



WCWCVB January 22, 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 | Fisher |
| 2. Roll Call | Patel |
| 3. Approval of December 18, 2024 Meeting Minutes | Fisher |
| 4. Approval of Financial Reports | Krahn |
| 5. Executive Director's Report & Marketing Update | White |
| 6. Updated on World Horseshoe Tournament | Maguire/White |
| 7. Discussion and Approval of Sports Authority Grant Applications | Fisher/Maguire |
| a. MC United Soccer – Badger State Games Spring Soccer Tournament | |
| 8. New Business | Fisher |
| a. Election of New Officers (President and Vice President) | |

- b. Board Structure – Having odd number of members on Executive Committee
- c. Discussion on having a 30% threshold account/reserve funds

9. Unfinished Business **Fisher**
a. Updates on Tourism Entity Contract with Village of Rothschild

10. Committee Reports **Fisher**

11. Announcements or Requests **Fisher**

12. Next Meeting Date: **Fisher**
a. March 2025

13. Adjourn Meeting **Fisher**

Microsoft Teams [Need help?](#)

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Meeting ID: 213 219 208 824

Passcode: iJ3Mw7ci

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.



December 18, 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, Mayor Doug Diny, Sean Wright, Nick Patel, Tim White, Jodi Maguire, Brenton Wildman, and Gao Her.

Zoom: none

Call for a motion to accept meeting minutes from October 31, 2024 with a correction in the spelling of Mayor Doug Diny's last name made by Patel, second by Krahn, and approved by all.

Financial Reports

Krahn gave a brief update on the financials by stating the CVB showed a profit of \$98,000 which included the payroll. Krahn stated this is in a combination of increased revenue with room tax funds and not hiring the additional staff member that was reflected in the 2024 budget. Krahn stated the Sports Authority is showing \$13,000 ahead of budget. Krahn stated this is due to cutting expenses as needed and evaluating costs. White stated a contingency budget has been developed in case there is an increase of funds for 2025. Krahn stated the updated budget was also included in the packet with the correction in line 732 for Meals & Entertainment. Maguire stated she lowered the 733 line for insurance to make up the additional funds and mistake in line 732. White stated the CVB & Sports Authority will be changing insurance carriers during the renewal stage and both policies will be with West Bend Mutual and will save over \$6,000 in 2025. Polley asked if the Village of Weston was reflected in the budget. Maguire stated it wasn't due to the board packet needing to be out by a certain timeframe. Polley asked if it was

adjusted for the Sports Authority and Maguire stated no. Maguire stated the Village approved on Monday evening and there wouldn't of been time to reflect it in the budget and be available for all Board of Directors to review. Maguire stated the Sports Authority was .05% of the room tax so it wouldn't see a dramatic decrease. The rest of the funds that were going into the Sports Authority were restricted from Weston and are not accounted for in the Sports Authority budget.

Call for a motion to accept the financial reports and 2025 proposed budget as printed by Fisher. Motion to accept made by Patel second by Rhoden, approved by all.

Update on 2026 World Horseshoe Tournament

Maguire stated the President of the NHPA came to Central Wisconsin on December 6th and toured venue spaces and the Greenheck Turner Community Center. Maguire stated since late summer, there has been a change in leadership with the NHPA and they are focused on cleaning up loose ends and areas of concern. It was brought to their attention during a sub committee meeting that was formed locally that the GTCC currently doesn't have air conditioning on the turf area. Maguire stated with the tournament being held in mid-summer over the course of two weeks, air conditioning is a must to keep all athletes safe and comfortable. Another concern they have is the flooring that can be placed on top of the turf area. The original plan was to place the flooring where the pitcher mounds would be, but Maguire stated she attended the State Tournament held over Labor Day weekend and stated this would not be feasible and athletes would be pitching up hill verses level. Maguire stated GTCC currently has enough flooring to cover 30,000 square feet of the turf with the turf space being 70,000 square feet. Maguire stated a rough draft floor plan was determined at the site visit and more flooring would be needed.

Maguire stated she is working on a grant opportunity with Wisconsin Economic Development. This grant requires matching funds to be approved. Maguire stated the committee along with GCTT are receiving estimates that can be included in the grant. This would include portable air conditioning units and extra flooring. Maguire stated the portable air conditioning would be a plan b and stated the GCTT is looking into alternative solutions and will hopefully have something in place by 2026. Maguire stated if this happens, this would then free up extra funds in the grant for any additional expenses for the tournament. Maguire stated she will keep the board informed as more updates become available.

Executive Director Report & Marketing Update

White provided a brief update on what the DMO has been working on. White shared the development of a podcast that would be similar to "920" – hosted by Discover Green Bay. White stated this would be another PR piece for our organization. White stated the podcast is the developing stages and will start in early 2025 being taped. White also shared that he has been working with Iron Bull to be their marketing agency for campaigns. White stated the Badger State Games is currently in a marketing campaign right now on social media and has positive feedback.

White stated he created a landing page off the Visit Wausau website: www.visitwausau.com/marketing to show all the marketing assets Visit Wausau currently has and stated he will continue to update this page and more content becomes available. White stated the team is working on a winter marketing video. Patel asked White if there would be any grants available for the NFL Draft bus shuttles. White stated he wasn't aware of any but is in the works on developing a separate ticket that can be purchased. Polley asked if there are any seasonable peaks. White stated July used to be, and late spring is the seasonable low period in Central Wisconsin currently. Maguire stated prior to 2019, July was the lowest month but with the change in events it is one of the stronger months. Fisher asked about signage. White stated he is working with the County to replace the entering signs into Marathon County. White stated the County is working on the renewal of the leases from the landowners and it will be changed out to Wisconsin's Outdoor Basecamp and will feature Visit Wausau's Website. White wanted to thank all board members for a good year and stated he is thankful for everyone.

Election of New Board Members

White stated five community members expressed interest in joining the board.

Bob Lamovec: Community Business Owner

Eric Johnson: non-for-profit lawyer for Ruder Ware

Jahn Martin; member of CWOCC, Event owner/leader and apart of the Village of Rothchild's Outdoor Recreation Committee

Liz Wendt also known as Liz Brodek; with Wisconsin Economic Council

Marc Kettleson; Banker at Wood Trust Bank.

Krahn asked how many openings seats are there. White stated eight. Krahn asked if these individuals were approached or did they express interest. White stated it was a mixture and stated he was the only one who approached them. Patel stated it would be nice to see more lodging representatives but understands it is difficult. Rhoden asked the board if a certain number of how many should be added needs to be discussed. The Board discussed equal and odd numbers with quorums and still wanted to leave open seats if the Village of Rothschild comes on board. White stated if all five are added, there are still up to three seats open.

Call for a motion to elect five new board members to the CVB/SA Board of Directors as Bob Lamovec, Eric Johnson, Jahn Martin, Liz Wendt and Marc Kettleson by Fisher. Motion to accept made by Wright, second by Krahn, approved by all.

Village of Weston Update

Polley gave a brief update stating the Village of Weston Tourism Commission approved 40% contract for 2025. Polley stated 37.5% with the 2.5% for administering their grant funds. Polley stated the vote was 3 to 2 with it passing. The contract went to the Village of Weston's Trustee meeting held later in the evening and approved. Two Village of Weston's Trustee were not in favor, but it passed.

Call for a motion to approve the Tourism Entity Contract between the Wausau/Central Wisconsin CVB and the Village of Weston for 2025 as printed by Fisher. Motion to accept made by Krahn, second by Polley, approved by all except Zeyghami, who abstained his vote.

New Business

None at this time.

Unfinished Business

None at this time.

Committee Reports

None at this time.

Announcements or Request

None at this time.

Next Meeting Date

Next meeting date is scheduled for Wednesday, January 22, 2025 at Granite Peak

Call for a motion to adjourn by Patel, second by Krahn approved by all. 12:52 pm.

Wausau/Central WI CVB

Profit & Loss Budget vs. Actual

January through December 2024

TOTAL			
	Jan - Dec 24	Budget	\$ Over/Under Budget
Ordinary Income/Expense			
Income			
330 · Restr. Schofield Hold	41,924.81		
331 · Restr. Weston Hold	150,730.72		
400 · CVB Income	0.00	0.00	0.00
402 · Gift Shop - Taxable	0.00	20,000.00	-20,000.00
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	20,000.00	-20,000.00
407 · DTN Income	6,459.20	25,000.00	-18,540.80
410 · Brochure Distribution Service	2,590.00	9,500.00	-6,910.00
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	10,000.00	20,549.69
432 · Interest Income	6,569.01	2,000.00	4,569.01
434 · Print & Design Income	0.00	500.00	-500.00
435 · Room Tax	744,102.07	640,000.00	104,102.07
440 · Sports Authority	0.00	0.00	0.00
441 · Grant Revenue	0.00	32,000.00	-32,000.00
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	1,016,315.50	797,000.00	219,315.50
Gross Profit	1,016,315.50	797,000.00	219,315.50
Expense			
500 · Conference Expenses	14,994.03	12,000.00	2,994.03
534 · Print & Design Expenses	339.20	0.00	339.20
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	645.26	5,500.00	-4,854.74
607 · Advertising Expenses	147,408.68	95,000.00	52,408.68
608 · Marketing Expense	57,430.10	65,000.00	-7,569.90
609 · Website	60,390.57	60,000.00	390.57
705 · Computer & Software Expense	4,984.38	8,200.00	-3,215.62
707 · Legal & Accounting	10,602.00	14,500.00	-3,898.00
708 · Dues & Subscriptions	15,236.88	14,500.00	736.88
710 · Office Expense	5,518.69	8,000.00	-2,481.31
712 · Visitors Magazine Expense	50,760.13	45,000.00	5,760.13

Wausau/Central WI CVB

Profit & Loss Budget vs. Actual

January through December 2024

	TOTAL		
	Jan - Dec 24	Budget	\$ Over/Under Budget
715 · Bank & Credit Card Fees	507.90	2,000.00	-1,492.10
720 · Vehicle Expense	885.77	4,500.00	-3,614.23
721 · Seminars & Training	701.70	2,000.00	-1,298.30
722 · Repairs & Maint	0.00	2,500.00	-2,500.00
730 · Health Insurance	29,404.62	43,500.00	-14,095.38
732 · Meals & Entertainment	2,213.99	4,900.00	-2,686.01
733 · Insurance	14,667.33	18,000.00	-3,332.67
755 · Telephone Expense	3,434.43	4,200.00	-765.57
756 · Equipment Lease	1,917.60	2,500.00	-582.40
760 · Postage	156.98	4,700.00	-4,543.02
770 · Rent /Storage Expense	9,526.15	17,500.00	-7,973.85
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	245,346.18	292,000.00	-46,653.82
809 · Employee Benefits	5,750.00	10,200.00	-4,450.00
810 · Payroll Taxes	16,882.43	29,200.00	-12,317.57
811 · Retirement Plan	7,757.68	8,760.00	-1,002.32
812 · Interest Expense Building	0.00	0.00	0.00
813 · Interest Expense EDIL	4,135.80	5,000.00	-864.20
890 · Penalty	0.00	0.00	0.00
Total Expense	711,598.48	784,160.00	-72,561.52
Net Ordinary Income	304,717.02	12,840.00	291,877.02
Other Income/Expense			
Other Expense			
930 · Restr. Schofield Hold Release	27,175.94		
931 · Restr. Weston Hold Release	249,166.68		
975 · Depreciation Expense	14,674.84	13,867.00	807.84
Total Other Expense	291,017.46	13,867.00	277,150.46
Net Other Income	-291,017.46	-13,867.00	-277,150.46
Net Income	13,699.56	-1,027.00	14,726.56

Wausau/Central WI CVB
Balance Sheet
As of December 31, 2024
Dec 31, 24

ASSETS

Current Assets

Checking/Savings

0100 · People's CVB Checking 127,585.43

0101 · People's CVB Money Market 649,358.40

Total Checking/Savings 776,943.83

Other Current Assets

120 · Due From Sports Authority 439,851.65

Total Other Current Assets 439,851.65

Total Current Assets 1,216,795.48

Fixed Assets

149 · Signage 11,653.19

150 · Furniture & Equipment 73,973.16

160 · Accum Depreciation -40,670.88

Total Fixed Assets 44,955.47

TOTAL ASSETS 1,261,750.95

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Other Current Liabilities

229 · Accrued Wis WH 834.66

236 · Accrued UC 181.86

240 · Accrued Interest 3,456.00

Total Other Current Liabilities 4,472.52

Total Current Liabilities 4,472.52

Long Term Liabilities

281 · Disaster Relief Loan 146,443.80

Total Long Term Liabilities 146,443.80

Total Liabilities 150,916.32

Equity

320 · Unrestricted Net Assets 1,097,135.07

Net Income 13,699.56

Total Equity 1,110,834.63

TOTAL LIABILITIES & EQUITY 1,261,750.95

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

		TOTAL		
		Jan - Dec 24	Budget	\$ Over/Under Budget
Ordinary Income/Expense				
Income				
330 · Restr. MMB Schofield	4,658.32			
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	75,000.00		-54,500.00
422 · Registration Fees	62,627.17	117,000.00		-54,372.83
422A · BSG FS Registrations	603.29	68,000.00		-67,396.71
430 · Resale/Misc Revenue	4,186.08	18,000.00		-13,813.92
432 · Interest Income	1,124.95	500.00		624.95
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	115,080.77	120,000.00		-4,919.23
441 · Grant Revenue	7,500.00	10,000.00		-2,500.00
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			
Total Income	283,127.54	408,500.00		-125,372.46
Gross Profit	283,127.54	408,500.00		-125,372.46
Expense				
500 · Conference Expenses	2,941.92	5,000.00		-2,058.08
534 · Print & Design Expenses	0.00	0.00		0.00
564 · Participant Supplies	5,975.22	40,000.00		-34,024.78
565 · Event Supply	5,369.70	42,500.00		-37,130.30
565A · Event Service Fees	18,720.09	43,000.00		-24,279.91
565B · Event Facility Fees	7,469.00	15,000.00		-7,531.00
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	2,500.00		-2,500.00
576 · Outside Services	0.00	7,000.00		-7,000.00
607 · Advertising Expenses	1,744.00	15,000.00		-13,256.00
608 · Marketing Expenses	2,034.00	5,000.00		-2,966.00
609 · Website	1,091.15	1,000.00		91.15
612 · Grant Expense	89,000.00	60,000.00		29,000.00
705 · Computer & Software Expense	0.00	2,000.00		-2,000.00
707 · Legal & Accounting	3,750.00	4,000.00		-250.00
708 · Dues & Subscriptions	988.00	3,500.00		-2,512.00
709 · Miscellaneous Expense	0.00	0.00		0.00
710 · Office Expenses	2,278.58	2,500.00		-221.42

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

	TOTAL		
	Jan - Dec 24	Budget	\$ Over/Under Budget
715 · Bank & Credit Card Fees	2,795.02	5,200.00	-2,404.98
718 · Registration Fees Expense	2,475.00	3,000.00	-525.00
720 · Vehicle Expense	103.13	5,500.00	-5,396.87
721 · Seminars & Training	0.00	2,000.00	-2,000.00
722 · Repairs & Maint	0.00	0.00	0.00
732 · Meals & Entertainment	621.66	2,500.00	-1,878.34
733 · Insurance	0.00	0.00	0.00
750 · Interest Expense	0.00	0.00	0.00
755 · Telephone Expenses	0.00	600.00	-600.00
756 · Equipment Lease	0.00	0.00	0.00
760 · Postage	140.28	2,800.00	-2,659.72
770 · Rent/Storage Expense	0.00	2,000.00	-2,000.00
771 · Parking Permit	0.00	0.00	0.00
772 · Utilities	0.00	0.00	0.00
773 · Tourism Commissions	0.00	0.00	0.00
775 · Capital Expense	0.00	0.00	0.00
800 · Salary & Wages	36,904.90	66,500.00	-29,595.10
810 · Payroll Taxes	2,654.15	3,500.00	-845.85
811 · Retirement Plan	0.00	2,000.00	-2,000.00
813 · EIDL Interest Payment	988.20	1,200.00	-211.80
890 · Penalty	0.00	0.00	0.00
931 · Restr. MMB Weston Release	9,315.00		
932 · Restr. MMB Rib Mtn. Release	5,700.00		
Total Expense	266,514.44	407,800.00	-141,285.56
Net Ordinary Income	16,613.10	700.00	15,913.10
Net Income	16,613.10	700.00	15,913.10

Wausau/Central Wisconsin Sports Authority Inc.

Balance Sheet

As of December 31, 2024

Dec 31, 24

ASSETS

Current Assets

Checking/Savings

Badger State Games	1,075.45
Sports Authority CVB	8,032.83
0 · Community Foundation	49,382.44
100 · Peoples Sports Authority MM	110,226.57
101 · People's Sports Authority M	277,009.80
102 · People's Sports Authority CVB	135,060.36
105 · People's Badger State Games	119,016.92

Total Checking/Savings 699,804.37

Other Current Assets

110 · N/R Wausau Marathon	4,500.00
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Total Other Current Assets 4,500.00

Total Current Assets 704,304.37

TOTAL ASSETS 704,304.37

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Other Current Liabilities

120 · Due to CWVB	439,851.65
240 · Accrued Interest	796.00

Total Other Current Liabilities 440,647.65

Total Current Liabilities 440,647.65

Long Term Liabilities

281 · Disaster Relief Loan	36,080.20
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Total Long Term Liabilities 36,080.20

Total Liabilities 476,727.85

Equity

31500 · Restr. MMB Rollover	232,970.00
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32000 · Unrestricted Net Assets	-22,006.58
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Net Income	16,613.10
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Total Equity 227,576.52

TOTAL LIABILITIES & EQUITY 704,304.37

Visit Wausau 2025 Business Plan: Lean Model

Identity

The premier Destination Marketing Organization (DMO) for Central Wisconsin, providing innovative marketing, strategic collaboration, and visitor-focused experiences. We position Wausau and Marathon County as Wisconsin's Basecamp for sports, outdoor recreation, arts, and culture.

Our Solution

Inspire visitors with authentic, value-driven itineraries, enhanced online and in-person interactions, and innovative campaigns that reflect the unique assets of our region. Expand brand awareness, especially the Basecamp brand, and drive interest in meetings, sports tourism, and outdoor activities.

The Competition

Primary competitors include Eau Claire, Stevens Point, Oshkosh, La Crosse, Appleton, and Minocqua. Secondary competitors encompass regional DMOs targeting similar markets for outdoor activities and cultural tourism.

Strategic Goals for 2025

1. **Digital Presence Refresh:** Optimize website design for user experience, reduce menu options, and increase newsletter sign-ups and bookings.
 2. **Content Excellence:** Enhance blogging, SEO, and video content with an emphasis on outdoor recreation, culinary tourism, and arts and culture.
 3. **Engagement Growth:** Launch podcast episodes, leverage TikTok and Instagram for awareness, and execute a PR strategy that highlights Wausau's "Basecamp" branding.
 4. **Community Collaboration:** Strengthen partnerships with municipalities, local businesses, and attractions through systematic engagement plans.
 5. **Sports Tourism Development:** Focus on the Badger State Games and securing high-profile events like the World Horseshoe Tournament.
 6. **Grant Funding and Sustainability:** Submit two major grant applications to support marketing, operational goals, and outdoor projects.
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Target Market

- **Primary:** Women aged 29-39 with children, the primary travel decision-makers.
 - **Secondary:** Outdoor recreation enthusiasts aged 30-50, seeking adventure, arts, and dining experiences.
 - **Tertiary:** Retirement-age outdoor and culture enthusiasts, aged 60+, who prioritize midweek travel and value cultural and recreational opportunities.
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Marketing Activities

- **SEO & PPC:** Strengthen targeted campaigns for increased website traffic.
 - **Video & Blogging:** Produce engaging video content (e.g., "Behind the Plate" chef series) and blogs focused on seasonal activities and events.
 - **Social Media:** Enhance TikTok campaigns and optimize posting cadence across platforms.
 - **Email Campaigns:** Expand newsletter reach with tailored itineraries and exclusive offers.
 - **PR & Partnerships:** Leverage relationships with Sports Wisconsin, Destinations Wisconsin, and local partners to amplify media exposure.
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Revenue Streams

- **Room Tax Revenue:** Core funding from contracted municipalities.
 - **Grants:** Secure \$50,000+ in grant funding by Q2 2025.
 - **Partnerships:** Revitalize and grow non-hotel partner contributions.
 - **Merchandise:** Launch an online merch store to drive incremental revenue.
 - **Event Revenue:** Increase participation and sponsorships for Badger State Games and other events.
-

Budget Overview (Key Adjustments from 2024)

- **Marketing:** Increase investment in digital advertising and website optimization (+\$10,000).
 - **Salaries:** Reallocate resources to support content creation and partner engagement.
 - **Events:** Optimize costs for Badger State Games while expanding participant offerings.
 - **Technology:** Streamline CRM/CMS and implement a Digital Asset Management (DAM) system.
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Operations

- **EOS Implementation:** Focus on weekly meetings and measurable ROCKS for team alignment.
 - **Staffing:** Ensure cross-functional collaboration between sales, marketing, and creative teams.
 - **Volunteer Database:** Develop a centralized platform for event support.
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Milestones

1. **Website Launch:** Complete refresh by February 2025 with measurable improvements in bounce rate and conversions.
 2. **Podcast Debut:** Release first two episodes of "Wisconsin's Basecamp" by March 15, 2025.
 3. **Badger State Games:** Achieve 5% growth in registration and sponsorship revenue.
 4. **Grant Submissions:** Finalize two applications by January 31, 2025.
 5. **PR Metrics:** Secure 20 media mentions and five feature articles by mid-year.
 6. **ADA Accessibility:** Launch dedicated webpage for accessible activities by Q1 2025.
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Key Performance Indicators (KPIs)

- Website traffic: Increase by 20%.
 - Social impressions: Achieve 1M total impressions.
 - Email sign-ups: Grow database by 15%.
 - Event registrations: Increase by 5% YOY.
 - Grant funding: Secure \$50,000 in 2025.
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Conclusion

Visit Wausau's 2025 business plan builds on the foundation of previous successes while embracing innovative strategies to position Wausau as Wisconsin's Basecamp. With a lean and focused approach, the plan leverages digital tools, strategic partnerships, and authentic storytelling to drive tourism and economic growth in Marathon County.

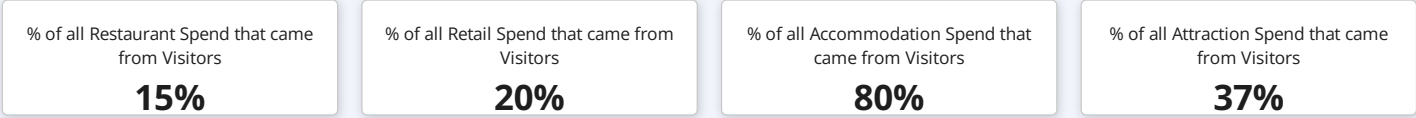
How do visitors impact your economy?

Source: Zartico Spend Data



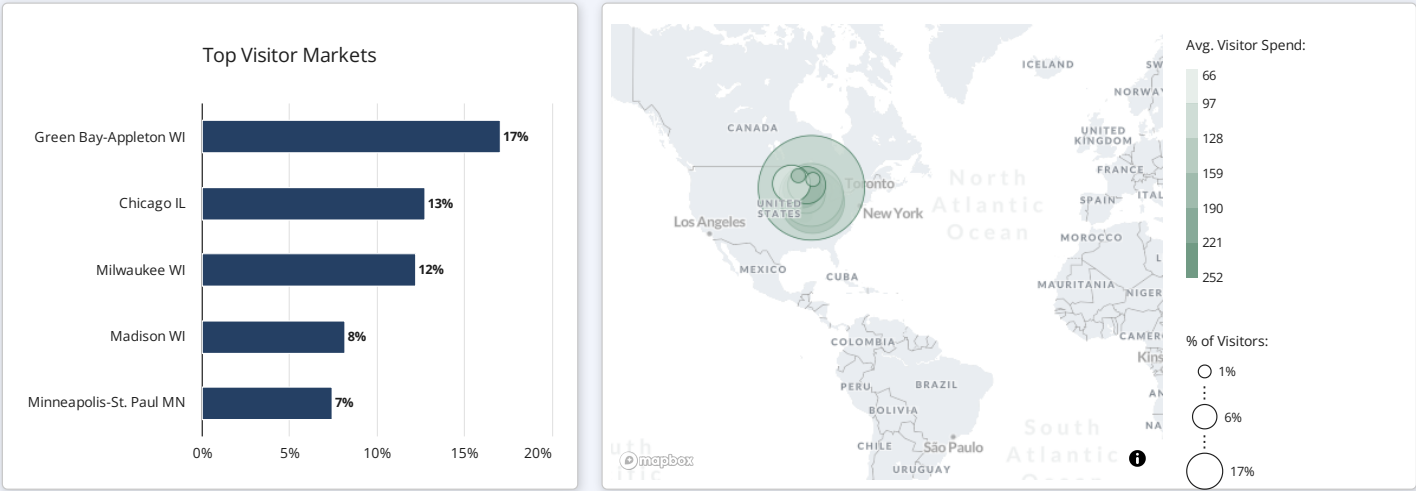
How much are visitors contributing to your economy?

Source: Zartico Spend Data



Where are your visitors coming from?

Source: Zartico Geolocation Data



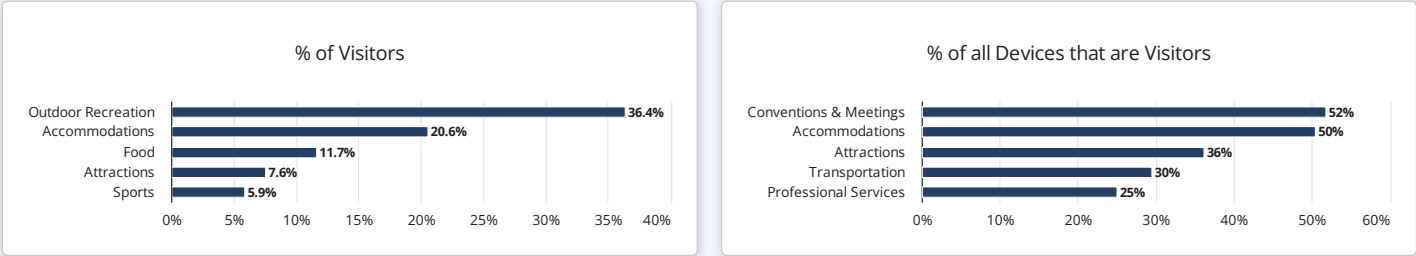
What are your visitor demographics?

Source: Zartico Spend Data



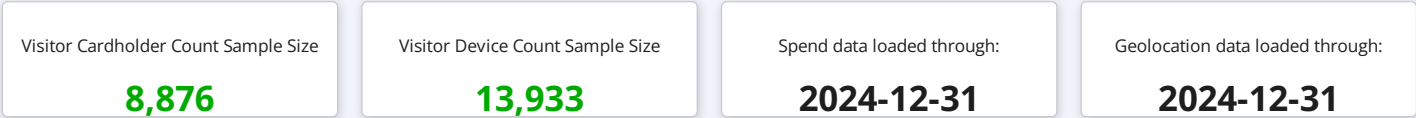
Where do visitors go in-destination? Where do they make the greatest impact?

Source: Zartico Location Data



Sample Size Reference

These metrics provide a reference for the number of unique visitor devices (Zartico Geolocation Data) and cardholders (Zartico Spend Data) used in the insights above and are controlled by the filters selected at the top. If these show yellow or red values, the insights should be treated as directional but less precise, owing to a smaller sample size. In these cases, expanding your filter criteria at the top will increase the sample size.

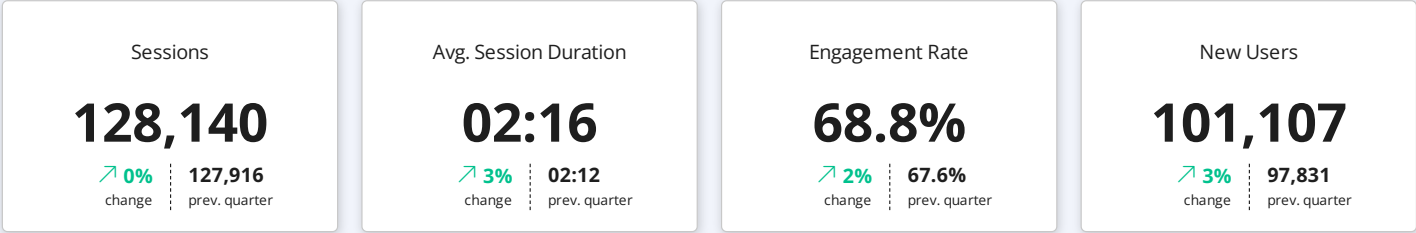


Website Summary

Understand your website performance and engagement. Use these information to inform future campaign and content strategies. These insights are based on a date range 2024-10-01 to 2024-12-31.

Website Core KPIs

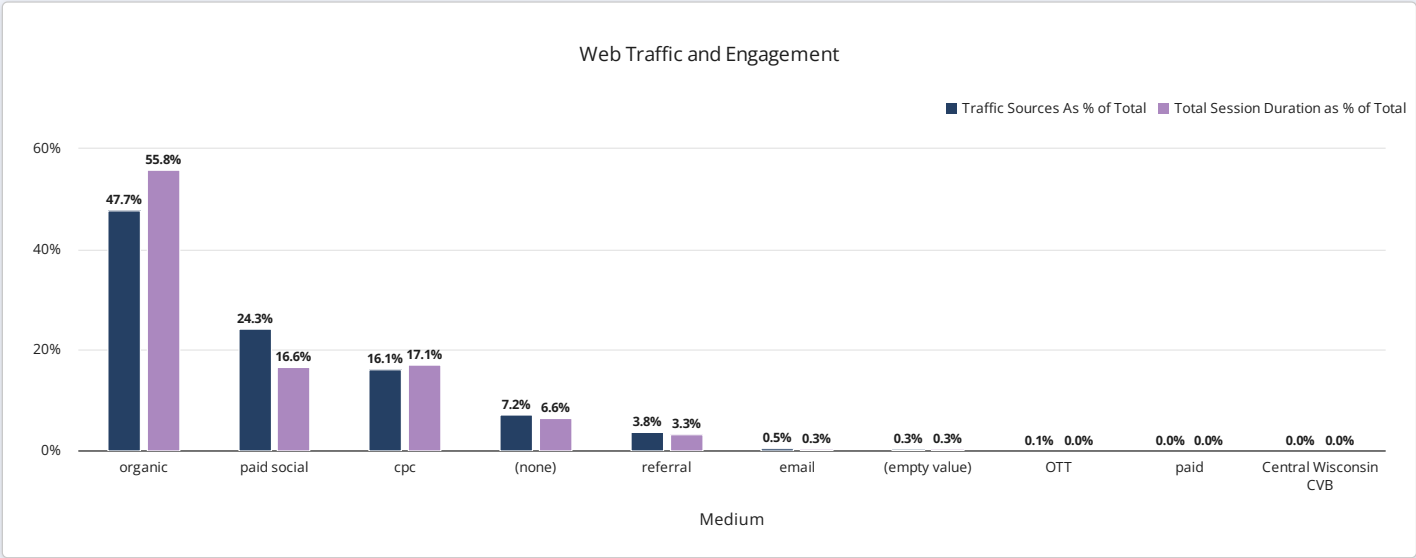
These KPIs are compared to the same period in the previous year, due to seasonality producing higher value insights. If you select "This Year" in the date range, you are comparing YTD this year to the complete previous year. Tip: Set an alert for the KPI you want to watch closely. Source: Google Analytics 4



How do visitors get to your website?

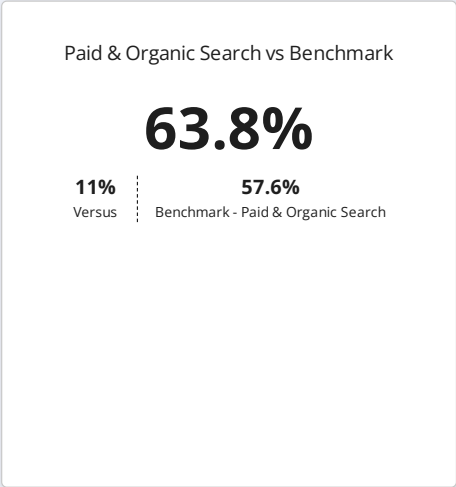
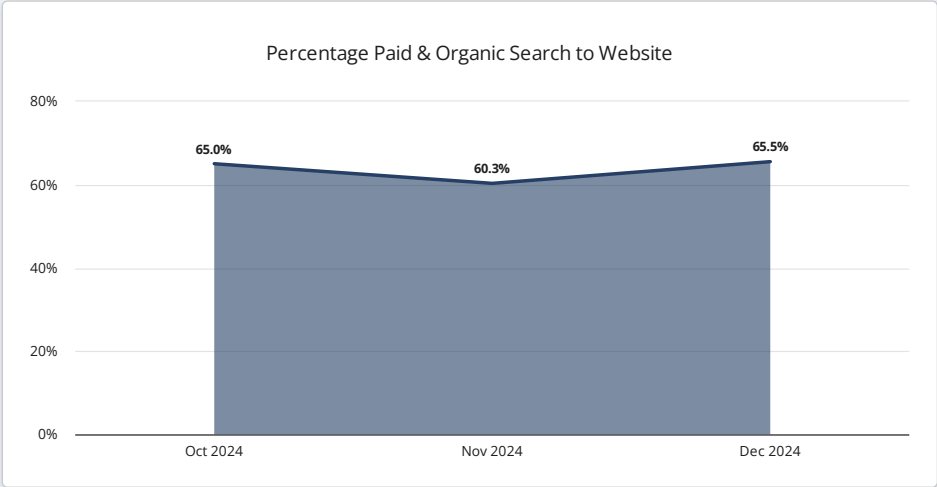
Your website is the front door to your destination. This insight helps you identify the top sources of traffic to your website (dark blue) as well as the top sources of engagement with your website (light blue). When the dark blue bar is longer than the light blue bar, it indicates that those traffic sources have low engagement as measured by time on site. Source: Google Analytics 4.

Tip:



How much search traffic does your website receive?

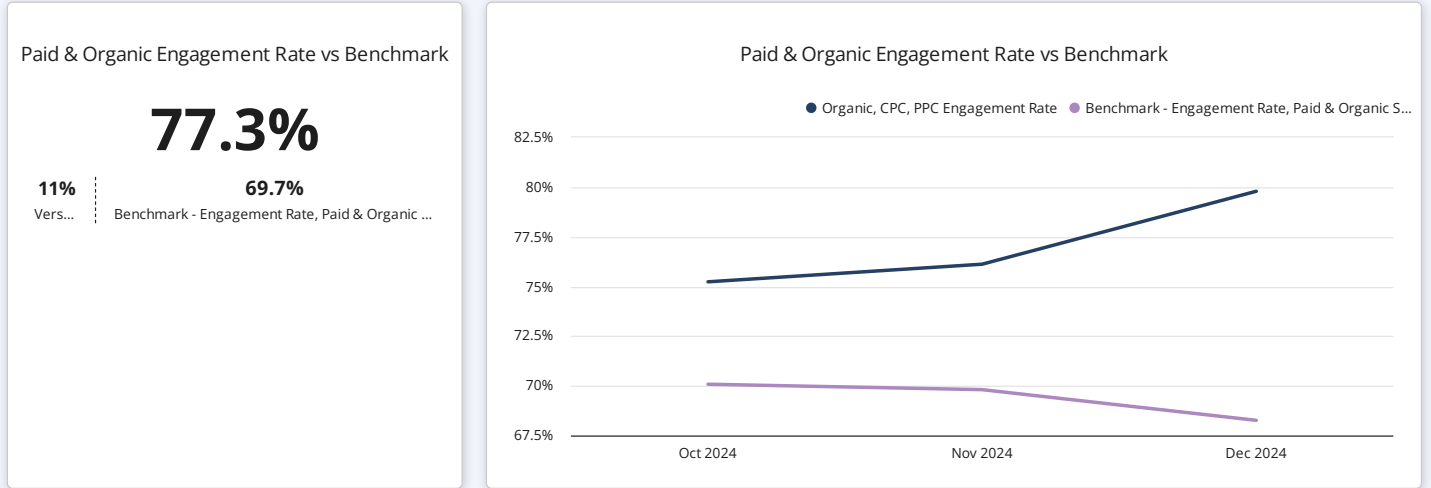
Paid and Organic Search Traffic is an indicator of how prominently your site appears in Search Engine rankings, like Google, and how much of your total website traffic results from search engines. Your data is benchmarked against all Zartico partners. Source: Google Analytics 4.



How "sticky" is your website?

Web marketers typically watch a site's Engagement Rate. Your goal is to retain as many of your site visitors as possible. The benchmark is drawn from paid and organic search traffic for all Zartico partners.

Source: Google Analytics 4.

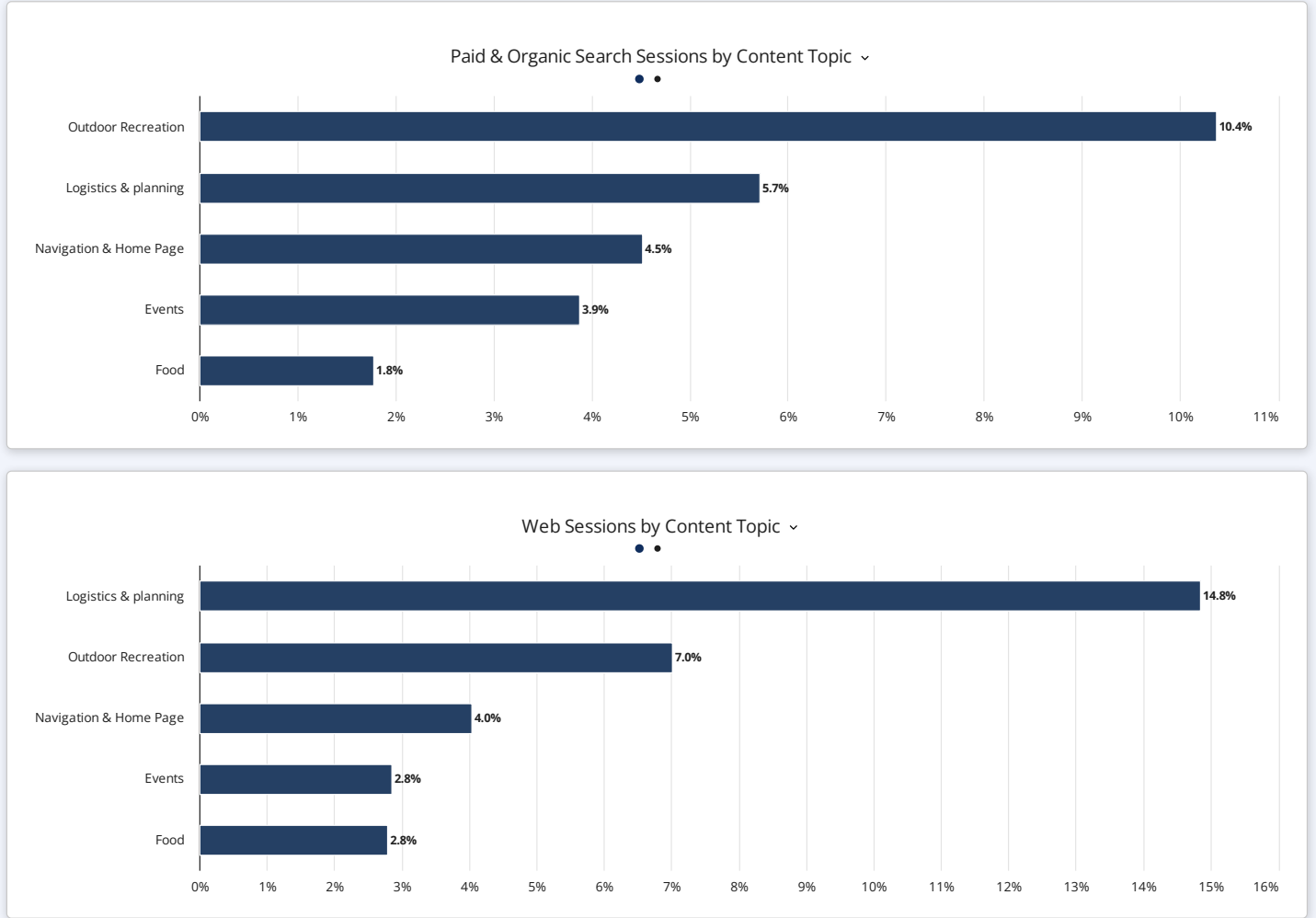


What content topics are users looking for?

Each page on your website is assigned a thematic grouping called a content topic. These help you identify what types of activities potential visitors are searching for as well as which types of content will perform well on your social channels, in paid content efforts and paid search.

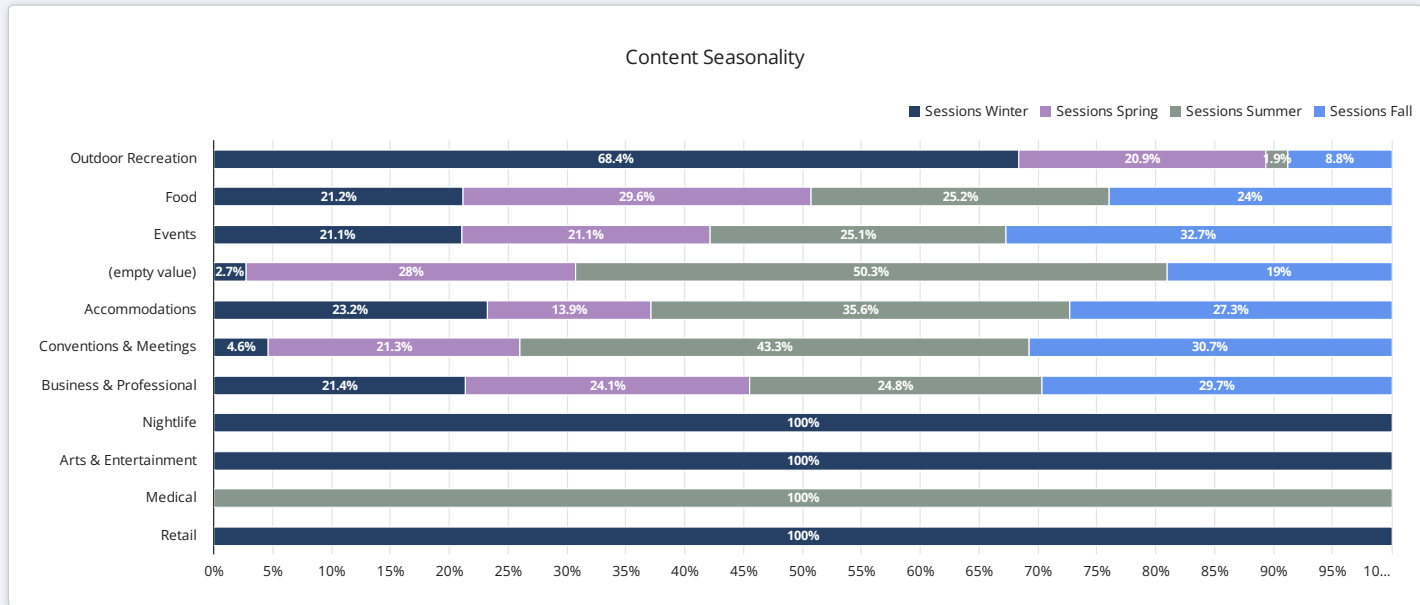
Tip: Click into either chart to explore page-by-page performance for pages within a content topic.

Source: Google Analytics 4 & Zartico.



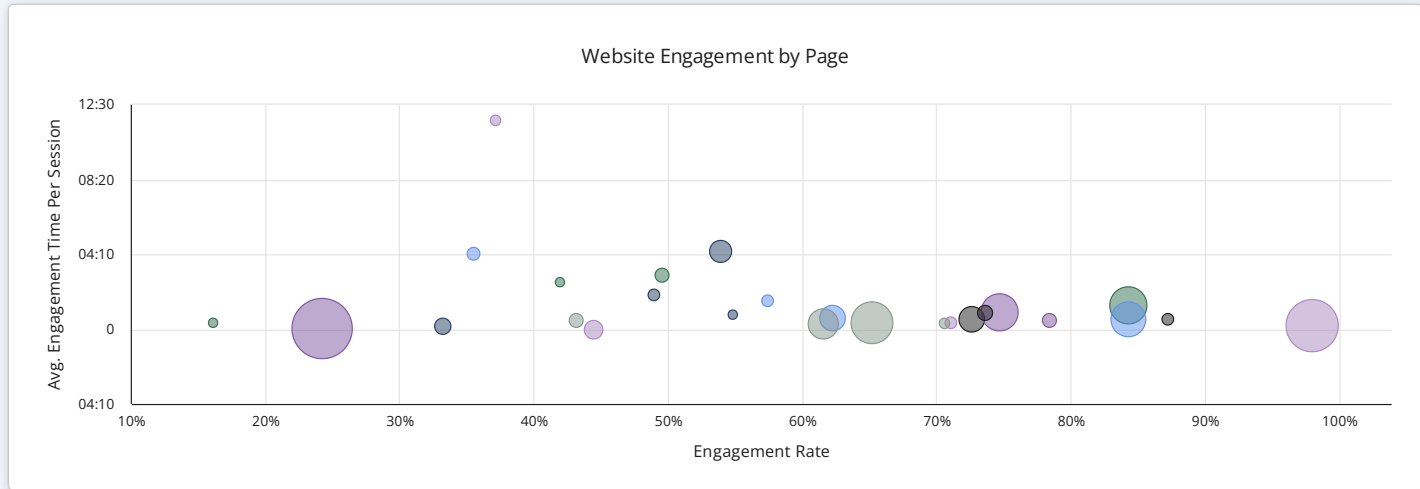
What season does each content topic see the most traffic?

This insight is not configured to the date filter above and instead will always show the last 12 months.
Source: Google Analytics 4.



What are the most engaging pages on your website?

Bubble size = Total Number of Sessions. Only top 25 visited pages included.
Source: Google Analytics 4.



What pages are good contenders for on-page optimization to increase organic traffic to the site?

These pages are good content to optimize to increase organic traffic. Tip: Click on the URL in the left column to open the page in your browser.
Source: Google Analytics 4.

High Traffic Pages with Low Organic Sessions			
Page Url	Views (>100) ▾	Organic Views % of Total (<50%)	Engagement Rate (>40%)
http://www.visitwausau.com/outdoor-activities/?bounds=false&view=list&sort=qualityScore	17.0 K	12%	97.9%
http://www.visitwausau.com/events/?gad=1	15.5 K	32%	84.3%
http://www.visitwausau.com/restaurants/?gad=1	13.7 K	39%	74.7%
<a "="" href="http://www.visitwausau.com/<!--Start copying Custom Button code--><link rel=" http:="" things-to-do="" www.visitwausau.com="">http://www.visitwausau.com/<!--Start copying Custom Button code--><link rel=	6.8 K	46%	65.2%
http://www.visitwausau.com/things-to-do/	4.8 K	38%	84.3%
http://www.visitwausau.com/places-to-stay/	4.0 K	15%	61.5%
http://www.visitwausau.com/basecamp/	1.5 K	4%	72.6%
http://www.visitwausau.com/sports-authority/?module=cms&page=566	197	45%	43.2%



DIGITAL MARKETING REPORT

Visit Wausau

Dec 2024



simpleview 

1. SEO

[SEO Executive Summary](#)

[Traffic Performance](#)

[Industry Comparison](#)

[Organic Traffic](#)

2. Paid Media

[Paid Media Executive Summary](#)

[Google Ads](#)

[Paid Search Performance](#)

3. Paid Social

[Facebook Ads](#)

Metric Name	How GA4 Tracks It	How UA Tracked It
Total Users	Total number of unique users who logged an event.	Primary user metric in UA; total number of users
New Users	Number of users who interacted with your site or launched your app for the first time The metric is measured by the number of new unique user IDs that logged the first_open or first_visit event.	Number of users who interacted with your site for the first time.
Active Users	Primary User metric in GA4: Number of distinct users who visited your website or app. An active user is any user who has an engaged session or when Analytics collects the first_visit event or engagement_time_msec parameter from your website.	N/A
Session	<p>AKA Session Start:</p> <p>To determine the session that each event comes from, the session_start event generates a session ID and Analytics associates the session ID with each subsequent event in the session.</p> <ul style="list-style-type: none">- A session will end when there has been more than a 30-minute period of inactivity (depending on the session timeout settings).- Sessions are not restarted at midnight or when new campaign parameters are encountered.- If a users comes back after a session has timed out, it will start a new session.	<p>Period of time a user is actively engaged with your website or app.</p> <ul style="list-style-type: none">- Has defined parameters for what may cause it to end, e.g. a session will end when there has been more than a 30-minute period of inactivity (depending on the session timeout settings), the timestamp has been cut off at midnight (according to the timezone the view is set up in), or new campaign parameters are encountered.- If a user comes back after a session timeout, it will start a new session.- If the user is on the website when midnight arrives, a new session will be started. If a user picks up new campaign parameters while on the site, a new session will be started.
Engaged Sessions	The number of sessions that lasted longer than 10 seconds, or had a conversion event, or had two or more screen/page views.	N/A

Metric Name	How GA4 Tracks It	How UA Tracked It
Pageview	AKA Views; Total number of app screens and/or web pages your users saw. Repeated views of a single screen/page are counted.	Total number of pages viewed. Repeated views of single pages are counted.
Unique Pageview	N/A	Total number of pages viewed but duplicates are not counted.
Bounce Rate	<p>Percentage of sessions that were not engaged sessions.</p> <p>- For example, if a users visits your website, reviews content on your homepage for less than 10 seconds, and then leaves without triggering any events or visiting any other pages/screens, then the session will count as a bounce.</p> <p>- An engaged session is a session that lasts for 10 seconds or longer, has one or more conversion events, or has two or more page/screen views. If a users doesn't have an engaged session (that is, they don't meet any of the criteria for an engaged session), then Analytics counts the session as a bounce.</p>	<p>Percentage of single page sessions in which there was no interaction with the page. A bounced session has a duration of 0 seconds.</p> <p>- For example, if a user visits your website and reviews content on your homepage for several minutes, but leaves without clicking on any links or triggering any events being recorded as interaction events, then the session will be counted as a bounce.</p>

Overall Traffic

This month, the site saw a total of approx. 41,000 users (+7% YOY), 50,000 sessions (+18% YOY), with 35,000 engaged sessions (+34% YOY), for an engagement rate of 70%.

The top channels driving traffic to the website were Organic Search (39% of total users), Paid Social (28%), and Cross-Network (16%).

Organic Traffic

There were approx. 16,000 organic users this month (+38% YOY), 21,000 sessions (+49% YOY), and 15,000 engaged sessions (+44% YOY), for an engagement rate of 73%.

The Events calendar was our top landing page again this month, with users growing by +74% YOY.

The success story this month belongs to the Blossom of Lights page, which saw organic users increase by an incredible +17,400% YOY (last year we had 3 users all month).

Other notable YOY increases include the Bowling Championships event listing (+6,560%), Sylvan Hill listing (+234%), Wausau Holiday Parade (+56%), and the 45x90 Club (+51%).

The site received approx. 17,000 organic clicks (+52% YOY) and 1.5 million impressions (+29% YOY). The CTR increased by +18% YOY and the ARP improved by -18% YOY.

"Sylvan Hill" was the top search query, with clicks growing by +841% YOY, while "Sylvan Hill Park" had the highest YOY user increase at +1,300%.

Another success story lies in "Christmas lights Wausau" and "Wausau Christmas lights," which received no clicks last year, but had an ARP of the top position this year and CTRs of 40%. "Wausau Christmas lights" rose more than 22 positions YOY!

The blog saw YOY gains across all metrics again this month, with approx. 500 users (+67% YOY), 600 sessions (+58% YOY), and 500 engaged sessions (+69% YOY). Total organic views rose by +61% YOY to nearly 800 views.

8 Winter Activities for Families was the top blog landing page with over 100 users (+62% YOY), while the Winter Time Event Roundup saw the largest YOY user increase at +116%.

Organic Summary

Sessions

20,664

▲ 49.0%

Engaged sessions

15,123

▲ 43.9%

Listing Referrals

4,399

▲ 38.3%

Event Referrals

1,404

▲ 114.7%

Newsletter Signups

3

▼ -82.4%

Visitor Guide Requests

8

▼ -42.9%

*Music Lovers Guide to Wausau

Create a blog dedicated to the music scene in Wausau to expand on the content of the Nightlife page, not only for those looking to listen to live music, but also for musicians who may be interested in checking out local music stores or attractions. Even those heading into the great outdoors may want to pick up a spare set of guitar strings before they get underway or grab a forgotten capo ahead of those fireside singalongs! Highlight any local bands or musicians with devoted local followings and bars/restaurants that regularly host live music. Lastly, include internal links to the Events Calendar and Nightlife pages to encourage further site exploration.

Keyword Research:

Wausau Conservatory of Music, 210 AMS; Wausau Music Center, 170 AMS; Wausau Music Center Wausau WI, 140 AMS; Wausau music store, 110 AMS; live music Wausau, 90 AMS; Wausau live music, 90 AMS; music stores in Wausau WI, 90 AMS; Jerry's Music Wausau, 70 AMS; Whitewater Music Hall Wausau, 40 AMS; live music in Wausau this weekend, 30 AMS; free live music in Wausau this weekend, 20 AMS; live music in Wausau tonight, 20 AMS; bars with live music in Wausau WI, 10 AMS

*Foraging in Wisconsin

Expand your outdoors content with a blog post featuring tips on foraging in the Wausau area. Foraging is a great way to learn more about your surroundings and can act as a scavenger hunt on your hikes or camping trips. Emphasize good foraging habits (only take from large patches, leaving some for the animals and enough to grow back next year), include internal links to listings for places where you can forage (laws vary based on federal, state, and county land), and highlight tools for plant/mushroom identification by linking to any outfitters or bookstores that carry field guides to Wisconsin plants and fungi or any organizations that offer classes or guided foraging hikes. Feature any restaurants that carry locally foraged seasonal items, like ramps or mushroom dishes in the spring for those who aren't ready to get out and gather the goods on their own.

Forageable foods in Wisconsin: morel mushrooms, ramps (aka wild leeks), asparagus, fiddlehead ferns, blueberries, black raspberries, june berries (aka service berries or Saskatoon berries), stinging nettles, acorns, walnuts, garlic mustard (an tasty invasive!), chanterelle mushrooms, dandelions, and varieties of hen of the woods mushrooms

Keyword Research:

foraging in Wisconsin, 70 AMS; mushroom foraging Wisconsin, 70 AMS; edible wild mushrooms in Wisconsin, 70 AMS; edible wild plants Wisconsin, 30 AMS; edible wild berries in Wisconsin, 20 AMS; Wisconsin foraging guide, 20 AMS;

People Also Ask: Is foraging illegal in Wisconsin? What is in season for foraging? Where to find wild ramps in Wisconsin? Where do morels grow in Wisconsin? Can you forage in WI state parks?

People Also Search For:

spring foraging in Wisconsin map; Wisconsin foraging calendar; Wisconsin foraging guide; fall foraging in Wisconsin; winter foraging in Wisconsin; edible plants in Wisconsin book; wild edible plants in Wisconsin; summer foraging in Wisconsin

PAID MEDIA EXECUTIVE SUMMARY

Dec 1, 2024 - Dec 31, 2024

Highlights

- Google campaigns saw year-over-year improvements, with a 160% increase in impressions, largely driven by the addition of the Badger State Games Performance Max campaign and re-enabling of the Outdoors Performance Max campaign.
- The increase in the account-level CPC was mainly due to increased competition with things to do keywords with Travel Wisconsin. This increase in competition has been seen with other Wisconsin DMOs, as well as general increase in CPC during the holiday season.
- Engaged sessions increased 113% compared to last year, with total conversions also increasing by 67%. The account-level 90% engagement rate was stronger than the industry average, with re-enabling the Outdoors Performance Max campaign being the main driver in these improvements.
- Partner Referrals beat another record high for 2024 with reaching 1,259 total. The Badger State Games campaign drove these referrals. Outdoor Rec Pageviews and Digital Guide Views also increased year-over-year.
- For Meta, the account-level CTR hit a record high since the account launched with a 2.7% CTR, nearly three times higher than the industry average of 1%. The Badger State Games campaign drove up the account-level metric with a campaign CTR of 3.7%, indicating user targeting and ad copy highly resonated with one and other.

Upcoming Campaigns and Opportunities

- Check in re: Sports and Accommodations Meta remarketing campaign assets/landing pages
- Check in re: NFL Draft campaign strategy/assets/landing page
- Check in re: winter skiing campaign/assets/landing page
- Check in re: new paid media channels (Spotify and CTV)

KPI Summary

Engagement Metrics		Google Search Metrics		Key Events	
Engaged sessions	10,981	Clicks	2,549	outdoor_rec_page_view	11,023
Engagement rate	90.22%	CTR	13.12%	partner_referral	1,259
Conversions	12,443	Avg. CPC	\$0.92	hotel_partner_referral	114
Engagement Time	00:00:24	Cost	\$2,346.68	book_direct_referral	24
				booking_widget_submission	9
				Grand total	12,443



SEO REPORT



OVERALL TRAFFIC SUMMARY

Dec 1, 2024 - Dec 31, 2024

Active Users

40,528

↑ 6.7%

Sessions

49,767

↑ 18.2%

Engaged Sessions

34,869

↑ 33.8%

Engagement Rate

70.06%

↑ 13.1%

Avg. Engagement Time

00:00:36

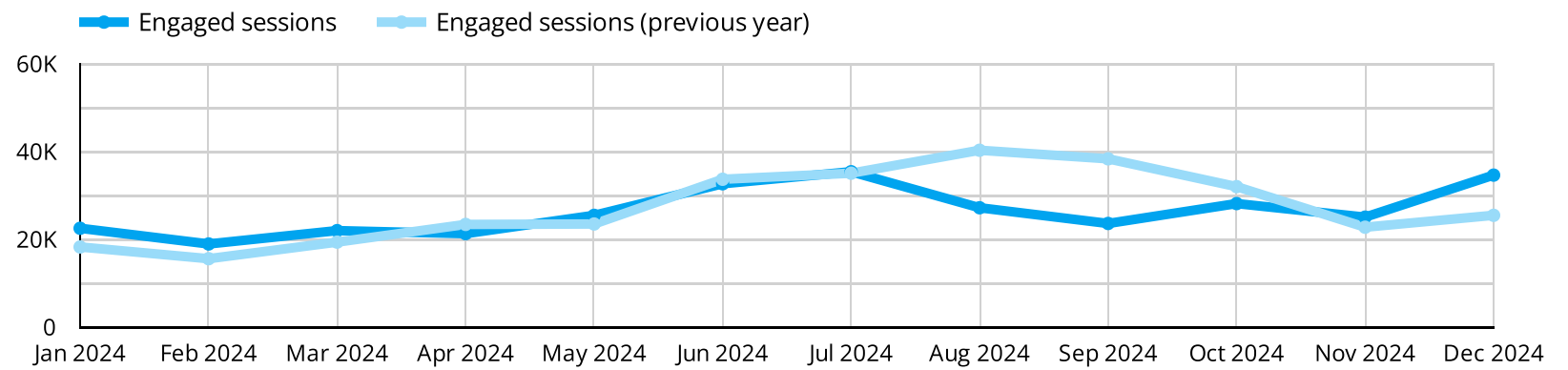
↑ 21.6%

Key Events

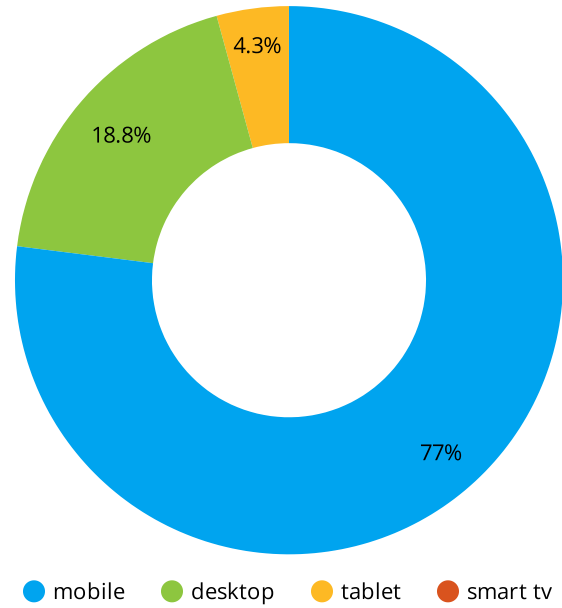
41,708

↑ 29.5%

Engaged Sessions over time (Last 12 months YoY)



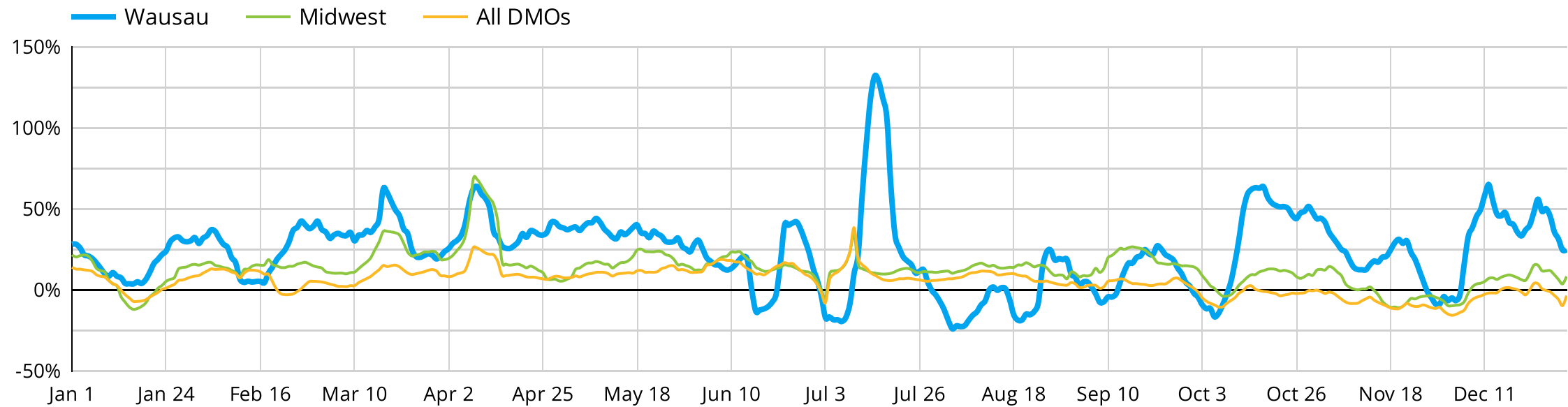
Device Category (Users)



By Channel

Session default channel group	Active users	Engaged sessions	Avg. Engagement Time
Organic Search	15,986	15,123	00:00:51
Paid Social	11,164	6,158	00:00:08
Cross-network	6,498	7,149	00:00:14
Paid Search	3,597	3,727	00:00:55
Direct	2,356	1,588	00:00:32
Organic Social	758	692	00:00:28
Unassigned	376	1	00:06:00
Referral	250	269	00:01:32
Email	208	101	00:00:24

Organic Search Sessions (Self, Region, All DMOs)



Website performances versus DMO averages?

Engagement Time per Session			
Channel	Industry	Your Site	% Diff
organic search	00:00:57	00:00:42	-26.1%
paid search	00:00:37	00:00:30	-18.69%
Grand total	00:00:35	00:00:28	-19.61%

Pages per Session			
Channel	Industry	Your Site	% Diff
organic search	2.15	1.89	-12.37%
paid search	1.99	2.09	5.17%
Grand total	1.74	1.68	-3.46%

Engagement Rate			
Channel	Industry	Your Site	% Diff
organic search	68.61%	69.13%	0.75%
paid search	56.9%	90.18%	58.51%
Grand total	53.6%	63.14%	17.81%

ORGANIC TRAFFIC SUMMARY

Dec 1, 2024 - Dec 31, 2024

Active users
15,986
↑ 38.1%

Sessions
20,664
↑ 49.0%

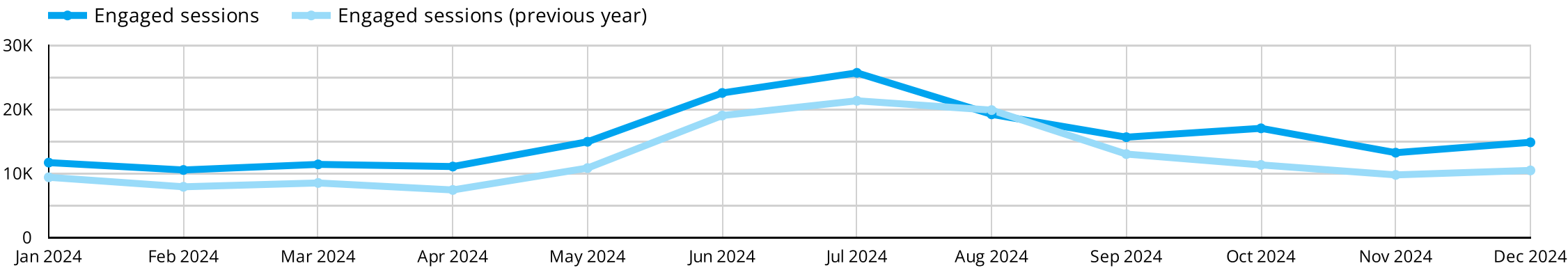
Engaged Sessions
15,123
↑ 43.9%

Engagement Rate
73.19%
↓ -3.4%

Engagement Time
00:00:51
↓ -8.8%

Key Events
18,661
↑ 87.9%

Organic Engaged Sessions over time (Last 12 months YoY)



Landing Page (Users)

Landing page	Active users	Key Events
/events/wausau-area-events-calendar	1,384	1,599
/listing/sylvan-hill-park/1823	879	1,281
/event/wisconsin-state-open-bowling-championships/2366	666	1,086
/	559	1,136
/events/annual-events-festivals/blossom-of-lights	525	120
/event/wausau-holiday-parade/6	387	33
/things-to-do/shopping-retail	343	331
/badger-state-games/winter-games	330	301
/45x90-club	247	48
/listing/liberty-mutual-insurance/1035	232	185

Key Events (formerly Conversions)

Event name	Key Events
partner_referral	5,803
non_hotel_partner_referral	5,645
external_link	3,146
three_pages_per_session	2,260
outdoor_rec_page_view	1,557
hotel_partner_referral	158
book_direct_referral	34
booking_widget_submission	26
digital_vg_views	18
vg_request	8
enews_thankyou	3

52.0%

↑ 28.6%

↑ 18.2%

↓ -17.6%

[illegible]

Organic Search Result Performance

Query	Landing Page	Url Clicks ▼	Impressions	Δ	URL CTR
sylvan hill	https://www.visitwausau.com/listing/sylvan-hill-park/1823/	296 <div></div>	2,157	1,097 ↑	13.72%
wausau parade	https://www.visitwausau.com/event/wausau-holiday-parade/6/	148 <div></div>	351	56 ↑	42.17%
wisconsin state bowling tournament 2025	https://www.visitwausau.com/event/wisconsin-state-open-bo...	147 <div></div>	322	-	45.65%
wausau	https://www.visitwausau.com/	138 <div></div>	16,751	1,374 ↑	0.82%
badger state games	https://www.visitwausau.com/badger-state-games/	131 <div></div>	295	-62 ↓	44.41%
menards wausau	https://www.visitwausau.com/listing/menards/1147/	129 <div></div>	11,294	957 ↑	1.14%
wausau wi	https://www.visitwausau.com/	126 <div></div>	11,729	2,404 ↑	1.07%
badger state games 2025	https://www.visitwausau.com/badger-state-games/winter-ga...	120 <div></div>	245	-	48.98%
christmas lights wausau	https://www.visitwausau.com/events/annual-events-festivals/...	120 <div></div>	301	-	39.87%
wausau christmas lights	https://www.visitwausau.com/events/annual-events-festivals/...	105 <div></div>	263	-	39.92%
sylvan hill park	https://www.visitwausau.com/listing/sylvan-hill-park/1823/	98 <div></div>	573	413 ↑	17.1%
sylvan hill wausau	https://www.visitwausau.com/listing/sylvan-hill-park/1823/	93 <div></div>	684	354 ↑	13.6%
things to do in wausau wi	https://www.visitwausau.com/events/wausau-area-events-ca...	87 <div></div>	1,070	1,067 ↑	8.13%
wausau events	https://www.visitwausau.com/events/wausau-area-events-ca...	70 <div></div>	437	-23 ↓	16.02%
badger state games	https://www.visitwausau.com/badger-state-games/winter-ga...	68 <div></div>	275	-75 ↓	24.73%
wausau tennis center	https://www.visitwausau.com/listing/wausau-tennis-center/2...	49 <div></div>	165	-	29.7%
wausau events this weekend	https://www.visitwausau.com/events/wausau-area-events-ca...	43 <div></div>	198	51 ↑	21.72%
wausau wisconsin	https://www.visitwausau.com/	43 <div></div>	4,325	428 ↑	0.99%
sullivan hill wausau	https://www.visitwausau.com/listing/sylvan-hill-park/1823/	42 <div></div>	257	-	16.34%
christmas light show wausau	https://www.visitwausau.com/events/annual-events-festivals/...	41 <div></div>	98	-	41.84%
rogalla tree farm	https://www.visitwausau.com/listing/rogallas-choose-and-cut...	40 <div></div>	164	-	24.39%
things to do in wausau wi	https://www.visitwausau.com/things-to-do/	40 <div></div>	1,066	306 ↑	3.75%
things to do in wausau	https://www.visitwausau.com/events/wausau-area-events-ca...	39 <div></div>	492	477 ↑	7.93%

ORGANIC BLOG TRAFFIC

Dec 1, 2024 - Dec 31, 2024

Active Users

514

↑ 67.4%

Sessions

567

↑ 57.9%

Engaged Sessions

474

↑ 69.3%

Key Events

189

↑ 44.3%

Total Organic Views

782

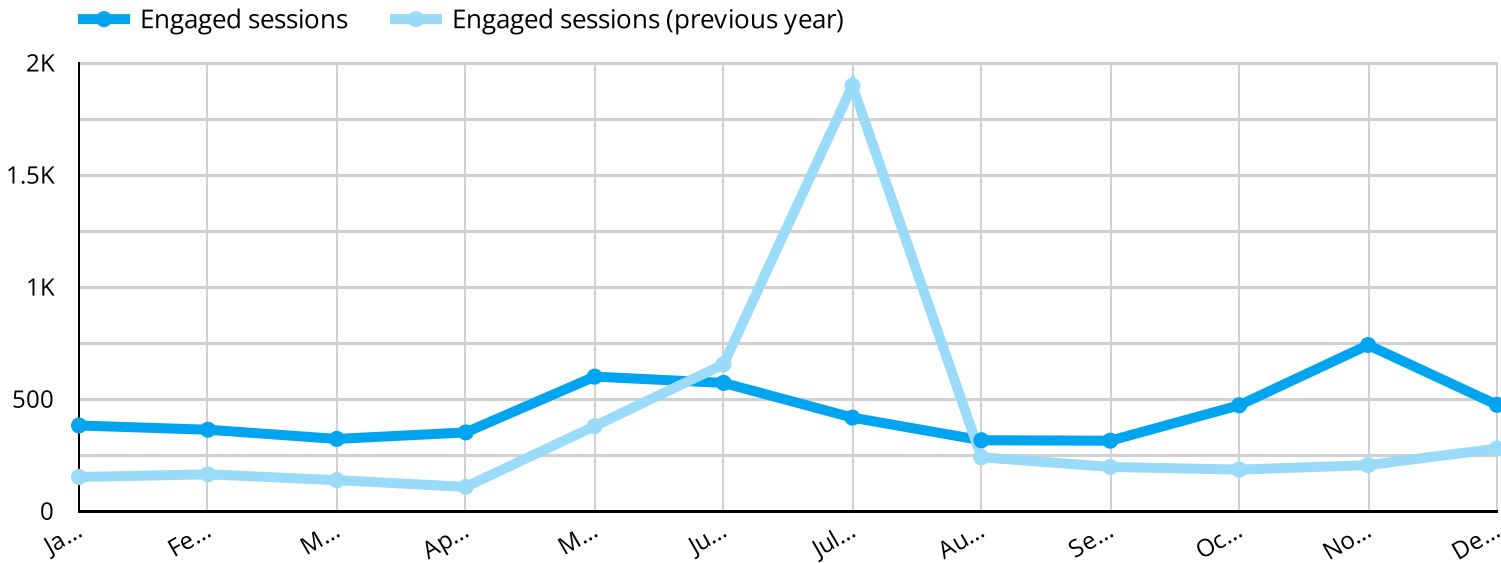
↑ 61.2%

Engagement Rate

83.60%

↑ 7.2%

Organic Engaged Sessions to the Blog over time (Last 12 months YoY)



Top Organic Landing Pages (Blog)

Landing page	Active users	Engaged sessions	Engagement rate
/blog/post/8-winter-activities-for-families-in-the-wausau-area	107	101	87.07%
/blog/post/holiday-dining-guide	94	87	85.29%
/blog/post/greater-wausau-winter-time-event-round-up	67	67	87.01%
/blog/post/greater-wausaus-best-supper-clubs	56	52	88.14%
/blog/post/spooky-tales-from-wausau	52	45	73.77%
/blog/post/beginners-guide-to-cross-country-skiing-at-nine-mile-county-forest	28	24	72.73%
/blog/post/holiday-drinks-in-wausau	27	25	92.59%
/blog/post/date-ideas	23	21	91.3%
/blog/post/the-best-indoor-spring-activities-in-the-wausau-area	7	7	100%
/blog/post/the-craft-breweries-in-the-wausau-area	6	6	100%



PAID MEDIA REPORT



Impressions

19,428

↓ -18.4%

Clicks

2,549

↓ -27.7%

CTR

13.12%

↓ -11.3%

Avg. CPC

\$0.92

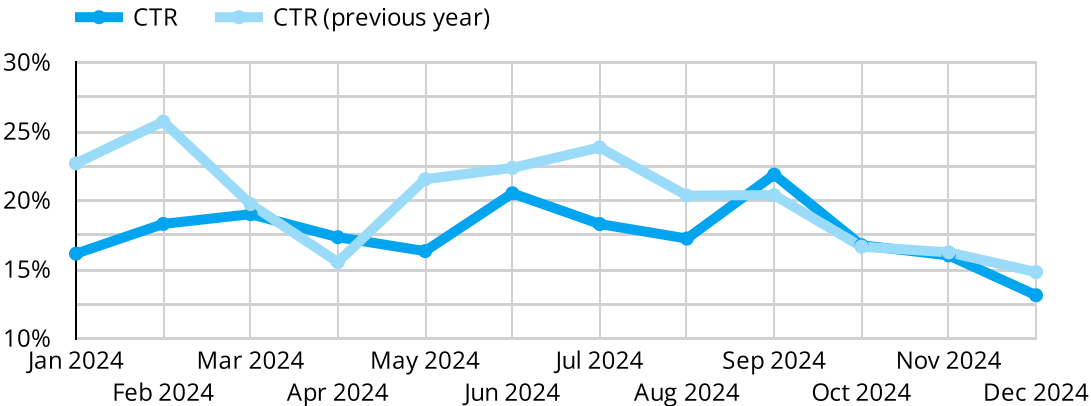
↑ 12.1%

Cost

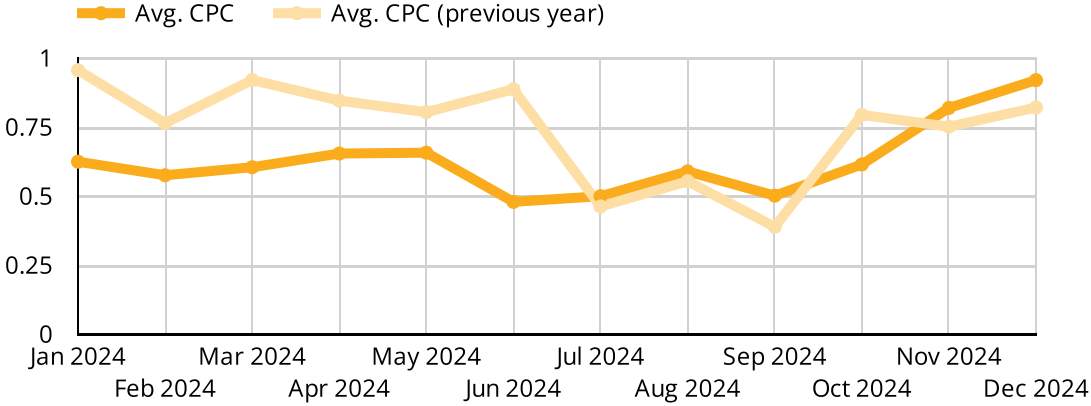
\$2,346.68

↓ -19.0%

Click through Rate (Last 12 months YoY)



Cost per Click (Last 12 months YoY)



Campaign Performance

Campaign	Impressions	Clicks	% Δ		CTR	% Δ	Avg. CPC	Cost
SV - Events	2,865	883	-8.6%	↓	30.82%	70.5%	\$0.26	\$226.66
SV - Things to Do	3,827	603	-26.2%	↓	15.76%	-23.2%	\$0.98	\$588.48
SV - Outdoors	4,224	445	-42.3%	↓	10.54%	-27.7%	\$1.33	\$594.03
SV - Dining	4,176	243	-57.5%	↓	5.82%	-38.3%	\$0.89	\$216.73
SV - Brand Tourism	1,391	198	62.3%	↑	14.23%	-32.0%	\$1.95	\$387.01
SV - Accommodations	2,945	177	-36.1%	↓	6.01%	-44.6%	\$1.89	\$333.77

GOOGLE ADS AD GROUPS - SEARCH ADS

Dec 1, 2024 - Dec 31, 2024

Top 5 - Campaign	Top 4 - Ad group	Impressions		Clicks	CTR	Avg. CPC	Cost
SV - Events	Events	2,508	807	<div></div>	32.18%	\$0.26	\$209.43
	Winter Events	357	76	<div></div>	21.29%	\$0.23	\$17.24
	ARTrageous	0	0	<div></div>	0%	\$0	\$0
	Annual Events	0	0	<div></div>	0%	\$0	\$0
	Total (5) ⓘ	2,865	883		30.82%	\$0.26	\$226.66
SV - Things to Do	Things to Do	2,941	506	<div></div>	17.21%	\$1.01	\$512.82
	Shopping	467	48	<div></div>	10.28%	\$0.6	\$28.96
	Arts, Culture & History	275	24	<div></div>	8.73%	\$1.16	\$27.94
	Nightlife	89	9	<div></div>	10.11%	\$0.86	\$7.7
	Total (16) ⓘ	3,827	603		15.76%	\$0.98	\$588.48
SV - Outdoors	Tubing & Sledding	1,189	186	<div></div>	15.64%	\$0.64	\$119.93
	Hiking & Biking	1,471	151	<div></div>	10.27%	\$2.54	\$384.01
	Snowmobiling	408	47	<div></div>	11.52%	\$0.86	\$40.29
	Skiing & Snowboarding	1,046	36	<div></div>	3.44%	\$0.9	\$32.55
	Total (10) ⓘ	4,224	445		10.54%	\$1.33	\$594.03
SV - Dining	Dining	4,000	236	<div></div>	5.9%	\$0.9	\$211.6
	Cozy Coffee Shops	93	5	<div></div>	5.38%	\$0.64	\$3.22
	Craft Beverages	83	2	<div></div>	2.41%	\$0.96	\$1.91
	Appetizer Adventure	0	0	<div></div>	0%	\$0	\$0
	Total (6) ⓘ	4,176	243		5.82%	\$0.89	\$216.73
SV - Brand Tourism	Wausau Visitor(s)	1,285	182	<div></div>	14.16%	\$1.92	\$349.87
	Wausau Travel & Tourism	93	11	<div></div>	11.83%	\$2.29	\$25.14
	Wausau	13	5	<div></div>	38.46%	\$2.4	\$12
	Total	1,391	198		14.23%	\$1.95	\$387.01



GOOGLE ADS KEYWORD SUMMARY - SEARCH ADS

Dec 1, 2024 - Dec 31, 2024

Top 5 - Campaign	Top 4 - Search keyword	Impressions		Clicks	CTR	Avg. CPC	Cost
SV - Events	wausau events	369	179	<div></div>	48.51%	\$0.25	\$44.29
	wausau events this weekend	238	122	<div></div>	51.26%	\$0.21	\$25.37
	events in wausau	232	97	<div></div>	41.81%	\$0.26	\$24.87
	events in wausau wi	355	85	<div></div>	23.94%	\$0.29	\$25
	Total (17) ☉	2,865	883		30.82%	\$0.26	\$226.66
SV - Things to Do	things to do in wausau wi	502	112	<div></div>	22.31%	\$0.97	\$109.15
	things to do in wausau	288	91	<div></div>	31.6%	\$0.98	\$89.06
	things to do wausau wi	364	42	<div></div>	11.54%	\$1.05	\$44.05
	things to do in wausau wisconsin	199	36	<div></div>	18.09%	\$1.09	\$39.23
	Total (54) ☉	3,827	603		15.76%	\$0.98	\$588.48
SV - Outdoors	snow tubing wausau	618	108	<div></div>	17.48%	\$0.64	\$69.31
	rib mountain state park trails	530	62	<div></div>	11.7%	\$2.24	\$138.97
	wisconsin snowmobiling	261	32	<div></div>	12.26%	\$0.85	\$27.14
	wausau sledding hill	249	26	<div></div>	10.44%	\$0.74	\$19.3
	Total (51) ☉	4,224	445		10.54%	\$1.33	\$594.03
SV - Dining	best places to eat in wausau	349	43	<div></div>	12.32%	\$0.96	\$41.22
	wausau restaurants	842	34	<div></div>	4.04%	\$0.93	\$31.48
	places to eat in wausau	537	25	<div></div>	4.66%	\$0.87	\$21.79
	downtown wausau restaurants	182	21	<div></div>	11.54%	\$0.56	\$11.73
	Total (29) ☉	4,176	243		5.82%	\$0.89	\$216.73
SV - Brand Tourism	visit wausau	745	118	<div></div>	15.84%	\$1.49	\$175.76
	visit wausau wi	510	52	<div></div>	10.2%	\$3.02	\$157.23
	wausau visitors bureau	25	10	<div></div>	40%	\$1.27	\$12.68
	wausau travel	85	5	<div></div>	5.88%	\$2.86	\$14.28
	Total (11) ☉	1,391	198		14.23%	\$1.95	\$387.01

Impressions

798,410

231.2%

Clicks

11,384

133.0%

CTR

1.43%

-29.7%

CPC

\$0.32

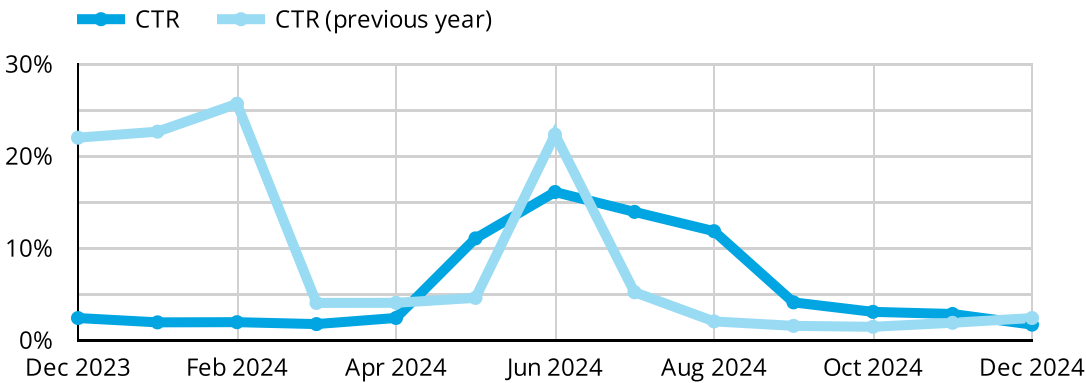
-49.1%

Cost

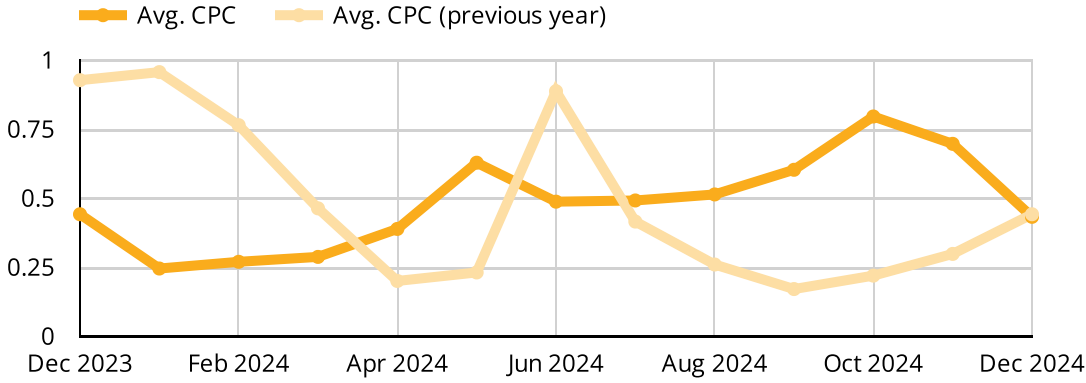
\$3,683.25

18.6%

Click through Rate (Last 12 months YoY)



Cost per Click (Last 12 months YoY)

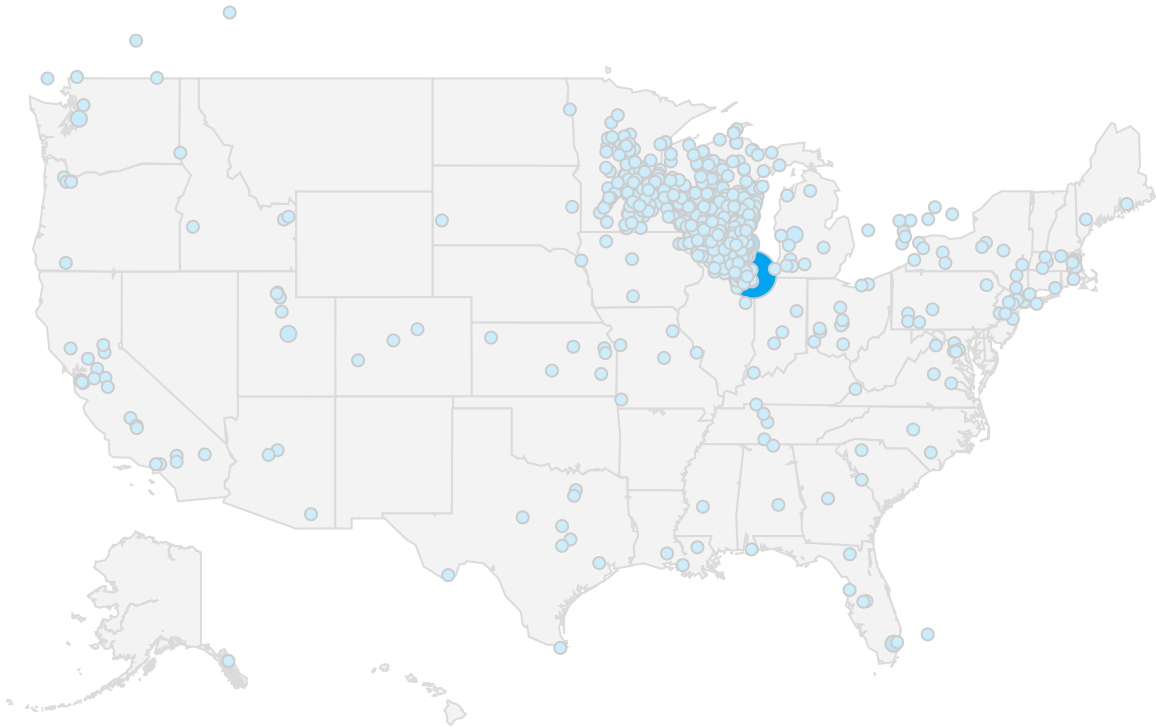


Campaign Performance

Campaign	Impressions	Clicks	% Δ	CTR	% Δ	Avg. CPC	Cost	% Δ
SV - Performance Max - Outdoors	728,518	8,282	103.6% ↑	1.14%	-19.0% ↓	\$0.07	\$608.64	31.9% ↑
SV - Badger State Games - Performance Max	66,542	2,969	-	4.46%	-	\$1.02	\$3,016.94	-
SV - Wisconsin's Basecamp - Performance Max	3,350	133	-	3.97%	-	\$0.43	\$57.67	-

Paid Search By City (Clicks)

City	Total Clicks
Chicago	2,609
Wausau	850
Minneapolis	774
Milwaukee	538
Appleton	234
Weston	200
Green Bay	170
Rockford	160
Eau Claire	160
Oshkosh	150
Hobart	141
West Milwaukee	134
Manitowoc	121
Kronenwetter	117
Stevens Point	115
Wauwatosa	101
Madison	87
Howard	87
North Fond du Lac	87
Mount Pleasant	85



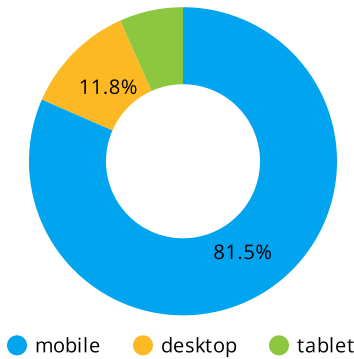
Paid Search Sources

Session source	Engaged sessions ▾	% Δ	Active users	Avg. Engagement Time	Engagement rate
google	10,981	113.4% ↑	10,093	00:00:24	90.22%

By Device Category

Device category	Engaged sessions ▾	% Δ	Active users	Avg. Engagement Time	Engagement rate
mobile	8,833 <div></div>	92.8% ↑	8,179 <div></div>	00:00:22	90.92%
desktop	1,208 <div></div>	147.5% ↑	1,178 <div></div>	00:00:46	88.69%
tablet	786 <div></div>	1,090.9% ↑	670 <div></div>	00:00:07	94.81%

Device Category (Total Users)



By Campaign

Session campaign	Engaged sessions	Active users ▾	Avg. Engagement Time	% Δ	Engagement rate	% Δ
SV - Performance Max - Outdoors	5,131 <div></div>	4,066 <div></div>	00:00:03	-77.8% ↓	98.75%	0.1% ↑
SV - Badger State Games - Performance Max	1,922 <div></div>	2,277 <div></div>	00:00:25	-	75.88%	-
SV - Events	745 <div></div>	703 <div></div>	00:01:27	6.8% ↑	87.13%	-1.9% ↓
SV - Things to Do	477 <div></div>	494 <div></div>	00:01:20	-0.3% ↓	84.57%	0.9% ↑
SV - Outdoors	393 <div></div>	367 <div></div>	00:00:36	6.6% ↑	95.16%	-1.7% ↓
SV - Dining	198 <div></div>	205 <div></div>	00:01:38	2.3% ↑	88.79%	-3.6% ↓
SV - Brand Tourism	149 <div></div>	153 <div></div>	00:01:35	-37.8% ↓	76.02%	-7.1% ↓
SV - Accommodations	147 <div></div>	148 <div></div>	00:01:24	28.8% ↑	82.58%	-8.7% ↓
SV - Wisconsin's Basecamp - Performance Max	78 <div></div>	96 <div></div>	00:01:20	-	71.56%	-
Grand total	9,328	8,527	00:00:27	-44.8% ↓	89.6%	-3.9% ↓

By Landing Page

Landing page	Total users ▾	Engaged sessions	Avg. Engagement Time	Engagement rate	Conversions
/outdoor-activities	5,556	6,684	00:00:03	99.69%	9,234
/events	658	664	00:01:41	94.45%	722
/things-to-do	505	476	00:01:29	89.98%	932
/outdoor-activities/tubing-sledding	387	410	00:00:33	100%	792
/outdoor-activities/snowmobiling	347	359	00:00:18	100%	469
/restaurants	269	242	00:01:39	86.12%	570
/pagead/aclk	240	108	00:00:00	42.86%	78
/outdoor-activities/skiing-snowboarding	220	243	00:00:25	100%	403
/outdoor-activities/pools-waterparks	193	198	00:00:27	100%	333
/outdoor-activities/hiking-trails	158	168	00:00:38	100%	335
/	149	129	00:01:31	75%	246
/badger-state-games	111	49	00:00:01	35.77%	7
/places-to-stay/hotels-motels	109	101	00:01:42	89.38%	221
/listing/grand-theater/708	97	72	00:00:27	68.57%	113
/basecamp	94	72	00:01:25	75%	83
/blog/post/greater-wausau-winter-time-event-round-up	69	66	00:01:15	91.67%	44
/events/wausau-area-events-calendar	67	78	00:01:12	89.66%	61
/things-to-do/shopping-retail	50	41	00:01:11	80.39%	58
/listing/sylvan-hill-park/1823	37	21	00:00:27	53.85%	35
/listing/granite-peak-ski-area/713	36	24	00:00:13	53.33%	28
/places-to-stay/bed-breakfast	34	34	00:01:09	89.47%	104
/outdoor-activities/cross-country-skiing-and-snowshoeing	30	34	00:00:56	100%	75
/events/weekend-events	29	28	00:01:24	90.32%	39

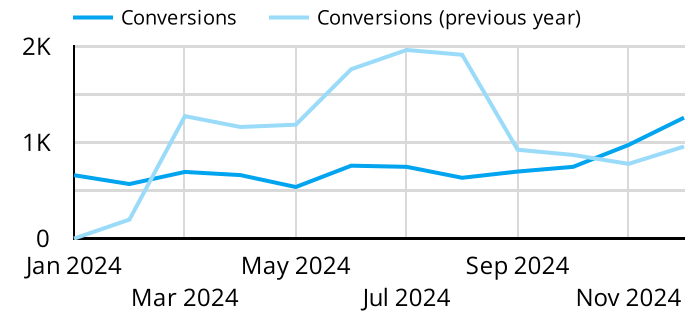
PAID SEARCH CONVERSION SUMMARY

Dec 1, 2024 - Dec 31, 2024

PARTNER REFERRAL

Conversions
1,259

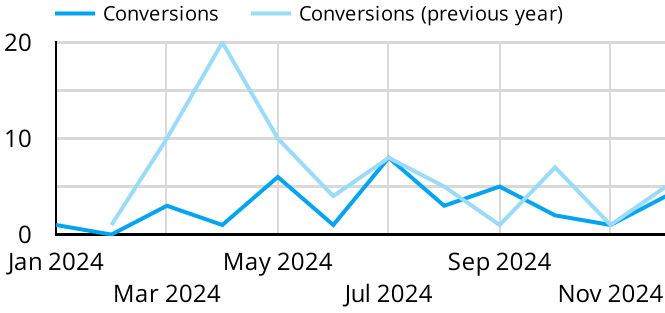
Date (Year Month) ▾	Conversions
Dec 2024	1,259
Nov 2024	975
Oct 2024	747
Sep 2024	698
Aug 2024	633
Jul 2024	747
Jun 2024	759
May 2024	537
Apr 2024	661
Mar 2024	694
Feb 2024	568
Jan 2024	660



VISITOR GUIDE REQUEST

Conversions
4

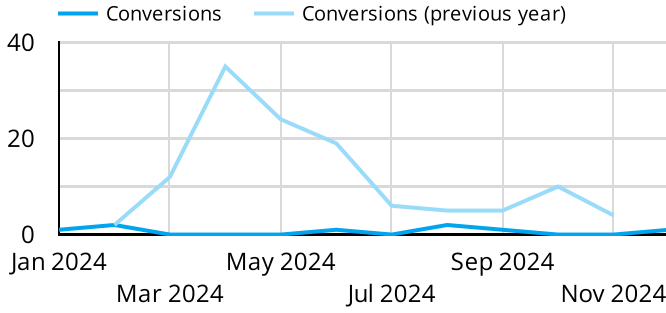
Date (Year Month) ▾	Conversions
Dec 2024	4
Nov 2024	1
Oct 2024	2
Sep 2024	5
Aug 2024	3
Jul 2024	8
Jun 2024	1
May 2024	6
Apr 2024	1
Mar 2024	3
Jan 2024	1



ENEWS SIGNUPS

Conversions
1

Date (Year Month) ▾	Conversions
Dec 2024	1
Sep 2024	1
Aug 2024	2
Jun 2024	1
Feb 2024	2
Jan 2024	1



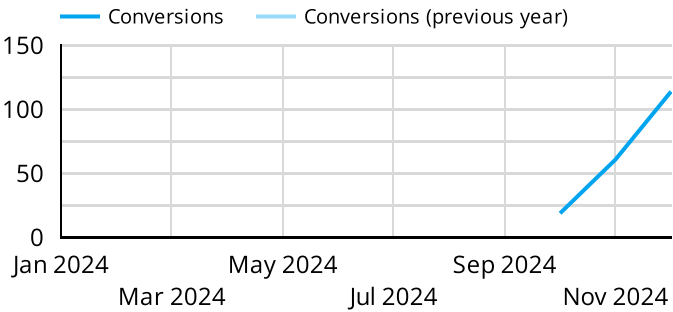
PAID SEARCH CONVERSION SUMMARY

Dec 1, 2024 - Dec 31, 2024

HOTEL PARTNER REFERRAL

Conversions
114

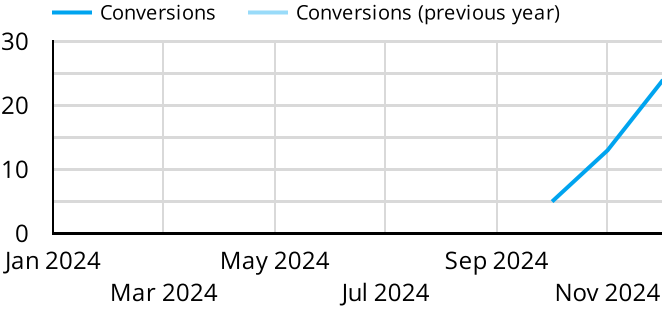
Date (Year Month) ▾	Conversions
Dec 2024	114
Nov 2024	61
Oct 2024	19



BOOK DIRECT REFERRAL

Conversions
24

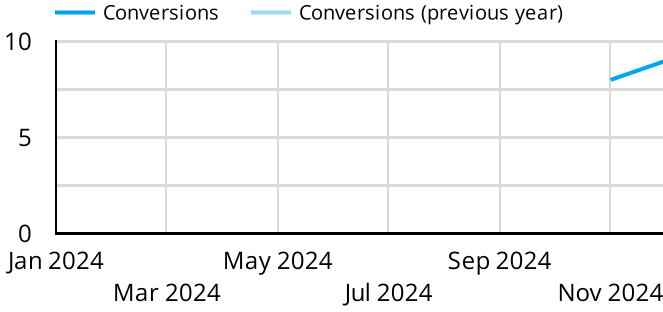
Date (Year Month) ▾	Conversions
Dec 2024	24
Nov 2024	13
Oct 2024	5



BOOKING WIDGET SUBMISSION

Conversions
9

Date (Year Month) ▾	Conversions
Dec 2024	9
Nov 2024	8



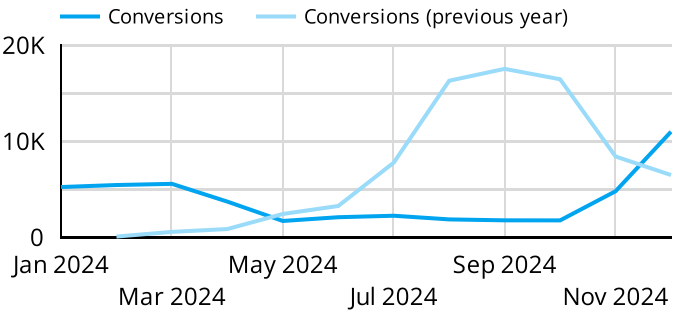
PAID SEARCH CONVERSION SUMMARY

Dec 1, 2024 - Dec 31, 2024

OUTDOOR REC PAGE VIEW

Conversions
11,023

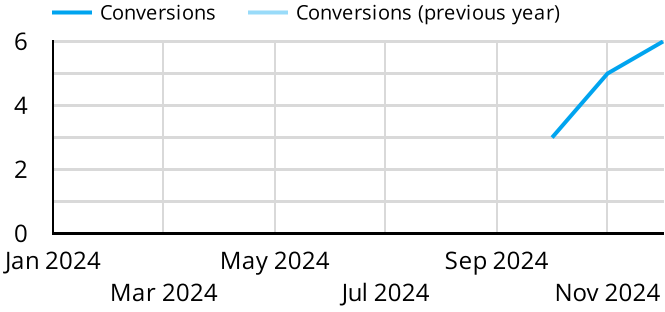
Date (Year Month) ▾	Conversions
Dec 2024	11,023
Nov 2024	4,824
Oct 2024	1,790
Sep 2024	1,796
Aug 2024	1,892
Jul 2024	2,275
Jun 2024	2,120
May 2024	1,730
Apr 2024	3,744
Mar 2024	5,595
Feb 2024	5,472
Jan 2024	5,263



OUTDOOR REC GUIDE VIEWS

Conversions
6

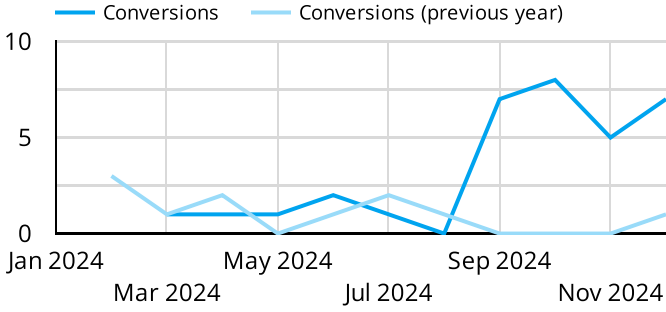
Date (Year Month) ▾	Conversions
Dec 2024	6
Nov 2024	5
Oct 2024	3



DIGITAL VISITOR GUIDE VIEWS

Conversions
7

Date (Year Month) ▾	Conversions
Dec 2024	7
Nov 2024	5
Oct 2024	8
Sep 2024	7
Jul 2024	1
Jun 2024	2
May 2024	1
Apr 2024	1
Mar 2024	1



Conversion by Campaign

Top 5 - Event name	Top 5 - Campaign		Conversions
vg_request	SV - Wisconsin's Basecamp - Performance Max	1	
	SV - Performance Max - Outdoors	2	
	SV - Accommodations	1	
	(organic)	0	
	Total		4
three_pages_per_session	SV - Wisconsin's Basecamp - Performance Max	29.4	
	SV - Things to Do	210.87	
	SV - Performance Max - Outdoors	289.57	
	SV - Outdoors	46.75	
	SV - Events	212.07	
	Total (14)		1,293
partner_referral	SV - Wisconsin's Basecamp - Performance Max	13.93	
	SV - Things to Do	173.04	
	SV - Performance Max - Outdoors	7.27	
	SV - Outdoors	87.68	
	SV - Events	144.08	
	Total (13)		1,259
outdoor_rec_page_view	SV - Wisconsin's Basecamp - Performance Max	21	
	SV - Things to Do	185.06	
	SV - Performance Max - Outdoors	7,665.83	
	SV - Outdoors	509.06	
	SV - Events	25.79	
	Total (13)		10,667
outdoor_rec_guide_views	SV - Things to Do	1	



PAID SOCIAL REPORT



Link clicks

13,651

35.8%

Impressions

512,587

-41.1%

CTR

2.66%

130.7%

CPC

\$0.24

-37.7%

Amount spent

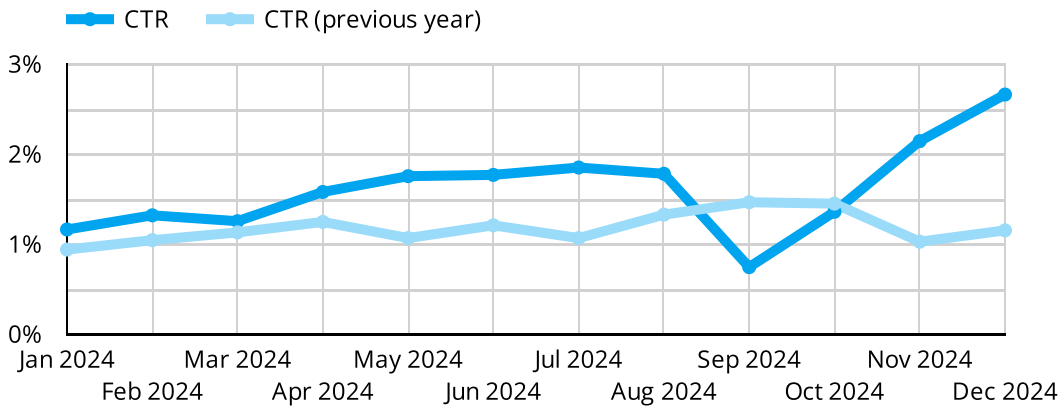
\$3,236.14

-15.4%

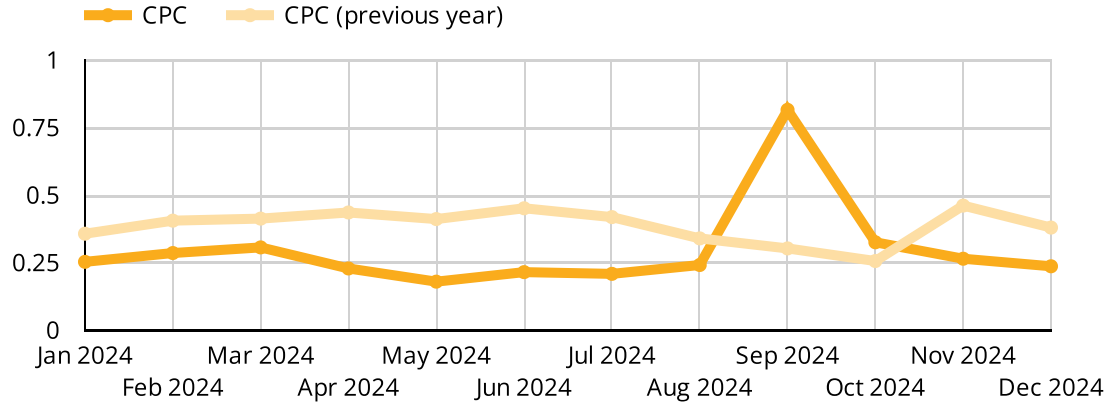
On-Facebook leads

11

Click through Rate (Last 12 months YoY)



Cost per Click (Last 12 months YoY)



User Engagement

Page likes

47

N/A

Post shares

83

-27.8%

Post reactions

703

-39.1%

Post comments

25

-63.2%

Campaign Performance

Campaign name	Impressions	Link clicks	% Δ	CTR	CPC	Cost
SV - Badger State Games	146,340	5,357	-	3.66%	\$0.21	\$1,135.57
SV - Outdoors	124,925	3,084	-38.3...	2.47%	\$0.17	\$528.81
Things to Do	110,501	2,700	11.6%...	2.44%	\$0.27	\$715.63
SV - Events	43,703	1,140	-	2.61%	\$0.15	\$171.59
Accommodations	44,881	655	-29.9...	1.46%	\$0.38	\$248.76
Food & Drink	32,316	648	-56.2...	2.01%	\$0.24	\$155.69
SV - Lead Form	9,921	67	139.3...	0.68%	\$4.18	\$280.09
Grand total	512,587	13,651	35.8%...	2.66%	\$0.24	\$3,236.14

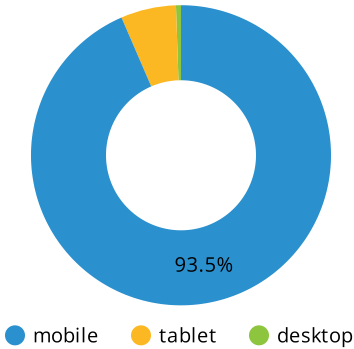
By Source

Session source	Active users ▾	% Δ	Sessions	Avg. Engagement Time	Engagement rate	Conversions
facebook	8,161	-	9,044	00:00:06	51.58%	3,825
facebook.com	2,944	-60.0% ↓	3,377	00:00:08	45.96%	663

By Device Category

Device category	Active users ▾	% Δ	Sessions	Avg. Engagement Time	Conversions
mobile	10,480 <div></div>	57.5% ↑	11,553 <div></div>	00:00:07	4,229
tablet	668 <div></div>	3.7% ↑	733 <div></div>	00:00:04	241
desktop	60 <div></div>	-40.6% ↓	68 <div></div>	00:00:28	51

Device Category (Users)



By Campaign

Session campaign	Active users ▾	Sessions	Avg. Engagement Time	% Δ	Engagement rate	% Δ	Conversions	% Δ
SV - Badger State Games	4,812 <div></div>	5,109 <div></div>	00:00:01	-	24.23%	-	124	-
SV - Outdoors	2,501 <div></div>	2,785 <div></div>	00:00:12	-	99.28%	-	3,619	-
Things to Do	1,955 <div></div>	2,279 <div></div>	00:00:07	-46.2% ↓	43.75%	-33.4% ↓	308	-41.0% ↓
SV - Events	891 <div></div>	1,033 <div></div>	00:00:16	-	74.54%	-	105	-
Accommodations	528 <div></div>	580 <div></div>	00:00:06	0.6% ↑	47.24%	-30.8% ↓	134	-12.4% ↓
Food & Drink	486 <div></div>	551 <div></div>	00:00:16	49.2% ↑	53.9%	-19.4% ↓	229	1.8% ↑
Lead Form	2 <div></div>	2 <div></div>	00:00:00	-100.0% ↓	50%	0.0%	0	-
Grand total	11,164	12,433	00:00:07	-24.2% ↓	49.53%	-40.0% ↓	4,521	-54.3% ↓



Wisconsin's Leader in Sports, Events & Tourism

GRANT APPLICATION

Event/Tournament Name:	MC United Mountain Bay Cup (Badger State Games)
Event Dates:	May 2-4, 2025
Local Organizing Committee:	MC United Soccer Club
Tax or EIN #:	26-1444638
Contact Person:	Colin Benell / Dan Kubat
Address:	PO Box 1071 Wausau WI 54402
Phone Day/Cell:	608-770-8492
Email:	tournaments@mcunitedsoccer.org
Amount Requested:	\$10,000

DESCRIPTION OF EVENT

Youth soccer tournament

EVENT HISTORY

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

We are proud to say that we have returned to pre-pandemic levels of participation. Early on establishing the tournament, we hosted teams from mainly our local areas, Eau Claire, and the Fox Valley. We now host teams from Illinois, Michigan, and Minnesota, and are able to draw competitive teams from Madison and Milwaukee. The Sports Authority has generously supported MC United Mountain Bay Cup since its inception 14 years ago. We are very proud to be the Badger State Games Soccer Tournament Host.

This tournament we plan to continue improving the event. We plan to have a Friday night (5/2) 'Showcase Match' under the lights on the main field. We hope to create a fun event where there is large crowd, music, and food vendors. We did this last year and it was a big success. On Saturday night (5/3) we plan to have a 'Coaches Match' under the lights as well. Again we hope to draw a big crowd to the complex at night and celebrate soccer. We are also hoping to have an academy type event where local 7-8 year olds can enjoy the tournament festivities and have fun playing against new teams. This could significantly boost the attendance and participation numbers. We anticipate using the Greenheck Turner Community Center for the event to further showcase the community and our sporting venues.

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

In 2024 our two tournaments were completely full and had a record number of teams, players, and spectators. Area hotels were near or at capacity for both of these weekends due to these events due to the high percentage of non-local



Wisconsin's Leader in Sports, Events & Tourism

teams participating in the events. We anticipate high interest in our tournaments for 2025 and building on the huge successes from 2024.

Efforts have also been made to highlight that this soccer tournament is the BSG. Our tournament logo has been improved and now states 'Official tournament of the BSG' (with the logo). The tournament's page also references this tournament as being the official tournament of the BSG. Our tournament on the Wisconsin Youth Soccer Association tournament center website lists, MC United Mountain Bay Cup 2025 (Badger State Games). This is the website where soccer clubs research when and where sanctioned youth soccer tournaments are being held in the state. Our tournament website also has the BSG logo & Sports Authority logos to recognize the partnership over the years.

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



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EVENT INFORMATION

Proposed Event Location/Facility:	Peoples Sports Complex
Has the facility been secured?	Yes
Number of Teams Expected:	140
Number of Participants Expected:	1,900 (players)
# Of Teams/Participants from outside 90 Miles:	75
Estimated Number of Family & Friends per participant:	3
Number of local teams:	65
Number of local participants:	700

HOTEL INFORMATION

Has contact been made with any area hotels? NO

If so, who?

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

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

Date					5/2	5/3	5/4
Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Rooms					300	600	X

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



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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: Colin Benell

Printed Name: Colin Benell

Date: 1/07/2025

Expenses

Referee payment	23545
County complex rent	6800
Golf carts	1500
Garbage	1262
Green Valley Septic	3500
Tents	1611
Ref assignor	3932
	42150

Signage	4800
BSG awards	3622
Other supplies	400
Ref assignor lodging	250
Referee lodging	2000
Coordinator stipend	1200
Referee food	400
Soccer dart rental	150
Hastys awards	766
	13588

WYSA application	500
WYSA post tournamnt	1440
	1940

1940

43580

13588

59108**Revenue****Registration fees****50,500****Vendors**

Kregers Bakery (local)	150
Bee Moua (local)	150
Touty Moua (local)	150
Jamaican Kitchen (local)	150
Blue Barn Scoops (local)	150

Top Tier (jerseys) (local)	150
Tier 1 (Custom apparel) (IN)	2162

3062**Concession****5000**

Est

50/50 raffle

NONE

Soccer darts**300**

Est

Grants**3000****TOTALS**

61862	Expenses
59108	Revenue
\$2,754	Earnings