



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: **Monday, July 22, 2024, at 4:00 PM**
Location: City Hall (407 Grant Street) in the Council Chambers
Members: Michael Martens (C), Tim VanDeYacht (VC), Lisa Rasmussen, Chad Henke, Lindsey Lewitzke

AGENDA ITEMS FOR CONSIDERATION/POSSIBLE ACTION TO BE TAKEN

- 1 Minutes of the previous meeting (04/18/2024).
- 2 Discussion and Possible Action regarding Tourism Grant request applications.

Adjourn

Michael Martens, Chairperson

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>.

This Notice was posted at City Hall and emailed to the Daily Herald newsroom 07/19/2024 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.

ROOM TAX COMMISSION

Date and Time: Tuesday, April 18, 2024, at 4:00 p.m., Council Chambers

Members Present: Michael Martens (C), Tim VanDeYacht (VC), Lisa Rasmussen, Chad Henke (left at 4:50 p.m.), Lindsey Lewitzke

Noting the presence of a quorum Deputy City Clerk Hart called the meeting to order at 4:00 p.m.

Elect Chairperson and Vice Chairperson for the Room Tax Commission

Nominations for Chairperson were opened.

Rasmussen nominated Micheal Martens. Martens accepted the nomination.

Motion by Rasmussen, seconded by VanDeYacht, to close nominations and cast a unanimous ballot for Martens to be the Chairperson for the Room Tax Commission. Motion carried 5-0.

Nominations for Vice Chairperson were opened.

Henke nominated Tim VanDeYacht. VanDeYacht accepted the nomination.

Motion by Henke, seconded by Lewitzke, to close nominations and cast a unanimous ballot for VanDeYacht to be the Vice Chairperson for the Room Tax Commission. Motion carried 5-0.

Minutes of the previous meeting (11/28/2023).

Motion by Lewitzke, seconded by Henke, to approve the minutes. Motion carried 5-0.

Discussion and Possible Action regarding Tourism Grant request applications.

The Balloon Festival application was discussed. Rasmussen questioned if the event would continue or cease due to public tensions among organizers and local stakeholders, and the possibility of a rival event. It was stated the event is long-running and there is a community want to continue with the event with 20 to 25 balloons and other unique things to attract attendees. Rasmussen stated concerns with rebuilding the event. Lewitzke questioned the 2023 finances in relations to a grant that required a local funding match. Rasmussen stated the funds allocated with room tax are not to go towards overhead or local matching. It was stated the additional grant was used for advertising outside of the local area. VanDeYacht questioned if there was an accounting oversight for spent funds and if there were clawback mechanisms for funds that were not allocated or if the event moves locations. It was stated accounting is overseen and a clawback mechanism could be made as a condition of the allocation. Rasmussen requested a review mechanism for a measure of accountability for allocated room tax grants.

Motion by Rasmussen, seconded by VanDeYacht, to approve the full amount of \$10,000 funding with the understanding that the event is rebuilding. Motion carried 5-0.

Without objection, it was decided to approach each request individually in order within the packet.

The Center for the Visual Arts – New Exhibit application was discussed. Lewitzke stated there was \$1,500 specified in the application for ads to run in City Pages. VanDeYacht questioned the room nights estimated and stated this could be coupled with the Hmong Festival to achieve that goal. It was stated there is an extended period of this event as the exhibit will be open for a number of months.

Motion by Lewitzke, seconded by Rasmussen, to approve \$6,500 funding. Motion carried 5-0.

The Hmong Festival application was discussed. Rasmussen stated this event gets incrementally better year after year by doing more to bring people in. VanDeYacht stated an interest in the event becoming more self-sustaining with the large attendance. Lewitzke questioned if this amount of funds should be allocated to a standing event that has a dedicated audience and questioned why there was not a clear outline of where the funds would specifically be allocated.

Motion by Rasmussen, seconded by Henke, to approve \$20,000 funding with the understanding that the event should begin looking at sustainability. Motion carried 5-0.

The Leigh Yawkey Woodson Art Museum – Artrageous and Wisconsin Art Association Marathon Park applications was discussed. Rasmussen stated this event is typically one with a wide draw of visitors and worthy of funding. VanDeYacht questioned if this application was marketing to the same people as the application for Wisconsin Art Association Marathon Park. Rasmussen stated these are all key to each other's success and that the Wisconsin Art

Association application markets to artists specifically. Henke questioned if these two applications should be combined into one because it would be for the same event. Lewitzke stated the Wisconsin Art Association Marathon Park includes a brochure and Visit Wausau advertising meaning they only have \$8,000 which is applicable to the scope of room tax funding. Rasmussen stated \$8,000 would be appropriate for the Wisconsin Art Association Marathon Park as they were not present to speak on the brochure and Visit Wausau funding portions and because they draw people in from a concurrent event run by a private entity.

Motion by Rasmussen, seconded by Henke, to approved \$10,000 funding for Leigh Yawkey Woodson Art Museum - Artrageous. Motion carried 5-0.

Motion by Rasmussen, seconded by VanDeYacht, to approve \$8,000 funding for Wisconsin Art Association Marathon Park. Motion carried 5-0.

The Iron Bull application was discussed. Rasmussen stated this event was picking up popularity and has expanded the appeal of the series of events. Martens questioned if the ask seemed appropriate for the size of the event. Henke questioned how long the event organizers were seeking room tax funds. It was stated this was the third year they received the funding. Lewitzke questioned the accounting oversight from the previous year and stated the organizers should not be awarded more than previously. Rasmussen questioned if they had individual events in 2024 from the previous years and further questioned if they are funded more will the return be more. Rasmussen stated the draw is there and more funding could in fact draw more people into the community. Lewitzke stated the organizers could come back and justify for the remainder of the funding as they were not present at this meeting.

Motion by Lewitzke, seconded by VanDeYacht, to approve \$15,000 funding. Motion carried 5-0.

The Wausau Pride application was discussed. VanDeYacht questioned the funding of undefined creative. Rasmussen stated a preference for the roll out of creative materials as opposed to the creation of creative which was funded for in the last year. It was stated that they could shift the allocation funding to strictly be for marketing. Martens requested that the funding, if allocated, be spent on marketing outreach.

Motion by Rasmussen, seconded by VanDeYacht, to approve \$6,500 funding to be spent on marketing outreach. Motion carried 5-0.

Henke is excused from the rest of the meeting.

The Monk Gardens Blossom of Lights application was discussed. Rasmussen stated this event occurred in the previous year and was very successful and stated the organization needed to cast a wide net for outreach to bring people into the area. Martens stated an appreciation for a joint effort with Granite Peak for a day and night activity with the autumn chair-lift rides. VanDeYacht questioned the additional increase in stay nights. It was stated that the increase was attributed to the partnership with Granite Peak and that the vent will be longer running than past events. Martens stated that this event fills a fall gap in tourism.

Motion by VanDeYacht, seconded by Rasmussen, to approve \$10,000 funding. Motion carried 4-0.

The Bluesfest application was discussed. Rasmussen stated the success of this event to allow it to become more self-sustaining as it grows in attendance.

Motion by Rasmussen, seconded by VanDeYacht, to approve \$10,000 funding. Motion carried 4-0.

The Fireworks Festival application was discussed. Lewitzke stated that only \$1,500 from this application was meant for advertising. Rasmussen stated that the commission could fund the \$1,500 for the funding of advertising and seek the other funding from an appropriation from the city.

Motion by Rasmussen, seconded by VanDeYacht, to approve \$1,500 funding for advertising. Motion carried 4-0.

Adjourn

Motion by Lewitzke, seconded by VanDeYacht, to adjourn the meeting. Motion carried. Meeting adjourned at 5:12 p.m.

For full meeting video on YouTube: <https://www.youtube.com/watch?v=ZqO46lgkyk>

2024 ROOM TAX

ROOM TAX COMMISSION

Carryover from Prior Year	120,000
Room Tax Revenue	525,000
Room Tax Retained by Hotels	9,691
Available	<u>635,309</u>

ROOM TAX COMMISSION AWARDS:

CVB		387,653
Brewfest		3,000
Wings over Wausau		15,000
Balloon Festival	Jul-24	10,000
Center for Visual Art - New Exhibit	June-August 2024	6,500
Hmong Festival	Jul-24	20,000
Leigh Yawkey Woodson Art Museum - Artrageous	24-Sep	10,000
Wisconsin Art Association Marathon Park	Sep-24	8,000
Iron Bull	12events 2024	15,000
Wausau Pride	24-Jun	6,500
Monk Gardens Blossom of Lights	Sept Oct 2024	10,000
Wausau Events Bluesfest	Aug-24	10,000
Fireworks Festival	24-Jul	1,500
		<u>503,153</u>

BALANCE AVAILABLE 132,155

2ND QTR REQUESTS

IRON BULL	14,495
HOPE IN THE PARK	8,500
WAUSAU AREA HMON NEW YEAR	10,000
BEER AND BACON	6,000
TOTAL REQUESTS	<u>38,995</u>

- 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

\$15,000 PREVIOUSLY APPROVED

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

See '2023-12-18-1602.pdf' (id: 7d7ec292-445c-4f97-be69-6fc106474ed5)

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

Staff Notes

Your grant was approved for \$15,000. The commission invites you to apply for future events separately.

Approved

Approved By

kathe.breitenfeldt@ci.wausau.wi.us

Approved Date

4/19/2024 2:46:32 PM

Completed Approved Application

No file uploaded.

Declined By

None

Declined Date

Declined Reason

Portfol_RelationshipManager

MaryAnne

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



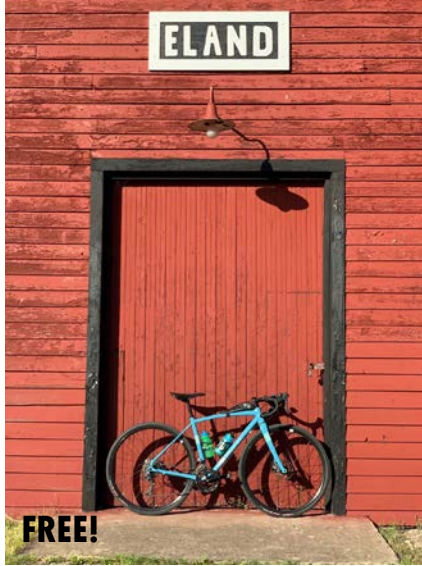
RIB MOUNTAIN ADVENTURE CHALLENGE | May 25, 2024



SOLSTICE SUMMIT | June 2024
plus free kids run

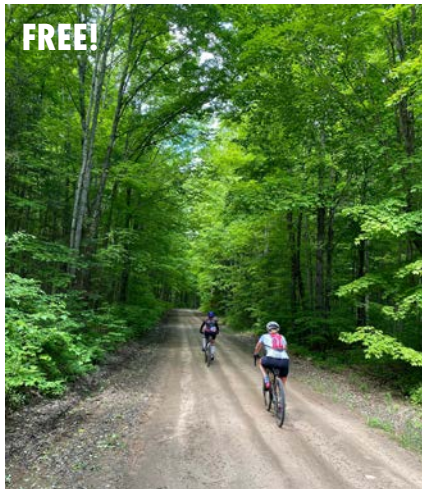


Sponsored in part by the City of Wausau Room Tax



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

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 Preliminary Budget - IRONBULL

		Estimated # racers										
		150	500	330	500	100	150	100	120			
		Total	Admin	Ring of Snow ski/snowshoe	RMAC	Ultra	Grinder	Bikepacking Summit	Solitice Summit	nowbound i Underdown	Underdown	Trail
Event Revenue												
47220	Event Sponsorships	\$ 200	\$ -	\$ -	\$ -	200	0	\$ -	\$ -	\$ -	\$ -	\$ -
47240	Event Fees	\$ 160,196	\$ -	\$ 10,950	\$ 57,125	\$ 26,775	\$ 41,458	\$ 6,500	\$ 6,488	\$ 4,500	\$ 6,400	\$ -
47260	Event Concessions	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
47280	Event Merchandise	\$ 6,100	\$ -	\$ 500	\$ 2,000	\$ 1,000	\$ 1,500	\$ 200	\$ 500	\$ 200	\$ 200	\$ -
47290	Event Camping	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
47295	Event Other	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
		\$ 166,496	\$ -	\$ 11,450	\$ 59,125	\$ 29,975	\$ 52,958	\$ 6,700	\$ 6,988	\$ 4,700	\$ 6,600	\$ -
Event Expenses												
61100	Awards	\$ 13,625	\$ -	\$ 700	\$ 7,500	\$ 1,935	\$ 2,100	\$ -	\$ 450	\$ 440	\$ 500	\$ -
61150	Partner Distribution	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
61200	Event Management	\$ 28,869	\$ -	\$ 2,457	\$ 11,600	\$ 3,480	\$ 6,750	\$ 885	\$ 1,797	\$ 925	\$ 975	\$ -
61300	Volunteers	\$ 1,780	\$ -	\$ -	\$ 1,460	\$ 40	\$ 280	\$ -	\$ -	\$ -	\$ -	\$ -
61310	Food / Drink	\$ 20,080	\$ -	\$ 3,180	\$ 5,450	\$ 3,490	\$ 4,480	\$ -	\$ 710	\$ 1,210	\$ 1,560	\$ -
31320	Merchandise	\$ 10,480	\$ -	\$ 700	\$ 4,200	\$ 3,300	\$ 2,100	\$ -	\$ -	\$ 180	\$ -	\$ -
61330	Event Activity	\$ 23,837	\$ -	\$ 790	\$ 13,440	\$ 2,010	\$ 4,572	\$ 1,925	\$ 200	\$ 100	\$ 800	\$ -
61340	Miscellaneous	\$ 800	\$ -	\$ -	\$ -	\$ -	\$ 800	\$ -	\$ -	\$ -	\$ -	\$ -
61550	Promotion	\$ 35,981	\$ -	\$ 750	\$ 4,833	\$ 5,741	\$ 21,385	\$ 215	\$ 1,339	\$ 313	\$ 1,408	\$ -
	Contingency	\$ 1,983	\$ -	\$ 1,058	\$ -	\$ -	\$ -	\$ 176	\$ 229	\$ 183	\$ 337	\$ -
		\$ 137,435	\$ -	\$ 9,635	\$ 48,483	\$ 19,996	\$ 42,467	\$ 3,201	\$ 4,724	\$ 3,351	\$ 5,580	\$ -

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

Ironbull, Inc.
Profit & Loss
 January through October 2023

	Jan - Oct 23
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

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	48,668.84
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	11,923.00
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	-815.00
Total Credit Cards	-815.00
Other Current Liabilities	
22000 · Employee-Volunteer Reimbursemen	107.93
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	-8,190.60
Total Equity	<u>108,970.71</u>
TOTAL LIABILITIES & EQUITY	<u>108,263.64</u>

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

General	Grant Request	Expected Cost	Marketing Media Description	Dates ran	Reimbursed Cost	Total Cost	Is this different than described in the application? If yes, please explain.
Flyers / design fees / mailings/decals	\$ 4,000.00	\$ 4,000.00	Flyers / design fees / mailings	Year-round		\$ 459.68	Spent \$2500 in 2023 so expecting \$3500 in 2024 more flyers at more events-Gravel Worlds \$500 + 2024 Midwest Bikepacking Summit and 2024 Re Grinder (\$25 each) for posters to distribute at bike \$191.68- 2024 event flyers-mailing for MidSouth flyers \$74- backdrop replacement parts, \$144 - 2 flyers per batch
Electronic promotion (email blasts, website ads, online calendars, digital/video ads, website, trackers, SMS marketing, etc.)	\$ 7,319.00	\$ 9,754.00	Decals for car/trailer	Year-round			Based on quote
			Mailchimp emails	Year-round			Based on 2023 cost
			Trackers	May, Oct 2024			Based on 2023 cost
			Website	Year-round			IRONBULL and RMAC website
			Website ads / online calendars / email blasts	Dec 2023-Oct 2024			North 588- Race Boost \$37; Email Blast 1 \$37; E \$100; Banner Ad \$20; TOTAL; Bike Fed \$100 + \$31.59 Running in the USA\$3 (each run); Trail \$ 2; \$250 UltraSignup Hot list; skimyski.com \$25; Bikerside.com \$219 enhanced listing
			WI AR Series promotion	Year-round			Based on 2023 cost
			Wausau Pilot & Review	Sept 2024			Based on 2023 cost
			Digital / Google ads / video marketing	June-Sept 2024			New area to expand into
			SMS marketing	Each event			New area to expand into
Print ads (Silent Sports Magazine, Kenosha Running Magazine, WI Bike Fed, City Pages, Ultra Running Magazine, Wausau Chamber Relocation Guide, Wausau Chamber calendar, etc)	\$ 6,376.00	\$ 9,882.00	Magazine ads	Spring/Summer 2024			\$2100 Ultra Running Magazine
			Magazine ads	Spring/Summer/Fall 2024			Silent Sports Magazine 7 months
			Magazine ads	April-Sept 2024			Kenosha Running Magazine
			Magazine ads	2024 edition			WI Bike Fed \$400 1/4 ad + online story \$575
			City Pages	May-Oct 2024			kids run/ride
			Wausau Chamber of Commerce Recreation & Relocation Guides	Year-round			Based on 2022 cost
			Wausau Chamber of Commerce Calendar	Year-round			Based on 2023 cost
Racer & promotional merchandise	\$4,000.00	\$22,000.00	Racer & promotional merchandise	Each event			RMAC chairs
Design software for marketing	\$ 100.00	\$ 100.00	Design software for marketing	Year-round			Based on 2023 cost
Social media ads (Facebook, Instagram, You Tube, etc)	\$ 1,750.00	\$ 5,050.00	Ragnar or other onsite event promotion booths and travel expenses	Summer 2024			Canoe/cupa travel / expo costs
			Facebook ads - Ring of Snow	Nov-Mar 2024			New event
			Facebook ads-Snowbound in the Underdown	Nov 2023-Feb 2024			New event
			Facebook ads-Live Learn Fly kids run	April-May 2024			
			Facebook ads-RMAC	Spring 2024			Based on 2023 cost
			Facebook ads - Solstice Summit	Apr-June 2024			Based on 2023 cost
			Facebook ads - Underdown	Spring/Summer 2023			Based on 2023 cost
			Facebook ads - Midwest Bikepacking Summit	Mar-Sept			Based on 2023 cost
			Facebook ads - Ultra	Feb-Sept 2024			Based on 2023 cost
			Facebook ads - Grinder	Mar-Oct 2024			Based on 2023 cost
Influencers/podcast/photography/video/photography	\$4,400.00	\$4,400.00	Podcast/influencer	Mar-Oct 2024			Grinder - Laura Hubbs - \$1000; Bikes or Death 1 TBD \$1000
			Photographer/influencer	Mar-Sept 2024			Jenny Thorsen Photography \$500 for UR Magazi Sports Magazine race reports
			Photography/video/photography	05/27/2024			Based on 2023 cost
			Photographer meals/beverages	Each event			
Billboard	\$0.00	\$4,300.00	Billboard	Spring/Summer/Fall 2024			Quoted
Radio ads	\$500.00	\$500.00	Radio ads	Sept-Oct 2024			New area to expand into
Timer hotel	\$250.00	\$250.00	Hotel stays for timer	May, Sept, Oct 2024			
Live music	\$500.00	\$1,000.00	Live music	Sept/Oct 2024			To draw racers and their families for the weekend
	\$ 29,195	\$ 61,236	added two new events in 2024 + 3 bike rides in 2024		\$	\$ 459.68	

Subject: FW: [EXTERNAL] IRONBULL 2024 Wausau Room Tax application clarifications

From: executivedirector@ironbull.org <executivedirector@ironbull.org>

Sent: Monday, July 22, 2024 10:44 AM

To: Lisa Rasmussen <Lisa.Rasmussen@ci.wausau.wi.us>

Cc: MaryAnne Groat <mgroat@ci.wausau.wi.us>; Michael Martens <Michael.Martens@ci.wausau.wi.us>

Subject: [EXTERNAL] IRONBULL 2024 Wausau Room Tax application clarifications

To address your outstanding questions to save time during the meeting, I have attempted to answer them below. Feel free to distribute to the entire commission.

INCREASED ASK

Our goal is to grow several events in 2024. By investing in increased marketing we expect that it will allow us to grow faster. We held our first event in fall 2019. We received our first City of Wausau room tax reimbursement 12/1/21 and have applied for about \$10k twice a year since.

In 2023, the cap was removed so I was under the impression that we should ask for more funding in 2024. I put together a single application for 2024 rather than breaking it into 2 separate applications as was required in prior years. We only have one event at capacity. The event we have the most growth potential is the Red Grantie Grinder starting and ending on the 400 Block.

Here's a progression of our growth where we are diversifying the age mix, attempting for a wider appeal:

- **# participant growth:** 50% from 2021 to 2022 and 28% from 2022 to 2023; we have added more to the events to enhance the racer and spectator experience while increasing the number of family friendly events each year and expanded the appeal to a wider range of ability levels as well
- **# free events:** Added more events each year; in 2023 we added a Armed Forces Day kids run and a TTT bike ride; in 2024 we added three free gravel rides
- **# total events:** Added more events each year; in 2023 we have added the Solstice Summit and Midwest Bikepacking Summit; in 2024 we had planned to add the Ring of Snow ski & snowshoe event at Tribute Golf Course but cancelled due to lack of snow and held the Snowbound in the Underdown

BREAKDOWN OF REQUEST

Here's a copy of the detailed breakdown of the ask as requested in the last room tax commission meeting. On previous applications, I broke down the funding requests more specifically but since there was no specific questions, I lumped the categories for simplicity. **When I have asked for reimbursement in the past, has there been anything questionable?**

HOTELS LISTED

There was concerns expressed about bantr listed as the preferred lodging, so I listed several local hotels we have met to discuss lodging options for IRONBULL events on our website. We haven't received any funding from bantr or Rothschild. Bantr is excited to work with IRONBULL as they desire to be the most outdoors oriented hotel in the area and seemed inline with our vision to get people to stay longer and return with offerings for an enhanced racer/spectator experience vs. a small discount that other hotels offered.

I can elaborate on any more questions at tonight's meeting. Thank you for your consideration and your ongoing support!

Andrea Larson

- 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

| 89Q RADIO - Christian Life Communications Inc. Hope in the Park

Authorized Official First Name

| Coy

Authorized Official Last Name

| Sawyer

Authorized Official Title

| General Manager

Email Address

| coy@89q.org

Organization Website URL

| www.89q.org

Street Address

| 3500 Stewart Avenue

City

| Wausau

State

| WI

Zip

| 54401

Daytime Telephone

| 7153555151

Grant Information

Staff Notes

Grant Request Amount

█ \$8,500.00

Total Project/Event Budget

█ \$90,000.00

Event Date(s) or Date Range

█ Sunday, August 25, 2024

Event Location

█ Marathon Park

Projected Number of Attendees

█ 6,000 - 8,000

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

█ 100

█ Existing Event/Project

Project/Event Description

█ Hope in the Park is a free concert for the community. The idea came as we witnessed the growing popularity of Christian music festivals across the country and in the state, but nothing near Wausau. These festivals have a heavy cost, and we felt the need to have a free event with a festival atmosphere that was a one-day event.

The first year (2021), over 8000 people attended. The event features lots of children's games, food, bounce houses, petting zoo, and talent from across the state. We headline the day with a top Contemporary Christian Artist.

Hope in the Park also provides substantial support each year for a selected area non-profit. Last year, we were able to completely stock the Weston area food pantry, plus provide \$3000 in Thrivent money to the Pantry for the number of donations received. The pantry leadership sent us this email: "Sunday's Hope in the Park restocked the pantry completely (over 1300 items!) and now we will be able to re-stock Cross Church; we also plan to give an initial donation to Gospel TLC when they open! We thank 89Q and Thrivent for your kindness and generosity. We also purchase food from Feeding America, and Thrivent is also making a \$3000 donation to CAP so we can stay supplied for months to come. Thanks to all who made this a successful day both spiritually and physically!"

Channel 7 did a great job describing the event in the story they did on the event last year. You can locate it here:

<https://www.wsaw.com/2023/08/28/hope-park-returns-with-grammy-award-winning-stein-curtis-chapman-headlining-act/>

This is a one-of-a-kind event in Wausau, and we are happy to provide it to close out the summer.

Optional: Upload Project/Event Details

█ See uploaded files:

- '89Q.JeremyCamp.TrifoldBrochureremake for 2022.pdf' (id: 8b797cae-78e0-40ab-9ec5-dde6e379cdd7)
- 'Hope in the Park 8500.jpg' (id: 8e0120ff-d998-4144-bf24-cf6dc0ec5199)

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

Our marketing strategy for the upcoming "Hope in the Park" event is designed to maximize visibility and engagement across various channels, ensuring a broad reach and strong community involvement. By leveraging the power of radio, we have scheduled over 300 advertisements, reaching across multiple counties in north central Wisconsin on our radio station (89Q – 89.5 FM). This extensive radio campaign aims to capture the attention of local listeners and build anticipation for the event. Our broadcast is not only regional but worldwide via our station's app, reaching thousands outside the listening area. In parallel, we are deploying targeted email alerts to more than 7,000 recipients, with 5,000 outside Wausau addresses (thereby extending our outreach beyond immediate localities. To amplify our presence, we are participating in key regional events such as Lifest in Oshkosh and OneFest in Cadott, each known to attract over 20,000 attendees. These platforms provide excellent opportunities to connect with a diverse audience and promote "Hope in the Park" through onsite engagement and promotional activities. Throughout the summer, we plan to engage concert-goers with exciting contests and free giveaways at various venues. These efforts will culminate in promoting our main event on August 25th at Marathon Park, leveraging social media extensively with targeted Facebook posts and advertisements that span statewide and national audiences. Complementing our digital efforts, traditional promotional materials including posters and flyers will saturate communities and venues frequented by our target demographic across Wisconsin, ensuring comprehensive visibility. Concert goers especially at events like Lifest and Onefest have been enthused about our event since it is free admission, they save on entry fee and justify travel and stay expenses.

Marketing Media Description

Radio -• Over 300 radio ads will air across several counties.

Locations covered by the media/ publication

Stevens Point/Wausau media market

Approximate dates

April 2024 - August 25, 2024

Expected Cost

value - \$5400

Grant Request

\$1000

Marketing Media Description

EMail Campaign - • More than 7,000 targeted email alerts, including recipients outside Wausau.

Locations covered by the media/ publication

Locally, regionally, nationally

Approximate dates

July 2024 - August 25, 2024

Expected Cost

\$500

Grant Request

\$500

Marketing Media Description

Summer festivals - • • We'll showcase at major events like Lifest in Oshkosh and OneFest in Cadott, each drawing over 20,000 attendees.

Locations covered by the media/ publication

Fox Valley and Chippewa Valley

Approximate dates

July 11-14; August1-3, 2024

Expected Cost

\$1500

Grant Request

\$1500

Marketing Media Description

Facebook and Social Media

Locations covered by the media/ publication

locally, regionally

Approximate dates

January 2024 - August 25, 2024

Expected Cost

\$500

Grant Request

\$500

Marketing Media Description

Poster distribution • Promotional materials like posters and flyers will be distributed extensively across Wisconsin, targeting communities and venues frequented by our audience.

Locations covered by the media/ publication

All of north central Wisconsin churches, Kwik Trips, convenience stores. Merrill, Stevens Point, Wisconsin Rapids, Marshfield, Weston, Schofield area, Mosinee

Approximate dates

July 2024 - August 2024

Expected Cost

\$1000

Grant Request

\$1000

Marketing Media Description

Live presence at over 10 area events - • Engaging contests and free giveaways at various summer concerts will promote our August 25th event at Marathon Park.

Locations covered by the media/ publication

locally, regionally

Approximate dates

June - August 2024

Expected Cost

\$4000

Grant Request

\$4000

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.

| We have promoted worked with Jefferson Street Inn and Courtyard by Marriott

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

| We have never requested that information from the area hotels. But have this from Jefferson Street Inn (last year) 12 rooms on 8/26/23 and 8 rooms on 8/27 (date of event)

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.

| 12

Required Documents

Staff Notes

ORGANIZATION WIDE BUDGET

| *See uploaded files:*
◦ 'FY_2024.pdf' (id: 2869054b-c7db-445d-83be-744469828f78)

PROJECT OR EVENT BUDGET

| *See uploaded files:*
◦ 'HIP Budget.pdf' (id: 54641fdd-6fda-4ba5-b146-d8cfe03649bf)

RECENT YEAREND FINANCIAL STATEMENTS

| *See uploaded files:*
◦ 'Final Financial Statements year ending 2022.pdf' (id: c7085d9c-d3cd-4f10-9a8e-b697d7d15fda)

IRS DETERMINATION

| *See uploaded files:*
◦ 'IRS Determination Letter.pdf' (id: 8d5da311-5eff-449b-9136-47c00a490180)

BOARD OF DIRECTORS

| *See uploaded files:*
◦ 'Board Members addresses.pdf' (id: 3a973cbd-6216-410d-b3fb-fde34b4db23c)

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

| Coy Sawyer

Applicant Title

| General Manager

Approval Of Application

Begin User

| coy@89q.org

Begin Date

| 6/20/2024 12:35:42 PM

Submitted User

| coy@89q.org

Submitted Date

| 6/20/2024 4:50:36 PM

Original Completed Application

| No file uploaded.

Staff Notes

Approved By

None

Approved Date

| Completed Approved Application

None

Declined By

| None

Declined Date

| Declined Reason

Portfol_RelationshipManager

Portfol Contact Number

Portfol Client Number

Portfol Project Number

SUMMER 2021

Hope in the Park is back this summer, bigger than EVER! Christian artist, **Jeremy Camp**, will be featured on Sunday, August 15 at **Marathon Park** in Wausau, WI. The concert will begin at 4:30 pm with various activities beginning at 2:00 pm.



NEW Location - Marathon Park

The concert, which was previously held at the 400 Block in Wausau, has been moved to accommodate the 6,000 - 8,000 people expected to attend the concert this year.

CONTACT US



715.355.5151



3500 Stewart Avenue
Wausau, WI 54401

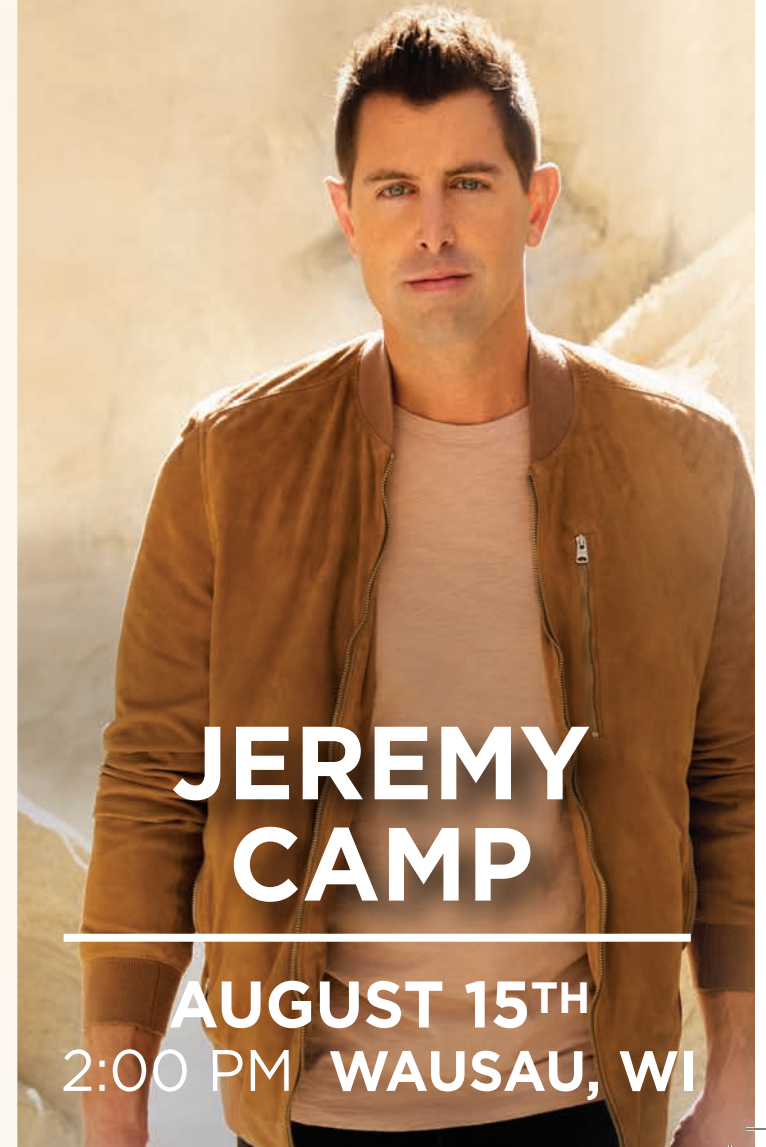


angie@89q.org

HOPE IS
HERE
89.5 FM | 89Q

**THANK YOU FOR
YOUR SUPPORT!**

We hope to see you on August 15 at Marathon Park for Hope in the Park with Grammy-nominated and Multi-Dove award winner, Jeremy Camp.



**JEREMY
CAMP**

**AUGUST 15TH
2:00 PM WAUSAU, WI**

HISTORY

Hope in the Park opened in 2016 and coordinated by Thrivent Financial as a free, public event. Artists have included Francesca Battistelli, Tenth Avenue North, and Big Daddy Weave. Crowds packed the Wausau 400 Block

Last year 89Q hosted it all for the first time. Over 8500 people filled Marathon Park with featured artist Jeremy Camp Former TV9 meteorologist Mike Breunling was there and said, "Everything about the day was amazing: the planning and organization, the turnout (an incredible variety of age groups, families, etc.), the roster of information and presenters, the overall spirit of the event. I think the last point is the most overwhelming...there was a palpable presence of peace at that park, the peace that only comes from the one true Prince. He was with us Sunday!" "We are truly honored to take on this wonderful opportunity to bless our community with Hope in the Park concerts.

BENEFITS

89Q would like to bring awareness to North Central Wisconsin regarding one of the great programs benefiting the hurting in our community.



Lights of Christmas provides gift cards to law enforcement officers who hand them out to those in need during the cold months of the year. The majority of funding comes from *Cops at Culver's Day*. Culver's gives a large percentage of the day's earnings to this program. *Hope in the Park* will give attendees the opportunity to donate to *Lights of Christmas!* Eat at any Wausau area Culver's on Sunday, August 28 and a percentage will also go towards Lights of Christmas

DONATE

89Q is grateful to the many sponsors and friends who are partnering to underwrite the concert costs. The expenses will reach over \$70,000 and it is our hope to continue offering this FREE summer concert to our community for years to come. all **gifts ahead of the event on August 28 will be matched dollar for dollar up to \$10,000.** Please consider giving now to Hope in the Park.



If you would like to donate to the fund, go to www.89q.org or scan the QR code to give securely.

HOPE IS
HERE
89.5 FM | 89Q



Hope in the Park Budget 2023

Steven Curtis Chapman	-37,500
Reach (includes video wall)	-33,307
Catering	-1,959
other artist (worship HCC Wausau)	0
Moxie - (tent graphics, Lifest ad, Banner,etc.)	-2,270
New HIP tent	-1,300
D&T Bounce Houses	-50
Promotional Items	-1,000
Mailing (print)	-3,339
Mailing (postage)	-1,200
Marathon County Parks	-2,224
Accentu (\$500 trade)	-1,819
Overnight Security	-280
Digi-Copy (1st run \$) (2nd run \$139) (3rd run \$372	-583
Baskets for Artist	-475
Volunteer shirts	-735
Walmart (Kid's Activities)	-52
TV ad Production	-350
Jefferson Street Inn Rooms	-1200
Facebook	-80
TV ad Production	-350
Lanyards	-107
Additonal Catering	-72
Background Checks	-273
TOTAL	-90,525

89Q Budget (CLC Inc)

Expense

6000 Contribution Expenses	
6010 Contribution Expense	\$15,275
6020 Contributions Other	
6021 Contribution Commission Expense	
6022 Major Giving Meetings	
6030 Credit Card Charges	
6060 Special Project	\$4,500
6120 Service Charges	\$13,010
6125 Custodial	\$3,575
6140 Contributions	
6145 Contract Labor	
6155 Donor Software	\$4,450
6160 Dues and Subscriptions	\$7,506
6165 Education	
6180 Insurance	
6184 Auto Insurance	
6185 Property Insurance	\$5,455
6190 Workers Comp/Liability Insurance	\$2,220
6195 DWD-UI	
6200 Equipment Purchase Exp	
6210 Finance Charge	
6220 Loan Interest	
6375 Equipment Purchase or Rental	\$1,550
6230 Licenses and Permits	\$4,235
6240 Miscellaneous	\$600
6245 Electronic Newsletter Costs	
6250 Postage and Delivery	\$1,870
6260 Internet Services	\$1,320
6270 Professional Fees	
6272 Accounting	\$7,415
6273 Consulting	\$10,200
6275 Website Fee	\$2,200
6276 IT Services	\$5,885
6280 Tower Purchase	
6282 Electric Park Rd	\$18,237
6283 Commission - Tower	
6284 Interest Exp - Tower	
6285 Maintenance - Tower	\$1,000
6286 Tower Purchase - Other	
6290 Rent/Taxes	

6291 Equipment	
6292 Tower Rent	
6293 Building Rent	\$33,000
6294 Property and Other Taxes	
6300 Repairs and Maintenance	
6305 CAM Fee	\$8,635
6310 Building Repairs	\$2,200
6320 Computer Repairs	\$1,100
6330 Equipment Repairs	\$1,650
6335 Studio	
6340 Telephone	\$5,500
6350 Travel & Ent	
6390 Utilities	
6392 Electric Office	\$5,535
6393 Gas Office	\$787
6395 Water	\$705
6400 Fund Raising Expenses	
6450 Fund Raising for Tower	
6500 Employee Expenses	
6501 Employee Bene Health Ins	\$90,130
6502 Employee Bene Medical Dental	\$6,600
6503 Employee Bene Simple IRA Match	\$8,353
6504 Taxes-State Unemployment	
6505 Employer FICA	\$25,814
6511 Employee Wage Expense	\$387,914
6660 Programming Expense	\$325
6271 Voice tracking	\$9,460
6274 Voice Image	\$3,290
6510 Education/Training	\$2,600
6670 Program Network Expense	\$9,020
6671 Christmas Programming	\$500
6672 Music Surveys	\$1,525
6673 Alternate Stream	
6680 Weather Services	\$1,845
66900 Reconciliation Discrepancies	
6700 Advertising	\$5,900
6701 Christmas	\$3,500
6770 Supplies	
6775 Studio	\$800
6780 Marketing	\$1,100
6790 Office	\$3,503
6800 Promotional Expense	
6810 T-Shirt and Bumper Stickers	\$2,250

6820 Misc.	\$1,100
6830 Auto Promo Exp	\$6,600
6900 Mortgage Interest	
Payroll Expenses	
Company Contributions	
Retirement	
Taxes	
Wages	
Unapplied Cash Bill Payment Expense	
Uncategorized Expense	
Total Expense	\$741,744



Christian Life Communications Officers

Coy Sawyer 148061 Crest Lane Mosinee - President

Paul Hartman 227467 Bufflehead Ave, Wausau, WI 54401-5399 - Treasurer

Stacy Remus 9479 County Rd E, Arpin, WI 54410 - Secretary

Scott Bautch 3540 Stewart Ave, Wausau, WI 54401

Ryan Jones 223441 Magnolia Ave, Wausau, WI 54401

DeAnn Kmosena 2212 Zimmerman Street Wausau, WI 54403

INTERNAL REVENUE SERVICE
DISTRICT DIRECTOR
P O BOX A-3290 DPN 22-2
CHICAGO, IL 60690

DEPARTMENT OF THE TREASURY

Date: NOV 16 1993

CHRISTIAN LIFE COMMUNICATIONS
INCORPORATED
536 GRAND AVENUE
SCHOFIELD, WI 54476-0000

Employer Identification Number:
39-1519973
Case Number:
363221102
Contact Person:
MRS. L. MOORE-NIXON
Contact Telephone Number:
(312) 886-6532
Accounting Period Ending:
December 31
Form 990 Required:
No
Addendum Applies:
Yes

Dear Applicant:

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(a) of the Internal Revenue Code as an organization described in section 501(c)(3).

We have further determined that you are not a private foundation within the meaning of section 509(a) of the Code, because you are an organization described in section 509(a)(3).

If your sources of support, or your purposes, character, or method of operation change, please let us know so we can consider the effect of the change on your exempt status and foundation status. In the case of an amendment to your organizational document or bylaws, please send us a copy of the amended document or bylaws. Also, you should inform us of all changes in your name or address.

As of January 1, 1984, you are liable for taxes under the Federal Insurance Contributions Act (social security taxes) on remuneration of \$100 or more you pay to each of your employees during a calendar year. You are not liable for the tax imposed under the Federal Unemployment Tax Act (FUTA).

Since you are not a private foundation, you are not subject to the excise taxes under Chapter 42 of the Code. However, you are not automatically exempt from other Federal excise taxes. If you have any questions about excise, employment, or other Federal taxes, please let us know.

Grantors and contributors may rely on this determination unless the Internal Revenue Service publishes notice to the contrary. However, if you lose your section 509(a)(3) status, a grantor or contributor may not rely on this determination if he or she was in part responsible for, or was aware of, the act or failure to act, or the substantial or material change on the part of the organization that resulted in your loss of such status, or if he or she acquired knowledge that the Internal Revenue Service had given notice that you would no longer be classified as a section 509(a)(3) organization.

Donors may deduct contributions to you as provided in section 170 of the

Letter 947 (DO/CG)

CHRISTIAN LIFE COMMUNICATIONS

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 Code sections 2055, 2106, and 2522.

Contribution deductions are allowable to donors only to the extent that their contributions are gifts, with no consideration received. Ticket purchases and similar payments in conjunction with fundraising events may not necessarily qualify as deductible contributions, depending on the circumstances. See Revenue Ruling 67-246, published in Cumulative Bulletin 1967-2, on page 104, which sets forth guidelines regarding the deductibility, as charitable contributions, of payments made by taxpayers for admission to or other participation in fundraising activities for charity.

In the heading of this letter we have indicated whether you must file Form 990, Return of Organization Exempt From Income Tax. If Yes is indicated, you are required to file Form 990 only if your gross receipts each year are normally more than \$25,000. However, if you receive a Form 990 package in the mail, please file the return even if you do not exceed the gross receipts test. If you are not required to file, simply attach the label provided, check the box in the heading to indicate that your annual gross receipts are normally \$25,000 or less, and sign the return.

If a return is required, it must be filed by the 15th day of the fifth month after the end of your annual accounting period. A penalty of \$10 a day is charged when a return is filed late, unless there is reasonable cause for the delay. However, the maximum penalty charged cannot exceed \$5,000 or 5 percent of your gross receipts for the year, whichever is less. This penalty may also be charged if a return is not complete, so please be sure your return is complete before you file it.

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, Exempt Organization Business Income Tax Return. 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.

If we have indicated in the heading of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

Because this letter could help resolve any questions about your exempt status and foundation status, you should keep it in your permanent records.

CHRISTIAN LIFE COMMUNICATIONS

If you have any questions, please contact the person whose name and telephone number are shown in the heading of this letter.

Sincerely yours,

A handwritten signature in cursive script that reads "Marilyn W. Day".

Marilyn W. Day
District Director

Addendum

CHRISTIAN LIFE COMMUNICATIONS

This letter supersedes the previous issued exemption letter. You are not required to file Form 990 Information Return.

CHRISTIAN LIFE COMMUNICATIONS, INC.

Financial Statements

For the Years Ended
December 31, 2022 and 2021

CRISTIAN LIFE COMMUNICATIONS, INC.

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December 31, 2022 and 2021

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Independent Auditors' Report

To the Board of Directors
Christian Life Communications, Inc.
Wausau, Wisconsin

Opinion

We have audited the financial statements of Christian Life Communications, Inc. (a nonprofit organization), which comprise the statements of financial position as of December 31, 2022 and 2021, and the related statements of activities, functional expenses and cash flows for the years then ended, and the related notes to the financial statements.

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of Christian Life Communications, Inc. as of December 31, 2022 and 2021, and the changes in its net assets and its cash flows for the years then ended in accordance with accounting principles generally accepted in the United States of America.

Basis for Opinion

We conducted our audits in accordance with auditing standards generally accepted in the United States of America. Our responsibilities under those standards are further described in the Auditors' Responsibilities for the Audit of the Financial Statements section of our report. We are required to be independent of Christian Life Communications, Inc. and to meet our other ethical responsibilities, in accordance with relevant ethical requirements related to our audits. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Responsibilities of Management for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is required to evaluate whether there are conditions or events, considered in the aggregate, that raise substantial doubt about Christian Life Communications, Inc.'s ability to continue as a going concern within one year after the date that the financial statements are available to be issued.

Auditors' Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditors' report that includes our opinion. Reasonable assurance is a high level of assurance but is not absolute assurance and therefore is not a guarantee that an audit conducted in accordance with generally accepted auditing standards will always detect a material misstatement when it exists. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control. Misstatements are considered material if there is a substantial likelihood that, individually or in the aggregate, they would influence the judgement made by a reasonable user based on the financial statements.

To the Board of Directors
Christian Life Communications, Inc.

In performing an audit in accordance with generally accepted auditing standards, we

- Exercise professional judgement and maintain professional skepticism throughout the audit.
- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, and design and perform audit procedures responsive to those risks. Such procedures include examining, on a test basis, evidence regarding the amounts and disclosures in the financial statements.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Christian Life Communications, Inc.'s internal control. Accordingly, no such opinion is expressed.
- Evaluate the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluate the overall presentation of the financial statements.
- Conclude whether, in our judgment, there are conditions or events, considered in the aggregate, that raise substantial doubt about the Organization's ability to continue as a going concern for a reasonable period of time.

We are required to communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit, significant audit findings, and certain internal control-related matters that we identified during the audit.

KerberRose SC

KerberRose SC
Certified Public Accountants
Green Bay, Wisconsin
June 21, 2023

FINANCIAL STATEMENTS

CHRISTIAN LIFE COMMUNICATIONS, INC.Statements of Financial Position
As of December 31, 2022 and 2021

	<u>2022</u>	<u>2021</u>
CURRENT ASSETS		
Cash	\$ 545,213	\$ 647,676
Pledges Receivable	128,910	118,996
Prepaid Expenses	11,560	10,258
Total Current Assets	<u>685,683</u>	<u>776,930</u>
PROPERTY AND EQUIPMENT		
Land	93,844	93,844
Broadcast Tower	381,437	366,937
Building	380,117	380,117
Equipment	110,520	92,555
Total Property and Equipment	965,918	933,453
Less: Accumulated Depreciation	280,063	245,821
Net Property and Equipment	<u>685,855</u>	<u>687,632</u>
OTHER ASSETS		
Certificates of Deposit	204,608	-
TOTAL ASSETS	<u>\$ 1,576,146</u>	<u>\$ 1,464,562</u>
CURRENT LIABILITIES		
Current Portion of Long-Term Debt	\$ 215,402	\$ 26,250
Accounts Payable	25,481	22,006
Accrued Payroll and Related Liabilities	11,882	9,388
Total Current Liabilities	<u>252,765</u>	<u>57,644</u>
LONG-TERM DEBT	-	226,982
TOTAL LIABILITIES	<u>252,765</u>	<u>284,626</u>
NET ASSETS		
Without Donor Restrictions	1,181,033	1,051,695
With Donor Restrictions	142,348	128,241
Total Net Assets	<u>1,323,381</u>	<u>1,179,936</u>
TOTAL LIABILITIES AND NET ASSETS	<u>\$ 1,576,146</u>	<u>\$ 1,464,562</u>

See Accompanying Notes

CHRISTIAN LIFE COMMUNICATIONS, INC.

Statement of Activities

For the Year Ended December 31, 2022

	<u>Without Donor Restrictions</u>	<u>With Donor Restrictions</u>	<u>Total</u>
OPERATING ACTIVITIES			
Public Support and Other Revenue			
Contributions	\$ 519,825	\$ 390,487	\$ 910,312
Fundraising	50,483	-	50,483
Rental Income	20,800	-	20,800
Interest Income	3,506	-	3,506
Miscellaneous Income	19,080	-	19,080
Gain on Disposal of Property and Equipment	4,151	-	4,151
Net Assets Released from Restrictions	376,380	(376,380)	-
Total Public Support and Other Revenue	<u>994,225</u>	<u>14,107</u>	<u>1,008,332</u>
Expenses			
Program Services	524,426	-	524,426
Management and General	170,444	-	170,444
Fundraising	170,017	-	170,017
Total Expenses	<u>864,887</u>	<u>-</u>	<u>864,887</u>
CHANGE IN NET ASSETS	129,338	14,107	143,445
NET ASSETS - BEGINNING	<u>1,051,695</u>	<u>128,241</u>	<u>1,179,936</u>
NET ASSETS - ENDING	<u>\$ 1,181,033</u>	<u>\$ 142,348</u>	<u>\$ 1,323,381</u>

See Accompanying Notes

CHRISTIAN LIFE COMMUNICATIONS, INC.

Statement of Activities

For the Year Ended December 31, 2021

	<u>Without Donor Restrictions</u>	<u>With Donor Restrictions</u>	<u>Total</u>
OPERATING ACTIVITIES			
Public Support and Other Revenue			
Contributions	\$ 474,703	\$ 355,988	\$ 830,691
Fundraising	32,167	-	32,167
Rental Income	22,600	-	22,600
Interest Income	722	-	722
Miscellaneous Income	6,508	-	6,508
Loss on Disposal of Property and Equipment	(12,487)	-	(12,487)
Net Assets Released from Restrictions	317,018	(317,018)	-
Total Public Support and Other Revenue	<u>841,231</u>	<u>38,970</u>	<u>880,201</u>
Expenses			
Program Services	484,322	-	484,322
Management and General	148,383	-	148,383
Fundraising	136,354	-	136,354
Total Expenses	<u>769,059</u>	<u>-</u>	<u>769,059</u>
CHANGE IN NET ASSETS	72,172	38,970	111,142
NET ASSETS - BEGINNING	<u>979,523</u>	<u>89,271</u>	<u>1,068,794</u>
NET ASSETS - ENDING	<u>\$ 1,051,695</u>	<u>\$ 128,241</u>	<u>\$ 1,179,936</u>

See Accompanying Notes

CHRISTIAN LIFE COMMUNICATIONS, INC.Statement of Functional Expenses
For the Year Ended December 31, 2022

	<u>Supporting Services</u>			<u>Total</u>
	<u>Program Services</u>	<u>Management and General</u>	<u>Fundraising</u>	
EXPENSES				
Salaries and Wages	\$ 225,724	\$ 69,174	\$ 69,174	\$ 364,072
Payroll Taxes	17,108	5,243	5,243	27,594
Employee Benefits	59,469	18,225	18,225	95,920
Program Expenses	100,612	-	-	100,612
Professional Services	-	21,063	-	21,063
Advertising	21,866	4,686	4,686	31,239
Depreciation	23,577	7,225	7,225	38,027
Fundraising	-	-	45,663	45,663
Insurance	5,113	1,567	1,567	8,246
Postage	1,621	720	1,261	3,602
Telephone	4,232	1,297	1,297	6,825
Utilities	16,501	5,057	5,057	26,616
Repairs and Maintenance	15,802	4,843	4,843	25,489
Property Taxes	2,778	851	851	4,481
Supplies	1,371	11,654	686	13,710
Information Technology	9,231	2,829	2,829	14,889
Training	3,777	444	222	4,443
Licenses and Permits	3,542	186	-	3,728
Dues and Subscriptions	3,667	846	1,128	5,641
Interest	7,833	1,837	-	9,670
Bank Fees	-	12,156	-	12,156
Miscellaneous	602	541	60	1,203
TOTAL EXPENSES	<u>\$ 524,426</u>	<u>\$ 170,444</u>	<u>\$ 170,017</u>	<u>\$ 864,889</u>

See Accompanying Notes

CHRISTIAN LIFE COMMUNICATIONS, INC.Statement of Functional Expenses
For the Year Ended December 31, 2021

	<u>Supporting Services</u>			<u>Total</u>
	<u>Program Services</u>	<u>Management and General</u>	<u>Fundraising</u>	
EXPENSES				
Salaries and Wages	\$ 182,234	\$ 55,846	\$ 55,846	\$ 293,926
Payroll Taxes	13,806	4,231	4,231	22,268
Employee Benefits	54,197	16,609	16,609	87,415
Program Expenses	115,809	-	-	115,809
Professional Services	-	19,854	-	19,854
Advertising	23,865	5,114	5,114	34,093
Depreciation	22,025	6,749	6,749	35,523
Fundraising	-	-	30,376	30,376
Insurance	3,225	989	989	5,203
Postage	1,051	467	817	2,335
Telephone	7,052	2,161	2,161	11,374
Utilities	15,238	4,670	4,670	24,578
Repairs and Maintenance	10,082	3,090	3,090	16,262
Property Taxes	2,719	833	833	4,386
Supplies	1,043	8,866	522	10,431
Information Technology	9,559	2,930	2,930	15,419
Training	1,131	133	67	1,331
Licenses and Permits	6,287	331	-	6,618
Dues and Subscriptions	3,996	922	1,229	6,147
Interest	9,798	2,298	-	12,096
Bank Fees	-	11,205	-	11,205
Miscellaneous	1,205	1,085	121	2,412
TOTAL EXPENSES	<u>\$ 484,322</u>	<u>\$ 148,383</u>	<u>\$ 136,354</u>	<u>\$ 769,061</u>

See Accompanying Notes

CHRISTIAN LIFE COMMUNICATIONS, INC.
 Statements of Cash Flows
 For the Years Ended December 31, 2022 and 2021

	<u>2022</u>	<u>2021</u>
CASH FLOWS FROM OPERATING ACTIVITIES		
Change in Net Assets	\$ 143,445	\$ 111,142
Adjustments to Reconcile Change in Net Assets to Net Cash Flows From Operating Activities		
Depreciation	38,027	35,523
Loss (Gain) on Disposal of Property and Equipment	(4,151)	12,487
Increase in Operating Assets:		
Pledges Receivable	(9,914)	(29,725)
Prepaid Expenses	(1,302)	(442)
Increase (Decrease) in Operating Liabilities:		
Accounts Payable	3,475	9,931
Accrued Payroll and Related Liabilities	2,494	(4,525)
Total Adjustments	<u>28,629</u>	<u>23,249</u>
Net Cash Flows From Operating Activities	<u>172,074</u>	<u>134,391</u>
CASH FLOWS FROM INVESTING ACTIVITIES		
Purchase of Property and Equipment	(42,099)	(4,315)
Disposal of Property and Equipment	10,000	-
Proceeds from Insurance for Damaged Property	-	5,782
Purchase of Certificates of Deposit	(204,608)	-
Net Cash Flows From Investing Activities	<u>(236,707)</u>	<u>1,467</u>
CASH FLOWS FROM FINANCING ACTIVITIES		
Payments on Note Payable	<u>(37,830)</u>	<u>(53,904)</u>
NET CHANGE IN CASH	(102,463)	81,954
CASH - BEGINNING	<u>647,676</u>	<u>565,722</u>
CASH - ENDING	<u>\$ 545,213</u>	<u>\$ 647,676</u>
ADDITIONAL CASH FLOW INFORMATION		
Cash paid during the year for		
Interest	<u>\$ 9,670</u>	<u>\$ 12,096</u>

See Accompanying Notes

CHRISTIAN LIFE COMMUNICATIONS, INC.

Notes to Financial Statements
December 31, 2022 and 2021

Note 1 - Summary of Significant Accounting Policies

This summary of significant accounting policies of Christian Life Communications, Inc. (Organization) is presented to assist in understanding the Organization's financial statements. The financial statements and notes are representations of the Organization's management who is responsible for the integrity and objectivity of the financial statements. These accounting policies conform to accounting principles generally accepted in the United States of America and have been consistently applied in the preparation of the financial statements.

Nature of Operations

The Organization is a nonprofit corporation whose purpose is to impact the youth and young adults for Jesus Christ primarily through the medium of radio. The Organization operates under a license granted by the Federal Communications Commission (FCC). The Organization is supported primarily by donor contributions.

Basis of Accounting

The financial statements of the Organization have been prepared on the accrual basis of accounting in accordance with accounting principles generally accepted in the United States of America.

Cash

Cash consists of demand deposits with financial institutions and is carried at cost. For the purpose of the statements of cash flows, the Organization considers as cash equivalents all highly liquid investments which have a maturity period of ninety days or less from purchase. The Organization maintains cash balances at one financial institution. Aggregate accounts at each institution are insured by the Federal Deposit Insurance Corporation (FDIC) up to \$250,000. The Organization has not experienced any loss in such accounts. As of December 31, 2022, the uninsured balance was \$278,573.

Property and Equipment

Property and equipment additions are recorded at cost, or if donated, at fair value on the date of donation. Depreciation is computed using the straight-line method over the estimated useful lives of the assets, or in the case of capitalized leased assets or leasehold improvements, the lesser of the useful life of the asset or the lease term. Useful lives range from 5 – 39 years for all property and equipment. When assets are sold or otherwise disposed of, the cost and related depreciation is removed from the accounts, and any resulting gain or loss is included in the statements of activities. Costs of maintenance and repairs that do not improve or extend the useful lives of the respective assets are expensed currently.

Promises to Give

Unconditional promises to give that are expected to be collected within one year are recorded at net realizable value. Unconditional promises to give expected to be collected in future years are initially recorded at fair value using present value techniques incorporating risk-adjusted discount rates designed to reflect the assumptions market participants would use in pricing the asset. In subsequent years, amortization of the discounts is included in contribution revenue in the statements of activities. No discount is recorded since the amount would not be material. Management determines the allowance for uncollectable promises to give based on historical experience, an assessment of economic conditions, and a review of subsequent collections. Promises to give are written off when deemed uncollectable. Management has determined that the pledges receivable are fully collectible; therefore, no allowances for uncollectible accounts are necessary at December 31, 2022 and 2021.

Revenue and Revenue Recognition

Contributions are recognized when cash, securities or other assets, an unconditional promise to give, or notification of a beneficial interest is received. Conditional promises to give are not recognized until the conditions on which they depend have been substantially met.

The Organization leases office space to a tenant under a lease agreement. Rental revenue is received on or before the first day of each calendar month and is recognized when earned.

CHRISTIAN LIFE COMMUNICATIONS, INC.

Notes to Financial Statements

December 31, 2022 and 2021

Note 1 - Summary of Significant Accounting Policies (Continued)

Financial Statement Presentation

Net assets, revenues, gains, and losses are classified based on the existence or absence of donor or grantor-imposed restrictions. Accordingly, net assets and changes therein are classified and reported as follows:

Net assets without donor restrictions: Net assets that are not subject to donor-imposed restrictions and may be expended for any purpose in performing the primary objectives of the Organization. These net assets may be used at the discretion of Christian Life Communications, Inc.'s management and the board of directors.

Net assets with donor restrictions: Net assets subject to stipulations imposed by donors, and grantors. Some donor restrictions are temporary in nature; those restrictions will be met by actions of Christian Life Communication, Inc. or by the passage of time. Other donor restrictions are perpetual in nature, whereby the donor has stipulated the funds to be maintained in perpetuity. Currently, the Organization does not have any net assets that are perpetual in nature.

The Organization reports contributions restricted by donors as increases in net assets without donor restrictions if the restrictions expire (that is, when a stipulated time restriction ends, or purpose restriction is accomplished) in the reporting period in which the revenue is recognized. All other donor-restricted contributions are reported as increases in net assets with donor restrictions. When a restriction expires, net assets with donor restrictions are reclassified to net assets without donor restrictions and reported in the statements of activities as net assets released from restrictions.

Donated Services and In-Kind Contributions

Volunteers contribute significant amounts of time to program services, administration, and fundraising and development activities; however, the financial statements do not reflect the value of these contributed services because they do not meet the recognition criteria prescribed by accounting principles generally accepted in the United States of America. Contributed goods are recorded at fair value at the date of the donation. The Organization records donated professional services at the respective fair values of the services received. No significant contributions of such goods or services were received during the years ended December 31, 2022 and 2021.

Income Tax Status

Christian Life Communications, Inc. is organized as a Wisconsin nonprofit corporation and has been recognized by the Internal Revenue Service (IRS) as exempt from federal income taxes under IRC Section 501(a) as an organization described in Internal Revenue Code (IRC) Section 501(c)(3), qualifies for the charitable contribution deduction under IRC Sections 170(b)(1)(A), and has been determined not to be a private foundation under IRC Sections 509(a)(3). The Organization is annually required to file a Return of Organization Exempt from Income Tax (Form 990) with the IRS. In addition, the Organization is subject to income tax on net income that is derived from business activities that are unrelated to the Organization's exempt tax purposes. The Organization has determined they are subject to unrelated business income tax and will file an Exempt Organization Income Tax Return (Form 990-T) with the IRS. For the year ended December 31, 2021, the Organization paid approximately \$285 in unrelated business income tax, and it is expected to be a similar amount for the year ended December 31, 2022.

CHRISTIAN LIFE COMMUNICATIONS, INC.

Notes to Financial Statements

December 31, 2022 and 2021

Note 1 - Summary of Significant Accounting Policies (Continued)

Expense Allocation

The costs of program and supporting services activities have been summarized on a functional basis in the statements of activities. The statements of functional expenses present the natural classification detail of expenses by function. Accordingly, certain costs have been allocated to the programs and supporting activities benefited.

The expenses that are allocated include the following:

Expense	Method of Allocation
Salaries and Wages	Time and Effort
Payroll Taxes	Time and Effort
Employee Benefits	Time and Effort
Advertising	Actual Usage
Depreciation	Square Footage
Insurance	Time and Effort
Postage	Actual Usage
Telephone	Time and Effort
Utilities	Square Footage
Repairs and Maintenance	Square Footage
Property Taxes	Square Footage
Supplies	Actual Usage
Information Technology	Actual Usage
Training	Time and Effort
Licenses and Permits	Actual Usage
Dues and Subscriptions	Actual Usage
Interest	Time and Effort
Bank Fees	Actual Usage
Miscellaneous	Actual Usage

Advertising

Advertising costs are expensed as incurred and were \$31,239 and \$34,093 for the years ended December 31, 2022 and 2021, respectively.

Use of Estimates

The preparation of financial statements in conformity with accounting principles generally accepted in the United States of America requires management to make estimates and assumptions that affect certain reported amounts and disclosures. Accordingly, actual results may differ from these estimates.

Change in Accounting Principle

Effective January 1, 2022, the Organization adopted Financial Accounting Standards Board (FASB) Accounting Standards Codification (ASC) 842, under which a lessee or lessor records a lease as operating or financing. The Organization has determined that the adoption of ASC 842 has no material change to its reporting.

Subsequent Events

The Organization has evaluated subsequent events through June 21, 2023, the date which the financial statements were available to be issued.

CHRISTIAN LIFE COMMUNICATIONS, INC.

Notes to Financial Statements
December 31, 2022 and 2021

Note 2 - Pledges Receivable

Pledges receivable represent unconditional promises to give which have been made by donors but have not yet been received by the Organization. All pledges are receivable over the next year; thus, no discount rate is used.

Note 3 - Liquidity and Availability

The following represents Christian Life Communications, Inc.'s financial assets at December 31, 2022 and 2021:

	<u>2022</u>	<u>2021</u>
Financial assets at year end:		
Cash	\$ 545,213	\$ 647,676
Pledges Receivable	128,910	118,996
Certificates of Deposit	204,608	-
Total financial assets	<u>878,731</u>	<u>766,672</u>
Financial assets available to meet expenditures over the next twelve months	<u>\$ 878,731</u>	<u>\$ 766,672</u>

The Organization has a goal to maintain financial assets on hand in case of an economic downturn. There are policies in place to structure financial assets to be available for general expenditures, liabilities, and other obligations as they come due.

Note 4 - Note Payable

The Organization has a note payable to the bank with a balance of \$215,402 and \$252,232 as of December 31, 2022 and 2021, respectively, which bears interest at 4.050%. Monthly principal and interest payments of \$2,060 are due through May 30, 2023, at which time, the unpaid amount is due. The note is anticipated to be renewed upon maturity. The note payable is secured by real estate.

The future scheduled maturities of the note payable are as follows:

<u>Year Ending December 31,</u> 2023	<u>\$ 215,402</u>
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Note 5 - Retirement Plan

The Organization contributes a matching contribution toward a simple IRA equal to 100% of an employee's elective deferrals up to a limit of 3% of an employee's compensation for the calendar year. The payments are made with every bi-weekly payroll and the payments for the year ended December 31, 2022 and 2021 totaled \$8,274 and \$6,623, respectively.

Note 6 - With Donor Restricted Net Assets

With Donor Restricted Net Assets consist of the following at December 31, 2022 and 2021:

	<u>2022</u>	<u>2021</u>
With Donor Restricted Net Assets		
Pledges Receivable	\$ 128,910	\$ 118,996
Backup Generator	13,438	-
Mentoring Studio	-	9,245
Total With Donor Restricted Net Assets	<u>\$ 142,348</u>	<u>\$ 128,241</u>

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- 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 Area Hmong New Year, Inc.

Authorized Official First Name

Long

Authorized Official Last Name

Lor

Authorized Official Title

Vice President

Email Address

wausauareany@gmail.com

Organization Website URL

<https://wahny.org/>

Street Address

1819 W. Rosecrans St

City

Wausau

State

WI

Zip

54401

Daytime Telephone

7153703594

Grant Information

Staff Notes

Grant Request Amount

| \$20,000.00

Total Project/Event Budget

| \$25,000.00

Event Date(s) or Date Range

| 11/9/24-11/10/24

Event Location

| Central Wisconsin Convention and Expo Center

Projected Number of Attendees

| 7000

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

| 5

| Existing Event/Project

Project/Event Description

| The Wausau Area Hmong New Year, Inc. is a non-profit organization dedicated to celebrating and promoting the Hmong culture within the Wausau community and beyond. The Wausau New Year will be on November 9 and 10th, 2024. The annual Hmong Area New Year celebration will have people from all over the United States. There will be singing, dancing, food, a night market, and entertainment for everyone.

Optional: Upload Project/Event Details

| *See uploaded files:*

| ◦ 'Wausau New Year 2024.jpg' (id: 6f48c277-4d47-4a37-a636-7f49afd783c9)

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

| Our marketing strategy for the Wausau Area New Year celebration will target Hmong communities in Saint Paul,

Minneapolis, Milwaukee, and the Fox Valley area. Below are the methods we plan to use to leverage our marketing strategy: Social Media: We will use Facebook and YouTube to reach a large audience. The Wausau Area Hmong New Year, Inc., has a Facebook page where we post regular updates, photos, and videos, and interact with attendees. Our goal with Facebook is to advertise our event in different geographic locations with a large number of Hmong. YouTube will be used to share longer videos or behind-the-scenes content. Our goal with YouTube is to advertise the Wausau Area Hmong New Year by paying for a timeslot with a few Hmong popular YouTubers. The Hmong YouTubers can announce or share the Wausau Area Hmong New Year celebration on their channel and during their show. Traditional Marketing Channels: We will use paper flyers, especially in communities where word-of-mouth is strong. We would consider partnering with local businesses, grocery stores, and community centers to distribute our flyers. Television/Radio Advertising: Television and radio advertising can be very effective in reaching a large audience and building brand awareness. Most Hmong aged 50 and older still watch a lot of Hmong Television and listen to Hmong radio. These two advertising media can help reach those who don't use Facebook or YouTube for their news. However, the challenges with TV and radio advertising have to do with budget constraints. We do not have enough funds to cover the expenses for these types of advertising. Engaging with Attendees: Talking to dancers, vendors, and attendees directly can be a powerful form of marketing. This could involve distributing flyers, asking for referrals, or simply engaging in conversation. Expanding Your Reach: Consider partnering with other events or organizations in the area to cross-promote each other. This could help you reach a larger audience and increase attendance. Leveraging Your Central Location: Wausau is at the center for many surrounding cities. We're 3 hours away from most places and it's easy to get here from most major cities. This is a benefit for the Wausau Area Hmong New Year because we attract a lot of people because of our location. Improving Your Online Presence: Ensure your event is listed on all major event listing platforms and social media sites. This will make it easier for people to find and share the event. Creating a Marketing Plan: Develop a detailed marketing plan that outlines your target audience, key messages, marketing channels, timeline, and budget. This will help you stay organized and ensure all your marketing efforts are aligned. Evaluating Your Results: After each event, evaluate your marketing efforts to see what worked and what didn't. This will help you refine your strategy and make improvements for future events.

Marketing Media Description

Digital prints, social media, tv, radio

Locations covered by the media/ publication

Central Wisconsin Convention and Expo Center

Approximate dates

11/9-11/10/24

Expected Cost

\$25,000

Grant Request

\$20,000

Marketing Media Description

Locations covered by the media/ publication

Approximate dates

Expected Cost

Additional information may be attached

See uploaded files:

- 'Marketing Plan for Wausau Area Hmong New Year.docx' (id: 46a56635-40fd-40cd-8fba-e2000da38127)

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 take note of the following details: The Wausau New Year is a two-day event featuring competitions, a night market, and evening entertainment. The traditional dancing competition draws over 20 teams from across Wisconsin and Minnesota, with each team comprising of at least 10-20 dancers. Participants are required to stay at various hotels in Wausau. The event attracts over 3000 attendees from both states annually.

Currently, we have reserved 300 rooms at Holiday Inn, Motel 6, and Stoney Creek in Rothschild. At the Holiday Inn, 200 rooms have been reserved at a rate of \$139.00 per night.

We've also developed an online ticket purchasing application to monitor our attendees and gain a better understanding of where they are traveling from.

Please note that travel expenses and meals have not been factored in. The event has the potential to generate between \$200,000 and \$400,000 for the weekend.

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

The Wausau New Year is an ongoing event for over 20 years. However, we've never had the opportunity to track hotel stays. This year will be the first time we are tracking 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:

- 'Organization Budget.pdf' (id: aa4735f6-1a5a-4966-a112-d5ad42639076)

PROJECT OR EVENT BUDGET

See uploaded files:

- '2024 New Year Budget.pdf' (id: cc8d086b-7c8e-41be-9d4d-044116af3a67)

RECENT YEAREND FINANCIAL STATEMENTS

See uploaded files:

- 'Profit and Loss.jpg' (id: 10f9b305-425f-484c-bb35-3abf0fa2aa38)
- 'balance sheet.jpg' (id: 39472c54-16dc-42b0-acf9-27cde6d66e98)

IRS DETERMINATION

See uploaded files:

- 'tax 1.jpg' (id: e12f270b-9824-4523-bd0f-6b6925590a2a)
- 'tax.jpg' (id: 3872d89e-fd60-4ddc-b703-7ae3f9f7ed7c)

BOARD OF DIRECTORS

See uploaded files:

- 'Board of Directors.docx' (id: 1f746a3d-60a9-40f5-a99a-6c968d50cd69)

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

Long Lor

Applicant Title

Vice President

Approval Of Application

Begin User

Wausauareany@gmail.com

Begin Date

6/20/2024 4:05:43 PM

Submitted User

Wausauareany@gmail.com

Submitted Date

6/20/2024 9:47:41 PM

Original Completed Application

█ No file uploaded.

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

2024-2025
WAUSAU AREA
HMONG NEW YEAR

SATURDAY - SUNDAY

NOV 9 -10

NEW
OPEN NIGHT
MARKET

 CENTRAL WISCONSIN CONVENTION & EXPO CENTER
10101 MARKET STREET, ROTHSCHILD, WI 54474

\$5 ENTRANCE FREE FOR AGES 5 & YOUNGER
AND 65 & OLDER

SKIP THE LINES BUY YOUR TICKETS ONLINE



SATURDAY TICKETS



SUNDAY TICKETS



DANG THAO
CONCERT

FEATURING GUEST ARTIST **ANGEL LOR**

SAT • NOV 9

DOOR OPENS AT 6:30PM

\$30 AT THE DOOR

\$25 IN ADVANCE
FOR A LIMITED TIME

CONTACT BLONG MOUA - 715.321.6265
LONG LOR - 715.370.3594

VENDOR WATOU THAO - 715.302.9137

COMPETITION LONG LOR - 715.370.3594
WAUSAUAREANY@GMAIL.COM

ALL VENDOR & COMPETITION REGISTRATION FORMS
CAN BE FOUND AT WAHNY.ORG/MAIN-EVENT



11:31 AM
06/03/24
Accrual Basis

Wausau Hmong New Year, Inc
Profit & Loss
January through December 2023

	<u>Jan - Dec 23</u>
Ordinary Income/Expense	
Income	
Investments	
Dividend	559.80
Interest-Savings, Short-term CD	2,059.78
Total Investments	2,619.58
Other Types of Income	
Miscellaneous Revenue	25.00
Total Other Types of Income	25.00
Program Event Income	
Admission Fees	29,222.00
Food Vendor Fee	3,600.00
General Vendor Fee	10,550.00
Non-Profit Organization	400.00
Registration Fee-Dance	3,550.00
Sponsorship	4,550.00
Total Program Event Income	51,872.00
Total Income	54,516.58
Expense	
Contract Services	
Tax & Accounting Fees	356.50
Total Contract Services	356.50
Operations	
Office Expense-Supply	503.17
Postage, Mailing Service	189.00
Total Operations	692.17
Other Types of Expenses	
Insurance - Liability, D and O	698.00
Total Other Types of Expenses	698.00
Program Event Expenses	
Appreciation Plaques	1,012.80
Band Cost	3,932.32
Competition Awards	6,800.00
Decoration Cost	773.98
Food	4,464.00
Mileage Reimbursement	6,200.00
Printing Cost	1,488.27
Professional Fee	5,000.00
Rent Facility	7,516.88
Singers	100.00
Total Program Event Expenses	37,288.25
Total Expense	39,034.92
Net Ordinary Income	15,481.66
Net Income	15,481.66

11:32 AM
06/03/24
Accrual Basis

Wausau Hmong New Year, Inc
Balance Sheet
As of December 31, 2023

	<u>Dec 31, 23</u>
ASSETS	
Current Assets	
Checking/Savings	
CD Account	52,303.17
Checking-Covantage CU	14,766.20
Saving-CoVantage CU	44,567.20
Total Checking/Savings	<u>111,636.57</u>
Other Current Assets	
Account Receivable	150.00
Total Other Current Assets	<u>150.00</u>
Total Current Assets	<u>111,786.57</u>
TOTAL ASSETS	<u><u>111,786.57</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Security Deposit	25.00
Total Accounts Payable	<u>25.00</u>
Total Current Liabilities	<u>25.00</u>
Total Liabilities	25.00
Equity	99,799.66
Opening Balance Equity	-3,519.75
Unrestricted Net Assets	15,481.66
Net Income	111,761.57
Total Equity	<u>111,786.57</u>
TOTAL LIABILITIES & EQUITY	<u><u>111,786.57</u></u>

Marketing Plan for Wausau Area Hmong New Year, Inc.

Executive Summary

The Wausau Area Hmong New Year, Inc. is a non-profit organization dedicated to celebrating and promoting the Hmong culture within the Wausau community and beyond. This marketing plan aims to outline our strategies for increasing awareness and attendance at our annual Hmong Area New Year celebration, as well as fostering community engagement and cultural appreciation.

Market Analysis

Our primary market consists of the Hmong community outside of Wausau and surrounding states, as well as individuals and families interested in cultural festivals. Our secondary market includes local businesses and organizations that may sponsor or partner with us. The third market would include non-Hmong. The Wausau Area New Year is an inclusive event and it's open to the public to attend.

SWOT Analysis

Strengths: Our organization has a strong community presence, a dedicated team of volunteers, and a rich cultural event that draws a diverse crowd.

Weaknesses: Limited marketing budget and resources, and the challenge of reaching a broader audience outside of the Hmong community and Wausau area.

Opportunities: The growing interest in cultural diversity and the potential for partnerships with local businesses and organizations.

Threats: Competition from other cultural events and festivals, and changes in local demographics and community interests.

Marketing Goals

Our primary marketing goal is to increase attendance at the Wausau Area Hmong New Year celebration by 20% from the previous year. Secondary goals include enhancing community engagement and promoting cultural appreciation and understanding.

Marketing Strategy

Our marketing strategy for the Wausau Area New Year celebration will target Hmong communities in Saint Paul, Minneapolis, Milwaukee, and the Fox Valley area. Below are the methods we plan to use to leverage our marketing strategy:

Social Media: We will use Facebook and YouTube to reach a large audience. The Wausau Area Hmong New Year, Inc., has a Facebook page where we post regular updates, photos, and videos, and interact with attendees. Our goal with Facebook is to advertise our event in different geographic locations with a large number of Hmong.

YouTube will be used to share longer videos or behind-the-scenes content. Our goal with YouTube is to advertise the Wausau Area Hmong New Year by paying for a timeslot with a few Hmong popular YouTubers. The Hmong YouTubers can announce or share the Wausau Area Hmong New Year celebration on their channel and during their show.

Traditional Marketing Channels: We will use paper flyers, especially in communities where word-of-mouth is strong. We would consider partnering with local businesses, grocery stores, and community centers to distribute our flyers.

Television/Radio Advertising: Television and radio advertising can be very effective in reaching a large audience and building brand awareness. Most Hmong aged 50 and older still watch a lot of Hmong Television and listen to Hmong radio. These two advertising media can help reach those who don't use Facebook or YouTube for their news. However, the challenges with TV and radio advertising have to do with budget constraints. We do not have enough funds to cover the expenses for these types of advertising.

Engaging with Attendees: Talking to dancers, vendors, and attendees directly can be a powerful form of marketing. This could involve distributing flyers, asking for referrals, or simply engaging in conversation.

Expanding Your Reach: Consider partnering with other events or organizations in the area to cross-promote each other. This could help you reach a larger audience and increase attendance.

Leveraging Your Central Location: Wausau is at the center for many surrounding cities. We're 3 hours away from most places and it's easy to get here from most major cities. This is a benefit for the Wausau Area Hmong New Year because we attract a lot of people because of our location.

Improving Your Online Presence: Ensure your event is listed on all major event listing platforms and social media sites. This will make it easier for people to find and share the event.

Creating a Marketing Plan: Develop a detailed marketing plan that outlines your target audience, key messages, marketing channels, timeline, and budget. This will help you stay organized and ensure all your marketing efforts are aligned.

Evaluating Your Results: After each event, evaluate your marketing efforts to see what worked and what didn't. This will help you refine your strategy and make improvements for future events.

Target Market

Our primary target market includes Hmong community members living both in and outside of Wausau, as well as non-Hmong community members within the area. This strategic approach enables us to effectively address the diverse needs of these distinct demographic groups. In addition, our secondary target market consists of individuals and families interested in cultural festivals, local businesses, and organizations. By interacting with this secondary audience, we aim to promote a sense of community and inclusivity, as well as facilitate cultural exchange and support for local establishments. Through this focused strategy, we seek to establish meaningful connections and enhance the lives of all individuals involved.

Target Demographics

The Wausau Area Hmong New Year event caters to a diverse group of individuals aged 16 years old and older, making it an inclusive celebration for a wide range of ages. With the participation of dance teams from both Minnesota and Wisconsin, attendees can enjoy a dynamic showcase of talent that brings a sense of unity and excitement to the Wausau Area Hmong New Year celebration. The event is particularly appealing to the middle-class demographic, offering a vibrant cultural experience that resonates with those looking to celebrate and connect with the Hmong community. From married couples looking for a fun outing to young adults seeking a lively atmosphere, this event promises something for everyone to enjoy and remember fondly.

Product

The product we offer is the annual Hmong New Year celebration, which includes traditional Hmong music, dance/singing competition, food, crafts, night entertainment, and a place for family members to gather and enjoy each other's company for a day or two.

Price

There is a \$5 charge for anyone between the ages of 6-64. All the fees collected from the door will go directly to the cost of the venues.

Place

The event will be held at a central location in Wausau, accessible to all attendees.

Promotion

We will utilize a mix of traditional and digital marketing strategies, including:

Local media outlets: We will reach out to newspapers, radio stations, and TV stations to feature our event.

Social media: We will use platforms like Facebook, Instagram, and Twitter to promote the event and engage with our audience.

Community events: We will participate in local/state events and festivals to promote our event.

Partnerships: We will seek partnerships with local businesses and organizations to sponsor or promote our event.

People

Our team will consist of volunteers from the Hmong community and other local residents who are passionate about promoting cultural diversity.

Marketing Budget

Our marketing budget will be allocated to various strategies, with a focus on digital marketing and partnerships. We will seek sponsorships and grants to supplement our budget. We have a small budget for marketing each year due to the lack of funds.

Control and Evaluation

We will regularly monitor our marketing efforts and evaluate their effectiveness. Key performance indicators include the number of attendees, social media engagement, and feedback from attendees and sponsors.

Conclusion

This marketing plan provides a roadmap for the Wausau Area Hmong New Year, Inc. to increase attendance at our annual celebration, foster community engagement, and promote cultural appreciation. We look forward to a successful event and continued growth in the future.

Marketing Budget

	July	August	September	October	November	Total
Social Media	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$5,000.00
Radio	\$500.00	\$500.00	\$1,000.00	\$1,000.00	\$1,000.00	\$4,000.00
Print	\$500.00	\$500.00		\$0.00		\$1,000.00
Totals	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$10,000.00

Based on our calculations, an estimated budget of \$10,000 would be allocated for marketing and promoting the Wausau Area Hmong New Year celebration. The current expenditure of \$2000 predominantly on print marketing belies our potential to expand our reach and engage larger audiences. By securing additional funds, our mission is to amplify our advertising efforts and extend our promotional activities to not only the greater Wausau community but also the Hmong communities in distant areas like Milwaukee, Madison, Fox Valley, Minnesota, as well as reaching out to various media outlets and potential sponsors. Our aim is clear: to enhance the visibility and attendance of the event.

Media and Public Relations Plan:

Objective:

In developing a comprehensive media and public relations plan for the Wausau Hmong New Year celebration, the primary focus is on promoting and raising awareness of the event within the diverse spectrum of communities it serves. Specifically targeting the greater Wausau community alongside the Hmong community in areas like Milwaukee, Madison, Fox Valley, and Minnesota. The strategy aims to extend the reach beyond local boundaries. Engaging media outlets and sponsors plays a crucial role in amplifying the event's visibility and impact. The overarching goal is not only to boost attendance and participation but also to cultivate a sense of connection and inclusivity among the Hmong community and the broader public, forging enduring relationships that enhance community cohesion.

Target Audience:

Local residents of Wausau and surrounding areas

Hmong community members in Wisconsin and Minnesota

Media outlets including newspapers, television, radio, and online platforms
Potential sponsors and vendors

Key Messages:

Celebrate Hmong culture, traditions, and heritage
Engage in cultural activities and performances
Promote unity and understanding among different communities
Highlight the economic and tourism impact of the event
Create a safe and enjoyable experience for all attendees

Pre-event:

Press release announcing the event, its significance, and key activities
Engage with local media for interviews and feature stories on the Hmong community
Social media campaign to raise awareness and excitement

During the event:

Live updates on social media platforms - showcasing performances, exhibitions, and cultural activities
Media interviews and photo opportunities with event organizers, community leaders, and attendees
Encourage attendees to share their experiences using event-specific hashtags

Media Materials:

Press release announcing the event and its key highlights
Media kits with information about the Hmong culture, history, and the significance of the New Year celebration
Provide images and video footage of past events
Fact sheet with event details including dates, location, cultural activities, and performances

Engagement Strategy:

Regularly pitch stories to local media outlets and invite them to cover the event

Collaborate with local influencers and community organizations for cross-promotion

Engage with the Hmong community through community forums, social media groups, and direct outreach

Implement a community ambassador program to encourage community participation and advocacy

Digital Media Strategy:

Create official event website with detailed information about the festival, schedule, and FAQs

Utilize social media platforms to share event updates, engage with the community, and promote ticket sales

Leverage online event listings, calendars, and community websites to increase event visibility

Implement targeted digital advertising campaigns to reach the local community and potential attendees

Monitoring and Evaluation:

Track media coverage and presence in news articles, TV/radio segments, and online publications

Monitor social media engagement, sentiment, and reach using analytics tools

Conduct post-event surveys to gather feedback from attendees and sponsors

Analyze attendance and ticket sales data to assess the event's success

Conclusion:

A well-executed media and public relations plan will help raise awareness and promote the Wausau Hmong New Year to the local community, media outlets, and potential sponsors. It will contribute to the success of the event, maintaining the cultural significance of the celebration, and fostering positive relationships with the Hmong community and the broader public. Regular evaluation and adjustments to the plan will ensure its effectiveness in achieving desired goals.

The Wausau Area Hmong New Year celebration is organized by a non-profit organization dedicated to showcasing and preserving the rich Hmong culture. This thrilling celebration spans two days, taking place on November 9th and November 10th, 2024, at the Central Wisconsin Convention and Expo Center.

The Wausau Area Hmong New Year celebration is a longstanding annual event in Marathon County, drawing Hmong people from across Wisconsin and Minnesota. Over 3000 individuals traveled from out of state to attend last year's New Year celebration and take part in the singing and dancing competition. Notably, 22 dance teams from out of town competed on both Saturday and Sunday.

Many of the teams lodged in Rothschild due to its proximity to the event. Last year, 81 rooms were booked for two nights at Holiday Inn and Suites in Cedar Creek, costing \$135 per night and totaling \$21,870. Additionally, 38 rooms were reserved at Motel 6 for \$85.99 per night, amounting to \$6,535.24.



WAUSAU AREA HMONG NEW YEAR, INC.

1819 Rosecrans Street | Wausau, WI 54401

Board of Directors

Blong Moua- President

Long Lor- Vice President/ Secretary

Taosia Lo- Treasurer

Tou Thao- Board Member

Chang Yang- Board Member

Sher Moua- Board Member



Wausau New Year, Inc Budget for 2024

Expense

New Year fees	\$ 80,000.00
Tax and accounting fees	\$ 400.00
Operational fees	\$ 1,000.00
Insurance	\$ 700.00
Total cost	\$ 82,100.00

Subject:

FW: [EXTERNAL] Re: Room Tax Application

From: Wausau NewYear <wausauareany@gmail.com>

Sent: Monday, July 22, 2024 11:12 AM

To: MaryAnne Groat <mgroat@ci.wausau.wi.us>

Subject: [EXTERNAL] Re: Room Tax Application

Hello MaryAnne,

Here is the updated budget that we are requesting. This is the reason why I've requested \$20,000 for our application. The old one did not include TV ads for us but with a larger budget, we can put ads on Hmong TV. If you have any questions, please let me know. I look forward to seeing you tonight.

Marketing Budget-Updated

	July	August	September	October	November	Total
Social Media	\$1,600	\$1600	\$1600	\$1600	\$1600	\$8,000
Radio	\$500.00	\$500.00	\$1,000.00	\$1,000.00	\$1,000.00	\$4,000.00
Print	\$500.00	\$500.00		\$0.00		\$1,000.00
Hmong TV	\$1800	\$1800	\$1800	\$1800	\$1800	\$9000
Totals	\$3400	\$3400	\$4400	\$4400	\$4400	\$22,000

- 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 Beer and Bacon

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

\$6,000.00

Total Project/Event Budget

\$28,000.00

Event Date(s) or Date Range

September 14, 2024

Event Location

Fern Island - Wausau

Projected Number of Attendees

4,000

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

50

Existing Event/Project

Project/Event Description

Beer & Bacon Fest is an annual event held by Wausau Events on Fern Island in Wausau. The event is held the second Saturday of September, and attracts attendees from across the state, region and from 11 different states in 2023. Attendees pay for an event ticket and receive a beer mug, along with unlimited beer & bacon samples from vendors inside the grounds. We have non-alcoholic vendors for our 2024 event too, increasing the attendance levels for the event due to providing more options for attendees.

The 2023 event had attendees that reserved hotel rooms at the Jefferson Street Inn, Best Western, Hampton Inn Wausau and others responded that they stayed at a local hotel but did not list locations.

Optional: Upload Project/Event Details

See uploaded files:

- 'BBF Budget 2024.pdf' (id: d66895a8-2bc4-4426-bf8b-8d8a55b917fb)

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 Events does marketing for Beer & Bacon Festival all outside of 90 miles from the event. In 2023, our organization spent \$2250 on Billboards in Eau Claire & Green Bay, along with \$1387 in Facebook/social media advertising, \$4,000 in TV advertisements, and \$649.50 on a regional Money Saver ad.

In 2024, we're planning to increase our Social Media marketing to add Instagram (to hit our targeted generation) and expand the market of our TV ads to include the Madison area. We are planning to get away from the Billboard part of the event to put more money into OTT advertising and Social Media as that is where we see the marketing impact for this event.

Marketing Media Description

Social Media Ads

Locations covered by the media/ publication

Eau Claire, Milwaukee, Minneapolis, Green Bay, Tomahawk, Madison, Appleton

Approximate dates

August & September

Expected Cost

2500

Grant Request

2500

Marketing Media Description

TV Ads

Locations covered by the media/ publication

Green Bay/Appleton, LaCrosse, Eau Claire, Madison

Approximate dates

Beginning of September

Expected Cost

3500

Grant Request

3500

Additional information may be attached

See uploaded files:

- '2023BBFMarketingResults.pdf' (id: eb144e68-2348-48d2-a86d-64a3809a3df5)

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.

Our event is a three-hour festival that generates hotel rooms due to attendees driving to come to the event. The event is held in the middle of the day, and attendees often stop by local businesses once our event is over, then stay at a local hotel if they are from out of town.

We did a survey in 2023 for attendees after the event for event feedback & to try to track hotel room nights. We had 37 replies for confirmed room nights, and over 20 others who listed "yes" to staying at a hotel, but did not list the location.

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

In 2023 we estimated that our event had between 50-75 room nights, which is standard for an event of this size based on the festival date & time.

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:

- 'WE Budget 2024.pdf' (id: 364f987c-90eb-4c6d-ab44-df04e5c894ed)

PROJECT OR EVENT BUDGET

See uploaded files:

- 'BBF Budget 2024.pdf' (id: 4e236efb-48e3-49a3-8820-ea1d25982c88)

RECENT YEAREND FINANCIAL STATEMENTS

See uploaded files:

- 'EOY Revenue Report 2023.pdf' (id: 4305ab66-67e1-4579-a686-c5c839299ce9)

IRS DETERMINATION

See uploaded files:

- 'WAUSAU EVENTS TAX EXEMPT FORM-11 (1).pdf' (id: 21835efd-642e-4a76-a90c-1dfe2e1d5b08)
- '2024 WE W9.pdf' (id: 00dc3bd5-f800-423e-84e9-39a717234475)

BOARD OF DIRECTORS

See uploaded files:

- '2024 Board of Directors List.pdf' (id: 0cb06807-9d63-42d7-a77b-b6e1b2b22662)

Submit

Applicant Full Name

Alissandra Aderholdt

Applicant Title

Executive Director - Wausau Events

Approval Of Application

Begin User

execdir@wausauevents.org

Begin Date

7/15/2024 3:54:17 PM

Submitted User

execdir@wausauevents.org

Submitted Date

7/17/2024 3:14:35 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

2023 Marketing Plan & Results:

Facebook Advertisements

Amount Spent	\$1,387
Reach	137,402
Impressions	435,811
Clicks	5,240
Areas targeted in these ads:	
MSP, Eau Claire, Appleton, Wausau, MKE and Green Bay	

Attendee

Wausau, Appl
Madison, Milw
Eagle River, Rhir
Stevens Poi

Other Stat
Minnesota, Iov
Illinois, Indiana,
Florida, Utah, C

Billboards

Amount Spent	\$2,250
Located in:	Eau Claire, Green Bay

TV Adve

Amount Spent

Locations/Area
s reached by
these ads

Printed Ads

Money Saver	\$649.50
Areas Covered:	Stevens Point & Wausau

e Locations

eton, Green Bay,
waukee, LaCrosse,
melander, Minoqua,
nt, Marshfield.

es: Michigan,
wa, South Dakota,
, Ohio, Tennessee,
Georgia and Maine

rtisements

\$4,000

LaCrosse, Eau
Claire,
Northwoods,
Green
Bay/Appleton

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)

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

Beer & Bacon Fest				
Year	2021	2022 as of 7/20	2023 Actual	2024 Budget
Revenue	\$ -	\$ 21,818.00	\$ 17,554.00	\$ 28,000.00
Expense	\$ -	\$ 18,776.00	\$ 22,405.00	\$ 28,000.00
Net	\$ -	\$ 3,042.00	\$ (4,851.00)	\$ -

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

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

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

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

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)	\$ -

Winter Brew Fest				
Year	2020	2022	2023 Actual	2024 Budget
Revenue	\$ 6,308.00	\$ -	\$ 9,360.00	\$ 13,750.00
Expense	\$ 7,538.00	\$ -	\$ 6,450.00	\$ 8,000.00
Net	\$ (1,230.00)	\$ -	\$ 2,910.00	\$ 5,750.00

First event since pandemic was 2023's event.

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)	\$ -

4th Of July Fireworks				
Year	2024 Budget			
Revenue	\$ 36,090.00			
Expense	\$ 36,090.00			
Net	\$ -			

Beer and Bacon Budget

	2022 Actuals	2023 Actuals	2024 Budget
EXPENSES:	\$ 21,867.00	22,405	28,000
ENTERTAINMENT	1,500	1,500	2,000
OTHER ENTERTAINMENT	2,400	4550	5,050
SALARIES	550	300	500
FICA EXPENSE	-		
SODA EXPENSE	500		500
BEER EXPENSE	5,400	4950	5,500
EQUIPMENT RENTAL	970	1045	1,100
GARBAGE/CLEAN UP	150		300
SECURITY	414		450
TENT RENTAL	-		
TOILET RENTAL	1,145	705	800
ADVERTISING & SIGNAGE	5,082	7500	9,000
LICENSES & PERMITS	1,500		800
POSTAGE	-		
PRINTING			
SUPPLIES	506	1855	2,000
SALES TAX	1,750		

REVENUE	37,986	17,554	28,000
SPONSORSHIPS	7,000	5,500	4,500
GRANTS	7,500	7,500	6,000
BEER SALES			
TICKET SALES	23,486	4554	17,500

WAUSAU AREA EVENTS - 2023 REVENUE REPORT

December 31, 2023

	2023	2022	2021	2020	2019
GENERAL FUND 800					
City of Wausau	70,026	70,026	78,000	70,026	70,026
Covid Payroll				11,845	
Amazon	20	5			
Interest Income	100	57	7	10	185
Community Foundation		18,700		3,600	
WPS Foundation		2,500			
Other Income	40	8	63		34
Refunds	134		3,853		
TOTAL GENERAL FUND	70,320	91,296	81,923	85,481	70,245
BLUES FEST 820					
Ticket Sales	73,955	50,721	64,263		46,491
American Family Insurance			2,000		
American Family Insurance					2,000
Apogee					800
Beverage Sales	30,330	26,331	36,164		32,753
Bruyer, Nicholas and Kathryn			5,000		
Bull Falls Harley Davison	2,000				
CVB				1,700	
Community Foundation		5,000			2,500
Deneen Company/John Dudley					
Eye Clinic of Wisconsin					
Fabiano Brothers	5,000		8,000		8,000
Greater Milwaukee Foundation	2,500	2,500			
GreenFire					500
James Nick Insurance					280
Madison Community Foundation			2,000		
Marathon Cheese Corp			500		
MidWisconsin Beverage	2,125		1,000		
Ministry					
Other	926	586	1,120		285
Renewal by Anderson	2,000	750			
Riiser Energy					500
Souvenir Sales	2,960	1,840	3,990		5,857
Stifel Nicolaus		3,500	7,000	3,500	
Swiderski		750			
Tunderland		750			6,500
TDS		500	500		
Tunderland			500		
Upper Iowa		500			
Vendor Fees	1,875	3,150	3,286		3,510

WAUSAU AREA EVENTS - 2023 REVENUE REPORT

December 31, 2023

	2023	2022	2021	2020	2019
Pepsi		2,000			
Weston Room Tax		10,000			
Wausau Room Tax	9,000	9,000	9,000		9,000
TOTAL BLUESFEST	132,671	117,878	144,323	5,200	118,976
MARKETPLACE THURSDAYS 830					
Tunderland					1,000
Vendor Fees/registration				225	2,520
TOTAL MARKETPLACE	-	-	-	225	3,520
BEER AND BACON/FIREWORKS FEST 845					
City of Wausau	7,000	7,500	4,500		3,000
Apogee					
Beverage Sales			3,048		
Cellcom			1,000		
Covantage			5,000		
Fabino			1,000		
Globe University					
GreenFire					1,000
Greenheck			5,000		
Ho Chunk Casino	3,000				3,255
Intercity			500		
Linetec			1,000		
Midstate Truck		1,500			
Mid Wisconsin			1,125		
Milwaukee Burger					
NorthCentral Health Care			500		
Renewal By Anderson	2,500	750			
Riiser Fuels					500
Rocket Industrial					
Jim Kryshak Jewelers					
Swiderski		500			
TDS		500	2,500		
Titan Home Improvements	500				
Tundraland		875	1,000		
Ticket Sales	18,029	28,497			30,691
Vendor Fee			4,537		
Walk Run			575		
TOTAL BEERBACON/FIREWORKS	31,029	40,122	31,285	-	38,446

HOLIDAY PARADE 850

WAUSAU AREA EVENTS - 2023 REVENUE REPORT

December 31, 2023

	2023	2022	2021	2020	2019
Associated Bank					
Candy Donations/Admission Fee	2,046	3,573	3,633	3,145	3,409
Connexus Credit Union		2,500			
Deneen Company					
Fun Run					
J H Findorff & Son Inc	1,000				
Great Lakes Cheese	1,000	1,000			
Greenheck Fan					
Linetec		1,000			
Parade Registration Fees	1,460				
Mid-Wisconsin Beverage				250	
Northwestern Mutual	250				
TDS		500			
Roastar			500		
Vendor Fees	100				
Tundraland		375		1,500	
Upper Iowa		75			
Wausau Homes			1,000		2,000
Wisconsin Public Service					
West Side Business Association					
TOTAL HOLIDAY PARADE	5,856	9,023	5,133	4,895	5,409
WINTERFEST 885					
American Family	2,500				
City of Wausau					
Compass Properties					
Habush, Habush					
Freeman Family					
Globe University					
Ministry Health Care					
Ho Chunk					
Joint Chiropractic		2,500			
Koucerek					
Main Street					
Mid Wisconsin Beverage	2,125				
Third Street Lifestyle Center					
Peoples State Bank					4,500
Politos Pizza					
Rasmussen College		1,000			1,000
Renewal by Anderson	500	750			
Redfin					250
Navieve Fromagerie					

WAUSAU AREA EVENTS - 2023 REVENUE REPORT

December 31, 2023

	2023	2022	2021	2020	2019
Tundraland		750			
Touch Stone Senior Services					
UMR		1,000			
Upper Iowa University		500			
Washington Square Merchants	1,000				
Chili Contest Sales and other				872	1,255
TOTAL WINTERFEST	6,125	6,500	-	872	7,005
CHALKFEST 855					
City of Wausau					
Center for Visual Arts		150			
Church Mutual					2,250
Community Foundation	2,551				1,700
Covantage Credit Union		2,500			
Clyde Schlueter Foundation					
Domtar	1,000	1,000			
Downtown Grocery		200			
Pizza Ranch					250
Marathon Savings Bank					
Onsite Sales	2,937	1,118	4,570		4,136
Other Income	14,557				
Peoples State Bank		2,307			
Registration Fees		137	6,436	1,318	8,115
Renewal by Anderson	1,000	750			
Ministry Health Care					
Souvenir Sales	1,713				
SC Swiderski Management	1,000				
Troop 435 Alumni & Friends Inc		300			
Tundraland		750			
Upper Iowa		1,000			
Wausau Community Theatre		300			
Vendor Fees	750		900		400
Wisconsin Public Service					
TOTAL CHALKFEST	25,508	10,512	11,906	1,318	16,851
SUMMER KICKOFF 860					
Covantage Credit Union					5,000
Greenheck Racing, Inc C Tech					1,000
Beverage Sales					1,470
Jerry's Entertainment					500
Kocourek					4,000
Lakes Gas	3,500				

WAUSAU AREA EVENTS - 2023 REVENUE REPORT

December 31, 2023

	2023	2022	2021	2020	2019
Rasmussen College					1,000
Riiser					500
Tundraland					750
Thrivent					1,182
Vendor Fees					825
XP Investments - Autoselect Vendor					
TOTAL SUMMER KICKOFF	3,500	-	-	-	16,227
WINGS OVER WAUSAU/BALLOON AND RIB FEST 865					
After Shock	3,625				
Advanced Home Technologies	500				
American Family Insurance	2,500	357			
Aspirus					2,000
Beverage and Ice Sales	16,583	20,209			74,713
Admissions	27,488				1,550
Jonnee Bauer Agency		357			
Heather Bresnahan Agency		357			
Baird Foundation		1,500			
Brickners					250
City of Wausau	9,000	9,000			10,000
Connexus		10,000			
Community Foundation					1,000
Covantage Credit Union	3,000	3,000			2,000
David Cooper Agency		357			
Domtar	1,500				
Dudley Foundation	2,500	6,500			
Eye Clinic Of Wisconsin					3,250
Fabiano Brothers	5,000				
J H Findorff & Son Inc	500				
First Impression	2,000	1,000			
Gate Receipts	140	8,723			
Greenheck Fan					7,000
Greenheck Foundation	12,000	12,000			
Hupy and Abraham		500			
James Nick Insurance		357			
Jim Kryshak Jewelers					1,000
Jerry's Entertainment					500
Kocourek		20,000			
Midwest Dental					1,100
MidWisconsin Beverage		1,500			8,500
Miscellaneous Revenues					4,135
Steven Norrington Agency		357			

WAUSAU AREA EVENTS - 2023 REVENUE REPORT

December 31, 2023

	2023	2022	2021	2020	2019
Northwestern Mutual	2,500				
Other	165	1,220			
Peoples State Bank		358			
Prevail Bank	10,000	5,000			
Remax					2,000
Renewal by Anderson	8,500	3,750			
Riiser Energy					250
Rocket Industrial	1,500				
TDS	2,500	3,000			
Tundraland		3,625			7,500
Vendor Fees	9,440	10,395		3,300	34,791
United Health Care	1,500	1,500			
Upper Iowa		1,250			
US Cellular		500			
Walk Run & Wing Competition	4,444	4,800			11,954
Wausau Flying Service					500
Weston Room Tax	10,000	10,000			
TOTAL BALLOON RIB FEST	136,885	141,472	-	3,300	173,993
HARVESTFEST 870					
Aetlas LLC		500			
Advanced Home Technologies					
Ascension					
Covantage	2,500	2,500	2,500		2,500
Health in Motion		500			
J H Findorff & Son Inc	500				
George Kress Foundation					
Great Lakes Cheese	1,000	1,000	1,000		
Greenheck Fan Corp				2,000	3,000
Gerber Rose					
Leslie Landin					
Rasmussen College			1,000		1,000
Ministry Health Care					
MidWisconsin Beverage					
Renewal by Anderson	1,500	750			
Roastar			500		
Riiser					
SaintA					
Swiderski	500	500			
TDS		500			
Tundraland		750	2,500	1,000	500
Upper Iowa		1,500	1,000		

WAUSAU AREA EVENTS - 2023 REVENUE REPORT

December 31, 2023

	2023	2022	2021	2020	2019
Werner Electric Supply	2,500				
Wisconsin Early Autism Project					
Vendor Fees	50		25		350
Other Miscellaneous Revenues			965		500
TOTAL HARVESTFEST	8,550	8,500	9,490	3,000	7,850
CONCERTS ON THE SQUARE 880					
3M					2,000
Apogee					2,000
Abby Bank	2,000				
American Family Insurance			570		
Aspirus	10,000	10,000	10,000		
Associated Bank	4,000		2,000		2,000
BMO Harris Bank	2,000	2,000	2,000		
Johnee Bauer Agency			285		
BA Esther Greenheck Foundation					12,000
Community Foundation			2,000		2,000
David Cooper			286		
Covantage			2,000		
Connexus Bank	2,000				
Eye Clinic of Wisconsin		2,000			2,000
First Student			2,000		
Freeman Family		2,000			
Heather Bresnahan Agency			286		
Ho Chunk Casino					4,000
Intercity	2,000				
JH Findorff & Son LLC	2,000	2,000			2,000
Jim Nick Insurance			286		
Kocourek			2,000		2,000
Steven Norrington Agency			286		
Mountain Terrace	2,000				
Renewal by Anderson	2,000				
Rocket Industrial	10,000	10,000			
SC Swiderski	2,000	2,000			
TDS		1,500	10,000		
Tundraland			10,000		3,500
Upper Iowa University			2,000		
Vendor Fees	5,120	2,500	3,675		3,450
Wisconsin Public Service					
TOTAL CONCERTS ON THE SQUARE	45,120	34,000	49,674	-	36,950
BREW FEST 890					
Presto Prints					

WAUSAU AREA EVENTS - 2023 REVENUE REPORT**December 31, 2023**

	2023	2022	2021	2020	2019
Ho Chunk					2,000
Dickeys					
West Corp Publishing					
Ticket Sales and raffle	8,630			6,309	7,282
TOTAL BREWFEST	8,630	-	-	6,309	9,282
TOTAL	474,194	\$ 459,304	\$ 333,734	\$ 110,600	\$ 504,754
Sponsorship	158,788	\$ 209,850	\$ 108,600	\$ 25,395	132,067
City	95,026	95,526	91,500	70,026	92,026
Program Income	219,294	153,271	131,479	15,169	279,657
Miscellaneous	1,086	656	2,155	10	1,004
TOTAL	474,194	459,304	\$ 333,734	\$ 110,600	\$ 504,754