



## 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 24, 2023, at 4:00 PM**  
Location: City Hall (407 Grant Street) in the **Council Chambers**  
Members: Michael Martens, Lisa Rasmussen, Chad Henke, Tim VanDeYacht, Lindsey Lewitzke

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

- 1 Minutes of the previous meeting: (6/26/2023)
- 2 Discussion and Possible Action regarding Tourism Grant requests
- 3 Discussion and Possible Action regarding next grant application period

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>.

**IMPORTANT: THREE (3) MEMBERS NEEDED FOR A QUORUM:** If you are unable to attend the meeting please notify Mary Goede by calling 715-261-6621 or via email [mary.goede@ci.wausau.wi.us](mailto:mary.goede@ci.wausau.wi.us)

This Notice was posted at City Hall and emailed to the Daily Herald newsroom 7/21/23 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.

Other Distribution: Media, Alderpersons: (Peckham, Watson, Kilian, Wadinski, McElhaney, Larson, Herbst, Ryan) Mayor Rosenberg, Department Heads

## **ROOM TAX COMMISSION**

Date and Time: Wednesday, June 26, 2023, at 4:00 pm, Council Chambers

Members Present: Lisa Rasmussen, Michael Martens, Lindsey Lewitzke

Others Present: Maryanne Groat, Andy Lynch, Kaitlyn Bernarde, Tim White, Jodi McGuire

Excused: Tim VanDeYacht, Chad Henke

In accordance with Chapter 19, Wisc. Statutes, notice of this meeting was posted and sent to the Daily Herald in the proper manner. With a quorum present, the meeting was called to order by member Lisa Rasmussen.

### **Elect Chairperson for the Room Tax Commission**

Rasmussen nominated Martens to be chair. Second by Lewitzke. Martens accepted. Motion to cast a unanimous ballot for Martens to Chair. Motion passes 3-0.

### **Discussion and possible action on approving minutes of previous meeting (April 12, 2023)**

Motion by Lewitzke. Second by Rasmussen. Motion carries 3-0.

### **Discussion and Possible Action regarding Room Tax 2023 Financial Projection and Room Tax Usage**

Maryanne Groat stated the state law on what can use the tourism bucket can use. Rib Mountain is using funds for trail development. Could create a second application process or allocate funds for those activities. Based on the monies and the applications received to date; at the April meeting the Balloon Rally said they would have applied for more funds to be able to match their GEM grant. Groat stated there is an online application process, and she grabbed all the applications that were in the portal and brought them in today.

Martens clarified that the balance listed of \$111,277, but we anticipate \$103,000 balances at the end of the year due to projects not being drawn this year.

Rasmussen stated this was the first cycle that had tourism impact. She noted even if we funded all the projects fully, we would have over 100,000 for events in the fall and the spring 2024. She did not see anything in the requests that would be ineligible.

Tim White, of the Wausau Central Wisconsin Convention and Visitors Bureau provided handouts on what the organization is becoming. It wants to be a destination marketing organization, a lean organization with the best marketing tools. They want to be a partner to go alongside organizations that the data supports and committed to be a partner.

### **Discussion and Possible Action regarding Tourism Grant Requests**

Groat stated that our policy requires someone to state non-profit status, they did not disclose that. She believes they are for-profit. She included the application in case the commission wanted to adjust the policy.

Lewitzke asked the Balloon Rally group to clarify if municipalities providing 10,000 allowed to match the GEM grant. Nancy Woeller stated the funds from the municipalities is to cover the shuttle. She stated this is a make-or-break year. Lewitzke questioned the numbers provided in the application and the need for the funds.

Discussion continued.

Rasmussen restated the state law, and the City cannot be on record providing funds for a local match grant. Lewitzke stated that she did not like all the loose ends in the application. Jodi stated that they are working with the group to complete the reporting and can show the reports. Lewitzke stated she would like to see reports at the August/ Fall meeting. Rasmussen stated receipted on actual expense.

Rasmussen approve funding contingent post receipting marketing expenses surpassing 20,000. Seconded by Lewitzke. Motion carries 3-0.

Lewitzke motion to approve Wisconsin Art Association Marathon Park. Rasmussen second. Approved 3-0

Lewitzke questioned the Willow Springs application that the marketing budget is only \$5,000. Jodi stated that Peggy from Willow Springs is looking for non-for-profit status. It is marketing outside of the 90 miles and she submitted her current budget. Lewitzke stated her concern of approving applications for for-profit entities will open the flood

gates, rather than long term planning of municipal investments. Rasmussen motioned to table on this item and encouraging them to apply in a future cycle once they get non-profit status. Lewitzke seconded. Motion carries 3-0.

Rasmussen stated all three municipal development projects have offer additional amenities when guests are here, sustainable projects to attract visitors. She stated she thought she could fund all three knowing they would be funded in future cycles and the plans are detailed. Lewitzke stated she ranked the CWOC project the highest because it will have impact year after year and get heads in beds. She had concerned about the River Edge Trail West being right by the wastewater treatment facility. Andy Lynch stated it is the same concept of the mountain bike trails at the dump. He stated the north section of the River Edge Trail is one of the better crossings on Thomas Street and can proceed to Adolph Street. He stated it could be a safest, easiest, most scenic path from Oak Island to D.C. Everest Park versus Cleveland Ave or 3<sup>rd</sup> Ave. Lewitzke asked what other City Parks & Rec or Community Development projects are in the work in the next 3 years to get tourists. Lynch stated the trail will work best once all 4 areas are built out. The other 2 sections are further away and will be more expensive. Lewitzke motioned to fund the full amount except the River Edge South Trail will fund up to, but not to exceed \$100,000, or what CIP would not fund. Seconded by Rasmussen. Motion carries 3-0.

**Discussion and Possible Action regarding next grant application period and standard meeting times.**

Martens stated we would hear them in the rolling periods. Groat stated we could hold something in July. January, April, July, and October. If there are applications, the commission will meet but otherwise will not. If there is something time sensitive, you could meet again. The next meeting is July 24<sup>th</sup> if there are applications, otherwise the next quarterly meeting will be September 25<sup>th</sup> at 4:00pm in the Council Chambers.

**Adjourn**

Motion by Rasmussen to adjourn the meeting. Meeting adjourned at 5:13 pm.

**City of Wausau  
Room Tax  
Room Tax Grant Ranking Schedule**

	Maximum Points	Bluesfest	Winter Brew Fest	ExhibiTour	CVA
<b>Financial Request</b>		<b>\$4,000</b>	<b>\$3,000</b>	<b>\$10,000</b>	<b>\$15,000</b>
<b>Quality and completeness of the application</b>	<b>0-10</b>				
<b>The application has a well-developed marketing strategy that can be reasonably expected to generate multiple hotel stays</b>	<b>0-30</b>				
<b>The event and application substantiate a reasonable likelihood of local economic impact from:</b>					
<b>Local visitors</b>	<b>0-5</b>				
<b>Day-trip visitors</b>	<b>0-15</b>				
<b>Overnight visitors</b>	<b>0-30</b>				
<b>The methodology proposed to survey attendees is well developed and will likely generate good quality information regarding the number of attendees and whether they are local or non-local</b>	<b>0-10</b>				
<b>The event is unique, unduplicated and creative</b>	<b>0-20</b>				
<b>The expected/historical annual attendance is:</b>					
<b>0-1,000 attendees - 5 pts, 1,000 to 5,000 attendees 10 pts or 5,000 or more attendees 15 pts</b>	<b>0-15</b>				

0

0

0

0

**Id:**

**Bucket:** ApplicationSubmitted\_TourismGrant

**Created:** 7/5/2023 12:04:18 PM

**Updated:** 7/5/2023 12:04:18 PM

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## City of Wausau Tourism Grant

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### Getting Started

### City of Wausau

## COMMISSION ROOM TAX TOURISM GRANT APPLICATION

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

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

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

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

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

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

#### **APPLICATION DEADLINES:**

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

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

#### **ELIGIBLE PROJECTS AND USE OF FUNDS:**

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

**ELIGIBLE APPLICANTS:**

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

**GRANT RECOGNITION:**

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

**GRANT LIMITS:**

- Grants will be limited based upon funding.

**ADDITIONAL INFORMATION:**

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

**EVALUATION CRITERIA:**

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

**REVIEW AND AWARD PROCESS:**

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

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

## Organization Info

Staff Notes

Name of Organization

Wausau Events

Authorized Official First Name

Alissandra

Authorized Official Last Name

Aderholdt

Authorized Official Title

Executive Director

Email Address

execdir@wausauevents.org

Organization Website URL

www.wausauevents.org

Street Address

316 Scott Street

City

Wausau

State

WI

Zip

54403

Daytime Telephone

7152979531

## Grant Information

Staff Notes

Grant Request Amount

█ \$4,000.00

Total Project/Event Budget

█ \$131,700.00

Event Date(s) or Date Range

█ August 18 & 19, 2023

Event Location

█ Fern Island - Wausau

Projected Number of Attendees

█ 7,000

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

█ Yes

Please describe:

█ We were awarded \$9,000 from the City of Wausau for this event earlier this year.

Estimated Number of Hotel Stays from the Project/Event

█ 325

█ Existing Event/Project

Project/Event Description

█ The 2023 Big Bull Falls Blues Fest will take place on August 18 & 19 at Fern Island in Wausau. This will be the 32nd year of this festival. The event features nationally recognized Blues entertainers, along with food vendors throughout the weekend. Most attendees travel from outside of 90 miles of Wausau, WI and this is a targeted event.

When we submitted the prior application, there was the Northwoods Blues Festival still happening. That festival has recently closed their doors, making our event one of the only Blues Festivals left in Wisconsin. We are applying for additional funding (\$4,000) to be able to provide additional advertising in the areas where the other festival was held. We will be looking to expand more advertising to the northwoods, Eau Claire, Minneapolis and Michigan.

Optional: Upload Project/Event Details

█ No files uploaded.

## Marketing Plan

Staff Notes

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



Marketing Plan Description

Marketing Media Description

Billboards

Locations covered by the media/ publication

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

Approximate dates

July 20-August 20

Expected Cost

4475

Grant Request

4475

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Marketing Media Description

Targeted Social Media Advertising

Locations covered by the media/ publication

Eau Claire, Chicago, Minneapolis, Northwoods, Milwaukee, Madison, Green Bay

Approximate dates

May-August

Expected Cost

2500

Grant Request

2500

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Marketing Media Description

TV Advertising

Locations covered by the media/ publication

WAOW Market

Approximate dates

August

Expected Cost

2740

Grant Request

2740

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Marketing Media Description

Money Saver Ad (Regional)

Locations covered by the media/ publication

Wisconsin

Approximate dates

July Edition

Expected Cost

650

Grant Request

650

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Marketing Media Description

Blues Festival Magazine Ads (Blues Monday & Blues Festival Guide)

Locations covered by the media/ publication

Midwest

Approximate dates

March-August

Expected Cost

1965

Grant Request

1965

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Marketing Media Description

Other Advertising (Printed)

Locations covered by the media/ publication

Wisconsin

Approximate dates

June - August

Expected Cost

1420

Grant Request

1420

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Additional information may be attached

*See uploaded files:*

- 'Blues Market and Media Plan 2023.pdf' (id: 37e0f48c-96ab-423e-8c0a-9e5b00adc065)

## Hotel Stays

Staff Notes

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

This event is proven to generate hotel stays for those who do not wish to drive home after the event. Due to the event being 21 and over, hotel rooms are booked at local hotels close to fern island after the event.

In 2019, there were over 275 hotel stays tracked, with 315 in 2021 and 290 in 2022. Wausau Events also books an additional 40+ hotel stays at local hotels for the musicians during the event. With the addition of the Northwoods Blues Festival closing, we anticipate an additional 50 hotel rooms being booked from attendees joining our festival this year. Our VIP tickets are already sold out this year which normally doesn't happen this early before the event. Please see the attached marketing plan for more details.

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

2019- 275 hotel stays 2021- 315 hotel stays 2022- 290 hotel stays 2023 estimate - 350 hotel stays (additional attendees & VIP ticket holders) *We work with local GMs from hotels to estimate stays at their hotels from our events and also track Zip codes with the CVB & through our website to estimate hotel stays*

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.

Our event reserves rooms at the Jefferson Street Inn every year and attendees reserve rooms at the other Wausau hotels too.

## Required Documents

Staff Notes

ORGANIZATION WIDE BUDGET

See uploaded files:

- 'Budget Summary Sheet.pdf' (id: cda8a97d-9625-43e1-8460-1eed8a6ccc5b)

#### PROJECT OR EVENT BUDGET

See uploaded files:

- 'RTBudget2.pdf' (id: 84158463-0687-4e85-ac7f-bdf3a9531209)

#### RECENT YEAREND FINANCIAL STATEMENTS

See uploaded files:

- 'programs statement122022 (2).pdf' (id: e44e08e5-2e35-447d-b40d-0493fdd5d45b)

#### IRS DETERMINATION

See uploaded files:

- 'WAUSAU EVENTS TAX EXEMPT FORM-11 (1).pdf' (id: acfcb12-b696-4c0a-a4d0-97970d1bd99e)

#### BOARD OF DIRECTORS

See uploaded files:

- '2023 Board of Directors.docx' (id: d300da67-1e75-4cb4-9cf1-bbea68b9235b)

## Submit

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

Applicant Full Name

Alissandra Aderholdt

Applicant Title

Executive Director

## Approval Of Application

Begin User

execdir@wausauevents.org

Begin Date

7/5/2023 11:27:22 AM

Submitted User

execdir@wausauevents.org

Submitted Date

7/5/2023 12:04:18 PM

Original Completed Application

No file uploaded.

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

Staff Notes

Approved By

None

Approved Date

Completed Approved Application

No file uploaded.

Declined By

None

Declined Date

Declined Reason

Portfol\_RelationshipManager

Portfol Contact Number

Portfol Client Number

Portfol Project Number



## Big Bull Falls Blues Fest Marketing Plan - 2023

### Target Audience:

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

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

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

### Unique Selling Position:

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

### Position Strategy:

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

### Hotel Stays:

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

### Media:

Big Bull Falls Blues Fest is covered by both of our local TV stations (News 9 WAOW-TV Sponsor and Newschannel 7 WSAW). The event gets a lot of local coverage through interviews and TV ads on both stations for three months before the event. In addition, radio ads can be heard on the Midwest Communication channels (95.5 WIFC, 101.9 WDEZ, 94.7 The Jack FM, and two others) in addition to the WXPB radio stations in the Northwoods.

## 2023 Wausau Events Budget Summary

<b>General Fund</b>						
Year	2018	2019	2021	2022 Budgeted	2022 Actual	<b>2023</b>
Revenue	\$ 70,350.00	\$ 70,245.00	\$ 78,513.00	\$ 77,125.00	\$ 113,121.00	\$ 74,000.00
Expense	\$ 98,315.00	\$ 110,837.00	\$ 63,026.00	\$ 99,725.00		\$ 99,500.00
Net	\$ (27,965.00)	\$ (40,592.00)	\$ 15,487.00	\$ (22,600.00)		\$ (25,500.00)
<i>Notes: Do not have 2022 actuals at this time.</i>						

<b>Big Bull Falls Blues Fest</b>						
Year	2018	2019	2021	2022 Budgeted	2022 Actual	<b>2023</b>
Revenue	\$ 167,925.00	\$ 134,042.00	\$ 134,042.00	\$ 135,775.00	See other sheet	\$ 129,450.00
Expense	\$ 147,267.00	\$ 126,690.00	\$ 126,995.00	\$ 124,995.00	See other sheet	\$ 128,950.00
Net	\$ 20,658.00	\$ 7,352.00	\$ 7,047.00	\$ 10,780.00		\$ 500.00
<i>Notes: Event hasn't happened yet - 2022 numbers are not completed</i>						

<b>Beer &amp; Bacon Fest</b>						
Year	2018	2019	2021	2022 Budgeted	2022 as of 7/20	<b>2023</b>
Revenue	\$ 51,607.00	\$ 38,446.00	\$ -	\$ 33,500.00	\$ 21,818.00	\$ 34,000.00
Expense	\$ 41,623.00	\$ 36,786.00	\$ -	\$ 30,850.00	\$ 18,776.00	\$ 26,150.00
Net	\$ 9,984.00	\$ 1,660.00	\$ -	\$ 2,650.00	<b>\$ 3,042.00</b>	\$ 7,850.00
<i>Notes: 2022 hasn't happened yet. Doesn't include day of ticket sales.</i>						

<b>Concerts on the Square</b>						
Year	2018	2019	2021	2022 Budgeted	2022 as of 7/20	<b>2023</b>
Revenue	\$ 37,275.00	\$ 36,950.00	\$ 55,974.00	\$ 38,200.00	\$ 38,075.00	\$ 40,875.00
Expense	\$ 33,471.00	\$ 36,742.00	\$ 27,366.00	\$ 37,500.00	\$ 32,864.00	\$ 35,910.00
Net	\$ 3,804.00	\$ 208.00	\$ 28,608.00	\$ 700.00	<b>\$ 5,211.00</b>	\$ 4,965.00
<i>Notes: 13 concert nights in 2022.</i>						

### Chalkfest

Year	2018	2019	2021	2022 Budgeted	2022 as of 7/20	2023
Revenue	\$ 16,756.00	\$ 16,851.00	\$ 12,506.00	\$ 14,550.00	\$ 18,430.44	\$ 39,500.00
Expense	\$ 17,412.00	\$ 12,839.00	\$ 10,193.00	\$ 9,050.00	\$ 10,420.34	\$ 37,310.00
Net	\$ (656.00)	\$ 4,012.00	\$ 2,313.00	\$ 5,500.00	\$ <b>8,010.10</b>	\$ 2,190.00

*Notes: They will have some year-end expenses in the thousands coming over the next few months.*

### Holiday Parade

Year	2018	2019	2021	2022 Budgeted	2022 as of 7/20	2023
Revenue	\$ 5,725.00	\$ 5,409.00		\$ 5,500.00	\$ 5,375.00	\$ 6,300.00
Expense	\$ 5,733.00	\$ 2,345.00		\$ 3,350.00	\$ 3,860.00	\$ 4,850.00
Net	\$ (8.00)	\$ 3,064.00	\$ 1,421.00	\$ 2,150.00	\$ <b>1,515.00</b>	\$ 1,450.00

*Notes: 2022 event hasn't happened yet.*

### Harvest Fest

Year	2018	2019	2021	2022 Budgeted	2022 as of 7/20	2023
Revenue	\$ 10,375.00	\$ 7,850.00	\$ 8,490.00	\$ 8,800.00	\$ 7,000.00	\$ 7,600.00
Expense	\$ 11,262.00	\$ 10,859.00	\$ 6,372.00	\$ 7,700.00	\$ 4,429.00	\$ 6,860.00
Net	\$ (887.00)	\$ (3,009.00)	\$ 1,421.00	\$ 1,100.00	\$ <b>2,571.00</b>	\$ 740.00

*Notes: 2022 event hasn't happened yet.*

### Winter Fest

Year	2018	2019	2021	2022 Budgeted	2022 as of 7/20	2023
Revenue	\$ 6,321.00	\$ 7,005.00	\$ -	\$ 5,050.00	\$ 6,500.00	\$ 5,000.00
Expense	\$ 15,463.00	\$ 17,046.00	\$ -	\$ 4,500.00	\$ 5,764.00	\$ 5,400.00
Net	\$ (9,142.00)	\$ (10,041.00)		\$ 550.00	\$ <b>736.00</b>	\$ (400.00)

*Notes: event didn't happen in 2021 due to pandemic.*



### Winter Brew Fest

Year	2018	2019	2020	2021	2022	2023
Revenue	\$ 10,047.00	\$ 9,282.00	\$ 6,308.00	\$ -	\$ -	\$ 6,250.00
Expense	\$ 7,037.00	\$ 7,875.00	\$ 7,538.00	\$ -	\$ -	\$ 6,800.00
Net	\$ 3,010.00	\$ 1,407.00	\$ (1,230.00)	\$ -	\$ -	\$ (550.00)

*Notes: event didn't happen in 2021 or 2022.*

### Wings Over Wausau

Year	2018	2019	2021	2022 Budgeted	2022 as of 7/20	2023
Revenue	\$ 164,131.00	\$ 173,993.00	\$ -	\$ 153,000.00	\$ 146,940.00	\$ 159,100.00
Expense	\$ 154,716.00	\$ 177,470.00	\$ -	\$ 149,700.00	\$ 145,762.00	\$ 155,400.00
Net	\$ 9,415.00	\$ (3,477.00)	\$ -	\$ 3,300.00	\$ <b>1,178.00</b>	\$ 3,700.00

*Notes: All 2022 expenses in - this is as updated as Ali has at this time.*

### Summer Kickoff

Year	2018	2019	2021	2022 Budgeted	2022	2023
Revenue	\$ 10,128.00	\$ 13,755.00	\$ -	\$ -	\$ -	\$ 9,400.00
Expense	\$ 11,122.00	\$ 11,882.00	\$ -	\$ -	\$ -	\$ 9,370.00
Net	\$ (994.00)	\$ 1,873.00	\$ -	\$ -	\$ -	\$ 30.00

*Notes: Event hasn't happened since 2019*

<b>2023 Budget</b>			
	<b>REVENUE</b>	<b>EXPENSES</b>	<b>PROFIT (LOSS)</b>
General	\$ 74,000.00	\$ 99,500.00	\$ (25,500.00)
Big Bull Falls Blues Fest	\$133,950.00	\$ 127,950.00	\$ 6,000.00
Beer & Bacon Fest	\$ 35,000.00	\$ 26,150.00	\$ 8,850.00
Concerts on the Square	\$ 40,875.00	\$ 35,910.00	\$ 4,965.00
Chalkfest	\$ 14,350.00	\$ 12,750.00	\$ 1,600.00
Holiday Parade	\$ 6,300.00	\$ 4,850.00	\$ 1,450.00
Harvest Fest	\$ 7,600.00	\$ 6,860.00	\$ 740.00
Winter Fest	\$ 5,000.00	\$ 5,400.00	\$ (400.00)
Winter Brew Fest	\$ 6,250.00	\$ 6,200.00	\$ 50.00
Wings Over Wausau	\$159,100.00	\$ 155,400.00	\$ 3,700.00
Summer Kickoff	\$ 9,400.00	\$ 9,370.00	\$ 30.00
			\$ 1,485.00

<b>GENERAL FUND</b>						
	<b>2018 Actual</b>	<b>2019 Actual</b>	<b>2021 Actual</b>	<b>2022 Budget</b>	<b>2022 Actual</b>	<b>2023 Budget</b>
<b>EXPENSES</b>	<b>\$98,315.00</b>	<b>\$ 110,837.00</b>	<b>\$ 63,026.96</b>	<b>\$ 99,725.00</b>	<b>\$ 113,121.51</b>	<b>\$ 99,500.00</b>
ENTERTAINMENT	321	-	57	100		100
SALARIES	56,116	56,859	24,346	54,000	26,864	65,000
FICA EXPENSE	4,293	4,333	1,862	4,275	2,055	
SODA EXPENSE	-	-		-		
PHONE	2,119	2,217	1,250	1,900		1,300
UTILITIES	-	-	122	-	90	-
INTERNET EXPENSE	2,282	579	540	850	360	800
WEB PAGE DESIGN	-	-	-	-		-
OTHER PROFESSIONAL SERVICES	-	371	120	-		
MARKETING EXPENSES	7,457	6,159	1,540	2,600		1,500
ADVERTISING	-	51	-	150		-
INSURANCE	11,718	11,921	15,020	15,500	14,898	15,000
PERMITS	-	56	-	-	-	-
POSTAGE	114	222	157	250	73	300
PRINTING-GENERAL	349	707	713	650	1,320	650
WHAT'S HAPPENING-PHONE	-	-	-	-		-
SUPPLIES	771	1,779	2,957	2,100	48,889	1,500
COMPUTER/SOFTWARE/EQUIPMENT	892	-	-	1,900	Missing	-
OFFICE EXPENSE	1,087	8,051	929	2,400	479	1,000
TECHNOLOGY EXPENSES	-	445	3,082	850	5,416	500
RENT	8,354	8,280	6,900	7,750	4,830	7,750
CHAMBER ADMINISTRATION	-	250	-	-	250	-
ADMINISTRATION	75	162	101	500	12	350
STRATEGIC PLANNING	-	-	-	-		-
MEETING/TRAVEL/EDUCATION	613	1,029	25	750	172	400
DUES & SUBSCRIPTIONS	156	763	517	450	522	450
WEBSITE EXPENSES	300	-	289	300	403	500
FINANCE CHARGES	-	-		-		-
MISCELLANEOUS	1,300	6,602		2,450	6,488	2,400

GRANTS TO OTHERS	-	-	2,500	-	-
MISCELLANEOUS			1,116		-

<b>REVENUE</b>	<b>\$70,350.00</b>	<b>\$ 70,245.00</b>	<b>\$ 78,513.76</b>	<b>\$ 77,125.00</b>		<b>\$ 74,000.00</b>
GRANTS	70,026	70,026	74,746	75,500		73,000
CONTRIBUTIONS			11			
INTEREST INCOME	182	185	5	125		
OTHER INCOME	142	34	3,752	1,500		1,000

*Notes: Salaries are still being paid for 2022. Phone bill will start being paid again starting this month - we had an overpayment from last year and ATT issued credit until now. Supplies include the trailers & electrical supplies for events. Computer software was added into the technology category. Technology category includes the radios too. Rent will still increase as we still have rent to be paid this year. MaryAnne & Ali are looking at the 2022 revenues still for this account.*

**BIG BULL FALLS BLUES FEST**

	2018 Actuals	2019 Actuals	2021 Actuals	2022 Budget	2022 Actual	2023 Budget
<b>EXPENSES</b>	<b>\$ 147,267.00</b>	<b>\$ 148,871.00</b>	<b>\$ 126,690.70</b>	<b>\$ 124,995.00</b>	<b>\$99,712.87</b>	<b>\$ 127,950.00</b>
ENTERTAINMENT	53,845	57,770	45,123	45,000	39,670	44,000
OTHER ENTERTAINMENT	881	572	350	500		250
SODA EXPENSE	2,375	1,858	2,746	2,200		2,500
BEER EXPENSE	15,596	10,489	11,031	13,000		13,000
ICE EXPENSE	791	913	1,003	900		950
SOUVENIR EXPENSE	6,666	12,999	5,467	5,000	5,478	5,500
EQUIPMENT RENTAL	4,790	6,365	2,436	3,000	3,530	4,000
GARBAGE AND RECYCLING	1,779	975	1,540	1,500	1,500	1,600
ACCOMODATIONS	4,513	4,536	2,179	4,000	3,904	4,000
SECURITY	3,366	3,248	3,381	3,400	3,680	3,300
SOUND/LIGHTS	5,000	5,137	5,500	5,000	7,900	8,000
STAGE MANAGER/EMCEE	-	150		100		
TENT RENTAL	5,500	6,653	8,120	7,000	4,985	5,800
TOILET RENTAL	2,390	2,290	2,530	2,520	2,705	2,800
VOLUNTEER RECOGNITION	1,145	821	2,000	2,000	2,450	2,500
VIP EXPENSES	12,591	8,830	10,173	9,000	9,874	9,250
PHONE/RADIOS	-	-	-	-		
SHUTTLE TRANSPORTATION	800	4,280	-	-	2,418	2,500
ADVERTISING	9,705	6,980	9,242	9,000	11,369	9,000
LICENSES & PERMITS	2,135	2,337	1,978	3,500		2,100
POSTAGE	51	392	-	-		150
PRINTING	1,878	2,443	4,037	2,400		1,500
SUPPLIES	4,235	1,235	5,542	3,000		2,500
MEETING/TRAVEL/EDUCATION	500	1,278	-	500	250	250
SALES TAX	6,681	4,403	2,313	2,475		2,500
MC/VISA PROCESSING	-	-		-		-
MISCELLANEOUS EXPENSE	55	375		-		-

<b>REVENUE</b>	<b>\$ 167,925.00</b>	<b>\$ 118,976.00</b>	<b>\$ 134,042.00</b>	<b>\$ 135,775.00</b>	<b>\$75,581.00</b>	<b>\$ 133,950.00</b>
SPONSORSHIPS	28,500	21,080	25,500	25,000	20,000	25,000

GRANTS	6,000	9,000	9,000	11,500	24,000	15,000
GATE RECEIPTS	23,361	16,337	10,577	12,750		12,500
ADVANCED SALES	46,348	30,154	45,415	42,500	31,581	38,500
BEER SALES	54,172	31,602	35,414	35,400		35,500
VENDOR FEES	2,877	3,510	3,246	3,200		3,000
VENDOR FEES SODA	1,170	1,150	250	600		250
SOUVENIR SALES	5,009	5,857	3,990	4,400		4,200
RAFFLE INCOME	-	-		-		-
OTHER INCOME	489	285	650	425		-

*Notes: 2022 event hasn't happened yet, so waiting on the final numbers for that category. Yellow numbers will change as the final event numbers come in for this year's event.*

<b>BEER &amp; BACON FEST</b>						
	<b>2018</b>	<b>2019</b>	<b>2021</b>	<b>2022 Budget</b>	<b>2022 Actual</b>	<b>2023 Budget</b>
<b>EXPENSES:</b>	<b>\$41,623.00</b>	<b>\$36,786.00</b>		<b>\$30,850.00</b>	<b>\$18,617.00</b>	<b>\$ 26,150.00</b>
ENTERTAINMENT	10,869	13,860	-	4,000	1,500	2,000
OTHER ENTERTAINMENT	11,666	7,500	-	3,000	2,400	3,000
SALARIES	3,000	2,500	-	800	550	600
FICA EXPENSE	-	-	-	-	-	
SODA EXPENSE	483	-	-	500	500	450
BEER EXPENSE				10,000	5,400	6,500
EQUIPMENT RENTAL	2,452	1,325	-	1,250	970	1,100
GARBAGE/CLEAN UP	1,055	500	-	600	150	250
SECURITY	363	198	-	350	414	450
TENT RENTAL	-	-	-	-	-	
TOILET RENTAL	1,305	-	-	1,200	1,145	1,200
ADVERTISING & SIGNAGE	3,642	7,407	-	3,500	5,082	6,000
LICENSES & PERMITS	770	557	-	1,500		950
POSTAGE	-	-	-	-	-	
PRINTING	706	1,143	-	400		450
SUPPLIES	3,101	73	-	2,000	506	1,500
SALES TAX	2,210	1,723	-	1,750		1,700

<b>REVENUE</b>	<b>51,607</b>	<b>38,446</b>	<b>1,480</b>	<b>33,500</b>	<b>21,818</b>	<b>35,000</b>
SPONSORSHIPS	6,500	4,755	-	3,500	7,000	7,500
GRANTS	2,500	3,000	1,000	-	7,500	7,500
BEER SALES			480		-	
TICKET SALES	42,607	30,691	-	30,000	7,318	20,000

*Notes: 2022 event hasn't happened - numbers are updated as of 7/20/2022. Yellow numbers will change as the event for this year ends.*

**CONCERTS ON THE SQUARE**

	<b>2018</b>	<b>2019</b>	<b>2021 as of 10/11</b>	<b>2022 Budget</b>	<b>2022 Actual</b>	<b>2023 Budgeted</b>
<b>EXPENSES</b>	<b>\$33,471.00</b>	<b>\$36,742.00</b>	<b>\$ 27,366.00</b>	<b>\$ 37,500.00</b>	<b>\$ 32,864.00</b>	<b>\$ 35,910.00</b>
ENTERTAINMENT	13,880	16,300	10,850	17,000	15,900	17,500
GARBAGE/CLEAN UP	4,276	5,453	3,266	3,500	2,090	2,500
ADVERTISING & SIGNAGE	-	1,981	2,050	2,500	1,884	250
SOUND/LIGHTS	7,500	9,000	8,500	9,350	9,350	11,050
TOILET RENTAL	3,600	3,600	3,100	3,300	3,240	4,160
ADVERTISING	45	-	-	-	-	-
PERMITS	2,450	400	(400)	1,850	400	450
SUPPLIES	1,720	8	-	-	-	-

<b>REVENUES</b>	<b>\$37,275.00</b>	<b>\$36,950.00</b>	<b>\$ 55,974.00</b>	<b>\$ 38,200.00</b>	<b>\$ 38,075.00</b>	<b>\$ 40,875.00</b>
SPONSORSHIPS	34,425	21,500	52,299	32,000	33,500	36,000
GRANTS	-	12,000	-	3,000		
VENDOR FEES	2,850	3,450	3,675	3,200	4,575	4,875

*Notes: Increasing to 13 concerts next year instead of 11. This will increase expenses for bands, sound, toilets, trash. Sponsorships will also increase due to this too. Most expenses are in for 2022 and this should be as close to a final number as we can get.*



<b>CHALKFEST</b>						
	<b>2018</b>	<b>2019</b>	<b>2021</b>	<b>2022 Budget</b>	<b>2022 Actual</b>	<b>2023 Budget</b>
<b>EXPENSES</b>	<b>\$17,412.00</b>	<b>\$12,839.00</b>	<b>\$10,193.00</b>	<b>\$ 9,050.00</b>	<b>\$ 10,420.54</b>	<b>\$ 12,750.00</b>
ENTERTAINMENT	-	-	-	-	-	-
EQUIPMENT RENTAL	-	-	-	-	-	-
GARBAGE/CLEAN UP	600	520	1,233	800	1,100	1,200
SECURITY	429	616	966	550	920	1,200
SIGNAGE	-	596	259	250		300
TOILET RENTAL	515	535	765	650	1,080	1,200
VOLUNTEER RECOGNITION	-	184	378	200	135	450
ADVERTISING AND SIGNAGE	439	562	-	250		
PERMITS	700	450	676	1,200	677	750
PRINTING	2,626	2,274	242	400	420	550
SUPPLIES/PRINTING/POSTAGE	10,374	5,883	5,487	3,500	5,547	6,500
PROJECT COST COORDINATION	-	-	-	-		
MISCELLANEOUS EXPENSE	1,729	1,219	187	1,250	542	600
EQUIPMENT COSTS	-	-	-	-		

<b>REVENUES</b>	<b>\$16,756.00</b>	<b>\$16,851.00</b>	<b>\$12,506.00</b>	<b>\$ 14,550.00</b>	<b>\$ 18,431.00</b>	<b>\$ 14,350.00</b>
SPONSORSHIPS	4,475	4,200	-	1,000	6,000	2,500
GRANTS	-	-	-	2,000		
ON-SITE SALES	3,559	4,136	4,570	3,500	4,147	4,200
REGISTRATIONS	8,122	8,115	6,436	7,500	7,384	7,200
VENDOR FEES	600	400	900	550	900	450
OTHER INCOME	-	-	-	-		

*Notes: Chalkfest will be one weekend after WOW next year. They are also still anticipating more 2022 expenses to come at the end of this year. They do not normally follow the budget that we give them as they do their own budget based on the previous year's numbers.*

<b>HOLIDAY PARADE</b>						
	<b>2018</b>	<b>2019</b>	<b>2021</b>	<b>2022 Budgeted</b>	<b>2022 Actual</b>	<b>2023 Budgeted</b>
<b>EXPENSES</b>	<b>\$ 5,733.00</b>	<b>\$ 2,345.00</b>	<b>\$ 271.00</b>	<b>\$ 3,350.00</b>	<b>\$ 2,360.00</b>	<b>\$ 4,850.00</b>
ENTERTAINMENT	300	150		200	250	250
SALARIES	-	-		450	250	300
EQUIPMENT RENTAL	-	-		-		
ADVERTISING & SIGNAGE	-	485		200		
TOILET RENTAL	90	150		150	160	150
HOSPITALITY/ACCOMODATIONS	400	-		450	250	400
ADVERTISING AND SIGNAGE	750	-		-		
INSURANCE	-	130		-		
PERMITS	550	-	271	300		300
PRINTING	-	-		-		1,500
SUPPLIES	3,643	1,431		1,500	950	1,800
HOT CHOCOLATE	-	-		-		
P.A. SYSTEM	-	-		100		150
Misc.			500		500	500

<b>REVENUES:</b>	<b>\$ 5,055.00</b>	<b>\$ 5,409.00</b>	<b>\$ 1,000.00</b>	<b>\$ 5,500.00</b>	<b>\$ 5,375.00</b>	<b>\$ 6,300.00</b>
SPONSORSHIPS	750	3,060	500	2,500	5,375	3,500
GRANTS	-	-	500	-	-	
VENDOR FEES	4,305	2,349		3,000		2,800

*Notes: 2021 numbers are not listed as we're waiting on the final numbers. 2022 event has not happened yet, but that is where we stand as of 7/20/22 for expenses and revenues. Yellow numbers for 2022 may change or we are waiting on those final 2022 numbers after the event.*

<b>HARVEST FEST</b>						
	<b>2018</b>	<b>2019</b>	<b>2021</b>	<b>2022 BUDGET</b>	<b>2022 Actual</b>	<b>2023 Budget</b>
<b>EXPENSES</b>	<b>\$11,262.00</b>	<b>\$10,859.00</b>	<b>\$ 6,372.00</b>	<b>\$ 7,700.00</b>	<b>\$ 4,429.00</b>	<b>\$ 6,860.00</b>
ENTERTAINMENT	7,540.00	8,775.00	1,825.00	4,200.00	375.00	2,000.00
SODA EXPENSE (BEV)	-	-	-	-		
EQUIPMENT RENTAL	-	40.00	-	-		
GARBAGE/CLEAN UP	168.32	718.27		600.00	75.00	100.00
ADVERTISING & SIGNAGE	-	263.25		-		
TENT RENTAL	-	144.75	-	-		
TOILET RENTAL	45.00	-	75.00	100.00	160.00	160.00
ADVERTISING	1,554.46	333.25	-	550.00		350.00
PERMITS	550.00	-	342.00	450.00	143.00	350.00
PRINTING	763.92	584.50	235.00	300.00		100.00
SUPPLIES	640.62	-	3,970.00	1,500.00	3,676.00	3,800.00

<b>REVENUES</b>	<b>\$10,375.00</b>	<b>\$ 7,850.00</b>	<b>\$ 8,490.00</b>	<b>\$ 8,800.00</b>	<b>\$ 7,000.00</b>	<b>\$ 7,600.00</b>
SPONSORSHIPS	10,000.00	7,500.00	8,465.00	8,500.00	7,000.00	7,500.00
VENDOR FEES	375.00	350.00	25.00	300.00		100.00

*Notes: Waiting on a few final 2021 numbers. 2022 event hasn't happened, but numbers are updated as of 7/20/22. Entertainment for 2022 is less than normal right now due to vendors passing away and a new vendor for a petting zoo instead of the previous vendor. Yellow numbers for 2022 may change.*

<b>Winter Fest</b>						
	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2022 BUDGET</b>	<b>2022 Actual</b>	<b>2023 Budget</b>
<b>EXPENSES</b>	<b>\$15,463.00</b>	<b>\$17,046.00</b>	<b>\$ 8,108.00</b>	<b>\$ 5,050.00</b>	<b>\$ 5,764.00</b>	<b>\$ 5,400.00</b>
ENTERTAINMENT	10,134	11,489	4,090	2,500	1,725	2,800
OTHER ENTERTAINMENT	-	1,250	799	500	1,599	
SALARIES	676	400	400	300	-	
GARBAGE/CLEAN-UP	-	200	-	-		
ACCOMODATIONS	714	594	-	-		
ADVERTISING EXPENSE	974	1,036	697	250		100
LICENSES & PERMITS	600	200	150	200	200	200
PRINTING	554	460	47	50	55	
SUPPLIES	1,310	917	1,178	500	1,685	1,800
VENUE RENTAL	500	500	748	750	500	500

<b>REVENUE</b>	<b>\$ 6,321.00</b>	<b>\$ 7,005.00</b>	<b>\$ 872.00</b>	<b>\$ 4,500.00</b>	<b>\$ 6,500.00</b>	<b>\$ 5,000.00</b>
SPONSORSHIPS	2,750	5,750	-	4,500	6,500	5,000
DONATIONS	-	1,255	-	-		
MISCELLANEOUS REVENUE	3,571	-	872	-	-	-

*Notes: 2022 event happened in January and those are the most accurate numbers from that event.  
2023 event is in January 2023, and those are the numbers that we're planning for that event.*

**Winter Brew Fest**

	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2022 Budget</b>
<b>EXPENSES</b>	<b>\$ 7,116.00</b>	<b>\$ 7,037.00</b>	<b>\$ 7,875.00</b>	<b>\$ 7,538.00</b>	<b>\$ 6,200.00</b>
ENTERTAINMENT	600	600	600	600	500
OTHER ENTERTAINMENT	785	691	630	1,357	700
BEER EXPENSE	3,440	3,153	3,945	2,630	2,700
ADVERTISING	-	35	411	50	250
PRINTING	-	81	81	2,233	250
SUPPLIES	1,776	1,963	1,850	350	1,500
SALES TAX	515	514	358	319	300

<b>REVENUES</b>	<b>\$10,409.00</b>	<b>\$10,047.00</b>	<b>\$ 9,282.00</b>	<b>\$ 6,308.00</b>	<b>\$ 6,250.00</b>
SPONSORSHIPS	338	-	2,485	-	1,000
TICKET SALES	10,071	10,047	6,797	6,308	5,250

*Notes: Event hasn't happened since winter 2020 due to the pandemic. Some of the budgeted 2023 numbers could change due to the three year difference.*

**WINGS OVER WAUSAU**

	2018	2019	2021	2022 BUDGET	2022 Actual	2023 Budget
<b>EXPENSES</b>	<b>\$ 154,716.00</b>	<b>\$ 177,470.00</b>	<b>\$ (250.00)</b>	<b>\$ 149,700.00</b>	<b>\$ 145,762.00</b>	<b>\$ 155,400.00</b>
ENTERTAINMENT	4,850	13,122		4,000	4,850	3,000
OTHER ENTERTAINMENT	12,149	5,808		2,000		4,000
SODA EXPENSE	12,614	15,716		12,500	5,234	7,500
BEER EXPENSE	10,557	14,107		10,500	4,695	7,800
ICE EXPENSE	1,121	815		800	1,125	1,200
EQUIPMENT RENTAL	5,493	10,663		9,500	4,430	5,000
FIREWORKS	25,000	37,500		25,000	24,000	24,000
GARBAGE AND RECYCLING	4,130	2,888		3,000	1,100	1,350
SET UP/CLEAN UP	-	2,672		1,500		
PROPANE/FUEL	-	1,383		5,000	7,694	8,200
ACCOMODATIONS	316	8,000		2,500	4,116	4,150
SECURITY	3,784	4,972		3,500	3,519	3,000
ADVERTISING & SIGNAGE	12,272	9,237	(400)	9,000	11,683	9,000
SOUND/LIGHTS	7,700	8,100		-	1,500	1,500
STAGE MANAGER/EMCEE	800	-		-		-
TENT RENTAL	52	1,250		4,500	3,375	4,300
TOILET RENTAL	5,015	4,455		4,200	2,635	2,800
VOLUNTEER RECOGNITION	5,689	1,038		1,000	2,776	2,200
PHONE/RADIOS	-	1,010		-		
PILOT EXPENSES	19,522	13,555		<b>36,500</b>	55,250	<b>57,000</b>
TRANSPORTATION	-	500		-	1,512	-
INSURANCE	7,062	7,274		-		
PERMITS	620	1,010	150	1,400	260	300
POSTAGE	-	-		-		
PRINTING	1,308	1,920		1,500	728	600
SUPPLIES	2,898	1,388		2,300		2,000
5K WALK/RUN EXPENSES	6,702	8,582		6,500	3,030	3,500
MISCELLANEOUS EXPENSE	5,063	505		3,000	2,250	3,000

REVENUES	\$ 164,131.00	\$ 173,993.00	\$ 100.00	\$ 153,000.00	\$ 146,940.00	\$ 159,100.00
SPONSORSHIPS	43,375	32,850		45,000	60,000	58,000
SPONSORSHIPS-5K WALK/RUN	2,500	4,000		3,000	3,000	3,000
GRANTS	10,000	10,000		15,000	38,500	38,000
REGISTRATION FEES-5K WALK/RUN	10,603	11,954		6,500	4,810	5,200
BEER SALES	45,205	62,582		40,500	20,208	28,500
SODA SALES	14,048	12,131		12,000	combined w/be	6,500
MERCHANDISE SALES	3,690	-		-		
VENDOR FEES	15,638	17,498	100	11,000	6,887	5,400
VENDOR FEES SODA	18,530	17,293		15,500	4,700	5,200
VENDOR FEES ICE	230	-		-		
ADVERTISING REVENUE	-	1,551		-		
OTHER MISCELLANEOUS REVENUES	312	4,135		4,500	8,835	9,300

*Notes: 2022 numbers are all in and updated as of 7/20/22. The yellow airshow number is noting an increase from last year's event due to bringing in the warbirds (\$19,000) and then having a \$38,000 airshow. This number may change. On the 2022 side, the soda sales were combined with beer sales at the event, so that's why the number is missing. Vendor fee amount includes the food vendors and Wing competition sales from the event.*

<b>SUMMER KICKOFF</b>				
	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2023</b>
<b>EXPENSES</b>	<b>\$ 9,600.78</b>	<b>\$ 11,122.96</b>	<b>\$ 11,882.17</b>	<b>\$ 9,370.00</b>
ENTERTAINMENT	\$ 4,415.00	\$ 6,796.55	\$ 7,123.87	\$ 7,200.00
OTHER ENTERTAINMENT	\$ 1,520.00	\$ -	\$ 21.09	\$ -
SODA EXPENSE	\$ 237.57	\$ 169.57	\$ 244.48	\$ -
SODA EXPENSES	\$ -	\$ -	\$ -	\$ -
EQUIPMENT RENTAL	\$ 314.99	\$ -	\$ -	\$ -
ELECTRIC/GARBAGE/CLEAN UP	\$ 364.00	\$ 494.00	\$ 325.00	\$ 250.00
TENT & EQUIPMENT RENTAL	\$ 562.00	\$ 561.60	\$ 951.17	\$ 650.00
TOILET RENTAL	\$ 225.00	\$ 160.00	\$ 45.00	\$ 320.00
ADVERTISING & SIGNAGE	\$ 984.29	\$ 927.84	\$ 1,822.02	\$ 350.00
PERMITS	\$ 287.50	\$ 1,897.64	\$ 923.00	\$ 400.00
PRINTING	\$ -	\$ -	\$ 166.67	\$ 200.00
SUPPLIES/POSTAGE	\$ 690.43	\$ 115.76	\$ 259.87	\$ -

<b>REVENUE</b>	<b>\$ 15,423.90</b>	<b>\$ 10,128.80</b>	<b>\$ 13,755.00</b>	<b>\$ 9,400.00</b>
SPONSORSHIPS	\$ 13,477.90	\$ 8,750.00	\$ 12,750.00	\$ 8,500.00
SODA SALES	\$ 596.00	\$ 278.80	\$ 180.00	\$ 300.00
VENDOR FEES	\$ 1,350.00	\$ 1,100.00	\$ 825.00	\$ 600.00
OTHER MISCELLANEOUS REVENUES	\$ -	\$ -	\$ -	\$ -

Notes: this event hasn't happened since 2019. The numbers for 2023 are estimated based off previous year numbers and knowing what vendors charged in 2022.



**Id:**

**Bucket:** ApplicationSubmitted\_TourismGrant

**Created:** 7/5/2023 12:23:18 PM

**Updated:** 7/5/2023 12:23:18 PM

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## City of Wausau Tourism Grant

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### Getting Started

### City of Wausau

## COMMISSION ROOM TAX TOURISM GRANT APPLICATION

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

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

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

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

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

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

#### **APPLICATION DEADLINES:**

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

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

#### **ELIGIBLE PROJECTS AND USE OF FUNDS:**

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

**ELIGIBLE APPLICANTS:**

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

**GRANT RECOGNITION:**

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

**GRANT LIMITS:**

- Grants will be limited based upon funding.

**ADDITIONAL INFORMATION:**

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

**EVALUATION CRITERIA:**

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

**REVIEW AND AWARD PROCESS:**

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

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

## Organization Info

Staff Notes

Name of Organization

Wausau Events

Authorized Official First Name

Alissandra

Authorized Official Last Name

Aderholdt

Authorized Official Title

Executive Director

Email Address

execdir@wausauevents.org

Organization Website URL

www.wausauevents.org

Street Address

316 Scott Street

City

Wausau

State

WI

Zip

54403

Daytime Telephone

7152979531

## Grant Information

Staff Notes

Grant Request Amount

█ \$3,000.00

Total Project/Event Budget

█ \$10,600.00

Event Date(s) or Date Range

█ January 26, 2024

Event Location

█ Jefferson Street Inn, Wausau

Projected Number of Attendees

█ 400

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

█ Winter Brew Fest is held each year on the last Friday of January at the Jefferson Street Inn. In 2023, we had 300 attendees and a sold out event. Attendees can purchase a ticket and then they receive beer samples and access to a full brat bar at the event along with live entertainment. It is a great winter event when there isn't a lot going on in the area.

Optional: Upload Project/Event Details

█ No files uploaded.

## Marketing Plan

Staff Notes

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

Marketing Plan Description

█ This is the first year that we are requesting funding for this event. Our marketing plan is to

Marketing Media Description

█ Social Media Ads

Locations covered by the media/ publication

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

Approximate dates

█ November-January

Expected Cost

█ 1000

Grant Request

█ 1000

---

Marketing Media Description

█ TV Ads

Locations covered by the media/ publication

█ WAOW Market

Approximate dates

█ January

Expected Cost

█ 750

Grant Request

█ 750

---

Marketing Media Description

█ Radio Ads

Locations covered by the media/ publication

█ Midwest Communications Markets & Northwoods Markets

Approximate dates

█ January

Expected Cost

█ 600

Grant Request

█ 600

---

## Marketing Media Description

Printed Advertising

Locations covered by the media/ publication

Green Bay, Central WI

Approximate dates

November - January

Expected Cost

650

Grant Request

650

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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.

This is the first year that we are requesting funding for this event. Last year, we had over 20 hotel stays confirmed by the Jefferson Street Inn for our event night due to attendees booking last-minute hotel rooms which ended up selling out the hotel. We are anticipating 400 attendees this year instead of last year's 300, and expect at least 40 hotel stays.

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

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

No

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

## Required Documents

Staff Notes

ORGANIZATION WIDE BUDGET

See uploaded files:

- 'Budget Summary Sheet.pdf' (id: fb0548f4-affe-4a1c-80a9-952d8f3a0106)

PROJECT OR EVENT BUDGET

See uploaded files:

- 'WBFRT24.pdf' (id: 3ce4c34e-4648-41d0-a09f-24bb6941ddc6)

## RECENT YEAREND FINANCIAL STATEMENTS

See uploaded files:

- 'programs statement122022 (2).pdf' (id: 3c6f024f-d9ed-419b-86d2-cdf0b4d035c4)

## IRS DETERMINATION

See uploaded files:

- 'WAUSAU EVENTS TAX EXEMPT FORM-11 (1).pdf' (id: fd8d51cf-3e51-4f9d-9909-7c8729de299b)

## BOARD OF DIRECTORS

See uploaded files:

- '2023 Board of Directors.docx' (id: c44057df-7220-45dd-8e6f-0e4da741c56a)

## Submit

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

Applicant Full Name

Alissandra Aderholdt

Applicant Title

Executive Director

## Approval Of Application

Begin User

execdir@wausauevents.org

Begin Date

7/5/2023 12:10:13 PM

Submitted User

execdir@wausauevents.org

Submitted Date

7/5/2023 12:23:18 PM

Original Completed Application

█ No file uploaded.

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

Staff Notes

Approved By

█ None

Approved Date

Completed Approved Application

█ No file uploaded.

Declined By

█ None

Declined Date

Declined Reason

Portfol\_RelationshipManager

Portfol Contact Number

Portfol Client Number

Portfol Project Number



	2019	2020	2022	2023
<b>EXPENSES</b>	<b>\$ 7,875.00</b>	<b>\$ 7,538.00</b>	<b>\$ 6,200.00</b>	<b>\$ 10,600.00</b>
ENTERTAINMENT	600	600	500	800
OTHER ENTERTAINMEN	630	1,357	700	650
BEER EXPENSE	3,945	2,630	2,700	4,200
ADVERTISING	411	50	250	3,000
PRINTING	81	2,233	250	100
SUPPLIES	1,850	350	1,500	1,500
SALES TAX	358	319	300	350

	2019	2020	2022	2023
<b>REVENUES</b>	<b>\$ 9,282.00</b>	<b>\$ 6,308.00</b>	<b>\$ 6,250.00</b>	<b>\$ 10,600.00</b>
SPONSORSHIPS	2,485	-	1,000	1,000
				3,000
TICKET SALES	6,797	6,308	5,250	6,600

## 2023 Wausau Events Budget Summary

<b>General Fund</b>						
Year	2018	2019	2021	2022 Budgeted	2022 Actual	<b>2023</b>
Revenue	\$ 70,350.00	\$ 70,245.00	\$ 78,513.00	\$ 77,125.00	\$ 113,121.00	\$ 74,000.00
Expense	\$ 98,315.00	\$ 110,837.00	\$ 63,026.00	\$ 99,725.00		\$ 99,500.00
Net	\$ (27,965.00)	\$ (40,592.00)	\$ 15,487.00	\$ (22,600.00)		\$ (25,500.00)
<i>Notes: Do not have 2022 actuals at this time.</i>						

<b>Big Bull Falls Blues Fest</b>						
Year	2018	2019	2021	2022 Budgeted	2022 Actual	<b>2023</b>
Revenue	\$ 167,925.00	\$ 134,042.00	\$ 134,042.00	\$ 135,775.00	See other sheet	\$ 129,450.00
Expense	\$ 147,267.00	\$ 126,690.00	\$ 126,995.00	\$ 124,995.00	See other sheet	\$ 128,950.00
Net	\$ 20,658.00	\$ 7,352.00	\$ 7,047.00	\$ 10,780.00		\$ 500.00
<i>Notes: Event hasn't happened yet - 2022 numbers are not completed</i>						

<b>Beer &amp; Bacon Fest</b>						
Year	2018	2019	2021	2022 Budgeted	2022 as of 7/20	<b>2023</b>
Revenue	\$ 51,607.00	\$ 38,446.00	\$ -	\$ 33,500.00	\$ 21,818.00	\$ 34,000.00
Expense	\$ 41,623.00	\$ 36,786.00	\$ -	\$ 30,850.00	\$ 18,776.00	\$ 26,150.00
Net	\$ 9,984.00	\$ 1,660.00	\$ -	\$ 2,650.00	<b>\$ 3,042.00</b>	\$ 7,850.00
<i>Notes: 2022 hasn't happened yet. Doesn't include day of ticket sales.</i>						

<b>Concerts on the Square</b>						
Year	2018	2019	2021	2022 Budgeted	2022 as of 7/20	<b>2023</b>
Revenue	\$ 37,275.00	\$ 36,950.00	\$ 55,974.00	\$ 38,200.00	\$ 38,075.00	\$ 40,875.00
Expense	\$ 33,471.00	\$ 36,742.00	\$ 27,366.00	\$ 37,500.00	\$ 32,864.00	\$ 35,910.00
Net	\$ 3,804.00	\$ 208.00	\$ 28,608.00	\$ 700.00	<b>\$ 5,211.00</b>	\$ 4,965.00
<i>Notes: 13 concert nights in 2022.</i>						

### Chalkfest

Year	2018	2019	2021	2022 Budgeted	2022 as of 7/20	2023
Revenue	\$ 16,756.00	\$ 16,851.00	\$ 12,506.00	\$ 14,550.00	\$ 18,430.44	\$ 39,500.00
Expense	\$ 17,412.00	\$ 12,839.00	\$ 10,193.00	\$ 9,050.00	\$ 10,420.34	\$ 37,310.00
Net	\$ (656.00)	\$ 4,012.00	\$ 2,313.00	\$ 5,500.00	\$ <b>8,010.10</b>	\$ 2,190.00

*Notes: They will have some year-end expenses in the thousands coming over the next few months.*

### Holiday Parade

Year	2018	2019	2021	2022 Budgeted	2022 as of 7/20	2023
Revenue	\$ 5,725.00	\$ 5,409.00		\$ 5,500.00	\$ 5,375.00	\$ 6,300.00
Expense	\$ 5,733.00	\$ 2,345.00		\$ 3,350.00	\$ 3,860.00	\$ 4,850.00
Net	\$ (8.00)	\$ 3,064.00	\$ 1,421.00	\$ 2,150.00	\$ <b>1,515.00</b>	\$ 1,450.00

*Notes: 2022 event hasn't happened yet.*

### Harvest Fest

Year	2018	2019	2021	2022 Budgeted	2022 as of 7/20	2023
Revenue	\$ 10,375.00	\$ 7,850.00	\$ 8,490.00	\$ 8,800.00	\$ 7,000.00	\$ 7,600.00
Expense	\$ 11,262.00	\$ 10,859.00	\$ 6,372.00	\$ 7,700.00	\$ 4,429.00	\$ 6,860.00
Net	\$ (887.00)	\$ (3,009.00)	\$ 1,421.00	\$ 1,100.00	\$ <b>2,571.00</b>	\$ 740.00

*Notes: 2022 event hasn't happened yet.*

### Winter Fest

Year	2018	2019	2021	2022 Budgeted	2022 as of 7/20	2023
Revenue	\$ 6,321.00	\$ 7,005.00	\$ -	\$ 5,050.00	\$ 6,500.00	\$ 5,000.00
Expense	\$ 15,463.00	\$ 17,046.00	\$ -	\$ 4,500.00	\$ 5,764.00	\$ 5,400.00
Net	\$ (9,142.00)	\$ (10,041.00)		\$ 550.00	\$ <b>736.00</b>	\$ (400.00)

*Notes: event didn't happen in 2021 due to pandemic.*

### Winter Brew Fest

Year	2018	2019	2020	2021	2022	2023
Revenue	\$ 10,047.00	\$ 9,282.00	\$ 6,308.00	\$ -	\$ -	\$ 6,250.00
Expense	\$ 7,037.00	\$ 7,875.00	\$ 7,538.00	\$ -	\$ -	\$ 6,800.00
Net	\$ 3,010.00	\$ 1,407.00	\$ (1,230.00)	\$ -	\$ -	\$ (550.00)

*Notes: event didn't happen in 2021 or 2022.*

### Wings Over Wausau

Year	2018	2019	2021	2022 Budgeted	2022 as of 7/20	2023
Revenue	\$ 164,131.00	\$ 173,993.00	\$ -	\$ 153,000.00	\$ 146,940.00	\$ 159,100.00
Expense	\$ 154,716.00	\$ 177,470.00	\$ -	\$ 149,700.00	\$ 145,762.00	\$ 155,400.00
Net	\$ 9,415.00	\$ (3,477.00)	\$ -	\$ 3,300.00	\$ <b>1,178.00</b>	\$ 3,700.00

*Notes: All 2022 expenses in - this is as updated as Ali has at this time.*

### Summer Kickoff

Year	2018	2019	2021	2022 Budgeted	2022	2023
Revenue	\$ 10,128.00	\$ 13,755.00	\$ -	\$ -	\$ -	\$ 9,400.00
Expense	\$ 11,122.00	\$ 11,882.00	\$ -	\$ -	\$ -	\$ 9,370.00
Net	\$ (994.00)	\$ 1,873.00	\$ -	\$ -	\$ -	\$ 30.00

*Notes: Event hasn't happened since 2019*

<b>2023 Budget</b>			
	<b>REVENUE</b>	<b>EXPENSES</b>	<b>PROFIT (LOSS)</b>
General	\$ 74,000.00	\$ 99,500.00	\$ (25,500.00)
Big Bull Falls Blues Fest	\$133,950.00	\$ 127,950.00	\$ 6,000.00
Beer & Bacon Fest	\$ 35,000.00	\$ 26,150.00	\$ 8,850.00
Concerts on the Square	\$ 40,875.00	\$ 35,910.00	\$ 4,965.00
Chalkfest	\$ 14,350.00	\$ 12,750.00	\$ 1,600.00
Holiday Parade	\$ 6,300.00	\$ 4,850.00	\$ 1,450.00
Harvest Fest	\$ 7,600.00	\$ 6,860.00	\$ 740.00
Winter Fest	\$ 5,000.00	\$ 5,400.00	\$ (400.00)
Winter Brew Fest	\$ 6,250.00	\$ 6,200.00	\$ 50.00
Wings Over Wausau	\$159,100.00	\$ 155,400.00	\$ 3,700.00
Summer Kickoff	\$ 9,400.00	\$ 9,370.00	\$ 30.00
			\$ 1,485.00

GENERAL FUND						
	2018 Actual	2019 Actual	2021 Actual	2022 Budget	2022 Actual	2023 Budget
<b>EXPENSES</b>	<b>\$98,315.00</b>	<b>\$ 110,837.00</b>	<b>\$ 63,026.96</b>	<b>\$ 99,725.00</b>	<b>\$ 113,121.51</b>	<b>\$ 99,500.00</b>
ENTERTAINMENT	321	-	57	100		100
SALARIES	56,116	56,859	24,346	54,000	26,864	65,000
FICA EXPENSE	4,293	4,333	1,862	4,275	2,055	
SODA EXPENSE	-	-		-		
PHONE	2,119	2,217	1,250	1,900		1,300
UTILITIES	-	-	122	-	90	-
INTERNET EXPENSE	2,282	579	540	850	360	800
WEB PAGE DESIGN	-	-	-	-		-
OTHER PROFESSIONAL SERVICES	-	371	120	-		
MARKETING EXPENSES	7,457	6,159	1,540	2,600		1,500
ADVERTISING	-	51	-	150		-
INSURANCE	11,718	11,921	15,020	15,500	14,898	15,000
PERMITS	-	56	-	-	-	-
POSTAGE	114	222	157	250	73	300
PRINTING-GENERAL	349	707	713	650	1,320	650
WHAT'S HAPPENING-PHONE	-	-	-	-		-
SUPPLIES	771	1,779	2,957	2,100	48,889	1,500
COMPUTER/SOFTWARE/EQUIPMENT	892	-	-	1,900	Missing	-
OFFICE EXPENSE	1,087	8,051	929	2,400	479	1,000
TECHNOLOGY EXPENSES	-	445	3,082	850	5,416	500
RENT	8,354	8,280	6,900	7,750	4,830	7,750
CHAMBER ADMINISTRATION	-	250	-	-	250	-
ADMINISTRATION	75	162	101	500	12	350
STRATEGIC PLANNING	-	-	-	-		-
MEETING/TRAVEL/EDUCATION	613	1,029	25	750	172	400
DUES & SUBSCRIPTIONS	156	763	517	450	522	450
WEBSITE EXPENSES	300	-	289	300	403	500
FINANCE CHARGES	-	-		-		-
MISCELLANEOUS	1,300	6,602		2,450	6,488	2,400

GRANTS TO OTHERS	-	-	2,500	-	-
MISCELLANEOUS			1,116		-

<b>REVENUE</b>	<b>\$70,350.00</b>	<b>\$ 70,245.00</b>	<b>\$ 78,513.76</b>	<b>\$ 77,125.00</b>		<b>\$ 74,000.00</b>
GRANTS	70,026	70,026	74,746	75,500		73,000
CONTRIBUTIONS			11			
INTEREST INCOME	182	185	5	125		
OTHER INCOME	142	34	3,752	1,500		1,000

*Notes: Salaries are still being paid for 2022. Phone bill will start being paid again starting this month - we had an overpayment from last year and ATT issued credit until now. Supplies include the trailers & electrical supplies for events. Computer software was added into the technology category. Technology category includes the radios too. Rent will still increase as we still have rent to be paid this year. MaryAnne & Ali are looking at the 2022 revenues still for this account.*

**BIG BULL FALLS BLUES FEST**

	2018 Actuals	2019 Actuals	2021 Actuals	2022 Budget	2022 Actual	2023 Budget
<b>EXPENSES</b>	<b>\$ 147,267.00</b>	<b>\$ 148,871.00</b>	<b>\$ 126,690.70</b>	<b>\$ 124,995.00</b>	<b>\$99,712.87</b>	<b>\$ 127,950.00</b>
ENTERTAINMENT	53,845	57,770	45,123	45,000	39,670	44,000
OTHER ENTERTAINMENT	881	572	350	500		250
SODA EXPENSE	2,375	1,858	2,746	2,200		2,500
BEER EXPENSE	15,596	10,489	11,031	13,000		13,000
ICE EXPENSE	791	913	1,003	900		950
SOUVENIR EXPENSE	6,666	12,999	5,467	5,000	5,478	5,500
EQUIPMENT RENTAL	4,790	6,365	2,436	3,000	3,530	4,000
GARBAGE AND RECYCLING	1,779	975	1,540	1,500	1,500	1,600
ACCOMODATIONS	4,513	4,536	2,179	4,000	3,904	4,000
SECURITY	3,366	3,248	3,381	3,400	3,680	3,300
SOUND/LIGHTS	5,000	5,137	5,500	5,000	7,900	8,000
STAGE MANAGER/EMCEE	-	150		100		
TENT RENTAL	5,500	6,653	8,120	7,000	4,985	5,800
TOILET RENTAL	2,390	2,290	2,530	2,520	2,705	2,800
VOLUNTEER RECOGNITION	1,145	821	2,000	2,000	2,450	2,500
VIP EXPENSES	12,591	8,830	10,173	9,000	9,874	9,250
PHONE/RADIOS	-	-	-	-		
SHUTTLE TRANSPORTATION	800	4,280	-	-	2,418	2,500
ADVERTISING	9,705	6,980	9,242	9,000	11,369	9,000
LICENSES & PERMITS	2,135	2,337	1,978	3,500		2,100
POSTAGE	51	392	-	-		150
PRINTING	1,878	2,443	4,037	2,400		1,500
SUPPLIES	4,235	1,235	5,542	3,000		2,500
MEETING/TRAVEL/EDUCATION	500	1,278	-	500	250	250
SALES TAX	6,681	4,403	2,313	2,475		2,500
MC/VISA PROCESSING	-	-		-		-
MISCELLANEOUS EXPENSE	55	375		-		-

<b>REVENUE</b>	<b>\$ 167,925.00</b>	<b>\$ 118,976.00</b>	<b>\$ 134,042.00</b>	<b>\$ 135,775.00</b>	<b>\$75,581.00</b>	<b>\$ 133,950.00</b>
SPONSORSHIPS	28,500	21,080	25,500	25,000	20,000	25,000



GRANTS	6,000	9,000	9,000	11,500	24,000	15,000
GATE RECEIPTS	23,361	16,337	10,577	12,750		12,500
ADVANCED SALES	46,348	30,154	45,415	42,500	31,581	38,500
BEER SALES	54,172	31,602	35,414	35,400		35,500
VENDOR FEES	2,877	3,510	3,246	3,200		3,000
VENDOR FEES SODA	1,170	1,150	250	600		250
SOUVENIR SALES	5,009	5,857	3,990	4,400		4,200
RAFFLE INCOME	-	-		-		-
OTHER INCOME	489	285	650	425		-

*Notes: 2022 event hasn't happened yet, so waiting on the final numbers for that category. Yellow numbers will change as the final event numbers come in for this year's event.*

<b>BEER &amp; BACON FEST</b>						
	<b>2018</b>	<b>2019</b>	<b>2021</b>	<b>2022 Budget</b>	<b>2022 Actual</b>	<b>2023 Budget</b>
<b>EXPENSES:</b>	<b>\$41,623.00</b>	<b>\$36,786.00</b>		<b>\$30,850.00</b>	<b>\$18,617.00</b>	<b>\$ 26,150.00</b>
ENTERTAINMENT	10,869	13,860	-	4,000	1,500	2,000
OTHER ENTERTAINMENT	11,666	7,500	-	3,000	2,400	3,000
SALARIES	3,000	2,500	-	800	550	600
FICA EXPENSE	-	-	-	-	-	
SODA EXPENSE	483	-	-	500	500	450
BEER EXPENSE				10,000	5,400	6,500
EQUIPMENT RENTAL	2,452	1,325	-	1,250	970	1,100
GARBAGE/CLEAN UP	1,055	500	-	600	150	250
SECURITY	363	198	-	350	414	450
TENT RENTAL	-	-	-	-	-	
TOILET RENTAL	1,305	-	-	1,200	1,145	1,200
ADVERTISING & SIGNAGE	3,642	7,407	-	3,500	5,082	6,000
LICENSES & PERMITS	770	557	-	1,500		950
POSTAGE	-	-	-	-	-	
PRINTING	706	1,143	-	400		450
SUPPLIES	3,101	73	-	2,000	506	1,500
SALES TAX	2,210	1,723	-	1,750		1,700

<b>REVENUE</b>	<b>51,607</b>	<b>38,446</b>	<b>1,480</b>	<b>33,500</b>	<b>21,818</b>	<b>35,000</b>
SPONSORSHIPS	6,500	4,755	-	3,500	7,000	7,500
GRANTS	2,500	3,000	1,000	-	7,500	7,500
BEER SALES			480		-	
TICKET SALES	42,607	30,691	-	30,000	7,318	20,000

*Notes: 2022 event hasn't happened - numbers are updated as of 7/20/2022. Yellow numbers will change as the event for this year ends.*

**CONCERTS ON THE SQUARE**

	<b>2018</b>	<b>2019</b>	<b>2021 as of 10/11</b>	<b>2022 Budget</b>	<b>2022 Actual</b>	<b>2023 Budgeted</b>
<b>EXPENSES</b>	<b>\$33,471.00</b>	<b>\$36,742.00</b>	<b>\$ 27,366.00</b>	<b>\$ 37,500.00</b>	<b>\$ 32,864.00</b>	<b>\$ 35,910.00</b>
ENTERTAINMENT	13,880	16,300	10,850	17,000	15,900	17,500
GARBAGE/CLEAN UP	4,276	5,453	3,266	3,500	2,090	2,500
ADVERTISING & SIGNAGE	-	1,981	2,050	2,500	1,884	250
SOUND/LIGHTS	7,500	9,000	8,500	9,350	9,350	11,050
TOILET RENTAL	3,600	3,600	3,100	3,300	3,240	4,160
ADVERTISING	45	-	-	-	-	-
PERMITS	2,450	400	(400)	1,850	400	450
SUPPLIES	1,720	8	-	-	-	-

<b>REVENUES</b>	<b>\$37,275.00</b>	<b>\$36,950.00</b>	<b>\$ 55,974.00</b>	<b>\$ 38,200.00</b>	<b>\$ 38,075.00</b>	<b>\$ 40,875.00</b>
SPONSORSHIPS	34,425	21,500	52,299	32,000	33,500	36,000
GRANTS	-	12,000	-	3,000		
VENDOR FEES	2,850	3,450	3,675	3,200	4,575	4,875

*Notes: Increasing to 13 concerts next year instead of 11. This will increase expenses for bands, sound, toilets, trash. Sponsorships will also increase due to this too. Most expenses are in for 2022 and this should be as close to a final number as we can get.*

<b>CHALKFEST</b>						
	<b>2018</b>	<b>2019</b>	<b>2021</b>	<b>2022 Budget</b>	<b>2022 Actual</b>	<b>2023 Budget</b>
<b>EXPENSES</b>	<b>\$17,412.00</b>	<b>\$12,839.00</b>	<b>\$10,193.00</b>	<b>\$ 9,050.00</b>	<b>\$ 10,420.54</b>	<b>\$ 12,750.00</b>
ENTERTAINMENT	-	-	-	-	-	-
EQUIPMENT RENTAL	-	-	-	-	-	-
GARBAGE/CLEAN UP	600	520	1,233	800	1,100	1,200
SECURITY	429	616	966	550	920	1,200
SIGNAGE	-	596	259	250		300
TOILET RENTAL	515	535	765	650	1,080	1,200
VOLUNTEER RECOGNITION	-	184	378	200	135	450
ADVERTISING AND SIGNAGE	439	562	-	250		
PERMITS	700	450	676	1,200	677	750
PRINTING	2,626	2,274	242	400	420	550
SUPPLIES/PRINTING/POSTAGE	10,374	5,883	5,487	3,500	5,547	6,500
PROJECT COST COORDINATION	-	-	-	-		
MISCELLANEOUS EXPENSE	1,729	1,219	187	1,250	542	600
EQUIPMENT COSTS	-	-	-	-		

<b>REVENUES</b>	<b>\$16,756.00</b>	<b>\$16,851.00</b>	<b>\$12,506.00</b>	<b>\$ 14,550.00</b>	<b>\$ 18,431.00</b>	<b>\$ 14,350.00</b>
SPONSORSHIPS	4,475	4,200	-	1,000	6,000	2,500
GRANTS	-	-	-	2,000		
ON-SITE SALES	3,559	4,136	4,570	3,500	4,147	4,200
REGISTRATIONS	8,122	8,115	6,436	7,500	7,384	7,200
VENDOR FEES	600	400	900	550	900	450
OTHER INCOME	-	-	-	-		

*Notes: Chalkfest will be one weekend after WOW next year. They are also still anticipating more 2022 expenses to come at the end of this year. They do not normally follow the budget that we give them as they do their own budget based on the previous year's numbers.*

<b>HOLIDAY PARADE</b>						
	<b>2018</b>	<b>2019</b>	<b>2021</b>	<b>2022 Budgeted</b>	<b>2022 Actual</b>	<b>2023 Budgeted</b>
<b>EXPENSES</b>	<b>\$ 5,733.00</b>	<b>\$ 2,345.00</b>	<b>\$ 271.00</b>	<b>\$ 3,350.00</b>	<b>\$ 2,360.00</b>	<b>\$ 4,850.00</b>
ENTERTAINMENT	300	150		200	250	250
SALARIES	-	-		450	250	300
EQUIPMENT RENTAL	-	-		-		
ADVERTISING & SIGNAGE	-	485		200		
TOILET RENTAL	90	150		150	160	150
HOSPITALITY/ACCOMODATIONS	400	-		450	250	400
ADVERTISING AND SIGNAGE	750	-		-		
INSURANCE	-	130		-		
PERMITS	550	-	271	300		300
PRINTING	-	-		-		1,500
SUPPLIES	3,643	1,431		1,500	950	1,800
HOT CHOCOLATE	-	-		-		
P.A. SYSTEM	-	-		100		150
Misc.			500		500	500

<b>REVENUES:</b>	<b>\$ 5,055.00</b>	<b>\$ 5,409.00</b>	<b>\$ 1,000.00</b>	<b>\$ 5,500.00</b>	<b>\$ 5,375.00</b>	<b>\$ 6,300.00</b>
SPONSORSHIPS	750	3,060	500	2,500	5,375	3,500
GRANTS	-	-	500	-	-	
VENDOR FEES	4,305	2,349		3,000		2,800

*Notes: 2021 numbers are not listed as we're waiting on the final numbers. 2022 event has not happened yet, but that is where we stand as of 7/20/22 for expenses and revenues. Yellow numbers for 2022 may change or we are waiting on those final 2022 numbers after the event.*

<b>HARVEST FEST</b>						
	<b>2018</b>	<b>2019</b>	<b>2021</b>	<b>2022 BUDGET</b>	<b>2022 Actual</b>	<b>2023 Budget</b>
<b>EXPENSES</b>	<b>\$11,262.00</b>	<b>\$10,859.00</b>	<b>\$ 6,372.00</b>	<b>\$ 7,700.00</b>	<b>\$ 4,429.00</b>	<b>\$ 6,860.00</b>
ENTERTAINMENT	7,540.00	8,775.00	1,825.00	4,200.00	375.00	2,000.00
SODA EXPENSE (BEV)	-	-	-	-		
EQUIPMENT RENTAL	-	40.00	-	-		
GARBAGE/CLEAN UP	168.32	718.27		600.00	75.00	100.00
ADVERTISING & SIGNAGE	-	263.25		-		
TENT RENTAL	-	144.75	-	-		
TOILET RENTAL	45.00	-	75.00	100.00	160.00	160.00
ADVERTISING	1,554.46	333.25	-	550.00		350.00
PERMITS	550.00	-	342.00	450.00	143.00	350.00
PRINTING	763.92	584.50	235.00	300.00		100.00
SUPPLIES	640.62	-	3,970.00	1,500.00	3,676.00	3,800.00

<b>REVENUES</b>	<b>\$10,375.00</b>	<b>\$ 7,850.00</b>	<b>\$ 8,490.00</b>	<b>\$ 8,800.00</b>	<b>\$ 7,000.00</b>	<b>\$ 7,600.00</b>
SPONSORSHIPS	10,000.00	7,500.00	8,465.00	8,500.00	7,000.00	7,500.00
VENDOR FEES	375.00	350.00	25.00	300.00		100.00

*Notes: Waiting on a few final 2021 numbers. 2022 event hasn't happened, but numbers are updated as of 7/20/22. Entertainment for 2022 is less than normal right now due to vendors passing away and a new vendor for a petting zoo instead of the previous vendor. Yellow numbers for 2022 may change.*

<b>Winter Fest</b>						
	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2022 BUDGET</b>	<b>2022 Actual</b>	<b>2023 Budget</b>
<b>EXPENSES</b>	<b>\$15,463.00</b>	<b>\$17,046.00</b>	<b>\$ 8,108.00</b>	<b>\$ 5,050.00</b>	<b>\$ 5,764.00</b>	<b>\$ 5,400.00</b>
ENTERTAINMENT	10,134	11,489	4,090	2,500	1,725	2,800
OTHER ENTERTAINMENT	-	1,250	799	500	1,599	
SALARIES	676	400	400	300	-	
GARBAGE/CLEAN-UP	-	200	-	-		
ACCOMODATIONS	714	594	-	-		
ADVERTISING EXPENSE	974	1,036	697	250		100
LICENSES & PERMITS	600	200	150	200	200	200
PRINTING	554	460	47	50	55	
SUPPLIES	1,310	917	1,178	500	1,685	1,800
VENUE RENTAL	500	500	748	750	500	500

<b>REVENUE</b>	<b>\$ 6,321.00</b>	<b>\$ 7,005.00</b>	<b>\$ 872.00</b>	<b>\$ 4,500.00</b>	<b>\$ 6,500.00</b>	<b>\$ 5,000.00</b>
SPONSORSHIPS	2,750	5,750	-	4,500	6,500	5,000
DONATIONS	-	1,255	-	-		
MISCELLANEOUS REVENUE	3,571	-	872	-	-	-

*Notes: 2022 event happened in January and those are the most accurate numbers from that event.  
2023 event is in January 2023, and those are the numbers that we're planning for that event.*

**Winter Brew Fest**

	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2022 Budget</b>
<b>EXPENSES</b>	<b>\$ 7,116.00</b>	<b>\$ 7,037.00</b>	<b>\$ 7,875.00</b>	<b>\$ 7,538.00</b>	<b>\$ 6,200.00</b>
ENTERTAINMENT	600	600	600	600	500
OTHER ENTERTAINMENT	785	691	630	1,357	700
BEER EXPENSE	3,440	3,153	3,945	2,630	2,700
ADVERTISING	-	35	411	50	250
PRINTING	-	81	81	2,233	250
SUPPLIES	1,776	1,963	1,850	350	1,500
SALES TAX	515	514	358	319	300

<b>REVENUES</b>	<b>\$10,409.00</b>	<b>\$10,047.00</b>	<b>\$ 9,282.00</b>	<b>\$ 6,308.00</b>	<b>\$ 6,250.00</b>
SPONSORSHIPS	338	-	2,485	-	1,000
TICKET SALES	10,071	10,047	6,797	6,308	5,250

*Notes: Event hasn't happened since winter 2020 due to the pandemic. Some of the budgeted 2023 numbers could change due to the three year difference.*



**WINGS OVER WAUSAU**

	2018	2019	2021	2022 BUDGET	2022 Actual	2023 Budget
<b>EXPENSES</b>	<b>\$ 154,716.00</b>	<b>\$ 177,470.00</b>	<b>\$ (250.00)</b>	<b>\$ 149,700.00</b>	<b>\$ 145,762.00</b>	<b>\$ 155,400.00</b>
ENTERTAINMENT	4,850	13,122		4,000	4,850	3,000
OTHER ENTERTAINMENT	12,149	5,808		2,000		4,000
SODA EXPENSE	12,614	15,716		12,500	5,234	7,500
BEER EXPENSE	10,557	14,107		10,500	4,695	7,800
ICE EXPENSE	1,121	815		800	1,125	1,200
EQUIPMENT RENTAL	5,493	10,663		9,500	4,430	5,000
FIREWORKS	25,000	37,500		25,000	24,000	24,000
GARBAGE AND RECYCLING	4,130	2,888		3,000	1,100	1,350
SET UP/CLEAN UP	-	2,672		1,500		
PROPANE/FUEL	-	1,383		5,000	7,694	8,200
ACCOMODATIONS	316	8,000		2,500	4,116	4,150
SECURITY	3,784	4,972		3,500	3,519	3,000
ADVERTISING & SIGNAGE	12,272	9,237	(400)	9,000	11,683	9,000
SOUND/LIGHTS	7,700	8,100		-	1,500	1,500
STAGE MANAGER/EMCEE	800	-		-		-
TENT RENTAL	52	1,250		4,500	3,375	4,300
TOILET RENTAL	5,015	4,455		4,200	2,635	2,800
VOLUNTEER RECOGNITION	5,689	1,038		1,000	2,776	2,200
PHONE/RADIOS	-	1,010		-		
PILOT EXPENSES	19,522	13,555		<b>36,500</b>	55,250	<b>57,000</b>
TRANSPORTATION	-	500		-	1,512	-
INSURANCE	7,062	7,274		-		
PERMITS	620	1,010	150	1,400	260	300
POSTAGE	-	-		-		
PRINTING	1,308	1,920		1,500	728	600
SUPPLIES	2,898	1,388		2,300		2,000
5K WALK/RUN EXPENSES	6,702	8,582		6,500	3,030	3,500
MISCELLANEOUS EXPENSE	5,063	505		3,000	2,250	3,000

REVENUES	\$ 164,131.00	\$ 173,993.00	\$ 100.00	\$ 153,000.00	\$ 146,940.00	\$ 159,100.00
SPONSORSHIPS	43,375	32,850		45,000	60,000	58,000
SPONSORSHIPS-5K WALK/RUN	2,500	4,000		3,000	3,000	3,000
GRANTS	10,000	10,000		15,000	38,500	38,000
REGISTRATION FEES-5K WALK/RUN	10,603	11,954		6,500	4,810	5,200
BEER SALES	45,205	62,582		40,500	20,208	28,500
SODA SALES	14,048	12,131		12,000	combined w/be	6,500
MERCHANDISE SALES	3,690	-		-		
VENDOR FEES	15,638	17,498	100	11,000	6,887	5,400
VENDOR FEES SODA	18,530	17,293		15,500	4,700	5,200
VENDOR FEES ICE	230	-		-		
ADVERTISING REVENUE	-	1,551		-		
OTHER MISCELLANEOUS REVENUES	312	4,135		4,500	8,835	9,300

*Notes: 2022 numbers are all in and updated as of 7/20/22. The yellow airshow number is noting an increase from last year's event due to bringing in the warbirds (\$19,000) and then having a \$38,000 airshow. This number may change. On the 2022 side, the soda sales were combined with beer sales at the event, so that's why the number is missing. Vendor fee amount includes the food vendors and Wing competition sales from the event.*

<b>SUMMER KICKOFF</b>				
	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2023</b>
<b>EXPENSES</b>	<b>\$ 9,600.78</b>	<b>\$ 11,122.96</b>	<b>\$ 11,882.17</b>	<b>\$ 9,370.00</b>
ENTERTAINMENT	\$ 4,415.00	\$ 6,796.55	\$ 7,123.87	\$ 7,200.00
OTHER ENTERTAINMENT	\$ 1,520.00	\$ -	\$ 21.09	\$ -
SODA EXPENSE	\$ 237.57	\$ 169.57	\$ 244.48	\$ -
SODA EXPENSES	\$ -	\$ -	\$ -	\$ -
EQUIPMENT RENTAL	\$ 314.99	\$ -	\$ -	\$ -
ELECTRIC/GARBAGE/CLEAN UP	\$ 364.00	\$ 494.00	\$ 325.00	\$ 250.00
TENT & EQUIPMENT RENTAL	\$ 562.00	\$ 561.60	\$ 951.17	\$ 650.00
TOILET RENTAL	\$ 225.00	\$ 160.00	\$ 45.00	\$ 320.00
ADVERTISING & SIGNAGE	\$ 984.29	\$ 927.84	\$ 1,822.02	\$ 350.00
PERMITS	\$ 287.50	\$ 1,897.64	\$ 923.00	\$ 400.00
PRINTING	\$ -	\$ -	\$ 166.67	\$ 200.00
SUPPLIES/POSTAGE	\$ 690.43	\$ 115.76	\$ 259.87	\$ -

<b>REVENUE</b>	<b>\$ 15,423.90</b>	<b>\$ 10,128.80</b>	<b>\$ 13,755.00</b>	<b>\$ 9,400.00</b>
SPONSORSHIPS	\$ 13,477.90	\$ 8,750.00	\$ 12,750.00	\$ 8,500.00
SODA SALES	\$ 596.00	\$ 278.80	\$ 180.00	\$ 300.00
VENDOR FEES	\$ 1,350.00	\$ 1,100.00	\$ 825.00	\$ 600.00
OTHER MISCELLANEOUS REVENUES	\$ -	\$ -	\$ -	\$ -

Notes: this event hasn't happened since 2019. The numbers for 2023 are estimated based off previous year numbers and knowing what vendors charged in 2022.

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## City of Wausau Tourism Grant

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### Getting Started

### City of Wausau

## COMMISSION ROOM TAX TOURISM GRANT APPLICATION

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

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

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

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

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

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

#### **APPLICATION DEADLINES:**

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

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

#### **ELIGIBLE PROJECTS AND USE OF FUNDS:**

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

**ELIGIBLE APPLICANTS:**

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

**GRANT RECOGNITION:**

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

**GRANT LIMITS:**

- Grants will be limited based upon funding.

**ADDITIONAL INFORMATION:**

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

**EVALUATION CRITERIA:**

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

**REVIEW AND AWARD PROCESS:**

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

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

## Organization Info

Staff Notes

Name of Organization

WAUSAU RIVER DISTRICT

Authorized Official First Name

Blake

Authorized Official Last Name

Opal-Wahoske

Authorized Official Title

Executive Director

Email Address

BLAKE@WAUSAURIVERDISTRICT.ORG

Organization Website URL

WausauRiverDistrict.org

Street Address

316 SCOTT STREET

City

WAUSAU

State

WI

Zip

54403

Daytime Telephone

7152971829

## Grant Information

Staff Notes

Grant Request Amount

█ \$10,000.00

Total Project/Event Budget

█ \$21,000.00

Event Date(s) or Date Range

█ Saturday, August 12th 5-8pm

Event Location

█ Downtown Wausau

Projected Number of Attendees

█ 500-800

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

█ Yes

Please describe:

█ Community Arts Grant

Estimated Number of Hotel Stays from the Project/Event

█ Existing Event/Project

Project/Event Description

█ ExhibiTour is downtown Wausau's premiere art and wine walk event hosted annually. The event showcases a nationally juried show featuring artists from all over the country including our local talent as well. Attendees who purchase a ticket receive a commemorative wine glass, tour the pop-up art galleries hosted within downtown businesses and enjoy wine samples while viewing artwork. In addition, businesses are encouraged to make sales during the event's festivities. The evening culminates with the award ceremony hosted at D. Anthony Gallery with jazz music and light hors d'oeuvres.

█ Last year we had artists who were featured in the show fly in from New Orleans, Brooklyn, and San Francisco for the event.

Optional: Upload Project/Event Details

█ No files uploaded.

## Marketing Plan

Staff Notes

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

## Marketing Plan Description

Attached is our detailed Marketing plan that will run from July 26th through August 12th if funded fully. In addition, attached is the data we collected from last year's event; the information included in that report reflects visitor information within defined event boundaries. We plan to spend 70% of our funds to target the Green Bay, Minocqua, Madison, and Oshkosh markets.

## Marketing Media Description

The marketing plan attached included a multiplatform approach featuring tv, radio, print and digital ads.

## Locations covered by the media/ publication

WAOW, WPR, City Pages, Meta

## Approximate dates

7/26-8/12/23

## Expected Cost

10,000

## Grant Request

10,000

---

## Additional information may be attached

*See uploaded files:*

- 'ExhibiTour\_MarketingBudget2023.docx' (id: d1ccb0f8-58c6-4832-b698-efc7bca055e3)
- 'Datafy Event Report Wausau Exhibitour 2022.pptx.pdf' (id: ff21131c-bbe6-494d-a487-8143f88611f2)

## 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 anticipate creating 50-60 overnight stays at the hotel based on the data collected from last year's geofencing report during the event. We will promote lodging options close to the event location and safe ride options for attendees.

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

Last year we estimated we had approximately 40-50 attendees and artists stay overnight in a hotel.

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:

- 'WRD\_Budget2023.jpg' (id: 9a04adc4-82d9-4adf-90cb-fbde251a904c)

PROJECT OR EVENT BUDGET

See uploaded files:

- 'Screenshot 2023-07-19 124606.png' (id: 13244cdf-3c09-488a-8581-ddc7c736dda7)

RECENT YEAREND FINANCIAL STATEMENTS

See uploaded files:

- '12 Dec River District Financials (1).pdf' (id: d34c267b-b110-44aa-89c8-ab0c3d3b8cf3)

IRS DETERMINATION

See uploaded files:

- '2023-07-06 08-46.pdf' (id: b71c5d4c-f013-4037-9d52-9900af4a25ac)

BOARD OF DIRECTORS

See uploaded files:

- 'Screenshot 2023-07-19 124949.png' (id: 9c3b6c01-848b-427a-a6f0-09d9a7476b48)

## Submit

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

Applicant Full Name

Blake Opal-Wahoske

Applicant Title

Executive Director

## Approval Of Application

Begin User

blake@wausauriverdistrict.org

# Visitors to Downtown Wausau Exhibitour

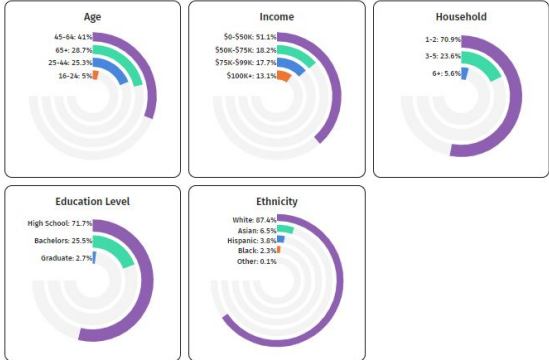
## Saturday, August 13<sup>th</sup>, 2022

Locals  
0-50mi

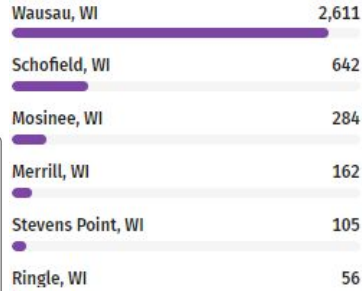
### Visitor Days

4,049

### Top Demographics



### Visitors by City



Visitors  
51+mi

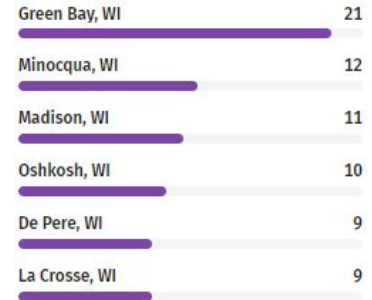
### Visitor Days

537

### Top Demographics



### Visitors by City



# Visitors to Downtown Wausau Weekend of August 12-14, 2022

Locals  
0-50mi

**Visitor Days**    **Unique Visitors**    **Avg Length of Stay**  
**13,932**    **10,894**    **1**

Visitors  
51+mi

**Visitor Days**    **Unique Visitors**    **Avg Length of Stay**  
**1,911**    **1,628**    **1.2**

Comparison of Trips



● Repeat 100% ● One Time 0%

Comparison of Trips



● Repeat 62% ● One Time 38%

Wausau, WI	61.59%
Schofield, WI	14.23%
Mosinee, WI	6.37%
Merrill, WI	4.84%
Stevens Point, WI	2.03%
Antigo, WI	1.22%
Marathon, WI	1.16%
Edgar, WI	0.95%
Ringle, WI	0.53%
Rothschild, WI	0.42%
Minocqua, WI	0.31%
Madison, WI	0.26%
Saint Paul, MN	0.25%
Green Bay, WI	0.24%

Begin Date

7/19/2023 11:37:16 AM

Submitted User

blake@wausauriverdistrict.org

Submitted Date

7/19/2023 1:02:29 PM

Original Completed Application

No file uploaded.

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

Staff Notes

Approved By

None

Approved Date

Completed Approved Application

No file uploaded.

Declined By

None

Declined Date

Declined Reason

Portfol\_RelationshipManager

Portfol Contact Number

Portfol Client Number

Portfol Project Number

# ExhibiTour Marketing Plan 2023

## Traditional Marketing:

- TV
  - o WAOW Advertising
    - 15-second tv spots
- Radio
  - o WPR
    - 10-second spots
- Print
  - o City Pages Ad
  - o Posters & Flyers

## Digital Marketing:

- Meta
  - o Static Ads
  - o Video Ads

## Proactively capture content for 2024 marketing initiatives:

Talent present at 2023 event:

- Photographer - \$800
- Videographer - \$2300

ExhibiTour Marketing Budget	
TV ads	\$4300
Radio ads	\$900
City Pages ad	\$700
Print	\$210
Meta ads	\$790
Photographer	\$800
Videographer	\$2,300
<b>Total</b>	<b>\$10,000</b>

**WAUSAU RIVER DISTRICT, INC.**  
**INCOME STATEMENT**  
**ADMINISTRATION**  
**12/31/2022**

	<u>BUDGET</u>	<u>CURRENT PERIOD</u>	<u>YEAR TO DATE TOTAL</u>	<u>% TO CURRENT BUDGET</u>
<b>REVENUES</b>				
<i>General</i>				
Business Improvement Tax	74,160	-	74,160	100.0%
Room Tax Grant - City of Wausau	26,591	-	26,591	100.0%
Business Contributions	-	180	180	n/a
Grant - Community Foundation	-	-	10,000	n/a
Other income - Amazon Smile Donations	-	-	7	n/a
Interest Income	-	8	95	n/a
<b>Total General Revenues</b>	<u>100,751</u>	<u>188</u>	<u>111,033</u>	<u>110.2%</u>
<i>Sponsorship Income</i>				
Art Stroll/Exhibitour	10,500	-	14,861	141.5%
Historic Walking Tour	2,450	-	1,800	73.5%
State of the River District Dinner	-	-	300	n/a
Small Business Saturday	4,800	-	5,030	104.8%
Holiday Open House	2,500	-	60	2.4%
Downtown Wausau Dining Weeks	12,000	-	13,184	109.9%
Downtown Employee Appreciation Week	3,500	-	1,150	32.9%
Sidewalk Sales	2,800	-	750	26.8%
<b>Total Sponsorship Income</b>	<u>38,550</u>	<u>-</u>	<u>37,135</u>	<u>96.3%</u>
<i>Project Income</i>				
Pride	7,500	-	7,960	0.0%
News you Need	800	-	2,602	0.0%
Heart of Wausau	-	-	1,300	n/a
Holiday Lights/Umbrellas	9,000	-	8,000	88.9%
Art Lives Here	3,490	-	3,600	103.2%
River West Branding	12,000	-	-	0.0%
State of the District Video	2,500	-	-	0.0%
Business Event Guide	1,000	-	480	48.0%
Sign Grant Sponsor/Street Banners	550	-	-	0.0%
<b>Total Project Income</b>	<u>36,840</u>	<u>-</u>	<u>23,942</u>	<u>65.0%</u>
<i>Advertising Income</i>				
FORD Program	2,000	-	1,050	52.5%
Merchandise Sales	3,500	-	237	6.8%
Cooperative Marketing	4,300	-	1,055	24.5%
Business Improvement Roundtable Series	-	-	-	n/a
<b>Total Organizational Revenues</b>	<u>9,800</u>	<u>-</u>	<u>2,342</u>	<u>23.9%</u>
<b>Total Revenues</b>	<u>185,941</u>	<u>188</u>	<u>174,452</u>	<u>93.8%</u>
<b>EXPENDITURES - (detailed on following pages)</b>				
<i>Placemaking</i>	56,000	-	48,687	86.9%
<i>Business Development</i>	29,325	3,180	31,868	108.7%
<i>Residential Development</i>	650	-	-	0.0%
<i>Executive / Administrative Expenses</i>	105,476	15,707	119,008	112.8%
<b>Total Expenditures</b>	<u>191,451</u>	<u>18,887</u>	<u>199,562</u>	<u>104.2%</u>
<b>Net income (loss)</b>	(5,510)	<u>(18,698)</u>	(25,111)	
Unexpended funds from prior years	103,272		103,272	
<b>Total Fund Balance</b>	<u>97,762</u>		<u>78,161</u>	

**FUND BALANCE SUMMARY**

<i>Restricted Fund Balance</i>				
Community Foundation Art Lives Here	4,510		4,510	**
			-	**
<b>Total Restricted Fund Balance</b>			<u>4,510</u>	
<i>Unrestricted fund balance</i>	97,762		73,651	
<b>Total Fund Balance</b>	<u>97,762</u>		<u>78,161</u>	

\*\* Tracked by executive director

**WAUSAU RIVER DISTRICT, INC.**  
**STATEMENT OF EXPENDITURES**  
**BY DIVISION**  
**12/31/2022**

	<u>BUDGET</u>	<u>CURRENT PERIOD</u>	<u>YEAR TO DATE TOTAL</u>	<u>% TO CURRENT BUDGET</u>
<b>PLACEMAKING</b>				
<i><b>Placemaking Projects:</b></i>				
Pride	\$ 7,500	-	159	2.1%
Jazz On The River	-	-	11,624	n/a
Historic Walking Tour	1,500	-	1,833	122.2%
Heart Of Wausau, Painted Pianos, Art Stroll and Bike Stencils	200	-	875	437.6%
Merchandise	2,500	-	-	0.0%
Exhibitour	11,000	-	13,487	122.6%
Holiday Lights/Umbrellas/St Pole Banners	14,300	-	9,318	65.2%
Art Lives Here	7,000	-	-	0.0%
Downtown Cleanup	-	-	330	n/a
River West Branding	12,000	-	2,960	24.7%
Kickbusch Plaza Beautification	-	-	3,196	n/a
Parking Ramp Murals	-	-	4,282	n/a
Trick Or Treating	-	-	11	n/a
Misc. Project Expenses	-	-	611	n/a
<b>Total Placemaking Expenditures</b>	<b>\$ 56,000</b>	<b>-</b>	<b>48,687</b>	<b>86.9%</b>
<b>BUSINESS DEVELOPMENT</b>				
<i><b>Support Businesses in the River District:</b></i>				
JSI Ads	\$ 340	-	514	151.2%
Wausau Brochures	1,500	-	1,518	101.2%
Grand Theater Promotions	300	-	1,000	333.3%
Granite Peak Ads	325	-	795	244.6%
Chamber Promotions	-	-	1	n/a
Hot Happenings	520	-	-	0.0%
Shop Local Season	400	-	-	0.0%
Sign Grant Program	2,000	-	1,108	55.4%
Business Development Roundtables	100	-	3,022	3022.4%
Night Market Partnership	-	-	-	n/a
Community engagement	850	-	-	0.0%
Vacant Storefront	750	-	-	0.0%
FORD program	100	-	-	0.0%
News You Need newsletter	500	-	-	0.0%
Welcome packets	100	-	-	0.0%
State Of The River District	1,500	-	2,339	155.9%
Small Business Expo Presence	400	-	42	10.4%
Festival of Arts Partnership	900	-	50	5.6%
Small Business Saturday	3,500	3,180	13,615	389.0%
Holiday Open House	1,000	-	247	24.7%
Business Event Guide	240	-	8	3.3%
Downtown Wausau Dining Week	9,000	-	6,045	67.2%
Downtown Employee Appreciation Week	3,000	-	1,149	38.3%
Sidewalk Sales	2,000	-	415	20.8%
<b>Total Business Development Expenditures</b>	<b>\$ 29,325</b>	<b>3,180</b>	<b>31,868</b>	<b>108.7%</b>
<b>RESIDENTIAL DEVELOPMENT</b>				
Residential Development	\$ 450	-	-	0.0%
Misc. Project Expenses	200	-	-	0.0%
<b>Total Residential Development Expenditures</b>	<b>\$ 650</b>	<b>-</b>	<b>-</b>	<b>0.0%</b>
<b>EXEC/ADMIN</b>				
<i><b>Administrative Expenses:</b></i>				
Salaries	\$ 86,200	14,308	94,014	109.1%
Payroll Related, D&O, and Other Insurances	2,216	1,095	9,202	415.2%
Telephone	1,200	-	100	8.3%
Internet Expense	500	-	661	132.2%
Printing, Postage, and Office Supplies	2,350	75	4,011	170.7%
Rent & Utilities	5,520	230	3,120	56.5%
Training, Education & Travel	3,000	-	4,257	141.9%
Dues & Subscriptions	4,000	-	3,344	83.6%
<i><b>Manage Organizational Funding:</b></i>				
Maintain/Secure Funding	150	-	162	107.8%
<i><b>Community Outreach:</b></i>				
Neighborhood Meetings	60	-	-	0.0%
<i><b>Board Development</b></i>				
Board/Committee Training	80	-	-	0.0%
<i><b>Volunteer Management:</b></i>				
Volunteer Appreciation	200	-	137	68.7%
<b>Total Exec/Admin Expenditures</b>	<b>\$ 105,476</b>	<b>15,707</b>	<b>119,008</b>	<b>112.8%</b>
<b>TOTAL EXPENDITURES</b>	<b>\$ 191,451</b>	<b>18,887</b>	<b>199,562</b>	<b>104.2%</b>

Income		
Name	Amount	Recognition Type
TDS	\$3,500.00	Presenting Sponsor
Community Arts Grant	\$4,190.00	Art Show Sponsor
Ruder Ware	\$900.00	Promotional Sponsor
Compass Properties	\$900.00	Promotional Sponsor
Wausau Room Tax	\$10,000.00	
Projected Ticket Sales	\$3,000.00	Not Secured
<b>Total</b>	<b>\$22,490.00</b>	

Expenses	
Description	Amount
Art Show Promotions	\$450.00
Marketing	\$10,000.00
Wine	\$4,800.00
Wine Glasses	\$1,400.00
Wristbands	\$40.00
Milk Merchant	\$850.00
Jazz Band	\$500.00
Awards	\$500.00
Art Show Supplies	\$460.00
Cash Prize	\$2,000.00
<b>Total</b>	<b>\$21,000.00</b>



**Id:**

**Bucket:** ApplicationSubmitted\_TourismGrant

**Created:** 7/19/2023 10:15:50 PM

**Updated:** 7/19/2023 10:15:50 PM

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## City of Wausau Tourism Grant

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### Getting Started

#### City of Wausau

### COMMISSION ROOM TAX TOURISM GRANT APPLICATION

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

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

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

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

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

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

#### **APPLICATION DEADLINES:**

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

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

#### **ELIGIBLE PROJECTS AND USE OF FUNDS:**

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

**ELIGIBLE APPLICANTS:**

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

**GRANT RECOGNITION:**

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

**GRANT LIMITS:**

- Grants will be limited based upon funding.

**ADDITIONAL INFORMATION:**

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

**EVALUATION CRITERIA:**

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

**REVIEW AND AWARD PROCESS:**

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

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

## Organization Info

Staff Notes

Name of Organization

| Center for Visual Arts

Authorized Official First Name

| Tiffany

Authorized Official Last Name

| Rodriguez-Lee

Authorized Official Title

| Executive Director

Email Address

| trodriguezlee@cvawausau.org

Organization Website URL

| www.cvawausau.org

Street Address

| 427 N Fourth Street

City

| Wausau

State

| WI

Zip

| 54403

Daytime Telephone

| 715-842-4545

## Grant Information

Staff Notes

Grant Request Amount

█ \$15,000.00

Total Project/Event Budget

█ \$25,000.00

Event Date(s) or Date Range

█ August 18th, 2023 - December 20th, 2023

Event Location

█ Center for Visual Arts

Projected Number of Attendees

█ 5,000

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

Please describe:

Estimated Number of Hotel Stays from the Project/Event

█ Existing Event/Project

Project/Event Description

█ The Center for the Visual Arts (CVA) would like to increase marketing efforts for upcoming exhibits in the Caroline S. Mark, Loft, and Vault Galleries through January 2024. The CVA has grown its marketing efforts and strategies tremendously over the last two years. However, with a small budget and very large footprint in the community, marketing can be very difficult to fund. While we've expanded from grassroots marketing slightly, we are definitely ready to tackle more in depth marketing strategies since our recent rebranding session. It is imperative that we continue to market our exhibits outside of the local level and to the state and regional level. Marketing is an important piece of our organization's business model and is in great need of developing and updating to keep up with industry standards and the needs of the region.

Creativity and Arts as a whole can not work alone, we must partner with the city and state to promote the creative industry and promote its role in economic development. Wausau is in a unique position to take advantage of its outdoor recreation opportunities, but can not neglect the other amenities that so many seek out while they are staying in town. This is where the creative industry comes in. In fact, in the state of Wisconsin, in 2022, the Creative Industry was responsible for a 10.8 billion dollar impact on the state economy, and over 87,000 jobs, some of those right here in Wausau. Yet, Yet Wisconsin is 50th out of 50 states (at \$.14/per capita) in per capita funding for the state arts council (National Assembly of State Arts Agencies, 2023). While the CVA continues to work hard diversifying its revenue sources via; education and classes, summer camp, annual donations, grants, competitive entries, and more, it is still in need of assistance from the city so that we can continue to present ourselves, and elevate ourselves as a tourist attraction, a place to visit, and an extra cultural amenity to those visiting for other reasons.

The goal of our current project and this additional ask is to ensure the CVA exhibits are marketed at the state and regional level for the rest of this calendar year and into early next year, which will include our biggest annual show with one of our largest audiences reached; Midwest Seasons.

The objectives that will help accomplish this goal are:

- i. Seek out quotes and purchase advertising within the next 3-6 months through direct mail, printed ads, radio, digital and email marketing, and social media.
- ii. Work with the CVA Marketing Committee to create and design a page on the CVA's website dedicated to tourism in Wausau with our new brand standards.
- iii. Develop a guide for visiting artists, instructors, and students that includes up-to-date information on local hotels, restaurants, and retail businesses who will be staying overnight in the Wausau area
- iv. Investigate and invest in software and equipment that will record the distance visitors are traveling from and if they are staying overnight in the Wausau area. We currently collect some of this data anecdotally, as many of our artists for competitive and juried shows are from outside a 90 mile radius and visit their piece during opening receptions with family and friends, requiring multiple hotel rooms.

Exhibits:

THE MEDIUM IS TECHNOLOGY CSM Gallery - August 18 - October 28, 2023 Juried Competitive Exhibit LOCALLY SOURCED Vault Gallery - August 18 - October 28, 2023 Interdisciplinary Emerging Artist Invitational INSIDE-OUT: ARTWORK FROM CVA GALLERY INSTALL VOLUNTEERS PERSPECTIVE CSM Gallery - January 6 - March 18, 2023 Gallery Install Volunteers ART BY THE FOOT Vault Gallery November 3 - December 23, 2023 Small Works Competitive Juried Exhibit Lakeland Art League Annual Member Exhibit

July 26 - Sep 2, 2023

WI Regional Art Program

September 8 - October 28, 2023

34th Annual Midwest Seasons January 2024-March. 2024 Juried Competitive Exhibit Caroline S Mark Gallery

This grant from the city focuses on marketing our exhibits, but will absolutely benefit our organization and everything else we offer as well. The CVA's juried exhibits bring in artists and their families from across the Midwest to view their work on display. During exhibit openings, the CVA has hosted up to 200 artists and their families from outside of the Wausau region. By supporting CVA marketing efforts, the City of Wausau will have a farther reach in a growing arts industry.

The CVA School of Art has the only full-service pottery studio as far north as the Michigan and Minnesota borders, as far south as Madison, west as Eau Claire, and east as Appleton. The studio brings in students and instructors, not only from the Wausau Area, but frequently from an hour to two hours away. With over 2,000 student class enrollments in pottery classes in the last calendar year alone, there is a need to continue to offer pottery classes and to create more opportunities to teach growing audiences who want to learn the art form of pottery and ceramics. The pottery studio and classes serve a wide spectrum of students from school age to high school to adults. New classes, projects and initiatives are reaching larger audiences each year.

Our community is being positively impacted because the CVA attracts high-quality artists and instructors from across the Midwest to exhibit and to teach and facilitate classes and workshops. New, innovative, and evolving art techniques are consistently being taught which is resulting in the CVA becoming recognized as a state-of-the-art place to teach art, to learn, to exhibit, and to sell art. The CVA Galleries are showcasing high caliber art exhibits. All the above initiatives result in an economic boost to our local community through use of hotels, restaurants, and shops as CVA patrons use these businesses and services during their visits to Wausau.

Optional: Upload Project/Event Details

■ No files uploaded.

## Marketing Plan

## Staff Notes

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

### Marketing Plan Description

- i. Seek out quotes and purchase advertising within the next 3-6 months through direct mail, printed ads, radio, digital and email marketing, and social media.
- ii. Work with the CVA Marketing Committee to create and design a page on the CVA's website dedicated to tourism in Wausau with our new brand standards.
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\*SEE ATTACHED COSTS

### Marketing Media Description

Locations covered by the media/ publication

Approximate dates

Expected Cost

Grant Request

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Additional information may be attached

*See uploaded files:*

- 'Marketing Budget.pdf' (id: e3eec9bf-106d-438c-b1a4-4c75ef00bcd5)

## 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.

Through our participation in numerous large scale community events, and by hosting three juried exhibits featuring over 200 artists from the Midwest. All of these events positively affected Wausau through tourism of businesses, restaurants, and hotel stays.

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

We engage with our visitors and ask them to sign-in upon entering the galleries. Roughly 65% of guests record where

they are from. The numbers listed below are approximated based on the number of sign-ins and recorded locations. We were able to confirm hotel stays with artists and instructors willing to share this information with us. We have included approximate stays based on averages of past years and the distance traveled. In 2022 and so far in 2023 we have notable travel from:

Madison, WI Minneapolis, WI Milwaukee, WI Chicago, IL Washington State Ohio Brooklyn, NY St. Louis, MO Philadelphia, PA Colorado Duluth, MN California

From Jan 1, 2022 to current, we've had roughly 9,000 visitors that have equated in about 300 hotel stays according to our jotform records.

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:*

- 'CVA Budget P&L 2023 (2).xlsx' (id: c3a923c1-62cd-4d29-9fcb-6a54aa5436d9)

PROJECT OR EVENT BUDGET

*See uploaded files:*

- 'Marketing Budget.pdf' (id: 57a91410-3622-4fa1-8b63-9e080044e26c)

RECENT YEAREND FINANCIAL STATEMENTS

*See uploaded files:*

- 'CVA Annual Review FY18 (1).pdf' (id: c3c683f7-3895-47b7-b043-4a2945bd8160)

IRS DETERMINATION

*See uploaded files:*

- 'IRS Determination Letter (5) (1).pdf' (id: eaa2c0c0-a6f6-4f1f-acb0-e222d68d2e67)

BOARD OF DIRECTORS

*See uploaded files:*

- 'Screen Shot 2023-07-19 at 10.15.03 PM.png' (id: 2aee93af-55a0-49ce-aa4a-fdec6b9cb52b)

## Submit

I understand the restrictions placed on the expenditure of room tax funds governed by the Room Tax Commission and certify that the requested funds will be used for the purposes described in this application or approved by the Commission. I understand that the use of funds is subject to review and a post event reporting is required. Grant recipients will be

considered ineligible for future grants until post event reporting is filed. This application will serve as a grant agreement and award as noted below.

Applicant Full Name

| Tiffany Rodriguez Lee

Applicant Title

| Executive Director

## Approval Of Application

Begin User

| trodriguezlee@cvawausau.org

Begin Date

| 7/19/2023 9:18:26 PM

Submitted User

| trodriguezlee@cvawausau.org

Submitted Date

| 7/19/2023 10:15:50 PM

Original Completed Application

| No file uploaded.

The undersigned has examined the application for Community Development Block Grant Rehabilitation Loan described herein, including supporting 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

<b>Item</b>	<b>Cost per Exhibit*</b>	<b>Total Cost</b>	
Gallery Postcards (design, print, postage)	\$300	\$2,100.00	
Gallery Posters	\$100.00	\$700.00	
WPR Radio Advertising	\$500	\$3500.00	
City Pages Advertising	\$450.00	\$3,150.00	
Budget for; Madison + Milwaukee, and Minneapolis Print Marketing (artist publications, creative newsletters, guilds, etc)	\$500.00	\$2800.00	
CVA Newsletter, Quarterly Design, Print, and Postage	\$800.00	\$3200.00	
Social Media Advertising	\$100.00	\$700.00	
SEO assistance and implementation		\$2,000	
CVA Website	\$50.00	\$350.00	00
Wausau CVB Print Ad in Visitors Guide		\$650	
Houck Transit Tail Bus Wrap (once, one period of time for general CVA ad		\$1050	
	<b>Total:</b>	<b>\$20,200</b>	<b>REQUEST :\$15,000</b>
<i>*7 Exhibits</i>			



4582 Restricted Grants							3,500.00									416.63	3,500.00
4584 Unrestricted Grants		30,750.00	11,500.00			2,800.00		5,000.00								48,167.59	50,050.00
<b>Total 4580 Grants</b>	<b>\$</b>	<b>0.00</b>	<b>\$ 30,750.00</b>	<b>\$ 11,500.00</b>	<b>\$ 0.00</b>	<b>\$ 2,800.00</b>	<b>\$ 3,500.00</b>	<b>\$ 5,000.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 48,584.22</b>	<b>\$ 53,550.00</b>	
4700 Misc. Income																2,348.75	0.00
4730 Other income-reimbursement																275.50	0.00
<b>Total 4700 Misc. Income</b>	<b>\$</b>	<b>0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 2,624.25</b>	<b>\$ 0.00</b>	
<b>Total 4500 Operating Income</b>	<b>\$</b>	<b>0.00</b>	<b>\$ 30,750.00</b>	<b>\$ 11,500.00</b>	<b>\$ 0.00</b>	<b>\$ 2,800.00</b>	<b>\$ 3,500.00</b>	<b>\$ 5,000.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 51,208.47</b>	<b>\$ 53,550.00</b>	
46400 Other Types of Income																15,600.00	0.00
46430 Miscellaneous Revenue																704.74	0.00
<b>Total 46400 Other Types of Income</b>	<b>\$</b>	<b>0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 16,304.74</b>	<b>\$ 0.00</b>	
<b>Total Income</b>	<b>\$</b>	<b>12,220.00</b>	<b>\$ 49,170.00</b>	<b>\$ 23,270.00</b>	<b>\$ 15,220.00</b>	<b>\$ 27,570.00</b>	<b>\$ 15,970.00</b>	<b>\$ 28,470.00</b>	<b>\$ 21,870.00</b>	<b>\$ 18,720.00</b>	<b>\$ 12,320.00</b>	<b>\$ 12,120.00</b>	<b>\$ 26,220.00</b>	<b>\$ 210,289.24</b>	<b>\$ 263,140.00</b>		
<b>Expenses</b>																	
<b>6200 Class Expenses</b>																	
6240 Class refund			100.00					100.00	180.00		120.00	500.00				1,168.37	1,000.00
6250 Contracted Services	1,450.00	1,550.00	1,100.00	2,050.00	1,450.00	1,550.00	2,050.00	1,500.00	4,450.00	4,450.00	3,850.00	1,450.00	15,332.13	26,900.00			
6260 Supplies & Other Direct	460.00	460.00	460.00	460.00	460.00	460.00	460.00	460.00	460.00	460.00	460.00	460.00	4,316.38	5,520.00			
6270 Online Fees	85.00	85.00	85.00	85.00	85.00	85.00	85.00	85.00	85.00	85.00	85.00	85.00	1,385.43	1,020.00			
<b>Total 6200 Class Expenses</b>	<b>\$</b>	<b>1,995.00</b>	<b>\$ 2,195.00</b>	<b>\$ 1,645.00</b>	<b>\$ 2,595.00</b>	<b>\$ 1,995.00</b>	<b>\$ 2,195.00</b>	<b>\$ 2,775.00</b>	<b>\$ 2,045.00</b>	<b>\$ 5,115.00</b>	<b>\$ 5,495.00</b>	<b>\$ 4,395.00</b>	<b>\$ 1,995.00</b>	<b>\$ 22,233.95</b>	<b>\$ 34,440.00</b>		
<b>6300 Fundraising Expenses</b>																	
6310 Auction Other																1,918.00	0.00
6315 Art of Wine Expenses	2,000.00												7,000.00				9,000.00
4265 Paint for a Purpose/Art by the Foot						1,000.00											1,000.00
4270 Spring Fundraiser									500.00								500.00
6399 Online Fees																273.33	0.00
<b>Total 6300 Fundraising Expenses</b>	<b>\$</b>	<b>2,000.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 1,000.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 500.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 7,000.00</b>	<b>\$ 7,619.47</b>	<b>\$ 10,500.00</b>		
<b>6400 Gallery Expenses</b>																	
6410 Advertising & Postage	0.00	0.00	0.00	200.00	50.00	50.00	50.00	50.00	50.00	50.00	0.00	50.00	0.00	131.00	500.00		
6420 Events - Awards/Fee/Entertain	0.00	1,875.00	0.00	0.00	0.00	0.00	1,875.00	0.00	0.00	0.00	1,250.00	0.00	4,206.16	5,000.00			
6430 Commissions	450.00	450.00	450.00	450.00	450.00	450.00	450.00	450.00	450.00	450.00	450.00	450.00	4,273.00	5,400.00			
6450 Postage-Artist Returns													404.53	0.00			
6470 Receptions		500.00						500.00	500.00		500.00		621.63	2,000.00			
6490 Supplies	150.00	150.00	150.00	150.00	150.00	150.00	150.00	150.00	150.00	150.00	150.00	150.00	884.98	1,800.00			
6499 Online Fees		150.00	25.00				50.00	50.00			50.00	50.00	410.73	375.00			
<b>Total 6400 Gallery Expenses</b>	<b>\$</b>	<b>600.00</b>	<b>\$ 3,125.00</b>	<b>\$ 625.00</b>	<b>\$ 800.00</b>	<b>\$ 650.00</b>	<b>\$ 700.00</b>	<b>\$ 3,075.00</b>	<b>\$ 1,150.00</b>	<b>\$ 650.00</b>	<b>\$ 650.00</b>	<b>\$ 2,450.00</b>	<b>\$ 600.00</b>	<b>\$ 11,057.03</b>	<b>\$ 15,075.00</b>		
<b>6500 Gift Shop Expenses</b>																	
6520 Postage																29.12	0.00
6530 Commissions	900.00	1,500.00	1,500.00	360.00	1,200.00	300.00	300.00	600.00	120.00	60.00	60.00	0.00	6,766.51	6,900.00			
6540 Supplies & Other Direct			400.00										417.01	400.00			
6550 Gift Shop Annual Loss/Damage													61.80	0.00			
6555 Online Fees	15.00	15.00	35.00	15.00	15.00	15.00	15.00	15.00	15.00	15.00	15.00	15.00	189.71	200.00			
<b>Total 6500 Gift Shop Expenses</b>	<b>\$</b>	<b>915.00</b>	<b>\$ 1,515.00</b>	<b>\$ 1,935.00</b>	<b>\$ 375.00</b>	<b>\$ 1,215.00</b>	<b>\$ 315.00</b>	<b>\$ 315.00</b>	<b>\$ 615.00</b>	<b>\$ 135.00</b>	<b>\$ 75.00</b>	<b>\$ 75.00</b>	<b>\$ 15.00</b>	<b>\$ 7,464.15</b>	<b>\$ 7,500.00</b>		
<b>6700 Operating Expenses</b>																	
6480 Sales Tax																2,174.03	0.00
6730 Advertising	350.00	350.00	350.00	350.00	350.00	350.00	350.00	350.00	350.00	350.00	350.00	350.00	5,789.44	4,200.00			

<b>6740 Bank Charges</b>	15.00	15.00	15.00	15.00	15.00	15.00	15.00	15.00	15.00	15.00	15.00	15.00	15.00	194.83	180.00
<b>6780 Garbage Removal</b>			500.00			500.00			500.00			500.00		938.96	2,000.00
<b>6790 Insurance</b>	40.00	40.00	660.00	40.00	40.00	660.00	40.00	40.00	660.00	40.00	40.00	660.00	40.00	2,993.70	2,960.00
<b>6820 Licenses</b>	175.00	175.00	175.00	175.00	175.00	175.00	175.00	175.00	175.00	175.00	175.00	175.00	175.00	4,594.29	2,100.00
<b>6830 Maintenance &amp; Cleaning</b>	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	710.63	6,000.00
<b>6840 Misc. Expenses</b>	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	41.63	600.00
<b>6841 Memberships, Fees &amp; Dues</b>	200.00			250.00		100.00					1,000.00			1,385.38	1,550.00
<b>6850 Office Supplies</b>	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	77.49	1,200.00
<b>6851 Computer Services</b>	175.00	175.00	175.00	175.00	175.00	3,675.00	175.00	175.00	175.00	175.00	175.00	175.00	175.00	100.00	5,600.00
<b>6860 Salaries &amp; Wages</b>	8,680.00	8,680.00	8,680.00	10,825.00	10,825.00	10,825.00	10,825.00	10,825.00	11,125.00	11,125.00	11,125.00	11,125.00	11,125.00	89,798.98	124,665.00
<b>6870 Payroll Taxes</b>	664.00	664.00	664.00	828.00	828.00	828.00	828.00	828.00	851.00	851.00	851.00	851.00	851.00	6,974.14	9,536.00
<b>6880 Postage</b>	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	315.18	300.00
<b>6890 Printing</b>				150.00							150.00			146.34	300.00
<b>6910 Professional Development</b>					300.00									208.37	300.00
<b>6920 Professional Services</b>			3,000.00				1,000.00						1,000.00	14,225.28	5,000.00
<b>6930 Rent</b>	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	18,000.00	18,000.00
<b>6950 Telephone</b>	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	1,238.63	1,200.00
<b>6960 Utilities</b>	1,500.00	500.00	500.00	800.00	650.00	650.00	1,000.00	600.00	600.00	800.00	800.00	1,000.00		8,821.25	9,400.00
<b>6980 Volunteer Recog</b>								500.00						766.81	500.00
<b>Total 6700 Operating Expenses</b>	<b>\$ 14,074.00</b>	<b>\$ 12,874.00</b>	<b>\$ 16,994.00</b>	<b>\$ 15,883.00</b>	<b>\$ 15,633.00</b>	<b>\$ 20,053.00</b>	<b>\$ 16,683.00</b>	<b>\$ 15,783.00</b>	<b>\$ 16,726.00</b>	<b>\$ 15,806.00</b>	<b>\$ 16,956.00</b>	<b>\$ 18,126.00</b>	<b>\$ 159,495.36</b>	<b>\$ 195,591.00</b>	
<b>Total Expenses</b>	<b>\$ 19,584.00</b>	<b>\$ 19,709.00</b>	<b>\$ 21,199.00</b>	<b>\$ 19,653.00</b>	<b>\$ 20,493.00</b>	<b>\$ 23,263.00</b>	<b>\$ 22,848.00</b>	<b>\$ 20,093.00</b>	<b>\$ 22,626.00</b>	<b>\$ 22,026.00</b>	<b>\$ 23,876.00</b>	<b>\$ 27,736.00</b>	<b>\$ 207,901.60</b>	<b>\$ 263,106.00</b>	
<b>Net Operating Income</b>	<b>-\$ 7,364.00</b>	<b>\$ 29,461.00</b>	<b>\$ 2,071.00</b>	<b>-\$ 4,433.00</b>	<b>\$ 7,077.00</b>	<b>-\$ 7,293.00</b>	<b>\$ 5,622.00</b>	<b>\$ 1,777.00</b>	<b>-\$ 3,906.00</b>	<b>-\$ 9,706.00</b>	<b>-\$ 11,756.00</b>	<b>-\$ 1,516.00</b>	<b>\$ 2,387.64</b>	<b>\$ 34.00</b>	
<b>Net Income</b>	<b>-\$ 7,364.00</b>	<b>\$ 29,461.00</b>	<b>\$ 2,071.00</b>	<b>-\$ 4,433.00</b>	<b>\$ 7,077.00</b>	<b>-\$ 7,293.00</b>	<b>\$ 5,622.00</b>	<b>\$ 1,777.00</b>	<b>-\$ 3,906.00</b>	<b>-\$ 9,706.00</b>	<b>-\$ 11,756.00</b>	<b>-\$ 1,516.00</b>	<b>\$ 2,387.64</b>	<b>\$ 34.00</b>	

	<u>2022</u>	<u>2023</u>
<i>Classes - Net</i>	\$ 29,721.78	\$ 37,780.00
<i>Fundraisers - Net</i>	\$ 35,460.93	\$ 68,750.00
<i>Gallery - Net</i>	\$ 26,581.96	\$ 31,425.00
<i>Gift Shop - Net</i>	\$ 2,606.76	\$ 4,120.00
<i>Other - Net</i>	-\$ 91,982.15	-\$ 142,041.00
<b>Total</b>	<b>\$ 2,389.28</b>	<b>\$ 34.00</b>