



OFFICIAL NOTICE AND AGENDA

of a meeting of a City Board, Commission, Department, Committee, Agency, Corporation, Quasi-Municipal Corporation, or sub-unit thereof.

Meeting of the: **ROOM TAX COMMISSION**
Date/Time: **Tuesday, April 18, 2024, at 4:00 PM**
Location: City Hall (407 Grant Street) in the Council Chambers
Members: Lisa Rasmussen, Michael Martens, Chad Henke, Tim VanDeYacht, Lindsey Lewitzke

AGENDA ITEMS FOR CONSIDERATION/POSSIBLE ACTION TO BE TAKEN

- 1 Elect Chairperson and Vice Chairperson for the Room Tax Commission.
- 2 Minutes of the previous meeting (11/28/2023).
- 3 Discussion and Possible Action regarding Tourism Grant request applications.

Adjourn

, Chairperson

* indicates that these members are subject to Mayoral appointment and Common Council approval

Members of the public who do not wish to appear in person may view the meeting live over the internet, live by cable TV, Channel 981, and a video is available in its entirety and can be accessed at <https://tinyurl.com/WausauCityCouncil>.

IMPORTANT: THREE (3) MEMBERS NEEDED FOR A QUORUM: If you are unable to attend the meeting please notify Mary Goede by calling 715-261-6616 or via email kody.hart2@ci.wausau.wi.us

This Notice was posted at City Hall and emailed to the Daily Herald newsroom 04/17/2024 at 12:00 pm

Please note that, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids & services. For information or to request this service, contact the City Clerk at (715) 261-6620.

JOINT FINANCE COMMITTEE AND ROOM TAX COMMISSION MEETING

Date and Time: Tuesday, November 28, 2023 @ 6:00 P.M., Council Chambers

Finance Committee Members Present: Lisa Rasmussen, Michael Martens, Sarah Watson, Doug Diny, and Carol Lukens

Room Tax Commission Members Present: Michael Martens, Lisa Rasmussen, Chad Henke, Tim VanDeYacht, Lindsey Lewitzke

Others Present: Mayor Rosenberg, MaryAnne Groat, Anne Jacobson, Liz Brodek, Kody Hart

Noting the presence of a quorum Chairperson Rasmussen called the Finance Committee meeting to order at 6:03 P.M.

Noting the presence of a quorum Chairperson Martens called the Room Tax Commission to order at 6:03 P.M.

Minutes of the previous Room Tax Commission meeting (09/25/2023).

Motion by Henke, seconded by Rasmussen to approve. Motion carried 5-0.

Discussion and possible action regarding renewal of the Tourism Entity Agreement with the Wausau/Central Wisconsin Convention and Visitors Bureau.

Tim White, Executive Director of the Wausau/Central Wisconsin Convention and Visitors Bureau presented on the ongoing operations of their organization and upcoming initiatives. The organization is seeking a two-year contract as opposed to a one-year contract that has been historically renewed on that basis.

Link to the presentation provided: <https://www.wausauwi.gov/home/showpublisheddocument/10292>

Rasmussen stated that the flow of financial and results standards information has improved significantly.

Lewitzke questioned various line items of the proposed contract and budget which were answered by White and Jodi Maguire, Director of Operations of the Wausau/Central Wisconsin Convention and Visitors Bureau.

Diny questioned if reports and results will come in annually. It was stated that a report would be provided quarterly and the CVB staff would be available for further questions and results.

The Finance Committee and the Room Tax Commission decided not to go into Closed Session on this matter.

Motion by Watson, seconded by Diny, to approved from the Finance Committee. Motion carried 5-0.

Motion by Lewitzke, seconded by Henke, to approve from the Room Tax Commission. Motion carried 4-0, with VanDeYacht abstaining.

Adjournment

Motion by Watson, seconded by Diny, to adjourn the Finance Committee. Motion carried.

Motion by VanDeYacht, seconded by Henke, to adjourn the Room Tax Commission. Motion carried.

Meeting adjourned at 7:00 P.M.

For full meeting video on YouTube: <https://www.youtube.com/watch?v=iEVAqemaSf4>

2024 ROOM TAX

	CITY	COMMISSION	TOTAL
Carryover from Prior Year - Preliminary		50,000	50,000
Room Tax Revenue	444,133	525,000	969,133
Room Tax Retained by Hotels Available		9,691	9,691
	444,133	565,309	1,009,442
ROOM TAX COMMISSION AWARDS:			
CVB		387,653	387,653
Historical Society of Marathon County	20,495		20,495
Performing Arts - Grand Theater	44,407		44,407
Wausau Concert Band	6,832		6,832
Center for Visual Arts	10,248		10,248
Leigh Yawkey Woodson Art Museum	29,377		29,377
Main Street Program	26,591		26,591
Wausau Area Events	70,026		70,026
City of Wausau/400 Block	146,355		146,355
400 Block	52,755		52,755
City Park Tourism Development Staff	37,047		37,047
Brewfest		3,000	3,000
Wings over Wausau		15,000	15,000
TOTAL	444,133	405,653	849,786
BALANCE - Available for Allocation	0	159,655	159,656
2024 REQUEST			
Balloon Festival	Jul-24	10,000	10,000
Center for Visual Art - New Exhibit	June-August 2024	8,000	8,000
Hmong Festival	Jul-24	20,000	20,000
Leigh Yawkey Woodson Art Museum - Artrageous	24-Sep	10,000	10,000
Wisconsin Art Association Marathon Park	Sep-24	10,000	10,000
Iron Bull	12events 2024	29,495	29,495
Wausau Pride	24-Jun	6,500	6,500
Monk Gardens Blossom of Lights	Sept Oct 2024	10,000	10,000
Wausau Events Bluefest	Aug-24	10,000	10,000
Fireworks Festival	24-Jul	10,000	10,000
		123,995	123,995

Id:

Bucket: ApplicationSubmitted_TourismGrant

Created: 3/2/2024 8:53:26 PM

Updated: 3/2/2024 8:53:26 PM

City of Wausau Tourism Grant

Getting Started

City of Wausau

COMMISSION ROOM TAX TOURISM GRANT APPLICATION

Beginning January 1, 2017 the State Law mandates the City forward to a tourism commission any room tax revenue exceeding the amount the municipality may retain. The Commission must spend room tax revenue on tourism promotion and tourism development.

Tourism Promotion and Tourism Development is defined in the Wisconsin Statutes to mean any of the following that are significantly used by transient tourists and reasonably likely to generate paid overnight stays at more than one establishment in the municipality on which room tax is imposed:

- Marketing projects, including advertising buys, creation and distribution of printed or electronic promotional tourist materials, or efforts to recruit conventions, sporting events or motor coach groups.
- Transient tourist informational services.
- Tangible municipal development, including a convention center.

Transient tourist means any person residing for a continuous period of less than one month in a hotel, motel or other furnished accommodations.

The Commission is obligated to submit on an annual basis a detail report of its room tax expenditures to the Wisconsin Department of Revenue.

The Room Tax Tourism Grant program is designed to promote tourism related activity within the City of Wausau with specific emphasis on tourism that is reasonably likely to generate overnight stays in hotel facilities.

APPLICATION DEADLINES:

Applications are considered on a rolling cycle. The 2023 meeting schedule and application deadline is as follows:

- Applications submitted by midnight July 19 will be considered at the July 24th meeting.
- Applications submitted by midnight September 18 will be considered at the September 25th meeting.

ELIGIBLE PROJECTS AND USE OF FUNDS:

- Design, production and placement costs for marketing that targets visitors from outside the City of Wausau and its surrounding communities. This includes but is not limited to: brochures, fliers, posters, direct mail, registration materials, print ads, radio ads, television ads. Website enhancements that are reasonably likely to increase tourism and overnight hotel stay. Web and social media marketing that increase traffic of visitors from outside the City of Wausau and its surrounding communities.
- Purchase of marketing lists, search engine marketing ad words, google ad words.
- Offsite signage such as billboards targeting visitors that live outside the City and its surrounding communities.
- Fees must be payable to a third party vendor. In-kind fees are not eligible.

ELIGIBLE APPLICANTS:

- Not for Profit Organizations with an IRS determination.
- Not for Profit Organization is in good standing with the City.
- Event is located in or near the City of Wausau and offers verifiable economic benefits to the City of Wausau through increased room nights.
- The event or promotional opportunity should demonstrate economic impact as it relates to tourism and is reasonably likely to generate multiple hotel stays.
- Repeat grant applicants have filed timely post event reports.

GRANT RECOGNITION:

All awarded marketing projects must include the City of Wausau logo and where space allows, the following grant recognition: "Sponsored in part by the City of Wausau Room Tax."

GRANT LIMITS:

- Grants will be limited based upon funding.

ADDITIONAL INFORMATION:

- All grants will be evaluated on established criteria and ranked competitively by the Commission.
- The grant application will serve as a grant agreement and must be signed by an authorized official within the organization.
- The grant expires one year after awarded by the Room Tax Commission.
- Grantees should request funds via email request to finance@ci.wausau.wi.us
- The Room Tax Summary Compliance reporting should be submitted timely to finance@ci.wausau.wi.us

EVALUATION CRITERIA:

- Completeness and quality of the application. 10 points
- A well-developed marketing strategy that can reasonably be expected to generate multiple hotel stays. 30 points
- The event and application substantiate local economic impact from:
 - local visitors. 5 points
 - day trip visitors. 15 points
 - overnight visitors. 30 points
- The methodology proposed to survey attendees is well developed and will likely generate good quality information regarding event attendees and whether they are local or non-local. 10 points
- The event is unique, unduplicated and creative . 20 points
- Expected/historical event attendance:
 - 0-1,000 attendees annually. 5 points
 - 1,000-5,000 attendees annually. 10 points
 - 5,000+ attendees annually. 15 points
- Event located within the City of Wausau. 5 points

REVIEW AND AWARD PROCESS:

- Timely grant requests will be reviewed by staff for completeness.

- The Commission will review, score and rank proposals based upon the Evaluation Criteria.
- Staff will compile ranking for Commission consideration.
- Commission will review and make a final grant determination.
- Grant applicants will be informed of the grant determination.

Organization Info

Staff Notes

Name of Organization

| Taste N Glow Balloon Festival

Authorized Official First Name

| Jodi

Authorized Official Last Name

| Maguire

Authorized Official Title

| Board of Directors Secretary & Treasurer

Email Address

| JMaguire@visitwausau.com

Organization Website URL

| Working on launching new website under visitwausau.com

Street Address

| P.O. Box 1772

City

| Wausau

State

| WI

Zip

| 54402

Daytime Telephone

| 715-573-2102

Grant Information

Staff Notes

Grant Request Amount

█ \$10,000.00

Total Project/Event Budget

█ \$248,150.00

Event Date(s) or Date Range

█ July 12-13, 2024

Event Location

█ Town of Stettin at Trailmates Snowmobile Grass Drag Grounds

Projected Number of Attendees

█ 40,000

Have you applied or been awarded room tax or other public funding for this event?

█ Yes

Please describe:

█ In 2023, Taste N Glow was awarded \$20,000 from City of Wausau in 2022, Taste N Glow was awarded \$10,000. We applied for other room tax funds with other municipalities. Village of Weston \$10,000 Village of Rib Mountain \$10,000, Village of Rothschild \$10,000, City of Mosinee \$2,500 and City of Schofield \$2,500

Estimated Number of Hotel Stays from the Project/Event

█ Existing Event/Project

Project/Event Description

█ The 2024 Taste N Glow Balloon Festival will look a little different this year. The Board of Directors are dedicated to making the Taste N Glow a Greater Wausau Area event and continue the tradition and legacy of what was started 21 years ago. Our focus this year is drawing in spectators from across the state along with neighboring states. We want to enhance the spectators experience by providing new activities/attractions.

Optional: Upload Project/Event Details

█ No files uploaded.

Marketing Plan

Staff Notes

Provide a detailed marketing plan or strategy. Complete the marketing budget below that lists each marketing piece, the location of the piece, approximate dates of views, cost, planned distribution of materials etc. Outline specifically how this plan is reasonably likely to generate overnight hotel stays. Additionally, highlight those marketing materials that are outside the City of Wausau and those that are over 90 miles away.

Marketing Plan Description

█ Taste N Glow will be working with Visit Wausau to place ads outside of the 90 miles radius from Wausau on Facebook

and Google pay for click ads. The Wausau CVB has already been doing this for all year promotion of the Greater Wausau Area but there will be a focus on just the Taste N Glow Balloon Festival and what it has to offer to adults and families. In the past, the Taste N Glow has also partnered with WSAW to provide digital ads on OTT in the Milwaukee, Northern Illinois, Minneapolis and the Twin Cities. We would like dedicate a portion towards this for 2024.

Marketing Media Description

Wausau/Central Wisconsin CVB

Locations covered by the media/ publication

Approximate dates

June 1, 2024 through July 11, 2024

Expected Cost

8,000 to 10,000

Grant Request

10,000

Marketing Media Description

WSAW

Locations covered by the media/ publication

Milwaukee, Northern Illinois, Minneapolis, Twin Cities

Approximate dates

June 1, 2024 through July 11, 2024

Expected Cost

5,000

Grant Request

Additional information may be attached

No files uploaded.

Hotel Stays

Staff Notes

Detail how your organization/project/event will be reasonably likely to create overnight stays in the City of Wausau lodging facilities. Please explain your methodology for identifying multiple hotel stays generated by the event and surveying event goers.

For 2024, the board is focusing on bringing new activities/attractions to the event and they will be strategically staggered out to promote overnight stays.

Repeat events are required to provide evidence of historic room nights.

In 2023 over 85% of the hotel rooms in the Greater Wausau Area were booked, this was a mixture of pilots, entertainers and spectators. In 2022, the hotel market was completely booked for the Taste N Glow event weekend.

Is your event/project reserving a block of rooms for this event in a City of Wausau hotel

Yes

Please provide number of rooms, number of nights and name of the hotel.

Balloon Pilots would be staying Thursday through Sunday - July 10th through July 13th. We are still working on finalizing hotel location. In the past, Taste N Glow has worked with Ghidorzi Hotels, and have filled the three hotels with one being in the Wausau area, Courtyard by Marriott. Ghidorzi has reached out and expressed interest in the partnership, the board is trying to finalize details to know what total rooms are needed and room types.

Required Documents

Staff Notes

ORGANIZATION WIDE BUDGET

No files uploaded.

PROJECT OR EVENT BUDGET

See uploaded files:

- 'Taste N Glow Budget 2024.pdf' (id: 8a7e1ddb-0af9-4b37-a0dd-b10c71561aaa)

RECENT YEAREND FINANCIAL STATEMENTS

See uploaded files:

- 'P&L Statement for 2023 Taste N Glow.pdf' (id: cfa3b62e-1a55-491f-84d1-c74a66227e22)

IRS DETERMINATION

See uploaded files:

- 'FinalLetter92-1288510TASTENLOWBALLOONFEST1209202200 (3).pdf' (id: d75bd19d-dad8-4e8d-ab67-c7a84961ed09)

BOARD OF DIRECTORS

See uploaded files:

- '2024 Board of Directors.pdf' (id: 2e40646d-ceba-439e-800a-e7ea92498ab0)

Submit

I understand the restrictions placed on the expenditure of room tax funds governed by the Room Tax Commission and certify that the requested funds will be used for the purposes described in this application or approved by the Commission. I understand that the use of funds is subject to review and a post event reporting is required. Grant recipients will be considered ineligible for future grants until post event reporting is filed. This application will serve as a grant agreement and award as noted below.

Applicant Full Name

Jodi Maguire

Applicant Title

Board Member for the Taste N Glow Balloon Festival

Approval Of Application

Begin User

JMaguire@visitwausau.com

Begin Date

3/2/2024 8:03:42 PM

Submitted User

JMaguire@visitwausau.com

Submitted Date

3/2/2024 8:53:26 PM

Original Completed Application

No file uploaded.

The undersigned has examined the application for Community Development Block Grant Rehabilitation Loan described herein, including supporting date, and finds that the application meets the requirements of the Community Development Block Grant Rehabilitation Program, as amended, and satisfies the rules and regulations issued by the City of Wausau, Wisconsin, pertaining to the Community Development Block Grant Loan Program.

Staff Notes

Approved By

None

Approved Date

Completed Approved Application

No file uploaded.

Declined By

None

Declined Date

Declined Reason

Portfol_RelationshipManager

Portfol Contact Number

Portfol Client Number

Portfol Project Number

Expenses	Amount
New Entertainment Pieces	\$50,000.00
Event Insurance	\$6,700
Shuttle Service	\$5,000
Lumberjack Show	\$8,000
Log Rollers	\$15,000
Bands	\$5,000
Sound System	\$4,000
Announcer	\$1,000
Kid's Inflatables	\$2,500
Chainsaw Carver	\$3,000
ATV Pulling Show	\$1,500
Car Show	\$2,800
5K Run	\$3,500
Tents	\$8,000
Volunteer Shirts	\$2,000
Bleacher Transport	\$500
EMT, Police	\$5,000
Garbage Service	\$4,000
Special Shaped Balloon Contracts	\$10,000
Hotels	\$15,000
Pilot Packs and Meals	\$5,000
Regular Shaped Balloons	\$60,000
Sponsor Appreciation Night	\$3,650
Porta Pots	\$10,000
Balloon Trading Cards	\$2,000
Marketing	\$15,000
Total Expenses	\$248,150

Revenue	Amount
Admission Fees	\$125,000
Sponsorships	\$75,000
Grants	\$40,000
Car Show Registration Fee	\$1,150
5K Registration Fee	\$4,000
Chainsaw Carving Sales	\$3,000
Total Revenue	\$248,150

Taste N Glow Balloon Fest

Profit and Loss by Tag Group

January - December 2023

	TOTAL
Revenue	
Contributed income	
Corporate & foundation grants	145,500.00
Donations directed by individuals	1,540.00
Government grants & contracts	34,000.00
Grants from other nonprofits	19,941.40
In-kind donations	5,054.96
Total Contributed income	206,036.36
Event Income	2,010.80
5K Run	3,330.00
Admissions	135,635.84
ATM Fees	568.00
Car Show	1,460.00
Chainsaw Carvings	2,618.60
Ice	430.00
Tethered Balloons	2,800.00
Total Event Income	148,853.24
Investment income	2,064.39
Sales of Product Income	251.24
Total Revenue	\$357,205.23
GROSS PROFIT	\$357,205.23
Expenditures	
5K Expense	3,061.44
Advertising & marketing	1,492.41
Board of Directors	151.00
Buses	11,757.00
Car Show Expense	3,226.28
Chainsaw Carving Shows	3,000.00
Contract & professional fees	400.00
Fundraising fees	469.72
Total Contract & professional fees	869.72
Donations	50,617.57
Dragon Dancers	1,112.00
Entertainment Meals	100.00
Equipment Rental	35,516.34
Event Entertainment	8,450.00
Event Security	630.00
Event Supplies	8,082.78
Garbage Disposal	3,976.84
Hot Air Balloon Pilots	356.30
Balloon Cards/Banners	3,294.80
Crew Transactions	1,240.00
Hot Air Balloon Pilot Fees	33,760.50
Pilot & Volunteer Meals	4,997.08

Taste N Glow Balloon Fest

Profit and Loss by Tag Group

January - December 2023

	TOTAL
Pilot Pack Supplies	1,359.75
Propane	3,516.95
Total Hot Air Balloon Pilots	48,525.38
Insurance	8,833.00
Log Roller Expense	3,300.00
Lumberjack Show	6,304.00
Office expenses	
Bank fees & service charges	82.60
Internet & TV services	433.83
Memberships & subscriptions	1,176.00
Printing & photocopying	230.65
Small tools & equipment	5,416.93
Software & apps	171.86
Total Office expenses	7,511.87
Portable Toilets Rental	11,590.00
Repairs & maintenance	10,663.00
Sound System	3,200.00
Sponsor Logos	1,017.36
Square Fees	578.48
Taxes Paid	7,238.52
Tractor Pull	1,257.50
Uncategorized Expense	20,058.99
Volunteer Transactions	3,648.45
Total Expenditures	\$265,769.93
NET OPERATING REVENUE	\$91,435.30
Other Expenditures	
Vehicle expenses	7,388.00
Total Other Expenditures	\$7,388.00
NET OTHER REVENUE	\$ -7,388.00
NET REVENUE	\$84,047.30



Department of the Treasury
Internal Revenue Service
Tax Exempt and Government Entities
P.O. Box 2508
Cincinnati, OH 45201

TASTE N GLOW BALLOON FEST
PO BOX 1772
WAUSAU, WI 54402-1772

Date:
05/18/2023
Employer ID number:
92-1288510
Person to contact:
Name: Michelle A Glutz
ID number: 31213
Telephone: 877-829-5500
Accounting period ending:
December 31
Public charity status:
509(a)(2)
Form 990 / 990-EZ / 990-N required:
Yes
Effective date of exemption:
January 1, 2023
Contribution deductibility:
Yes
Addendum applies:
No
DLN:
26053746008452

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Sincerely,

Stephen A. Martin
Director, Exempt Organizations
Rulings and Agreements



**2024 Board of Directors
Updated 2/20/2024**

President Seat - Vacant

Randy Thurs-Vice President
6525 52nd Avenue
Wausau, WI 54401
rthurs76@gmail.com
(715)-571-9768

Jodi Maguire-Secretary/Treasurer
209351 County Road O
Mosinee, WI 54455
JMaguire@visitwausau.com
(715)-573-2102

Chris Jilek
5207 Fuller Street
Weston, WI 54476
cmjilek@gmail.com
(715)-297-1688

Open Seat as of 11/30/23

*Will be electing new officers in March 2024**

Id:

Bucket: ApplicationSubmitted_TourismGrant

Created: 3/25/2024 5:25:22 PM

Updated: 3/25/2024 5:25:22 PM

City of Wausau Tourism Grant

Getting Started

City of Wausau

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- Staff will compile ranking for Commission consideration.
- Commission will review and make a final grant determination.
- Grant applicants will be informed of the grant determination.

Organization Info

Staff Notes

Name of Organization

| Center for Visual Arts

Authorized Official First Name

| Tiffany

Authorized Official Last Name

| Rodriguez-Lee

Authorized Official Title

| Executive Director

Email Address

| trodriguezlee@cvawausau.org

Organization Website URL

| www.cvawausau.org

Street Address

| 427 N Fourth Street

City

| Wausau

State

| WI

Zip

| 54403

Daytime Telephone

| 7152125863

Grant Information

Staff Notes

Grant Request Amount

█ \$8,000.00

Total Project/Event Budget

█ \$17,000.00

Event Date(s) or Date Range

█ June 5 - August 10, 2024

Event Location

█ Center for Visual Arts

Projected Number of Attendees

█ 250

Have you applied or been awarded room tax or other public funding for this event?

█ No

Please describe:

Estimated Number of Hotel Stays from the Project/Event

█ 25

█ Existing Event/Project

Project/Event Description

█ This is a new and/or existing event. We are no stranger to putting on an exhibit with an accompanying reception for the public. However, June 5th we will open a brand new exhibit, in a brand new way. We welcome two Hmong guest curators out of the Twin Cities in Minnesota to take over our Vault Gallery. This new Program highlights the voice of underrepresented communities by inviting guest curators to coordinate an exhibit at the CVA. Koua Yang and Lee Xiong Identify as Hmong women makers and their work falls in the field of expanded practice using performative actions, community activism, and installation art. This exhibit will feature captivating artworks hand selected by our guest curators from Hmong artists. On top of the incredible exhibit and public reception with beverages, food, and artist talks, our guest curators will be programming several free workshops throughout the months of June and July for our community and visitors. The public reception will also feature Hmong food and Hmong dance. This exhibit, it's reception, and coordinating workshops will absolutely draw from the Greater Wisconsin area, specifically Milwaukee, as well as the curator's and artist's following from the Minneapolis, Mn area.

Optional: Upload Project/Event Details

█ No files uploaded.

Marketing Plan

Staff Notes

Provide a detailed marketing plan or strategy. Complete the marketing budget below that lists each marketing piece, the location of the piece, approximate dates of views, cost, planned distribution of materials etc. Outline specifically how this

plan is reasonably likely to generate overnight hotel stays. Additionally, highlight those marketing materials that are outside the City of Wausau and those that are over 90 miles away.

Marketing Plan Description

The CVA is ready and committed to targeted ads outside of just social media. We take marketing via print very seriously and do very selectively. Therefore we will put a focus on well-known and respected publications like Artdose Magazine. We will also utilize a healthy partnership with Wisconsin Public Radio for several advertising opportunities, including social media and radio. We would like to venture into Spotify advertising as well. We are so excited for that opportunity based on results from other organizations. Digital audio advertising allows businesses to create a personal connection with their audience in moments when other digital media can't. Using audio ads allows us to be heard and delivered when listeners are most receptive in a no-swipe, no-scroll environment.

Our organization continues to see tremendous growth through 2023 into 2024. The amount of people served by the CVA continues to grow tremendously, as do our exhibit offerings and educational programming. With recent studies coming out of the National Endowment for the Arts, we are working hard this year to illustrate the importance of Arts and Tourism. Arts and Culture tourists visiting a city stay longer and spend more money than any other type of tourist, and it's important we remain supported and funded by government entities to continue to grow our impact and help Wausau stand out as a place to visit and stay. Now more than ever, Arts and Culture are imperative to year round and weather-resistant tourism. It would be a mistake not to show support, and help us do what we do best - which is make Wausau more unique, attractive, vibrant, and welcoming.

Marketing Media Description

Artdose Magazine; Founded in 2013, Artdose Magazine LLC is an independent art magazine based in Wisconsin committed to connecting and supporting the visual arts in the Midwest.

Locations covered by the media/ publication

Entire state, but based in Milwaukee and Sheboygan

Approximate dates

ads in summer publication and through their online platform month of May

Expected Cost

1500

Grant Request

1500

Marketing Media Description

City Pages

Locations covered by the media/ publication

Greater Wausau

Approximate dates

June and July - ads for workshops

Expected Cost

1500

Grant Request

1500

Marketing Media Description

WPR

Locations covered by the media/ publication

Entire State

Approximate dates

May and June

Expected Cost

2500

Grant Request

2500

Marketing Media Description

Spotify ads; great new way for us to market across the midwest via targeted audiences listening to music and podcasts

Locations covered by the media/ publication

Entire region; focus on our big visitor spots at the CVA: Madison, WI, Milwaukee, Green Bay, Sheboygan, Minneapolis

Approximate dates

May-July

Expected Cost

2500

Grant Request

2500

Additional information may be attached

No files uploaded.

Hotel Stays

Staff Notes

Detail how your organization/project/event will be reasonably likely to create overnight stays in the City of Wausau lodging facilities. Please explain your methodology for identifying multiple hotel stays generated by the event and surveying event goers.

Attendees will be traveling from across the state as well as from Minneapolis, MN to see our Guest Curators speak, visit the Hmong artist and their work in our gallery, and to attend the opening reception that includes traditional foods, music, dance and more. This is an incredible art and cultural opportunity that is sure to be well attended. We intend to see at least 20 if not more room stays because of the popularity of these artists and curators, as well as the programming alongside of them..

Repeat events are required to provide evidence of historic room nights.

Is your event/project reserving a block of rooms for this event in a City of Wausau hotel

Yes

Please provide number of rooms, number of nights and name of the hotel.

Currently working Jefferson Street in on a block. Will be working on a block of 30 rooms ideally - and will venture out to other hotels as needed of course.

Required Documents

Staff Notes

ORGANIZATION WIDE BUDGET

See uploaded files:

- 'CVA Budget 2024.xlsx - Budget 2024.pdf' (id: 67ab4d13-2dc2-4eb3-a0c6-67c6bbe18b67)

PROJECT OR EVENT BUDGET

See uploaded files:

- 'CVA Guest Curator Budget.xlsx - Sheet1.pdf' (id: 9f7b03ec-e9ac-46df-af5b-d24a4d562af5)

RECENT YEAREND FINANCIAL STATEMENTS

See uploaded files:

- 'Draft Form 990 to Client.pdf' (id: bb090bf5-82c9-4b54-9d8c-8e0ed5c93256)

IRS DETERMINATION

See uploaded files:

- 'IRS Determination Letter.pdf' (id: 8fd6bdbf-5720-499f-ab5b-4f1f5ec2cec2)

BOARD OF DIRECTORS

See uploaded files:

- 'Copy of Copy of Letterhead.pdf' (id: 7dca07b9-735c-4c52-9e39-8511f5f8f76a)

Submit

I understand the restrictions placed on the expenditure of room tax funds governed by the Room Tax Commission and certify that the requested funds will be used for the purposes described in this application or approved by the Commission. I understand that the use of funds is subject to review and a post event reporting is required. Grant recipients will be considered ineligible for future grants until post event reporting is filed. This application will serve as a grant agreement and award as noted below.

Applicant Full Name

| Tiffany Rodriguez-Lee

Applicant Title

| Executive Director

Approval Of Application

Begin User

| trodriguezlee@cvawausau.org

Begin Date

| 3/25/2024 4:48:53 PM

Submitted User

| trodriguezlee@cvawausau.org

Submitted Date

| 3/25/2024 5:25:22 PM

Original Completed Application

| No file uploaded.

The undersigned has examined the application for Community Development Block Grant Rehabilitation Loan described herein, including supporting date, and finds that the application meets the requirements of the Community Development Block Grant Rehabilitation Program, as amended, and satisfies the rules and regulations issued by the City of Wausau, Wisconsin, pertaining to the Community Development Block Grant Loan Program.

Staff Notes

Approved By

| None

Approved Date

Completed Approved Application

| No file uploaded.

Declined By

| None

Declined Date

Declined Reason

Portfol_RelationshipManager

Portfol Contact Number

Portfol Client Number

Portfol Project Number

CVA Guest Curator PROJECT BUDGET

PROJECT EXPENSES	Amount	% of Total Expenses		Total
Personnel		0.00%		
Facilities/Occupancy		0.00%		
Marketing (outside 90 mile radius)	\$8,000.00	41.45%		
Marketing (local)	\$3,000.00			
Printing/Promotion	\$1,000.00	5.18%		
Guest Curator Travel Stipend	\$4,000.00	20.73%		
Administrative Expenses	\$2,000.00	10.36%		
Reception food/drinks	\$800.00	4.15%		
Payouts for Hmong musicians and dancers	\$500.00	2.59%		
		0.00%		
TOTAL PROJECT EXPENSES				\$19,300.00
SOURCES OF PROJECT REVENUE	Secured Funding	Funding Applied For		Total
City of Wausau Room Tax		\$ 8,000.00	=	\$8,000.00
Other Foundations		\$ 5,000.00	=	\$5,000.00
Corporations		\$ 3,000.00	=	\$3,000.00
Individuals			=	\$0.00
Government Grants		\$ 3,300.00	=	\$3,300.00
Umbrella Organization			=	\$0.00
Contracts			=	\$0.00
Other Project Revenue (<i>specify</i>)			=	\$0.00
Earned Income				
Events or Ticket Sales			=	\$0.00
Publications & Products			=	\$0.00

Membership Income			=	\$0.00	
In-kind Support			=	\$0.00	
Other Earned Income (<i>specify</i>)			=	\$0.00	
			=	\$0.00	
			=	\$0.00	
TOTAL PROJECT REVENUE					\$19,300.00





August 9, 2023

CONFIDENTIAL

Center for the Visual Arts
427 4th Street
Wausau, WI 54403-5420

Dear Tiffany:

We have prepared the enclosed returns from information provided by you without verification or audit. We suggest that you examine these returns carefully to fully acquaint yourself with all items contained therein to ensure that there are no omissions or misstatements. Attached are instructions for signing and filing each return. Please follow those instructions carefully.

Enclosed is any material you furnished for use in preparing the returns. If the returns are examined, requests may be made for supporting documentation. Therefore, we recommend that you retain all pertinent records for at least seven years.

If your organization receives a request to provide a copy of its tax return and the return contains a Schedule B - Schedule of Contributors this schedule should not be included as part of the copy provided.

In order that we may properly advise you of tax considerations, please keep us informed of any significant changes in your financial affairs or of any correspondence received from taxing authorities.

If you have any questions, or if we can be of assistance in any way, please call.

We appreciate your business and referrals.

Sincerely,

Zachary Linsmeyer, CPA

Filing Instructions
Center for the Visual Arts
Exempt Organization / Private Foundation Tax Return(s)
Taxable Year Ended September 30, 2022

Federal Filing Instructions

Your Form 990 for the year ended 9/30/22 shows no balance due.

Your return is being filed electronically with the IRS and is not required to be mailed. If you mail a paper copy of your return to the IRS it will delay the processing of your return. Your electronically filed return is not complete without your signature. You are using a Personal Identification Number (PIN) for signing your return electronically. Form 8879-TE, IRS *e-file* Signature Authorization for an Exempt Organization should be signed and dated by an authorized officer of the organization and returned as soon as possible to:

KerberRose S.C.
115 E 5th St
Shawano, WI 54166

***Important:* Your return will not be filed with the IRS until the signed Form 8879-TE has been received by this office.**

Wisconsin Filing Instructions

Wisconsin Form 1952

Form 1952 Wisconsin Supplement to Financial Report on Form Other Than Form #308 should be signed by the President or other authorized officer, and the Chief Fiscal Officer. No tax is payable with the filing of this return. Mail the form with the attached copy of the Federal Form 990 which does not include Schedule B or other documents related to specific donor information to:

Wisconsin Department of Financial Institutions
PO Box 7879
Madison, WI 53707-7879

Form **8879-TE****IRS e-file Signature Authorization
for a Tax Exempt Entity**

OMB No. 1545-0047

For calendar year 2021, or fiscal year beginning 10/01, 2021, and ending 9/30, 2022Department of the Treasury
Internal Revenue Service▶ **Do not send to the IRS. Keep for your records.****2021**▶ **Go to www.irs.gov/Form8879TE for the latest information.**

Name of filer

CENTER FOR THE VISUAL ARTS

EIN or SSN

39-1410122Name and title of officer or person subject to tax **TIFFANY RODRIGUEZ-LEE
EXECUTIVE DIRECTOR****Part I Type of Return and Return Information**

Check the box for the return for which you are using this Form 8879-TE and enter the applicable amount, if any, from the return. Form 8038-CP and Form 5330 filers may enter dollars and cents. For all other forms, enter whole dollars only. If you check the box on line **1a, 2a, 3a, 4a, 5a, 6a, 7a, 8a, 9a, or 10a** below, and the amount on that line for the return being filed with this form was blank, then leave line **1b, 2b, 3b, 4b, 5b, 6b, 7b, 8b, 9b, or 10b**, whichever is applicable, blank (do not enter -0-). But, if you entered -0- on the return, then enter -0- on the applicable line below. **Do not** complete more than one line in Part I.

1a Form 990 check here	<input checked="" type="checkbox"/>	b Total revenue, if any (Form 990, Part VIII, column (A), line 12)	1b	<u>192,263</u>
2a Form 990-EZ check here	<input type="checkbox"/>	b Total revenue, if any (Form 990-EZ, line 9)	2b	
3a Form 1120-POL check here	<input type="checkbox"/>	b Total tax (Form 1120-POL, line 22)	3b	
4a Form 990-PF check here	<input type="checkbox"/>	b Tax based on investment income (Form 990-PF, Part VI, line 5)	4b	
5a Form 8868 check here	<input type="checkbox"/>	b Balance due (Form 8868, line 3c)	5b	
6a Form 990-T check here	<input type="checkbox"/>	b Total tax (Form 990-T, Part III, line 4)	6b	
7a Form 4720 check here	<input type="checkbox"/>	b Total tax (Form 4720, Part III, line 1)	7b	
8a Form 5227 check here	<input type="checkbox"/>	b FMV of assets at end of tax year (Form 5227, Item D)	8b	
9a Form 5330 check here	<input type="checkbox"/>	b Tax due (Form 5330, Part II, line 19)	9b	
10a Form 8038-CP check here	<input type="checkbox"/>	b Amount of credit payment requested (Form 8038-CP, Part III, line 22)	10b	

Part II Declaration and Signature Authorization of Officer or Person Subject to Tax

Under penalties of perjury, I declare that I am an officer of the above entity or I am a person subject to tax with respect to (name of entity) _____, (EIN) _____ and that I have examined a copy of the 2021 electronic return and accompanying schedules and statements, and, to the best of my knowledge and belief, they are true, correct, and complete. I further declare that the amount in Part I above is the amount shown on the copy of the electronic return. I consent to allow my intermediate service provider, transmitter, or electronic return originator (ERO) to send the return to the IRS and to receive from the IRS (a) an acknowledgement of receipt or reason for rejection of the transmission, (b) the reason for any delay in processing the return or refund, and (c) the date of any refund. If applicable, I authorize the U.S. Treasury and its designated Financial Agent to initiate an electronic funds withdrawal (direct debit) entry to the financial institution account indicated in the tax preparation software for payment of the federal taxes owed on this return, and the financial institution to debit the entry to this account. To revoke a payment, I must contact the U.S. Treasury Financial Agent at 1-888-353-4537 no later than 2 business days prior to the payment (settlement) date. I also authorize the financial institutions involved in the processing of the electronic payment of taxes to receive confidential information necessary to answer inquiries and resolve issues related to the payment. I have selected a personal identification number (PIN) as my signature for the electronic return and, if applicable, the consent to electronic funds withdrawal.

PIN: check one box only

I authorize KERBERROSE S.C. to enter my PIN 10122 as my signature
ERO firm name Enter five numbers, but
do not enter all zeros

on the tax year 2021 electronically filed return. If I have indicated within this return that a copy of the return is being filed with a state agency(ies) regulating charities as part of the IRS Fed/State program, I also authorize the aforementioned ERO to enter my PIN on the return's disclosure consent screen.

As an officer or person subject to tax with respect to the entity, I will enter my PIN as my signature on the tax year 2021 electronically filed return. If I have indicated within this return that a copy of the return is being filed with a state agency(ies) regulating charities as part of the IRS Fed/State program, I will enter my PIN on the return's disclosure consent screen.

Signature of officer or person subject to tax ▶

Date ▶ 08/08/23**Part III Certification and Authentication**

ERO's EFIN/PIN. Enter your six-digit electronic filing identification number (EFIN) followed by your five-digit self-selected PIN.

39740723872

Do not enter all zeros

I certify that the above numeric entry is my PIN, which is my signature on the 2021 electronically filed return indicated above. I confirm that I am submitting this return in accordance with the requirements of Pub. 4163, Modernized e-File (MeF) Information for Authorized IRS e-file Providers for Business Returns.

ERO's signature ▶ ZACHARY LINSMEYER, CPADate ▶ 08/08/23**ERO Must Retain This Form — See Instructions****Do Not Submit This Form to the IRS Unless Requested To Do So**

For Privacy Act and Paperwork Reduction Act Notice, see back of form.

Form **8879-TE** (2021)

Form **990**

Return of Organization Exempt From Income Tax
Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)

OMB No. 1545-0047

2021
Open to Public Inspection

Department of the Treasury
Internal Revenue Service

▶ **Do not enter social security numbers on this form as it may be made public.**
▶ **Go to www.irs.gov/Form990 for instructions and the latest information.**

A For the 2021 calendar year, or tax year beginning 10/01/21, and ending 09/30/22

B Check if applicable: <input type="checkbox"/> Address change <input type="checkbox"/> Name change <input type="checkbox"/> Initial return <input type="checkbox"/> Final return/terminated <input type="checkbox"/> Amended return <input type="checkbox"/> Application pending	C Name of organization <p align="center">CENTER FOR THE VISUAL ARTS</p> Doing business as Number and street (or P.O. box if mail is not delivered to street address) Room/suite <p>427 4TH STREET</p> City or town, state or province, country, and ZIP or foreign postal code <p>WAUSAU WI 54403-5420</p>	D Employer identification number <p align="center">39-1410122</p> E Telephone number <p align="center">715-842-4545</p> G Gross receipts\$ 208,087
F Name and address of principal officer: <p>NICOLE LIPOWSKI 7175 FIRETHRON RD WAUSAU WI 54401</p>		H(a) Is this a group return for subordinates? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No H(b) Are all subordinates included? <input type="checkbox"/> Yes <input type="checkbox"/> No If "No," attach a list. See instructions
I Tax-exempt status: <input checked="" type="checkbox"/> 501(c)(3) <input type="checkbox"/> 501(c) () (insert no.) <input type="checkbox"/> 4947(a)(1) or <input type="checkbox"/> 527		H(c) Group exemption number ▶
J Website: ▶ WWW.CVAWAUSAU.ORG		L Year of formation: 1982
K Form of organization: <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Trust <input type="checkbox"/> Association <input type="checkbox"/> Other ▶		M State of legal domicile: WI

Part I Summary

Activities & Governance	1 Briefly describe the organization's mission or most significant activities: <p align="center">THE CENTER FOR THE VISUAL ARTS (CVA) IN DOWNTOWN WAUSAU IS A NOT FOR PROFIT ART CENTER WHICH ENHANCES THE VITALITY AND VIBRANCY OF THE COMMUNITY, OFFERING ART CLASSES AND GALLERY SPACE FOR EXHIBITS AND COMMUNITY PROGRAMS.</p>		
	2 Check this box <input type="checkbox"/> if the organization discontinued its operations or disposed of more than 25% of its net assets.		
	3 Number of voting members of the governing body (Part VI, line 1a)	3	13
	4 Number of independent voting members of the governing body (Part VI, line 1b)	4	13
	5 Total number of individuals employed in calendar year 2021 (Part V, line 2a)	5	5
	6 Total number of volunteers (estimate if necessary)	6	40
	7a Total unrelated business revenue from Part VIII, column (C), line 12	7a	0
	b Net unrelated business taxable income from Form 990-T, Part I, line 11	7b	0
Revenue	8 Contributions and grants (Part VIII, line 1h)	Prior Year 89,520	Current Year 71,789
	9 Program service revenue (Part VIII, line 2g)	41,393	50,589
	10 Investment income (Part VIII, column (A), lines 3, 4, and 7d)		0
	11 Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)	44,699	69,885
	12 Total revenue – add lines 8 through 11 (must equal Part VIII, column (A), line 12)	175,612	192,263
	Expenses	13 Grants and similar amounts paid (Part IX, column (A), lines 1–3)	
14 Benefits paid to or for members (Part IX, column (A), line 4)			0
15 Salaries, other compensation, employee benefits (Part IX, column (A), lines 5–10)		64,784	102,319
16a Professional fundraising fees (Part IX, column (A), line 11e)		21,644	0
b Total fundraising expenses (Part IX, column (D), line 25) ▶ 29,422			
17 Other expenses (Part IX, column (A), lines 11a–11d, 11f–24e)		67,047	97,794
18 Total expenses. Add lines 13–17 (must equal Part IX, column (A), line 25)	153,475	200,113	
19 Revenue less expenses. Subtract line 18 from line 12	22,137	-7,850	
Net Assets or Fund Balances	20 Total assets (Part X, line 16)	Beginning of Current Year 365,732	End of Year 350,060
	21 Total liabilities (Part X, line 26)	16,032	48,127
	22 Net assets or fund balances. Subtract line 21 from line 20	349,700	301,933

Part II Signature Block

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

Sign Here	Signature of officer <p align="center">TIFFANY RODRIGUEZ-LEE</p>	Date 		
	Type or print name and title <p align="center">EXECUTIVE DIRECTOR</p>			
Paid Preparer Use Only	Print/Type preparer's name ZACHARY LINSMEYER, CPA	Preparer's signature ZACHARY LINSMEYER, CPA	Date 08/09/23	Check <input type="checkbox"/> if self-employed <input type="checkbox"/> PTIN P01264948
	Firm's name ▶ KERBERROSE S.C.	Firm's EIN ▶ 39-1658423		
	Firm's address ▶ 115 E 5TH ST SHAWANO, WI 54166	Phone no. 715-526-9400		

May the IRS discuss this return with the preparer shown above? See instructions Yes No

For Paperwork Reduction Act Notice, see the separate instructions.

Part III Statement of Program Service Accomplishments

Check if Schedule O contains a response or note to any line in this Part III

1 Briefly describe the organization's mission:

SEE SCHEDULE O

2 Did the organization undertake any significant program services during the year which were not listed on the prior Form 990 or 990-EZ? Yes No

If "Yes," describe these new services on Schedule O.

3 Did the organization cease conducting, or make significant changes in how it conducts, any program services? Yes No

If "Yes," describe these changes on Schedule O.

4 Describe the organization's program service accomplishments for each of its three largest program services, as measured by expenses. Section 501(c)(3) and 501(c)(4) organizations are required to report the amount of grants and allocations to others, the total expenses, and revenue, if any, for each program service reported.

4a (Code:) (Expenses \$ **111,739** including grants of\$) (Revenue \$)

THE CENTER FOR THE VISUAL ARTS ACHIEVES ITS MISSION THROUGH ART GALLERY SHOWINGS, ART CLASSES FOR INDIVIDUALS OF ALL AGES, AND VARIOUS COMMUNITY PROGRAMS.

4b (Code:) (Expenses \$ including grants of\$) (Revenue \$)

N/A

4c (Code:) (Expenses \$ including grants of\$) (Revenue \$)

N/A

4d Other program services (Describe on Schedule O.)

(Expenses \$ including grants of\$) (Revenue \$)

4e Total program service expenses **▶ 111,739**

Part IV Checklist of Required Schedules

		Yes	No
1	Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)? <i>If "Yes," complete Schedule A</i>	X	
2	Is the organization required to complete <i>Schedule B, Schedule of Contributors</i> (see instructions)?	X	
3	Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? <i>If "Yes," complete Schedule C, Part I</i>		X
4	Section 501(c)(3) organizations. Did the organization engage in lobbying activities, or have a section 501(h) election in effect during the tax year? <i>If "Yes," complete Schedule C, Part II</i>		X
5	Is the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization that receives membership dues, assessments, or similar amounts as defined in Rev. Proc. 98-19? <i>If "Yes," complete Schedule C, Part III</i>		X
6	Did the organization maintain any donor advised funds or any similar funds or accounts for which donors have the right to provide advice on the distribution or investment of amounts in such funds or accounts? <i>If "Yes," complete Schedule D, Part I</i>		X
7	Did the organization receive or hold a conservation easement, including easements to preserve open space, the environment, historic land areas, or historic structures? <i>If "Yes," complete Schedule D, Part II</i>		X
8	Did the organization maintain collections of works of art, historical treasures, or other similar assets? <i>If "Yes," complete Schedule D, Part III</i>		X
9	Did the organization report an amount in Part X, line 21, for escrow or custodial account liability, serve as a custodian for amounts not listed in Part X; or provide credit counseling, debt management, credit repair, or debt negotiation services? <i>If "Yes," complete Schedule D, Part IV</i>		X
10	Did the organization, directly or through a related organization, hold assets in donor-restricted endowments or in quasi endowments? <i>If "Yes," complete Schedule D, Part V</i>		X
11	If the organization's answer to any of the following questions is "Yes," then complete Schedule D, Parts VI, VII, VIII, IX, or X, as applicable.		
a	Did the organization report an amount for land, buildings, and equipment in Part X, line 10? <i>If "Yes," complete Schedule D, Part VI</i>		X
b	Did the organization report an amount for investments—other securities in Part X, line 12, that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part VII</i>		X
c	Did the organization report an amount for investments—program related in Part X, line 13, that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part VIII</i>		X
d	Did the organization report an amount for other assets in Part X, line 15, that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part IX</i>	X	
e	Did the organization report an amount for other liabilities in Part X, line 25? <i>If "Yes," complete Schedule D, Part X</i>		X
f	Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses the organization's liability for uncertain tax positions under FIN 48 (ASC 740)? <i>If "Yes," complete Schedule D, Part X</i>		X
12a	Did the organization obtain separate, independent audited financial statements for the tax year? <i>If "Yes," complete Schedule D, Parts XI and XII</i>		X
b	Was the organization included in consolidated, independent audited financial statements for the tax year? <i>If "Yes," and if the organization answered "No" to line 12a, then completing Schedule D, Parts XI and XII is optional</i>		X
13	Is the organization a school described in section 170(b)(1)(A)(ii)? <i>If "Yes," complete Schedule E</i>		X
14a	Did the organization maintain an office, employees, or agents outside of the United States?		X
b	Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking, fundraising, business, investment, and program service activities outside the United States, or aggregate foreign investments valued at \$100,000 or more? <i>If "Yes," complete Schedule F, Parts I and IV</i>		X
15	Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or other assistance to or for any foreign organization? <i>If "Yes," complete Schedule F, Parts II and IV</i>		X
16	Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or other assistance to or for foreign individuals? <i>If "Yes," complete Schedule F, Parts III and IV</i>		X
17	Did the organization report a total of more than \$15,000 of expenses for professional fundraising services on Part IX, column (A), lines 6 and 11e? <i>If "Yes," complete Schedule G, Part I. See instructions</i>		X
18	Did the organization report more than \$15,000 total of fundraising event gross income and contributions on Part VIII, lines 1c and 8a? <i>If "Yes," complete Schedule G, Part II</i>	X	
19	Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? <i>If "Yes," complete Schedule G, Part III</i>		X
20a	Did the organization operate one or more hospital facilities? <i>If "Yes," complete Schedule H</i>		X
b	If "Yes" to line 20a, did the organization attach a copy of its audited financial statements to this return?		
21	Did the organization report more than \$5,000 of grants or other assistance to any domestic organization or domestic government on Part IX, column (A), line 1? <i>If "Yes," complete Schedule I, Parts I and II</i>		X

Part IV Checklist of Required Schedules (continued)

		Yes	No
22	Did the organization report more than \$5,000 of grants or other assistance to or for domestic individuals on Part IX, column (A), line 2? <i>If "Yes," complete Schedule I, Parts I and III</i>		X
23	Did the organization answer "Yes" to Part VII, Section A, line 3, 4, or 5 about compensation of the organization's current and former officers, directors, trustees, key employees, and highest compensated employees? <i>If "Yes," complete Schedule J</i>		X
24a	Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than \$100,000 as of the last day of the year, that was issued after December 31, 2002? <i>If "Yes," answer lines 24b through 24d and complete Schedule K. If "No," go to line 25a</i>		X
b	Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?		
c	Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease any tax-exempt bonds?		
d	Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year?		
25a	Section 501(c)(3), 501(c)(4), and 501(c)(29) organizations. Did the organization engage in an excess benefit transaction with a disqualified person during the year? <i>If "Yes," complete Schedule L, Part I</i>		X
b	Is the organization aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? <i>If "Yes," complete Schedule L, Part I</i>		X
26	Did the organization report any amount on Part X, line 5 or 22, for receivables from or payables to any current or former officer, director, trustee, key employee, creator or founder, substantial contributor, or 35% controlled entity or family member of any of these persons? <i>If "Yes," complete Schedule L, Part II</i>		X
27	Did the organization provide a grant or other assistance to any current or former officer, director, trustee, key employee, creator or founder, substantial contributor or employee thereof, a grant selection committee member, or to a 35% controlled entity (including an employee thereof) or family member of any of these persons? <i>If "Yes," complete Schedule L, Part III</i>		X
28	Was the organization a party to a business transaction with one of the following parties (see the Schedule L, Part IV, instructions for applicable filing thresholds, conditions, and exceptions):		
a	A current or former officer, director, trustee, key employee, creator or founder, or substantial contributor? <i>If "Yes," complete Schedule L, Part IV</i>		X
b	A family member of any individual described in line 28a? <i>If "Yes," complete Schedule L, Part IV</i>		X
c	A 35% controlled entity of one or more individuals and/or organizations described in line 28a or 28b? <i>If "Yes," complete Schedule L, Part IV</i>		X
29	Did the organization receive more than \$25,000 in non-cash contributions? <i>If "Yes," complete Schedule M</i>		X
30	Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? <i>If "Yes," complete Schedule M</i>		X
31	Did the organization liquidate, terminate, or dissolve and cease operations? <i>If "Yes," complete Schedule N, Part I</i>		X
32	Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? <i>If "Yes," complete Schedule N, Part II</i>		X
33	Did the organization own 100% of an entity disregarded as separate from the organization under Regulations sections 301.7701-2 and 301.7701-3? <i>If "Yes," complete Schedule R, Part I</i>		X
34	Was the organization related to any tax-exempt or taxable entity? <i>If "Yes," complete Schedule R, Part II, III, or IV, and Part V, line 1</i>		X
35a	Did the organization have a controlled entity within the meaning of section 512(b)(13)?		X
b	If "Yes" to line 35a, did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? <i>If "Yes," complete Schedule R, Part V, line 2</i>		
36	Section 501(c)(3) organizations. Did the organization make any transfers to an exempt non-charitable related organization? <i>If "Yes," complete Schedule R, Part V, line 2</i>		X
37	Did the organization conduct more than 5% of its activities through an entity that is not a related organization and that is treated as a partnership for federal income tax purposes? <i>If "Yes," complete Schedule R, Part VI</i>		X
38	Did the organization complete Schedule O and provide explanations on Schedule O for Part VI, lines 11b and 19? Note: All Form 990 filers are required to complete Schedule O.	X	

Part V Statements Regarding Other IRS Filings and Tax Compliance

Check if Schedule O contains a response or note to any line in this Part V

		Yes	No
1a	Enter the number reported in box 3 of Form 1096. Enter -0- if not applicable		
b	Enter the number of Forms W-2G included on line 1a. Enter -0- if not applicable		
c	Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming (gambling) winnings to prize winners?	X	

Part V Statements Regarding Other IRS Filings and Tax Compliance <i>(continued)</i>		Yes	No
2a	Enter the number of employees reported on Form W-3, Transmittal of Wage and Tax Statements, filed for the calendar year ending with or within the year covered by this return	2a	5
b	If at least one is reported on line 2a, did the organization file all required federal employment tax returns? Note: If the sum of lines 1a and 2a is greater than 250, you may be required to e-file. See instructions.	2b	X
3a	Did the organization have unrelated business gross income of \$1,000 or more during the year?	3a	X
b	If "Yes," has it filed a Form 990-T for this year? <i>If "No" to line 3b, provide an explanation on Schedule O</i>	3b	
4a	At any time during the calendar year, did the organization have an interest in, or a signature or other authority over, a financial account in a foreign country (such as a bank account, securities account, or other financial account)?	4a	X
b	If "Yes," enter the name of the foreign country ▶ See instructions for filing requirements for FinCEN Form 114, Report of Foreign Bank and Financial Accounts (FBAR).		
5a	Was the organization a party to a prohibited tax shelter transaction at any time during the tax year?	5a	X
b	Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?	5b	X
c	If "Yes" to line 5a or 5b, did the organization file Form 8886-T?	5c	
6a	Does the organization have annual gross receipts that are normally greater than \$100,000, and did the organization solicit any contributions that were not tax deductible as charitable contributions?	6a	X
b	If "Yes," did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible?	6b	
7	Organizations that may receive deductible contributions under section 170(c).		
a	Did the organization receive a payment in excess of \$75 made partly as a contribution and partly for goods and services provided to the payor?	7a	X
b	If "Yes," did the organization notify the donor of the value of the goods or services provided?	7b	X
c	Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required to file Form 8282?	7c	X
d	If "Yes," indicate the number of Forms 8282 filed during the year	7d	
e	Did the organization receive any funds, directly or indirectly, to pay premiums on a personal benefit contract?	7e	X
f	Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract?	7f	X
g	If the organization received a contribution of qualified intellectual property, did the organization file Form 8899 as required?	7g	
h	If the organization received a contribution of cars, boats, airplanes, or other vehicles, did the organization file a Form 1098-C?	7h	
8	Sponsoring organizations maintaining donor advised funds. Did a donor advised fund maintained by the sponsoring organization have excess business holdings at any time during the year?	8	
9	Sponsoring organizations maintaining donor advised funds.		
a	Did the sponsoring organization make any taxable distributions under section 4966?	9a	
b	Did the sponsoring organization make a distribution to a donor, donor advisor, or related person?	9b	
10	Section 501(c)(7) organizations. Enter:		
a	Initiation fees and capital contributions included on Part VIII, line 12	10a	
b	Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities	10b	
11	Section 501(c)(12) organizations. Enter:		
a	Gross income from members or shareholders	11a	
b	Gross income from other sources. (Do not net amounts due or paid to other sources against amounts due or received from them.)	11b	
12a	Section 4947(a)(1) non-exempt charitable trusts. Is the organization filing Form 990 in lieu of Form 1041?	12a	
b	If "Yes," enter the amount of tax-exempt interest received or accrued during the year	12b	
13	Section 501(c)(29) qualified nonprofit health insurance issuers.		
a	Is the organization licensed to issue qualified health plans in more than one state? Note: See the instructions for additional information the organization must report on Schedule O.	13a	
b	Enter the amount of reserves the organization is required to maintain by the states in which the organization is licensed to issue qualified health plans	13b	
c	Enter the amount of reserves on hand	13c	
14a	Did the organization receive any payments for indoor tanning services during the tax year?	14a	X
b	If "Yes," has it filed a Form 720 to report these payments? <i>If "No," provide an explanation on Schedule O</i>	14b	
15	Is the organization subject to the section 4960 tax on payment(s) of more than \$1,000,000 in remuneration or excess parachute payment(s) during the year? If "Yes," see instructions and file Form 4720, Schedule N.	15	X
16	Is the organization an educational institution subject to the section 4968 excise tax on net investment income? If "Yes," complete Form 4720, Schedule O.	16	X
17	Section 501(c)(21) organizations. Did the trust, any disqualified person, or mine operator engage in activities that would result in the imposition of an excise tax under section 4951, 4952 or 4953? If "Yes," complete Form 6069.	17	

Part VI Governance, Management, and Disclosure For each "Yes" response to lines 2 through 7b below, and for a "No" response to line 8a, 8b, or 10b below, describe the circumstances, processes, or changes on Schedule O. See instructions. Check if Schedule O contains a response or note to any line in this Part VI

Section A. Governing Body and Management

			Yes	No	
1a	Enter the number of voting members of the governing body at the end of the tax year If there are material differences in voting rights among members of the governing body, or if the governing body delegated broad authority to an executive committee or similar committee, explain on Schedule O.	1a	13		
b	Enter the number of voting members included on line 1a, above, who are independent	1b	13		
2	Did any officer, director, trustee, or key employee have a family relationship or a business relationship with any other officer, director, trustee, or key employee?	2		X	
3	Did the organization delegate control over management duties customarily performed by or under the direct supervision of officers, directors, trustees, or key employees to a management company or other person?	3		X	
4	Did the organization make any significant changes to its governing documents since the prior Form 990 was filed?	4		X	
5	Did the organization become aware during the year of a significant diversion of the organization's assets?	5		X	
6	Did the organization have members or stockholders?	6		X	
7a	Did the organization have members, stockholders, or other persons who had the power to elect or appoint one or more members of the governing body?	7a		X	
b	Are any governance decisions of the organization reserved to (or subject to approval by) members, stockholders, or persons other than the governing body?	7b		X	
8	Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following:				
a	The governing body?	8a	X		
b	Each committee with authority to act on behalf of the governing body?	8b	X		
9	Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who cannot be reached at the organization's mailing address? If "Yes," provide the names and addresses on Schedule O.	9		X	

Section B. Policies (This Section B requests information about policies not required by the Internal Revenue Code.)

			Yes	No
10a	Did the organization have local chapters, branches, or affiliates?	10a		X
b	If "Yes," did the organization have written policies and procedures governing the activities of such chapters, affiliates, and branches to ensure their operations are consistent with the organization's exempt purposes?	10b		
11a	Has the organization provided a complete copy of this Form 990 to all members of its governing body before filing the form?	11a		X
b	Describe on Schedule O the process, if any, used by the organization to review this Form 990.			
12a	Did the organization have a written conflict of interest policy? If "No," go to line 13	12a	X	
b	Were officers, directors, or trustees, and key employees required to disclose annually interests that could give rise to conflicts?	12b	X	
c	Did the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes," describe on Schedule O how this was done	12c	X	
13	Did the organization have a written whistleblower policy?	13		X
14	Did the organization have a written document retention and destruction policy?	14		X
15	Did the process for determining compensation of the following persons include a review and approval by independent persons, comparability data, and contemporaneous substantiation of the deliberation and decision?			
a	The organization's CEO, Executive Director, or top management official	15a		X
b	Other officers or key employees of the organization If "Yes" to line 15a or 15b, describe the process on Schedule O. See instructions.	15b		X
16a	Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement with a taxable entity during the year?	16a		X
b	If "Yes," did the organization follow a written policy or procedure requiring the organization to evaluate its participation in joint venture arrangements under applicable federal tax law, and take steps to safeguard the organization's exempt status with respect to such arrangements?	16b		

Section C. Disclosure

- 17** List the states with which a copy of this Form 990 is required to be filed ► **WI**
- 18** Section 6104 requires an organization to make its Forms 1023 (1024 or 1024-A, if applicable), 990, and 990-T (section 501(c)(3)s only) available for public inspection. Indicate how you made these available. Check all that apply.
 Own website Another's website Upon request Other (explain on Schedule O)
- 19** Describe on Schedule O whether (and if so, how) the organization made its governing documents, conflict of interest policy, and financial statements available to the public during the tax year.
- 20** State the name, address, and telephone number of the person who possesses the organization's books and records ►
TIFFANY RODRIGUEZ-LEE **427 N 4TH ST.**
WAUSAU **WI 54403** **715-842-4545**

Part VII Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent ContractorsCheck if Schedule O contains a response or note to any line in this Part VII **Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees****1a** Complete this table for all persons required to be listed. Report compensation for the calendar year ending with or within the organization's tax year.

- List all of the organization's **current** officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation. Enter -0- in columns (D), (E), and (F) if no compensation was paid.
- List all of the organization's **current** key employees, if any. See instructions for definition of "key employee."
- List the organization's five **current** highest compensated employees (other than an officer, director, trustee, or key employee) who received reportable compensation (box 5 of Form W-2, Form 1099-MISC, and/or box 1 of Form 1099-NEC) of more than \$100,000 from the organization and any related organizations.
- List all of the organization's **former** officers, key employees, and highest compensated employees who received more than \$100,000 of reportable compensation from the organization and any related organizations.
- List all of the organization's **former directors or trustees** that received, in the capacity as a former director or trustee of the organization, more than \$10,000 of reportable compensation from the organization and any related organizations. See the instructions for the order in which to list the persons above.

 Check this box if neither the organization nor any related organization compensated any current officer, director, or trustee.

(A) Name and title	(B) Average hours per week (list any hours for related organizations below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC/1099-NEC)	(E) Reportable compensation from related organizations (W-2/1099-MISC/1099-NEC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
(1) LYNNE GOETHEL	3.00									
PAST PRESIDENT	0.00	X		X			0	0	0	
(2) JENNIFER HOCKIN	1.00									
DIRECTOR	0.00	X					0	0	0	
(3) C. ANN DIETRICH	15.00									
DIRECTOR	0.00	X					0	0	0	
(4) ANDREA SHERIDAN	1.00									
DIRECTOR	0.00	X					0	0	0	
(5) AMY STACK	2.00									
SECRETARY	0.00	X		X			0	0	0	
(6) NICOLE LIPOWSKI	3.00									
PRESIDENT	0.00	X		X			0	0	0	
(7) AMY JANKE	2.00									
TREASURER	0.00	X		X			0	0	0	
(8) BRIAN KALISH	1.00									
DIRECTOR	0.00	X					0	0	0	
(9) WENDY FURRER	2.00									
DIRECTOR	0.00	X					0	0	0	
(10) LUCY CLANCY	1.00									
DIRECTOR	0.00	X					0	0	0	
(11) TOM LAMBRECHT	3.00									
VICE-PRESIDENT	0.00	X		X			0	0	0	

Part VII Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees (continued)

(A) Name and title	(B) Average hours per week (list any hours for related organizations below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/ 1099-MISC/ 1099-NEC)	(E) Reportable compensation from related organizations (W-2/ 1099-MISC/ 1099-NEC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
(12) ANN SAMBHARA DIRECTOR	1.00 0.00	X						0	0	0
(13) KELLY SEILS DIRECTOR	1.00 0.00	X						0	0	0
(14) TIFFANY RODRIGUEZ-LEE EXECUTIVE DIRECTOR	40.00 0.00			X				0	0	0
.....										
1b Subtotal										
c Total from continuation sheets to Part VII, Section A										
d Total (add lines 1b and 1c)										

2 Total number of individuals (including but not limited to those listed above) who received more than \$100,000 of reportable compensation from the organization **0**

	Yes	No
3 Did the organization list any former officer, director, trustee, key employee, or highest compensated employee on line 1a? <i>If "Yes," complete Schedule J for such individual</i>		X
4 For any individual listed on line 1a, is the sum of reportable compensation and other compensation from the organization and related organizations greater than \$150,000? <i>If "Yes," complete Schedule J for such individual</i>		X
5 Did any person listed on line 1a receive or accrue compensation from any unrelated organization or individual for services rendered to the organization? <i>If "Yes," complete Schedule J for such person</i>		X

Section B. Independent Contractors

1 Complete this table for your five highest compensated independent contractors that received more than \$100,000 of compensation from the organization. Report compensation for the calendar year ending with or within the organization's tax year.

(A) Name and business address	(B) Description of services	(C) Compensation
.....
.....
.....
.....
.....

2 Total number of independent contractors (including but not limited to those listed above) who received more than \$100,000 of compensation from the organization **0**

Part VIII Statement of Revenue

Check if Schedule O contains a response or note to any line in this Part VIII

			(A) Total revenue	(B) Related or exempt function revenue	(C) Unrelated business revenue	(D) Revenue excluded from tax under sections 512-514	
Contributions, Gifts, Grants and Other Similar Amounts	1a Federated campaigns	1a					
	b Membership dues	1b					
	c Fundraising events	1c					
	d Related organizations	1d					
	e Government grants (contributions)	1e					
	f All other contributions, gifts, grants, and similar amounts not included above	1f	71,789				
	g Noncash contributions included in lines 1a-1f	1g \$					
	h Total. Add lines 1a-1f			71,789			
	Program Service Revenue	2a CLASS REVENUE	Business Code	50,589	50,589		
b							
c							
d							
e							
f All other program service revenue							
g Total. Add lines 2a-2f			50,589				
Other Revenue	3 Investment income (including dividends, interest, and other similar amounts)						
	4 Income from investment of tax-exempt bond proceeds						
	5 Royalties						
	6a Gross rents	(i) Real	(ii) Personal				
		6a					
		b Less: rental expenses	6b				
	c Rental inc. or (loss)	6c					
	d Net rental income or (loss)						
	7a Gross amount from sales of assets other than inventory	(i) Securities	(ii) Other				
		7a					
		b Less: cost or other basis and sales exps.	7b				
	c Gain or (loss)	7c					
	d Net gain or (loss)						
	8a Gross income from fundraising events (not including \$ of contributions reported on line 1c). See Part IV, line 18	8a	56,806				
		b Less: direct expenses	8b	8,418			
c Net income or (loss) from fundraising events			48,388				
9a Gross income from gaming activities. See Part IV, line 19	9a						
	b Less: direct expenses	9b					
c Net income or (loss) from gaming activities							
10a Gross sales of inventory, less returns and allowances	10a	10,268					
	b Less: cost of goods sold	10b	7,406				
c Net income or (loss) from sales of inventory			2,862	2,862			
Miscellaneous Revenue	11a MISCELLANEOUS	Business Code	18,635	18,635			
	b						
	c						
	d All other revenue						
	e Total. Add lines 11a-11d			18,635			
12 Total revenue. See instructions			192,263	72,086	0	0	

Part IX Statement of Functional Expenses

Section 501(c)(3) and 501(c)(4) organizations must complete all columns. All other organizations must complete column (A).

Check if Schedule O contains a response or note to any line in this Part IX

Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.	(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
1 Grants and other assistance to domestic organizations and domestic governments. See Part IV, line 21				
2 Grants and other assistance to domestic individuals. See Part IV, line 22				
3 Grants and other assistance to foreign organizations, foreign governments, and foreign individuals. See Part IV, lines 15 and 16				
4 Benefits paid to or for members				
5 Compensation of current officers, directors, trustees, and key employees				
6 Compensation not included above to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B)	36,640	21,251	9,893	5,496
7 Other salaries and wages	52,844	30,649	14,268	7,927
8 Pension plan accruals and contributions (include section 401(k) and 403(b) employer contributions)				
9 Other employee benefits	158	91	43	24
10 Payroll taxes	12,677	7,352	3,423	1,902
11 Fees for services (nonemployees):				
a Management	591		591	
b Legal	4,930	2,859	1,331	740
c Accounting				
d Lobbying				
e Professional fundraising services. See Part IV, line 7				
f Investment management fees				
g Other. (If line 11g amount exceeds 10% of line 25, column (A) amount, list line 11g expenses on Schedule O.)	13,598	7,887	3,671	2,040
12 Advertising and promotion	6,031	1,447	3,679	905
13 Office expenses	529	322	133	74
14 Information technology	19,552	11,340	5,279	2,933
15 Royalties				
16 Occupancy	29,185	16,927	7,880	4,378
17 Travel				
18 Payments of travel or entertainment expenses for any federal, state, or local public officials				
19 Conferences, conventions, and meetings				
20 Interest				
21 Payments to affiliates				
22 Depreciation, depletion, and amortization				
23 Insurance	3,355		3,355	
24 Other expenses. Itemize expenses not covered above (List miscellaneous expenses on line 24e. If line 24e amount exceeds 10% of line 25, column (A) amount, list line 24e expenses on Schedule O.)				
a OTHER	20,023	11,614	5,406	3,003
b				
c				
d				
e All other expenses				
25 Total functional expenses. Add lines 1 through 24e	200,113	111,739	58,952	29,422
26 Joint costs. Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation. Check here <input type="checkbox"/> if following SOP 98-2 (ASC 958-720)				

Part X Balance SheetCheck if Schedule O contains a response or note to any line in this Part X

		(A) Beginning of year		(B) End of year
Assets	1 Cash—non-interest-bearing	112,396	1	120,713
	2 Savings and temporary cash investments		2	
	3 Pledges and grants receivable, net		3	
	4 Accounts receivable, net		4	1,919
	5 Loans and other receivables from any current or former officer, director, trustee, key employee, creator or founder, substantial contributor, or 35% controlled entity or family member of any of these persons		5	
	6 Loans and other receivables from other disqualified persons (as defined under section 4958(f)(1)), and persons described in section 4958(c)(3)(B)		6	
	7 Notes and loans receivable, net		7	
	8 Inventories for sale or use		8	
	9 Prepaid expenses and deferred charges		9	
	10a Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D	10a		
	b Less: accumulated depreciation	10b		10c
	11 Investments—publicly traded securities		11	
	12 Investments—other securities. See Part IV, line 11		12	
	13 Investments—program-related. See Part IV, line 11		13	
	14 Intangible assets		14	
	15 Other assets. See Part IV, line 11		253,336	15
16 Total assets. Add lines 1 through 15 (must equal line 33)		365,732	16	350,060
Liabilities	17 Accounts payable and accrued expenses	1,632	17	48,127
	18 Grants payable		18	
	19 Deferred revenue		19	
	20 Tax-exempt bond liabilities		20	
	21 Escrow or custodial account liability. Complete Part IV of Schedule D		21	
	22 Loans and other payables to any current or former officer, director, trustee, key employee, creator or founder, substantial contributor, or 35% controlled entity or family member of any of these persons		22	
	23 Secured mortgages and notes payable to unrelated third parties		23	
	24 Unsecured notes and loans payable to unrelated third parties	14,400	24	
	25 Other liabilities (including federal income tax, payables to related third parties, and other liabilities not included on lines 17-24). Complete Part X of Schedule D		25	
	26 Total liabilities. Add lines 17 through 25	16,032	26	48,127
Net Assets or Fund Balances	Organizations that follow FASB ASC 958, check here <input checked="" type="checkbox"/> and complete lines 27, 28, 32, and 33.			
	27 Net assets without donor restrictions	349,700	27	301,933
	28 Net assets with donor restrictions		28	
	Organizations that do not follow FASB ASC 958, check here <input type="checkbox"/> and complete lines 29 through 33.			
	29 Capital stock or trust principal, or current funds		29	
	30 Paid-in or capital surplus, or land, building, or equipment fund		30	
	31 Retained earnings, endowment, accumulated income, or other funds		31	
32 Total net assets or fund balances	349,700	32	301,933	
33 Total liabilities and net assets/fund balances	365,732	33	350,060	

Part XI Reconciliation of Net Assets

Check if Schedule O contains a response or note to any line in this Part XI

1	Total revenue (must equal Part VIII, column (A), line 12)	1	192,263
2	Total expenses (must equal Part IX, column (A), line 25)	2	200,113
3	Revenue less expenses. Subtract line 2 from line 1	3	-7,850
4	Net assets or fund balances at beginning of year (must equal Part X, line 32, column (A))	4	349,700
5	Net unrealized gains (losses) on investments	5	
6	Donated services and use of facilities	6	
7	Investment expenses	7	591
8	Prior period adjustments	8	
9	Other changes in net assets or fund balances (explain on Schedule O)	9	-40,508
10	Net assets or fund balances at end of year. Combine lines 3 through 9 (must equal Part X, line 32, column (B))	10	301,933

Part XII Financial Statements and Reporting

Check if Schedule O contains a response or note to any line in this Part XII

	Yes	No
1 Accounting method used to prepare the Form 990: <input checked="" type="checkbox"/> Cash <input type="checkbox"/> Accrual <input type="checkbox"/> Other If the organization changed its method of accounting from a prior year or checked "Other," explain on Schedule O.		
2a Were the organization's financial statements compiled or reviewed by an independent accountant? If "Yes," check a box below to indicate whether the financial statements for the year were compiled or reviewed on a separate basis, consolidated basis, or both: <input type="checkbox"/> Separate basis <input type="checkbox"/> Consolidated basis <input type="checkbox"/> Both consolidated and separate basis		X
b Were the organization's financial statements audited by an independent accountant? If "Yes," check a box below to indicate whether the financial statements for the year were audited on a separate basis, consolidated basis, or both: <input type="checkbox"/> Separate basis <input type="checkbox"/> Consolidated basis <input type="checkbox"/> Both consolidated and separate basis		X
c If "Yes" to line 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the audit, review, or compilation of its financial statements and selection of an independent accountant? If the organization changed either its oversight process or selection process during the tax year, explain on Schedule O.		
3a As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Single Audit Act and OMB Circular A-133?		X
b If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo the required audit or audits, explain why on Schedule O and describe any steps taken to undergo such audits		

SCHEDULE A
(Form 990)

Public Charity Status and Public Support

OMB No. 1545-0047

Complete if the organization is a section 501(c)(3) organization or a section 4947(a)(1) nonexempt charitable trust.

2021

Department of the Treasury
Internal Revenue Service

▶ **Attach to Form 990 or Form 990-EZ.**

Open to Public Inspection

▶ **Go to www.irs.gov/Form990 for instructions and the latest information.**

Name of the organization

CENTER FOR THE VISUAL ARTS

Employer identification number

39-1410122

Part I Reason for Public Charity Status. (All organizations must complete this part.) See instructions.

The organization is not a private foundation because it is: (For lines 1 through 12, check only one box.)

- 1 A church, convention of churches, or association of churches described in **section 170(b)(1)(A)(i).**
- 2 A school described in **section 170(b)(1)(A)(ii).** (Attach Schedule E (Form 990).)
- 3 A hospital or a cooperative hospital service organization described in **section 170(b)(1)(A)(iii).**
- 4 A medical research organization operated in conjunction with a hospital described in **section 170(b)(1)(A)(iii).** Enter the hospital's name, city, and state:
- 5 An organization operated for the benefit of a college or university owned or operated by a governmental unit described in **section 170(b)(1)(A)(iv).** (Complete Part II.)
- 6 A federal, state, or local government or governmental unit described in **section 170(b)(1)(A)(v).**
- 7 An organization that normally receives a substantial part of its support from a governmental unit or from the general public described in **section 170(b)(1)(A)(vi).** (Complete Part II.)
- 8 A community trust described in **section 170(b)(1)(A)(vi).** (Complete Part II.)
- 9 An agricultural research organization described in **section 170(b)(1)(A)(ix)** operated in conjunction with a land-grant college or university or a non-land-grant college of agriculture (see instructions). Enter the name, city, and state of the college or university:
- 10 An organization that normally receives (1) more than 33 1/3% of its support from contributions, membership fees, and gross receipts from activities related to its exempt functions, subject to certain exceptions; and (2) no more than 33 1/3% of its support from gross investment income and unrelated business taxable income (less section 511 tax) from businesses acquired by the organization after June 30, 1975. See **section 509(a)(2).** (Complete Part III.)
- 11 An organization organized and operated exclusively to test for public safety. See **section 509(a)(4).**
- 12 An organization organized and operated exclusively for the benefit of, to perform the functions of, or to carry out the purposes of one or more publicly supported organizations described in **section 509(a)(1)** or **section 509(a)(2).** See **section 509(a)(3).** Check the box on lines 12a through 12d that describes the type of supporting organization and complete lines 12e, 12f, and 12g.
 - a **Type I.** A supporting organization operated, supervised, or controlled by its supported organization(s), typically by giving the supported organization(s) the power to regularly appoint or elect a majority of the directors or trustees of the supporting organization. **You must complete Part IV, Sections A and B.**
 - b **Type II.** A supporting organization supervised or controlled in connection with its supported organization(s), by having control or management of the supporting organization vested in the same persons that control or manage the supported organization(s). **You must complete Part IV, Sections A and C.**
 - c **Type III functionally integrated.** A supporting organization operated in connection with, and functionally integrated with, its supported organization(s) (see instructions). **You must complete Part IV, Sections A, D, and E.**
 - d **Type III non-functionally integrated.** A supporting organization operated in connection with its supported organization(s) that is not functionally integrated. The organization generally must satisfy a distribution requirement and an attentiveness requirement (see instructions). **You must complete Part IV, Sections A and D, and Part V.**
 - e Check this box if the organization received a written determination from the IRS that it is a Type I, Type II, Type III functionally integrated, or Type III non-functionally integrated supporting organization.
 - f Enter the number of supported organizations
 - g Provide the following information about the supported organization(s).

(i) Name of supported organization	(ii) EIN	(iii) Type of organization (described on lines 1–10 above (see instructions))	(iv) Is the organization listed in your governing document?		(v) Amount of monetary support (see instructions)	(vi) Amount of other support (see instructions)
			Yes	No		
(A)						
(B)						
(C)						
(D)						
(E)						
Total						

Part II Support Schedule for Organizations Described in Sections 170(b)(1)(A)(iv) and 170(b)(1)(A)(vi)
(Complete only if you checked the box on line 5, 7, or 8 of Part I or if the organization failed to qualify under Part III. If the organization fails to qualify under the tests listed below, please complete Part III.)

Section A. Public Support

Table with 7 columns: (a) 2017, (b) 2018, (c) 2019, (d) 2020, (e) 2021, (f) Total. Rows include: 1 Gifts, grants, contributions, and membership fees received; 2 Tax revenues levied for the organization's benefit; 3 The value of services or facilities furnished by a governmental unit; 4 Total. Add lines 1 through 3; 5 The portion of total contributions by each person; 6 Public support. Subtract line 5 from line 4.

Section B. Total Support

Table with 7 columns: (a) 2017, (b) 2018, (c) 2019, (d) 2020, (e) 2021, (f) Total. Rows include: 7 Amounts from line 4; 8 Gross income from interest, dividends, payments received on securities loans, rents, royalties, and income from similar sources; 9 Net income from unrelated business activities; 10 Other income. Do not include gain or loss from the sale of capital assets; 11 Total support. Add lines 7 through 10.

12 Gross receipts from related activities, etc. (see instructions) 12
13 First 5 years. If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and stop here

Section C. Computation of Public Support Percentage

14 Public support percentage for 2021 (line 6, column (f) divided by line 11, column (f)) 14 %
15 Public support percentage from 2020 Schedule A, Part II, line 14 15 %
16a 33 1/3% support test—2021. If the organization did not check the box on line 13, and line 14 is 33 1/3% or more, check this box and stop here. The organization qualifies as a publicly supported organization
b 33 1/3% support test—2020. If the organization did not check a box on line 13 or 16a, and line 15 is 33 1/3% or more, check this box and stop here. The organization qualifies as a publicly supported organization
17a 10%-facts-and-circumstances test—2021. If the organization did not check a box on line 13, 16a, or 16b, and line 14 is 10% or more, and if the organization meets the facts-and-circumstances test, check this box and stop here. Explain in Part VI how the organization meets the facts-and-circumstances test. The organization qualifies as a publicly supported organization
b 10%-facts-and-circumstances test—2020. If the organization did not check a box on line 13, 16a, 16b, or 17a, and line 15 is 10% or more, and if the organization meets the facts-and-circumstances test, check this box and stop here. Explain in Part VI how the organization meets the facts-and-circumstances test. The organization qualifies as a publicly supported organization
18 Private foundation. If the organization did not check a box on line 13, 16a, 16b, 17a, or 17b, check this box and see instructions

Part III Support Schedule for Organizations Described in Section 509(a)(2)

(Complete only if you checked the box on line 10 of Part I or if the organization failed to qualify under Part II. If the organization fails to qualify under the tests listed below, please complete Part II.)

Section A. Public Support

Calendar year (or fiscal year beginning in) ▶	(a) 2017	(b) 2018	(c) 2019	(d) 2020	(e) 2021	(f) Total
1 Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grants.")	102,410	87,111	89,585	89,520	71,789	440,415
2 Gross receipts from admissions, merchandise sold or services performed, or facilities furnished in any activity that is related to the organization's tax-exempt purpose	130,083	113,328	70,370	81,118	136,298	531,197
3 Gross receipts from activities that are not an unrelated trade or business under section 513						
4 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf						
5 The value of services or facilities furnished by a governmental unit to the organization without charge						
6 Total. Add lines 1 through 5	232,493	200,439	159,955	170,638	208,087	971,612
7a Amounts included on lines 1, 2, and 3 received from disqualified persons						
b Amounts included on lines 2 and 3 received from other than disqualified persons that exceed the greater of \$5,000 or 1% of the amount on line 13 for the year						
c Add lines 7a and 7b						
8 Public support. (Subtract line 7c from line 6.)						971,612

Section B. Total Support

Calendar year (or fiscal year beginning in) ▶	(a) 2017	(b) 2018	(c) 2019	(d) 2020	(e) 2021	(f) Total
9 Amounts from line 6	232,493	200,439	159,955	170,638	208,087	971,612
10a Gross income from interest, dividends, payments received on securities loans, rents, royalties, and income from similar sources	16,704	110	97			16,911
b Unrelated business taxable income (less section 511 taxes) from businesses acquired after June 30, 1975						
c Add lines 10a and 10b	16,704	110	97			16,911
11 Net income from unrelated business activities not included on line 10b, whether or not the business is regularly carried on						
12 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part VI.)						
13 Total support. (Add lines 9, 10c, 11, and 12.)	249,197	200,549	160,052	170,638	208,087	988,523
14 First 5 years. If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and stop here ▶ <input type="checkbox"/>						

Section C. Computation of Public Support Percentage

15 Public support percentage for 2021 (line 8, column (f), divided by line 13, column (f))	15	98.29 %
16 Public support percentage for 2020 Schedule A, Part III, line 15	16	95.84 %

Section D. Computation of Investment Income Percentage

17 Investment income percentage for 2021 (line 10c, column (f), divided by line 13, column (f))	17	2 %
18 Investment income percentage from 2020 Schedule A, Part III, line 17	18	4 %

- 19a 33 1/3% support tests—2021.** If the organization did not check the box on line 14, and line 15 is more than 33 1/3%, and line 17 is not more than 33 1/3%, check this box and **stop here.** The organization qualifies as a publicly supported organization ▶
- b 33 1/3% support tests—2020.** If the organization did not check a box on line 14 or line 19a, and line 16 is more than 33 1/3%, and line 18 is not more than 33 1/3%, check this box and **stop here.** The organization qualifies as a publicly supported organization ▶
- 20 Private foundation.** If the organization did not check a box on line 14, 19a, or 19b, check this box and see instructions ▶

Part IV Supporting Organizations

(Complete only if you checked a box in line 12 on Part I. If you checked box 12a, Part I, complete Sections A and B. If you checked box 12b, Part I, complete Sections A and C. If you checked box 12c, Part I, complete Sections A, D, and E. If you checked box 12d, Part I, complete Sections A and D, and complete Part V.)

Section A. All Supporting Organizations

		Yes	No
1	Are all of the organization's supported organizations listed by name in the organization's governing documents? <i>If "No," describe in Part VI how the supported organizations are designated. If designated by class or purpose, describe the designation. If historic and continuing relationship, explain.</i>		
2	Did the organization have any supported organization that does not have an IRS determination of status under section 509(a)(1) or (2)? <i>If "Yes," explain in Part VI how the organization determined that the supported organization was described in section 509(a)(1) or (2).</i>		
3a	Did the organization have a supported organization described in section 501(c)(4), (5), or (6)? <i>If "Yes," answer lines 3b and 3c below.</i>		
b	Did the organization confirm that each supported organization qualified under section 501(c)(4), (5), or (6) and satisfied the public support tests under section 509(a)(2)? <i>If "Yes," describe in Part VI when and how the organization made the determination.</i>		
c	Did the organization ensure that all support to such organizations was used exclusively for section 170(c)(2)(B) purposes? <i>If "Yes," explain in Part VI what controls the organization put in place to ensure such use.</i>		
4a	Was any supported organization not organized in the United States ("foreign supported organization")? <i>If "Yes," and if you checked box 12a or 12b in Part I, answer lines 4b and 4c below.</i>		
b	Did the organization have ultimate control and discretion in deciding whether to make grants to the foreign supported organization? <i>If "Yes," describe in Part VI how the organization had such control and discretion despite being controlled or supervised by or in connection with its supported organizations.</i>		
c	Did the organization support any foreign supported organization that does not have an IRS determination under sections 501(c)(3) and 509(a)(1) or (2)? <i>If "Yes," explain in Part VI what controls the organization used to ensure that all support to the foreign supported organization was used exclusively for section 170(c)(2)(B) purposes.</i>		
5a	Did the organization add, substitute, or remove any supported organizations during the tax year? <i>If "Yes," answer lines 5b and 5c below (if applicable). Also, provide detail in Part VI, including (i) the names and EIN numbers of the supported organizations added, substituted, or removed; (ii) the reasons for each such action; (iii) the authority under the organization's organizing document authorizing such action; and (iv) how the action was accomplished (such as by amendment to the organizing document).</i>		
b	Type I or Type II only. Was any added or substituted supported organization part of a class already designated in the organization's organizing document?		
c	Substitutions only. Was the substitution the result of an event beyond the organization's control?		
6	Did the organization provide support (whether in the form of grants or the provision of services or facilities) to anyone other than (i) its supported organizations, (ii) individuals that are part of the charitable class benefited by one or more of its supported organizations, or (iii) other supporting organizations that also support or benefit one or more of the filing organization's supported organizations? <i>If "Yes," provide detail in Part VI.</i>		
7	Did the organization provide a grant, loan, compensation, or other similar payment to a substantial contributor (as defined in section 4958(c)(3)(C)), a family member of a substantial contributor, or a 35% controlled entity with regard to a substantial contributor? <i>If "Yes," complete Part I of Schedule L (Form 990).</i>		
8	Did the organization make a loan to a disqualified person (as defined in section 4958) not described on line 7? <i>If "Yes," complete Part I of Schedule L (Form 990).</i>		
9a	Was the organization controlled directly or indirectly at any time during the tax year by one or more disqualified persons, as defined in section 4946 (other than foundation managers and organizations described in section 509(a)(1) or (2))? <i>If "Yes," provide detail in Part VI.</i>		
b	Did one or more disqualified persons (as defined on line 9a) hold a controlling interest in any entity in which the supporting organization had an interest? <i>If "Yes," provide detail in Part VI.</i>		
c	Did a disqualified person (as defined on line 9a) have an ownership interest in, or derive any personal benefit from, assets in which the supporting organization also had an interest? <i>If "Yes," provide detail in Part VI.</i>		
10a	Was the organization subject to the excess business holdings rules of section 4943 because of section 4943(f) (regarding certain Type II supporting organizations, and all Type III non-functionally integrated supporting organizations)? <i>If "Yes," answer line 10b below.</i>		
b	Did the organization have any excess business holdings in the tax year? <i>(Use Schedule C, Form 4720, to determine whether the organization had excess business holdings.)</i>		

Part IV Supporting Organizations (continued)

	Yes	No
11 Has the organization accepted a gift or contribution from any of the following persons?		
a A person who directly or indirectly controls, either alone or together with persons described on lines 11b and 11c below, the governing body of a supported organization?		
11a		
b A family member of a person described on line 11a above?		
11b		
c A 35% controlled entity of a person described on line 11a or 11b above? <i>If "Yes" to line 11a, 11b, or 11c, provide detail in Part VI.</i>		
11c		

Section B. Type I Supporting Organizations

	Yes	No
1 Did the governing body, members of the governing body, officers acting in their official capacity, or membership of one or more supported organizations have the power to regularly appoint or elect at least a majority of the organization's officers, directors, or trustees at all times during the tax year? <i>If "No," describe in Part VI how the supported organization(s) effectively operated, supervised, or controlled the organization's activities. If the organization had more than one supported organization, describe how the powers to appoint and/or remove officers, directors, or trustees were allocated among the supported organizations and what conditions or restrictions, if any, applied to such powers during the tax year.</i>		
1		
2 Did the organization operate for the benefit of any supported organization other than the supported organization(s) that operated, supervised, or controlled the supporting organization? <i>If "Yes," explain in Part VI how providing such benefit carried out the purposes of the supported organization(s) that operated, supervised, or controlled the supporting organization.</i>		
2		

Section C. Type II Supporting Organizations

	Yes	No
1 Were a majority of the organization's directors or trustees during the tax year also a majority of the directors or trustees of each of the organization's supported organization(s)? <i>If "No," describe in Part VI how control or management of the supporting organization was vested in the same persons that controlled or managed the supported organization(s).</i>		
1		

Section D. All Type III Supporting Organizations

	Yes	No
1 Did the organization provide to each of its supported organizations, by the last day of the fifth month of the organization's tax year, (i) a written notice describing the type and amount of support provided during the prior tax year, (ii) a copy of the Form 990 that was most recently filed as of the date of notification, and (iii) copies of the organization's governing documents in effect on the date of notification, to the extent not previously provided?		
1		
2 Were any of the organization's officers, directors, or trustees either (i) appointed or elected by the supported organization(s) or (ii) serving on the governing body of a supported organization? <i>If "No," explain in Part VI how the organization maintained a close and continuous working relationship with the supported organization(s).</i>		
2		
3 By reason of the relationship described on line 2, above, did the organization's supported organizations have a significant voice in the organization's investment policies and in directing the use of the organization's income or assets at all times during the tax year? <i>If "Yes," describe in Part VI the role the organization's supported organizations played in this regard.</i>		
3		

Section E. Type III Functionally Integrated Supporting Organizations

1 Check the box next to the method that the organization used to satisfy the Integral Part Test during the year (see instructions).		
a <input type="checkbox"/> The organization satisfied the Activities Test. Complete line 2 below.		
b <input type="checkbox"/> The organization is the parent of each of its supported organizations. Complete line 3 below.		
c <input type="checkbox"/> The organization supported a governmental entity. Describe in Part VI how you supported a governmental entity (see instructions).		
2 Activities Test. Answer lines 2a and 2b below.		
a Did substantially all of the organization's activities during the tax year directly further the exempt purposes of the supported organization(s) to which the organization was responsive? <i>If "Yes," then in Part VI identify those supported organizations and explain how these activities directly furthered their exempt purposes, how the organization was responsive to those supported organizations, and how the organization determined that these activities constituted substantially all of its activities.</i>		
2a		
b Did the activities described on line 2a, above, constitute activities that, but for the organization's involvement, one or more of the organization's supported organization(s) would have been engaged in? <i>If "Yes," explain in Part VI the reasons for the organization's position that its supported organization(s) would have engaged in these activities but for the organization's involvement.</i>		
2b		
3 Parent of Supported Organizations. Answer lines 3a and 3b below.		
a Did the organization have the power to regularly appoint or elect a majority of the officers, directors, or trustees of each of the supported organizations? <i>If "Yes" or "No," provide details in Part VI.</i>		
3a		
b Did the organization exercise a substantial degree of direction over the policies, programs, and activities of each of its supported organizations? <i>If "Yes," describe in Part VI the role played by the organization in this regard.</i>		
3b		

Part V Type III Non-Functionally Integrated 509(a)(3) Supporting Organizations

- 1 Check here if the organization satisfied the Integral Part Test as a qualifying trust on Nov. 20, 1970 (*explain in Part VI*). See instructions. All other Type III non-functionally integrated supporting organizations must complete Sections A through E.

Section A – Adjusted Net Income		(A) Prior Year	(B) Current Year (optional)
1	Net short-term capital gain	1	
2	Recoveries of prior-year distributions	2	
3	Other gross income (see instructions)	3	
4	Add lines 1 through 3.	4	
5	Depreciation and depletion	5	
6	Portion of operating expenses paid or incurred for production or collection of gross income or for management, conservation, or maintenance of property held for production of income (see instructions)	6	
7	Other expenses (see instructions)	7	
8	Adjusted Net Income (subtract lines 5, 6, and 7 from line 4)	8	
Section B – Minimum Asset Amount		(A) Prior Year	(B) Current Year (optional)
1	Aggregate fair market value of all non-exempt-use assets (see instructions for short tax year or assets held for part of year):		
a	Average monthly value of securities	1a	
b	Average monthly cash balances	1b	
c	Fair market value of other non-exempt-use assets	1c	
d	Total (add lines 1a, 1b, and 1c)	1d	
e	Discount claimed for blockage or other factors (<i>explain in detail in Part VI</i>):		
2	Acquisition indebtedness applicable to non-exempt-use assets	2	
3	Subtract line 2 from line 1d.	3	
4	Cash deemed held for exempt use. Enter 0.015 of line 3 (for greater amount, see instructions).	4	
5	Net value of non-exempt-use assets (subtract line 4 from line 3)	5	
6	Multiply line 5 by 0.035.	6	
7	Recoveries of prior-year distributions	7	
8	Minimum Asset Amount (add line 7 to line 6)	8	
Section C – Distributable Amount			Current Year
1	Adjusted net income for prior year (from Section A, line 8, column A)	1	
2	Enter 0.85 of line 1.	2	
3	Minimum asset amount for prior year (from Section B, line 8, column A)	3	
4	Enter greater of line 2 or line 3.	4	
5	Income tax imposed in prior year	5	
6	Distributable Amount. Subtract line 5 from line 4, unless subject to emergency temporary reduction (see instructions).	6	
7	<input type="checkbox"/> Check here if the current year is the organization's first as a non-functionally integrated Type III supporting organization (see instructions).		

Part V Type III Non-Functionally Integrated 509(a)(3) Supporting Organizations (continued)

Section D – Distributions	Current Year
1 Amounts paid to supported organizations to accomplish exempt purposes	
2 Amounts paid to perform activity that directly furthers exempt purposes of supported organizations, in excess of income from activity	
3 Administrative expenses paid to accomplish exempt purposes of supported organizations	
4 Amounts paid to acquire exempt-use assets	
5 Qualified set-aside amounts (prior IRS approval required—provide details in Part VI)	
6 Other distributions (describe in Part VI). See instructions.	
7 Total annual distributions. Add lines 1 through 6.	
8 Distributions to attentive supported organizations to which the organization is responsive (provide details in Part VI). See instructions.	
9 Distributable amount for 2021 from Section C, line 6	
10 Line 8 amount divided by line 9 amount	

Section E – Distribution Allocations (see instructions)	(i) Excess Distributions	(ii) Underdistributions Pre-2021	(iii) Distributable Amount for 2021
1 Distributable amount for 2021 from Section C, line 6			
2 Underdistributions, if any, for years prior to 2021 (reasonable cause required—explain in Part VI). See instructions.			
3 Excess distributions carryover, if any, to 2021			
a From 2016			
b From 2017			
c From 2018			
d From 2019			
e From 2020			
f Total of lines 3a through 3e			
g Applied to underdistributions of prior years			
h Applied to 2021 distributable amount			
i Carryover from 2016 not applied (see instructions)			
j Remainder. Subtract lines 3g, 3h, and 3i from line 3f.			
4 Distributions for 2021 from Section D, line 7: \$			
a Applied to underdistributions of prior years			
b Applied to 2021 distributable amount			
c Remainder. Subtract lines 4a and 4b from line 4.			
5 Remaining underdistributions for years prior to 2021, if any. Subtract lines 3g and 4a from line 2. For result greater than zero, explain in Part VI. See instructions.			
6 Remaining underdistributions for 2021 Subtract lines 3h and 4b from line 1. For result greater than zero, explain in Part VI. See instructions.			
7 Excess distributions carryover to 2022. Add lines 3j and 4c.			
8 Breakdown of line 7:			
a Excess from 2017			
b Excess from 2018			
c Excess from 2019			
d Excess from 2020			
e Excess from 2021			

**Schedule B
(Form 990)**Department of the Treasury
Internal Revenue Service**Schedule of Contributors**▶ Attach to Form 990 or Form 990-PF.
▶ Go to www.irs.gov/Form990 for the latest information.

OMB No. 1545-0047

2021

Name of the organization

Employer identification number

CENTER FOR THE VISUAL ARTS**39-1410122**

Organization type (check one):

Filers of:**Section:**

Form 990 or 990-EZ

 501(c)(3) (enter number) organization 4947(a)(1) nonexempt charitable trust **not** treated as a private foundation 527 political organization

Form 990-PF

 501(c)(3) exempt private foundation 4947(a)(1) nonexempt charitable trust treated as a private foundation 501(c)(3) taxable private foundationCheck if your organization is covered by the **General Rule** or a **Special Rule**.**Note:** Only a section 501(c)(7), (8), or (10) organization can check boxes for both the General Rule and a Special Rule. See instructions.**General Rule**

-
- For an organization filing Form 990, 990-EZ, or 990-PF that received, during the year, contributions totaling \$5,000 or more (in money or property) from any one contributor. Complete Parts I and II. See instructions for determining a contributor's total contributions.

Special Rules

- For an organization described in section 501(c)(3) filing Form 990 or 990-EZ that met the 33 1/3% support test of the regulations under sections 509(a)(1) and 170(b)(1)(A)(vi), that checked Schedule A (Form 990), Part II, line 13, 16a, or 16b, and that received from any one contributor, during the year, total contributions of the greater of (1) \$5,000; or (2) 2% of the amount on (i) Form 990, Part VIII, line 1h; or (ii) Form 990-EZ, line 1. Complete Parts I and II.
- For an organization described in section 501(c)(7), (8), or (10) filing Form 990 or 990-EZ that received from any one contributor, during the year, total contributions of more than \$1,000 *exclusively* for religious, charitable, scientific, literary, or educational purposes, or for the prevention of cruelty to children or animals. Complete Parts I (entering "N/A" in column (b) instead of the contributor name and address), II, and III.
- For an organization described in section 501(c)(7), (8), or (10) filing Form 990 or 990-EZ that received from any one contributor, during the year, contributions *exclusively* for religious, charitable, etc., purposes, but no such contributions totaled more than \$1,000. If this box is checked, enter here the total contributions that were received during the year for an *exclusively* religious, charitable, etc., purpose. Don't complete any of the parts unless the **General Rule** applies to this organization because it received *nonexclusively* religious, charitable, etc., contributions totaling \$5,000 or more during the year ▶ \$

Caution: An organization that isn't covered by the General Rule and/or the Special Rules doesn't file Schedule B (Form 990), but it **must** answer "No" on Part IV, line 2, of its Form 990; or check the box on line H of its Form 990-EZ or on its Form 990-PF, Part I, line 2, to certify that it doesn't meet the filing requirements of Schedule B (Form 990).

For Paperwork Reduction Act Notice, see the instructions for Form 990, 990-EZ, or 990-PF.

Schedule B (Form 990) (2021)

Name of organization

CENTER FOR THE VISUAL ARTS

Employer identification number

39-1410122

Part I Contributors (see instructions). Use duplicate copies of Part I if additional space is needed.

(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
1	RITA CROOKS 1510 ADAMS COURT WAUSAU WI 54403	\$ 10,000	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
		\$	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
		\$	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
		\$	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
		\$	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
		\$	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)

SCHEDULE D (Form 990)

Supplemental Financial Statements

Complete if the organization answered "Yes" on Form 990, Part IV, line 6, 7, 8, 9, 10, 11a, 11b, 11c, 11d, 11e, 11f, 12a, or 12b.

Attach to Form 990.

Go to www.irs.gov/Form990 for instructions and the latest information.

OMB No. 1545-0047

2021

Open to Public Inspection

Department of the Treasury Internal Revenue Service

Name of the organization

Employer identification number

CENTER FOR THE VISUAL ARTS

39-1410122

Part I Organizations Maintaining Donor Advised Funds or Other Similar Funds or Accounts.

Complete if the organization answered "Yes" on Form 990, Part IV, line 6.

Table with 3 columns: Question, (a) Donor advised funds, (b) Funds and other accounts. Rows include total number at end of year, aggregate value of contributions, and questions about donor advisement.

Part II Conservation Easements.

Complete if the organization answered "Yes" on Form 990, Part IV, line 7.

Table with 3 columns: Question, (a) Donor advised funds, (b) Funds and other accounts. Rows include purpose of easements, total number of easements, and monitoring expenses.

Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets.

Complete if the organization answered "Yes" on Form 990, Part IV, line 8.

Table with 3 columns: Question, (a) Donor advised funds, (b) Funds and other accounts. Rows include reporting requirements for art collections and revenue/assets.

Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets *(continued)*

- 3** Using the organization's acquisition, accession, and other records, check any of the following that make significant use of its collection items (check all that apply):
- a** Public exhibition
 - b** Scholarly research
 - c** Preservation for future generations
 - d** Loan or exchange program
 - e** Other
- 4** Provide a description of the organization's collections and explain how they further the organization's exempt purpose in Part XIII.
- 5** During the year, did the organization solicit or receive donations of art, historical treasures, or other similar assets to be sold to raise funds rather than to be maintained as part of the organization's collection? Yes No

Part IV Escrow and Custodial Arrangements.

Complete if the organization answered "Yes" on Form 990, Part IV, line 9, or reported an amount on Form 990, Part X, line 21.

- 1a** Is the organization an agent, trustee, custodian or other intermediary for contributions or other assets not included on Form 990, Part X? Yes No
- b** If "Yes," explain the arrangement in Part XIII and complete the following table:
- | | Amount |
|--|-----------|
| c Beginning balance | 1c |
| d Additions during the year | 1d |
| e Distributions during the year | 1e |
| f Ending balance | 1f |
- 2a** Did the organization include an amount on Form 990, Part X, line 21, for escrow or custodial account liability? Yes No
- b** If "Yes," explain the arrangement in Part XIII. Check here if the explanation has been provided on Part XIII

Part V Endowment Funds.

Complete if the organization answered "Yes" on Form 990, Part IV, line 10.

	(a) Current year	(b) Prior year	(c) Two years back	(d) Three years back	(e) Four years back
1a Beginning of year balance					
b Contributions					
c Net investment earnings, gains, and losses					
d Grants or scholarships					
e Other expenditures for facilities and programs					
f Administrative expenses					
g End of year balance					

- 2** Provide the estimated percentage of the current year end balance (line 1g, column (a)) held as:
- a** Board designated or quasi-endowment ▶ %
 - b** Permanent endowment ▶ %
 - c** Term endowment ▶ %
- The percentages on lines 2a, 2b, and 2c should equal 100%.
- 3a** Are there endowment funds not in the possession of the organization that are held and administered for the organization by:
- | | Yes | No |
|--|---------------|----|
| (i) Unrelated organizations | 3a(i) | |
| (ii) Related organizations | 3a(ii) | |
- b** If "Yes" on line 3a(ii), are the related organizations listed as required on Schedule R?
- 4** Describe in Part XIII the intended uses of the organization's endowment funds.

Part VI Land, Buildings, and Equipment.

Complete if the organization answered "Yes" on Form 990, Part IV, line 11a. See Form 990, Part X, line 10.

Description of property	(a) Cost or other basis (investment)	(b) Cost or other basis (other)	(c) Accumulated depreciation	(d) Book value
1a Land				
b Buildings				
c Leasehold improvements				
d Equipment				
e Other				

Total. Add lines 1a through 1e. (Column (d) must equal Form 990, Part X, column (B), line 10c.) ▶

Part VII Investments – Other Securities.

Complete if the organization answered "Yes" on Form 990, Part IV, line 11b. See Form 990, Part X, line 12.

(a) Description of security or category (including name of security)	(b) Book value	(c) Method of valuation: Cost or end-of-year market value
(1) Financial derivatives		
(2) Closely held equity interests		
(3) Other		
(A)		
(B)		
(C)		
(D)		
(E)		
(F)		
(G)		
(H)		
Total. (Column (b) must equal Form 990, Part X, col. (B) line 12.)		

Part VIII Investments – Program Related.

Complete if the organization answered "Yes" on Form 990, Part IV, line 11c. See Form 990, Part X, line 13.

(a) Description of investment	(b) Book value	(c) Method of valuation: Cost or end-of-year market value
(1)		
(2)		
(3)		
(4)		
(5)		
(6)		
(7)		
(8)		
(9)		
Total. (Column (b) must equal Form 990, Part X, col. (B) line 13.)		

Part IX Other Assets.

Complete if the organization answered "Yes" on Form 990, Part IV, line 11d. See Form 990, Part X, line 15.

(a) Description	(b) Book value
(1) ENDOWMENT FUND	212,828
(2) PPP	14,600
(3)	
(4)	
(5)	
(6)	
(7)	
(8)	
(9)	
Total. (Column (b) must equal Form 990, Part X, col. (B) line 15.)	227,428

Part X Other Liabilities.

Complete if the organization answered "Yes" on Form 990, Part IV, line 11e or 11f. See Form 990, Part X, line 25.

1. (a) Description of liability	(b) Book value
(1) Federal income taxes	
(2)	
(3)	
(4)	
(5)	
(6)	
(7)	
(8)	
(9)	
Total. (Column (b) must equal Form 990, Part X, col. (B) line 25.)	

2. Liability for uncertain tax positions. In Part XIII, provide the text of the footnote to the organization's financial statements that reports the organization's liability for uncertain tax positions under FASB ASC 740. Check here if the text of the footnote has been provided in Part XIII

Part XIII Supplemental Information *(continued)*

Dotted lines for supplemental information entry.

**SCHEDULE G
(Form 990)**

Department of the Treasury
Internal Revenue Service

Supplemental Information Regarding Fundraising or Gaming Activities

Complete if the organization answered "Yes" on Form 990, Part IV, line 17, 18, or 19, or if the organization entered more than \$15,000 on Form 990-EZ, line 6a.

▶ Attach to Form 990 or Form 990-EZ.

▶ Go to www.irs.gov/Form990 for instructions and the latest information.

OMB No. 1545-0047

2021

Open to Public Inspection

Name of the organization

CENTER FOR THE VISUAL ARTS

Employer identification number

39-1410122

Part I Fundraising Activities. Complete if the organization answered "Yes" on Form 990, Part IV, line 17. Form 990-EZ filers are not required to complete this part.

1 Indicate whether the organization raised funds through any of the following activities. Check all that apply.

- a** Mail solicitations
- b** Internet and email solicitations
- c** Phone solicitations
- d** In-person solicitations
- e** Solicitation of non-government grants
- f** Solicitation of government grants
- g** Special fundraising events

2a Did the organization have a written or oral agreement with any individual (including officers, directors, trustees, or key employees listed in Form 990, Part VII) or entity in connection with professional fundraising services? Yes No

b If "Yes," list the 10 highest paid individuals or entities (fundraisers) pursuant to agreements under which the fundraiser is to be compensated at least \$5,000 by the organization.

	(i) Name and address of individual or entity (fundraiser)	(ii) Activity	(iii) Did fundraiser have custody or control of contributions?		(iv) Gross receipts from activity	(v) Amount paid to (or retained by) fundraiser listed in col. (i)	(vi) Amount paid to (or retained by) organization
			Yes	No			
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							

Total

3 List all states in which the organization is registered or licensed to solicit contributions or has been notified it is exempt from registration or licensing.

.....

.....

.....

.....

Part II Fundraising Events. Complete if the organization answered "Yes" on Form 990, Part IV, line 18, or reported more than \$15,000 of fundraising event contributions and gross income on Form 990-EZ, lines 1 and 6b. List events with gross receipts greater than \$5,000.

		(a) Event #1	(b) Event #2	(c) Other events	(d) Total events	
		<u>GALLERY</u> (event type)	<u>OTHER</u> (event type)	<u>1</u> (total number)	(add col. (a) through col. (c))	
Revenue	1	Gross receipts	37,715	13,205	5,886	56,806
	2	Less: Contributions				
	3	Gross income (line 1 minus line 2)	37,715	13,205	5,886	56,806
Direct Expenses	4	Cash prizes				
	5	Noncash prizes				
	6	Rent/facility costs				
	7	Food and beverages				
	8	Entertainment				
	9	Other direct expenses		8,418		8,418
	10	Direct expense summary. Add lines 4 through 9 in column (d)				
11	Net income summary. Subtract line 10 from line 3, column (d)					48,388

Part III Gaming. Complete if the organization answered "Yes" on Form 990, Part IV, line 19, or reported more than \$15,000 on Form 990-EZ, line 6a.

		(a) Bingo	(b) Pull tabs/instant bingo/progressive bingo	(c) Other gaming	(d) Total gaming (add col. (a) through col. (c))	
Revenue	1	Gross revenue				
Direct Expenses	2	Cash prizes				
	3	Noncash prizes				
	4	Rent/facility costs				
	5	Other direct expenses				
	6	Volunteer labor	<input type="checkbox"/> Yes % <input type="checkbox"/> No	<input type="checkbox"/> Yes % <input type="checkbox"/> No	<input type="checkbox"/> Yes % <input type="checkbox"/> No	
	7	Direct expense summary. Add lines 2 through 5 in column (d)				
	8	Net gaming income summary. Subtract line 7 from line 1, column (d)				

9 Enter the state(s) in which the organization conducts gaming activities: _____
 a Is the organization licensed to conduct gaming activities in each of these states? Yes No

b If "No," explain: _____

10a Were any of the organization's gaming licenses revoked, suspended, or terminated during the tax year? Yes No

b If "Yes," explain: _____

**SCHEDULE O
(Form 990)**Department of the Treasury
Internal Revenue Service**Supplemental Information to Form 990 or 990-EZ**Complete to provide information for responses to specific questions on
Form 990 or 990-EZ or to provide any additional information.

▶ Attach to Form 990 or Form 990-EZ.

▶ Go to www.irs.gov/Form990 for the latest information.

OMB No. 1545-0047

2021**Open to Public
Inspection**

Name of the organization

CENTER FOR THE VISUAL ARTS

Employer identification number

39-1410122**FORM 990 - ORGANIZATION'S MISSION**

CENTER FOR THE VISUAL ARTS (CVA) IN DOWNTOWN WAUSAU ENHANCES THE VITALITY AND VIBRANCY OF THE COMMUNITY, OFFERING ART CLASSES, GALLERY SPACE FOR EXHIBITS, AND COMMUNITY PROGRAMS. NOT FOR PROFIT ART CENTERS LIKE THE CVA, PROVIDE EXHIBIT SPACE FOR NEW AND CUTTING EDGE CONTEMPORARY ARTISTRY WITH TRADITIONAL TECHNIQUES AS WELL AS SPACE FOR MUSIC, PERFORMANCE ART, ART EDUCATION AND A GIFT SHOP.

FORM 990, PART VI, LINE 11B - ORGANIZATION'S PROCESS TO REVIEW FORM 990 REVIEWED BY TREASURER AND EXECUTIVE STAFF.

FORM 990, PART VI, LINE 12C - ENFORCEMENT OF CONFLICTS POLICY

THESE ARE REVIEWED YEARLY BY THE EXECUTIVE DIRECTOR AND THE BOARD OF DIRECTORS.

FORM 990, PART VI, LINE 19 - GOVERNING DOCUMENTS DISCLOSURE EXPLANATION DOCUMENTS AVAILABLE TO PUBLIC UPON REQUEST

FORM 990, PART XI, LINE 9 - OTHER CHANGES IN NET ASSETS EXPLANATION

CHANGE IN BENEFICIAL INTEREST \$ -40,508

Federal Statements**Form 990, Part IX, Line 11g - Other Fees for Service (Non-employee)**

<u>Description</u>	<u>Total Expenses</u>	<u>Program Service</u>	<u>Management & General</u>	<u>Fund Raising</u>
OPERATING: PROFESSIONAL SERVIC	\$ 13,598	\$ 7,887	\$ 3,671	\$ 2,040
TOTAL	<u>\$ 13,598</u>	<u>\$ 7,887</u>	<u>\$ 3,671</u>	<u>\$ 2,040</u>

0413855518 Center for the Visual Arts

39-1410122

FYE: 9/30/2022

Federal Statements

Schedule A, Part III, Line 2(e)

Description	Amount
CLASS REVENUE	\$ 50,589
MISCELLANEOUS	18,635
WINE EVENT	5,886
OTHER	13,205
SALE	10,268
GALLERY	37,715
TOTAL	\$ <u>136,298</u>

Federal Statements

Other

Other Direct Fundraising or Gaming Expenses

<u>Description</u>	<u>Amount</u>
FUNDRAISING EXPENSES	\$ <u>8,418</u>
TOTAL	\$ <u><u>8,418</u></u>

Internal Revenue Service
District Director

Department of the Treasury

P. O. Box 2508
Cincinnati, OH 45201

Date: September 24, 1999

Person to Contact:

Tracy Garrigus #31-02991
Customer Service Representative

Telephone Number:

877-829-5500

Fax Number:

513-684-5936

Federal Identification Number:

39-1410122

Center For The Visual Arts, Inc.
P.O. Box 475
Wausau, WI 54402-0475

Dear Sir or Madam:

This letter is in response to your request for affirmation of your organization's exempt status.

In February 1984, we issued a letter that recognized your organization as exempt from federal income tax under section 501(c)(3) of the Internal Revenue Code. That letter is still in effect.

Based on information submitted with the application, we classified your organization as one that is not a private foundation within the meaning of section 509(a) of the Code because it is an organization described in sections 509(a)(1) and 170(b)(1)(A)(ii). That classification was based on the assumption that your organization's operations would continue as stated in the application. If your organization's purposes, character, method of operations, or sources of support have changed, please let us know so we can consider the effect of the change on the organization's exempt status and foundation status.

Revenue Procedure 75-50, published in Cumulative Bulletin 1975-2 on page 587, sets forth guidelines and record keeping requirements for determining whether private schools have racially nondiscriminatory policies as to students. Your organization must comply with this revenue procedure to maintain its tax-exempt status.

Your organization is required to file Form 990, Return of Organization Exempt from Income Tax, only if its gross receipts each year are normally more than \$25,000. If a return is required, it must be filed by the 15th day of the fifth month after the end of the organization's annual accounting period. The law imposes a penalty of \$20 a day, up to a maximum of \$10,000, when a return is filed late, unless there is reasonable cause for the delay.

All exempt organizations (unless specifically excluded) are liable for taxes under the Federal Insurance Contributions Act (social security taxes) on remuneration of \$100 or more paid each employee during a calendar year. Your organization is not liable for the tax imposed under the Federal Unemployment Tax Act (FUTA).

~~Organizations that are not private foundations are not subject to the excise taxes under Chapter 42 of the Code. However, they are not automatically exempt from other federal excise taxes.~~



CENTER FOR THE VISUAL ARTS

Tiffany Rodriguez-Lee
Executive Director

Nicole Lipowski
President
Community Member

Ann Sambhara
Vice President
Community Member

Amy Janke, CPA
Treasurer
Wausau Supply

Rachel Camlek
Secretary
August Winters & Sons

Lynne Goethel
Past President
Community Member

C. Ann Dietrich
Speech Pathologist

Wendy Furrer
Host- Central Wisconsin
Consulting Group

Andrea Sheridan
Athens School District

Veronica Hope
Northcentral Technical College

Blake Opal-Wahoske
Wausau River District

Keith Dupuis
WSAW Channel 7

Eric Sorensen
Connexus Credit Union

Kate Saari
Wausau West High School
Youth Board member

Id:

Bucket: ApplicationSubmitted_TourismGrant

Created: 3/7/2024 4:16:06 PM

Updated: 3/7/2024 4:16:06 PM

City of Wausau Tourism Grant

Getting Started

City of Wausau

COMMISSION ROOM TAX TOURISM GRANT APPLICATION

Beginning January 1, 2017 the State Law mandates the City forward to a tourism commission any room tax revenue exceeding the amount the municipality may retain. The Commission must spend room tax revenue on tourism promotion and tourism development.

Tourism Promotion and Tourism Development is defined in the Wisconsin Statutes to mean any of the following that are significantly used by transient tourists and reasonably likely to generate paid overnight stays at more than one establishment in the municipality on which room tax is imposed:

- Marketing projects, including advertising buys, creation and distribution of printed or electronic promotional tourist materials, or efforts to recruit conventions, sporting events or motor coach groups.
- Transient tourist informational services.
- Tangible municipal development, including a convention center.

Transient tourist means any person residing for a continuous period of less than one month in a hotel, motel or other furnished accommodations.

The Commission is obligated to submit on an annual basis a detail report of its room tax expenditures to the Wisconsin Department of Revenue.

The Room Tax Tourism Grant program is designed to promote tourism related activity within the City of Wausau with specific emphasis on tourism that is reasonably likely to generate overnight stays in hotel facilities.

APPLICATION DEADLINES:

Applications are considered on a rolling cycle. The 2023 meeting schedule and application deadline is as follows:

- Applications submitted by midnight July 19 will be considered at the July 24th meeting.
- Applications submitted by midnight September 18 will be considered at the September 25th meeting.

ELIGIBLE PROJECTS AND USE OF FUNDS:

- Design, production and placement costs for marketing that targets visitors from outside the City of Wausau and its surrounding communities. This includes but is not limited to: brochures, fliers, posters, direct mail, registration materials, print ads, radio ads, television ads. Website enhancements that are reasonably likely to increase tourism and overnight hotel stay. Web and social media marketing that increase traffic of visitors from outside the City of Wausau and its surrounding communities.
- Purchase of marketing lists, search engine marketing ad words, google ad words.
- Offsite signage such as billboards targeting visitors that live outside the City and its surrounding communities.
- Fees must be payable to a third party vendor. In-kind fees are not eligible.

ELIGIBLE APPLICANTS:

- Not for Profit Organizations with an IRS determination.
- Not for Profit Organization is in good standing with the City.
- Event is located in or near the City of Wausau and offers verifiable economic benefits to the City of Wausau through increased room nights.
- The event or promotional opportunity should demonstrate economic impact as it relates to tourism and is reasonably likely to generate multiple hotel stays.
- Repeat grant applicants have filed timely post event reports.

GRANT RECOGNITION:

All awarded marketing projects must include the City of Wausau logo and where space allows, the following grant recognition: "Sponsored in part by the City of Wausau Room Tax."

GRANT LIMITS:

- Grants will be limited based upon funding.

ADDITIONAL INFORMATION:

- All grants will be evaluated on established criteria and ranked competitively by the Commission.
- The grant application will serve as a grant agreement and must be signed by an authorized official within the organization.
- The grant expires one year after awarded by the Room Tax Commission.
- Grantees should request funds via email request to finance@ci.wausau.wi.us
- The Room Tax Summary Compliance reporting should be submitted timely to finance@ci.wausau.wi.us

EVALUATION CRITERIA:

- Completeness and quality of the application. 10 points
- A well-developed marketing strategy that can reasonably be expected to generate multiple hotel stays. 30 points
- The event and application substantiate local economic impact from:
 - local visitors. 5 points
 - day trip visitors. 15 points
 - overnight visitors. 30 points
- The methodology proposed to survey attendees is well developed and will likely generate good quality information regarding event attendees and whether they are local or non-local. 10 points
- The event is unique, unduplicated and creative . 20 points
- Expected/historical event attendance:
 - 0-1,000 attendees annually. 5 points
 - 1,000-5,000 attendees annually. 10 points
 - 5,000+ attendees annually. 15 points
- Event located within the City of Wausau. 5 points

REVIEW AND AWARD PROCESS:

- Timely grant requests will be reviewed by staff for completeness.

- The Commission will review, score and rank proposals based upon the Evaluation Criteria.
- Staff will compile ranking for Commission consideration.
- Commission will review and make a final grant determination.
- Grant applicants will be informed of the grant determination.

Organization Info

Staff Notes

Name of Organization

| Hmong American Center, Inc.

Authorized Official First Name

| Yee Leng

Authorized Official Last Name

| Xiong

Authorized Official Title

| Executive Director

Email Address

| yeelengxiong@hmongamericancenter.org

Organization Website URL

| hmongamericancenter.org

Street Address

| 1109 N 6th Street

City

| Wausau

State

| WI

Zip

| 54403

Daytime Telephone

| 7153486214

Grant Information

Staff Notes

Grant Request Amount

▮ \$20,000.00

Total Project/Event Budget

▮ \$150,000.00

Event Date(s) or Date Range

▮ 7/27/2024 - 7/28/2024

Event Location

▮ People's Sports Complex, 602 E Kent Street, Wausau, WI 54403

Projected Number of Attendees

▮ 14000

Have you applied or been awarded room tax or other public funding for this event?

▮ Yes

Please describe:

▮ Village of Rothschild Room Tax - \$10,000

Estimated Number of Hotel Stays from the Project/Event

▮ Existing Event/Project

Project/Event Description

▮ The Hmong Wausau Festival is the largest Hmong Festival in the State of WI, with over 10,000 attendees over two day period. We will various activities and tournaments, such as dancing and singing competition, break dance jam, Mr. Hmong Royalty Pageant, soccer, volleyball, cornhole, and flag football tournament and more. There will be fireworks, food vendors, merchandise vendors and so much more activities throughout the two day weekend.

Optional: Upload Project/Event Details

▮ No files uploaded.

Marketing Plan

Staff Notes

Provide a detailed marketing plan or strategy. Complete the marketing budget below that lists each marketing piece, the location of the piece, approximate dates of views, cost, planned distribution of materials etc. Outline specifically how this plan is reasonably likely to generate overnight hotel stays. Additionally, highlight those marketing materials that are outside the City of Wausau and those that are over 90 miles away.

Marketing Plan Description

▮ HWF/HAC will tap into the Hmong media outlets such as Nyob Zoo Milwaukee, Suab Hmong News, HBC Television and more. We also have a large following on our social media platforms. We also have connections with other Hmong events and will be attending those events to continue promoting our event.

-

Marketing Media Description

▮ Hmong Community Outreach

Locations covered by the media/ publication

▮ Midwest, most of the advertisements or marketing will be outside of the 90 mile radius, specifically targeting the twin cities, (except for social media, it will be a national platform)

Approximate dates

▮ April 1 - July 29

Expected Cost

▮ 35,000

Grant Request

▮ 20,000

Additional information may be attached

▮ No files uploaded.

Hotel Stays

Staff Notes

Detail how your organization/project/event will be reasonably likely to create overnight stays in the City of Wausau lodging facilities. Please explain your methodology for identifying multiple hotel stays generated by the event and surveying event goers.

▮ The HWF has always fill up all hotels during our event.

Repeat events are required to provide evidence of historic room nights.

▮ We've worked with hotels and survey hotel stays.

Is your event/project reserving a block of rooms for this event in a City of Wausau hotel

▮ No

Please provide number of rooms, number of nights and name of the hotel.

Required Documents

Staff Notes

ORGANIZATION WIDE BUDGET

▮ *See uploaded files:*

- 'HAC 2024 Budget - Jan 1 - June 31 - Grant (2).xlsx' (id: fcd98705-c1fa-4764-b2ca-9c93de43a9ec)

PROJECT OR EVENT BUDGET

See uploaded files:

- 'Grant Application - Hmong Wausau Festival 2024.xlsx' (id: 3713b8ed-64ca-43e2-b6ca-9c9c5335ce25)

RECENT YEAREND FINANCIAL STATEMENTS

See uploaded files:

- 'Profit and Loss 2023 (1).pdf' (id: ba41b74a-c3d6-4dbb-8552-4539b54f42f6)

IRS DETERMINATION

See uploaded files:

- 'IRS letter HAC name change 8-2015 (2).pdf' (id: 8d648479-91ee-4a19-8ed2-4cc3e35aad8c)

BOARD OF DIRECTORS

See uploaded files:

- '2024-2025 - Bee Van Her Board.docx (2).pdf' (id: 1a988ad4-ee88-44e3-80eb-738a78ee69b9)

Submit

I understand the restrictions placed on the expenditure of room tax funds governed by the Room Tax Commission and certify that the requested funds will be used for the purposes described in this application or approved by the Commission. I understand that the use of funds is subject to review and a post event reporting is required. Grant recipients will be considered ineligible for future grants until post event reporting is filed. This application will serve as a grant agreement and award as noted below.

Applicant Full Name

Yee Leng Xiong

Applicant Title

Executive Director

Approval Of Application

Begin User

yeelengxiong@hmongamericancenter.org

Begin Date

3/7/2024 3:56:27 PM

Submitted User

yeelengxiong@hmongamericancenter.org

Submitted Date

3/7/2024 4:16:06 PM

Original Completed Application

No file uploaded.

The undersigned has examined the application for Community Development Block Grant Rehabilitation Loan described herein, including supporting data, and finds that the application meets the requirements of the Community Development Block Grant Rehabilitation Program, as amended, and satisfies the rules and regulations issued by the City of Wausau, Wisconsin, pertaining to the Community Development Block Grant Loan Program.

Staff Notes

Approved By

None

Approved Date

Completed Approved Application

No file uploaded.

Declined By

None

Declined Date

Declined Reason

Portfol_RelationshipManager

Portfol Contact Number

Portfol Client Number

Portfol Project Number

	2023	2024 Jan 1 - June 31	
Salaries and Wages (Includes AmeriCorp)	\$749,492.00	\$330,000.00	Includes H2N, LENA, and PR
Payroll Tax Expenses	\$79,071.41	\$41,145.00	Includes H2N, LENA, and PR
Workers Compensation	\$2,000.00	\$2,000.00	
Health Insurance	\$24,000.00	\$12,000.00	
Programs - WNRB-LP Radio Expenses	\$3,700.00	\$1,850.00	
Programs - Interpreter Expenses	\$4,000.00	\$2,000.00	
Programs - H2N DHS Grant			Moved Salaries and Wages to Salaries and Wages, this is incentives, equipment purchases and programing costs This also includes the expenses of vendor deposits
Programs - Hmong Wausau Festival	\$220,000.00	\$70,000.00	
Programs - Mr. Hmong Royalty	\$1,000.00	\$1,000.00	
Programs - Soul Lock Expenses	\$2,000.00	\$1,000.00	
Programs - HAC Cultural Program	\$5,000.00	\$1,000.00	
Programs - LENA	\$288,198.67	\$288,198.67	Contractor Cost with partner agencies (3K, 4K, ChildCaring, etc.)
Equipment Repairs	\$1,500.00	\$1,000.00	
Office Equipment Rental and Maintance	\$3,000.00	\$1,000.00	
Equipment Purchases	\$5,000.00	\$2,000.00	
Building and Yard Maintance	\$10,000.00	\$3,000.00	
Insurance - General Liability, Car, Board	\$9,000.00	\$5,000.00	
Professional Fees (Accountant and Attorn	\$16,000.00	\$12,000.00	\$6,000 (Acct \$1,000 X 6)
Travel Expenses	\$5,000.00	\$2,000.00	
HAC Utilities	\$15,000.00	\$10,000.00	
Supplies	\$3,500.00	\$1,750.00	
Telephone & Telecommunications	\$7,000.00	\$3,500.00	
Recognition Expenses	\$1,000.00	\$0.00	
Food Expenses FEMA	\$5,000.00	\$5,000.00	
Postage Expenses	\$500.00	\$300.00	
Administration Cost	\$6,000.00	\$2,500.00	
Donations - Marketing	\$3,000.00	\$0.00	
Workshops for Community	\$3,000.00	\$500.00	

Debt Service	\$0.00	\$30,000.00
Misc Exp.	\$40,000.00	\$25,000.00
	\$1,511,962.08	\$854,743.67
	1511962.08	\$854,743.67



Income

Sponsorships	\$50,000.00
Vendors	\$20,000.00
Admissions	\$40,000.00
Registration Fees	\$3,000.00
Grants	\$37,000.00
Total Income	\$150,000.00

Expenses

Contractors (security, garbage etc.)	\$60,000.00
Prizes and Performers	\$35,000.00
Rentals (Place, lights, etc.)	\$20,000.00
Marketing Budget	\$35,000.00
Total Expense	\$150,000.00





Hmong American Center Inc
Profit & Loss
 January through December 2023

	Jan - Dec 23
Ordinary Income/Expense	
Income	
30000 · Public Support	
30100 · Federal & State Grants	
30240 · Health Grant	27,120.88
30260 · FEMA Grant	0.00
32452 · Wood County Income	5,693.00
Total 30100 · Federal & State Grants	32,813.88
32000 · Contributions	
32700 · WUCCMA Grant	
32701 · Project Resiliency	19,909.03
32700 · WUCCMA Grant - Other	20,944.64
Total 32700 · WUCCMA Grant	40,853.67
32882 · H2N Community Catalyst Income	79,375.00
32883 · H2N DHS Grant	504,769.56
32930 · Soul Lock Income	10,400.00
32960 · Summer Sports Festival Income	212,988.97
32980 · HMONG Youth Group	738.15
32991 · City of Wausau Grant	25,000.00
32992 · HAC Cultural Program	6,153.05
32993 · From Laos to America - Income	
32994 · Eat30 Gala	1,850.00
Total 32993 · From Laos to America - Income	1,850.00
32997 · H2N Other Income	206,728.27
32998 · Misc. Programs & Workshops	7.24
32999 · Other Contributions	66,003.11
32000 · Contributions - Other	38,640.84
Total 32000 · Contributions	1,193,507.86
30000 · Public Support - Other	193,237.33
Total 30000 · Public Support	1,419,559.07
32891 · DOA Equitable Recovery	180,457.01
40000 · Revenue	
40100 · Translating & Liason Services	
45950 · Translating Income	10,511.25
Total 40100 · Translating & Liason Services	10,511.25

Hmong American Center Inc
Profit & Loss
 January through December 2023

	Jan - Dec 23
42000 · Investment Income	
42350 · Interest Income	25.48
Total 42000 · Investment Income	25.48
45000 · Other Revenue	
45150 · Radio Income - Other Stations	200.00
45170 · Elderly Income	384.50
45190 · WNRB Radio Income	3,935.79
45340 · Miscellaneous Income	1,425.00
45345 · Office Rental Income	11,515.00
45940 · Hmong History Income	75.00
45000 · Other Revenue - Other	100.00
Total 45000 · Other Revenue	17,635.29
Total 40000 · Revenue	28,172.02
Total Income	1,628,188.10
Gross Profit	1,628,188.10
Expense	
50000 · Salaries and Related Expenses	
50500 · Salaries and Wages	
50550 · AmeriCorps - Position	75,843.75
50500 · Salaries and Wages - Other	597,256.50
Total 50500 · Salaries and Wages	673,100.25
50800 · Payroll Tax Expense	
50801 · Employer Social Security	36,938.82
50802 · Employer Medicare	8,638.93
50803 · Taxes - State Unemployment	7,252.60
Total 50800 · Payroll Tax Expense	52,830.35
50900 · Employee Benefits	
50910 · Worker's Compensation Insurance	650.00
Total 50900 · Employee Benefits	650.00
Total 50000 · Salaries and Related Expenses	726,580.60
60800 · Programs	
60811 · WNRB Radio Expenses	6,820.31
60820 · Jobs Workshop Expenses	85.00
60825 · Project Resiliency	9,869.80

Hmong American Center Inc
Profit & Loss
 January through December 2023

	Jan - Dec 23
60830 · From Laos to America - Museum	
60840 · Eat30 Gala	5,251.51
60830 · From Laos to America - Museum - Other	18,350.32
Total 60830 · From Laos to America - Museum	23,601.83
60841 · Hmong Heritage Month Expenses	2,055.91
60842 · DOA Equitable Recovery Expenses	292,082.04
60886 · Interpretor Expenses	4,694.91
60888 · Elderly Expenses	971.11
60889 · H2N Catalyst Grant - Expenses	0.00
60890 · HMONG Youth Expenses	3,752.51
60891 · Summer Sports Fest Expenses	145,689.98
60892 · Mr Hmong Royalty Expenses	1,250.00
60893 · Soul Lock Expense	1,668.69
60896 · H2N Expenses - Incentives	7,570.55
60897 · H2N DHS Grant	
60906 · DHS - MC4JR Expenses	8,686.75
60897 · H2N DHS Grant - Other	139,590.25
Total 60897 · H2N DHS Grant	148,277.00
60898 · H2N CDC Expenses	59,286.65
60899 · HAC Cultural Programs	4,475.74
60901 · CDC Tableau Expenses	6,080.26
60902 · R2N DHS Grant	117,022.74
60903 · H2N - Misc Expenses	6,130.25
60905 · Economic Development Expenses	314.32
60800 · Programs - Other	-50.00
Total 60800 · Programs	841,649.60
61500 · Equipment	
61540 · Office Equip Rental & Maint	1,058.50
61580 · Equipment Purchases	91.66
61600 · Building & Yard Maintenance	3,522.25
Total 61500 · Equipment	4,672.41
62000 · Insurance - General	
62400 · Insurance - General Liability	2,500.60
62410 · Director and Officer Insurance	3,114.32
62420 · Professional Liability Insuranc	0.00
62450 · Insurance - Car Insurance	1,570.00
62000 · Insurance - General - Other	2,752.00
Total 62000 · Insurance - General	9,936.92

Hmong American Center Inc
Profit & Loss
 January through December 2023

	Jan - Dec 23
62100 · Professional Fees	
62110 · Accounting Fees	12,747.88
62140 · Legal Fees	7,533.20
62160 · Outside Consultants	1,061.50
62100 · Professional Fees - Other	4,357.20
	25,699.78
Total 62100 · Professional Fees	25,699.78
62500 · Travel Expenses	
62550 · Travel	13,518.00
62551 · Staff Gas	2,146.04
62552 · Meals - Travel	937.88
62553 · Meals - Events/Meetings	7,883.14
62500 · Travel Expenses - Other	231.86
	24,716.92
Total 62500 · Travel Expenses	24,716.92
63000 · Depreciation & Amortization	
63020 · Depreciation Expense	6,912.77
	6,912.77
Total 63000 · Depreciation & Amortization	6,912.77
63100 · Utilities	
63120 · HAC Utilities	20,361.28
	20,361.28
Total 63100 · Utilities	20,361.28
63500 · Supplies	
63550 · Office Supplies	36,158.75
63560 · Printing	1,465.25
	37,624.00
Total 63500 · Supplies	37,624.00
63800 · Telephone & Telecommunications	
63880 · Telephone	1,201.22
	1,201.22
Total 63800 · Telephone & Telecommunications	1,201.22
64000 · Taxes - Real Estate	
64050 · Property Taxes	229.39
	229.39
Total 64000 · Taxes - Real Estate	229.39
64500 · Recognition	
64520 · Recognition Expense	4,839.70
	4,839.70
Total 64500 · Recognition	4,839.70

Hmong American Center Inc
Profit & Loss
 January through December 2023

	Jan - Dec 23
65000 · Food Expenses	
65060 · FEMA Expense - Food	7,850.43
Total 65000 · Food Expenses	7,850.43
65500 · Postage	
65510 · Postage Expenses	6.25
Total 65500 · Postage	6.25
67000 · Administration Costs	
67020 · Business Registration Fees	50.00
67050 · Dues and Licenses	5,361.27
Total 67000 · Administration Costs	5,411.27
67500 · Health	
67582 · Health Grant Expense	1,167.10
Total 67500 · Health	1,167.10
68000 · Scholarships	
68030 · Scholarships Expense	206.40
68000 · Scholarships - Other	400.00
Total 68000 · Scholarships	606.40
68500 · Miscellaneous Expenses	
68523 · Office Rent	5,174.75
68530 · Donations	450.00
68540 · Workshops for Community	148.95
68570 · Staff Development	360.00
68580 · Miscellaneous Exp.	20,136.99
68585 · Bank Service Charge	10,881.96
68592 · Interest Expense	5,212.25
68500 · Miscellaneous Expenses - Other	8,418.39
Total 68500 · Miscellaneous Expenses	50,783.29
Total Expense	1,770,249.33
Net Ordinary Income	-142,061.23
Other Income/Expense	
Other Income	
89001 · Other Income	1,993.90
Total Other Income	1,993.90

5:02 PM

01/11/24

Accrual Basis

Hmong American Center Inc
Profit & Loss
January through December 2023

	<u>Jan - Dec 23</u>
Other Expense	
80000 · Ask My Accountant	-462,609.79
Total Other Expense	-462,609.79
Net Other Income	464,603.69
Net Income	<u><u>322,542.46</u></u>

OGDEN UT 84201-0029

In reply refer to: 4077591934
Aug. 04, 2015 LTR 4168C 0
39-1459824 000000 00

00024040
BODC: TE

HMONG AMERICAN CENTER INC
1109 N 6TH ST
WAUSAU WI 54403-3505

020381

Employer Identification Number: 39-1459824
Person to Contact: Ms. Wiles
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your July 14, 2015, request for information regarding your tax-exempt status.

Our records indicate that you were recognized as exempt under section 501(c)(3) of the Internal Revenue Code in a determination letter issued in February 1984.

Our records also indicate that you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section 509(a)(2).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Please refer to our website www.irs.gov/eo for information regarding filing requirements. Specifically, section 6033(j) of the Code provides that failure to file an annual information return for three consecutive years results in revocation of tax-exempt status as of the filing due date of the third return for organizations required to file. We will publish a list of organizations whose tax-exempt status was revoked under section 6033(j) of the Code on our website beginning in early 2011.

4077591934

Aug. 04, 2015 LTR 4168C 0

39-1459824 000000 00

00024041

HMONG AMERICAN CENTER INC
1109 N 6TH ST
WAUSAU WI 54403-3505

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely yours,



Jeffrey I. Cooper
Director, EO Rulings & Agreement

2024- 2025

Bee Van Her	Board President	Claims Adjuster, Church Mutual Insurance	Marathon County
See Khang	Board Vice President	Operations Manager, Surgical Center of Stevens Pt.	Wood County
Vacant	Board Secretary		
Mary Vang	Board Treasurer	Executive Director, WI Rapids Housing Authority	Wood County

<u>Vacant</u>	Board Member – Chang	Has to be reappointed	
<u>Vacant</u>	Board Member – Hang	Has to be reappointed	
Aylee Herr	Board Member - Her	Community Liaison, Bridge Community Clinic	Marathon County
Chong Ma Khang	Board Member – Khang	Community Leader	Marathon County
Keng Lee	Board Member – Lee	Insurance Agent, Lee Insurance	Marathon County
Vacant	Board Member - Lor	Has to be reappointed	
Vacant	Board Member – Moua	Has to be reappointed	
<u>Vacant</u>	Board Member – Thao	Has to be reappointed	
<u>Vacant</u>	Board Member – Vang	Has to be reappointed	
Vacant	Board Member – Vue	Has to be reappointed	
Peter Xiong	Board Member – Xiong	IT Technician - Connexus Credit Union	Marathon County
Vacant	Board Member – Yang	Has to be reappointed	

Dr. Keith Montgomery	Board Member – At Large	Former Executive Dean of UW Colleges	Marathon County
Nicholas Ockwig	Board Member – At Large	Human Resource Manager, Holiday Inn Convention	Portage County
Lindsey Mueller	Board Member – At Large	Community Outreach Officer – CoVantage CU	Marathon County
Doug Hosler	Board Member – At Large	Former Professor - UW Stevens Point	Marathon County
Ashley Lange	Board Member – At Large	Farms Manager - Red Doors Farms	Marathon County
Karla Lodholz	Board Member – At Large	WI Philanthropy Network	Marathon County
Dr. Ming Tao Jiang	Board Member – At Large	Owner and CEO – Marathon Ginseng	Marathon County
William Harris	Board Member – At Large	Attorney – Judicare	Marathon County
John Getters	Board Member – At Large	Owner and President - Tech Pros	Wood County

The Local Clan Leaders – Serves as Advisors

Bee Chang	Chang Clan Leader
Kee Her	Her Clan Leader

Chong Ma Kha
Chai Kee Lee
Yeng Zong
Toulee Moua
Kun Thao
Wang Vang
Toulee Vue
Nenghue Xiong
Tongkou Yang
Chong Ma Yang

Khang Clan Leader
Lee Clan Leader
Lor Clan Leader
Moua Clan Leader
Thao Clan Leader
Vang Clan Leader
Vue Clan Leader
Xiong Clan Leader
Yang Clan Leader
Yang Clan Leader

Id:

Bucket: ApplicationSubmitted_TourismGrant

Created: 12/18/2023 10:02:38 AM

Updated: 12/18/2023 10:02:38 AM

City of Wausau Tourism Grant

Getting Started

City of Wausau

COMMISSION ROOM TAX TOURISM GRANT APPLICATION

Beginning January 1, 2017 the State Law mandates the City forward to a tourism commission any room tax revenue exceeding the amount the municipality may retain. The Commission must spend room tax revenue on tourism promotion and tourism development.

Tourism Promotion and Tourism Development is defined in the Wisconsin Statutes to mean any of the following that are significantly used by transient tourists and reasonably likely to generate paid overnight stays at more than one establishment in the municipality on which room tax is imposed:

- Marketing projects, including advertising buys, creation and distribution of printed or electronic promotional tourist materials, or efforts to recruit conventions, sporting events or motor coach groups.
- Transient tourist informational services.
- Tangible municipal development, including a convention center.

Transient tourist means any person residing for a continuous period of less than one month in a hotel, motel or other furnished accommodations.

The Commission is obligated to submit on an annual basis a detail report of its room tax expenditures to the Wisconsin Department of Revenue.

The Room Tax Tourism Grant program is designed to promote tourism related activity within the City of Wausau with specific emphasis on tourism that is reasonably likely to generate overnight stays in hotel facilities.

APPLICATION DEADLINES:

Applications are considered on a rolling cycle. The 2023 meeting schedule and application deadline is as follows:

- Applications submitted by midnight July 19 will be considered at the July 24th meeting.
- Applications submitted by midnight September 18 will be considered at the September 25th meeting.

ELIGIBLE PROJECTS AND USE OF FUNDS:

- Design, production and placement costs for marketing that targets visitors from outside the City of Wausau and its surrounding communities. This includes but is not limited to: brochures, fliers, posters, direct mail, registration materials, print ads, radio ads, television ads. Website enhancements that are reasonably likely to increase tourism and overnight hotel stay. Web and social media marketing that increase traffic of visitors from outside the City of Wausau and its surrounding communities.
- Purchase of marketing lists, search engine marketing ad words, google ad words.
- Offsite signage such as billboards targeting visitors that live outside the City and its surrounding communities.
- Fees must be payable to a third party vendor. In-kind fees are not eligible.

ELIGIBLE APPLICANTS:

- Not for Profit Organizations with an IRS determination.
- Not for Profit Organization is in good standing with the City.
- Event is located in or near the City of Wausau and offers verifiable economic benefits to the City of Wausau through increased room nights.
- The event or promotional opportunity should demonstrate economic impact as it relates to tourism and is reasonably likely to generate multiple hotel stays.
- Repeat grant applicants have filed timely post event reports.

GRANT RECOGNITION:

All awarded marketing projects must include the City of Wausau logo and where space allows, the following grant recognition: "Sponsored in part by the City of Wausau Room Tax."

GRANT LIMITS:

- Grants will be limited based upon funding.

ADDITIONAL INFORMATION:

- All grants will be evaluated on established criteria and ranked competitively by the Commission.
- The grant application will serve as a grant agreement and must be signed by an authorized official within the organization.
- The grant expires one year after awarded by the Room Tax Commission.
- Grantees should request funds via email request to finance@ci.wausau.wi.us
- The Room Tax Summary Compliance reporting should be submitted timely to finance@ci.wausau.wi.us

EVALUATION CRITERIA:

- Completeness and quality of the application. 10 points
- A well-developed marketing strategy that can reasonably be expected to generate multiple hotel stays. 30 points
- The event and application substantiate local economic impact from:
 - local visitors. 5 points
 - day trip visitors. 15 points
 - overnight visitors. 30 points
- The methodology proposed to survey attendees is well developed and will likely generate good quality information regarding event attendees and whether they are local or non-local. 10 points
- The event is unique, unduplicated and creative . 20 points
- Expected/historical event attendance:
 - 0-1,000 attendees annually. 5 points
 - 1,000-5,000 attendees annually. 10 points
 - 5,000+ attendees annually. 15 points
- Event located within the City of Wausau. 5 points

REVIEW AND AWARD PROCESS:

- Timely grant requests will be reviewed by staff for completeness.

- The Commission will review, score and rank proposals based upon the Evaluation Criteria.
- Staff will compile ranking for Commission consideration.
- Commission will review and make a final grant determination.
- Grant applicants will be informed of the grant determination.

Organization Info

Staff Notes

Name of Organization

IRONBULL, Inc.

Authorized Official First Name

Andrea

Authorized Official Last Name

Larson

Authorized Official Title

executive director

Email Address

executivedirector@ironbull.org

Organization Website URL

<https://www.ironbull.org/>

Street Address

PO Box 957

City

Wausau

State

WI

Zip

54402

Daytime Telephone

7155744440

Grant Information

Staff Notes

Grant Request Amount

\$29,495.00

Total Project/Event Budget

\$248,217.00

Event Date(s) or Date Range

2024 (twelve events - 1. 1/27/24 Ring of Snow - Nordic ski and snowshoe event in conjunction with Wausau Nordic Ski Club at Tribute Golf Course 2. 2/24/24 Snowbound in the Underdown fat bike race and snowshoe 3. 5/18/24 Learn Build Fly free kids run in conjunction with Learn Build Fly 4. 5/25/24 Rib Mountain Adventure Challenge 5. 6/15/24 Solstice Summit – Rib Mountain, WI 6. 6/1-6/16/24 free Essential Gravel bike – Ringle, WI 7. 6/15/24 TTT Gravel bike – Tomahawk, WI 8. BGR95 – sponsored by IRONBULL 9. 8/17/24 Underdown Trail Races mountain bike & trail run 10. 9/12-14/24 Midwest Bikepacking Summit 11. Ultra Trail 50k/25k/15k and free kids run 9/28/24 – trail run – Rib Mountain, WI 12. Red Granite Grinder Bike Race 10/12/24 – Wausau, WI featuring Rib Mountain, WI

Event Location

Central Wisconsin

Projected Number of Attendees

2300 racers

Have you applied or been awarded room tax or other public funding for this event?

Yes

Please describe:

Received Room Tax from City of Wausau in 2021, 2022 and 2023, Village of Rib Mountain in 2021, 2022, and 2023 and City of Merrill in 2022, 2023, and 2024 (specific to Underdown Races), received a 2023 JEM Grant for the Red Granite Grinder and applying for 2024 JEM Grant Year 2 project funding for the 2024 Grinder

Estimated Number of Hotel Stays from the Project/Event

325

Existing Event/Project

Project/Event Description

IRONBULL's mission is to fulfill our mission to leverage outdoor recreation as a means for economic development and talent retention in our community by producing premier racing events and meaningful community experiences. Altogether, IRONBULL's 2023 events attracted 2000 racers from 25 states, up from 21 states the prior year and a year-over-year growth of 29%. In 2023, IRONBULL will expand to twelve events.

Optional: Upload Project/Event Details

See uploaded files:

- 'IRONBULL Rack Cards-event-dates-2023-2024-updated-10-5-23.pdf' (id: adde4f2a-0978-4e99-abb7-2a998d21a3de)

Marketing Plan

Staff Notes

Provide a detailed marketing plan or strategy. Complete the marketing budget below that lists each marketing piece, the location of the piece, approximate dates of views, cost, planned distribution of materials etc. Outline specifically how this plan is reasonably likely to generate overnight hotel stays. Additionally, highlight those marketing materials that are outside the City of Wausau and those that are over 90 miles away.

Marketing Plan Description

• Targeted Facebook ads (demographics, interests, and locations including geofencing similar events) • Distribute flyers at similar events/businesses • Retarget past racers with email blasts • Print and online media advertising with Silent Sports Magazine, Ultra Running Magazine, Wisconsin Bike Federation, City Pages, Wausau Pilot & Review, Nxrth, and Kenosha Running Magazine to reach a regional and national audience. • Use website ads and online calendars and email blasts to a targeted audience through Trail Sisters, Nxrth, Wisconsin Bike Federation, American Trail Association to a regional and national audience • Invite influencers who will enhance the event with a women's skills clinic and promote the event through podcasts and social media to draw nationally for the Grinder which is suited to be a national-caliber event. • Hire professional videographer to capture high-quality media to use in advertising to stand out. • Get more local brand awareness to draw quality and quantity of volunteers to operate best-in-class events and draw kids / families to free kids runs through flyers with local schools & businesses, cross promoting with likeminded organizations and events, and billboard • In our largest events, we had over 80% of participants from outside of Marathon County so the epic nature of our events are a draw to travel for those outside of the community. We have every racer share how they found out about each event with social media and word of mouth most cited. We also give each racer to share their personal story on social media/newsletter. We provide racers merchandise they can wear/use and continue to share the events with other potential racers and volunteers. • Enhance racer and spectator experience with trackers and dot watching

We're brought on more staff for more bandwidth for marketing including digital ads, geofenced social media ads, SMS marketing.

Marketing Media Description

Flyers / design fees / mailings/decals

Locations covered by the media/ publication

Midwest

Approximate dates

Year-round

Expected Cost

4000

Grant Request

3800

Marketing Media Description

Electronic promotion (email blasts, website ads, SMS marketing, online calendars, digital/video ads, website, trackers, etc.)

Locations covered by the media/ publication

Midwest

Approximate dates

Year-round

Expected Cost

9754

Grant Request

7319

Marketing Media Description

Print ads (Silent Sports Magazine, Kenosha Running Magazine, WI Bike Fed, City Pages, Ultra Running Magazine, Wauau Chamber Relocation Guide, Wausau Chamber calendar, etc)

Locations covered by the media/ publication

Midwest

Approximate dates

Year-round

Expected Cost

9882

Grant Request

6376

Marketing Media Description

Racer & promotional merchandise

Locations covered by the media/ publication

Midwest

Approximate dates

Each event

Expected Cost

22000

Grant Request

4000

Marketing Media Description

Design software for marketing

Locations covered by the media/ publication

Midwest

Approximate dates

Year-round

Expected Cost

100

Grant Request

100

Marketing Media Description

Onsite event promotion (New Mexico Bikepacking Summit, Canoecopia, MidSouth Gravel etc)

Locations covered by the media/ publication

National

Approximate dates

Year-round

Expected Cost

500

Grant Request

500

Marketing Media Description

Social media ads (Facebook, Instagram, You Tube, etc)

Locations covered by the media/ publication

Midwest

Approximate dates

Year-round

Expected Cost

5050

Grant Request

1750

Marketing Media Description

Influencers/podcast/photography/videography

Locations covered by the media/ publication

National

Approximate dates

Year-round

Expected Cost

4400

Grant Request

4400

Marketing Media Description

Billboard

Locations covered by the media/ publication

Greater Wausau/Midwest travelers

Approximate dates

May-Sept 2024

Expected Cost

4300

Grant Request

0

Marketing Media Description

Radio ads

Locations covered by the media/ publication

Greater Wausau area

Approximate dates

May-Oct 2024

Expected Cost

500

Grant Request

500

Marketing Media Description

Timer hotel

Locations covered by the media/ publication

Wausau

Approximate dates

Fall 2024

Expected Cost

250

Grant Request

250

Marketing Media Description

Live music

Locations covered by the media/ publication

Midwest

Approximate dates

Fall 2024

Expected Cost

1000

Grant Request

500

Additional information may be attached

See uploaded files:

- 'IRONBULLMarketingPlan-2023.pdf' (id: 8face11e-457a-4e57-874a-c605ff495002)

Hotel Stays

Staff Notes

Detail how your organization/project/event will be reasonably likely to create overnight stays in the City of Wausau lodging facilities. Please explain your methodology for identifying multiple hotel stays generated by the event and surveying event goers.

The unique adventure type races offered by IRONBULL attract a number of people out of the area who will stay overnight in Wausau, particularly since many racers will be racing 8+ hours and/or racing early or late in the day. Additionally, we are attempting to make our most scalable race (the Red Granite Grinder) a weekend of events to draw racers & spectators from a wider geographical region and stay longer. After each race a survey is done to determine the number of visitors to the event and the average spend.

Repeat events are required to provide evidence of historic room nights.

With the help of the City of Wausau Room Tax Grant, we grew the number of participants to over 2000 in 2023 with an estimated local economic impact of \$200,000 (based on the average spend reported in the anonymous post-event racer survey). Based on data collected on racer registrations or in the post-event survey for the Rib Mountain Adventure Challenge-Winter Edition, Solstice Summit, Ultra Trail, and Red Granite Grinder these four events tallied 309 nights in local hotels. Altogether, IRONBULL's 2023 events attracted racers from 25 states, more than ever before. (See 2023 reimbursement request for more details on each specific event.) Note as of now, we have not set up any hotel blocks since the discount for room blocks is small, we're required to sign a contract guaranteeing to fill rooms, and room blocks are released before most racers are registered for the event. We encourage racers to stay in Wausau by linking the Jefferson Street Inn to the website, in racer guides, and registration confirmation emails. After 2019, we have opted not to offer racers camping at our events to further promote hotel stays.

Is your event/project reserving a block of rooms for this event in a City of Wausau hotel

No

Please provide number of rooms, number of nights and name of the hotel.

Required Documents

Staff Notes

ORGANIZATION WIDE BUDGET

See uploaded files:

- 'IRONBULL_2024-budget-prelim-12-15-23.pdf' (id: 5b50aad0-b216-461b-bc15-30415c6fa1aa)

PROJECT OR EVENT BUDGET

See uploaded files:

- 'IRONBULL_2024-budget-prelim-12-15-23-events.pdf' (id: d62ed268-7038-4564-8c03-9ea1a108f682)

RECENT YEAREND FINANCIAL STATEMENTS

See uploaded files:

- '20221231 Profit and Loss.pdf' (id: 2c2d0c46-98b4-42cc-bf65-e0d872aff28f)

- '20221231 Balance Sheet.pdf' (id: 92bf0f7f-bbb9-4ed8-ada2-16a8e04cb1c8)
- 'IRONBULL_2024-P&L-10-31-23-ytd.pdf' (id: 862147c7-8c35-4d39-b1f6-60df5cd475b2)

IRS DETERMINATION

See uploaded files:

- 'IRS_5013capproval.pdf' (id: edf9f1e9-db09-4666-940e-8db1dd580986)

BOARD OF DIRECTORS

See uploaded files:

- 'IRONBULL Board of Directors-2024.pdf' (id: babcf697-6327-4e06-957f-f5b6ddb4ccd0)

Submit

I understand the restrictions placed on the expenditure of room tax funds governed by the Room Tax Commission and certify that the requested funds will be used for the purposes described in this application or approved by the Commission. I understand that the use of funds is subject to review and a post event reporting is required. Grant recipients will be considered ineligible for future grants until post event reporting is filed. This application will serve as a grant agreement and award as noted below.

Applicant Full Name

Andrea Larson

Applicant Title

executive director

Approval Of Application

Begin User

executivedirector@ironbull.org

Begin Date

12/18/2023 9:08:10 AM

Submitted User

executivedirector@ironbull.org

Submitted Date

12/18/2023 10:02:38 AM

Original Completed Application

No file uploaded.

The undersigned has examined the application for Community Development Block Grant Rehabilitation Loan described herein, including supporting date, and finds that the application meets the requirements of the Community Development Block Grant Rehabilitation Program, as amended, and satisfies the rules and regulations issued by the City of Wausau,

Wisconsin, pertaining to the Community Development Block Grant Loan Program.

Staff Notes

Approved By

None

Approved Date

Completed Approved Application

No file uploaded.

Declined By

None

Declined Date

Declined Reason

Portfol_RelationshipManager

Portfol Contact Number

Portfol Client Number

Portfol Project Number

IRONBULL™

A 501(c)(3) charitable organization that promotes outdoor adventure sports in Central Wisconsin to drive economic development, benefit community organizations and promote healthy living.

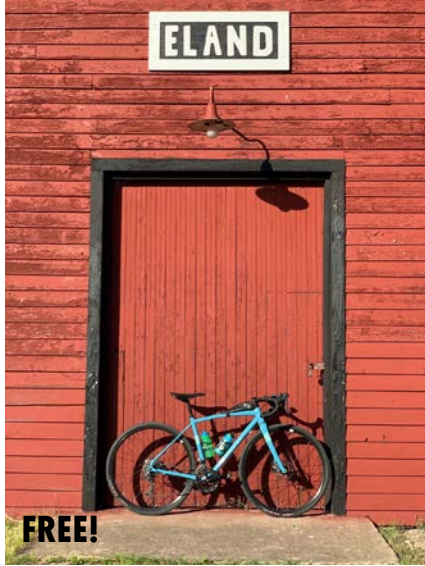
2024 EVENTS



RIB MOUNTAIN ADVENTURE CHALLENGE | May 25, 2024

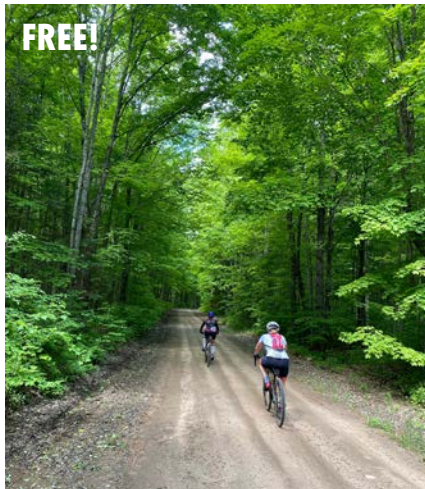


SOLSTICE SUMMIT | June 2024
plus free kids run



FREE!

ESSENTIAL GRAVEL BIKE | June 1-16, 2024



FREE!

TTT GRAVEL BIKE | June 2024



MIDWEST BIKEPACKING SUMMIT | September 12-14, 2024



ULTRA TRAIL | September 28, 2024
plus free kids run



UNDERDOWN TRAIL RUN & BIKE | August 17, 2024



RED GRANITE GRINDER | October 12, 2024
plus free kids ride

Sponsored in part by the City of Wausau Room Tax

Follow **IRONBULL** on Facebook or visit IRONBULL.org for additional free events!





Marketing Plan

2023

IRONBULL Marketing Plan 2023

I. Mission & Goals

a. Mission

1. To promote outdoor adventure sports in Central Wisconsin. We aim to drive economic development, benefit community organizations, and attract and retain a talented work force through the production of high quality races and events that promote healthy living in our community.

b. Goals

IRONBULL is a collective of outdoor enthusiasts committed to the following goals:

1. Provide premier racing events and meaningful community experiences
2. Introduce and foster healthy, adventurous lifestyles for families, friends, and communities through silent sports
3. Inspire environmental stewardship of the Central Wisconsin landscape by investing in parks, trails, providing access to outdoor recreation, and modeling sustainable behaviors
4. Partner with and support likeminded clubs and organizations to maximize our positive impact on the Central Wisconsin outdoor recreation industry
5. Serve as an outdoor lifestyle magnet that attracts active individuals and families who want to live, learn, work and play in Central Wisconsin
6. Establish Central Wisconsin as a leading silent sports and outdoor adventure destination in the Midwest

II. Organization Structure

- a. IRONBULL Inc. is a 501(c)(3) non-profit organization with the purpose of hosting and supporting silent and outdoor recreation sports such as Adventure Races, Triathlons, Trail Runs, Paddling, Obstacle Races, Snowshoeing Races, Fat Tire Biking, Ultra Marathons, Gravel Bike Races and other silent sports in Marathon County & Central Wisconsin.
- b. Our sports partners include: Rib Mountain Adventure Challenge, The Kayak Corporation, Central Wisconsin Off-Road Cycling Coalition (CWOCC), The Woodson YMCA, The Wausau and Marathon County Park Foundation, The Wausau and Marathon County Parks and the University of Wisconsin - Stevens Point.
- c. Community partners include: Town of Rib Mountain, Wausau Noon Optimist Club, Focal Point Photography Club, The Wausau Region Chamber of Commerce, City of Wausau, Wausau/Central Wisconsin Convention and Visitors Bureau and the Sports Authority. Plans are to include Wausau Area Events, Wausau River District Inc. and Travel Wisconsin.
- d. The IRONBULL organization has an operating board made up sports partners, community and business leaders, along with a number of community based committees report to the board. The committees are as follows:
 1. Race & Event Committee
 2. Marketing/Web/Social Media Committee
 3. Sponsorship Committee
 4. Finance Committee
 5. Executive Committee

6. Business Advisory Committee

III. Marketing & Advertising Plan – Races & Events

a. Target Audiences

1. 20-39 year old women and men who are physically active in recreational and competitive sports such as running, adventure racing, swimming, kayaking, climbing, snowshoeing, cross-country skiing, downhill skiing, paddling, road biking, off-road biking, fat-tire biking, rock climbing, whitewater rafting, and crossfit®.
2. 18-21 year old men and women who attend colleges and universities who are physically active in intermural sports or belong to a campus club or organization that is engaged in any of the activities mentioned above.
3. 40-65 year old men and women who are physically active in recreational sports and compete in silent sport races or work out in order to maintain health and vitality.
4. People, to whom where physical activity is a lifestyle and who would like to expand their sphere of relationships with likeminded individuals.
5. Families – next generation

b. Target Markets

1. Clubs: running, biking, kayaking, canoeing, cross-country skiing, downhill skiing, triathlon, snowshoeing, rock climbing, health, YMCAs & gyms (i.e. Crossfit, Lyft, etc.)
2. Stores/Shops: athletic, sporting goods, canoe & kayak, bike & ski shops.
3. Food & Beverage: microbreweries, distilleries, coffee shops, organic grocery stores & farm-to-table restaurants.
4. Racers: marathoners, triathletes, tough mudders, spartan, adventure, bike & trail runners.
5. Influencers: running, biking, kayaking, triathletes, endurance and adventure racers
6. Universities & Colleges within target market area, with focus on related sports clubs, health & wellness programs, sports medicine and intramurals.
7. Develop target data bases

c. Target Areas

1. Wisconsin
 1. Primary – Wood, Portage, Marathon and Lincoln counties (Wausau, Stevens Point, Marshfield & Wisconsin Rapids)
 2. Secondary – State of Wisconsin (Madison, Milwaukee MSA, Lacrosse, Eau Claire, Green Bay, Appleton, Oshkosh, Fond du Lac, Sheboygan)
2. Northern Illinois above I-88 (Rockford, Dixon, Sterling/Rockfalls & Chicago MSA)
3. Minnesota (Duluth/Superior, Twin Cities, Rochester, Red Wing, & Winona)
4. Upper Peninsula of Michigan
5. Eastern Iowa from Quad Cities to Iowa City to Dubuque

d. **Persona Targets**

Create personas on individual races and spectators by interviewing to determine how they receive race and event information. Broken down by age, gender, purpose for attending the event.

1. Racers

1. Michael – Michael is 33 years old and can manage a jam packed schedule. Staying organized is one of the attributes of who “he” is and his ability to juggle many balls (aspects of his life) at one time. He is laser focused on his goals and is self-disciplined in reaching them. Goal setting is more than just finishing a race, but beating the his PR, which includes Strava segments. Michael loves to share race knowledge with friends and likes it when his friends join in the fun, often lending out his high-end gear. He often travels several hours to find adventurous races. He and his wife have solid careers and love outings with their pup.

Jennifer – Jen (age 27) as she likes to be called is independent, adventurous, and is anchored by a strong sense of self. Unafraid to live life on her own terms, she has abandoned the traditional roles and values of others and lives by her own sense of rules. She is incredibly disciplined about saving and planning for her future. Her “me-centric” perspective defines what she wants from the brands she buys and how marketers should communicate to her. She is socially connected to her guys and girlfriends via social media, which is where she also prefers to receive her news. Jen watches very little television, but streams NETFLIX and watches YouTube. She hasn’t read a traditional newspaper since “whenever” and if she listens to the radio, it is probably NPR to catch up on “what’s going on in the world” or a podcast. If she wants more information on a topic that has caught her interest, she uses Google to do a drill down. Apps are a way of life for her. Jen enjoys her work which is more important than the salary attached to it. She feels that fulfilling work is an important aspect of a successful career.

Jen goes to yoga once or twice a week, takes a spin class and is working on her belly dancing. She enjoys running and exercise in that it makes her feel good, but also connects her to her friends. She runs in local 5K & 10K races that have a cause associated with them. She would like to run a marathon to prove to herself that she can and a number of her “buds” want to run it with her. They found a race all for each of them near their hometown and have been planning their girls’ weekend for months. Jen will make the flight home for the first time in two years.

Hanging at a coffee shop with friends for “life” conversations is important, could be a Starbucks, but a high probability it is a local roaster. She shops at the farmer’s market, organic grocery store or a local co-op if her town has one. Jen is a mama to her dog, likes eclectic food & brew pubs, and travels with friends or alone.

Tina- Tina, age 39, is a local mom of two who enjoys going on walks to the park with her children. Tina enjoys camping, hiking, and an occasional bike ride, and did a few local 5ks with girlfriends before having kids. Most of her outdoor activities are with her children since she juggles family and work. Tina has accepted she’ll never lose the last five pounds before she had children several

years ago. Racing isn't even on her radar. When another friend offered to lend her a bike to go mountain biking, Tina's first thought was fearing falling off her bike on the rocky trail or getting lost, so she turned her friend down, saying she had to take her kids to dance class that day.

Glenda (age 55) started running when her kids moved out of the house a couple of years ago. She has steadily increased her distance from a 5k walk, to half-marathon run, to a half-Ironman. She recently went through a divorce and has lots of time to herself to travel and train, often with her girlfriends. She's a teacher and has the summer off for plenty of races. She likes to share her stories with her students. She and her best friend decided to try a new race together this summer and they are making the out-of-state drive together. Glenda enjoys cooking and entertains on a regular basis.

Jim – Jim (42) is the typical silent sport weekend warrior. He owns several bikes – a single speed, fat tire bike, mountain bike, and needs to convince his wife he needs a gravel bike. He didn't put on the usual 10 pounds during winter hibernation since he bought his fat tire bike two winters ago. He enjoys a beer or two after weekly group rides during the summer. He only runs if he's being chased. He coaches his son's soccer team most weekends so only does a couple races per year for the camaraderie.

A friend told him about bikepacking but his wife isn't too keen on him being gone for four days, or buying more gear, especially with needing to save for the kids' college fund. He loves buying new gear and needs to convince her that the two person tent in the garage isn't lightweight or compact enough. He is working on his King of the Mountain status for the local hill on Strava. He recently hired an online coach since he'd like to finish an epic race with his buddies only a couple hour drive away. It was actually a birthday present from his wife, after noticing a shift in his health as he's gotten more into biking. He's even cut back on going out to eat for lunch every day with work buddies and even a few Friday happy hours to go biking instead. Now he convinced his wife that although the entry fee is pricey, they will carpool and camp near the start line to save money. In the past, he'd tend to push hard for a couple of weeks and get injured or burn out especially when he had to travel for work. So far, he's injury-free as his coach holds him accountable to training more whole-body for the first time.

Greg and Kaitlyn – Greg and Kaitlyn, 25, watched Eco-Challenge and were inspired to find an adventure of their own, even though neither has ever run more than 2 miles. They signed up for their first ever race about a two hour drive away. They have never done a race and see this more of a personal challenge and opportunity for a memorable experience together. They hope they can finish and don't get too lost. This race has been motivation to get more exercise and they needed to buy hydration packs which they plan to use for future adventures hiking together. They haven't upgraded their bikes since they wouldn't consider themselves bikers plus they are still paying off student loans and just bought a house. They probably won't sign up for any other races this year, but maybe will do this as an annual tradition, since Greg is going to propose at the finish, and would be a good motivator to keep in shape.

2. Spectators

1. Sally (51) is making the couple hour drive to the race to support her husband. He races several times per summer and so she tags along to go shopping, otherwise she'd barely see him. She usually gets to splurge on a nice hotel where she relaxes in the morning, hits a couple of shops and a nice restaurant for lunch, then greets her husband at the finish line. If the weather is nice she'll cheer him on at the start before the shops open.
2. Francine (27) is so excited for her boyfriend to finish his first "big" race. She's already got plans to frame his finisher medal. She can't believe he's going to run so far and she is so proud of him. She didn't think to pack boots so her new shoes got a little muddy, but that's ok as its an excuse to buy a new pair on Amazon on the way home on the hour drive. Her boyfriend mentioned his feet got cold in cotton socks so she also put some Smartwool socks on her Amazon order to surprise him.

3. Volunteers

1. Ray (age 40) is only volunteering because his employer requires volunteer hours. Ray thought volunteering at a race would be better than a soup kitchen plus he'll be volunteering with a couple of work buddies and there's beer after his volunteer shift. He doesn't know anything about racing but was surprised at the gratitude of the racer community. He had no idea the number of trails minutes from his back door.
2. Sandra (age 47) is interested in racing but doesn't think she can complete such a big challenge. Sandra decided to volunteer since she recently moved to the area and thought a race would be a good place to meet people. Sandra has a ton of energy and loved helping out racers at registration, even though she's never even been to a race before. She loves the atmosphere but needs convincing from a friend before she'd ever do a race. Plus the entry fee seems pricey. But she'd really like to earn the cool racer shirt that all the racers got, despite having a drawer of t-shirts at home.
3. Tom (age 62) just retired and has always been involved with civics. In his younger years, and 30 pounds lighter, he did a couple of marathons. Tom has lived in Central Wisconsin for the past forty years but all his kids and grandkids live in cities several hours away and would like to see them more. He's hoping to convince one of his kids that does some bike races to visit to do a race and maybe realize it's no such a bad place to raise a family. He enjoys going to his cabin fishing and hunting. He couldn't figure out the form to sign up to volunteer on the website, so he called the race director instead. He's just wanting to give back to the community, especially now that he's retired.
4. Jimmy (age 17) is a high school student that runs cross country and needs volunteer hours for National Honor Society. He's never volunteered at a race before, but is excited to volunteer with his best friend at an aid station. He doesn't think he could ever swim, bike, then run a 5k but was inspired by the racers and hopes maybe one day he could finish a triathlon.
5. Glenda (32) figured she could volunteer with the kids (8 and 10) while her husband races. She doesn't want to miss him at the finish line, so they are volunteering a shorter shift on the course where he expects to see him and

then still has plenty of time to get the kids to the finish line. The kids had fun making some signs to cheer on dad.

e. Digital Marketing

1. Social Media Strategy – Employ social media as means to create a personal two way relationship between IRONBULL and our communities.
 1. Social Media Channels: Facebook, Instagram, Twitter, Snapchat, TikTok and YouTube.
 2. Posts: Provide content to our communities. Tie to both the website and social media. Co-market with other organizations when possible.
 - a. Event pictures & videos
 - b. “In the news” articles / press releases / racer reports
 - c. Blog – repurpose / share (gardening, recipes, local outdoor venues, race recaps) including guest blogs to captivate wider audience
 - d. Human interest stories (“Find Your Tough”) and motivation – racers and volunteers
 - e. Board and race director profiles
 - f. Public education on outdoor recreation (bike safety, trail etiquette, economic impact, etc.)
 - g. Infographics on community impact / events
 - h. Facebook ads – targeting racer registrations / event awareness (volunteers)
 3. Goals
 - a. Build brand awareness.
 - b. Strengthen relationships with targeted audiences and markets.
 - c. Create persona targets to focus social media messaging.
 - d. Drive traffic to IRONBULL races and events.
 - e. Increase website traffic.
 - f. Improve search engine ranking.
 - g. Generate on-line revenues for races and merchandise.
 4. Measurement Plan
 - a. Create dashboards for the different social media channels.
 - b. Use Google Analytics as a tool for measurement.
 - c. Measurement to include views, likes and shares along with link clicks
2. Content Marketing - Develop and create content that does not explicitly promote our brand but is intended to stimulate interest in its products or services.
3. SEO (Search engine optimization) – The goal is to drive the right traffic to our website and convert this to race participants or event goers.
4. PPC - With Pay-Per-Click (PPC) and Search Engine Marketing (SEM), we will place targeted ads on search engines like Google that draw the right customers to our site. These ads typically utilize keywords and phrases to ensure that they are seen by the right people. This will help generate leads and bring traffic right to our websites and landing pages with the use of SEM and PPC.

f. Email Blast / Retargeting

1. Develop targeted data bases of past racers and organizations that engage in biking, running, snowshoeing, and paddling within the target market area, to which we will email race and event details.
2. Retarget people that demonstrate interest (past participants, participation in training runs, reached out with questions, etc.)
3. Track blast conversions to racer registrations / volunteers.
4. Monthly e-newsletter (opt-in) repurposing content
5. Biweekly blog (opt-in)

g. Website

1. Website Linking
 1. Online race calendars
 2. Local event calendars: Greater Wausau Chamber of Commerce, CVB, City Pages
 3. Sponsor's websites – Listed on sponsor's website as a listing as allowed.
 4. Clubs & Organizations – Create PPC pop-ups to sports club and organization websites.
 5. Company Intranets - Reach out to businesses to have race/event info circulated to their employees. Work with local employers to form corporate teams as part of their health and wellness program and offer discounts/reimbursement for races and provide volunteers for teambuilding.

h. Event Posters

1. Develop race and event posters that are integrated into overall marketing plan. Should have an IRONBULL look and feel to the posters. Use these designs for print and digital ads.
2. Distribute within Wausau (ex: Rib Mountain park kiosks, 9 Mile Chalet, local events such as Ragnar)
3. Mail to races with similar target markets outside of central Wisconsin.

i. Magazines

1. Silent Sports Magazine
2. Greater Wausau Relocation and Recreation Guides
3. Wausau Central Wisconsin Visitor Guide – Published by CVB
4. UpNorthAction.com
5. Other Visitor Guides in Central Wisconsin

j. Public Relations

1. Biweekly emails as PR strategy around thanking sponsors, foundations, mayors/municipalities, chamber, Wisconsin Dept of Tourism, county and other supporters of IRONBULL.
 2. Use influencers to promote events (race or volunteer) and brand / healthy lifestyle
 3. Travel Wisconsin – Dept of Tourism
 1. Leverage grants with Wisconsin Department of Tourism Travel Wisconsin regarding races and events and their associated marketing programs.
 2. Invite Department of Tourism to events.
 4. Create free events (training runs, guided hikes, marked courses, rides, etc.) to draw in families and newbies
 5. Host classes for public education (UWSP, County, YMCA, Girls Scouts).
- k. Civic & Service Clubs**
1. Identify civic & service clubs in our primary market area (Wood, Portage, Marathon & Lincoln counties) where we can speak about the races and events to build community support.
 2. Goals are to inform, educate, and ask for financial support & volunteers.
- l. Press releases**
1. Newspapers
 1. Wausau Pilot & Review – Local on-line newspaper. Create an on-line story about races and events, then give updates on races. Create a partnership with race & event ads.
 2. City Pages- local weekly newspaper – Share food and local outdoor venue blogs for publication. Consider ads prior to community based events. List events in Big Events Guide, The Program, Summer Fun Magazine & Winter Book
 3. Wisconsin Media – Wisconsin Media is the largest, most powerful media company in the state, powered by ten of the most trusted local news sources in Wisconsin. As the primary sources for news, information and things to do, they know our communities. More than 689,000 consumers recognize, trust and engage with them every day through their most visited websites, mobile sites, phone and tablet apps—as well as through their ten daily newspapers and numerous weekly publications.
 - a. Newspapers – Appleton, Fond Du Lac, Green Bay, Manitowoc, Marshfield, Oshkosh, Sheboygan, Stevens Point, Wausau, Wisconsin Rapids,
 - b. Use the Wausau Daily Herald to highlight the races and events as a community article / human interest stories.
 2. Radio
 1. Midwest Communications – Number one traditional radio station (95.5, 101.9, 94.7, 93.9, 99.9, 550, 1390) in the Wausau area with multiple outlets along with an on-line presence.

2. WPR Wisconsin - Offer to do interviews on how to train for events as a way to market name and races.

3. Television

1. Gray Communications - One of the largest media outlets in Wisconsin (CBS & FOX).
 - a. Do interviews on how to train for events as a way to market (ex: Sunrise 7).
 - b. Invite millennials at station to attend events and get their feedback.

m. Podcasts

1. Seek out existing podcasts in target demographics.

n. Merchandise

1. Provide racers and volunteers free branded merchandise.
2. Sell branded merchandise at events and during online registration process both leisure and athletic apparel.

o. Print media

1. Distribute postcards for insertion in racer SWAG bags to other races.
2. Post flyers at breweries, coffee shops, organic grocery stores, gyms, bike shops, and farm-to-table restaurants.
3. Provide insertion in Wausau Chamber Paks.
4. Provide insertion/coupon in Newcomer Association "Welcome Packets".

p. Universities & Colleges

Identify universities & colleges where we can market to their clubs & organizations along with student newspapers where we can submit articles for publication on the race/events and potentially advertise. Collaborate with the UWSP to develop, support and drive our media strategy and find interns.

1. UWSP - SP – Article in the *Pointer* weekly newspaper
2. UWSP - Wausau – Article in the *Forum* weekly newspaper
3. UWSP - Wood - Article in the *Insight* weekly newspaper
4. Northcentral Technical College – TBD
5. Midstate Technical College – TBD
6. Nicolet Technical College – TBD
7. See data base for total list of universities & colleges

q. Influencers

1. Past participants – word of mouth from people "championing" our cause is extremely effective
2. Contact outdoor recreation influencers if they would attend or endorse. Create social media program around their comments.
3. Develop a relationship with Footlocker/Eastbay as a race sponsor and have them approach influencers to attend races.

- r. **PPC ads**
 - 1. Races
 - 1. Identify websites and create PPC ads for triathlon, paddling events, biking events, and trail races in target market area.
- s. **Yard Signs**
 - 1. Put yard signs in local parks / private properties after approvals of landowners.
- t. **Advertising Plan**
 - 1. Seek exclusive sponsorships with media companies in central Wisconsin that have an on-line and traditional advertising presence that can deliver our media message to our target markets.
 - Sun Printing
 - 2. Send email blasts and social media posts to incentivize racers to register with price hikes, swag, promotions, etc.
 - 3. Work with Focal Point Photography for event photography. Ask racers & volunteers to post, tag, and share pictures. Obtain & post videos as appropriate.

IRONBULL Media and Marketing Event Guide

Pre race (3-10 months)	
	Create webpage with registration
	Distribute press release of event to media and email blast to potential racers and volunteers
	Produce postcard for SWAG bags
	Develop list for postcard and flyer distribution
	Distribute postcards and flyers (including YMCAs)
	Create FB event
	Promote on social media and email blasts retargeting participants - coordinate with registration cutoffs, highlight race sections, provide training tips
	Set advertising budget & plan including FB ads and boosts
	Solicit strategic business sponsorships for financial, in-kind, and volunteers
	Contact other FB groups
	Share human interest story "Find Your Tough"
	List on online race calendars
Pre race (1-2 weeks)	
	Promote on social media - feature sponsors, showcase awards & SWAG, provide racing tips, human interest story of racers, venue set up
	Distribute press release of event to media and email blast to potential racers and volunteers
	Create digital media frame and distribute
	Invite media to event
	Publication of course guide (print and webpage PDF) and email blast
Race Day	
	Social media updates including live stream of event
Post-Race	
	Immediate webpage post / distribution of results to media including Wausau Pilot
	Distribute press release with pictures, video, results to media and email blast to racers and volunteers - include survey with discount to entice responses in email blast with save the date for next year
	Feature human interest story from event or how impacted community
	Thank yous to sponsors, volunteers, and other event support
	update website with links to results, press release, photos, videos, testimonials, next year's date, and when registration open (or have open)
	Email blast racers with post-event survey results and discount for next year registration
	Note Traci has a detailed list of social media postings and calendar

u. Likeminded organizations

1. Local outdoor recreation organizations

1. List local ski, cross-country skiing, running, biking, paddling clubs websites within Central Wisconsin on the IRONBULL website (CWOCC, Wausau Whitewater, The Landing, Woodson YMCA, Wausau Nordic Ski Club, WEMS)
2. Share content as appropriate with these clubs on social media.
3. Post on Facebook pages and host Central Wisconsin Trail Runners, Central Wisconsin Adventure Club, North Central Wisconsin Gravel and Bikepacking, Central Wisconsin Paddle Club, Women of CWOCC, Wisconsin Adventure Racing Series
4. Post race reports as appropriate with clubs, social media platforms, websites

5. Publicize distributions to local clubs

2. Wausau Events & River District

1. Create a joint marketing plan between the three organizations to create downtown events where outdoor sports are a part of each event to build race and spectator attendance, increase media exposure and drive higher revenues for downtown Wausau.
2. Leverage and align existing events where they make sense – add onto already established events to draw larger attendance to the downtown.
3. Coordinate with the River District regarding “Jazz on the River” and the 2nd Avenue block party in June.

3. Center for Visual Arts, Marathon Historical Society, Woodson, Wausau Museum of Contemporary Art & PAF

1. Coordinate with the Center for Visual Arts and others to add an art and history component to our events engaging the local communities to participate and support community wide festivals that become a tourism destination not just for the extreme race series but for the cultural and community engagement.

4. University Wisconsin Stevens Point – Stevens Point & Wausau

1. Ironpalooza - Health & Wellness Expo
 - a. Coordinate with UWSP in the establishment of a health & wellness component to each of our races and events.
 - b. Depending on event size and type, the expo could range from a single tent to an expo area
 - i. Single Tent (small event) – location would be in the 400 Block
 - ii. Multi Tent (large event) – The HealthPoint Expo would be located next to the YMCA.

5. CVB & Sports Authority

1. Coordinate with the CVB & Sports Authority to co-host certain races where overlap exist.

IV. Market Surveys & Analytics – Races & Events

a. Market Surveys

1. Develop surveys for races and events to measure success along with determining direct feedback from racers and spectators on what works and doesn’t work regarding our events.
2. Incorporate post-race/event survey on website asking “How can we improve our events and races?”
3. Track hotel room bookings, spend, and number of visitors.
4. Measure year-over-year race attendance.

b. Analytics

1. Develop analytics on who comes to our website and social media including reach, conversions, how long they stay on website, bounce rates and where they spend their time.

V. Sponsorships

a. Race Sponsors

1. Central Wisconsin Sponsors - Corporations within our primary market area of Lincoln, Marathon, Portage and Wood counties with 100 employees or greater or revenues greater than \$3 million.
2. Wisconsin Sponsors – Corporations located within Wisconsin with revenues greater than \$50 million or that have a history of race sponsorship such as Trek Bike, Miller Beer, and S.C. Johnson & Son.
3. National Sponsors – Corporations that sponsor similar events.

b. Sponsor Levels / Categories

1. Platinum & Gold Sponsors – Exclusive sponsorship per category for communications, healthcare, energy drinks, protein snacks, beer (Red Eye), and energy bars. Need to determine categories.
2. Silver Sponsors – Two to three sponsors per category.
2. Bronze Sponsors - No limit to sponsors per category.
3. Media Sponsors - Only one sponsor per category.

c. Sponsor Packet

1. Letter describing organization & how sponsorship would be a benefit to them.
2. Individual Race Flyers
3. Target Race/Event Demographics
4. Branding Opportunities - unique marketing initiatives that IRONBULL offers.
5. List of sponsor levels & valuable benefits at each level.
6. IRONBULL Projects & Causes
7. IRONBULL mission and goals
8. PPT and discussion of needs for sponsor – may be non-traditional means (i.e. free advertising)

d. Keys to successful sponsorships

1. Website linking
2. Attendees
 - a. Race Attendees
 - b. Event Attendees
3. Marketing
4. Race Demographics
5. Branding Opportunities

e. Sponsor Marketing Plan

1. Seek exclusive sponsorships with media companies in central Wisconsin that have an on-line and traditional advertising presence that can deliver our media message to our desired target markets.

2024 Budget - IRONBULL

Total

Revenue

Sponsors, grants, contributions	\$ 87,310
Event Fees	\$ 160,196
Event Merchandise	\$ 6,100
Total Revenues	\$ 253,606

Expenses

Accounting Fees	\$ 2,000
Legal Fees	\$ 1,000
Salaries and Wages	\$ 88,012
Payroll Taxes	\$ 6,665
Rent	\$ -
SEP Plan Contribution	\$ 3,500
Postage Mailing	\$ 50
Marketing (non-event specific)	\$ 1,200
Supplies	\$ 2,004
Web Site	\$ 550
Computer & Software	\$ 1,600
Credit Card & Bank Fees	\$ 200
Insurance Liability & Disability	\$ 4,000
Event Expenses (see breakouts)	\$ 137,435
Total Expenses	\$ 248,217
Ironbull-Net Cash Flow	\$ 5,389

Ironbull, Inc.
Profit & Loss
 January through December 2022

	Jan - Dec 22
Ordinary Income/Expense	
Income	
41000 · Donor Restricted Contributions	186.00
42000 · Grants	
42010 · Grant - Jem	3,252.50
42030 · Wausau Room Tax	14,197.54
42040 · Merrill Room Tax	640.38
Total 42000 · Grants	18,090.42
43400 · Direct Public Support	
43440 · Sponsorships	39,450.00
43450 · Individ, Small Business Contrib	1,601.35
Total 43400 · Direct Public Support	41,051.35
45000 · Investments	
45030 · Interest-Savings, Short-term CD	178.25
Total 45000 · Investments	178.25
46000 · Other Types of Income	
46100 · Online Merchandise	3,715.45
46430 · Miscellaneous Revenue	1,005.81
Total 46000 · Other Types of Income	4,721.26
47200 · Race Income	
47220 · Event Sponsorships	3,100.00
47240 · Event Fees	119,982.25
47280 · Event Merchandise	4,881.85
Total 47200 · Race Income	127,964.10
Total Income	192,191.38
Gross Profit	192,191.38
Expense	
61000 · Program Expenses	
61100 · Awards	7,550.70
61150 · Partner - Distribution	19,392.00
61200 · Event Managment	12,385.70
61300 · Volunteers	250.00
61310 · Food / Drink	16,853.69
61320 · Merchandise	
61325 · Reimbursed Wausau Room Tax	2,403.83
61320 · Merchandise - Other	11,346.55
Total 61320 · Merchandise	13,750.38
61330 · Event Activity	20,211.37
61550 · Promotion	
61551 · Promotion (JEM Reimbursed)	2,540.51
61552 · Promotion (Room Tax Reimbursed)	11,733.48
61550 · Promotion - Other	10,305.53
Total 61550 · Promotion	24,579.52
Total 61000 · Program Expenses	114,973.36
62100 · Contract Services	
62110 · Accounting Fees	1,845.00
Total 62100 · Contract Services	1,845.00

8:15 PM

02/23/23

Accrual Basis

Ironbull, Inc.
Profit & Loss
January through December 2022

	<u>Jan - Dec 22</u>
62800 · Facilities and Equipment	
62895 · Rent - Storage	1,280.00
62800 · Facilities and Equipment - Other	124.64
Total 62800 · Facilities and Equipment	1,404.64
65000 · Operations	
65020 · Postage, Mailing Service	558.17
65032 · Social Media	
65033 · Social Media (Wausau Room Tax)	388.04
Total 65032 · Social Media	388.04
65040 · Supplies	321.07
65045 · Office Supplies	619.53
65060 · Website	559.19
65070 · Computer and Software	140.45
65080 · Online Registration Fees	4,983.42
65090 · Credit Card & Bank fees	642.96
Total 65000 · Operations	8,212.83
65100 · Other Types of Expenses	
65120 · Insurance - Liability, D and O	4,286.46
Total 65100 · Other Types of Expenses	4,286.46
66000 · Payroll Expenses	
66100 · Salaries and Wages	62,731.75
66150 · Payroll Taxes	4,741.46
66175 · SEP Plan Contribution	2,040.00
Total 66000 · Payroll Expenses	69,513.21
67500 · Miscellaneous Expense	146.48
Total Expense	200,381.98
Net Ordinary Income	-8,190.60
Net Income	-8,190.60

Ironbull, Inc.
Balance Sheet
As of December 31, 2022

	<u>Dec 31, 22</u>
ASSETS	
Current Assets	
Checking/Savings	
11000 · Checking - Peoples	18,715.54
111000 · Nicolet Checking	23,720.48
1111000 · Nicolet Money Market	<u>48,668.84</u>
Total Checking/Savings	<u>91,104.86</u>
Total Current Assets	91,104.86
Fixed Assets	
16000 · Equipment	7,467.00
16500 · Accumulated Depreciation-Equip.	-2,231.22
17000 · Trademark	<u>11,923.00</u>
Total Fixed Assets	<u>17,158.78</u>
TOTAL ASSETS	<u>108,263.64</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
20000 · Ironbull Credit Card	<u>-815.00</u>
Total Credit Cards	-815.00
Other Current Liabilities	
22000 · Employee-Volunteer Reimbursemen	<u>107.93</u>
Total Other Current Liabilities	<u>107.93</u>
Total Current Liabilities	<u>-707.07</u>
Total Liabilities	-707.07
Equity	
32000 · Unrestricted Net Assets	117,161.31
Net Income	<u>-8,190.60</u>
Total Equity	<u>108,970.71</u>
TOTAL LIABILITIES & EQUITY	<u>108,263.64</u>

Ironbull, Inc.
Profit & Loss
 January through October 2023

	Jan - Oct 23
Ordinary Income/Expense	
Income	
41000 · Donor Restricted Contributions	1,969.00
42000 · Government Grants	36,835.51
43400 · Direct Public Support	
43440 · Sponsorships	9,500.00
43450 · Individ, Small Business Contrib	8,675.15
Total 43400 · Direct Public Support	18,175.15
45000 · Investments	
45030 · Interest-Savings, Short-term CD	1,207.64
Total 45000 · Investments	1,207.64
46000 · Other Types of Income	
46430 · Miscellaneous Revenue	191.00
Total 46000 · Other Types of Income	191.00
47200 · Race Income	
46100 · Online Merchandise	1,590.00
47220 · Event Sponsorships	4,050.00
47240 · Event Fees	120,813.08
47280 · Event Merchandise	4,638.20
Total 47200 · Race Income	131,091.28
Total Income	189,469.58
Cost of Goods Sold	
50000 · Cost of Goods Sold	
50001 · Online Registration Fees	477.32
50002 · Merchandise Sales Fee	48.89
Total 50000 · Cost of Goods Sold	526.21
Total COGS	526.21
Gross Profit	188,943.37
Expense	
60900 · Business Expenses	
60920 · Business Registration Fees	25.00
Total 60900 · Business Expenses	25.00
61000 · Program Expenses	
61100 · Awards	6,586.67
61150 · Partner - Distribution	1,814.97
61200 · Event Management	12,594.24
61300 · Volunteers	1,427.44
61310 · Food / Drink	6,626.58
61320 · Merchandise	11,509.01
61330 · Event Activity	17,626.05
61550 · Promotion	
61552 · Promotion (Room Tax Reimbursed)	
61552.1 · Promotion (Wausau Spring 2023)	2,843.52
61553 · Promotion St. Pt. 23	4,900.00
Total 61552 · Promotion (Room Tax Reimbursed)	7,743.52
61550 · Promotion - Other	20,711.89
Total 61550 · Promotion	28,455.41
Total 61000 · Program Expenses	86,640.37

4:15 PM

11/11/23

Accrual Basis

Ironbull, Inc.
Profit & Loss
January through October 2023

	<u>Jan - Oct 23</u>
62100 · Contract Services	
62110 · Accounting Fees	1,890.00
Total 62100 · Contract Services	1,890.00
62800 · Facilities and Equipment	
62810 · Depr and Amort - Allowable	4,489.08
62895 · Rent - Storage	480.00
Total 62800 · Facilities and Equipment	4,969.08
65000 · Operations	
65020 · Postage, Mailing Service	397.55
65040 · Supplies	95.98
65045 · Office Supplies	216.85
65060 · Website	412.84
65070 · Computer and Software	176.45
65090 · Credit Card & Bank fees	110.48
Total 65000 · Operations	1,410.15
65100 · Other Types of Expenses	
65120 · Insurance - Liability, D and O	3,800.90
Total 65100 · Other Types of Expenses	3,800.90
66000 · Payroll Expenses	
66100 · Salaries and Wages	66,083.19
66150 · Payroll Taxes	4,998.15
66175 · SEP Plan Contribution	1,700.00
Total 66000 · Payroll Expenses	72,781.34
68300 · Travel and Meetings	
68310 · Conference, Convention, Meeting	20.00
Total 68300 · Travel and Meetings	20.00
Total Expense	171,536.84
Net Ordinary Income	17,406.53
Other Income/Expense	
Other Expense	
80000 · Ask My Accountant	25.63
Total Other Expense	25.63
Net Other Income	-25.63
Net Income	17,380.90

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **JUN 20 2019**

IRONBULL INC
PO BOX 957
WAUSAU, WI 54402-0957

Employer Identification Number:
83-2671005
DLN:
17053066319039
Contact Person:
RUSSELL P BEST ID# 17255
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
170(b)(1)(A)(vi)
Form 990/990-EZ/990-N Required:
Yes
Effective Date of Exemption:
November 28, 2018
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Letter 947

IRONBULL INC

Sincerely,

Stephen A. Martin

Director, Exempt Organizations
Rulings and Agreements

Id:

Bucket: ApplicationSubmitted_TourismGrant

Created: 2/27/2024 1:41:25 PM

Updated: 2/27/2024 1:41:25 PM

City of Wausau Tourism Grant

Getting Started

City of Wausau

COMMISSION ROOM TAX TOURISM GRANT APPLICATION

Beginning January 1, 2017 the State Law mandates the City forward to a tourism commission any room tax revenue exceeding the amount the municipality may retain. The Commission must spend room tax revenue on tourism promotion and tourism development.

Tourism Promotion and Tourism Development is defined in the Wisconsin Statutes to mean any of the following that are significantly used by transient tourists and reasonably likely to generate paid overnight stays at more than one establishment in the municipality on which room tax is imposed:

- Marketing projects, including advertising buys, creation and distribution of printed or electronic promotional tourist materials, or efforts to recruit conventions, sporting events or motor coach groups.
- Transient tourist informational services.
- Tangible municipal development, including a convention center.

Transient tourist means any person residing for a continuous period of less than one month in a hotel, motel or other furnished accommodations.

The Commission is obligated to submit on an annual basis a detail report of its room tax expenditures to the Wisconsin Department of Revenue.

The Room Tax Tourism Grant program is designed to promote tourism related activity within the City of Wausau with specific emphasis on tourism that is reasonably likely to generate overnight stays in hotel facilities.

APPLICATION DEADLINES:

Applications are considered on a rolling cycle. The 2023 meeting schedule and application deadline is as follows:

- Applications submitted by midnight July 19 will be considered at the July 24th meeting.
- Applications submitted by midnight September 18 will be considered at the September 25th meeting.

ELIGIBLE PROJECTS AND USE OF FUNDS:

- Design, production and placement costs for marketing that targets visitors from outside the City of Wausau and its surrounding communities. This includes but is not limited to: brochures, fliers, posters, direct mail, registration materials, print ads, radio ads, television ads. Website enhancements that are reasonably likely to increase tourism and overnight hotel stay. Web and social media marketing that increase traffic of visitors from outside the City of Wausau and its surrounding communities.
- Purchase of marketing lists, search engine marketing ad words, google ad words.
- Offsite signage such as billboards targeting visitors that live outside the City and its surrounding communities.
- Fees must be payable to a third party vendor. In-kind fees are not eligible.

ELIGIBLE APPLICANTS:

- Not for Profit Organizations with an IRS determination.
- Not for Profit Organization is in good standing with the City.
- Event is located in or near the City of Wausau and offers verifiable economic benefits to the City of Wausau through increased room nights.
- The event or promotional opportunity should demonstrate economic impact as it relates to tourism and is reasonably likely to generate multiple hotel stays.
- Repeat grant applicants have filed timely post event reports.

GRANT RECOGNITION:

All awarded marketing projects must include the City of Wausau logo and where space allows, the following grant recognition: "Sponsored in part by the City of Wausau Room Tax."

GRANT LIMITS:

- Grants will be limited based upon funding.

ADDITIONAL INFORMATION:

- All grants will be evaluated on established criteria and ranked competitively by the Commission.
- The grant application will serve as a grant agreement and must be signed by an authorized official within the organization.
- The grant expires one year after awarded by the Room Tax Commission.
- Grantees should request funds via email request to finance@ci.wausau.wi.us
- The Room Tax Summary Compliance reporting should be submitted timely to finance@ci.wausau.wi.us

EVALUATION CRITERIA:

- Completeness and quality of the application. 10 points
- A well-developed marketing strategy that can reasonably be expected to generate multiple hotel stays. 30 points
- The event and application substantiate local economic impact from:
 - local visitors. 5 points
 - day trip visitors. 15 points
 - overnight visitors. 30 points
- The methodology proposed to survey attendees is well developed and will likely generate good quality information regarding event attendees and whether they are local or non-local. 10 points
- The event is unique, unduplicated and creative . 20 points
- Expected/historical event attendance:
 - 0-1,000 attendees annually. 5 points
 - 1,000-5,000 attendees annually. 10 points
 - 5,000+ attendees annually. 15 points
- Event located within the City of Wausau. 5 points

REVIEW AND AWARD PROCESS:

- Timely grant requests will be reviewed by staff for completeness.

- The Commission will review, score and rank proposals based upon the Evaluation Criteria.
- Staff will compile ranking for Commission consideration.
- Commission will review and make a final grant determination.
- Grant applicants will be informed of the grant determination.

Organization Info

Staff Notes

Name of Organization

| Leigh Yawkey Woodson Art Museum

Authorized Official First Name

| Bryce

Authorized Official Last Name

| Cebula

Authorized Official Title

| Marketing and Communication Manager

Email Address

| bcebula@lywam.org

Organization Website URL

| www.lywam.org

Street Address

| 700 North Twelfth Street

City

| Wausau

State

| WI

Zip

| 54403

Daytime Telephone

| 7158457010

Grant Information

Staff Notes

Grant Request Amount

\$10,000.00

Total Project/Event Budget

\$18,801.00

Event Date(s) or Date Range

September 7-8

Event Location

Marathon Park, 400 Block, Leigh Yawkey Woodson Art Museum

Projected Number of Attendees

25,000+

Have you applied or been awarded room tax or other public funding for this event?

No

Please describe:

Estimated Number of Hotel Stays from the Project/Event

Existing Event/Project

Project/Event Description

Wausau's Artrageous Weekend – the four-venue Wausau art extravaganza – is the perfect way to enhance the city's 150+ years of showcasing a vibrant community that embraces and nourishes the arts. The four non-profit arts entities pool their time and dollars to collaboratively promote their events as Wausau's Artrageous Weekend, so bolstering that promotion with tourism grant funds would extend awareness of the city farther and encourage tourism year-round. Utilizing grant dollars gathered from tourists to attract more tourists makes sense, as all funds are used to market a proven, beloved event that leads with and amplifies the city's name.

The four arts entities host and pay to operate their separate events, yet chip in to cooperatively promote Wausau's Artrageous Weekend locally and as far as their pooled dollars allow. Augmenting this perennial fall favorite with tourism grant dollars would make promotion possible throughout Wisconsin, Chicago, and the Twin Cities, attracting tourists and enticing them to return for economic impact throughout the year.

Art in the Park at Marathon Park; the Festival of Arts and the Center for the Visual Arts, both in downtown Wausau; and Birds in Art opening weekend at the Leigh Yawkey Woodson Art Museum comprise Wausau's Artrageous Weekend, held on the weekend after Labor Day. Free, accessible shuttle buses run daily between 10am and 5pm from designated locations, connecting and easing travel between the weekend's events. All four events, each produced by non-profit art organizations, are free.

The combined aspects of Wausau's Artrageous Weekend – the collaborative promotional marketing endeavors and the four organizations' events at each of the venues – bolster Wausau's image and reputation as a city that values and encourages the arts. These four organizations' efforts help make Wausau an appealing tourism destination prompting tourists to return repeatedly to visit Wausau for these arts organization's venues, changing exhibitions, and events that generate economic impact with Wausau businesses all year.

A committee of volunteer representatives from each of the four non-profit arts organizations meet throughout the year to plan collaborative Wausau's Artrageous Weekend marketing efforts via combined resources – including personnel, cash, and in-kind services – to maximize their investment of dollars in a unified, cooperative promotional campaign that positively impacts Wausau and its businesses. In addition to pooling the four non-profit organizations' pay-to-play financial contributions, this volunteer Promotional Organizing Committee seeks corporate contributions to help offset local marketing expenses. If secured, City Tourism Grant room tax dollars make it possible to extend promotional efforts throughout the state, Chicago, and the Twin Cities. A Room Tax Commission Tourism Grant builds on this tradition of a collaborative marketing approach, extending the promotional reach to prompt increased daytrips and overnight stays.

The purpose of the volunteer committee is to coordinate promotional efforts. So, any room tax dollars dispersed by the City of Wausau via Tourism Grant funds for Wausau's Artrageous Weekend are used to offset a portion of promotional expenses only – not operational expenses. Local marketing expenses are paid from the four arts organizations' contributions and corporate sponsorship dollars pending from UMR and Macco's.

The perennial community "favorite festival" appeals to fall travelers from throughout Wisconsin and the upper Midwest who make purchases at Wausau businesses and share their enthusiasm online. The 2023 Wausau's Artrageous Weekend targeted Facebook ad reached 1,400,000 people and generated 9,436 clicks. The Google ad created 766,000 impressions and generated 1,677 clicks.

As a nationally recognized weekend art fair, Wausau's Artrageous Weekend is a premiere annual event that draws media attention and rave reviews online and brings tourism dollars to Wausau's restaurants, hotels, retail stores, and gas stations. Weekend events are well attended by residents, tourists, and participating artists – local, regional, and international. None of these events charge admission and attendees cross-over between events, so attendance figures cannot be confirmed, yet visitors far exceed the most desirable number in the city's grant-scoring matrix.

In 2024, the four entities are planning exciting offerings and even an expanded offering at the Woodson Art Museum on Saturday afternoon. We look forward to receiving Tourism Grant dollars which will make it possible to expand the promotional efforts beyond a local radius. Wausau's Artrageous Weekend offers a vibrant and varied, multi-venue weekend art extravaganza worthy of support, raising the city's profile and increasing the economic impact for the Wausau area, benefitting all.

Optional: Upload Project/Event Details

No files uploaded.

Marketing Plan

Staff Notes

Provide a detailed marketing plan or strategy. Complete the marketing budget below that lists each marketing piece, the location of the piece, approximate dates of views, cost, planned distribution of materials etc. Outline specifically how this plan is reasonably likely to generate overnight hotel stays. Additionally, highlight those marketing materials that are outside the City of Wausau and those that are over 90 miles away.

Marketing Plan Description

- Wausau's Artrageous Weekend press release is sent to more than 50 state and regional media outlets. Media outlets and arts and cultural travel writers, bloggers, and journalists will be targeted for media coverage and the expanded publicity.
- Information on websites of the Wisconsin Department of Tourism, Visit Wausau, Woodson Art Museum, Wausau Festival of Arts, Wisconsin Valley Art Association, and Center for the Visual Arts.
- The distinctive large yellow banner is displayed at the highly visible downtown-entrance corner, near the library and Artists' Lofts apartments. And the weekend is announced on the oversized electronic sign at the Marathon Park entrance on 17th Avenue.
- Ad in

Visit Wausau's magazine, print and digital • Wisconsin Public Radio paid announcements regionally and statewide. • If tourism grant dollars are forthcoming, targeted Google search ads and targeted Facebook ads will be possible throughout Wisconsin, Chicago, and the Twin Cities.

Marketing Media Description

Visit Wausau Mag Ad

Locations covered by the media/ publication

Region and State Welcome Centers

Approximate dates

Throughout 2024

Expected Cost

1200

Grant Request

0

Marketing Media Description

WI Public Radio

Locations covered by the media/ publication

Regionally and Statewide

Approximate dates

Throughout 6 weeks before

Expected Cost

2000

Grant Request

0

Marketing Media Description

Facebook Targeted Ads

Locations covered by the media/ publication

WI, Chicago, Twin Cities

Approximate dates

Summer 2024

Expected Cost

5000

Grant Request

5000

Marketing Media Description

Google Search Ads

Locations covered by the media/ publication

WI, Chicago, Twin Cities

Approximate dates

Summer 2024

Expected Cost

5000

Grant Request

5000

Marketing Media Description

Local Broadcast Ads

Locations covered by the media/ publication

Regional and Statewide

Approximate dates

Summer 2024

Expected Cost

1500

Grant Request

0

Additional information may be attached

No files uploaded.

Hotel Stays

Staff Notes

Detail how your organization/project/event will be reasonably likely to create overnight stays in the City of Wausau lodging

facilities. Please explain your methodology for identifying multiple hotel stays generated by the event and surveying event goers.

The promotional organizing committee utilizes City room tax dollars to offset a portion of promotional expenses only – not any event operational expenses – for this proven Wausau attraction; Tourism Grant dollars make it possible to extend our promotional efforts beyond a local radius, throughout Wisconsin, the Twin Cities, and Chicago.

In 2023, the Woodson Art Museum drew over 1,000 visitors during the weekend after Labor Day, generating an estimated economic impact of more than \$95,000 – at just one of the four Wausau's Artrageous Weekend venues. The Woodson Art Museum's digital guestbook specifically queries whether visitors are local (within 30 miles), daytrip, or overnight visitors. Of the 7 percent of the over 1,000 opening-festivities attendees who voluntarily interacted with the Museum's digital guestbook:

2 percent were local visitors 51 percent were day trip visitors 47 percent were overnight visitors

Repeat events are required to provide evidence of historic room nights.

Promotion of this Wausau attraction comes from the four non-profit organizations' own budgets and from the corporate sponsorships they seek to offset expenses for this annual Wausau extravaganza. It's truly a unique, unduplicated, creative event, bolstering tourism on the first weekend after Labor Day and attracting travelers in the shoulder-season between summer and fall – all assets deemed most desirable in the city's grant-scoring matrix. Continued city Room Tax promotional support is crucial to sustaining the viability of the Wausau's Artrageous Weekend "umbrella," collaborative marketing efforts. A Room Tax Commission Tourism Grant builds on this tradition of a collaborative marketing approach, further extending the promotional reach to prompt increased daytrips and overnight stays.

Is your event/project reserving a block of rooms for this event in a City of Wausau hotel

No

Please provide number of rooms, number of nights and name of the hotel.

Required Documents

Staff Notes

ORGANIZATION WIDE BUDGET

See uploaded files:

- 'Woodson Art Museum-FY23-24 Budget.pdf' (id: 12e7b552-a06b-494e-a0db-8f90a49e2f26)

PROJECT OR EVENT BUDGET

See uploaded files:

- 'WAW-2024 Budget.pdf' (id: 259ae486-924f-48ea-aecc-774bd0a88799)

RECENT YEAREND FINANCIAL STATEMENTS

See uploaded files:

- 'Woodson Art Museum 2023 Audit Report.pdf' (id: a391df4d-cec5-4ae9-a50a-c297df37c809)

IRS DETERMINATION

See uploaded files:

- 'Woodson Art Museum IRS Determination Letter.pdf' (id: 6aea3be0-9d7f-4997-9a7f-e58bbcf14b10)

BOARD OF DIRECTORS

See uploaded files:

- 'Woodson Art Museum-Board of Directors-February 2024.pdf' (id: 4f3bcfad-56fb-4ad8-a8a3-9889a4e2a5d4)

Submit

I understand the restrictions placed on the expenditure of room tax funds governed by the Room Tax Commission and certify that the requested funds will be used for the purposes described in this application or approved by the Commission. I understand that the use of funds is subject to review and a post event reporting is required. Grant recipients will be considered ineligible for future grants until post event reporting is filed. This application will serve as a grant agreement and award as noted below.

Applicant Full Name

Bryce Cebula

Applicant Title

Marketing and Communication Manager, Leigh Yawkey Woodson Art Museum

Approval Of Application

Begin User

bcebula@lywam.org

Begin Date

2/27/2024 1:25:54 PM

Submitted User

bcebula@lywam.org

Submitted Date

2/27/2024 1:41:25 PM

Original Completed Application

No file uploaded.

The undersigned has examined the application for Community Development Block Grant Rehabilitation Loan described herein, including supporting data, and finds that the application meets the requirements of the Community Development Block Grant Rehabilitation Program, as amended, and satisfies the rules and regulations issued by the City of Wausau, Wisconsin, pertaining to the Community Development Block Grant Loan Program.

Staff Notes

Approved By

None

Approved Date

Completed Approved Application

█ No file uploaded.

Declined By

█ None

Declined Date

Declined Reason

Portfol_RelationshipManager

Portfol Contact Number

Portfol Client Number

Portfol Project Number

Leigh Yawkey Woodson Art Museum

FY 2023-24 Operating Budget

Income	FY 22-23 Budget	End of March Totals	Apr/May/June Projection	Total Proj FY 22-23	FY23-24 Budget
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Unrestricted Support and Revenue

Endowment Draws	960,000	720,000	240,000	960,000	1,080,000
Sculpture Garden Fund	75,000	75,000	0	75,000	0
Contributions - Individuals	30,000	45,241	3,600	48,841	45,000
Contributions - Corporations	20,000	6,050	200	6,250	6,000
Contributions - Government	70,250	12,020	15,411	27,431	12,000
Contributions - Charitable Foundations	10,000	17,747	0	17,747	3,000
Contributions - Corporate Foundations	5,000	3,250	0	3,250	3,500
Membership - Household/Family \$50	11,000	7,315	2,300	9,615	9,500
Membership - Partner \$75	13,000	10,500	3,000	13,500	13,000
Membership - Associate \$150	18,000	14,418	4,200	18,618	18,000
Membership - Patron \$250	21,000	16,800	3,500	20,300	19,500
Membership - Friend \$350	21,000	20,450	4,000	24,450	24,000
Membership - Connoisseur \$500	44,500	36,203	7,500	43,703	42,000
Membership - Collector \$1000	28,000	25,750	11,000	36,750	32,000
Membership - Benefactor \$2500	100,000	61,075	10,000	71,075	50,000
Interest- Operating, MMA, Fidelity	3,500	57,725	18,000	75,725	35,000
Rentals - touring exhibitions (not BIA)	7,500	18,600	0	18,600	15,000
Sales - catalogues/posters (not BIA)	5,000	30,570	750	31,320	5,000
Miscellaneous income	500	11,649	50	11,699	2,500
Revenue - receptions/events	0	0	0	0	0
Revenue - group tours	0	142	0	142	0
Revenue - garden photography	100	50	0	50	100
Revenue - classes and workshops	5,000	3,128	900	4,028	5,000
Revenue - travel program	60,000	63,270	0	63,270	65,000
Sub-total Unrestricted Support and Revenue	1,508,350	1,256,953	324,411	1,581,364	1,485,100

Birds in Art

Contributions - Individuals	7,500	14,320	0	14,320	10,000
Contributions - Corp/Charitable Fnds	45,000	2,000	1,000	3,000	3,000
Catalogue sales	19,500	21,496	750	22,246	20,000
Posters sales	1,000	1,315	125	1,440	1,200
Photography/Catalogue imaging fees	10,000	0	13,500	13,500	12,000
Tour rental fees	65,000	68,038	2,062	70,100	70,000
Processing/Entry fees	34,000	8,280	31,945	40,225	35,000
Sub-total Birds in Art	182,000	115,449	49,382	164,831	151,200
Total Unrestricted Support and Revenue	1,690,350	1,372,402	373,793	1,746,195	1,636,300
Expected Net Assets to be released from restriction	397,757				326,056
Total with released net assets	2,088,107				1,962,356

Income	FY 22-23 Budget	End of March Totals	Apr/May/June Projection	Total Proj FY 22-23	FY23-24 Budget
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Temporarily Restricted Revenue

Contributions - Individuals	10,000	176,394	5,000	181,394	50,000
Contributions - Corporations	25,000	14,500	2,742	17,242	14,500
Contributions - Government	0	241,410	0	241,410	29,000
Contributions - Charitable Fdns.	30,000	880,770	500,000	1,380,770	5,000
Contributions - Corporate Fdns	0	687,500	25,000	712,500	30,000
Tribute	0	124,837	150	124,987	3,000
Sub-total Temporarily Restricted Revenue	65,000	2,125,411	532,892	2,658,303	131,500

Birds in Art

Contributions- Individuals, Corp, Gov't	25,000	44,552	20,000	64,552	25,000
Sub-total Birds in Art	25,000	44,552	1,065,784	1,110,336	25,000
Total Temporarily Restricted Revenue	90,000	2,169,963	0	2,169,963	156,500
Total Income Unrestricted Support and Revenue	2,088,107	1,372,402	1,439,577	2,811,979	1,962,356
Total All Income	2,178,107	3,542,365	1,439,577	4,981,942	2,118,856

Expense	FY 22-23 Budget	End of March Totals	Apr/May/June Projection	Total Proj FY 22-23	FY23-24 Budget
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Salaries and Benefits

Administrative	428,800	310,367	85,994	396,361	396,600
Curatorial	278,407	213,690	68,354	282,044	226,000
Clerical	57,363	41,088	14,693	55,781	59,100
Security	71,475	47,831	17,991	65,822	78,558
Maintenance	78,170	66,654	23,176	89,830	92,250
Unemployment taxes	1,000	131	1,138	1,269	1,350
Workers compensation insurance	5,212	5,212	0	5,212	4,752
Health and disability	50,400	31,946	8,873	40,819	48,000
Employee contribution to health ins	(9,800)	(6,111)	(1,787)	(7,898)	(9,600)
Health Insurance Reimbursement	12,600	7,379	2,429	9,808	4,500
Social Security and Medicare	63,000	49,572	15,750	65,322	66,000
Employer Health Savings Acct.	12,600	6,000	2,100	8,100	12,600
Simple IRA	25,500	16,314	3,760	20,074	25,000
Total Salaries and Benefits	1,074,727	790,074	242,471	1,032,545	1,005,110

Occupancy and Maintenance

Fuel	31,000	26,262	5,000	31,262	36,000
Electricity	53,000	39,710	15,000	54,710	59,710
Water and sewer	4,800	3,418	923	4,341	6,441
Repairs and services	63,900	59,658	37,289	96,947	70,000
Maintenance supplies	6,500	5,735	1,000	6,735	7,500
Snow removal	22,000	31,257	4,140	35,397	30,000
Arboretum	30,000	20,609	2,800	23,409	25,000
Insurance - liability & property	20,236	17,993	0	17,993	25,143
Tools and equipment	2,000	58	400	458	2,000
Total Occupancy & Maintenance	233,436	204,700	66,552	271,252	261,794

Expense	FY 22-23 Budget	End of March Totals	Apr/May/Jun Projection	Total Proj FY 22-23	FY23-24 Budget
Education Expense					
Printing	5,000	3,420	1,450	4,870	5,000
Art Park / Interactive space	6,500	4,159	1,000	5,159	6,500
Volunteers	3,700	728	1,300	2,028	4,750
Art Kits, supplies		new acct			7,500
Programs and materials	15,000	14,238	1,000	15,238	7,500
Honoraria, travel, lodging & meals	9,000	26,146	350	26,496	13,000
Travel program	55,000	42,145	21,775	63,920	25,000
Total Education Expense	94,200	90,836	26,875	117,711	69,250

Exhibition Expense					
Exhibition supplies	5,500	7,396	250	7,646	5,500
Matting and framing	3,500	removing	0	0	0
Exhibition rental fees	80,000	29,416	50,419	79,835	80,000
Freight and crating	6,000	removing	0	0	0
Refreshments and hospitality	3,000	952	0	952	2,000
Inventory for resale	1,000	19,992	0	19,992	2,500
Professional services	12,500	4,246	1,500	5,746	15,750
Total Exhibition Expense	111,500	62,002	52,169	114,171	105,750

Collection Expense					
Exhibition supplies	1,500	3,102	1,554	4,656	3,500
Conservation	15,220	5,895	4,255	10,150	15,000
Maintenance supplies	0	new acct			4,000
Photography and audio-visual	3,500	removing	0	0	0
Printing/labels/signage	500	removing	0	0	0
Insurance	9,891	9,891	0	9,891	10,187
Freight and crating	6,000	18,597	11,715	30,312	30,000
Total Collection Expense	36,611	37,485	17,524	55,009	62,687

Administrative Expense					
Telephone / Internet	3,500	3,579	2,269	5,848	6,000
Dues	4,000	4,350	0	4,350	4,500
Office supplies	5,000	6,851	0	6,851	4,500
Breakroom supplies	0	new acct			1,500
Postage	7,500	7,751	1,200	8,951	8,450
Printing	17,300	15,496	2,550	18,046	17,500
Advertising and promotions	48,000	46,245	2,500	48,745	50,000
Professional services	47,500	20,005	3,638	23,643	25,000
Auto insurance	1,283	1,283	0	1,283	1,365
Auto repairs, gas, mileage	750	3,614	100	3,714	1,000
Miscellaneous admin. expense	2,500	1,768	100	1,868	2,500
Travel, conferences, research	10,000	16,335	700	17,035	20,000
Photography and audio-visual	0	445	removing acct	445	0
Library and subscriptions	1,000	655	50	705	1,000
Office equipment and repairs	58,000	56,335	5,416	61,751	59,000
Taxes	25,000	2,778	3,000	5,778	25,000
Bank and credit card fees	9,800	7,495	2,500	9,995	10,000
Personnel/Employee expenses	7,500	6,725	300	7,025	7,500
Volunteers - VIVA	1,000	602	550	1,152	0
Membership	30,000	17,657	2,190	19,847	19,500
Total Administrative Expense	279,633	219,524	27,063	246,587	264,315

Expense	FY 22-23 Budget	End of March Totals	Apr/May/June Projection	Total Proj FY 22-23	FY23-24 Budget
Birds in Art					
Education art kit supplies	0	new acct	0	0	3,000
Exhibition supplies	1,500	786	216	1,002	1,500
Freight and crating	110,000	143,473	55,646	199,119	150,000
Refreshments and hospitality	63,000	72,909	1,055	73,964	76,450
Education supplies	4,000	5,251	0	5,251	2,500
Honoraria and expenses	15,000	6,426	4,500	10,926	15,000
Postage	11,000	8,302	0	8,302	9,000
Printing, photography; catalogue	40,000	43,184	0	43,184	45,000
Advertising and promotions	13,500	27,457	3,380	30,837	33,500
Professional services	15,000	14,848	1,031	15,879	14,000
Total Birds in Art	273,000	322,636	65,828	388,464	349,950

Total Expense	2,103,107	1,727,257	498,482	2,225,739	2,118,856
Operating Surplus (Deficit)	75,000	1,815,108	941,095	2,756,203	0

Previously Received Funds to be used 23/24

Tatzin/Reintjes : shipping grants for exhibition tours curated by LYWAM	4,500
Greenheck : General Operating funds, for exhibition support	30,000
City of Wausau : Tourism, room tax funds, for exhibition support	24,000
Conservation funds : donated funds for art cleaning, restoration	15,000
ERC : funds received, will be drawing 5,000 a payroll for payroll support	130,000
Johnson/Popdruch : staff enrichment fund	5,000
Hilliker : funds to support summer programming	5,000
Foley Library Fund : support of our library and books for Art Park	2,500
General Operating Fund : monies available to use as needed when needed	110,056
	326,056

**Wausau's Artrageous Weekend
Preliminary 2024 Budget**

Income

Partner Contributions:

Festival of Arts	1,000
Wisconsin Valley Arts Association	1,000
Woodson Art Museum	1,000
Center For the Visual Arts	1,000

City of Wausau

Room Tax Commission / Tourism Grant	10,000 (requested)
-------------------------------------	--------------------

Corporate Grants (requested)

Macco's	1,000 (pending)
UMR	1,000 (pending)

<u>Carryover from 2023</u>	7,074.84
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Total proposed income: \$23,074.84

Expenses

Wausau/Central CVB	1,200
Local Television Advertisements	1,500
Burnett Transport	3,475
Wisconsin Public Radio	2,000
Multimedia Channels	626
Facebook	5,000
Google	5,000

Total proposed expenses: \$18,801

Address any reply to: Federal Building, and U. S. Court House, 316 North Robert Street, St. Paul, Minnesota 55101

Department of the Treasury

District Director
Internal Revenue Service

Date: April 30, 1973 In reply refer to: StP:EO:73-414 AM:ag

The Leigh Yawkey Woodson Art Museum, Inc.
602 First American National Bank Building
Wausau, Wisconsin 54401

EIN # 23-7281913

Gentlemen:

Accounting Period Ending: June 30
Purpose: Charitable-Educational

Based on information supplied, and assuming your operations will be as stated in your application for recognition of exemption, we have determined you are exempt from Federal income tax under section 501 (c)(3) of the Internal Revenue Code.

We have further determined you are a private foundation within the meaning of section 509(a) of the Code and an operating foundation as defined in section 4942(j)(3) of the Code. Since you have been in existence for less than one taxable year, the determination as to operating foundation status is based on the evidence you submitted that you can reasonably be expected to meet the tests under section 4942(j)(3)(A) and section 4942(j)(3)(B)(i) of the Internal Revenue Code for your first taxable year. If you subsequently fail to qualify as an operating foundation for your first taxable year, you will be treated as a private foundation which is not an operating foundation as of the first day of your second taxable year for purposes of making any determination under the Internal Revenue laws with respect to your organization, until such time as you do meet the requirements of section 4942(j)(3).

Grantors and donors may rely on the determination that you are a private operating foundation for your first tax year, unless notice that you will no longer be treated as a private operating foundation is published in the Internal Revenue Bulletin. However, a grantor or donor may not rely on such determination if he was in part responsible for, or was aware of, the act or failure to act that resulted in your loss of operating foundation status, or acquired knowledge that the Internal Revenue Service had given notice that you would be removed from classification as a private operating foundation.



The Leigh Yawkey Woodson Art Museum, Inc.

You are not liable for social security (FICA) taxes unless you file a waiver of exemption certificate as provided in the Federal Insurance Contributions Act. You are not liable for the taxes imposed under the Federal Unemployment Tax Act (FUTA).

Since you are a private foundation, you are subject to the excise taxes under Chapter 42 of the Code. The initial excise tax imposed by section 4942(a) of the Code will not apply to the undistributed income of a private foundation for any taxable year for which it is an operating foundation as defined in section 4942(j)(3) of the Code.

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes under sections 2055, 2106, and 2522 of the Code.

If your purposes, character, or method of operation is changed, you must let us know so we can consider the effect of the change on your exempt status. Also, you must inform us of all changes in your name or address.

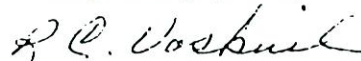
You are required to file Form 990-PF, Return of Private Foundation Exempt From Income Tax, and Form 990-AR by the 15th day of the fifth month after the end of your annual accounting period. The law imposes a penalty of \$10 a day, up to a maximum of \$5,000, for failure to file a return on time.

You are not required to file Federal income tax returns unless you are subject to the tax on unrelated business income under section 511 of the Code. If you are subject to this tax, you must file an income tax return on Form 990-T. In this letter, we are not determining whether any of your present or proposed activities are unrelated trade or business as defined in section 513 of the Code.

You need an employer identification number even if you have no employees. If an employer identification number was not entered on your application, a number will be assigned to you and you will be advised of it. Please use that number on all returns you file and in all correspondence with the Internal Revenue Service.

Please keep this determination letter in your permanent records.

Very truly yours,



R. C. Voskuil
District Director

Board of Directors

Jeffrey DeLonay, Vice President and interim Treasurer, Woodson Art Museum Board of Directors President, Kolbe & Kolbe Millwork Co. and Board Member, Inc.; Director: Window & Door Manufacturers Association and Executive Committee; Wood Science Advisory Committee, Northcentral Technical College

John M. Forester
Director: Secretary, SeriousFun Children's Network

Dr. Kristine Gilmore
Associate Executive Director, National School Superintendent Association; Suburban School Superintendent Consultant; Greenheck Turner Community Center Planning Group

Don Grade
Director: Grand Theatre Foundation; President, North Central Health Care Foundation; B.A. & Esther Greenheck Foundation

Scott Hogan
President and CEO, UMR; Director: Northcentral Technical College Foundation

Lon Roberts
Director: Secretary, Grand Theatre Foundation; Victor and Helen Geisel Foundation; Secretary, Dwight and Linda Davis Foundation; Vice President, Medical Risk Management, Inc.; Secretary, Judd S. Alexander Foundation; WoodTrust Financial Corp.

Alice W. Smith, Secretary, Woodson Art Museum Board of Directors
Director: Mt. Helix Park Foundation; President, Yawkey Lumber Company

Stephen C. Spire
Director: Vice President, Woodson YMCA Foundation

Gary E. Tesch
Director: Treasurer, North Central Health Care Foundation

John Tubbs, President, Woodson Art Museum Board of Directors
Vice President ALM Holdings; Woodson YMCA Foundation; UW-SP Chancellor's Advisory Council; Northcentral Technical College Foundation; Judd S. Alexander Foundation

February 2024

Id:

Bucket: ApplicationSubmitted_TourismGrant

Created: 2/27/2024 3:50:19 PM

Updated: 2/27/2024 3:50:19 PM

City of Wausau Tourism Grant

Getting Started

City of Wausau

COMMISSION ROOM TAX TOURISM GRANT APPLICATION

Beginning January 1, 2017 the State Law mandates the City forward to a tourism commission any room tax revenue exceeding the amount the municipality may retain. The Commission must spend room tax revenue on tourism promotion and tourism development.

Tourism Promotion and Tourism Development is defined in the Wisconsin Statutes to mean any of the following that are significantly used by transient tourists and reasonably likely to generate paid overnight stays at more than one establishment in the municipality on which room tax is imposed:

- Marketing projects, including advertising buys, creation and distribution of printed or electronic promotional tourist materials, or efforts to recruit conventions, sporting events or motor coach groups.
- Transient tourist informational services.
- Tangible municipal development, including a convention center.

Transient tourist means any person residing for a continuous period of less than one month in a hotel, motel or other furnished accommodations.

The Commission is obligated to submit on an annual basis a detail report of its room tax expenditures to the Wisconsin Department of Revenue.

The Room Tax Tourism Grant program is designed to promote tourism related activity within the City of Wausau with specific emphasis on tourism that is reasonably likely to generate overnight stays in hotel facilities.

APPLICATION DEADLINES:

Applications are considered on a rolling cycle. The 2023 meeting schedule and application deadline is as follows:

- Applications submitted by midnight July 19 will be considered at the July 24th meeting.
- Applications submitted by midnight September 18 will be considered at the September 25th meeting.

ELIGIBLE PROJECTS AND USE OF FUNDS:

- Design, production and placement costs for marketing that targets visitors from outside the City of Wausau and its surrounding communities. This includes but is not limited to: brochures, fliers, posters, direct mail, registration materials, print ads, radio ads, television ads. Website enhancements that are reasonably likely to increase tourism and overnight hotel stay. Web and social media marketing that increase traffic of visitors from outside the City of Wausau and its surrounding communities.
- Purchase of marketing lists, search engine marketing ad words, google ad words.
- Offsite signage such as billboards targeting visitors that live outside the City and its surrounding communities.
- Fees must be payable to a third party vendor. In-kind fees are not eligible.

ELIGIBLE APPLICANTS:

- Not for Profit Organizations with an IRS determination.
- Not for Profit Organization is in good standing with the City.
- Event is located in or near the City of Wausau and offers verifiable economic benefits to the City of Wausau through increased room nights.
- The event or promotional opportunity should demonstrate economic impact as it relates to tourism and is reasonably likely to generate multiple hotel stays.
- Repeat grant applicants have filed timely post event reports.

GRANT RECOGNITION:

All awarded marketing projects must include the City of Wausau logo and where space allows, the following grant recognition: "Sponsored in part by the City of Wausau Room Tax."

GRANT LIMITS:

- Grants will be limited based upon funding.

ADDITIONAL INFORMATION:

- All grants will be evaluated on established criteria and ranked competitively by the Commission.
- The grant application will serve as a grant agreement and must be signed by an authorized official within the organization.
- The grant expires one year after awarded by the Room Tax Commission.
- Grantees should request funds via email request to finance@ci.wausau.wi.us
- The Room Tax Summary Compliance reporting should be submitted timely to finance@ci.wausau.wi.us

EVALUATION CRITERIA:

- Completeness and quality of the application. 10 points
- A well-developed marketing strategy that can reasonably be expected to generate multiple hotel stays. 30 points
- The event and application substantiate local economic impact from:
 - local visitors. 5 points
 - day trip visitors. 15 points
 - overnight visitors. 30 points
- The methodology proposed to survey attendees is well developed and will likely generate good quality information regarding event attendees and whether they are local or non-local. 10 points
- The event is unique, unduplicated and creative . 20 points
- Expected/historical event attendance:
 - 0-1,000 attendees annually. 5 points
 - 1,000-5,000 attendees annually. 10 points
 - 5,000+ attendees annually. 15 points
- Event located within the City of Wausau. 5 points

REVIEW AND AWARD PROCESS:

- Timely grant requests will be reviewed by staff for completeness.

- The Commission will review, score and rank proposals based upon the Evaluation Criteria.
- Staff will compile ranking for Commission consideration.
- Commission will review and make a final grant determination.
- Grant applicants will be informed of the grant determination.

Organization Info

Staff Notes

Name of Organization

Monk Botanical Gardens

Authorized Official First Name

Darcie

Authorized Official Last Name

Howard

Authorized Official Title

Executive Director

Email Address

dhoward@monkgardens.org

Organization Website URL

monkgardens.org and blossomoflights.org

Street Address

1800 N 1st Ave

City

WAUSAU

State

WI

Zip

54401

Daytime Telephone

715-261-6309

Grant Information

Staff Notes

Grant Request Amount

█ \$10,000.00

Total Project/Event Budget

█ \$99,650.00

Event Date(s) or Date Range

█ September 25-Oct 26 Wed-Sat

Event Location

█ Monk Botanical Gardens 1800 N 7th Ave

Projected Number of Attendees

█ 6000

Have you applied or been awarded room tax or other public funding for this event?

█ Yes

Please describe:

█ Rothschild \$5K, Pending Rib Mt \$10K, Weston \$10K and JEM grant \$20K

Estimated Number of Hotel Stays from the Project/Event

█ 2000

█ Existing Event/Project

Project/Event Description

█ Blossom of Lights will be Wednesdays-Saturdays starting Sept 25, 2024-October 26, 2024 hosted at Monk Botanical Gardens. The botanic garden is lit artistically to provide walk-through experiences. We also host local food trucks in Marathon County. A scarecrow contest that community groups participate in and visitors vote on is also included. The event is in its third year. This is the only event of its kind display of lights throughout the Gardens, highlighting the botanics. Last year, over 5400 people from over 95 different zip codes in WI attended.

Optional: Upload Project/Event Details

█ No files uploaded.

Marketing Plan

Staff Notes

Provide a detailed marketing plan or strategy. Complete the marketing budget below that lists each marketing piece, the location of the piece, approximate dates of views, cost, planned distribution of materials etc. Outline specifically how this plan is reasonably likely to generate overnight hotel stays. Additionally, highlight those marketing materials that are outside the City of Wausau and those that are over 90 miles away.

Marketing Plan Description

We will be working with the CVB, WSAW and Mid Communications for marketing.

Target Markets: Madison, Milwaukee, Duluth, UP, Green Bay/Appleton and Eau Claire/Lacrosse

Target demographics: Adults 25-54, children in households, interest: Travel+Sightseers, domestic Travel, Events

Data from last year's event provided evidence of the most impactful mediums for marketing. Social media, Streaming, Target Emails and some print materials.

Marketing Media Description

Locations covered by the media/ publication

Approximate dates

Expected Cost

Grant Request

Additional information may be attached

See uploaded files:

- 'BOI 2024 Marketing Plan - Sheet1.pdf' (id: a5e1aa3d-aba2-4978-8e99-6fcb0fadcf6)

Hotel Stays

Staff Notes

Detail how your organization/project/event will be reasonably likely to create overnight stays in the City of Wausau lodging facilities. Please explain your methodology for identifying multiple hotel stays generated by the event and surveying event goers.

We will be partnering with Granite Peak to make an attractive weekend package of activities, including their Fall Leaf Rides and Blossom of Lights. This package will be hosted on the CVB website. In 2023, we had 7 hotels that provided a discount to Blossom of Lights ticket holders. We will do the same this year.

Repeat events are required to provide evidence of historic room nights.

In 2023, the event's economic impact was \$413,678 to the area. # of local attendees 598, non-local overnight 2944, non-local day 1058. Ticket holders' purchases gathered this data. Anyone coming from 90 miles or more is considered an overnight visitor.

Is your event/project reserving a block of rooms for this event in a City of Wausau hotel

No

Please provide number of rooms, number of nights and name of the hotel.

Required Documents

Staff Notes

ORGANIZATION WIDE BUDGET

See uploaded files:

- 'MBG Operating Budget 2024.pdf' (id: 31145f43-477e-4674-97d4-f90093c3aa38)

PROJECT OR EVENT BUDGET

See uploaded files:

- '2024 BOL Budget .xlsx' (id: ed59be5d-337d-48e1-9028-ff223ae95e89)

RECENT YEAREND FINANCIAL STATEMENTS

See uploaded files:

- 'StatementofFinancialPosition.pdf' (id: b4494e92-73da-4dc8-900c-dc0bbcc9f3d7)

IRS DETERMINATION

See uploaded files:

- 'IRS Tax Exempt Status LETTER.pdf' (id: 47900774-d776-43a4-bdd9-8d2e30ada829)

BOARD OF DIRECTORS

See uploaded files:

- '_Board Member list 2024.xlsx' (id: 4990653a-aaf2-4497-baad-03f827de302b)

Submit

I understand the restrictions placed on the expenditure of room tax funds governed by the Room Tax Commission and certify that the requested funds will be used for the purposes described in this application or approved by the Commission. I understand that the use of funds is subject to review and a post event reporting is required. Grant recipients will be considered ineligible for future grants until post event reporting is filed. This application will serve as a grant agreement and award as noted below.

Applicant Full Name

Darcie Howard

Applicant Title

Executive Director

Approval Of Application

Begin User

dhoward@monkgardens.org

Begin Date

2/27/2024 3:27:39 PM

Submitted User

dhoward@monkgardens.org

Submitted Date

2/27/2024 3:50:19 PM

Original Completed Application

No file uploaded.

The undersigned has examined the application for Community Development Block Grant Rehabilitation Loan described herein, including supporting data, and finds that the application meets the requirements of the Community Development Block Grant Rehabilitation Program, as amended, and satisfies the rules and regulations issued by the City of Wausau, Wisconsin, pertaining to the Community Development Block Grant Loan Program.

Staff Notes

Approved By

None

Approved Date

Completed Approved Application

No file uploaded.

Declined By

None

Declined Date

Declined Reason

Portfol_RelationshipManager

Portfol Contact Number

Portfol Client Number

Portfol Project Number

Blossom of Lights Marketing plan 2024										
Type of Marketing	Location	Run Dates	JEM GRANT	Wausau Tourism tax \$	Rib Mountain Tourism tax \$	Weston Tourism Tax \$	Rothschild Tourism tax \$	In-kind contribution	Notes	
WSAW & FOX-commercials	Local	Sept 15-October 26th						\$10,000		
WSAW-streaming commercials	Eau Claire/Green Bay /Appleton	Sept 15-October 26th		\$10,000						
WPR	Madison Milwaukee, Duluth, UP, Green Bay/Appleton and Eau Claire/Lacrosse	Sept 15-October 26th			\$10,000			\$5,000		
WDEZ and WIFC radio	Local	Sept 15-October 26						\$10,000		
YOUTUBE	Madison, Milwaukee, Duluth, UP, Green Bay/Appleton and Eau Claire/Lacrosse	Sept 15-October 26th					\$5,000			
Social Media	Madison, Milwaukee, Duluth, UP, Green Bay/Appleton and Eau Claire/Lacrosse	Sept 15-October 26th	\$40,000			\$2,400			Working with CVB; this number will vary depending on JEM grant award	
Our Wisconsin Magazine	State Wide	Aug-Sept				\$3,600			1 FP ad	
The Greater Valley Guide	Green Bay/Appleton	Sept-Oct				\$1,000			1 FP ad for three months	
Drip Media	Wausau, Weston, Merrill, Stevens point	Sept15-Oct 26th				\$3,000			Restaurant tv ads in over 100 establishments	
Banners/Posters	Local distribution	Sept15-Oct 26th								
Targeted Email	Statewide	Sept15-Oct 26th						No cost	CVB & Granite Peak Inkind	
Promote tags onsite through photos/QR codes	All over	Sept 25-Oct 26th						No cost	Get people attending to tag the Gardens and Travel Wisconsin	
TOTALS			\$40,000	\$10,000	\$10,000	\$10,000	\$5,000	\$25,000	\$100,000	
\$100,000 (w/JEM grant), \$60,000 (w/o JEM grant)										
Target Markets: Madison, Milwaukee, Duluth, UP, Green Bay/Appleton and Eau Claire/Lacrosse										
Target demographics: Adults 25-54, children in households, interest: Travel+Sightseers, domestic Travel, Events										
Current Hotel Discounts			Hotel Asks for 2024							
Bantr Wausau and Rothchild 20% off			Holiday Inn Rothschild and Weston							
Best Western Wausau Tower Reduced Rate TBD			Econo Lodge-Rothschild							
Stewart Inn Reduced Rate TBD			Stoney Creek-Rothschild							
Sunshine Hospitality 20% off			Grand Lodge Hotel-Rothschild							
			Fairfield Inn-Weston							
			AmerInn-Weston							

				Hilton-Wausau					
<i>We have begun discussion with Granite Peak to create a ticket package including Blossom of Lights and Fall Leaf Ride.</i>									

ROBERT W. MONK GARDENS, INC.
Budget Overview: Budget_FY24_P&L - FY24 P&L Classes
 January - December 2024

	Total OPERATING
Revenue	
43300 Direct Public Grants	177,616.00
44000 Direct Public Support	0.00
44100 Memorial Revenue	17,000.00
44300 Donations	210,000.00
44314 Corporate Sponsors	53,500.00
44500 Membership Dues	37,500.00
Total 44000 Direct Public Support	\$ 318,000.00
45000 Investments	13,320.00
45030 Interest-Savings, Short-term CD	0.00
45040 Net Investment Gains	16,000.00
Total 45000 Investments	\$ 29,320.00
46420 Rental Fees	37,600.00
47200 Program Fees	345,023.00
47430 Blossoms of Light Income	72,000.00
Total 47200 Program Fees	\$ 417,023.00
48000 Sale of Merchandise	38,100.00
Restricted Revenue	0.00
43350 Net Assets Released from Restricted Funds	0.00
43354 Net Operating Assets Released from Restrictions	3,000.00
Total Restricted Revenue	\$ 3,000.00
Total Revenue	\$ 1,020,659.00
Cost of Goods Sold	
50000 Cost of Goods Sold	13,550.00
Total Cost of Goods Sold	\$ 13,550.00
Gross Profit	\$ 1,007,109.00
Expenditures	
62200 Contracted Services	66,706.00
62850 Building Repairs & Maint	6,560.00
62880 Utilities	0.00
62882 Electric	8,100.00
62883 Gas	990.00
62884 Water/Sewer	660.00
62885 Rent or Lease of Buildings	3,744.00
62886 Waste Disposal/Recycling	2,250.20
62889 Security Fees	720.00
Total 62880 Utilities	\$ 16,464.20
63200 Grounds Supplies	16,000.00
63250 Memorial Expenses	12,750.00
Total 63200 Grounds Supplies	\$ 28,750.00

65005 Staff Development	3,975.00
65006 Recruitment and Background Checks	7,414.00
65012 Memberships and Dues	3,430.00
65020 Postage, Mailing Service	8,800.00
65025 Meeting Expenses	2,230.00
65030 Printing and Copying	5,705.00
65040 Office Supplies	1,475.00
65050 Computers and Equipment	1,550.00
65052 Software (SaaS)	9,464.00
65055 Furniture and Fixtures	5,400.00
65060 Paypal/Eventbrite/Credit Card Processing Fees	6,164.60
65070 Insurance	19,000.00
65120 Event & Program Materials & Supplies	20,320.00
65125 Blossoms of Light Supplies	14,000.00
65130 Travel	9,444.00
65510 Marketing/Promotion	57,230.00
65570 Board Expense	7,000.00
65600 Payroll Expenses	0.00
65601 Company Contributions	0.00
65602 Retirement	13,667.00
65605 Dental/Life/Vision	9,727.00
Total 65601 Company Contributions	\$ 23,394.00
65611 Taxes	52,899.04
65620 Wages	622,133.04
Total 65600 Payroll Expenses	\$ 698,426.08
Total Expenditures	\$ 999,507.88
Net Operating Revenue	\$ 7,601.12
Other Expenditures	
81000 Restricted Expenditures - PY receipts	0.00
Total Other Expenditures	\$ 0.00
Net Other Revenue	\$ 0.00
Net Revenue	\$ 7,601.12

Wednesday, Feb 14, 2024 08:53:56 AM GMT-8 - Accrual Basis

Expenses	Budget
Lights	\$12,000.00
Cords/Access	\$2,000.00
Items to sell	\$4,500.00
2024 Shirts	\$1,000.00
Appreciation	\$650.00
Drinks	\$1,500.00
Materials	\$1,000.00
Food/drink	\$2,000.00
Marketing	\$75,000.00
TOTAL	\$99,650.00

Income	Budget
Tickets	\$72,000.00
Rentals	\$2,500.00
sales	\$10,000.00
marketing	\$75,000.00
Marketing	\$25,000.00
TOTAL	\$184,500.00
NET	\$84,850.00

ROBERT W. MONK GARDENS, INC.

Statement of Financial Position

As of December 31, 2023

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	\$1,486,422.48
Accounts Receivable	\$386,334.95
Other Current Assets	\$5,943.34
Total Current Assets	\$1,878,700.77
Fixed Assets	\$2,184,727.94
Other Assets	\$0.00
TOTAL ASSETS	\$4,063,428.71
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	\$191,698.76
Long-Term Liabilities	\$0.00
Total Liabilities	\$191,698.76
Equity	
30000 Unrestricted Net Assets	227,352.77
31000 Temp. Restricted Net Assets	1,377,661.61
32000 Perm. Restricted Net Assets	1,033,000.00
39990 Accumulated Earnings	244,973.59
Net Revenue	988,741.98
Total Equity	\$3,871,729.95
TOTAL LIABILITIES AND EQUITY	\$4,063,428.71

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

MAY 06 2008

Date:

ROBERT W MONK GARDENS INC
518 S 7TH AVE
WAUASAU, WI 54401

Employer Identification Number:
90-0181069
DLN:
17053096845028
Contact Person: SHAWNDEA KREBS ID# 31072
Contact Telephone Number:
(877) 829-5500
Public Charity Status:
170(b) (1) (A) (vi)

Dear Applicant:

Our letter dated July 2004, stated you would be exempt from Federal income tax under section 501(c) (3) of the Internal Revenue Code, and you would be treated as a public charity, rather than as a private foundation, during an advance ruling period.

Based on the information you submitted, you are classified as a public charity under the Code section listed in the heading of this letter. Since your exempt status was not under consideration, you continue to be classified as an organization exempt from Federal income tax under section 501(c) (3) of the Code.

Publication 557, Tax-Exempt Status for Your Organization, provides detailed information about your rights and responsibilities as an exempt organization. You may request a copy by calling the toll-free number for forms, (800) 829-3676. Information is also available on our Internet Web Site at www.irs.gov.

If you have general questions about exempt organizations, please call our toll-free number shown in the heading.

Please keep this letter in your permanent records.

Sincerely yours,



Robert Choi
Director, Exempt Organizations
Rulings and Agreements

Letter 1050 (DO/CG)

Robert W. Monk Gardens, Inc. Board of Directors		
Name	Board Office	Mailing Address
Paul David	President	5801 Pine Terrace Weston, WI
Vickie Richmond Hawkins	Director	1725 Cherry St. Wausau, WI 54401
Sheila Rossmiller	Director	624 Ruder St. Wausau, WI 54403
Paul Whitaker	Secretary	518 S. 7th Ave. Wausau, WI 54401
Jon Plisch	Treasurer	8705 Hinner Springs Dr Schofield, WI 54476
Susan Lang	Past President	226331 Kingbird Ave Wausau, 54401
Julie Bohr	Director	<u>PO Box 1986</u> Wausau, WI 54402
Tammy Stezenski	Director	1016 Washington St Wausau, WI 54403
Mark Munson	Vice President	1031 Saint Austin Ave. Wausau, WI 54403
Jody Maier	Director	203 Broadway Ave Wausau, WI 54401
Darcie Howard	Executive Director	148828 Gooseberry Dr Wausau, WI 54401

Id:

Bucket: ApplicationSubmitted_TourismGrant

Created: 1/17/2024 3:31:50 PM

Updated: 1/17/2024 3:31:50 PM

City of Wausau Tourism Grant

Getting Started

City of Wausau

COMMISSION ROOM TAX TOURISM GRANT APPLICATION

Beginning January 1, 2017 the State Law mandates the City forward to a tourism commission any room tax revenue exceeding the amount the municipality may retain. The Commission must spend room tax revenue on tourism promotion and tourism development.

Tourism Promotion and Tourism Development is defined in the Wisconsin Statutes to mean any of the following that are significantly used by transient tourists and reasonably likely to generate paid overnight stays at more than one establishment in the municipality on which room tax is imposed:

- Marketing projects, including advertising buys, creation and distribution of printed or electronic promotional tourist materials, or efforts to recruit conventions, sporting events or motor coach groups.
- Transient tourist informational services.
- Tangible municipal development, including a convention center.

Transient tourist means any person residing for a continuous period of less than one month in a hotel, motel or other furnished accommodations.

The Commission is obligated to submit on an annual basis a detail report of its room tax expenditures to the Wisconsin Department of Revenue.

The Room Tax Tourism Grant program is designed to promote tourism related activity within the City of Wausau with specific emphasis on tourism that is reasonably likely to generate overnight stays in hotel facilities.

APPLICATION DEADLINES:

Applications are considered on a rolling cycle. The 2023 meeting schedule and application deadline is as follows:

- Applications submitted by midnight July 19 will be considered at the July 24th meeting.
- Applications submitted by midnight September 18 will be considered at the September 25th meeting.

ELIGIBLE PROJECTS AND USE OF FUNDS:

- Design, production and placement costs for marketing that targets visitors from outside the City of Wausau and its surrounding communities. This includes but is not limited to: brochures, fliers, posters, direct mail, registration materials, print ads, radio ads, television ads. Website enhancements that are reasonably likely to increase tourism and overnight hotel stay. Web and social media marketing that increase traffic of visitors from outside the City of Wausau and its surrounding communities.
- Purchase of marketing lists, search engine marketing ad words, google ad words.
- Offsite signage such as billboards targeting visitors that live outside the City and its surrounding communities.
- Fees must be payable to a third party vendor. In-kind fees are not eligible.

ELIGIBLE APPLICANTS:

- Not for Profit Organizations with an IRS determination.
- Not for Profit Organization is in good standing with the City.
- Event is located in or near the City of Wausau and offers verifiable economic benefits to the City of Wausau through increased room nights.
- The event or promotional opportunity should demonstrate economic impact as it relates to tourism and is reasonably likely to generate multiple hotel stays.
- Repeat grant applicants have filed timely post event reports.

GRANT RECOGNITION:

All awarded marketing projects must include the City of Wausau logo and where space allows, the following grant recognition: "Sponsored in part by the City of Wausau Room Tax."

GRANT LIMITS:

- Grants will be limited based upon funding.

ADDITIONAL INFORMATION:

- All grants will be evaluated on established criteria and ranked competitively by the Commission.
- The grant application will serve as a grant agreement and must be signed by an authorized official within the organization.
- The grant expires one year after awarded by the Room Tax Commission.
- Grantees should request funds via email request to finance@ci.wausau.wi.us
- The Room Tax Summary Compliance reporting should be submitted timely to finance@ci.wausau.wi.us

EVALUATION CRITERIA:

- Completeness and quality of the application. 10 points
- A well-developed marketing strategy that can reasonably be expected to generate multiple hotel stays. 30 points
- The event and application substantiate local economic impact from:
 - local visitors. 5 points
 - day trip visitors. 15 points
 - overnight visitors. 30 points
- The methodology proposed to survey attendees is well developed and will likely generate good quality information regarding event attendees and whether they are local or non-local. 10 points
- The event is unique, unduplicated and creative . 20 points
- Expected/historical event attendance:
 - 0-1,000 attendees annually. 5 points
 - 1,000-5,000 attendees annually. 10 points
 - 5,000+ attendees annually. 15 points
- Event located within the City of Wausau. 5 points

REVIEW AND AWARD PROCESS:

- Timely grant requests will be reviewed by staff for completeness.

- The Commission will review, score and rank proposals based upon the Evaluation Criteria.
- Staff will compile ranking for Commission consideration.
- Commission will review and make a final grant determination.
- Grant applicants will be informed of the grant determination.

Organization Info

Staff Notes

Name of Organization

Wausau River District

Authorized Official First Name

Blake

Authorized Official Last Name

Opal-Wahoske

Authorized Official Title

Executive Director

Email Address

BLAKE@WAUSAURIVERDISTRICT.ORG

Organization Website URL

<https://www.wausauriverdistrict.org/>

Street Address

316 SCOTT STREET

City

WAUSAU

State

WI

Zip

54403

Daytime Telephone

7152189457

Grant Information

Staff Notes

Grant Request Amount

█ \$6,500.00

Total Project/Event Budget

█ \$25,000.00

Event Date(s) or Date Range

█ 6/1/24

Event Location

█ Downtown Wausau (400 Block, Grand Theater and Whitewater Music Hall)

Projected Number of Attendees

█ 4,500-6,000

Have you applied or been awarded room tax or other public funding for this event?

█ Yes

Please describe:

█ Wausau Pride will also seek funding from Room Tax in Weston and Rib Mountain. In addition, sponsorships are being secured and tickets will be sold for the evening event show.

Estimated Number of Hotel Stays from the Project/Event

█ Existing Event/Project

Project/Event Description

█ Wausau Pride celebrates the LGBTQIA+ community by featuring three events on one big day. The day will kick off with Family Pride Fest on the 400 Block, featuring live music, story hours, and activities for kids and families to enjoy; in addition, there will be bounce houses and food trucks. In the afternoon, we will transition to Teen Pride, which creates a safe space for teens to share experiences at the open mic event and create community. Wausau Pride at Night caps off the day of activity with a show featuring national talent at the Grand Theater.

█ Wausau Pride is an event committee under the Wausau River District (WRD) umbrella. WRD is assisting Wausau Pride with creating its own non-profit, with the goal of being a separate 501(c)3 in 2025, allowing the group to build out year-round programming and educational opportunities. Something that can't be ignored is that as a measure of economic health, inclusion, and equity are as important as job creation and capital investment. Culture and belonging is imperative to retaining a young workforce, attracting new residents, tourism, and more. A recent U.S. Census Bureau data analysis indicates communities promoting greater inclusion typically enjoy more significant economic growth than their less-inclusive peers. The reward is clear — a more vibrant, equitable world. While there is more to learn regarding diversity and the economy, it's clear that a welcoming, inclusive, and LGBT+-friendly community benefits greatly, even when it comes to dollars and cents. Something that should be and continues to be on the minds of leaders in the Greater Wausau area is our economic outlook and future workforce. While many things contribute to a community's economic growth, like unemployment rates, median wages, and taxes, we mustn't ignore how impactful a city's stance on diversity and inclusion can be.

Optional: Upload Project/Event Details

See uploaded files:

- 'Datafy Event Report Wausau Pride 2023.pptx' (id: 9e502422-649d-4fa9-a7cb-1ceef3a682cf)

Marketing Plan

Staff Notes

Provide a detailed marketing plan or strategy. Complete the marketing budget below that lists each marketing piece, the location of the piece, approximate dates of views, cost, planned distribution of materials etc. Outline specifically how this plan is reasonably likely to generate overnight hotel stays. Additionally, highlight those marketing materials that are outside the City of Wausau and those that are over 90 miles away.

Marketing Plan Description

Please find an overview of our marketing concept here: <https://pitch.com/v/Wausau-Pride-yxdmyz/60d94ca0-1f96-4d53-936e-0d7f7a65f6ac>

Creative assets will be featured in Google ads and Meta ads campaigns targeting people over 50 miles away. Based on last year's attendee data, we will target Milwaukee, Polk City, Sheboygan, Rhinelander, and Menominee.

The plan covers a marketing campaign for 2024 and capturing assets for 2025.

Marketing Media Description

Creative

Locations covered by the media/ publication

Approximate dates

4/15/24-6/1/24

Expected Cost

5200

Grant Request

5200

Marketing Media Description

Meta/Google Ads Campaign

Locations covered by the media/ publication

Milwaukee, Polk City, Sheboygan, Rhinelander, and Menominee.

Approximate dates

4/15/24-6/1/24

Expected Cost

700

Grant Request

700

Marketing Media Description

Print (posters, mailers, save the date)

Locations covered by the media/ publication

Wausau, Milwaukee, Polk City, Sheboygan, Rhinelander, and Menominee.

Approximate dates

5/1/24-6/1/24

Expected Cost

700

Grant Request

600

Marketing Media Description

TV 15second ads

Locations covered by the media/ publication

Wausau, Milwaukee, Polk City, Sheboygan, Rhinelander, and Menominee.

Approximate dates

5/7/24-5/31/24

Expected Cost

1200

Grant Request

0

Additional information may be attached

No files uploaded.

Hotel Stays

Staff Notes

Detail how your organization/project/event will be reasonably likely to create overnight stays in the City of Wausau lodging facilities. Please explain your methodology for identifying multiple hotel stays generated by the event and surveying event goers.

Featuring national talent and implementing an intentional marketing plan to attract visitors from outside the area helped significantly boost the number of visitors from outside the 50-mile area of Wausau in 2023. We plan to continue with this method, as we saw close to 100 visitors from Milwaukee last year, who had a Pride event on the same day, showing that Wausau was more of a draw than Milwaukee for some. We will be implementing our event surveys again this year via scanning a QR code for a chance to win Wausau Pride swag items. Included in that survey will be a question prompt to receive hotel/lodging information, from attendees.

Repeat events are required to provide evidence of historic room nights.

In addition to the report attached outlining the number of out-of-town visitors over 50 miles away, we received confirmation that guests stayed at Jefferson Street Inn, the Best Western, and Hampton Inn last year. In addition, we lodged six performers at Jefferson Street Inn the previous year.

Is your event/project reserving a block of rooms for this event in a City of Wausau hotel

Yes

Please provide number of rooms, number of nights and name of the hotel.

Upon approved funding: Jefferson Street Inn, 6/1 block of 20-40 rooms Best Western, 6/1 block of 20-30 rooms Hampton Inn, 6/1 block of 20-30 rooms

Required Documents

Staff Notes

ORGANIZATION WIDE BUDGET

See uploaded files:

- 'WRD Work Plans 2024.xlsx' (id: cc451c7a-400d-43e2-ae91-d00c353f69e1)

PROJECT OR EVENT BUDGET

See uploaded files:

- 'Pride Budget 2024.xlsx' (id: 55cd5aee-257b-4c3e-9bd5-9c40b30afe4c)

RECENT YEAREND FINANCIAL STATEMENTS

See uploaded files:

- 'ProfitandLossbyTagGroup (1).pdf' (id: 93a6e26e-6dee-4376-b3e4-512207c43e23)

IRS DETERMINATION

See uploaded files:

- 'Irs determination wrd.pdf' (id: 0be99927-3d0f-48fc-9c3a-42f0935d15ad)

BOARD OF DIRECTORS

See uploaded files:

- 'Board of Directors 2024.pdf' (id: 080d5077-4a76-492d-a6b5-0e4ecf064c5c)

Submit

I understand the restrictions placed on the expenditure of room tax funds governed by the Room Tax Commission and certify that the requested funds will be used for the purposes described in this application or approved by the Commission. I understand that the use of funds is subject to review and a post event reporting is required. Grant recipients will be considered ineligible for future grants until post event reporting is filed. This application will serve as a grant agreement and award as noted below.

Applicant Full Name

Blake Opal-Wahoske

Applicant Title

Executive Director

Approval Of Application

Begin User

blake@wausauriverdistrict.org

Begin Date

1/17/2024 2:31:41 PM

Submitted User

blake@wausauriverdistrict.org

Submitted Date

1/17/2024 3:31:50 PM

Original Completed Application

No file uploaded.

The undersigned has examined the application for Community Development Block Grant Rehabilitation Loan described herein, including supporting data, and finds that the application meets the requirements of the Community Development Block Grant Rehabilitation Program, as amended, and satisfies the rules and regulations issued by the City of Wausau, Wisconsin, pertaining to the Community Development Block Grant Loan Program.

Staff Notes

Approved By

None

Approved Date

Completed Approved Application

No file uploaded.

Declined By

None

Declined Date

Declined Reason

Portfol_RelationshipManager

Portfol Contact Number

Portfol Client Number

Portfol Project Number

Wausau – Wausau Pride 2023 Event Analysis

WEDC

DATAFY

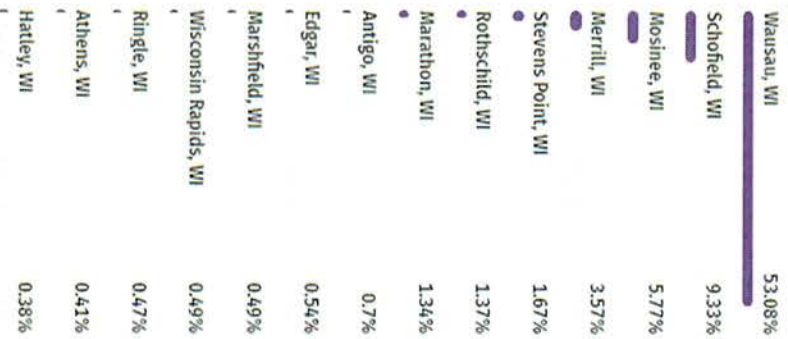


Visitors to Downtown Wausau 2023 Baseline

Baseline (4/1 to 6/10)

Locals 0-50mi
318,341
 Visitor Days

Visitors 51+mi
35,244
 Visitor Days



Avg across 70 days

4,548
 Visitor Days

Average Visitors on a Saturday

5,166
 Visitor Days

503
 Visitor Days

655
 Visitor Days

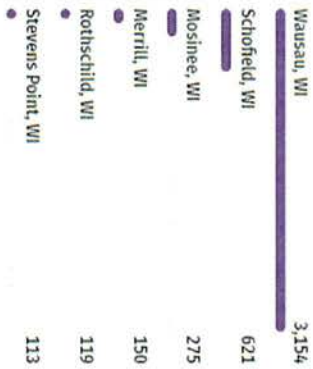
Visitors to Downtown Wausau Wausau Pride Saturday, June 3rd, 2023

Locals
0-50mi

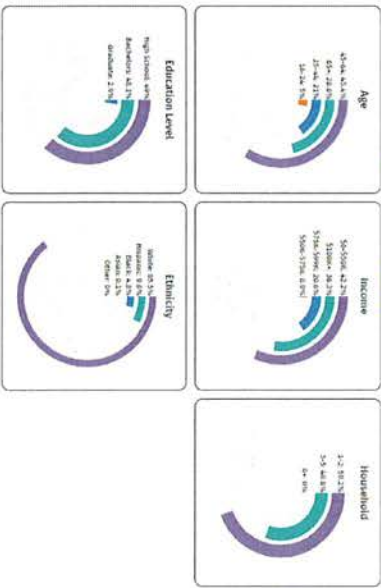
Visitor Days

4,853

Visitors by City



Top Demographics

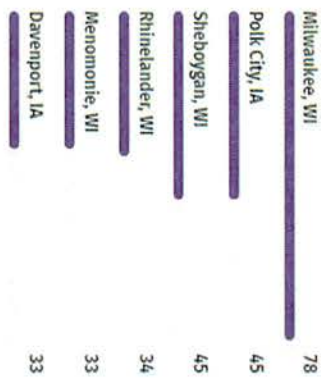


Visitors
51+mi

Visitor Days

914

Visitors by City



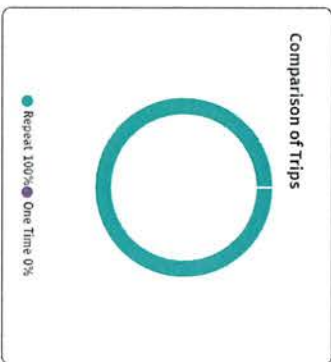
Top Demographics



Visitors to Downtown Wausau Weekend of June 2-4, 2023

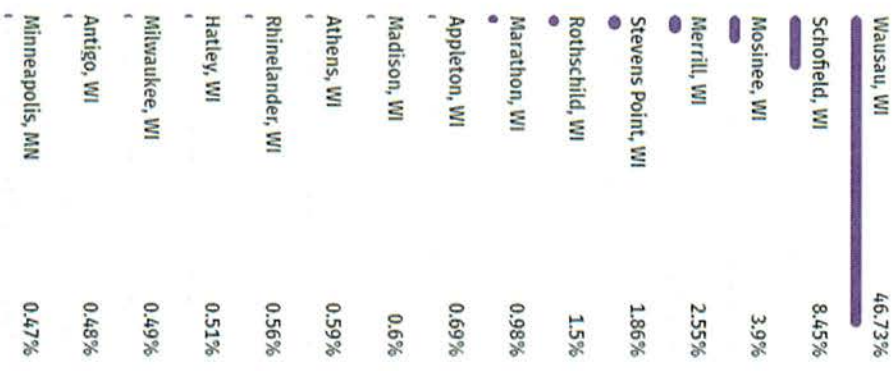
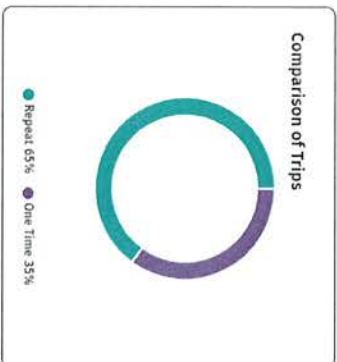
Locals
0-50mi

Visitor Days 13,715 **Unique Visitors** 10,973 **Avg Length of Stay** 1



Visitors
51+mi

Visitor Days 2,573 **Unique Visitors** 1,980 **Avg Length of Stay** 1.3



2024 BUDGET											
EXEC/ADMIN		BUDGET		RESIDENTIAL DEVELOPMENT		BUDGET		ANTICIPATED REVENUE		BUDGET	
Administrative Expenses				S1:Inventory of residential units		\$2,000		General			
Staff Salary	\$103,580.00			S2: Advocate for Residential Development		\$100		Business Improvement District		\$74,160	
Retirement Comp	\$1,200.00			Total Residential Development Budget		\$2,100		City of Wausau		\$26,591	
Workers Comp Ins.	\$350.00							Subtotal		\$100,751	
Gen. Liability Ins.	\$939.00			BUSINESS DEVELOPMENT		BUDGET		Advertising Income			
D&O Ins.	\$927.00			S1: Advocate for a change in focus on par		\$0.00		FORD Program		\$3,000	
Phone	\$1,200.00			S2: Support organizations recruiting business to River District				Merchandise sales		\$1,500	
Internet	\$500.00			Stakeholder Networking event		\$1,000.00		Co-op Ads/Sponsored Ads		\$3,000	
Printing & Postage	\$1,000.00			News You Need newsletter		\$1,000.00		Subtotal		\$7,500	
Office Supplies	\$1,850.00			Welcome packets		\$100.00		Sponsorship Income			
Rent & Utilities	\$5,520.00			State of the River District		\$1,500.00		Wausau Pride		\$23,000	
Staff & Bd Training, Travel	\$3,000.00			Small Business Expo		\$400.00		Wausau Night Market		\$13,000	
Accounting Services	\$2,500.00			Business Resource Guide		\$400.00		Summer Retail Event		\$7,000	
Dues and Subscriptions	\$3,800.00			Sign Grant Program		\$2,000.00		ExhibiTour		\$12,000	
Subtotal	\$126,366.00			Subtotal		\$6,400		Small Business Saturday		\$10,200	
S1: Manage Organizational Funding				S3: Implement events that have a direct economic impact an				Subtotal		\$65,200	
Maintain/secure funding	\$150.00			Small Business Saturday		\$5,000.00		Project Income			
Diversify funding sources	\$0.00			ExhibiTour		\$11,000.00		Umbrella SkyArt		\$12,800	
S2: Community outreach				Wausau Night Market		\$9,000.00		Memorial Bridge Restoration		\$23,955	
Engage with community	\$0.00			Summer Retail Event		\$6,000.00		River West Sign		\$19,500	
Coordinate neighborhood	\$0.00			General Promotional Expenses				Business Event Guide		\$500	
S3: Develop, Recruit and Engage New Board and				Business Testimonial/Storytelling C		\$1,200.00		Downtown History Minute		\$1,600	
Volunteer Appreciation	\$200.00			Shop Local Summer Campaign		\$1,000.00		Subtotal		\$58,355	
Recruit, orient, and train	\$80.00			6 mos CWA video ads		\$1,590.00		Total Anticipated Revenue		\$231,806	
Subtotal	\$430.00			Shop Local Season		\$1,000.00					
Total Exec/Admin Budget		\$126,796.00		Hot Happenings		\$520.00		2023 Carryover			
				Subtotal		\$36,310.00		Organization		\$0	
				Total Business Development Budget		\$42,710.00		Placemaking		\$0	
PLACEMAKING		BUDGET						Business Development		\$0	
S1: Enable creative patterns of use				TOTAL 2020 EXPENSES		\$231,806.00		Residential Development		\$0	
Downtown History Minu	\$500.00							Total Anticipated Carryover		\$0	
Bike Stencils	\$100.00							Previous Years Anticipated Carryover		\$97,762	
Subtotal	\$600.00										
S2: Placemaking projects and programs								Proposed 2023 Budget		\$231,806	
Memorial Bridge Restora	\$20,000.00										
Wausau Pride	\$18,000.00										
Merchandise	\$600.00										
Sky Art	\$9,000.00										
River West Sign	\$12,000.00										
Subtotal	\$59,600.00										
Total Placemaking Budget		\$60,200.00									

2024 Wausau Pride

Revenue

Wausau Room Tax	\$ 6,500.00
Weston Room Tax	\$ 2,000.00
Merchandise	\$ 1,500.00
Vendor Fees	\$ 400.00
Sponsors	\$ 5,600.00
Ticket Sales	\$ 9,000.00
Total	\$25,000.00

Sponsorship Break Down

Wausau Pride Presenting Sponsor	\$2,100
<u>Family Pride Fest</u>	
Promotional Sponsor	600
Bouncehouse Sponsor	1700
<u>Teen Pride</u>	
Open Mic Sponsor	400
<u>Wausau Pride at Night</u>	
Promotional Sponsor	800
Total	\$5,600

Expenses

Marketing	
Creative	\$ 5,200.00
Meta/Google	\$ 700.00
Print	\$ 700.00
TV	\$ 1,200.00
Programming	
Bouncouses	
Bouncehouse socks	\$ 50.00
Security	\$ 800.00
Application/Rental Fees	\$ 650.00
Musician	\$ 500.00
Performers	\$ 12,150.00
tables/chair rental	\$ 500.00
portable restrooms	\$ 400.00
grand rental	\$ 1,000.00
VIP Meet and Greet	\$ 800.00
Merchandise	\$ 300.00
Water	\$ 50.00
Total	\$25,000.00

Wausau River District

Profit and Loss by Tag Group

January - December 2023

	TOTAL
Revenue	
Advertising Income	135.00
FORD Program	1,667.25
Total Advertising Income	1,802.25
General Revenue	3.67
Business Improvement Tax	74,160.00
Interest Income	77.69
Room Tax Grant - Wausau	26,591.00
Total General Revenue	100,832.36
Project Income	100.00
Pride	13,071.00
Walking Trail Map	1,700.00
Total Project Income	14,871.00
Sponsorship Income	4,000.00
Art Stroll/Exhibitour	19,990.00
Historic Walking Tour	900.00
Holiday Open House	180.00
Small Business Saturday	4,730.33
Total Sponsorship Income	29,800.33
Total Revenue	\$147,305.94
GROSS PROFIT	\$147,305.94
Expenditures	
Business Development	
Support Businesses in River District	
Community Engagement	1,499.21
Downtown Wausau Dining Week	3,754.00
Exhibitour	13,397.27
Marketing Materials	2,927.55
News You Need	609.75
Night Market Partnership	207.94
Shop Local Season	1,300.00
Sidewalk Sales	600.00
Sign Grant Program	1,950.00
Small Business Saturday	5,478.13
State of the River District	302.00
Total Support Businesses in River District	32,025.85
Total Business Development	32,025.85
Exec/Admin	
Administrative	
D&O and Other Insurances	1,783.00
Dues & Subscriptions	1,105.74
Payroll expenses	8,151.34
Employee retirement plan	1,200.00

Wausau River District

Profit and Loss by Tag Group

January - December 2023

	TOTAL
FICA tax	9,067.48
Salaries & wages	68,367.74
Workers' compensation insurance	399.00
Total Payroll expenses	87,185.56
Printing, Postage & Office Supplies	3,781.93
Rent & Utilities	3,920.09
Telephone	1,311.02
Training, Education & Travel	5,135.81
Total Administrative	104,223.15
Community Outreach	941.48
Neighborhood Meetings	6.21
Total Community Outreach	947.69
Volunteer Management	
Volunteer Appreciation	189.59
Total Volunteer Management	189.59
Total Exec/Admin	105,360.43
Placemaking Projects	
Downtown Cleanup	272.51
Historic Walking Tour	274.78
Holiday Lights/Umbrellas/Pole Banners	15,053.98
Pride	11,658.11
Total Placemaking Projects	27,259.38
Total Expenditures	\$164,645.66
NET OPERATING REVENUE	\$ -17,339.72
NET REVENUE	\$ -17,339.72

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: NOV 12 2002

MAIN STREET - WAUSAU INC
C/O AMY ALTENBURGH
426 THIRD ST
WAUSAU, WI 54403

Employer Identification Number:
43-1971334
DIN:
17053268000042
Contact Person:
LYNN A BRINKLEY ID# 31435
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Foundation Status Classification:
509(a)(1)
Advance Ruling Period Begins:
July 22, 2002
Advance Ruling Period Ends:
December 31, 2006
Addendum Applies:
No

Dear Applicant:

Based on information you supplied, and assuming your operations will be as stated in your application for recognition of exemption, we have determined you are exempt from federal income tax under section 501(a) of the Internal Revenue Code as an organization described in section 501(c)(3).

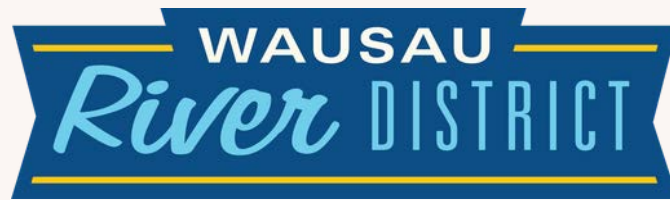
Because you are a newly created organization, we are not now making a final determination of your foundation status under section 509(a) of the Code. However, we have determined that you can reasonably expect to be a publicly supported organization described in sections 509(a)(1) and 170(b)(1)(A)(vi).

Accordingly, during an advance ruling period you will be treated as a publicly supported organization, and not as a private foundation. This advance ruling period begins and ends on the dates shown above.

Within 90 days after the end of your advance ruling period, you must send us the information needed to determine whether you have met the requirements of the applicable support test during the advance ruling period. If you establish that you have been a publicly supported organization, we will classify you as a section 509(a)(1) or 509(a)(2) organization as long as you continue to meet the requirements of the applicable support test. If you do not meet the public support requirements during the advance ruling period, we will classify you as a private foundation for future periods. Also, if we classify you as a private foundation, we will treat you as a private foundation from your beginning date for purposes of section 507(d) and 4940.

Grantors and contributors may rely on our determination that you are not a private foundation until 90 days after the end of your advance ruling period. If you send us the required information within the 90 days, grantors and contributors may continue to rely on the advance determination until we make

Letter 1045 (DO/CG)



BOARD OF DIRECTORS 2024

Class of 2022 – 2024

Jospeh Mella, Board President, Ruder Ware
Mark McKinley, Diamonds by Appt and Property Owner
Katie Rosenberg, Mayor, City of Wausau
Liz Wendt, Development Director, City of Wausau
Quinn Barber, Youth Board member, Wausau East HS
Tyler Vogt, Owner, Malarkey's Pub and Townies Grill

Class of 2023 – 2025

Gary Gisselman, Marathon County Historic Society
John Prey, Former Director of Habitat for Humanity
Erik Rasmussen, Human Resources, CoVantage
Traci Wicz, Assistant General Manager, Wausau Woodchucks

Class of 2024 – 2026

Dustin Peterson, VP Central WI Market Manager, Associated Bank

Id:

Bucket: ApplicationSubmitted_TourismGrant

Created: 11/17/2023 12:20:22 PM

Updated: 11/17/2023 12:20:22 PM

City of Wausau Tourism Grant

Getting Started

City of Wausau

COMMISSION ROOM TAX TOURISM GRANT APPLICATION

Beginning January 1, 2017 the State Law mandates the City forward to a tourism commission any room tax revenue exceeding the amount the municipality may retain. The Commission must spend room tax revenue on tourism promotion and tourism development.

Tourism Promotion and Tourism Development is defined in the Wisconsin Statutes to mean any of the following that are significantly used by transient tourists and reasonably likely to generate paid overnight stays at more than one establishment in the municipality on which room tax is imposed:

- Marketing projects, including advertising buys, creation and distribution of printed or electronic promotional tourist materials, or efforts to recruit conventions, sporting events or motor coach groups.
- Transient tourist informational services.
- Tangible municipal development, including a convention center.

Transient tourist means any person residing for a continuous period of less than one month in a hotel, motel or other furnished accommodations.

The Commission is obligated to submit on an annual basis a detail report of its room tax expenditures to the Wisconsin Department of Revenue.

The Room Tax Tourism Grant program is designed to promote tourism related activity within the City of Wausau with specific emphasis on tourism that is reasonably likely to generate overnight stays in hotel facilities.

APPLICATION DEADLINES:

Applications are considered on a rolling cycle. The 2023 meeting schedule and application deadline is as follows:

- Applications submitted by midnight July 19 will be considered at the July 24th meeting.
- Applications submitted by midnight September 18 will be considered at the September 25th meeting.

ELIGIBLE PROJECTS AND USE OF FUNDS:

- Design, production and placement costs for marketing that targets visitors from outside the City of Wausau and its surrounding communities. This includes but is not limited to: brochures, fliers, posters, direct mail, registration materials, print ads, radio ads, television ads. Website enhancements that are reasonably likely to increase tourism and overnight hotel stay. Web and social media marketing that increase traffic of visitors from outside the City of Wausau and its surrounding communities.
- Purchase of marketing lists, search engine marketing ad words, google ad words.
- Offsite signage such as billboards targeting visitors that live outside the City and its surrounding communities.
- Fees must be payable to a third party vendor. In-kind fees are not eligible.

ELIGIBLE APPLICANTS:

- Not for Profit Organizations with an IRS determination.
- Not for Profit Organization is in good standing with the City.
- Event is located in or near the City of Wausau and offers verifiable economic benefits to the City of Wausau through increased room nights.
- The event or promotional opportunity should demonstrate economic impact as it relates to tourism and is reasonably likely to generate multiple hotel stays.
- Repeat grant applicants have filed timely post event reports.

GRANT RECOGNITION:

All awarded marketing projects must include the City of Wausau logo and where space allows, the following grant recognition: "Sponsored in part by the City of Wausau Room Tax."

GRANT LIMITS:

- Grants will be limited based upon funding.

ADDITIONAL INFORMATION:

- All grants will be evaluated on established criteria and ranked competitively by the Commission.
- The grant application will serve as a grant agreement and must be signed by an authorized official within the organization.
- The grant expires one year after awarded by the Room Tax Commission.
- Grantees should request funds via email request to finance@ci.wausau.wi.us
- The Room Tax Summary Compliance reporting should be submitted timely to finance@ci.wausau.wi.us

EVALUATION CRITERIA:

- Completeness and quality of the application. 10 points
- A well-developed marketing strategy that can reasonably be expected to generate multiple hotel stays. 30 points
- The event and application substantiate local economic impact from:
 - local visitors. 5 points
 - day trip visitors. 15 points
 - overnight visitors. 30 points
- The methodology proposed to survey attendees is well developed and will likely generate good quality information regarding event attendees and whether they are local or non-local. 10 points
- The event is unique, unduplicated and creative . 20 points
- Expected/historical event attendance:
 - 0-1,000 attendees annually. 5 points
 - 1,000-5,000 attendees annually. 10 points
 - 5,000+ attendees annually. 15 points
- Event located within the City of Wausau. 5 points

REVIEW AND AWARD PROCESS:

- Timely grant requests will be reviewed by staff for completeness.

- The Commission will review, score and rank proposals based upon the Evaluation Criteria.
- Staff will compile ranking for Commission consideration.
- Commission will review and make a final grant determination.
- Grant applicants will be informed of the grant determination.

Organization Info

Staff Notes

Name of Organization

Wausau Events

Authorized Official First Name

Alissandra

Authorized Official Last Name

Aderholdt

Authorized Official Title

Executive Director

Email Address

execdir@wausauevents.org

Organization Website URL

www.wausauevents.org

Street Address

316 Scott Street

City

Wausau

State

WI

Zip

54403

Daytime Telephone

7152979531

Grant Information

Staff Notes

Grant Request Amount

█ \$10,000.00

Total Project/Event Budget

█ \$30,000.00

Event Date(s) or Date Range

█ July 4th, 2024

Event Location

█ Wausau Airport

Projected Number of Attendees

█ 15,000, plus viewers from surrounding communities

Have you applied or been awarded room tax or other public funding for this event?

Please describe:

Estimated Number of Hotel Stays from the Project/Event

█ 100

█ New Event/Project

Project/Event Description

█ Wausau Events is taking over the 4th of July celebration for 2024. Last year's event was put on by the City of Wausau and attendees were not allowed inside of the airport grounds to view the show. This year, we're opening up the grounds, have hired a new shooting team and plan to shoot larger shells than last year's event. As part of Wausau Events, this is a new event as we have not done a 4th of July show like this in the past. If it rains and we need to cancel, we'll shoot the fireworks on Friday.

We are asking for support from the City of Wausau to help pay for the fireworks show for the citizens of the city. This event/project has full support from the Mayor's office and it was suggested that our organization submits the grant instead of their office.

Optional: Upload Project/Event Details

█ No files uploaded.

Marketing Plan

Staff Notes

Provide a detailed marketing plan or strategy. Complete the marketing budget below that lists each marketing piece, the location of the piece, approximate dates of views, cost, planned distribution of materials etc. Outline specifically how this plan is reasonably likely to generate overnight hotel stays. Additionally, highlight those marketing materials that are outside the City of Wausau and those that are over 90 miles away.

Marketing Plan Description

With this event being new, we are planning to use our marketing partnerships with both local TV stations and the local radio stations. We are also planning to market the event via social media too.

Marketing Media Description

Social Media Ads

Locations covered by the media/ publication

Wausau

Approximate dates

May & June

Expected Cost

\$500

Grant Request

Marketing Media Description

TV Ads

Locations covered by the media/ publication

Greater Wausau Area

Approximate dates

May & June

Expected Cost

\$1000

Grant Request

Marketing Media Description

Radio Ads

Locations covered by the media/ publication

Greater Wausau Area

Approximate dates

May & June

Expected Cost

\$0

Grant Request

Additional information may be attached

No files uploaded.

Hotel Stays

Staff Notes

Detail how your organization/project/event will be reasonably likely to create overnight stays in the City of Wausau lodging facilities. Please explain your methodology for identifying multiple hotel stays generated by the event and surveying event goers.

This is the first time that Wausau Events is holding the 4th of July Fireworks show. The show is on a Thursday this year, making it at the start of the Holiday weekend. We're anticipating that we will have some people traveling to the area to stay at hotels, but due to not holding the event in the past, we're unsure how many will stay. Our estimate is that this event will generate 50-100 hotel stays in the Wausau area due to families traveling to be with the rest of their family for the Holiday weekend.

Repeat events are required to provide evidence of historic room nights.

Is your event/project reserving a block of rooms for this event in a City of Wausau hotel

No

Please provide number of rooms, number of nights and name of the hotel.

Required Documents

Staff Notes

ORGANIZATION WIDE BUDGET

See uploaded files:

- '2024 Budget.pdf' (id: 2d173ddc-e66d-4470-992b-5ac667c53967)

PROJECT OR EVENT BUDGET

See uploaded files:

- 'Budget.pdf' (id: 9a180ba8-384f-40de-9c08-41267a196676)

RECENT YEAREND FINANCIAL STATEMENTS

See uploaded files:

- 'programs statement122022.pdf' (id: a6ee7a75-2706-4c34-8e29-add73c0f46f0)

IRS DETERMINATION

See uploaded files:

- 'WAUSAU EVENTS TAX EXEMPT FORM-11 (1).pdf' (id: 7a4ca172-5af5-4044-8512-df50883af02f)

BOARD OF DIRECTORS

See uploaded files:

- '2023 Board of Directors.docx' (id: d204ab3c-0f3f-4ee4-85d9-728f21210b7d)

Submit

I understand the restrictions placed on the expenditure of room tax funds governed by the Room Tax Commission and certify that the requested funds will be used for the purposes described in this application or approved by the Commission. I understand that the use of funds is subject to review and a post event reporting is required. Grant recipients will be considered ineligible for future grants until post event reporting is filed. This application will serve as a grant agreement and award as noted below.

Applicant Full Name

Alissandra Aderholdt

Applicant Title

Executive Director - Wausau Events

Approval Of Application

Begin User

execdir@wausauevents.org

Begin Date

11/16/2023 12:11:07 PM

Submitted User

execdir@wausauevents.org

Submitted Date

11/17/2023 12:20:22 PM

Original Completed Application

No file uploaded.

The undersigned has examined the application for Community Development Block Grant Rehabilitation Loan described herein, including supporting date, and finds that the application meets the requirements of the Community Development Block Grant Rehabilitation Program, as amended, and satisfies the rules and regulations issued by the City of Wausau, Wisconsin, pertaining to the Community Development Block Grant Loan Program.

Staff Notes

Approved By

None

Approved Date

Completed Approved Application

█ No file uploaded.

Declined By

█ None

Declined Date

Declined Reason

Portfol_RelationshipManager

Portfol Contact Number

Portfol Client Number

Portfol Project Number



Big Bull Falls Blues Fest Marketing Plan - 2024

Target Audience:

The target audience for the Big Bull Falls Blues Fest is first and foremost - people that love blues music. We contract with regional and national acts to bring a variety of blues bands to the event. Our headliners draw people to the event from throughout the state and Midwest. We target this group of people by having ads in the Blues Monthly Magazine which is a magazine distributed to blues fans throughout the Midwest. We advertise from March-August in that magazine and on their website. We also designate a blues radio night on WXPR as sponsored by Big Bull. Blues fans know of this night of radio on WXPR and tune in. We also travel to various other blues festivals in the state and hand out our flyers to people there. Social media is used to target blues fans in locations throughout Wisconsin and the surrounding states as well. Chicago is a market we are planning to do some more targeted social media advertising in this year as there is a significant blues population there. Additionally, this year we will be advertising in a national blues publication that reaches this primary audience directly.

The second audience we target is the casual blues fan and music fan with billboards, TV and radio ads. This generates interest from those outside the area and gets them interested and exposed to the event.

We also have additional marketing outside of 90 miles with the Blues Monthly Magazine, social media targeted ads, having a booth/handing out flyers at other blues events in the state and out of it and WXPR radio ads. Also, the target of these wider focus ads is those traveling through the area and those outside the immediate area. The billboards are intended to be seen by those traveling through the area with a specific target of ours those who are traveling to/from the Northwoods. This is achieved through the billboard on Highway 51 – the main road traveled to get up north and TV ads on WAOW which reaches the Northwoods.

Unique Selling Position:

Big Bull Falls Blues Fest is billed as a unique event in that it is Wisconsin's longest running Blues Fest. This creates a credibility of the event among people looking to attend for the first time. We have created an optimal experience for the fans. We also bring in musical acts that are unique to the state. Our headliners are not playing anywhere else in the state (as of now) so if someone is a fan of them, they will come to Big Bull to see them. Another unique selling position Big Bull has is the venue. Fern Island is a unique atmosphere in that you feel like you are secluded but if you step off the island, you are less than a mile from downtown.

Position Strategy:

Wausau Events has always positioned this event as Wisconsin's longest running Blues Fest which has billed well. We have also contracted national acts that are a big draw for blues fans. This year we are going to attempt to market this event as a return of the blues with the health of everyone on our minds.

Hotel Stays:

This event has consistently proven to book hotel stays. In 2019, we were able to track over 275 hotel stays, with 315 hotel stays in 2021 and 290 hotel stays in 2022. Our 2023 hotel stays surpassed 300 due to a record-breaking year in ticket sales. Wausau Events books and pays for the musician's hotels and we will be booking nearly 40 different stays this year between various hotels. We are targeting additional hotel stays from those coming from outside the area through our strategic placement of hotel links on our website for people to book and that allows the hotels and us to track the stays, blues specific media outlets where the blues fans tune in to, billboards on highways that get traveled frequently by those outside the area and TV ads that span from Adams to Vilas Counties.

Media:

Big Bull Falls Blues Fest is covered by both of our local TV stations (News 9 WAOW-TV Sponsor and Newschannel 7 WSAW). The event gets a lot of local coverage through interviews and TV ads on both stations for three months before the event. In addition, radio ads

can be heard on the Midwest Communication channels (95.5 WIFC, 101.9 WDEZ, 94.7 The Jack FM, and two others) in addition to the WXPR radio stations in the Northwoods.

Id:

Bucket: ApplicationSubmitted_TourismGrant

Created: 11/17/2023 1:19:05 PM

Updated: 11/17/2023 1:19:05 PM

City of Wausau Tourism Grant

Getting Started

City of Wausau

COMMISSION ROOM TAX TOURISM GRANT APPLICATION

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- The grant application will serve as a grant agreement and must be signed by an authorized official within the organization.
- The grant expires one year after awarded by the Room Tax Commission.
- Grantees should request funds via email request to finance@ci.wausau.wi.us
- The Room Tax Summary Compliance reporting should be submitted timely to finance@ci.wausau.wi.us

EVALUATION CRITERIA:

- Completeness and quality of the application. 10 points
- A well-developed marketing strategy that can reasonably be expected to generate multiple hotel stays. 30 points
- The event and application substantiate local economic impact from:
 - local visitors. 5 points
 - day trip visitors. 15 points
 - overnight visitors. 30 points
- The methodology proposed to survey attendees is well developed and will likely generate good quality information regarding event attendees and whether they are local or non-local. 10 points
- The event is unique, unduplicated and creative . 20 points
- Expected/historical event attendance:
 - 0-1,000 attendees annually. 5 points
 - 1,000-5,000 attendees annually. 10 points
 - 5,000+ attendees annually. 15 points
- Event located within the City of Wausau. 5 points

REVIEW AND AWARD PROCESS:

- Timely grant requests will be reviewed by staff for completeness.

- The Commission will review, score and rank proposals based upon the Evaluation Criteria.
- Staff will compile ranking for Commission consideration.
- Commission will review and make a final grant determination.
- Grant applicants will be informed of the grant determination.

Organization Info

Staff Notes

Name of Organization

Wausau Events

Authorized Official First Name

Alissandra

Authorized Official Last Name

Aderholdt

Authorized Official Title

Executive Director

Email Address

execdir@wausauevents.org

Organization Website URL

www.wausauevents.org

Street Address

316 Scott Street

City

Wausau

State

WI

Zip

54403

Daytime Telephone

7152979531

Grant Information

Staff Notes

Grant Request Amount

█ \$10,000.00

Total Project/Event Budget

█ \$129,400.00

Event Date(s) or Date Range

█ August 16-17, 2024

Event Location

█ Fern Island - Wausau

Projected Number of Attendees

█ 6500

Have you applied or been awarded room tax or other public funding for this event?

█ Yes

Please describe:

█ We have also applied to the Village of Rothschild & Village of Weston

Estimated Number of Hotel Stays from the Project/Event

█ 375

█ Existing Event/Project

Project/Event Description

█ Big Bull Falls Blues Fest is Wisconsin's longest running Blues Festival. The event creates an optimal experience for fans and attendees by bringing nationally-recognized acts to the state. Our Headliners are not scheduled to play anywhere else in the state, and we plan to have as little overlap with other festivals as possible. Fern Island also creates a unique venue experience as it is a completely open-air festival, allowing attendees to bring in their own chairs and view the bands from anywhere on the island.

With the event less than one mile from Downtown Wausau, our attendees are indulging in everything that Wausau has to offer during their weekend with us. They stay at the local hotels inside Wausau and in our surrounding communities, eat at local restaurants and shop at our local stores. For those who stay outside of walking distance, we offer a shuttle to and from Wausau hotels during our event times, and are adding a shuttle to and from select Weston/Rothschild hotels for 2024.

Our 2023 event was a record-breaking year for ticket sales, surpassing \$70,000. Tickets are already breaking records again, with VIP being 1/4 sold out with only being on sale for two days. Our attendees are excited to travel back to Wausau for this event, and we are getting new inquiries every day.

Optional: Upload Project/Event Details

█ No files uploaded.

Marketing Plan

Staff Notes

Provide a detailed marketing plan or strategy. Complete the marketing budget below that lists each marketing piece, the location of the piece, approximate dates of views, cost, planned distribution of materials etc. Outline specifically how this plan is reasonably likely to generate overnight hotel stays. Additionally, highlight those marketing materials that are outside the City of Wausau and those that are over 90 miles away.

Marketing Plan Description

█ Please see the attached document detailing the marketing plan for the 2024 event.

Marketing Media Description

█ Billboards

Locations covered by the media/ publication

█ Eau Claire, Green Bay, Tomahawk, Wausau

Approximate dates

█ July & August

Expected Cost

█ 4000

Grant Request

█ 3000

Marketing Media Description

█ TV Ads (Regional)

Locations covered by the media/ publication

█ Wausau, Northwoods, Green Bay, Eau Claire, Stevens Point, Madison

Approximate dates

█ June, July and August

Expected Cost

█ 5000

Grant Request

█ 3500

Marketing Media Description

█ Digital Advertising (select markets)

Locations covered by the media/ publication

Chicago, Minneapolis, Milwaukee, Green Bay

Approximate dates

End of July until event

Expected Cost

2500

Grant Request

2000

Marketing Media Description

Social Media Advertising

Locations covered by the media/ publication

Rhineland, Tomahawk, Eau Claire, Green Bay, Appleton, Milwaukee, Chicago, Madison

Approximate dates

April-August

Expected Cost

2000

Grant Request

1500

Marketing Media Description

Printed Ads

Locations covered by the media/ publication

Wausau & Northwoods

Approximate dates

June-August

Expected Cost

500

Grant Request

0

Additional information may be attached

See uploaded files:

- 'Blues Market and Media Plan 2024.pdf' (id: cc9e405b-0188-4c79-af0f-65e1b4de99c3)

Hotel Stays

Staff Notes

Detail how your organization/project/event will be reasonably likely to create overnight stays in the City of Wausau lodging facilities. Please explain your methodology for identifying multiple hotel stays generated by the event and surveying event goers.

Please see the attached marketing plan for more details on Hotel Stays for this event.

Our event is a two-day weekend event, with most attendees arriving to the area on Friday morning and leaving on Sunday morning. This generates two hotel stays for most of our annual attendees. If someone is coming from outside of the area to the event, they will also need a hotel room and we estimate that most of those attendees who are first-timers only come for one event day. We offer local hotel links on our website for those hotels that we have our shuttle running to/from.

Repeat events are required to provide evidence of historic room nights.

In 2019, over 275 hotel rooms were tracked for this event, with 315 in 2021 and 290 in 2022. In 2023 we know that our hotel rooms surpassed 300, but we were unable to track rooms above that number due to other events in the surrounding areas and on that weekend. We are comfortable with the 300 room nights as we have discussed tracking hotel rooms with our partners and there is no good way to do this due to the variety of attendees who come to our event. The number is tracked by blocks that we book for the bands and surveys that we send to our VIP members.

Is your event/project reserving a block of rooms for this event in a City of Wausau hotel

Yes

Please provide number of rooms, number of nights and name of the hotel.

We are working with the Jefferson Street Inn for a room block for some of the musicians.

Required Documents

Staff Notes

ORGANIZATION WIDE BUDGET

See uploaded files:

- '2024 Budget.pdf' (id: be9f7449-1a5f-4507-91f5-92b9fdc72843)

PROJECT OR EVENT BUDGET

See uploaded files:

- '2024 Budget.pdf' (id: 8fc6dc1a-b29a-4d13-98a9-d64e3ad6245f)

RECENT YEAREND FINANCIAL STATEMENTS

See uploaded files:

- 'programs statement122022.pdf' (id: ae656e3a-cd84-4464-bc5b-13f703126ecc)

-
IRS DETERMINATION

See uploaded files:

- 'WAUSAU EVENTS TAX EXEMPT FORM-11 (1).pdf' (id: 5123e339-68d0-4d52-af3e-e3ff04b95a9d)

BOARD OF DIRECTORS

See uploaded files:

- '2023 Board of Directors.docx' (id: d3f4e81c-b054-478d-bce5-1a619d713090)

Submit

I understand the restrictions placed on the expenditure of room tax funds governed by the Room Tax Commission and certify that the requested funds will be used for the purposes described in this application or approved by the Commission. I understand that the use of funds is subject to review and a post event reporting is required. Grant recipients will be considered ineligible for future grants until post event reporting is filed. This application will serve as a grant agreement and award as noted below.

Applicant Full Name

Alissandra Aderholdt

Applicant Title

Executive Director - Wausau Events

Approval Of Application

Begin User

execdir@wausauevents.org

Begin Date

11/17/2023 12:52:56 PM

Submitted User

execdir@wausauevents.org

Submitted Date

11/17/2023 1:19:05 PM

Original Completed Application

No file uploaded.

The undersigned has examined the application for Community Development Block Grant Rehabilitation Loan described herein, including supporting date, and finds that the application meets the requirements of the Community Development Block Grant Rehabilitation Program, as amended, and satisfies the rules and regulations issued by the City of Wausau, Wisconsin, pertaining to the Community Development Block Grant Loan Program.

Staff Notes

Approved By

None

Approved Date

Completed Approved Application

No file uploaded.

Declined By

None

Declined Date

Declined Reason

Portfol_RelationshipManager

Portfol Contact Number

Portfol Client Number

Portfol Project Number

	2019 Actuals	2021 Actuals	2022 Actuals	2023 Actual	2024 Budget
EXPENSES	\$ 148,871.00	\$ 126,690.70	\$ 127,782.00	123,206	\$ 129,400.00
ENTERTAINMENT	57,770	45,123	39,670	41,250	40,000
OTHER ENTERTAINMENT	572	350	500		
SODA EXPENSE	1,858	2,746	1,944	2,845	2,800
BEER EXPENSE	10,489	11,031	13,000	13,000	12,000
ICE EXPENSE	913	1,003	900	998	1,000
SOUVENIR EXPENSE	12,999	5,467	5,478	3,685	3,400
EQUIPMENT RENTAL	6,365	2,436	3,530	3,420	3,450
GARBAGE AND RECYCLING	975	1,540	1,500	1,500	1,500
ACCOMODATIONS	4,536	2,179	3,904	2,585	2,800
SECURITY	3,248	3,381	3,680	4,830	4,500
SOUND/LIGHTS	5,137	5,500	7,900	10,200	10,200
STAGE MANAGER/EMCEE	150		100	350	350
TENT RENTAL	6,653	8,120	4,985	8,945	9,200
TOILET RENTAL	2,290	2,530	2,705	3,210	3,200
VOLUNTEER RECOGNITION	821	2,000	2,450	2,450	2,450
VIP EXPENSES	8,830	10,173	9,874	9,388	9,550
PHONE/RADIOS	-	-	-		
SHUTTLE TRANSPORTATION	4,280	-	2,418	1550	2,000
ADVERTISING	6,980	9,242	11,369	13,000	14,000
LICENSES & PERMITS	2,337	1,978	3,500		1,800
POSTAGE	392	-	-		
PRINTING	2,443	4,037	2,400		1,500
SUPPLIES	1,235	5,542	3,000		1,500
MEETING/TRAVEL/EDUCATION	1,278	-	500		
SALES TAX	4,403	2,313	2,475		2,200
MC/VISA PROCESSING	-		-		
MISCELLANEOUS EXPENSE	375		-		

REVENUE	\$ 118,976.00	\$ 134,042.00	\$ 119,659.00	136,064	\$ 129,400.00
SPONSORSHIPS	21,080	25,500	18,000	13,000	15,000
GRANTS	9,000	9,000	19,000	13,000	18,000
GATE RECEIPTS	16,337	10,577	13,082	23,319	17,500
ADVANCED SALES	30,154	45,415	37,881	51,424	44,500
BEER SALES	31,602	35,414	26,330	29,043	27,750
VENDOR FEES	3,510	3,246	2,500	2,700	3,250
VENDOR FEES SODA	1,150	250	600	500	1,200
SOUVENIR SALES	5,857	3,990	1,840	3,078	2,200
RAFFLE INCOME	-		-	-	
OTHER INCOME	285	650	426	-	



2023 Wausau Events Budget Summary

General Fund				
Year	2021	2022 Actual	2023 Actual	2024 Budget
<i>Revenue</i>	\$ 78,513.00	\$ 113,121.00	\$ 74,000.00	75,000
<i>Expense</i>	\$ 63,026.00		\$ 99,500.00	100,850
<i>Net</i>	\$ 15,487.00		\$ (25,500.00)	\$ (25,850.00)

Big Bull Falls Blues Fest				
Year	2021	2022 Actual	2023 Actual	2024 Budget
<i>Revenue</i>	\$ 134,042.00	See other sheet	\$ 136,064.00	\$ 129,400.00
<i>Expense</i>	\$ 126,995.00	See other sheet	\$ 123,206.00	\$ 128,860.00
<i>Net</i>	\$ 7,047.00		\$ 12,858.00	\$ 540.00

Beer & Bacon Fest				
Year	2021	2022 as of 7/20	2023 Actual	2024 Budget
<i>Revenue</i>	\$ -	\$ 21,818.00	\$ 17,554.00	\$ 33,500.00
<i>Expense</i>	\$ -	\$ 18,776.00	\$ 22,405.00	\$ 27,150.00
<i>Net</i>	\$ -	\$ 3,042.00	\$ (4,851.00)	\$ 6,350.00

Concerts on the Square				
Year	2021	2022 as of 7/20	2023 Actual	2024 Budget
<i>Revenue</i>	\$ 55,974.00	\$ 38,075.00	\$ 43,000.00	\$ 44,500.00
<i>Expense</i>	\$ 27,366.00	\$ 32,864.00	\$ 35,920.00	\$ 37,600.00
<i>Net</i>	\$ 28,608.00	\$ 5,211.00	\$ 7,080.00	\$ 6,900.00

Chalkfest				
Year	2021	2022 as of 7/20	2023 Actual	2024 Budget
<i>Revenue</i>	\$ 12,506.00	\$ 18,430.44	\$ 18,287.00	\$ 14,450.00
<i>Expense</i>	\$ 10,193.00	\$ 10,420.34	\$ 12,864.00	\$ 13,050.00
<i>Net</i>	\$ 2,313.00	\$ 8,010.10	\$ 5,423.00	\$ 1,400.00

Holiday Parade				
<i>Year</i>	<i>2021</i>	<i>2022 as of 7/20</i>	2023 Actual	2024 Budget
<i>Revenue</i>		\$ 5,375.00	\$ 6,300.00	\$ 6,250.00
<i>Expense</i>		\$ 3,860.00	\$ 4,850.00	\$ 4,470.00
<i>Net</i>	\$ 1,421.00	\$ 1,515.00	\$ 1,450.00	\$ 1,780.00

Harvest Fest				
<i>Year</i>	<i>2021</i>	<i>2022 as of 7/20</i>	2023 Actual	2024 Budget
<i>Revenue</i>	\$ 8,490.00	\$ 7,000.00	\$ 8,500.00	\$ 6,500.00
<i>Expense</i>	\$ 6,372.00	\$ 4,429.00	\$ 4,690.00	\$ 4,860.00
<i>Net</i>	\$ 1,421.00	\$ 2,571.00	\$ 3,810.00	\$ 1,640.00

Winter Fest				
<i>Year</i>	<i>2021</i>	<i>2022 as of 7/20</i>	2023 Actuals	2024 Budget
<i>Revenue</i>	\$ -	\$ 6,500.00	\$ 5,000.00	\$ 5,000.00
<i>Expense</i>	\$ -	\$ 5,764.00	\$ 6,687.00	\$ 5,000.00
<i>Net</i>		\$ 736.00	\$ (1,687.00)	\$ -

Winter Brew Fest				
<i>Year</i>	<i>2020</i>	<i>2022</i>	2023 Actual	2024 Budget
<i>Revenue</i>	\$ 6,308.00	\$ -	\$ 9,360.00	\$ 13,750.00
<i>Expense</i>	\$ 7,538.00	\$ -	\$ 6,450.00	\$ 8,000.00
<i>Net</i>	\$ (1,230.00)	\$ -	\$ 2,910.00	\$ 5,750.00
<i>First event since pandemic was 2023's event.</i>				

Wings Over Wausau

Year	2021	2022 as of 7/20	2023 Actual	2024 Budget
Revenue	\$ -	\$ 146,940.00	\$ 136,028.00	\$ 161,350.00
Expense	\$ -	\$ 145,762.00	\$ 145,086.00	\$ 161,350.00
Net	\$ -	\$ 1,178.00	\$ (9,058.00)	\$ -
<i>Notes: no final 2022 report - all 2023 is accurate based on ED notes.</i>				

4th Of July Fireworks				
Year	2024 Budget			
Revenue	\$ 36,090.00			
Expense	\$ 36,090.00			
Net	\$ -			
<i>Notes: We would be requesting funding from Wausau and surrounding cities to do this-Festival Foods main sponsor.</i>				

2024 Budget		
	REVENUE	PROFIT (LOSS)
General	\$75,000	\$ (25,850.00)
Big Bull Falls Blues Fest	\$ 129,400.00	\$ 540.00
Beer & Bacon Fest	\$ 33,500.00	\$ 6,350.00
Concerts on the Square	\$ 44,500.00	\$ 6,900.00
Chalkfest	\$ 14,450.00	\$ 1,400.00

Holiday Parade	\$ 6,250.00	\$ 1,780.00
Harvest Fest	\$ 6,500.00	\$ 1,640.00
Winter Fest	\$ 5,000.00	\$ -
Winter Brew Fest	\$ 13,750.00	\$ 5,750.00
Wings Over Wausau	\$ 161,350.00	\$ -
4th Of July Fireworks	\$36,090	-
		\$ (1,490.00)

GENERAL FUND						
	2019 Actual	2021 Actual	2022 Budget	2022 Actual	2023 Budget	2023 Actual
EXPENSES	\$ 110,837.00	\$ 63,026.96	\$ 99,725.00	\$ 113,121.51	\$ 99,500.00	
ENTERTAINMENT	-	57	100		100	
SALARIES	56,859	24,346	54,000	26,864	65,000	
FICA EXPENSE	4,333	1,862	4,275	2,055		
SODA EXPENSE	-		-			
PHONE	2,217	1,250	1,900		1,300	
UTILITIES	-	122	-	90	-	
INTERNET EXPENSE	579	540	850	360	800	
WEB PAGE DESIGN	-	-	-		-	
OTHER PROFESSIONAL SERVICES	371	120	-			
MARKETING EXPENSES	6,159	1,540	2,600		1,500	
ADVERTISING	51	-	150		-	
INSURANCE	11,921	15,020	15,500	14,898	15,000	
PERMITS	56	-	-	-	-	
POSTAGE	222	157	250	73	300	
PRINTING-GENERAL	707	713	650	1,320	650	
WHAT'S HAPPENING-PHONE	-	-	-		-	
SUPPLIES	1,779	2,957	2,100	48,889	1,500	
COMPUTER/SOFTWARE/EQUIPMENT	-	-	1,900	Missing	-	
OFFICE EXPENSE	8,051	929	2,400	479	1,000	
TECHNOLOGY EXPENSES	445	3,082	850	5,416	500	
RENT	8,280	6,900	7,750	4,830	7,750	
CHAMBER ADMINISTRATION	250	-	-	250	-	
ADMINISTRATION	162	101	500	12	350	
STRATEGIC PLANNING	-	-	-		-	
MEETING/TRAVEL/EDUCATION	1,029	25	750	172	400	
DUES & SUBSCRIPTIONS	763	517	450	522	450	
WEBSITE EXPENSES	-	289	300	403	500	

FINANCE CHARGES	-		-		-	
MISCELLANEOUS	6,602		2,450	6,488	2,400	
GRANTS TO OTHERS	-	2,500	-		-	
MISCELLANEOUS		1,116		-	-	

REVENUE	\$ 70,245.00	\$ 78,513.76	\$ 77,125.00		\$ 74,000.00	
GRANTS	70,026	74,746	75,500		73,000	
CONTRIBUTIONS		11				
INTEREST INCOME	185	5	125			
OTHER INCOME	34	3,752	1,500		1,000	

Notes: We did not receive a report of accurate expenses for 2022 at the end of the year due to the city's new system. The 2023 numbers are based off of ED notes. Salaries are still being paid for 2023. Rent will still increase as we still have rent to be paid this year.

2024 Budget
\$ 100,850.00
100
65,000
4,050
1,650
-
800
-
500
15,000
150
250
1500
500
500
7,750
300
400
450
450

1500

\$75,000
74,000
1,000

	2019 Actuals	2021 Actuals	2022 Actuals	2023 Actual	2024 Budget
EXPENSES	\$ 148,871.00	\$ 126,690.70	\$ 127,782.00	123,206	\$ 128,860.00
ENTERTAINMENT	57,770	45,123	39,670	41,250	40,000
OTHER ENTERTAINMENT	572	350	500		
SODA EXPENSE	1,858	2,746	1,944	2,845	2,800
BEER EXPENSE	10,489	11,031	13,000	13,000	12,000
ICE EXPENSE	913	1,003	900	998	1,000
SOUVENIR EXPENSE	12,999	5,467	5,478	3,685	3,800
EQUIPMENT RENTAL	6,365	2,436	3,530	3,420	3,450
GARBAGE AND RECYCLING	975	1,540	1,500	1,500	1,500
ACCOMODATIONS	4,536	2,179	3,904	2,585	2,800
SECURITY	3,248	3,381	3,680	4,830	4,500
SOUND/LIGHTS	5,137	5,500	7,900	10,200	10,200
STAGE MANAGER/EMCEE	150		100	350	350
TENT RENTAL	6,653	8,120	4,985	8,945	9,250
TOILET RENTAL	2,290	2,530	2,705	3,210	3,210
VOLUNTEER RECOGNITION	821	2,000	2,450	2,450	2,450
VIP EXPENSES	8,830	10,173	9,874	9,388	9,550
PHONE/RADIOS	-	-	-		
SHUTTLE TRANSPORTATION	4,280	-	2,418	1550	2,000
ADVERTISING	6,980	9,242	11,369	13,000	13,000
LICENSES & PERMITS	2,337	1,978	3,500		1,800
POSTAGE	392	-	-		
PRINTING	2,443	4,037	2,400		1,500
SUPPLIES	1,235	5,542	3,000		1,500
MEETING/TRAVEL/EDUCATION	1,278	-	500		
SALES TAX	4,403	2,313	2,475		2,200
MC/VISA PROCESSING	-		-		
MISCELLANEOUS EXPENSE	375		-		

REVENUE	\$ 118,976.00	\$ 134,042.00	\$ 119,659.00	136,064	\$ 129,400.00
SPONSORSHIPS	21,080	25,500	18,000	13,000	15,000
GRANTS	9,000	9,000	19,000	13,000	18,000
GATE RECEIPTS	16,337	10,577	13,082	23,319	17,500
ADVANCED SALES	30,154	45,415	37,881	51,424	44,500
BEER SALES	31,602	35,414	26,330	29,043	27,750
VENDOR FEES	3,510	3,246	2,500	2,700	3,250
VENDOR FEES SODA	1,150	250	600	500	1,200
SOUVENIR SALES	5,857	3,990	1,840	3,078	2,200
RAFFLE INCOME	-		-	-	
OTHER INCOME	285	650	426	-	



	2019	2021	2022 Actuals	2023 Actuals	2024 Budget
EXPENSES:	\$ 36,786.00		\$ 21,867.00	22,405	27,150
ENTERTAINMENT	13,860	-	1,500	1,500	1,500
OTHER ENTERTAINMENT	7,500	-	2,400	4550	4,800
SALARIES	2,500	-	550	300	450
FICA EXPENSE	-	-	-		
SODA EXPENSE	-	-	500		500
BEER EXPENSE			5,400	4950	5,500
EQUIPMENT RENTAL	1,325	-	970	1045	1,100
GARBAGE/CLEAN UP	500	-	150		300
SECURITY	198	-	414		450
TENT RENTAL	-	-	-		
TOILET RENTAL	-	-	1,145	705	800
ADVERTISING & SIGNAGE	7,407	-	5,082	7500	9,000
LICENSES & PERMITS	557	-	1,500		750
POSTAGE	-	-	-		
PRINTING	1,143	-			
SUPPLIES	73	-	506	1855	2,000
SALES TAX	1,723	-	1,750		

REVENUE	38,446	1,480	37,986	17,554	33,500
SPONSORSHIPS	4,755	-	7,000	5,500	7,000
GRANTS	3,000	1,000	7,500	7,500	9,000
BEER SALES		480			
TICKET SALES	30,691	-	23,486	4554	17,500

Notes: 2023 event hasn't happened - numbers are updated as of 8/22/23. Yellow numbers will change as the event for this year ends

year enas.

	2024 Budget
EXPENSES:	30,000
GARBAGE/CLEAN UP	1000
SECURITY	500
TOILET RENTAL	1440
ADVERTISING & SIGNAGE	1,500
FIREWORKS	25,000
Other	\$560

REVENUE	30,000
SPONSORSHIPS	20,000
GRANTS	10,000

CONCERTS ON THE SQUARE

	2021 as of 10/11	2022 Actual	2023 Actual	2024 Budget
EXPENSES	\$ 27,366.00	\$ 32,864.00	35,920	37,600
ENTERTAINMENT	10,850	15,900	16,200	18,000
GARBAGE/CLEAN UP	3,266	2,090	3,480	3,500
ADVERTISING & SIGNAGE	2,050	1,884	0	0
SOUND/LIGHTS	8,500	9,350	10,200	10,200
TOILET RENTAL	3,100	3,240	5,040	4,300
ADVERTISING		-		
PERMITS	(400)	400		400
SUPPLIES	-		1,000	1,200

REVENUES	\$ 55,974.00	\$ 38,075.00	43,000	44,500
SPONSORSHIPS	52,299	33,500	38,500	40,000
GRANTS	-			
VENDOR FEES	3,675	4,575	4,500	4,500

Notes: 12 concerts for 2024, needing to increase the amount of toilets if possible and going to increase the single night sponsorship amount to \$2,500/night.

CHALKFEST				
	2021	2022 Actual	2023 Actual	2024 Budget
EXPENSES	\$ 10,193.00	\$ 10,420.54	\$ 12,864.00	\$ 13,050.00
ENTERTAINMENT	-	-		300
EQUIPMENT RENTAL	-	-		
GARBAGE/CLEAN UP	1,233	1,100	1,200	1,200
SECURITY	966	920	1,400	1,500
SIGNAGE/Advertising	259		718	800
TOILET RENTAL	765	1,080	1,580	1,600
VOLUNTEER RECOGNITION	378	135		200
PERMITS	676	677		650
PRINTING	242	420		300
SUPPLIES/PRINTING/POSTAGE	5,487	5,547	7,966	6,250
PROJECT COST COORDINATION	-			
MISCELLANEOUS EXPENSE	187	542		250
EQUIPMENT COSTS	-			

REVENUES	\$ 12,506.00	\$ 18,431.00	\$ 18,287.00	\$ 14,450.00
SPONSORSHIPS	-	6,000	3000	2,000
GRANTS	-		2551	
ADVANCED SALES	4,570	4,147	6,830	5,500
REGISTRATIONS	6,436	7,384	5,156	6,200
VENDOR FEES	900	900	750	750
OTHER INCOME	-			



HOLIDAY PARADE				
	2021	2022 Actual	2023 Actual	2024 Budget
EXPENSES	\$ 271.00	\$ 2,360.00	\$ 4,850.00	\$ 4,470.00
ENTERTAINMENT		250	250	300
SALARIES		250	300	300
EQUIPMENT RENTAL		-		
ADVERTISING & SIGNAGE		-		
TOILET RENTAL		160	150	170
HOSPITALITY/ACCOMODATIONS		250	400	200
ADVERTISING AND SIGNAGE				
INSURANCE				
PERMITS	271		300	300
PRINTING			1,500	1,500
SUPPLIES		950	1,800	1,500
HOT CHOCOLATE		-		
P.A. SYSTEM		-	150	200
Misc.	500	500	500	

REVENUES:	\$ 1,000.00	\$ 5,375.00	\$ 6,300.00	\$ 6,250.00
SPONSORSHIPS	500	5,375	3,500	3,750
GRANTS	500	-		
VENDOR FEES			2,800	2,500

Notes: We did not receive a year-end report for 2022 with the details of this event listed. This is based off of ED notes.

HARVEST FEST

	2021	2022 Actual	2023 Actual	2024 Budget
EXPENSES	\$ 6,372.00	\$ 4,429.00	\$ 4,690.00	\$ 4,860.00
ENTERTAINMENT	1,825.00	375.00		
SODA EXPENSE (BEV)	-			
EQUIPMENT RENTAL	-			
GARBAGE/CLEAN UP		75.00	100.00	150
ADVERTISING & SIGNAGE				
TENT RENTAL	-			
TOILET RENTAL	75.00	160.00	160.00	160
ADVERTISING	-		300.00	250
PERMITS	342.00	143.00	350.00	300
PRINTING	235.00			
SUPPLIES	3,970.00	3,676.00	3,780.00	4,000

REVENUES	\$ 8,490.00	\$ 7,000.00	\$ 8,500.00	\$ 6,500.00
SPONSORSHIPS	8,465.00	7,000.00	8,500.00	6,500
VENDOR FEES	25.00			

Notes: 2023 event hasn't happened yet.

Winter Fest			
	2022 Actual	2023 Actual	2024 Budget
EXPENSES	\$ 5,764.00	\$ 6,687.00	\$ 5,000.00
ENTERTAINMENT	1,725	5,487	3,500
OTHER ENTERTAINMENT	1,599	1,000	1,000
SALARIES	-		
GARBAGE/CLEAN-UP			
ACCOMODATIONS			
ADVERTISING EXPENSE			
LICENSES & PERMITS	200	200	
PRINTING	55		
SUPPLIES	1,685		500
VENUE RENTAL	500		

REVENUE	\$ 6,500.00	\$ 5,000.00	\$ 5,000.00
SPONSORSHIPS	6,500	5,000	4,000
DONATIONS			
MISCELLANEOUS REVENUE			1,000

Notes: No report for actuals for the 2023 event. Based off of ED notes. 2024 would not do ice sculptures.

Winter Brew Fest				
	2019	2020	2023 Actual	2024 Budget
EXPENSES	\$ 7,875.00	\$ 7,538.00	\$ 6,450.00	\$ 8,000.00
ENTERTAINMENT	600	600	500	1000
OTHER ENTERTAINMENT	630	1,357		
BEER EXPENSE	3,945	2,630	2,400	2,400
ADVERTISING	411	50		
PRINTING	81	2,233		
SUPPLIES	1,850	350	900	1,200
SALES TAX	358	319		300
FOOD EXPENSE			1,800	1,900
VENUE EXPENSE			850	1,200

REVENUES	\$ 9,282.00	\$ 6,308.00	\$ 9,630.00	\$ 13,750.00
SPONSORSHIPS	2,485		1,000	1,500
TICKET SALES	6,797	6,308	8,630	12,250

NOTES: 2023 was the first event since 2020. Numbers should stay near the same. Last year's event sold out.

WINGS OVER WAUSAU

	2019	2022 Actual	2023 Budget	2023 Actual	2024 Budget
EXPENSES	\$ 177,470.00	\$ 145,762.00	\$ 155,400.00	\$ 145,086.00	\$ 161,350.00
ENTERTAINMENT	13,122	4,850	3,000	5,350	5,000
OTHER ENTERTAINMENT	5,808		4,000	3,530	3,000
SODA EXPENSE	15,716	5,234	7,500	5,986	6,000
BEER EXPENSE	14,107	4,695	7,800	4,035	5,400
ICE EXPENSE	815	1,125	1,200	600	800
EQUIPMENT RENTAL	10,663	4,430	5,000	2,000	3,500
FIREWORKS	37,500	24,000	24,000	20,000	20,000
GARBAGE AND RECYCLING	2,888	1,100	1,350	1,500	1500
SET UP/CLEAN UP	2,672				
PROPANE/FUEL	1,383	7,694	8,200	12,388	12,500
ACCOMODATIONS	8,000	4,116	4,150	4,976	4,200
SECURITY	4,972	3,519	3,000	3,640	3,600
ADVERTISING & SIGNAGE	9,237	11,683	9,000	10,026	25,000
SOUND/LIGHTS	8,100	1,500	1,500	0	0
STAGE MANAGER/EMCEE	-		-		
TENT RENTAL	1,250	3,375	4,300	4510	3,800
TOILET RENTAL	4,455	2,635	2,800	2740	2,800
VOLUNTEER RECOGNITION	1,038	2,776	2,200	3094	2,500
PHONE/RADIOS	1,010				
PILOT EXPENSES	13,555	55,250	57,000	59,000	56,000
TRANSPORTATION	500	1,512	-		0
INSURANCE	7,274				
PERMITS	1,010	260	300	300	
POSTAGE	-				
PRINTING	1,920	728	600		250
SUPPLIES	1,388		2,000		1,500
5K WALK/RUN EXPENSES	8,582	3,030	3,500	1411	2,500
MISCELLANEOUS EXPENSE	505	2,250	3,000		1,500

REVENUES	\$ 173,993.00	\$ 146,940.00	\$ 159,100.00	\$ 136,028.00	\$ 161,350.00
SPONSORSHIPS	32,850	60,000	58,000	42,250	53,000
SPONSORSHIPS-5K WALK/RUN	4,000	3,000	3,000		2,000
GRANTS	10,000	38,500	38,000	34,500	44,000
REGISTRATION FEES-5K WALK/RUN	11,954	4,810	5,200	4,600	4,800
BEER SALES	62,582	20,208	28,500	16,298	17,550
SODA SALES	12,131	combined w/be	6,500	Combined	
MERCHANDISE SALES	-				
VENDOR FEES	17,498	6,887	5,400	4,950	6750
VENDOR FEES SODA	17,293	4,700	5,200	3890	4,200
VENDOR FEES ICE	-				
ADVERTISING REVENUE	1,551				
GATE REVENUE				\$26,416	29,050
OTHER MISCELLANEOUS REVENUES	4,135	8,835	9,300	3124	

Numbers are all updated for the 2023 event based on ED notes. No current financial report.

2023 Wausau Events Budget Summary

General Fund				
Year	2021	2022 Actual	2023 Actual	2024 Budget
Revenue	\$ 78,513.00	\$ 113,121.00	\$ 74,000.00	75,000
Expense	\$ 63,026.00		\$ 99,500.00	100,850
Net	\$ 15,487.00		\$ (25,500.00)	\$ (25,850.00)
<i>Notes: No 2022 year-end report, all based on ED notes. No current 2023 report.</i>				
Big Bull Falls Blues Fest				
Year	2021	2022 Actual	2023 Actual	2024 Budget
Revenue	\$ 134,042.00	See other sheet	\$ 136,064.00	\$ 129,400.00
Expense	\$ 126,995.00	See other sheet	\$ 123,206.00	\$ 128,860.00
Net	\$ 7,047.00		\$ 12,858.00	\$ 540.00
<i>Notes: No 2022 year-end report. 2023 event is as close as possible.</i>				
Beer & Bacon Fest				
Year	2021	2022 as of 7/20	2023 Actual	2024 Budget
Revenue	\$ -	\$ 21,818.00	\$ 17,554.00	\$ 33,500.00
Expense	\$ -	\$ 18,776.00	\$ 22,405.00	\$ 27,150.00
Net	\$ -	\$ 3,042.00	\$ (4,851.00)	\$ 6,350.00
<i>Notes: no 2022 year-end report. 2023 event hasn't happened yet!</i>				
Concerts on the Square				
Year	2021	2022 as of 7/20	2023 Actual	2024 Budget
Revenue	\$ 55,974.00	\$ 38,075.00	\$ 43,000.00	\$ 44,500.00
Expense	\$ 27,366.00	\$ 32,864.00	\$ 35,920.00	\$ 37,600.00
Net	\$ 28,608.00	\$ 5,211.00	\$ 7,080.00	\$ 6,900.00
<i>Notes: No 2022 year-end report. 2023 series is almost over.</i>				

Chalkfest				
Year	2021	2022 as of 7/20	2023 Actual	2024 Budget
Revenue	\$ 12,506.00	\$ 18,430.44	\$ 18,287.00	\$ 14,450.00
Expense	\$ 10,193.00	\$ 10,420.34	\$ 12,864.00	\$ 13,050.00
Net	\$ 2,313.00	\$ 8,010.10	\$ 5,423.00	\$ 1,400.00

Chalkfest keeps record of their own financials, but doesn't follow budget.

Holiday Parade				
Year	2021	2022 as of 7/20	2023 Actual	2024 Budget
Revenue		\$ 5,375.00	\$ 6,300.00	\$ 6,250.00
Expense		\$ 3,860.00	\$ 4,850.00	\$ 4,470.00
Net	\$ 1,421.00	\$ 1,515.00	\$ 1,450.00	\$ 1,780.00

Notes: No 2022 year-end report, 2023 hasn't happened yet.

Harvest Fest				
Year	2021	2022 as of 7/20	2023 Actual	2024 Budget
Revenue	\$ 8,490.00	\$ 7,000.00	\$ 8,500.00	\$ 6,500.00
Expense	\$ 6,372.00	\$ 4,429.00	\$ 4,690.00	\$ 4,860.00
Net	\$ 1,421.00	\$ 2,571.00	\$ 3,810.00	\$ 1,640.00

Notes: no 2022 report - 2023 hasn't happened yet (estimate).

Winter Fest				
Year	2021	2022 as of 7/20	2023 Actuals	2024 Budget
Revenue	\$ -	\$ 6,500.00	\$ 5,000.00	\$ 5,000.00
Expense	\$ -	\$ 5,764.00	\$ 6,687.00	\$ 5,000.00
Net		\$ 736.00	\$ (1,687.00)	\$ -

Notes: no 2022 report - 2023 is accurate.

Winter Brew Fest				
<i>Year</i>	<i>2020</i>	<i>2022</i>	2023 Actual	2024 Budget
<i>Revenue</i>	\$ 6,308.00	\$ -	\$ 9,360.00	\$ 13,750.00
<i>Expense</i>	\$ 7,538.00	\$ -	\$ 6,450.00	\$ 8,000.00
<i>Net</i>	\$ (1,230.00)	\$ -	\$ 2,910.00	\$ 5,750.00
<i>First event since pandemic was 2023's event.</i>				

Wings Over Wausau				
<i>Year</i>	<i>2021</i>	<i>2022 as of 7/20</i>	2023 Actual	2024 Budget
<i>Revenue</i>	\$ -	\$ 146,940.00	\$ 136,028.00	\$ 161,350.00
<i>Expense</i>	\$ -	\$ 145,762.00	\$ 145,086.00	\$ 161,350.00
<i>Net</i>	\$ -	\$ 1,178.00	\$ (9,058.00)	\$ -
<i>Notes: no final 2022 report - all 2023 is accurate based on ED notes.</i>				

4th Of July Fireworks				
<i>Year</i>	<i>2024 Budget</i>			
<i>Revenue</i>	\$ 36,090.00			
<i>Expense</i>	\$ 36,090.00			
<i>Net</i>	\$ -			
<i>Notes: We would be requesting funding from Wausau and surrounding cities to do this-Festival Foods main sponsor.</i>				

2024 Budget		
	REVENUE	PROFIT (LOSS)
General	\$75,000	\$ (25,850.00)
Big Bull Falls Blues Fest	\$ 129,400.00	\$ 540.00
Beer & Bacon Fest	\$ 33,500.00	\$ 6,350.00
Concerts on the Square	\$ 44,500.00	\$ 6,900.00
Chalkfest	\$ 14,450.00	\$ 1,400.00
Holiday Parade	\$ 6,250.00	\$ 1,780.00
Harvest Fest	\$ 6,500.00	\$ 1,640.00
Winter Fest	\$ 5,000.00	\$ -
Winter Brew Fest	\$ 13,750.00	\$ 5,750.00
Wings Over Wausau	\$ 161,350.00	\$ -
4th Of July Fireworks	\$36,090	-
		\$ (1,490.00)

Wausau Events

November 15, 2023

Revenues

	Beer and Bacon Fest	BluesFest	BrewFest	ChalkFest	Concerts on the Square	Events Administration	HarvestFest	Holiday Parade	MarketPlace	Summer Kick Off	Fourth of July Celebration	Wings over Wausau	WinterFest	Total Wausau Events
43700 Grants from Local Governments-Revenues	7,000	9,000	-	-	-	70,026	-	-	-	-	-	9,000	-	95,026
46730 Special Event Admissions-Revenues	18,030	73,955	8,630	14,557	-	-	20	3,486	-	-	-	32,073	-	150,750
46920 Vendor Fees-Revenues	-	1,875	-	750	5,120	-	50	100	-	-	-	9,440	-	17,335
48600 Sale of Merchandise	-	2,960	-	1,713	-	-	-	-	-	-	-	-	-	4,674
48601 Sale of Beer and Wine-Revenues	-	30,330	-	-	-	-	-	-	-	-	-	16,583	-	46,913
48500 Donations from Private Organizations or Individuals-Revenues	-	926	-	2,551	-	20	-	-	-	-	-	25,000	-	28,497
48501 Sponsorship Revenue-Revenues	6,000	13,625	-	3,000	40,000	135	8,500	2,250	-	3,500	-	41,000	6,125	124,135
48110 Interest Income-Revenues	-	-	-	-	-	100	-	-	-	-	-	-	-	100
48900 Other Miscellaneous Revenues-Revenues	-	-	-	2,937	-	40	-	-	-	-	-	3,790	-	6,767
Total Revenues	31,030	132,671	8,630	25,508	45,120	70,320	8,570	5,836	-	3,500	-	136,886	6,125	474,195

Expenses

51111 Salaries and Wages-Expenses	-	-	-	-	-	55,922	-	-	-	-	-	-	-	55,922
51560 Workers Compensation-Expenses	-	-	-	-	-	446	-	-	-	-	-	-	-	446
51591 FICA-Expenses	-	-	-	-	-	3,513	-	-	-	-	-	-	-	3,513
51592 Medicare-Expenses	-	-	-	-	-	822	-	-	-	-	-	-	-	822
52130 Accounting and Audit Services-Expenses	-	-	-	-	-	737	-	-	-	-	-	-	-	737
52131 Financial, Banking and Investment Services-Expenses	-	-	-	-	-	40	-	-	-	-	-	-	-	40
52192 Other Professional Services-Expenses	245	15,065	-	1,400	4,700	468	-	-	-	-	-	3,920	-	25,798
52210 Water-Expenses	-	-	-	-	-	-	-	-	-	-	-	83	-	83
52250 Telephone, Internet and Cable-Expenses	-	-	546	-	-	2,986	-	-	-	-	-	-	-	3,532
52160 Janitorial and Custodial Services-Expenses	200	2,450	-	-	1,100	-	-	-	-	-	-	3,494	-	7,244
52409 Motor Vehicles Repairs Services-Expenses	-	-	-	-	-	192	-	-	-	-	-	-	-	192
52420 Machinery/Equipment Maintenance Services-Expenses	-	-	-	-	-	100	-	-	-	-	-	-	-	100
52140 Technology Services-Expenses	-	-	-	-	-	316	-	-	-	-	-	-	-	316
52172 Artist and Event Performances Services-Expenses	1,500	45,280	-	750	23,100	-	-	300	-	-	-	89,075	2,987	162,992
52176 Contracted Transportation Services-Expenses	-	1,550	-	-	-	-	-	-	-	-	-	-	-	1,550
52177 Youth Services-Expenses	-	475	-	-	-	-	-	-	-	-	-	-	-	475
52180 Food Services-Expenses	2,610	23,842	-	368	-	782	-	-	-	-	-	4,200	-	31,802
52560 Other Special Services-Expenses	-	-	-	-	-	-	-	-	-	-	-	3,991	-	3,991
52570 Photography Services-Expenses	-	-	-	-	-	-	-	-	-	-	-	500	-	500
52970 Refuse Collection-Expenses	-	-	-	1,200	760	-	-	-	-	-	-	1,637	-	3,597
52985 Website Service-Expenses	-	-	-	-	-	5	-	-	-	-	-	-	-	5
53130 Printing and Forms-Expenses	-	1,298	-	475	-	626	-	91	-	-	-	1,665	-	4,155
53142 Software - IT-Expenses	-	-	-	-	-	120	-	-	-	-	-	-	-	120
53190 Office Supplies-Expenses	-	16	-	-	-	114	-	-	-	-	-	-	-	130
53220 Subscriptions-Expenses	-	-	-	-	-	136	-	-	-	-	-	-	-	136
53250 Registration Fees/tuition-Expenses	-	-	-	-	-	20	-	-	-	-	-	-	-	20
53260 Advertising-Expenses	8,848	11,810	433	313	-	(365)	-	-	-	-	-	13,716	-	34,756
53321 Personal Auto Mileage-Expenses	-	-	-	-	-	372	-	-	-	-	-	-	-	372
53331 Vehicle Lease/Rental-Expenses	-	-	-	-	-	70	-	-	-	-	-	-	-	70
53340 Commercial Travel-Expenses	-	-	-	-	-	(254)	-	-	-	-	-	-	-	(254)
53350 Meals-Expenses	-	-	-	-	-	97	-	-	-	-	-	336	-	434
53360 Lodging-Expenses	-	2,585	-	-	-	-	-	-	-	-	-	5,085	-	7,670
53410 Meeting Expenses-Expenses	-	-	400	-	-	-	-	-	-	-	-	-	-	400
53430 Food Supplies-Expenses	-	-	-	-	-	-	-	-	-	-	-	953	-	953
53460 Clothing and Uniforms-Expenses	-	4,492	-	2,526	-	1,135	-	-	-	-	-	3,142	-	11,294
53510 Gasoline and Diesel Fuel-Expenses	-	-	-	-	-	-	-	-	-	-	-	12,614	-	12,614
53511 Gasoline Fuel-Expenses	-	-	-	-	-	-	-	-	-	-	-	18	-	18
53936 Other Supplies-Expenses	2,079	668	1,888	9,857	87	6,876	3,923	98	-	-	-	493	1,080	27,050
53937 Event Products Sold-Expenses	6,482	-	1,673	-	-	-	-	-	-	-	-	10,022	728	18,903
54291 Metal Fencing-Expenses	-	-	-	-	-	-	-	-	-	-	-	90	-	90
55128 Insurance Employment Practices-Expenses	-	-	-	-	-	534	-	-	-	-	-	-	-	534
55140 Insurance Professional Liability-Expenses	-	-	-	-	-	506	-	-	-	-	-	-	-	506
55142 Insurance General Liability-Expenses	-	-	-	-	-	591	-	-	-	-	-	-	-	591
55190 Insurance Other Premiums-Expenses	-	-	-	-	-	18,185	-	-	-	-	-	-	-	18,185
55930 Fees & Permits-Expenses	210	260	-	250	400	200	200	200	-	-	-	350	200	2,270
55320 Building/Offices Rent-Expenses	-	-	-	-	-	9,220	-	-	-	-	-	-	-	9,220
55330 Equipment Rent-Expenses	2,250	17,010	-	1,749	7,560	-	418	-	-	-	-	10,793	272	40,052
55390 Other Rents/Leases-Expenses	-	-	-	-	-	304	-	-	-	-	-	-	-	304
55951 Interest Expense (Non-debt)-Expenses	-	-	-	-	-	416	-	-	-	-	-	-	-	416
Total Expenses	24,424	126,802	4,939	18,888	37,707	105,232	4,541	689	-	-	-	166,176	5,267	494,664

NET PROFIT(LOSS)	(20,469)
BALANCE AVAILABLE 1/1/2023	<u>220,172</u>
BALANCE 11/15/2023	<u>199,703</u>

Internal Revenue Service

Department of the Treasury

District
Director

Person to Contact: EO:TPA

Telephone Number: 1-800-829-1040
312-435-1040

WAUSAU AREA EVENTS INC.
PO BOX 6190
WAUSAU, WI. 54402-6190

Refer Reply to: Telephone
Inquiry

Date: June 13, 1994

RE: EXEMPT STATUS
EIN: 39-1612386

This is in response to the letter, dated June 13, 1994, regarding your status as an organization exempt from Federal income tax.

Our records indicate that a ruling letter was issued in June 1988, granting your organization an exemption from Federal income tax under the provisions of Section 501(c)(3) of the Internal Revenue Code of 1954. Our records also indicate that your organization is not a private foundation but one that is described in Section 509(a)(2) of the Internal Revenue Code.

Contributions made to you are deductible by donors in computing their taxable income in the manner and to the extent provided in Section 170 of the Internal Revenue Code.

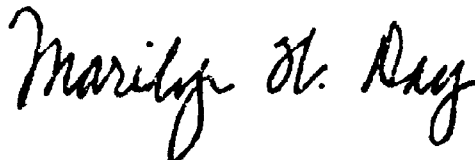
If your gross receipts each year are normally \$25,000 or more, you are required to file Form 990, Return of Organizations Exempt from Income tax by the fifteenth day of the fifth month after the end of your annual accounting period.

You are not required to file Federal income tax returns unless you are subject to the tax on unrelated business income under Section 511 of the code. If you are subject to this tax, you must file an income tax return on F-990-T.

If any questions arises with respect to your status for Federal income tax purposes, you may use this letter as evidence of your exemption.

This is an advisory letter.

Sincerely yours,



Marilyn W. Day
District Director



2023 Board of Directors

Pete Valiska – President

Amanda Ley - Immediate Past President
(Marathon County)

MaryAnne Groat – Treasurer
(City of Wausau)

Bailey Sleeper – Secretary
(Connexus Credit Union)

Elizabeth Knight
(Marketing)

Joe Mella
(Ruder Ware Law Firm)

Dave Brula
(Village of Rothschild)

London Wandler
(Marathon Bank)

Tori Fischer
(Greenheck)

Thomas Turner
(Retired – First Impressions)

Casey Demers
(Boldt Company)

Retired Board of Directors Members:

Steve Busha

John King

Dave Desantis

Id: 61e02b7c-b759-4473-8c3a-794925f67adb

Bucket: ApplicationSubmitted_TourismGrant

Created: 3/26/2024 2:29:40 PM

Updated: 3/26/2024 4:29:40 PM

City of Wausau Tourism Grant

Getting Started



City of Wausau

COMMISSION ROOM TAX TOURISM GRANT APPLICATION

Beginning January 1, 2017 the State Law mandates the City forward to a tourism commission any room tax revenue exceeding the amount the municipality may retain. The Commission must spend room tax revenue on tourism promotion and tourism development.

Tourism Promotion and Tourism Development is defined in the Wisconsin Statutes to mean any of the following that are significantly used by transient tourists and reasonably likely to generate paid overnight stays at more than one establishment in the municipality on which room tax is imposed:

- Marketing projects, including advertising buys, creation and distribution of printed or electronic promotional tourist materials, or efforts to recruit conventions, sporting events or motor coach groups.
- Transient tourist informational services.
- Tangible municipal development, including a convention center.

Transient tourist means any person residing for a continuous period of less than one month in a hotel, motel or other furnished accommodations.

The Commission is obligated to submit on an annual basis a detail report of its room tax expenditures to the Wisconsin Department of Revenue.

The Room Tax Tourism Grant program is designed to promote tourism related activity within the City of Wausau with specific emphasis on tourism that is reasonably likely to generate overnight stays in hotel facilities.

APPLICATION DEADLINES:

Applications are considered on a rolling cycle. The 2023 meeting schedule and application deadline is as follows:

- Applications submitted by midnight July 19 will be considered at the July 24th meeting.
- Applications submitted by midnight September 18 will be considered at the September 25th meeting.

ELIGIBLE PROJECTS AND USE OF FUNDS:

- Design, production and placement costs for marketing that targets visitors from outside the City of Wausau and its surrounding communities. This includes but is not limited to: brochures, fliers, posters, direct mail, registration materials, print ads, radio ads, television ads. Website enhancements that are reasonably likely to increase tourism and overnight hotel stay. Web and social media marketing that increase traffic of visitors from outside the City of Wausau and its surrounding communities.
- Purchase of marketing lists, search engine marketing ad words, google ad words.
- Offsite signage such as billboards targeting visitors that live outside the City and its surrounding communities.
- Fees must be payable to a third party vendor. In-kind fees are not eligible.

ELIGIBLE APPLICANTS:

- Not for Profit Organizations with an IRS determination.
- Not for Profit Organization is in good standing with the City.
- Event is located in or near the City of Wausau and offers verifiable economic benefits to the City of Wausau through increased room nights.
- The event or promotional opportunity should demonstrate economic impact as it relates to tourism and is reasonably likely to generate multiple hotel stays.
- Repeat grant applicants have filed timely post event reports.

GRANT RECOGNITION:

All awarded marketing projects must include the City of Wausau logo and where space allows, the following grant recognition: "Sponsored in part by the City of Wausau Room Tax."

GRANT LIMITS:

- Grants will be limited based upon funding.

ADDITIONAL INFORMATION:

- All grants will be evaluated on established criteria and ranked competitively by the Commission.
- The grant application will serve as a grant agreement and must be signed by an authorized official within the organization.
- The grant expires one year after awarded by the Room Tax Commission.
- Grantees should request funds via email request to finance@ci.wausau.wi.us
- The Room Tax Summary Compliance reporting should be submitted timely to finance@ci.wausau.wi.us

EVALUATION CRITERIA:

- Completeness and quality of the application. 10 points
- A well-developed marketing strategy that can reasonably be expected to generate multiple hotel stays. 30 points
- The event and application substantiate local economic impact from:
 - local visitors. 5 points
 - day trip visitors. 15 points
 - overnight visitors. 30 points
- The methodology proposed to survey attendees is well developed and will likely generate good quality information regarding event attendees and whether they are local or non-local. 10 points
- The event is unique, unduplicated and creative . 20 points
- Expected/historical event attendance:
 - 0-1,000 attendees annually. 5 points
 - 1,000-5,000 attendees annually. 10 points
 - 5,000+ attendees annually. 15 points
- Event located within the City of Wausau. 5 points

REVIEW AND AWARD PROCESS:

- Timely grant requests will be reviewed by staff for completeness.

- The Commission will review, score and rank proposals based upon the Evaluation Criteria.
- Staff will compile ranking for Commission consideration.
- Commission will review and make a final grant determination.
- Grant applicants will be informed of the grant determination.

Organization Info

Staff Notes

Name of Organization

| Wisconsin Valley Art Association

Authorized Official First Name

| Gloriann

Authorized Official Last Name

| Doyle

Authorized Official Title

| Chairperson/Treasure

Email Address

| gloriann.wvaa@gmail.com

Organization Website URL

| <http://www.wivalleyart.org>

Street Address

| PO BOX 1791

City

| Wausau

State

| WI

Zip

| 54402

Daytime Telephone

| 715-581-4830

Grant Information

Staff Notes

Grant Request Amount

█ \$10,000.00

Total Project/Event Budget

█ \$48,750.00

Event Date(s) or Date Range

█ September 7 & 8 2024

Event Location

█ Marathon Park - East Gate Hall & Exhibition Building

Projected Number of Attendees

█ 25,000 Local Participants and 50,000 from outside 90 miles for a total of 75,000 for the weekend

Have you applied or been awarded room tax or other public funding for this event?

█ Yes

Please describe:

█ Village of Weston \$3000 and Village of Rib Mountain \$3000

Estimated Number of Hotel Stays from the Project/Event

█ 800

█ Existing Event/Project

Project/Event Description

█ Art in the Park organized by Wisconsin Valley Art Association, being run by 100% volunteers, brings together 130 juried artists and crafters from 25 states in the East Gate Hall and Exhibition Buildings in Marathon Park in Wausau WI. Food and beverages are also available during show hours for purchase from local non-profit groups and businesses. Art in the Park started 49 Years ago when our founding members John Janke (Janke Book Store), Carmin Carpenter (Business Women in Wausau), Larry Beltz (Manager of the Grand Theater) and Charlton Rhineaman (Wausau High School Art Teacher) and our members wanted a place to set-up their easels and supplies and enjoy each other's company while they did what they loved. They invited family and friends to the event to observe the talents of the group. Some of the members had other pieces with them which they sold to the spectators. Each year it became larger and larger. Fast forwarding to Art in the Park 2023 we had one of our largest events. Although determining attendance is extremely difficult, at this admission-free event without one single entry point or ticket sales, our attendees and interest is strong. Data received from the CVB, which comes from Zartico, estimated 79,000 people in attendance, at Marathon Park, setting recorded numbers for this event in 2023. Proceeds for this fundraising event are distributed back to the community in the form of art scholarships and supplies given to students and non-profit groups in the Marathon County Schools.

Optional: Upload Project/Event Details

█ No files uploaded.

Marketing Plan

Staff Notes

Provide a detailed marketing plan or strategy. Complete the marketing budget below that lists each marketing piece, the location of the piece, approximate dates of views, cost, planned distribution of materials etc. Outline specifically how this plan is reasonably likely to generate overnight hotel stays. Additionally, highlight those marketing materials that are outside the City of Wausau and those that are over 90 miles away.

Marketing Plan Description

NOTE: City of Wausau Logo Placement On all Ads Google Search Ads – WI, Chicago & the Twin Cities Artrageous Weekend AIP Brochure - Statewide, Milwaukee, Madison, Green Bay, Appleton, Eau Claire and Chippewa Falls as well as Chicago and the Twin Cities Midwest Communications - On air promotional announcements, Digital Addressable Geo-Fencing and Site Retargeting.

Marketing Media Description

Facebook Targeted Ads

Locations covered by the media/ publication

WI targeted Milwaukee, Madison, Green Bay, Appleton, Eau Claire and Chippewa Falls as well as Chicago and the Twin Cities.

Approximate dates

05.01.2024-09.08.2024

Expected Cost

\$4,000.00

Grant Request

\$10,000.00 Total

Marketing Media Description

Google Search Ads

Locations covered by the media/ publication

WI, Chicago & Twin Cities

Approximate dates

05.01.2024-09.08.2024

Expected Cost

\$4,000.00

Grant Request

\$10,000.00 Total

Marketing Media Description

CVB-Web and Print

Locations covered by the media/ publication

Statewide

Approximate dates

08.01.2024 - 09.08.2024

Expected Cost

\$3,600.00

Grant Request

\$10,000.00 Total

Marketing Media Description

Artrageous Weekend AIP Brochure

Locations covered by the media/ publication

Statewide, Milwaukee, Madison, Green Bay, Appleton, Eau Claire and Chippewa Falls as well as Chicago and the Twin Cities

Approximate dates

05.01.2024-09.08.2024

Expected Cost

\$3,000.00

Grant Request

\$10,000.00 Total

Marketing Media Description

Midwest Communications

Locations covered by the media/ publication

On air promotional announcements, Digital Addressable Geo-Fencing and Site Retargeting.

Approximate dates

08.15.24 - 09.08.24

Expected Cost

\$1,500.00

Grant Request

\$10,000.00 Total

Additional information may be attached

See uploaded files:

- 'Samples of Advertising From 2023.pdf' (id: 9b2548c4-be7e-412e-8088-1cf83dd4c303)

Hotel Stays

Staff Notes

Detail how your organization/project/event will be reasonably likely to create overnight stays in the City of Wausau lodging facilities. Please explain your methodology for identifying multiple hotel stays generated by the event and surveying event goers.

This year we plan on working with hotels maybe not blocking rooms but for sure to come up different way to promote the area including hotels, restaurants, shopping and other attractions, in all of our vendor packets and as well as having this information, on our Facebook page, Paid Facebook Ads, our website and available at both of your information booths event weekend. We will be working with each hotel in the area to come up with some special pricing using a code to book the room which will give us stronger statistics to build on in the years to come.

Repeat events are required to provide evidence of historic room nights.

Art in the Park included in all exhibitors' packets, paid Facebook ads and our website, a complete list of all hotels available in the City of Wausau. The WVAA survey completed by attendees (1000 people) told us the Best Western Plus came in at 101 hotel stays. Courtyard by Marrott came in at 72 hotel stays, Hampton Inn came in at 71 hotel stays, and Jefferson Street came in at 62 hotel stays with the remaining totaling 43 hotel stays at other hotels in the City of Wausau, this is a total of 349 hotel stays, in the City of Wausau, with our sampling from the WVAA survey out of the 79,000 people who attended. The CVB reports that people attending; 2% were local visitors, 51% were day trip visitors and 47% percent were overnight visitors. Also, the listed markets they came from were Minneapolis-St Paul, Chicago IL, La Crosse WI, Eau Claire WI, Germany, South Africa, and Uganda. Information from the CVB of the top 5 markets staying overnight in the Greater Wausau Area gathered from Zartico; Peoria-Bloomington IL 48.2%, Duluth MN-Superior WI 20.4%, Minneapolis-St Paul MN 19.9%, La Crosse-Eau Claire WI and Chicago IL 14.3%.

Is your event/project reserving a block of rooms for this event in a City of Wausau hotel

No

Please provide number of rooms, number of nights and name of the hotel.

Required Documents

Staff Notes

ORGANIZATION WIDE BUDGET

See uploaded files:

- 'WVAA 2024 Budget.pdf' (id: cc8728d4-d8a9-4bde-aabd-a8a0b497b3fe)

PROJECT OR EVENT BUDGET

See uploaded files:

- 'AIP 2024 Budget.pdf' (id: e8dda57d-4b29-4676-9c52-ac26bca22bbf)

RECENT YEAREND FINANCIAL STATEMENTS

See uploaded files:

- '2023 PL.pdf' (id: 1d25cb2a-52eb-4a4f-aa27-ac3904525606)

IRS DETERMINATION

See uploaded files:

- '501CPAPERWORK.pdf' (id: 3c84bdfe-9b9d-417e-b70a-d1da50dd0f44)

BOARD OF DIRECTORS

See uploaded files:

- 'Wisconsin Valley Art Association 2024 Board.docx' (id: e651e60a-0919-4634-8b62-b9ef92eee454)

Submit

I understand the restrictions placed on the expenditure of room tax funds governed by the Room Tax Commission and certify that the requested funds will be used for the purposes described in this application or approved by the Commission. I understand that the use of funds is subject to review and a post event reporting is required. Grant recipients will be considered ineligible for future grants until post event reporting is filed. This application will serve as a grant agreement and award as noted below.

Applicant Full Name

Gloriann Doyle

Applicant Title

Chairperson/Treasure

Approval Of Application

Begin User

gloriann.wvaa@gmail.com

Begin Date

3/26/2024 12:04:04 PM

Submitted User

gloriann.wvaa@gmail.com

Submitted Date

3/26/2024 2:29:40 PM

Original Completed Application

See '2024-03-26-1929.pdf' (id: 50bf19fb-22ca-4d48-b11d-8e3c6e12e273)

The undersigned has examined the application for Community Development Block Grant Rehabilitation Loan described herein, including supporting data, and finds that the application meets the requirements of the Community Development Block Grant Rehabilitation Program, as amended, and satisfies the rules and regulations issued by the City of Wausau, Wisconsin, pertaining to the Community Development Block Grant Loan Program.

Staff Notes

Approved By

None

Approved Date

Completed Approved Application

No file uploaded.

Declined By

None

Declined Date

Declined Reason

Portfol_RelationshipManager

Portfol Contact Number

Portfol Client Number

Portfol Project Number

Samples of Advertising from 2023

Facebook & Google Ads 2023



The advertisement features a central image of a young girl with her hands painted in red and blue, smiling. The background is a bright, colorful setting. Text overlays include the 'Weston' logo in the top left, the 'ART IN THE PARK' logo in the top right, the 'WAUSAU' logo in the bottom left, and event details in the bottom right: 'Marathon Park Wausau, WI', 'Sept 9-10 2023', 'Sat 9 am-5pm', and 'Sun 9 am-4 pm'.

SAT, SEP 9

Art In The Park-Juried Fine Arts & Crafts Show-Kids Craft Area


Wausau

Art in the Park Flyer 2023

The Wisconsin Valley Art Association and Art in the Park 2023 wish to "Thank" the following contributors:

"Art in the Park" Exhibitors
 "Art in the Park" Food Vendors
 "Art in the Park" Volunteers
 CAS, Inc./ Convenient ATM Services
 Midwest Communications Radio Stations
 Marathon County Park Department
 Progressive Travel from Spencer, WI
 Rab Mountaineers 4H Club
 Thrivent Financial
 Wausau's Artrageous Weekend™
 Wausau Metro Police
 UWSP Marathon Campus
 Wausau/Central Wisconsin Convention & Visitors Bureau
YOU for attending and supporting the 48th Annual Art in the Park

Wisconsin Valley Art Association (WVAA)



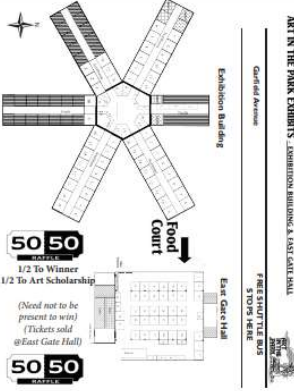
The WVAA was founded in 1951 with the purpose of promoting the visual arts by bringing lectures, exhibits, and workshops to the central Wisconsin area. The WVAA is a non-profit organization open to all interested area artists, crafts persons, students and patrons of the arts, as well as art enthusiasts.

The WVAA raises funds to further Art Education through scholarships and grants to students, adults, and art organizations. The WVAA has donated to the community and continues to give funds and support to the area and art community each year.

WVAA sponsored shows include the annual WVAA Memorial Art Show held in January – March at the CVA, the Wausau area show for the Wisconsin Regional Art Program (WRAP), and the WRAP State Show

"Art in the Park", part of "Wausau's Artrageous Weekend™", is organized and run by the WVAA as the major fundraiser for the association, through the work of the members and volunteers.

More info is available on the WVAA website at: www.wivalleyart.org



ART IN THE PARK EXHIBITS - EXHIBITION BUILDING & EAST GATE HALL

50/50 RAFFLE
 1/2 To Winner
 1/2 To Art Scholarship
 (Need not to be present to win)
 (Tickets sold @ East Gate Hall)


50/50 RAFFLE

Free Shuttle Bus 10am - 5pm
 Buses every 15-20 minutes between locations. Buses are handicapped accessible.

Need Cash? ATM in East Gate Hall (by rest room) and Exhibition Bldg. (in Rotunda).

Produced by Wisconsin Valley Art Association and Part of Wausau's Artrageous Weekend™

Produced By Wisconsin Valley Art Association




WVAA
 Wisconsin Valley Art Association

Saturday, September 9, 2023
 9:00 a.m. - 5:00 p.m.

Sunday, September 10, 2023
 9:00 a.m. - 4:00 p.m.

Wausau, Wisconsin—Marathon Park
 Exhibition Building & East Gate Hall
 Part of Wausau's Artrageous Weekend™

Sponsors of Art In The Park




www.wivalleyart.org
wisconsinvalleyart@gmail.com

Made in the USA - All exhibitors in "Art in the Park" have created their own art and craft works.

2023 ART IN THE PARK EXHIBITORS
 Information Booths are located at West entrance to East Gate Hall and in the Rotunda of the Exhibition Building

EAST GATE HALL

E1 Trisha Oestreich
 E2/3 Judi Kahle
 E4/5 Gem Bug Designs
 E6 Hearts in Wax Soy Candles
 E7/8/9 Linda's Crafts
 E10 129 design, LLC
 E11 Woodn't You Like to Know
 E12 Kindershop
 E13 Jewelry Designs by Judy
 E14 Shed House Creations
 E15/16 Rusted Wood LLC
 E17/18 Bancroft Plasma & Metal LLC
 E19 Paula's Crafts
 E20/21 Joyce's Country Painting
 E22 WVAA DEMO
 E23 Hannah Rose Originals
 E24 By the River Designs LLC
 E25 Abide Tribe Ministries Shop
 E26 Potions N' Lotions
 E27 Chef K Clark Pickles & Preserves
 E28 Jojo & Sparks
 E29 Johanna Bowald
 E30 WendyWorkArt
 E31 Tree To Shinning Tree
 E32/33 Simply Sandy's Crafts
 E34 Northwoods Maple Farm
 E35 Kara's Krafts
 E36/37 Nancy's Nits & Notts
 E38/39 Exclusive Inspirations, LLC
 E40 Antique Basket Lady
 E41 Sue Barker
 E42 Shih-Tzu Rescue of Central WI
 E43 Northwoods Tea & Herb
 E44 INFO BOOTH & 50/50 RAFFLE
 E45 WVAA DEMO
 E46 Inspired By Autumn
 E47 Linda Lou's Creations



EXHIBITION BUILDING

(North Wing)
 N1/2 Krina Kreations LLC
 N3 Yooper Chook

(Northeast Wing)
 NE1 Sandhill Crane Pottery & Glass
 NE2 Pots, Plants, Plus
 NE3 Gifts Made By Hand
 NE4/5 Blum's Rooms
 NE6 Wesley United Methodist Church
 NE7 Debbie Grube
 NE8 Denise Mattice
 NE9 Pegasus Pottery
 NE10 Wendy Gobdes
 NE11 Baglady's
 NE12 Janet's Custom Jewelry
 NE13 tbookbinder and 2GenArts
 NE14 Nyleen's
 NE15 Diakonos Designs LLC
 NE16 Lenny & Barb Cegielski

(Northwest Wing)
 NW 1 Creative Fibers
 NW2 The Painted Page
 NW3 Perfect Pets By Donna
 NW4 Love & Laughter Family Farmhouse LLC
 NW5 Betty Casper
 NW6 Sketch Genie
 NW7 T.B. Steampunk
 NW8 Himong Needlework
 NW9 Eve's Creations
 NW10 Maplebrook Body Works
 NW11 Jeff Renner Wildlife Art
 NW12 Spatz-Rosin Originals

(Rotunda)
 R1 Refind Designz
 R2 Glen Kordus
R3 INFO BOOTH AND WVAA ART SHOW
 R4/5/6 The Nutman Company USA Inc.
 R7/8 Spinning Wheel Publishing
 R9 Spiral Bird
 R10/11 Kate's Creations

R12 Ann Jaroski
 R13 Starla's Seasoning Dips & Mixes
 R14 Java Twist
 R15/16 New Life Pet Adoption Center

(South Wing)
 S1/16 Handcrafted Furniture

(Southeast Wing)
 SE1 Kinney's Ceramics
 SE2 Country Elegance
 SE3 Wildlife Art by Michael Berger
 SE4/5 John & Pat Driews
 SE6 Le Boston Photography
 SE7 Creative Phoenix Art
 SE8 Watercolor by Krieg
 SE9/10 Wausau Paint Girl
 SE11 Lead Street Pottery
 SE12/13 Anything Doughs
 SE14 Little Bull Falls Soap Works
 SE15 Wooley Mitts by Lorraine
 SE16 The Abstract Thought

(Southwest Wing)
 SW1 Mojo's Maik Inc
 SW2 Yellow Brick Road Production
 SW3/14 Linda Lou's Crafty Corner & Deb Lewitzke
 SW15/16 Talent Shop Representatives

(AITP Food Vendors)

Bratleide Nutrition - Mega Treats, Protein Balls, Tea-To-Go Kits
Mama Concession LLC - Kettlecorn, Lemonade, Chili Fries, Shared Ice
Gemo's Bake Shoppe - Elephant Ears, Donut Holes, Deep-Fried Cream Puffs
Center Point Charms - Cream Puffs, Caramel Apples Dish
C.O.W. LLC - Beer Battered Deep-Fried Cheese Curls
Baronard Burgers - Prime Rib, Philly Cheese Steak, Ribeye Sandwich, Brisket, Pulled Pork, Walking Tacos, Nachos, Dipped Cheesecake.
Burns Post 388 V.F.W. - Hamburger, Cheeseburger, Brats, Tater & Gots, Chips
Rib Knights Inc Snowmobile Club - Loaded Baked Potato & Jumbo Pretzels
Just I.Merc Scoop - Ice Cream from Maui's Dairy
Yak-Yak Products - Egg Rolls, Crab Rangoon, Mozzarella Sticks, Fried Rice, Sweet & Sour Chicken
Fresh Enter & Rescue Inc. - Bake Goods

* Information Booths are located at west entrance/East Gate Hall and in the Rotunda/Exhibition Building
 * Next year's ART IN THE PARK is September 7 & 8, 2024

Wisconsin Valley Art Association AIP Budget 2024

			2024
			Budget
Income			
	2001.00	AIP Booth Fees	\$22,000.00
	2001.01	AIP Booth Electric	\$700.00
	2001.02	AIP Screening Fees	\$300.00
	2001.03	AIP Food Court	\$2,500.00
	2002.01	AIP Thrivent	\$250.00
	2004.01	AIP Fundraising	\$4,000.00
	2005.01	AIP Village of Weston Grant	\$3,000.00
	2005.02	AIP City of Wausau Grant	\$10,000.00
	2005.03	AIP Village of Rib Mountain	\$3,000.00
	2005.03	AIP Village of Rothschild	\$3,000.00
Total Income			\$48,750.00
Expense			
	4100.00	AIP Building Rental-Marathon Park-2 Buildings Only	\$11,610.00
	4100.00	AIP Building Deposit	\$200.00
	4210.00	AIP Parking	\$2,250.00
	4215.00	AIP Clean Up Help	\$600.00
	4220.00	AIP Security	\$700.00
	4230.00	AIP Electrical	\$2,000.00
	42400.00	AIP Sanitation	\$750.00
	4250.02	AIP Volunteers Food Vouchers	\$140.00
	4250.07	AIP Artrageous-Advertising	\$1,000.00
	4370.00	AIP Recruitment	\$75.00
	4610.00	AIP Exhibitors Printng/Mailings	\$700.00
	4640.02	AIP Exhibitors Postage	\$225.00
	4610.05	AIP Booth Drawing	\$50.00
	4635.01	AIP Office Supplies	\$300.00
	4800.00	AIP Coffee Donuts and Coffee	\$150.00
	4800.00	AIPKids Crafts	\$250.00
	4320.01	AIP Brochure-Advertising	\$3,000.00
	4320.02	AIP CVB-Advertising	\$3,600.00
	4320.03	AIP Facebook-Advertising	\$4,000.00
	4320.04-	AIP Google -Advertising	\$4,000.00
	4320.06	AIP Midwest Communications -Advertising	\$1,500.00
	4320.07	AIP Recruitment -Advertising	\$950.00
	4610.00	AIP Exhibitors Printing/Mailings-Advertising	\$950.00
	4640.02	AIP Exhibitors Postage	\$200.00
	4610.05	AIP Booth Drawing	\$50.00
	4635.01	AIP Office Supplies	\$300.00
	4800.00	AIP Coffee Donuts and Coffee	\$150.00
	7320.30	AIP Umbrella Liability	\$800.00
	6000.00	AIP Scholarships	\$8,250.00
Total Expenses			\$48,750.00

Wisconsin Valley Art Association Budget 2024

				2024	
				Budget	
Income					
2100.00	Membership Dues			\$700.00	
2710.00	Member Show			\$800.00	
2720.00	Wrap Show			\$400.00	
2730.00	STAMP Show			\$150.00	
2001.00	AIP Booth Fees			\$22,000.00	
2001.01	AIP Booth Electric			\$700.00	
2001.02	AIP Screening Fees			\$300.00	
2001.03	AIP Food Court			\$2,500.00	
2002.01	AIP Thrivent			\$250.00	
2004.01	AIP Fundraising			\$4,000.00	
2004.02	WVAA Fundraising			\$3,983.00	
2002.01	Janke Family (Member Show Award)			\$100.00	
2002.02	Yeast Family (Member Show Award)			\$95.00	
2002.03	Christine Alfery (Member Show Award)			\$75.00	
2005.01	AIP Village of Weston Grant			\$3,000.00	
2005.02	AIP City of Wausau Grant			\$10,000.00	
2005.03	AIP Rib Mountain			\$3,000.00	
2005.04	AIP Village of Rothschild			\$3,000.00	
Total Income				\$55,053.00	\$55,053.00
Expense					
4100.00	AIP Building Rental			\$11,610.00	
4100.00	AIP Building Deposit			\$200.00	
4210.00	AIP Parking			\$2,250.00	
4215.00	AIP Clean Up Help			\$600.00	
4220.00	AIP Security			\$700.00	
4230.00	AIP Electrical			\$2,000.00	
4240.00	AIP Sanitation			\$750.00	
4250.02	AIP Volunteers Food Vouchers			\$150.00	
4250.07	AIP Artrageous Fee			\$1,000.00	
4370.00	AIP Recruitment			\$75.00	
4610.00	AIP Exhibitors Printng/Mailings			\$700.00	
4640.02	AIP Exhibitors Postage			\$225.00	
4610.05	AIP Booth Drawing			\$50.00	
4635.01	AIP Office Supplies			\$300.00	
4800.00	AIP Coffee Donuts and Coffee			\$150.00	
4800.00	AIPKids Crafts			\$250.00	
4320.01	AIP Brochure-Advertising			\$3,000.00	
4320.02	AIP CVB-Advertising-2 Years			\$3,600.00	
4320.03	AIP Facebook-Advertising			\$4,000.00	
4320.04	AIP Google -Advertising			\$4,000.00	
4320.06	AIP Midwest Communications -Advertising			\$1,500.00	
4320.07	AIP Recruitment -Advertising			\$950.00	

Wisconsin Valley Art Association Budget 2024

				2024	
				Budget	
	4610.00	AIP Exhibitors Printing/Mailings-Advertising		\$950.00	
	4640.02	AIP Exhibitors Postage		\$200.00	
	4610.05	AIP Booth Drawing		\$50.00	
	4635.01	AIP Office Supplies		\$300.00	
	4800.00	AIP Coffee Donuts and Coffee		\$150.00	
	7320.30	AIP Umbrella Liability		\$800.00	
				\$40,510.00	\$40,510.00
	5080.00	Room Rentals Classes and Meetings		\$250.00	\$250.00
	5101.00	Member Show Adwards			
	5101.01	· Best of Show (donation Janke Family)		\$100.00	
	5101.02	Member's Choice		\$75.00	
	5101.03	· Judge's Choice #1		\$50.00	
	5101.04	· Judge's Choice #2		\$50.00	
	5101.05	· Judge's Choice #3		\$50.00	
	5101.06	· Judge's Choice #4		\$50.00	
	5101.07	· Honorable Mention #1		\$25.00	
	5101.08	· Honorable Mention #2		\$25.00	
	5101.09	· Honorable Mention #3		\$25.00	
	5101.10	· Honorable Mention #4		\$25.00	
	5101.11	· Jan Pflieger Member Show Award		\$95.00	
	5101.11	· Creative Sprit Award (donation Christine Alfery)		\$75.00	
	5102.00	· Judge's fee		\$200.00	
	5103.00	· Reception		\$100.00	
	5104.00	· Printing		\$250.00	
	5109.00	· Other Plaques		\$70.00	
				\$1,265.00	\$1,265.00
	5200.00	· Wrap Show Committee Exp			
	5210.00	· Exhibitor Fees		\$60.00	
	5211.00	· Workshop Instructor		\$100.00	
	5215.00	· Judge		\$100.00	
	5220.00	· Brochure		\$45.00	
	5230.00	· Refreshments		\$100.00	
	5200.00	· Wrap Show Committee Exp - Other		\$30.00	
				\$435.00	\$435.00
	5400.00	· Spring Banquet Committee Exp			
	5410.00	· Artist of the Year		\$100.00	
	5420.00	· Decorations		\$75.00	
	5430.00	· Special Honor		\$100.00	
				\$275.00	\$275.00
	5500.00	· Christmas Dinner Committee Exp			
	5570.00	· Decorations		\$150.00	\$150.00

Wisconsin Valley Art Association Budget 2024

					2024	
					Budget	
6000.00 · Scholarships						
				6370.01 · Center for the Visual Arts	\$500.00	
				6370.02 · Art Classes/Fees	\$250.00	
				6370.03 · Marathon County Scholarships	\$8,250.00	
					\$9,000.00	a
				5007.00 · STAMP Committee Exp	\$275.00	
				5008.00 · STAMP Judge	\$200.00	
				5007.01 · STAMP Committee Exp STATE SHOW	\$0.00	
				5007.02 · STAMP - Bobbie Walker Award	\$100.00	
					\$575.00	\$575.00
				7240.00 · Meeting Room	\$150.00	\$150.00
				7315.00 · Postal Box	\$125.00	\$125.00
				7320.10 · General Liability Insurance	\$900.00	\$900.00
				7330.00 · Banking		
				7330.01 · Checks	\$33.00	\$33.00
				7345.00 · Storage Facility	\$660.00	\$660.00
				7500.00 · Sunshine Committee Exp	\$100.00	\$100.00
				7700.00 · Web Site	\$200.00	\$200.00
				7710.05 · Corresponding Secretary		
				7100.00 · Newsletter		
				7110.00 · Printing	\$25.00	
				7120.00 · Postage	\$25.00	
				7130.00 · Envelopes	\$15.00	
				7135.00 · Toner	\$300.00	
				7150.00 · Paper	\$10.00	
					\$375.00	\$375.00
				7710.07 · Historian	\$50.00	\$50.00
				Total Expense		\$46,053.00

Wisconsin Valley Art Association
Profit & Loss
January through December 2023

	Jan '23 - Dec 23
Income	
2100.00 · Membership Dues	
2108.00 · Current Year Membership	770.00
Total 2100.00 · Membership Dues	770.00
2710.00 · Member Show Committee Rev	
2711.00 · Exhibitor Fees	715.00
Total 2710.00 · Member Show Committee Rev	715.00
2720.00 · Wrap Show Committee Rev	
2721.00 · Exhibitor Fees	360.00
Total 2720.00 · Wrap Show Committee Rev	360.00
2900.00 · Art In The Park	
2001.00 · Booth Fees Starting 2018	
2002.00 · Electric Fees Starting 2018	21,500.00
2004.00 · Screening Fees Starting 2018	300.00
2930.00 · Food Vendors	2,500.00
2004.01 AIP Fundraising	2,000.00
2005.01 Village of Weston Grant	3,000.00
2005.02 City of Wausau	10,000.00
Total 2900.00 · Art In The Park	39,300.00
Total Income	41,145.00
Gross Profit	41,145.00
Expense	
4000.00 · Art in the Park Expenses	
Building	10,850.00
Postage	165.00
4250.04 · Printing	441.54
4300.00 · Advertising	
4310.00 · Artrageous	1,000.00
4320.01 AIP Brochure	1,500.00
4320.03 AIP Facebook	3,000.00
4320.04 AIP Google	4,000.00
4320.06 AIP Midwest Communications	1,500.00
4600.00 · Exhibitors	
4690.01 · Art in the Park-Booth Refund	200.00
4320.07 AIP Recruitment	500.00
4110.05 AIP Booth Drawing	50.00
4610.05 AIP Office Supplies	300.00
4800.00 AIP Coffee Donuts and Coffee	150.00
7320.30 AIP Umbrella Liability	800.00
5080.00 · Education Committee Exp	
5080.01 · Instructor Fees	200.00
Total 5080.00 · Education Committee Exp	200.00
5100.00 · Member Show Committee Exp	
5101.00 · Cash Awards and Plaques	
5101.02 · Carol Mularkey Member's Choice	75.00

Wisconsin Valley Art Association
Profit & Loss
January through December 2023

	<u>Jan '23 - Dec 23</u>
5101.03 · Judge's Choice #1	50.00
5101.04 · Judge's Choice #2	50.00
5101.05 · Judge's Choice #3	50.00
5101.06 · Judge's Choice #4	50.00
5101.07 · Honorable Mention #1	25.00
5101.08 · Honorable Mention #2	25.00
5101.09 · Honorable Mention #3	25.00
5101.10 · Honorable Mention #4	25.00
Total 5101.00 · Cash Awards and Plaques	375.00
5102.00 · Judge's fee	200.00
5109.00 · Other	100.00
Total 5100.00 · Member Show Committee Exp	675.00
5200.00 · Wrap Show Committee Exp	
5215.00 · Judge	200.00
Total 5200.00 · Wrap Show Committee Exp	200.00
5400.00 · Spring Banquet Committee Exp	
5470.00 · Miscellaneous	258.00
7000.00 · Operating Expenses	
7300.00 · Services	
7315.00 · Postal Box	118.00
7325.00 · Legal	10.00
7345.00 · Storage Facility	480.00
7710.05 · Corresponding Secretary	
7100.00 · Newsletter	
7120.00 · Postage	50.00
7000.00 · Operating Expenses - Other	531.76
8000.00 · Donation	40.00
6000.00 AIP Scholarships	7,000.00
Total Expense	<u>35,469.30</u>
Net Income	<u><u>5,675.70</u></u>

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **DEC 03 2012**

WISCONSIN VALLEY ART ASSOCIATION
INC
C/O LAWRENCE PIPER
221 152ND AVE
MARATHON, WI 54448

Employer Identification Number:
39-1780796
DIN:
17053087386042
Contact Person:
CARLY D YOUNG ID# 31494
Contact Telephone Number:
(877) 829-5500

Accounting Period Ending:
December 31
Public Charity Status:
509(a)(2)
Form 990 Required:
Yes
Effective Date of Exemption:
March 22, 2010
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

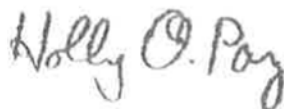
Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, for some helpful information about your responsibilities as an exempt organization.

Letter 947 (DO/CG)

WISCONSIN VALLEY ART ASSOCIATION

Sincerely,

A handwritten signature in cursive script that reads "Holly O. Paz". The signature is written in dark ink and is positioned below the word "Sincerely,".

Holly O. Paz
Director, Exempt Organizations
Rulings and Agreements

Enclosure: Publication 4221-PC



Wisconsin Valley Art Association 2024 Board

Shyanne Borchardt
President

Audrey Wilde
Vice President

Gloriann Doyle
Treasurer

Richard Builer
Recording Secretary

Debbie Mortensen
Corresponding Secretary

Jan Pflieger
Past President