



WCWCVB December 3, 2025 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 11:30 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 | Polley |
| 2. Roll Call | Patel |
| 3. Approval of Meeting Minutes from September 24, 2025
Approval of Meeting Minutes from October 29, 2025 | Polley |
| 4. Approval of Financial Reports | Krahn |
| 5. Discussion and Approval of Sports Authority Grant Applications | |
| a. MC United Soccer – Winter Indoor Soccer Series (2) | |
| b. Badger State Figure Skating 2026 – Timberline Skating Club | Polley |
| c. Badger State Games Youth Hockey Tournaments – Marathon County Youth Hockey | |
| 6. Executive Director’s Report & Marketing Update | White |

- | | |
|---|---------------|
| 7. New Business | Polley |
| Discussion and Approval of: | |
| a. 2026 Budget Approval | |
| 8. Unfinished Business | Polley |
| a. Executive Committee Municipality Representation | |
| b. Letters from Municipalities designating board member | |
| c. Definition of word “Emergency” in by-laws | |
| d. Strategic Plan Updates (see attachment) | |
| 9. Committee Reports | Polley |
| 10. Announcements or Requests | Polley |
| 11. Next Meeting Date: | Polley |
| a. January 2026 | |
| 12. Adjourn Meeting | Polley |

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Meeting ID: 249 491 327 894 75

Passcode: bJ9zX2GE



October 29, 2025 Board Meeting Minutes

Granite Peak

11:30 am

Board Meeting called to order by Polley. Roll call taken by Patel & Maguire.

Present: Eric Johnson, Steve Krahn, Joan Joss, Gaylene Rhoden, Tim Van De Yacht, Nick Patel, Jahn Martin, Marc Kettleson, Sean Wright, Jamie Polley, Mayor Doug Diny, Liz Wendt, Hooshang Zeyghami, Dadhi Patel Tim White, Jodi Maguire.

Virtual: Ryan VanDeWalle, Dave Brula, Rolly Lokre, Charlotte Skinner-Rickert

Absent: Bob Lamovec, Gaylene Rhoden, Al Opall

Meeting was fully dedicated to WCWCVB Strategic Plan and review of critical actions.

White led the discussion and went over the afternoon's activity. White asked all members to be brief, curious, committed and engaged. White stated not all problems will be solved today and will have a 90-day follow-up. White passed out sticky notes and pens and asked board members to write down one item that is clearly working for the CVB and write another item done that is a gap or constraint the organization is currently facing. White asked the members online to contribute as well by using the chat feature. Maguire will convert messages onto post-it notes.

Working:

- Outreach to Municipalities
- Agreement among all municipalities
- Community education
- Municipal support or participation

- New/revised/enhanced contracts
- Brand awareness
- Brand consolidation
- Visibility to Visit Wausau
- Outreach Growing
- Website
- Outdoor Recreation Focus
- Data collection
- Visible & Viable
- Transparency & Data
- Strategic alignment

Gaps:

- Connection to workforce development
- Public Perception (limited focus)
- Municipalities not all having one vision or the same vision
- Commission Alignment
- Unity of effort – Greater Wausau Area
- Funding
- Competition from other communities
- Visitor Center X 2
- Physical home or building for CVB
- Visitors Bureau needs a visible and enticing location
- How do we fairly measure success and improvement with tangible metrics
- Professional conference support
- Curating experiences to help guide visitors to ensure they experience what we have to offer in the best way possible.

White asked everyone to go around the table and in 30 seconds or less provide insight on if the current mission/vision statement and share if anything is missing currently.

Polley – Feels the mission and vision statement are good but feels we are missing on bringing all municipalities together and align vision.

Van De Yacht – agrees with Polley but needs to address buy-in and bringing people to the destination.

Johnson – Feels Mission & Vision Statement has the points we want but asked how to measure visitor's experience.

Joss – Stated front and center and doing a great job but to involve all communities in the area even smaller ones.

Krahn – feels the Mission and Vision Statement are still good and active.

N. Patel – Would like to have one bucket for funding and have good trust with the municipalities

D. Patel – Likes current mission and vision statement would like to see more marketing efforts.

Zeyghami – agrees with current mission and vision statement but needs to include all communities to make up the Greater Wausau Area (Mosinee)

Kettleson – agrees with current mission and vision statement.

Wright – agrees with current mission and vision statement

Wendt – agrees with current mission and vision statement

Diny – agrees with current mission and vision statement but added there needs to be a focus on getting visitors here to experience, call to action.

Martin – agrees with current mission and vision statement, need to focus on workforce development gap and need more meeting space.

Skinner- Rickert – needs a call to action – the word grow is missing.

Lokre – agrees with current mission and vision statement.

VanDeWalle – agrees with Skinner-Rickert’s statement.

Brula – agrees with current mission and vision statement, needs a unique selling point.

White asked how many board members feel the current mission and vision statement are good as is or needs tweak. Majority of the board stated it needs a call to action added with using the words of “Growth” and “Attracting”

White asked board to look over the outcomes. Polley stated it might be good if we update the critical issues first and then come back to the outcomes. Wright agreed and stated this will help determine what outcomes are completed or still need focus.

White asked everyone to take a moment and look over the 7 crucial issues.

#1 Establish CVB Board of Directors Board Policies and Governance participation and leadership and define relationship with Executive Director. Polley stated this is active and always will be, continuous evaluating.

#2 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.

Zeyghami stated this has been an agenda item for discussion. Polley stated as a new board, we never had a good discussion on this. Zeyghami agreed and asked it to be a future agenda item. Zeyghami stated CVB needs a home. Wendt asked if there was a feasible study done on what

the community needs. White stated he is always looking at possibilities and evaluating owning, renting, etc. Wright and N. Patel stated to keep the critical issue but change the wording and take out currently owned facility.

#3 Establish and grow consistent financial support for CVB

Wright stated this critical action is ongoing and has a lot of factors. Krahn agreed and stated if the CVB owned a building, more funding would be needed. Board agreed to keep this critical action.

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

White stated this was a work in progress and stated there was a Sports Authority Committee formed. Polley shared with the board on the progress and started discussion of a possible name change, how it would operate, funding etc. Polley stated the committee needs to meet again for more discussions. Wendt stated she feels it is contained and defined but not currently done. Martin stated he has been on the board for 9 months and really doesn't know what it is or what it does. Polley mentioned the grant aspect and stated aligning applications with other tourism grants is needed along with post event summaries. Wendt asked for more clarification on the 501C3 versus the 501C6 status. White and Maguire gave a brief background and Krahn confirmed the reasoning. White stated there are separate by-laws for the Sports Authority, but it does need revisions and updating. Skinner-Rickert stated Sports Authority should align with the same mission and vision statements as the CVB. White asked Skinner-Rickert and Martin to join the sub committee for the Sports Authority discussions. Both agreed they would help. Critical action was agreed as an ongoing process and to keep.

#5 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")

White updated the board of directors on Wisconsin's Basecamp and stated the county entry signs will be updated. Polley stated all communities are different, not the same but need to work together and currently doesn't have common vision. Zeyghami stated it is important to market all hotels within the destination and let visitors decide. Zeyghami stated marketing efforts have improved. Diny stated there is a lot of push back on the Greater Wausau Area terminology. Wendt stated we need to create more alignment with conceptual buy-in. Lokre stated we need to raise the bar and once we do everyone benefits; market the area as one vision. Van De Yacht stated there is a root to the program; municipality or commission boards need to have the same mission/vision of the CVB to start evolving as one community. Diny asked if a subcommittee needed to tackle this issue. Polley stated it would be important and beneficial for all the municipalities to come together and talk and continue to talk. Ultimate goal is to have visitors stay and explore all of Marathon County. Discussion between board members on if we take out Wausau from the business name and state Central Wisconsin.

Critical action was agreed to keep and is an ongoing discussion. Editing the wording to include aligning and buy-in.

#6 Enhance CVB Community visibility and recognition as the region's premier tourism marketing organization.

Krahn stated this action is permanent and ongoing. Lokre stated market the area as one and as much funding for marketing. Polley and White stated it is important for all board members to continue advocating for the CVB. White stated the greaterwausau.org and wausome website will be funneled into Visit Wausau. Johnson asked about Mosinee and who they partner with for their tourism entity and asked if City of Mosinee wants to join in. White stated they partner with the Mosinee Chamber of Commerce. White stated Mosinee has a new mayor and discussions need to be made. Joss stated she spoke with the new Mayor of Mosinee and he is open to discussions with the CVB. White stated he also was in contact with Merrill and they might be interested in joining our organization as well. VanDeWalle asked if Merrill goes into contract with the CVB doesn't that contradict what was discussed and what type of direction does the CVB want to go in? Board agreed that this is an ongoing action but stated wording needs to be updated and changed to contracted communities.

#7 Develop website capabilities with a futuristic design and capabilities.

Polley asked White if we are using the website to the best of our abilities. White stated we are but also stated technology is always changing. White shared an interactive map will be added to the homepage at the end of the week and stated all staff are making changes as needed. Martin stated Visit Wausau's website has a great visual aspect with the video reels. Martin suggested adding curated experiences and mapping out schedules for visitors to experience. Board discussed this is a day-to-day action and is currently active and good.

Van De Yacht stated setting goals on growth would be critical to evaluate the outcomes. White shared with the board the different metrics the staff go over in the weekly EOS meetings. White stated each staff member develops two or three rocks that they want to accomplish for that quarter. Each discussion, staff go over leads, engagements, lodging numbers and economic numbers. Van De Yacht stated this is good and stated the bottom line is important. Skinner-Rickert stated we need to hit growth numbers and targets. Wendt suggested setting a goal on where we want to be and start evaluating the metrics at board meetings. Kettleon agreed with Wendt and stated going over the metrics at each board meeting will give a better understanding of where we are and how to pivot in the future. White stated he can do that and it will be apart of the agenda's moving forward.

White asked the board to evaluate the outcomes and determine if we want to keep, refine and if there is anything missing or needs to be added to the statement.

Outcome # 5 can be combined with Outcome #3 on branding.

Board discussed adding metrics to all outcomes. Discussion on the wording of education and if it could tie into one of the outcomes we currently have or creating a new outcome dedicated to

education. Polley suggested a statement to educate new stakeholders/municipality leaders on room tax. Skinner-Rickert stated this information should be at our fingertips. Skinner-Rickert suggested an outcome to read: CVB should be forward looking to helping our stakeholders understand and summarize trends in tourism industry (consider providing an annual report or reframing data that is already shared by Executive Director to set a tone for any updates or insights that are sent throughout the year.)

Board was in an agreement with adding this outcome to the strategic plan.

Unfinished Business

None at this time.

Committee Reports

None at this time.

Announcements or Updates

None at this time.

Next Meeting Date

Polley stated December 3 is a tentative date for the next meeting to over 2026 budget. Maguire will send out meeting invite once confirmed with Granite Peak.

A motion to adjourn was made by Van De Yacht, seconded by Martin and approved by all. Meeting adjourned at 1:34 pm.



September 24, 2025 Board Meeting Minutes

Granite Peak

11:30 am

Board Meeting called to order by Polley. Roll call taken by Patel.

Present: Eric Johnson, Steve Krahn, Joan Joss, Gaylene Rhoden, Tim Van De Yacht, Nick Patel, Jahn Martin, Marc Kettleson, Sean Wright, Jamie Polley, Mayor Doug Diny, Liz Wendt, Hooshang Zeyghami, Dave Brula, Tim White, Jodi Maguire, Brenton Wildman, and Gao Her.

Virtual: Gaylene Rhoden

Absent: Bob Lamovec

Guest: Dadhi Patel from the Best Western Plus Hotel, Rolly Lokre from bantr, Charlotte Skinner Rickert from Midwest Family Resorts.

Polley opened meeting as interim President/Vice President. Greg Fisher resigned from the Board of Directors on August 1, 2025. A quick introduction was done.

Meeting Minutes Approval from May 24, 2025

Call for a motion to accept meeting minutes from May 24, 2025, made by Zeyghami, seconded by Diny, and approved by all.

Financial Reports

Krahn gave an overview of the financials, starting with the CVB Account. Krahn stated that outside services were over budget due to the cost of the NFL Draft shuttles to Green Bay; the income from the shuttles is reflected under miscellaneous revenue. He also noted that the conference expense is over budget and will end the year slightly over. The legal and accounting line item is also over budget.

Rhoden asked for clarification on why line 707 is over. Krahn explained it was due to higher-than-expected audit expenses.

Van De Yacht asked if the budget figures on the report were year-to-date or full-year. Krahn confirmed they are year-to-date (8 months).

Krahn then reviewed the Sports Authority financials, stating that the conference expense is over budget due to additional co-op partnership opportunities with Travel Wisconsin.

A motion to approve the financials as presented was made by Wendt, seconded by Patel, and approved by all.

Sports Authority Grant Requests

Wausau 525 Events for 2026 – Request \$10,000

Brian Marquardt and Pete Reger provided an overview of their organization and outlined how the funds would be used. They explained that their organization is newly overseeing events at Wausau 525, though they have supported the process in the past. Their mission is to assist local non-profits, and the grant funds would help offset operations for the Championship Race on January 23–25, the weekend following the Eagle River Snowmobile Derby.

A motion to approve the \$10,000 grant request was made by Diny, seconded by Patel, and approved by all.

Arctic Blast 2026 – Request \$6,000

Maguire explained this is the second year of the event, held at the Greenheck Turner Community Center, with teams from across the Midwest competing and scouts in attendance. Last year, the event received \$8,000; this year's request is for \$6,000.

A motion to approve the \$6,000 grant request was made by Patel, seconded by Krahn, and approved by all.

Crappie USA – Project Update

Maguire provided an update: Bob Denen from Crappie USA visited Central Wisconsin in early June to tour the city and Lake Wausau. Discussions are underway with the DNR regarding hosting a 30-day tagged fishing event and potential filming of the area. Further updates are expected in late winter or early spring.

Taste N Glow Post Event Summary

Taste N Glow submitted a post-event summary for 2025, included in the board packet. Polley suggested requiring post-event summaries from all future grant recipients. Maguire agreed to implement this process.

Executive Director's Report

White reported a 4% downtrend in travel overall. With support from the Village of Rothschild, Visit Wausau launched a summer campaign that contributed to Rothschild being 12% ahead of budget in room tax revenue. A new Uniquely Wisconsin episode will be released soon, and Visit Wausau is exploring adding a meetings/convention staff member. White also highlighted the upcoming Chef Gala on November 15 at The Char.

White stated 80% of travelers plan their visit online and are going to destinations that are findable, searchable and visible with Google AI becoming the source. White stated in the future, Visit Wausau is looking to bring on a meetings/convention staff person to help with the added demand of conferences.

New Business

Polley stated the current By-Laws were included in the meeting packet to discuss Executive Committee. Discussion on having it remain five officials or adding another seat for a municipality leader. Opall suggested leaving it open at this time and tabling discussion. Opall stated he would like to take information back to his board. Opall also asked if a hotelier representative needs to be on the Executive Committee. Polley stated no, currently it consists of a President, Vice President, Treasurer, Secretary and a Executive At Large Member.

Defining an Emergency Meeting

Discussion on defining the word emergency and when the Executive Committee meets and makes decision. Wendt stated she is in favor of defining what an emergency consists of. Polley stated moving forward, the committee will not meet to discuss and approve a grant request. Polley stated the board meets five to six times a year and grant applications can be reviewed during those meeting times; if deadlines are missed there is nothing the CVB or the Sports Authority can do about it. Polley stated event organizers needs to be prepared and take timing into consideration. Wright stated a lot of organizations had difficulty during the pandemic to the term emergency meeting and stated it would be best if it is outlined out.

Zeyghami asked for clarification that the Executive Committee will not meet to approve any grant applications and Polley confirmed.

Election of New Board Members

Polley welcomed two potential board members who were in attendance. Charlotte Skinner Rickert and Dadhi Patel gave a brief introduction and explained their interested in joining the board of directors.

Polley and White asked D. Patel & Skinner Rickert if they could leave the room for final discussion on electing the new members.

A motion was made to elect Charlotte Skinner Rickert from Midwest Family Resorts (Granite Peak) by N. Patel, seconded by Van De Yacht, approved by all.

A motion was made to elect Dadhi Patel from Best Western Plus – Rothschild made by Wright, seconded by Krahn, approved by all.

A motion was made to elect Rolly Lokre from bantr – Rothschild/Weston made by Zeyghami, seconded by N. Patel, approved by all.

The three new board members will be starting their two-year term in December of 2025 to December 2027.

Affirming a New Member to Executive Committee

Polley stated she is interim President due to Fisher stepping down as President on August 1, 2024. Polley opened discussion to see if any current members were interested in the President seat and if there were any nominations.

Zeyghami nominated Polley for Board President with Krahn seconding the nominated. Polley accepted Board President position.

Vice President – seat is open due to Polley moving into the President role. Polley asked if there were any current members interested or any nominations. Wendt nominated Van De Yacht with Wright seconding the nomination. Van De yacht accepted Board Vice President position.

Executive At Large Member – seat is open due to Van De Yacht moving into the Vice President role. This seat election is postponed till next meeting due to the discussion on tabling a municipality leader into the Executive Committee. Polley asked all municipality leaders to think over if they might be interested in this position for future discussion at next meeting.

Polley asked the municipalities to submit a letter from the highest official appointee on who will be the CVB & Sports Authority representative/seat on the board.

Strategic Plan/Critical Actions

Polley stated it would be beneficial to have group discussion and input on the strategic plan and go over critical actions. Board discussed having a separate meeting dedicated to the Strategic Plan and Critical Actions. Special meeting will be held in late October and will meet for two hours. Polley asked Maguire to send out doodle poll to determine date.

Unfinished Business

None at this time.

Committee Reports

None at this time.

Announcements or Updates

None at this time.

Next Meeting Date

Special board meeting to go over Strategic Plan and Critical Actions in October 2025. Date to be determined.

A motion to adjourn was made by Krahn, seconded by Wright and approved by all.
Meeting adjourned at 1:12 PM.

Wausau/Central WI CVB Profit & Loss Budget vs. Actual January through October 2025

	TOTAL		
	Jan - Oct 25	Budget	\$ Over/Under Budget
Ordinary Income/Expense			
Income			
330 · Restr. Schofield Hold	33,638.00		
331 · Restr. Weston Hold	127,539.71		
402 · Gift Shop - Taxable	0.00	16,660.00	-16,660.00
403 · Gift Sales - Non Taxable	0.00	0.00	0.00
405 · Publication & Program Revenue	0.00	29,000.00	-29,000.00
406 · Partnership Plans	0.00	0.00	0.00
407 · DTN Income	5,132.00	15,000.00	-9,868.00
410 · Brochure Distribution Service	1,360.00	7,900.00	-6,540.00
415 · Advertising	7,607.50	0.00	7,607.50
420 · Sponsorship	0.00	0.00	0.00
422 · Registration Fees	0.00	0.00	0.00
430 · Resale/Misc Revenue	22,779.62	4,160.00	18,619.62
432 · Interest Income	6,355.64	2,080.00	4,275.64
434 · Print & Design Income	0.00	500.00	-500.00
435 · Room Tax	642,625.70	514,500.00	128,125.70
440 · Sports Authority	0.00	0.00	0.00
441 · Grant Revenue	0.00	19,400.00	-19,400.00
Total Income	847,038.17	609,200.00	237,838.17
Gross Profit	847,038.17	609,200.00	237,838.17
Expense			
499 · Trade Out	0.00	0.00	0.00
500 · Conference Expenses	18,480.59	14,258.00	4,222.59
534 · Print & Design Expenses	2,783.08	0.00	2,783.08
564 · Participant Supplies	0.00	0.00	0.00
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	0.00	3,750.00	-3,750.00
569 · Property Tax	0.00	0.00	0.00
574 · Storage/Rent Events	0.00	0.00	0.00
576 · Outside Services	10,080.00	2,245.00	7,835.00
607 · Advertising Expenses	110,622.35	91,011.00	19,611.35
608 · Marketing Expense	97,056.67	66,000.00	31,056.67
609 · Website	45,935.51	59,749.00	-13,813.49
612 · Grant Expense	0.00	0.00	0.00
675 · Tourism Research Exp	0.00	0.00	0.00
705 · Computer & Software Expense	4,807.48	7,080.00	-2,272.52
707 · Legal & Accounting	11,753.20	12,000.00	-246.80
708 · Dues & Subscriptions	12,548.48	14,641.00	-2,092.52
709 · Miscellaneous Exp	0.00	0.00	0.00

Wausau/Central WI CVB
Profit & Loss Budget vs. Actual
January through October 2025

	TOTAL		
	Jan - Oct 25	Budget	\$ Over/Under Budget
710 · Office Expense	4,822.94	6,580.00	-1,757.06
712 · Visitors Magazine Expense	6,732.88	12,050.00	-5,317.12
715 · Bank & Credit Card Fees	375.33	1,832.00	-1,456.67
718 · Registration Fees Expense	0.00	0.00	0.00
720 · Vehicle Expense	685.93	2,080.00	-1,394.07
721 · Seminars & Training	0.00	1,670.00	-1,670.00
722 · Repairs & Maint	3,070.00	1,670.00	1,400.00
730 · Health Insurance	23,947.06	36,250.00	-12,302.94
732 · Meals & Entertainment	3,296.17	4,080.00	-783.83
733 · Insurance	10,855.18	13,750.00	-2,894.82
750 · Interest Expense	0.00	660.00	-660.00
755 · Telephone Expense	3,301.12	3,660.00	-358.88
756 · Equipment Lease	0.00	0.00	0.00
760 · Postage	1,139.36	2,920.00	-1,780.64
770 · Rent /Storage Expense	5,256.00	14,582.00	-9,326.00
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	196,709.30	238,250.00	-41,540.70
809 · Employee Benefits	5,850.00	6,000.00	-150.00
810 · Payroll Taxes	16,871.45	24,170.00	-7,298.55
811 · Retirement Plan	7,110.63	10,410.00	-3,299.37
812 · Interest Expense Building	0.00	0.00	0.00
813 · Interest Expense EDIL	3,435.20	3,800.00	-364.80
Total Expense	607,525.91	655,148.00	-47,622.09
Net Ordinary Income	239,512.26	-45,948.00	285,460.26
Other Income/Expense			
Other Expense			
930 · Restr. Schofield Hold Release	42,518.06		
931 · Restr. Weston Hold Release	53,000.00		
975 · Depreciation Expense	11,699.00	11,070.00	629.00
Total Other Expense	107,217.06	11,070.00	96,147.06
Net Other Income	-107,217.06	-11,070.00	-96,147.06
Net Income	132,295.20	-57,018.00	189,313.20

Wausau/Central WI CVB
Balance Sheet
As of October 31, 2025

	<u>Oct 31, 25</u>
ASSETS	
Current Assets	
Checking/Savings	
0100 · People's CVB Checking	15,652.44
0101 · People's CVB Money Market	861,787.57
Total Checking/Savings	<u>877,440.01</u>
Other Current Assets	
120 · Due From Sports Authority	475,771.84
Total Other Current Assets	<u>475,771.84</u>
Total Current Assets	1,353,211.85
Fixed Assets	
149 · Signage	11,653.19
150 · Furniture & Equipment	74,921.61
160 · Accum Depreciation	-52,369.88
Total Fixed Assets	<u>34,204.92</u>
TOTAL ASSETS	<u><u>1,387,416.77</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
210 · Cardmember Services	48.66
Total Credit Cards	48.66
Other Current Liabilities	
229 · Accrued Wis WH	953.80
236 · Accrued UC	-9.89
240 · Accrued Interest	2,904.86
Total Other Current Liabilities	<u>3,848.77</u>
Total Current Liabilities	3,897.43
Long Term Liabilities	
281 · Disaster Relief Loan	147,025.20
Total Long Term Liabilities	<u>147,025.20</u>
Total Liabilities	150,922.63
Equity	
320 · Unrestricted Net Assets	1,107,796.67
Net Income	128,697.47
Total Equity	<u>1,236,494.14</u>
TOTAL LIABILITIES & EQUITY	<u><u>1,387,416.77</u></u>

Wausau/Central Wisconsin Sports Authority Inc.
Profit & Loss Budget vs. Actual
January through October 2025

	TOTAL		
	Jan - Oct 25	Budget	\$ Over/Under Budget
Ordinary Income/Expense			
Income			
330 · Restr. MMB Schofield	3,737.53		
331 · Restr. MMB Weston	8,382.91		
332 · Restr. MMB Rib Mountain	0.00	0.00	0.00
333 · Restr. MMB Wausau	0.00	0.00	0.00
402 · Gift Shop	0.00	0.00	0.00
415 · Advertising	0.00	0.00	0.00
420 · Sponsorship	26,500.00	39,950.00	-13,450.00
422 · Registration Fees	53,356.87	93,200.00	-39,843.13
422A · BSG FS Registrations	8,657.40	21,000.00	-12,342.60
430 · Resale/Misc Revenue	17,322.74	15,500.00	1,822.74
432 · Interest Income	1,199.29	416.00	783.29
434 · Print & Design Income	0.00	0.00	0.00
435 · Outdoor Rec Room Tax Revenue	26,077.80	0.00	26,077.80
440 · Sports Authority	63,413.50	87,500.00	-24,086.50
441 · Grant Revenue	0.00	7,831.00	-7,831.00
442 · Meetings Mean Business	0.00	0.00	0.00
444 · Vendor Income	0.00	0.00	0.00
445 · Contract Revenue	0.00	0.00	0.00
900 · Community Foundation - Taxable	4,772.27	0.00	4,772.27
Total Income	213,420.31	265,397.00	-51,976.69
Gross Profit	213,420.31	265,397.00	-51,976.69
Expense			
499 · Trade Out	0.00	0.00	0.00
500 · Conference Expenses	8,036.56	8,198.00	-161.44
534 · Print & Design Expenses	0.00	0.00	0.00
564 · Participant Supplies	23,532.75	28,300.00	-4,767.25
565 · Event Supply	25,791.78	33,224.00	-7,432.22
565A · Event Service Fees	15,938.29	36,350.00	-20,411.71
565B · Event Facility Fees	8,127.50	13,374.00	-5,246.50
565C · BSG FS Event Fees	0.00	33,124.00	-33,124.00
566 · Reim Registration/Contract Fees	160.00	0.00	160.00
567 · Merchandise for resale	0.00	0.00	0.00
574 · Storage/Rent Events	0.00	2,082.00	-2,082.00
576 · Outside Services	1,500.00	418.00	1,082.00
607 · Advertising Expenses	11,783.43	14,000.00	-2,216.57
608 · Marketing Expenses	2,975.44	4,458.00	-1,482.56
609 · Website	156.31	832.00	-675.69
612 · Grant Expense	44,000.00	45,666.00	-1,666.00
705 · Computer & Software Expense	0.00	2,080.00	-2,080.00
707 · Legal & Accounting	8,700.50	5,350.00	3,350.50

Wausau/Central Wisconsin Sports Authority Inc.
Profit & Loss Budget vs. Actual
 January through October 2025

	TOTAL		
	Jan - Oct 25	Budget	\$ Over/Under Budget
708 · Dues & Subscriptions	3,667.90	5,418.00	-1,750.10
710 · Office Expenses	2,252.34	2,080.00	172.34
715 · Bank & Credit Card Fees	3,199.06	4,400.00	-1,200.94
718 · Registration Fees Expense	1,575.00	2,500.00	-925.00
720 · Vehicle Expense	242.60	2,080.00	-1,837.40
721 · Seminars & Training	0.00	1,660.00	-1,660.00
732 · Meals & Entertainment	913.27	2,082.00	-1,168.73
733 · Insurance	0.00	0.00	0.00
750 · Interest Expense	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	385.83	1,900.00	-1,514.17
770 · Rent/Storage Expense	0.00	1,670.00	-1,670.00
800 · Salary & Wages	36,881.00	55,414.00	-18,533.00
810 · Payroll Taxes	2,646.81	4,250.00	-1,603.19
813 · EIDL Interest Payment	820.80	840.00	-19.20
931 · Restr. MMB Weston Release	4,500.00		
932 · Restr. MMB Rib Mtn. Release	3,000.00		
Total Expense	210,787.17	312,250.00	-101,462.83
Net Ordinary Income	2,633.14	-46,853.00	49,486.14
Net Income	2,633.14	-46,853.00	49,486.14

11:11 AM

11/21/25

Cash Basis

Wausau/Central Wisconsin Sports Authority Inc.

Balance Sheet

As of October 31, 2025

	<u>Oct 31, 25</u>
ASSETS	
Current Assets	
Checking/Savings	
Badger State Games	1,075.55
Sports Authority CVB	8,033.50
0 · Community Foundation	52,938.97
100 · Peoples Sports Authority MM	127,406.88
101 · People's Sports Authority M	296,666.71
102 · People's Sports Authority CVB	99,593.20
105 · People's Badger State Games	156,765.57
Total Checking/Savings	<u>742,480.38</u>
Other Current Assets	
110 · N/R Wausau Marathon	2,000.00
Total Other Current Assets	<u>2,000.00</u>
Total Current Assets	<u>744,480.38</u>
TOTAL ASSETS	<u>744,480.38</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
120 · Due to CWVB	479,379.46
240 · Accrued Interest	653.31
Total Other Current Liabilities	<u>480,032.77</u>
Total Current Liabilities	480,032.77
Long Term Liabilities	
281 · Disaster Relief Loan	36,230.80
Total Long Term Liabilities	<u>36,230.80</u>
Total Liabilities	516,263.57
Equity	
31500 · Restr. MMB Rollover	232,970.00
32000 · Unrestricted Net Assets	-7,386.33
Net Income	2,633.14
Total Equity	<u>228,216.81</u>
TOTAL LIABILITIES & EQUITY	<u>744,480.38</u>



Wisconsin's Leader in Sports, Events & Tourism

GRANT APPLICATION

Event/Tournament Name:	MC United Indoor Soccer Series (Elite Indoor Invitational & Winter Classic)
Event Dates:	February 14, 2026 / March 14-15, 2026
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:	secretary@mcunitedsoccer.org
Amount Requested:	\$5,000

DESCRIPTION OF EVENT

Two (2) indoor soccer tournaments (youth)

EVENT HISTORY

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

Elite Indoor Invitational

This is a brand new 9 v 9 indoor tournament we are hosting at GTCC. This is a one-day tournament for approximately 30 total teams. The concept behind this event is a tournament for the most elite teams (from the most elite clubs) in Wisconsin and Minnesota. These teams that compete in regional and national leagues can come to Wausau, play against top level competition, and get game experience before the snow melts. This tournament is also intended to be a showcase for GTCC and the greater Wausau community.

Games would be held from approximately 7:30 am – 9:00 pm.

Approximately 30 teams, 450 players, and thousands of spectators are estimated for the event. Most teams would be traveling from Madison, Milwaukee, Minneapolis, and the Fox Valley.

The hope is that this event successfully attracts these teams to the Wausau area and the event is viewed favorably by the clubs and coaches. If the event is beneficial to these teams and it is a good experience for families, the event could easily become an annual tradition. If it is a competitive and well run event it will become highly desirable for additional participants. This event could then become a two-day tournament in a few years if there is interest/ demand and would draw interest from an event greater geographical area.

The application window is now open for the event and registration will open in mid December. The event is being actively promoted and clubs are being recruited to attend.



Wisconsin's Leader in Sports, Events & Tourism

<https://www.mcunitedsoccer.org/eliteinvitational/>

Winter Classic

In March 2025 we held our inaugural Winter Classic 7 v 7 indoor soccer tournament at GTCC. The tournament was tremendous success with 65 teams, 900 players, and several thousand fans who competed over the weekend. The tournament was represented by over 18 soccer clubs from across Wisconsin, as well as teams from Minnesota and Illinois. Teams from Wisconsin came from Madison, Milwaukee, Fox Valley, Eau Claire, Northern Wisconsin, and Central Wisconsin. Our post-tournament satisfaction survey gave the event rave reviews.

The application window for this tournament is now open. Registration will begin in January 2026. Promoting the event has begun and teams/ clubs are being recruited to apply for the event.

We project that this tournament will be bigger in 2026, with much higher initial interest, and it will sell out. We anticipate that the event will draw interest from additional soccer clubs across Wisconsin and we will get many returning clubs and teams for 2026.

MC United and GTCC are buying new soccer goals to help with the game experience compared to 2025. Additional improvement may be made to make the tournament experience even more fun (perhaps more vendors, DJ, etc.). The tournament website has been improved to help promote the event and highlight GTCC.

MC United's goal is to make this event be the largest (and best) indoor youth soccer event in Wisconsin and neighboring states. The unique nature of the GTCC facility and tournament format is something that can be an annual tradition for teams and families. If the event continues to grow, MC United could afford to make the event a two-weekend tournament.

<https://www.mcunitedsoccer.org/winterclassic/>

These events will attract thousands of soccer players and families to the Wausau area from outside of Central Wisconsin. The events will showcase the GTCC facility and the greater Wausau community during the winter months. The events will also potentially attract additional clubs to visit Wausau for MC United outdoor tournaments. This would help with the growth of these events and attract additional clubs to visit Wausau from outside of the area.

Both of these events have the potential to grow over the next few years. The amazing GTCC facility and central location of Wausau can make these events be tremendously successful and indisputably be the very best such events in the entire state of Wisconsin.



Wisconsin's Leader in Sports, Events & Tourism

EVENT INFORMATION

Proposed Event Location/Facility:	Greenheck Turner Community Center
Has the facility been secured?	Yes
Number of Teams Expected:	30 (Elite) / 65 (Winter Classic)
Number of Participants Expected:	450 (Elite) / 900 (Winter Classic)
# Of Teams/Participants from outside 90 Miles:	30 teams (Elite) / 40 teams (Winter)
Estimated Number of Family & Friends per participant:	3 fans / participant / event
Number of local teams:	0 teams (Elite) / 25 teams (Winter)
Number of local participants:	0 (Elite) / 350 (Winter)

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					2/13	2/14	
Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Rooms	X	X	X	X	50	50	X

Date					3/13	3/14	
Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Rooms					80	80	X

Total Number of Room Nights:	260
Average Length of Stay:	1 night
Estimated # of Guests per room:	3- 4



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.

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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: Colin Benell

Printed Name: Colin Benell

Date: 10/14/2025

MC UNITED SOCCER CLUB
ELITE INVITATIONAL PROJECTED BUDGET (2026)

(12 TEAM SCENARIO)

REVENUE

Type	Amount (estimated)
Team registration fees	6,600
Admission fees	1,000
Concessions	0
Vendor fees	0
	\$7,600

EXPENSES

Type	Amount (estimated)
GTCC rental (Fri. PM – Sun PM)	3,300
Referees	1,400
Referee assignor	150
Referee lodging	0
Medical trainer	450
Signage	0
Tournament director stipend	0
Tournament supplies (misc.)	0
Insurance	150
Awards	0
Referee food/ drinks	50
Medical supplies	50
	\$5,550

PROJECTED EARNINGS: \$2,050

(20 TEAM SCENARIO)

REVENUE

Type	Amount (estimated)
Team registration fees	11,000
Admission fees	2,000
Concessions	500
Vendor fees	0
	\$13,500

EXPENSES

Type	Amount (estimated)
GTCC rental (Fri. PM – Sun PM)	3,300
Referees	2,800
Referee assignor	300
Referee lodging	0
Medical trainer	550
Signage	100
Tournament director stipend	0
Tournament supplies (misc.)	0
Insurance	150
Awards	2,000
Referee food/ drinks	100
Medical supplies	50
	\$9,350

PROJECTED EARNINGS: \$4,150

MC UNITED SOCCER CLUB
ELITE INVITATIONAL PROJECTED BUDGET (2026)

(12 TEAMS)

REVENUE

Type	Amount (estimated)
Team registration fees	6,600
Admission fees	1,000
Concessions	0
Vendor fees	0
	\$7,600

EXPENSES

Type	Amount (estimated)
GTCC rental (Fri. PM – Sun PM)	3,300
Referees	1,400
Referee assignor	150
Referee lodging	0
Medical trainer	450
Signage	0
Tournament director stipend	0
Tournament supplies (misc.)	0
Insurance	150
Awards	0
Referee food/ drinks	50
Medical supplies	50
	\$5,550

PROJECTED EARNINGS: \$2,050

(12 TEAMS)

REVENUE

Type	Amount (estimated)
Team registration fees	6,600
Admission fees	1,000
Concessions	0
Vendor fees	0
	\$7,600

EXPENSES

Type	Amount (estimated)
GTCC rental (Fri. PM – Sun PM)	3,300
Referees	1,400
Referee assignor	150
Referee lodging	0
Medical trainer	450
Signage	0
Tournament director stipend	0
Tournament supplies (misc.)	0
Insurance	150
Awards	0
Referee food/ drinks	50
Medical supplies	50
	\$5,550

PROJECTED EARNINGS: \$2,050



Wisconsin's Leader in Sports, Events & Tourism

GRANT APPLICATION

Event/Tournament Name:	Badger State Games
Event Dates:	January 29th - February 1st 2026
Local Organizing Committee:	Timberline Figure Skating Club
Tax or EIN #:	39-1601169
Contact Person:	Chad Karsnia or Rachelle Gauss
Address:	PO Box 2082, Wausau, WI 54402
Phone Day/Cell:	715-903-6491
Email:	Timberlinefsc@gmail.com or Timberlinecopmetition@gmail.com
Amount Requested:	\$ 10000

DESCRIPTION OF EVENT

EVENT HISTORY

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

The Badger State Games Figure Skating Competition is a sanctioned United States Figure Skating event held annually as part of the Badger State winter Games, Olympic-style amateur sports festival. The annual competition originated in Wausau in 1989. The competition has been hosted by the Silverblades Figure Skating Club in Mosinee for many years, and will return to Wausau/Weston for the 2026 competition to be hosted by Timberline Figure Skating Club with collaboration from neighboring clubs. Moving the competition back to the Wausau area will allow a showcase of the beautiful Greenheck Turner Community Center, and Marathon Park in the Heart of Wausau as well as allow for expanded skater, coach and official hospitality. The vision of Timberline is to highlight the greater Wausau area and showcase the amazing amenities we have to offer. Immediate plans for the 2026 competition include a vendor fair hosted showcase local artisans targeted towards the winter sports community. As we grow we also hope to be able to include local food trucks, massage stations, and other opportunities for local small businesses to highlight our area.



Wisconsin's Leader in Sports, Events & Tourism

EVENT INFORMATION

Marathon Park Ice Arena and
Greenheck Turner Community Center

Proposed Event Location/Facility:	Marathon Park Ice Arena and Greenheck Turner Community Center
Has the facility been secured?	Yes
Number of Teams Expected:	30
Number of Participants Expected:	350
# Of Teams/Participants from outside 90 Miles:	15 teams/ 175 participants
Estimated Number of Family & Friends per participant:	2-4
Number of local teams:	15
Number of local participants:	175 participants

HOTEL INFORMATION

Has contact been made with any area hotels? Yes

If so, who? Fairfield Inn and 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			1/28	1/29	1/30	1/31	2/1
Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Rooms			25-50	50-75	75-100	75-100	

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



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:

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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.
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 - 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: Chad Karsnia

Printed Name: Chad Karsnia Date: 10/14/2025

Badger State Games Projected Budget				Running Total Costs	31480
Item	Description	Quantity	Unit Cost	Total	
Marathon Park Ice	Jan 28-30	34	135	4590	
GTCC Ice	Jan 31-Feb 1	30	135	4050	
Officials Lodging	Jan 31-Feb 27	24	360	8640	
Officials Airfare	to be billed indivi	23	400	9200	
Officials meals	3 meals per day,	500	4	2000	
Club photograph	Photograph even	500	4	2000	
Decorations	Backdrop, decor	1000	1	1000	
Internet hotspot for Marathon park	pending quote				



Wisconsin's Leader in Sports, Events & Tourism

GRANT APPLICATION

Event/Tournament Name:	BADGER STATE GAMES Squirt A & B TOURNAMENT
Event Dates:	January 2, 3, 4, 2026
Local Organizing Committee:	WAUSAU YOUTH HOCKEY
Tax or EIN #:	39-1395615
Contact Person:	Adam Hall
Address:	156558 Restlawn Rd, Wausau, WI 54403
Phone Day/Cell:	715.370.0802
Email:	7hallac21@gmail.com
Amount Requested:	\$1500.00

DESCRIPTION OF EVENT

WYH hosts a 16-team hockey tournament that brings in teams from all over the state to compete in a 3-day event. We split the pool of competition between 8 A level and 8 B level teams. Receiving this grant money will help offset the costs of ice time and referees which cost roughly \$6,000 for ice and \$2,000 for referees. Teams, besides WYH Warjacks, attending the tournament are listed below. Our registration remains open and we anticipate filling the tournament as we have in the prior years. Many associations, including our own, have not determined teams yet.

Squirt A Teams

- Washington County
- Chippewa Falls
- Oregon

Squirt B Teams

- Elmbrook
- Madison Patriots
- Chippewa Falls
- Ironwood, MI

EVENT HISTORY

Wausau Youth Hockey has proudly hosted this hockey tournament since 2016. While this tournament is not full yet, we are anticipating filling the tournament. For most associations, teams are not formed yet and we are in contact with many about joining this fun weekend of hockey.



Wisconsin's Leader in Sports, Events & Tourism

EVENT INFORMATION

Proposed Event Location/Facility:	Marathon Park Ice Arena
Has the facility been secured?	YES
Number of Teams Expected:	16
Number of Participants Expected:	240
# Of Teams/Participants from outside 90 Miles:	9 teams will travel outside 90 miles; anticipate adding more teams
Estimated Number of Family & Friends per participant:	5-10
Number of local teams:	2 Wausau teams
Number of local participants:	25

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, we would greatly appreciate the assistance. We would love connect to discuss. Best person to contact is JJ Deffner, WYH VP of Operations, 715-297-7946

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

Date					1/2/26	1/3/26	
Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Rooms					100	175	

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



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: Adam Hall, Tournament Director

Printed Name: Adam Hall

Date: 9.24.25



Wisconsin's Leader in Sports, Events & Tourism

GRANT APPLICATION

Event/Tournament Name:	BADGER STATE GAMES Peewee C & Squirt C TOURNAMENT
Event Dates:	February 13, 14, 15, 2026
Local Organizing Committee:	WAUSAU YOUTH HOCKEY
Tax or EIN #:	39-1395615
Contact Person:	Adam Hall
Address:	156558 Restlawn Rd, Wausau, WI 54403
Phone Day/Cell:	715.370.0802
Email:	Hallac21@gmail.com
Amount Requested:	\$1500.00

DESCRIPTION OF EVENT

WYH hosts a 16-team hockey tournament that brings in teams from all over the state to compete in a 3-day event. This grant money will help offset the costs of ice time and referees which cost roughly \$7,000 for ice and \$2,000 for referees. Teams, besides WYH Warjacks, attending the tournament are listed below. Our registration remains open and we anticipate filling the tournament as we have in the prior years. For most associations, teams are not determined yet.

Squirt C Teams

PeeWee C team

River Falls DePere Washington County Sun Prairie Middleton Janesville McFarland	Middleton Washington County Oregon
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EVENT HISTORY

Wausau Youth Hockey has proudly hosted this hockey tournament since 2016. While this tournament is not full yet, we are anticipating filling the tournament. For most associations, teams are not formed yet and we are in contact with many about joining this fun weekend of hockey.



Wisconsin's Leader in Sports, Events & Tourism

EVENT INFORMATION

Proposed Event Location/Facility:	Marathon Park Ice Arena
Has the facility been secured?	YES
Number of Teams Expected:	16
Number of Participants Expected:	240
# Of Teams/Participants from outside 90 Miles:	10 teams will travel outside 90 miles; anticipate adding more teams
Estimated Number of Family & Friends per participant:	5-10
Number of local teams:	2 Wausau teams
Number of local participants:	23

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, we would greatly appreciate the assistance. We would love connect to discuss. Best person to contact is JJ Deffner, WYH VP of Operations, 715-297-7946

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

Date					2/13/25	2/14/25	
Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Rooms					100	150	

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



Wisconsin's Leader in Sports, Events & Tourism

POLICIES AND PROCEDURES

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 - d. Potential for future growth of the event
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 - 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: Adam Hall, Tournament Director

Printed Name: Adam Hall

Date: 9.24.25



Wisconsin's Leader in Sports, Events & Tourism

GRANT APPLICATION

Event/Tournament Name:	BADGER STATE GAMES Pee Wee A & B TOURNAMENT
Event Dates:	January 30 – February 1, 2026
Local Organizing Committee:	WAUSAU YOUTH HOCKEY
Tax or EIN #:	39-1395615
Contact Person:	Adam Hall
Address:	156558 Restlawn Rd, Wausau, WI 54403
Phone Day/Cell:	715.370.0802
Email:	hallac21@gmail.com
Amount Requested:	\$1500.00

DESCRIPTION OF EVENT

WYH hosts a 16-team hockey tournament that brings in teams from all over the state to compete in a 3-day event. We split the pool of competition between 8 A level and 8 B level teams. Receiving this grant money will help offset the costs of ice time and referees which cost roughly \$7,000 for ice and \$2,000 for referees. Teams, besides WYH Warjacks, attending the tournament are listed below. Our registration remains open and we anticipate filling the tournament as we have in the prior years.

PeeWee A Teams

- Middleton
- New Richmond
- Elmbrook
- Washington County
- Madison Patriots
- Janesville
- Marshfield

PeeWee B Teams

- Middleton
- New Richmond
- Marquette

EVENT HISTORY

Wausau Youth Hockey has proudly hosted this hockey tournament since 2016. While this tournament is not full yet, we are anticipating filling the tournament. For most associations, teams are not formed yet and we are in contact with many about joining this fun weekend of hockey.



Wisconsin's Leader in Sports, Events & Tourism

EVENT INFORMATION

Proposed Event Location/Facility:	Marathon Park Ice Arena
Has the facility been secured?	YES
Number of Teams Expected:	16
Number of Participants Expected:	240
# Of Teams/Participants from outside 90 Miles:	9 teams will travel outside 90 miles; anticipate adding more teams
Estimated Number of Family & Friends per participant:	5-10
Number of local teams:	2 Wausau teams
Number of local participants:	25

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, we would greatly appreciate the assistance. We would love connect to discuss. Best person to contact is JJ Deffner, WYH VP of Operations, 715-297-7946

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

Date					1/30/26	1/31/26	
Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Rooms					100	175	

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



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

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Event Representative: Adam Hall, Tournament Director

Printed Name: Adam Hall

Date: 9.24.25



Wisconsin's Leader in Sports, Events & Tourism

GRANT APPLICATION

Event/Tournament Name:	BADGER STATE GAMES Bantam A * B TOURNAMENT
Event Dates:	January 16, 17, 18, 2026
Local Organizing Committee:	WAUSAU YOUTH HOCKEY
Tax or EIN #:	39-1395615
Contact Person:	Adam Hall
Address:	156558 Restlawn Rd, Wausau, WI 54403
Phone Day/Cell:	715.370.0802
Email:	Hallac21@gmail.com
Amount Requested:	\$1500.00

DESCRIPTION OF EVENT

WYH hosts a 16-team hockey tournament that brings in teams from all over the state to compete in a 3-day event. We split the pool of competition between 8 Bantam A and 8 Bantam B teams. Receiving this grant money will help offset the costs of ice time and referees which cost roughly \$7,000 for ice and \$2,000 for referees. Teams, besides WYH Warjacks & Storm, attending the tournament are listed below. Our registration remains open and we anticipate filling the tournament as we have in the prior years.

Bantam A Teams

- Sommerset
- Washington County
- Ozaukee
- Sheboygan
- West Madison
- Sun Prairie
- Oregon

Girls U12 Silver Teams

- Washington County
- Sommerset
- West Madison
- Sun Prairie
- Madison Patriots
- Chippewa Valle

EVENT HISTORY

Wausau Youth Hockey has proudly hosted this hockey tournament since 2016. While this tournament is not full yet, we are anticipating filling the tournament. For most associations, teams are not formed yet and we are in contact with many about joining this fun weekend of hockey.



Wisconsin's Leader in Sports, Events & Tourism

EVENT INFORMATION

Proposed Event Location/Facility:	Marathon Park Ice Arena
Has the facility been secured?	YES
Number of Teams Expected:	16
Number of Participants Expected:	240
# Of Teams/Participants from outside 90 Miles:	14 teams will travel outside 90 miles; anticipate adding more teams
Estimated Number of Family & Friends per participant:	5-10
Number of local teams:	2 Wausau teams
Number of local participants:	26

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, we would greatly appreciate the assistance. We would love connect to discuss. Best person to contact is JJ Deffner, WYH VP of Operations, 715-297-7946

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

Date					1/16/26	1/17/26	
Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Rooms					100	175	

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



Wisconsin's Leader in Sports, Events & Tourism

POLICIES AND PROCEDURES

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Additional Criteria for Applicants to note:

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 - 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
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Event Representative: Adam Hall, Tournament Director

Printed Name: Adam Hall

Date: 9.24.25



Wisconsin's Leader in Sports, Events & Tourism

GRANT APPLICATION

Event/Tournament Name:	BADGER STATE GAMES 10U & 12U Girls Gold & Bronze Tournament
Event Dates:	December 12, 13, 14, 2025
Local Organizing Committee:	WAUSAU YOUTH HOCKEY
Tax or EIN #:	39-1395615
Contact Person:	Adam Hall
Address:	156558 Restlawn Rd, Wausau, WI 54403
Phone Day/Cell:	715.370.0802
Email:	hallac21@gmail.com
Amount Requested:	\$1500.00

DESCRIPTION OF EVENT

WYH hosts a 16-team hockey tournament that brings in teams from all over the state to compete in a 3-day event. We split the pool of competition between 4 gold level and 4 bronze level teams at each age group. Receiving this grant money will help offset the costs of ice time and referees which cost roughly \$7,000 for ice and \$2,000 for referees. Teams, besides WYH STORM, attending the tournament are listed below. Our registration remains open and we anticipate filling the tournament as we have in the prior years. Most associations have not formed teams yet.

10U Girls Gold Teams

- Elmbrook
- Milwaukee Winter Club

10U Girls Bronze Teams

- Milwaukee Winter Club
- Elmbrook
- Washington County

12U Girls Gold Teams

- Waukesha
- Elmbrook

12U Girls Bronze Teams

- Milwaukee Winter Club
- Ozaukee
- Madison Dragons

EVENT HISTORY

Wausau Youth Hockey has proudly hosted this hockey tournament since 2016. This is the third time we have hosted a specific girls hockey tournament. While this tournament is not full yet, we are anticipating filling the tournament. For most associations, teams are not formed yet and we are in contact with many about joining this fun weekend of hockey.



Wisconsin's Leader in Sports, Events & Tourism

Wausau/Central Wisconsin Sports Authority
227460 Shrike Ave Wausau, WI 54401 • Phone 715-355-8788 • Fax 715-359-2306 • www.visitwausau.com



Wisconsin's Leader in Sports, Events & Tourism

EVENT INFORMATION

Proposed Event Location/Facility:	Marathon Park Ice Arena
Has the facility been secured?	YES
Number of Teams Expected:	16
Number of Participants Expected:	240
# Of Teams/Participants from outside 90 Miles:	12 teams will travel outside 90 miles; anticipate adding more teams
Estimated Number of Family & Friends per participant:	5-10
Number of local teams:	4 Wausau teams
Number of local participants:	50

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, we would greatly appreciate the assistance. We would love connect to discuss. Best person to contact is JJ Deffner, WYH VP of Operations, 715-297-7946

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

Date					12/12/25	12/13/25	
Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Rooms					100	175	

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



Wisconsin's Leader in Sports, Events & Tourism

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Event Representative: Adam Hall, Tournament Director

Printed Name: Adam Hall

Date: 9.24.25

2025 - 2026 Badger State Games Projected Expense

	Squirt A/B	Storm 10U & 12U A/B	Squirt C / PeeWee C	PeeWee A/B	Bantam A/B	Other	Total
Ice Rental	5940	5940	5940	5940	5940		29,700
Referee's	2160	2400	2400	2400	2880		12,240
Medals						2,500	2,500
WAHA Tou	250	250	250	250	250		1,250
Tourney Eng	96	96	96	96	96		480
Total	8,446	8,686	8,686	8,686	9,166	2,500	46,170

Visit Wausau — 2025 End of Year Board Report Prepared for the Visit Wausau

Board of Directors

1. Organizational Overview & Strategic Positioning

2025 marked a breakthrough year for Visit Wausau. Under the Wisconsin's Basecamp brand framework, the organization strengthened its regional identity, expanded municipal partnerships, and increased visibility at the state and national levels. Our strategic priorities remained focused on elevating destination awareness, supporting economic development, promoting outdoor recreation assets, strengthening partner relationships, and advancing data-driven marketing systems.

Visit Wausau's reputation continued to rise through earned media, national presentations, community branding alignment, and strong collaboration with partners including the municipalities, GWPP, GreaterWausau.org, IronBull, Travel Wisconsin, Sports Wisconsin, and numerous local organizations.

2. Major Accomplishments & Highlights

- **Great Pinery Heritage Waterway**—Over 97,600 estimated annual paddlers; ADA-access upgrades; statewide and national trail recognition; won the Destinations Wisconsin Trailblazer Award.
- **Marketing Excellence**—Earned a Telly, DW Trailblazer Award, and Wisconsin Governor's Outdoor Industry Award.
- **Brand Extensions**—Strengthened the "Wisconsin's Basecamp", expanded digital content, strengthened SEO, created new blogs, and advanced video storytelling.
- **Unified Regional Branding**—Municipalities embraced consistent messaging around outdoor recreation and quality of life. In contract with 6 municipalities.
- **Event Growth**—Strengthened sports tourism efforts (Wausau24, IronBull, Badger State Games) and expanded event support strategies. Hosted & Ran 6 NFL Draft Shuttles. Working in tangent with Travel Wisconsin.
- **PR & Communications**—Issued over 50 press releases and significantly raised local, regional, and statewide visibility. Leveraged our Chef Series into First Annual Chef Gala.

3. Financial Health & Revenue Growth

Visit Wausau ends 2025 in a strong financial position with diversified revenue and sustainable reserves.

Key Financial Notes:

- Room tax revenue increased significantly and is projected to reach \$823,000 in 2026.
- Grant revenue surged from \$30,000 to a projected \$190,000 in 2026.
- Sponsorship revenue grew to \$50,000, with continued upward momentum.
- Smart cost controls and vendor efficiency allowed for more dollars to be invested in marketing and visitor experience.

Strategic takeaway: Visit Wausau is financially stable, growth-oriented, and reinvesting into brand visibility, digital marketing, PR, events, and outdoor recreation development.

4. Marketing Performance, Visitor Behavior & Digital Insights

Digital marketing outcomes in 2025 demonstrated strong engagement, higher conversion activity, and expanding visibility in AI-driven search environments.

Website Engagement – outperforming goals

- Goal: **500 engaged sessions/week**
- Actuals: routinely **6,700–13,665 engaged sessions**
- Engagement rates: **~60–84%**, strong for a DMO
- Session duration often **2:30–3:12 minutes** (long-form quality)

Takeaway:

Our content strategy and SEO work are producing outsized results. This is a major organizational strength. We have massive website engagement—this suggests **organic search is outperforming paid/organic social**. Even in spite of Google’s generative AI.

Consistently getting more than 10 leads a week in newsletter sign ups. Visitor Guide Distro is above average - we are almost out of guides state wide and are planning for 2026

October 2025 SEO Highlights:

- 39,475 sessions (–0.7% YoY) but Key Events up 20.9%.
- Organic search accounted for 41% of traffic; average ranking improved to position 7.1.
- Organic CTR rose 72% YoY due to improved titles, descriptions, and schema.
- Blog traffic grew 74% YoY; seasonal and culinary content performed strongest.
- AI-powered referrals (ChatGPT, Copilot, Gemini) increased 833% YoY.

October 2025 Zartico Visitor Insights:

- Out-of-state visitors increased from 42% → 47%, expanding Wausau’s geographic reach.
- Major origin markets grew: Milwaukee (12%), Minneapolis–St. Paul (11%), La Crosse–Eau Claire (8%).
- Green Bay–Appleton remained the top feeder market at 16%.
- Local Wausau–Rhinelanders visitation decreased from 11% → 8%, indicating shifting nearby travel patterns.
- Spending concentration shifted to Food & Beverage (38%) and Gas/Service Stations (34%).
- Average daily visitor spend dropped from \$53 → \$43; local-business share fell from 27% → 18%.

These spending trends align with the 2025 Deloitte Holiday Travel Survey, where 31% of Americans report feeling financially worse off and are seeking value-focused travel. Wausau’s rise in out-of-state visitors combined with lower daily spend reflects national consumer sentiment: more travel, but budget-conscious behavior.

5. Staffing & Organizational Capacity

- Preparing for the transition of the Integrator/Director of Operations role under the EOS model.
- Lean but highly productive team leveraging AI, CRM, and CMS tools to scale output.
- Creative Director producing award-winning video assets and storytelling.
- Partnerships & Digital Manager strengthening SEO, CRM workflows, partner engagement, and communications.
- Executive Director leading branding, PR, lobbying, grants, economic development alignment, and regional strategy.

6. Strategic Insights & Priorities for 2026

- Develop value-focused, short-trip messaging for Milwaukee, MSP, and La Crosse markets based on visitor spend trends.
- Expand SEO resilience—evergreen content, structured data, and local authority building.
- Increase PR reach to amplify outdoor recreation, arts, waterways, and community identity stories.
- Strengthen sports tourism recruitment and meetings/conventions alignment.
- Finalize Integrator position to stabilize operations under EOS.
- Advance multi-year “One Voice” strategic marketing plan with foundations and municipalities.

Closing Statement

Visit Wausau enters 2026 with momentum, financial strength, rising visibility, and a unified regional identity. The upward trends in visitor reach, brand recognition, partnership alignment, and marketing performance highlight a transformative year of progress — and a strong foundation for the future.

**Wausau/Central WI CVB
Profit Loss 2026 Budget vs. 2025**

Wausau Central Wisconsin Conventio & Visitors Bureau

2026 Budget

	<u>CVB</u>	<u>SA</u>	<u>Total</u>	<u>CVB</u>	<u>SA</u>	<u>Total</u>	<u>Total</u>
	<u>YTD 25</u>	<u>YTD 25</u>	<u>Total YTD 25</u>	<u>YTD 26</u>	<u>YTD 26</u>	<u>Total YTD 26</u>	<u>Variance</u>
Ordinary Income/Expense							
Income							
330 · Restr. Schofield Hold	0.00	0.00	0.00	0.00	0.00	0.00	0.00
330 · Restr. MMB Schofield	0.00	0.00	0.00	0.00	0.00	0.00	0.00
331 · Restr. Weston Hold	0.00	0.00	0.00	0.00	0.00	0.00	0.00
400 · CVB Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00
402 · Gift Shop - Taxable	20,000.00	0.00	20,000.00	0.00	0.00	0.00	-20,000.00
403 · Gift Sales - Non Taxable	0.00	0.00	0.00	0.00	0.00	0.00	0.00
405 · Publication & Program Revenue	38,000.00	0.00	38,000.00	48,000.00	0.00	48,000.00	10,000.00
406 · Partnership Plans	0.00	0.00	0.00	0.00	0.00	0.00	0.00
407 · DTN Income	15,000.00	0.00	15,000.00	15,000.00	0.00	15,000.00	0.00
410 · Brochure Distribution Service	9,500.00	0.00	9,500.00	7,500.00	0.00	7,500.00	-2,000.00
415 · Advertising	0.00	0.00	0.00	15,000.00	0.00	15,000.00	15,000.00
420 · Sponsorship	0.00	50,000.00	50,000.00	0.00	60,000.00	60,000.00	10,000.00
422A · BSG FS Registration	0.00	65,000.00	65,000.00	0.00	68,000.00	68,000.00	3,000.00
422 · Registration Fees	0.00	125,000.00	125,000.00	0.00	105,000.00	105,000.00	-20,000.00
430 · Resale/Misc Revenue	5,000.00	18,000.00	23,000.00	5,000.00	23,000.00	28,000.00	5,000.00
432 · Interest Income	2,500.00	500.00	3,000.00	10,000.00	750.00	10,750.00	7,750.00
434 · Print & Design Income	500.00	0.00	500.00	1,000.00	0.00	1,000.00	500.00
435 · Room Tax	686,000.00	0.00	686,000.00	785,000.00	38,000.00	823,000.00	137,000.00
440 · Sports Authority	0.00	125,000.00	125,000.00	0.00	90,000.00	90,000.00	-35,000.00
441 · Grant Revenue	20,000.00	10,000.00	30,000.00	40,000.00	150,000.00	190,000.00	160,000.00
442 · Meetings Mean Business	0.00	0.00	0.00	0.00	0.00	0.00	0.00
445 · Vendor Income	0.00	0.00	0.00	0.00	3,000.00	3,000.00	3,000.00
445 · Contract Revenue	0.00	0.00	0.00	0.00	0.00	0.00	0.00
446 · Municipality Account	0.00	0.00	0.00	0.00	0.00	0.00	0.00
450 · Capital Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00
470 · Community Foundation--Taxable	0.00	0.00	0.00	0.00	0.00	0.00	0.00
471 · Unrealized Gain	0.00	0.00	0.00	0.00	0.00	0.00	0.00
900 · Comm Fund / Revenue & Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Income	796,500.00	393,500.00	1,190,000.00	926,500.00	537,750.00	1,464,250.00	274,250.00
Gross Profit	796,500.00	393,500.00	1,190,000.00	926,500.00	537,750.00	1,464,250.00	274,250.00
Expense							
499 · Trade Out	0.00	0.00	0.00	0.00	0.00	0.00	0.00
500 · Conference Expenses	14,500.00	10,000.00	24,500.00	18,000.00	12,000.00	30,000.00	5,500.00
534 · Print & Design Expenses	0.00	0.00	0.00	3,000.00	0.00	3,000.00	3,000.00
564 · Participant Supplies	0.00	30,000.00	30,000.00	0.00	35,000.00	35,000.00	5,000.00
565 · Event Supply	0.00	40,000.00	40,000.00	0.00	75,000.00	75,000.00	35,000.00
565A · Event Service Fees	0.00	40,000.00	40,000.00	0.00	40,000.00	40,000.00	0.00
565B · Event Facility Fees	0.00	15,000.00	15,000.00	0.00	140,000.00	140,000.00	125,000.00
565C · BSG FS Event Fees	0.00	60,000.00	60,000.00	0.00	60,000.00	60,000.00	0.00
566 · Reim. Registration/Contract Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00
567 · Merchandise for resale	4,500.00	0.00	4,500.00	0.00	0.00	0.00	-4,500.00
569 · Property Tax	0.00	0.00	0.00	0.00	0.00	0.00	0.00
574 · Storage/Rent Events	0.00	2,500.00	2,500.00	0.00	2,500.00	2,500.00	0.00
576 · Outside Services	2,500.00	500.00	3,000.00	9,000.00	500.00	9,500.00	6,500.00
607 · Advertising Expenses	111,550.00	15,000.00	126,550.00	166,000.00	15,000.00	181,000.00	54,450.00
608 · Marketing Expense	75,000.00	5,000.00	80,000.00	112,000.00	5,000.00	117,000.00	37,000.00
609 · Website	70,000.00	1,000.00	71,000.00	65,000.00	1,000.00	66,000.00	-5,000.00
612 · Grant Expense	0.00	63,000.00	63,000.00	0.00	55,000.00	55,000.00	-8,000.00
675 · Tourism Research Exp	0.00	0.00	0.00	0.00	0.00	0.00	0.00
705 · Computer & Software Expense	8,500.00	2,500.00	11,000.00	7,000.00	2,500.00	9,500.00	-1,500.00
707 · Legal & Accounting	20,000.00	6,000.00	26,000.00	24,000.00	8,000.00	32,000.00	6,000.00
708 · Dues & Subscriptions	19,000.00	6,500.00	25,500.00	21,000.00	6,500.00	27,500.00	2,000.00

**Wausau/Central WI CVB
Profit Loss 2026 Budget vs. 2025**

	CVB	SA	Total	CVB	SA	Total	Total
	YTD 25	YTD 25	Total YTD 25	YTD 26	YTD 26	Total YTD 26	Variance
709 · Miscellaneous Exp	0.00	0.00	0.00	0.00	0.00	0.00	0.00
710 · Office Expense	8,000.00	2,500.00	10,500.00	9,000.00	2,500.00	11,500.00	1,000.00
712 · Visitors Magazine Expense	12,500.00	0.00	12,500.00	48,000.00	0.00	48,000.00	35,500.00
715 · Bank & Credit Card Fees	2,200.00	6,000.00	8,200.00	2,500.00	7,000.00	9,500.00	1,300.00
718 · Registration Fees Expense	0.00	3,000.00	3,000.00	0.00	3,000.00	3,000.00	0.00
720 · Vehicle Expense	2,500.00	2,500.00	5,000.00	3,000.00	2,500.00	5,500.00	500.00
721 · Seminars & Training	2,000.00	2,000.00	4,000.00	2,000.00	2,000.00	4,000.00	0.00
722 · Repairs & Maint	2,000.00	0.00	2,000.00	2,500.00	0.00	2,500.00	500.00
730 · Health Insurance	43,500.00	0.00	43,500.00	45,000.00	0.00	45,000.00	1,500.00
732 · Meals & Entertainment	4,900.00	2,500.00	7,400.00	6,000.00	3,000.00	9,000.00	1,600.00
733 · Insurance	18,000.00	0.00	18,000.00	19,000.00	0.00	19,000.00	1,000.00
750 · Interest Expense	800.00	0.00	800.00	800.00	0.00	800.00	0.00
755 · Telephone Expense	4,400.00	600.00	5,000.00	4,800.00	600.00	5,400.00	400.00
756 · Equipment Lease	0.00	0.00	0.00	0.00	0.00	0.00	0.00
760 · Postage	3,500.00	2,500.00	6,000.00	3,800.00	3,000.00	6,800.00	800.00
770 · Rent /Storage Expense	17,500.00	2,000.00	19,500.00	24,000.00	2,500.00	26,500.00	7,000.00
771 · Parking Permit	0.00	0.00	0.00	0.00	0.00	0.00	0.00
772 · Utilities	0.00	0.00	0.00	2,500.00	0.00	2,500.00	2,500.00
773 · Tourism Commissions	0.00	0.00	0.00	0.00	0.00	0.00	0.00
775 · Capital Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00
800 · Salary & Wages	279,000.00	66,500.00	345,500.00	275,000.00	48,000.00	323,000.00	-22,500.00
809 · Employee Benefits	10,200.00	0.00	10,200.00	10,200.00	0.00	10,200.00	0.00
810 · Payroll Taxes	29,000.00	5,100.00	34,100.00	25,000.00	4,000.00	29,000.00	-5,100.00
811 · Retirement Plan	12,500.00	0.00	12,500.00	13,000.00	0.00	13,000.00	500.00
812 · Interest Expense Building	0.00	0.00	0.00	0.00	0.00	0.00	0.00
813 · EIDL Interest Payment	4,800.00	1,000.00	5,800.00	5,000.00	1,500.00	6,500.00	700.00
890 · Penalty	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Expense	782,850.00	393,200.00	1,176,050.00	926,100.00	537,600.00	1,463,700.00	287,650.00
Profit/Loss	13,650.00	300.00	13,950.00	400.00	150.00	550.00	-13,400.00
284 · EIDL Loan Payment	0.00	0.00	0.00	0.00	0.00	0.00	0.00
285 · N/P Building - Incredible Bank	0.00	0.00	0.00	0.00	0.00	0.00	0.00
975 · Depreciation Expense	13,687.00	0.00	13,687.00	13,857.00	0.00	13,284.00	-403.00
Total Expense	796,537.00	393,200.00	1,189,737.00	939,957.00	537,600.00	1,476,984.00	287,247.00
Net Profit/Loss after Depreciation	-37.00	300.00	263.00	-13,457.00	150.00	-12,734.00	-12,997.00

Visit Wausau Strategic Plan – Outcomes & Next Steps

(Reference: Board Strategic Work Session Summary – Oct 29, 2025)

Mission & Vision

- Keep core statements; **add call-to-action language** (“grow,” “attract,” “unify”).
- Emphasize regional alignment across all municipalities.

Critical Issues – Updated Direction

Keep as ongoing:

1. Governance & Executive Director relationship
2. Financial support
3. Community visibility & recognition
4. Website modernization

Refine/Rewrite:

2. Facility/Visitor Center – remove “currently owned facility,” prioritize visibility & feasibility analysis
4. Sports Authority – clarify governance, mission alignment, committee work
5. Community distinction/branding – strengthen alignment & buy-in wording

Outcomes – What Changes

- Merge Outcome #3 and Outcome #5 (branding).
- Add metrics to **all** outcomes.
- **New Outcome:** Educate stakeholders & municipal leaders using annual reports and tourism trend insights.

Key Gaps Identified

- Municipal alignment
- Workforce development connection
- Facility visibility
- Funding consistency
- Visitor experience measurement
- Need for professional conference support
- Experience curation for visitors

90-Day Follow-Up Deliverables

- Updated Mission & Vision (with CTA language)
- Revised Critical Issues wording
- Updated Outcome section (merged + new education outcome)
- Draft Metrics Dashboard
- Facility/Visitor Center strategic options
- Sports Authority framework update

Board Direction

- Include metrics in every board meeting
- Set growth benchmarks and targets
- Maintain focus on regional unity & consistent message