



## WCWCVB January 21, 2026 Board Meeting

Holiday Inn & Suites Wausau-Rothschild

1000 Imperial Ave, Rothschild, WI 54474

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

Refreshments and lunch will be available

Meeting starts at 11:30 A.M.

### CVB Mission and Vision Statements

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

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

### Meeting Agenda

- |  |             |
|--|-------------|
| 1. Call To Order                                   | Polley      |
| 2. Roll Call                                       | Patel       |
| 3. Approval of Meeting Minutes December 3, 2025    | Polley      |
| 4. Approval of Financial Reports                   | Krahn/White |
| 5. Executive Director's Report & Marketing Update  | White       |
| 6. New Business                                    | Polley      |
| a. Update on BSG & World Horseshoe Tournament      | White       |
| b. Update on Staffing plan                         | White       |
| c. Approval of Strategic Plan                      | Polley      |
| 7. Old Business                                    |             |
| a. Executive Committee Municipality Representation | Polley      |
| 8. Committee Reports                               | Polley      |
| a. Sports Authority                                |             |
| 9. Announcements or Requests                       | Polley      |
| 10. Next Meeting Date                              | Polley      |
| 11. Adjourn  | Polley      |

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Meeting ID: 243 439 045 526 75 Passcode: Pd7Qd2Jr



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December 3, 2025

Granite Peak

11:30 AM

Board Meeting Called to Order: Polley at 11:33 AM

Roll Call Taken: Gao Her

**Present:** Eric Johnson, Steve Krahn, Joan Joss, Tim Van De Yacht, Marc Kettleon, Sean Wright, Jamie Polley, Mayor Doug Diny, Liz Wendt, Hooshang Zeyghami, Tim White, Ryan VanDeWalle, Brenton Wildman, Gao Her

**Virtual:** Bob Lamovec, Jahn Martin, Dave Brula, Ben Krenke, Rolly Lokre

**Absent:** Nick Patel, Gaylene Rhoden, Al Opall, Charlotte Skinner-Ricker, Dadhi Patel,

**Guest(s):** Adam Hall (Badger State Games)

**Approval of Meeting Minutes from September 24, 2025, and October 29, 2025:**

Krahn approved with Wendt seconded.

**Financial Reports:**

Krahn presented that we are doing well with all the adjustments. We will come a little short on the Sports Authority but was to be expected.

Zeyghami approved. Joss seconded.

**Discussion and Approval of Sports Authority Grant Applications:**

a. MC United Soccer – Winter Indoor Soccer Series (2)

Wendt asked for clarification on the budget and application presented, and if they needed the funding. The budget shows hypothetical scenarios where they wouldn't need our funding

- Motion passes

Wendt questioned if those who are applying, whether or not they have someone vet the application before submitting. White explained that Jodi Maguire would give guidance



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and look over the applications before bringing them to us. Van De Yacht would like \$5000 to go towards March to promotion. Polley brought up that the event is only one day and would not bring in heads in beds. Krahn suggests we amend the application like we did for hockey. Lamovec asked for clarification on what exactly Sports Authority's mission is.

Krahn, Polley, and White clarified that there is a blur of Sports Authority but that ultimately, the goal is to bring heads in beds and uplift sports tourism in the area. These events can still happen but are here to provide funding. Wright explained that this lack of clarity is not new, and that we have had these questions pop up over the years. White talked about how we should take a half day to really iron out these issues. Van De Yacht also agrees that we need to review what Sports Authority is and how to apply and understanding where we are needed. VanDeWalle suggests that we need to bring in everyone who will have a sports event in one room together to hash out dates and what everyone needs help with. White brought up that there needs to be clarification on the relationship between Sports Authority and the CVB. Diny suggested that there could be a calendar where everyone can look to for reference and that there should be an incentive to book dates to get people here on slow weekends

#### b. Badger State Figure Skating 2026 – Timberline Skating Club

This is the first year it will not be in Mosinee and will be held here. This is our biggest event for the Winter BSG. A multi-day event that will bring thousands of people. Polley brings up that this event will be very hard to host and will take up ice from other sports and will be hard on the facilities. Wendt questioned if we have funded this in the past and what the experience was. White explains that we have never funded this much before. The money comes through Sports Authority/CVB and then Maguire would keep track of it. Wendt expresses that we need a budget template. Our goal is to bring in more people. If an event makes a profit, then that's okay. Van De Yacht explained that he would love to have our dollars be put to bring in more people. Historically, the asking amount for this grant has been similar. Zeyghami brings up that we should look to see how much money we bring into the community through these events. We should have an economic impact study on this. Polley explains that even before the application comes in, they NEED to have economic impact of the event and follow all the rules of the application.



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- Motion passed for both the funding and that all applications need to be vetted and fully filled out

c. Badger State Games Youth Hockey Tournaments – Marathon County Youth Hockey Hall presented on BSG grant applications

- No other municipalities will fund this
- We have previously funded this event
- Van De Yacht motioned for the applications with a note about President's Weekend and a big weekend for skiing. We can work together to find a better weekend that isn't so busy.
  - o VanDeWalle seconded the motion
  - o Motion Passes

### **Executive Director's Report & Marketing Update**

White talks about how we are having a very successful year despite economic uncertainty. We were able to take our revenue from Rothschild and use that for campaigns that converted \$25,000 to \$60,000 in hotel stays. We have won multiple awards, and our PR was strong in reaching people by showing how great Wausau is. Grants grew, sponsorship grew, and revenue grew. Increase in digital insights, growth in organic search, and social media. Our out-of-state visitors have increased. White expresses that we are on track. Jodi Maguire leaving has us in a transition period. We will begin looking for a new director of operations. See the report for full details.

### **New Business**

Discussion and Approval 2026 Budget:

Krahn explains that the budget changed a little after sitting down with the board. Overall, there will be a small loss, but our numbers will be a lot closer this year. White, Maguire, Krahn, and Kettleison worked line by line to create this budget.

Van De Yacht asked for clarification on the line about the Horse Show Tournament

Joss asked what the status was with Mosinee. White explained that he is in talks with Mayor Pete.

Wendt motioned to approve. Diny seconded.



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## **Unfinished Business**

### **a. Executive Committee Municipality Representation**

Polley asks someone to make a motion whether we need to follow the bylaws in that we need another member of the executive committee or if we don't need to follow the bylaws and rewrite them. The seat is held by an appointed person by the municipality. If you cannot make it, you can send a representative in for your seat. You would work with your highest official on who to represent if absent.

VanDeWalle appoints Al Opall as executive committee.

The board decided to table this until everyone is here.

### **b. Letters from Municipalities designating board member**

Polley: Members of the Board need a highest elected position/appointed to serve this board. We need a copy of those minutes or letters to have. Highest elected official has the capacity to serve. If not, then it can be an elected official. See bylaws for full instructions.

### **c. Definition of word "Emergency" in by-laws**

We need a definition of what an "emergency" is. Zeyghami stated that an emergency is something that you must take immediate action and it won't make it by the next board meeting. White sees that "emergency" relates to financial issues. Van De Yacht suggests we develop a rubric for emergencies.

### **d. Strategic Plan Updates (see attachment)**

Polley suggests that we form a task force to tackle changes on the strategic plan and then present that to the board.

Committee:

- Sean Wright
- Liz Wendt
- Tim Van De Yacht
- Jamie Polley
- Tim White



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### **Committee Reports**

None at this time.

### **Announcements or Requests**

VanDeWalle and Van De Yacht suggest that we need the next action steps. Polley brings up that we can create a task force to clarify the Sports Authority. VanDeWalle, Wendt, Van De Yacht, Marti, and Skinner-Ricker are willing to be part of rewriting grant applications and clarifying the Sports Authority as a subcommittee.

Krahn asks if there have been applicants for Maguire's position. White explains that he has gotten one application and other interested people, but he has not officially posted the position due to his personal matters.

### **Next Meeting Date:**

Wednesday, January 21, 2026, 11:30 AM. Location TBA

### **Adjourn Meeting**

Krahn motioned to adjourn. VanDeWalle seconded.

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

	<u>Dec 31, 25</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
0100 · People's CVB Checking	8,293.79
0101 · People's CVB Money Market	1,082,397.55
Total Checking/Savings	1,090,691.34
Other Current Assets	
120 · Due From Sports Authority	479,379.46
Total Other Current Assets	479,379.46
Total Current Assets	1,570,070.80
Fixed Assets	
149 · Signage	11,653.19
150 · Furniture & Equipment	74,921.61
160 · Accum Depreciation	-53,539.88
Total Fixed Assets	33,034.92
<b>TOTAL ASSETS</b>	<b><u>1,603,105.72</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Credit Cards	
210 · Cardmember Services	10,988.68
Total Credit Cards	10,988.68
Other Current Liabilities	
227 · Accrued FICA/ FED	2,075.65
229 · Accrued Wis WH	1,601.57
235 · Employee Deductions	300.00
240 · Accrued Interest	2,904.86
Total Other Current Liabilities	6,882.08
Total Current Liabilities	17,870.76
Long Term Liabilities	
281 · Disaster Relief Loan	146,082.20
Total Long Term Liabilities	146,082.20
Total Liabilities	163,952.96
Equity	
320 · Unrestricted Net Assets	1,107,796.67
Net Income	331,356.09
Total Equity	1,439,152.76
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>1,603,105.72</u></b>

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

	Jan - Dec 25	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
330 · Restr. Schofield Hold	56,927.95		
331 · Restr. Weston Hold	185,408.70		
402 · Gift Shop - Taxable	0.00	19,992.00	-19,992.00
403 · Gift Sales - Non Taxable	0.00	0.00	0.00
405 · Publication & Program Revenue	8,750.00	38,000.00	-29,250.00
406 · Partnership Plans	0.00	0.00	0.00
407 · DTN Income	7,466.40	15,000.00	-7,533.60
410 · Brochure Distribution Service	1,360.00	9,500.00	-8,140.00
415 · Advertising	11,032.50	0.00	11,032.50
420 · Sponsorship	0.00	0.00	0.00
422 · Registration Fees	0.00	0.00	0.00
430 · Resale/Misc Revenue	47,749.62	5,000.00	42,749.62
432 · Interest Income	7,916.93	2,496.00	5,420.93
434 · Print & Design Income	0.00	500.00	-500.00
435 · Room Tax	923,867.23	686,000.00	237,867.23
440 · Sports Authority	0.00	0.00	0.00
441 · Grant Revenue	0.00	20,000.00	-20,000.00
<b>Total Income</b>	<b>1,250,479.33</b>	<b>796,488.00</b>	<b>453,991.33</b>
<b>Gross Profit</b>	<b>1,250,479.33</b>	<b>796,488.00</b>	<b>453,991.33</b>
Expense			
499 · Trade Out	0.00	0.00	0.00
500 · Conference Expenses	21,228.56	14,500.00	6,728.56
534 · Print & Design Expenses	3,471.44	0.00	3,471.44
564 · Participant Supplies	0.00	0.00	0.00
565 · Event Supply	0.00	0.00	0.00
565A · Event Service Fees	0.00	0.00	0.00
565B · Event Facility Fees	0.00	0.00	0.00
567 · Merchandise for resale	0.00	4,500.00	-4,500.00
569 · Property Tax	0.00	0.00	0.00
574 · Storage/Rent Events	0.00	0.00	0.00
576 · Outside Services	35,050.00	2,500.00	32,550.00
607 · Advertising Expenses	128,960.73	111,550.00	17,410.73
608 · Marketing Expense	127,028.77	75,000.00	52,028.77
609 · Website	55,385.51	70,000.00	-14,614.49
612 · Grant Expense	0.00	0.00	0.00
675 · Tourism Research Exp	0.00	0.00	0.00
705 · Computer & Software Expense	5,279.91	8,500.00	-3,220.09
707 · Legal & Accounting	12,582.12	20,000.00	-7,417.88
708 · Dues & Subscriptions	14,628.10	19,000.00	-4,371.90
709 · Miscellaneous Exp	0.00	0.00	0.00
710 · Office Expense	4,965.12	8,000.00	-3,034.88
712 · Visitors Magazine Expense	6,732.88	12,500.00	-5,767.12
715 · Bank & Credit Card Fees	657.33	2,200.00	-1,542.67
718 · Registration Fees Expense	0.00	0.00	0.00
720 · Vehicle Expense	882.50	2,500.00	-1,617.50
721 · Seminars & Training	0.00	2,000.00	-2,000.00
722 · Repairs & Maint	3,070.00	2,000.00	1,070.00
730 · Health Insurance	25,926.01	43,500.00	-17,573.99
732 · Meals & Entertainment	4,008.19	4,900.00	-891.81
733 · Insurance	15,763.52	18,000.00	-2,236.48
750 · Interest Expense	0.00	800.00	-800.00
755 · Telephone Expense	3,945.17	4,400.00	-454.83
756 · Equipment Lease	0.00	0.00	0.00
760 · Postage	2,630.25	3,500.00	-869.75
770 · Rent /Storage Expense	5,694.00	17,500.00	-11,806.00
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	256,971.89	279,000.00	-22,028.11
809 · Employee Benefits	5,850.00	10,200.00	-4,350.00
810 · Payroll Taxes	21,365.82	29,000.00	-7,634.18
811 · Retirement Plan	8,270.55	12,500.00	-4,229.45
812 · Interest Expense Building	0.00	0.00	0.00
813 · Interest Expense EDIL	3,774.20	4,800.00	-1,025.80
<b>Total Expense</b>	<b>774,122.57</b>	<b>782,850.00</b>	<b>-8,727.43</b>
<b>Net Ordinary Income</b>	<b>476,356.76</b>	<b>13,638.00</b>	<b>462,718.76</b>
Other Income/Expense			
Other Expense			
80000 · Ask My Accountant	31.96		
930 · Restr. Schofield Hold Release	79,099.71		
931 · Restr. Weston Hold Release	53,000.00		
975 · Depreciation Expense	12,869.00	13,284.00	-415.00
<b>Total Other Expense</b>	<b>145,000.67</b>	<b>13,284.00</b>	<b>131,716.67</b>
<b>Net Other Income</b>	<b>-145,000.67</b>	<b>-13,284.00</b>	<b>-131,716.67</b>
<b>Net Income</b>	<b>331,356.09</b>	<b>354.00</b>	<b>331,002.09</b>

## Wausau/Central Wisconsin Sports Authority Inc.

## Balance Sheet

01/20/26

As of December 31, 2025

Cash Basis

	<u>Dec 31, 25</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
Badger State Games	1,075.56
Sports Authority CVB	8,033.56
0 · Community Foundation	53,833.06
100 · Peoples Sports Authority MM	127,565.98
101 · People's Sports Authority M	301,719.69
102 · People's Sports Authority CVB	100,040.90
105 · People's Badger State Games	230,830.27
Total Checking/Savings	<u>823,099.02</u>
Other Current Assets	
110 · N/R Wausau Marathon	2,000.00
Total Other Current Assets	<u>2,000.00</u>
Total Current Assets	<u>825,099.02</u>
<b>TOTAL ASSETS</b>	<b><u>825,099.02</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Other Current Liabilities	
120 · Due to CWVB	479,379.46
240 · Accrued Interest	653.31
Total Other Current Liabilities	<u>480,032.77</u>
Total Current Liabilities	480,032.77
Long Term Liabilities	
281 · Disaster Relief Loan	35,993.80
Total Long Term Liabilities	<u>35,993.80</u>
Total Liabilities	516,026.57
Equity	
31500 · Restr. MMB Rollover	232,970.00
32000 · Unrestricted Net Assets	-7,186.33
Net Income	83,288.78
Total Equity	<u>309,072.45</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>825,099.02</u></b>

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

	Jan - Dec 25	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
330 · Restr. MMB Schofield	6,325.30		
331 · Restr. MMB Weston	8,382.91		
332 · Restr. MMB Rib Mountain	0.00	0.00	0.00
333 · Restr. MMB Wausau	0.00	0.00	0.00
402 · Gift Shop	0.00	0.00	0.00
415 · Advertising	0.00	0.00	0.00
420 · Sponsorship	26,500.00	50,000.00	-23,500.00
422 · Registration Fees	110,405.62	125,000.00	-14,594.38
422A · BSG FS Registrations	31,632.45	65,000.00	-33,367.55
430 · Resale/Misc Revenue	17,322.74	18,000.00	-677.26
432 · Interest Income	1,457.91	500.00	957.91
434 · Print & Design Income	0.00	0.00	0.00
435 · Outdoor Rec Room Tax Revenue	26,077.80	0.00	26,077.80
440 · Sports Authority	74,415.78	125,000.00	-50,584.22
441 · Grant Revenue	0.00	10,000.00	-10,000.00
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	5,666.36	0.00	5,666.36
<b>Total Income</b>	<b>308,186.87</b>	<b>393,500.00</b>	<b>-85,313.13</b>
<b>Gross Profit</b>	<b>308,186.87</b>	<b>393,500.00</b>	<b>-85,313.13</b>
Expense			
499 · Trade Out	0.00	0.00	0.00
500 · Conference Expenses	9,281.82	10,000.00	-718.18
534 · Print & Design Expenses	0.00	0.00	0.00
564 · Participant Supplies	23,532.75	30,000.00	-6,467.25
565 · Event Supply	25,791.78	40,000.00	-14,208.22
565A · Event Service Fees	21,283.54	40,000.00	-18,716.46
565B · Event Facility Fees	8,127.50	15,000.00	-6,872.50
565C · BSG FS Event Fees	0.00	60,000.00	-60,000.00
566 · Reim Registration/Contract Fees	160.00	0.00	160.00
567 · Merchandise for resale	0.00	0.00	0.00
574 · Storage/Rent Events	0.00	2,500.00	-2,500.00
576 · Outside Services	1,500.00	500.00	1,000.00
607 · Advertising Expenses	11,783.43	15,000.00	-3,216.57
608 · Marketing Expenses	2,975.44	5,000.00	-2,024.56
609 · Website	156.31	1,000.00	-843.69
612 · Grant Expense	50,000.00	63,000.00	-13,000.00
705 · Computer & Software Expense	0.00	2,500.00	-2,500.00
707 · Legal & Accounting	8,700.50	6,000.00	2,700.50
708 · Dues & Subscriptions	3,717.90	6,500.00	-2,782.10
710 · Office Expenses	2,452.34	2,500.00	-47.66
715 · Bank & Credit Card Fees	3,619.77	6,000.00	-2,380.23
718 · Registration Fees Expense	1,800.00	3,000.00	-1,200.00
720 · Vehicle Expense	242.60	2,500.00	-2,257.40
721 · Seminars & Training	0.00	2,000.00	-2,000.00
732 · Meals & Entertainment	943.31	2,500.00	-1,556.69
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	385.83	2,500.00	-2,114.17
770 · Rent/Storage Expense	0.00	2,000.00	-2,000.00
800 · Salary & Wages	36,881.00	66,500.00	-29,619.00
810 · Payroll Taxes	2,646.81	5,100.00	-2,453.19
813 · EIDL Interest Payment	901.80	1,000.00	-98.20
931 · Restr. MMB Weston Release	4,500.00		
932 · Restr. MMB Rib Mtn. Release	3,000.00		
<b>Total Expense</b>	<b>224,384.43</b>	<b>393,200.00</b>	<b>-168,815.57</b>
<b>Net Ordinary Income</b>	<b>83,802.44</b>	<b>300.00</b>	<b>83,502.44</b>
Other Income/Expense			
Other Expense			
80000 · Ask My Accountant	513.66		
<b>Total Other Expense</b>	<b>513.66</b>		
<b>Net Other Income</b>	<b>-513.66</b>	<b>0.00</b>	<b>-513.66</b>
<b>Net Income</b>	<b>83,288.78</b>	<b>300.00</b>	<b>82,988.78</b>

## Executive Director Report

### Looking Ahead to 2026 | Reflecting on Q4 2025

Prepared by: Tim White, Executive Director

#### Snapshot: Where We Are

As we close out 2025 and look toward 2026, Visit Wausau is operating from a position of **organizational stability, clearer strategic focus, and stronger external alignment** with municipalities, partners, and statewide tourism priorities. The fourth quarter of 2025 was largely about **positioning**—setting the table for growth rather than chasing short-term wins.

#### Q4 2025 – Key Takeaways (Brief Look Back)

##### Strategic & Organizational

- Continued refinement of Visit Wausau's **role as a regional convener and marketer**, not just a promotions office.
- Progress on EOS discipline: clearer priorities, better role clarity, and more focused discussions at the board and staff level.
- Advanced conversations around **Sports Authority structure and sustainability**, setting up important decisions in 2026.

##### Marketing & Storytelling

- Maintained consistent content and PR momentum heading into winter, reinforcing the “Wisconsin's Basecamp” positioning.
- Continued emphasis on **outdoor recreation, arts & culture, and culinary storytelling** as differentiators.
- Data and performance metrics increasingly guiding decisions rather than anecdotal feedback.

##### Partnerships & Funding

- Strengthened relationships with municipalities and regional partners through clearer communication of value.
- Positioned multiple initiatives for **grant funding, sponsorship, and collaborative marketing** in 2026.

## 2026 – Strategic Focus Areas (Forward Looking)

### 1. One Voice: Regional Marketing & Alignment

2026 will be a year of **greater coordination and shared messaging** across tourism, talent attraction, economic development, and quality-of-life storytelling.

- Align Visit Wausau messaging with partner efforts where it makes sense, without diluting the tourism mission.
- Expand how residents and local stakeholders see themselves reflected in Visit Wausau's work.

### 2. Destination Development + Marketing

Marketing will continue to lead, but with a stronger link to **destination development outcomes**.

- Support and amplify outdoor recreation, arts, sports, and placemaking investments already underway.
- Use data (visitor intelligence, performance metrics) to prioritize what we promote and why.

### 3. Sustainable Events & Sports Strategy

- Clarify the long-term structure and expectations for sports and event initiatives.
- Focus on events that align with Visit Wausau's capacity, mission, and overnight-stay impact.
- Reduce administrative friction while increasing clarity and accountability.

### 4. Financial & Organizational Resilience

- Continue building a **right-sized, sustainable organization** that prioritizes marketing impact over overhead.
- Explore diversified revenue opportunities (grants, sponsorships, partnerships) to reduce pressure on room tax alone.
- Maintain transparency and fairness in municipal relationships and reporting.

### 5. Telling the Greater Wausau Story Better

- Sharpen storytelling around **why Greater Wausau is a place to visit, live, work, and invest**—without trying to be everything to everyone.
- Lean into authenticity, local voices, and experiences that already resonate with visitors and residents alike.

### **Closing Perspective**

Visit Wausau enters 2026 not chasing reinvention, but **executing with more clarity and confidence**. The groundwork laid in late 2025 positions the organization to be more strategic, more collaborative, and more impactful—while staying true to its core role as the region’s destination marketing organization.

## Marketing Performance Review & 2026 Direction

### Overview

In 2025, Visit Wausau's marketing delivered strong visibility and engagement across paid, social, and owned channels. Results confirmed that seasonal, experience-driven storytelling is most effective at reaching and motivating travelers, with video leading performance.

Rather than introducing a new approach, the focus moving forward is to formalize and repeat what already works, creating a clear blueprint that can scale year over year.

### 2025 Marketing Performance Snapshot

- 5 million total social views (organic and paid combined)
- 15,500 content interactions, up 12.9% year over year
- 91,000 link clicks from social platforms, supporting planning behavior
- Paid digital campaigns delivered consistently strong click-through rates at efficient costs
- Seasonal and event-focused messaging outperformed broad messaging across platforms
- Video was the strongest driver of reach and engagement, particularly short-form social video
- Nearly 30% year-over-year audience growth shows continued interest in the destination and stronger brand recognition.

These results reinforce the value of focused campaigns, strong creative, and clear seasonal storytelling.

### 2026 Direction

- Streamlined seasonal campaign structure  
Three core seasonal campaigns (Winter, Summer, Fall), plus one rotating shoulder-season campaign with a different focus each year.
- Stronger measurement and targeting  
Implementation of Adara to complement Simpleview and help connect ad performance to actual visitation.
- Visitor activation and partner engagement  
New rollout of digital passes through Bandwango to help visitors discover experiences and support local businesses while they're in Wausau.
- Expanded meetings, events, and sports tourism focus  
Increased focus on meetings, group travel, and sporting events to bring more visitors during slower and midweek periods.
- Expansion of proven video storytelling  
Building on the success of *Behind the Plate*, Visit Wausau will launch its next video series, *Small Batch*, highlighting local makers and experiences.

### Conclusion

2025 results confirm that focused, seasonal storytelling works for Visit Wausau, with strong creative content driving reach and engagement. The path forward is to repeat and scale this approach while strengthening measurement through Adara and improving visitor engagement through Bandwango, supporting year-round visitation and community impact.



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## CVB Mission and Vision Statements

Mission Statement: CVB unites municipalities and tourism partners through shared investment, coordinated marketing, and strategic leadership to advance one cohesive regional destination. We foster exceptional visitor experiences and grow meaningful connections that inspire people to explore, live, work, and invest in Central Wisconsin. 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: To be a premiere destination marketing organization that unites communities, attracts visitors and investment, and grows Central Wisconsin into a thriving place to visit, live, work, and explore, increasing the overall value, vitality, and competitiveness of the region. CVB is a premiere tourism marketing organization developing the greater Wausau Region as an outstanding destination.

### Outcome Statements: - Add Metrics

1. Stakeholder support – CVB pursues strategic cooperative working relationships. Regional municipal governments, community groups and volunteers enthusiastically support CVB and are rewarded by the organization's success. - Continue existing contracts and grow contribution percentages, partnered events/initiatives

~~2. Stakeholder Experience – Tourism oriented businesses and volunteer organizations experience growth and are prospering from the CVB's success. Combined with #1~~

~~3.2. Destination Development & Brand Differentiation – The Wausau area region is recognized for its excellent tourism opportunities and quality of services as evidenced by the number of visitors who travel to the area from tourism and report great satisfaction with their experience. The Wausau area is recognized for outstanding tourism experiences and service quality, supported by a distinctive, strategically differentiated brand that sets its communities apart from competing destinations and drives high visitor satisfaction and travel to the region. – Tourism spend/revenues and state ranking, receipt of new event grant applications~~

~~4.3. Financial Success – CVB is financially stable and self-sustaining, generating the return on investment needed to aggressively promote the region, grow sponsorships and continued development of the region's tourism opportunities. - Diversified Revenue, Occupancy and ADR, establishment of reserve~~

~~5. Brand Differentiation – CVB establishes a distinctive brand which strategically differentiates the Wausau regions communities from competing alternatives.~~

~~6.4. Technology Sophistication – CVB is an early adopter of technology continuously improving communication capabilities, using best practices, and experiencing increased activity and results. Website accuracy, current data tools, website/social engagement (campaigns, hotels, events)~~



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7.5. Future Oriented – CVB anticipates the future, and leads in marketing preparedness, assisting its stakeholders to be successful in a changing environment. – Combine with education?

6. Education – CVB should be proactive and educate stakeholders & municipal leaders to understand annual reports and tourism trend insights. – Annual report review, Town Hall Meetings

7. Facility Space - CVB provides information and resources for visitors and stakeholders - Determine if the target audience needs a visitor's center and/or office space to enhance their experience to the region.



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### 2023 CVB Critical Issues:

#1 Critical Issue – Establish CVB Board of Directors Board Policies and Governance participation and leadership, and define relationship with Executive Director.

#2 Critical Issue – Facility needs clarification and decision/development. Determine the use and need for a visible tourism center facility based upon client/visitor needs and the changing environment. ~~decide upon the future of the currently owned facility. Think about client usage, not how you want it.~~

#3 Critical Issue – Establish and grow consistent financial support for CVB.

#4 Critical Issue – Develop a future strategy for the Sports Authority organization clarifying governance, mission and vision alignment with CVB and committee work. including fiscal independence, organization governance including Board and advisory Committee(s)

#5 Critical Issue – Development and communication of a strategic community alignment highlighting the distinction/competitive differentiation position of each partner community and how these differences align to strengthen the region. based upon Wausau regional community attributes and quality of services. (Forget “Time is on your side”).

#6 Critical Issue – Align all partners and stakeholders to eEnhance CVB community visibility and recognition as the region’s premier tourism marketing organization.

#7 Critical Issue – Develop website capabilities with a futuristic design and capabilities.



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