



## 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: **Wednesday, April 12, 2023, at 5:15 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 Discussion and Possible Action on approving minutes of previous meeting (March 23, 2022)
  - 2 Discussion and possible action regarding CVB contract
  - 3 Discussion and Possible Action regarding Tourism Grant Requests
  - 4 Discussion and Possible Action regarding next grant application period
- Adjourn

, 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

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: Monday, March 28, 2022, at 5:30 pm, Council Chambers

Members Present: Tom Neal (C), Lisa Rasmussen, Michael Martens, Tim VanDeYacht

Members Absent: Margaret Pagoria

Others Present: Mayor Rosenberg, Maryanne Groat, Mary Goede

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 Chair, Tom Neal.

### **Discussion and Possible Action on approving minutes of previous meeting (November 30, 2021)**

Motion by Rasmussen, second by Martens to approve the minutes. Motion carried unanimously.

### **Discussion and Possible Action regarding Yearend Reporting**

Maryanne Groat reviewed the report of activity in 2021, noting there was a carryover from 2020 of \$153,176 and the total room tax revenues for 2021 that the hotels could retain was \$807,435. The city retains \$444,133 to use for city purposes and continuing appropriations. The Room Tax Commission awarded payments totaling \$213,770, but some of those have not been drawn yet and show up on the report as outstanding. She stated the funds available for distribution is \$302,708 and the requests before the commission today total \$90,595, leaving a balance of \$212,113.

### **Discussion and Possible Action regarding Tourism Grants**

Tom Neal indicated he did not rank the requests because there did not seem to be a question of competition due to the amount of funds available versus the total requests.

Maryanne Groat stated based on the rankings submitted Artrageous Weekend had the most points, followed by the Hmong Festival, the Balloon Rally, Blues Fest, Ironbull, Performing Arts, Wings Over Wausau, Festival of Arts, Beer & Bacon, and lastly the Whitewater Events.

Groat commented the most unusual marketing request was related to the Balloon Rally because they are using this for the log rolling competition to tape and televise it. Steve & Nancy Woller from the Taste & Glow Balloon Fest addressed the commission. Nancy Woller explained they are having a pro log rolling competition sanctioned by their group and will cost \$15,000 to do the production of the show. It is a one hour show and last time they had it, the show was aired 12 times on Fox Sports to North Dakota, Wisconsin, Minnesota, and norther Illinois. She stated we can position Wausau signs behind the athletes as they are being filmed and will be providing logos on the competition shirts. She noted there are many booked hotel rooms with the Fairfield already full and the Marriot and Hilton filling up that she knew of. The athletes are coming from all over the country and will be booking rooms as well. She indicated this event has garnered two national sponsors that have called her.

Tim VanDeYacht commented about the Hmong Festival as a great cultural event and that he would like to see opportunities to market to a wider audience and grow it and for the event to eventually become self-sustaining.

VanDeYacht questioned if Beer & Bacon was at a saturation point or was there room to grow. Alissandra Aderholdt, Wausau Events, stated the event can definitely grow and is one of the events they did not hold last year which brought a lot of negative feedback from people who are excited to have it coming back. Tom Neal liked the event but felt it was too short and that is hard to convince people to drive 100 miles for a 3-hour event and suggested the time be expanded. Lisa Rasmussen suggested increasing the award by \$3,000 for additional advertising bringing it up to \$7,500.

VanDeYacht asked for clarification regarding the cost covering for the website piece for the Whitewater Event. Brian Schultz explained they were trying to update the website that does not function well and would like to make it more user friendly. VanDeYacht noted the request was for \$10,000, but the expected cost added up to \$9,650.

*Full Discussion.* Meeting video: <https://www.youtube.com/watch?v=vDF0g7a3CYY>

Motion by Rasmussen, second by Martens to approve all the requests, but increase Beer & Bacon from \$4,500 to \$7,500; and decrease Whitewater Event from \$10,000 to \$9,650. Motion carried 4-0.

*(Summary Awards: Artrageous Weekend - \$10,000; Taste N Glow Balloon Fest - \$10,000; Hmong Wausau Festival - \$10,000; Performing Arts - \$10,000; Ironbull - \$9,940; Whitewater Events - \$9,650; Blues Fest - \$9,000; Wings Over Wausau Airshow - \$9,000; Festival of Arts - \$8,155; Beer & Bacon - \$7,500)*

**Discussion and Possible Action regarding next grant application period**

Maryanne Groat stated currently the due dates for applications are the end of February and the end of August and questioned if they wanted to add an additional date. She suggested an additional one in mid-May to be able to attend to any last-minute events that arise. It would also give us an opportunity to look at any new events, but if no one applies, there would not need to be a meeting held.

Lisa Rasmussen suggested releasing a cycle of applications the first week of May and leave it open for a few weeks with subsequent awards in June. Groat indicated she could do some notices for accepting applications in April or early May and noted we have implemented online application forms.

Tim VanDeYacht recommended we set the next funding cycle and set a time to convene as a commission to educate the new commission on the process so we can focus more on the funding piece.

**Adjourn**

Motion by VanDeYacht, second by Martens to adjourn the meeting. Motion carried unanimously. Meeting adjourned at 6:25 pm.

## **TOURISM ENTITY AGREEMENT**

This TOURISM ENTITY AGREEMENT ("Agreement") is entered into by and between the City of Wausau, a Wisconsin municipal corporation ("City"), its Room Tax Commission ("Commission"), and the Wausau Central Wisconsin Convention & Visitors Bureau, Inc., a Wisconsin Non-Profit 501(c)(6) Non-Stock Corporation ("CVB"), effective on this 1<sup>st</sup> day of January, 2022.

**WHEREAS**, the City is authorized by the laws of Wisconsin to impose, collect, and distribute a portion of the proceeds of hotel/motel room taxes to promote and develop tourism and for the purpose of improving the economic well-being of the entire community, and has funded such a program since at least 1990; and

**WHEREAS**, the City has enacted an ordinance imposing a uniform tax on the privilege of furnishing, at retail, rooms or lodging to transients by hotelkeepers, motel operators and other persons furnishing accommodations which are available to the public pursuant to sec. 66.0615 Wis. Stats. ("Room Tax Act"); and

**WHEREAS**, within the Room Tax Ordinance, the City has imposed a Room Tax of eight percent (8%); and

**WHEREAS**, the City has created a Room Tax Commission ("Commission") to oversee the proper expenditures of room taxes in accordance with the requirements of the Wisconsin Room Tax Act; and

**WHEREAS**, the City and its Commission desire to enter into a non-exclusive contract with the CVB, as a qualifying "tourism entity" as defined in Section (1)(f) of the Room Tax Act, for it to provide the City or its Commission with staff, support services and assistance in developing and implementing programs that foster tourism promotion and tourism development in the City to visitors as provided in Section (1)(b)4 of the Room Tax Act and the CVB desires to enter into such a contract with the City and its Room Tax Commission; and

**WHEREAS**, the agreements of the parties as to such services shall be as set forth herein.

**NOW THEREFORE**, in consideration of the mutual promises, covenants and agreements herein contained and other good and valuable consideration, the sufficiency of which is acknowledged, the parties hereby agree as follows:

1. Recitals. The foregoing Recitals are hereby incorporated in and made a part of this Agreement.
2. Definitions.
  - a. "CVB" shall mean the Wausau Central Wisconsin Convention & Visitors Bureau, Inc., a Wisconsin Non-Profit 501(c)(6) Non-Stock Corporation.
  - b. "Room Tax" shall mean a tax imposed on the privilege of furnishing, at retail, rooms or lodging to transients by hotelkeepers, motel operators and other persons

- furnishing accommodations which are available to the public pursuant to the Room Tax Act. The municipality shall impose a room tax in the amount of eight (8%) percent.
- c. **"Municipality"** shall mean the governmental unit as identified in this Agreement in which an operating lodging property is located and which collects a room tax.
  - d. **"Remitted Room Taxes"** shall mean the amount of room taxes that the City has collected and forwarded to the CVB under this agreement.
  - e. **"Room Tax Act"** shall mean Section 66.0615 Wis. Stats., as amended during the term of this agreement.
  - f. **"Tourism promotion and tourism development"** means any of the following that are significantly used by transient tourists and reasonably likely to generate paid overnight stays at more than one establishment on which a tax under Section (1m)(a) of the Room Tax Act may be imposed, that are owned by different persons and located with a municipality in which a tax under this section is in effect:
    - i. Marketing projects, including but not limited to advertising media buys, creation and efforts to recruit conventions, sporting events, programs, or motor coach groups.
    - ii. Transient tourist informational services.
    - iii. Tangible municipal development, including a convention center.
    - iv. Room taxes shall not be used to construct or develop a lodging facility.
3. **Purpose.** The purpose of this Agreement is to set forth the respective responsibilities, powers, duties and obligations of the parties hereto in collecting and utilizing Room Tax Revenues generated in the Municipality under the provisions of the Room Tax Act and spent in accordance with the requirements of the Room Tax Act as stated in paragraph 2.
4. **Room Tax Revenues.** The City has imposed and will collect an 8% room tax on transient visitors who stay at the lodging properties within the City.
- a. The City will retain, each year, the greater of either 30% of its current year room tax revenues, effective with taxes collected and expenditures made on January 1, 2022, or for fiscal year 2022 and thereafter, the same dollar amount of the room tax retained as the City retained in its 2010 fiscal year. The City will forward to its Room Tax Commission, any room tax revenue exceeding the amount it may retain by the Room Tax Act.
  - b. The Room Tax Commission, in turn, will remit 37.5% of room tax collected to the CVB on a quarterly basis, 6.25% of which is designated for the Central Wisconsin Sports Authority to fund opportunities to host major sports tournaments, within 45 days after the end of each calendar quarter, all of which shall be used for tourism promotion and tourism development in the City as outlined by state statute. If the Sports Authority or Badger State Games dissolves under the CVB, the Commission shall not be liable for the 6.25% of the total room tax collection. It shall then only remit 31.25% of the total collected in room taxes by the municipality for general tourism promotion.

5. CVB Responsibilities. The CVB shall be responsible for the following:
- a. Executive Director Selection Committee. The CVB shall establish a selection committee that will be responsible for establishing position qualifications, selection procedures and conducting preliminary interviews for the position of Executive Director. Included on the selection committee shall be one person appointed by the Mayor of Wausau and another appointed by the Weston Village President, so long as each municipality has contracted with the CVB as a qualifying tourism entity. The CVB shall make the final hiring decision from the group of candidates referred to it by the selection committee.
  - b. Annual Meeting. The CVB shall hold an annual meeting to which will be invited the CVB Board, CVB Staff, and all governmental body members of municipalities with whom the CVB has a current contract. During the annual meeting, the CVB Board shall present reports on:
    - i. CVB results in relation to operational goals.
    - ii. Goals and plans for the upcoming year.
    - iii. Financial plans and results.
  - c. Administrative Support. The CVB will be required to obtain staff, support services, and assistance in developing and implementing programs to promote tourism promotion and tourism development with the City. Any notices or documentation required to be provided to the City or its Room Tax Commission by the CVB for the funds it receives shall be forwarded to the Mayor and Chairperson of the Room Tax Commission. It is further acknowledged that, upon reasonable prior notice, the CVB will attend meetings called by the City or its Room Tax Commission to discuss issues pertaining to room tax collection and expenditures and otherwise cooperate to achieve the purposes of the room tax statute.
  - d. Accounting. The CVB shall provide the City or its Room Tax Commission with an accounting of the activities and of the expenditures of the room tax revenues, on a quarterly basis, and the CVB shall have not more than thirty (30) days following each quarter to respond; additionally, the CVB shall provide to the City or its Room Tax Commission, a copy of its annual audit within thirty (30) days of it having been produced. The City or its Room Tax Commission shall have the right to examine such records at all reasonable times. Progress reports and reviews by the City or its Room Tax Commission may be called for at any time.
  - e. Financial Budget Plan. Not later than January 1<sup>st</sup> of each year, or as otherwise agreed, the CVB shall generate a written Financial Budget Plan for the year. This Plan of Business shall be made available to the City or its Room Tax Commission within sixty (60) days of the City's or Room Tax Commission's written request for the same. The parties agree that the Financial Budget Plan may be revised from time to time and, if so, the City or its Room Tax Commission will be so notified and provided a revised Financial Budget Plan. It is understood that the City or its Room Tax

Commission shall have no approval rights of the Financial Budget Plan but may provide comment or recommendation to the CVB which may be implemented at the CVB's discretion.

- f. **Reports.** The CVB agrees to prepare a separate DOR Form that is created and provided by the Department of Revenue ("DOR") for the City, on or before April 1, beginning in 2022 as provided in section (4) of the Room Tax Act, unless an extension in filing the Form to the DOR has been approved. If so, the CVB shall submit the DOR Form to the City on or before thirty (30) days before it is due to the DOR. The City and its Room Tax Commission agree to cooperate with the CVB in completing this form.
- g. **Compliance.** The CVB agrees to comply with applicable laws pertaining to its non-profit status. However, consistent with open meetings practice and a high level of transparency, the CVB agrees to:
  - i. Post its meeting agendas and meeting minutes on its website, which may include closed session as permitted by the open meetings law.
  - ii. Provide the municipal clerks of participating local governments with an electronic copy of all minutes and agendas at the same time each is distributed to CVB Board Members.
  - iii. Post the names and contact information of CVB Board Members on the CVB website.
  - iv. Meeting agendas shall include an item at or near the end of the meeting where CVB Board Members can suggest agenda items for an upcoming meeting.
6. **Acknowledgment of Compliance.** The CVB acknowledges and agrees that the imposition of a total Room Tax in the amount of eight (8%) percent by the City complies with the Room Tax Act.
7. **Room Tax Delinquencies.** The parties agree that they shall work together toward the collection of any delinquent room tax owed to the City in the way of sharing information and the parties shall cooperate with the City to assist it in the collection of any delinquent or deficient amounts owed by any operator required to collect and remit Room Tax proceeds under City ordinance, but in no event shall the CVB nor any of its staff take any affirmative action to collect delinquent room tax owed to the City and required by law to be remitted directly to the City.
8. **Events of Default.** Each of the following shall be considered to be an Event of Default (only following the applicable cure period) by the CVB:
  - a. The failure to provide an accounting or audit hereunder after thirty (30) days written notice of CVB's failure to do so by the City or its Room Tax Commission, as applicable.
  - b. The failure to provide a Financial Budget Plan hereunder after thirty (30) days written notice of CVB's failure to do so by the City or its Room Tax Commission.
  - c. The failure to provide the DOR Form to the City hereunder, unless excused by the City or the CVB is unable to provide the form in a timely manner due to circumstances beyond its control.

- d. The collection of room tax owed to the City.
  - e. The failure to expend the Room Tax revenues submitted to it for those purposes outlined in paragraph 2 and in compliance with the Room Tax Act.
9. **Term.** This Agreement shall remain in effect for a period of one (1) year from the effective date of this Agreement.
10. **Termination.**
- a. The City or its Room Tax Commission may terminate this Agreement at any time for cause, if (i) it is found that the CVB, or its agents, has committed a material breach of this Agreement, including but not limited to, the intentional misuse of the Room Tax revenues for purposes outside of which are permitted by the Room Tax Act, which material breach is not cured within thirty (30) days of the CVB's receipt of written notice from the City or its Room Tax Commission containing a sufficient description of the material breach alleged, or (ii) the CVB is no longer acting as a "tourism entity" as defined in the Room Tax Act.
  - b. The City or its Room Tax Commission may terminate this Agreement upon thirty (30) days' written notice, without cause, prior to the beginning of the fourth calendar quarter. The City and Room Tax Commission will remain liable for room tax owed during the quarter that notice is given.
  - c. In the event of termination, all funds in the possession of the CVB shall remain the property of CVB. However, the City shall make no further remittances to the CVB under this Agreement, beyond its obligations upon termination under para. b.
  - d. Following termination, the City or its Room Tax Commission shall have no further obligation to the CVB. However, the obligations of CVB to provide an accounting or audit as described in paragraph (6)(b) and a report as described in paragraph (6)(d), shall survive termination of this Agreement.
11. **Indemnification and Hold Harmless.** The CVB shall indemnify, save and hold harmless the City and all its officers, agents, employees and Room Tax Commission from any and all claims, demands, action, or causes of actions of whatever nature and character, arising out of or by reason of the execution or performance of work or services provided herein, except upon the sole negligence or willful misconduct of the City or its Room Tax Commission and further agree to defend, at its sole cost and expense, any action or proceeding commenced for the purpose of asserting any claim of whatever character arising hereunder.
12. **Modification.** This Agreement shall not be modified without an express written agreement executed by the parties.
13. **Severability.** If any provision or provisions of this Agreement shall be held to be invalid, such holding shall not in any way whatsoever affect the validity of the remainder of this Agreement.
14. **Governing Law.** This Agreement has been drawn and executed and shall be performed in the State of Wisconsin and shall be governed by the laws of the State of Wisconsin.
15. **Waiver.** No delay or omission by any party in exercising any right or power arising out of any default under any of the terms or conditions of this Agreement shall be construed to

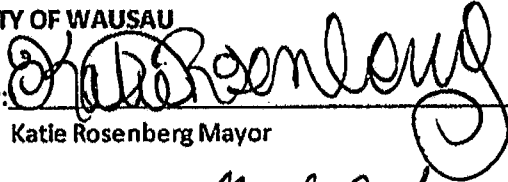


be a waiver of the right or power. A waiver by a party of any of the obligations of the other party shall not be construed to be a waiver of any breach of any other terms or conditions of this Agreement.

16. Enforcement. Enforcement of this Agreement may be by proceedings at law or in equity against any person or persons violating or attempting or threatening to violate any term or condition in this Agreement, either to restrain or prevent the violation or to obtain any other relief. If a suit is brought to enforce this Agreement, the prevailing party shall be entitled to recover its costs, including reasonable attorney fees, from the non-prevailing party.
17. Entire Agreement. This Agreement sets forth the entire understanding of the parties hereto and supersedes any and all prior agreements, arrangements and understandings relating to the subject matter hereof. There are no representations, arrangements, understandings, or agreements, oral or written, not contained herein.
18. Authority. In signing this Agreement, the parties represent and warrant that the terms herein have been approved by their respective governing bodies and that appropriate authority rests in the signatories on behalf of the parties.

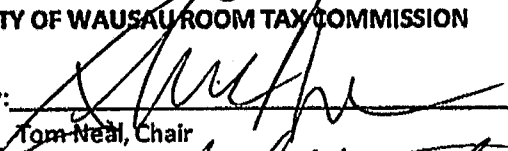
IN WITNESS WHEREOF, the parties have executed this Agreement, comprising 17 paragraphs, as of the date first above written.

CITY OF WAUSAU

By:   
Katie Rosenberg Mayor

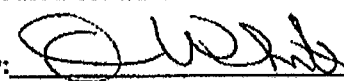
Countersigned:   
Mary Goede, Deputy Clerk


CITY OF WAUSAU ROOM TAX COMMISSION

By:   
Tom Neal, Chair

Attest:   
Michael Martens, Vice Chair

Wausau Central Wisconsin Convention & Visitors Bureau, Inc.

By:   
TIMOTHY WHITE, Executive Director

Attest:   
Brian M. Schulz, CVB Board President

**2022 ROOM TAX**

	<b>CITY</b>	<b>COMMISSION</b>	<b>TOTAL</b>
Carryover from Prior Year		326,990	326,990
Room Tax Revenue	444,133	635,108	1,079,241
Room Tax Retained by Hotels		(13,218)	(13,218)
Available	444,133	948,880	1,393,013
<b>ROOM TAX COMMISSION AWARDS:</b>			
CVB		404,715	404,715
Historical Society of Marathon County	20,495		20,495
Performing Arts - Grand Theater	44,407		44,407
Wausau Concert Band	6,832		6,832
Center for Visual Arts	10,248		10,248
Leigh Yawkey Woodson Art Museum	29,377		29,377
Main Street Program	26,591		26,591
Wausau Area Events	70,026		70,026
City of Wausau/400 Block	199,110		199,110
City Park Tourism Development Staff	23,376		23,376
Balloon Glow		10,000	10,000
Wausau Kayak		9,650	9,650
Hmong Festival		10,000	10,000
Wausau Festival of Arts		8,155	8,155
Artrageous Weekend		10,000	10,000
Iron Bull		14,198	14,198
Wausau Events Wings over Wausau		9,000	9,000
Wausau Events Beer and Bacon		7,500	7,500
Wausau Events BluesFest		9,000	9,000
<b>TOTAL</b>	<b>430,462</b>	<b>492,218</b>	<b>922,679</b>
<b>BALANCE - SURPLUS (DEFICIT)</b>	<b>13,671</b>	<b>456,662</b>	<b>470,334</b>

<b>2023 ROOM TAX REQUESTS</b>
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**TOTAL**

<b>Balloon Glow</b>	<b>\$10,000.00</b>
<b>Center for Visual Arts - Art of Wine</b>	<b>8,000.00</b>
<b>Hmong Festival</b>	<b>10,000.00</b>
<b>Wausau Festival of Arts</b>	<b>10,000.00</b>
<b>Grand Theater</b>	<b>10,000.00</b>
<b>Iron Bull</b>	<b>19,967.00</b>
<b>Wausau Pride</b>	<b>3,000.00</b>
<b>Monk Gardens Blossom of Lights</b>	<b>10,000.00</b>
<b>Central Wisconsin Water Ski Show Team</b>	<b>8,420.00</b>
<b>Wausau Events Wings Over Wausau</b>	<b>9,000.00</b>
<b>Wausau Events Bluefest</b>	<b>9,000.00</b>
<b>Wausau Events Beer and Bacon</b>	<b>7,000.00</b>
<b>TOTAL COMMITMENTS</b>	<b>114,387.00</b>

**CITY OF WAUSAU ROOM TAX  
COMISSION ROOM TAX TOURISM  
GRANT APPLICATION**

Name of Organization: Taste N Glow Balloon Fest, Inc.
Authorized Official Name and Title: Nancy Woller, Executive Director
Email Address: tastenglowballoonfest@gmail.com
Organization Website URL: www.tasteandglow.com
Organization Address: PO Box 1772 Wausau, WI 54402-1772
Daytime Telephone: 715-571-0362

Grant Request Amount: \$10,000
Total Project/Event Budget: \$180,000
Event Date(s) or Date Range: July 7-9, 2023
Event Location: West of 141678 Stettin Dr, Wausau, WI 54401
Projected Number of Attendees : 120,000
Estimated Number of Hotel Stays from the Project/Event: All hotels and campgrounds will be full
New Event/Project <input type="checkbox"/> Existing Event/Project <input checked="" type="checkbox"/>

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Marketing Media Description	Mile	Approximate dates	Expected Cost	Grant Request
Digital Advertising	Milwaukee, Madison, Green Bay, Northern IL	June & July, 2023	\$80,000	\$10,000


Additional information may be attached.

We are in our 2nd year of the WI JEM grant and expect to be awarded the \$39,000 grant. We will only be reimbursed for 50% of expenditure for this year. The \$10,000 investment from the City will allow the event to spend \$20,000 on a digital marketing campaign.

Taste N Glow has formed a 501 C3 on 12/1/22 and will be investing about \$1 million dollars in purchasing 90 acres of land that will be used for parking to ensure that the Balloon Fest can continue to grow and does not leave the Wausau area.

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If your event/project reserves a block of rooms for this event in a City of Wausau hotel, please provide number of rooms, number of nights and name of the hotel.

- We have booked room blocks at Fairfield Inn in Weston, Hilton in Rib Mountain and Marriott in Wausau. We expect the event to book approx. 50 rooms for 2 nights and 35 for 1 night. However, the pilots book about another 50 rooms for 2-3 nights each

OTHER REQUIRED DOCUMENTS:

- ORGANIZATION WIDE BUDGET - Not Available Yet
- PROJECT OR EVENT BUDGET - Attached
- RECENT YEAREND FINANCIAL STATEMENTS - First Year of 501 C3
- IRS DETERMINATION - We applied for 501 C3 status but it is a process that takes about 3-6 months.
- BOARD OF DIRECTORS - Steve Woller, President, Randy Thurs, Vice-President, Jodi Maguire Secretary, Dave Oberbeck Treasurer and Chris Jilek Board Member

*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.*

\_\_\_\_ Nancy Woller, Event Coordinator 1/3/2023

Grant award amount \_\_\_\_\_

Date of award \_\_\_\_\_

Signed \_\_\_\_\_

Tom Weaver, Room Tax Commission Chair

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**CITY OF WAUSAU ROOM TAX COMMISSION  
ROOM TAX TOURISM GRANT APPLICATION  
APPLICATION EVALUATION WORKSHEET**

<b>Reviewer Name:</b>
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<b>Applicant Organization Taste N Glow Balloon Fest, Inc.</b>
<b>Project/Event: Taste N Glow Balloon Fest</b>
<b>Grant Request:</b>

<b>Maximum Points</b>	<b>Criteria</b>	<b>Notes</b>	<b>Score</b>
10	Quality and completeness of the application		
30	The applicant has a well-developed marketing strategy that can reasonably be expected to generate multiple hotel stays.		

5 15 30	The event and application substantiate a reasonable likelihood of local economic impact from Local visitors Day-trip visitors Overnight visitors		
10	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		
20	The event is unique, unduplicated and creative.		
15	The expected/historical annual attendance is: 0-1,000 attendees - 5 pts 1,000-5,000 attendees – 10 pts 5,000 or more attendees – 15 pts		

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

<b>Applicant Organization: Taste N Glow Balloon Fest, Inc</b>
<b>Project/Event: Taste N Glow Balloon Fest</b>
<p><b>Number of Event Attendees: 100-120,000</b>  <b>Does this differ from your projected attendance? <u>  Yes  </u> If yes, Please explain We have applied for the 2nd year of the WI JEM Grant that will allow us to spend \$39,500 on advertising outside of Wausau. We will only be reimbursed for 50% of our expenses. Last year's event was enormously successful and we expect it to grow. We will be shuttling people from all of the Greater Wausau Area.</b></p>

**Please report actual marketing expenses below:**

Marketing Media Description	Dates Ran	Cost	Is this different than described in the application? If yes, please explain.
CP Summer Book	Summer	\$1,200	
JEM Grant	June	\$29,500	We used the 501 C3 for the CVB
Posters	June	\$250	




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

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**Methodology narrative: We have put a link to the Wausau Central WI Visitors Bureau website right from our website for hotel rooms for spectators. We had 250,000 visitors to our website in a 90 day period in 2022 and reached over 250,000 on facebook with interactions (likes, loves, shares) of over 114,000. Reports are available upon request. The digital campaign for our JEM Grant using the 501C3 of the CVB reached people in Madison, Green Bay, LaCrosse, Eau Claire. This year we will be targeting Northern Illinois, Milwaukee, Madison and Fox Valley.**

City	# of People	Hotel Stay?	Other information provided?
Michigan	4 Rooms	3 Nights	Pilot Rooms
Melbourne, FL	4 Rooms	3 Nights	Pilot Rooms

Reno, NV	3 Rooms	3 Nights	Pilot Rooms
Albuquerque, NM	3 Rooms	3 Nights	Pilot Rooms
Box Elder, SD	3 Rooms	3 Nights	Pilot Rooms
Louisville, KY	3 Rooms	3 Nights	Pilot Rooms
Minneapolis, MN	1 Room	2 Nights	Pilot Rooms
Mesa, AZ	2 Rooms	3 Nights	Pilot Rooms
Blue Grass, IA	1 Room	2 Nights	Pilot Rooms
Lincoln, IL	2 Rooms	2 Nights	Pilot Rooms

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

**SIGNED:**  Nancy Woller **DATE:**  12/29/2021

**EMAIL**

**ADDRESS:**  tastenglowballoonfest@gmail.com

**Id:**

**Bucket:** ApplicationSubmitted\_TourismGrant

**Created:** 2/23/2023 12:29:15 PM

**Updated:** 2/23/2023 12:29:15 PM

---

## City of Wausau Tourism Grant

---

### Getting Started



### City of Wausau

## COMMISSION ROOM TAX TOURISM GRANT APPLICATION

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

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

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

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

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

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

#### **APPLICATION DEADLINES:**

Submit your application electronically to the City of Wausau: [mgroat@ci.wausau.wi.us](mailto:mgroat@ci.wausau.wi.us)

**In subsequent years:**

**4:00pm on the Fourth Friday in February**

**4:00pm on the Fourth Friday in August**

**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:**

- The maximum grant available is \$10,000.
- 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 [mgroat@ci.wausau.wi.us](mailto:mgroat@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
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- 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
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**REVIEW AND AWARD PROCESS:**

- Timely grant requests will be reviewed by staff for completeness.
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- Staff will compile ranking for Commission consideration.
- Commission will review and make a final grant determination.
- Grant applicants will be informed of the grant determination.

## Organization Info

Staff Notes

Name of Organization

| Center for Visual Arts

Authorized Official First Name

| Tiffany

Authorized Official Last Name

| Rodriguez-Lee

Authorized Official Title

| Executive Director

Email Address

| trodriguezlee@cvawausau.org

Organization Website URL

| www.cvawausau.org

Street Address

| 427 N Fourth Street

City

| Wausau

State

| WI

Zip

| 54403

Daytime Telephone

| 7152125863

## Grant Information

Staff Notes

Grant Request Amount

█ \$8,000.00

Total Project/Event Budget

█ \$15,000.00

Event Date(s) or Date Range

█ October 14th, 2023

Event Location

█ Center for Visual Arts

Projected Number of Attendees

█ 250

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

█ No

Please describe:

Estimated Number of Hotel Stays from the Project/Event

█ 45

█ Existing Event/Project

Project/Event Description

█ Art of Wine, the CVA's signature annual fundraising event returns this Fall for its 11th year. This popular fundraiser supports the programs provided to the greater Wausau community including our free public art galleries, school of art for children and adults, gift shop featuring local artists, and our scholarship fund which helps provide exceptional art education opportunities to people at no cost. The event itself is scheduled for Saturday, Oct. 14th from 7 - 10 p.m. at the CVA on the 400 Block in Wausau. With this grant, we are hopeful to put more money into marketing this event to outside communities than ever before. We have a network of state-wide artist communities that we will be able to target through direct mail and enhanced online marketing efforts. In doing so, we will increase the amount of attendees and funds raised, while also attracting visitors to downtown - spending the weekend in the area. With this grant, we will utilize print material, social media, and our website to build a suggested itinerary for out of town visitors, encouraging and listing/linking places to stay (hotels), other organizations to visit (not limited to galleries), and local amenities to take advantage of. In being able to do so, we will be enhancing visitor's experiences and promoting the downtown and Wausau as a whole. Our goal is to work with other organizations in the area hosting events and things to do, in an effort to combine marketing and promote the community as a whole.

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

Our marketing plan will reach locals with an emphasis on our art-based community within the Milwaukee and Chicago region, Madison, and Minneapolis. We have great networks that we can work within, but have not had the marketing budget/dollars to reach those communities. With this grant we will be to expand our reach with extensive media (television and radio), direct printed mail, SEO enhancements, sponsored social media outreach and more. As previously stated, we will not just be promoting Art of Wine, but rather Art of Wine as one event in a weekend spent in the Wausau area. By suggestion other activities, organizations, dining options, and more, we will be able to help visitor visualize a trip to Wausau - generating overnight stays. This event averages at around 150 attendees and we are expecting 250 attendees this year, with around 45-50 of those attendees to be visitors from 90 miles away.

#### Marketing Media Description

Media (TV RADIO PRINT) local outlets + Other (WIPBS, WPR, Journal Sentinal, WDJT-TV 58St. Paul Pioneer Press (St. Paul) Star Tribune, ARTDOSE, Monatshefte, Volume 1

#### Locations covered by the media/ publication

Milwaukee and surrounding, Minneapolis/St Paul and surrounding, Madison, Eau Claire

#### Approximate dates

July 2023 - Oct 2023

#### Expected Cost

4,000

#### Grant Request

4,000

---

#### Marketing Media Description

Print (Direct Mail Post Cards)

#### Locations covered by the media/ publication

art partners in: milwaukee, Eau Claire, Madison, and Minneapolis

#### Approximate dates

Early September 2023

#### Expected Cost

3000

#### Grant Request

3000

---

Marketing Media Description

Local Print (City pages, direct mail postcards, Wausau Pilot and Review)

Locations covered by the media/ publication

Greater Wausau

Approximate dates

September 2023

Expected Cost

2000

Grant Request

2000

---

Marketing Media Description

SEO enhancements and social media

Locations covered by the media/ publication

Milwaukee and surrounding, Minneapolis/St Paul and surrounding, Madison, Eau Claire

Approximate dates

July - October 2023

Expected Cost

1000

Grant Request

1000

---

Additional information may be attached

No files uploaded.

## Hotel Stays

Staff Notes

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

We are able to survey and capture attendees through the ticketing process, so we will be able to easily identify if our marketing efforts are translating. As stated earlier, the goal of these funds are to help promote our event and activities



within Wausau at the same time, suggesting that visitors turn the event into a weekend stay in Wausau. In partnering with other organizations (both art-based and not), we are able to justify a trip for the event and a stay. This joint effort between the CVA and other local organizations will make a cohesive and attractive package to visitors.

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:

- 'CVA Budget P&L 2023 (2) (1).xlsx' (id: 30ddbfa-5957-4683-8a75-5f53e7e17c34)

PROJECT OR EVENT BUDGET

See uploaded files:

- 'AoW Income & Expenses - 2022 AoW Expenses.pdf' (id: 783f465a-3638-455a-90e1-29cd9d0a4585)

RECENT YEAREND FINANCIAL STATEMENTS

See uploaded files:

- 'BalanceSheet.pdf' (id: a7905d2e-3839-4b44-9b76-becddc38dcca)

IRS DETERMINATION

See uploaded files:

- 'CVA Wausau 990 (2) (1).pdf' (id: 4bd52a4f-fca9-4469-91ff-00993b80e36a)
- 'IRS Determination Letter.pdf' (id: e1161dee-376e-4e37-96e8-7e6681f210c1)

BOARD OF DIRECTORS

See uploaded files:

- 'BoD List CVA (1).pdf' (id: 7b944ce3-29b4-4978-93c0-0de77266ed0c)

## 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

| 2/22/2023 2:21:03 PM

Submitted User

| trodriguezlee@cvawausau.org

Submitted Date

| 2/23/2023 12:29:15 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

**Id:**

**Bucket:** ApplicationSubmitted\_TourismGrant

**Created:** 2/24/2023 3:36:25 PM

**Updated:** 2/24/2023 3:36:25 PM

---

## City of Wausau Tourism Grant

---

### Getting Started

### City of Wausau

## COMMISSION ROOM TAX TOURISM GRANT APPLICATION

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

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

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

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

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

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

#### **APPLICATION DEADLINES:**

Submit your application electronically to the City of Wausau: [mgroat@ci.wausau.wi.us](mailto:mgroat@ci.wausau.wi.us)

**In subsequent years:**

**4:00pm on the Fourth Friday in February**

**4:00pm on the Fourth Friday in August**

**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.
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**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:**

- The maximum grant available is \$10,000.
- 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 [mgroat@ci.wausau.wi.us](mailto:mgroat@ci.wausau.wi.us)

**EVALUATION CRITERIA:**

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

**REVIEW AND AWARD PROCESS:**

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

## Organization Info

Staff Notes

Name of Organization

| Hmong American Center, Inc.

Authorized Official First Name

| Yee Leng

Authorized Official Last Name

| Xiong

Authorized Official Title

| Executive Director

Email Address

| yeelengxiong@hmongamericancenter.org

Organization Website URL

| hmongamericancenter.org

Street Address

| 1109 N 6th Street

City

| Wausau

State

| WI

Zip

| 54403

Daytime Telephone

| 7153486214

## Grant Information

Staff Notes

Grant Request Amount

█ \$10,000.00

Total Project/Event Budget

█ \$120,000.00

Event Date(s) or Date Range

█ 7/29/2023 - 7/30/2023

Event Location

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

Projected Number of Attendees

█ 14,000

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

█ No

Please describe:

Estimated Number of Hotel Stays from the Project/Event

█ 2000

█ Existing Event/Project

Project/Event Description

█ The Hmong Wausau Festival is a multi-day festival with vendors, sports, music, dancing, and fireworks. It will consists of vendors, competitors, athletes, from all across the Country. We will have a night festival, night market, fireworks, and also opportunities for members of the community to experience the music, arts, and cultural component of the Hmong community.

Optional: Upload Project/Event Details

█ No files uploaded.

## Marketing Plan

Staff Notes

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

Marketing Plan Description

█ We will be using funding to tap into the Hmong and southeast asian community. We are making sure that we are intentional marketing and have a focus on those outlets.

\$2,000.00 - Social Media \$3,000.00 - Flyer Distributions \$2,000.00 - Hmong and Lao Radio \$5,000.00 - Hmong Celebrities and Influencers \$5,000.00 - Hmong news media

#### Marketing Media Description

Locations covered by the media/ publication

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

Approximate dates

April 1 - July 29

Expected Cost

\$17,000.00

Grant Request

\$10,000.00

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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.

The event is a two day event. Vendors will start setting up already on Friday, and will be leaving Sunday. Athletes will start arriving on Friday for warm up, and announcement of winners are on Sunday evening. Many athletes will not be leaving until Monday. Families will be coming out to support their competitors.

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

We have demonstrated in 2021 and 2022 that all hotel nights within an hour of Wausau had been booked.

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

Yes

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

We have not worked with a specific hotel yet, but we will be working with a specific one to book hotel rooms for our volunteers and staffs.

## Required Documents

Staff Notes



## ORGANIZATION WIDE BUDGET

See uploaded files:

- 'HAC 2023 Budget.xlsx - Expenses.pdf' (id: 99937aea-4f39-4b86-8474-95d7aed56e05)

## PROJECT OR EVENT BUDGET

See uploaded files:

- 'HAC 2023 Budget.xlsx - Expenses.pdf' (id: c2a55d05-a74a-4691-aa25-237cd136d06c)

## RECENT YEAREND FINANCIAL STATEMENTS

See uploaded files:

- 'Hmong American Center, Inc (2).pdf' (id: b6f3ea4c-208e-4f6b-8b12-9509ab81818c)

## IRS DETERMINATION

See uploaded files:

- 'IRS letter HAC name change 8-2015.pdf' (id: 7b181758-223c-4fd2-a632-37351b23718f)

## BOARD OF DIRECTORS

See uploaded files:

- '2022-2023 - Bee Van Her Board.docx.pdf' (id: bfc4c87b-7a95-479b-8bd9-812caa302557)

## Submit

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

Applicant Full Name

Yee Leng Xiong

Applicant Title

Executive Director

## Approval Of Application

Begin User

yeelengxiong@hmongamericancenter.org

Begin Date

2/24/2023 3:22:14 PM

Submitted User

| yeelengxiong@hmongamericancenter.org

Submitted Date

| 2/24/2023 3:36:25 PM

Original Completed Application

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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

**Id:**

**Bucket:** ApplicationSubmitted\_TourismGrant

**Created:** 2/24/2023 2:11:43 PM

**Updated:** 2/24/2023 2:11:43 PM

---

## City of Wausau Tourism Grant

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### Getting Started

### City of Wausau

## COMMISSION ROOM TAX TOURISM GRANT APPLICATION

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## Organization Info

Staff Notes

Name of Organization

Wausau Festival of Arts Inc

Authorized Official First Name

Chris

Authorized Official Last Name

Schliepp

Authorized Official Title

Fundraising Chair

Email Address

info@wausaufoa.org

Organization Website URL

<https://www.wausaufoa.org>

Street Address

P.O Box 1763

City

Wausau

State

WI

Zip

54402

Daytime Telephone

715-842-1676

## Grant Information

Staff Notes

Grant Request Amount

█ \$10,000.00

Total Project/Event Budget

█ \$63,652.00

Event Date(s) or Date Range

█ 9/9/23-9/10/23

Event Location

█ Downtown Wausau

Projected Number of Attendees

█ 20,000 - 25,000+

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

█ No

Please describe:

Estimated Number of Hotel Stays from the Project/Event

█ Existing Event/Project

Project/Event Description

█ This will be the 59th year of the annual Wausau Festival of Arts weekend that takes place in downtown Wausau on the square and surrounding streets that is free for patrons to attend. With over 120 juried artists locally and from across the United States, there is a variety of art styles, and price points for viewing and purchase. In addition to the artists, we have local nonprofit food vendors, local musical performers on the 400 block stage, and family tent for entertainment for the children. The adults can also try their hands at art as well with our Still Young at Art classes. The Wausau Festival of Arts weekend is truly a unique event that brings in each year 20,000+ visitors to our downtown Wausau 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

█ Over the last several years we have been awarded the City of Wausau Tourism Grant dollars we have expanded our

marketing efforts beyond Wausau. Historically we used radio and limited online advertising. Today we have been utilizing radio, print, and online social media targeting specific areas to attract visitors outside 90 miles of the Wausau area that will generate hotel stays.

Our 2023 marketing budget increased our City Page ads and we made some additional adjustments to where our dollars will be allocated to drive outside Wausau visitors. This was due to the effectiveness in being able to see that our ads in Green Bay led to measurable visitors to the Festival (Zartico Data). This year we added Milwaukee and Madison to our outreach and will overlay all locations with target Face Book ads. Our online advertising will promote the Festival dates but also early hotel reservations of several local hotels. We are in the process of looking into setting up a room block and which hotels will participate.

Locally we will continue with print posters and brochures to promote the Festival. This is also where we highlight many of our local corporate sponsors and sponsorship by the City of Wausau Room Tax.

#### Marketing Media Description

City Pages Print & Online media

Locations covered by the media/ publication

Green Bay, Madison, Milwaukee

Approximate dates

8/1/2023 – 9/10/2023

Expected Cost

4650

Grant Request

4650

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#### Marketing Media Description

Face Book targeted ads

Locations covered by the media/ publication

Milwaukee, Madison, Green Bay & Appleton

Approximate dates

5/1/2023-9/10/2023

Expected Cost

1,000

Grant Request

1,000

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#### Marketing Media Description

WPR Radio

Locations covered by the media/ publication

State Wide

Approximate dates

8/1/2023 – 9/10/2023

Expected Cost

1500

Grant Request

1500

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Marketing Media Description

ZAPP online artists call

Locations covered by the media/ publication

Nationwide

Approximate dates

1/1/2023-4/30/2023

Expected Cost

1250

Grant Request

1250

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Marketing Media Description

CVB - Web and Print

Locations covered by the media/ publication

Statewide

Approximate dates

1/1/2023 – 9/10/2023

Expected Cost

1200

Grant Request

1200



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Marketing Media Description

| Sun Printing Mailers

Locations covered by the media/ publication

| Nationwide

Approximate dates

| 1/1/2023 – 9/10/2023

Expected Cost

| 400

Grant Request

| 400

---

Marketing Media Description

| Local Rack Cards

Locations covered by the media/ publication

| Wausau Area

Approximate dates

| 1/1/2023 – 9/10/2023

Expected Cost

| 350

Grant Request

| 0

---

Marketing Media Description

| City Pages Fun Book

Locations covered by the media/ publication

| Wausau Area

Approximate dates

| 06/01/2023-08/01/2023

Expected Cost

| 900

## Grant Request

0

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## Marketing Media Description

Artist eblast add

Locations covered by the media/ publication

Nationwide

Approximate dates

2/1/2023-04/01/2023

Expected Cost

600

## Grant Request

0

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## Marketing Media Description

Digital Ad Sign Display

Locations covered by the media/ publication

Wausau Area

Approximate dates

8/1/2023 – 9/10/2023

Expected Cost

150

## Grant Request

0

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Additional information may be attached

*See uploaded files:*

- '2022 Wausau Festival of Arts Visitor Data.pdf' (id: 62f53397-3227-4894-8837-8d3ec3a293f5)

## 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.

As we continue to become more targeted with our advertising we now can confirm where our visitors are traveling from. Starting last year and going forward we can confirm the effectiveness of these marketing campaigns through data shared with us from the CVB access from Zartico(printout included). In 2022 we were able to confirm that we were able to drive 55.4% of our top 10 locations were from outside of Wausau. This was from an approximate 25,000-30,000 visitors in the area per Zartico Knowing this information allows us the capability to be more accurate with our hotel estimates.

At the end of each Festival we survey our artists and know that we generate 60-90 rooms depending on the year. We continue to look for ways to Expanding on last year we were able to promote local hotels for patrons reserving rooms early. We will continue to offer that program this year and seek ways to track the effectiveness of listing these hotels on our website, Face Book and other online partners. This did include several hotel room blocks. We have not confirmed that yet this year but is likely that we will have several hotels set up room blocks for early reservations.

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

Each year we conduct an artist survey and have been able to generate 60-90 rooms from that category. Being a free admission festival we are not able to survey patrons directly. We do know however now with much more accuracy that we are driving many from 90miles away from Wausau to our event. This includes more out of state residents also.

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:*

- '2023 FY Budget.pdf' (id: 7def1d40-617c-4e9e-a09c-e04eb432be1c)

PROJECT OR EVENT BUDGET

*See uploaded files:*

- '2023 FY Budget.pdf' (id: 1a0575a8-02d9-4373-85e4-a9c95fcc53e5)

RECENT YEAREND FINANCIAL STATEMENTS

*See uploaded files:*

- '2022 Wausau Festival of Arts P&L.pdf' (id: 21e285f4-3981-4f9f-a343-dd2d9513d104)

IRS DETERMINATION

*See uploaded files:*

- 'FOA Tax Letter.pdf' (id: 367e5327-7510-454c-8718-291d8088f2d2)

## BOARD OF DIRECTORS

See uploaded files:

- '2023 Wausau Festival of Arts Board\_Committee Members.pdf' (id: b09f1fa0-55ad-492e-bb9c-6e7b3b8b0195)

## 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

Chris Schliepp

Applicant Title

Fundraising Chair

## Approval Of Application

Begin User

cschliepp@rwbaird.com

Begin Date

2/23/2023 2:32:35 PM

Submitted User

cschliepp@rwbaird.com

Submitted Date

2/24/2023 2:11:43 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

**Id:**

**Bucket:** ApplicationSubmitted\_TourismGrant

**Created:** 2/22/2023 2:06:40 PM

**Updated:** 2/22/2023 2:06:40 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:**

Submit your application electronically to the City of Wausau: [mgroat@ci.wausau.wi.us](mailto:mgroat@ci.wausau.wi.us)

**In subsequent years:**

**4:00pm on the Fourth Friday in February**

**4:00pm on the Fourth Friday in August**

**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:**

- The maximum grant available is \$10,000.
- 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 [mgroat@ci.wausau.wi.us](mailto:mgroat@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

| Performing Arts Foundation/The Grand Theater

Authorized Official First Name

| Katy

Authorized Official Last Name

| Lang

Authorized Official Title

| Director of Development & Community Engagement

Email Address

| klang@grandtheater.org

Organization Website URL

| www.grandtheater.org

Street Address

| 401 N Fourth St.

City

| Wausau

State

| WI

Zip

| 54403

Daytime Telephone

| 7158420988

## Grant Information

Staff Notes



Grant Request Amount

█ \$10,000.00

Total Project/Event Budget

█ \$2,750,024.00

Event Date(s) or Date Range

█ July 2023 - January 2024

Event Location

█ The Grand Theater - Wausau, WI

Projected Number of Attendees

█ 75000

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

█ New Event/Project

Project/Event Description

The Grand Theater is North Central Wisconsin's most complete event complex, providing a variety of gathering spaces for touring shows, rental events, meetings, exhibits and social activities. With an attendance of over 31,600 so far this Season, and some of our biggest and most exciting shows still to come this spring, we are thrilled to see ticket sales slowly approaching pre-pandemic levels. While it's clear that ticket-buyers are returning to live events, audiences in general are buying tickets later, choosing to buy tickets days in advance rather than weeks in advance. When shows are selling later, we have to enhance and prolong our marketing efforts. As we finish out the 2022-23 Season and prepare to announce the 2023-24 Season in June, increased marketing funds are needed to ensure that we continue to draw audiences to Wausau for performances at The Grand. As we get ready to announce our new Season in June, and then put tickets on-sale to the general public in July, subscribers and ticket-buyers will be in a prime position to be thinking about overnight stays in Wausau. As they subscriber to four or more shows within our subscriptions window in June, or when they purchase tickets in July, they will be deciding which nights they need to find lodging in Wausau. During the 2021-22 Season, we saw approximately 28,000 tickets sold outside of Marathon County and nearly 20,000 of those tickets sold were at least 90 miles from Wausau. So far this season, we have sold over 11,000 tickets to patrons from outside of Marathon County. In 2022, we served patrons from every county in Wisconsin, in addition to 41 other states, and even Canada and the Netherlands! The Grand is committed to bringing the best of the performing arts to North Central Wisconsin, bringing outside revenue to the region. With an economic impact of \$7 million in 2022, we are committed to making Wausau a better place to visit, live, and work.

Optional: Upload Project/Event Details

█ No files uploaded.

## Marketing Plan

## Staff Notes

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

### Marketing Plan Description

The Grand has developed the following marketing plan to extend our marketing reach to at least 100 miles beyond Wausau, while still serving our DMA. This marketing mix that will include video, digital, and targeted messages. The strategy outlined below will begin in the Summer of 2023 and encourage tourism and overnight stays in Wausau through Winter 2024. TV Flights: Since audiences are buying tickets closer to the date of the show, TV ads placed starting a month before performances become increasingly important. We see significant ROI when we buy primetime spots in network and cable schedules. This helps us to engage new and existing audiences simultaneously while reaching a broader market. If awarded this grant we will be able to place additional primetime ad buys. Billboards: This year we plan to utilize billboards along Hwy 51 from the Minocqua area, in the Marshfield area, and along Highway 29 heading West toward Eau Claire, in order to attract audiences from outside our DMA. We expanded our billboard reach by purchasing space in Portage County this year as well. Facebook Advertising: One of our most successful advertising channels is Facebook. With the unique nature of presenting shows, we are able to capture the interest of fans from across the Midwest through Facebook advertising. Additional marketing funds allow us to expand our social media marketing reach to engage more fans who reside more than 100 miles outside of Wausau, therefore increasing the likelihood of an overnight stay. Direct Mail: We have seen large spikes in ticket sales after mailing out our seasonal newsletters, so this winter, we will send out an additional newsletter to 14,000 homes across Wisconsin and beyond. Digital Marketing: Last year we began working with Midwest Communications to place targeted digital ads across the various channels they manage, and we will continue to expand on that partnership this year to capture our ideal audience, performing arts audiences from more than 100 miles outside of Wausau.

### Marketing Media Description

TV Flights

Locations covered by the media/ publication

Wausau/Rhineland/Stevens Point

Approximate dates

July 23-Jan 24

Expected Cost

10,000

Grant Request

3000

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### Marketing Media Description

Billboards

Locations covered by the media/ publication

Marshfield/Minocqua/Eau Claire/Plover

Approximate dates

July 23-Jan 24

Expected Cost

6000

Grant Request

1000

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Marketing Media Description

Facebook Advertising

Locations covered by the media/ publication

100+ mile radius/Midwest

Approximate dates

July 23-Jan 24

Expected Cost

5000

Grant Request

1000

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Marketing Media Description

Direct Mail

Locations covered by the media/ publication

Midwest

Approximate dates

July 23-Jan 24

Expected Cost

18000

Grant Request

4000

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Marketing Media Description

■ Digital Marketing

Locations covered by the media/ publication

■ Midwest

Approximate dates

■ July 23-Jan 24

Expected Cost

■ 2000

Grant Request

■ 1000

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Additional information may be attached

■ No files uploaded.

## Hotel Stays

Staff Notes

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

Our proposed plan includes marketing to a geographic area 90+ miles outside of Wausau and throughout the Midwest. We regularly see patrons coming to The Grand from Upper Michigan, the greater Chicagoland area, the Twin Cities, and all over the state of Wisconsin. We have seen a positive response to our performances from audiences outside the Wausau area and we would like to capitalize on that and expand our marketing to encourage travelers to visit Wausau. Through our ticketing software, we are able to track where patrons are traveling from, and reasonably estimate the number of overnight stays that were generated by performances at The Grand.

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:

- '2022.23 Budget Summary.pdf' (id: a9fc75ac-0110-4024-bcf5-57d0682814ef)

## PROJECT OR EVENT BUDGET

See uploaded files:

- '2022-23 Show Budgets.pdf' (id: 73945ed1-a9a6-4930-943b-fbf13439229b)

## RECENT YEAREND FINANCIAL STATEMENTS

See uploaded files:

- 'Wausau Area PAF 2021 Audit FS Final.pdf' (id: 3284c52c-182a-4ea9-b858-5cfc5bab2779)

## IRS DETERMINATION

See uploaded files:

- 'PERFORMING ARTS FOUNDATION, INC 2020 990.pdf' (id: fb4dbc28-80ab-4b60-8c92-2d2c946c19b9)

## BOARD OF DIRECTORS

See uploaded files:

- '2022.23 PAF Board List.docx' (id: c1247745-8ae6-45a5-b847-96f2ea07d213)

## 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

Katy Lang

Applicant Title

Director of Development & Community Engagement

## Approval Of Application

Begin User

klang@grandtheater.org

Begin Date

2/21/2023 12:01:08 PM

Submitted User

klang@grandtheater.org

Submitted Date

2/22/2023 2:06:40 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

**Id:**

**Bucket:** ApplicationSubmitted\_TourismGrant

**Created:** 2/24/2023 1:20:57 PM

**Updated:** 2/24/2023 1:20:57 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:**

Submit your application electronically to the City of Wausau: [mgroat@ci.wausau.wi.us](mailto:mgroat@ci.wausau.wi.us)

**In subsequent years:**

**4:00pm on the Fourth Friday in February**

**4:00pm on the Fourth Friday in August**

**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:**

- The maximum grant available is \$10,000.
- 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 [mgroat@ci.wausau.wi.us](mailto:mgroat@ci.wausau.wi.us)

**EVALUATION CRITERIA:**

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

**REVIEW AND AWARD PROCESS:**



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

## Organization Info

Staff Notes

Name of Organization

IRONBULL, Inc.

Authorized Official First Name

Andrea

Authorized Official Last Name

Larson

Authorized Official Title

executive director

Email Address

executivedirector@ironbull.org

Organization Website URL

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

Street Address

PO Box 957

City

Wausau

State

WI

Zip

54402

Daytime Telephone

7155744440

## Grant Information

Staff Notes

Grant Request Amount

█ \$9,967.00

Total Project/Event Budget

█ \$240,405.00

Event Date(s) or Date Range

█ May 2023-Oct 2023

Event Location

█ RMAC Central Wisconsin; Float downtown Wausau; Ultra Greater Wausau Area; Grinder downtown Wausau & Greater Wausau Area; Underdown Central Wisconsin; Midwest Bikepacking Summit Central Wisconsin; Solstice Summit Greater Wausau Area

Projected Number of Attendees

█ 1800 racers

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

█ Yes

Please describe:

█ Received Room Tax from City of Wausau in 2021 and 2022, Town of Rib Mountain in 2021 and 2022, and City of Merrill in 2022 and 2023 (specific to Underdown Trail Races) and also applying for JEM Grant funding for the 2023 Grinder

Estimated Number of Hotel Stays from the Project/Event

█ 500

█ Existing Event/Project

Project/Event Description

█ IRONBULL's mission is to fulfill our mission to leverage outdoor recreation as a means for economic development and talent retention in our community by producing premier racing events and meaningful community experiences. Altogether, IRONBULL's seven 2022 events attracted racers from 21 states. In 2023, IRONBULL will expand to nine events in 2023.

Optional: Upload Project/Event Details

█ *See uploaded files:*

- 'Ironbull April Silent Sports .pdf' (id: c1a3a065-aab2-4623-9637-b809fe7755f1)

## Marketing Plan

Staff Notes

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

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

#### Marketing Plan Description

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

#### Marketing Media Description

Photography/videography

Locations covered by the media/ publication

Midwest

Approximate dates

5/27/23

Expected Cost

1500

Grant Request

1500

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#### Marketing Media Description

Flyers / design fees

Locations covered by the media/ publication

Distributed as other races

Approximate dates

Mar 2023-Sept 2023

Expected Cost

1200

Grant Request

416

---

Marketing Media Description

Wausau Pilot & Review

Locations covered by the media/ publication

Wisconsin

Approximate dates

April - Sept 2023

Expected Cost

800

Grant Request

200

---

Marketing Media Description

Magazine ads

Locations covered by the media/ publication

National

Approximate dates

April-Sept 2023

Expected Cost

3750

Grant Request

750

---

Marketing Media Description

Social media ads (various amounts per event)

Locations covered by the media/ publication

Midwest

Approximate dates

Mar-Oct 2023

Expected Cost

5300

Grant Request

2125

---

Marketing Media Description

City Pages

Locations covered by the media/ publication

Greater Wausau

Approximate dates

May- Oct 2022

Expected Cost

1728

Grant Request

576

---

Marketing Media Description

Racer & promotional merchandise

Locations covered by the media/ publication

Midwest

Approximate dates

Each event

Expected Cost

4000

Grant Request

1000

---

Marketing Media Description

Website ads / online calendars / email blasts

Locations covered by the media/ publication

National

Approximate dates

March-Oct 2023

Expected Cost

1250

Grant Request

900

---

Marketing Media Description

Cash purse

Locations covered by the media/ publication

National

Approximate dates

March-Oct 2023

Expected Cost

1000

Grant Request

0

---

Marketing Media Description

Billboard

Locations covered by the media/ publication

Greater Wausau/Midwest travelers

Approximate dates

Summer/Fall 2023

Expected Cost

2000

Grant Request

1000

---

Marketing Media Description

Radio ads

Locations covered by the media/ publication

Greater Wausau

Approximate dates

May-Oct 2023

Expected Cost

500

Grant Request

500

---

Marketing Media Description

Mailchimp emails

Locations covered by the media/ publication

Midwest

Approximate dates

Year-round

Expected Cost

400

Grant Request

0

---

Marketing Media Description

Podcast/influencer

Locations covered by the media/ publication

Mar-Oct 2023

Approximate dates

National

Expected Cost

7300

Grant Request

1000

---

Additional information may be attached

See uploaded files:

- 'IRONBULLMarketingPlan.docx' (id: 1f31ef08-e5da-4710-a06b-3edf7c7a4e75)

## Hotel Stays

Staff Notes

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

The unique adventure type races offered by IRONBULL will attract a number of people out of the area who will stay overnight in Wausau, particularly since many racers will be racing 8+ hours and/or racing early or late in the day. After each race a survey is done to determine the number of visitors to the event and the average spend.

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

With the help of the City of Wausau Room Tax Grant, we grew the local economic impact at the Red Granite Grinder from \$58,000 in 2021 to \$89,100 in 2022 (based on the average spend reported in the anonymous post-event racer survey). Based on data collected on racer registrations or in the post-event survey for the Rib Mountain Adventure Challenge, Ultra Trail, and Red Granite Grinder these three events tallied 458 nights in local hotels. Altogether, IRONBULL's 2022 events attracted racers from 21 states.

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.

20 rooms for 2 nights at Jefferson Street Inn

## Required Documents

Staff Notes

ORGANIZATION WIDE BUDGET

See uploaded files:

- 'IRONBULL\_2023-budget-approved.pdf' (id: cad5ce1d-71e4-433a-b1ee-750852e8da0d)

PROJECT OR EVENT BUDGET

See uploaded files:

- 'IRONBULL\_2023-budget-approved-events.pdf' (id: 71a433c5-6f40-48ad-b67b-bdb172735a29)

RECENT YEAREND FINANCIAL STATEMENTS

See uploaded files:

- '20221231 Balance Sheet.pdf' (id: 7ee6f9be-d6cd-4d88-9ac9-3106023b2913)
- '20221231 Profit and Loss.pdf' (id: c0b26a69-044c-4791-baf8-f252dfc9a58f)



-  
IRS DETERMINATION

See uploaded files:

- 'IRS\_5013capproval.pdf' (id: 8d4d2145-550c-492b-aaa8-a900b1b9cb79)

BOARD OF DIRECTORS

See uploaded files:

- 'IRONBULL Board of Directors & Committee Members-2023.pdf' (id: bc7322e4-210d-46d1-9043-635583b785d4)

## Submit

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

Applicant Full Name

Andrea Larson

Applicant Title

executive director

## Approval Of Application

Begin User

executivedirector@ironbull.org

Begin Date

2/23/2023 11:18:36 AM

Submitted User

executivedirector@ironbull.org

Submitted Date

2/24/2023 1:20:57 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

**Id:**

**Bucket:** ApplicationSubmitted\_TourismGrant

**Created:** 2/22/2023 1:28:16 PM

**Updated:** 2/22/2023 1:28:16 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:**

Submit your application electronically to the City of Wausau: [mgroat@ci.wausau.wi.us](mailto:mgroat@ci.wausau.wi.us)

**In subsequent years:**

**4:00pm on the Fourth Friday in February**

**4:00pm on the Fourth Friday in August**

**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:**

- The maximum grant available is \$10,000.
- 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 [mgroat@ci.wausau.wi.us](mailto:mgroat@ci.wausau.wi.us)

**EVALUATION CRITERIA:**

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

**REVIEW AND AWARD PROCESS:**

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

## Organization Info

Staff Notes

Name of Organization

Wausau River District

Authorized Official First Name

Blake

Authorized Official Last Name

Opal-Wahoske

Authorized Official Title

Executive Director

Email Address

BLAKE@WAUSAURIVERDISTRICT.ORG

Organization Website URL

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

Street Address

316 Scott Street

City

Wausau

State

WI

Zip

54403

Daytime Telephone

715-297-1829

## Grant Information

Staff Notes

Grant Request Amount

█ \$3,000.00

Total Project/Event Budget

█ \$13,000.00

Event Date(s) or Date Range

█ 6/3/23

Event Location

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

Projected Number of Attendees

█ 2,500-4,000

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

█ No

Please describe:

Estimated Number of Hotel Stays from the Project/Event

█ 120

█ Existing Event/Project

Project/Event Description

█ Wausau Pride comprises three events celebrating the LGBTQ+ community and their allies and fostering a sense of local pride. Wausau's location in the state makes this an ideal event to pull attendees for the northern part of the state and have a large base of dedicated attendees who attend multiple pride events throughout the state during June. In addition, Wausau is one of the only communities hosting a pride event on the first weekend of June.

Family Pride Fest| 11:30am-3pm This free event invites the whole family to the 400 Block in downtown Wausau. Kids can take advantage of the activities provided by local non-profits, along with bounce houses and live entertainment. Throughout the event, attendees can grab a bite to eat at one of the food trucks on 4th Street or visit one of the many restaurants downtown.

Teen Pride Open Mic | 3-5pm The venue changes in the afternoon for a free event for teens. The open mic event allows teens to share experiences and create community within a safe environment. The open mic will feature speeches, poetry, and live music. Pride at Night 6:30-10pm The venue changes again for the 18+ drag show hosted at the Grant Theater in downtown Wausau features a juried drag queen/king show featuring local, regional, and national talent. This ticketed show will feature a marketplace in the great hall prior the the start of the show. Mentions and tags will recognize the Wausau Room tax on all social media posts related to the event and press releases if funding is received. In addition, we are open to the inclusion of logos if applicable.

Optional: Upload Project/Event Details

█ No files uploaded.

## Marketing Plan

## Staff Notes

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

### Marketing Plan Description

Wausau Pride is marketing the event in the following ways:

Event submission to industry leaders such as the local CVB and Travel Wisconsin Traditional marketing includes printed posters, rack cards, in-kind radio ads and in-kind television ads Digital marketing focuses on both local and targeted markets in Green Bay, Rhinelander, Eau Claire and Portage. Budget also includes the creation of original marketing assets of photos and videos to be included in both the traditional and digital marketing campaigns.

### Marketing Media Description

Event Marketing

Locations covered by the media/ publication

Wausau

Approximate dates

5/2/23-6/2/23

Expected Cost

5,000

Grant Request

3,000

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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.

Block of rooms will be secured at identified hotels with a promo code listed on our website to track those who reserved rooms specifically for the event.

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

2022, was this event's inaugural year. Through an attendee survey, we identified attendees from 20 different zip codes. Of those who participated in the survey 94 indicated they were from more than 90 miles away.

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.

Block of rooms will be reserved pending approval of funding. Jefferson Street Inn - Block of 50 rooms Additional rooms will be available at Best Western, La Quinta and Hampton Inn.

## Required Documents

Staff Notes

ORGANIZATION WIDE BUDGET

See uploaded files:

- 'WRD Work Plans 2023.xlsx' (id: dab2d0dd-1005-426f-9aba-a72378f2aa2c)

PROJECT OR EVENT BUDGET

No files uploaded.

RECENT YEAREND FINANCIAL STATEMENTS

See uploaded files:

- '11 Nov River District Financials.pdf' (id: 49c5fff9-2c59-4df8-b406-aeda228a6e95)

IRS DETERMINATION

See uploaded files:

- 'WRD\_TaxExempt.pdf' (id: 612b6f64-1cb3-45db-969b-0b8158606618)

BOARD OF DIRECTORS

See uploaded files:

- 'WRD Board of Directors 2023.docx' (id: cf59dbe9-3dc3-4cc1-9f2b-562074a7ae21)

## 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 Wahsoke

Applicant Title

Executive Director



# Approval Of Application

Begin User

| blake@wausauriverdistrict.org

Begin Date

| 2/22/2023 12:41:52 PM

Submitted User

| blake@wausauriverdistrict.org

Submitted Date

| 2/22/2023 1:28:16 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

**Id:**

**Bucket:** ApplicationSubmitted\_TourismGrant

**Created:** 2/6/2023 12:13:06 PM

**Updated:** 2/6/2023 12:13:06 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:**

Submit your application electronically to the City of Wausau: [mgroat@ci.wausau.wi.us](mailto:mgroat@ci.wausau.wi.us)

**In subsequent years:**

**4:00pm on the Fourth Friday in February**

**4:00pm on the Fourth Friday in August**

**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:**

- The maximum grant available is \$10,000.
- 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 [mgroat@ci.wausau.wi.us](mailto:mgroat@ci.wausau.wi.us)

**EVALUATION CRITERIA:**

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

**REVIEW AND AWARD PROCESS:**

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

## Organization Info

Staff Notes

Name of Organization

Monk Botanical Gardens

Authorized Official First Name

Darcie

Authorized Official Last Name

Howard

Authorized Official Title

Executive Director

Email Address

dhoward@monkgardens.org

Organization Website URL

monkgardens.org

Street Address

1800 N 1st Ave

City

Wausau

State

WI

Zip

54401

Daytime Telephone

7152616309

## Grant Information

Staff Notes

Grant Request Amount

█ \$10,000.00

Total Project/Event Budget

█ \$101,200.00

Event Date(s) or Date Range

█ 10/03/2023-10/28/2023

Event Location

█ Monk Botanical Gardens, 1800 N 1st Ave, Wausau, WI 54401

Projected Number of Attendees

█ 7020

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

█ Yes

Please describe:

█ JEM Grant (Pending for \$39,375); Weston Room Tax (Applying in March 2023)

Estimated Number of Hotel Stays from the Project/Event

█ 750

█ Existing Event/Project

Project/Event Description

█ The 2nd Annual Blossom of Lights will take place on Thursdays-Saturdays in October 2023 at the Monk Botanical Gardens (1800 N 1st Ave Wausau, WI 54401). Attendees of the event stroll the gardens' 10 acres to view dramatic, artistic lights and light sculptures, eat at various local food trucks, and participate in a scarecrow contest.

New this year, we are expanding our open nights (Thursday-Saturday) to offer a themed event each Tuesday evening in October. While details of those events are being ironed out now, they may include: Music, a pet parade, trick or treating and a dinner and drinks evening focused on how to use and cook with ginseng in partnership with Hsu Ginseng. We have also partnered with H2N, Hmong and Hispanic Communication Network to host Day of The Dead, Dia de Los Muertos, in conjunction with the light show on October 27th.

Finally, we will partner with Hsu Growing Supply and hSU Ginseng to provide Ginseng tours during the day of the light shows. This will help us create a "Weekend package" of events for visiting tourists to participate in while staying overnight.

Optional: Upload Project/Event Details

█ No files uploaded.

## Marketing Plan

Staff Notes

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

#### Marketing Plan Description

The 2023 Blossom of Lights event will be Monk Botanical Gardens' 2nd year of hosting. In 2023, our goal is to take the Blossom of Lights event to the next level by targeting adults and families outside the Wausau Region, focusing on the 150-mile radius. By targeting this new demographic, our goal is to increase our visitors by 30% compared to 2022. We will utilize the following promotional plan to market the event and target our new audience:

8 WEEKS PRIOR -Ad in Aug, Sept and October The Greater Valley Guide -Ad in Our Wisconsin Magazine (Aug/Sept issue)

6 WEEKS PRIOR -Place ads on popular websites such as the Weather Channel -Create Blossom of Lights website blossomoflights.org where people can buy tickets and event information -Distribute event signage and posters to local businesses

4 WEEKS PRIOR -Promote advertisement video on social media channels, such as YouTube, Facebook, and more. -Boost Blossom of Lights advertisements with an emphasis on central Wisconsin -Re-target campaign via Google for anyone who visits the Monk Botanical Gardens website and Blossom of Lights website leading up to the event. -Co-Market with Leigh Yawkey Art Museum's Birds in Arts exhibit and Hsu Ginseng to create a "Great Weekend Trip to Wausau" schedule -1 Bus Wrap in Wausau -1 Billboard on Rt 39 West -1 Billboard on RT51 North -1 Billboard on Rt 39 heading north 90 miles south of Wausau

2 WEEKS PRIOR-OCTOBER -Run 30 second TV advertisements on WSAW for two weeks leading up to the event and during the event (From September 21-October 28) -Radio Advertisements-Midwest Communications and NPR throughout the month of October

In our first year of hosting this event, in 2022, we welcomed 5,400 attendees, 13.5% of whom were from outside Wausau's 50-mile radius. We can estimate that 581 attendees spent the night in Wausau this first year with that data. Our goal in 2022 and in the following years is to create awareness around the state that Blossom of Lights will take place every October at the Monk Botanical Gardens in Wausau. We want families to make visiting the Blossom of Lights a yearly tradition.

This promotional plan will significantly increase our event attendance and overnight stays in Wausau. Targeting municipalities in a 90 to 150-mile radius with specific messaging to include something to the effect of "The Only Botanical Garden in Central Wisconsin" and "The Only Light Show of its Kind in Central Wisconsin." We will also utilize new marketing efforts, such as co-marketing with other local organizations, creating an event website, and boosting event advertisements on platforms across Wisconsin. We also plan to maintain visitors by adding more lights and new experiences to the event each year. Attached are marketing materials from the 2022 Blossom of Lights event.

#### Marketing Media Description

Billboard

Locations covered by the media/ publication

90 miles away; Along route 39 heading north 90 miles south of Wausau

Approximate dates

09/01/2023-10/28/2023

Expected Cost

3500

Grant Request

875

---

Marketing Media Description

Midwest Communications Radio Advertisement

Locations covered by the media/ publication

Outside City of Wausau; Central Wisconsin (90 mile radius of Wausau)

Approximate dates

10/01/2023-10/28/2023

Expected Cost

5000

Grant Request

1250

---

Marketing Media Description

Television Commercials on WSAW

Locations covered by the media/ publication

Outside City of Wausau; North Central Wisconsin region (Adams, Florence, Forest, Green Lake, Iron, Langlade, Lincoln, Marathon, Marquette, Menominee, Oneida, Portage, Price, Shawano, Vilas, Waupaca, Waushara and Wood counties.)

Approximate dates

09/18/2023-10/28/2023

Expected Cost

5000

Grant Request

1250

---

Marketing Media Description

Facebook and Instagram Advertisements

Locations covered by the media/ publication

Within and over 90 miles away

Approximate dates

| 09/01/2023-10/28/2023

Expected Cost

| 1000

Grant Request

| 250

---

Marketing Media Description

| YouTube Commercial Video

Locations covered by the media/ publication

| Over 90 miles away

Approximate dates

| 09/01/2023-10/28/2023

Expected Cost

| 2500

Grant Request

| 625

---

Marketing Media Description

| Billboard

Locations covered by the media/ publication

| Over 90 miles away; Along route 29 heading west near Green Bay

Approximate dates

| 09/01/2023-10/28/2023

Expected Cost

| 3500

Grant Request

| 875

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Marketing Media Description

| Printed Advertisement in Our Wisconsin Magazine



Locations covered by the media/ publication

Over 90 miles away; Statewide

Approximate dates

08/01/2023-09/30/2023

Expected Cost

2600

Grant Request

650

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Marketing Media Description

Printed Advertisement in The Greater Valley Guide

Locations covered by the media/ publication

Over 90 miles away; Fox Valley area (Appleton, Neenah, Menasha and Kaukauna—and other surrounding townships and villages)

Approximate dates

09/01/2023-10/28/2023

Expected Cost

1200

Grant Request

300

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Marketing Media Description

Commercial Design

Locations covered by the media/ publication

Approximate dates

Expected Cost

1250

Grant Request

87.50

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Marketing Media Description

Ad Billboard Design

Locations covered by the media/ publication

Approximate dates

Expected Cost

1200

Grant Request

0

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Marketing Media Description

NPR Radio Advertisements

Locations covered by the media/ publication

Over 90 miles away; Statewide

Approximate dates

10/01/2023-10/28/2023

Expected Cost

2250

Grant Request

562.50

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Marketing Media Description

Billboard

Locations covered by the media/ publication

Outside City of Wausau; Along route 51; 30 miles north of Wausau heading south

Approximate dates

09/01/2023-10/31/2023

Expected Cost

3500

Grant Request

875

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Marketing Media Description

Printed Media: Banners, Posters, Flyers

Locations covered by the media/ publication

Outside City of Wausau; Wausau, Merrill, Stevens Point, Weston, Schofield, Marshfield, Wisconsin Rapids, Tomahaw, Marathon, Mosinee

Approximate dates

09/01/2023-10/31/2023

Expected Cost

1500

Grant Request

1500

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Marketing Media Description

Bus Wrap

Locations covered by the media/ publication

City of Wausau

Approximate dates

10/01/2023-10/28/2023

Expected Cost

900

Grant Request

900

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Additional information may be attached

*See uploaded files:*

- '2022-08-Blossom-Of-Lights-Banner-3x5 (1).pdf' (id: 8146cd81-d863-4f93-bd43-b58d5af52052)
- 'Monk-Botanical-Gardens-Blossom-of-Lights-Billboard-WI.770W.RR.STA-Read-Only.pdf' (id: 61376bdd-dd86-4a81-9133-997208be100b)
- 'Monk-Botanical-Gardens-Blossom-of-Lights-Poster (1) (2).pdf' (id: f7d78c63-36df-443c-b666-836a54476092)

## Hotel Stays

Staff Notes

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

For the 2023 Blossom of Lights event, we will focus our marketing efforts on a 90-150 mile radius of Wausau and work

with the Central Wisconsin Visitors Bureau to create more overnight stays in the City of Wausau. We are currently working with the Central Wisconsin Visitors Bureau to discuss our strategy for working with local area hotels. We will provide local hotels with information on the Blossom of Lights and our Get Away package with Hsu Ginseng to distribute to guests and work with the hotels to create special pricing for those weekends. We will track the success of our marketing plan, and the number of overnight stays in Wausau by tracking the following:

Before the event: During the ticketing purchasing process, we collect the number of attendees per event, zip codes, ages, how did they hear about the event, and plans to stay overnight.

After the event: Each attendee will be emailed a short survey after attending the event. This survey will gather the following information: -Did they travel anywhere else in Wausau when visiting the Blossom of Lights? -Did they spend the night in Wausau? -Do they plan to visit Wausau and/or Monk Botanical Gardens again in the future?

We will partner with the Central Wisconsin Visitors Bureau to receive metadata such as visitor spending and hotel stays in the area. We will use this information to post-evaluate the event and share the results.

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

N/a

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:*

- 'BudgetOverview2023OperatingBudget-FY23PL.pdf' (id: fb1d566b-ef01-4939-b66b-82b62a38c77e)

PROJECT OR EVENT BUDGET

*See uploaded files:*

- '2023BlossomofLightsBudget.pdf' (id: 7bd44c57-0959-46e5-b953-8a7d4e0e199e)

RECENT YEAREND FINANCIAL STATEMENTS

*See uploaded files:*

- 'MonkBotanicalGardens\_2022StatementofFinancialPosition.pdf' (id: e16bc868-4176-42d3-b687-fb9fb3246448)

IRS DETERMINATION

*See uploaded files:*

- 'IRS Tax Exempt Status LETTER.pdf' (id: 415f6d19-7272-4361-8e48-2a706add6c18)

BOARD OF DIRECTORS

*See uploaded files:*

## Submit

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

Applicant Full Name

Darcie Howard

Applicant Title

Executive Director

## Approval Of Application

Begin User

dhoward@monkgardens.org

Begin Date

2/6/2023 11:41:31 AM

Submitted User

dhoward@monkgardens.org

Submitted Date

2/6/2023 12:13:06 PM

Original Completed Application

No file uploaded.

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

**Id:**

**Bucket:** ApplicationSubmitted\_TourismGrant

**Created:** 2/21/2023 11:44:54 PM

**Updated:** 2/21/2023 11:44:54 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:**

Submit your application electronically to the City of Wausau: [mgroat@ci.wausau.wi.us](mailto:mgroat@ci.wausau.wi.us)

**In subsequent years:**

**4:00pm on the Fourth Friday in February**

**4:00pm on the Fourth Friday in August**

**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:**

- The maximum grant available is \$10,000.
- 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 [mgroat@ci.wausau.wi.us](mailto:mgroat@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

Central Wisconsin Water Ski Show Team

Authorized Official First Name

Joe

Authorized Official Last Name

Nagrant

Authorized Official Title

President

Email Address

jnagrant88@gmail.com

Organization Website URL

www.cwwaterwalkers.com/

Street Address

PO BOX 245

City

MOSINEE

State

WI

Zip

54455

Daytime Telephone

715-853-7023

## Grant Information

Staff Notes

Grant Request Amount

\$8,420.00

Total Project/Event Budget

\$8,420.00

Event Date(s) or Date Range

June 24th 2023, and June thru August for many years, as the dock section will be incorporated into regular season use.

Event Location

1800 S Third Avenue, Wausau WI 54401

Projected Number of Attendees

50 Athletes, 250 Attendees

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

40

New Event/Project

Project/Event Description

Knotty Girl Swivel Ski School will host the Flaunt It swivel-ski tour stop in Wisconsin on June 24th, 2023, in Wausau on the river at DC Everest Park. The competition will begin at 9:00 am – 2:00 pm with a 180 division, 360 division, and Open division. The Water Walkers would like to expand their starting dock to accommodate this tournament and their regular operations; they hope to generate future hotel revenue by hosting more tournaments and events annually.

This project funding will allow the Water Walkers to purchase two additional dock sections (8'x16' and 8'x8') with adjustable legs and wheels to add to the existing dock system, making the dock sufficient for all tournaments the team is capable of hosting in the near future.

Knotty Girl Swivel Ski School YouTube Page: <https://www.youtube.com/@KnottyGirlSwivelSkiSchool>

Knotty Girl Swivel Tournament Promotional Video: <https://youtu.be/jkMwuKjLQso>

Wausau Tournament Facebook Event Page: <https://www.facebook.com/events/1627908130975161/>

Optional: Upload Project/Event Details

See uploaded files:

- 'Flaunt it Banner - Wausau.jpg' (id: 9cc6e266-a757-479a-b68e-b7127e086b20)
- 'Proposed Wausau Dock Sections.pdf' (id: b220e22b-b8ad-4b27-95e1-c8ad92218c68)

# Marketing Plan

## Staff Notes

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

## Marketing Plan Description

The water walkers and Knotty Girl will cover marketing costs mainly consisting of Facebook free and paid advertising and word of mouth that will spread throughout the show ski community.

## Marketing Media Description

Facebook Advertising

Locations covered by the media/ publication

Wisconsin, Midwest, Florida

Approximate dates

2/15 through 6/24, 2023

Expected Cost

250

Grant Request

0

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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.

The tournament we are hosting is the only stop on the flaunt-it tour in Wisconsin. Since this is the only stop, competitors from all over the state and Midwest will likely attend. Shawano hosted the stop in 2021, which brought 30 competitors, including some from Iowa, South Dakota, Illinois, and Wisconsin. Higher participation is expected in 2023 because the swivel sport and tournament have seen continued growth.

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

There will be no repeat events in 2023; however, we would like to continue to host this tournament in future years, as well as additional tournaments such as Division 1 and 2 nationals and the state show ski tournament. The dock

sections would be used for all future tournaments.

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:*

- 'Water Walkers Proposed Budget for 2023.pdf' (id: 48a1ea01-e194-4c34-b701-e4313117b1fd)

PROJECT OR EVENT BUDGET

*See uploaded files:*

- 'Dubay Waters Wausau Dock Estimate 2023.pdf' (id: 73c8d52a-e982-4067-8f8f-acf0d0c6d55a)

RECENT YEAREND FINANCIAL STATEMENTS

*See uploaded files:*

- '2022 Profit and Loss Financial Statement.pdf' (id: 6c4f7fb5-9729-4890-90eb-08d6504f69a5)

IRS DETERMINATION

*See uploaded files:*

- 'TaxExemptCert 2022.pdf' (id: dada04f3-5ae0-4164-a71a-83ac6a74dccd)

BOARD OF DIRECTORS

*See uploaded files:*

- '2023 Water Walkers BOARD OF DIRECTORS.pdf' (id: f8da5f94-7906-43c6-b73d-694629f20011)

## 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

Joe Nagrant

Applicant Title

President

# Approval Of Application

Begin User

| jnagrants88@gmail.com

Begin Date

| 2/21/2023 1:07:08 PM

Submitted User

| jnagrants88@gmail.com

Submitted Date

| 2/21/2023 11:44:54 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

**CITY OF WAUSAU ROOM TAX  
COMISSION ROOM TAX TOURISM GRANT  
APPLICATION**

Name of Organization: Wausau Events
Authorized Official Name and Title: Alissandra Aderholdt
Email Address: execdir@wausauevents.org
Organization Website URL: www.wausauevents.org
Organization Address: 316 Scott St, Wausau, WI 54403
Daytime Telephone: 715.297.9531

Grant Request Amount: \$10,000		
Total Project/Event Budget: \$156,400		
Event Date(s) or Date Range: June 16 & 17, 2023		
Event Location: Wausau Airport		
Projected Number of Attendees : 20,000		
Have you applied or been awarded room tax or other public funding for this event? Yes (applied)		
Estimated Number of Hotel Stays from the Project/Event: 150+		
<table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;">New Event/Project</td> <td style="width: 50%; border: none;">Existing Event/Project x</td> </tr> </table>	New Event/Project	Existing Event/Project x
New Event/Project	Existing Event/Project x	

**Project/Event Description: Wings Over Wausau 2023**

Wings Over Wausau is taking place for the second year at the Wausau Airport on June 16 & 17, 2023, over Father’s Day Weekend. This event will have kid’s activities, non-profit games, aviation activities, food vendors, live entertainment and feature a professional airshow (featuring 7 professional acts) and the area’s largest fireworks show each night. This event will create community in our local area, while drawing tourists from the surrounding cities and beyond for this event weekend. In addition, we will have the annual “Run the Runway 5K” on Saturday morning throughout the airport and the Southeast Side Neighborhood.

Marketing Media Description	Locations covered by the media/ publication	Approximate dates	Expected Cost	Grant Request
Billboard 1-39	Traffic Traveling North from Stevens Point	May-June	\$1500	\$1500
Billboard Hwy 29W	Traffic Traveling West from Wittenberg	May-June	\$1500	\$1500
Billboard Hwy 29E	Traffic traveling east from Marathon	May-June	\$1500	\$1500
Billboard Hwy 51	Traveling South	May-June	\$1500	\$1500
Social Media Ads	Wausau +50 miles, Fox Valley, Madison, Milwaukee, Twin Cities	March-June	\$1000	\$1500
WAOW TV Ads	Regional	June	\$2000	\$2000
Wausau Pilot & Review	Regional Online New	June	\$400	\$200
Chamber Business Ads	SourceRegional	March-June	\$400	\$200
CVB Guide Ad	Regional	March-June	\$600	\$100
Flyers & Printed Materials	Regionally	April-June	\$1000	\$0
Other radio Ads	Regionally	May-June	\$700	

Provide a detailed marketing plan or strategy. Complete the marketing budget above 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. **Attached in Document**

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 visiting our area throughout the weekend. Due to this being a multi day event, many families book rooms for Friday night and stay until Saturday.

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

We were able to track over 120 hotel stays in 2022 after the first year of bringing this event to the community. We're estimating over 200 hotel stays for our 2023 event due to a larger marketing area, larger performing acts and a holiday weekend.

If your event/project reserves a block of rooms for this event in a City of Wausau hotel, please provide number of rooms, number of nights and name of the hotel. (WE reserves a block at the JSI – 30 room nights)  
OTHER REQUIRED DOCUMENTS:

- ORGANIZATION WIDE BUDGET
- PROJECT OR EVENT BUDGET
- RECENT YEAREND FINANCIAL STATEMENTS
- IRS DETERMINATION
- BOARD OF DIRECTORS

*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.*

_____	Alissandra Aderholdt	_____	Executive Director – Wausau Events	_____	01/25/2023
Name		Title		Date	



Grant award amount \_\_\_\_\_

Date of award \_\_\_\_\_

Signed \_\_\_\_\_

Tom Weaver, Room Tax Commission Chair

**CITY OF WAUSAU ROOM TAX COMMISSION  
ROOM TAX TOURISM GRANT APPLICATION  
APPLICATION EVALUATION WORKSHEET**

**Reviewer Name:** \_\_\_\_\_

**Applicant Organization** \_\_\_\_\_



<b>Project/Event:</b>
<b>Grant Request:</b>

Maximum Points	Criteria	Notes	Score
10	Quality and completeness of the application		
30	The applicant has a well-developed marketing strategy that can reasonably be expected to generate multiple hotel stays.		
5 15 30	The event and application substantiate a reasonable likelihood of local economic impact from Local visitors Day-trip visitors Overnight visitors		
10	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. Repeat events have provided adequate documentation of room night stays.		
20	The event is unique, unduplicated and creative.		
15	The expected/historical annual attendance is: 0-1,000 attendees - 5 pts 1,000-5,000 attendees – 10 pts 5,000 or more attendees – 15 pts		
5	Event located within the City of Wausau		

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

<b>Applicant Organization:</b>
--------------------------------




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

**SIGNED:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

**EMAIL ADDRESS:** \_\_\_\_\_



**CITY OF WAUSAU ROOM TAX  
COMMISSION ROOM TAX TOURISM  
GRANT APPLICATION**

Name of Organization: Wausau Events
Authorized Official Name and Title: Alissandra Aderholdt
Email Address: execdir@wausauevents.org
Organization Website URL: www.wausauevents.org
Organization Address: 316 Scott St, Wausau, WI 54403
Daytime Telephone: 715.297.9531

Grant Request Amount: \$9,000
Total Project/Event Budget: \$127,950
Event Date(s) or Date Range: September 17, 2022
Event Location: Fern Island
Projected Number of Attendees : 7,000
Have you applied or been awarded room tax or other public funding for this event? Yes
Estimated Number of Hotel Stays from the Project/Event: 200+
New Event/Project                      Existing Event/Project x

Project/Event Description: Big Bull Falls Blues Fest

The 2023 Big Bull Falls Blues Fest will take place on August 18 & 19, 2023 at Fern Island. This will be the 32<sup>nd</sup> year of this festival in Wausau. This event features national blues entertainment along with food vendors throughout the weekend. Most attendees travel from outside of the Wausau, WI area as this is a targeted event.

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.

**Attached in Document**



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 wish to not drive home after the event. Due to the event being 21 and over, hotel rooms are booked at local Wausau hotels close to Fern Island for guests after the event. In years past, there have been over 200 hotel rooms due to this event.

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

We have provided this information in separate areas.

If your event/project reserves a block of rooms for this event in a City of Wausau hotel, please provide number of rooms, number of nights and name of the hotel.

OTHER REQUIRED DOCUMENTS:

- ORGANIZATION WIDE BUDGET
- PROJECT OR EVENT BUDGET
- RECENT YEAREND FINANCIAL STATEMENTS
- IRS DETERMINATION
- BOARD OF DIRECTORS

*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.*

_____	Alissandra Aderholdt	_____	Executive Director – Wausau Events	_____	01/05/2022
Name		Title		Date	



Grant award amount \_\_\_\_\_

Date of award \_\_\_\_\_

Signed \_\_\_\_\_

Tom Weaver, Room Tax Commission Chair

**CITY OF WAUSAU ROOM TAX COMMISSION  
ROOM TAX TOURISM GRANT APPLICATION  
APPLICATION EVALUATION WORKSHEET**

<b>Reviewer Name:</b>
-----------------------

<b>Applicant Organization</b>
<b>Project/Event:</b>
<b>Grant Request:</b>

Maximum Points	Criteria	Notes	Score
10	Quality and completeness of the application		
30	The applicant has a well-developed marketing strategy that can reasonably be expected to generate multiple hotel stays.		
5 15 30	The event and application substantiate a reasonable likelihood of local economic impact from Local visitors Day-trip visitors Overnight visitors		
10	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. Repeat events have provided adequate documentation of room night stays.		
20	The event is unique, unduplicated and creative.		
15	The expected/historical annual attendance is: 0-1,000 attendees - 5 pts 1,000-5,000 attendees – 10 pts 5,000 or more attendees – 15 pts		
5	Event located within the City of Wausau		

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

<b>Applicant Organization:</b>
<b>Project/Event:</b>
<b>Number of Event Attendees:</b> Does this differ from your projected attendance? ____ If yes, Please explain

**Please report actual marketing expenses below:**

Marketing Media Description	Dates Ran	Cost	Is this different than described in the application? If yes, please explain.

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



**Methodology narrative:**

City	# of People	Hotel Stay?	Other information provided?

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

**SIGNED:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

**EMAIL ADDRESS:** \_\_\_\_\_



**CITY OF WAUSAU ROOM TAX  
COMMISSION ROOM TAX TOURISM  
GRANT APPLICATION**

Name of Organization: Wausau Events
Authorized Official Name and Title: Alissandra Aderholdt
Email Address: <a href="mailto:execdir@wausauevents.org">execdir@wausauevents.org</a>
Organization Website URL: <a href="http://www.wausauevents.org">www.wausauevents.org</a>
Organization Address: 316 Scott St, Wausau, WI 54403
Daytime Telephone: 715.297.9531

Grant Request Amount: \$7,000
Total Project/Event Budget: \$26,150
Event Date(s) or Date Range: September 16, 2023
Event Location: Fern Island
Projected Number of Attendees : 5,000
Have you applied or been awarded room tax or other public funding for this event? Yes
Estimated Number of Hotel Stays from the Project/Event: 50+
New Event/Project                      Existing Event/Project x

Project/Event Description: Beer & Bacon Fest

The 2023 Beer & Bacon Fest will be the 6<sup>th</sup> Annual event. This event offers an exciting and unique experience in the area, featuring over 150 types of beer, 11 bacon vendors and live music. This event was designed to create a fun social environment for individuals 21 and over. It has been proven to attract attendees from throughout Wisconsin, as well as Illinois and Minnesota. This year it will be held on 9/16 at Fern Island from 1 PM to 4 PM. We see potential for this event to continue growing as there are no other events like this in the state. Our event draws visitors from all over, and the first three years there were over 1,300 people at each event, with over 2500 at our 2022 event.

Marketing Media Description	Locations covered by the media/ publication	Approximate dates	Expected Cost	Grant Request
Billboard 1-39	Traffic Traveling North from Stevens Point	August 17-September 17	\$1500	\$1500
Billboard Hwy 29W	Traffic Traveling West from Wittenberg	August 17-September 17	\$1500	\$1500
Social Media Ads	Wausau +50 miles, Fox Valley, Madison, Milwaukee, Twin Cities	May-September	\$2000	\$1500
WAOW TV Ads	Regional	September	\$2000	\$1500
Wausau Pilot & Review	Regional Online New	September	\$600	\$400
Chamber Ads	Regional	August-September	\$300	\$300
Radios Ads	Regional	September	\$300	\$300

Additional information may be attached.

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.

**Attached in Document**

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 wish to not drive home after the event. Due to the event being 21 and over, hotel rooms are booked at local Wausau hotels close to Fern Island for guests after the event. In years past, there have been over 20 hotel rooms due to this event. We're expecting over 50 hotel rooms for the 2023 event, possibly more as our marketing reach will be farther from the Wausau area.

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

In 2019 there were over 20 hotel stays, with over 30 in 2022.

If your event/project reserves a block of rooms for this event in a City of Wausau hotel, please provide number of rooms, number of nights and name of the hotel.

OTHER REQUIRED DOCUMENTS:

- ORGANIZATION WIDE BUDGET
- PROJECT OR EVENT BUDGET
- RECENT YEAREND FINANCIAL STATEMENTS
- IRS DETERMINATION
- BOARD OF DIRECTORS

*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.*

\_\_\_\_\_ Alissandra Aderholdt \_\_\_\_\_ Executive Director – Wausau Events \_\_\_\_\_ 01/05/2022 \_\_\_\_\_  
 Name Title Date

Grant award amount \_\_\_\_\_

Date of award \_\_\_\_\_

Signed \_\_\_\_\_

Tom Weaver, Room Tax Commission Chair

**CITY OF WAUSAU ROOM TAX COMMISSION  
ROOM TAX TOURISM GRANT APPLICATION  
APPLICATION EVALUATION WORKSHEET**

<b>Reviewer Name:</b>
-----------------------

<b>Applicant Organization</b>
<b>Project/Event:</b>
<b>Grant Request:</b>

Maximum Points	Criteria	Notes	Score
10	Quality and completeness of the application		
30	The applicant has a well-developed marketing strategy that can reasonably be expected to generate multiple hotel stays.		
5 15 30	The event and application substantiate a reasonable likelihood of local economic impact from Local visitors Day-trip visitors Overnight visitors		
10	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. Repeat events have provided adequate documentation of room night stays.		
20	The event is unique, unduplicated and creative.		
15	The expected/historical annual attendance is: 0-1,000 attendees - 5 pts 1,000-5,000 attendees – 10 pts 5,000 or more attendees – 15 pts		
5	Event located within the City of Wausau		

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

<b>Applicant Organization:</b>
<b>Project/Event:</b>
<b>Number of Event Attendees:</b> Does this differ from your projected attendance? ____ If yes, Please explain

**Please report actual marketing expenses below:**

Marketing Media Description	Dates Ran	Cost	Is this different than described in the application? If yes, please explain.

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

**Methodology narrative:**

City	# of People	Hotel Stay?	Other information provided?

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

**SIGNED:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

**EMAIL ADDRESS:** \_\_\_\_\_





**Id:** 3c81c13c-ff62-4648-a85c-b7231ce8b031

**Bucket:** ApplicationSubmitted\_TourismGrant

**Created:** 8/26/2022 3:08:50 PM

**Updated:** 8/26/2022 8:08:50 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:**

Submit your application electronically to the City of Wausau: [mgroat@ci.wausau.wi.us](mailto:mgroat@ci.wausau.wi.us)

**In subsequent years:**

**4:00pm on the Fourth Friday in February**

**4:00pm on the Fourth Friday in August**

**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:**

- The maximum grant available is \$10,000.
- 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 [mgroat@ci.wausau.wi.us](mailto:mgroat@ci.wausau.wi.us)

**EVALUATION CRITERIA:**

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

**REVIEW AND AWARD PROCESS:**

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

## Organization Info

Staff Notes

Name of Organization

IRONBULL, Inc.

Authorized Official First Name

Andrea

Authorized Official Last Name

Larson

Authorized Official Title

executive director

Email Address

executivedirector@ironbull.org

Organization Website URL

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

Street Address

200 Washington Street, Suite 120

City

Wausau

State

WI

Zip

54403

Daytime Telephone

7158485949

## Grant Information

Staff Notes

Grant Request Amount

█ \$10,000.00

Total Project/Event Budget

█ \$214,883.00

Event Date(s) or Date Range

█ Sept 2022-May 2023

Event Location

█ Wausau area

Projected Number of Attendees

█ 1500

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

█ Yes

Please describe:

█ Received Room Tax from City of Wausau, Town of Rib Mountain, and City of Merrill

Estimated Number of Hotel Stays from the Project/Event

█ 630

█ Existing Event/Project

Project/Event Description

█ The unique adventure type races offered by IRONBULL will attract a number of people out of the area who will stay overnight in Wausau, particularly since many racers will be racing 8+ hours and/or racing early in the day. After each race a survey will be done to determine the number of visitors to the event and the average spend (as we have previously done). We will also be able to track hotel stays through our hotel blocks.

Our 2022 focus is to not just draw racers and their supporters from a larger area, but to stay longer by offering events spanning multiple days, specifically for the Grinder, which has potential to be a huge nationally-recognized race. This has the potential to balloon the \$58,000 local economic impact (based on average spend in the anonymous post-event racer survey).

Optional: Upload Project/Event Details

█ *See uploaded files:*

- '2022-grinder-poster.pdf' (id: 07ed14dc-46ef-48b3-8a1b-8fa902eb1f4e)
- 'RMAC - Winter Edition 2022 infographic-recap.jpg' (id: cc5d10f6-1aec-4976-9911-a6be3e1c72e1)

## 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

See "IRONBULL MARKETING PLAN – this describes what IRONBULL's marketing plan will be for 2022 which is updated annually.

Marketing Media Description

Photography/videography

Locations covered by the media/ publication

Midwest

Approximate dates

1/21/2023

Expected Cost

500

Grant Request

500

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Marketing Media Description

Flyers / design fees

Locations covered by the media/ publication

Distributed as other races

Approximate dates

Oct2022-Mar2023

Expected Cost

500

Grant Request

500

---

Marketing Media Description

Wausau Pilot & Review

Locations covered by the media/ publication

Wisconsin

Approximate dates

Nov2022-Mar2023

Expected Cost

600

Grant Request

600

---

Marketing Media Description

Magazine ads

Locations covered by the media/ publication

National

Approximate dates

Nov-Mar 2023

Expected Cost

1600

Grant Request

1600

---

Marketing Media Description

Facebook ads – Grinder

Locations covered by the media/ publication

Midwest

Approximate dates

Jan-Mar 2023

Expected Cost

250

Grant Request

250

---

Marketing Media Description

City Pages

Locations covered by the media/ publication

Greater Wausau

Approximate dates

Sept 2022

Expected Cost

600

Grant Request

0

---

Marketing Media Description

Racer & promotional merchandise

Locations covered by the media/ publication

Midwest

Approximate dates

Each event

Expected Cost

1000

Grant Request

200

---

Marketing Media Description

Design software for marketing

Locations covered by the media/ publication

Midwest

Approximate dates

Year-round

Expected Cost

100

Grant Request

100

---

Marketing Media Description

Facebook ads – Ultra

Locations covered by the media/ publication

Midwest

Approximate dates

Jan-April 2023

Expected Cost

500

Grant Request

500

---

Marketing Media Description

Mailchimp emails

Locations covered by the media/ publication

Midwest

Approximate dates

Fall 2022-Spring 2023

Expected Cost

300

Grant Request

300

---

Marketing Media Description

New Mexico Bikepacking Summit

Locations covered by the media/ publication

National

Approximate dates

October 2022

Expected Cost

1000



Grant Request

1000

---

Marketing Media Description

Wausau Chamber of Commerce Recreation & Relocation Guides

Locations covered by the media/ publication

Greater Wausau Area

Approximate dates

Year-round

Expected Cost

1000

Grant Request

650

---

Marketing Media Description

Wausau Chamber of Commerce Calendar

Locations covered by the media/ publication

Greater Wausau Area

Approximate dates

Year-round

Expected Cost

100

Grant Request

100

---

Marketing Media Description

Facebook ads – winter event

Locations covered by the media/ publication

Midwest

Approximate dates

Nov-Mar 2023

Expected Cost

500

Grant Request

500

---

Marketing Media Description

WI AR Series promotion

Locations covered by the media/ publication

Midwest

Approximate dates

Year-round

Expected Cost

300

Grant Request

200

---

Marketing Media Description

Decals for car

Locations covered by the media/ publication

Greater Wausau Area

Approximate dates

Year-round

Expected Cost

1000

Grant Request

1000

---

Marketing Media Description

Billboard

Locations covered by the media/ publication

Greater Wausau Area

Approximate dates

Nov-Mar 2023

Expected Cost

2000

Grant Request

2000

---

Additional information may be attached

*See uploaded files:*

- 'IRONBULLMarketingPlan-2022.pdf' (id: c46c479f-2290-4728-aafc-9949dfae70da)

## Hotel Stays

Staff Notes

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

The unique adventure type races offered by IRONBULL will attract a number of people out of the area who will stay overnight in Wausau, particularly since many racers will be racing 8+ hours and/or racing early in the day. After each race a survey will be done to determine the number of visitors to the event and the average spend (as we have previously done). We will also be able to track hotel stays through our hotel blocks.

Our 2022 and 2023 focus is to not just draw racers and their supporters from a larger area, but to stay longer by offering events spanning multiple days, specifically for the Grinder, which has potential to be a huge nationally-recognized race. This has the potential to balloon the \$58,000 local economic impact (based on average spend in the anonymous post-event racer survey).

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

With the help of the City of Wausau Room Tax Grant, we grew racer attendance at the 2021 Rib Mountain Adventure Challenge by 72%, selling out the race at 500 racers weeks before the event – we sold out again in 2022. 31% of racers traveled from outside of Wisconsin, representing 15 states. The 2021 Red Granite Grinder grew by 71%, representing 11 states and on pace in 2022 for further growth. We also surveyed racers and found the average local spend resulted in a \$25,200 and \$58,000 local economic impact, respectively, for the 2021 Ultra Trail and Grinder.

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:

- '2022-budget.pdf' (id: b448b76f-ad9f-499f-bae7-787e3d227ec9)

## PROJECT OR EVENT BUDGET

See uploaded files:

- '2022-event-budget.pdf' (id: 7fbacda-959b-428e-982e-66975c201715)

## RECENT YEAREND FINANCIAL STATEMENTS

See uploaded files:

- 'financials.pdf' (id: de3de643-d3ad-4376-8ae0-833461ccbeaa)

## IRS DETERMINATION

See uploaded files:

- 'IRS\_5013capproval.pdf' (id: b5ed10e8-f675-4cd3-9a0b-01b827ef0639)

## BOARD OF DIRECTORS

See uploaded files:

- 'Board-of-Directors\_IRONBULL-2022.pdf' (id: df1aa0af-04fe-4c92-a455-a6f630077f63)

## Submit

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

Applicant Full Name

Andrea Larson

Applicant Title

executive director

## Approval Of Application

Begin User

executivedirector@ironbull.org

Begin Date

8/26/2022 2:47:22 PM

Submitted User

| executivedirector@ironbull.org

Submitted Date

| 8/26/2022 3:08:50 PM

Original Completed Application

| See '2022-08-26-2008.pdf' (id: e92913dd-77ec-4094-9e8d-a8e9755ffe71)

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