



## 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, September 25, 2023, at 4:00 PM**  
Location: City Hall (407 Grant Street) in the **Council Chambers**  
Members: Michael Martens, Lisa Rasmussen, Chad Henke, Tim VanDeYacht, Lindsey Lewitzke

---

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

---

- 1 Minutes of the previous meeting: (07/24/2023)
- 2 Discussion and Possible Action regarding Tourism Grant requests
- 3 Discussion and Possible Action on future applications and process
- 4 Discussion and Possible Action on future meetings dates

Adjourn

Michael Martens, Chairperson

Members of the public who do not wish to appear in person may view the meeting live over the internet, live by cable TV, Channel 981, and a video is available in its entirety and can be accessed at <https://tinyurl.com/WausauCityCouncil>.

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

This Notice was posted at City Hall and emailed to the Daily Herald newsroom 9/21/23 at 4:00 pm

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

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

## **ROOM TAX COMMISSION**

Date and Time: Monday, July 24, 2023, at 4:00 p.m., Council Chambers

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

Others Present: Mayor Rosenberg, Maryanne Groat, Alissandra Aderholdt, Alyson Leahy, Tiffany Rodriguez-Lee, Kody Hart

In compliance with Wis. Stat. § 19.84, notice of this meeting was duly posted and sent to the *Wausau Daily Herald* in the proper manner.

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

### **Discussion and possible action on approving minutes of previous meeting (6/26/2023)**

Motion by Rasmussen, second by Lewitzke, to approve the minutes. Motion carries 5-0.

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

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

The Blues Fest request by Wausau Events was the first item discussed. Lewitzke stated that this is the smallest total event budget of the request before the commission today. VanDeYacht questioned the increased amount of funding going towards advertising. Alissandra Aderholdt, Executive Director at Wausau Events, stated that other Blues Fest's within the state have closed and that the additional advertising dollars would go towards capturing the markets where the other Blues Fest have shut down.

Motion by Rasmussen, second by Henke, to approve the full amount of funding. Motion carries 5-0.

The Winter Brew Fest request by Wausau Events was the next item discussed. Martens questioned if this was the first time a Tourism Grant request was made for this specific event. Aderholdt confirmed that this was the first ever request for this event. Rasmussen questioned if this event was separate from Winter Fest. Aderholdt stated that it was a separate event from Winter Fest. Rasmussen continued to state that there was a need to support events that bring people out in the winter months. VanDeYacht questioned the location of the event. Aderholdt stated that the event is held at the Jefferson Street Inn the evening before Winter Fest and that Winter Brew Fest was meant to be a ticketed adult-only event. Lewitzke asked if there was a plan for a "stay and play" option with the Jefferson Street Inn. Aderholdt stated that the hotel was giving a discount on rooms for attendees and that the space for the event could hold 400 people.

Motion by Henke, seconded by VanDeYacht, to approve the full amount of funding. Motion carried 5-0.

The ExhibiTour request by Wausau River District was the next item discussed. Martens questioned if this was the first time a Tourism Grant request was made for this specific event, Alyson Leahy, Assistant Director at Wausau River District, confirmed that this was the first ever request for this event. Rasmussen stated the brief history of the ExhibiTour event and that this is a local favorite event which was enhanced by a change in state law allowing wine walks. Martens stated support for events meant to bring people to the downtown area. VanDeYacht questioned the attendance estimate in accordance with the proposed marketing budget. Leahy stated that they are looking at a more robust marketing plan to seek a wider audience in addition to attracting participating artists from outside the area. VanDeYacht questioned the details of the event budget. Leahy answered accordingly. Lewitzke questioned the robust marketing plan and for more details on the plan. Leahy stated that the presented marketing plan was intended to build future content. Lewitzke stated that in the following years it was not expected to need a videographer and photographer in future marketing budgets for this event. VanDeYacht questioned other funding sources. Leahy stated that there was a grant from the Community Foundation of North Central Wisconsin and Maryanne Groat, Finance Director, stated that the Wausau River District receives an annual allotment of room tax funds. VanDeYacht objected to the funding allocated towards City Pages ads.

Motion by VanDeYacht, seconded by Rasmussen, to approve \$9,300 of the funding. Motion carried 5-0.

The Center for the Visual Arts (CVA) request was the next item discussed. Lewitzke questioned funding a marketing budget for an organization with a preference of funding specific events with room tax funds. Tiffany Rodriguez-Lee, Executive Director at the CVA, stated that the organization holds several exhibits that bring in artists and visitors from outside the area. Rasmussen stated that these are exhibit specific in which a marketing plan

of this reach has not been executed before. Rodriguez-Lee stated that each exhibit has a reception event which draws a large crowd and that the receptions are free and open to the public necessitating grant funding. VanDeYacht questioned a mandate to have receptions that are free and open to the public. Rodriguez-Lee stated that the free and open to the public model is a part of the foundation of the organization. VanDeYacht stated an unwillingness to support design services and search engine optimization and objected to those parts of the proposed marketing budget. Groat stated that this request includes funding for City Pages ads which was objected to in the previous request. Lewitzke questioned if there were any other parts of the proposed marketing budget that would be objected to. VanDeYacht stated support for Wisconsin Public Radio ads, social media ads, and distribution of a tourism magazine. Rasmussen suggested to pair down the funding allocation to \$7,500.

Motion by Rasmussen, seconded by VanDeYacht, to approve \$7,500 of the funding. Motion carried 5-0.

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

Groat suggested setting criteria for proposals. Rasmussen suggested that criteria parameters focus on outreach outside the area as opposed to local marketing. Groat further suggested requiring applicants to return receipts of funding to be reimbursed or proof of funding if funds were allocated in advance. Rasmussen stated that the suggestion would have to be taken on a case-by-case basis. Lewitzke suggested to add a checkbox on the application to allow requestees to seek reimbursement or proof of funding when applying for Tourism Grant funding.

Lewitzke requested year-to-date information on requests that were funded.

Martens stated the previous goal of the commission to continue to have meetings at regular intervals. There will be a September 25, 2023, meeting to review requests received prior to a September 18, 2023, deadline.

Henke stated a preference for a rolling basis cycle of applications to mitigate the length of meetings and need to review.

Motion by VanDeYacht, seconded by Henke, to hold quarterly meetings for 2024 in January, April, July, and October. Motion carried 5-0.

**Adjourn**

Motion by VanDeYacht, seconded by Henke, to adjourn the meeting. Motion carried.  
Meeting adjourned at 4:31 p.m.

*For full meeting video on YouTube: <https://www.youtube.com/watch?v=orWqkxDu9r8>*

## 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	968,287	1,412,420
<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		20,000	20,000
Center Visual Arts - Art of Wine & Other Exhibits		15,500	15,500
Hmong Festival		10,000	10,000
Wausau Festival of Arts		10,000	10,000
Wausau Artrageous		10,000	10,000
Wisconsin Art Association Marathon Park		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		13,000	13,000
Wausau Events Winter Brewfest		3,000	3,000
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
Exhibitour		9,300	9,300
Wausau Events Beer and Bacon		7,000	7,000
<b>TOTAL</b>	<b>444,133</b>	<b>898,192</b>	<b>1,342,325</b>
<b>BALANCE - Available for Allocation</b>	<b>0</b>	<b>70,095</b>	<b>70,095</b>

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

	Maximum Points	Wings over Wausau	Grand Theater	Grand Theater
		6/21 6/22/2024	Feb - June 2023	Feb - June 2024
<b>Financial Request</b>		<b>\$15,000</b>	<b>\$10,000</b>	<b>\$15,000</b>
<b>Quality and completeness of the application</b>	<b>0-10</b>			
<b>The application has a well-developed marketing strategy that can be reasonably expected to generate multiple hotel stays</b>	<b>0-30</b>			
<b>The event and application substantiate a reasonable likelihood of local economic impact from:</b>				
<b>Local visitors</b>	<b>0-5</b>			
<b>Day-trip visitors</b>	<b>0-15</b>			
<b>Overnight visitors</b>	<b>0-30</b>			
<b>The methodology proposed to survey attendees is well developed and will likely generate good quality information regarding the number of attendees and whether they are local or non-local</b>	<b>0-10</b>			
<b>The event is unique, unduplicated and creative</b>	<b>0-20</b>			
<b>The expected/historical annual attendance is:</b>				
<b>0-1,000 attendees - 5 pts, 1,000 to 5,000 attendees 10 pts or 5,000 or more attendees 15 pts</b>	<b>0-15</b>			
		0		0

**Id:** 68fe017c-ecb4-4c09-85c0-8b61335df2a2

**Bucket:** ApplicationSubmitted\_TourismGrant

**Created:** 9/14/2023 4:01:39 PM

**Updated:** 9/14/2023 5:01:39 PM

---

# City of Wausau Tourism Grant

---

## Getting Started



### City of Wausau

## COMMISSION ROOM TAX TOURISM GRANT APPLICATION

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

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

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

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

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

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

### **APPLICATION DEADLINES:**

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

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

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

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

**ELIGIBLE APPLICANTS:**

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

**GRANT RECOGNITION:**

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

**GRANT LIMITS:**

- Grants will be limited based upon funding.

**ADDITIONAL INFORMATION:**

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

**EVALUATION CRITERIA:**

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

**REVIEW AND AWARD PROCESS:**

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

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

## Organization Info

Staff Notes

Name of Organization

| Performing Arts Foundation/The Grand Theater

Authorized Official First Name

| Katy

Authorized Official Last Name

| Lang

Authorized Official Title

| Director of Development & Community Engagement

Email Address

| klang@grandtheater.org

Organization Website URL

| www.grandtheater.org

Street Address

| 401 N Fourth St.

City

| Wausau

State

| WI

Zip

| 54403

Daytime Telephone

| 7158420988

## Grant Information

Staff Notes



Grant Request Amount

█ \$15,000.00

Total Project/Event Budget

█ \$3,486,785.00

Event Date(s) or Date Range

█ February 2024 - June 2024

Event Location

█ The Grand Theater - Wausau, WI

Projected Number of Attendees

█ 75000

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

█ Yes

Please describe:

█ Room Tax Continuing Appropriation

Estimated Number of Hotel Stays from the Project/Event

█ 750

█ New Event/Project

Project/Event Description

█ The Grand Theater is North Central Wisconsin's most complete event complex, providing a variety of gathering spaces for touring shows, rental events, meetings, exhibits and social activities. As we kick off our 2023-24 Season this fall, we are asking for \$15,000 to help support our marketing efforts in the second half of our season.

With over 44,000 tickets sold this season, many of those to patrons who travel from outside of Marathon County, we are excited to say that ticket-buyers are not only back, but that ticket sales for some shows have even surpassed pre-pandemic levels. We saw a fantastic response to the announce of our season in June, and are pleased to see that our fall shows are selling well. However, one trend coming out of the pandemic is that ticket-buyers are buying later than ever. Many people are choosing to buy tickets weeks - or even days – in advance, rather than months ahead of time, as they have in the past. As a result, we have increased our marketing efforts for the second half of the season exponentially.

We are bringing more shows to Wausau than ever before. We announced 33 mainstage shows in June, and since that time, we have announced 12 additional add-ons, most of which will take place in the second half of the year. Nationally-touring artists with major name recognition often add dates to their tours in the second half of the season as well, so we anticipate announcing additional shows in the coming months. In the past, we have added on shows like The Price Is Right Live, Ron White, and more huge sellers in the second half of the season.

With the largest presented season in the history of The Grand, we are bringing more shows and bigger shows to Wausau than ever before. Three of our six Broadway shows will be playing for two nights, bringing twice as many tourists to Wausau, and doubling the number of nights Broadway casts will be staying in Wausau hotels. With more shows and new

IATSI touring standards requiring all performers to have their own room, more artists will be staying in Wausau hotels than ever.

Due to the sheer number of shows, the caliber and name-recognition of the artists, and buying patterns of our patrons, we have increased our total marketing budget by over \$50,000 this year, and would greatly appreciate the increased support of the Room Tax Commission in our enhanced marketing efforts.

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 our increased total marketing budget of around \$158,000, we plan to extend our marketing reach to at least 100 miles beyond Wausau, while still serving our DMA. The marketing mix targeting those patrons includes video, digital, radio, print, outdoor, and targeted social media messages. The strategy outlined below will begin in the Winter of 2024 and encourage tourism and overnight stays in Wausau through the end of our season in June of 2024.

TV Flights: Since audiences are buying tickets closer to the date of the show, TV ads placed starting a month before performances become increasingly important. We see significant ROI when we buy primetime spots in network and cable schedules. This helps us to engage new and existing audiences simultaneously while reaching a broader market. If awarded this grant we will be able to place additional primetime ad buys, especially with WJFW-12, which reaches all the way up to the Upper Peninsula of Michigan. Radio Ads: We have been using a lot more radio ads recently to reach beyond our usual DMA, specifically with WXPB/WXPW, which serves much of the Northwoods. Billboards: We will utilize billboards along Hwy 51 from the Minocqua area, in the Marshfield area, on Hwy 10 in Plover, and along Highway 29 heading West toward Eau Claire, in order to attract audiences from outside our DMA. Facebook Advertising: One of our most successful advertising channels is Facebook. With the unique nature of presenting shows, we are able to capture the interest of fans from across the Midwest through Facebook advertising. Additional marketing funds allow us to expand our social media marketing reach to engage more fans who reside more than 100 miles outside of Wausau, therefore increasing the likelihood of an overnight stay. Direct Mail: We have seen large spikes in ticket sales after mailing out our seasonal newsletters. This winter, our newsletter will be mailed to a record 23,500 homes across Wisconsin and beyond. Digital Marketing: We work with Midwest Communications to place targeted digital ads across the various channels they manage, and we will continue to expand on that partnership this year to capture our ideal audience, performing arts audiences from more than 100 miles outside of Wausau.

Marketing Media Description

TV Flights

Locations covered by the media/ publication

Wausau/Rhineland/Stevens Point/UP

Approximate dates

Feb 24 - June 24

Expected Cost

20000

Grant Request

6000

---

Marketing Media Description

Radio Ads

Locations covered by the media/ publication

Wausau/Stevens Point/Rhineland/UP

Approximate dates

Feb 24 - June 24

Expected Cost

5000

Grant Request

1000

---

Marketing Media Description

Billboards

Locations covered by the media/ publication

Marshfield/Minocqua/Eau Claire/Plover

Approximate dates

Feb 24 - June 24

Expected Cost

2500

Grant Request

1000

---

Marketing Media Description

Facebook Advertising

Locations covered by the media/ publication

100+ mile radius/Midwest

Approximate dates

Feb 24 - June 24

Expected Cost

6000

Grant Request

2000

---

Marketing Media Description

Direct Mail

Locations covered by the media/ publication

Midwest

Approximate dates

Feb 24 - June 24

Expected Cost

12000

Grant Request

3000

---

Marketing Media Description

Digital Marketing

Locations covered by the media/ publication

Midwest

Approximate dates

Feb 24 - June 24

Expected Cost

3500

Grant Request

2000

---

Additional information may be attached

No files uploaded.

## Hotel Stays

### Staff Notes

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

Our proposed plan includes marketing to a geographic area 100+ miles outside of Wausau and throughout the Midwest. We regularly see patrons coming to The Grand from Upper Michigan, the greater Chicagoland area, the Twin Cities, and all over the state of Wisconsin. We have seen a positive response to our performances from audiences outside the Wausau area and we would like to capitalize on that and expand our marketing to encourage travelers to visit Wausau.

Through our ticketing software, we are able to track where patrons are traveling from, and reasonably estimate the number of overnight stays that were generated by performances at The Grand. Of the nearly 45,000 tickets sold so far, 36% of those ticket-buyers live outside of Marathon County, and an estimated 2,500 live more than 90 miles from Wausau.

The Grand is directly providing 336 hotel rooms for this season's artists, and Jefferson Street Inn reports 269 rooms booked for artists and tourists attending shows so far. With 605 rooms already booked for the season, we believe that we can safely say The Grand will create at least 750 hotel stays throughout the 2023-24 Season.

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

During the 2022-23 Season, The Grand Theater directly booked 260 hotel rooms for artists. In addition to these rooms, 231 patrons (or artists who booked their rooms on their own) stayed at Jefferson Street Inn last year. These 491 room stays do not include artists or patrons that chose to stay at other Wausau hotels.

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

No

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

## Required Documents

### Staff Notes

#### ORGANIZATION WIDE BUDGET

See uploaded files:

- '2023.24 Budget Summary.pdf' (id: 9d5c46f4-5db8-4f1e-baec-93293c847e57)

#### PROJECT OR EVENT BUDGET

See uploaded files:

- '2023-24 Show Budgets.pdf' (id: e4db2892-1eac-47a0-9ea8-e41e65aebb2f)

#### RECENT YEAREND FINANCIAL STATEMENTS

See uploaded files:

- '2022 PAF Audited Financials.pdf' (id: c6cb9663-3b64-4685-a614-214bbb4366d1)

## IRS DETERMINATION

*See uploaded files:*

- 'IRS Letter of Determination.pdf' (id: 3fcb6e90-d36f-421b-8ce7-9724b7395de5)

## BOARD OF DIRECTORS

*See uploaded files:*

- '2023.24 PAF Board List.docx' (id: 5f08358f-a268-470a-9f6a-6bd98d647a79)

## Submit

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

Applicant Full Name

Katy Lang

Applicant Title

Director of Development & Community Engagement

## Approval Of Application

Begin User

klang@grandtheater.org

Begin Date

9/12/2023 12:39:41 PM

Submitted User

klang@grandtheater.org

Submitted Date

9/14/2023 4:01:39 PM

Original Completed Application

See '2023-09-14-2101.pdf' (id: 57c22b8e-37cc-4417-acc4-5323a82c2f76)

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

Staff Notes

Approved By

None

Approved Date

Completed Approved Application

No file uploaded.

Declined By

None

Declined Date

Declined Reason

Portfol\_RelationshipManager

Portfol Contact Number

Portfol Client Number

Portfol Project Number

REVENUE	2022-2023 APPROVED	2022-2023 YE PROJ	VARIANCE	2023-2024 DRAFT	CHANGE FROM 22-23	CHANGE FROM YE
TICKET SALES	\$1,335,246	\$1,821,313	\$486,067	\$1,767,977	\$432,731	-\$53,336
OTHER PERF REVENUE	\$5,610	\$6,000	\$390	\$5,825	\$215	-\$175
EVENT GRANTS/SPONSORSHIP	\$155,470	\$155,630	\$160	\$201,160	\$45,690	\$45,530
CONCESSIONS REVENUE	\$287,291	\$380,000	\$92,709	\$355,916	\$68,625	-\$24,084
BOX OFFICE REVENUE	\$337,500	\$374,500	\$37,000	\$496,000	\$158,500	\$121,500
RENTAL FEES	\$145,500	\$156,428	\$10,928	\$165,500	\$20,000	\$9,072
OTHER RENTAL INCOME	\$113,000	\$95,111	-\$17,889	\$118,500	\$5,500	\$23,389
PERF ARTS FUND DRIVE	\$325,000	\$400,000	\$75,000	\$330,000	\$5,000	-\$70,000
OTHER GRANTS & DON	\$44,407	\$44,407	\$0	\$44,407	\$0	\$0
MISC INCOME	\$1,000	\$1,349	\$349	\$1,150	\$150	-\$199
<b>TOTAL REVENUES</b>	<b>\$2,750,024</b>	<b>\$3,434,738</b>	<b>\$684,714</b>	<b>\$3,486,435</b>	<b>\$736,411</b>	<b>\$51,697</b>

EXPENSES	2022-2023 APPROVED	2022-2023 YE PROJ	VARIANCE	2023-2024 DRAFT	CHANGE FROM 22-23	CHANGE FROM YE
ARTIST FEES	\$780,281	\$1,002,448	-\$222,167	\$1,079,425	-\$299,144	\$76,977
PROD EXPENSE - PAF	\$255,685	\$302,782	-\$47,097	\$336,291	-\$80,606	\$33,509
MRKTG EXPENSE - PAF	\$91,510	\$98,958	-\$7,448	\$120,275	-\$28,765	\$21,317
PROD EXPENSE - RENTAL	\$40,000	\$37,000	\$3,000	\$46,500	-\$6,500	\$9,500
BOX OFFICE EXPENSE	\$93,749	\$120,749	-\$27,000	\$120,600	-\$26,851	-\$149
CONCESSIONS EXPENSE	\$120,000	\$144,500	-\$24,500	\$147,500	-\$27,500	\$3,000
FUNDRAISING EXPENSE	\$20,800	\$21,313	-\$513	\$21,400	-\$600	\$87
GENERAL MARKETING EXPENSE	\$44,500	\$56,429	-\$11,929	\$57,000	-\$12,500	\$571
PERSONNEL EXPENSE	\$944,638	\$951,763	-\$7,125	\$1,158,534	-\$213,896	\$206,771
ADMINISTRATION	\$72,500	\$91,000	-\$18,500	\$90,500	-\$18,000	-\$500
UTILITIES	\$94,200	\$106,500	-\$12,300	\$116,500	-\$22,300	\$10,000
OCCUPANCY	\$107,926	\$104,426	\$3,500	\$125,467	-\$17,541	\$21,041
<b>TOTAL EXPENSES</b>	<b>\$2,665,789</b>	<b>\$3,037,868</b>	<b>-\$372,079</b>	<b>\$3,419,992</b>	<b>-\$754,203</b>	<b>\$382,124</b>
<b>CHANGE IN OPERATIONAL ASSETS</b>	<b>\$84,235</b>	<b>\$396,870</b>	<b>\$312,635</b>	<b>\$66,443</b>	<b>-\$17,792</b>	<b>-\$330,427</b>
<b>NON-OPERATIONAL INC/EXPENSE</b>	<b>-\$135,000</b>	<b>-\$135,000</b>	<b>\$0</b>	<b>-\$135,000</b>	<b>\$0</b>	<b>\$0</b>
<b>CHANGE IN ASSETS</b>	<b>-\$50,765</b>	<b>\$261,870</b>	<b>\$312,635</b>	<b>-\$68,557</b>	<b>-\$17,792</b>	<b>-\$330,427</b>



	<b>SERIES TOTALS</b>	<b>MATINEE TOTALS</b>
<b>Grand Evening and Matinee Series</b>		
<b>TICKET PRICES: Golden Circle (232)</b>	\$ 3,003.00	\$ 84.00
<b>Section A (636 seats)</b>	\$ 2,521.00	\$ 84.00
<b>Section B (226 seats)</b>	\$ 2,123.00	\$ 84.00
<b>Section C (120 seats)</b>	\$ 1,499.00	\$ 84.00
NOMINAL CAPACITY (1208 or 1180)	58,326	14,496
Section A comps	(1,581)	(240)
Section B comps	(1,200)	(240)
MAXIMUM SALES CAPACITY	55,545	14,016
<b>POTENTIAL NAGBOR</b>	<b>\$ 2,237,224</b>	<b>\$ 70,080</b>
<b>PROJECTED % OF GROSS</b>	<b>79%</b>	<b>84%</b>
<b>REVENUE</b>		
GbnITE tickets sold	31113	
GbnITE REVENUE [net 5% discount]	\$ 1,709,180	
GbDAY tickets sold	9800	9800
GbDAY REVENUE [# x \$5.00 x 95%]	\$ 58,797	\$ 58,797
<i>total tickets sold</i>	40913	9800
<b>TOTAL TICKET REVENUE</b>	<b>\$ 1,767,977</b>	<b>\$ 58,797</b>
<b>MISCELLANEOUS INCOME</b>		
Merchandise Percentage	\$ 5,825	\$ -
Event Grants	\$ 18,080	\$ -
WI Arts Board Grant	\$ 8,000	\$ -
Program Advertising	\$ 47,000	\$ -
Sponsorship Fee	\$ 113,000	\$ 15,000
<b>TOTAL MISCELLANEOUS INCOME</b>	<b>\$ 191,905</b>	<b>\$ 15,000</b>
<b>TOTAL REVENUE</b>	<b>\$ 1,959,882</b>	<b>\$ 73,797</b>
<b>DIRECT EXPENSE</b>		
<b>ARTIST FEES</b>	<b>\$ 903,063</b>	<b>\$ 27,593</b>
<b>OVERAGE/SHARING CONTRACT</b>	<b>\$ 106,797</b>	<b>\$ -</b>
<b>OTHER FEES (Support/BWay Royalties)</b>	<b>\$ 69,565</b>	<b>\$ -</b>
Technical Labor	\$ 179,000	\$ 2,600
House Staff	\$ 16,600	\$ 1,900
Security	\$ 27,150	\$ 2,700
<b>TOTAL EVENT LABOR</b>	<b>\$ 223,000</b>	<b>\$ 7,450</b>
Season Brochure [prorated]	\$ 24,781	\$ 806
Season Brochure Postage [prorated]	\$ 3,744	\$ 108
Newspaper	\$ 3,150	\$ -
Radio	\$ 10,900	\$ -
TV	\$ 42,450	\$ -
Event Programs	\$ 11,450	\$ -
Other Marketing	\$ 23,800	\$ -
<b>TOTAL MARKETING</b>	<b>\$ 120,275</b>	<b>\$ 914</b>
ASCAP/BMI/SESAC	\$ 15,916	\$ -
Production Supplies	\$ -	\$ -
Equipment/Personnel	\$ 47,100	\$ -
Artist Hospitality	\$ 23,375	\$ 950
Travel & Lodging	\$ 18,650	\$ 3,060
<b>TOTAL PRODUCTION COSTS</b>	<b>\$ 101,155</b>	<b>\$ 4,010</b>
<b>MISCELLANEOUS EXPENSE</b>	<b>\$ -</b>	<b>\$ -</b>
<b>TOTAL EXPENSES</b>	<b>\$ 1,523,856</b>	<b>\$ 39,967</b>
<b>CONTRIBUTION TO OVERHEAD</b>	<b>\$ 415,536</b>	<b>\$ 33,830</b>
Concessions Sales	\$ 140,916	\$ -

Grand Evening and Matinee Series	10x10 TOTALS	EVENING TOTALS
TICKET PRICES: Golden Circle (232)	\$ 450.00	\$ 2,469.00
Section A (636 seats)	\$ 350.00	\$ 2,087.00
Section B (226 seats)	\$ 350.00	\$ 1,689.00
Section C (120 seats)	\$ 150.00	\$ 1,265.00
NOMINAL CAPACITY (1208 or 1180)	1,700	42130
Section A comps	0	(1341)
Section B comps	(25)	(935)
MAXIMUM SALES CAPACITY	1,675	39854
<b>POTENTIAL NAGBOR</b>	<b>\$ 15,872</b>	<b>\$ 2,151,272</b>
<b>PROJECTED % OF GROSS</b>	<b>98%</b>	<b>79%</b>
<b>REVENUE</b>		
GbNITE tickets sold	1,642	29472
GbNITE REVENUE [net 5% discount]	\$ 17,974	\$ 1,691,205
GbDAY tickets sold		0
GbDAY REVENUE [# x \$5.00 x 95%]	\$ -	\$ -
total tickets sold	1,642	29,472
<b>TOTAL TICKET REVENUE</b>	<b>\$ 17,974</b>	<b>\$ 1,691,205</b>
Merchandise Percentage	\$ 750	\$ 5,075
Event Grants	\$ -	\$ 18,080
WI Arts Board Grant	\$ -	\$ 8,000
Program Advertising	\$ -	\$ 47,000
Sponsorship Fee	\$ 7,500	\$ 90,500
<b>TOTAL MISCELLANEOUS INCOME</b>	<b>\$ 8,250</b>	<b>\$ 168,655</b>
<b>TOTAL REVENUE</b>	<b>\$ 26,224</b>	<b>\$ 1,859,860</b>
<b>DIRECT EXPENSE</b>		
<b>ARTIST FEES</b>	<b>\$ 18,000</b>	<b>\$ 857,470</b>
<b>OVERAGE/SHARING CONTRACT</b>		<b>\$ 106,797</b>
<b>OTHER FEES (Support/BWay Royalties)</b>	<b>\$ -</b>	<b>\$ 69,565</b>
Technical Labor	\$ 900	\$ 175,500
House Staff	\$ 900	\$ 13,800
Security	\$ 1,200	\$ 23,250
<b>TOTAL EVENT LABOR</b>	<b>\$ 3,000</b>	<b>\$ 212,550</b>
Season Brochure [prorated]	\$ -	\$ 23,975
Season Brochure Postage [prorated]	\$ -	\$ 3,636
Newspaper	\$ -	\$ 3,150
Radio	\$ -	\$ 10,900
TV	\$ -	\$ 42,450
Event Programs	\$ -	\$ 11,450
Other Marketing	\$ 200	\$ 23,600
<b>TOTAL MARKETING</b>	<b>\$ 200</b>	<b>\$ 119,161</b>
ASCAP/BMI/SESAC	\$ 288	\$ 15,628
Production Supplies	\$ -	\$ -
Equipment/Personnel	\$ 2,500	\$ 44,600
Artist Hospitality	\$ 600	\$ 21,825
Travel & Lodging	\$ 1,800	\$ 13,790
<b>TOTAL PRODUCTION COSTS</b>	<b>\$ 4,900</b>	<b>\$ 92,245</b>
<b>MISCELLANEOUS EXPENSE</b>	<b>\$ -</b>	<b>\$ -</b>
<b>TOTAL EXPENSES</b>	<b>\$ 26,100</b>	<b>\$ 1,457,789</b>
<b>CONTRIBUTION TO OVERHEAD</b>	<b>\$ 124</b>	<b>\$ 381,582</b>
Concessions Sales	\$ 8,618	\$ 132,298

**Id:** b65da83e-3b58-4c59-bdde-1843496f0cf9

**Bucket:** ApplicationSubmitted\_TourismGrant

**Created:** 9/12/2023 1:52:12 PM

**Updated:** 9/12/2023 2:52:12 PM

---

# City of Wausau Tourism Grant

---

## Getting Started



### City of Wausau

## COMMISSION ROOM TAX TOURISM GRANT APPLICATION

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

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

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

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

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

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

### **APPLICATION DEADLINES:**

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

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

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

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

**ELIGIBLE APPLICANTS:**

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

**GRANT RECOGNITION:**

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

**GRANT LIMITS:**

- Grants will be limited based upon funding.

**ADDITIONAL INFORMATION:**

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

**EVALUATION CRITERIA:**

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

**REVIEW AND AWARD PROCESS:**

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

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

## Organization Info

Staff Notes

Name of Organization

Wausau Events

Authorized Official First Name

Alissandra

Authorized Official Last Name

Aderholdt

Authorized Official Title

Executive Director

Email Address

execdir@wausauevents.org

Organization Website URL

www.wausauevents.org

Street Address

316 Scott Street

City

Wausau

State

WI

Zip

54403

Daytime Telephone

7152979531

## Grant Information

Staff Notes

Grant Request Amount

█ \$15,000.00

Total Project/Event Budget

█ \$161,350.00

Event Date(s) or Date Range

█ June 21 & 22, 2023

Event Location

█ Wausau Airport

Projected Number of Attendees

█ 30,000 through the weekend

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

█ Yes

Please describe:

█ We have been awarded funding in the past, but not yet for 2024.

Estimated Number of Hotel Stays from the Project/Event

█ 475

█ Existing Event/Project

Project/Event Description

█ Wings Over Wausau is a multi-day family festival held at the Wausau Airport each year. This event is in its third year and has seen extreme growth within the first two years. The event brings provides kid's activities, food vendors, live entertainment, drones, remote-controlled model airplanes and more activities during the weekend. In addition, the event is known for having one of the highest-caliber medium-sized airshows in the state, along with the area's largest fireworks show at dusk each night! The Run The Runway 5K is hosted on the second day of the event that takes attendees along one of the runways at the airport.

The main event was free of charge in 2022, but will be \$5/person in 2024, just like it was in 2023. This is due to the rising costs of infrastructure for the event, including: toilets, trash cans, tents, shuttles, supplies and more.

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

█ Please see the attached detailed marketing plan document.

#### Marketing Media Description

█ Billboards

Locations covered by the media/ publication

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

Approximate dates

█ June 3, 2024- June 24.

Expected Cost

█ 8,500

Grant Request

█ 5,000

---

#### Marketing Media Description

█ TV Ads

Locations covered by the media/ publication

█ Entire WI Market, Minneapolis and Chicago

Approximate dates

█ June 10-June 22

Expected Cost

█ 5,000

Grant Request

█ 3,000

---

#### Marketing Media Description

█ Magazine/Newspaper and Other Printed Ads Ads

Locations covered by the media/ publication

█ Wausau, Stevens Point, Eau Claire, Madison, Northwoods

Approximate dates

█ March Issue, May Issue & June Issue

Expected Cost

6000

Grant Request

4,000

---

Marketing Media Description

Social Media Advertising

Locations covered by the media/ publication

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

Approximate dates

March-June

Expected Cost

4,500

Grant Request

2,500

---

Marketing Media Description

Posters & event printed advertisements

Locations covered by the media/ publication

Wausau, Stevens Point, Northwoods

Approximate dates

March-June

Expected Cost

1,000

Grant Request

500

---

Additional information may be attached

*See uploaded files:*

- 'Wings Over Wausau Marketing Plan 2024.pdf' (id: be1409e8-ebf9-4471-8cd5-25e11e15e15d)
- 'MainStreet Report WOW.pptx' (id: cffbfef-d2ec-40e4-a53c-99742e6a58bb)



# Hotel Stays

## Staff Notes

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

Our event is a two-day event and most attendees stay overnight in our local area. Based on reports from the Wisconsin MainStreet Program and the Central WI CVB, there were 21,609 unique visitors to our area that weekend, estimating that close to 11,000 of those were for Wings Over Wausau alone. We also work with local hotels to estimate the number of rooms used for our event, while providing direct booking links on our website. The CVB report & Wisconsin MainStreet Report are both attached to this application with their data.

In addition, this event is paired with Chalkfest again this year (both run by Wausau Events) and will create "Wausau's BIG Weekend" again for 2024. They were not paired together last year, so the marketing efforts will be combined, creating a true long-weekend of activities for families.

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

In 2022 we were able to track 213 hotel stays based on the hotel block that we reserve for pilot performers, and information from local hotels. In 2023, that number jumped to 321 hotel stays based hotel blocks, hotel information and the data collected from the CVB and WI MainStreet Program. For 2024 we are estimating over 450 hotel stays from this event and hope to continue growing that number.

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

Yes

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

We reserve room blocks with Jefferson Street Inn for this event normally due to the location for pilots. We have not yet determined the 2024 hotel for pilots.

## Required Documents

### Staff Notes

#### ORGANIZATION WIDE BUDGET

See uploaded files:

- '2024 Budget.pdf' (id: 701f7682-2b5f-49e6-84eb-08204901d504)

#### PROJECT OR EVENT BUDGET

See uploaded files:

- 'WOW Budget 2024.pdf' (id: 00f09991-012f-4e1f-a34c-ea623939461c)

#### RECENT YEAREND FINANCIAL STATEMENTS

See uploaded files:

- 'programs statement122022.pdf' (id: 4b8a9ee1-3917-42eb-aa72-81b6de8922f9)

## IRS DETERMINATION

See uploaded files:

- 'WAUSAU EVENTS TAX EXEMPT FORM-11.pdf' (id: 1f62ed77-7235-4091-a5ec-2d5049dd4a91)

## BOARD OF DIRECTORS

See uploaded files:

- '2023 Board of Directors.docx' (id: b7557b5e-9b87-4472-8914-92b80ddcceb)

## Submit

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

Applicant Full Name

Alissandra Aderholdt

Applicant Title

Executive Director

## Approval Of Application

Begin User

execdir@wausauevents.org

Begin Date

9/12/2023 1:04:06 PM

Submitted User

execdir@wausauevents.org

Submitted Date

9/12/2023 1:52:12 PM

Original Completed Application

See '2023-09-12-1852.pdf' (id: 137a2bdc-3aae-4624-a7a6-d2cc7cd0e668)

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

## WINGS OVER WAUSAU

EXPENSES	2022 Actual \$ 145,762.00	2023 Budget \$ 155,400.00	2023 Actual \$ 149,021.00	2024 Budget \$ 161,350.00
ENTERTAINMENT	4,850	3,000	5,350	5,000
OTHER ENTERTAINMENT		4,000	3,530	3,000
SODA EXPENSE	5,234	7,500	5,986	6,000
BEER EXPENSE	4,695	7,800	4,035	5,400
ICE EXPENSE	1,125	1,200	600	800
EQUIPMENT RENTAL	4,430	5,000	2,000	3,500
FIREWORKS	24,000	24,000	20,000	20,000
GARBAGE AND RECYCLING	1,100	1,350	1,500	1500
SET UP/CLEAN UP				
PROPANE/FUEL	7,694	8,200	12,388	12,500
ACCOMODATIONS	4,116	4,150	4,976	4,200
SECURITY	3,519	3,000	3,640	3,600
ADVERTISING & SIGNAGE	11,683	9,000	13,511	25,000
SOUND/LIGHTS	1,500	1,500	0	0
STAGE MANAGER/EMCEE		-		
TENT RENTAL	3,375	4,300	4510	3,800
TOILET RENTAL	2,635	2,800	2740	2,800
VOLUNTEER RECOGNITION	2,776	2,200	3094	2,500
PHONE/RADIOS				
PILOT EXPENSES	55,250	57,000	59,000	56,000
TRANSPORTATION	1,512	-		0
INSURANCE				
PERMITS	260	300	300	
POSTAGE				
PRINTING	728	600	450	250
SUPPLIES		2,000		1,500
5K WALK/RUN EXPENSES	3,030	3,500	1411	2,500
MISCELLANEOUS EXPENSE	2,250	3,000		1,500

REVENUES	\$ 146,940.00	\$ 159,100.00	\$ 136,028.00	\$ 161,350.00
SPONSORSHIPS	60,000	58,000	42,250	53,000
SPONSORSHIPS-5K WALK/RUN	3,000	3,000	Combined	2,000
GRANTS	38,500	38,000	34,500	44,000
REGISTRATION FEES-5K WALK	4,810	5,200	4,600	4,800
BEER SALES	20,208	28,500	16,298	17,550
SODA SALES	combined w/beer	6,500	Combined	
MERCHANDISE SALES				
VENDOR FEES	6,887	5,400	4,950	6750
VENDOR FEES SODA	4,700	5,200	3890	4,200

VENDOR FEES ICE				
ADVERTISING REVENUE				
GATE REVENUE			\$26,416	29,050
OTHER MISCELLANEOUS REVE	8,835	9,300	3124	

## 2023 Wausau Events Budget Summary

<b>General Fund</b>				
<i>Year</i>	<i>2021</i>	<i>2022 Actual</i>	<b>2023 Actual</b>	<b>2024 Budget</b>
<i>Revenue</i>	\$ 78,513.00	\$ 113,121.00	\$ 74,000.00	75,000
<i>Expense</i>	\$ 63,026.00		\$ 99,500.00	100,850
<i>Net</i>	\$ 15,487.00		\$ (25,500.00)	<b>\$ (25,850.00)</b>

<b>Big Bull Falls Blues Fest</b>				
<i>Year</i>	<i>2021</i>	<i>2022 Actual</i>	<b>2023 Actual</b>	<b>2024 Budget</b>
<i>Revenue</i>	\$ 134,042.00	See other sheet	\$ 136,064.00	\$ 129,400.00
<i>Expense</i>	\$ 126,995.00	See other sheet	\$ 123,206.00	\$ 128,860.00
<i>Net</i>	\$ 7,047.00		<b>\$ 12,858.00</b>	<b>\$ 540.00</b>

<b>Beer &amp; Bacon Fest</b>				
<i>Year</i>	<i>2021</i>	<i>2022 as of 7/20</i>	<b>2023 Actual</b>	<b>2024 Budget</b>
<i>Revenue</i>	\$ -	\$ 21,818.00	\$ 17,554.00	\$ 33,500.00
<i>Expense</i>	\$ -	\$ 18,776.00	\$ 22,405.00	\$ 27,150.00
<i>Net</i>	\$ -	<b>\$ 3,042.00</b>	\$ (4,851.00)	<b>\$ 6,350.00</b>

<b>Concerts on the Square</b>				
<i>Year</i>	<i>2021</i>	<i>2022 as of 7/20</i>	<b>2023 Actual</b>	<b>2024 Budget</b>
<i>Revenue</i>	\$ 55,974.00	\$ 38,075.00	\$ 43,000.00	\$ 44,500.00
<i>Expense</i>	\$ 27,366.00	\$ 32,864.00	\$ 35,920.00	\$ 37,600.00
<i>Net</i>	\$ 28,608.00	<b>\$ 5,211.00</b>	<b>\$ 7,080.00</b>	<b>\$ 6,900.00</b>

<b>Chalkfest</b>				
<i>Year</i>	<i>2021</i>	<i>2022 as of 7/20</i>	<b>2023 Actual</b>	<b>2024 Budget</b>
<i>Revenue</i>	\$ 12,506.00	\$ 18,430.44	\$ 18,287.00	\$ 14,450.00
<i>Expense</i>	\$ 10,193.00	\$ 10,420.34	\$ 12,864.00	\$ 13,050.00
<i>Net</i>	\$ 2,313.00	<b>\$ 8,010.10</b>	<b>\$ 5,423.00</b>	<b>\$ 1,400.00</b>

<b>Holiday Parade</b>				
<i>Year</i>	<i>2021</i>	<i>2022 as of 7/20</i>	<b>2023 Actual</b>	<b>2024 Budget</b>
<i>Revenue</i>		\$ 5,375.00	\$ 6,300.00	\$ 6,250.00
<i>Expense</i>		\$ 3,860.00	\$ 4,850.00	\$ 4,470.00
<i>Net</i>	\$ 1,421.00	\$ 1,515.00	\$ 1,450.00	\$ 1,780.00

<b>Harvest Fest</b>				
<i>Year</i>	<i>2021</i>	<i>2022 as of 7/20</i>	<b>2023 Actual</b>	<b>2024 Budget</b>
<i>Revenue</i>	\$ 8,490.00	\$ 7,000.00	\$ 8,500.00	\$ 6,500.00
<i>Expense</i>	\$ 6,372.00	\$ 4,429.00	\$ 4,690.00	\$ 4,860.00
<i>Net</i>	\$ 1,421.00	\$ 2,571.00	\$ 3,810.00	\$ 1,640.00

<b>Winter Fest</b>				
<i>Year</i>	<i>2021</i>	<i>2022 as of 7/20</i>	<b>2023 Actuals</b>	<b>2024 Budget</b>
<i>Revenue</i>	\$ -	\$ 6,500.00	\$ 5,000.00	\$ 5,000.00
<i>Expense</i>	\$ -	\$ 5,764.00	\$ 6,687.00	\$ 5,000.00
<i>Net</i>		\$ 736.00	\$ (1,687.00)	\$ -

<b>Winter Brew Fest</b>				
<i>Year</i>	<i>2020</i>	<i>2022</i>	<b>2023 Actual</b>	<b>2024 Budget</b>
<i>Revenue</i>	\$ 6,308.00	\$ -	\$ 9,360.00	\$ 13,750.00
<i>Expense</i>	\$ 7,538.00	\$ -	\$ 6,450.00	\$ 8,000.00
<i>Net</i>	\$ (1,230.00)	\$ -	\$ 2,910.00	\$ 5,750.00
<i>First event since pandemic was 2023's event.</i>				

**Wings Over Wausau**

Year	2021	2022 as of 7/20	2023 Actual	2024 Budget
Revenue	\$ -	\$ 146,940.00	\$ 136,028.00	\$ 161,350.00
Expense	\$ -	\$ 145,762.00	\$ 145,086.00	\$ 161,350.00
Net	\$ -	\$ <b>1,178.00</b>	\$ <b>(9,058.00)</b>	\$ -
<i>Notes: no final 2022 report - all 2023 is accurate based on ED notes.</i>				

<b>4th Of July Fireworks</b>				
Year	2024 Budget			
Revenue	\$ 36,090.00			
Expense	\$ 36,090.00			
Net	\$ -			
<i>Notes: We would be requesting funding from Wausau and surrounding cities to do this-Festival Foods main sponsor.</i>				

<b>2024 Budget</b>		
	REVENUE	PROFIT (LOSS)
General	\$75,000	\$ <b>(25,850.00)</b>
Big Bull Falls Blues Fest	\$ 129,400.00	\$ <b>540.00</b>
Beer & Bacon Fest	\$ 33,500.00	\$ <b>6,350.00</b>
Concerts on the Square	\$ 44,500.00	\$ <b>6,900.00</b>
Chalkfest	\$ 14,450.00	\$ <b>1,400.00</b>



Holiday Parade	\$ 6,250.00	\$ <b>1,780.00</b>
Harvest Fest	\$ 6,500.00	\$ 1,640.00
Winter Fest	\$ 5,000.00	\$ -
Winter Brew Fest	\$ 13,750.00	\$ 5,750.00
Wings Over Wausau	\$ 161,350.00	\$ -
4th Of July Fireworks	\$36,090	-
		<b>\$ (1,490.00)</b>



## Wings Over Wausau Marketing Plan

### Target Audience:

The target audience for Wings Over Wausau is families. We contract with professional airshow companies to bring the very best in airshow entertainment to our audience. These performers draw crowds from throughout the state and the Midwest. We target this group of people by having ads on local and regional radio stations, regional TV stations and billboards in the region. In addition, we have advertising in both the Minneapolis and Chicago markets, along with the Northwoods. Social Media is used to target possible attendees throughout Wisconsin and the surrounding states as well, allowing us to narrow or expand our targeted audience radius. We are also able to see results from these ads which help us further expand our audience. Printed advertising is used for our local community. We are also planning to advertise in a few regional and national family magazines and in tourism destinations within our state, such as Madison and Milwaukee. In addition to families, we are targeting pilots to fly into our Airshow by having ads in the various airshow magazines, along with advertisements at the airports within our state and surrounding states.

We have marketing outside of 90 miles with the airport advertisements, billboard ads, social media targeted ads and by participating at other events throughout the state. In addition, our radio and TV partners reach audiences outside of 90 miles from Wausau and we plan to expand our TV reach this year by adding in the LaCrosse Stations. The target of these wider focused ads includes those traveling through the area and those from outside the immediate area. The billboards are intended to be seen by those traveling through the area who are heading to other destinations within our state. In the past we have selected billboards on Highway 29, Highway 51, and additional billboards in Madison, Milwaukee, Eau Claire and Green Bay.

### Unique Selling Position:

Wings Over Wausau is a unique event as it creates community in our local area, while hosting larger performing acts that reach those from outside our local area too. We have created an optimal experience for aviation fans but have also expanded the event to include activities for those of all interests. In addition, our pilots only perform at select airshows throughout the year, creating a unique chance to see these nationally recognized acts. Another selling point is the venue: Downtown Wausau Airport. This venue provides a great event space, while allowing attendees enough room to spread out and participate in all the activities offered.

### Position Strategy:

Wings Over Wausau is one of the only airshows in the state and helps kick off Airshow Season.

### Hotel Stays:

This event is guaranteed to generate hotel stays. In 2022 we were able to track over 213 hotel stays, including those traveling to our local area and the pilots that flew in for the event. In 2023, the number of rooms increased at our local hotels, and we were able to track over 321 hotel stays based on performer hotel room blocks and those traveling to the area. For 2024 we are estimating over 450 hotel stays for this event due to the activities being offered that will draw in pilots from around the area and families who will want to return to the event both days. We are targeting additional hotel stays from those coming from outside the area through our strategic placement of hotel links on our website for people to book and that allows the hotels and us to track the stays, airplane specific sites where fans go to, billboards on highways that get traveled frequently by those outside the area and TV ads that span from Adams to Vilas Counties.

# Wausau Events – Wings Over Wausau 2023 Event Analysis

WEDC

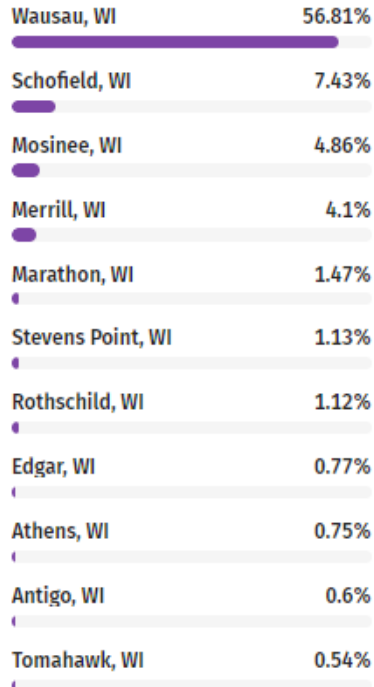
 DATAFY



# Visitors to Wausau 2023 Baseline

## Baseline (3/1 to 5/31)

Locals 0-50mi	<b>Visitor Days</b> <b>4,822,331</b>
Visitors 51+mi	<b>Visitor Days</b> <b>574,794</b>



## Avg across 91 days

**Visitor Days**  
**52,993**

**Visitor Days**  
**6,316**

## Average Visitors on a Friday

**Visitor Days**  
**61,376**

**Visitor Days**  
**7,192**

## Average Visitors on a Saturday

**Visitor Days**  
**59,683**

**Visitor Days**  
**7,459**

# Visitors to Wausau Wings Over Wausau Friday, June 23<sup>rd</sup>, 2023

Locals  
0-50mi

Visitor Days  
**59,601**

## Top Demographics



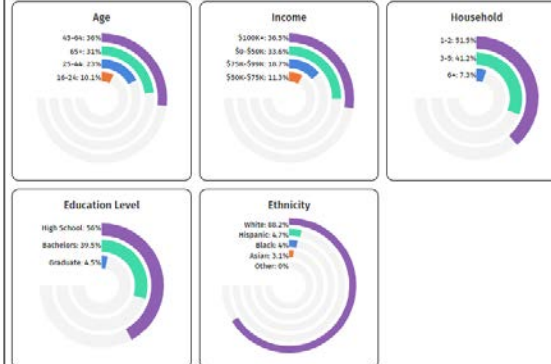
## Visitors by City



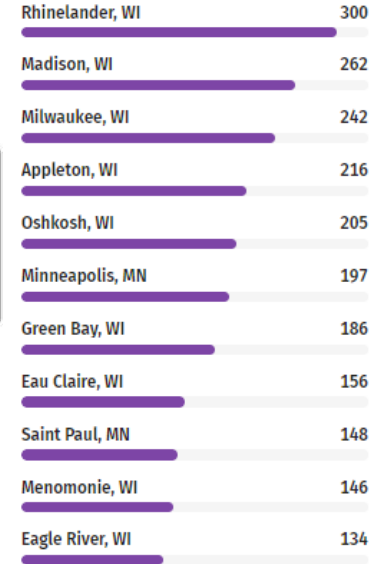
Visitors  
51+mi

Visitor Days  
**8,215**

## Top Demographics



## Visitors by City



Visitors to Wausau

Areas geofenced capture a sample size of devices and are statistically modeled to estimated visitor volumes



# Visitors to Wausau Wings Over Wausau Saturday, June 24<sup>th</sup>, 2023

Locals  
0-50mi

## Visitor Days

59,041

## Top Demographics



## Visitors by City



Visitors  
51+mi

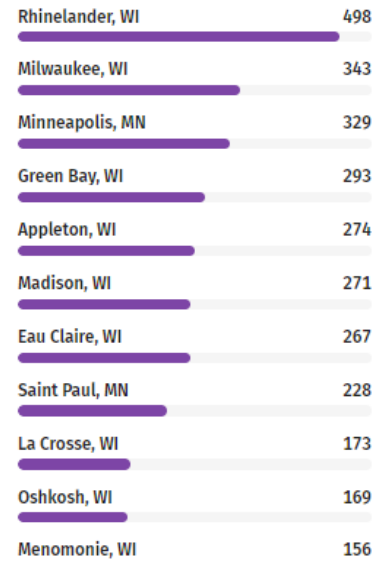
## Visitor Days

11,545

## Top Demographics



## Visitors by City



Visitors to Wausau

Areas geofenced capture a sample size of devices and are statistically modeled to estimated visitor volumes

# Visitors to Wausau Weekend of June 23-25, 2023

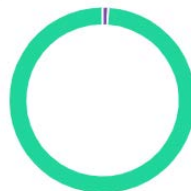
Locals  
0-50mi

**Visitor Days**   **Unique Visitors**   **Avg Length of Stay**  
**178,494**   **65,407**   **1**

Visitors  
51+mi

**Visitor Days**   **Unique Visitors**   **Avg Length of Stay**  
**32,132**   **21,609**   **1.5**

Comparison of Trips



● Repeat 99% ● One Time 1%

Comparison of Trips



● Repeat 66% ● One Time 34%

Wausau, WI	50.63%
Schofield, WI	6.57%
Mosinee, WI	4.47%
Merrill, WI	4.01%
Marathon, WI	1.27%
Stevens Point, WI	1.17%
Rothschild, WI	0.99%
Edgar, WI	0.73%
Athens, WI	0.69%
Tomahawk, WI	0.62%
Antigo, WI	0.61%

**Id:**

**Bucket:** ApplicationSubmitted\_TourismGrant

**Created:** 8/25/2022 11:11:45 AM

**Updated:** 8/25/2022 11:11:45 AM

---

## 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

| Performing Arts Foundation/The Grand Theater

Authorized Official First Name

| Katy

Authorized Official Last Name

| Lang

Authorized Official Title

| Director of Development & Community Engagement

Email Address

| klang@grandtheater.org

Organization Website URL

| www.grandtheater.org

Street Address

| 401 N. Fourth St.

City

| Wausau

State

| WI

Zip

| 54403

Daytime Telephone

| 7158420988

## Grant Information

Staff Notes

Grant Request Amount

\$10,000.00

Total Project/Event Budget

\$2,750,024.00

Event Date(s) or Date Range

February 2023 - June 2023

Event Location

The Grand Theater - Wausau, WI

Projected Number of Attendees

75000

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

No

Please describe:

Estimated Number of Hotel Stays from the Project/Event

New Event/Project

Project/Event Description

The Grand Theater is North Central Wisconsin's most complete event complex, providing a variety of gathering spaces for touring shows, rental events, meetings, exhibits and social activities. In our first year of presenting live performances after the COVID-19 pandemic, we were thrilled to bring more than 70,000 audience members back through our doors. This past season showed us that although ticket-buyers are returning, audiences in general are buying tickets later, choosing to buy tickets days in advance rather than weeks in advance. When shows are selling later, we have to enhance and prolong our marketing efforts. With a blockbuster season ahead and new shows being announced almost weekly, increased marketing funds are needed to ensure that we continue to draw audiences to Wausau for performances at The Grand.

We also see a great opportunity for audiences to plan weekend visits to Wausau during the second half of our season. With 24 shows taking place on Thursday, Friday, Saturday, and Sunday evenings, much more than in other recent seasons, we believe that travelers from outside of Wausau will be much more likely to plan to visit Wausau for the weekend, rather than returning home immediately after the performance. We also plan to partner with Granite Peak Ski Area to promote ski and show packages to encourage weekend visits in the winter months.

During the 2021-22 Season, we saw approximately 28,000 tickets sold outside of Marathon County and nearly 20,000 of those tickets sold were at least 90 miles from Wausau. The Grand is committed to bringing the best of the performing arts to North Central Wisconsin, bringing outside revenue to the region. With an economic impact of \$5.1 million last season, we are committed to making Wausau a better place to visit, live, and work.

Optional: Upload Project/Event Details

No files uploaded.

# Marketing Plan

## Staff Notes

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

## Marketing Plan Description

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

## Marketing Media Description

TV Flights

Locations covered by the media/ publication

Wausau/Rhineland/Stevens Point

Approximate dates

Feb 23 - June 23

Expected Cost

\$12,000

Grant Request

\$4,000

---

## Marketing Media Description

Billboards

Locations covered by the media/ publication

Wausau/Marshfield/Minocqua/Eau Claire

Approximate dates

Feb 23, June 23

Expected Cost

\$2,000

Grant Request

\$1,000

---

Marketing Media Description

Facebook Advertising

Locations covered by the media/ publication

100 miles from Wausau/Midwest

Approximate dates

Feb 23 - June 23

Expected Cost

\$3,000

Grant Request

\$1,500

---

Marketing Media Description

Direct Mail

Locations covered by the media/ publication

Midwest

Approximate dates

Feb 23 - June 23

Expected Cost

\$12,000

Grant Request

\$2,000

---

## Marketing Media Description

■ Digital Marketing

Locations covered by the media/ publication

■ Midwest

Approximate dates

■ Feb 23 - June 23

Expected Cost

■ \$4,500

Grant Request

■ \$2,500

---

Additional information may be attached

■ No files uploaded.

## Hotel Stays

Staff Notes

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

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

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

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

■ No

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

## Required Documents

Staff Notes

ORGANIZATION WIDE BUDGET

■ *See uploaded files:*

- '2022.23 Budget Summary.pdf' (id: 6e04d4a4-cf68-43f0-85af-e5211f955083)

#### PROJECT OR EVENT BUDGET

*See uploaded files:*

- '22-23 Tourism Marketing Budget.pdf' (id: 313674dc-1d60-4380-a583-2cd68bd028e0)

#### RECENT YEAREND FINANCIAL STATEMENTS

*See uploaded files:*

- '2020PAF\_AuditedFinancials.pdf' (id: fa442abf-68bb-4647-a90b-a4bfd2f6f16)

#### IRS DETERMINATION

*See uploaded files:*

- 'IRS Letter of Determination.pdf' (id: 321ea764-62c7-402d-a6d5-4afb6c3b6d52)

#### BOARD OF DIRECTORS

*See uploaded files:*

- '2021-22 PAF Board List.docx' (id: d5b1bbfa-a8c7-4c14-84c6-b5b9cfccd98f)

## Submit

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

Applicant Full Name

Katy Lang

Applicant Title

Director of Development & Community Engagement

## Approval Of Application

Begin User

klang@grandtheater.org

Begin Date

8/25/2022 10:43:12 AM

Submitted User

klang@grandtheater.org

Submitted Date

8/25/2022 11:11:45 AM

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



**2022-23 Season (Second Half) Tourism Marketing Budget**

Marketing Media Description	Locations covered by the media/publication	Approximate dates	Expected Cost	Grant Request
TV Flights	Wausau/Rhinelanders/ Stevens Point	Feb 23 – June 23	\$12,000	\$4,000
Billboards	Wausau/Marshfield/ Minocqua/Eau Claire	Feb 23 – June 23	\$2,000	\$1,000
Facebook Advertising	100 mile radius/Midwest	Feb 23 – June 23	\$3,000	\$1,500
Direct Mail	Midwest	Feb 23 – June 23	\$12,000	\$2,000
Digital Marketing	Midwest	Feb 23 – June 23	\$4,500	\$1,500

REVENUE	2021-22 APPROVED	2021-22 YE PROJ	VARIANCE	2022-2023 PROPOSED
TICKET SALES	\$1,652,739	\$1,788,649	\$135,910	\$1,335,246
OTHER PERF REVENUE	\$5,700	\$4,500	-\$1,200	\$5,610
EVENT GRANTS/SPONSORSHIP	\$155,769	\$170,630	\$14,861	\$155,470
CONCESSIONS REVENUE	\$254,044	\$198,000	-\$56,044	\$287,291
BOX OFFICE REVENUE	\$224,500	\$242,000	\$17,500	\$337,500
RENTAL FEES	\$125,500	\$69,700	-\$55,800	\$145,500
OTHER RENTAL INCOME	\$87,500	\$74,200	-\$13,300	\$113,000
PERF ARTS FUND DRIVE	\$385,000	\$605,000	\$220,000	\$325,000
OTHER GRANTS & DON	\$54,407	\$44,407	-\$10,000	\$44,407
MISC INCOME	\$2,000	\$1,581,214	\$1,579,214	\$1,000
<b>TOTAL REVENUES</b>	<b>\$2,947,159</b>	<b>\$4,778,300</b>	<b>\$1,831,141</b>	<b>\$2,750,024</b>

EXPENSES	2021-22 APPROVED	2021-22 YE PROJ	VARIANCE	2022-2023 PROPOSED
ARTIST FEES	\$1,038,574	\$1,058,254	-\$19,680	\$780,281
PROD EXPENSE - PAF	\$323,952	\$302,782	\$21,170	\$255,685
MRKTG EXPENSE - PAF	\$98,003	\$85,486	\$12,517	\$91,510
PROD EXPENSE - RENTAL	\$31,000	\$36,090	-\$5,090	\$40,000
BOX OFFICE EXPENSE	\$87,266	\$91,266	-\$4,000	\$93,749
CONCESSIONS EXPENSE	\$102,000	\$96,500	\$5,500	\$120,000
FUNDRAISING EXPENSE	\$20,800	\$18,750	\$2,050	\$20,800
GENERAL MARKETING EXPENSE	\$34,000	\$63,368	-\$29,368	\$44,500
PERSONNEL EXPENSE	\$880,505	\$886,160	-\$5,655	\$944,638
ADMINISTRATION	\$62,000	\$73,783	-\$11,783	\$72,500
UTILITIES	\$91,200	\$76,653	\$14,547	\$94,200
OCCUPANCY	\$105,271	\$100,926	\$4,345	\$107,926
<b>TOTAL EXPENSES</b>	<b>\$2,874,571</b>	<b>\$2,890,018</b>	<b>-\$15,447</b>	<b>\$2,665,789</b>
<b>CHANGE IN OPERATIONAL ASSETS</b>	<b>\$72,588</b>	<b>\$1,888,282</b>	<b>\$1,815,694</b>	<b>\$84,235</b>
<b>DEPRECIATION</b>	<b>-\$67,500</b>	<b>-\$70,000</b>	<b>-\$2,500</b>	<b>-\$72,500</b>
<b>CHANGE IN ASSETS</b>	<b>\$5,088</b>	<b>\$1,818,282</b>	<b>\$1,813,194</b>	<b>\$11,735</b>