



## 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, August 26, 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

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### AGENDA ITEMS FOR CONSIDERATION/POSSIBLE ACTION TO BE TAKEN

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- 1 Minutes of the previous meeting (07/22/2024).
- 2 Discussion and possible action regarding Tourism Grant request applications.
- 3 Discussion and possible action regarding the establishment of a fixed meeting schedule.

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 08/23/2024 at 4:00 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: Monday, July 22, 2024, at 4:00 p.m., Council Chambers

Members Present: Michael Martens (C), Chad Henke, Lindsey Lewitzke

Members Excused: Tim VanDeYacht (VC), Lisa Rasmussen

Noting the presence of a quorum Chairperson Martens called the meeting to order at 4:00 p.m.

### **Minutes of the previous meeting (04/18/2024).**

Motion by Lewitzke, seconded by Henke, to approve the minutes. Motion carried 3-0.

### **Discussion and Possible Action regarding Tourism Grant request applications.**

The Ironbull application was discussed. Lewitzke questioned the attendance of the event. It was stated the number of attendees had increased over the years and it was projected to continue that trend. Henke questioned how long the event was supported by tourism grants. It was stated this event has happened with that support since 2021.

Motion by Lewitzke, seconded by Henke, to approve \$14,495 funding. Motion carried 3-0.

The Hope in the Park application was discussed. Lewitzke questioned the granting of funds of \$1,000 to radio ads when the organization itself is a radio station owned by a larger network. It was stated the funds allocated would be spent at other stations as their station is a standalone station. Henke stated concerns with the free admission and if it was sustainable as a free event. It was stated the event has broken even in previous years and this was meant to be an investment in the community. It was stated the event should be sustainable if the investment from businesses continues. Martens stated the lower number of room nights for the previous iterations of this event and that additional marketing outside the immediate area may spur more room nights. It was stated the organizers had conducted marketing to promote the event more widely within the state. Martens stated the potential to help newer events get off the ground.

Motion by Henke, seconded by Lewitzke, to approve \$8,500 funding. Motion carried 3-0.

The Wausau Area Hmong New Year application was discussed. Martens stated with a number of expected attendees coming from Minnesota, there will be an increase in room nights. Martens further questioned if any of the Wausau hotels are being reserved for attendees as it was stated the hotels in Rothschild and Weston that are closer to the event are already booked. Lewitzke stated those municipalities would be better suited to provide larger tourism grant funds and further questioned if the organizers had gone to those municipalities. It was stated Rothschild allocated tourism grants. Lewitzke questioned if the full amount was appropriate for scaling up when the previous marketing budget was small. Martens stated the financials and event itself was good but shared concerns that room nights in Wausau would not be as much as Rothschild and Weston. Henke stated that future allocations may be larger, but data would need to be presented for justification.

Motion by Henke, seconded by Lewitzke, to approve \$5,000 funding. Motion carried 3-0.

The Beer and Bacon application was discussed.

Motion by Lewitzke, seconded by Henke, to approve \$6,000 funding. Motion carried 3-0.

### **Adjourn**

Motion by Henke, seconded by Lewitzke, to adjourn the meeting. Motion carried. Meeting adjourned at 4:24 p.m.

For full meeting video on YouTube: <https://www.youtube.com/watch?v=vlU03fsMr1I>

**2024 ROOM TAX**

	<u>CITY</u>	<u>ROOM TAX COMMISSION</u>
Carryover from Prior Year		120,000
Room Tax Revenue	444,133	525,000
Room Tax Retained by Hotels		9,691
Available	<u>444,133</u>	<u>635,309</u>
<b>ROOM TAX COMMISSION AWARDS:</b>		
CVB		387,653
Historical Society of Marathon County	20,495	
Performing Arts - Grand Theater	44,407	
Wausau Concert Band	6,832	
Center for Visual Arts	10,248	
Leigh Yawkey Woodson Art Museum	29,377	
Main Street Program	26,591	
Wausau Area Events	70,026	
City of Wausau/400 Block	146,355	
400 Block	52,755	
City Park Tourism Development Staff	37,047	
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
Iron Bull		14,495
Hope in the Park		8,500
Wausau Area Hmong New Year		5,000
Beer and Bacon		<u>6,000</u>
Total Allocated		<u>537,148</u>
<b>BALANCE AVAILABLE</b>		98,160
<b>NEW REQUESTS</b>		
Festival of Arts		10,250
Grand Theater		<u>30,000</u>
		<u>40,250</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

Wausau Festival of Arts Inc

Authorized Official First Name

Chris

Authorized Official Last Name

Schliepp

Authorized Official Title

Fundraising Chair

Email Address

cschliepp@rwbaird.com; Info@wausaufoa.org

Organization Website URL

www.wausaufoa.org

Street Address

P.O Box 1763

City

Wausau

State

WI

Zip

54402

Daytime Telephone

7158421676

## Grant Information

Staff Notes

Grant Request Amount

█ \$10,625.00

Total Project/Event Budget

█ \$70,304.00

Event Date(s) or Date Range

█ 9/7/2024-9/8/2024

Event Location

█ 3rd St. and the 400 Block in downtown Wausau

Projected Number of Attendees

█ 25,000+

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

█ No

Please describe:

Estimated Number of Hotel Stays from the Project/Event

█ Existing Event/Project

Project/Event Description

█ The Wausau Festival of Arts is a weekend festival that showcases the vibrant culture our community has. This year we will commemorate our 60th year being in the heart of downtown Wausau. Each year there are over 120 juried artists across many art mediums that set up booths to display and sell their art over the weekend. The weekend festival has something for everyone from the patron looking for a new piece of art, to supporting our local downtown businesses or non profit food vendors, families bringing their children to the family art tent to create a piece to take home, and live entertainment on the 400 block stage.

Optional: Upload Project/Event Details

█ *See uploaded files:*

- '2023 Festival of Arts Project Summary.pdf' (id: ade388aa-993e-4f12-bc32-5a258a938ad9)

## Marketing Plan

Staff Notes

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

Marketing Plan Description

█ The Festival of Art Inc continues to meet each year after the festival to review the data available to measure what

the Room Tax Commission in our enhanced marketing efforts.

Optional: Upload Project/Event Details

No files uploaded.

## Marketing Plan

### Staff Notes

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### Marketing Plan Description

With our increased total marketing budget of \$225,000 we plan to extend our marketing reach to at least 100 miles beyond Wausau, while still serving our DMA. The marketing mix targeting those patrons includes video, digital, radio, print, outdoor, and targeted social media messages. The strategy outlined below will run for The Grand's season, encouraging tourism and overnight stays in Wausau through the end of June 2025.

**TV Flights:** Since audiences are buying tickets closer to the date of the show, TV ads placed at least a month before performances become increasingly important. We see significant ROI when we buy primetime spots in network and cable schedules, including cable systems beyond the greater Wausau area. This helps us to engage new and existing audiences simultaneously while reaching a broader market. If awarded this grant we will be able to place additional primetime ad buys, especially with WJFW-12, which reaches all the way up to the Upper Peninsula of Michigan.

**Radio Ads:** We have been using a lot more radio ads recently to reach beyond our usual DMA, specifically with WXPR/WXPW, which serves much of the Northwoods.

**Billboards:** We will utilize billboards along Hwy 51 from the Minocqua area, in the Marshfield area, on Hwy 10 in Plover, and along Highway 29 heading West toward Eau Claire, in order to attract audiences from outside our DMA.

**Social Media Advertising:** One of our most successful advertising channels is Facebook. With the unique nature of presenting shows, we are able to capture the interest of fans from across the Midwest through Facebook advertising. Additional marketing funds allow us to expand our social media marketing reach to engage more fans who reside more than 100 miles outside of Wausau, therefore increasing the likelihood of an overnight stay. With our robust Broadway series, as well as the only stop in the Upper Midwest from other acclaimed artists, we will specifically target those audiences from throughout the region.

**Direct Mail:** We continue to see strong ticket sales out of our seasonal newsletters, three times per season. This year, the newsletter will be mailed to a record 25,000 homes across Wisconsin and beyond.

**Digital Marketing:** We work with multiple partners to place targeted digital ads across the various channels they manage, and we will continue to expand on that partnership this year to capture our ideal audience, performing arts audiences from more than 90 miles outside of Wausau.

### Marketing Media Description

TV Flights

Locations covered by the media/ publication

Wausau/Rhineland/ Stevens Point/UP

Approximate dates

Sept 24 – June 25

Expected Cost

\$44,000

Grant Request

\$12,500

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Marketing Media Description

Radio Ads

Locations covered by the media/ publication

Wausau/Stevens Point/Rhineland/UP

Approximate dates

Sept 24 – June 25

Expected Cost

\$18,400

Grant Request

\$3,000

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Marketing Media Description

Billboards

Locations covered by the media/ publication

Marshfield/Minocqua/Eau Claire/Plover

Approximate dates

Sept 24 – June 25

Expected Cost

\$7,500

Grant Request

\$3,000

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Marketing Media Description

█ Social Media Advertising

Locations covered by the media/ publication

█ 90 mile radius/Midwest

Approximate dates

█ Sept 24 – June 25

Expected Cost

█ \$22,000

Grant Request

█ \$4,000

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Marketing Media Description

█ Direct Mail

Locations covered by the media/ publication

█ Midwest

Approximate dates

█ Sept 24 – June 25

Expected Cost

█ \$29,000

Grant Request

█ \$4,000

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Marketing Media Description

█ Digital Marketing

Locations covered by the media/ publication

█ Midwest

Approximate dates

█ Sept 24 – June 25

Expected Cost

█ \$14,000

Grant Request

█ \$3,500



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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.

Our proposed plan includes marketing to a geographic area 90+ miles outside of Wausau and throughout the Midwest. We regularly see patrons coming to The Grand from Upper Michigan, the greater Chicagoland area, the Twin Cities, and all over the state of Wisconsin. We have seen a positive response to our performances from audiences outside the Wausau area and we would like to capitalize on that and expand our marketing to encourage travelers to visit Wausau.

Through our ticketing software, we are able to track where patrons are traveling from, and reasonably estimate the number of overnight stays that were generated by performances at The Grand. In almost every season, over 32% of ticket buyers live outside of Marathon County, and an estimated 8,900 live more than 90 miles from Wausau.

The Grand is directly providing a minimum of 331 hotel rooms for this season's artists and Broadway productions will likely add an additional 220 room nights. Along with other artists who book their own accommodations as well as those attending shows, we believe that we can safely say The Grand will create at least 750 hotel stays throughout the 2024-25 Season.

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

During the 2023-24 Season, The Grand Theater directly booked 405 rooms for artists. In addition, Broadway tours along booked another 150 nights. These do not include other accommodations made directly by artists, or patrons that chose to stay at other Wausau area hotels.

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:*

- 'FY2025 Budget Overview.pdf' (id: 822e237b-7c52-40a5-8b48-d70306e400d1)

#### PROJECT OR EVENT BUDGET

*See uploaded files:*

- 'FY2025 Show Budget.pdf' (id: eb003569-0811-4e11-b6d9-707c0396ba05)

#### RECENT YEAREND FINANCIAL STATEMENTS

See uploaded files:

- 'Performing Arts Foundation 990 - FY 2023 Final.pdf' (id: f657360a-5bdd-43f3-b31d-23a2f318377b)

## IRS DETERMINATION

See uploaded files:

- 'IRS Letter of Determination.pdf' (id: 1bc8530d-b7b3-45cd-9570-6b2c8a58e344)

## BOARD OF DIRECTORS

See uploaded files:

- '2023.24 PAF Board Listing FULL.docx' (id: 0488e5a7-58a7-4b5f-be21-1ca5aec8c171)

## 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

Tessa Taylor

Applicant Title

Director of Development

## Approval Of Application

Begin User

klang@grandtheater.org

Begin Date

8/5/2024 3:24:38 PM

Submitted User

klang@grandtheater.org

Submitted Date

8/5/2024 5:19:23 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

**Festival of Arts, Inc**  
**Profit & Loss**  
January through December 2023

Jan - Dec 23

Ordinary Income/Expense

Income

Cash Over/Short	-0.02
<b>Direct Public Support</b>	
City Room Tax	10,000.00
Corporate Contributions	9,950.00
Foundation Support	4,765.00
Individual Support	7,672.15
<b>Total Direct Public Support</b>	<u>32,387.15</u>
Interest	8.32
<b>Other Types of Income</b>	
Miscellaneous Revenue	308.34
<b>Total Other Types of Income</b>	<u>308.34</u>
<b>Program Income</b>	
Concession Vendor Fees	450.00
Family Art	941.52
Registration	30,276.80
Silent Auction	4,949.00
Still Young at Art	1,492.95
Young Collectors	1,100.33
<b>Total Program Income</b>	<u>39,210.60</u>
Reception Money	52.00

**Total Income** 71,966.39

Expense

Advertising	13,350.68
Awards	6,800.00
Banquet	4,742.16
Buildings & Grounds	11,296.25
Business Expenses	2,589.59
Business Registration Fees	54.00
Coordinator	8,000.00
Emerging Artists	100.00
Family Art Expense	609.46
Fundraising	244.00
General Admin	632.04
Insurance	3,870.00
Lodging - Em Artists & Judges	123.72
Matching Grants	997.00
<b>Operations</b>	
Printing and Copying	558.55
Supplies	1,521.05
Telephone, Telecommunications	1,058.45
<b>Total Operations</b>	<u>3,138.05</u>
Performers & Stage	5,114.00
Postage, Mailing Service	45.30

**Festival of Arts, Inc**  
**Profit & Loss**  
January through December 2023

	<u>Jan - Dec 23</u>
Refunds	740.00
Scholarship	3,000.00
Shirts	2,165.40
Square Fees	36.55
Still Young Art Expense	947.02
Tax Penalty	770.00
Zapp & Judging	1,625.00
<b>Total Expense</b>	<u>70,990.22</u>
<b>Net Ordinary Income</b>	<u>976.17</u>
<b>Net Income</b>	<u><u>976.17</u></u>

# Wausau Festival of Arts

2024 Budget

<b>Line item</b>	<b>Amount</b>
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
<b>Cash Over/Short</b>	
<b>Direct Public Support</b>	
City Room Tax	10,000
Corporate Contributions	10,000
Foundation Support	5,000
Individual Support	8,000
<b>Total Direct Public Support</b>	<u>33,000.00</u>
Interest	8
<b>Other Types of Income</b>	
Miscellaneous Revenue	-
<b>Total Other Types of Income</b>	<u>0.00</u>
<b>Program Income</b>	
Concession Vendor Fees	450
Family Art	1,000
Registration	34,000
Silent Auction	5,000
Still Young at Art	1,000
Young Collectors	1,000
<b>Total Program Income</b>	<u>42,450.40</u>
Reception Money	100
<b>Total Income</b>	<u>75,558.40</u>
<b>Expense</b>	
Advertising	13,000
Awards	6,800
Banquet	5,500
Buildings & Grounds	11,300
Business Expenses	2,600
Business Registration Fees	54
Coordinator	8,000
Emerging Artists	100
Family Art Expense	1,000
Fundraising	500
General Admin	600
Insurance	3,900
Lodging - Em Artists & Judges	150
Matching Grants	1,000
<b>Operations</b>	
Printing and Copying	600
Supplies	1,500
Telephone, Telecommunications	1,000

<b>Total Operations</b>	3,100.00
<b>Performers &amp; Stage</b>	5,000
<b>Postage, Mailing Service</b>	50
<b>Scholarship</b>	3,000
<b>Shirts</b>	2,000
<b>Square Fees</b>	50
<b>Still Young Art Expense</b>	900
<b>Zapp &amp; Judging</b>	1,700
<b>Total Expense</b>	<u>70,304.00</u>
<b>Net Ordinary Income</b>	<u>5,254.40</u>
<b>Net Income</b>	<u><u>5,254.40</u></u>



**CITY OF WAUSAU ROOM TAX COMMISSION  
TOURISM GRANT  
SUMMARY REPORT**

<b>Applicant Organization: Wausau Festival of Arts Inc</b>
<b>Project/Event: 9/9/2023-9/10/2023</b>
<b>Number of Event Attendees: 25,000+</b> <b>Does this differ from your projected attendance? <u>  No  </u> If yes, Please explain</b>

**Please report actual marketing expenses below:**

Marketing Media Description	Dates Ran	Cost	Is this different than described in the application? If yes, please explain.
City Pages Print & web	8/1/23-9/1/23	\$4,650	No
Face Book ads	5/1/23-9/10/23	\$1,000	No
WPR Radio	8/1/23-9/10/23	\$1,500	No
Zapp online	1/1/23-4/30/23	\$1,250	No
CVB web/print	1/1/23-9/10/23	\$1,200	No
Sun Printing	1/1/23-9/10/23	\$800	Yes, we mailed more mailers
Rack Cards	1/1/23-9/1/23	\$350	No

**Please detail the methodology used to survey attendees to establish attendance statistics, where they live and overnight stays. You may use the table below or present it on another sheet in a format conducive to your event/project.**



**Methodology narrative: Each year we survey the artists and we continue to have estimates of 60+ artists that stay at a hotel for the festival for two nights. In addition we are now tracking data through the CVB to have data on attendance and locations of visitors for the festival weekend. With this data knowing that there are 25,000+ with 52.7% from 90 miles or greater based on CVB data it is estimated that the weekend generated the 150+ hotel stays.**

City	# of People	Hotel Stay?	Other information provided?
See above	500+	150+	Data from our artist survey and follow up with CVB data

**As the authorized representative for this event and organization, I hereby attest and certify that the information provided in this report is true and correct to the best of my knowledge.**

**SIGNED:** \_\_\_\_\_ **Chris Schliepp** \_\_\_\_\_ **DATE:** 7/18/2024 \_\_\_\_\_

**EMAIL ADDRESS:** cschliepp@rwbaird.com \_\_\_\_\_

- 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

| Performing Arts Foundation/The Grand Theater

Authorized Official First Name

| Tessa

Authorized Official Last Name

| Taylor

Authorized Official Title

| Director of Development

Email Address

| ttaylor@grandtheater.org

Organization Website URL

| www.grandtheater.org

Street Address

| 401 N 4th St

City

| Wausau

State

| WI

Zip

| 54403

Daytime Telephone

| 715-842-0988

## Grant Information

Staff Notes

Grant Request Amount

█ \$30,000.00

Total Project/Event Budget

█ \$4,177,188.00

Event Date(s) or Date Range

█ September 1, 2024 - June 30, 2025

Event Location

█ The Grand Theater - Wausau WI

Projected Number of Attendees

█ 75,000 (historic annual attendance)

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

█ 750

█ New Event/Project

Project/Event Description

█ The Grand Theater is North Central Wisconsin's most complete event complex, providing a variety of gathering spaces for touring shows, rental events, meetings, exhibits and social activities. As we kick off our 2024-2025 Season, we are asking for \$30,000 to help support our marketing efforts for the season.

With over 91,000 tickets sold this past season, over 34,000 were sold to residents living outside of Marathon County. There are many patrons who travel from outside of Marathon County including about 8,900 who travel outside driving distance (90+ miles). We saw a fantastic response to the announce of our season in June, and are pleased to see that our fall shows are selling well.

We are bringing more shows to Wausau than ever before. We announced 37 mainstage season shows in June and have already added five additional headliners to the schedule for before the end of the year. Nationally-touring artists with major name recognition often add dates to their tours in the second half of the season as well, so we anticipate announcing additional shows in the coming months.

With the largest presented season in the history of The Grand, we are bringing more shows and bigger shows to Wausau than ever before. For the first time, all six of our six Broadway shows will be playing for two nights, bringing twice as many tourists to Wausau, and doubling the number of nights Broadway casts will be staying in Wausau hotels. With more shows and new IATSE touring standards requiring single rooms, more Broadway artists and crew will be staying in Wausau hotels than ever.

Due to the sheer number of shows, the caliber and name-recognition of the artists, and buying patterns of our patrons, we have increased our total marketing budget by over \$56,000 this year and would greatly appreciate the continued support of

the Room Tax Commission in our enhanced marketing efforts.

Optional: Upload Project/Event Details

No files uploaded.

## Marketing Plan

### Staff Notes

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**TV Flights:** Since audiences are buying tickets closer to the date of the show, TV ads placed at least a month before performances become increasingly important. We see significant ROI when we buy primetime spots in network and cable schedules, including cable systems beyond the greater Wausau area. This helps us to engage new and existing audiences simultaneously while reaching a broader market. If awarded this grant we will be able to place additional primetime ad buys, especially with WJFW-12, which reaches all the way up to the Upper Peninsula of Michigan.

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### Marketing Media Description

TV Flights

Locations covered by the media/ publication

Wausau/Rhineland/ Stevens Point/UP

Approximate dates

Sept 24 – June 25

Expected Cost

\$44,000

Grant Request

\$12,500

---

Marketing Media Description

Radio Ads

Locations covered by the media/ publication

Wausau/Stevens Point/Rhineland/UP

Approximate dates

Sept 24 – June 25

Expected Cost

\$18,400

Grant Request

\$3,000

---

Marketing Media Description

Billboards

Locations covered by the media/ publication

Marshfield/Minocqua/Eau Claire/Plover

Approximate dates

Sept 24 – June 25

Expected Cost

\$7,500

Grant Request

\$3,000

---

Marketing Media Description

█ Social Media Advertising

Locations covered by the media/ publication

█ 90 mile radius/Midwest

Approximate dates

█ Sept 24 – June 25

Expected Cost

█ \$22,000

Grant Request

█ \$4,000

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Marketing Media Description

█ Direct Mail

Locations covered by the media/ publication

█ Midwest

Approximate dates

█ Sept 24 – June 25

Expected Cost

█ \$29,000

Grant Request

█ \$4,000

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Marketing Media Description

█ Digital Marketing

Locations covered by the media/ publication

█ Midwest

Approximate dates

█ Sept 24 – June 25

Expected Cost

█ \$14,000

Grant Request

█ \$3,500

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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.

Our proposed plan includes marketing to a geographic area 90+ miles outside of Wausau and throughout the Midwest. We regularly see patrons coming to The Grand from Upper Michigan, the greater Chicagoland area, the Twin Cities, and all over the state of Wisconsin. We have seen a positive response to our performances from audiences outside the Wausau area and we would like to capitalize on that and expand our marketing to encourage travelers to visit Wausau.

Through our ticketing software, we are able to track where patrons are traveling from, and reasonably estimate the number of overnight stays that were generated by performances at The Grand. In almost every season, over 32% of ticket buyers live outside of Marathon County, and an estimated 8,900 live more than 90 miles from Wausau.

The Grand is directly providing a minimum of 331 hotel rooms for this season's artists and Broadway productions will likely add an additional 220 room nights. Along with other artists who book their own accommodations as well as those attending shows, we believe that we can safely say The Grand will create at least 750 hotel stays throughout the 2024-25 Season.

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

During the 2023-24 Season, The Grand Theater directly booked 405 rooms for artists. In addition, Broadway tours along booked another 150 nights. These do not include other accommodations made directly by artists, or patrons that chose to stay at other Wausau area hotels.

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:*

- 'FY2025 Budget Overview.pdf' (id: 822e237b-7c52-40a5-8b48-d70306e400d1)

#### PROJECT OR EVENT BUDGET

*See uploaded files:*

- 'FY2025 Show Budget.pdf' (id: eb003569-0811-4e11-b6d9-707c0396ba05)

#### RECENT YEAREND FINANCIAL STATEMENTS

See uploaded files:

- 'Performing Arts Foundation 990 - FY 2023 Final.pdf' (id: f657360a-5bdd-43f3-b31d-23a2f318377b)

#### IRS DETERMINATION

See uploaded files:

- 'IRS Letter of Determination.pdf' (id: 1bc8530d-b7b3-45cd-9570-6b2c8a58e344)

#### BOARD OF DIRECTORS

See uploaded files:

- '2023.24 PAF Board Listing FULL.docx' (id: 0488e5a7-58a7-4b5f-be21-1ca5aec8c171)

## 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

Tessa Taylor

Applicant Title

Director of Development

## Approval Of Application

Begin User

klang@grandtheater.org

Begin Date

8/5/2024 3:24:38 PM

Submitted User

klang@grandtheater.org

Submitted Date

8/5/2024 5:19:23 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

REVENUE	2023-2024 APPROVED	2023-2024 YE PROJ	VARIANCE	2024-2025 DRAFT	CHANGE FROM 23-24	CHANGE FROM YE
TICKET SALES	\$1,767,977	\$2,453,280	\$685,303	\$2,273,735	\$505,758	-\$179,545
OTHER PERF REVENUE	\$5,825	\$5,600	-\$225	\$6,150	\$325	\$550
EVENT GRANTS/SPONSORSHIP	\$201,160	\$226,986	\$25,826	\$281,000	\$79,840	\$54,014
CONCESSIONS REVENUE	\$355,916	\$407,000	\$51,084	\$389,496	\$33,580	-\$17,504
BOX OFFICE REVENUE	\$496,000	\$586,200	\$90,200	\$539,500	\$43,500	-\$46,700
RENTAL FEES	\$165,500	\$163,800	-\$1,700	\$153,500	-\$12,000	-\$10,300
OTHER RENTAL INCOME	\$118,500	\$171,500	\$53,000	\$142,500	\$24,000	-\$29,000
PERF ARTS FUND DRIVE	\$330,000	\$350,000	\$20,000	\$345,000	\$15,000	-\$5,000
OTHER GRANTS & DON	\$44,407	\$44,407	\$0	\$44,407	\$0	\$0
MISC INCOME	\$1,150	\$2,400	\$1,250	\$1,900	\$750	-\$500
<b>TOTAL REVENUES</b>	<b>\$3,486,435</b>	<b>\$4,411,173</b>	<b>\$924,738</b>	<b>\$4,177,188</b>	<b>\$690,753</b>	<b>-\$233,985</b>

EXPENSES	2023-2024 APPROVED	2023-2024 YE PROJ	VARIANCE	2024-2025 DRAFT	CHANGE FROM 23-24	CHANGE FROM YE
ARTIST FEES	\$1,079,425	\$1,223,285	-\$143,860	\$1,469,872	-\$390,447	\$246,587
PROD EXPENSE - PAF	\$336,291	\$362,000	-\$25,709	\$399,579	-\$63,288	\$37,579
MRKTG EXPENSE - PAF	\$120,275	\$118,015	\$2,260	\$151,164	-\$30,889	\$33,149
PROD EXPENSE - RENTAL	\$46,500	\$70,500	-\$24,000	\$61,500	-\$15,000	-\$9,000
BOX OFFICE EXPENSE	\$120,600	\$170,000	-\$49,400	\$143,000	-\$22,400	-\$27,000
CONCESSIONS EXPENSE	\$147,500	\$192,000	-\$44,500	\$157,000	-\$9,500	-\$35,000
FUNDRAISING EXPENSE	\$21,400	\$23,000	-\$1,600	\$21,900	-\$500	-\$1,100
GENERAL MARKETING EXPENSE	\$57,000	\$73,152	-\$16,152	\$71,000	-\$14,000	-\$2,152
PERSONNEL EXPENSE	\$1,171,534	\$1,135,934	\$35,600	\$1,260,576	-\$89,042	\$124,642
ADMINISTRATION	\$90,500	\$114,000	-\$23,500	\$129,200	-\$38,700	\$15,200
UTILITIES	\$116,500	\$110,000	\$6,500	\$123,500	-\$7,000	\$13,500
OCCUPANCY	\$125,467	\$156,577	-\$31,110	\$135,001	-\$9,534	-\$21,576
<b>TOTAL EXPENSES</b>	<b>\$3,432,992</b>	<b>\$3,748,463</b>	<b>-\$315,471</b>	<b>\$4,123,292</b>	<b>-\$690,300</b>	<b>\$374,829</b>
<b>CHANGE IN OPERATIONAL ASSETS</b>	<b>\$53,443</b>	<b>\$662,710</b>	<b>\$609,267</b>	<b>\$53,896</b>	<b>\$453</b>	<b>-\$608,814</b>
<b>NON-OPERATIONAL INC/EXPENSE</b>	<b>-\$135,000</b>	<b>-\$164,000</b>	<b>-\$29,000</b>	<b>-\$135,000</b>	<b>\$0</b>	<b>\$29,000</b>
<b>CHANGE IN ASSETS</b>	<b>-\$81,557</b>	<b>\$498,710</b>	<b>\$580,267</b>	<b>-\$81,104</b>	<b>\$453</b>	<b>-\$579,814</b>

Grand Evening and Matinee Series	<b>SERIES TOTALS</b>	<b>MATINEE TOTALS</b>
<b>TICKET PRICES: Golden Circle (232)</b>	\$ 3,590.50	\$ 66.00
<b>Section A (636 seats)</b>	\$ 2,923.00	\$ 66.00
<b>Section B (226 seats)</b>	\$ 2,440.50	\$ 66.00
<b>Section C (120 seats)</b>	\$ 1,603.00	\$ 66.00
NOMINAL CAPACITY (1208 or 1180)	67,979	16,912
Section A comps	(1,809)	(280)
Section B comps	(1,535)	(280)
MAXIMUM SALES CAPACITY	64,635	16,352
<b>POTENTIAL NAGBOR</b>	<b>\$ 3,361,003</b>	<b>\$ 77,088</b>
<b>PROJECTED % OF GROSS</b>	<b>68%</b>	<b>77%</b>
<b>REVENUE</b>		
GbNITE tickets sold	38814	0
GbNITE REVENUE [net 5% discount]	\$ 2,214,307	
GbDAY tickets sold	9905	9905
GbDAY REVENUE [# x \$5.00 x 95%]	\$ 59,428	\$ 59,428
total tickets sold	48719	9905
<b>TOTAL TICKET REVENUE</b>	<b>\$ 2,273,735</b>	<b>\$ 59,428</b>
<b>MISCELLANEOUS INCOME</b>		
Merchandise Percentage	\$ 6,150	\$ -
Event Grants	\$ 30,000	\$ -
WI Arts Board Grant	\$ 8,000	\$ -
Program Advertising	\$ 49,225	\$ -
Sponsorship Fee	\$ 195,000	\$ 15,000
<b>TOTAL MISCELLANEOUS INCOME</b>	<b>\$ 288,375</b>	<b>\$ 15,000</b>
<b>TOTAL REVENUE</b>	<b>\$ 2,562,110</b>	<b>\$ 74,428</b>
<b>DIRECT EXPENSE</b>		
<b>ARTIST FEES</b>	<b>\$ 1,186,800</b>	<b>\$ 33,800</b>
<b>OVERAGE/SHARING CONTRACT</b>	<b>\$ 173,405</b>	<b>\$ -</b>
<b>OTHER FEES (Support/BWay Royalties)</b>	<b>\$ 109,667</b>	<b>\$ -</b>
Technical Labor	\$ 223,600	\$ 1,550
House Staff	\$ 21,650	\$ 1,800
Security	\$ 43,100	\$ 2,900
<b>TOTAL EVENT LABOR</b>	<b>\$ 288,550</b>	<b>\$ 6,450</b>
Season Brochure [prorated]	\$ 30,210	\$ 890
Season Brochure Postage [prorated]	\$ 5,365	\$ 248
Newspaper	\$ 1,090	\$ -
Radio	\$ 18,400	\$ -
TV	\$ 43,900	\$ -
Event Programs	\$ 13,900	\$ -
Other Marketing	\$ 38,299	\$ -
<b>TOTAL MARKETING</b>	<b>\$ 151,163</b>	<b>\$ 1,138</b>
ASCAP/BMI/SESAC	\$ 18,479	\$ -
Production Supplies	\$ -	\$ -
Equipment/Personnel	\$ 45,900	\$ -
Artist Hospitality	\$ 34,150	\$ 1,000
Travel & Lodging	\$ 5,200	\$ -
<b>TOTAL PRODUCTION COSTS</b>	<b>\$ 98,689</b>	<b>\$ 1,000</b>
<b>MISCELLANEOUS EXPENSE</b>	<b>\$ -</b>	<b>\$ -</b>
<b>TOTAL EXPENSES</b>	<b>\$ 2,008,275</b>	<b>\$ 42,388</b>
<b>CONTRIBUTION TO OVERHEAD</b>	<b>\$ 532,364</b>	<b>\$ 32,040</b>
Concessions Sales	\$ 174,496	\$ -

Grand Evening and Matinee Series	10x10 TOTALS	EVENING TOTALS
TICKET PRICES: Golden Circle (232)	\$ 450.00	\$ 3,074.50
Section A (636 seats)	\$ 350.00	\$ 2,507.00
Section B (226 seats)	\$ 350.00	\$ 2,024.50
Section C (120 seats)	\$ 150.00	\$ 1,387.00
NOMINAL CAPACITY (1208 or 1180)	1,700	49367
Section A comps	0	(1529)
Section B comps	(25)	(1230)
MAXIMUM SALES CAPACITY	1,675	46608
<b>POTENTIAL NAGBOR</b>	<b>\$ 15,872</b>	<b>\$ 3,268,043</b>
<b>PROJECTED % OF GROSS</b>	<b>98%</b>	<b>67%</b>
<b>REVENUE</b>		
GbNITE tickets sold	1,642	\$ 37,173
GbNITE REVENUE [net 5% discount]	\$ 17,974	\$ 2,196,333
GbDAY tickets sold		\$ -
GbDAY REVENUE [# x \$5.00 x 95%]	\$ -	\$ -
total tickets sold	1,642	\$ 37,173
<b>TOTAL TICKET REVENUE</b>	<b>\$ 17,974</b>	<b>\$ 2,196,333</b>
Merchandise Percentage	\$ 750	\$ 5,400
Event Grants	\$ -	\$ 30,000
WI Arts Board Grant	\$ -	\$ 8,000
Program Advertising	\$ -	\$ 49,225
Sponsorship Fee	\$ 10,000	\$ 170,000
<b>TOTAL MISCELLANEOUS INCOME</b>	<b>\$ 10,750</b>	<b>\$ 262,625</b>
<b>TOTAL REVENUE</b>	<b>\$ 28,724</b>	<b>\$ 2,458,958</b>
<b>DIRECT EXPENSE</b>		
<b>ARTIST FEES</b>	<b>\$ 18,000</b>	<b>\$ 1,135,000</b>
<b>OVERAGE/SHARING CONTRACT</b>		<b>\$ 173,405</b>
<b>OTHER FEES (Support/BWay Royalties)</b>	<b>\$ -</b>	<b>\$ 109,667</b>
Technical Labor	\$ 900	\$ 221,150
House Staff	\$ 900	\$ 18,950
Security	\$ 1,200	\$ 39,000
<b>TOTAL EVENT LABOR</b>	<b>\$ 3,000</b>	<b>\$ 279,100</b>
Season Brochure [prorated]	\$ -	\$ 29,320
Season Brochure Postage [prorated]	\$ -	\$ 5,116
Newspaper	\$ -	\$ 1,090
Radio	\$ -	\$ 18,400
TV	\$ -	\$ 43,900
Event Programs	\$ -	\$ 13,900
Other Marketing	\$ 200	\$ 38,099
<b>TOTAL MARKETING</b>	<b>\$ 200</b>	<b>\$ 149,825</b>
ASCAP/BMI/SESAC	\$ 288	\$ 18,191
Production Supplies	\$ -	\$ -
Equipment/Personnel	\$ 2,500	\$ 43,400
Artist Hospitality	\$ 600	\$ 32,550
Travel & Lodging	\$ -	\$ 5,200
<b>TOTAL PRODUCTION COSTS</b>	<b>\$ 3,100</b>	<b>\$ 94,589</b>
<b>MISCELLANEOUS EXPENSE</b>	<b>\$ -</b>	<b>\$ -</b>
<b>TOTAL EXPENSES</b>	<b>\$ 24,300</b>	<b>\$ 1,941,586</b>
<b>CONTRIBUTION TO OVERHEAD</b>	<b>\$ 4,424</b>	<b>\$ 495,900</b>
Concessions Sales	\$ 8,618	\$ 165,878