



WCWCVB January 24, 2024 Board Meeting

Granite Peak
227200 Snowbird Ave
Wausau, WI 54401

In-Person Meeting and also available on Microsoft Teams

Refreshments and lunch will be available

Meeting starts at 11:00 A.M.

CVB Mission and Vision Statements

Mission Statement: CVB is a regional tourism organization providing resources, marketing, and leading strategic cooperation with other organizations. CVB fosters excellent visitor experiences, positioning our region as a destination community.

CVB Vision Statement: CVB is a premiere tourism marketing organization developing the greater Wausau Region as an outstanding destination.

Meeting Agenda

- | | |
|--|--------------------------|
| 1. Call To Order | Fisher |
| 2. Roll Call | Patel |
| 3. Approval of November 15, 2023 Meeting Minutes | Fisher |
| 4. Approval of Financial Reports | Krahn/Maguire |
| 5. Discussion and Possible Action of Sports Authority Grants | Fisher |
| a. Rib Knights Snowmobile Club – Battle at Bull Falls Event | |
| b. MC United Soccer Spring Badger State Games Tournament | |
| 6. Executive Director’s Report | White |
| 7. New Business | Fisher/White/Steinhilber |
| a. Discussion and Possible Action on 2024 Business Plan | |
| b. Discussion and Possible Action on 2024 Marketing Plan | |
| c. Discussion and Possible Action on Board Term Elections | |

- d. Discussion and Possible Action on acknowledgement of restricted funds released in 2023 for Village of Weston and City of Schofield **Fisher**
- 8. Unfinished Business** **Fisher**
 - a. Discussion and evaluation of Town Hall Meeting What Takeaways and/or Implementation
- 9. Committee Reports** **Fisher**
- 10. Announcements or Requests** **Fisher**
- 11. Next Meeting Date:** **Fisher**
 - a. March of 2024
- 12. Adjourn Meeting** **Fisher**

Microsoft Teams meeting

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November 15, 2023 Board Meeting Minutes

Granite Peak

11:30 am

Board Meeting called to order by Fisher. Roll call taken by Maguire.

Present: Jamie Polley, Greg Fisher, Gaylene Rhoden, Sean Wright, Tim Van De Yacht, Liz Brodek, Hooshang Zeyghami, Tim White, Jodi Maguire and Brenton Wildman

Present on Zoom: Yee Leng Xiong & Nick Patel

Absent: Steve Krahn, Joan Joss & Jay Govardhan

Call for a motion to accept the September 20, 2023 & October 30, 2023 meeting minutes as printed by Fisher. Motion to accept, was made by Van De yacht, second by Polly, and approved by all.

Financial Reports

Maguire gave an overview of the October financials for the CVB and Sports Authority. Maguire stated Krahn looked over the financials before he left for vacation. Overall, the Sports Authority is ahead and showing a current profit. Maguire mentioned the sale of the Wausau Marathon was finalized and Mr. Smith made an initial payment of \$7,500 towards the purchase. For the CVB, Maguire stated room tax funds were down but hopefully with the 3rd quarter room tax coming in November it will level itself out. Maguire stated the marketing lines are a little overbudget due to the JEM grant with the Taste N Glow Balloon Festival. Maguire stated funds from the state will be coming in sometime in the month of November.

Call for a motion to accept the financial reports as printed by Fisher. Motion to accept made by Zeyghami second by Polley, approved by all.

Executive Director Report

White gave a recap of the Fall Conference on Tourism held in Milwaukee on November 8-9, 2023. White stated he attended a breakout session on Advocating for the Value of Tourism. White stated it was an eye-opener and stated he has added to the research resources on the board of directors' documents on the website for everyone to review. White also stated he connected with the Board President of the Manitowoc CVB at the Fall Conference. White stated he will be working on receiving more room tax dollars from the municipalities. White stated he has started the discussion with the City of Wausau and will be attending a council meeting soon to give a presentation. Zeyghami asked what type of presentation will be given and White stated an educational piece highlighting the room tax law and the Wausau CVB efforts. White stated he would like to focus on the quality of the place and the responsibilities of the CVB. Rhoden asked what type of increase or change would be asked. White stated he will be seeking 40% of room tax for the CVB with an additional 6% for the Sports Authority. 3% for the grant program and the other 3% going to focus on outdoor recreation.

White stated he spoke with Mayor Rosenberg about the changes, and she recommended bringing it to the full council for discussion and approval before going to the Tourism Commission. Fisher asked White to send out his presentation to the entire board to review before the presentation is given in person. Fisher stated everyone could offer input and stand behind the ask. White also shared he will be meeting with the Village of Rothschild on the 20th of November. White stated Holiday Inn coordinated a meeting between the Village of Rothschild, CVB and Holiday Inn. Fisher asked if a discussion of a contract would be taking place. White stated he was unsure since the Holiday Inn coordinated the meeting. White stated he focus would be an education piece.

White also shared he has been in contact with the Reinhart Law Firm who has been working with Manitowoc legal case. White stated he did receive an offer if the CVB needs to take legal action with Village of Rothschild, City of Mosinee and even Village of Rib Mountain. Rhoden asked what the reason of perusing the legal action. White stated he is doing his due diligence and responsibility as an Executive Director to look at all avenues if municipalities are not supporting the tourism entity or not in contract with the tourism entity. White stated a tourism entity needs to spend 51% of the room tax funds on marketing efforts. Zeyghami asked who would be attending the Village of Rothschild meeting. White stated himself and Maguire would be the representatives from the CVB. Polley stated VanDeWalle spoke with her after the Town Hall meeting and mentioned the Expo Center being an area of focus and stated everyone needs to work as a region as it is the only Expo Center in our area. Discussion between board members on a public owned meeting space versus a privately owned space. It was stated Fox Cities has an Expo Center as well, but it is community-owned rather than privately owned. Zeyghami asked what funds are being used to support the Expo Center. White stated the Village of Rothschild contributes \$100,000 towards the Expo Center yearly.

White also stated additional revenue from the DTN program is coming in. White stated this is Destination Travel Network and they are working on selling ads and banners on our website.

White shared the Stewart Inn, Owl Ridge Cabin, Jefferson Street Inn and Monk Gardens have joined the program. White stated he is currently working on a merchandise store and will be available soon. White also gave a brief update on the partnership program and stated businesses are starting to sign up. White stated the CVB team is working on the new visitor's guide for Central Wisconsin. Publication will change over to a two-year instead of a yearly publication due to the cost. White shared the exciting news that The Uniquely Wisconsin episode from Discover Wisconsin with Stoney Acres recently won an Emmy. White also mentioned he applied for the Ice Age Trail to be recognized as a national trail. Signage can be purchased to show recognition. White stated the sub-committee for the Sports Authority met and will be meeting again shortly to talk about Badger State Games.

White also stated he has a few names of community members who are interested in joining the CVB Board of Directors. Fisher asked who serves on the nomination committee. White stated Mayor Rosenberg, Govardhan and Patel are members of the committee. Polley stated in the potential new board policy handbook, the nomination committee was eliminated. The board agreed each interested party should submit a letter of interest stating why they would like to join the board and what contributions and assets they would bring. Brodek stated it would be nice to have a board matrix to see what is needed to fill the open seats. Van De Yacht stated he put together the matrix and asked Maguire to send over the current board directly with terms of the members.

Rhoden asked White if he had an update on finding a permanent location and stated she is aware of two places in Rib Mountain. Rhoden asked White to follow up with her after the meeting for the meeting locations. White stated Zeyghami had a place in Weston on Schofield Ave but stated the monthly rent was not in our price range. White stated he is continuing to look.

Budget 2024

Maguire presented the 2024 budget. Maguire went through the budget lines decreased or increased compared to 2023. Maguire stated two additional income lines were added for 2024 – Partnership Plans and DTN Income. For the expenses, Maguire and White explained in the increase in salary & wages. White stated he would like to hire one additional staff as a social media/partnership plan coordinator. Fisher and Van De Yacht asked what the job responsibilities would be. White stated their focus would be 60% on social media capturing pictures and video from events and building relationships with businesses for the partnership plan. Polley asked how this is different from now. White stated it is difficult to get to each event or location to get footage and/or pictures. Fisher and Polley stated they would like to see a marketing plan before proceeding with a new staff member. Van De Yacht asked if a job description could be shared for the new position and if funds to support a new position could be used in other marketing efforts. Van De Yacht stated that if we are seeking additional funding from Room Tax from the municipalities, it might be useful to put those funds to work outside the 90-mile radius to market the area. Van De Yacht stated municipalities might prefer this avenue rather than an additional staff member. Brodek suggested leaving the budget as is

but not adding additional staff members at this time until all potential avenues have been discussed, board members agreed. Fisher stated it would be important to bring a marketing plan to the next board meeting for discussion. Van De Yacht stated we need to evaluate objectives and have measurable metrics for 2024. Wright agreed with Van De Yacht and stated added funds in target markets might be a good idea so we can reach out further and have more exposure. Van De Yacht stated Wausome is currently covering the events aspects for the region, so we need a broader approach.

Call for a motion to accept the 2024 Budget for CVB & Sports Authority as printed by Fisher. Motion to accept made by Van De Yacht second by Wright, approved by all.

Board Policy Handbook

Polley stated the committee met over the last few months and developed the board policy. Polley stated majority of the resources came from different CVB's. Polley asked if there was anything missing or any other items that should be added. Polley stated the board policy would be reviewed yearly and a new committee would be formed to oversee the board policy and by-laws.

Call for a motion to accept the Board Policy as printed by Fisher. Motion to accept made by Zeyghami second by Van De Yacht, approved by all.

Sports Authority Grants

Maguire stated Wausau Youth Hockey has applied for five different grants with two of them being new to the Badger State Games family for 2024. Maguire stated this would be the tournament for the Pee Wee C/Squirt C and the 10U Hockey Tournament. Maguire stated the Pee Wee C/Squirt C was added due to the large number of athletes competing in the brackets of A & B that it was difficult to run a C tournament the same timeframe/weekend. Van De Yacht asked if they asked for funds in the past and how many times. Maguire stated they did ask for funds prior to COVID and asked for \$5,000 for each tournament. After COVID, this would be the third year of asking but has decreased in their asking amount. Discussion between board members on asking Wausau Youth Hockey to move one of the tournaments to a different weekend. (President's Day Weekend) Van De Yacht asked Maguire if this could be asked and stated maybe funding more grant funds if needed if they do switch weekends. Van De Yacht also stated not having any Rothschild hotels on marketing materials if grants are funded due to us not being in contract with the Village of Rothschild. Maguire stated she will also relay the message back to the association.

Call for a motion to accept the five grants request from the Wausau Youth Hockey at \$1,500 each as printed by Fisher. Motion to accept made by Zeyghami second by Van De Yacht approved by all.

Fisher had to leave the meeting, Polley took over leading the discussion.

Nominations for Board Members

Board of Directors agreed each potential new member should submit a letter and address why they are interested and what they would bring to the board. Van De Yacht stated he will work on board matrix; Brodek stated she can help as well. The board matrix will be presented at the January meeting for further discussion on adding new members to the board.

Take Aways on Town Hall Meeting

Board of Directors discussed takeaways and feedback from the town hall meeting. Topic and discussion will be added to the January agenda due to running out of time with the meeting. Van De Yacht asked if notes/thoughts would be added to the google folder so everyone could see. White stated this is a good idea and will add his notes and Ken Day's to the folder.

Board discussed next meeting date and time. 11am on Wednesday, January 24, 2024, with location being at Granite Peak.

Call for a motion to adjourn by Rhoden, second by Brodek, approved by all. 1:27 pm.

Wausau/Central WI CVB Profit & Loss Budget vs. Actual January through December 2023

	TOTAL		
	Jan - Dec 23	Budget	\$ Over/Under Budget
Ordinary Income/Expense			
Income			
330 · Restr. Schofield Hold	35,921.35		
331 · Restr. Weston Hold	141,974.49		
402 · Gift Shop - Taxable	0.00	12,000.00	-12,000.00
403 · Gift Sales - Non Taxable	0.00	100.00	-100.00
405 · Publication & Program Revenue	61,599.00	45,000.00	16,599.00
410 · Brochure Distribution Service	1,560.00	8,000.00	-6,440.00
415 · Advertising	0.00	3,035.00	-3,035.00
420 · Sponsorship	0.00	0.00	0.00
422 · Registration Fees	0.00	0.00	0.00
430 · Resale/Misc Revenue	1,020.00	20,000.00	-18,980.00
432 · Interest Income	5,711.04	1,000.00	4,711.04
434 · Print & Design Income	0.00	500.00	-500.00
435 · Room Tax	724,637.31	615,000.00	109,637.31
436 · Expedia Room Tax	0.00	0.00	0.00
440 · Sports Authority	0.00	0.00	0.00
441 · Grant Revenue	12,500.00	55,000.00	-42,500.00
Total Income	984,923.19	759,635.00	225,288.19
Gross Profit	984,923.19	759,635.00	225,288.19
Expense			
500 · Conference Expenses	11,077.97	5,500.00	5,577.97
534 · Print & Design Expenses	393.94	0.00	393.94
564 · Participant Supplies	27.87	0.00	27.87
565 · Event Supply	0.00	0.00	0.00
565A · Event Service Fees	0.00	0.00	0.00
565B · Event Facility Fees	0.00	0.00	0.00
567 · Merchandise for resale	192.00	3,500.00	-3,308.00
569 · Property Tax	3,565.75	11,500.00	-7,934.25
576 · Outside Services	2,465.86	14,000.00	-11,534.14
607 · Advertising Expenses	5,617.18	5,000.00	617.18
608 · Marketing Expense	123,387.67	90,000.00	33,387.67
609 · Website	67,726.07	110,000.00	-42,273.93
612 · Grant Expense	9,313.78	0.00	9,313.78
705 · Computer & Software Expense	4,444.10	8,000.00	-3,555.90
707 · Legal & Accounting	11,427.20	13,500.00	-2,072.80
708 · Dues & Subscriptions	14,584.55	8,000.00	6,584.55
709 · Miscellaneous Exp	0.00	0.00	0.00
710 · Office Expense	5,697.39	7,000.00	-1,302.61
712 · Visitors Magazine Expense	64,571.86	70,000.00	-5,428.14
715 · Bank & Credit Card Fees	507.90	1,500.00	-992.10
718 · Registration Fees Expense	0.00	0.00	0.00

Wausau/Central WI CVB
Profit & Loss Budget vs. Actual
January through December 2023

	TOTAL		
	Jan - Dec 23	Budget	\$ Over/Under Budget
720 · Vehicle Expense	3,007.91	4,000.00	-992.09
721 · Seminars & Training	51.70	0.00	51.70
722 · Repairs & Maint	1,336.25	5,000.00	-3,663.75
730 · Health Insurance	26,843.00	39,900.00	-13,057.00
732 · Meals & Entertainment	4,866.95	3,500.00	1,366.95
733 · Insurance	14,979.25	18,000.00	-3,020.75
755 · Telephone Expense	2,925.17	3,600.00	-674.83
756 · Equipment Lease	2,301.12	2,500.00	-198.88
760 · Postage	2,593.48	4,000.00	-1,406.52
770 · Rent /Storage Expense	7,408.54	10,500.00	-3,091.46
771 · Parking Permit	0.00	0.00	0.00
772 · Utilities	5,511.16	14,000.00	-8,488.84
773 · Tourism Commissions	0.00	0.00	0.00
775 · Capital Expense	0.00	0.00	0.00
800 · Salary & Wages	250,400.95	245,000.00	5,400.95
809 · Employee Benefits	4,350.00	10,200.00	-5,850.00
810 · Payroll Taxes	19,128.82	20,500.00	-1,371.18
811 · Retirement Plan	8,246.01	10,000.00	-1,753.99
812 · Interest Expense Building	14,399.74	13,700.00	699.74
813 · Interest Expense EDIL	4,124.50	4,500.00	-375.50
890 · Penalty	0.00	0.00	0.00
Total Expense	697,475.64	756,400.00	-58,924.36
Net Ordinary Income	287,447.55	3,235.00	284,212.55
Other Income/Expense			
Other Expense			
930 · Restr. Schofield Hold Release	54,730.50	0.00	54,730.50
931 · Restr. Weston Hold Release	158,166.66	0.00	158,166.66
975 · Depreciation Expense	18,580.78	14,600.00	3,980.78
980 · Disposal of Assets	-10,001.99		
Total Other Expense	221,475.95	14,600.00	206,875.95
Net Other Income	-221,475.95	-14,600.00	-206,875.95
Net Income	65,971.60	-11,365.00	77,336.60

Wausau/Central Wisconsin Sports Authority Inc.
Profit & Loss Budget vs. Actual
January through December 2023

	TOTAL		
	Jan - Dec 23	Budget	\$ Over/Under Budget
Ordinary Income/Expense			
Income			
330 · Restr. MMB Schofield	4,025.67		
331 · Restr. MMB Weston	36,188.43		
402 · Gift Shop	0.00	0.00	0.00
415 · Advertising	0.00	0.00	0.00
420 · Sponsorship	60,550.00	70,000.00	-9,450.00
422 · Registration Fees	97,096.25	125,000.00	-27,903.75
422A · BSG FS Registrations	69,291.32	65,000.00	4,291.32
430 · Resale/Misc Revenue	10,648.51	30,000.00	-19,351.49
432 · Interest Income	869.38	450.00	419.38
434 · Print & Design Income	0.00	0.00	0.00
435 · Room Tax Revenue	0.00	0.00	0.00
440 · Sports Authority	142,764.71	102,000.00	40,764.71
441 · Grant Revenue	8,000.00	25,000.00	-17,000.00
444 · Vendor Income	100.00	0.00	100.00
445 · Contract Revenue	0.00	0.00	0.00
490 · Other Organizations Sponsorships	0.00	0.00	0.00
495 · PPP # 2 Loan Forgiveness	0.00	0.00	0.00
900 · Community Foundation - Taxable	4,326.76	600.00	3,726.76
Total Income	<u>433,861.03</u>	<u>418,050.00</u>	<u>15,811.03</u>
Gross Profit	433,861.03	418,050.00	15,811.03
Expense			
500 · Conference Expenses	2,473.18	3,500.00	-1,026.82
534 · Print & Design Expenses	1,025.55	0.00	1,025.55
564 · Participant Supplies	42,750.80	49,500.00	-6,749.20
565 · Event Supply	47,854.70	57,500.00	-9,645.30
565A · Event Service Fees	25,911.21	47,000.00	-21,088.79
565B · Event Facility Fees	9,660.00	10,500.00	-840.00
565C · BSG FS Event Fees	56,990.47	58,000.00	-1,009.53
567 · Merchandise for resale	0.00	4,500.00	-4,500.00
574 · Storage/Rent Events	0.00	2,500.00	-2,500.00
576 · Outside Services	8,700.00	6,000.00	2,700.00
607 · Advertising Expenses	3,569.75	5,000.00	-1,430.25
608 · Marketing Expenses	6,777.50	15,000.00	-8,222.50
609 · Website	96.67	800.00	-703.33
612 · Grant Expense	55,200.00	45,000.00	10,200.00
705 · Computer & Software Expense	0.00	1,000.00	-1,000.00
707 · Legal & Accounting	6,140.00	2,500.00	3,640.00
708 · Dues & Subscriptions	2,024.00	2,500.00	-476.00
709 · Miscellaneous Expense	0.00	0.00	0.00
710 · Office Expenses	567.03	2,000.00	-1,432.97

Wausau/Central Wisconsin Sports Authority Inc.
Profit & Loss Budget vs. Actual
January through December 2023

	TOTAL		
	Jan - Dec 23	Budget	\$ Over/Under Budget
715 · Bank & Credit Card Fees	3,885.15	4,500.00	-614.85
718 · Registration Fees Expense	2,925.00	3,000.00	-75.00
720 · Vehicle Expense	783.39	5,500.00	-4,716.61
721 · Seminars & Training	0.00	0.00	0.00
722 · Repairs & Maint	0.00	0.00	0.00
732 · Meals & Entertainment	1,310.23	2,500.00	-1,189.77
733 · Insurance	0.00	0.00	0.00
755 · Telephone Expenses	0.00	500.00	-500.00
756 · Equipment Lease	0.00	0.00	0.00
760 · Postage	313.21	2,500.00	-2,186.79
770 · Rent/Storage Expense	0.00	2,000.00	-2,000.00
771 · Parking Permit	0.00	0.00	0.00
772 · Utilities	0.00	0.00	0.00
773 · Tourism Commissions	0.00	0.00	0.00
775 · Capital Expense	0.00	0.00	0.00
800 · Salary & Wages	53,046.97	61,000.00	-7,953.03
810 · Payroll Taxes	3,936.87	3,200.00	736.87
813 · EIDL Interest Payment	985.50	1,110.00	-124.50
890 · Penalty	0.00	0.00	0.00
Total Expense	336,927.18	398,610.00	-61,682.82
Net Ordinary Income	96,933.85	19,440.00	77,493.85
Other Income/Expense			
Other Expense			
975 · Depreciation Expense	0.00	8,400.00	-8,400.00
980 · Disposal of Assets	-15,000.00		
Total Other Expense	-15,000.00	8,400.00	-23,400.00
Net Other Income	15,000.00	-8,400.00	23,400.00
Net Income	111,933.85	11,040.00	100,893.85

Wausau/Central WI CVB
Balance Sheet
As of December 31, 2023

	<u>Dec 31, 23</u>
ASSETS	
Current Assets	
Checking/Savings	
0100 · People's CVB Checking	186,619.42
0101 · People's CVB Money Market	616,821.58
Total Checking/Savings	<u>803,441.00</u>
Other Current Assets	
120 · Due From Sports Authority	400,292.60
Total Other Current Assets	<u>400,292.60</u>
Total Current Assets	1,203,733.60
Fixed Assets	
149 · Signage	11,653.19
150 · Furniture & Equipment	139,727.00
160 · Accum Depreciation	-95,496.48
Total Fixed Assets	<u>55,883.71</u>
TOTAL ASSETS	<u><u>1,259,617.31</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
210 · Cardmember Services	7,805.82
Total Credit Cards	7,805.82
Other Current Liabilities	
229 · Accrued Wis WH	1,171.60
236 · Accrued UC	48.82
240 · Accrued Interest	7,755.69
Total Other Current Liabilities	<u>8,976.11</u>
Total Current Liabilities	16,781.93
Long Term Liabilities	
281 · Disaster Relief Loan	146,432.50
Total Long Term Liabilities	<u>146,432.50</u>
Total Liabilities	163,214.43
Equity	
320 · Unrestricted Net Assets	678,630.28
325 · Restr. Net Assets - Schofield	133,353.00
326 · Restr. Net Assets - Weston	218,448.00
Net Income	65,971.60
Total Equity	<u>1,096,402.88</u>
TOTAL LIABILITIES & EQUITY	<u><u>1,259,617.31</u></u>

Wausau/Central Wisconsin Sports Authority Inc.

01/15/24

Balance Sheet

Cash Basis

As of December 31, 2023

	<u>Dec 31, 23</u>
ASSETS	
Current Assets	
Checking/Savings	
Badger State Games	1,113.31
Sports Authority CVB	8,032.02
0 · Community Foundation	45,464.68
100 · Peoples Sports Authority MM	83,377.92
101 · People's Sports Authority M	250,653.55
102 · People's Sports Authority CVB	122,075.96
105 · People's Badger State Games	130,834.58
Total Checking/Savings	<u>641,552.02</u>
Other Current Assets	
110 · N/R Wausau Marathon	7,500.00
Total Other Current Assets	<u>7,500.00</u>
Total Current Assets	<u>649,052.02</u>
TOTAL ASSETS	<u>649,052.02</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
120 · Due to CWVB	400,292.60
240 · Accrued Interest	1,700.47
Total Other Current Liabilities	<u>401,993.07</u>
Total Current Liabilities	401,993.07
Long Term Liabilities	
281 · Disaster Relief Loan	36,077.50
Total Long Term Liabilities	<u>36,077.50</u>
Total Liabilities	438,070.57
Equity	
31500 · Restr. MMB Rollover	157,623.00
32000 · Unrestricted Net Assets	-58,575.40
Net Income	111,933.85
Total Equity	<u>210,981.45</u>
TOTAL LIABILITIES & EQUITY	<u>649,052.02</u>



Wisconsin's Leader in Sports, Events & Tourism

GRANT APPLICATION

Event/Tournament Name:	Battle at Bull Falls hosted by Rib Knights Snowmobile Club
Event Dates:	02/24/2024 – 02/25/2024 (SATURDAY – SUNDAY)
Local Organizing Committee:	RIB KNIGHTS, INC. (SNOWMOBILE CLUB)
Tax or EIN #:	39-1353283
Contact Person:	ERRIN KOLDEN / JENNIFER JOHNSON
Address:	PO BOX 315 WAUSAU, WI 54401
Phone Day/Cell:	920-713-2649 / 715-630-0017
Email:	FUNDRAISING@RIBKNIGHTS.COM
Amount Requested:	\$ 6,000.00

Event Description:

Rib Knights Snowmobile Club is hosting Battle at Bull Falls, the Midwest SnoCross Series end of season finale race at the Wausau 525 Track on Saturday 02/24/2024 and Sunday 02/25/2024. This is one of the premier regional races in the nation.

With the other Midwest SnoCross races being held in Ironwood, MI; Hartford, WI; Winter, WI; and Plymouth, WI; this finale race is centrally located to bring great attendance.

This event is anticipated to bring in over 1000+ attendees which includes approx. 200 racers from WI, MI, and MN between the ages of 5-55 and their families/friends.

Event History:

Battle of Bull Falls was started by Midwest SnoCross Series.

Midwest SnoCross Series was founded in 2021.

Rib Knights Inc. (Snowmobile Club), a non-profit was incorporated in 1971.

The first Battle of Bull Falls SnoCross event was held in Rib Mountain/Wausau area in January 2022. The attendance including racers this first year was less than 500.

February 2023 was the first time that Rib Knights became involved and hosted Battle of Bull Falls.

This was the end of year finale race which was held in Rib Mountain/Wausau. Being the second year of racing, it drew in 197 racers with total attendance of just over 1000 for the two-day event.

This coming February (2024), Rib Knights will once again host for the third year of racing to be held at Wausau 525 Track in Rib Mountain/Wausau. We anticipate over 200 racers as there have been 6 new racing classes added to the schedule.

Overall, we expect attendance to exceed 2023 numbers.



Wisconsin's Leader in Sports, Events & Tourism

EVENT INFORMATION

Proposed Event Location/Facility:	WAUSAU 525 TRACK (145025 CTY HWY NN, WAUSAU)
Has the facility been secured?	YES
Number of Teams Expected:	This event is an individual sport
Number of Participants Expected:	200+ Racers – some racers enter multiple classes for this event
# Of Teams/Participants from outside 90 Miles:	Racers from WI, MI, MN – Most from out of the area
Estimated Number of Family & Friends per participant:	2-3
Number of local teams:	This event is an individual sport
Number of local participants:	Unknown count for local racers – Race locations for the season in addition to Wausau include Ironwood, MI; Hartford, WI; Winter, WI; Plymouth, WI

HOTEL INFORMATION

Has contact been made with any area hotels? Yes

If so, who? Days Inn & Suites, La Quinta, Super 8, Country Inn & Suites

If not, can the CVB assist with securing your hotel accommodations?

Use the chart below to indicate the number of hotel rooms needed by day:

Date				02/22/24	02/23/24	02/24/24	
Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Rooms				2	6 + 10 Block	6 + 10 Block	

Total Number of Room Nights:	14 for Race Officials / Racer Reservations TBD
Average Length of Stay:	2-3 Nights
Estimated # of Guests per room:	2-3 People



Wisconsin's Leader in Sports, Events & Tourism

POLICIES AND PROCEDURES

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This application must be filled out completely and returned to the Wausau/Central Wisconsin Convention & Visitors Bureau (CVB) prior to the event date for review by the Sports Authority Advisory Committee and approval by the CVB Board of Directors.

Additional Criteria for Applicants to note:

1. Any event seeking funding from the Sports Authority must hold the event in one of the communities represented by the Wausau/Central Wisconsin Convention & Visitors Bureau.
2. All area hotels must have an opportunity to submit a room block proposal through the CVB sales lead system in order for an applicant to receive Sports Authority funding.
3. If the event is a bid event, please submit all bid documents, including an award letter if applicable, with your application.
4. There is a limited amount of funding available. Applications will be competitive. The following criteria are important to the successful funding of an application:
 - a. Total economic impact generated by the event
 - b. Total room nights generated by the event
 - c. Type and distribution area of media coverage
 - d. Potential for future growth of the event
 - e. Potential as a step to hosting additional events or larger tournament
 - f. Sponsorship Benefits Received
 - g. Community Support
5. New events may be funded for up to three (3) years. Applicants are required to provide a matching dollars investment into the event that will increase by 25% each year unless room night production increases by 25%.
6. At the conclusion of the event, the CVB requires a detailed report outlining the estimated attendance, room night production, positives and negatives of the event, and plans for the future. Upon receipt of this report, the remaining 15% of the allocated funding will be released to the applicant. **Failure to submit this report within 60 days of the conclusion of the event will cause applicant to forfeit any remaining monies awarded and will prevent the applicant/organization from receiving future funds.**

Application Acknowledgement

The signature below acknowledges that the above information is true to the best of my knowledge at the signing of this application. I understand that information deemed inaccurate or misrepresented could result in a denied application or loss of event funding. I have read the policies and procedures noted above. Funding is not guaranteed by the submission of this application. I understand that a final report on the event must be submitted within 60 days of the completion of the event.

Event Representative: _____

A handwritten signature in black ink, appearing to read 'J Johnson', written over a horizontal line.

Printed Name: Jennifer Johnson

Date: 12/07/2023

Rib Knights – Battle at Bull Falls 2024 Grant – Breakdown of how funds would be used:

We have reviewed and below is our projected expenses that we would utilize with grant money received:

- \$1000 – Total of 156 trophies
- \$1750 – La Quinta rooms for race officials
- \$1200 – Fuel for equipment needed to create/build the race track
- Advertising
 - \$500 WDEZ Radio
 - \$1500 TV
 - \$500 Goodie Bags for racers – used to support local businesses
 - \$100 Posters
 - \$400 Banners

We are aware that our expenses will exceed grant money received, but we are trying our best to have advertising that will bring members of our community and from throughout the state to the Wausau area for this event.

3rd Annual

BATTLE AT BULL FALLS



Hosted by



WAUSAU
525 TRACK
HWY N-N

In Rib Mountain 3 miles
West of ski hill on HWY NN
145025 COUNTY RD NN

Food and Drinks available.
Cash Event - No ATM Available

ADMISSION:

- Single Day \$15.00
- Two Day Pass \$25.00

Tickets available at gate.
Children 12 and under
FREE with an adult.

Saturday, Feb 24
Sunday, Feb 25

RACES RUN 9AM - 4PM



MORE INFORMATION via QR
www.ribknights.com

Rib Knights Snocross Race Expense Budget

Rib Knights snowcross
February 24-25, 2024

Cost of Goods Sold

Food	\$3,000.00	
Beverages	\$1,500.00	
Estimated Cost of Goods		\$4,500.00

Expenses

Advertising (Posters)	\$400.00	
Announcer	\$1,200.00	
Banners	\$1,200.00	
Diesel Fuel	\$1,500.00	
Dumpster Rental 15yd	\$600.00	
Electric (TBD)		
Hotel (MWSS)	\$2,200.00	
Insurance	\$350.00	
LPG	\$1,000.00	
Marketing (Radio/TV)	\$2,000.00	
Permit - County	\$180.00	
Permit - Bartender	\$20.00	
Permit - Retailer	\$10.00	
Portable Toilets (Estimated)	\$500.00	
Pro Payout downpayment	\$1,000.00	
Septic	\$600.00	
Snow Making	\$0.00	
Sound System	\$250.00	
Trophies	\$1,000.00	
Trucking	\$7,000.00	
Venue Rental	\$4,000.00	
Misc Supplies	\$500.00	
Misc Expenses	\$250.00	
Subtotal Expenses		\$25,760.00
TOTAL EXPENSES		<u>\$30,260.00</u>

RIB KNIGHTS INC ANNUAL BUDGET

<u>Categories</u>	<u>Budget Income</u>	<u>Budget Expense</u>
AWSC/Membership Dues	\$1,600.00	
Bingo Income	\$10,000.00	
Raffles (Annual/Calendar)	\$16,500.00	
Food Stand	\$16,000.00	
Grooming	\$10,000.00	
Interest	\$750.00	
Sno Cross	\$35,000.00	
Subtotal	\$89,850.00	
AWSC Dues		\$800.00
Bingo Expenses		\$1,200.00
Raffles (Annual/Calendar)		\$6,300.00
Food Stand		\$8,000.00
Grooming		\$10,000.00
Trail Maintenance		\$5,000.00
Equip Maintenance		\$20,000.00
Meeting Expenses		\$2,000.00
Landowner Certificates		\$2,000.00
Legal		\$3,000.00
Utilities		\$1,000.00
Snocross Event		\$30,260.00
		\$89,560.00
GRAND TOTAL		\$290.00



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GRANT APPLICATION

Event/Tournament Name:	MC United Mountain Bay Cup (Badger State Games)
Event Dates:	May 3-5, 2024
Local Organizing Committee:	MC United Soccer Club
Tax or EIN #:	26-1444638
Contact Person:	Colin Benell
Address:	PO Box 1071 Wausau WI 54402
Phone Day/Cell:	608-770-8492
Email:	tournaments@mcunitedsoccer.org
Amount Requested:	\$3500

DESCRIPTION OF EVENT

Youth soccer tournament

EVENT HISTORY

Please write a brief description of the growth and development of the event over the past few years:

We are proud to say that we have returned to pre-pandemic levels of participation. Early on establishing the tournament, we hosted teams from mainly our local areas, Eau Claire, and the Fox Valley. We now host teams from Illinois, Michigan, and Minnesota, and are able to draw competitive teams from Madison and Milwaukee. The Sports Authority has generously supported MC United Mountain Bay Cup since its inception 13 years ago. We are very proud to be the Badger State Games Soccer Tournament Host.

This tournament we plan to continue improving the event. We plan to have a Friday night (5/3) 'Showcase Match' under the lights on the main field. We hope to create a fun event where there is large crowd, music, and food vendors. We did this in the Fall and it was a big success. On Saturday night (5/4) we plan to have a 'Coaches Match' under the lights as well. Again we hope to draw a big crowd to the complex at night and celebrate soccer. We are also hoping to have an academy type event where local 7-8 year olds can enjoy the tournament festivities and have fun playing against new teams. This could significantly boost the attendance and participation numbers.

Efforts are being made this offseason to make this tournament an even more desirable tournament for competitive teams. If successful it will mean more teams traveling to Wausau from outside Central Wisconsin, hopefully enjoying the event & competition, and then continuing to return.



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Efforts have also been made to highlight that this soccer tournament is the BSG. Our tournament logo has been improved and now states 'Official tournament of the BSG' (with the logo). The tournament's page also references this tournament as being the official tournament of the BSG. Our tournament on the Wisconsin Youth Soccer Association tournament center website lists, MC United Mountain Bay Cup 2024 (Badger State Games). This is the website where soccer clubs research when and where sanctioned youth soccer tournaments are being held in the state. Our tournament website also has the BSG logo & Sports Authority logos to recognize the partnership over the years.

<https://www.mcunitedsoccer.org/tournaments/mountainbaycup/>

<https://htgsports.net/ttc/?state=WI&month=4&year=2024>



Wisconsin's Leader in Sports, Events & Tourism

EVENT INFORMATION

Proposed Event Location/Facility:	Peoples Sports Complex
Has the facility been secured?	Yes
Number of Teams Expected:	120
Number of Participants Expected:	1,600
# Of Teams/Participants from outside 90 Miles:	60
Estimated Number of Family & Friends per participant:	3
Number of local teams:	40
Number of local participants:	700

HOTEL INFORMATION

Has contact been made with any area hotels? NO

If so, who?

If not, can the CVB assist with securing your hotel accommodations? YES

Use the chart below to indicate the number of hotel rooms needed by day:

Date					5/3	5/4	5/5
Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Rooms					300	600	X

Total Number of Room Nights:	900
Average Length of Stay:	1 night
Estimated # of Guests per room:	4



Wisconsin's Leader in Sports, Events & Tourism

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Event Representative: Colin Benell

Printed Name: Colin Benell

Date: 12/15/2023

MC United Soccer 2023 Spring Tournament

Profit Loss

Income		Expenses		Concessions Profit/Loss	Tournament Profit/Loss
Teams Registration	39150	Ref Money	19125	14232	Cash Taken In 39150
Concessions	12267.38	Starting Cash	2500	1438.09	Square Deposit -19125
Family Donation	50	aldi	73.59	399.38	Sams Returns -2099
Moua Concessions LLC	150	Festival Foods	391.02	-391.02	Golf Carts -1080
Tier One Sports	2025.17	Dominos	742.18	-572.32	Uline -322.63
CVB	3500	Golf Carts	1080	-2216.05	complex rental -8250
		Digi Copy	299.41	-622.7	Green Valley Septic -3135
		Arbys	572.32		Trainer -1150
		Team Snap	2099		Tent Rental -1130
		Uline	322.63		Tourney Director -1200
		Waysa Payment	1300		Tier 1 -910.95
		Ref Assigner	2407.32		Harters -376.43
		Complex Rental	8250		Metals -2112.9
		Greenvalley Septic	3135		Waysa -1300
		Athletic trainer	1150		Ref Assignor -2407.32
Total	57142.55	Sams Club	2216.05	<hr/>	<hr/> 299.41
		Kwik Trip	622.7		Printing / Signs
		sports forms	1515	12267.38	Profit +/-
		Tier 1 Sports	910.95		
		Director	1200		
Profit/Loss	3611.05	Harters	376.43		
		Hasty Awards	2112.9		
		tents	1130		
			53531.5		



Mountain Bay_BSG-03

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2024 Business Plan for CVB - Lean Model

Identity

The Premiere Destination Marketing Organization in Central Wisconsin provides resources, marketing, and leading strategic cooperation with other organizations. CVB fosters excellent visitor experiences, positioning our region as a destination community.

Our Solution

Offer inspiration and itineraries both online and in person that create amazing results for both visitors and community. Build Basecamp brand. Pursue meetings, sports & outdoor recreation.

The Competition

Eau Claire, Stevens Point, Oshkosh, La Crosse, Appleton, Minocqua.

Marketing Activities

- SEO & PPC Social Media
- Blogging & Acquiring Content
- Ad campaigns
- Email Newsletter & funnel
- Basecamp Theme
- Cultivate Crowdriff service
- Cultivate Experiences
- Local Public Relations

Team & Key Roles

- Tim White: Vision, PR, sales, team culture, brand story, R&D.
- Jodi Maguire: Operations, Finance, Sales, BSG.
- Alys Steinhilber: Marketing, sales, revenue goals, process, products.
- Brenton Wildman: Creative
- Gary Barden: Design (retainer)
- Steve O'Keefe: Racks & BSG support

Problems

- Visitors want authenticity & value.
- Bringing stakeholders together.
- Residents/Municipalities re-educated on DMO role and value.
- Four Season/Weather proof destination development.

Target Market

Core market is female with children who make travel plans and are 29-39 years old. Secondary market is male & female outdoor recreation enthusiasts 30-50 years old who enjoy culture, art and dining.

Revenue Streams

- 37% to 40% of room tax revenue.
- Partnership Program (non hotel)
- Merch Revenue - launch first qtr
- Data Revenue
- Grants - JEM and others
- Corporate Revenue

Expenses

- Marketing Expenditures
- Salaries
- Office Space/Supplies
- Vehicle Expense
- Budget of \$784,000.00

Operations

- Implement Vision/Traction Org
- Finalize Employee Handbook
- Office Space

Milestones

- Strong Regional campaigns w/ROI
- Room Tax increase/contracts
- Website visits increase by 20%
- Email/Text Captures increase 20%
- Build a strong sales funnel system using email, CRM, staff

Target Audience:

- Late 30s – early 40s women with kids who make travel decisions (family)
- Late 30s – early 40s outdoor enthusiasts with college degree, working professionals (work hard, play hard mentality)

Target Locations:

- Twin Cities, MN
- Duluth, MN
- Green Bay, WI
- Madison, WI
- Milwaukee, WI
- Rockford, IL
- Upper Peninsula, MI
- NE Iowa
- Rochester, MN

Mission:

We will become the premiere destination marketing organization in Central Wisconsin by 2024 because everyone deserves the value of a four-season destination that offers a variety of fun and memorable experiences in Greater Wausau.

Objective:

1. Increase awareness and visibility of Greater Wausau as a year-round destination through a comprehensive brand amplification strategy.
2. Strengthen strategic partnerships with local businesses and influencers to amplify the Greater Wausau's appeal.
3. Cultivate a culture of data-driven decision-making within the organization.

Strategy:

1. This involves enhancing brand recognition, storytelling, and perception across various touchpoints, ensuring that the Wausau area's offerings and versatility are consistently communicated to target audiences.
2. By fostering collaborative efforts, the organization aims to tap into diverse audiences, generate authentic endorsements, and create compelling narratives that resonate with potential visitors, thus increasing visitation and fostering sustainable tourism growth.
3. Set KPI's and leverage platform data to refine marketing strategies, optimize resource allocation and ensure that marketing initiatives contribute effectively to the overall objective of increasing brand awareness and visitation.

Tactic:

- 1a. Channel diversification
- 1b. Consistent visual identity
- 1c. UGC
- 1d. Influencers
- 2a. Educational opportunities
- 2b. Networking/Relationship building
- 2c. Partner program and collaborations
- 2d. Offers and coupons
- 3a. Implement EOS and incorporate reporting dashboard
- 3b. Set channel goals and KPI's
- 3c. Review regularly to optimize
- 3d. A/B Test



2024 Board of Directors

Updated 01/22/2024

Lodging Representatives

Nick Patel –Board Secretary

Hotel Owner Day's Inn/La Quinta/
Country Inn & Suites/Super 8
225520 Rib Mountain Drive
Wausau, WI 54401
715-355-5501 (o) 715-212-4312 (c)
nickpatel@sunshinehospitality.biz
Term: 01/2022 – 01/2024

Jayjeet Govardhan

Best Western Plus Wausau Tower Inn Owner
201 North 17th Ave
Wausau, WI 54401
405-334-2439
jayjeet@gmail.com

Tim Van De Yacht

Ghidorzi Hotel Group
2100 Stewart Ave Suite #300
Wausau, WI 54401
715-212-3732
TimV@ghidorzi.com
Start: 11/2021

OPEN SEAT for Village of Weston

Members at Large

Steven M Krahn CPA – Treasurer

Gassner Company, S.C. Certified Public Accountants
117 S Third Avenue
Wausau, WI 54401
715-845-9231
skrahn@gassnercompany.com
Term: 01/2022 – 01/2024

Sean Wright

Grand Theater Executive Director
401 North 4th Street
Wausau, WI 54403
715-842-0988 (o) 205-876-3230 (c)
swright@grandtheaer.org
Start: 05/2022

Greg Fisher – Board President

Granite Peak General Manager & Marketing Director
227200 Snowbird Ave
Wausau, WI 54401
802-380-5846

Greg.Fisher@skigranitepeak.com

Start: 11/2021 At Large Seat
Vice President: 01/2022 – 06/2022
President: 06/2022 to Present
Term: 12/2022 – 12/2024 Approved at 3/16/23 meeting

Jamie Polley – Vice President

Wausau/MC Parks Rec & Forestry Director
212 River Drive
Wausau, WI 54403
715-261-1554 (o) 612-516-0335 (c)

Jamie.Polley@co.marathon.wi.us

Term: 08/2022 – 08/2024

Yee Leng Xiong

Hmong American Center Executive Director
1109 North 6th Street
Wausau, WI 54403

Yeeleng.xiongwi@gmail.com

Start: 08/2022

Municipal Leaders

Allen Opall - Town of Rib Mountain
Town of Rib Mountain Board President
227800 Snowbird Ave
Wausau, WI 54401
715-842-0983
aopall@ribmountainwi.gov

Gaylene Rhoden – Town of Rib Mountain
Town of Rib Mountain Administrator
227800 Snowbird Ave
Wausau, WI 54401
715-842-0983
GRhoden@ribmountainwi.gov

Liz Brodek – City of Wausau
Development Director
407 Grant Street
Wausau, WI 54403
715-261-6800 (o)
715-370-9634 (c)
liz.brodek@ci.wausau.wi.us
Start: 09/2022

Hooshang Zeyghami – Village of Weston
Village of Weston Trustee
5500 Schofield Avenue
Weston, WI 54476
715-574-9400 (c)
hzeyghami@gmail.com
Start: 05/2022

Joan Joss - City of Schofield
City of Schofield City Counsel Ward 3 Rep.
351 Alderson Street
Schofield, WI 54476
715-470-7177
Joan.joss@icloud.com
Start: 05/2023

CVB Staff

Tim White – Executive Director 715-355-8788

Jodi Maguire – Director of Operations - 715-355-8788

Alysa Steinhilber – Director of Marketing 715-355-8788

Brenton Wildman – Creative Director 715-355-8788

Twhite@visitwausau.com

Jmaguire@visitwausau.com

Asteinhilber@visitwausau.com

BWildman@visitwausau.com

2023 Village of Weston's Hold Account Grants Awarded and Account Balance

12/31/22

Ending Balance in Hold Account for 2022: \$122,907.14

01/16/23

Approval of Grants at Tourism Commission Meeting on 01/16/2023:

D.C. Everest Youth Baseball for (3) 2023 tournaments \$5,000.00

GiGi's Playhouse for 2023 5K GLOW Run/Walk \$2,500.00

Taste N Glow Balloon Festival for 2023 event \$10,000.00

Wausau Knights of Columbus Council 1069 for WI State Bowling Tournaments \$2,000.00

Dale's Weston Lanes – Wisconsin State High School Bowling Tournament \$3,000.00

Total awarded and released out of fund account: \$22,500.00

Ending Balance in Hold Account: \$100,407.14

02/20/23

4th Quarter Room Tax Received for 2022 – Restricted Funds for Grants \$30,678.67

Ending balance in Hold Account as of 4/17/23: \$131,085.81

5/4/23

Approval of Grants at Tourism Commission Meeting on 4/17/2023:

Breanne Sleater Memorial/Color For Me A Cure Run \$3,000.00

2023 Wausau Hmong Festival \$10,000.00

Wausau River District for Pride Fest 2023 \$5,000.00

Wausau Events for 2023 Wings Over Wausau \$10,000.00

Wisconsin Valley Art Association for 2023 Art In The Park \$3,000.00

Monk Botanical Gardens for 2023 Blossom Of Lights \$10,000.00

Total awarded and released out of fund account: \$41,000.00

Ending Balance in Hold Account: \$90,085.81

05/2023

1st Quarter Room Tax Received for 2023 – Restricted Funds for Grants \$36,192.13

Ending balance in Hold Account as of 5/31/23: \$126,277.94

06/05/23

Year two of Greenheck/Turner Facility Investment Grant – Payment made: \$66,666.66.

Ending balance in Hold Account as of 7/17/2023: \$59,611.28

08/02/23

Approval of Grants at Tourism Commission Meeting on 7/17/2023:

Dale's Weston Lanes for Midwest Bowl Fest 2023 \$10,000.00

Dale's Weston Lanes for USBC Youth State Tournament \$5,000.00

DCE Youth Baseball for Summer and Fall of 2023 Baseball Tournaments \$3,000.00 (approved via email)

Total awarded and released out of fund account: \$18,000.00

Ending Balance in Hold Account: \$41,611.28

08/2023

2nd Quarter Room Tax Received for 2023 – Restricted Funds for Grants: \$34,663.82

Ending balance in Hold Account as of 10/16/23: \$76,275.10

11/2023

3rd Quarter Room Tax Received for 2023 – Restricted Funds for Grants: \$40,439.86

Ending balance in Hold Account as of 11/14/23: \$116,714.96

11/28/23

Approval of Grants at Tourism Commission Meeting on 11/20/2023:

Wausau Events for Wings Over Wausau 2024 \$10,000.00

Total awarded and released out of fund account: \$10,000.00

Ending Balance in Hold Account as of 12/31/2023: \$106,714.96

2023 City of Schofield's Hold Account Grants Awarded and Account Balance

1/30/2023		
	Release of funds, refund to City of Schofield for boat launch project	\$25,394.00
05/04/2023		
	Grant approval for 2023 Taste N Glow Balloon Festival	\$2,000.00
06/27/2023		
	Grant approval for the 2023 Fireworks Show – Payment to City of Wausau	\$3,500.00
08/10/2023		
	Grant approval for the Greenheck Turner Facility	\$10,000.00
08/10/2023		
	Release of funds, refund to City of Schofield for boat docks	\$7,311.50
12/14/2023		
	Release of funds, refund to City of Schofield for Waterway Restoration of boat landing	\$6,525.00
	Grand Total of Funds Released in 2023	\$54,730.50
	Ending Balance in Fund Account as of 12/31/23	\$86,725.57