



## OFFICIAL NOTICE AND AGENDA

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

Meeting of the: **ROOM TAX COMMISSION**  
Date/Time: **Monday, June 26, 2023, at 4:00 PM**  
Location: City Hall (407 Grant Street) in the **Council Chambers**  
Members: Michael Martens, Lisa Rasmussen, Chad Henke, Tim VanDeYacht (VC), Lindsey Lewitzke

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

- 1 Elect Chairperson for the Room Tax Commission.
  - 2 Discussion and Possible Action on approving minutes of previous meeting (April 12, 2023)
  - 3 Discussion and Possible Action regarding Room Tax 2023 Financial Projection and Room Tax Usage
  - 4 Discussion and Possible Action regarding Tourism Grant Requests
  - 5 Discussion and Possible Action regarding next grant application period and standard meeting times.
- 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 6/22/23 at 3:00 pm

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

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

## **ROOM TAX COMMISSION**

Date and Time: Wednesday, April 12, 2023, at 5:15 pm, Council Chambers

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

Others Present: Maryanne Groat, Anne Jacobson, Mary Goede, Tim White

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 Vice Chair Tim VanDeYacht

### **Discussion and Possible Action on approving minutes of previous meeting (March 23, 2022)**

Motion by Rasmussen, second by Martens to approve. Motion carried 5-0.

### **Discussion and possible action regarding CVB contract**

Maryanne Groat stated the contract expired at the end of the year and a copy of the agreement is in the packet and the City Attorney was present to answer any questions.

Lisa Rasmussen felt the agreement in its current form has been working well and the newly reformed relationship with the CVB has been vastly improved from what it was in the past. Groat noted it is a three-party agreement between the Room Tax Commission, the CVB, and the City of Wausau.

Anne Jacobson stated the contract is only for one year, because we originally intended to invite them in before September 1, 2022 to report on their expenditures of the room tax dollars for the year and describe their goals for the next year. She questioned if they would like a joint presentation along with the Finance Committee and/or hear from Tim White now.

Tim White, Executive Director of CVB, indicated they were amenable to the current terms of the contract.

Lindsey Lewitzke questioned what the status was of the Sports Authority or Badger State Games as it relates to the CIV. White stated the Sports Authority and Badger State Games were still in operation and they were discussing some co-branding ideas and considering reforming the Sports Authority. He indicated they have a subcommittee that will be working on this in terms of how it can serve the community better.

Rasmussen questioned if Sports Authority was utilizing any of the funds to bid on tournaments to lure them to the area. White stated that was the past role of the Sports Authority and a lot of those events were owned by the CVB. He indicated the CVB has rejoined the Sports in Wisconsin organization and our goal is to have a position that is an outdoor and sports and events type of staff person that goes after those kind of events.

Tim VanDeYacht Indicated he sits on the board of the CVB and abstained from voting.

Motion by Rasmussen, second by Lewitzke to approve the renewal of the contract as presented. Approved 4-0, with one abstention.

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

Maryanne Groat stated there was a nice recovery in room tax last year at just under \$1,080,000 and with a carryover of \$327,000 that had not been spent, the total room tax available was just under \$1.4 million. The city had spent its entire share and \$326,000 belonged to the Room Tax Commission. There was approximately \$948,000 for the commission to spend and they spent \$492,000, leaving \$456,000 carryover into 2023. She anticipated approximately \$1 million in room tax again this year, so there are sufficient funds to award room tax tourism grants.

**2023 ROOM TAX REQUESTS submitted:** Balloon Glow - \$10,000, Center for Visual Arts - Art of Wine - \$8,000, Hmong Festival - \$10,000, Wausau Festival of Arts - \$10,000, Grand Theater - \$10,000, Iron Bull - \$19,967, Wausau Pride - \$3,000, Monk Gardens Blossom of Lights - \$10,000, Central Wisconsin Water Ski Show Team - \$8,420, Wausau Events Wings Over Wausau - \$9,000, Wausau Events Bluesfest - \$9,000, Wausau Events Beer and Bacon - \$7,000. TOTAL COMMITMENTS \$114,387

Groat noted Iron Bull is actually two requests combined and that Artrageous, which wasn't on the list, has also just recently submitted a request for \$10,000 to be added.

Lisa Rasmussen commented all the events represented a well-rounded compliment of things that will attract people both from Wausau and to Wausau. She felt they all had the ability to bring in people and target audiences with a diverse group of interests. She indicated she supported funding all the requests.

Lindsey Lewitzke pointed out the Water Ski Show Team's request was not for marketing dollars but was for capital dollars for their dock. She questioned if capital requests fell under the commission guidelines for room tax requests.

Joe Nagrant, President of the Water Ski Team, indicated he unfamiliar with the rules for funding. He stated the team has been growing a lot and this is the first time they are hosting a tournament on Lake Wausau, which he tied into bringing in dollars for hotel stays. He explained it is a swivel ski tournament, which is a water ski that has a binding that is mounted on ball bearings so it can spin around 360 degrees. This brings a ballet aspect to the performance which is judged and is a tour stop across the country. He indicated the money request is to expand the dock for a performance on the dock before the actual skiing starts and hoped this expansion would continue to attract the tournament annually.

Lewitzke stated this was a good thing, but the Community Foundation is where he needed to go for these funds instead of the Room Tax Commission. The Community Foundation supports capital improvements rather than marketing and encouraged him to go there. Groat stated another option would be to bring the request to the Finance Committee for room tax dollars because that same tourism and rules don't apply.

Tim VanDeYacht questioned if there are any events coming up that we are funding that we could grow our reach with more marketing rather than sitting on a surplus. He felt the CVA -The Art of Wine was a unique event that could drive more tourism.

Lewitzke stated the commission has a \$10,000 request limit, but most commissions do not have a limit. She felt it could be helpful to increase the limit for 2024 to \$15,000 or \$20,000.

Motion by Rasmussen, second by VanDeYacht to approve all requests except for the Water Ski Show. Motion carried 5-0.

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

Michael Martens suggested setting up a shorter application cycle for entities to apply for more funds or for a new event that comes up. Discussion took place regarding removing the limit or cap. VanDeYacht felt it could be beneficial to have more frequent and or set dates and times for applicants. Rasmussen suggested quarterly meetings such, as January, April, July, and October.

Motion by Henke, second by Martens to lift the \$10,000 cap. Motion carried 5-0.

VanDeYacht stated July would be the next funding cycle.

#### **Adjourn**

Motion by Martens, second by Henke to adjourn the meeting. Motion carried unanimously. Meeting adjourned at 5:52 pm.

## 2023 ROOM TAX

	2023	COMMISSION	TOTAL
Carryover from Prior Year		452,978	452,978
Room Tax Revenue	444,133	525,000	969,133
Room Tax Retained by Hotels		9,691	9,691
Available	444,133	987,669	1,431,802
<b>ROOM TAX COMMISSION AWARDS:</b>			
CVB		363,425	363,425
Historical Society of Marathon County	20,495		20,495
Performing Arts - Grand Theater	44,407		44,407
Wausau Concert Band	6,832		6,832
Center for Visual Arts	10,248		10,248
Leigh Yawkey Woodson Art Museum	29,377		29,377
Main Street Program	26,591		26,591
Wausau Area Events	70,026		70,026
City of Wausau/400 Block	146,355		146,355
400 Block	42,755		42,755
City Park Tourism Development Staff	37,047		37,047
4th of July Event	10,000		10,000
Balloon Glow		10,000	10,000
Center for Visual Arts - Art of Wine		8,000	8,000
Hmong Festival		10,000	10,000
Wausau Festival of Arts		10,000	10,000
Wausau Artrageous		10,000	10,000
Grand Theater		10,000	10,000
Iron Bull		19,967	19,967
Wausau Pride		3,000	3,000
Monk Gardens Blossom of Lights		10,000	10,000
Wausau Events Wings Over Wausau		9,000	9,000
Wausau Events Bluefest		9,000	9,000
Wausau Events Beer and Bacon		7,000	7,000
<b>TOTAL</b>	<b>444,133</b>	<b>479,392</b>	<b>923,525</b>
<b>BALANCE - Available for Allocation</b>	<b>0</b>	<b>508,277</b>	<b>508,278</b>
<b>June 2023 Requests</b>			
Balloon Rally		10,000	10,000
Wisconsin Art Association Marathon Park		2,000	2,000
Willow Springs		10,000	10,000
Central Wisconsin Offroad Coalition Trail Construction			
Sylvan Hills		25,000	25,000
Riveredge Trail West - Thomas Street to South		100,000	100,000
Riveredge Trail North of Winton St		250,000	250,000
	<b>0</b>	<b>397,000</b>	<b>397,000</b>
<b>Balance Available</b>	<b>0</b>	<b>111,277</b>	<b>111,278</b>



Room tax; forfeitures.

66.0615(1) (1) In this section:

66.0615(1)(a) (a) "Commission" means an entity created by one municipality or by 2 or more municipalities in a zone, to coordinate tourism promotion and tourism development for the zone.

66.0615(1)(am) (am) "District" has the meaning given in s. 229.41 (4m).

66.0615(1)(b) (b) "Hotel" has the meaning given in s. 77.52 (2) (a) 1.

66.0615(1)(c) (c) "Motel" has the meaning given in s. 77.52 (2) (a) 1.

66.0615(1)(d) (d) "Municipality" means any city, village or town.

66.0615(1)(dm) (dm) "Sponsoring municipality" means a city, village or town that creates a district either separately or in combination with another city, village, town or county.

66.0615(1)(e) (e) "Tourism" means travel for recreational, business or educational purposes.

66.0615(1)(f) (f) "Tourism entity" means a nonprofit organization that came into existence before January 1, 2015, spends at least 51 percent of its revenues on tourism promotion and tourism development, and provides destination marketing staff and services for the tourism industry in a municipality, except that if no such organization exists, a municipality may contract with one of the following entities:

66.0615(1)(f)1. 1. A nonprofit organization that spends at least 51 percent of its revenues on tourism promotion and tourism development, and provides destination marketing staff and services for the tourism industry in a municipality.

66.0615(1)(f)2. 2. A nonprofit organization that was incorporated before January 1, 2015, spends 100 percent of the room tax revenue it receives from a municipality on tourism promotion and tourism development, and provides destination marketing staff and services for the tourism industry in a municipality.

66.0615(1)(fm) (fm) "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 sub. (1m) (a) may be imposed, that are owned by different persons and located within a municipality in which a tax under this section is in effect; or, if the municipality has only one such establishment, reasonably likely to generate paid overnight stays in that establishment:

66.0615(1)(fm)1. 1. Marketing projects, including advertising media buys, creation and distribution of printed or electronic promotional tourist materials, or efforts to recruit conventions, sporting events, or motorcoach groups.

66.0615(1)(fm)2. 2. Transient tourist informational services.

**66.0615(1)(fm)3. 3. Tangible municipal development, including a convention center.**

66.0615(1)(g) (g) "Transient" has the meaning given in s. 77.52 (2) (a) 1.

66.0615(1)(h) (h) "Zone" means an area made up of 2 or more municipalities that, those municipalities agree, is a single destination as perceived by the traveling public.

66.0615(1m) (1m)

66.0615(1m)(a)(a) The governing body of a municipality may enact an ordinance, and a district, under par. (e), may adopt a resolution, imposing a tax on the privilege of furnishing, at retail, except sales for resale, rooms or lodging to transients by hotelkeepers, motel operators and other persons furnishing accommodations that are available to the public, irrespective of whether membership is required for use of the accommodations. A tax imposed under this paragraph may be collected from the consumer or user, but may not be imposed on sales to the federal government and persons listed under s. 77.54 (9a). A tax imposed under this paragraph by a municipality shall be paid to the municipality and, with regard to any tax revenue that may not be retained by the municipality, shall be forwarded to a tourism entity or a commission if one is created under par. (c), as provided in par. (d). Except as provided in par. (am), a tax imposed under this paragraph by a municipality may not exceed 8 percent. Except as provided in par. (am), if a tax greater than 8 percent under this paragraph is in effect on May 13, 1994, the municipality imposing the tax shall reduce the tax to 8 percent, effective on June 1, 1994.

66.0615(1m)(am) (am) A municipality that imposes a room tax under par. (a) is not subject to the limit on the maximum amount of tax that may be imposed under that paragraph if any of the following apply:

66.0615(1m)(am)1. 1. The municipality is located in a county with a population of at least 380,000 and a convention center is being constructed or renovated within that county.

66.0615(1m)(am)2. 2. The municipality intends to use at least 60 percent of the revenue collected from its room tax, of any room tax that is greater than 7 percent, to fund all or part of the construction or renovation of a convention center that is located in a county with a population of at least 380,000.

66.0615(1m)(am)3. 3. The municipality is located in a county with a population of less than 380,000 and that county is not adjacent to a county with a population of at least 380,000, and the municipality is constructing a convention center or making improvements to an existing convention center.

66.0615(1m)(am)4. 4. The municipality has any long-term debt outstanding with which it financed any part of the construction or renovation of a convention center.

66.0615(1m)(b) (b)

66.0615(1m)(b)1.1. If a single municipality imposes a room tax under par. (a), the municipality may create a commission under par. (c). The commission shall contract with another organization to perform the functions of a tourism entity if no tourism entity exists in that municipality.

66.0615(1m)(b)2. 2. If 2 or more municipalities in a zone impose a room tax under par. (a), the municipalities shall enter into a contract under s. 66.0301 to create a commission under par. (c). If no tourism entity exists in any of the municipalities in the zone that have formed a commission, the commission shall contract with another organization in the zone to perform the functions of the tourism entity. Each municipality in a single zone that imposes a room tax shall levy the same percentage of tax. If the municipalities are unable to agree on the percentage of tax for the zone, the commission shall set the percentage.

66.0615(1m)(b)3. 3. A commission shall monitor the collection of room taxes from each municipality in a zone that has a room tax.

66.0615(1m)(b)4. 4. A commission shall contract with one tourism entity from the municipalities in the zone to obtain staff, support services and assistance in developing and implementing programs to promote the zone to visitors.

66.0615(1m)(c) (c)

66.0615(1m)(c)1.1. 1.1. If a commission is created by a single municipality, the commission shall consist of 4 to 6 members. One of the commission members shall represent the Wisconsin hotel and motel industry. Members shall be appointed under subd. 3.

66.0615(1m)(c)2. 2.

66.0615(1m)(c)2.a.a. 2.a.a. If the commission is created by more than one municipality in a zone, the commission shall consist of 3 members from each municipality in which annual tax collections exceed \$1,000,000, 2 members from each municipality in which annual tax collections exceed \$300,000 but are not more than \$1,000,000 and one member from each municipality in which annual tax collections are \$300,000 or less. Except as provided in subd. 2. b., members shall be appointed under subd. 3.

66.0615(1m)(c)2.b. 2.b. Two additional members, who represent the Wisconsin hotel and motel industry, shall be appointed to the commission by the chairperson of the commission, shall serve for a one-year term at the pleasure of the chairperson and may be reappointed.

66.0615(1m)(c)3. 3. Members of the commission shall be appointed by the principal elected official in the municipality and shall be confirmed by a majority vote of the members of the municipality's governing body who are present when the vote is taken. Commissioners shall serve for a one-year term, at the pleasure of the appointing official, and may be reappointed.

66.0615(1m)(c)4. 4. The commission shall meet regularly, and, from among its members, it shall elect a chairperson, vice chairperson and secretary.

66.0615(1m)(c)5. 5. The commission shall report any delinquencies or inaccurate reporting to the municipality that is due the tax.

66.0615(1m)(d) (d)

66.0615(1m)(d)1.1. A municipality that first imposes a room tax under par. (a) after May 13, 1994, shall spend at least 70 percent of the amount collected on tourism promotion and tourism development. Any amount of room tax collected that must be spent on **tourism promotion and tourism development** shall either be forwarded to the commission for its municipality or zone if the municipality has created a commission, or forwarded to a tourism entity.

66.0615(1m)(d)2. 2. Subject to par. (dm), if a municipality collects a room tax on May 13, 1994, it may retain not more than the same percentage of the room tax that it retains on May 13, 1994. If a municipality that collects a room tax on May 1, 1994, increases its room tax after May 1, 1994, the municipality may retain not more than the same percentage of the room tax that it retains on May 1, 1994, except that if the municipality is not exempt under par. (am) from the maximum tax that may be imposed under par. (a), the municipality shall spend at least 70 percent of the increased amount of room tax that it begins collecting after May 1, 1994, on tourism promotion and development. Any amount of room tax collected that must be spent on tourism promotion and tourism development shall either be forwarded to the commission for its municipality or zone if the municipality has created a commission, or forwarded to a tourism entity.

66.0615(1m)(d)3. 3. A commission shall use the room tax revenue that it receives from a municipality for tourism promotion and tourism development in the zone or in the municipality.

66.0615(1m)(d)4. 4. The commission shall report annually to each municipality from which it receives room tax revenue the purposes for which the revenues were spent.

66.0615(1m)(d)5. 5. The commission may not use any of the room tax revenue to construct or develop a lodging facility.

66.0615(1m)(d)6. 6. If a municipality issued debt or bond anticipation notes before January 1, 2005, to finance the construction of a municipally owned convention center or conference center, nothing in this section may prevent the municipality from meeting all of the terms of its obligation.

66.0615(1m)(d)7. 7. Notwithstanding the provisions of subds. 1. and 2., any amount of room tax revenue that a municipality described under s. 77.994 (3) is required to spend on tourism promotion and tourism development shall be forwarded to, and spent by, the municipality's tourism entity, unless the municipality creates a commission and forwards the revenue to the commission.

66.0615(1m)(d)8. 8. The governing body of a tourism entity shall include either at least one owner or operator of a lodging facility that collects the room tax described in this section and that is located in the municipality for which the room tax is collected or at least 4 owners or operators of lodging facilities that collect the room tax described in this section and that are located in the zone for which the room tax is collected. Subdivision 4., as it applies to a commission, applies to a tourism entity.

66.0615(1m)(dm) (dm) Beginning with the room tax collected on January 1, 2017, by a municipality that collected a room tax on May 13, 1994, as described in par. (d) 2., and retained more than 30 percent of the room tax collected for purposes other than tourism promotion and tourism development, such a

municipality may continue to retain, each year, the greater of either 30 percent of its current year revenues or one of the following amounts:

66.0615(1m)(dm)1. 1. For fiscal year 2017, the same dollar amount of the room tax retained as the municipality retained in its 2014 fiscal year.

66.0615(1m)(dm)2. 2. For fiscal year 2018, the same dollar amount of the room tax retained as the municipality retained in its 2013 fiscal year.

66.0615(1m)(dm)3. 3. For fiscal year 2019, the same dollar amount of the room tax retained as the municipality retained in its 2012 fiscal year.

66.0615(1m)(dm)4. 4. For fiscal year 2020, the same dollar amount of the room tax retained as the municipality retained in its 2011 fiscal year.

66.0615(1m)(dm)5. 5. For fiscal year 2021 and thereafter, the same dollar amount of the room tax retained as the municipality retained in its 2010 fiscal year.

66.0615(1m)(e) (e)

66.0615(1m)(e)1.1. Subject to subd. 2., a district may adopt a resolution imposing a room tax under par. (a) in an amount not to exceed 3 percent of total room charges. A majority of the authorized members of the district's board may vote that, if the balance in a special debt service reserve fund of the district is less than the requirement under s. 229.50 (5), the room tax imposed by the district under this subdivision is 3 percent of total room charges beginning on the next January 1, April 1, July 1 or October 1 after the payment and this tax is irrevocable if any bonds issued by the district and secured by the special debt service reserve fund are outstanding. A room tax imposed by a district under this subdivision applies within the district's jurisdiction, as specified in s. 229.43, and the proceeds of the tax may be used only for the district's debt service on its bond obligations. If a district stops imposing and collecting a room tax, the district's sponsoring municipality may impose and collect a room tax under par. (a) on the date on which the district stops imposing and collecting its room tax.

66.0615(1m)(e)2. 2. In addition to the room tax that a district may impose under subd. 1., if the district's only sponsoring municipality is a 1st class city, the district may adopt a resolution imposing an additional room tax. The additional percentage of room tax under this subdivision shall be equal to the percentage of room tax imposed by the sponsoring municipality on the date on which the sponsoring municipality agrees to stop imposing and collecting its room tax, as described under s. 229.44 (15). A district shall begin collecting the additional room tax imposed under this subdivision on the date on which the sponsoring municipality stops imposing and collecting its room tax. A room tax imposed by a district under this subdivision applies only within the borders of the sponsoring municipality and may be used for any lawful purpose of the district.

66.0615(1m)(e)3. 3. A district adopting a resolution to impose the taxes under subd. 1. or 2. shall deliver a certified copy of the resolution to the secretary of revenue at least 120 days before its effective date.

66.0615(1m)(f) (f)

66.0615(1m)(f)1.1. The department of revenue shall administer the tax that is imposed under par. (a) by a district and may take any action, conduct any proceeding and impose interest and penalties.

66.0615(1m)(f)2. 2. Sections 77.51 (12m), (14), (14g), (15a), and (15b), 77.52 (3), (13), (14), (18), and (19), 77.522, 77.58 (1) to (5), (6m), and (7), 77.585, 77.59, 77.60, 77.61 (2), (3m), (5), (8), (9), (12) to (15), and (19m), and 77.62, as they apply to the taxes under subch. III of ch. 77, apply to the tax described under subd. 1.

66.0615(1m)(f)3. 3. From the appropriation under s. 20.835 (4) (gg), the department of revenue shall distribute 97.45 percent of the taxes collected under this paragraph for each district to that district and shall indicate to the district the taxes reported by each taxpayer in that district, no later than the end of the month following the end of the calendar quarter in which the amounts were collected. The taxes distributed shall be increased or decreased to reflect subsequent refunds, audit adjustments and all other adjustments. Interest paid on refunds of the tax under this paragraph shall be paid from the appropriation under s. 20.835 (4) (gg) at the rate under s. 77.60 (1) (a). Any district that receives a report along with a payment under this subdivision or subd. 2. is subject to the duties of confidentiality to which the department of revenue is subject under s. 77.61 (5).

66.0615(1m)(f)5. 5. Persons who are subject to the tax under this subsection, if that tax is administered by the department of revenue, shall register with the department. Any person who is required to register, including any person authorized to act on behalf of a person who is required to register, who fails to do so is guilty of a misdemeanor.

66.0615(2) (2) As a means of enforcing the collection of any room tax imposed by a municipality or a district under sub. (1m), the municipality or district may exchange audit and other information with the department of revenue and may do any of the following:

66.0615(2)(a) (a) If a municipality or district has probable cause to believe that the correct amount of room tax has not been assessed or that the tax return is not correct, inspect and audit the financial records of any person subject to sub. (1m) pertaining to the furnishing of accommodations to determine whether the correct amount of room tax is assessed and whether any room tax return is correct.

66.0615(2)(b) (b) Enact a schedule of forfeitures, not to exceed 5 percent of the tax under sub. (1m) or par. (c), to be imposed on any person subject to sub. (1m) who fails to comply with a request to inspect and audit the person's financial records under par. (a).

66.0615(2)(c) (c) Determine the tax under sub. (1m) according to its best judgment if a person required to make a return fails, neglects or refuses to do so for the amount, in the manner and form and within the time prescribed by the municipality or district.

66.0615(2)(d) (d) Require each person who is subject to par. (c) to pay an amount of taxes that the municipality or district determines to be due under par. (c) plus interest at the rate of 1 percent per month on the unpaid balance. No refund or modification of the payment determined may be granted

until the person files a correct room tax return and permits the municipality or district to inspect and audit his or her financial records under par. (a).

66.0615(2)(e) (e) Enact a schedule of forfeitures, not to exceed 25 percent of the room tax due for the previous year under sub. (1m) or par. (c) or \$5,000, whichever is less, to be imposed for failure to pay the tax under sub. (1m).

66.0615(3) (3) The municipality shall provide by ordinance and the district shall provide by resolution for the confidentiality of information obtained under sub. (2) but shall provide exceptions for persons using the information in the discharge of duties imposed by law or of the duties of their office or by order of a court. The municipality or district may provide for the publishing of statistics classified so as not to disclose the identity of particular returns. The municipality or district shall provide that persons violating ordinances or resolutions enacted under this subsection may be required to forfeit not less than \$100 nor more than \$500.

66.0615(4) (4)

66.0615(4)(a)(a) Annually, on or before May 1, on a form created and provided by the department of revenue, every municipality that imposes a tax under sub. (1m) shall certify and report to the department, beginning in 2017, all of the following:

66.0615(4)(a)1. 1. The amount of room tax revenue collected, and the room tax rate imposed, by the municipality in the previous year.

66.0615(4)(a)2. 2. A detailed accounting of the amounts of such revenue that were forwarded in the previous year for tourism promotion and tourism development, specifying the commission or tourism entity that received the revenue. The detailed accounting shall include expenditures of at least \$1,000 made by a commission or a tourism entity.

66.0615(4)(a)3. 3. A list of each member of the commission and each member of the governing body of a tourism entity to which the municipality forwarded room tax revenue in the previous year, and the name of the business entity the member owns, operates, or is employed by, if any.

66.0615(4)(b) (b) The department of revenue shall collect the reports described in par. (a) and shall make them available to the public.

66.0615(4)(c) (c) The department of revenue may impose a penalty of not more than \$3,000 on a municipality that does not submit to the department the reports described in par. (a). A municipality may not use room tax revenue to pay a penalty imposed under this paragraph. The penalty shall be paid to the department of revenue.

66.0615 History History: 1983 a. 189, 514; 1993 a. 263, 467, 491; 1999 a. 9; 1999 a. 150 ss. 565 to 567; Stats. 1999 s. 66.0615; 2003 a. 203; 2005 a. 135; 2007 a. 20; 2009 a. 2; 2011 a. 18, 32; 2013 a. 20; 2015 a. 55, 60, 301.

66.0615 Annotation A city was authorized to enact a room tax. The gross receipts method was a fair and reasonable way of calculating the tax. *Blue Top Motel, Inc. v. City of Stevens Point*, 107 Wis. 2d 392, 320 N.W.2d 172 (1982).

66.0615 Annotation Under sub. (1m) (am), this section favors expenditures to construct or improve convention facilities. However, sub. (1m) (am), only addresses when a municipality may impose a room tax rate of greater than 8 percent and is irrelevant when the city has not exceeded that maximum. The only restrictions the rest of the statute places on the use of room tax monies are found in sub. (1m) (d), which directs a municipality to spend a certain percentage on "tourism promotion and development, which means the promotion and development of travel for recreational, business, or educational purposes. *English Manor Bed and Breakfast v. City of Sheboygan*, 2006 WI App 91, 292 Wis. 2d 762, 716 N.W.2d 531, 05-1358.



**City of Wausau  
Room Tax Commission  
Jun-23  
Room Tax Tourism Grant Ranking Schedule**

	Maximum Points	Balloon Rally	Wisconsin Art Association Marathon Park	Willow Springs	Central Wisconsin Offroad Cycling Coalition Trail Construction Sylvan Hill	Riveredge Trail Expansion - Westside - Thomas Street South	Riveredge Trail Expansion - North of Winton Street
<b>Purpose</b>		Marketing	Marketing	Marketing	Municipal Development	Municipal Development	Municipal Development
<b>Financial Request</b>		\$10,000	\$2,000	\$10,000	\$25,000	\$100,000	\$250,000
<b>Quality and completeness of the application</b>	0-10						
<b>The application has a well-developed marketing strategy that can be reasonably expected to generate multiple hotel stays</b>	0-30						
<b>The event and application substantiate a reasonable likelihood of local economic impact from:</b>							
<b>Local visitors</b>	0-5						
<b>Day-trip visitors</b>	0-15						
<b>Overnight visitors</b>	0-30						
<b>The methodology proposed to survey attendees is well developed and will likely generate good quality information regarding the number of attendees and whether they are local or non-local</b>	0-10						
<b>The event is unique, unduplicated and creative</b>	0-20						
<b>The expected/historical annual attendance is:</b>							
<b>0-1,000 attendees - 5 pts, 1,000 to 5,000 attendees 10 pts or 5,000 or more attendees 15 pts</b>	0-15						

0

0

0

0

**Id:** dc682311-79da-4ac8-8a80-b6c19ef01653

**Bucket:** ApplicationSubmitted\_TourismGrant

**Created:** 5/4/2023 11:37:50 AM

**Updated:** 5/4/2023 12:37:50 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

| Taste N Glow Balloon Fest

Authorized Official First Name

| Nancy

Authorized Official Last Name

| Woller

Authorized Official Title

| Executive Director

Email Address

| tastenglowballoonfest@gmail.com

Organization Website URL

| www.tasteandglow.com

Street Address

| 3625 Cty Rd WW PO Box 1772

City

| Wausau

State

| WI

Zip

| 54402

Daytime Telephone

| 715-571-0362

## Grant Information

Staff Notes

Grant Request Amount

\$10,000.00

Total Project/Event Budget

\$192,000.00

Event Date(s) or Date Range

July 7-9, 2023

Event Location

West of 141678 Stettin Dr

Projected Number of Attendees

120000

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

Yes

Please describe:

Cit of Wausau, Rib Mountain, Rothschild, Weston \$10,000 each. City of Schofield and Mosinee \$2,000 each. Wisconsin Tourism JEM Grant \$39,500

Estimated Number of Hotel Stays from the Project/Event

1500

Existing Event/Project

Project/Event Description

Taste N Glow Balloon Fest features over 40 balloons with flight and synchronized glows, Taste of Marathon County food vendors, live music, car show, log rollers, lumberjack shows, crafts, kids crafts and play area, dragon lion dancers, dirt flingers mini rod pull and more.

Optional: Upload Project/Event Details

*See uploaded files:*

◦ 'MMC259089\_hr (6).pdf' (id: 013abe1f-4fda-488c-9335-5ea64e6e54d8)

## 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 have many ways of marketing Taste N Glow, but I am specifically seeking funds to get the most out of the Wisconsin JEM grant. We are in the second year of this grant and have to do a 50/50 match on marketing dollars. We were awarded \$39,500 and have received in kind from WSAW for our digital and tv marketing campaign that focuses on Green Bay, Milwaukee, Madison, Northern Illinois and Minneapolis. We received the \$10,000 grant from the city of Wausau to cover part of those cost, but are still scrambling to find the other \$10,000 needed to fully use the \$39,500 grant. We have budgeted and committed to the City Pages center spread, Visit Wausau magazine, Taste N Glow beer and other ways of promoting the event and thereby the City of Wausau

Marketing Media Description

Targeted Digital Marketing Campaign

Locations covered by the media/ publication

Central WI, Green Bay, Milwaukee, Madison, Northern IL, Minneapolis

Approximate dates

June 5th - July 6th

Expected Cost

\$80,000

Grant Request

\$10,000

---

Marketing Media Description

City Pages Summer Book

Locations covered by the media/ publication

Central WI

Approximate dates

June 15th

Expected Cost

\$1,500

Grant Request

\$0

---

Marketing Media Description

Visit Wausau Guide

Locations covered by the media/ publication

State

Approximate dates

May

Expected Cost

\$2,500

Grant Request

\$0

---

Marketing Media Description

Event Posters

Locations covered by the media/ publication

Central WI

Approximate dates

June

Expected Cost

\$300

Grant Request

\$0

---

Additional information may be attached

*See uploaded files:*

- 'Taste 'N' Glow Balloon Festival - 2023 Marketing Strategy - revised 1-20.pptx' (id: 282204c6-0888-4467-aaa-10fae65a3025)

## 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.

2022 Taste N Glow had over 60,000 spectators from outside 90 miles. Some may be road tripping, but many will be using hotels. The event books approx. 225 hotel rooms. This information was provided from the Zartico data from Wausau CVB.

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

The hotel information can be accessible from the Wausau CVB.

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.

Marriott Courtyard. We have 8 rooms reserved

## Required Documents

Staff Notes

ORGANIZATION WIDE BUDGET

No files uploaded.

PROJECT OR EVENT BUDGET

*See uploaded files:*

- 'Budget 2023.pdf' (id: 78685300-9a42-4f43-9355-e72645d9f873)

RECENT YEAREND FINANCIAL STATEMENTS

No files uploaded.

IRS DETERMINATION

No files uploaded.

BOARD OF DIRECTORS

*See uploaded files:*

- 'Board of Directors.pdf' (id: d1473ddb-9abf-4560-b6bc-b46df7ed5c71)

## 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

Nancy Woller

Applicant Title

Executive Director

## Approval Of Application

Begin User



| tastenglowballoonfest@gmail.com

Begin Date

| 5/4/2023 11:15:48 AM

Submitted User

| tastenglowballoonfest@gmail.com

Submitted Date

| 5/4/2023 11:37:50 AM

Original Completed Application

| See '2023-05-04-1637.pdf' (id: 29158a7c-f94c-4a05-adfe-b17eeb33931b)

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

Staff Notes

Approved By

| None

Approved Date

Completed Approved Application

| No file uploaded.

Declined By

| None

Declined Date

Declined Reason

Portfol\_RelationshipManager

Portfol Contact Number

Portfol Client Number

Portfol Project Number

<b>Expenses</b>	<b>Amount</b>
Event Insurance	\$9,500
Shuttle Service	\$8,500
Lumberjack Show	\$10,000
Log Rollers	\$15,000
Bands	\$6,250
Sound System	\$3,600
Announcer	\$1,200
Kid's Inflatables	\$2,500
Chainsaw Carver	\$3,000
ATV Pulling Show	\$1,500
Car Show	\$2,800
5K Run	\$3,500
Tents	\$8,000
Volunteer Shirts	\$2,000
Bleacher Transport	\$500
EMT, Police	\$5,000
Garbage Service	\$4,000
Special Shaped Balloon Contracts	\$25,000
Hotels	\$15,000
Pilot Packs and Meals	\$5,000
Regular Shaped Balloons	\$35,000
Sponsor Appreciation Night	\$3,650
Porta Pots	\$10,000
Balloon Trading Cards	\$2,000
Marketing	\$10,000

**Total Expenses** **\$192,500**

<b>Revenue</b>	<b>Amount</b>
Sponsors	\$145,000
Grants	\$40,000
Car Show Registration Fee	\$1,300
5K Registration Fee	\$3,400
Chainsaw Carving Sales	\$2,800

**Total Revenue** **\$192,500**



# Taste 'N Glow Balloon Fest

## July 7<sup>th</sup>, 8<sup>th</sup> & 9<sup>th</sup>

Featuring Taste of Marathon County

Admission Fee is \$5 per person (Children Under 5 Free)

Food Pantry items will be collected at the Gates

Shuttle Service Schedule available at [www.tasteandglow.com](http://www.tasteandglow.com)

### Friday - Gates Open 11AM

- Craft Show/Swap Meet/Flea Market 11AM-8PM
- Food Vendors & Beer Tent 11AM-11PM
- Chain Saw Carving 12-5PM
- Kid's Activities 11AM - Dusk
- Kid's tent - Crafts, coloring contest, and story time 11AM-5PM
- Walk Thru Balloon 4-6PM
- Amateur Log Rolling 2-6PM
- Lumberjack Shows & Camps 4PM & 7:30PM
- Dragon Lion Dancers 5PM
- **Music - Rising Phoenix 6-10PM**
- **Balloon Flight/Lift Off 6:30PM**
- **Balloon Tether rides approx. 6:30-10PM - Weather Permitting - \$15 per person**
- **Balloon Glow 9:00-10PM**

### Saturday - Gates Open 6AM

- **Balloon Flight/Lift Off 6:30AM**
- **Balloon Tether rides approx. 6:30-10AM - \$15 per person**
- Kiwanis Pancake Breakfast 6AM-10:30AM
- Taste N Glow 5K 8AM
- Craft Show/Swap Meet/Flea Market 11AM-8PM
- Food Vendors/Beer Tent 11AM-11PM
- Chain Saw Carving 12-5PM

- Car Show 10AM-3PM
- Kid's activities (Bouncy house, bungee jumping, etc.) 11AM - Dusk
- Kid's tent - crafts, coloring contest and story time 11AM-5PM
- Walk Thru Balloon 4-6PM
- Brat Contest 1-3PM
- Badger Dirt Fingers 2-5PM
- Amateur Log Rolling 2-6PM
- Lumberjack Shows & Camps 4PM & 7:30PM
- Dragon Lion Dancers 3 & 5PM
- **Music - Jerry Schmitt Band 6-10PM**
- **Balloon Flight/Lift Off 6:30PM**
- **Balloon Tether rides approx. 6:30-10PM - Weather Permitting - \$15 per person**
- **Balloon Glow 9:00-10PM**

### Sunday - Gates Open 6AM

- **Balloon Flight/Lift Off 6:30AM**
- **Balloon Tether rides approx. 6:30-10AM - Weather Permitting - \$15 per person**
- Pancake Breakfast 6AM-10:30AM

SUPPORTED BY  
**TRAVEL WISCONSIN**



SCAN ME



Special thank you to the many businesses in the Wausau Area for your help bringing this amazing event to your community!! Please visit us at [www.tasteandglow.com](http://www.tasteandglow.com) for updated event information!



Shuttle service provided by:



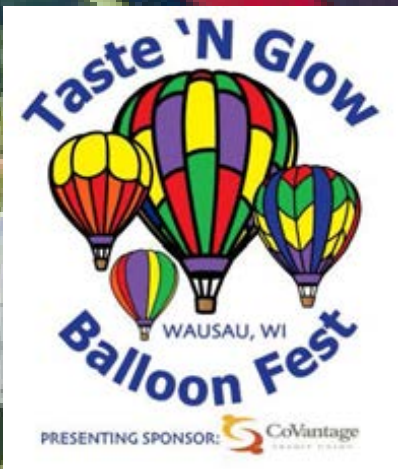
- |                               |                                  |                                  |
|-------------------------------|----------------------------------|----------------------------------|
| American Asphalt of Wisconsin | Habush, Habush & Rotier          | Pepsi                            |
| Antosch Enterprises           | Hansen Young Auction Group       | Pro Motor Sports                 |
| Bull Falls Harley Davidson    | J&D Tubebenders                  | Steve & Nancy Woller             |
| Charlie's Hardware            | Keller                           | SYMCO                            |
| Color Creations               | Marshfield Medical Center Weston | Trailmates Snowmobile Club       |
| Connexus Credit Union         | Modern Builders & Suppliers      | United Rentals                   |
| DuWayne Kreager Insurance     | Mullins Cheese                   | Urban Construction               |
| Festival Foods                | Mullins Whey                     | Wisconsin Valley Art Association |
| Graphic House, Inc.           | Nueske's Appleswood Smoked Meats |                                  |

[www.tasteandglow.com](http://www.tasteandglow.com)

Location - West of 141678 Stettin Dr., Wausau







# Taste 'N' Glow Balloon Festival

## 2023 Marketing Strategy





customer



research



idea



plan

# The Challenges



Create Awareness of 2023 Taste 'N' Glow Balloon Festival

01

02

Target & Attract Users with interests in Travel, Entertainment, & Events to Attend Festival.



Generate Awareness in Madison, Green Bay and Fox Valley, Milwaukee, Northern Illinois and Minneapolis areas.

03

DAVE KALLAWAY PHOTOGRAPHY





objectives



research



idea



plan

# How do we reach this critical audience?



attract

engage

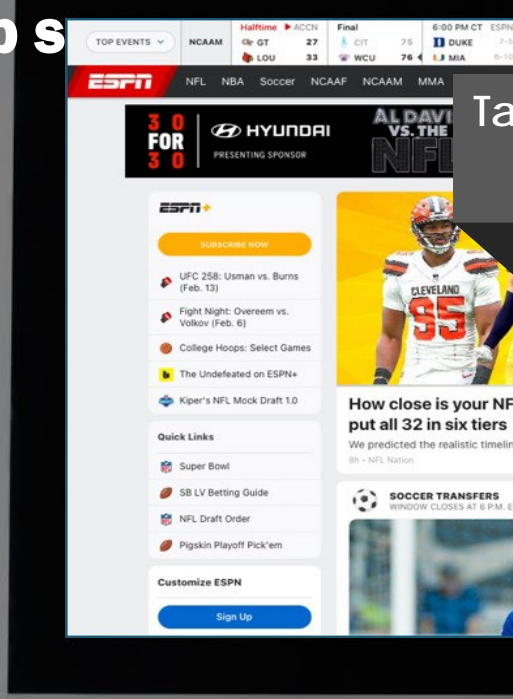
# AUDIENCE TARGETING

on sites & apps



Build brand awareness with targeted display. Based on users' behavior, interests and location.

Unleash the power of targeted video by delivering pre-roll video ads. Finding your customers early in their purchase journey.



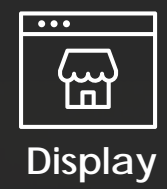
**Targeted Reach: Focused On Your Best Prospects**  
Reaching the right people, in the right places, at the right time

- Targeted Display
- Targeted Video

**Geo-Fencing:**  
Addressable, Event Targeting, Custom Fences

**Keyword:**  
Behavioral, Contextual

Site Retargeting



Display



Video



# Audience Targeting Display Ad Examples from 2022



Taste 'N Glow  
Balloon Fest

SUPPORTED BY  
TRAVEL  
WISCONSIN

**TASTE 'N GLOW  
BALLOON  
FESTIVAL 2022**

July 8th-10th  
Wausau, WI

40+ Balloons, Pro Log  
Rolling, Food, Drink & More!

[CLICK FOR MORE INFO](#)

This advertisement features a large, colorful hot air balloon shaped like a cartoon octopus with a smiling face, floating in a blue sky. Other smaller hot air balloons are visible in the background. The text is arranged in a clean, white layout on the left side of the image.



Taste 'N Glow  
Balloon Fest

Wausau, WI

PRESENTING SPONSOR 

**TASTE 'N GLOW  
BALLOON FESTIVAL 2022**

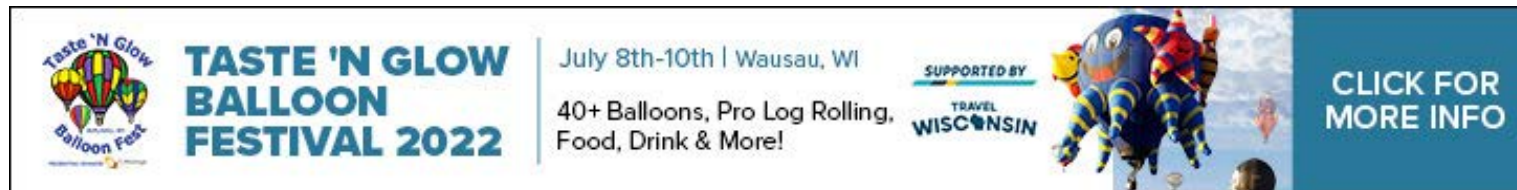
July 8th-10th | Wausau, WI

40+ Balloons, Pro Log Rolling,  
Food, Drink & More!

SUPPORTED BY  
TRAVEL  
WISCONSIN

[CLICK FOR MORE INFO](#)

This advertisement is similar to the first one but includes a logo for the presenting sponsor, Culinary, and a larger image of the octopus hot air balloon. The text is arranged in a clean, white layout on the left side of the image.



Taste 'N Glow  
Balloon Fest

**TASTE 'N GLOW  
BALLOON  
FESTIVAL 2022**

July 8th-10th | Wausau, WI

40+ Balloons, Pro Log Rolling,  
Food, Drink & More!

SUPPORTED BY  
TRAVEL  
WISCONSIN

[CLICK FOR MORE INFO](#)

This advertisement is a smaller version of the first one, featuring the octopus hot air balloon and the event details in a clean, white layout on the left side of the image.



attract

# PREMION

# OTT

Premium OTT: *First Run On The Best Content*

100% Direct Access Delivering Premium Content, Premium Reach, Premium Reporting

Utilize the leading OTT advertising platform. Reach streaming video viewers through 125+ premium direct publishing partners on all devices.

TAG certified against fraud, with NO open-exchange inventory.

#### Geography:

From State-Wide down to the Zip Code

#### Demographic:

Gender: Adults, Male, Female

Ages: 18+, 18-34, 18-49, 25-54, 35+, 55+

#### Household:

Homeowner/Renter, Presence of children, Income, Home value, Education, Marital status, Political

#### Consumer:

Interest, In-Market shoppers, Intenders

#### Sports:

Ads only shown on sports content

#### Spanish Language:

Ads shown on Spanish language content and to Spanish speaking households



Video



objectives



customer



research



idea



plan



# Targeted Streaming TV

*Streaming TV is video content such as TV Shows, Movies, Sports, & Live TV that can be viewed using an internet-enabled streaming device, without requiring a cable or satellite subscription.*



& **PREMIUM**

**WSAW is the EXCLUSIVE vendor for Premium in the Wausau DMA**



**100% Premium Content**



**Non-Skippable Inventory**



**Detailed Targeting**



**Transparent Reporting**



**Direct Relationships With 125+**



**Vendors  
Adjustable CPM's**



**COOKING**  
CHANNEL



**ESPN**



**tubi**

**BET★**



**fubo<sup>TV</sup>**

**sling**

**TLC**

**HGTV**

# Green Bay / Fox Cities Market

✓ Digital Campaign Strategies (June 5<sup>th</sup> – July 6<sup>th</sup> 2023)

✓ O.T.T. (Streaming TV)

✓ 100,000 (:30) Second Targeted Commercials

✓ Targeting:

✓ Adults 25-54 with Children in Household

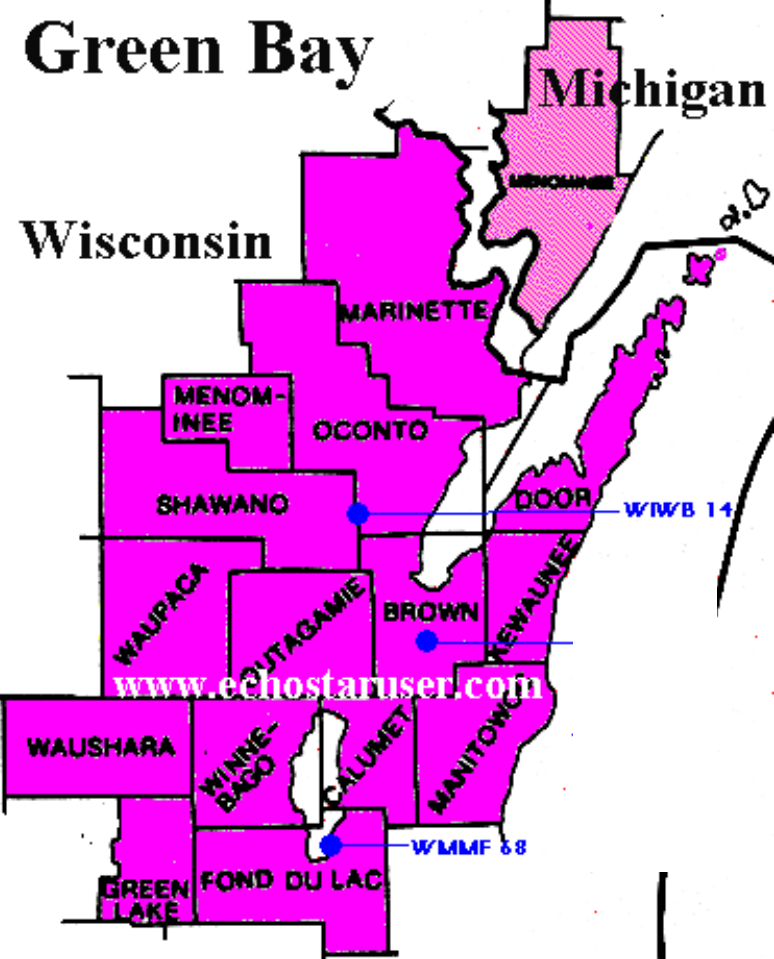
✓ Young Adults 18-34

✓ Audience Targeting Display/Video

✓ 250,000 Display Impressions

✓ 80,000 Video Impressions

✓ Keyword & Behavioral Targeting (Events, Entertainment, Festivals, etc..)



PRESENTING SPONSOR: CoVantage



# Madison, WI Market

## ✓ Digital Campaign Strategies (June 5<sup>th</sup> – July 6<sup>th</sup> 2023)

### ✓ O.T.T. (Streaming TV)

- ✓ 125,000 (:30) Second Targeted Commercials

### ✓ Targeting:

- ✓ Adults 25-54 with Children in Household
- ✓ Young Adults 18-34

### ✓ Audience Targeting Display/Video

- ✓ 312,500 Display Impressions
- ✓ 100,000 Video Impressions
- ✓ Keyword & Behavioral Targeting (Events, Entertainment, Festivals, etc..)



# Milwaukee, WI Market

## ✓ Digital Campaign Strategies (June 5<sup>th</sup> – July 6<sup>th</sup> 2023)

### ✓ O.T.T. (Streaming TV)

- ✓ 150,000 (:30) Second Targeted Commercials

### ✓ Targeting:

- ✓ Adults 25-54 with Children in Household
- ✓ Young Adults 18-34

### ✓ Audience Targeting Display/Video

- ✓ 375,000 Display Impressions
- ✓ 120,000 Video Impressions

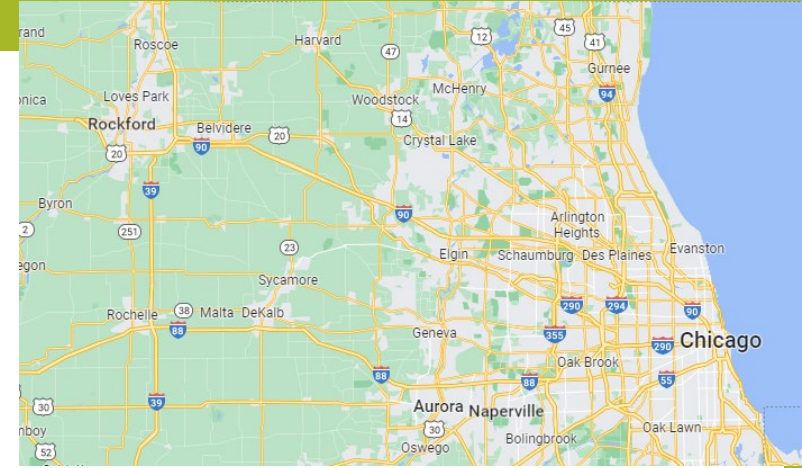
- ✓ Keyword & Behavioral Targeting (Events, Entertainment, Festivals, etc..)



PRESENTING SPONSOR: CoVantage

# Chicagoland / Northern IL Market

✓ Digital Campaign Strategies (June 5<sup>th</sup> – July 6<sup>th</sup> 2023)



✓ O.T.T. (Streaming TV)

✓ 187,500 (:30) Second Targeted Commercials

✓ Targeting:

✓ Adults 25-54 with Children in Household

✓ Young Adults 18-34

✓ Audience Targeting Display/Video

✓ 468,750 Display Impressions

✓ 150,000 Video Impressions

✓ Keyword & Behavioral Targeting (Events, Entertainment, Festivals, etc..)



# Minneapolis, MN Market

## ✓ Digital Campaign Strategies (June 5<sup>th</sup> – July 6<sup>th</sup> 2023)

### ✓ O.T.T. (Streaming TV)

✓ 187,500 (:30) Second Targeted Commercials

#### ✓ Targeting:

✓ Adults 25-54 with Children in Household

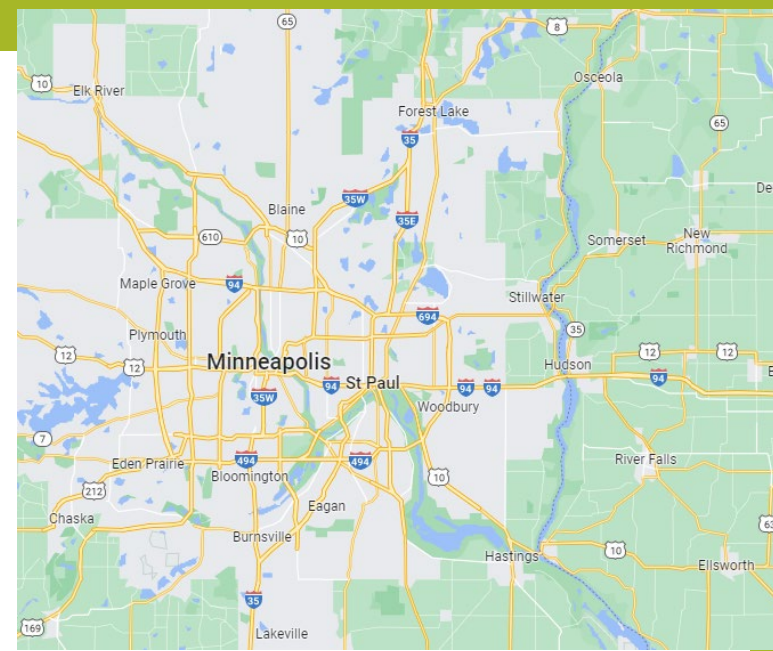
✓ Young Adults 18-34

### ✓ Audience Targeting Display/Video

✓ 468,750 Display Impressions

✓ 150,000 Video Impressions

✓ Keyword & Behavioral Targeting (Events, Entertainment, Festivals, etc..)



# Gray Digital Media – Performance Insights Dashboard Example #1



## PREMION OTT PERFORMANCE



Advertiser

Marthaler Chevrolet Buick of Minocqua

Impressions  
**66,378**

Reach  
**11,143**

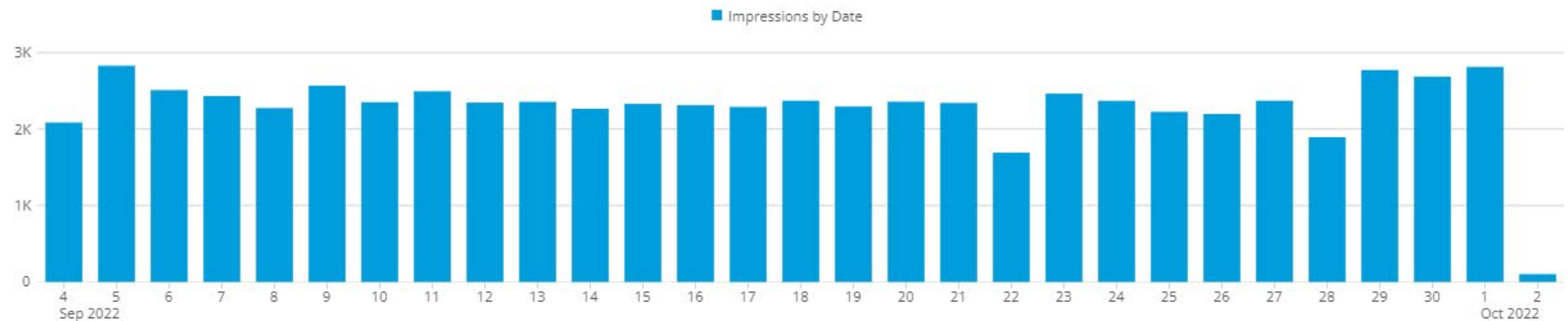
Frequency  
**5.96**

Quick Date Selector

Weeks Months

- This week
- Last week
- Last 2 weeks
- Last 3 weeks
- Last 4 weeks
- Last 53 weeks

15



Choose Campaign

Select all (1)

REVISED - Marthaler Chevrolet Buick OTT 2022 / JUN-DEC

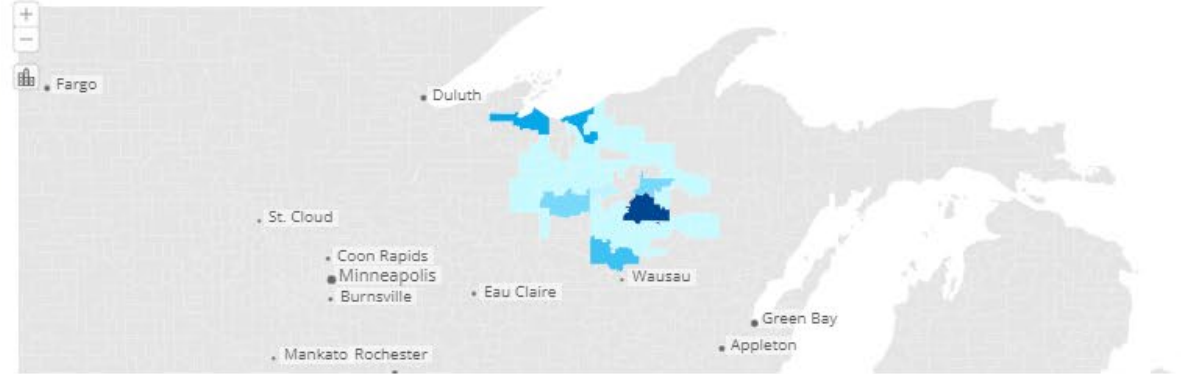
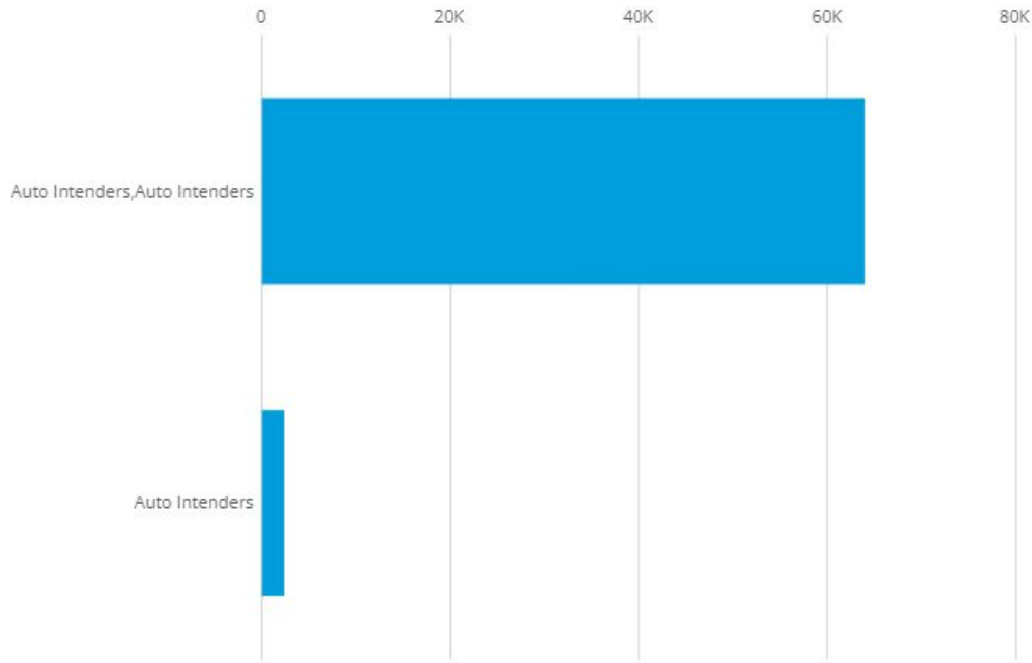
Campaign Name	Impressions	Reach	Frequency
REVISED - Marthaler Chevrolet Buick OTT 2022 / JUN-DEC	66,378	11,143	5.96



# Gray Digital Media – Performance Insights Dashboard Example #3

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Impressions by Target Audience & Content Channels



Zipcode	Target Geography	Impressions
54501	Zip Option - Minocqua	18,462
49938	Zip Option - Minocqua	10,207
54806	Zip Option - Minocqua	9,110
54452	Zip Option - Minocqua	7,748
54555	Zip Option - Minocqua	5,545
54521	Zip Option - Minocqua	5,170
54548	Zip Option - Minocqua	2,392
54552	Zip Option - Minocqua	1,391
54487	Zip Option - Minocqua	946
54566	Zip Option - Minocqua	678
54538	Zip Option - Minocqua	593
54463	Zip Option - Minocqua	524
54520	Zip Option - Minocqua	523
54534	Zip Option - Minocqua	429
54545	Zip Option - Minocqua	399
54562	Zip Option - Minocqua	360
54428	Zip Option - Minocqua	278

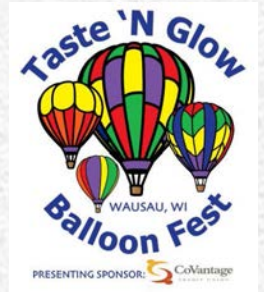
all networks 100%

# WSAW In-Kind Value – 2023 Festival



## Presenting Sponsorship (\$10,000 Value)

- ✓ **WSAW/WZAW News Coverage**
  - ✓ Pre-Event, During Event, and Post-Event News Coverage
  - ✓ WSAW Emcee Opportunities for Event Promotion
- ✓ **(2) WSAW Facebook Live Segments**
  - ✓ To be posted on WSAW Facebook Page prior to/during event
- ✓ **:30 Second Promo Schedule (Run Dates: 6/5/23 – 7/6/23)**
  - ✓ WSAW (CBS) – 8x per week
  - ✓ WZAW (FOX) – 10x per week
  - ✓ WYOW (THE CW) – 10x per week
  - ✓ ESAW (MeTV) – 10x per week
  - ✓ JSAW (Circle TV) – 10x per week
- ✓ **:15 Second WSAW.com / Mobile Pre-Roll Video promo schedule**
  - ✓ 10,000 impressions to run from 6/5/23 – 7/6/23



objectives



customer



research



plan



# WSAW In-Kind Value – 2023 Festival



## Broadcast TV Schedule (\$5,000 Value)

Run Dates: 6/5/23 – 7/6/23

- ▶ **WSAW (CBS)**
  - Broad Rotator 5a-11p - 6x per week
  - News / Prime Rotator 5p-11p - 4x per week
- ▶ **WZAW (FOX)**
  - Broad Rotator 7a-11p - 12x per week
  - News / Prime Rotator 4p-10p - 5x per week
- ▶ **ESAW (MeTV)**
  - Broad Rotator 6a-10p - 15x per week
- ▶ **JSAW (Circle TV)**
  - Broad Rotator 6a-10p - 15x per week
- ▶ **WYOW (The CW)**
  - Broad Rotator 6a-10p - 15x per week

### TV Schedule Summary

- 288 Commercials
- Households: Wausau/Rhinelanders
  - 86.5% Reach
  - 6.2 Frequency
  - \$5,000 Value
- June 5th – July 6 2023



objectives



customer



research



plan



# WSAW In-Kind Value – 2023 Festival



**WSAW.com / Mobile Digital (\$5,000 Value)**

**Run Dates: June 5<sup>th</sup> – July 6<sup>th</sup> 2023**

- ✓ **WSAW.com & Mobile Site Takeover Ads**
  - ✓ **Includes : Site Wrap, Opening App Ad, Floating Footer**
  - ✓ **Dates: 6/26, 6/28, 6/30, 7/2, 7/5**
- ✓ **ROS Display Ads**
  - ✓ **WSAW.com / Mobile / WSAW News App**
  - ✓ **200,000 impressions**



objectives



customer



research



plan



# Campaign Summary

Campaign	Recommended Strategy June 5 <sup>th</sup> , 2023 – July 6 <sup>th</sup> 2023	
Green Bay / Fox Valley, WI	O.T.T. – Streaming TV Audience Targeting	\$8,000
Madison, WI	O.T.T. – Streaming TV Audience Targeting	\$10,000
Milwaukee, WI Market	O.T.T. – Streaming TV Audience Targeting	\$12,000
Northern Illinois Market	O.T.T. – Streaming TV Audience Targeting	\$15,000
Minneapolis, MN Market	O.T.T. – Streaming TV Audience Targeting	\$15,000
Investment:	WSAW In-Kind Value: \$20,000 - Presenting Sponsor, Broadcast TV, Digital <b>Total Investment: \$60,000</b>	







Presenting Sponsor  CoVantage  
CREDIT UNION



**Total Investment : \$60,000**

(WSAW In-Kind Value: \$20,000)

**Dates: June 5<sup>th</sup> – July 6<sup>th</sup> 2023**

Yes! Please Sign Me Up!

Advertiser: \_\_\_\_\_

Date: \_\_\_\_\_





objectives



customer



research



idea



plan

# THANK YOU!

## CONTACT ME

**Gunnar Tessmer**  
Digital Sales Manager



**715-690-1956**



**Gunnar.Tessmer@wsaw.com**



Taste N Glow Balloon Fest Board of Directors

Steve Woller – President

Randy Thurs – Vice President

Jodi Maguire – Secretary

Dave Oberbeck – Treasurer

Chris Jilek – Board Member



**Id:** c8328de7-3f4b-4665-8de1-46d094f21478

**Bucket:** ApplicationSubmitted\_TourismGrant

**Created:** 4/30/2023 5:06:35 PM

**Updated:** 5/1/2023 2:06:35 AM

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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

| Wisconsin Valley Art Association

Authorized Official First Name

| Gloriann

Authorized Official Last Name

| Doyle

Authorized Official Title

| Board of Director - Treasure

Email Address

| gloriann.wvaa@gmail.com

Organization Website URL

| <http://wivalleyart.org>

Street Address

| PO Box 1791

City

| Wausau

State

| WI

Zip

| 54455

Daytime Telephone

| 7155814831

## Grant Information

Staff Notes

Grant Request Amount

█ \$10,000.00

Total Project/Event Budget

█ \$30,627.00

Event Date(s) or Date Range

█ September 9 & 10 2023

Event Location

█ Marathon Park - Eastgate Hall & Exhibition Building

Projected Number of Attendees

█ 20,000 Local Participants 30,000 From outside 90 miles and total for the weekend 50,000

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

█ Yes

Please describe:

█ Just received from the City of Weston \$3000.00. In the 48 years we have been doing this event this is the first year we are applying for grants.

Estimated Number of Hotel Stays from the Project/Event

█ 225

█ Existing Event/Project

Project/Event Description

█ Art in the Park 2023 will be our 48th year organized by the Wisconsin Valley Art Association being run by 100% volunteers. This event brings together more than 130 juried artists and crafters from 25 states in the East Gate Hall and Exhibition buildings in Marathon Park in Wausau WI. There is a variety of Art and Crafts styles, and price points for viewing and purchase. We also include local nonprofit and local businesses in our food court. We offer a family craft area for children to explore their creativity free of charge. Art in the Park weekend is truly a unique event that brings in 50,000 visitors to the 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

With the anticipation of receiving this grant we are excited to be able to expand our marketing efforts beyond the Wausau Area as we work with the CVB and as we have outlined it below. Historically we used radio and limited online advertising.

### Marketing Media Description

Facebook Targeted Ads

### Locations covered by the media/ publication

WI targeted Milwaukee, Madison, Green Bay, Appleton, Eau Claire and Chippewa Falls as well as Chicago and the Twin Cities.

### Approximate dates

05/01/2023 - 09/10/2023

### Expected Cost

2000.00

### Grant Request

2000.00

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### Marketing Media Description

CVB-Web and Print

### Locations covered by the media/ publication

Statewide

### Approximate dates

05/01/2023 - 09/10/2023

### Expected Cost

1300.00

### Grant Request

1300.00

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### Marketing Media Description

Digicopy-Brochure

### Locations covered by the media/ publication

Nationwide

### Approximate dates

05/01/2023 - 09/10/2023

Expected Cost

2000.00

Grant Request

2000.00

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Marketing Media Description

Midwest Communications on air promotional announcements, Digital Addressable Geo-Fencing and Site Retargeting.

Locations covered by the media/ publication

Wausau and Surrounding Area

Approximate dates

08/01/2023 - 09/10/2023.

Expected Cost

1000.00

Grant Request

1000.00

---

Marketing Media Description

WPR Raido

Locations covered by the media/ publication

Statewide

Approximate dates

08/01/2023 - 09/10/2023

Expected Cost

1500.00

Grant Request

1500.00

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Marketing Media Description

Google Search Ads

Locations covered by the media/ publication

WI, Chicago & Twin Cities

Approximate dates

08/01/2023 - 09/10/2023

Expected Cost

2000.00

Grant Request

2000.00

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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.

Our vendors alone require at least a two-night stay, but many requiring 3, for overnight lodging based on the information we receive on our applications. This is 75% of our vendors. We also survey attendees of Art in the Park which has revealed that 39% were day-trip visitors and 43% were overnight visitors of the 3500 people who took the survey. As we continue to work with the CVB will have access to better reporting on the effectiveness of our marketing campaigns using data shared with us from the CVB access from Zartico.

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

Each year we conduct an artist/crafter survey and have been able to generate 70-80 rooms from that category. Being a free admission festival we can only rely on the people taking time to complete our survey as explained above. We do know however that many are driving from 90miles away from Wausau to our event which includes out of state residents

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

No

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

## Required Documents

Staff Notes

ORGANIZATION WIDE BUDGET

See uploaded files:

- 'WVAA OPERATING BUDGET 2023-2024.pdf' (id: 562cf5d3-f53e-4dc1-89d2-9ce7e99540f3)

## PROJECT OR EVENT BUDGET

See uploaded files:

- 'AIP BUDGET 2023.pdf' (id: a7cbb197-ef0f-43c3-a950-72c708a1cf42)

## RECENT YEAREND FINANCIAL STATEMENTS

See uploaded files:

- '2022 pl statement.pdf' (id: 129a544f-2b2a-4a76-9a68-534bfe7fafff)

## IRS DETERMINATION

See uploaded files:

- '501CPAPERWORK.pdf' (id: 1b132666-3ea0-4085-bd33-34e328ca1b05)

## BOARD OF DIRECTORS

See uploaded files:

- 'WVAA Board.pdf' (id: 4c6ae7a1-301a-461b-b593-418e5a126fde)

## Submit

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

Applicant Full Name

Gloriann Doyle

Applicant Title

Board of Director - Treasure

## Approval Of Application

Begin User

gloriann.wvaa@gmail.com

Begin Date

4/30/2023 3:31:54 PM

Submitted User

gloriann.wvaa@gmail.com

Submitted Date

4/30/2023 5:06:35 PM



Original Completed Application

See '2023-04-30-2206.pdf' (id: 15039713-51db-4fd0-9af1-da530ed5e89c)

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







## Wisconsin Valley Art Association AIP Budget 2023

			2023
			<b>Budget</b>
<b>Income</b>			
2001.00	AIP Booth Fees		\$22,000.00
2001.01	AIP Booth Electric		\$700.00
2001.02	AIP Screening Fees		\$300.00
2001.03	AIP Food Court		\$3,000.00
2001.05	AIP Potential Grant-Weston		\$3,000.00
2001.06	AIP Potential Grant-Wausau		\$10,000.00
<b>Total Income</b>			<b>\$39,000.00</b>
<b>Expense</b>			
4100.00	AIP Building Rental-Marathon Park-2 Buildings Only		\$9,962.00
4100.00	AIP Building Deposit		\$200.00
4210.00	AIP Parking		\$2,000.00
4215.00	AIP Clean Up Help		\$1,000.00
4220.00	AIP Security		\$600.00
4230.00	AIP Electrical		\$1,800.00
42400.00	AIP Sanitation		\$600.00
4250.02	AIP Volunteers Food Vouchers		\$150.00
4250.07	AIP Artrageous Fee		\$1,000.00
4320.01	AIP Advertising Brochure		\$2,000.00
4320.02	AIP Advertising Facebook Targeted ads		\$2,000.00
4320.03	AIP Advertising CVB Web and Print		\$1,300.00
4320.04	AIP Advertising Midwest Communications		\$1,000.00
4320.05	AIP Advertising WPR radio		\$1,500.00
4320.06	AIP Advertising Google Search Ads		\$2,000.00
4370.00	AIP Recruitment		\$300.00
4610.00	AIP Exhibitors Printng/Mailings		\$800.00
4640.02	AIP Exhibitors Postage		\$125.00
4610.05	AIP Booth Drawing		\$50.00
4635.01	AIP Office Supplies		\$250.00
4800.00	AIP Coffee Donuts and Coffee		\$150.00
7320.30	AIP Workers' Compensation Insurance		\$990.00
7320.30	AIP Umbrella Liability		\$850.00
<b>Total Expenses</b>			<b>\$30,627.00</b>

**Wisconsin Valley Art Association**  
**Profit & Loss**  
January through December 2022

	<b>Jan - Dec 22</b>
<b>Income</b>	
2000.00 · Committee Income	
2709.00 · Education Committee Rev	
2709.25 · Art Scholarship Gail Jaeger	335.00
2709.00 · Education Committee Rev - Other	1,430.00
<b>Total 2709.00 · Education Committee Rev</b>	<b>1,765.00</b>
<b>Total 2000.00 · Committee Income</b>	<b>1,765.00</b>
2100.00 · Membership Dues	
2108.00 · Current Year Membership	
2108.01 · Life Membership	25.00
2108.03 · Individual membership	455.00
2108.04 · Family Membership	30.00
2108.00 · Current Year Membership - Other	90.00
<b>Total 2108.00 · Current Year Membership</b>	<b>600.00</b>
2100.00 · Membership Dues - Other	760.00
<b>Total 2100.00 · Membership Dues</b>	<b>1,360.00</b>
2500.00 · Prepaid Items	
2510.00 · Unearned Income Early Dues	-25.00
<b>Total 2500.00 · Prepaid Items</b>	<b>-25.00</b>
2710.00 · Member Show Committee Rev	
2711.00 · Exhibitor Fees	580.00
<b>Total 2710.00 · Member Show Committee Rev</b>	<b>580.00</b>
2720.00 · Wrap Show Committee Rev	
2721.00 · Exhibitor Fees	690.00
<b>Total 2720.00 · Wrap Show Committee Rev</b>	<b>690.00</b>
2900.00 · Art In The Park	
2001.00 · Booth Fees Starting 2018	21,340.00
2002.00 · Electric Fees Starting 2018	435.00
2004.00 · Screening Fees Starting 2018	350.00
2923.00 · AIP Sales	
2960.00 · Sales	
2960.03 · Totes	73.00
2960.06 · Coffee and Donuts	201.01
2960.99 · Miscellaneous Sales	250.00
<b>Total 2960.00 · Sales</b>	<b>524.01</b>
<b>Total 2923.00 · AIP Sales</b>	<b>524.01</b>
2925.00 · Picnic Tickets	425.00
2930.00 · Food Vendors	4,100.00
2935.00 · Advertising	
2935.10 · A-I-P Brochure	550.00
<b>Total 2935.00 · Advertising</b>	<b>550.00</b>
2950.00 · Miscellaneous	-39.95
<b>Total 2900.00 · Art In The Park</b>	<b>27,684.06</b>
2931.00 · Raffle Ticket Sales	1,250.00
2931.01 · Silent Auction	190.00

**Wisconsin Valley Art Association**  
**Profit & Loss**  
January through December 2022

	<b>Jan - Dec 22</b>
<b>Total Income</b>	33,494.06
<b>Gross Profit</b>	33,494.06
<b>Expense</b>	
<b>4000.00 · Art in the Park Expenses</b>	
<b>4100.00 · Building Rental</b>	9,222.80
<b>4200.00 · Services</b>	
4220.00 · Security	550.00
4230.00 · Electrical	1,100.00
4240.00 · Sanitation	300.95
<b>4250.00 · Volunteers</b>	
4250.01 · AIP Tie-Dye T-Shirts	656.20
4250.02 · Food Vouchers	85.00
<b>Total 4250.00 · Volunteers</b>	741.20
<b>Total 4200.00 · Services</b>	2,692.15
<b>4300.00 · Advertising</b>	
4310.00 · Artrageous	1,000.00
4320.00 · A-I-P Brochure	1,500.00
4330.00 · Other	2,033.00
<b>Total 4300.00 · Advertising</b>	4,533.00
4400.00 · Picnic	1,000.00
4450.00 · Food Vendors	150.00
4500.00 · Kids Crafts	165.69
<b>4600.00 · Exhibitors</b>	
<b>4610.00 · Mailings</b>	
4610.01 · Printing	330.90
4610.02 · Postage	94.25
<b>Total 4610.00 · Mailings</b>	425.15
<b>4635.00 · Supplies, other</b>	
4635.01 · Office Supplies	59.84
4635.00 · Supplies, other - Other	26.99
<b>Total 4635.00 · Supplies, other</b>	86.83
4650.00 · Awards	444.50
4690.01 · Art in the Park-Booth Refund	475.00
<b>Total 4600.00 · Exhibitors</b>	1,431.48
4700.00 · Miscellaneous	54.88
4800.00 · Coffee and Donuts	140.73
<b>4900.00 · Members Booth</b>	
4900.20 · Donuts and Coffee	165.96
<b>Total 4900.00 · Members Booth</b>	165.96
<b>Total 4000.00 · Art in the Park Expenses</b>	19,556.69
<b>4280.00 · Raffle</b>	
4280.01 · Licensing Fee	25.50
4282.00 · Tables	527.27
<b>Total 4280.00 · Raffle</b>	552.77
<b>5080.00 · Education Committee Exp</b>	

Wisconsin Valley Art Association  
**Profit & Loss**  
January through December 2022

	<u>Jan - Dec 22</u>
5080.01 · Instructor Fees	750.00
5080.20 · Education - Room Rental	175.00
7220.00 · Monthly Meeting Programs	
7221.00 · Supplies	21.88
7222.00 · Instructors	250.00
<b>Total 7220.00 · Monthly Meeting Programs</b>	<u>271.88</u>
<b>Total 5080.00 · Education Committee Exp</b>	1,196.88
5100.00 · Member Show Committee Exp	
5101.00 · Cash Awards and Plaques	
5101.02 · Carol Mularkey Member's Choice	75.00
5101.03 · Judge's Choice #1	75.00
5101.04 · Judge's Choice #2	75.00
5101.05 · Judge's Choice #3	75.00
5101.06 · Judge's Choice #4	75.00
5101.07 · Honorable Mention #1	20.00
5101.08 · Honorable Mention #2	20.00
5101.09 · Honorable Mention #3	20.00
5101.10 · Honorable Mention #4	20.00
<b>Total 5101.00 · Cash Awards and Plaques</b>	455.00
5102.00 · Judge's fee	150.00
5103.00 · Reception	89.82
5104.00 · Printing	440.46
5106.00 · Plaques	400.00
<b>Total 5100.00 · Member Show Committee Exp</b>	1,535.28
5200.00 · Wrap Show Committee Exp	
5210.00 · Exhibitor Fees	375.00
5211.00 · Workshop Instructor	125.00
5215.00 · Judge	125.00
5230.00 · Refreshments	116.17
5240.00 · Postage	33.00
<b>Total 5200.00 · Wrap Show Committee Exp</b>	774.17
5400.00 · Spring Banquet Committee Exp	
5420.00 · Decorations	39.92
<b>Total 5400.00 · Spring Banquet Committee Exp</b>	39.92
5500.00 · Christmas Dinner Committee Exp	
5570.00 · Purchase Awards	111.52
<b>Total 5500.00 · Christmas Dinner Committee Exp</b>	111.52
6000.00 · Grants	
6300.00 · Grants-Scholarships	
6370.00 · Art Institutes	
6370.01 · Center for the Visual Arts	1,500.00
6370.02 · Leigh Yackey Woodson Art Museum	1,500.00
<b>Total 6370.00 · Art Institutes</b>	<u>3,000.00</u>
<b>Total 6300.00 · Grants-Scholarships</b>	<u>3,000.00</u>
<b>Total 6000.00 · Grants</b>	<u>3,000.00</u>



**Wisconsin Valley Art Association**  
**Profit & Loss**  
January through December 2022

	<b>Jan - Dec 22</b>
6310.00 · Scholarship Committee Exp	1,120.00
<b>7000.00 · Operating Expenses</b>	
5007.00 · STAMP Committee Exp	
5700.20 · STAMP-- Awards	125.00
5700.30 · STAMP--Judge Fee	100.00
5700.40 · STAMP--Service/Supplies	167.52
<b>Total 5007.00 · STAMP Committee Exp</b>	<b>392.52</b>
<b>7200.00 · Meetings</b>	
7240.00 · Meeting Room	150.00
<b>Total 7200.00 · Meetings</b>	<b>150.00</b>
<b>7300.00 · Services</b>	
7310.00 · Website	670.00
7315.00 · Postal Box	106.00
7320.00 · Insurance	
7320.10 · General Liability Insurance	667.00
7320.20 · Umbrella Liability insurance	600.00
7320.30 · Workers' Compensation Insurance	-374.00
7320.00 · Insurance - Other	-621.00
<b>Total 7320.00 · Insurance</b>	<b>272.00</b>
7325.00 · Legal	10.00
7330.00 · Banking	
7330.01 · Checks	409.94
<b>Total 7330.00 · Banking</b>	<b>409.94</b>
7345.00 · Storage Facility	1,230.00
<b>Total 7300.00 · Services</b>	<b>2,697.94</b>
7500.00 · Sunshine Committee Exp	125.00
7710.01 · President	95.00
7710.03 · Treasurer	
7740.01 · Postage	65.00
7740.06 · Toner Cartridge	93.68
7740.69 · Miscellaneous Office Supplies	252.51
<b>Total 7710.03 · Treasurer</b>	<b>411.19</b>
7710.05 · Corresponding Secretary	
7100.00 · Newsletter	
7120.00 · Postage	100.00
<b>Total 7100.00 · Newsletter</b>	<b>100.00</b>
7710.05 · Corresponding Secretary - Other	17.91
<b>Total 7710.05 · Corresponding Secretary</b>	<b>117.91</b>
<b>Total 7000.00 · Operating Expenses</b>	<b>3,989.56</b>
<b>Total Expense</b>	<b>31,876.79</b>
<b>Net Income</b>	<b>1,617.27</b>



## **Wisconsin Valley Art Association Board of Directors – 2023**

**Shyanne Borchardt**  
*President*

**Dennis Kruzan**  
*Vice Presidents*

**Gloriann Doyle**  
*Treasurer*

**Richard Builer**  
*Recording Secretary*

**Lee Ann Schulz**  
*Corresponding Secretary*

**Jan Pflieger**  
*Past President*

**Debra Mortensen**  
*Past President*

**Id:**

**Bucket:** ApplicationSubmitted\_TourismGrant

**Created:** 6/12/2023 2:59:32 PM

**Updated:** 6/12/2023 2:59:32 PM

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## 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
  - 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

| Willow Springs Garden

Authorized Official First Name

| Peggy

Authorized Official Last Name

| Griffin

Authorized Official Title

| Owner/Operator

Email Address

| pkgriffin49@gmail.com

Organization Website URL

| <https://www.willowspringsgardens.com/>

Street Address

| 5480 Hillcrest Drive

City

| Wausau

State

| WI

Zip

| 54401

Daytime Telephone

| 715-675-1171

## Grant Information

Staff Notes

Grant Request Amount

█ \$10,000.00

Total Project/Event Budget

█ \$10,000.00

Event Date(s) or Date Range

█ 07/2024 to 06/2025

Event Location

█ Willow Springs Garden 5480 Hillcrest Drive

Projected Number of Attendees

█ 20,000

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

█ 400

█ Existing Event/Project

Project/Event Description

█ Willow Springs Garden host a wide variety of activities such as festivals, special themed dinners, concerts and corn mazes to name a few. Marketing funds supported by room tax dollars would go towards advertising and marketing outside of the 90 mile radius. Willow Springs Garden is a hidden "jem" in Wausau with a lot of visitors to our area not knowing what type of venue it is. Marketing funds will be used to market the different events we host to promote more day trippers and overnight stays to the Greater 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

█ To market Willow Springs Garden outside the 90 miles outside of the Wausau Area. To get more exposure of the events we host and manage to increase attendance and overnight stays.

-

Marketing Media Description

▮ Digital marketing with WSAW with OTT commercials

Locations covered by the media/ publication

▮ Northern, Southern, Eastern, and Western Wisconsin

Approximate dates

▮ 08/2024 to 03/2025

Expected Cost

▮ 10000.00

Grant Request

▮ 10000.00

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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.

▮ Willow Springs Garden will be partnering with the Wausau CVB to utilize their data findings through Zartico. They have added Willow Springs Garden as a POI in the system so they will be able to give us feedback on where visitors are coming from outside the 90 miles radius along with the target markets. This will help us determine our future marketing strategies for future campaigns.

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

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

▮ Yes

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

▮ Willow Springs Garden will be working with the Wausau CVB to connect us with the area hotels. We will be asking each hotel to give us a quantity of rooms for our festivals and larger events.

## Required Documents

Staff Notes

ORGANIZATION WIDE BUDGET

No files uploaded.

#### PROJECT OR EVENT BUDGET

No files uploaded.

#### RECENT YEAREND FINANCIAL STATEMENTS

*See uploaded files:*

- 'Willow Springs Garden Budget.docx' (id: f448e8cb-af47-4ab9-9c1a-9b145eb5585d)

#### IRS DETERMINATION

No files uploaded.

#### BOARD OF DIRECTORS

No files uploaded.

## 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

Peggy Griffin

Applicant Title

Owner

## Approval Of Application

Begin User

pkgriffin49@gmail.com

Begin Date

6/12/2023 2:10:17 PM

Submitted User

pkgriffin49@gmail.com

Submitted Date

6/12/2023 2:59:32 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

## Willow Springs Garden Budget

Advertising: \$5000

Entertainment: \$5000

Food and supplies \$10,000

Staff \$10,000

Supplies \$5000

Mics. \$5000

**Id:**

**Bucket:** ApplicationSubmitted\_TourismGrant

**Created:** 6/20/2023 8:23:20 AM

**Updated:** 6/20/2023 8:23:20 AM

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## City of Wausau Tourism Grant

---

### Getting Started



### City of Wausau

## COMMISSION ROOM TAX TOURISM GRANT APPLICATION

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

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- Not for Profit Organization is in good standing with the City.
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- Repeat grant applicants have filed timely post event reports.

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**GRANT LIMITS:**

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- Grants will be limited based upon funding.

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- The grant application will serve as a grant agreement and must be signed by an authorized official within the organization.
- The grant expires one year after awarded by the Room Tax Commission.
- Grantees should request funds via email request to [mgroat@ci.wausau.wi.us](mailto:mgroat@ci.wausau.wi.us)

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  - 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 Offroad Cycling Coalition

Authorized Official First Name

Aaron

Authorized Official Last Name

Ruff

Authorized Official Title

President

Email Address

aruff06@gmail.com

Organization Website URL

www.cwocc.org

Street Address

PO Box 745

City

Wausau

State

WI

Zip

54402

Daytime Telephone

7154324252

## Grant Information

Staff Notes

Grant Request Amount

\$25,000.00

Total Project/Event Budget

\$96,543.00

Event Date(s) or Date Range

Trail Construction would occur in 2024

Event Location

Sylvan Hill Mountain Bike Park

Projected Number of Attendees

1500+

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

No

Please describe:

Estimated Number of Hotel Stays from the Project/Event

Existing Event/Project

Project/Event Description

The Central Wisconsin Offroad Cycling Coalition (CWOCC) was formed in 2012 as a chapter of the International Mountain Bike Association (IMBA) and is recognized as a subordinate 501©(3) of IMBA's 501©(3). CWOCC's mission is to educate through trail advocacy and promote fitness, group activities, as well as exploring nature. CWOCC is dedicated to maintaining, designing and building sustainable, environmentally sound, offroad bicycling trails.

CWOCC is leading the way towards the vision of creating the greater Wausau, WI area into an IMBA Ride Center. With the support of Marathon County government, investment from local foundations, numerous business sponsorships, club memberships, and thousands of volunteer hours, CWOCC's efforts have generated over \$600,000 into creating better mountain biking in the greater Wausau area.

Currently, CWOCC maintains nearly 65 miles of singletrack mountain bike trails on six trail systems and grooms 35 miles for winter fat biking. - Nine Mile County Forest Recreation Area – 13 miles of deep woods, cross country singletrack - Underdown Recreation Area – 25+ miles of rugged backcountry singletrack - Prairie Dells – 6 miles of scenic cross country singletrack and winter fat biking - Big Eau Pleine County Park – 10+ miles of cross country singletrack, beach riding, and winter fat biking - Sylvan Hill Mountain Bike Park – Downhill mountain bike park with pump track and skills area - Ringle Trails – 10 miles of professionally built flow trail and winter fat biking

With the support the of the Wausau and Marathon County Parks, Recreation, and Forestry Department (WMC-PRF), CWOCC has moved forward with Phase II of mountain bike trail improvements and enhancements at Sylvan Hill Mountain Bike Park. Phase II includes a comprehensive improvement plan for the current mountain bike trails at Sylvan Hill Mountain Bike Park, as well significant new additions such as an expanding skills area, dirt jump zone, and flow tech downhill. Please see the attached project plan for more detailed project information and maps.

Phase II at Sylvan Hill Mountain Bike Park will be executed using a phased approach over a 4-year period. CWOCC and the

WMC-PRF have prioritized the phases for construction based on most immediate need.

In 2021, the project focused on construction of a new Return Trail and improvements to the existing downhill trails.

The Return Trail is the "climbing" trail that all riders will use to return to the summit of the bike park. A new Return Trail was needed for several reasons as outlined in the attached plan. Construction of a new Return Trail allowed CWOCC to repurpose the old climbing trail into another downhill only trail, which will be more beginner-friendly.

2021 construction will also focus on improvements to the four existing downhill trails (Sylvan's Loop, Bad Rabbit, Twisted Oak, Fish Hook) at the bike park. The combination of four years of rider usage and Wisconsin's annual cold winters and spring thaws has accelerated the need for trail resurfacing and improvements on technical features like berms, jumps, and tabletops.

In 2022, construction focused on improvements to the pump track, expansion of the skills area, and the addition of dirt jump zone all of which are outlined in the attached plan.

In 2023, construction will focus on the resurfacing of two of the most popular downhill runs, Sylvan's Loop and Bad Rabbit, including rock armoring several berms and jumps.

In 2024, construction will focus on the addition of a new Flow Tech Downhill run between Fish Hook and Sylvan's Loop. Space for this new downhill run was intentional left by the original contractor when the bike park was built.

Optional: Upload Project/Event Details

*See uploaded files:*

- 'CWOCC Sylvan Hill Phase II.pdf' (id: fbecd552-3177-4c64-81c3-f13418a7b0e2)

## 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

CWOCC utilizes social media as the main driver for marketing and communication efforts for our local trail systems. With nearly 3,000 Facebook followers and over 500 Instagram followers, CWOCC will utilize social media platforms to share about its mountain bike trail systems in Central Wisconsin.

Marketing Media Description

Locations covered by the media/ publication

Approximate dates

Expected Cost

Grant Request

---

Additional information may be attached

-



No files uploaded.

## Hotel Stays

### Staff Notes

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

The greater Wausau area has become a mountain biking destination. With 65 miles of mountain bike singletrack trails within 25-40 miles of downtown Wausau, we are experiencing a large growth of visitors to our local trail systems. CWOCC has explored working with Visit Wausau to gather data on hotel stays as well as consumer spending using Zartico.

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:*

- 'CWOCC 2023 Budget - Sheet1.pdf' (id: f8b85759-a46b-4b87-a493-d638fcd04f6)

#### PROJECT OR EVENT BUDGET

*See uploaded files:*

- 'Sylvan Hill Mountain Bike Park Phase II Budget - Sheet1.pdf' (id: 6993cf02-bc5c-4657-97f9-a29ecb5fc470)

#### RECENT YEAREND FINANCIAL STATEMENTS

*See uploaded files:*

- 'Balance Sheet.pdf' (id: b8550351-e69a-497a-86cd-9d1c55ae7277)

#### IRS DETERMINATION

*See uploaded files:*

- 'CWOCC EIN (1).pdf' (id: a75dbe97-8372-4402-adf2-54d56af60ba6)
- 'IRS GEN Acceptance Ltr (OCT 15 2008).pdf' (id: 7e6aa800-215a-4be3-8960-277e599ddb6f)

#### BOARD OF DIRECTORS

*See uploaded files:*

- 'CWOCC Board Roster - 2023.pdf' (id: 73bd68e0-3758-4f2b-8b39-2b7f27c8b84f)

## 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

Aaron Ruff

Applicant Title

President, CWOCC

## Approval Of Application

Begin User

aruff06@gmail.com

Begin Date

6/20/2023 7:32:57 AM

Submitted User

aruff06@gmail.com

Submitted Date

6/20/2023 8:23:20 AM

Original Completed Application

No file uploaded.

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

Staff Notes

Approved By

None

Approved Date

Completed Approved Application

No file uploaded.

Declined By

None

Declined Date

Declined Reason

Portfol\_RelationshipManager

Portfol Contact Number

Portfol Client Number

Portfol Project Number





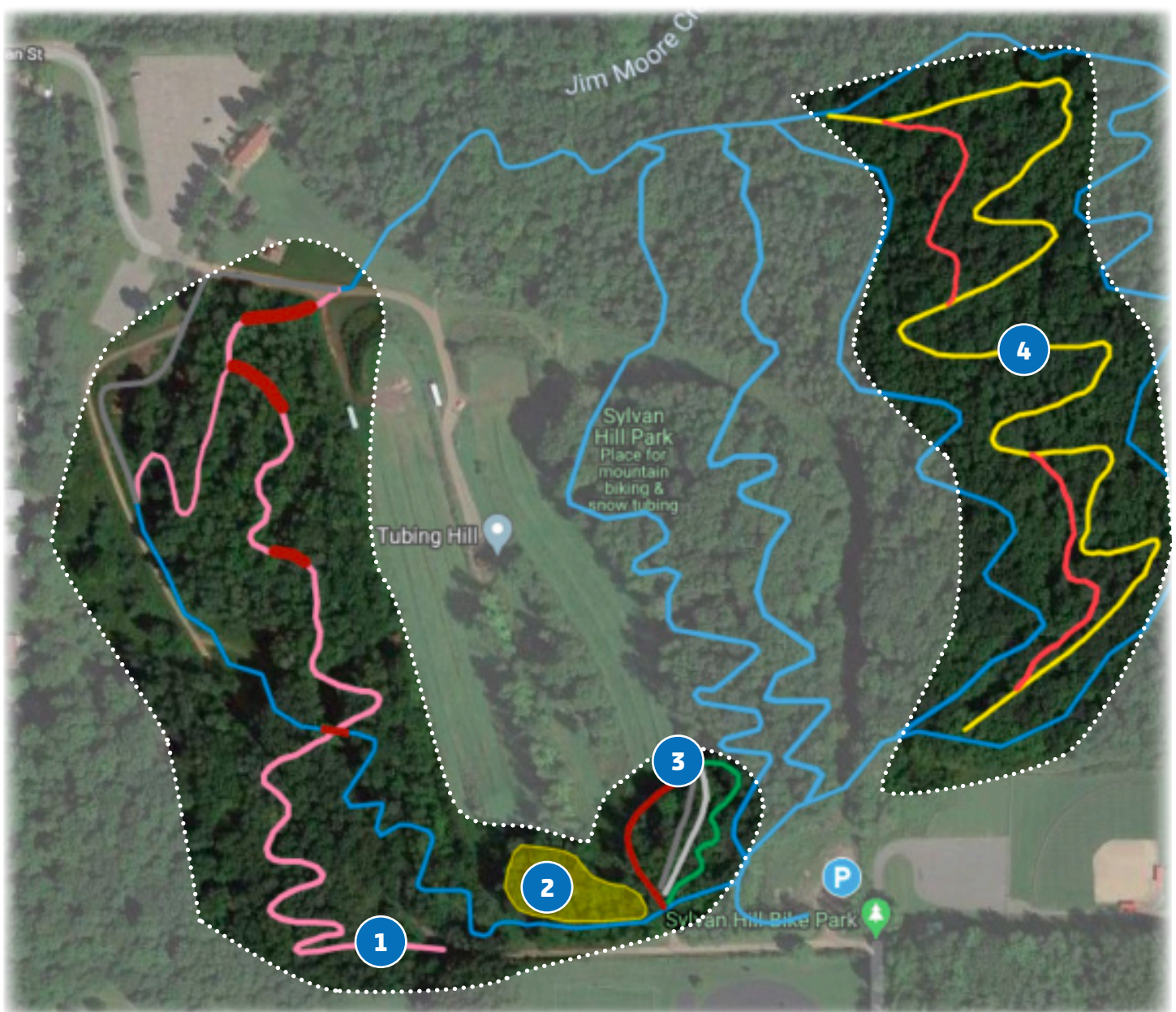
**CWOC**

CENTRAL WISCONSIN OFFROAD CYCLING COALITION

**Sylvan Hill Bike Park • Phase II Additions**



# Overview



1. New Return Trail Construction and Reworking Original Return Trail into Additional Beginner/Intermediate Downhill Run
2. Expanded Skills Area
3. Dirt Jump Zone
4. Addition of Rock Tech Downhill Run

# 1 Return Trail







The original constructed return (climbing) portion of Sylvan's Loop has seen erosion damage, conflicts with Park Dept. material storage and is quite steep towards the top of the climb. The steepness of the climb makes it aerobically challenging even for experienced riders and nearly impossible for younger kids to navigate more than once.

A new climbing route (pink) is proposed in the wooded space between the service road and tubing hill 1. Boardwalk will be required due to wetland delineation in the wooded space. To reduce the gradient of the climb the new route will cross the service road and traverse a space adjacent to school property before linking back into the service road at the top.

The original climbing route (light blue) will be repurposed into another downhill run with a new route linking back into the climbing route. A flyover feature (bridge) will be required to separate crossing traffic.

## Map Key

-  Light Blue - Original Return Trail Climb. To be Repurposed into Additional Downhill Run
-  Pink - Main Return Climb Reroute with Addition Leg Off Of Old Route to Create a Link into New Return Trail. Approx. 2425' New Trail Construction
-  Gray—Abandoned Return Route
-  Red—Boardwalk. Approx. 300' Length

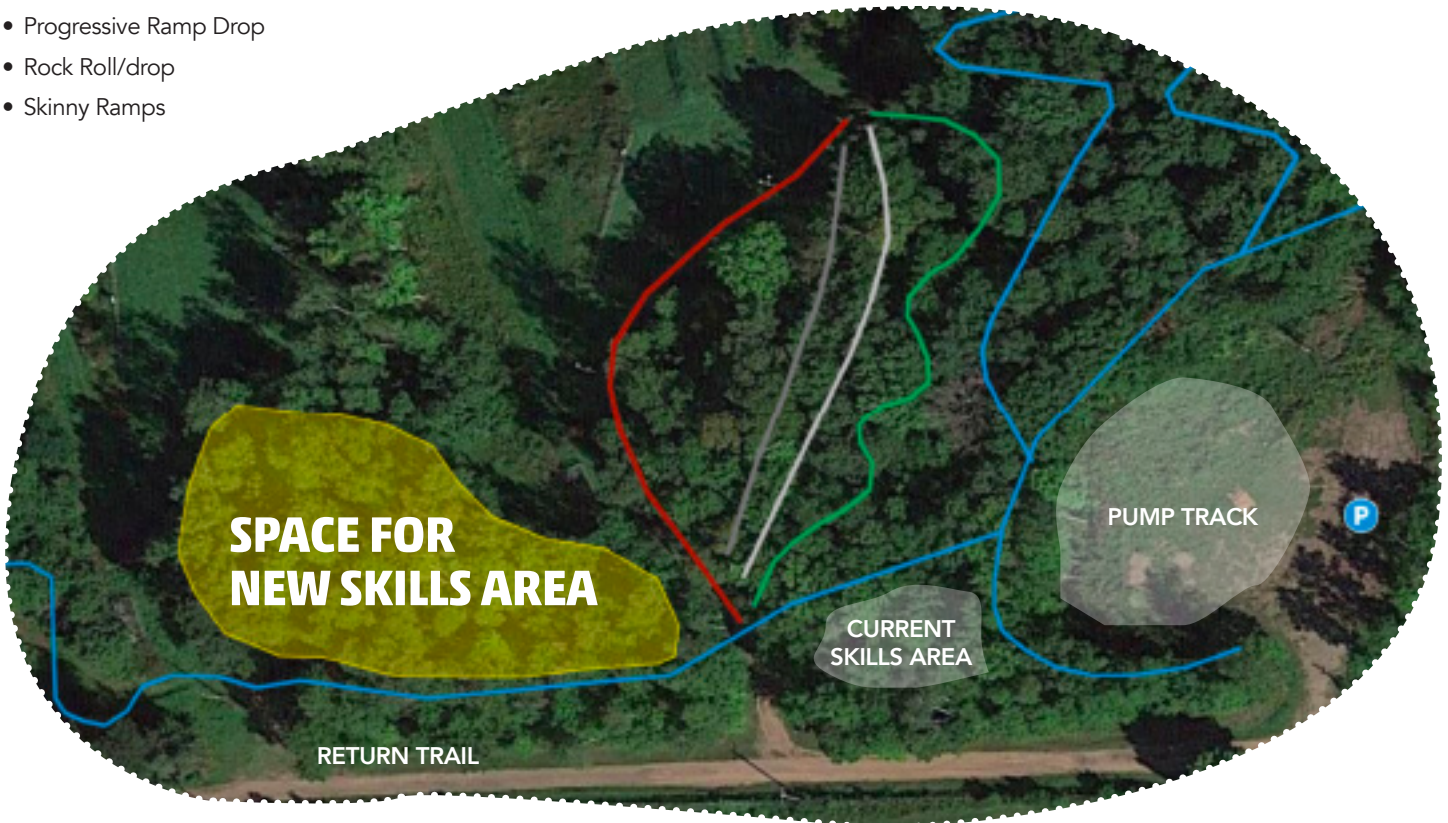


## 2 Expanded Skill Area

The current skill area is very small and is utilized mainly by very small children. CWOCC continues to host adult skill clinics and are in need of a larger purpose built mountain bike skill area that does not exist at any other area trail system.

A wooded space to the south of the top of tubing hill 1 (yellow shaded) offers approximately three times the space as the current skill area. It also features more slope allowing for a wider range of skill features to be added.

- Progressive Ramp Drop
- Rock Roll/drop
- Skinny Ramps








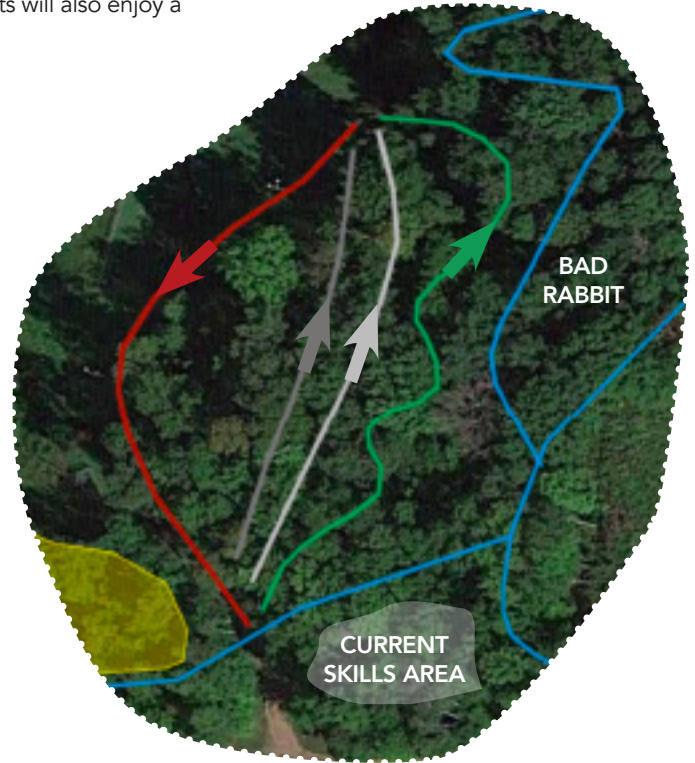


# 3 Dirt Jump Zone

Wooded space to the south of tubing hill 2 offers an opportunity for a compressed dirt jump zone. Three runs of progressive difficulty will simulate jump features found on the longer trails at Sylvan Hill. This zone will provide an additional space for young kids to learn new skills without the difficult climb to the top of the hill. Adults will also enjoy a compressed space to repeat jumping skills.

### Map Key




-  Green - Beginner Jump Line  
350' Long
-  Light Gray - Intermediate Jump Line  
250' Long
-  Dark Gray - Advanced Jump Line  
250' Long
-  Red - Return Route On Existing Service Road.
-  Light Blue - Existing Mountain Bike Trail

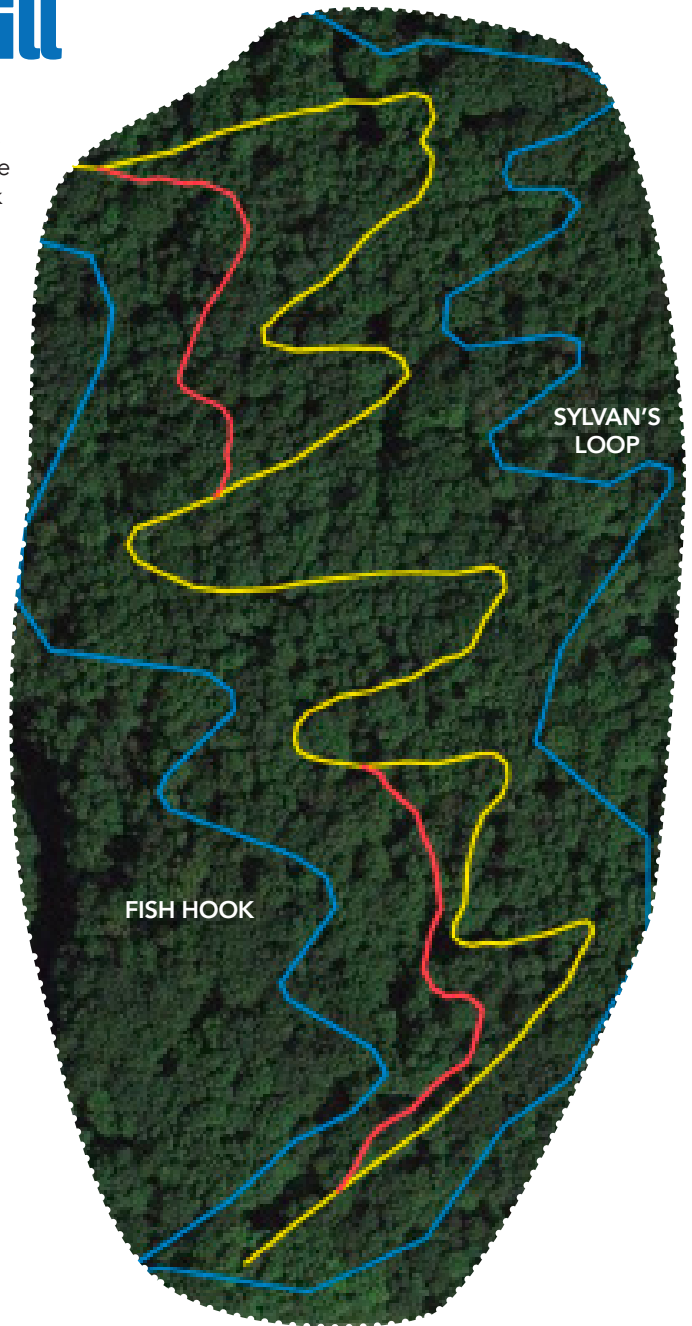


# 4 Flow Tech Downhill

The original contractor left space was left between Fish Hook and Sylvan's Loop for a future trail addition. The creation of a flow tech trail will provide a different experience to the existing jump based trails. Flow tech (or rock tech) trail utilizes the natural terrain and rock for features while still providing a flowy ride experience. The main trail would be an intermediate level trail while more advanced b-lines will challenge advanced riders. Skill filters will be required at the entrance of each advanced b-line to prevent less skilled riders from entering.

### Map Key

-  Yellow—Intermediate Trail. 0.5-0.6 Miles in Length
-  Red—Advance to Expert Level Alternate Lines. 1000'-1500' in Length.
-  Light Blue—Existing Mountain Bike Trail



Sylvan Hill Mountain Bike Park - Phase II Budget				
Item	2021	2022	2023	2024
New Returnl w/ convert to DH old	\$11,135.00			
Maintenance - Sylvan's Loop	\$3,125.00			
Maintenance - Bad Rabbit	\$3,250.00			
Maintenance - Twisted Oak	\$3,168.00			
Maintenance - Fish Hook	\$2,376.00			
Maintenance - Pump Track				
Expanded Skill Area & Pump Track		\$13,125.00		
Dirt Jump Zone		\$6,750.00		
Sylvan's Loop & Bad Rabbit Resurfacing			\$19,760.00	
Rock Tech DH - main				\$17,000.00
Rock Tech DH - advanced alt				\$8,000.00
Board Walk	\$8,854.00			
<b>Annual Total</b>	<b>\$31,908.00</b>	<b>\$19,875.00</b>	<b>\$19,760.00</b>	<b>\$25,000.00</b>
<b>Project Total</b>	<b>\$96,543.00</b>			
<b>Funds Raised</b>				
CWOCC	\$66,043.00			
Parks Department	\$5,500.00			
Total	\$71,543.00			
Difference	<b>\$25,000</b>			



## 2023 CWOCC Budget

As of 6/5/2023	Revenue	General Expenses	Estimate
Checking Account (as of 6/5/2023)	\$ 69,517.67	Accounting Software	\$ 320.00
Balance after Expenses	\$ 15,402.67	2023 Insurance (estimate)	\$ 2,500.00
Additional Business Sponsorship Revenue	\$ 25,000.00	NICA Trailer Purchase	\$ 8,500.00
2023 Final Balance	\$ 40,402.67	2023 Spring Meeting Expenses	\$ 2,000.00
		501c3 status filing	\$ 1,500.00
		Trail Project Expenses	Estimate
		Sylvan Maintenance - Sylvan's Loop and Bad Rabbit	\$ 19,760.00
		Ringle - Lost 40 Wooden Flyover	\$ 5,200.00
		Ringle - Rookery DH w/ new one way return to road crossing	\$ 6,050.00
		Ringle - Ruby Ridge new one way climb and DH rework	\$ 6,750.00
		BEP Snodog Repairs	\$ 1,535.00
		<b>Total Expenses</b>	<b>\$ 54,115.00</b>

# CWOCC

## Balance Sheet

As of June 5, 2023

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
cash bag	150.00
Peoples	69,367.67
<b>Total Bank Accounts</b>	<b>\$69,517.67</b>
Accounts Receivable	
Accounts Receivable	1,500.00
<b>Total Accounts Receivable</b>	<b>\$1,500.00</b>
<b>Total Current Assets</b>	<b>\$71,017.67</b>
Fixed Assets	
4-wheeler	2,500.00
Brush Mower	2,699.00
Bucket	488.00
Leaf Blower	1,926.38
Snow Dog	3,290.00
Snow Dog 13	3,225.00
Snow Dog 3 and 4	9,590.02
Snowmobiles	6,500.00
Tent	942.99
Track Barrow	2,999.00
Track Barrow 2	2,663.21
<b>Total Fixed Assets</b>	<b>\$36,823.60</b>
<b>TOTAL ASSETS</b>	<b>\$107,841.27</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Ringle Tree Fund	512.20
<b>Total Other Current Liabilities</b>	<b>\$512.20</b>
<b>Total Current Liabilities</b>	<b>\$512.20</b>
<b>Total Liabilities</b>	<b>\$512.20</b>
Equity	
Opening Balance Equity	10,943.83
Unrestricted Net Assets	76,979.15
Net Income	19,406.09
<b>Total Equity</b>	<b>\$107,329.07</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$107,841.27</b>



### **2023 CWOCC Board of Directors**

Aaron Ruff, President – Public Health Educator, Marathon County Health Department

Shane Stuard, Vice President - Applications Analyst, Aspirus

Randy Lackman, Treasurer – Owner, Rib Mountain Cycles

Jake Prunuske, Secretary – Physician, Aspirus

Matt Block, Trail Director – Product Development Engineer II, Greenheck Fan Corporation

Jahn Martin, Board Member - Project Manager, Systems Technologies

Gary Barden, Board Member – Owner, Gary Barden Design

Rebecca Tuley, Board Member – Physician’s Assistant, Aspirus Wausau Hospital

Megan Wrysinki, Board Member – Senior Talent Development Partner, Greenheck Group

Andrew Lynch, Board Member - Assistant City Planner, City of Wausau

Kris Thiele, Board Member - Territorial Underwriter Team Leader, Rural Mutual Insurance Company

John Lauer, Board Member - Firefighter & Paramedic, City of Wausau

**Id:**

**Bucket:** ApplicationSubmitted\_TourismGrant

**Created:** 6/21/2023 1:51:02 PM

**Updated:** 6/21/2023 1:51:02 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

| City of Wausau

Authorized Official First Name

| Andrew

Authorized Official Last Name

| Lynch

Authorized Official Title

| Assistant City Planner

Email Address

| andrew.lynch@ci.wausau.wi.us

Organization Website URL

| <https://www.ci.wausau.wi.us/>

Street Address

| 407 Grant Street

City

| Wausau

State

| WI

Zip

| 54403

Daytime Telephone

| 715-261-6686

## Grant Information

Staff Notes

Grant Request Amount

█ \$100,000.00

Total Project/Event Budget

█ \$500,000.00

Event Date(s) or Date Range

Event Location

█ Thomas Street to DC Everest Park

Projected Number of 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

█ New Event/Project

Project/Event Description

█ Construction of a multi-use trail on the west side of the river to extend the River's Edge Trail system south from Thomas Street to DC Everest Park.

Optional: Upload Project/Event Details

█ *See uploaded files:*

- 'RoomTax1.pdf' (id: 75deb06b-98ff-433e-a92a-7d735baa6b44)
- 'RoomTax1\_map.pdf' (id: 73964e21-fab0-40e7-aa95-86b8307ed997)

## 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

█ n/a

Marketing Media Description

Locations covered by the media/ publication

Approximate dates

Expected Cost

Grant Request

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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.

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

**|** No files uploaded.

PROJECT OR EVENT BUDGET

**|** No files uploaded.

RECENT YEAREND FINANCIAL STATEMENTS

**|** No files uploaded.

IRS DETERMINATION

**|** No files uploaded.

BOARD OF DIRECTORS

**|** No files uploaded.

## 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

Andrew Lynch

Applicant Title

Assistant City Planner

## Approval Of Application

Begin User

andrew.lynch@ci.wausau.wi.us

Begin Date

6/14/2023 11:21:08 AM

Submitted User

andrew.lynch@ci.wausau.wi.us

Submitted Date

6/21/2023 1:51:02 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



# Room Tax Funding Request

**To:** Room Tax Commission

**Prepared By:** Andrew Lynch, AICP Assistant City Planner

**Date:** June 21, 2023

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## Funding Request for the River's Edge Trail – South of Thomas St

Amount requested: \$100,000

This request will fund the construction of a tangible municipal asset. This funding would help construct a new section of the River's Edge Trail on the westside of the river from Thomas Street south, wrapping around the Dept of Public Works site, and using local roads to connect to DC Everest Park. The trail would provide access to a scenic destination and act as an extension of the eastside trail that ends in Oak Park. Easements on a section of Kolbe & Kolbe property have been acquired and the majority of the paved trail would be on City-owned property. This would be a 10' wide asphalt surface along the river suitable for walking, running, biking, or rolling. The section on local roads would be signed and appropriate wayfinding information would be available.

### Benefit to tourism:

The eastside of the River's Edge Trail is a feature of the Riverlife area, Oak Island Park, and future areas of development north of Bridge Street. Westside trail development will allow for easier access to scenic points, walking/biking loops, and unique events. As the City and the area focus on outdoor recreation for quality of life and tourism generation, the River's Edge Trail provides an all abilities all ages option for enjoying City parks and the river. Numbers for hotel stays, daily users, or events directly related to the River's Edge Trail are not available however it likely that some portion of the trail factors into every visitor experience in Wausau.

The current eastside trail system is approximately 2 miles long. The westside sections of the trail are much shorter and disconnected. By constructing .625 miles of paved trail and .7 miles of signed route, a user could extend their trip an additional 1.75 miles from Oak Park to DC Everest Park. The start of the trail at Thomas Street is approximately 1.5 miles from the Jefferson Street Inn and the 400 Block.

A 2019 report on bicycling related expenditures showed that \$1.42 Billion was spent in Wisconsin in 2017<sup>1</sup>. Completion of the River's Edge Trail network will position Wausau to capture as much of the recreation sport focused tourism market as possible. Bicycling, running and other outdoor activities have been booming since the COVID pandemic of 2020. Strava, an outdoor activity tracking app, has double it's user base between 2020 and 2022.

### Project Funding.

Estimated project cost is \$500,000 and is being requested in the CIP process. The \$100,000 from the Room Tax would buffer any shortfalls in CIP funding or increases in cost due to construction issues. This

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<sup>1</sup> Economic Impact of Bicycling in Wisconsin. [www.outdoorrecreation.wi.gov](http://www.outdoorrecreation.wi.gov)

project does not fall within or within ½ mile of an active TID district. If funding is secured, construction and completion is expected in 2024.

# Thomas St to Adolph St and DC Everest Park





**Id:**

**Bucket:** ApplicationSubmitted\_TourismGrant

**Created:** 6/21/2023 1:53:10 PM

**Updated:** 6/21/2023 1:53:10 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

| City of Wausau

Authorized Official First Name

| Andrew

Authorized Official Last Name

| Lynch

Authorized Official Title

| Assistant City Planner

Email Address

| andrew.lynch@ci.wausau.wi.us

Organization Website URL

Street Address

| 407 Grant Street

City

| Wausau

State

| WI

Zip

| 54403

Daytime Telephone

| 7152616686

## Grant Information

Staff Notes

Grant Request Amount

█ \$250,000.00

Total Project/Event Budget

█ \$350,000.00

Event Date(s) or Date Range

Event Location

Projected Number of Attendees

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

Please describe:

Estimated Number of Hotel Stays from the Project/Event

Project/Event Description

Optional: Upload Project/Event Details

█ *See uploaded files:*

- 'RoomTax2.pdf' (id: d42ddc20-acbc-41c1-9cc7-c04ebe0e60d6)
- 'RoomTax2\_map.pdf' (id: 24059156-303e-4748-ac3b-691532b2a49a)

## 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

█ n/a

Marketing Media Description

Locations covered by the media/ publication

Approximate dates

Expected Cost

Grant Request

---

Additional information may be attached

█ No files uploaded.

## Hotel Stays

## Staff Notes

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

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

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

## Required Documents

### Staff Notes

#### ORGANIZATION WIDE BUDGET

▮ No files uploaded.

#### PROJECT OR EVENT BUDGET

▮ No files uploaded.

#### RECENT YEAREND FINANCIAL STATEMENTS

▮ No files uploaded.

#### IRS DETERMINATION

▮ No files uploaded.

#### BOARD OF DIRECTORS

▮ No files uploaded.

## 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

▮ Andrew Lynch

Applicant Title

▮ Assistant City Planner

## Approval Of Application

Begin User

andrew.lynch@ci.wausau.wi.us

Begin Date

6/21/2023 1:51:10 PM

Submitted User

andrew.lynch@ci.wausau.wi.us

Submitted Date

6/21/2023 1:53:10 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



# Room Tax Funding Request

**To:** Room Tax Commission

**Prepared By:** Andrew Lynch, AICP Assistant City Planner

**Date:** June 21, 2023

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## Funding Request for the River's Edge Trail – North of Winton St.

Amount requested: \$250,000

This request will fund the construction of a tangible municipal asset. This funding would help construct a new section of the River's Edge Trail on the eastside of the river from Winton Street north along the river, crossing the railroad tracks to connect to Gilbert Park. The trail would extend the network approximately .41 miles and represent the northern terminus of the eastside River's Edge Trail. This section of trail would be on the newly acquired land formerly owned by County Materials. This would be a 10' wide asphalt surface along the river suitable for walking, running, biking, or rolling. City staff is working with the railroad on acquiring a public crossing.

### Benefit to tourism

The eastside of the River's Edge Trail is a feature of the Riverlife area, the kayak course, Oak Island Park, and future areas of development north of Bridge Street. As the City and the area focus on outdoor recreation for quality of life and tourism generation, the River's Edge Trail provides an all abilities all ages option for enjoying City parks and the river. Numbers for hotel stays, daily users, or events directly related to the River's Edge Trail are not available however it likely that some portion of the trail factors into every visitor experience in Wausau.

The current eastside trail system is approximately 2 miles long. Not only would this increase the length by 20% but it would provide a safe and easy route for bicyclists to leave downtown and access the rural roads which are known for their elevation changes and scenic beauty. The terminus of the trail is approximately 1.8 miles from the Jefferson Street Inn and the 400 Block.

A 2019 report on bicycling related expenditures showed that \$1.42 Billion was spent in Wisconsin in 2017<sup>1</sup>. Completion of the River's Edge Trail network will position Wausau to capture as much of the recreation sport focused tourism market as possible. Bicycling, running and other outdoor activities have been booming since the COVID pandemic of 2020. Strava, an outdoor activity tracking app, has doubled its user base between 2020 and 2022.

### Project Funding

Estimated project cost is \$350,000 and the City will seek a state Recreational Trails grant in 2024 for the remainder of funding. If only Room Tax funding was used the trail could be built along the river but without crossing the railroad tracks. This project is within an active TID district. If funding is secured, construction and completion is expected in 2025.

---

<sup>1</sup> Economic Impact of Bicycling in Wisconsin. [www.outdoorrecreation.wi.gov](http://www.outdoorrecreation.wi.gov)

# River's Edge Trail – North of Winton St

0.41 miles

