



SERVING ATHENS, RIB MOUNTAIN, ROTHSCHILD, SCHOFIELD, WAUSAU & WESTON

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.

Outcome Statements:

1. Stakeholder support – CVB pursues strategic cooperative working relationships. Regional municipal governments, community groups and volunteers enthusiastically support CVB and are rewarded by the organization's success.
2. Stakeholder Experience – Tourism oriented businesses and volunteer organizations experience growth and are prospering from the CVB's success.
3. Destination Development – The Wausau area region is recognized for its excellent tourism opportunities and quality of services as evidenced by the number of visitors who travel to the area from tourism and report great satisfaction with their experience.
4. Financial Success – CVB is financially stable and self-sustaining, generating the return on investment needed to aggressively promote the region, grow sponsorships and continued development of the region's tourism opportunities.
5. Brand Differentiation – CVB establishes a distinctive brand which strategically differentiates the Wausau regions communities from competing alternatives.
6. Technology Sophistication – CVB is an early adopter of technology continuously improving communication capabilities, using best practices, and experiencing increased activity and results.
7. Future Oriented – CVB anticipates the future, and leads in marketing preparedness, assisting its stakeholders to be successful in a changing environment.



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2023 CVB Critical Issues:

#1 Critical Issue – Establish CVB Board of Directors Board Policies and Governance participation and leadership, and define relationship with Executive Director.

#2 Critical Issue – Facility needs clarification/development. Determine the need for a visible tourism center facility based upon the changing environment, decide upon the future of the currently owned facility. Think about client usage, not how you want it.

#3 Critical Issue – Establish and grow consistent financial support for CVB.

#4 Critical Issue – Develop a future strategy for the Sports Authority organization including fiscal independence, organization governance including Board and advisory Committee(s)

#5 Critical Issue – Development and communication of a strategic community distinction/competitive differentiation position based upon Wausau regional community attributes and quality of services. (Forget “Time is on your side”).

#6 Critical Issue – Enhance CVB community visibility and recognition as the region’s premier tourism marketing organization.

#7 Critical Issue – Develop website capabilities with a futuristic design and capabilities.



WCWCVB May 20, 2026 Board Meeting

Granite Peak – Historic Chalet

227200 Snowbird Ave, Wausau, WI 54401

In-Person Meeting and available on Microsoft Teams

Meeting starts at 10:30 A.M. with the Annual Tourism Lunch to follow at 11:45.

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Meeting Agenda

- | | |
|--|--------|
| 1. Call To Order | Polley |
| 2. Roll Call | Patel |
| 3. Approval of Meeting Minutes from March 19, 2026 | Polley |
| 4. Approval of Financial Reports | Krahn |
| 5. Sports Authority Grant Applications | |
| a. AirVenture Cup Race | |
| b. Couples on Wheels (COWs) Midwest Tandem Rally 2027 | |
| c. Hmong Wausau Festival | |
| d. Little Bull Falls Horseshoe Club – Pitch Out Cancer | |
| e. Taste N Glow Ballon Fest | |
| f. Ultimate Frisbee Tournament | |
| 6. Executive Director's Report & Marketing Update | White |
| 7. New Business | Polley |
| a. Sports Authority Reorganization | |
| 8. Old Business | Polley |
| a. Strategic Plan | |
| 9. Committee Reports | Polley |
| 10. Announcements or Requests | Polley |
| 11. Next Meeting Date: | Polley |
| 12. Adjourn Meeting | Polley |



SERVING ATHENS, RIB MOUNTAIN, ROTHSCHILD, SCHOFIELD, WAUSAU & WESTON

March 19, 2026

Jefferson Street Inn

11:30 AM

Board Meeting Called to Order: Polley - 11:34 AM

Roll Call Taken: Gao Her

Present: Eric Johnson, Steve Krahn, Joan Joss, Tim Van De Yacht, Marc Kettleson, Jamie Polley, Mayor Doug Diny, Liz Wendt, Hooshang Zeyghami, Tim White, Ryan VanDeWalle, Gao Her, Bob Lamovec, Jahn Martin, Dave Brula, Ben Krenke, Rolly Lokre

Virtual: Nick Patel, Sean Wright, Dadhi Patel, Sean Wright, Charlotte Skinner

Absent: Marc Kettleson, Hooshang Zeyghami, Gaylene Rhoden, Brenton Wildman

Guest(s): Dan Kubat

Approval of Meeting Minutes from January 21, 2026:

One correction is that Gaylene Rhoden was in attendance when she was not. Patel motioned, Krahn seconded. Motion passes.

Financial Reports

- Krahn/White
- White recently got Master access to QuickBooks last week. Today, we will move to QuickBooks online. We do not have a report for this meeting due to all the movements and limited access until now. With the audit, the new full audit will cost \$16,000, which is almost double what it used to be. White brings up if we need a full audit. Polley suggests we can do an RFP and get a different firm to do the audit. White says we are open to finding different ways of doing this. Perhaps an annual review and do an audit periodically. Krahn says there are struggling to find auditors as there is a shortage which causes the rise in pricing. White and Krahn say we would have to review and rewrite our bylaws if we do change the way we audit. White says we will also have to review all current contracts. Polley says that if all municipalities want this transparency and audits, they need to be willing to support



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the financials of it. An informal review would be 1/3 or 1/2 the cost of an audit. Polley asks for clarification if we can provide a letter to the municipalities explaining the situation. We don't have this in our budget as this was asked by us after our budget was completed. Krahn states that the other option is that we do the audit this year and eat the cost and discuss it for next year. Polley asks if we can negotiate the price down from \$16,000. White will ask but doubt that it will go down. We have also lost our primary auditor. VanDeWalle, makes a motion that we continue with this audit for 2025 but for the next year, we will change it. Opal seconds. All in favor. Motion passes.

Sports Authority Grants

MC United

- Dan Kubat (Tournament Director)
- This year has the highest registration they have ever had. They will also partner with Peyton's Promise and do marketing/promotion with them to bring more awareness. They'll have co-branded signs and online marketing, as well as shirts to promote. Patel states that the hotels have blocks already ready for the participants. Patel recommends that Kubat sends a schedule to hoteliers and asks Kubat to encourage a two-night stay to the families of players. Kubat states that they are encouraging a new team from Madison to come Friday night and stay until Sunday. Kubat says 60% of the teams are coming from a significant distance away and will stay at hotels. Wendt asks how we've supported in the past. Kubat says that the previous director asked for money and was approved for various amounts. We also supported their past winter event. Patel makes a motion to approve the \$5000 for MC United. Diny seconded. All in favor. Motion passes.

Healthy Communities

- White
- White explains the event. See the proposal for full details. VisitWausau will help with the marketing, as well as be a sponsor. Village of Rib Mtn. are also sponsors. There are currently over 100 registrants. White explains we will push marketing further in the Northwoods, and it was pushed at WIGCOT. Patel asks if Van De Yacht has blocks already. Patel makes a motion to approve. Martin seconds. All in favor. Motion carries.



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Executive Director's Report & Marketing Update

- White
- January/February has had a spike in engagement and traffic. See the report for full details. White discusses, Adara, Travel Wisconsin Co-ops, our Spring/Summer Campaigns, BSG, big events/meetings coming to the area, etc.

New Business

New Director of Operations Staff Intro

- Jamie Rice-Heckendorf
- See her resume in the report for full details.

New Office Space - 200 Washington St STE 120B

- White
- White spoke with the Community Foundation in Washington Square. There is an open office suite with its own doorway that we can use. Rent will be less than \$400 a month. It is a first-floor office where the community can engage with us. Polley asks when we can move in. White says VisitWausau can move in next week.

Old Business

Strategic Plan

- Polley
- We will have this as a standing item going forward. Next time we do our marketing update, we can call out things from our strategic plan and align it together. That way we keep the strategic plan at the forefront of all operations. Wendt suggests that Rice-Heckendorf can set up a system that can do this. White will work with her to do that. Polley says that there was a request for specific metrics that was featured on the last report- how to measure success. Polley will look for this document and give it to Tim to add to the minutes and report.

Committee Reports

Sports Authority Grants



SERVING ATHENS, RIB MOUNTAIN, ROTHSCHILD, SCHOFIELD, WAUSAU & WESTON

- Wendt
- Started with a revamp of the grant application. The SA team looked at how room taxed commissions are scoring. There is a meeting set up for next week where they will finalize grant writing, criteria, consequences, etc. They hope to have it for us by the next board meeting. Van De Yacht says we will push to have more than one application; marketing, structure, signage, trail building, events etc. VanDeWalle talks that having criteria that both the staff and the board can use to review will be more useful to figure out how much funding we approve. This scoring system will give more transparency.

Sports Authority Subcommittee Date

- White
- Good input from the community. Potentially taking donations. White will schedule a time to talk about having a separate board to take this on. CVB will still be a part of it, but hopefully, this can grow into its own thing that can solely focus on SA.

Announcements or Requests

- White
- Talks about the VisitWausau Tourism Lunch. All are invited. VisitWausau will provide lunch and give their financial reports.
- White suggests having four quarterly meetings (per our bylaws) along with a fifth meeting to look over the budget.

Next Meeting Date

10:30 AM on May 20, 2026. Have a condensed meeting before the Tourism Lunch. White will ask if we can meet at the Historic Chalet. Polley and White will confirm the time and location.

Adjourn Meeting

Opal motions to adjourn. VanDeWalle seconded. All in favor. (WOW this is the shortest meeting ever!)

Budget vs. Actuals__Budget_FY26_P&L__Report

TOTAL				
	Actual	Budget	Over budget by	Percent of budget
Income				
400 CVB Income	4,593.19	0.00	4,593.19	
405 Publication & Program Revenue		48,000.00	-48,000.00	0.0 %
407 DTN Income		15,000.00	-15,000.00	0.0 %
410 Brochure Distribution Service		7,500.00	-7,500.00	0.0 %
415 Advertising		15,000.00	-15,000.00	0.0 %
430 Resale/Misc Revenue		5,000.00	-5,000.00	0.0 %
432 Interest Income	3,828.13	10,000.00	-6,171.87	38.28 %
434 Print & Design Income		1,000.00	-1,000.00	0.0 %
435 Room Tax	268,643.69	785,000.00	-516,356.31	34.22 %
441 Grant Revenue		40,000.00	-40,000.00	0.0 %
485 Sports Authority Room Tax	16,003.08		16,003.08	
Total for Income	\$293,068.09	\$926,500.00	-\$633,431.91	31.63 %
Cost of Goods Sold				
Gross Profit	\$293,068.09	\$926,500.00	-\$633,431.91	31.63 %
Expenses				
500 Conference Expenses	5,515.60	18,000.00	-12,484.40	30.64 %
534 Print & Design Expenses	90.24	3,000.00	-2,909.76	3.01 %
576 Outside Services	550.00	9,000.00	-8,450.00	6.11 %
607 Advertising Expenses	39,418.45	166,000.00	-126,581.55	23.75 %
608 Marketing Expense	20,406.43	112,000.00	-91,593.57	18.22 %
609 Website	62,965.73	65,000.00	-2,034.27	96.87 %
705 Computer & Software Expense	1,304.83	7,000.00	-5,695.17	18.64 %
707 Legal & Accounting	11,321.23	24,000.00	-12,678.77	47.17 %
708 Dues & Subscriptions	4,672.18	21,000.00	-16,327.82	22.25 %
710 Office Expense	1,578.07	9,000.00	-7,421.93	17.53 %
712 Visitors Magazine Expense	5,138.98	48,000.00	-42,861.02	10.71 %
715 Bank & Credit Card Fees	388.03	2,500.00	-2,111.97	15.52 %
720 Vehicle Expense	371.30	3,000.00	-2,628.70	12.38 %
721 Seminars & Training		2,000.00	-2,000.00	0.0 %
722 Repairs & Maint		2,500.00	-2,500.00	0.0 %
730 Health Insurance	2,769.88	45,000.00	-42,230.12	6.16 %
732 Meals & Entertainment	2,549.34	6,000.00	-3,450.66	42.49 %
733 Insurance	14,706.82	19,000.00	-4,293.18	77.4 %
750 Interest Expense		800.00	-800.00	0.0 %

TOTAL

	Actual	Budget	Over budget by	Percent of budget
755 Telephone Expense	631.31	4,800.00	-4,168.69	13.15 %
760 Postage	127.69	3,800.00	-3,672.31	3.36 %
770 Rent /Storage Expense	5,456.00	24,000.00	-18,544.00	22.73 %
771 Parking Permit	127.00		127.00	
772 Utilities		2,500.00	-2,500.00	0.0 %
800 Salary & Wages	51,845.81	275,000.00	-223,154.19	18.85 %
809 Employee Benefits		10,200.00	-10,200.00	0.0 %
810 Payroll Taxes	29,215.81	25,000.00	4,215.81	116.86 %
811 Retirement Plan	5,039.14	13,000.00	-7,960.86	38.76 %
813 Interest Expense EDIL	2,299.00	5,000.00	-2,701.00	45.98 %
Total for Expenses	\$268,488.87	\$926,100.00	-\$657,611.13	28.99 %
Net Operating Income	\$24,579.22	\$400.00	\$24,179.22	6144.81 %
Other Income				
Other Expenses				
975 Depreciation Expense	4,618.92	13,857.00	-9,238.08	33.33 %
Total for Other Expenses	\$4,618.92	\$13,857.00	-\$9,238.08	33.33 %
Net Other Income	-\$4,618.92	-\$13,857.00	\$9,238.08	33.33 %
Net Income	\$19,960.30	-\$13,457.00	\$33,417.30	-148.33 %

WausauCentral Wisconsin Convention & Visitors Bureau

Balance Sheet
As of Apr 30, 2026

	Total
Assets	
Current Assets	
Bank Accounts	
0100 People's CVB Checking 4494	18,594.42
0101 People's CVB Money Mkt 4507	1,149,159.39
105 Checking - SACVB 100626266	0.00
Total for Bank Accounts	\$1,167,753.81
Accounts Receivable	
115 Accounts Receivable	0.00
Total for Accounts Receivable	\$0.00
Other Current Assets	
12000 Undeposited Funds	0.00
120 Due From Sports Authority	461,995.73
122 Misc Receivable	0.00
Total for Other Current Assets	\$461,995.73
Total for Current Assets	\$1,629,749.54
Fixed Assets	
149 Signage	11,653.19
150 Furniture & Equipment	74,921.61
160 Accum Depreciation	-59,451.32
Total for Fixed Assets	\$27,123.48
Total for Assets	\$1,656,873.02
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable	
220 Accounts Payable	0.00
Total for Accounts Payable	\$0.00
Credit Cards	
210 Cardmember Services	9,027.85

WausauCentral Wisconsin Convention & Visitors Bureau

Balance Sheet
As of Apr 30, 2026

	Total
Total for Credit Cards	\$9,027.85
Other Current Liabilities	
227 Accrued FICA/ FED	0.00
229 Accrued Wis WH	1,601.57
235 Employee Deductions	0.00
236 Accrued UC	0.00
240 Accrued Interest	2,904.86
242 Sales Tax Payable	0.00
Sales Tax Agency Payable	0.00
Wis Dept Revenue Payable	0.00
Total for Other Current Liabilities	\$4,506.43
Total for Current Liabilities	\$13,534.28
Long-term Liabilities	
281 Disaster Relief Loan	145,176.20
Total for Long-term Liabilities	\$145,176.20
Total for Liabilities	\$158,710.48
Equity	
320 Unrestricted Net Assets	1,450,538.26
Net Income	47,624.28
Total for Equity	\$1,498,162.54
Total for Liabilities and Equity	\$1,656,873.02



Wisconsin's Leader in Sports, Events & Tourism

GRANT APPLICATION

Event/Tournament Name:	AirVenture Cup Race
Event Dates:	July 19th, 2026
Local Organizing Committee:	EAA 640
Tax or EIN #:	40-0004525
Contact Person:	Dennis Seitz
Address:	620 Woods Pl, Wausau, WI 54403
Phone Day/Cell:	(520) 204-3411
Email:	dseitz@seitzenterprises.com
Amount Requested:	\$15,000.00

Owner
2025-05-21 10:53:37

1

DESCRIPTION OF EVENT

EVENT HISTORY

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

Wausau has hosted the start to finish of the race for 5 years and the AirVenture Cup Race has committed to the City for the next two years (2026-2028). Today, the race has over 130 racers and continues to grow, greater than 20% expected. The race brought nearly 270 people (race teams and AVC staff) to Wausau, filling the Jefferson Street Inn and other surrounding hotels. AVC has signed a contract with the Jefferson Street Inn through 2028. Participants come from across the world currently including the United States, Canada, Australia and England. An estimated total attendance of 2,000 to 3,000 over the course of the weekend event. This year, with the help of the Wausau Tourism Grant, we are heavily promoting the event on multiple channels which will further increase awareness and drive attendance and participation.



Wisconsin's Leader in Sports, Events & Tourism

EVENT INFORMATION

Proposed Event Location/Facility:	Wausau Downtown Airport
Has the facility been secured?	Yes
Number of Teams Expected:	130+
Number of Participants Expected:	260+
# Of Teams/Participants from outside 90 Miles:	100+
Estimated Number of Family & Friends per participant:	1-5
Number of local teams:	7-9
Number of local participants:	45-60 Volunteers

HOTEL INFORMATION

Has contact been made with any area hotels? **Yes**

If so, who? **Jefferson Inn**

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

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

Date							
Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Rooms							

Total Number of Room Nights:	240
Average Length of Stay:	2
Estimated # of Guests per room:	1-2



Wisconsin's Leader in Sports, Events & Tourism

POLICIES AND PROCEDURES

The Wausau/Central Wisconsin Convention and Visitors Bureau's Sports Authority Fund is designed to assist local, regional and national sports organizations in hosting their events in Wausau/Central Wisconsin.

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:

Printed Name:

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

Date:

5/5/2025

DENNIS SEITZ



Wisconsin's Leader in Sports, Events & Tourism

GRANT APPLICATION

Event/Tournament Name: **Midwest Tandem Rally 2027**

Event Dates: **September 3 through 6, 2027**

Local Organizing Committee: **Couples on Wheels Inc.**

Tax or EIN #: **450492769**

Contact Person: **Patrick & Margaret Donnelly**

Address: **COWs Address: 5506 Ethelwyn Road, Madison WI 53713**

Phone Day/Cell: **Margaret Donnelly Cell: 317-403-0954**

Email: **midwesttandemrally2027@gmail.com**

Amount Requested: **\$ 3,000**

DESCRIPTION OF EVENT

Midwest Tandem Rally 2027 will be hosted by Couples on Wheels (COWs), Wisconsin's tandem bicycling club – a 501(c)(7) nonprofit organization. Couples on Wheels has over 100 members and hosts tandem events throughout the bicycling season including the COWs Annual Spring Rally & Banquet (which was held in Wausau May 15-17, 2026), Wrangler Weekend Rides (held throughout the state), and other events as scheduled.

The Midwest Tandem Rally (MTR) is an annual event (51st year) that draws tandem bicyclists from throughout the Midwest, other US states and Canada. MTR is a four-day event that is hosted by tandem bicycle clubs from Midwestern states of Wisconsin, Illinois, Indiana, Michigan, Minnesota, Iowa and Ohio. The Midwest Tandem Rally offers tandem bicycle teams planned rides of varying lengths each of the four days, plus organized social activities, educational sessions, and vendor exhibits. The tandem bicyclists are of all ages – from families to older adults.

The Midwest Tandem Rally has been held in Wisconsin previously – Appleton (twice), Middleton and Racine. MTR 2027 will be the first year that this event will be held in the greater Wausau/Marathon County region. We are also planning a four day Post MTR Tour whereby some participants will stay in the Wausau area for additional regional bicycle rides and other activities. We will be encouraging the attendees to extend their visit to include the weekend of Wausau's Annual Art Festivals.

We are projecting conservatively that we will have 200+ tandem bicycle teams (400+ participants) attend the four day MTR 27 event. We also anticipate that 25-35 tandem teams (50-70 participants) will stay for the four-day Post MTR Tour. Historically, 25% of the participants arrive at least one day early for the weekend.

Based on historical information, we anticipate that we will have tandem bicycle teams from throughout the United States (25+ different states) and Canada. To date, we have had multiple inquiries through our website from multiple states including California, Colorado, and North Carolina. The tandem community within the Wausau region is very limited (*currently there are only four tandem teams from the greater Wausau region who are COWs members – Wausau, Mosinee, Tomahawk and Rhinelander*) so the majority of the attendees to MTR 2027 will be from outside of our area.

We anticipate that the economic impact of MTR 2027 will be in excess of \$500,000 for the four day MTR event and the smaller 4 day post tour.

We will be marketing MTR 2027, as follows:

- Couples on Wheels (COWs) and Midwest Tandem Rally websites with SEO keywords
- US and Midwest Tandem Bicycle Clubs
- Midwest Tandem Rally 2026 - Informational Booth
- Social Media – posts on various tandem bicycling and bicycling forums/pages
- Bike Shops - posters at regional bike shops, especially tandem bicycle vendors
- Email blasts to past MTR attendees and Visit Wausau's email distribution list
- Visit Wausau, Wisconsin Bike Fed, and Travel Wisconsin 2027 Events Schedules
- Wisconsin Bike Fed Article expected to publish in Spring 2027
- Handouts/Flyers at regional bicycle rides/tours
- Wisconsin Bike Fed's Healthy Communities Summit (Rib Mountain) - April 2026

In collaboration with Visit Wausau, we were recently awarded a Meetings Mean Business Grant through Travel Wisconsin. We will be soliciting Event Sponsors and Vendors from bicycle-related vendors/manufacturers, local businesses, and others starting Summer/Fall 2026. In addition, we have been and will be contacting local nonprofit organizations to assist with the rest stops and lunch stops on route each day.



Wisconsin's Leader in Sports, Events & Tourism

EVENT INFORMATION

Proposed Event Location/Facility: **Holiday Inn & Suites, Rothschild / Central Wisconsin Convention Center & Exp**

Has the facility been secured? **Yes**

Number of Teams Expected: **200+ tandem bicycle teams**

Number of Participants Expected: **400-450 participants**

Of Teams/Participants from outside 90 Miles: **95%**

Estimated Number of Family & Friends per participant: **N/A**

Number of local teams: **Less than 5 local tandem bicycle teams**

Number of local participants: **Less than 10 local participants**

HOTEL INFORMATION

Has contact been made with any area hotels? **Yes**

If so, who? **Holiday Inn & Suites, Rothschild (secured); previously worked with Jefferson Street Inn and Hilton Garden on their interest in being the host hotel/conference room space for this event. We worked closely with Visit Wausau who identified hotels that could accommodate our group's needs.**

If not, can the CVB assist with securing your hotel accommodations? **N/A**

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

Date							
Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Rooms							

Total Number of Room Nights:	Estimated Hotel Nights: 500+ / Estimate 100 Camping Nights
Average Length of Stay:	4 days/3 nights; 25% will arrive one day early; 15% will stay for additional 4 days after rally
Estimated # of Guests per room:	2

EVENT HISTORY

The Midwest Tandem Rally is held in different cities/states each year. The attendance for the past five years, as follows:

- MTR 2021 - Racine WI - 396 participants
- MTR 2022 - Decatur IL - 420 participants
- MTR 2023 - Fort Wayne IN - 510 participants from 32 states and 1 Canadian province
- MTR 2024 - Ankeny IA - 476 participants from 29 states and 1 Canadian province
- MTR 2025 - Westfield IN - 416 participants from 23 states
- MTR 2026 - Kalamazoo, MI - TBD (approximately 340 participants are registered as of 5/1)

In the past two completed Midwest Tandem Rallies (2024 and 2025), their local Tourism Agencies reported the following economic benefits of the 4-day Midwest Tandem Rally event:

- MTR 2025: Hamilton County (IN) Tourism Council. 498 room nights (at host hotels only) + 95 camping nights. Economic Impact: \$468,430
- MTR 2024: Catch Des Moines (IA). 513 room nights (host hotels only). Economic Impact: \$415,418

Wausau/Central Wisconsin Sports Authority
P.O. Box 1486 Wausau, WI 54402 • Phone 715-355-8788 • Fax 715-359-2306 • www.visitwausau.com



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 - 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
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Event Representative:

Printed Name: Date:

Stanley J. Frey
Stanley J. Frey 5-9-26



Wisconsin's Leader in Sports, Events & Tourism

GRANT APPLICATION

Event/Tournament Name:	Hmong Wausau Festival
Event Dates:	August 1 & 2, 2026
Local Organizing Committee:	Hmong American Center, Inc.
Tax or EIN #:	39-1459824
Contact Person:	Yee Leng Xiong
Address:	1109 N 6th Street, Wausau, WI 54403
Phone Day/Cell:	715-348-6214
Email:	yeelengxiong12@gmail.com
Amount Requested:	\$ 5,000.00

DESCRIPTION OF EVENT

EVENT HISTORY

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

The Hmong Wausau Festival is set to take place on August 1-2. This incredible event has expanded significantly, growing from 7,000 attendees to over 13,000! We are now recognized as the largest Hmong Festival in Wisconsin and the second largest in the Midwest.

Our festival has attracted diverse audiences, including members from the Hispanic, Lao, and Karen communities.

Attendees can enjoy various sports tournaments, including flag football, cornhole, volleyball, and soccer, along with cultural competitions such as singing and dancing.

This year, we are excited to introduce an Under 18 division for volleyball and soccer, which we anticipate will attract an additional 1,000 young athletes. With many of their parents attending, we expect to see another 1,000 attendees join us as well.



Wisconsin's Leader in Sports, Events & Tourism

EVENT INFORMATION

Proposed Event Location/Facility:	People's Sports Complex
Has the facility been secured?	In the Process
Number of Teams Expected:	Various of Tournaments, avg 20-50 each
Number of Participants Expected:	5,000 - 6,000
# Of Teams/Participants from outside 90 Miles:	75% of participants are expected to be outside
Estimated Number of Family & Friends per participant:	3-5 families and friends (conservatively)
Number of local teams:	Est: 25% locally
Number of local participants:	Est 25% locally

HOTEL INFORMATION

Has contact been made with any area hotels? Yes
 If so, who? Holiday Inn & Suites
 If not, can the CVB assist with securing your hotel accommodations?

No, we will however, be working with our local hotels to house volunteers, and post their hotels availability on our website and Social Media page. We can always use the CVB's help with coordinating.

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

Date							
Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Rooms					500	1000 - 1500	500

Total Number of Room Nights:	2000 - 2500
Average Length of Stay:	1-2 nights
Estimated # of Guests per room:	3-4 per room



Wisconsin's Leader in Sports, Events & Tourism

POLICIES AND PROCEDURES

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Event Representative: _____

Printed Name: _____

Yee Leng Xiong

Date: _____

4/17/2026



Wisconsin's Leader in Sports, Events & Tourism

GRANT APPLICATION

Event/Tournament Name:	Pitch Out Cancer
Event Dates:	August 22 nd & 23 rd , 2026
Local Organizing Committee:	Little Bull Falls Horseshoe Club
Tax or EIN #:	32-0325983
Contact Person:	Randy Mitchell
Address:	2113 Weston Avenue, Schofield, WI 54476
Phone Day/Cell:	715-302-1192
Email:	rlmitchell@merrillsteel.com
Amount Requested:	\$5,000

DESCRIPTION OF EVENT

Fund Raising and Sports Event

EVENT HISORY

2025 was our first year, raising \$12,489 to the Cancer Care Fund. Singles horseshoes had 80 pitchers and the 5K run had 20 runners (with only 1 week notice). This year we are adding a doubles horseshoe, volleyball, cornhole and 3 on 3 basketball tournaments. The competitions will be scheduled with preliminary rounds on Saturday with championship rounds on Sunday to encourage overnight lodging. Advertising for this event began in 2025 and response from participants and the general public has been overwhelming.



Wisconsin's Leader in Sports, Events & Tourism

EVENT INFORMATION

Proposed Event Location/Facility: Crystal Pines at Mattiae Fields, 201360 St. Johns Rd, Mosinee, WI 54455

Has the facility been secured? Yes

Number of Teams Expected: Sanctioned Horseshoe contestants – 80 to 96
Non-Sanctioned Horseshoe 2 person teams – 40 to 50
Volleyball – 20 six person teams
Basketball 3 on 3 Tournament – 20 to 30 teams
Cornhole – 20 -30, 2 person teams
5K Run – 40 runners

Number of Participants Expected: 420

Of Teams/Participants from outside 90 Miles: 100 participants

Estimated Number of Family & Friends per participant: 3

Number of local teams: 60

Number of local participants: 250

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					8/21/26	8/22/26	
Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Rooms					15	25	

Total Number of Room Nights:	2
Average Length of Stay:	1
Estimated # of Guests per room:	2



Wisconsin's Leader in Sports, Events & Tourism

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Event Representative:

A handwritten signature in black ink that reads 'Randy Mitchell'.

Printed Name:

Randy Mitchell

Date: May 11, 2026



May 12, 2026

**Subject: Sports Authority – “Pitch Out Cancer”
Fundraising Weekend, August 22-23, 2026**

Dear Mr. White,

On behalf of the Sports Authority we are writing to request your support and financial partnership for the upcoming **Pitch Out Cancer Fundraising Weekend**, scheduled for **August 22 and 23, 2026, Crystal Pines at Mattiae Fields in Mosinee, Wisconsin**. We held this event in August 2025, and it was a great success with approximately 20 couples lodging in the Mosinee area for the event, out of 100 horseshoe pitchers. We are looking for \$5,000 from the Sports Authority.

This community-driven event is hosted by the **Little Bull Falls Horseshoe Club (501(C)3 organization)**. It builds upon last year’s successful tournament, which combined a horseshoe competition and a 5K Run/Walk to raise vital funds for the **Cancer Care Fund** – an organization that provides financial assistance to local cancer patients for essential needs not covered by insurance.

In 2026, we are expanding the event to include additional activities such as volleyball, 3 on 3 basketball, cornhole, singles horseshoes, doubles horseshoes, food/beverages, raffles, and family games. With its increased scope and community appeal, this two-day celebration promises to attract visitors from across Wisconsin (and possibly further), offering a significant boost to local tourism and business.

Your funding will help cover critical event expenses, including:

- Facility preparation and equipment rentals
- Promotional materials and advertising
- Participant amenities and volunteer support
- Family-friendly activities and entertainment
- Other expenses (i.e. Event apparel for all tournaments/participants, sponsorship signs & banners, and timing for the 5K event)

In recognition of your contribution, your organization will be acknowledged in all promotional materials – including posters, flyers, local media releases, and event signage. We would also be honored to include your logo on event apparel and to highlight your support during opening ceremonies and throughout the two days during announcements.

We believe that Pitch Out Cancer is more than just a community gathering – it is a chance to bring people together to support those affected by cancer, showcase our area’s hospitality, and strengthen the spirit of togetherness that defines our region.

We are confident this event will continue to grow each year with increasing number of participants and activities. An event everyone will look forward to.

We would be grateful for your consideration of this request. Please feel free to contact me at rlmitchell@merrillsteel.com if you have any questions or wish to discuss sponsorship opportunities further. We would also be willing to attend a future Sports Authority meeting if you would prefer.

Thank you for supporting our community and helping make this meaningful event possible.

Warm Regards,

Randy Mitchell – Little Bull Falls Horseshoe Club

Cell (715) 302-1192



Wisconsin's Leader in Sports, Events & Tourism

GRANT APPLICATION

Event/Tournament Name:	TASTE N GLOW BALLOON FEST
Event Dates:	07/10/2026 - 07/11/2026 (FRIDAY – SATURDAY)
Local Organizing Committee:	TASTE N GLOW BALLOON FEST
Tax or EIN #:	92-1288510
Contact Person:	JENNIFER JOHNSON
Address:	PO BOX 1772 WAUSAU, WI 54402-1772
Phone Day/Cell:	715-630-0017
Email:	JENNIFERLJOHNSON@OPTUM.COM
Amount Requested:	\$ 10,000.00

Event Description:

The TASTE N GLOW BALLOON FEST is an annual non-profit event that brings in thousands of people from around the United States.

People of all ages are able to enjoy hot air balloons, various foods, and a variety of entertainment that includes live music, an evening balloon glow, lumberjack shows, log rolling shows, chain saw carving demonstrations, Badger State Dirt Flingers, and a car/truck show to name a few. There are also kids activities and a craft show/resale market on the show grounds.

With the large economic impact within Wausau and the surrounding area, it not only helps the community, but also helps our non-profit organization be able to donate to over 15 other different non-profits annually.

Event History:

TASTE N GLOW BALLOON FEST is an annual event that has been held at the current location since 2021.

In 2021, cell phone data was tracked and there was representation from all but 2 states.

Each year the event adds or changes the entertainment to keep the audience growing.

In 2024, flight for life demonstrations were added along with a lighted drone show at night.

In 2025, there were approx. 12,000 attendees. K-9 demonstrations were added which were a huge hit.

Despite the rain on Friday, our event managed to stay open and attendees still came out to enjoy the event.

The weekend event brings in many people and fills the hotel market for multiple nights.



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EVENT INFORMATION

Proposed Event Location/Facility:	140914 STETTIN DR MARATHON CITY, WI 54448
Has the facility been secured?	YES
Number of Teams Expected:	This event is not team event (Expect approx. 20 balloons)
Number of Participants Expected:	15,000
# Of Teams/Participants from outside 90 Miles:	6,000
Estimated Number of Family & Friends per participant:	N/A
Number of local teams:	N/A
Number of local participants:	9,000

HOTEL INFORMATION

Has contact been made with any area hotels? In process

If so, who? Super 8 by Wyndham Wausau and La Quinta Inn by Wyndham Wausau

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

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

Date				07/09/26	07/10/26	07/11/26	
Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Rooms					20	20	

Total Number of Room Nights:	40
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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Event Representative: _____

A handwritten signature in black ink, appearing to read 'J Johnson', is written over a horizontal line. The signature is contained within a rectangular box that is part of a larger signature line.

Printed Name: Jennifer Johnson

Date: 03/24/2026



Wisconsin's Leader in Sports, Events & Tourism

GRANT APPLICATION

Event/Tournament Name: USA ULTIMATE LAKE SUPERIOR CONFERENCE CHAMPIONSHIPS

Event Dates: APRIL 11-12, 2026

Local Organizing Committee: NewuFa

Tax or EIN #: 399-90-5348

Contact Person: SCOTT SAWINSKI

Address: 1066 GRASSY PLAINS DR. NEENAH, WI 54956

Phone Day/Cell: 920-397-0801

Email: SCOTSAWINSKI@HOTMAIL.COM

Amount Requested: \$ 1,500.00

DESCRIPTION OF EVENT

EVENT HISTORY

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

SEE TYPED RESPONSE ATTACHED.

The USA Ultimate Men's Lake Superior Conference Division 1 & 3 Conference Championships have experienced steady growth and increased competitiveness over the past several years. Wausau hosted this event for the first time in 2021, after it had been held for many years in the Milwaukee area. The event has expanded in both scale and impact, now hosting 10 of the top collegiate ultimate frisbee teams from across Wisconsin and Michigan's Upper Peninsula. Each year, the level of play and organizational quality has improved, solidifying the tournament as a key qualifier in the USA Ultimate postseason pathway (College Series). Participating teams compete for advancement to the Regional Championships, taking place April 25–26 in Cedar Rapids, Iowa, with the “ultimate goal” of qualifying for the National Championships, Memorial Day weekend.

This particular grant request is being submitted following the completion of the 2026 Conference tournament due to unforeseen field conditions at the originally planned site in Neenah. Excessively saturated fields made play unsafe and unfeasible. In response, the City of Wausau and its Parks Department quickly mobilized to provide high-quality, playable fields. Visit Wausau and other vendors also quickly assisted with things to make a relocation possible and to ensure the event could proceed as scheduled. Their partnership not only preserved the competitive integrity of the championship series but also reinforced Wausau's reputation as a reliable and capable host for large-scale athletic events.

We experienced some difficulties relocating the event, as the park's bathrooms and water sources were not turned on for the season at the time of play. However, Green Valley Septic came through and accommodated our request to rent enough portable units for the event. We also found a water source to fill our 5-gallon Gatorade containers for the field site. Once again, we are very grateful to Visit Wausau and the people of Central Wisconsin for their support over the years and for making this edition a success in 2026!



Wisconsin's Leader in Sports, Events & Tourism

EVENT INFORMATION

Proposed Event Location/Facility: BROCKMEYER PARK

Has the facility been secured? YES

Number of Teams Expected: 10 DIVISION 1 / DIVISION 3 TEAMS

Number of Participants Expected: 250 +

Of Teams/Participants from outside 90 Miles: 230 PARTICIPANTS OUTSIDE 90 MILES

Estimated Number of Family & Friends per participant: AVG 1 FAN PER PARTICIPANT

Number of local teams: 1 - UW STEVENS POINT

Number of local participants: EXACT # UNKNOWN

HOTEL INFORMATION

Has contact been made with any area hotels? Yes , when this grant is reviewed the tournament will have been completed

If so, who? ~~Holiday 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					4/10/26	4/11/26	
Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Rooms							

Total Number of Room Nights:	2
Average Length of Stay:	2
Estimated # of Guests per room:	4



Wisconsin's Leader in Sports, Events & Tourism

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Event Representative:

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Printed Name:

SCOTT SAWINSKI

Date:

4/9/2026

Executive Director Report – Q1 2026

Visit Wausau | Tim White, Executive Director

Board Update – May 2026

The first quarter of 2026 positioned Visit Wausau for a strong summer season while continuing to reinforce the “Wisconsin’s Basecamp” brand through outdoor recreation, events, storytelling, and measurable tourism marketing impact.

Q1 Highlights & Accomplishments

See Marketing Report

- Hosted Wisconsin Healthy Communities Summit at Hilton Garden Inn. Wisconsin Bike Fed and Office of Outdoor Recreation
- Hosted COWS Tandem Spring Bike Rally
- MC United Soccer Tournament was packed out
- Brought the Governor to Athens to ride Gravel bikes
- Helped bring Alice in Dairyland to Marathon County
- Hosting the Friends of Wisconsin State Parks conference in November
- We secured in 2027: 500+ Ice Age Trail Alliance Convention, State Veterans Service Officer Association, Midwest Tandem Bike Rally (Labor Day)

Visitor & Lodging Insights

Q1 visitor data continues to demonstrate that tourism remains an important contributor to the regional economy.

Key findings include:

- Visitor share of all people in the destination increased to **18%**, up from 16% last year.
- Arts, entertainment, and attractions visitor spending grew significantly, with average daily spend increasing from **\$107 to \$143**.
- Outdoor recreation remains one of the strongest visitation drivers alongside food & beverage.
- Top origin markets continue to include Green Bay/Appleton, Chicago, Milwaukee, Madison, and Wausau-Rhineland.

Lodging performance softened slightly compared to a very strong prior year:

- Hotel occupancy: **59% (-9%)**

- RevPAR: **\$85 (-\$5)**
- Hotel revenue: **\$6.3M (-\$375K)**

However, ADR increased to **\$145 (+4%)**, indicating continued pricing strength and confidence from the lodging market.

Summer 2026 Outlook & Trends

There are several encouraging trends heading into summer:

- National travel sentiment still shows **89% of Americans plan to travel within the next six months.**
- Rising gas prices and international uncertainty may actually benefit regional drive destinations like Greater Wausau:
 - 41% of travelers are choosing destinations closer to home.
 - 31% of travelers impacted by international concerns plan to replace international trips with domestic travel.
- Visit Wausau's positioning as an affordable outdoor recreation and event destination aligns well with current traveler behavior.

Upcoming Opportunities & Momentum

Key initiatives and events heading into Q2/Q3 include:

- Great Pinery Heritage Waterway summer marketing launch
- Wisconsin Gravel statewide promotion
- Expanded Small Batch storytelling series
- MPO and other Basecamp Passes through Bandwango
- "Two Trails, One Basecamp" Tourism Lunch
- Outdoor recreation conference participation and national exposure
- World Horseshoe Tournament July 13-23 at GTCC
- Continued restaurant, arts, paddling, and cycling content development
- Summer events including IRONBULL, Wausau24, Badger State Games programming, and regional outdoor recreation activations
- Ongoing live/work and workforce attraction collaboration efforts: \$80k GWPP

Areas of Concern

While outlook remains positive, several caution areas are emerging:

- National concern over gas prices is at its highest level since 2022.
- Travelers are reducing spending on entertainment, food, and retail.
- Lodging occupancy and demand are slightly down year-over-year despite strong ADR growth.

- Continued competition for leisure travel dollars requires stronger destination storytelling and regional differentiation.
- Workforce and staffing pressures continue across hospitality businesses.

2026 Room Tax Revenue Projection Snapshot

Current projections continue to support stable tourism funding across municipalities, though growth is expected to moderate compared to post-pandemic rebound years.

Projected trends:

- Strongest expected summer performers:
 - Rib Mountain
 - Rothschild
 - Weston
 - Wausau event weekends
- Outdoor recreation and drive-market visitation should help offset softer discretionary spending patterns.
- ADR growth is helping stabilize room tax collections despite slightly softer occupancy.

Projected Greater Wausau municipal room tax performance outlook:

- Weston: Stable to modest growth
- Rib Mountain: Strong summer and outdoor recreation growth potential
- Rothschild: Positive momentum from lodging recovery and convention/event traffic
- Wausau: Event-driven weekends remain strong; downtown/event infrastructure investments continue to support visitation
- Schofield/Mosinee: Stable but softer compared to primary growth corridors

Overall, current indicators suggest the region remains well-positioned for a resilient summer tourism season, particularly with continued emphasis on affordable drive-market travel, outdoor recreation, authentic experiences, and event-based visitation.

I used actual 2025 deposits as the baseline and projected modest summer stabilization rather than aggressive growth, given current travel indicators and softer occupancy trends.

Municipality	2025 Estimated VW Revenue	2026 Projection	Notes
City of Wausau	~\$402,235	\$410,000–\$425,000	Strong event calendar and downtown activity should offset softer occupancy.

Village of Weston	~\$372,190	\$380,000–\$395,000	Stable lodging base and highway business travel remain strong.
Village of Rib Mountain	~\$168,150	\$175,000–\$185,000	Outdoor recreation, Granite Peak shoulder seasons, and summer events trending positively.
City of Schofield	~\$92,000–\$95,000	\$95,000–\$102,000	Stabilized but modest growth expected.
Village of Rothschild	~\$58,382 (old structure)	\$145,000–\$165,000	Major increase due to new agreement structure at 37.5% minus \$50K CWCC allocation.
Mosinee	~\$0 direct contract currently	Minimal/none	No major contract structure currently in place.

Projected Total Visit Wausau Municipal Revenue (2026)

Estimated Range:

\$1.205M – \$1.272M

This would represent one of the strongest revenue years in Visit Wausau history, largely due to:

- Rothschild re-entering at a much stronger funding level
- Continued ADR growth across the market
- Outdoor recreation demand
- Drive-market travel strength
- Event-based tourism growth

Important Context for the Board

There are a few realities worth noting when presenting these numbers:

Positive Indicators

- ADR remains strong even while occupancy softens slightly.

- Regional drive markets (Green Bay, Milwaukee, Chicago, Madison) continue to perform well.
- International travel uncertainty may redirect some travelers toward domestic regional destinations.
- Outdoor recreation, paddling, biking, gravel cycling, and event tourism continue to outperform many traditional leisure segments.

Areas to Watch

- Gas price concerns nationally are rising quickly.
- Hotel demand nights were down approximately 8% in Q1.
- Consumers appear more value-conscious heading into summer.
- Lodging occupancy is softening slightly across many Midwest secondary markets.

Overall Assessment

The current trajectory suggests:

- Visit Wausau should still outperform many comparable Midwest DMOs this summer.
- Room tax growth likely moderates versus the post-COVID surge years.
- The organization appears positioned for a financially stable 2026 with stronger diversification and expanded regional partnership opportunities.

Marketing Performance Review – Q1 2026

Overview

Visit Wausau's Q1 marketing efforts continued to build destination visibility, support travel-planning activity, and strengthen campaign measurement. Winter and early spring content performed well across key themes including events, outdoor recreation, dining, and things to do.

While organic search traffic softened year over year, this reflects broader shifts in search behavior, including lower click-through rates and increased competition in search results. Paid media continued to deliver strong engagement quality, and Adara reporting provided a clearer connection between campaign exposure and traveler behavior.

Q1 Performance Highlights

- 148,357 website sessions tracked through weekly GA4 reporting
- 1.1 million total Meta social impressions across Facebook and Instagram
- 105 email signups tracked through weekly reporting
- Paid media engagement rates remained above 85% in January, February, and March
- Paid media click-through rates remained strong, ranging from 15.41% to 16.36%
- Facebook ads generated more than 23,800 link clicks at an average CPC of approximately \$0.14
- Organic search remained one of the strongest sources of engaged website traffic
- Seasonal blog content showed strong year-over-year growth, reinforcing the value of experience-based content

Campaign Measurement & Travel Impact

Adara reporting added an important measurement layer by connecting campaign exposure to travel behavior. Through February, Adara's enriched reporting showed:

- 10.61x ROI
- \$129,177 in estimated campaign-attributed revenue
- 628 bookings
- 5,190 searches
- 23,580 clicks
- 1.41% click-through rate

Top origin markets included Chicago, Duluth, Minneapolis–St. Paul, Madison, Milwaukee, La Crosse, Green Bay, and Wausau. These results support the continued strategy of reaching both regional drive markets and larger out-of-market audiences with measurable interest in the destination.

Adara provides both observed and enriched reporting. Observed reporting reflects directly verified activity within Adara's travel data ecosystem, while enriched reporting estimates broader market impact using Adara's predictive model.

Content & Organic Performance

Organic search remains an important source of engaged traffic, particularly for event-driven pages, winter recreation content, dining content, and seasonal planning articles. Blog content was a clear bright spot in Q1, with year-over-year blog sessions increasing 38.3% in January, 72.6% in February, and 87.1% in March.

This reinforces the value of timely, experience-based content that helps visitors plan around events, dining, outdoor recreation, and seasonal activities.

Early Q2 Momentum: Small Batch

Following Q1, Visit Wausau launched Small Batch, a new video series highlighting local makers, food, beverage, and experience-based businesses. The series builds on the success of Behind the Plate by using personality-driven storytelling to showcase local experiences.

Early performance shows strong audience interest. The launch content generated 13.6K views on Facebook and 6.0K views on Instagram, with strong interaction and watch-time performance. Across available early posts, Small Batch generated approximately 29.8K combined views and 784 interactions.

Q2 Direction

In Q2, Visit Wausau will focus on building summer travel momentum through a content refresh for key events, attractions, and destinations across the Greater Wausau Area. This will strengthen our photo and video library while supporting seasonal campaigns, partner promotion, social media, website updates, and paid media.

We will also continue promoting outdoor recreation priorities, including gravel bike riding and the Great Pinery Heritage Waterway, through paid media and video storytelling. This supports the broader goal of positioning the region as Wisconsin's Basecamp and highlighting the variety of experiences available throughout the Greater Wausau Area.

Conclusion

Q1 results show continued strength in seasonal campaigns, paid media engagement, and video-led storytelling. Moving forward, Visit Wausau will continue refining campaign measurement, refreshing visual content across the Greater Wausau Area, and connecting marketing activity more directly to visitor behavior and partner impact.