



## **WCWCVB May 29, 2024 Board Meeting**

Granite Peak  
227200 Snowbird Ave  
Wausau, WI 54401

### **In-Person Meeting and also available on Microsoft Teams**

Refreshments and lunch will be available

Meeting starts at 11:30 A.M.

### **CVB Mission and Vision Statements**

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

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

### **Meeting Agenda**

- |  |                             |
|--|-----------------------------|
| <b>1. Call To Order</b>  | <b>Fisher</b>               |
| <b>2. Roll Call</b>  | <b>Patel</b>                |
| <b>3. Approval of March 20, 2024 Meeting Minutes</b>   | <b>Fisher</b>               |
| <b>4. Approval of Financial Reports</b>  | <b>Maguire</b>              |
| <b>5. Discussion and Possible Action on 2023 Audit Findings</b><br>Hillary Sorge from MBE will present the 2023 audit reports. | <b>Fisher</b>               |
| <b>6. Discussion and Possible Action on List of Accommodations in two-year visitor guide publication</b>                       | <b>Fisher/White/Maguire</b> |



- |   |                       |
|---|-----------------------|
| <b>7. Discussion and Possible Action of Sports Authority Grants</b>   | <b>Fisher/Maguire</b> |
| a. Ultimate Frisbee Hotel Feedback from 2024 Tournament   |                       |
| b. Follow-Up on P&L for Horseshoe State Tournament from 2018  |                       |
| c. Wausau Hmong Festival 2024   |                       |
| d. Taste N' Glow Balloon Festival 2024  |                       |
| e. Bid Process & Fund Commitment for the World Horseshoe Tournament in 2026 & Future year.  |                       |
| <b>8. Executive Director's Report</b>   | <b>White</b>          |
| <b>9. Marketing Update</b>  | <b>White</b>          |
| <b>10. New Business</b>   | <b>Fisher/White</b>   |
| <b>11. Unfinished Business</b>  | <b>Fisher</b>         |
| <b>12. Committee Reports</b>  | <b>Fisher</b>         |
| <b>13. Announcements or Requests</b>  | <b>Fisher</b>         |
| a. Yee Leng Xiong's Resignation Letter  |                       |
| <b>14. Next Meeting Date:</b>   | <b>Fisher</b>         |
| a. September 2024   |                       |
| <b>15. Motion to adjourn to closed session pursuant to Wisconsin Statute Sections §19.85 (1) (c) and (f) for the purpose of considering performance evaluation data of a public employee over which the WCWCVB has jurisdiction and preliminary consideration of specific personnel problems which, if discussed in public, would likely have a substantial adverse effect upon the reputation of any person involved in such problems, including discussion regarding the following:</b> |                       |
| <b>A: Discussion of Personnel Matters</b>   |                       |
| <b>16. Reconvene into Open Session and take action on the closed session items, if necessary.</b>   |                       |
| <b>17. Adjourn Meeting</b>  | <b>Fisher</b>         |

## Microsoft Teams meeting

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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.





## March 20, 2024 Board Meeting Minutes

Granite Peak

10:00 am

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

**Present:** Jamie Polley, Greg Fisher, Allen Opall, Joan Joss, Tim Van De Yacht, Steve Krahn, Hooshang Zeyghami, Nick Patel, Tim White, Jodi Maguire, Alys Steinhilber and Brenton Wildman

Present on Zoom: Liz Brodek

**Absent:** Steve Krahn, Yee Leng Xiong & Sean Wright

Van De Yacht asked if a correction could be made on the January 24, 2024, meeting minutes. For the MC United grant request, Van De Yacht suggested to see if tournament leaders could have traveling teams play morning games and have local teams to play afternoon games. In the current January 24<sup>th</sup> meeting minutes, Maguire had these two switched around.

Call for a motion to accept the January 24, 2024, meeting minutes with corrected comment made by Van De Yacht made by Fisher. The motion to accept was made by Patel, second by Van De Yacht, and approved by all.

### Financial Reports

Maguire gave an overview of the current financials for 2024. Maguire stated both companies are doing okay but did see a dip in room tax for the 4<sup>th</sup> quarter of 2023 due to the seasonable weather and no snow. Maguire stated the staff are watching expenses to accommodate current financial needs. White stated the market is down due to the lack of the winter season but stated the team is looking at other revenue sources besides room tax. These would include



DTN Income, Partnership plans, and merchandise resale. Zeyghami asked for clarification on the 2023 year-end financial report. Zeyghami asked how a non-for-profit could have a surplus of net income. Maguire stated it is okay to have a positive year-end amount or a profit but not to have a continuous profit year after year, otherwise it wouldn't be a true non-for-profit status. Fisher stated the Badger State Games Alpine Skiing event held at the beginning of March was a success and numbers were up. Fisher stated just over 100 athletes competed where in years past it was around 75 to 80. Patel stated other markets in the Midwest are going through the same trends as we are with the winter season being lower than usual.

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

### **Sports Authority Grants**

Fisher stated there were two grant requests submitted for the board to review. Ultimate Frisbee and Horseshoe State Tournament. Fisher asked the board if they should be reviewed individually, and the board agreed.

### **Ultimate Frisbee**

Scott Sawinski is seeking \$1,500 for an Ultimate Frisbee tournament held April 14-15<sup>th</sup> at Brockmeyer Park. The Board of Directors asked if lodging data has been collected in the past for the tournaments. Maguire stated she believes Scott works with Hampton Inn & Suites to provide a block to athletes. Board stated majority of the teams are coming outside of the 90-mile radius.

Call for a motion to accept the 2024 Ultimate Frisbee Tournament in the amount of \$1,500 as printed by Fisher. Motion to accept made by Patel second by Van De Yacht, approved by all.

Maguire stated she will reach out to Mr. Sawinski to see if he can provide past lodging information and feedback/survey from the 2024 event.

### **2024 Horseshoe State Tournament**

Maguire gave an overview of the grant summary and stated the Little Bull Falls Club has hosted the state tournament in the past in Mosinee. Maguire stated they would like to move the tournament to Marathon Park to provide more opportunities for their athletes to experience while they stay in the area. Maguire stated this tournament takes place over the Labor Day weekend which is a low occupancy weekend for Central Wisconsin. Van De Yacht and Fisher asked what the funds would go towards. Maguire stated most of the grant would cover the rental fees at Marathon Park.

Zeyghami made a motion to accept the \$5,000 request as print for the 2024 Horseshoe State Tournament, second by Patel. Polley stated she would like to see a profit and loss statement from the previous time the state tournament was held in Mosinee before the full grant approval of \$5,000. Zeyghami stated he related the grant request to the Ultimate Frisbee due to the rental fee of \$3,500 leaving a balance of funds of \$1,500. Patel stated he was thinking along the same lines. Polley suggested having the club submit a P&L for the full \$5,000 to be



paid out. Polley stated she just wants to make sure funds are being used correctly. Zeyghami and Patel agreed.

Zeyghami amended his motion and stated the \$5,000 is subject to approval until a profit & loss statement can be reviewed by the board of directors on or before next board meeting. Patel second the motion, approved by all.

Van De Yacht suggested of grant recipients who are seeking funding through the Sports Authority, to purchase their trophy or medals through Sports Authority. Van De Yacht stated this could be another revenue source along with branding opportunities.

### **Executive Director Report**

White shared updated on the booking tool platform that will be added to the homepage of Visit Wausau. Patel asked if hotel nightly rates would have to be shared with the CVB. White stated no, it is all integrated. White stated Visit Wausau has been approved for the Travel Green organization and logo has been added to our website showing the partnership. White stated he is working on launching the merchandise store online. (Examples were passed out at the meeting) White stated this will be another source of income for the organization. Print on demand will be used so there wouldn't be any inventory. White stated the team had just returned from WIGCOT in Lake Geneva and stated the Arts Board of Wisconsin was recognized for 50 years. White handed out a visitor journey handout and explained the EOS system the staff have been integrating. White stated he was asked to join the Travel Wisconsin Outdoor Recreation Committee. Grande and Polley were also asked to join the committee for the Central Wisconsin area. White shared with the board some data statistics from Zartico showing the dip in overnight stays during the winter season. White invited all board members to the Tourism Luncheon that is scheduled for May 22<sup>nd</sup> in the Sundance Chalet at Granite Peak. White stated he is working on putting together a panel of leaders from our area and might have a speaker from outside the area as well. More information will be coming out soon via email.

White turned the floor over to Steinhilber to give an update on the current marketing strategies. PowerPoint Presentation was a recap of the winter season, December 1<sup>st</sup> through February 29, 2024. Steinhilber gave a brief overview of the current newsletter signups, visitor magazine signups along with the paid media that was created. Steinhilber stated there was a focus on Arts & Culture for our area along with sharing a variety of reel examples. Steinhilber stated a current campaign will be launching as of April 2<sup>nd</sup> with NBC for OTT video content of Visit Wausau. Two video examples were shared with the board.

### **New Business**

Updated board matrix was shared with the board members by Van De Yacht. Van De Yacht asked board members to go in and fill out a small questionnaire on qualities and assets each member brings to the organization. Van De Yacht stated this would be beneficial to see what aspects or roles are missing. Van De Yacht stated he will upload this matrix onto the shared google drive to all to review and fill out.



Patel asked Fisher for an update on the US Masters. Fisher stated it was a successful event and validated our community as being a place that offers high hospitality services. Van De Yacht and Fisher both stated there is a high probability of the event coming back to the Midwest in five years.

Next meeting date will be May 29<sup>th</sup> at 11:30am at Granite Peak.

Call for a motion to adjourn by Opall, second by Patel approved by all. 11:46 pm.



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

		TOTAL		
		Jan - Apr 24	Budget	\$ Over Budget
Ordinary Income/Expense				
Income				
330 · Restr. Schofield Hold	6,989.27			
331 · Restr. Weston Hold	31,864.12			
400 · CVB Income	0.00	0.00	0.00	
402 · Gift Shop - Taxable	0.00	6,664.00	-6,664.00	
403 · Gift Sales - Non Taxable	0.00	0.00	0.00	
405 · Publication & Program Revenue	5,000.00	20,000.00	-15,000.00	
406 · Partnership Plans	0.00	6,000.00	-6,000.00	
407 · DTN Income	2,966.40	12,500.00	-9,533.60	
410 · Brochure Distribution Service	420.00	1,900.00	-1,480.00	
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	3,332.00	-3,083.25	
432 · Interest Income	2,174.19	664.00	1,510.19	
434 · Print & Design Income	0.00	168.00	-168.00	
435 · Room Tax	156,334.05	160,000.00	-3,665.95	
440 · Sports Authority	0.00	0.00	0.00	
441 · Grant Revenue	0.00	10,664.00	-10,664.00	
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	205,996.78	221,892.00	-15,895.22	
Gross Profit	205,996.78	221,892.00	-15,895.22	
Expense				
500 · Conference Expenses	4,253.35	4,000.00	253.35	
534 · Print & Design Expenses	273.30	0.00	273.30	
567 · Merchandise for resale	0.00	1,500.00	-1,500.00	
569 · Property Tax	0.00	0.00	0.00	
574 · Storage/Rent Events	0.00	0.00	0.00	
576 · Outside Services	0.00	1,883.00	-1,883.00	
607 · Advertising Expenses	13,132.51	31,600.00	-18,467.49	
608 · Marketing Expense	591.87	21,600.00	-21,008.13	
609 · Website	21,835.00	20,000.00	1,835.00	
705 · Computer & Software Expense	1,274.26	2,932.00	-1,657.74	
707 · Legal & Accounting	1,407.00	4,840.00	-3,433.00	
708 · Dues & Subscriptions	9,442.97	4,840.00	4,602.97	
710 · Office Expense	1,207.40	2,664.00	-1,456.60	
712 · Visitors Magazine Expense	5,000.00	15,000.00	-10,000.00	



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

	TOTAL		
	Jan - Apr 24	Budget	\$ Over Budget
715 · Bank & Credit Card Fees	208.95	664.00	-455.05
720 · Vehicle Expense	65.93	1,500.00	-1,434.07
721 · Seminars & Training	701.70	664.00	37.70
722 · Repairs & Maint	0.00	832.00	-832.00
730 · Health Insurance	10,081.46	14,500.00	-4,418.54
732 · Meals & Entertainment	931.39	1,632.00	-700.61
733 · Insurance	4,703.91	6,000.00	-1,296.09
755 · Telephone Expense	1,184.04	1,400.00	-215.96
756 · Equipment Lease	767.04	832.00	-64.96
760 · Postage	27.83	1,560.00	-1,532.17
770 · Rent /Storage Expense	3,305.95	5,800.00	-2,494.05
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	89,034.01	125,000.00	-35,965.99
809 · Employee Benefits	2,900.00	5,100.00	-2,200.00
810 · Payroll Taxes	7,498.74	10,000.00	-2,501.26
811 · Retirement Plan	3,573.08	2,920.00	653.08
812 · Interest Expense Building	0.00	0.00	0.00
813 · Interest Expense EDIL	1,367.30	1,664.00	-296.70
890 · Penalty	0.00	0.00	0.00
<b>Total Expense</b>	<b>184,768.99</b>	<b>290,927.00</b>	<b>-106,158.01</b>
<b>Net Ordinary Income</b>	<b>21,227.79</b>	<b>-69,035.00</b>	<b>90,262.79</b>
<b>Other Income/Expense</b>			
<b>Other Expense</b>			
931 · Restr. Weston Hold Release	55,000.00		
975 · Depreciation Expense	4,561.92	4,560.00	1.92
<b>Total Other Expense</b>	<b>59,561.92</b>	<b>4,560.00</b>	<b>55,001.92</b>
<b>Net Other Income</b>	<b>-59,561.92</b>	<b>-4,560.00</b>	<b>-55,001.92</b>
<b>Net Income</b>	<b>-38,334.13</b>	<b>-73,595.00</b>	<b>35,260.87</b>



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

		TOTAL		
		Jan - Apr 24	Budget	\$ Over Budget
Ordinary Income/Expense				
Income				
330 · Restr. MMB Schofield	776.59			
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	13,000.00	25,000.00		-12,000.00
422 · Registration Fees	21,215.90	27,750.00		-6,534.10
422A · BSG FS Registrations	603.29	18,000.00		-17,396.71
430 · Resale/Misc Revenue	3,586.24	6,500.00		-2,913.76
432 · Interest Income	351.84	168.00		183.84
434 · Print & Design Income	0.00	0.00		0.00
435 · Room Tax Revenue	0.00	0.00		0.00
440 · Sports Authority	30,615.81	30,000.00		615.81
441 · Grant Revenue	7,500.00	3,600.00		3,900.00
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	2,025.92			
Total Income	87,703.96	111,018.00		-23,314.04
Gross Profit	87,703.96	111,018.00		-23,314.04
Expense				
500 · Conference Expenses	1,218.90	1,600.00		-381.10
534 · Print & Design Expenses	0.00	0.00		0.00
564 · Participant Supplies	2,842.00	13,200.00		-10,358.00
565 · Event Supply	1,606.99	14,000.00		-12,393.01
565A · Event Service Fees	5,189.73	14,000.00		-8,810.27
565B · Event Facility Fees	6,143.50	5,500.00		643.50
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	840.00		-840.00
576 · Outside Services	0.00	2,500.00		-2,500.00
607 · Advertising Expenses	864.00	5,000.00		-4,136.00
608 · Marketing Expenses	0.00	1,600.00		-1,600.00
609 · Website	67.51	340.00		-272.49
612 · Grant Expense	5,000.00	20,000.00		-15,000.00
705 · Computer & Software Expense	0.00	660.00		-660.00
707 · Legal & Accounting	0.00	1,320.00		-1,320.00
708 · Dues & Subscriptions	135.00	1,160.00		-1,025.00
709 · Miscellaneous Expense	0.00	0.00		0.00
710 · Office Expenses	313.30	832.00		-518.70



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

	TOTAL		
	Jan - Apr 24	Budget	\$ Over Budget
715 · Bank & Credit Card Fees	1,375.99	1,720.00	-344.01
718 · Registration Fees Expense	1,125.00	1,000.00	125.00
720 · Vehicle Expense	0.00	1,800.00	-1,800.00
721 · Seminars & Training	0.00	664.00	-664.00
722 · Repairs & Maint	0.00	0.00	0.00
732 · Meals & Entertainment	27.52	832.00	-804.48
733 · Insurance	0.00	0.00	0.00
750 · Interest Expense	0.00	0.00	0.00
755 · Telephone Expenses	0.00	200.00	-200.00
756 · Equipment Lease	0.00	0.00	0.00
760 · Postage	95.28	932.00	-836.72
770 · Rent/Storage Expense	0.00	660.00	-660.00
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	14,054.86	22,200.00	-8,145.14
810 · Payroll Taxes	1,011.52	1,164.00	-152.48
811 · Retirement Plan	0.00	668.00	-668.00
813 · EIDL Interest Payment	326.70	400.00	-73.30
890 · Penalty	0.00	0.00	0.00
932 · Restr. MMB Rib Mtn. Release	5,700.00		
<b>Total Expense</b>	<b>110,553.24</b>	<b>177,792.00</b>	<b>-67,238.76</b>
<b>Net Ordinary Income</b>	<b>-22,849.28</b>	<b>-66,774.00</b>	<b>43,924.72</b>
<b>Net Income</b>	<b>-22,849.28</b>	<b>-66,774.00</b>	<b>43,924.72</b>



Wausau/Central WI CVB  
**Balance Sheet**  
As of April 30, 2024

	Apr 30, 24
<b>ASSETS</b>	
<b>Current Assets</b>	
Checking/Savings	
0100 · People's CVB Checking	146,163.11
0101 · People's CVB Money Market	602,786.76
Total Checking/Savings	748,949.87
Other Current Assets	
120 · Due From Sports Authority	415,358.98
Total Other Current Assets	415,358.98
Total Current Assets	1,164,308.85
<b>Fixed Assets</b>	
149 · Signage	11,653.19
150 · Furniture & Equipment	139,727.00
160 · Accum Depreciation	-100,058.40
Total Fixed Assets	51,321.79
<b>TOTAL ASSETS</b>	<b>1,215,630.64</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
Other Current Liabilities	
227 · Accrued FICA/ FED	2,824.54
229 · Accrued Wis WH	1,745.86
240 · Accrued Interest	7,755.69
Total Other Current Liabilities	12,326.09
Total Current Liabilities	12,326.09
<b>Long Term Liabilities</b>	
281 · Disaster Relief Loan	145,235.80
Total Long Term Liabilities	145,235.80
Total Liabilities	157,561.89
<b>Equity</b>	
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	-38,334.13
Total Equity	1,058,068.75
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>1,215,630.64</b>



**Wausau/Central Wisconsin Sports Authority Inc.**  
**Balance Sheet**  
**As of April 30, 2024**

	Apr 30, 24
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
Badger State Games	1,075.37
Sports Authority CVB	8,032.29
0 · Community Foundation	47,490.60
100 · Peoples Sports Authority MM	82,868.93
101 · People's Sports Authority M	276,358.11
102 · People's Sports Authority CVB	123,165.25
105 · People's Badger State Games	94,469.27
<b>Total Checking/Savings</b>	633,459.82
<b>Other Current Assets</b>	
110 · N/R Wausau Marathon	7,500.00
<b>Total Other Current Assets</b>	7,500.00
<b>Total Current Assets</b>	640,959.82
<b>TOTAL ASSETS</b>	<b>640,959.82</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
Other Current Liabilities	
120 · Due to CWVB	415,358.98
240 · Accrued Interest	1,700.47
<b>Total Other Current Liabilities</b>	417,059.45
<b>Total Current Liabilities</b>	417,059.45
<b>Long Term Liabilities</b>	
281 · Disaster Relief Loan	35,768.20
<b>Total Long Term Liabilities</b>	35,768.20
<b>Total Liabilities</b>	452,827.65
<b>Equity</b>	
31500 · Restr. MMB Rollover	157,623.00
32000 · Unrestricted Net Assets	53,358.45
Net Income	-22,849.28
<b>Total Equity</b>	188,132.17
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>640,959.82</b>



# Accommodations



**Americinn Lodge & Suites**  
4115 Barbican Avenue • Weston  
715-355-0077  
[www.wyndhamhotels.com/americiinn](http://www.wyndhamhotels.com/americiinn)



**Bantr**  
805 Creske Avenue • Rothschild  
715-241-6300



**Comfort Inn & Suites**  
5810 Schofield Avenue • Weston  
715-355-9955  
[www.choicehotels.com](http://www.choicehotels.com)



**Country Inn & Suites**  
1520 Metro Drive • Schofield  
715-359-1881  
[www.radissonhotels.com](http://www.radissonhotels.com)



**Courtyard by Marriott**  
1000 South 22nd Avenue • Wausau  
715-849-2124  
[www.marriott.com](http://www.marriott.com)



**Days Inn & Suites - Rib Mountain**  
225520 Rib Mountain Drive • Wausau  
715-355-5501  
[www.daysinn.com](http://www.daysinn.com)



**Fairfield Inn & Suites by Marriott**  
7100 Stone Ridge Drive • Weston  
715-241-8400  
[www.marriott.com](http://www.marriott.com)



**Hampton Inn**  
615 South 24th Avenue • Wausau  
715-848-9700  
[www.hilton.com](http://www.hilton.com)



**Hilton Garden Inn Wausau**  
151401 County Rd N1N • Wausau  
715-298-5775  
[www.hilton.com](http://www.hilton.com)



**Holiday Inn Express Hotel & Suites**  
4210 Barbican Avenue • Weston  
715-359-1280  
<https://www.ihg.com>



**Jefferson Street Inn**  
201 Jefferson Street • Wausau  
715-845-6500  
[www.jeffersonstreetinn.com](http://www.jeffersonstreetinn.com)



**LaQuinta Inn & Suites**  
1910 Stewart Avenue • Wausau  
715-842-0421  
[www.wyndhamhotels.com/laquinta](http://www.wyndhamhotels.com/laquinta)



**Reliance Inn**  
116 South 17th Avenue • Wausau  
715-298-6440  
[www.stayreliance.com](http://www.stayreliance.com)



**Rib Mountain Inn**  
227305 Boulder Ridge Circle • Wausau  
715-848-2802  
[www.ribmtinn.com](http://www.ribmtinn.com)



**Super 8**  
2006 Stewart Avenue • Wausau  
715-848-2888  
[www.wyndhamhotels.com](http://www.wyndhamhotels.com)



**Best Western Plus-Wausau Tower Inn**  
201 N 17th Avenue • Wausau  
715-845-4341  
[www.wyndhamhotels.com](http://www.wyndhamhotels.com)



## BED AND BREAKFASTS

**Bougainvillea Bed and Breakfast**  
511 Franklin St • Wausau  
715-581-7973  
[www.bougainvilleabandb.com](http://www.bougainvilleabandb.com)

**Stewart Inn**  
521 Grant Street • Wausau  
262-639-5500  
[www.stewartinn.com](http://www.stewartinn.com)

**Inn at the River**  
2625 Northwestern Avenue • Wausau  
715-449-2091  
[www.innathriver.net](http://www.innathriver.net)

**Owl Ridge Cabin**  
163554 Owl Ridge Road • Wausau  
715-323-2010  
[www.owlridercabin.com](http://www.owlridercabin.com)



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lodging on our website @  
[www.visitwausau.com/  
places-to-stay](http://www.visitwausau.com/places-to-stay)

### AMENITIES KEY





# Accommodations



**Americinn Lodge & Suites**  
4115 Barbican Avenue • Weston  
715-355-0077  
[www.wyndhamhotels.com/mericinn](http://www.wyndhamhotels.com/mericinn)



**Bantr**  
805 Creske Avenue • Rothschild  
715-241-6300



**Comfort Inn & Suites**  
5810 Schofield Avenue • Weston  
715-355-9955  
[www.choicehotels.com](http://www.choicehotels.com)



**Country Inn & Suites**  
1520 Metro Drive • Schofield  
715-359-1881  
[www.radissonhotels.com](http://www.radissonhotels.com)



**Courtyard by Marriot**  
1000 South 22nd Avenue • Wausau  
715-849-2124  
[www.marriott.com](http://www.marriott.com)



**Days Inn & Suites - Rib Mountain**  
225520 Rib Mountain Drive • Wausau  
715-355-5501  
[www.daysinn.com](http://www.daysinn.com)



**Fairfield Inn & Suites by Marriott**  
7100 Stone Ridge Drive • Weston  
715-241-8400  
[www.marriott.com](http://www.marriott.com)



**Hampton Inn**  
615 South 24th Avenue • Wausau  
715-848-9700  
[www.hilton.com](http://www.hilton.com)



**Hilton Garden Inn Wausau**  
151401 County Rd NN, • Wausau  
715-298-5775  
[www.hilton.com](http://www.hilton.com)



**Holiday Inn Express Hotel & Suites**  
4210 Barbican Avenue • Weston  
715-359-1280  
<https://www.ihg.com>



**Jefferson Street Inn**  
201 Jefferson Street • Wausau  
715-845-6500  
[www.jeffersonstreetinn.com](http://www.jeffersonstreetinn.com)



**LaQuinta Inn & Suites**  
1910 Stewart Avenue • Wausau  
715-842-0421  
[www.wyndhamhotels.com/laquinta](http://www.wyndhamhotels.com/laquinta)



**Reliance Inn**  
116 South 17th Avenue • Wausau  
715-298-6440  
[www.stayreliance.com](http://www.stayreliance.com)



**Rib Mountain Inn**  
227305 Boulder Ridge Circle • Wausau  
715-848-2802  
[www.ribmtninn.com](http://www.ribmtninn.com)



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715-848-2888  
[www.wyndhamhotels.com](http://www.wyndhamhotels.com)



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201 N 17th Avenue • Wausau  
715-845-4341  
[www.wyndhamhotels.com](http://www.wyndhamhotels.com)



## OTHER ACCOMMODATIONS

**Cobblestone Hotel & Suites**  
216 Main Street • Mosinee  
877-995-1420  
[staycobblestone.com](http://staycobblestone.com)



**Quality Inn - Mosinee**  
400 Orbiting Drive • Mosinee  
715-693-9000  
[www.choicehotels.com](http://www.choicehotels.com)





**Country Inn & Suites**  
1520 Metro Drive • Schofield  
715-359-1881  
www.radissonhotels.com



**Baymont Inn**  
5810 Schofield Ave • Weston  
715-848-2888  
www.wyndhamhotels.com



**Americinn® by Wyndham**  
3300 East Main Street • Merrill WI 54452  
715-536-7979  
americinn.com/hotels/wi/merrill



**Cobblestone Inn & Suites\***  
3209 East Main Street • Merrill WI 54452  
715-536-6880  
staycobblestone.com



**Travelodge by Wyndham**  
200 South Pine Ridge Avenue  
Merrill WI 54452 • 715-536-9526  
wyndhamhotels.com/travelodge/  
merrill-wisconsin/travelodge-merrill/overview



**Prairie Motel**  
N2245 County Road K • Merrill WI 5445  
715-536-5571



## BED AND BREAKFASTS

**Bougainvillea Bed and Breakfast**  
511 Franklin St • Wausau  
715-581-7973  
www.bougainvilleabandb.com

**Stewart Inn**  
521 Grant Street • Wausau  
262-639-5500  
www.stewartinn.com

**Inn at the River**  
2625 Northwestern Avenue • Wausau  
715-449-2091  
www.innattheriver.net

**Owl Ridge Cabin**  
163554 Owl Ridge Road • Wausau  
715-323-2010  
www.owlridgecabin.com



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places-to-stay](http://www.visitwausau.com/places-to-stay)

## AMENITIES KEY





**From:** [Scott Sawinski](#)  
**To:** [Jodi Maguire](#)  
**Subject:** Where did teams stay feedback...  
**Date:** Monday, April 29, 2024 9:43:39 AM

---

Hi Jodi-

**For some reason my email to you was stuck in Draft mode and never got sent to you.  
Please see the original email:**

Wow, was last weekend a great weather event for the ultimate tournament in Wausau as ever before. So many people came out to support the teams because of that...parents, friends, etc. There were literally hundreds of people at Brockmeyer and Stettin Elementary. 20 teams officially played this past weekend from all over Wisconsin and two from the UP of Michigan.

I conducted a poll of teams of where they stayed over the weekend. The common answers were:

Super 8

La Quinta

Travelodge (Merrill)

Reliance Inn

Days Inn

and many players/teams chose to stay at VRBO/Air BnB's in the area.

Hope that helps and thanks once again to the team at Visit Wausau for the support!!

Scott Sawinski

Tournament Director and USA Ultimate NC Men's Regional Coordinator-Club and Division 1 Men's Coordinator-  
College  
Cell: 920-397-0801



# Little Bull Falls Horseshoe Club

## Profit & Loss

### State Tournament

2018

#### Ordinary Income/Expense

##### Income

Grant Revenue	3,500.00
Pitcher Fees	2,928.00
Adverising Ads	1,590.00
Misc. Resale Items/Shirts	1,540.00
Concessions/Beer Sales	1,159.00

Total Income	10,717.00
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Gross Profit	10,717.00
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##### Expense

Event Fees Rental/License	535.00
Print & Design Tshirts	1,473.00
Print & Design of Programs	612.00
Concessions/Beer Purchase	331.00
Floor Scrubber	180.00
Outside Services - SP Horseshoe Club	2,902.00
Postage	50.00
Event Supplies	1,070.00
Hotel Accomindations	70.00
Scorekeepers	1,000.00
Plaque Awards	1,460.00

Total Expense	9,683.00
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Net Ordinary Income	1,034.00
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Net Income	1,034.00
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Wisconsin's Leader in Sports, Events & Tourism

## GRANT APPLICATION

Event/Tournament Name:	Hmong Wausau Festival
Event Dates:	July 27-28, 2024
Local Organizing Committee:	Hmong American Center, Inc.
Tax or EIN #:	39-1459824
Contact Person:	Yee Leng Xiong
Address:	1109 N 6th Street, Wausau, WI 54403
Phone Day/Cell:	715-842-8390 / 715-348-6214
Email:	yeelengxiong@hmongamericancenter.org
Amount Requested:	\$ 5,000.00

### DESCRIPTION OF EVENT

#### EVENT HISTORY

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

The Hmong Wausau Festival will be hosted on July 27-28, 2024. We have seen the event grow from an event of 7,000 attendees to 13,000 (conservatively). It continues to be one of the fastest-growing and largest Southeast Asian Festivals in the Country.

We intend to utilize more of our time marketing and bringing in additional performers and sports teams from outside of the Midwest. We are confident we can do this, as our coordinators have been marketing our event to different regions in the US.

We are also seeing an increase in vendors from outside the Midwest who have expressed interest, as we are starting to advertise and promote our event. We are also beginning to have an emphasis on different cultural food, and not just Hmong food.

We originally started this event with just a few certain tournaments such as Flag Football, Soccer, and Volleyball. We have since then increase it to include a fishing tournament and various of competitions and tournaments.

As the only Hmong Festival in the country that does fireworks, we will also be focusing on our performance line up in the evening. We will be working with surrounding event partners to bring in a variety of performers to Central WI.





## Wisconsin's Leader in Sports, Events & Tourism

### EVENT INFORMATION

Proposed Event Location/Facility:	People's Sports Complex, 602 E. Kent Street, Wausau, WI 54403
Has the facility been secured?	Yes
Number of Teams Expected:	Various of Tournament average 20 - 30 each
Number of Participants Expected:	3000 - 5000
# Of Teams/Participants from outside 90 Miles:	75% of the participants and teams are expected to be outside
Estimated Number of Family & Friends per participant:	3-5 people were family and friends
Number of local teams:	We are expecting 25% maybe less are locally
Number of local participants:	We are expecting 25% or less are locally

### HOTEL INFORMATION

Has contact been made with any area hotels?	Not yet, last year we worked with Hampton Inn to secure rooms, We will most likely be working with the hotels again to secure rooms for teams and our volunteers and VIPs.
If so, who?	
If not, can the CVB assist with securing your hotel accommodations?	The CVB can help with contacting all the hotel rooms to book blocks on their hotels with a code. We can link it to our website.
Use the chart below to indicate the number of hotel rooms needed by day:	

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

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





## 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:

Yee Leng Xiong

Date:

5/12/2024





Wisconsin's Leader in Sports, Events & Tourism

## GRANT APPLICATION

Event/Tournament Name:	Taste 'N Glow Balloon Fest
Event Dates:	July 12th & 13th, 2024
Local Organizing Committee:	Taste 'N Glow Balloon Fest Board of Directors
Tax or EIN #:	92-1288510
Contact Person:	Brandon Jilek - President
Address:	P.O. Box 1771, Wausau, WI 54402
Phone Day/Cell:	715-573-7233
Email:	tastenglowfest@gmail.com
Amount Requested:	\$ 10,000

### DESCRIPTION OF EVENT

The Taste 'N Glow Balloon Fest in Wausau, WI, is an annual event that combines the vibrant spectacle of hot air balloons with a celebration of local food and entertainment. Held in the scenic landscapes of Wausau, the festival features a mesmerizing display of colorful balloons taking flight, glowing at dusk, and tethered rides for attendees. Alongside the balloon activities, the fest offers a variety of culinary delights from local vendors, live music, craft booths, and family-friendly activities. It's a unique and enchanting experience that showcases the community spirit and natural beauty of the region.

### EVENT HISTORY

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

The Taste 'N Glow Balloon Fest in Wausau, WI, has experienced significant growth and development since its inception. Initially a modest gathering, the festival has expanded into a premier event attracting thousands of visitors each year. The number of participating hot air balloons has increased, enhancing the visual spectacle and offering more opportunities for balloon rides and glows. The event has also broadened its attractions, incorporating a diverse array of local food vendors, live music performances, artisan craft booths, and a variety of new family-friendly activities. This growth reflects the community's enthusiastic support and the festival's ability to provide a memorable experience, establishing it as a must-attend event in the region.





## Wisconsin's Leader in Sports, Events & Tourism

### EVENT INFORMATION

Proposed Event Location/Facility:	140914 Stettin Drive, Marathon City, WI 54448
Has the facility been secured?	Yes
Number of Teams Expected:	
Number of Participants Expected:	60,000 Spectators over the course of the full weekend
# Of Teams/Participants from outside 90 Miles:	30,000 from outside the 90 miles
Estimated Number of Family & Friends per participant:	
Number of local teams:	
Number of local participants:	

### HOTEL INFORMATION

Has contact been made with any area hotels? Yes.

If so, who? Pilot and crew will be staying at

Fairfield Inn along with any entertainment pieces

that need overnight stays

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

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

Date				7/11/24	7/12/24	7/13/24	
Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Rooms				20	70	70	

Total Number of Room Nights:	160
Average Length of Stay:	1-2
Estimated # of Guests per room:	4





## Wisconsin's Leader in Sports, Events & Tourism

### POLICIES AND PROCEDURES

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

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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.
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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:

*Brandon Jilek*

Printed Name: Brandon Jilek

Date: 5/20/2024





www.horseshoepitching.com

# NHPA

Come Pitch with Us

**WORLD TOURNAMENT/CHAMPIONSHIP**

**National Horseshoe Pitchers Association**

**RFP**



**Seeking Bid Site For:**

**2026 Year**

**Sponsor Bid Fee:**

Bid /Sponsorship Option -\$21,000 minimum - payable in increments. (See Article IV on the WT contract). This event has the potential to bring into a city revenue of \$3-\$5 +/- million for this 2-week event.

**Bid Deadline:**

**July 1, 2024 for 2026 - (Two years)**

**Days of the Week:**

Can begin as early as 2nd week of July & end no later than the 1st week of August (2-week event) Monday-Saturday each week. Please allow a minimum of 3-4 days prior to the start of the tournament for event set-up.

1st week World Tournament preliminaries and Junior/Cadet and Championships, 2nd week Championship Prelims & World Championship Tournament. (Competing each day Monday - Saturday of each week).

**Number of Participants:**

Approximately 1,000 -1,400 +/- pitchers over the entire 2 weeks.

**Estimated # of Spectators:**

Approximately 5,000-6,000 +/-.

**Facility/Venue Requirements:**

50,000 sq. ft. - 60,000 sq. ft. minimum required or more of level, open floor space, concrete flooring. Ceiling height must be a minimum of 25' feet or higher from the lowest point of overhead fixtures. Adequate distance and walking space to accommodate approximately 50-60 sets of portable horseshoe courts.

Meeting Room/Ball Room to hold approximately 200+/- members for Delegate Meeting, Church Service, Hall of Fame Banquet to be held on the 1st Sunday.

**Hotel Requirements:**

**Average Length of Stay:**

3-5 Nights average stay per person. Some may stay the entire 2-weeks. People will rotate in and out over the event.

**Comp Room Blocks Needed:**

212 comped room nights for the NHPA Executive Council and set-up staff for the entire event. 550 +/- Peak Room Nights (Based on approximately 1,300 entries) which averages to 3500 +/- room nights for the entire 2 week event.

**Room Rate Average:**

\$99-\$139+ tax, regardless of room occupancy. (To include this "Horseshoe Discounted Rate" which is the same price as above). Any parking fees that may apply at any hotel/venue during the event, is required to be at a discounted daily rate of 50% or more must be negotiated or included for competitors. Please reference the Bidder Guidelines. Host will work in conjunction with local hoteliers and the NHPA for the hotel room blocks. " No 3rd party housing is utilized."

**Site Visit**

A pre-bid site visit of the Venue/City is required per terms listed in contract.

**Contact:**

Laurie Lampkin  
2nd VP - NHPA  
World Tournament Coordinator

**Address:**

278 Chaplin Rd.  
Bloomfield, KY 40008

**E-Mail:**

laurie\_r@bellsouth.net

**Phone:**

502-507-2597 - Cell

**NHPA Website**

www.horseshoepitching.com

Revised - 08/05/2023 LHL



**Event History:****# Competitors/Entrants**

2026 - Currently Bidding	
2025 - Salt Lake City, UT -- Mountain America Expo Center	
2024 - Kennewick, WA --- The Toyota Center/Arena	
2023 - Lansing, MI --- The Lansing Center	955
2022 - Monroe/West Monroe, LA --- Monroe Civic Center	649
2021 - Winemucca, NV--- Winemucca Events Complex	730
2020 - Monroe/West Monroe Louisiana --- Monroe Civic Center	Canceled due to Covid-19 Pandemic
2019 - Wichita Falls, TX --- Kay Yeager Coliseum/Ray Clymer Exhibit Hall	971
2018 - Florence, SC --- Florence Center	1026
2017 - St. George, Utah --- Dixie Center	1040
2016 - Montgomery --- Alabama-Cranston Multiplex	934
2015 - Topeka, Kansas --- Expocentre	1404
2014 - Buffalo, New York --- Hamburg Events Center	1376
2013 - St. George, Utah --- Dixie Center	1032
2012 - Knoxville, Tennessee --- Convention Center	1230
2011 - Monroe/West Monroe Louisiana --- Civic Center	804
2010 - Cedar Rapids, Iowa --- Cedar Rapids Ice Arena	1286
2009 - Springfield, Illinois --- Prairie Capital Convention Center	1330
2008 - York, Pennsylvania --- York Expo Center	1321
2007 - Ardmore, Oklahoma --- Celebration Arena	984
2006 - Gillette, Wyoming ---- Cam-Plex	907
2005 - Bakersfield, California --- Fairgrounds	824
2004 - Pocatello, Idaho --- University	1200
2003 - Eau Claire, Wisconsin --- University	1324
2002 - Red Deer, Alberta Canada --- University	826
2001 - Hibbing, Minnesota --- Ice Hockey Arena	1045
2000 - Bismarck, North Dakota --- Ice Hockey Arena	1215
1999 - Greenville, Ohio --- Fairgrounds	1542
1998 - Ainsworth, Nebraska --- Fairgrounds	1740
1997 - Kitchener, Ontario Canada --- University	993
1996 - Gillette, Wyoming --- Cam-Plex	1536
1995 - Perry, Georgia --- University	1120
1994 - Syracuse, New York --- University	1304
1993 - Spearfish, South Dakota --- City Park	1492
1992 - Columbus, Ohio --- Fairground	1700
1991 - Biloxi, Mississippi	1023
1990 - Stone Mountain, Georgia	1064



**From:** Yee Leng Xiong <[yeeleng.xiongwi@gmail.com](mailto:yeeleng.xiongwi@gmail.com)>

**Sent:** Monday, April 15, 2024 6:02 PM

**To:** Greg Fisher <[greg.fisher@skigranitepeak.com](mailto:greg.fisher@skigranitepeak.com)>; Jamie Polley <[Jamie.Polley@co.marathon.wi.us](mailto:Jamie.Polley@co.marathon.wi.us)>

**Subject:** [EXTERNAL] Resignation from CVB Board

Dear President Fisher and Vice President Polley,

I am writing to formally tender my resignation from the Convention and Visitors Bureau Board, effective immediately. After careful consideration, I have come to the decision that it is time for me to step down from my position on the board.

I have greatly appreciated the opportunity to serve on the board and contribute to the important work of promoting our city as a prime destination for visitors. I have enjoyed working alongside such dedicated and talented individuals, and I am proud of the accomplishments we have achieved together during my tenure.

I want to express my gratitude to the entire board for their support, collaboration, and camaraderie. It has been a privilege to be a part of this esteemed organization, and I am confident that the board will continue to thrive and make significant strides in the future.

I look forward to observing the continued success and growth of the Convention and Visitors Bureau from a different vantage point. I will cherish the memories and experiences gained during my time on the board.

Thank you once again for the opportunity to serve on the Convention and Visitors Bureau Board. I wish the organization continued prosperity and success in all its endeavors.

Yours sincerely,

Yee Leng Xiong

=====  
Statement of Confidentiality

This email and any files transmitted with it are confidential and intended solely for the use of the individual or entity to whom they are addressed.

If you are not the intended recipient of this email, any use, dissemination, forwarding, printing, or copying of this email is prohibited. Please notify the sender of this email of the error and delete the email.