

CITY OF GLENDALE

5909 N. Milwaukee River Parkway
Glendale, Wisconsin 53209

2018 Welcome to Glendale Marketing Committee

Agenda

Thursday, February 22, 2018 2:00pm
Sprecher Brewing Company
701 W. Glendale Ave, Glendale

1. Call to Order
2. Introductions
3. Explanation of Room Tax
4. Executive Director, Convention and Visitors Bureau Report
5. Goals for Welcome to Glendale
6. Summer Event Schedule
7. Marketing Plan Update
8. Strategies To Bring In Business/Revenue/Heads-In-Beds
9. Tracking Results