



Agenda

Committee of the Whole Meeting

City of Kalamazoo

Monday, February 5, 2024

5:00 PM

City Commission Chambers – 241 West South Street

- A. CALL TO ORDER/ROLL CALL**
- B. COMMUNICATIONS**
- C. PUBLIC COMMENTS**
- D. SPECIAL AGENDA ITEMS**
- E. COMMITTEE OF THE WHOLE**
- F. WORK SESSION**
 - 1. Discover Kalamazoo Presentation
 - 2. Arcadia Creek Festival Site Project Update
- G. COMMISSIONER COMMENTS**
- H. ADJOURNMENT**



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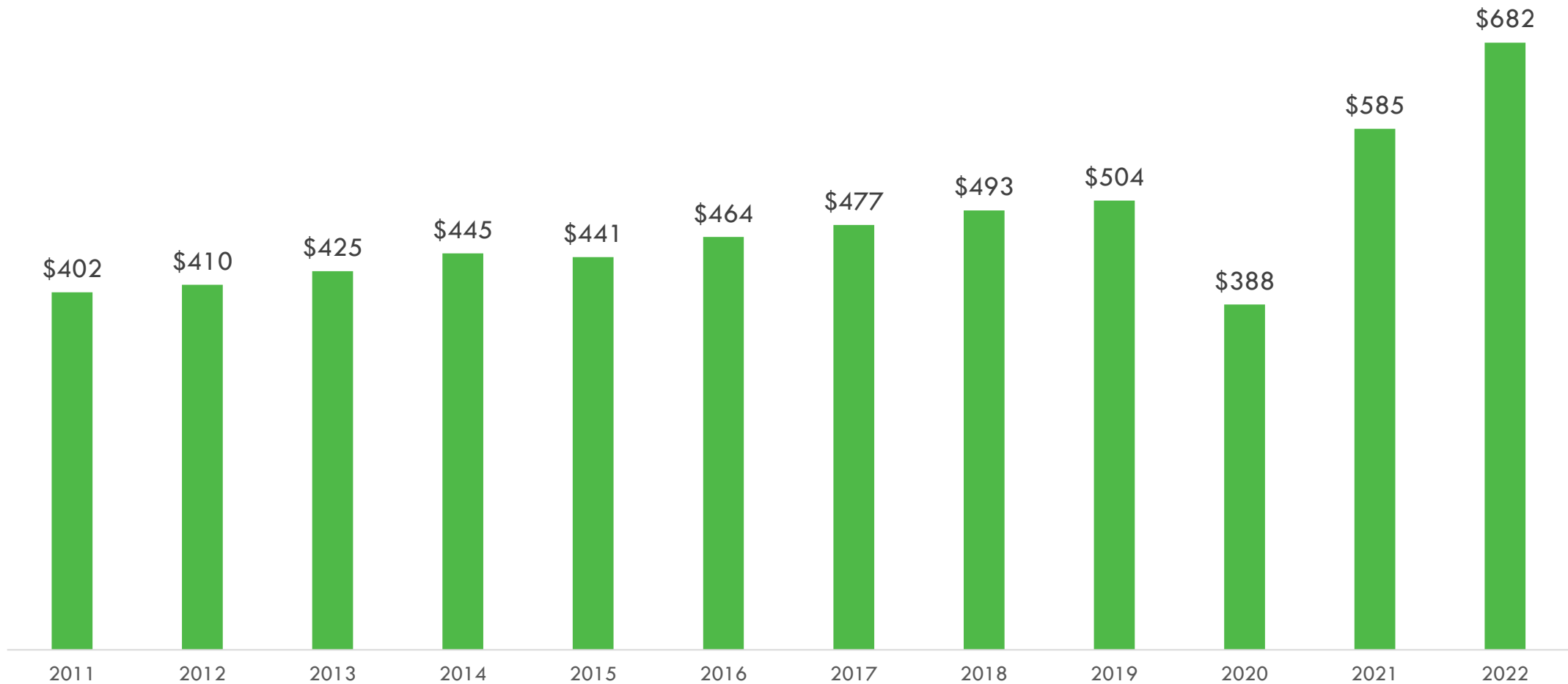
Jane Ghosh

President & CEO

Topics for Today

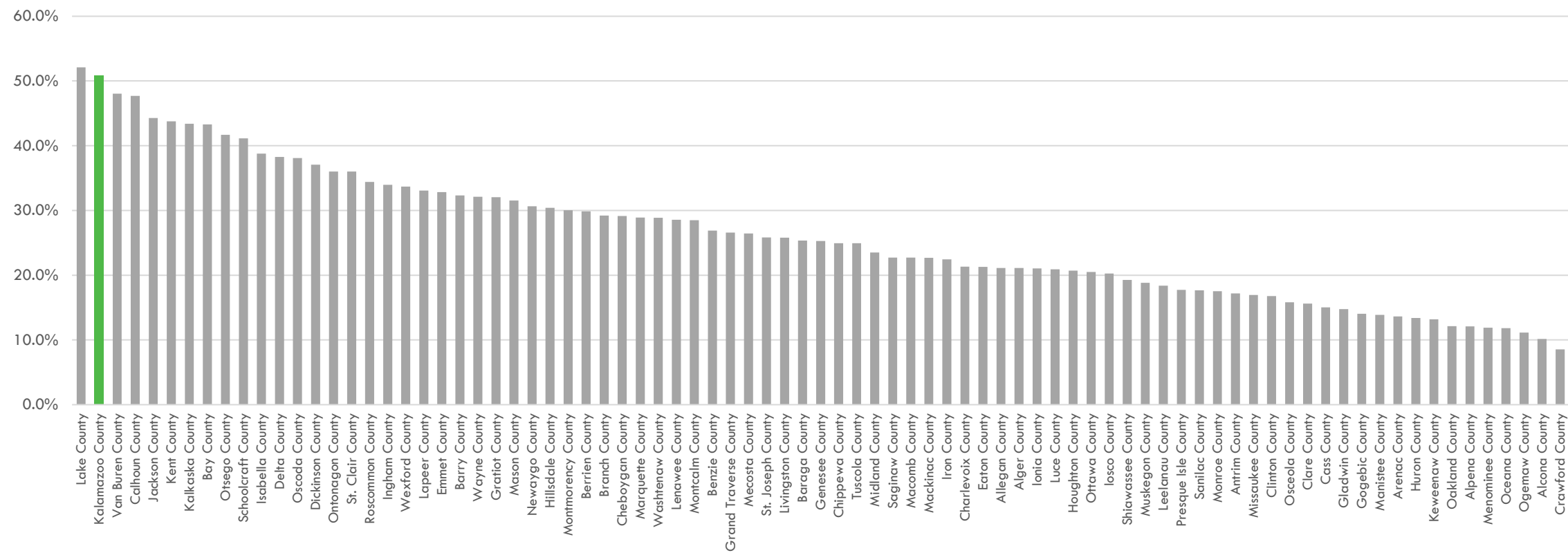
1. 2022 Visitor Spending
2. 2023 Visitation
3. 2024 Strategy and Key Initiatives

2022: Visitor spending grew 17%!



2021: Kalamazoo County #2 of 83 in Michigan

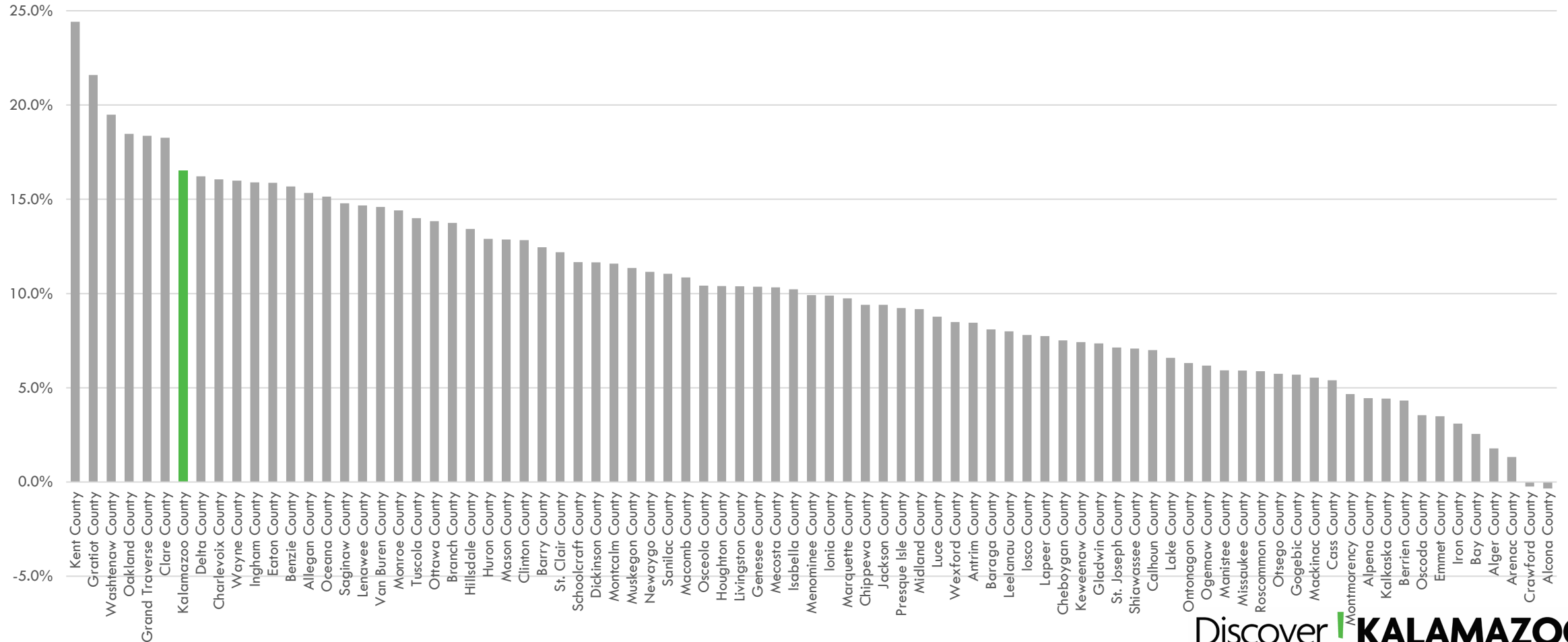
Percent change in visitor spending, 2021 vs 2020



Data: Tourism Economics, <https://medc.app.box.com/s/yui1z2b824rg19lhdfthpxpyuabbthg951>

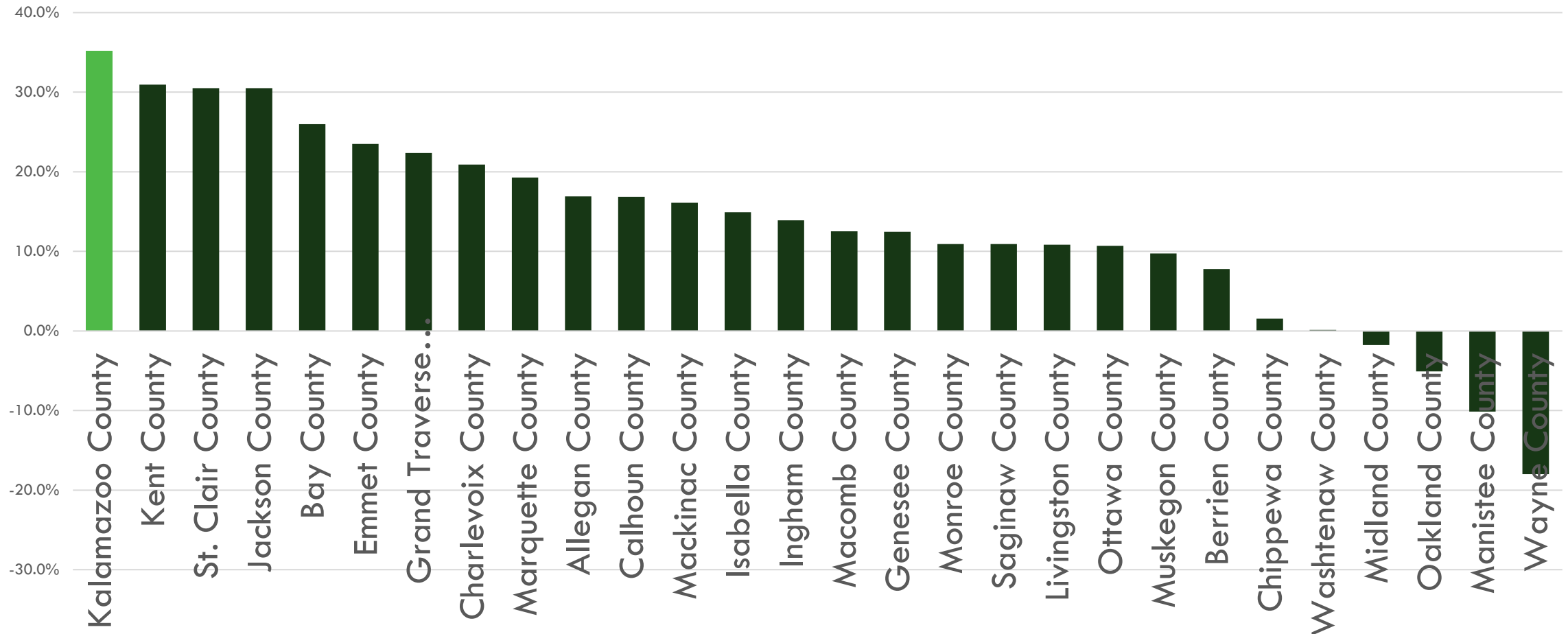
2022: Kalamazoo County #7 of 83 in Michigan

Percent Change in Visitor Spending 2022 vs 2021



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Growth in visitor spending, 2022 vs 2019



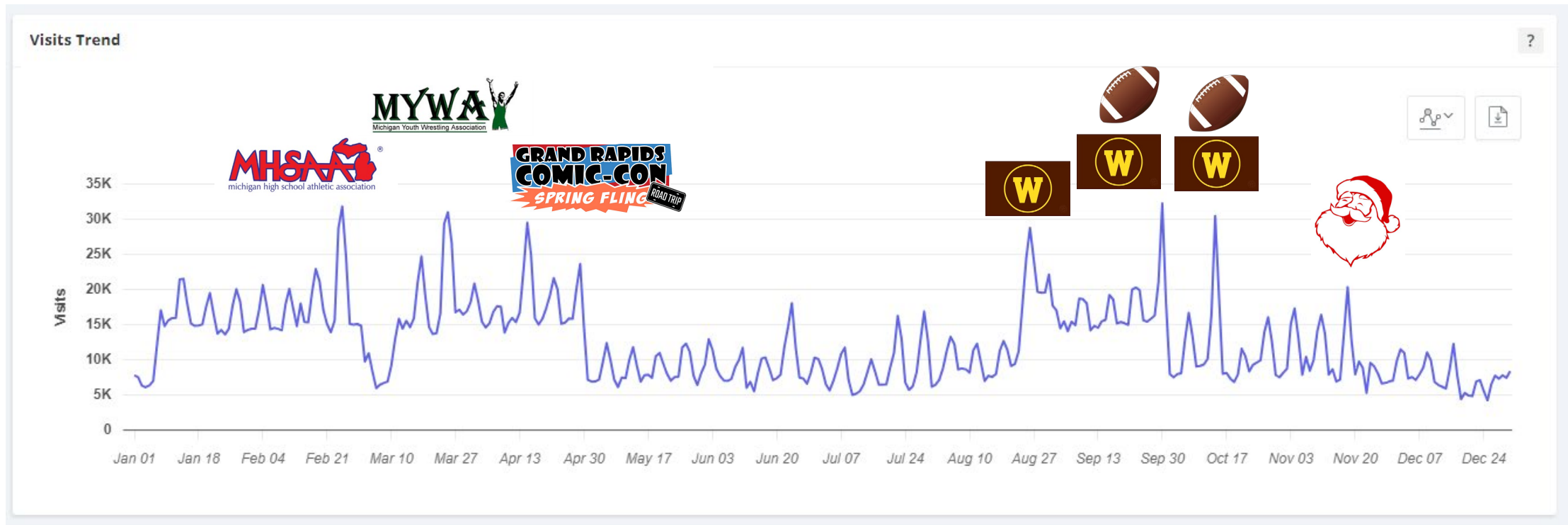
Data: Travel Michigan Research & Reports, 2022 visitor spending by County,
Counties with at least \$150 million of visitor spending in 2019

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Topics for Today

1. 2022 Visitor Spending
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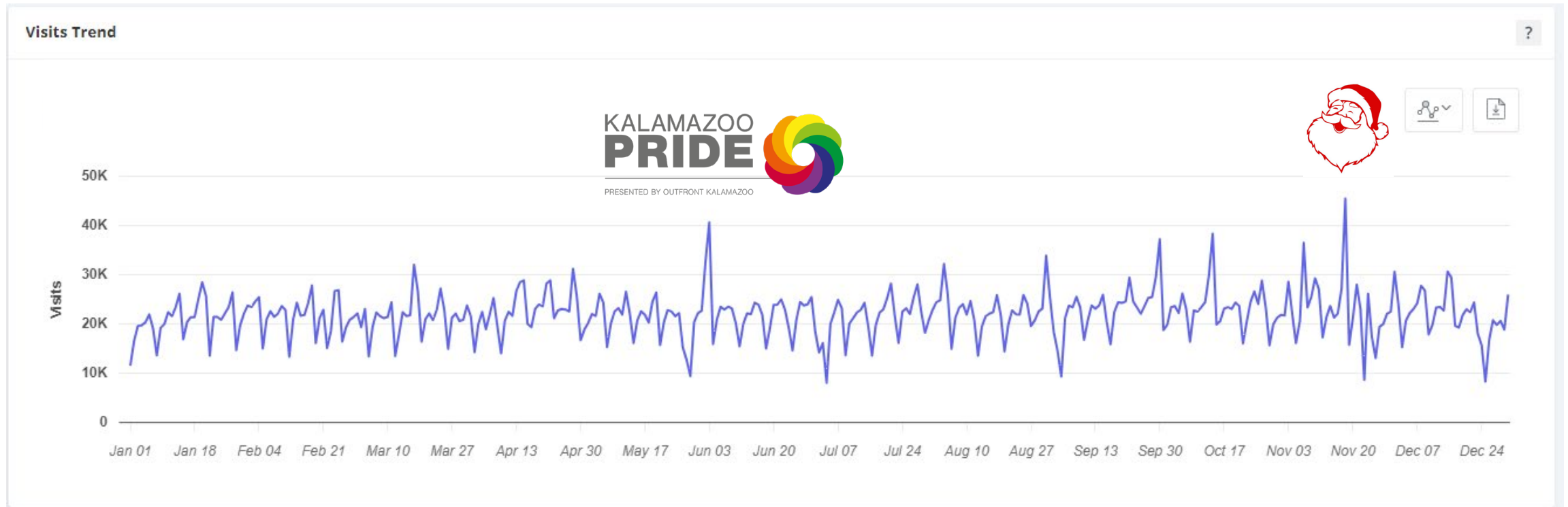
Out of town visits to Kalamazoo (city), 2023



Data: City of Kalamazoo Placer.ai, home and work distance > 50 miles, stay > 30 min

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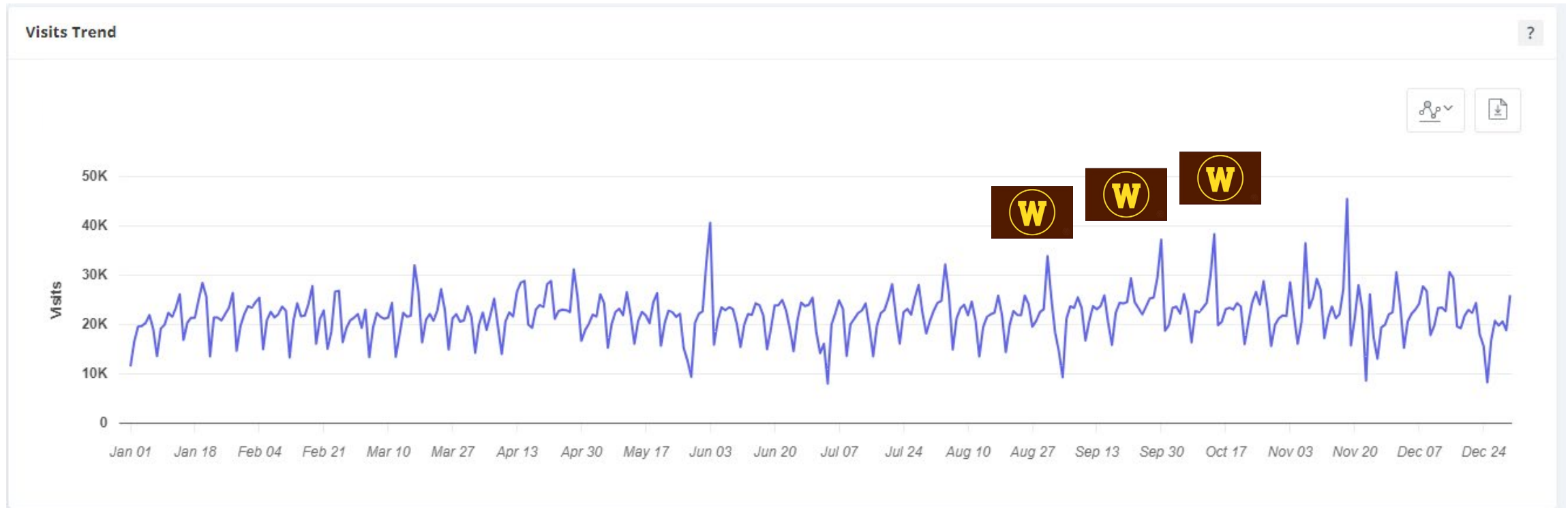
Downtown Kalamazoo, all visits (incl local)



Data: Downtown Kalamazoo Placer.ai, excl downtown employees and residents

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Downtown Kalamazoo, all visits (incl local)

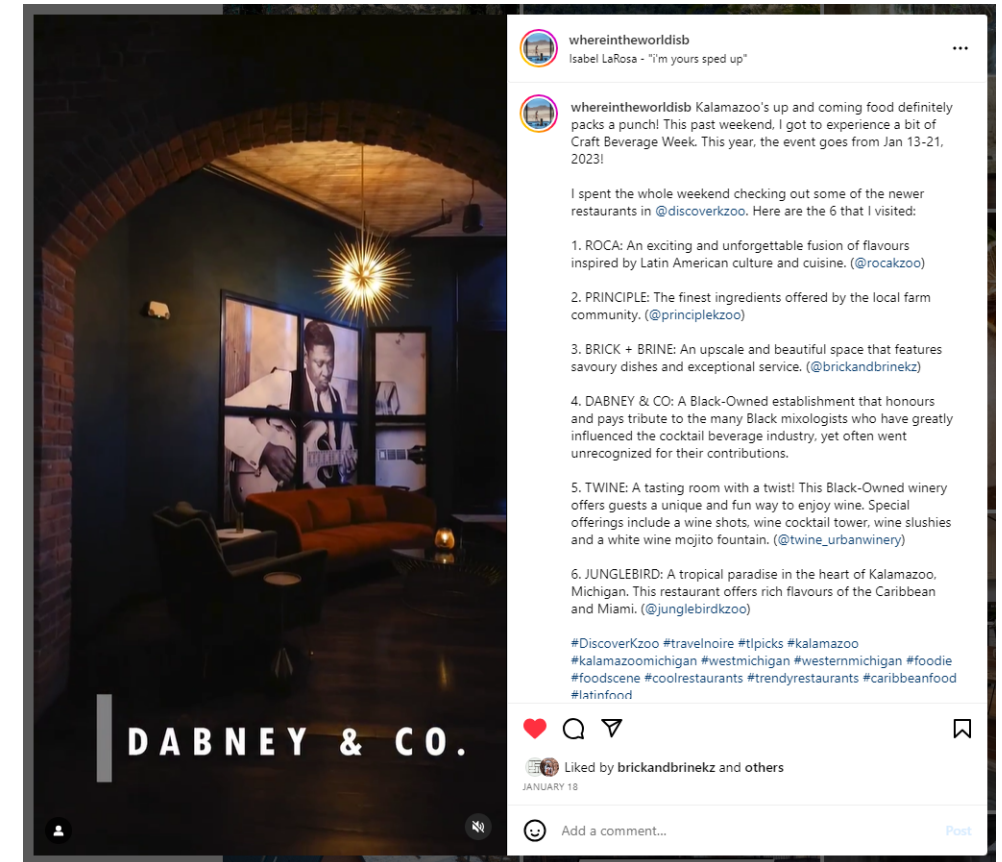


Data: Downtown Kalamazoo Placer.ai, 2023, excl downtown employees and residents

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2023 Diverse Influencers:

Brian McIntosh @whereintheworldisb | 67.9K followers Instagram

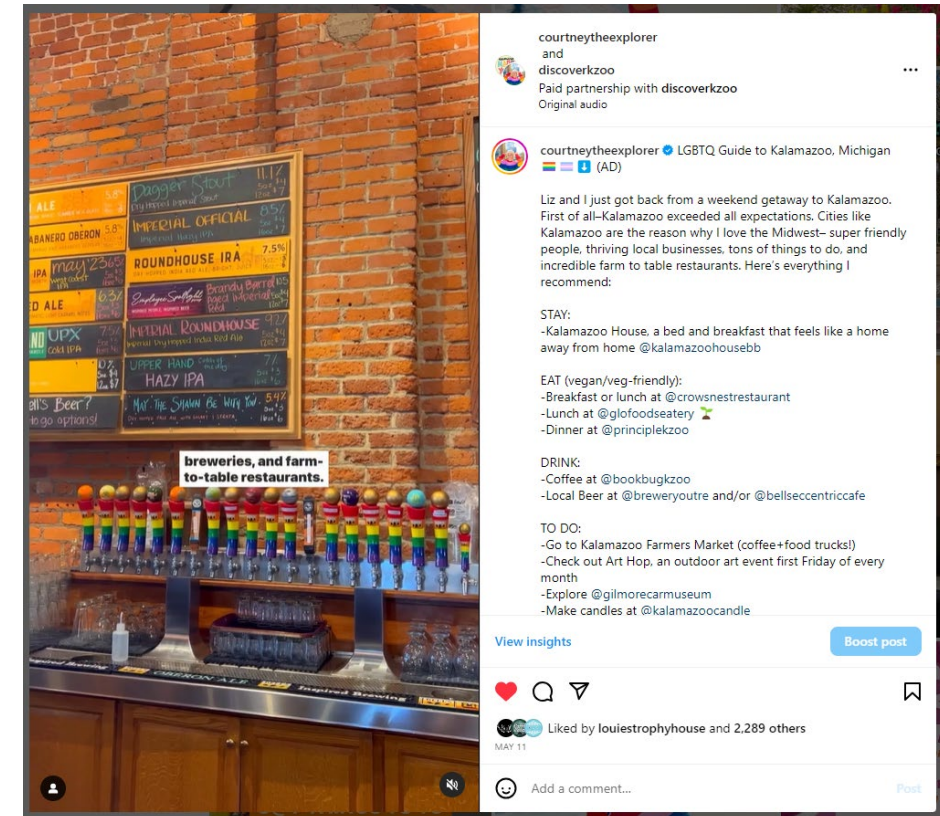


<https://www.instagram.com/reel/CnjtkYrJnxW/>

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2023 Diverse Influencers:

Courtney Vondran @Courtneytheexplorer | 23.3K followers Instagram



<https://www.discoverkalamazoo.com/blog/post/lesbian-friendly-weekend-guide-to-kalamazoo-michigan/>

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2023 Diverse Influencers:

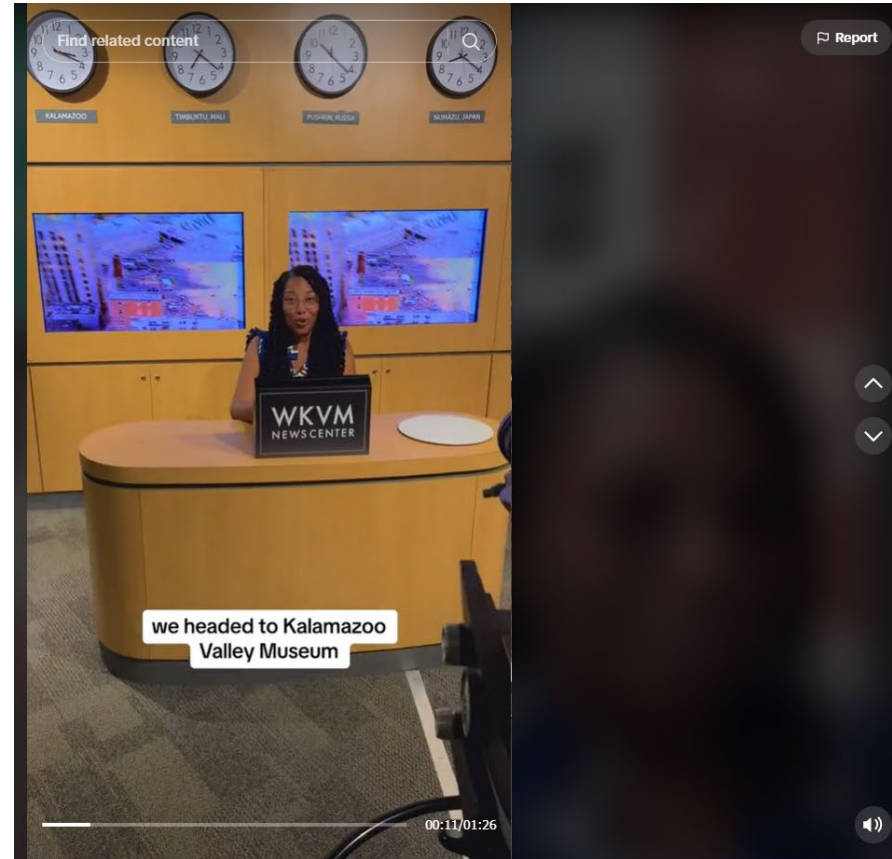
Beatrice Alleyne @busybeatravel | 20.2K followers TikTok



<https://www.instagram.com/p/CusGmTPruNm/>

Blog:

<https://www.busybeatravel.com/post/exploring-black-owned-kalamazoo>



https://www.tiktok.com/@busybeatravel/video/7255099904446696750?is_from_webapp=1&sender_device=pc&web_id=7280659432392295966

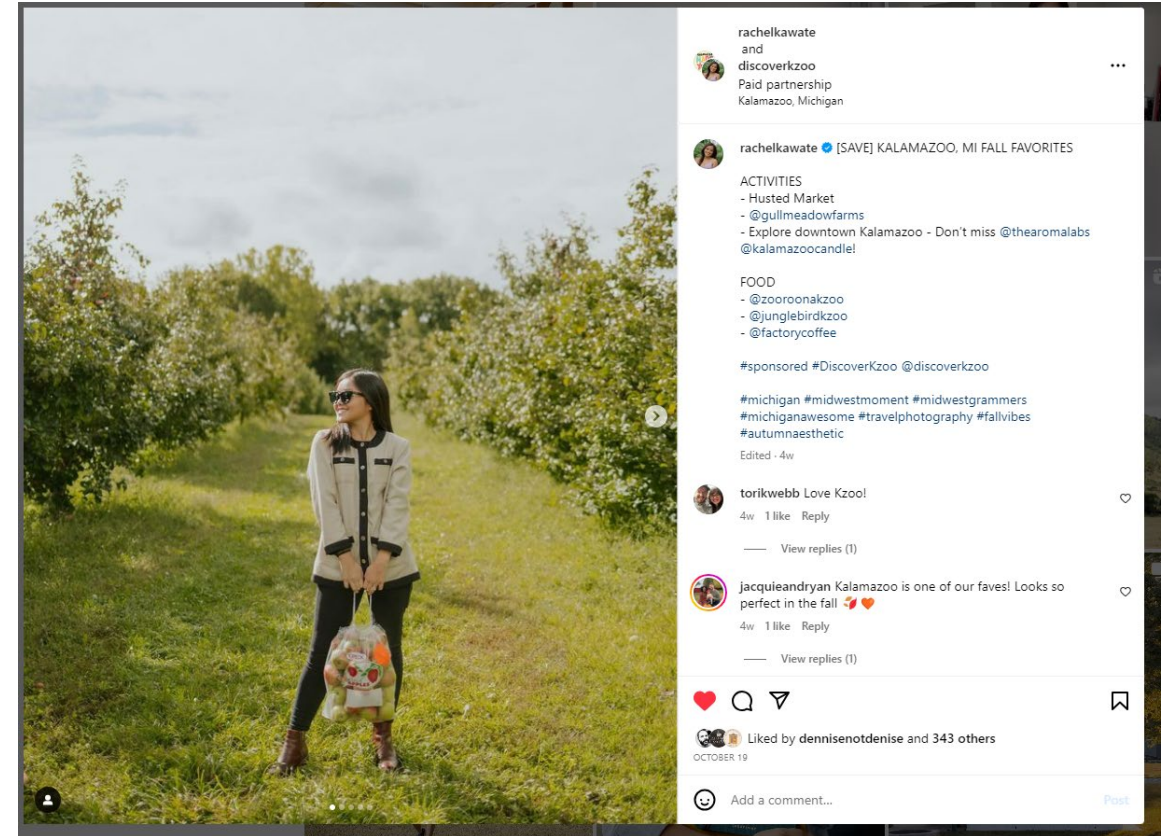
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2023 Diverse Influencers:

Rachel Kawate @rachelkawate | 31.6K followers Instagram

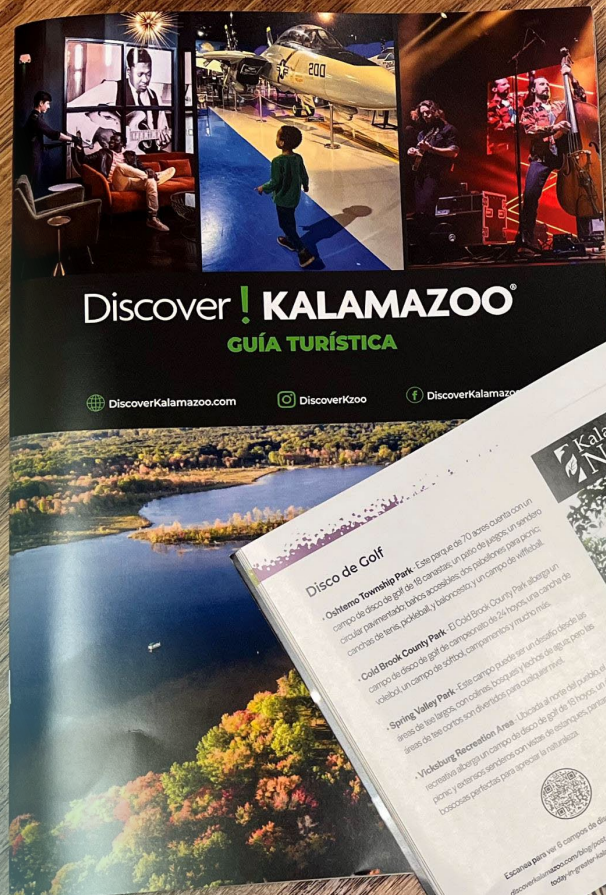


https://www.instagram.com/p/Cyi_xUHrFCC/



Blog: <https://www.discoverkalamazoo.com/blog/post/how-to-spend-a-fun-packed-weekend-in-kalamazoo/>

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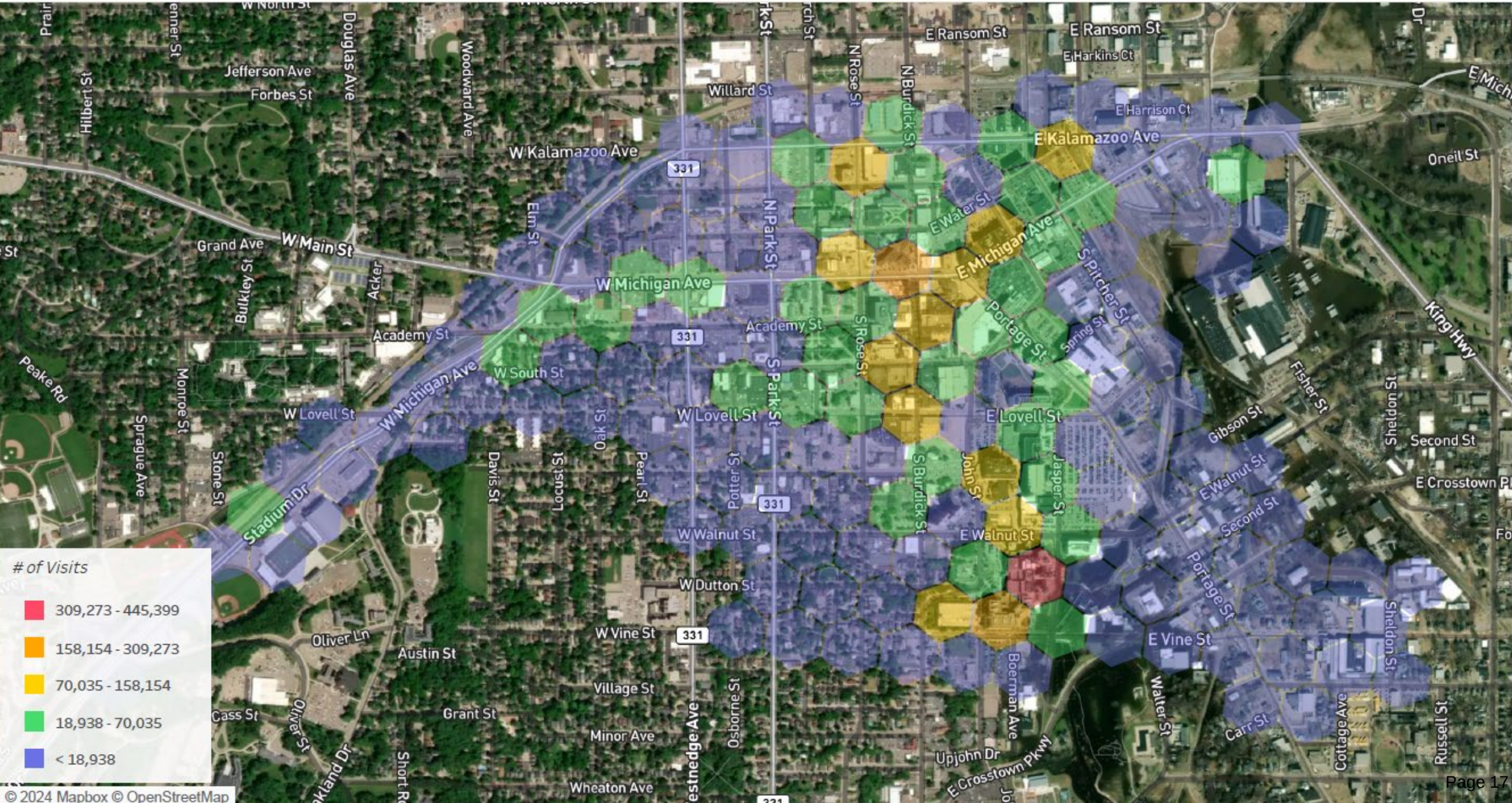


- First PRINTED travel guide in Spanish!
- Funded by Kalamazoo County ARPA grant
- Translated by El Concilio

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Downtown Kalamazoo

Kalamazoo, MI



Hospitals drive downtown foot traffic

Prior / Post Compare

Property:
Downtown Kalamazoo / Kala...

Show By:
Location

Category:
All Categories

Show Zipcodes:

Hide

Prior			Post		
Rank	Name	Foot-Traffic	Rank	Name	Foot-Traffic
1	Bronson Methodist Hospital / John St, Kalamazoo, MI	1.6%	1	Bronson Methodist Hospital / John St, Kalamazoo, MI	1.7%
2	Western Michigan University / W Michigan Ave, Kalamazoo, MI	1.2%	2	Western Michigan University / W Michigan Ave, Kalamazoo, MI	0.9%
3	Kalamazoo College / Academy St, Kalamazoo, MI	0.7%	3	Meijer / S Westnedge Ave, Portage, MI	0.9%
4	Ascension Borgess Hospital / Gull Rd, Kalamazoo, MI	0.6%	4	Kalamazoo College / Academy St, Kalamazoo, MI	0.7%
5	Bell's Eccentric Cafe and General Store / E Kalamazoo Ave, K...	0.5%	5	Waldo Stadium / W Michigan Ave, Kalamazoo, MI	0.5%

Data: Downtown Kalamazoo Placer.ai, 2023, excl downtown employees and residents

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Topics for Today

1. 2022 Visitor Spending
2. 2023 Visitation
3. 2024 Strategy and Key Initiatives

New Objective:

Frame our objective
as Kalamazoo
County's **Share** of
Michigan **Visitor**
Spending

The Greenhouse: Discover Kalamazoo Strategies for Growth

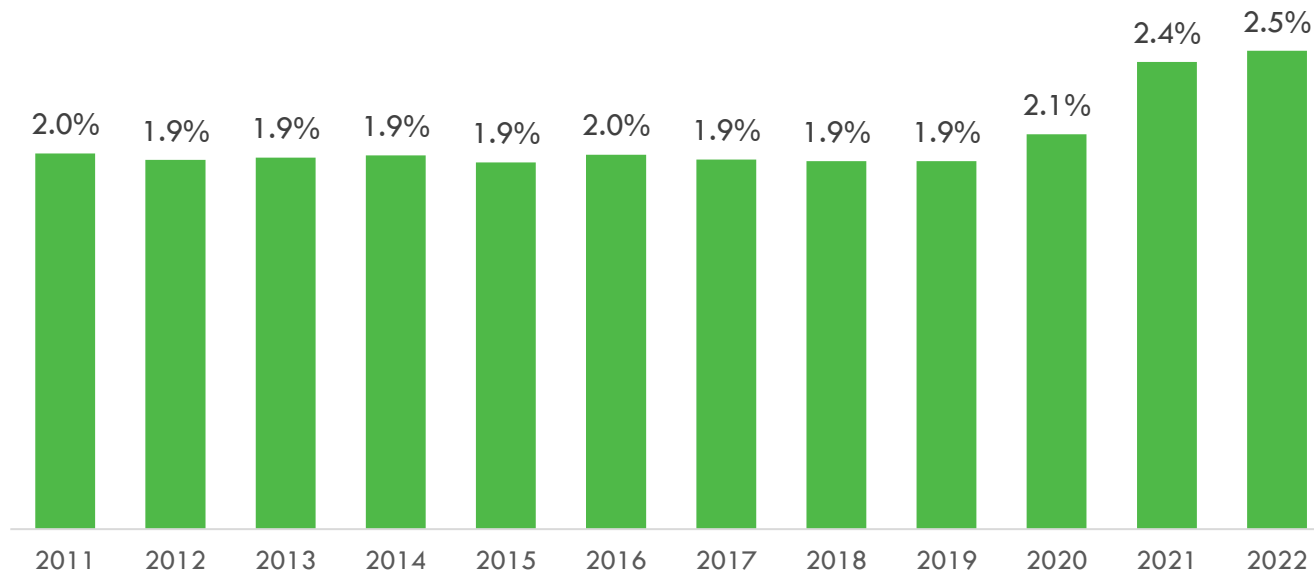
Mission: To attract and wow visitors for the economic advancement of our county

Vision: Share Kalamazoo with everyone

Objective: Increase Kalamazoo County's Share of Michigan visitor spending

Goal: 3.0% share of Michigan visitor spending by 2030

Kalamazoo County Share of MI



Goal for 2030:

3.0%

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The Greenhouse: Discover Kalamazoo Strategies for Growth

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1

Leverage our geography to win casual road-trippers

- Develop brand and distinctive assets that resonate with local ambassadors and visitors
- Deploy integrated marketing approach targeted at leisure visitors in our drive market
- Encourage people who drive through to stop

KPS|3

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2

Intentionally attract diverse audiences across all workstreams

- Create a long-term comprehensive plan for outreach to Hispanic, Black, LGBTQ+ and Disabled leisure, meeting and sports visitors
- Invest in partner development and education
- Ensure a welcoming and inclusive experience with local partners



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CNN

TRAVEL+
LEISURE

lonely planet

UNWTO

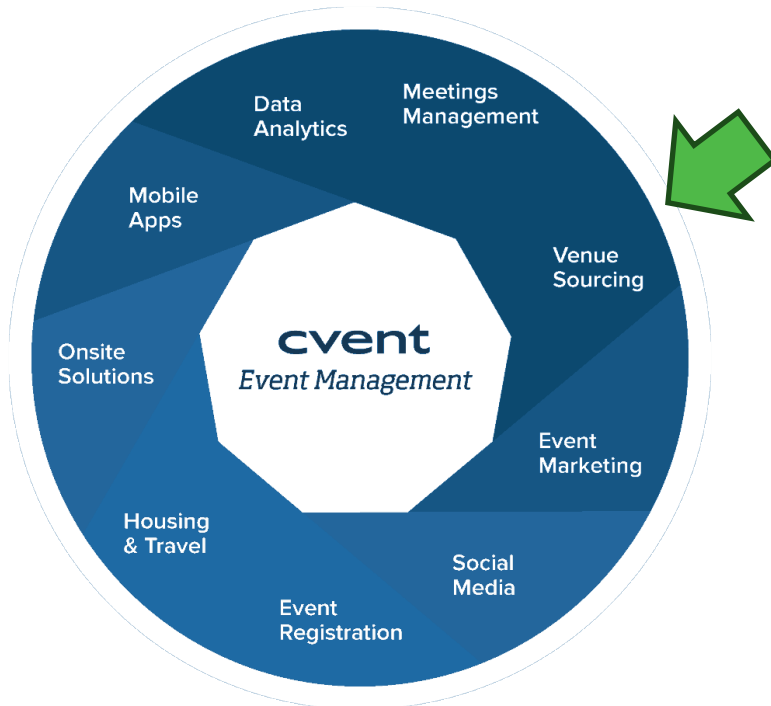
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3

Future Proof Meetings & Sports Development

- Identify growing areas of focus to diversify our business
- Play to win new business vs playing not to lose
- Prioritize relatively higher return, lower need opportunities
- Maximize existing facilities while selling new facilities now
- Execute with excellence





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GET MATCHED WITH A JOB



4

Resident & Partner Development

- Train residents to be outstanding ambassadors
- Develop robust volunteer program
- Develop partners to meet needs of future growth platforms
- Support community events which help us draw visitors
- Collaborate with other industry partners to pool resources towards shared goals including student and talent attraction

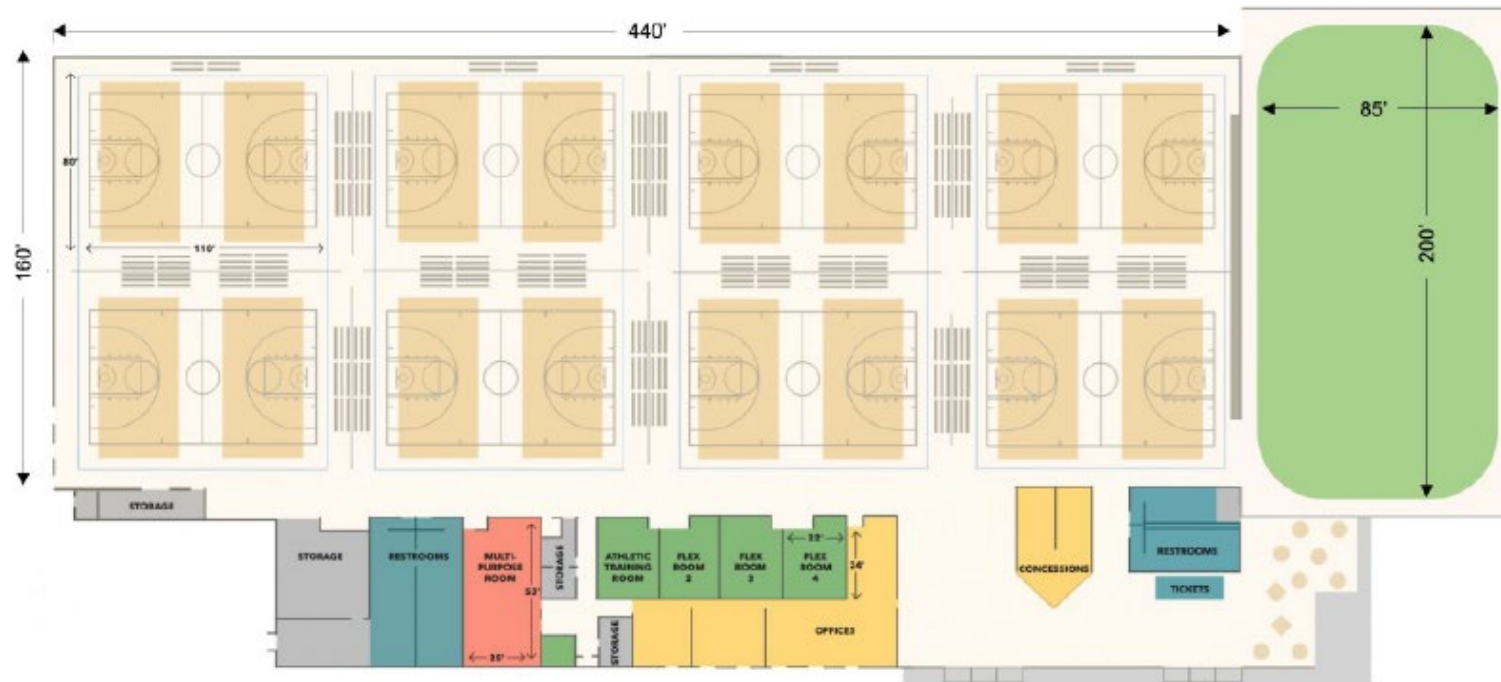
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5

Lead Destination Development

- Lead Amateur & Youth Sports facility projects
- Leverage new facilities now for future business
- Champion additional facility improvements which will help us win new business
- Develop destination master plan
- Support a vibrant Downtown Kalamazoo

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1	2	3	4	5
Leverage our geography to win casual road-trippers	Intentionally attract diverse audiences across all workstreams	Future Proof Meetings & Sports Development	Resident & Partner Development	Lead Destination Development
- Develop brand and distinctive assets that resonate with local ambassadors and visitors - Deploy integrated marketing approach targeted at leisure visitors in our drive market - Encourage people who drive through to stop	- Create a long-term comprehensive plan for outreach to Hispanic, Black, LGBTQ+ and Disabled leisure, meeting and sports visitors - Invest in partner development and education - Ensure a welcoming and inclusive experience with local partners	- Identify growing areas of focus to diversify our business - Play to win new business vs playing not to lose - Prioritize relatively higher return, lower need opportunities - Maximize existing facilities while selling new facilities now - Execute with excellence	- Train residents to be outstanding ambassadors - Develop robust volunteer program - Develop partners to meet needs of future growth platforms - Support community events which help us draw visitors - Collaborate with other industry partners to pool resources towards shared goals including student and talent attraction	- Lead Amateur & Youth Sports facility projects - Leverage new facilities now for future business - Champion additional facility improvements which will help us win new business - Develop destination master plan - Support a vibrant Downtown Kalamazoo



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Thank you!