



WCWCVB December 18, 2024 Board Meeting

Granite Peak
227200 Snowbird Ave
Wausau, WI 54401

In-Person Meeting and also available on Microsoft Teams

Refreshments and lunch will be available

Meeting starts at 11:30 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 | Fisher |
| 2. Roll Call | Patel |
| 3. Approval of October 31, 2024 Meeting Minutes | Fisher |
| 4. Approval of Financial Reports | Krahn |
| a. Discussion and Possible Action on 2025 Proposed Budget | |
| 5. Updates on 2026 World Horseshoe Tournament | Maguire/White |
| 6. Executive Director's Report & Marketing Update | White |
| 7. New Business | Fisher |

- 8. Unfinished Business** **Fisher**
a. Discussion and Possible Action on Board Member Recruitment
b. Discussion and Possible Action on Village of Weston's Tourism Entity Contract for 2025
c. Updates on Village of Rothschild Tourism Entity Contract
- 9. Committee Reports** **Fisher**
- 10. Announcements or Requests** **Fisher**
- 11. Next Meeting Date:** **Fisher**
a. January 2025
- 12. Adjourn Meeting** **Fisher**

Microsoft Teams [Need help?](#)

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Meeting ID: 286 751 321 492

Passcode: p65gr9

Consistent with the Americans with Disabilities Act, persons who need materials in alternative format or other accommodation must write or call the WCWCVB contact person prior to the meeting.



October 31, 2024 Board Meeting Minutes

Granite Peak

11:30 am

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

Present: Jamie Polley, Greg Fisher, Steve Krahn, Joan Joss, Gaylene Rhoden, Tim Van De Yacht, Hooshang Zeyghami, Nick Patel, Tim White, Jodi Maguire, Brenton Wildman, and Gao Her.

Zoom: Mayor Doug Ding & Sean Wright

Guest: Dale Elliott, Joe Bower & Jennifer Johnson from Rib Knights Snowmobile Club

Sports Authority Grant Request

2025 USBC Open Championships

Dale Elliott was present and gave a recap of the 16 weeks USBC Open Championship. Elliott stated 500 to 600 bowlers will be traveling to Central Wisconsin to take part in the weekly tournaments. In the past, there was a rebate that was collected when booking their stay that would help offset the cost of the tournament prize funds. Elliott explained this is hard to accomplish with third party booking sites. Elliott explained the budget figures that were attached to the grant application and explained what the revenue from the past tournament held in Appleton goes to the overall association for operation. Patel asked Elliott if the tournament will be held over Easter weekend, Elliott stated yes. Van De Yacht asked Elliott how much he is seeking in total. Elliott stated \$28,500.00 is needed and he has received funding in the amount of \$10,000 from the Village of Weston and will be applying for other municipality grants in the next few weeks.

Call for a motion to accept the 2025 USBC Open Championship Grant in the amount of \$10,000 as printed by Fisher. Motion to accept made by Zeyghami second by Krahn approved by all.

2025 Battle at Bull Falls

Jennifer Johnson and Joe Bower were in attendance and presented grant application. They stated the upcoming race will have 200 to 225 racers. Patel asked how many racers are local. Johnson stated only 25 racers would be considered local. Van De Yacht expressed concern about the event being on the busiest weekend of the winter, President's Weekend. Van De Yacht asked Johnson and Bower if in the future, the race could be on an alternative weekend. Johnson stated it could be a possibility and would ask Snocross to evaluate it.

Call for a motion to accept the 2025 Battle at Bull Falls in the amount of \$6,000 as printed by Fisher. Motion to accept made by Polley second by Zeyghami approved by all.

Past Meeting Minutes

Call for a motion to accept September 26, 2024, meeting minutes as printed by Fisher. Motion to accept made by Patel, second by Van De Yacht, and approved by all.

Financial Reports

Krahn gave a brief update on the financials by stating the CVB is showing a profit of \$56,000. This is due to the wages and payroll tax line. Krahn stated that Steinhilber left in May and the position wasn't filled until mid-September. Krahn stated the Sports Authority is showing a loss of \$19,000, which is a combination of sponsorship funds and registration fees.

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

Budget 2025

Krahn provided an additional handout; comparing contracts and current percentage rates with each municipality and explained the impact it could have on funding and the budget for 2025. Budget was reviewed by board members for approval. Rhoden asked about office space, White stated he is in conversations for a potential new location, White stated he will share more once it is in the planning stages. Van De Yacht asked what the grant expense 612 is for. Maguire stated the Sports Authority grant approvals are disbursed out of line 612. Van De Yacht asked White if a marketing budget was built and when it would be shared. White stated he is in the process of building the 2025 marketing budget. Van De Yacht asked about gift shop sales and when the merchandise store would be up and running. White stated he is working on launching e-store, it is in the finish stages and will go live. Rhoden asked about line 732 for Meals & Entertainment for the CVB showing only \$200.00. Maguire thanked Rhoden and stated that it must be an error and should read \$4,900. The board agreed to table the approval of the 2025 budget until December due to some changes on the current draft budget but also wait to see the outcome of the Village of Weston's meeting on what percentage they will go to for 2025. This can be reflected in the budget as well.

Executive Director Report & Marketing Update

White gave a brief update on the performance trends, campaigns, and winter planning content

for Visit Wausau. White explained the Blossom of Lights ad campaign was successful and looking to help other organizations in our area with the same ad campaigns. Diny asked White if Visit Wausau has any merchandise on hand. White stated no, everything would be printed on demand once the merchandise store goes live. Rhoden asked about the NFL draft in 2025 and if our area would see an impact. White stated it would, and explained he is working with area businesses and hotels to gear up for the draft. White stated buses will be taking visitors to and from Green Bay from Wausau. White stated his focus would be to market what Wausau has to offer to the North and West of us to stay during the draft. White stated the goal would be for buses to only take visitors staying in a hotel within our market. Rhoden stated she attended the virtual meeting with Discover Green Bay and asked if any follow-up meetings had been scheduled. White stated he was not aware of any upcoming follow-up meetings but stated as the new year arrives more meetings and information will be available.

Tourism Entity Contracts

Fisher gave an update on the Village of Weston's Tourism Commission meeting that was held in late October. Fisher stated the proposed contract would be coming in at 35%. Polley suggested a counteroffer of 37.5%. Polley stated this is the minimum amount one of the municipalities are contributing now. Discussion on the counteroffer and adding 2.5% if they would like the CVB to still administer grant funds. Board members discussed including Steve Krahn's excel sheet on the breakdown of decrease of funding and how it would impact CVB funds to the counteroffer. Maguire stated she will email the Village of Weston to give an update from the Board of Directors meeting and include counteroffer proposal.

Discussion on Village of Rothschild and how to proceed with negotiations. Polley suggested using the same contract the Village of Weston proposed and updating it to the Village of Rothschild's information. The Board of Directors discussed what percentage rate to put in the contract and it was agreed to offer the same percentage at 37.5%.

A call for a motion to draft up a Tourism Entity Contract between the Wausau CVB & Village of Rothschild offering 37.5% of the total room tax funds. Motion to accept made by Van De Yacht, second by Joss, approved by all.

New Business

Board of Directors binders were passed out. Each binder includes by-laws for the CVB and Sports Authority, Role of a board member, Board Directory, Room Tax Law 101 and a few other items. Polley stated it is important for all board members to advocate for the CVB.

Recruitment

Fisher stated we have a few spots open on board, if a community member is interested, please have them submit a letter of interest by December 1st to Tim White. White stated there were a few community members interested in joining.

Unfinished Business

None at this time.

Committee Reports

None at this time.

Announcements or Request**Next Meeting Date**

Next meeting date is scheduled for Wednesday, December 18, 2024 at Granite Peak

Call for a motion to adjourn by Rhoden, second by Krahn approved by all. 1:53 pm.

Wausau/Central WI CVB Profit & Loss Budget vs. Actual January through November 2024

| | TOTAL | | |
|-------------------------------------|-------------------|-------------------|----------------------|
| | Jan - Nov 24 | Budget | \$ Over/Under Budget |
| Ordinary Income/Expense | | | |
| Income | | | |
| 330 · Restr. Schofield Hold | 25,974.88 | | |
| 331 · Restr. Weston Hold | 150,730.72 | | |
| 400 · CVB Income | 0.00 | 0.00 | 0.00 |
| 402 · Gift Shop - Taxable | 0.00 | 18,326.00 | -18,326.00 |
| 403 · Gift Sales - Non Taxable | 0.00 | 0.00 | 0.00 |
| 405 · Publication & Program Revenue | 33,390.00 | 38,000.00 | -4,610.00 |
| 406 · Partnership Plans | 0.00 | 19,000.00 | -19,000.00 |
| 407 · DTN Income | 6,459.20 | 25,000.00 | -18,540.80 |
| 410 · Brochure Distribution Service | 2,450.00 | 8,550.00 | -6,100.00 |
| 415 · Advertising | 0.00 | 0.00 | 0.00 |
| 420 · Sponsorship | 0.00 | 0.00 | 0.00 |
| 422 · Registration Fees | 0.00 | 0.00 | 0.00 |
| 430 · Resale/Misc Revenue | 30,549.69 | 9,163.00 | 21,386.69 |
| 432 · Interest Income | 5,985.05 | 1,826.00 | 4,159.05 |
| 434 · Print & Design Income | 0.00 | 462.00 | -462.00 |
| 435 · Room Tax | 735,241.00 | 625,000.00 | 110,241.00 |
| 440 · Sports Authority | 0.00 | 0.00 | 0.00 |
| 441 · Grant Revenue | 0.00 | 29,326.00 | -29,326.00 |
| 445 · Contract Revenue | 0.00 | 0.00 | 0.00 |
| 446 · Municipality Account | 0.00 | 0.00 | 0.00 |
| 450 · Capital Income | 0.00 | 0.00 | 0.00 |
| 470 · Community Foundation--Taxable | 0.00 | 0.00 | 0.00 |
| 471 · Unrealized Gain | 0.00 | 0.00 | 0.00 |
| Total Income | 990,780.54 | 774,653.00 | 216,127.54 |
| Gross Profit | 990,780.54 | 774,653.00 | 216,127.54 |
| Expense | | | |
| 500 · Conference Expenses | 14,011.01 | 11,000.00 | 3,011.01 |
| 534 · Print & Design Expenses | 334.20 | 0.00 | 334.20 |
| 567 · Merchandise for resale | 0.00 | 5,000.00 | -5,000.00 |
| 569 · Property Tax | 0.00 | 0.00 | 0.00 |
| 574 · Storage/Rent Events | 0.00 | 0.00 | 0.00 |
| 576 · Outside Services | 0.00 | 5,208.00 | -5,208.00 |
| 607 · Advertising Expenses | 156,594.83 | 86,900.00 | 69,694.83 |
| 608 · Marketing Expense | 14,382.18 | 59,400.00 | -45,017.82 |
| 609 · Website | 39,366.89 | 55,000.00 | -15,633.11 |
| 705 · Computer & Software Expense | 4,523.34 | 7,713.00 | -3,189.66 |
| 707 · Legal & Accounting | 9,957.00 | 13,310.00 | -3,353.00 |
| 708 · Dues & Subscriptions | 14,871.07 | 13,310.00 | 1,561.07 |
| 710 · Office Expense | 5,518.69 | 7,326.00 | -1,807.31 |
| 712 · Visitors Magazine Expense | 50,760.13 | 45,000.00 | 5,760.13 |

Wausau/Central WI CVB Profit & Loss Budget vs. Actual January through November 2024

| | TOTAL | | |
|-------------------------------------|--------------------|-------------------|----------------------|
| | Jan - Nov 24 | Budget | \$ Over/Under Budget |
| 715 · Bank & Credit Card Fees | 387.95 | 1,826.00 | -1,438.05 |
| 720 · Vehicle Expense | 641.77 | 4,125.00 | -3,483.23 |
| 721 · Seminars & Training | 701.70 | 1,826.00 | -1,124.30 |
| 722 · Repairs & Maint | 0.00 | 2,288.00 | -2,288.00 |
| 730 · Health Insurance | 27,092.84 | 39,875.00 | -12,782.16 |
| 732 · Meals & Entertainment | 2,099.70 | 4,488.00 | -2,388.30 |
| 733 · Insurance | 13,795.49 | 16,500.00 | -2,704.51 |
| 755 · Telephone Expense | 3,093.64 | 3,850.00 | -756.36 |
| 756 · Equipment Lease | 1,917.60 | 2,288.00 | -370.40 |
| 760 · Postage | 202.98 | 4,290.00 | -4,087.02 |
| 770 · Rent /Storage Expense | 8,296.15 | 15,950.00 | -7,653.85 |
| 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 | 216,583.29 | 272,000.00 | -55,416.71 |
| 809 · Employee Benefits | 5,800.00 | 10,200.00 | -4,400.00 |
| 810 · Payroll Taxes | 17,127.38 | 28,000.00 | -10,872.62 |
| 811 · Retirement Plan | 7,581.84 | 8,030.00 | -448.16 |
| 812 · Interest Expense Building | 0.00 | 0.00 | 0.00 |
| 813 · Interest Expense EDIL | 3,785.50 | 4,576.00 | -790.50 |
| 890 · Penalty | 0.00 | 0.00 | 0.00 |
| Total Expense | 619,427.17 | 729,279.00 | -109,851.83 |
| Net Ordinary Income | 371,353.37 | 45,374.00 | 325,979.37 |
| Other Income/Expense | | | |
| Other Expense | | | |
| 930 · Restr. Schofield Hold Release | 24,675.94 | | |
| 931 · Restr. Weston Hold Release | 164,166.68 | | |
| 975 · Depreciation Expense | 12,960.27 | 12,540.00 | 420.27 |
| Total Other Expense | 201,802.89 | 12,540.00 | 189,262.89 |
| Net Other Income | -201,802.89 | -12,540.00 | -189,262.89 |
| Net Income | 169,550.48 | 32,834.00 | 136,716.48 |

Wausau/Central Wisconsin Sports Authority Inc.
Balance Sheet

As of November 30, 2024

Nov 30, 24

ASSETS

Current Assets

Checking/Savings

| | |
|-------------------------------------|------------|
| Badger State Games | 1,075.44 |
| Sports Authority CVB | 8,032.76 |
| 0 · Community Foundation | 49,382.44 |
| 100 · Peoples Sports Authority MM | 110,156.68 |
| 101 · People's Sports Authority M | 306,211.81 |
| 102 · People's Sports Authority CVB | 142,809.40 |
| 105 · People's Badger State Games | 109,423.01 |

Total Checking/Savings 727,091.54

Other Current Assets

| | |
|---------------------------|----------|
| 110 · N/R Wausau Marathon | 4,500.00 |
|---------------------------|----------|

Total Other Current Assets 4,500.00

Total Current Assets 731,591.54

TOTAL ASSETS 731,591.54

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Other Current Liabilities

| | |
|------------------------|------------|
| 120 · Due to CWVB | 435,524.34 |
| 240 · Accrued Interest | 796.00 |

Total Other Current Liabilities 436,320.34

Total Current Liabilities 436,320.34

Long Term Liabilities

| | |
|----------------------------|-----------|
| 281 · Disaster Relief Loan | 36,155.50 |
|----------------------------|-----------|

Total Long Term Liabilities 36,155.50

Total Liabilities 472,475.84

Equity

| | |
|-----------------------------|------------|
| 31500 · Restr. MMB Rollover | 232,970.00 |
|-----------------------------|------------|

| | |
|---------------------------------|------------|
| 32000 · Unrestricted Net Assets | -22,006.58 |
|---------------------------------|------------|

Net Income 48,152.28

Total Equity 259,115.70

TOTAL LIABILITIES & EQUITY 731,591.54

Wausau/Central Wisconsin Sports Authority Inc.
Profit & Loss Budget vs. Actual
 January through November 2024

| | TOTAL | | |
|---------------------------------------|-------------------|-------------------|----------------------|
| | Jan - Nov 24 | Budget | \$ Over/Under Budget |
| Ordinary Income/Expense | | | |
| Income | | | |
| 330 · Restr. MMB Schofield | 2,886.10 | | |
| 331 · Restr. MMB Weston | 37,745.02 | | |
| 402 · Gift Shop | 0.00 | 0.00 | 0.00 |
| 415 · Advertising | 0.00 | 0.00 | 0.00 |
| 420 · Sponsorship | 20,500.00 | 65,625.00 | -45,125.00 |
| 422 · Registration Fees | 50,764.67 | 93,375.00 | -42,610.33 |
| 422A · BSG FS Registrations | 603.29 | 10,000.00 | -9,396.71 |
| 430 · Resale/Misc Revenue | 4,186.08 | 15,500.00 | -11,313.92 |
| 432 · Interest Income | 1,007.33 | 462.00 | 545.33 |
| 434 · Print & Design Income | 0.00 | 0.00 | 0.00 |
| 435 · Outdoor Rec Room Tax Revenue | 25,184.18 | 0.00 | 25,184.18 |
| 440 · Sports Authority | 113,308.55 | 115,000.00 | -1,691.45 |
| 441 · Grant Revenue | 7,500.00 | 9,900.00 | -2,400.00 |
| 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 | 3,917.76 | 0.00 | 3,917.76 |
| Total Income | 267,602.98 | 309,862.00 | -42,259.02 |
| Gross Profit | 267,602.98 | 309,862.00 | -42,259.02 |
| Expense | | | |
| 500 · Conference Expenses | 2,941.92 | 4,400.00 | -1,458.08 |
| 534 · Print & Design Expenses | 0.00 | 0.00 | 0.00 |
| 564 · Participant Supplies | 5,975.22 | 36,800.00 | -30,824.78 |
| 565 · Event Supply | 5,369.70 | 39,000.00 | -33,630.30 |
| 565A · Event Service Fees | 18,720.09 | 38,500.00 | -19,779.91 |
| 565B · Event Facility Fees | 7,469.00 | 13,750.00 | -6,281.00 |
| 565C · BSG FS Event Fees | 63,455.44 | 63,000.00 | 455.44 |
| 566 · Reim Registration/Contract Fees | 0.00 | 0.00 | 0.00 |
| 567 · Merchandise for resale | 0.00 | 0.00 | 0.00 |
| 574 · Storage/Rent Events | 0.00 | 2,310.00 | -2,310.00 |
| 576 · Outside Services | 0.00 | 6,000.00 | -6,000.00 |
| 607 · Advertising Expenses | 1,744.00 | 13,750.00 | -12,006.00 |
| 608 · Marketing Expenses | 334.00 | 4,400.00 | -4,066.00 |
| 609 · Website | 1,091.15 | 935.00 | 156.15 |
| 612 · Grant Expense | 58,000.00 | 60,000.00 | -2,000.00 |
| 705 · Computer & Software Expense | 0.00 | 1,815.00 | -1,815.00 |
| 707 · Legal & Accounting | 3,750.00 | 3,630.00 | 120.00 |
| 708 · Dues & Subscriptions | 988.00 | 3,190.00 | -2,202.00 |
| 709 · Miscellaneous Expense | 0.00 | 0.00 | 0.00 |
| 710 · Office Expenses | 1,875.76 | 2,288.00 | -412.24 |

Wausau/Central Wisconsin Sports Authority Inc.
Profit & Loss Budget vs. Actual
 January through November 2024

| | TOTAL | | |
|-----------------------------------|-------------------|-------------------|----------------------|
| | Jan - Nov 24 | Budget | \$ Over/Under Budget |
| 715 · Bank & Credit Card Fees | 2,619.50 | 4,730.00 | -2,110.50 |
| 718 · Registration Fees Expense | 2,475.00 | 2,750.00 | -275.00 |
| 720 · Vehicle Expense | 103.13 | 4,950.00 | -4,846.87 |
| 721 · Seminars & Training | 0.00 | 1,826.00 | -1,826.00 |
| 722 · Repairs & Maint | 0.00 | 0.00 | 0.00 |
| 732 · Meals & Entertainment | 562.27 | 2,288.00 | -1,725.73 |
| 733 · Insurance | 0.00 | 0.00 | 0.00 |
| 750 · Interest Expense | 0.00 | 0.00 | 0.00 |
| 755 · Telephone Expenses | 0.00 | 550.00 | -550.00 |
| 756 · Equipment Lease | 0.00 | 0.00 | 0.00 |
| 760 · Postage | 140.28 | 2,563.00 | -2,422.72 |
| 770 · Rent/Storage Expense | 0.00 | 1,815.00 | -1,815.00 |
| 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 | 32,869.18 | 61,050.00 | -28,180.82 |
| 810 · Payroll Taxes | 2,362.56 | 3,201.00 | -838.44 |
| 811 · Retirement Plan | 0.00 | 1,837.00 | -1,837.00 |
| 813 · EIDL Interest Payment | 904.50 | 1,100.00 | -195.50 |
| 890 · Penalty | 0.00 | 0.00 | 0.00 |
| 932 · Restr. MMB Rib Mtn. Release | 5,700.00 | | |
| Total Expense | 219,450.70 | 382,428.00 | -162,977.30 |
| Net Ordinary Income | 48,152.28 | -72,566.00 | 120,718.28 |
| Net Income | 48,152.28 | -72,566.00 | 120,718.28 |

Wausau/Central WI CVB
Balance Sheet
As of November 30, 2024
Nov 30, 24

ASSETS

Current Assets

Checking/Savings

| | |
|----------------------------------|------------|
| 0100 · People's CVB Checking | 275,686.22 |
| 0101 · People's CVB Money Market | 632,845.88 |

Total Checking/Savings 908,532.10

Other Current Assets

| | |
|---------------------------------|------------|
| 120 · Due From Sports Authority | 435,524.34 |
| 12000 · Undeposited Funds | 29,662.50 |

Total Other Current Assets 465,186.84

Total Current Assets 1,373,718.94

Fixed Assets

| | |
|-----------------------------|------------|
| 149 · Signage | 11,653.19 |
| 150 · Furniture & Equipment | 73,973.16 |
| 160 · Accum Depreciation | -38,956.31 |

Total Fixed Assets 46,670.04

TOTAL ASSETS 1,420,388.98

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Other Current Liabilities

| | |
|------------------------|----------|
| 229 · Accrued Wis WH | 1,512.93 |
| 240 · Accrued Interest | 3,456.00 |

Total Other Current Liabilities 4,968.93

Total Current Liabilities 4,968.93

Long Term Liabilities

| | |
|----------------------------|------------|
| 281 · Disaster Relief Loan | 146,734.50 |
|----------------------------|------------|

Total Long Term Liabilities 146,734.50

Total Liabilities 151,703.43

Equity

| | |
|-------------------------------|--------------|
| 320 · Unrestricted Net Assets | 1,097,135.07 |
|-------------------------------|--------------|

Net Income 171,550.48

Total Equity 1,268,685.55

TOTAL LIABILITIES & EQUITY 1,420,388.98

**Wausau/Central WI CVB
Profit Loss 2025 Budget vs. 2024**

Wausau Central Wisconsin Conventio & Visitors Bureau
2025 Proposed Budget

| | <u>CVB</u> | <u>SA</u> | <u>Total</u> | <u>CVB</u> | <u>SA</u> | <u>Total</u> | <u>Total</u> |
|----------------------------------------|-------------------|-------------------|---------------------|-------------------|-------------------|---------------------|-------------------|
| | <u>YTD 24</u> | <u>YTD 24</u> | <u>Total YTD 24</u> | <u>YTD 25</u> | <u>YTD 25</u> | <u>Total YTD 25</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 | 20,000.00 | 0.00 | 20,000.00 | 0.00 |
| 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 | 38,000.00 | 0.00 | 38,000.00 | 0.00 |
| 406 · Partnership Plans | 20,000.00 | 0.00 | 20,000.00 | 0.00 | 0.00 | 0.00 | -20,000.00 |
| 407 · DTN Income | 25,000.00 | 0.00 | 25,000.00 | 15,000.00 | 0.00 | 15,000.00 | -10,000.00 |
| 410 · Brochure Distribution Service | 9,500.00 | 0.00 | 9,500.00 | 9,500.00 | 0.00 | 9,500.00 | 0.00 |
| 415 · Advertising | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 420 · Sponsorship | 0.00 | 75,000.00 | 75,000.00 | 0.00 | 50,000.00 | 50,000.00 | -25,000.00 |
| 422A · BSG FS Registration | 0.00 | 68,000.00 | 68,000.00 | 0.00 | 65,000.00 | 65,000.00 | -3,000.00 |
| 422 · Registration Fees | 0.00 | 117,000.00 | 117,000.00 | 0.00 | 125,000.00 | 125,000.00 | 8,000.00 |
| 430 · Resale/Misc Revenue | 10,000.00 | 18,000.00 | 28,000.00 | 5,000.00 | 18,000.00 | 23,000.00 | -5,000.00 |
| 432 · Interest Income | 2,000.00 | 500.00 | 2,500.00 | 2,500.00 | 500.00 | 3,000.00 | 500.00 |
| 434 · Print & Design Income | 500.00 | 0.00 | 500.00 | 500.00 | 0.00 | 500.00 | 0.00 |
| 435 · Room Tax | 640,000.00 | 0.00 | 640,000.00 | 686,000.00 | 0.00 | 686,000.00 | 46,000.00 |
| 440 · Sports Authority | 0.00 | 120,000.00 | 120,000.00 | 0.00 | 125,000.00 | 125,000.00 | 5,000.00 |
| 441 · Grant Revenue | 32,000.00 | 10,000.00 | 42,000.00 | 20,000.00 | 10,000.00 | 30,000.00 | -12,000.00 |
| 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 | 0.00 | 0.00 | 0.00 |
| 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 | 797,000.00 | 408,500.00 | 1,205,500.00 | 796,500.00 | 393,500.00 | 1,190,000.00 | -15,500.00 |
| Gross Profit | 797,000.00 | 408,500.00 | 1,205,500.00 | 796,500.00 | 393,500.00 | 1,190,000.00 | -15,500.00 |
| Expense | | | | | | | |
| 499 · Trade Out | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 500 · Conference Expenses | 12,000.00 | 5,000.00 | 17,000.00 | 14,500.00 | 10,000.00 | 24,500.00 | 7,500.00 |
| 534 · Print & Design Expenses | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 564 · Participant Supplies | 0.00 | 40,000.00 | 40,000.00 | 0.00 | 30,000.00 | 30,000.00 | -10,000.00 |
| 565 · Event Supply | 0.00 | 42,500.00 | 42,500.00 | 0.00 | 40,000.00 | 40,000.00 | -2,500.00 |
| 565A · Event Service Fees | 0.00 | 43,000.00 | 43,000.00 | 0.00 | 40,000.00 | 40,000.00 | -3,000.00 |
| 565B · Event Facility Fees | 0.00 | 15,000.00 | 15,000.00 | 0.00 | 15,000.00 | 15,000.00 | 0.00 |
| 565C · BSG FS Event Fees | 0.00 | 63,000.00 | 63,000.00 | 0.00 | 60,000.00 | 60,000.00 | -3,000.00 |
| 566 · Reim. Registration/Contract Fees | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 567 · Merchandise for resale | 5,000.00 | 0.00 | 5,000.00 | 4,500.00 | 0.00 | 4,500.00 | -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 | 5,500.00 | 7,000.00 | 12,500.00 | 2,500.00 | 500.00 | 3,000.00 | -9,500.00 |
| 607 · Advertising Expenses | 95,000.00 | 15,000.00 | 110,000.00 | 111,550.00 | 15,000.00 | 126,550.00 | 16,550.00 |
| 608 · Marketing Expense | 65,000.00 | 5,000.00 | 70,000.00 | 75,000.00 | 5,000.00 | 80,000.00 | 10,000.00 |
| 609 · Website | 60,000.00 | 1,000.00 | 61,000.00 | 70,000.00 | 1,000.00 | 71,000.00 | 10,000.00 |
| 612 · Grant Expense | 0.00 | 60,000.00 | 60,000.00 | 0.00 | 63,000.00 | 63,000.00 | 3,000.00 |
| 675 · Tourism Research Exp | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 705 · Computer & Software Expense | 8,200.00 | 2,000.00 | 10,200.00 | 8,500.00 | 2,500.00 | 11,000.00 | 800.00 |
| 707 · Legal & Accounting | 14,500.00 | 4,000.00 | 18,500.00 | 20,000.00 | 6,000.00 | 26,000.00 | 7,500.00 |
| 708 · Dues & Subscriptions | 14,500.00 | 3,500.00 | 18,000.00 | 19,000.00 | 6,500.00 | 25,500.00 | 7,500.00 |

**Wausau/Central WI CVB
 Profit Loss 2025 Budget vs. 2024**

| | <u>CVB</u> | <u>SA</u> | <u>Total</u> | <u>CVB</u> | <u>SA</u> | <u>Total</u> | <u>Total</u> |
|-------------------------------------------|-------------------|-------------------|---------------------|-------------------|-------------------|---------------------|-------------------|
| | <u>YTD 24</u> | <u>YTD 24</u> | <u>Total YTD 24</u> | <u>YTD 25</u> | <u>YTD 25</u> | <u>Total YTD 25</u> | <u>Variance</u> |
| 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 | 8,000.00 | 2,500.00 | 10,500.00 | 0.00 |
| 712 · Visitors Magazine Expense | 45,000.00 | 0.00 | 45,000.00 | 12,500.00 | 0.00 | 12,500.00 | -32,500.00 |
| 715 · Bank & Credit Card Fees | 2,000.00 | 5,200.00 | 7,200.00 | 2,200.00 | 6,000.00 | 8,200.00 | 1,000.00 |
| 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 | 4,500.00 | 5,500.00 | 10,000.00 | 2,500.00 | 2,500.00 | 5,000.00 | -5,000.00 |
| 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 | 2,500.00 | 0.00 | 2,500.00 | 2,000.00 | 0.00 | 2,000.00 | -500.00 |
| 730 · Health Insurance | 43,500.00 | 0.00 | 43,500.00 | 43,500.00 | 0.00 | 43,500.00 | 0.00 |
| 732 · Meals & Entertainment | 4,900.00 | 2,500.00 | 7,400.00 | 4,900.00 | 2,500.00 | 7,400.00 | 0.00 |
| 733 · Insurance | 18,000.00 | 0.00 | 18,000.00 | 18,000.00 | 0.00 | 18,000.00 | 0.00 |
| 750 · Interest Expense | 0.00 | 0.00 | 0.00 | 800.00 | 0.00 | 800.00 | 800.00 |
| 755 · Telephone Expense | 4,200.00 | 600.00 | 4,800.00 | 4,400.00 | 600.00 | 5,000.00 | 200.00 |
| 756 · Equipment Lease | 2,500.00 | 0.00 | 2,500.00 | 0.00 | 0.00 | 0.00 | -2,500.00 |
| 760 · Postage | 4,700.00 | 2,800.00 | 7,500.00 | 3,500.00 | 2,500.00 | 6,000.00 | -1,500.00 |
| 770 · Rent /Storage Expense | 17,500.00 | 2,000.00 | 19,500.00 | 17,500.00 | 2,000.00 | 19,500.00 | 0.00 |
| 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 | 0.00 | 0.00 | 0.00 | 0.00 |
| 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 | 292,000.00 | 66,500.00 | 358,500.00 | 279,000.00 | 66,500.00 | 345,500.00 | -13,000.00 |
| 809 · Employee Benefits | 10,200.00 | 0.00 | 10,200.00 | 10,200.00 | 0.00 | 10,200.00 | 0.00 |
| 810 · Payroll Taxes | 29,200.00 | 3,500.00 | 32,700.00 | 29,000.00 | 5,100.00 | 34,100.00 | 1,400.00 |
| 811 · Retirement Plan | 8,760.00 | 2,000.00 | 10,760.00 | 12,500.00 | 0.00 | 12,500.00 | 1,740.00 |
| 812 · Interest Expense Building | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 813 · EIDL Interest Payment | 5,000.00 | 1,200.00 | 6,200.00 | 4,800.00 | 1,000.00 | 5,800.00 | -400.00 |
| 890 · Penalty | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Total Expense | 784,160.00 | 407,800.00 | 1,191,960.00 | 782,850.00 | 393,200.00 | 1,176,050.00 | -15,910.00 |
| Profit/Loss | 12,840.00 | 700.00 | 13,540.00 | 13,650.00 | 300.00 | 13,950.00 | 410.00 |
| 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 | 13,284.00 | 0.00 | 13,284.00 | -403.00 |
| Total Expense | 797,847.00 | 407,800.00 | 1,205,647.00 | 796,134.00 | 393,200.00 | 1,189,334.00 | -16,313.00 |
| Net Profit/Loss after Depreciation | -847.00 | 700.00 | -147.00 | 366.00 | 300.00 | 666.00 | 813.00 |

Visit Wausau Almost-Year-End Report 2024

Mission & Vision

Visit Wausau continues to position the area as a premier destination for tourism, outdoor recreation, and cultural experiences while driving economic growth in Marathon County.

Key Achievements

1. **Visitor Economic Impact: Vs. Year Prior**
 - a. **23.7% (19.3%)** of all devices in the area were visitors, contributing to **13% (8.9%)** of total economic spend.
 - b. Visitor spending accounted for **27% (26%)** of local business revenue, with **88% (81%)** of accommodation spending coming from visitors.
 2. **Lodging Sector Growth:**
 - a. Hotel occupancy averaged **67%** (+24% YoY), with a **17% increase** in demand.
 - b. Short-Term Vacation Rentals (STVRs) saw a **22% growth** in demand, averaging a length of stay of **3.6 days**.
 3. **Spending Highlights:**
 - a. Visitors spent **\$92** per trip on average, consistent with industry benchmarks.
 - b. Key spending categories included **Food (37.1%)**, **Gas & Service Stations (26.5%)**, **Retail (15.8%)**, and **Accommodations (14.6%)**.
 - c. The **Restaurant-to-Fast Food Ratio** was **1.68**, outperforming industry benchmarks.
 4. **Top Visitor Markets:**
 - a. Key markets include **Green Bay-Appleton (16%)** and **Minneapolis-St. Paul**, where visitors spent an average of **\$257** per trip.
 5. **Seasonal Peaks:**
 - a. July was the strongest month for lodging revenue, with hotels generating **\$2.7M** and STVRs contributing **\$557K**.
-

Visitor Demographics

- **54%** of visitor cardholders are aged 25-54, with **44% (43%)** earning household incomes of \$100K+.
 - The **25-34 age group** contributed the most spend, averaging **\$144** per visit.
-

Web Performance Summary

1. Average Session Duration was 2:11 up from 1:57
 2. Engagement Rate was 63.2% up from 60.5%
 3. Total Sessions are down 14% to 467,865 (biggest drop was first quarter - Winter)
 4. 1073 leads - 621 newsletter signups, 142 Facebook leads, 310 Midwest Living Leads
-

Looking Ahead to 2025

1. **Focus Areas:**
 - Continue strengthening websites for leads and hotel booking.
 - Target high-value markets, including Minneapolis-St. Paul and affluent households to attract the Quality Visitor.
 - Develop more campaigns to boost visitor engagement with local attractions.
 - Running Podcast Audio Ads to engage new audiences.
 - Continuing making the website the premier place to get information.
 - Produce and Develop Wisconsin's Basecamp Podcast.
 2. **NFL Draft 2025:**
 - Leverage the draft to attract visitors, promote lodging options, and highlight Marathon County's assets.
 3. **Innovation and Partnerships:**
 - Continue investing in Zartico data and explore grant opportunities for outdoor recreation and marketing projects.
 - Collaboration with local businesses, lodging and regional partners, including IronBull and Culture partners becoming the key marketing agency.
 - Finalize Sports Authority organization and plan.
 - Continued development of strong relationships with municipalities.
 - Research local branding for PR and community awareness.
 - Continuing development on organic press and travel writer influence.
 - Authentic and unique creative content that motivates and inspires.
-

Thank You

Thank you to our board, staff, and community partners for their contributions to a successful year. Together, we are building on Wausau's reputation as **Wisconsin's Basecamp** for adventure and culture.

November 12, 2024

To Whom It May Concern:

Please consider this letter a letter of interest in joining your Board of Directors. My name is Bob Lamovec and I am local boomerang resident as well as business owner. I grew up in Schofield and graduated from DC Everest, from there I studied at North Central Technical College and Milwaukee School of Engineering.

My wife, Megan and I, run several local businesses including Office Enterprises, Inc. (OEI), Summit to Sea Travel, The Garage, Granite View Market and The Lounge. Alongside these operating entities, we are local real estate investors and developers. Being in the service industry in the area, I feel my local knowledge and connections would be an asset to your board. I have, in the past served on paid and unpaid volunteer boards including CoVantage Credit Union, Big Brothers, Big Sisters & The Neighbors Place. I have also served on advisory positions for local and national financial institutions.

I appreciate your consideration for joining your board and I look forward to further helping the greater Wausau area.

Sincerely,
Bob Lamovec

Bob Lamovec

- • Co-owner of multiple local businesses, including Office Enterprises, Inc., Summit to Sea Travel, The Garage, Granite View Market, and The Lounge.
- • Real estate investor and developer, contributing to Wausau's economic growth.
- • Past board member of CoVantage Credit Union, Big Brothers Big Sisters, and The Neighbors' Place.
- • Advisory roles with local and national financial institutions, leveraging industry expertise.



Ruder Ware, L.L.S.C.
500 North First Street, Suite 8000
P.O. Box 8050
Wausau, WI 54402-8050

Tel 715.845.4336
Fax 715.845.2718
ejohnson@ruderware.com
www.ruderware.com



November 25, 2024

VIA EMAIL

Tim White
Wausau/Central Wisconsin Convention and Visitors Bureau, Inc.
PO Box 1486
Wausau, WI 54402
twhite@visitwausau.com

Re: Board Interest

Dear Tim:

Thank you again for taking the time to meet with me for coffee a few weeks ago. I enjoyed learning more about Visit Wausau and its mission. The purpose of this letter is to express interest in joining the board of directors.

I grew up in the Wausau area and graduated from D.C. Everest. My parents, both retired teachers, still live in the area. My wife also grew up in Wausau and currently works as a physician assistant at Aspirus. We are raising our two young children here and are committed to seeing the Wausau area thrive. I think Wausau is a special place with a lot of offer. I am an example of someone who moved away, lived in larger areas, yet moved back with no desire to leave. I support Visit Wausau's focus on promoting outdoor activities like Granite Peak (I'm a member), which is one-of-a-kind in Wisconsin.

A little bit about myself: I received my undergraduate degree in business management from UW-Eau Claire and my law degree from Northern Illinois University in 2008. Following law school, I returned to Central Wisconsin and practiced at a small law firm in Stevens Point, focusing on civil litigation, real estate and business transactional work. Almost three years ago, I joined Ruder Ware, where my law practice continues to focus on civil litigation with some real estate transactional work. Currently, I serve on the board of directors and executive committee of MCDEVCO, which provides business development financing and education to local businesses. I also previously served on the board of the Plover Area Business Association.

November 25, 2024

Page 2

I believe my background and experience could be helpful to the organization. If you think there is a role for me on the board, I would be happy to serve. Please let me know if you have any questions or want to discuss further.

Very truly yours,

RUDER WARE

Electronically signed by Eric R. Johnson

Eric R. Johnson

Eric R. Johnson

- • Attorney at Ruder Ware, specializing in civil litigation and real estate transactions.
- • Member of the MCDEVCO board and past involvement with the Plover Area Business Association.
- • D.C. Everest graduate with deep local ties and a commitment to community growth.
- • Strong advocate for outdoor activities like Granite Peak, contributing to the area's unique offerings.

Jahn Martin

701 Clark Avenue
Rothschild, WI 54474
jahnno@yahoo.com
715-581-1022

December 2nd, 2024

Dear Mr. White and members of the Board,

I am writing to express my interest in joining the Visit Wausau Board of Directors as a Member at Large. This opportunity to collaborate with local stakeholders in promoting Wausau and our surrounding region aligns with both my professional experience and personal passion for community growth and development.

Professionally, I have dedicated my career to the technology and construction industries within the greater Wausau and central Wisconsin area. Through my work, I have directly contributed to workforce development and job creation, witnessing firsthand the resulting positive impact on retail and commercial growth. I strongly believe that fostering continued economic development is essential for the sustained prosperity of our region.

On a personal level, I have been deeply involved in advocating for outdoor recreation opportunities in our community, with an emphasis on mountain biking. For the past 12 years, I have served on the Board of Directors for the Central Wisconsin Off-road Cycling Coalition (CWOCC), including a term as president from 2014 to 2018. During my tenure, our team of dedicated volunteers spearheaded projects such as the trail redevelopment at Nine Mile County Forest and the Underdown, as well as the establishment of new trail systems at Sylvan Hill and Ringle. Additionally, I played a key role in launching CWOCC's first business sponsorship program and in fostering community outreach and engagement.

In 2019, my wife and I took on ownership of the Wausau 24 mountain bike race. Through the support of local sponsors and community members, we expanded the event significantly from 500 participants to over 1,100 racers while incorporating additional features like a trail run, live music, children's activities, and a festival-like atmosphere. Today, Wausau 24 is the second-largest 24-hour mountain bike race in North America, attracting attendees from more than 20 states and showcasing our area's exceptional outdoor amenities. In addition, I'm a member of an Outdoor Recreation Committee for a local municipality.

I am enthusiastic about bringing my professional background, leadership experience, and passion for outdoor recreation to Visit Wausau. I look forward to the opportunity to contribute to the promotion and growth of our region.

Thank you for considering my application. I am happy to provide additional information or discuss how I can support Visit Wausau's mission.

Sincerely,

Jahn Marin

Jahn Martin

- • Owner of Wausau24, the second-largest 24-hour mountain biking event in the United States.
- • Active promoter of outdoor recreation in Wausau, contributing to tourism and sports initiatives.
- • Senior Network Engineer with 20+ years in telecommunications, specializing in network design and project management.
- • Board member of the Central Wisconsin Outdoor Cycling Coalition (CWOCC), promoting cycling and outdoor activities in the region.

Liz Wendt

814 Adams Street, Wausau, WI 54403
(262) 930-7707 / elizabethbrodek@gmail.com

October 29, 2024

Board of Directors
Wausau Convention & Visitors Bureau (CVB)

RE: joining the Wausau CVB Board of Directors

Dear Wausau CVB Board:

I am writing to express interest in joining the Wausau CVB Board as a member at-large. Many of you know that I formerly served on the Board as a proxy for Mayor Katie Rosenberg. I found this service enriching and a prime complement to the economic development work I have been involved in for the past decade. Now in a statewide role, the cross-pollination of economic development and tourism is even clearer, and I would be excited to bring that insight back to the Wausau CVB Board.

In addition to my decade of experience in neighborhood, local, and now state economic development, I also bring a decade of nonprofit leadership and management experience to the Board. I believe this knowledge would be helpful as the CVB continues to rebuild and refine its procedures, organizational structure and capacity, and community relationships.

I have long said that “tourism is the first date to economic development,” and that is becoming more true than ever before. The intersection of these fields is something that I have been interested in and passionate about fostering throughout my career. I would be honored to continue to enhance our central Wisconsin tourism and economic development efforts by serving on the Wausau CVB Board.

Please do not hesitate to reach out with any questions or if there is any additional information I can provide. I appreciate your time and consideration.

Sincerely,

Liz Wendt

Liz Brodek

- • Over a decade of experience in neighborhood, local, and state-level economic development.
- • Served as a proxy for the Wausau CVB board during her tenure with the city.
- • More than 10 years of nonprofit leadership and management experience.
- • Advocates for tourism as a catalyst for economic development, integrating this vision in her work.



November 25, 2024

Tim White
Visit Wausau

RE: Visit Wausau Board Position

Dear Tim:

I'm a Wausau fan, and feel fortunate to have found a place that was under the radar to us 13 years ago when we decided to move here. In the spirit of Thanksgiving occurring this week - I'm grateful to have found our city and to have made it our home. I'd like to give back by helping spread the word about what I have come to enjoy about Wausau. I believe a great way to do this is becoming a Visit Wausau Board Member.

We're hosting Thanksgiving this week, and I'm thrilled that my larger immediate family decided to make the trip to our home and town. When creating our non Thanksgiving day schedule it was very difficult deciding what to trim. The options were endless and included so many options ranging from multiple Wednesday evening gathering spots, the Turkey Trot at the 400 block, the new basketball training center, and a musical showcasing local talent. The fact that our list of options was incredibly long proves that our community is worth the trip.

We need community leaders to continue to provide a compelling vision for the future, make connections, and share excitement to ensure that we put our best foot forward when showcasing our town to family, friends, and for all those we may never meet. I believe we have an incredible opportunity to set the greater Wausau area up for decades of success. The list of developments in downtown Wausau is exciting, the master plan for Rib Mountain is 2nd to none, and the endless outdoor activities could make our area one of the best places to visit in Wisconsin. As an investment professional I'm in the fortunate position to be able to meet and influence many members of the community as to the benefits of tourism. I'm excited to continue this advocacy as a Visit Wausau Board Member, if selected. Thank you for the consideration.

Sincerely,

Marc Kettleson
Vice President, Investments

Marc Kettleison

- • Vice President of Investments at WoodTrust Bank, supporting businesses in central Wisconsin.
- • Graduate of the Transformational Leadership program through the Wausau Chamber of Commerce.
- • Active board member of The Women's Community, Inc., driving community initiatives.
- • Enthusiastic advocate for Wausau's potential as a premier Wisconsin destination.