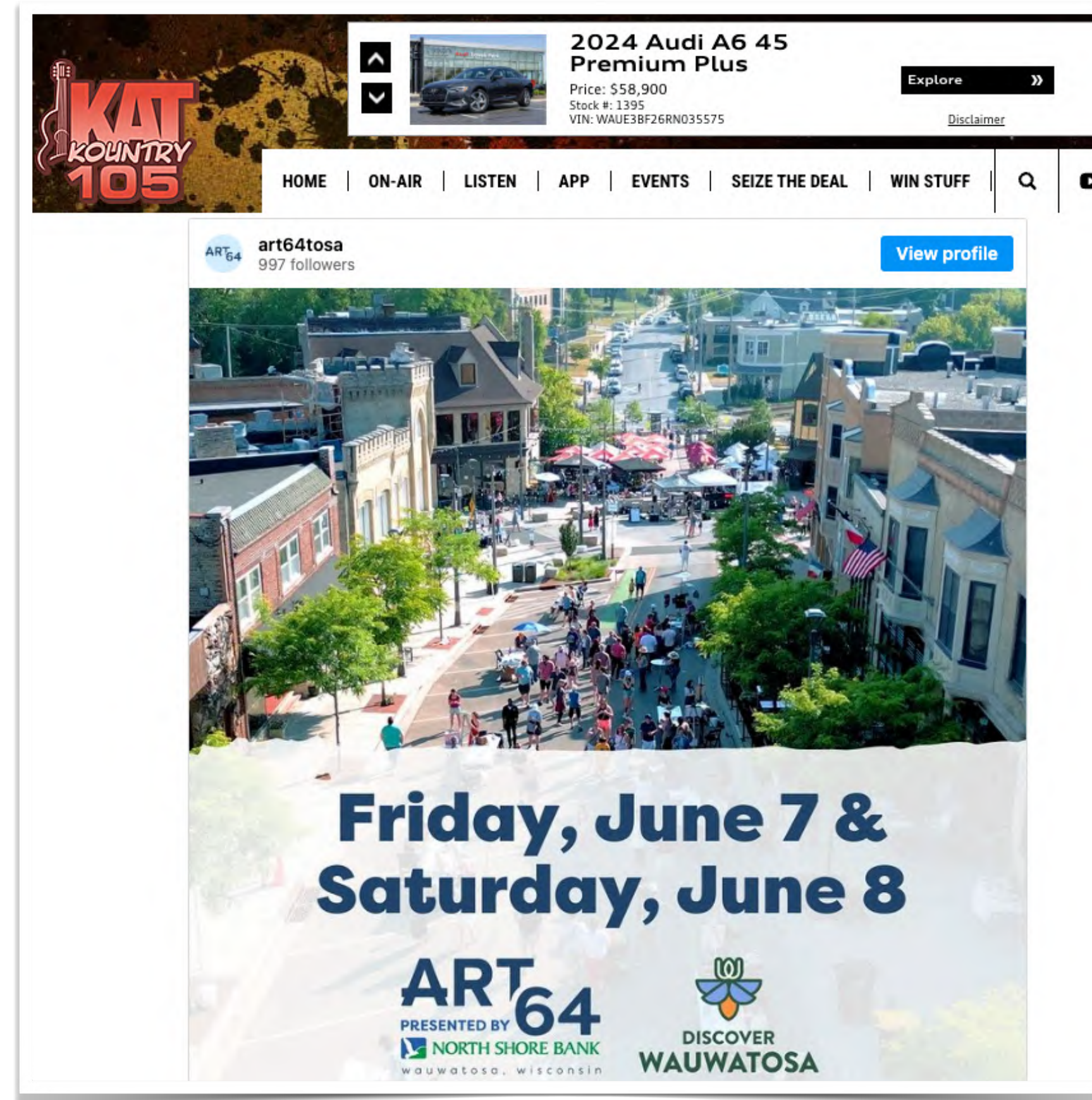


ART 64®

Earned Media

RESULTS

- Total hits: 28
 - TV: 11
 - Print: 4
 - Radio: 9
 - Online: 4
- Estimated reach: 24.5 million
- Ad value equivalency: \$226,702



RNC



RNC

TACTICS

- Targeted social welcoming visitors
- Hotel drops including chocolates, posters and postcards directing them the landing page to learn more and encouraging them to explore the city
- Boosted post encouraging engagement



GOOGLE SEARCH



GOOGLE SEARCH CAMPAIGN

GOALS

- Increase Wauwatosa hotel occupancy



Google Ads

TACTICS

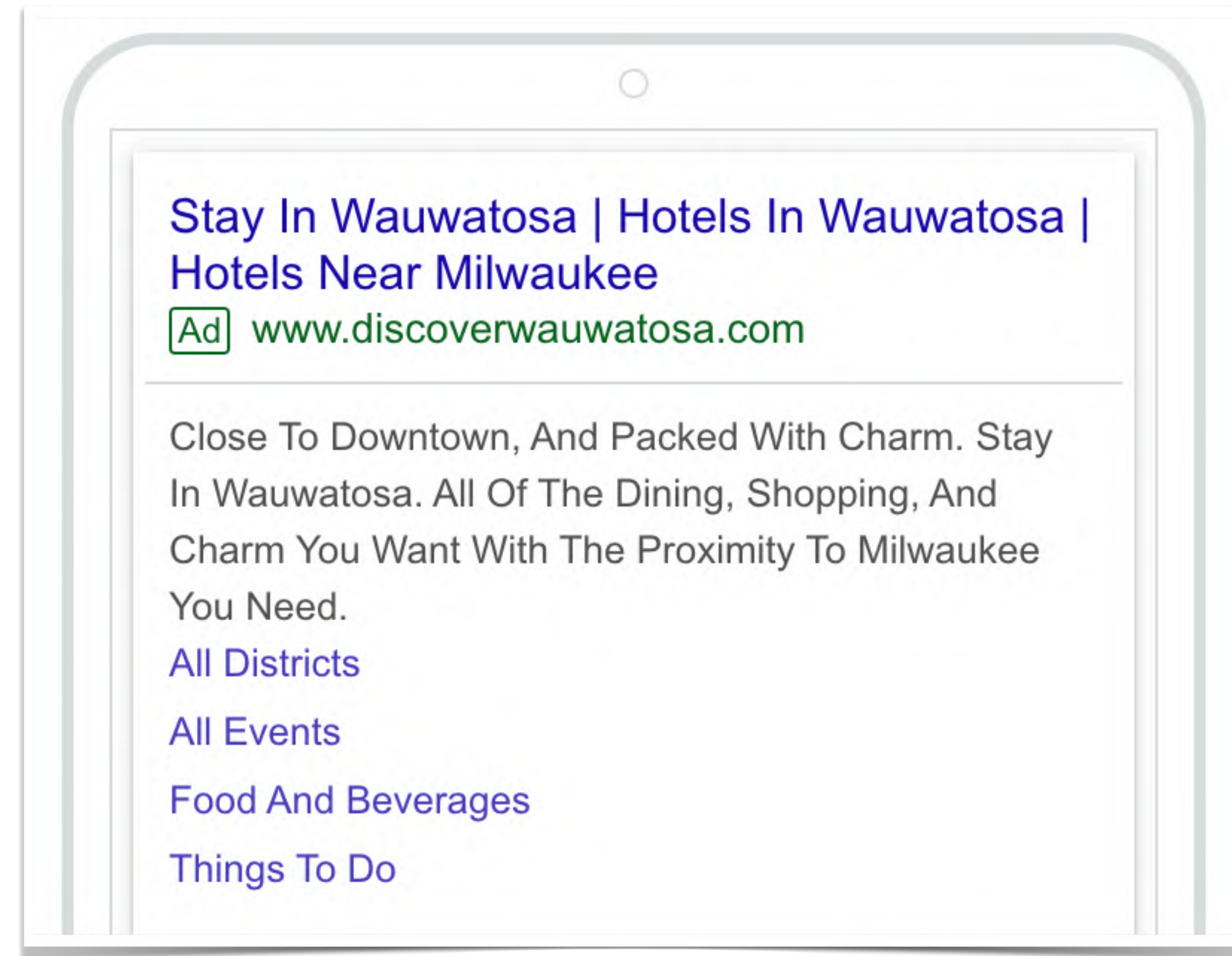
- Use Google Search to create awareness of Wauwatosa hotels and Wauwatosa as a lodging option near Milwaukee
- Target those searching for Milwaukee area hotels through key words



GOOGLE SEARCH CAMPAIGN

RESULTS

- 37,532 Impressions
- Over 2000 clicks to DiscoverWauwatosa.com
- Above average CTR* 5.87%



COMMUNITY

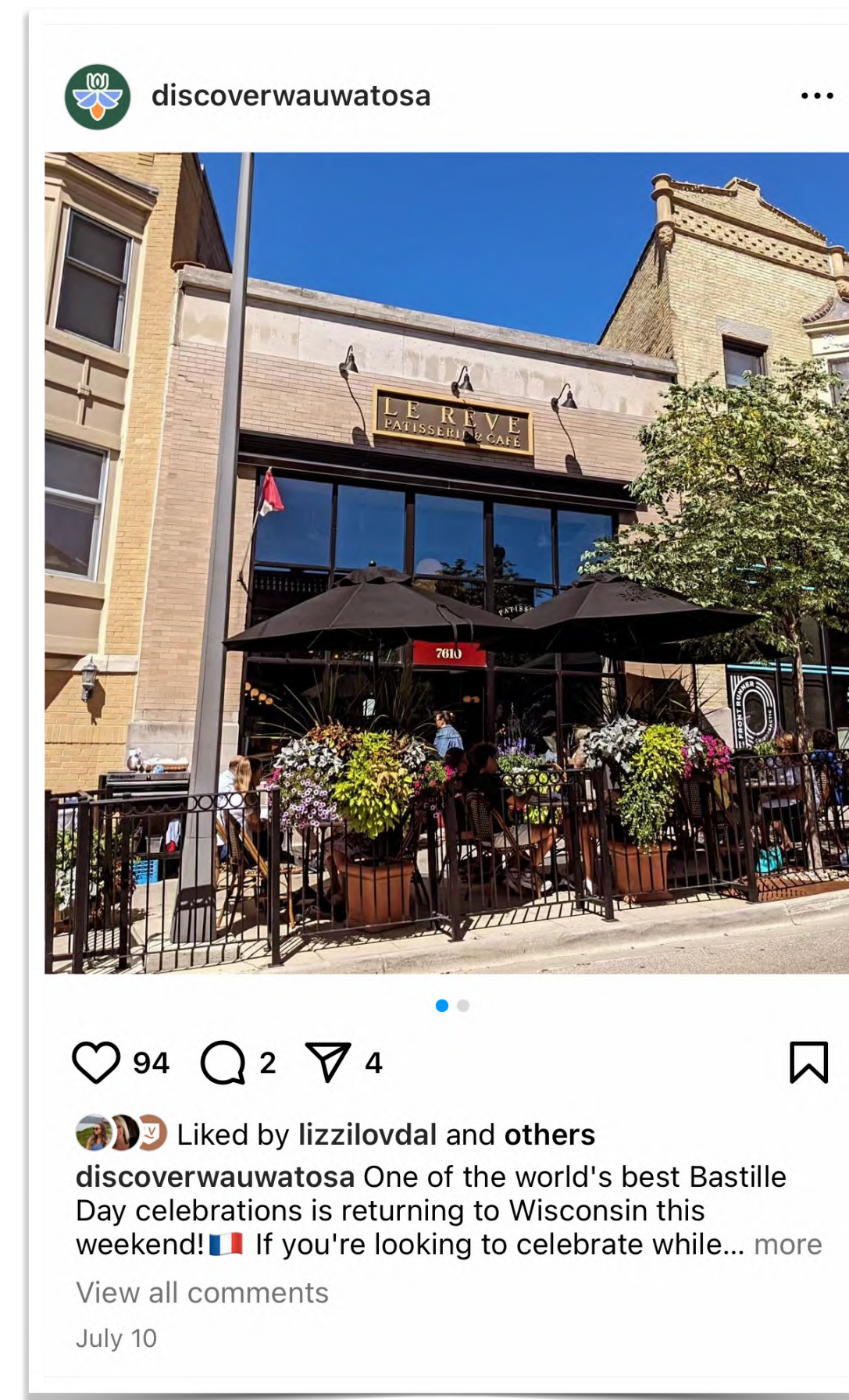


BUSINESS SUPPORT

Partnerships

TACTICS

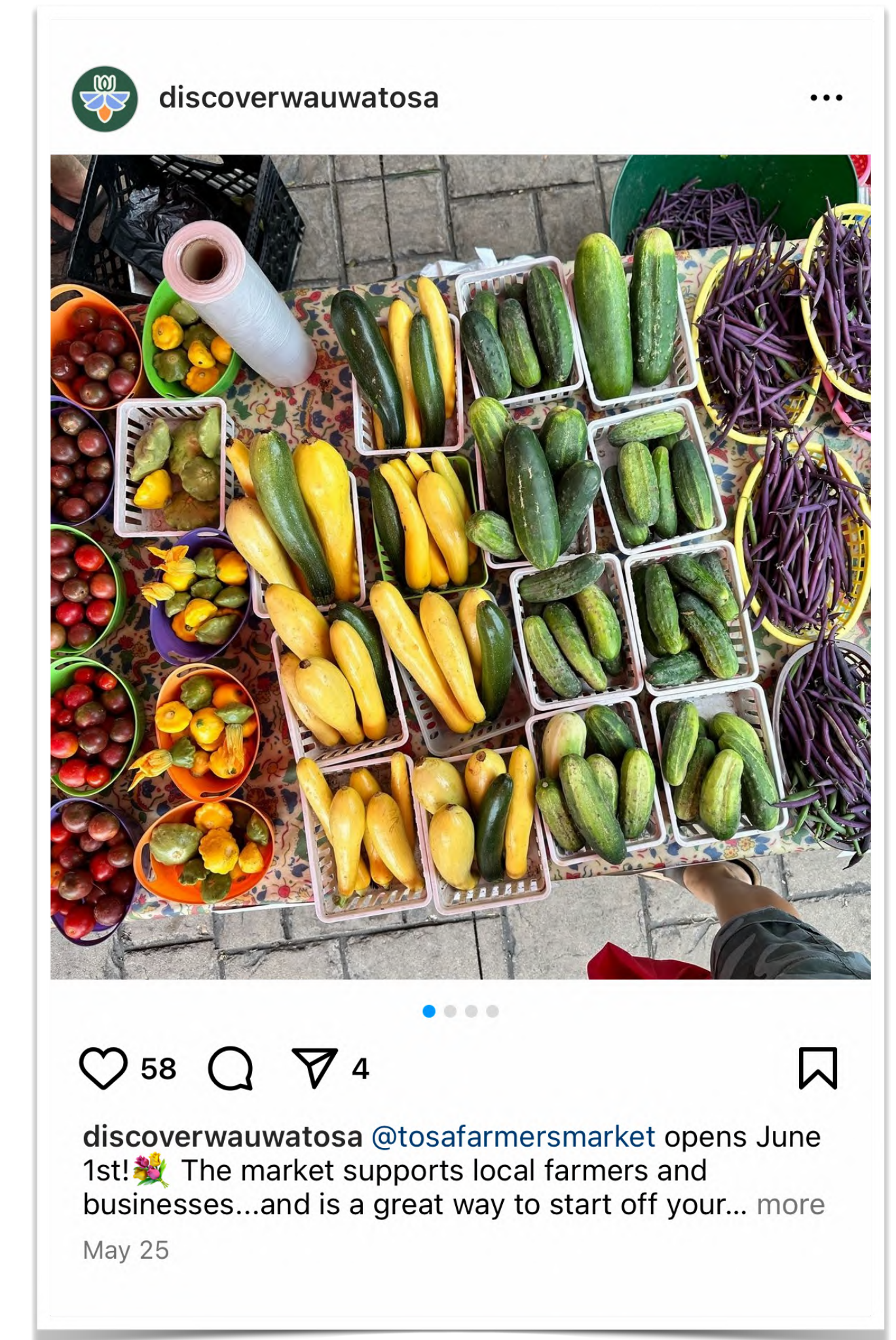
- Regular integration of local businesses into social content
- On-site content development
- Co-op opportunities in Discover Wauwatosa newsletter
- Promotion of local events hosted by businesses and organizations



EVENTS

Overview

- Increase focus on key annual events to draw outside visitation and elevate Wauwatosa as an event destination
 - HartFest
 - TosaFest
 - Tour of America's Dairyland
 - Tosa Village Classic
 - Firefly Art Fair
 - Tosa Farmers Market
 - Flannelpalooza
 - Holidays in the Village
 - Christkindl Market



LOOKING AHEAD



Q4 2024

Overview

HOLIDAYS IN THE VILLAGE + MORE!

- Extensive marketing efforts will promote:
- Holidays in the Village/
Chriskindl Markt (Nov/Dec 2024)
- Wauwatosa as a shopping and
overnight destination (Mayfair
Mall + The Mayfair Collection)
- Creation of Holiday Riverwalk to
the Chriskindl Markt
- Small business support
including Small Business
Saturday
- Tosa Towne's Christmas
Market
- Holiday train
- And more!

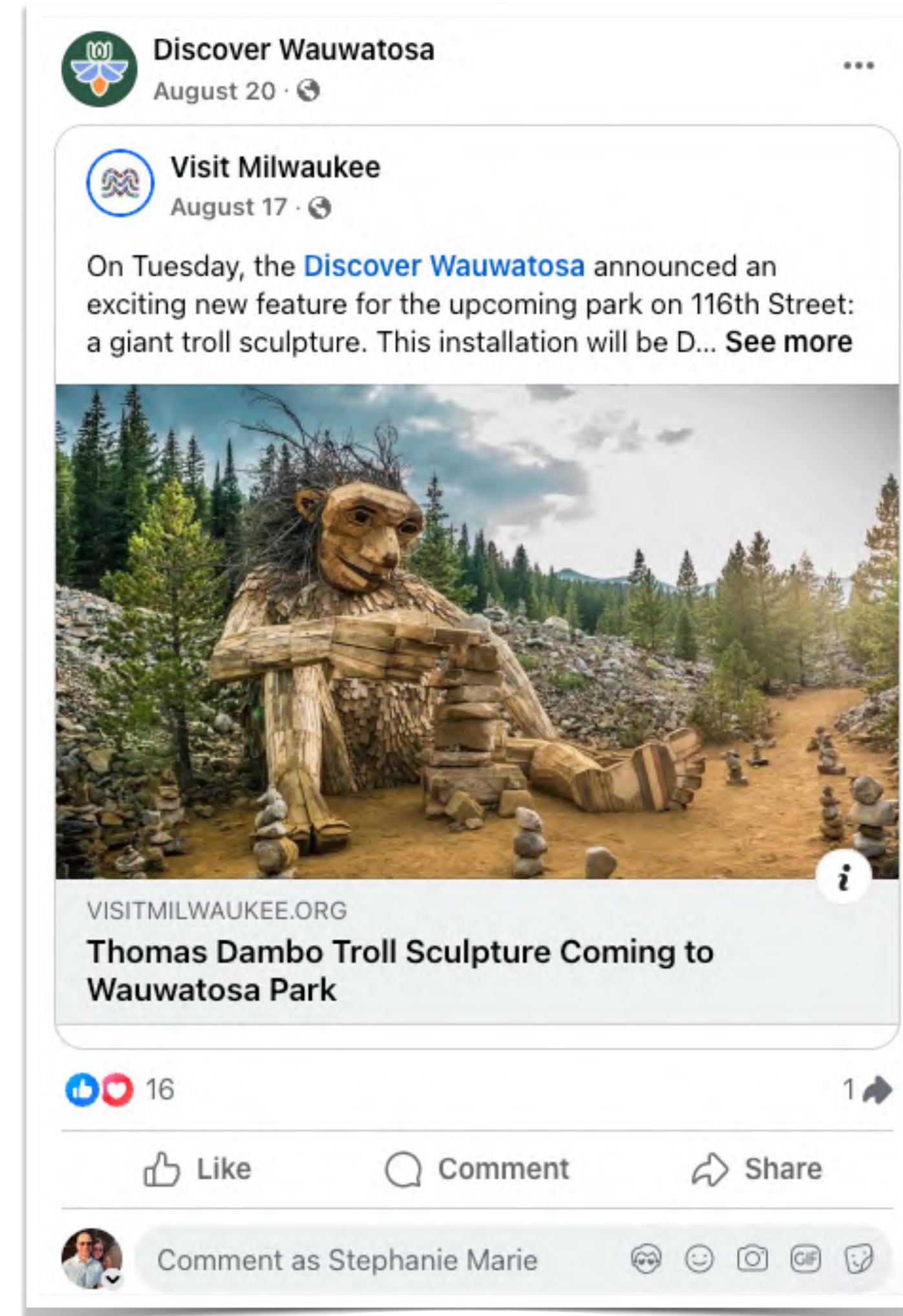


WHAT'S NEW TO DISCOVER IN 2025

Looking ahead

2025

- Expand our focus on Wauwatosa as an art tourism destination
- New west side park / Dambo Troll
- Art benches



THANK YOU

