



WCWCVB March 20, 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 10:00 A.M.

CVB Mission and Vision Statements

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

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

Meeting Agenda

- | | |
|---|----------------------------|
| 1. Call To Order | Fisher |
| 2. Roll Call | Patel |
| 3. Approval of January 24, 2024 Meeting Minutes | Fisher |
| 4. Approval of Financial Reports | Maguire |
| 5. Discussion and Possible Action of Sports Authority Grants | Fisher/Maguire |
| a. Ultimate Frisbee Tournament | |
| b. 2024 Horseshoe State Tournament | |
| 6. Executive Director's Report | White |
| 7. Marketing Update | Steinhilber/Wildman |
| 8. New Business | Fisher/White |
| a. Tourism Luncheon | |
| b. Board Positions/Matrix | |

9. Unfinished Business	Fisher
10. Committee Reports	Fisher
11. Announcements or Requests	Fisher
12. Next Meeting Date:	Fisher
a. May of 2024 – 2023 Audit Report	
13. Adjourn Meeting	Fisher

Microsoft Teams meeting

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Meeting ID: 218 626 002 245

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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.



January 24, 2024 Board Meeting Minutes

Granite Peak

11:00 am

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

Present: Jamie Polley, Greg Fisher, Allen Opall, Sean Wright, Tim Van De Yacht, Steve Krahn, Hooshang Zeyghami, Nick Patel, Tim White, Jodi Maguire, Alysa Steinhilber and Brenton Wildman

Present on Zoom: Yee Leng Xiong

Absent: Liz Brodek, Joan Joss & Jay Govardhan

Guest: Members of the Rib Knights Snowmobile Club – Joe President, Jennifer Johnson Membership Coordinator and Errin Kolden board member at large.

Call for a motion to accept the November 15, 2023, meeting minutes as printed by Fisher. Motion to accept, was made by Patel, second by Krahn, and approved by all.

Financial Reports

Krahn gave an overview of the 2023 year-end financials. Krahn stated Sports Authority had a great year and showed a profit of \$71,000 with the restricted funds not being accounted for. Krahn stated the CVB also had a great 2023 year with a net profit of \$100,000 with the restricted funds not being accounted for again. Krahn stated revenue is the CVB account surpassed what the planned budget was of \$47,000. Krahn stated the 2023 year was a success for both companies.

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

Sports Authority Grants

Battle At Bull Falls

Fisher stated there were two grant requests submitted for the board to review. Fisher turned the floor over to the Rib Knights Snowmobile Club who were requesting funds in the amount of \$6,000 for the Battle at Bull Falls Race at the Wausau 525 track in February.

White asked Rib Knights Snowmobile Club what the funds would be used for. Johnson stated funds would go to the cost of banners, posters, marketing of the event on the radio. Zeyghami asked what happens if the event is cancelled. Johnson stated February 12th will be the determination date if the event moves forward or if it is cancelled for 2024 due to the lack of snow. Krahn asked the Rib Knights how this event is different from past years. Johnson and Kolden explained the full event for 2024 will fall under their umbrella and in years past they always assisted with the event and provided volunteers. Zeyghami asked how many volunteers are needed for the event to be successful and if they ran into any difficulties finding volunteers. Johnson stated it takes about 115 volunteers to run the event and stated it can be a challenge to find worthy volunteers. Johnson and Kolden stated they will be conducting a survey for 2024 to help track the overnight stays to the area.

Call for a motion to accept the 2024 Battle at Bull Falls from the Rib Knights Snowmobile Club at \$6,000 as printed by Fisher. Motion to accept made by Polley second by Zeyghami approved by all.

2024 MC United Soccer Spring Tournament

Maguire gave an overview of the grant summary and stated a focus on branding the tournament as a Badger State Games was a focus for 2024. Van De Yacht suggested local teams should play in the morning while traveling teams should play in the late afternoon and evening to enhance the overnight stays, Patel agreed with Van De Yacht. Van De Yacht stated he would be in favor of funding more if they do a two-night minimum. Maguire stated she will take feedback to the organization.

Call for a motion to accept the 2024 Badger State Games Soccer Tournament from MC United at \$3,500 as printed by Fisher. Motion to accept made by Krahn second by Patel approved by all.

Executive Director Report

White stated the focus for 2024 is to stay the course by focusing on climate orientation. White stated this needs to be a focus for the destination by trying to weatherproof. White stated ways of doing this would be planning alternative itineraries for visitors to use while they are in our area. White stated he has been working on building the brand and rolling out a merchandise store for another source of revenue. White stated Steinhilber put together a 2024 Marketing Plan. Steinhilber gave a summary of the Marketing Plan. White stated internally, the staff have

been working on team building, education, and a focus on starting an EOS process. White stated externally, he has been meeting with community stakeholders and municipalities to listen, educate and develop a working partnership. Van De Yacht stated to White this was a good plan for 2024 and stated the organization needs to be strategic with funds. Fisher asked White how text and emails are being captured currently. White stated the organization just switched platforms and currently working with Act-On with Simpleview for the newsletters and SMS texting. White stated this is just being launched but they will be able to engage with visitors once the platform is complete. Van De Yacht asked how many subscribers are in the database now and White stated about 6,000 and continuing to receive leads daily. Patel suggested tracking emails from visitors who sign up for the 45 X 90 club.

Wright stated there needs to be a focus on Arts & Culture in the marketing strategies and stated he feels it is currently lacking. Wright stated some of his board members feel the shift in marketing went from sports to the outdoors with no mention of Arts & Culture. Krahn stated having the annual Town Hall Meeting might help bridge the misconceptions or help educate the focus. Van De Yacht agreed with Krahn and stated the annual Town Hall Meeting should take place before contract renewals. Van De Yacht asked the board if there should be two meetings instead of one – one focused for municipal leaders and another for community stakeholders and community members. Van De Yacht suggested hosting a meeting sooner than later with the Arts Board to discuss their concerns.

Board of Directors Matrix

Van De Yacht presented a board matrix he put together to help recruit members to the board. Suggestions that were brought forward by the board were; representation from the legal aspect, representation from the healthcare section, representation from the banking/finance industry, representation from the restaurant/hospitality industry, representation from real estate or realtor industry. Current members of the board will reach out to potential contacts. Formal letter of interest would be submitted for any potential interested board member.

Renewal of terms:

Van De Yacht, Patel, and Krahn terms were ending. Board discussed the renewal, and all three members were renewed for another two year term.

A call for a motion to renew terms for Van De Yacht, Patel, and Krahn made by Polley, second by Fisher approved by all.

Restricted Funds Acknowledgment

Maguire stated for auditing purposes the funds that were released through the restricted fund account for the City of Schofield and the Village of Weston need to be knowledge and approved by the board of Directors.

A call for amotion to acknowledge funds being release in the year 2023 for the City of Schofield and Village of Weston made by Krahn second by Opall, approved by all.

Take Aways on Town Hall Meeting Continued

Board of Directors discussed takeaways and feedback from the town hall. Krahn stated it was successful and it should be continued on a yearly basis. Van De Yacht stated it was engaging and educational piece for all members who attended.

New Business

White stated Tourism Luncheon will be held in May, more information will be sent out soon.

Committee Reports

Sports Authority Committee – White stated the community met in early December and will be meeting again in late February. Focus is new branding and how to support other organizations in our area.

Board discussed next meeting date and time. 11am on Wednesday, March 20, 2024, with location being at Granite Peak.

Call for a motion to adjourn by Krahn, second by Opall, approved by all. 1:36 pm.

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

	TOTAL		
	Jan - Feb 24	Budget	\$ Over/Under Budget
Ordinary Income/Expense			
Income			
331 · Restr. Weston Hold	31,864.12		
400 · CVB Income	0.00	0.00	0.00
402 · Gift Shop - Taxable	0.00	3,332.00	-3,332.00
403 · Gift Sales - Non Taxable	0.00	0.00	0.00
405 · Publication & Program Revenue	5,000.00	5,000.00	0.00
406 · Partnership Plans	0.00	2,000.00	-2,000.00
407 · DTN Income	668.00	6,250.00	-5,582.00
410 · Brochure Distribution Service	0.00	0.00	0.00
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	248.75	1,666.00	-1,417.25
432 · Interest Income	1,085.47	332.00	753.47
434 · Print & Design Income	0.00	84.00	-84.00
435 · Room Tax	151,006.35	145,000.00	6,006.35
440 · Sports Authority	0.00	0.00	0.00
441 · Grant Revenue	0.00	5,332.00	-5,332.00
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	189,872.69	168,996.00	20,876.69
Gross Profit	189,872.69	168,996.00	20,876.69
Expense			
500 · Conference Expenses	1,478.33	2,000.00	-521.67
534 · Print & Design Expenses	97.69	0.00	97.69
567 · Merchandise for resale	0.00	500.00	-500.00
569 · Property Tax	0.00	0.00	0.00
574 · Storage/Rent Events	0.00	0.00	0.00
576 · Outside Services	0.00	933.00	-933.00
607 · Advertising Expenses	5,275.27	15,800.00	-10,524.73
608 · Marketing Expense	142.43	10,800.00	-10,657.57
609 · Website	11,775.00	10,000.00	1,775.00
705 · Computer & Software Expense	1,274.26	1,566.00	-291.74
707 · Legal & Accounting	905.00	2,420.00	-1,515.00
708 · Dues & Subscriptions	7,436.42	2,420.00	5,016.42
710 · Office Expense	601.48	1,332.00	-730.52
712 · Visitors Magazine Expense	0.00	7,500.00	-7,500.00
715 · Bank & Credit Card Fees	178.95	332.00	-153.05

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

	TOTAL		
	Jan - Feb 24	Budget	\$ Over/Under Budget
720 · Vehicle Expense	36.93	750.00	-713.07
721 · Seminars & Training	51.70	332.00	-280.30
722 · Repairs & Maint	0.00	416.00	-416.00
730 · Health Insurance	4,706.09	7,250.00	-2,543.91
732 · Meals & Entertainment	443.99	816.00	-372.01
733 · Insurance	2,790.09	3,000.00	-209.91
755 · Telephone Expense	588.00	700.00	-112.00
756 · Equipment Lease	383.52	416.00	-32.48
760 · Postage	7.35	780.00	-772.65
770 · Rent /Storage Expense	1,683.85	2,900.00	-1,216.15
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	51,034.83	65,000.00	-13,965.17
809 · Employee Benefits	1,400.00	2,550.00	-1,150.00
810 · Payroll Taxes	3,834.70	5,000.00	-1,165.30
811 · Retirement Plan	1,228.83	1,460.00	-231.17
812 · Interest Expense Building	0.00	0.00	0.00
813 · Interest Expense EDIL	678.00	832.00	-154.00
890 · Penalty	0.00	0.00	0.00
Total Expense	98,032.71	147,805.00	-49,772.29
Net Ordinary Income	91,839.98	21,191.00	70,648.98
Other Income/Expense			
Other Expense			
931 · Restr. Weston Hold Release	5,000.00		
975 · Depreciation Expense	2,280.96	2,280.00	0.96
Total Other Expense	7,280.96	2,280.00	5,000.96
Net Other Income	-7,280.96	-2,280.00	-5,000.96
Net Income	84,559.02	18,911.00	65,648.02

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

	TOTAL		
	Jan - Feb 24	Budget	\$ Over/Under Budget
Ordinary Income/Expense			
Income			
331 · Restr. MMB Weston	8,028.37		
402 · Gift Shop	0.00	0.00	0.00
415 · Advertising	0.00	0.00	0.00
420 · Sponsorship	10,500.00	12,500.00	-2,000.00
422 · Registration Fees	15,747.90	18,750.00	-3,002.10
422A · BSG FS Registrations	603.29	5,000.00	-4,396.71
430 · Resale/Misc Revenue	635.51	3,000.00	-2,364.49
432 · Interest Income	172.70	84.00	88.70
434 · Print & Design Income	0.00	0.00	0.00
435 · Room Tax Revenue	0.00	0.00	0.00
440 · Sports Authority	29,830.27	25,000.00	4,830.27
441 · Grant Revenue	7,500.00	1,800.00	5,700.00
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
Total Income	73,018.04	66,134.00	6,884.04
Gross Profit	73,018.04	66,134.00	6,884.04
Expense			
500 · Conference Expenses	0.00	800.00	-800.00
534 · Print & Design Expenses	0.00	0.00	0.00
564 · Participant Supplies	2,500.00	6,400.00	-3,900.00
565 · Event Supply	852.05	7,000.00	-6,147.95
565A · Event Service Fees	0.00	7,000.00	-7,000.00
565B · Event Facility Fees	0.00	5,250.00	-5,250.00
565C · BSG FS Event Fees	30,000.00	63,000.00	-33,000.00
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	420.00	-420.00
576 · Outside Services	0.00	1,500.00	-1,500.00
607 · Advertising Expenses	0.00	2,500.00	-2,500.00
608 · Marketing Expenses	0.00	800.00	-800.00
609 · Website	67.51	170.00	-102.49
612 · Grant Expense	9,500.00	10,000.00	-500.00
705 · Computer & Software Expense	0.00	330.00	-330.00
707 · Legal & Accounting	0.00	660.00	-660.00
708 · Dues & Subscriptions	0.00	580.00	-580.00
709 · Miscellaneous Expense	0.00	0.00	0.00
710 · Office Expenses	313.30	416.00	-102.70
715 · Bank & Credit Card Fees	1,007.29	860.00	147.29
718 · Registration Fees Expense	225.00	500.00	-275.00

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

	TOTAL		
	Jan - Feb 24	Budget	\$ Over/Under Budget
720 · Vehicle Expense	0.00	900.00	-900.00
721 · Seminars & Training	0.00	332.00	-332.00
722 · Repairs & Maint	0.00	0.00	0.00
732 · Meals & Entertainment	27.52	416.00	-388.48
733 · Insurance	0.00	0.00	0.00
750 · Interest Expense	0.00	0.00	0.00
755 · Telephone Expenses	0.00	100.00	-100.00
756 · Equipment Lease	0.00	0.00	0.00
760 · Postage	57.30	466.00	-408.70
770 · Rent/Storage Expense	0.00	330.00	-330.00
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	6,226.06	11,100.00	-4,873.94
810 · Payroll Taxes	446.87	582.00	-135.13
813 · EIDL Interest Payment	162.00	200.00	-38.00
890 · Penalty	0.00	0.00	0.00
Total Expense	51,384.90	122,612.00	-71,227.10
Net Ordinary Income	21,633.14	-56,478.00	78,111.14
Net Income	21,633.14	-56,478.00	78,111.14

Wausau/Central WI CVB
Balance Sheet
As of February 29, 2024

	<u>Feb 29, 24</u>
ASSETS	
Current Assets	
Checking/Savings	
0100 · People's CVB Checking	234,303.86
0101 · People's CVB Money Market	644,744.18
Total Checking/Savings	<u>879,048.04</u>
Other Current Assets	
120 · Due From Sports Authority	406,965.53
Total Other Current Assets	<u>406,965.53</u>
Total Current Assets	1,286,013.57
Fixed Assets	
149 · Signage	11,653.19
150 · Furniture & Equipment	139,727.00
160 · Accum Depreciation	-97,777.44
Total Fixed Assets	<u>53,602.75</u>
TOTAL ASSETS	<u><u>1,339,616.32</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
227 · Accrued FICA/ FED	2,769.44
229 · Accrued Wis WH	2,280.30
236 · Accrued UC	20.49
240 · Accrued Interest	7,755.69
Total Other Current Liabilities	<u>12,825.92</u>
Total Current Liabilities	12,825.92
Long Term Liabilities	
281 · Disaster Relief Loan	145,828.50
Total Long Term Liabilities	<u>145,828.50</u>
Total Liabilities	158,654.42
Equity	
320 · Unrestricted Net Assets	744,601.88
325 · Restr. Net Assets - Schofield	133,353.00
326 · Restr. Net Assets - Weston	218,448.00
Net Income	84,559.02
Total Equity	<u>1,180,961.90</u>
TOTAL LIABILITIES & EQUITY	<u><u>1,339,616.32</u></u>

Wausau/Central Wisconsin Sports Authority Inc.

03/14/24

Balance Sheet

Cash Basis

As of February 29, 2024

	<u>Feb 29, 24</u>
ASSETS	
Current Assets	
Checking/Savings	
Badger State Games	1,113.33
Sports Authority CVB	8,032.16
0 · Community Foundation	45,464.68
100 · Peoples Sports Authority MM	82,779.26
101 · People's Sports Authority M	271,026.07
102 · People's Sports Authority CVB	129,738.96
105 · People's Badger State Games	131,547.63
Total Checking/Savings	<u>669,702.09</u>
Other Current Assets	
110 · N/R Wausau Marathon	7,500.00
Total Other Current Assets	<u>7,500.00</u>
Total Current Assets	<u>677,202.09</u>
TOTAL ASSETS	<u>677,202.09</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
120 · Due to CWVB	406,965.53
240 · Accrued Interest	1,700.47
Total Other Current Liabilities	<u>408,666.00</u>
Total Current Liabilities	408,666.00
Long Term Liabilities	
281 · Disaster Relief Loan	35,921.50
Total Long Term Liabilities	<u>35,921.50</u>
Total Liabilities	444,587.50
Equity	
31500 · Restr. MMB Rollover	157,623.00
32000 · Unrestricted Net Assets	53,358.45
Net Income	21,633.14
Total Equity	<u>232,614.59</u>
TOTAL LIABILITIES & EQUITY	<u>677,202.09</u>



Wisconsin's Leader in Sports, Events & Tourism

GRANT APPLICATION

Event/Tournament Name: USAU Lake Superior Conferences - Men's AND Women's
Event Dates: April 13-14, 2024
Local Organizing Committee: Northeast Wisconsin Ultimate Frisbee Association
Tax or EIN #: Tournament Director's social sec #: 388-90-5348
No EIN # yet - 501(c)3 is being applied for end of 2024.
Contact Person: Scott Sawinski
Address: 1066 Grassy Plains Dr. Neenah, WI 54956
Phone Day/Cell: 920-397-0801
Email: Scott.sawinski@hotmail.com
Amount Requested: \$ 1,500.00

DESCRIPTION OF EVENT

EVENT HISTORY

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

Ultimate Frisbee Tournament.
Since the mid 2015's (prior to COVID), Usa Ultimate brought its club sectional Championships to Eastbay Sports Complex. The event(s) were well received! Starting 2021, we began to bring the college events to the Wausau area. Each year we add a new division to the tournament. In 2024, we are proud to announce that not only are the top Division 1 + 3 men's teams coming to Wausau, but for the first time all Division 1 women's teams from the state of Wisconsin are also attending!

We are excited to host this two day ultimate frisbee tournament of all area colleges from Wisconsin and the U.P. of Michigan.



Wisconsin's Leader in Sports, Events & Tourism

EVENT INFORMATION

Proposed Event Location/Facility: Brockmeyer Park and surrounding schools

Has the facility been secured? Yes

Number of Teams Expected: 25 total

Number of Participants Expected: 400

Of Teams/Participants from outside 90 Miles: up to 20

Estimated Number of Family & Friends per participant: Additional 250 people

Number of local teams: 2 - UW-Stevens Point

Number of local participants: under 50

HOTEL INFORMATION

Has contact been made with any area hotels? NO

If so, who?

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

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

Date					4-12-24	4-13-24	
Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Rooms					50-60	60-65	

Total Number of Room Nights:	<u>2 NIGHTS</u>
Average Length of Stay:	<u>2 NIGHTS</u>
Estimated # of Guests per room:	<u>4-5</u>



Wisconsin's Leader in Sports, Events & Tourism

POLICIES AND PROCEDURES

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

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

Additional Criteria for Applicants to note:

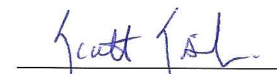
1. Any event seeking funding from the Sports Authority must hold the event in one of the communities represented by the Wausau/Central Wisconsin Convention & Visitors Bureau.
2. All area hotels must have an opportunity to submit a room block proposal through the CVB sales lead system in order for an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

Application Acknowledgement

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

Event Representative:

Printed Name:


SCOTT SAWINSKI

Date:

3-4-24



Wisconsin's Leader in Sports, Events & Tourism

GRANT APPLICATION

Event/Tournament Name: 102ND WISCONSIN STATE HORSESHOE TOURNAMENT
Event Dates: AUGUST 31 - SEPTEMBER 1, 2024
Local Organizing Committee: LITTLE BULL FALLS HORSESHOE CLUB (LBFHC)
Tax or EIN #: 32-0325983
Contact Person: KENT FRAILING
Address: 1432 OLD HIGHWAY 51, KRONENWETTER, WI 54455
Phone Day/Cell: 715-574-1459
Email: HORSESHOESKENT@OUTLOOK.COM
Amount Requested: \$5000.00

DESCRIPTION OF EVENT

EVENT HISTORY

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

THE LITTLE BULL FALLS HORSESHOE CLUB (LBFHC) HAS HOSTED THE STATE HORSESHOE TOURNAMENT SEVERAL TIMES OVER THE YEARS. WE ARE ALWAYS THE NUMBER 1 CHOICE BECAUSE OF OUR CENTRAL LOCATION AND WE ARE THE ONLY ORGANIZATION IN THE STATE THAT IS EQUIPPED TO HOST THE ENTIRE EVENT INDOORS.

THE LBFHC HOSTED THE 2018 STATE HORSESHOE TOURNAMENT IN MOSINEE, WI. WE ASKED THE MOSINEE VISITORS COMMITTEE FOR \$3500.00 TO HELP OFFSET THE COST OF HOSTING THE EVENT. THE COMMITTEE GRANTED THE LBFHC \$3500.00 THIS YEAR, THE LBFHC AND ITS BOARD OF DIRECTORS VOTED TO HOST THE STATE HORSESHOE TOURNAMENT IN MARATHON PARK. THE ENTIRE CLUB FELT THAT MARATHON PARK AND THE CITY OF WAUSAU HAD MORE TO OFFER TO THE LBFHC AND THE PARTICIPANTS COMPARED TO OTHER FACILITIES.



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EVENT INFORMATION

Proposed Event Location/Facility: MARATHON PARK, MULTI PURPOSE BLDG #6
 Has the facility been secured? YES
 Number of Teams Expected: _____
 Number of Participants Expected: 160
 # Of Teams/Participants from outside 90 Miles: 90
 Estimated Number of Family & Friends per participant: 3
 Number of local teams: _____
 Number of local participants: 20

HOTEL INFORMATION

Has contact been made with any area hotels? Yes
 If so, who? Holiday Inn & Suites HAMPTON, COUNTRY INN, BEST WESTERN, SUPER 8
DAYS INN, SUPER 8, MARRIOTT, LAQUINTA
 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					08-30-24	08-31-24	09-01-24
Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Rooms					50	50	20

Total Number of Room Nights:	<u>3</u>
Average Length of Stay:	<u>2</u>
Estimated # of Guests per room:	<u>2</u>



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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:

Printed Name:

Kent Frailing
KENT FRAILING

Date:

MARCH 13, 2024

03-13-2024 Sports Authority

Building Rental	\$512/day x 6 days	3072.00
Electrical Drop		165.00
Protective floor mat rental		850.00
Postage		100.00
Advertising + Brochures		600.00
Trophies / Plaques		1850.00
Marker tape to outline foul lines		150.00
Duct tape to secure mats		160.00
White spray paint for stakes		144.00
16 tampers		480.00
16 water cans		80.00
16 push brooms		240.00
8 spade shovels		128.00
		<hr/>
		\$8019.00