



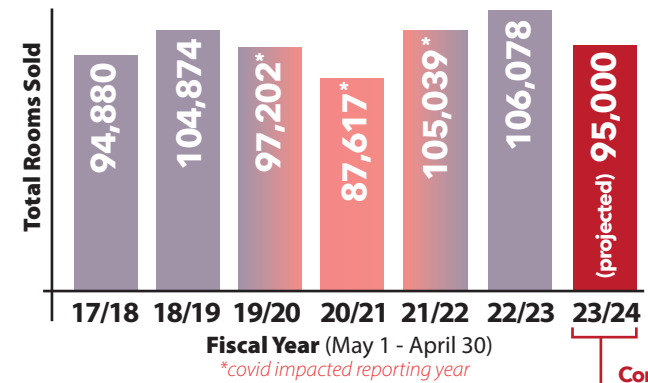
tools & data

We continue to invest in our access to important data through different platform subscriptions that help to streamline our processes and allow us to make more data-driven decisions than ever. We also share the relevant info with our community and hospitality partners on a regular basis.



economic impact

With 2023/24 being our warmest winter on record we are working to increase our non-weather dependent tourism assets to attract visitors in those months.



\$128.4 MILLION
VISITOR SPENDING
in Wexford Co. 2022

▲9%
2022 vs 2021

1,738
TOURISM SUPPORTED JOBS
in Wexford Co. 2022

*SOURCE: MEDC Tourism Econ. Impact: 2022

Conservative projection based on "covid correction" trends in the hospitality industry

hospitality support

With a defined sense of focus, we are continuing to expand our destination development efforts to improve visitor experience and support our hospitality partners. Look for more training opportunities & offerings as they become available. **Scan the QR code here for the latest info!**



SCAN FOR PARTNER RESOURCES

partners

- "The Sandbox" Members:**
- Alliance for Economic Success (AES)
 - Cadillac Area Chamber of Commerce
 - Cadillac Area Community Foundation
 - City of Cadillac
 - Boon Sports Management/The Wex
 - Cadillac Area Public Schools
 - Cadillac Arts Council
 - Cadillac Land Conservancy
 - Explore 131 North
 - Friends of the Cadillac Wexford Public Library
 - Friends of Mackenzie Trail
 - Friends of Mitchell State Park
 - Friends of White Pine Trail
 - Great Lakes Four Wheel Drive Association
 - Great Lakes Sports Commission
 - League of Michigan Bicyclists (LMB)
 - Leave No Trace
 - MI Association of Convention & Visitor Bureaus (MACVB)
 - Michigan Chapter – Society of Government Meeting Professionals (MiSGMP)
 - Michigan Department of Natural Resources (MDNR)
 - Michigan Snowmobile & ORV Association (MISORVA)
 - Michigan Snowsports Industry Association (MSIA)
 - MSU Extension
 - North Country Coop. Invasive Species (NCCISMA)
 - NW MI Arts & Culture Network
 - Other Local Chambers of Commerce & Municipalities
 - Pure Michigan/MEDC
 - Tourism Industry Coalition of Michigan (TICOM)
 - TreadLightly!
 - US Forest Service (USFS)
 - West Michigan Tourist Association (WMTA)
 - Wexford County Administration, Airport, Road Commission, and Sheriff's Department & many more!



connect now

If you have any questions or if you'd like more detailed information about any of our marketing organization's efforts, please reach out:

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Cadillac Area Visitors Bureau
201 N. Mitchell St. | Suite 102
Cadillac, MI 49601 | (231) 775-0657
CadillacMichigan.com

Mobile Visitor Center
AKA "The Caddy Wagon"

work collaboratively with local regional and statewide partners on destination development & placemaking understanding how we all have an impact on our community. let's all build one greater cadillac together

Build a place where people want to VISIT
It will be place where people want to LIVE



Build a place where people want to LIVE
It will be place where people want to WORK

Build a place where people want to VISIT
It will be place where BUSINESS needs to be

2023/2024 tourism recap

#explorecadillac

about



Cadillac Area Visitors Bureau is a board governed, 501c6 not for profit organization established under Michigan's Public Act 59 that promotes the lodging, dining, activities, and experiences of the area that attract and/or enhance the visitor experience. Visitors Bureaus are also known as Destination Marketing Organizations, or simply DMO's. In recent years, many DMO's have extended their work into the local community to work collaboratively with local, regional, and statewide partners on destination development and placemaking.

leadership

2024-2025 Board of Directors:

President

Kim Post – Mackinaw Timbers Cabins

Vice President

Pete Finch – Coyote Crossing Resort

Treasurer

Pete Meyer – Caberfae Peaks

Directors

David Vigne – Evergreen Resort

Phil Himes – Cadillac Country Club

2 Vacant Seats (one lodging member and one at large)

CAVB Staff:

Kathy Morin is the Executive Director and has been with the CAVB since August 2018. She has a background in marketing, tourism, and community/economic development and holds degrees from both Central Michigan University and Michigan State University.

Lindsey Westdorp joined the team in 2022 as Marketing Manager. She has been co-owner of Bit Social Media with her brother Will and in that role supported the Visitors Bureau with digital marketing efforts for 10+ years. She is also a graduate of Central Michigan University.

Marci Hensley also joined our team in 2022 as the Marketing/Administrative Assistant. Her background includes extensive hospitality and event management. She too, is a fellow CMU Chippewa!

Support Team: We also have on-going contracted marketing and service support with Right Side Design Group, Boardman Video, Blue Blaze PR and Slaughterhawk Photography.

2024 Summer Interns - Maddie Marks & Macey McKeever

collaboration

a look at our 2023-2024 marketing efforts

Seasonal marketing campaigns are supported with printed materials, blogs, content development, photo & video creation, email newsletters, digital ads, social media, public relations and influencer marketing. Our messaging/target audiences extend throughout and well beyond Michigan's borders into several neighboring states.



print & digital resource guides

We offer a complete livery of print pieces that are distributed locally as well as to other welcome centers and mailed directly to those requesting materials. All materials are available in print and digital form, including the latest maps and resources utilized by both locals and visitors alike.



caddy wagon

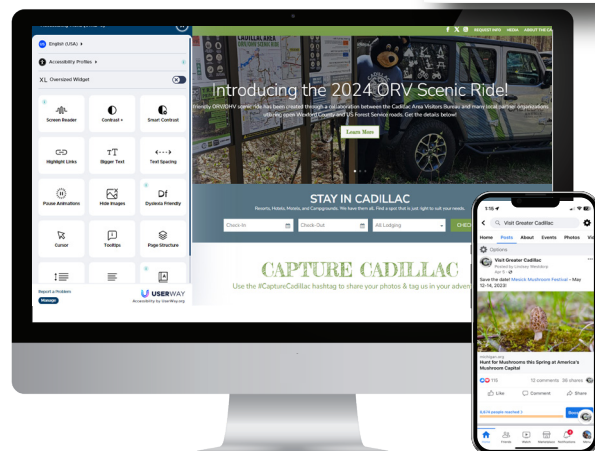
By now, you may have seen our new mobile visitor center (better known as the "Caddy Wagon"). New in 2024, this branded Jeep Wrangler is our latest expansion into visitor outreach and it allows us to take our information to where the people are. It has already been on the road all over the state to different welcome centers and conferences as the only MVC of its kind in Michigan! We will also take it out into the forests to help spread good stewardship practices and reminders to TreadLightly! on our trails and keep them in good condition.



web + social

We have invested in automating high traffic sections of our website and plan to launch a complete overhaul later this year. We deploy digital search and social ad campaigns based on real time seasonal conditions; engaging targeted audiences based on their specific interests.

www.cadillacmichigan.com
www.ridecadillac.com



groups, meetings & trade shows

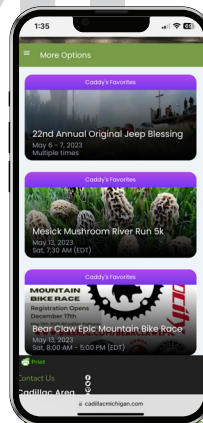
We attend several trade shows annually (for golf, fishing, snowsports, etc.) and engage with thousands of attendees to distribute materials and generate leads.



events

We manage the most comprehensive digital community calendar in the area and offer support to many local events with a variety of digital marketing support and consultation.

See it LIVE at: cadillacmichigan.com/events



expanded support

Back to the Bricks Promo Tour
Bear Claw Epic Race
Blessing of the Jeeps
Cadillac Historical Tours
Christmas in the Park
Connecting Entrepreneurial Communities

Craft Beer Festival
Fatty Caddy Race
Gopherwood Concerts
Mitchell Street Market
Wings & Wheels
& many more!



Cadillac Area Festivals & Events (C.A.F.E.)

This is the 501c3 non-profit arm of our organization that is run by the same staff and board of directors as the CAVB. Its mission is to support festivals and events in the area in various ways for economic growth.

Again in 2024 CAFE is partnering with the Cadillac Craft Beer Festival to fund-raise for the financial support of many local festivals and events through a new mini-grant program, launching this year.

2023-2024 destination development

We have been engaging with local partners to develop several initiatives, including wayfinding/signage, tourism kiosks, ORV tourism, trail development, accessibility and more. **Grants totaling \$120,000** have been awarded to the CAVB in the past two years for these initiatives! In turn, destination development grants have been reinvested into many important community projects including the Cadillac Pathway, CHS Stadium improvements, Diggins Hill project and many more, totalling over \$81,000 in the past 3 years!

ORV Scenic Ride Launch

After 2 years of planning and a very large investment, we are excited to have launched the 2024 version of our ORV Scenic Ride! A ride throughout the region, that features key points of interest along the way. Special thanks to CAVB board member Pete Finch and Brandon Jensen at RightSide Design who we couldn't have done this without as well as all of our partners who made this very heavy lift possible. Look for an expanded map in 2025!



how we're funded

Our primary funding is received through the 5% visitor-paid lodging assessment, which is very common across the state. It is paid along with the 6% Michigan sales tax when someone stays overnight in one of the properties within our assessment district and remitted to our accounting firm. Our assessment district includes 16 lodging properties located in the City of Cadillac and townships immediately surrounding, as well as the Caberfae area. This includes about 625 lodging units ranging from cabins to hotel rooms to condos. We also receive a voluntary assessment from one short term rental management company. The past two years, we have also received matching grant funding from USDA Rural Development and the State of Michigan to support destination development projects.

Our fiscal year is May 1 – April 30 of each year.

our core values

- Sustainability & Stewardship
- Authenticity & Transparency
- Community & Collaboration
- Inclusivity & Generosity

who we serve

Geographically, we promote visitor-based opportunities in and around Cadillac, extending as far out as Wellston (to the West), Merritt (to the East), Buckley (to the North) and LeRoy (to the South).

We are no longer membership based and this allows us to feature the best of what the Cadillac area has to offer, at no additional cost to those being promoted.

how we work together



Coming together with different perspectives, funding sources, skill sets & goals, "The Cadillac Sandbox" is made up of our key community partners who meet regularly to work on collaborative community initiatives.

The Cadillac Area Chamber of Commerce provides opportunities and resources for local businesses that help to reduce barriers and promote economic growth. The City of Cadillac is a separate entity as well, with their focus being that of municipal planning and management, funded by local taxpayers.

We work closely with both of these organizations as well as AES and CACF as our missions align in several areas, while approaching projects within our own scope of work.