

Kenosha Area Convention & Visitors Bureau

2016 Tourism Partner Resource Guide



picture your **KENOSHA**





Welcome Tourism Partner!

Thank you for placing your ad in the official **2016 Kenosha Area Visitors Guide**. As an Advertiser, the benefits you're entitled to reach far beyond that of your ad in the printed Visitors Guide. This package is designed to introduce you to the many additional benefits, services and opportunities that are available from the Kenosha Area Convention & Visitors Bureau (KACVB).

The KACVB's mission is to promote the Kenosha Area as a fun, friendly and affordable overnight tourism destination to individuals, families, groups and businesses, thus improving the economy of our community. The staff of the KACVB is highly devoted to helping you – our Tourism Partner – reach your individual goals, which will ultimately help fulfill this mission. The KACVB is also dedicated to cultivating partnerships among Tourism Partners who work together for the betterment of their business and the overall tourism industry in our community.

Again, thank you for partnering with us in the 2016 Kenosha Area Visitors Guide and for the support of tourism that it represents. We encourage you to take full advantage of the many benefits and opportunities extended by the KACVB to get the most out of this investment. Members of our staff are available to meet with you personally to review our services one-on-one at any time. If you have any questions, or would like to schedule an appointment, please contact Laura at 654-7307 ext. 12 or laura@visitkenosha.com.

Welcome to the Kenosha Area Convention & Visitors Bureau family of Tourism Partners!

Sincerely,

The Kenosha Area CVB Team

STAFF CONTACT INFORMATION

DOWNTOWN

Main Office & Visitor Information Center

Address: 812 - 56th Street, Kenosha, WI 53140-3735
Hours: Monday – Friday, 8:00 a.m. to 4:30 p.m.
Phone: (262) 654-7307 and (800) 654-7309
24-Hr Event Line: (262) 654-7307 Ext. 3
Fax: (262) 654-0882
Email: info@VisitKenosha.com
Website: www.VisitKenosha.com

I-94 & Hwy. 165

Visitor Information Center

Address: 10519 - 120th Avenue, Pleasant Prairie, WI 53158
(I-94 & Hwy. 165, Exit 347 East)
Hours: November – March: Tuesday – Saturday, 8:00 a.m. – 4:00 p.m.
April – October: 7 days a week, 8:00 a.m. – 4:00 p.m.
Phone: (262) 857-7164

Dennis DuChene, President

(262) 654-7307, Ext. 10 ▪ Dennis@VisitKenosha.com ▪ Downtown office

Bureau policies, Board of Directors, room tax ordinances, area political issues, budgets and accounts, area developments, and economic impact information. Member of Destination Marketing Association International (DMAI), Wisconsin Department of Tourism, Wisconsin Association of Convention & Visitors Bureaus (WACVB) and Wisconsin Innkeeper's Association (WIA).

Deanna Goodwin, Director of Marketing

(262) 654-7307, Ext. 11 ▪ Deanna@VisitKenosha.com ▪ Downtown office

Marketing, advertising and strategic planning, Marketing & Communications Plan, marketing budget. Visitors Guide, Annual Report, website strategy, Visitor Survey, Meetings market. Downtown Kenosha, Inc. liaison. Member of Meeting Professionals International (MPI), Wisconsin Society of Association Executives (WSAE) and Wisconsin Downtown Action Council.

Eva Hoey, Visitor Information Center Director & Group Sales

(262) 857-7164 ▪ Eva@VisitKenosha.com ▪ I-94 Visitor Center

Visitor and Tourism Partner customer service, distribution and management of travel literature, special promotions, events and display space at I-94 Visitor Information Center. Group Tour sales, scheduling and outreach, step-on tours.

Kris Jensen, Sports Development Director

(262) 654-7307, Ext. 22 ▪ Kris@VisitKenosha.com ▪ Downtown office

Sporting event development, recreation and athletic group partnerships, Kenosha Area Sports Planner, sports conferences and tradeshow, consult and advise agencies with creative and successful "GAME PLANS" for their events.

Meridith Jumisko, Public Relations Manager

(262) 654-7307, Ext. 13 ▪ MJ@VisitKenosha.com ▪ Downtown office

Media relations and tours, news releases and community relations. Calendar of Events, 24-Hour Event Line and EventSource e-bulletin. Hotel packages, annual photo contest, *Impact* partner e-newsletter, and consumer e-newsletters. Website content and maintenance, photo library, graphic design and copywriting.

STAFF CONTACT INFORMATION *(cont'd)*

Laura Tyunaitis, Marketing Coordinator

(262) 654-7307, Ext. 12 ▪ Laura@VisitKenosha.com ▪ Downtown office

Social Media marketing and Partner training. Blog management. Visitors Guide advertising sales and support. Tourism Partner relations, Tourism Talks Breakfast Series, Annual Tourism Partner Appreciation event, and other special event service and support. “Kenosha Area *to go*” hospitality training program, First Fridays at the I-94 Visitor Information Center, Travel Green certification program.

Brigit Correa, Customer Service Coordinator

(262) 654-7307, Ext. 14 ▪ Brigit@VisitKenosha.com ▪ Downtown office

Visitor and Tourism Partner customer service, Visitor Guide distribution, inquiry tracking, hotel availability updates, welcome bags, Accounts Payable.

Jake Hoey, Travel Information Specialist

(262) 857-7164 ▪ Jake@Visitkenosha.com ▪ I-94 Visitor Center and Downtown Office

Visitor and Tourism Partner customer service. Management of travel literature for Downtown and I-94 Visitor Information Centers, I (Heart) Kenosha traveling frame program.

Al Bosk, Travel Information Specialist

(262) 857-7164 ▪ Al@VisitKenosha.com ▪ I-94 Visitor Center

Visitor and Tourism Partner customer service. Management of travel literature at I-94 Visitor Information Center.

John Gulig, Travel Information Specialist

(262) 857-7164 ▪ John@VisitKenosha.com ▪ I-94 Visitor Center

Visitor and Tourism Partner customer service. Management of travel literature at I-94 Visitor Information Center.

Bill Marshall, Travel Information Specialist

(262) 857-7164 ▪ William@Visitkenosha.com ▪ I-94 Visitor Center

Visitor and Tourism Partner customer service. Management of travel literature at I-94 Visitor Information Center.

COMPLIMENTARY BENEFITS

Feature Page on KACVB Website: *VisitKenosha.com*

The Kenosha Area CVB website boasts many visitor-friendly features. Most notably, is that each Tourism Partner business has its own featured landing page on *VisitKenosha.com*. A text description of your business remains on the KACVB website for the entire calendar year on the **Overview** tab of your landing page. With room for up to 250 words of copy, your landing page is the place to share all the great details about your business.

We encourage you to provide us with photos to feature in the rotating header of your landing page. A **Map** tab features your business on a custom Google™ Map. Additionally, tabs for **Coupons** and **Events** appear for Partners who have opted to share these types of information with the KACVB. **Meeting** and **Sports Facilities** and **Videos** tabs are also included on landing pages for partners with applicable content. A live link to your website, contact phone number and hours of operation are also included. You're also encouraged to provide a reciprocal link to the KACVB site from your own website.

VisitKenosha.com received more than 458,000 visits and 1.3 million pageviews in 2015. The site averages over *38,000 visits per month* – ranging from about 30,000 during shoulder months to as many as 75,000 during the peak summer travel season. Changes to your online listing can be made at any time by contacting *Meridith* at the KACVB. The KACVB also submits your business listing to the Wisconsin Department of Tourism's site, *TravelWisconsin.com*.

The screenshot displays the VisitKenosha.com website interface. At the top, there's a navigation bar with links for ABOUT, BLOG, MEDIA, PLANNERS, PARTNERS, and a search bar. Below this is a header with the Kenosha Area CVB logo and the tagline "picture your KENOSHA". The main content area is divided into two columns. The left column features a "Restaurants" section with a list of categories: Casual, Fine Dining, Ethnic, Lake Views, Coffee Shops & Pubs, and All Dining. Below this is a "GETTING HERE" section with a map of Wisconsin highlighting the Kenosha Area and a "TIP!" box encouraging visitors to take photos in the Kenosha Area. The right column features a large photo of the La Fogata Mexican Grill building. Below the photo is the restaurant's name, "La Fogata Mexican Grill", and a "Add to My Favorites" button. Further down, there are tabs for "Overview", "Map", and "Videos". The "Overview" tab is active, showing a description of the restaurant, its address (3300 Sheridan Road, Kenosha, WI 53140), phone number (262) 654-5900, and website. It also lists the hours of operation (11 a.m. - 10 p.m. daily), pricing (\$7.99 - \$22), and a list of menu items including Al Pastor, Carne Asada, and various tacos. A "FREE VISITORS GUIDE" section is visible at the bottom left of the page.

Visitor Maps

An icon identifying your organization's location is featured on a full-color, gate-fold map included at the back of the 2016 Kenosha Area Visitors Guide publication. Additionally, *VisitKenosha.com* features interactive Google™ Maps, which allow visitors to plan travel routes, get door-to-door directions and map individual Tourism Partner businesses or categories (ie, hotels, restaurants, etc.). Individual Google maps are also on each Tourism Partner landing page.



Online Guide

The 2016 Kenosha Area Visitors Guide is featured on *VisitKenosha.com* as an interactive digital Guide. Users can flip through the publication on their computer or mobile device as easily as a hard copy. Online tools include the ability to zoom in on copy, link directly to your website from your ad and listing, and share the digital copy via social channels and email.

Mobile Website

With the KACVB's mobile website, your business information is available at travelers' fingertips. This site is the default view when users access *VisitKenosha.com* from any mobile device. Content from the main KACVB website is updated on the mobile version automatically. Each Tourism Partner has their own landing page on the mobile site, just as they do on the desktop version of the KACVB website. Maps, videos, coupons, and images are all fully accessible.

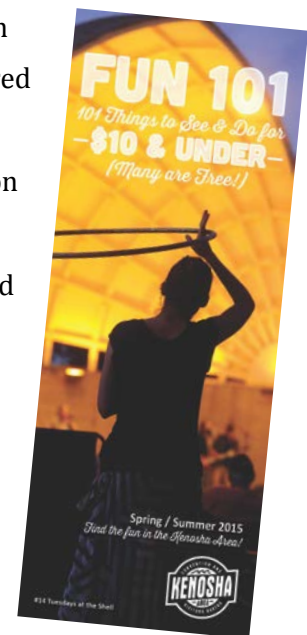
Visitors Guide Copies

Complimentary copies of the official Kenosha Area Visitors Guide are available for you to display and distribute to your customers. You will automatically receive an initial supply of Guides in January. Coordinating display racks are also provided free of charge. When you need additional copies, just give us a call or e-mail and we'll deliver them right to your door. The Visitors Guide provides your customers with a valuable resource to discover the Kenosha Area, and also serves as an ideal training tool for your front-line employees. To request additional quantities of Visitors Guides, call (262) 654-7307 Ext. 14 or email Info@VisitKenosha.com.



Tourism Partner Exclusivity

When travelers contact the KACVB or visit one of our two Visitor Information Centers for information about the Kenosha Area, your business will be referred exclusively over non-advertisers. Tourism Partner businesses are regularly featured on VisitKenosha.com in blogs, articles and other content, as well as on KACVB's social media channels including Facebook, Twitter, Instagram, Pinterest and YouTube. Special social media promotions such as contests and giveaways are also exclusive to Kenosha Area Tourism Partners. The Kenosha Area CVB's e-newsletter and other marketing efforts such as our FUN 101 brochure also feature only Tourism Partner businesses. This exclusivity extends to travel writers, reporters and bloggers who work with the KACVB to promote the Kenosha Area in the media. In addition, group tour operators and sports event and meeting planners regularly utilize the KACVB as a resource for referrals in the community.



Literature Distribution

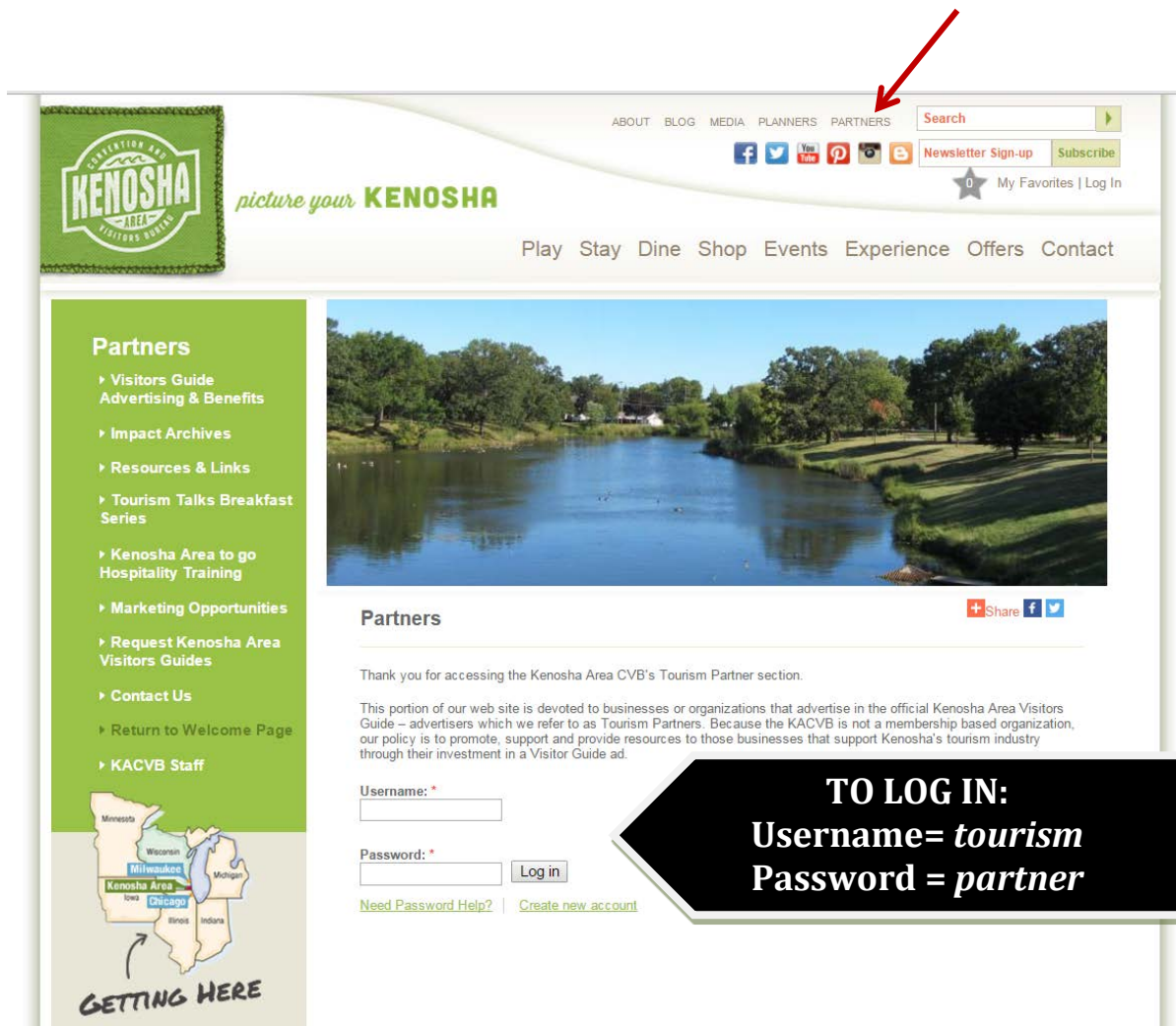
The KACVB's two Visitor Information Centers – I-94 and Downtown – will display and distribute your brochures and other literature to visiting travelers. Just provide us with an initial quantity at the beginning of the year and we'll contact you when we need additional supplies. The KACVB staff will also display your brochures at consumer trade shows and events where it appears, and insert them into Welcome Bags provided to sport, meeting and motorcoach groups visiting the Kenosha Area. The KACVB also welcome your posters and other collateral such as coupons and special flyers to promote your business and/or special events at both Information Center locations.

Specialty Market Publications

The KACVB also publishes three online publications for the Sports, Meeting and Group Tour niche markets. If your business serves these markets, it may also be featured in these publications that are marketed to sporting event planners, meeting planners and motorcoach and group tour operators.

Online Partner Resource Center

A special section of *VisitKenosha.com* is dedicated to you, our Tourism Partner. To access the Partner section, click "Partners" at the top right of the homepage (next to the search bar). Here, you'll find helpful information such as KACVB services and benefits, Bureau publications, research and reports, *Tourism Talks* schedule, registration details and speaker materials, articles, news and links from the tourism industry, our *Impact* newsletter archives, cooperative marketing opportunities, training program information, participation forms, and more.



The screenshot shows the VisitKenosha.com homepage. At the top, there is a navigation bar with links: ABOUT, BLOG, MEDIA, PLANNERS, and PARTNERS. A red arrow points to the 'PARTNERS' link. To the right of the navigation bar is a search bar and a 'Newsletter Sign-up' button. Below the navigation bar is a banner with the text 'picture your KENOSHA' and a list of links: Play, Stay, Dine, Shop, Events, Experience, Offers, and Contact. On the left side, there is a green sidebar with the heading 'Partners' and a list of links: Visitors Guide, Advertising & Benefits, Impact Archives, Resources & Links, Tourism Talks Breakfast Series, Kenosha Area to go Hospitality Training, Marketing Opportunities, Request Kenosha Area Visitors Guides, Contact Us, Return to Welcome Page, and KACVB Staff. Below the sidebar is a map of the Kenosha Area with the text 'GETTING HERE' and an arrow pointing to the Kenosha Area. The main content area features a large image of a lake and the heading 'Partners'. Below the image is a login section with the text 'Thank you for accessing the Kenosha Area CVB's Tourism Partner section.' and a message about the website's purpose. The login section includes fields for 'Username: *' and 'Password: *', a 'Log in' button, and links for 'Need Password Help?' and 'Create new account'. A black callout box on the right side of the login section contains the text: 'TO LOG IN: Username= tourism Password = partner'.

TO LOG IN:
Username= *tourism*
Password = *partner*

Partner Communications

The Kenosha Area CVB communicates regularly with its Partners to ensure you're up to date on the latest news and opportunities in the Kenosha Area tourism industry. Our most commonly used form of communication with our Partners is EMAIL, so be sure you have KACVB e-mail addresses on your "approved" list in your address book so our e-mails reach you. We also suggest checking your "Spam" or "Junk" folders as sometimes emails can be mistakenly detected as spam by some filters. **Impact** is our monthly e-mail newsletter for Tourism Partners, which you'll receive automatically each month. *Impact* provides information about the tourism industry - both locally and state-wide - and will keep you up to date on important opportunities, deadlines and community issues that affect tourism and your business. You will also find insightful articles on various studies and trends that influence tourism and travel in our area. Partners are welcome to provide ideas and suggestions for articles and content of *Impact*. You can also find past issues of *Impact* in the Tourism Partner section of our website. If you do not have an e-mail address or lack Internet access, we are happy to mail you a hard copy of *Impact* each month; contact *Meridith* for details.



EventSource E-Bulletin

EventSource is the KACVB's weekly e-bulletin that highlights upcoming special events in the Kenosha Area. All Tourism Partners receive



EventSource, automatically. The weekly update will be emailed to you in a PDF format each Monday and covers events happening the upcoming Thursday through Wednesday. If you wish to add additional staff members to the mailing list, simply let a KACVB team member know! You can print out the *EventSource* page and post it at your business for guests to view, or print multiple copies as take-aways. You can also access it by logging onto *VisitKenosha.com* and clicking on "Events". Got an event you'd like to list on *VisitKenosha.com*? Just visit the Events page and click on "Submit Your Event" for details.

EDUCATIONAL OPPORTUNITIES

TOURISM TALKS is the KACVB's free quarterly breakfast, networking and educational series. At the breakfast, the KACVB staff will provide a brief update on its marketing and promotional activities and discuss other tourism related issues. Special guest speakers are featured, presenting topics applicable to all business types such as marketing, social media, branding, and public relations. A partner literature table also allows you to distribute your flyers, programs, brochures and other materials. Locations, topics and other details are announced in the monthly *Impact* e-newsletter and via e-mail invitations to Tourism Partners.



2016 TOURISM TALKS SCHEDULE

- Tuesday, February 9
- Tuesday, May 3 (National Travel & Tourism Week Program)
- Tuesday, August 9
- Tuesday, November 8

PARTNERSHIP 101 is a new series of open house-style sessions held at KACVB's Downtown office. You're invited to come in and meet our staff, and learn more about the many additional benefits, services and tools that you receive along with your Visitors Guide ad buy. It's a casual setting where we'll review topics in this Resource Guide as well as discuss questions and topics that attendees bring. There are six dates and times to choose from, each lasting about one hour. It's free to attend and no advance registration or RSVP is required.

2016 PARTNERSHIP 101 SCHEDULE

- Monday, February 15 @ 10:00am and 2:00pm
- Wednesday, March 16 @ 10:00am and 2:00pm
- Friday, April 15 @ 10:00am and 2:00pm

KENOSHA AREA TO GO is a free, one-on-one hospitality training program available exclusively to KACVB Tourism Partners. You pick the date and time and we bring the workshop to you. The program is geared toward helping you better serve your customers by empowering you and your employees with knowledge and resources about the



Kenosha Area. The program will provide an overview on what visitors can see and do here – attractions and events, dining and shopping spots, arts and entertainment, and more. It will also identify tools to help employees meet and exceed guests’ needs, thereby making their Kenosha Area experience a positive one. The workshop is typically about an hour in length, however we’re happy to customize it to fit your needs or focus on a specific area of interest. To book your free Kenosha Area *to go* workshop, contact *Laura*.

SOCIAL MEDIA TRAINING is offered to Tourism Partner businesses to help better understand the importance of social media in marketing efforts. You’re welcome to schedule one-on-one time with KACVB staff to learn about different social media platforms, social marketing strategies, paid advertising on social media, and how to schedule posts to eliminate stress and maximize reach. Social media is a great tool to engage with potential customers, create loyalty to your business, drive users to your website and new customers through your doors. For assistance in setting up or reviving your social media efforts, contact *Laura*.

PROMOTIONAL OPPORTUNITIES

Online Coupons

The KACVB offers you an easy way to get coupons into the hands of travelers – a great way to drive more traffic to your business. All coupons are available to view on the *Offers* tab on *VisitKenosha.com*. Coupons are also accessible from participating Partner landing page Coupon tabs. Participation is free, and you can share your coupon offer any time throughout the year. Just provide us with the details of your offer, valid dates and if you will accept digital coupons - and we'll do the rest. See the *enclosed fact sheet* to participate.

 Twisted Cuisine <small>Casual Gourmet with a Twist</small> Buy One Entree Get One Entree Half Off <small>Discount taken from item of lesser value. Not valid with any other offer.</small> <small>7546 Sheridan Road Kenosha, Wisconsin 262-564-0220 www.twistedcuisine.com Open Tues.-Thurs. 4-9pm, Fri.-Sat. 4-10pm</small>	 FREE VISITORS GUIDE! www.VisitKenosha.com (800) 654-7309 Date Redeemed: _____ Customer's Zip Code: _____
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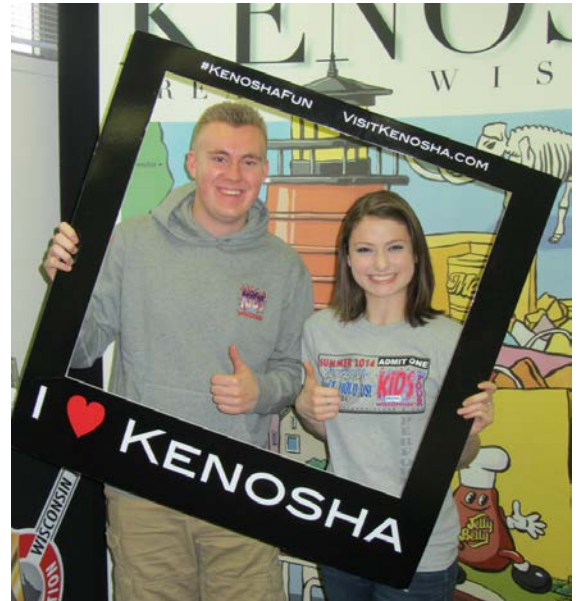
First Fridays @ the I-94 Visitor Information Center

On the first Friday of each month from Noon to 3pm the KACVB hosts an afternoon expo at its I-94 Visitor Information Center. Its purpose is to welcome visitors to the Kenosha Area and highlight our Tourism Partner businesses. Up to six Partners are welcome to exhibit at the event and there is no cost to participate. We'll supply a table, chairs and the promotion; you supply the information, samples and welcoming faces to our visitors! It's a great opportunity to reach out to visitors and local residents in casual, one-on-one environment. See the *enclosed registration form* to participate. Can't make the First Friday dates? We welcome Tourism Partners to exhibit or demonstrate at our I-94 Information Center at any time during the year. Contact *Eva* for details.



I ♥ Kenosha Traveling Frame

I ♥ Kenosha is KACVB's newest social media campaign and now you can get involved by having your patrons show off how much they love Kenosha and your business! Sign up to have our giant *I ♥ Kenosha* photo frame at your business and then encourage your guests to share their photos in the frame on our social media channels using the *#KenoshaFun* hashtag. A sign with instructions on how to share photos will also be provided. This is a great way to help promote fun experiences at your business, as well as fun in the Kenosha Area. *See enclosed fact sheet for participation details.*



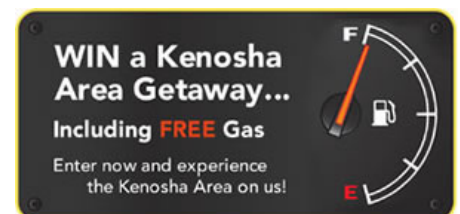
Travel Packages

Packaging continues to be in demand by travelers. Packages that combine hotel accommodations with meals, an activity or attraction, shopping gift cards or other products and services offer travelers convenience and greater perceived value. Essentially, you make it *easy* for the consumer to visit the Kenosha Area! Consider partnering with fellow Tourism Partners to create packages. Hotel packages are posted free on *VisitKenosha.com* and are regularly promoted in KACVB's marketing efforts. Hotel properties with rate-only specials are also welcome to post those on the website as well. To post an overnight travel package or rate special, contact *Meridith*.

Contests & Giveaways

The Kenosha Area CVB conducts a number of contest and giveaways throughout the year that award consumers with prizes and packages that encourage them to visit the Kenosha Area. The following are examples of ongoing contests and promotions that you are welcome to contribute prizes to for additional exposure for your business. New opportunities will be communicated to Tourism Partners as they arise throughout the year.

- The **KENOSHA AREA GETAWAY GIVEAWAY** is an ongoing contest on *VisitKenosha.com* and it awards one winner each month with a free travel package including Tourism Partner gift cards, an overnight hotel stay and a \$50 gas card. Get free



exposure for your business by donating your product or service for one or more months. Participating Partners' links and prize details are featured on the contest web page for the duration of the month in which their prize is featured. *See enclosed fact sheet for participation details.*

- The KACVB also features an ongoing annual contest, our **PICTURE PERFECT PHOTO CONTEST**. At the end of each year, winners are selected and awarded dining certificates from Tourism Partner restaurants. Partner donors are recognized for their contribution to the contest through a media release and online announcements of the year's winning photos. To donate to the Picture Your Kenosha Photo contest, contact *Meridith*.



- Each spring, the KACVB shares its “Things to See & Do in the Kenosha Area” presentation with Kenosha Area third grade students as part of their Kenosha unit of study. More than 1,000 students receive the presentation each year. In conjunction with this program, the KACVB features an annual **THIRD GRADE ESSAY CONTEST**. Five students are each awarded a prize package to encourage them to explore the Kenosha Area with their families. You may donate from one to five prizes (gift cards or merchandise). To participate, contact *Meridith*.

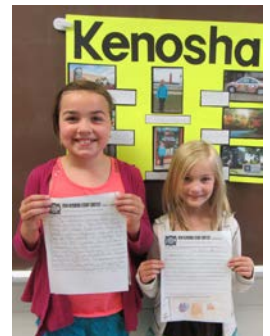
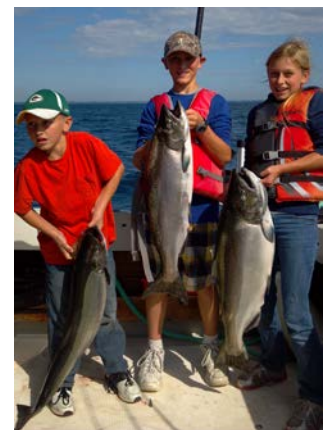


Photo Library

The KACVB maintains an extensive photo library featuring the Kenosha Area's many tourism offerings. Images from local attractions, special events, restaurants, landmarks and nature and recreation areas are used in a variety of advertising, social media and public relations efforts throughout the year, plus on *VisitKenosha.com*. To ensure a supply of current and relevant images, we encourage our Tourism Partners to submit their photos to the KACVB at any time. For more details, contact *Meridith*.



Welcome Bags

The Kenosha Area CVB offers free Welcome Bags to meeting, sport and motorcoach groups staying at Kenosha Area hotels. Bags include a Visitors Guide, *EventSource* flyer, coupons, promotional items and any brochures or literature tailored to the group's interests. You are welcome to donate gift items for Welcome Bags at any time. Consider offering Welcome Bags to groups that you host to show them how much the Kenosha Area truly appreciates their visit. For information, contact *Brigit* or *Jake*.



2016 ONLINE COUPONS

Get added exposure and increase traffic to your business by offering visitors coupons for extra savings on your product and services. **VisitKenosha.com** features special tabs on each Tourism Partner landing page specifically for coupons, as well as a complete list of all coupons available under the *Offers* section of the site. Just provide us with the details of your offer, valid dates and let us know if you will accept DIGITAL coupons shown on mobile devices - that's it!* We'll take care of posting the coupon and removing it once it has expired. We'll even provide you with tracking information on how many of your coupons were downloaded from our site. All coupons are compiled into a printed format and included in welcome bags and other promotion at our Visitor Information Centers as well.

Participation is **FREE** and you may post one or more coupons at any time. To participate, please complete the following information and return this form, or e-mail the information to MJ@VisitKenosha.com.

CONTACT INFORMATION:

Company Name: _____

Contact Person: _____

Phone: _____ Email: _____

Offer details*:

Valid dates: _____

- ☐ Yes, we will accept digital coupons presented on mobile devices instead of paper coupons.

(*) You will receive a proof of your coupon prior to posting online.

Submit this form
or e-mail your
information to:

Meridith Jumisko | Kenosha Area Convention & Visitors Bureau
812 – 56th Street, Kenosha, WI 53140
Fax (262) 654-0882 | E-mail MJ@VisitKenosha.com



2016 GETAWAY GIVEAWAY

Don't miss the opportunity for additional exposure by donating prizes for the **Kenosha Area Getaway Giveaway** on **VisitKenosha.com**. The KACVB is accepting products or services to create monthly getaway packages that will include overnight lodging, meals and other items such as attraction passes and gift cards. Each month's package will also feature a \$50 Gas Card. Participating Partners will receive free promotion on **VisitKenosha.com** for the duration of the month in which their prize is featured.

Company Name: _____ Contact: _____

Phone: _____ Email: _____

Please check the month(s) in which you would like to donate a prize and describe the prize:

- | | |
|------------------------------------|------------------------------------|
| <input type="checkbox"/> JAN _____ | <input type="checkbox"/> JUL _____ |
| <input type="checkbox"/> FEB _____ | <input type="checkbox"/> AUG _____ |
| <input type="checkbox"/> MAR _____ | <input type="checkbox"/> SEP _____ |
| <input type="checkbox"/> APR _____ | <input type="checkbox"/> OCT _____ |
| <input type="checkbox"/> MAY _____ | <input type="checkbox"/> NOV _____ |
| <input type="checkbox"/> JUN _____ | <input type="checkbox"/> DEC _____ |

PRIZE GUIDELINES:

1. Partners can participate in as many months as they wish. Only one hotel stay per month can be accepted.
2. **All prizes** must be valid for a **minimum of one year** from the month awarded.
3. **Hotel accommodations** must be for a minimum 1-night stay. *No restrictions for day of week* (except major holidays) or requirement to purchase additional nights.
4. **Dining gift cards** should provide breakfast, lunch or dinner for two, or be for a comparable dollar value.
5. **Tickets, passes or gift cards** should be of monetary value or offer a free item or service without requiring a purchase to redeem.
6. Prizes must be received no later than the 1st day of the month in which the prize is featured.

**Submit this form
or e-mail your
information to:**

Deanna Goodwin | Kenosha Area Convention & Visitors Bureau
812 – 56th Street, Kenosha, WI 53140
Fax (262) 654-0882 | E-mail Deanna@VisitKenosha.com



2016 FIRST FRIDAYS

First Fridays @ the I-94 Visitor Information Center offers you the opportunity to gain face-time with visitors and local residents. Bring your promotional items, literature, food samples, prizes, coupons, and your best smile to welcome travelers to the Kenosha Area while promoting your business. There is no charge to participate and up to six Partners are welcome to exhibit at each month's event from 12:00 Noon to 3:00 p.m.

CONTACT INFORMATION:

Company Name: _____

Contact Person: _____

Address: _____

Phone: _____ Email: _____

DATES: Please check the following dates you are interested in exhibiting at *First Fridays*. Note that space is limited and KACVB staff will confirm with you which date(s) you have been confirmed for.

**No January First Friday*

☐ February 5

☐ March 4

☐ April 1

☐ May 6

☐ June 3

☐ July 1

☐ August 5

☐ September 2

☐ October 7

☐ November 4

☐ December 2

SETUP: A table, two chairs and table covering will be provided to you. Partners may begin setting up any time after 11:00 a.m. and must be present during the full three hours of the *First Fridays* event. **Please detail what you will have at your table, what you will be distributing to visitors, and the names of the individuals who will be staffing your table:**

Authorized Signature: _____ Date: _____

Printed Name: _____

Submit this form
or e-mail your
information to:

Laura Tyunaitis | Kenosha Area Convention & Visitors Bureau
812 – 56th Street, Kenosha, WI 53140
Fax (262) 654-0882 | E-mail Laura@VisitKenosha.com



I ♥ KENOSHA TRAVELING FRAME

I ♥ Kenosha! You ♥ Kenosha! We all ♥ Kenosha! Now you can let your customers show off how much they love Kenosha and your business by signing up to borrow our giant *I ♥ Kenosha* photo frame! Simply sign up for dates to have the frame visit your business, and then encourage your guests to share their photos in the frame on our social media channels using the #KenoshaFun hashtag. A sign with instructions on how to share photos will also be provided. This is a great way to help promote fun experiences at your business, as well as fun in the Kenosha Area.



Host Business: _____

Contact Person: _____

Address: _____

Phone: _____ Email: _____

Drop Off Date: _____ Pick Up Date: _____

Special events or promotions going on at your business during this timeframe:

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"The *I ♥ Kenosha* frame is in the care of my organization during the above listed dates. I understand that ensuring proper care and use of the frame, as well as the safety of others using the frame, is our responsibility while it is at my business."

Authorized Signature

Date

Printed Name

Submit this form
or e-mail your
information to:

Jake Hoey | Kenosha Area Convention & Visitors Bureau
812 – 56th Street, Kenosha, WI 53140
Fax (262) 654-0882 | E-mail Jake@VisitKenosha.com

