



We Still Need Your Support: Central Park West 365 Project

Make your mark on the Central Park West 365 Project. Have your business or family become a permanent part of Central Park West by purchasing a commemorative brick. The pavers to be placed in front of the new bandstand. Donations in any amount are welcome.

For more info., visit www.two-rivers.org or call 920-793-5532

Central Park West 365 *Downtown...Year-Round*

Two Rivers Tourism Going Strong

Room Tax Growth Impressive

City room tax receipts, which used to average \$115,000 to \$120,000 annually, grew from \$117,000 in 2019 to \$141,900 in 2020, an **increase of 21.3%**. In 2021, they jumped to over \$261,000, an **increase of 84.0%**. For the first three months of this year, room taxes are running well ahead of 2021.



What's contributing to this growth? The addition of 55 new rooms at the downtown Cobblestone Hotel certainly helped; that property opened its doors in August 2020. Another big contributor is the growing popularity of vacation rental properties, which now number 36 within the city limits.

Room tax, of course, is just one, easy indicator of tourism activity. The 8 percent tax is used to help further promote and develop local tourism. Also important are the "day trippers" who visit TR for a day at the beach, on our bike and water trails, or to attend our many special events and concerts. All of those visitors—overnight and day trippers—spend money in our city, helping to grow and support local businesses.

New Direction for Local Tourism Promotion and Development

Led by the City's Room Tax Commission, the public body charged by state statute with overseeing the use of City Room Tax dollars, Two Rivers is also pursuing new tourism initiatives.

After 15 years of working with the City of Manitowoc and the Manitowoc Area Convention and Visitors Bureau (MAVCB) to promote tourism in the area, Two Rivers is developing its own local tourism organization. This follows a refusal by the City of Manitowoc, in September 2021, to further engage in further negotiations with the MAVCB on a new tourism services agreement, effectively ending that partnership. That being said, we

Tourism (cont'd) continue to work cooperatively with our neighboring city to reach out to prospective visitors and give them a welcome when they get here.

Two Rivers will be creating a local not-for-profit tourism organization, with a local governing board to handle tourism promotion and development. Room tax resources to be made available for that organization's work will be subject to approval of the Room Tax Commission.

(Two Rivers Room Tax Commission members are Council member Bill LeClair, Curt Andrews of Wine Not, LLC (Council President's designee). City Manager Greg Buckley, Peter Crabbe of the Hamilton Wood Type and Printing Museum and Rick Carey of Two Rivers Hotel Group, LLC, owners of the Two Rivers Cobblestone Hotel.)



Two Rivers' interim tourism director, Amy James is busy working with local attractions and businesses, as well as our Room Tax Commission, to keep Two Rivers' tourism economy on the grow. Ms. James' prior work



has included serving as the first Tourism Director for the Waupaca County Chamber and as Executive Director of Future Neenah.

Thanks to everyone who contributes to Two Rivers' tourism economy!

Interim Tourism Director Amy James

Is Your Home in Need of Repairs?

Call Community Development Department at 920-793-5564 or email elirun@two-rivers.org

**Northeastern Wisconsin
Housing Rehabilitation
CDBG Loan Program**



**Serving the Counties of Brown, Calumet, Door, Fond du Lac, Kewaunee, Manitowoc, Marinette, Outagamie, Sheboygan, and Winnebago*

Homeowners - If your home is in need of repairs, you may qualify for home rehabilitation assistance through the NE Wisconsin Community Development Block Grant (CDBG) - Housing Loan Program:

- Minimum loan amount of \$1,000.
- Loans are offered at 0% interest.
- No loan payments are required until the home is sold, refinanced, or is no longer the primary residence of the applicant. Loans lasting 30 years may be re-recorded for up to another 30 years.
- The loan is secured by a mortgage on the property.
- Activities generally may include:
 - Private septic system replacement
 - Private well replacement
 - Roof repair/replacement
 - Lead paint and asbestos remediation
 - Door/window replacement
- Plumbing/electrical/HVAC repairs
- Siding repair/replacement
- Accessibility improvements for individuals with disabilities
- Other necessity improvements