



## WCWCVB January 18, 2023 Board Meeting

Granite Peak  
227200 Snowbird Ave  
Wausau, WI 54401

### In-Person Meeting and also available on Zoom

Refreshments and lunch will be available

Meeting starts at 11:30 A.M.

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

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

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

### Meeting Agenda

- |   |                                   |
|---|-----------------------------------|
| 1. Call To Order  | Fisher                            |
| 2. Roll Call  | Patel                             |
| 3. Approval of December 21, 2022 Meeting Minutes  | Fisher                            |
| 4. Approval of Financial Reports  | Krahn                             |
| 5. JEM Grant Presentation “The Great Nearby Campaign”   | Jeff Anderson<br>Travel Wisconsin |
| 6. Executive Director’s Report  | White                             |
| a. Employment Discussion on Nick Ockwig and Badger State Games  |                                   |
| b. Overview of Business Plans   |                                   |
| c. Update on Board Policy Handbook  |                                   |
| Rough Draft of Handbook can be reviewed here:   |                                   |
| <a href="https://docs.google.com/document/d/1i3x2439YB0IXghKjbhp4_2MS16ngCgvd/e/dit">https://docs.google.com/document/d/1i3x2439YB0IXghKjbhp4_2MS16ngCgvd/e/dit</a> |                                   |

- d. Update on ARPA Grant through Marathon County
- 7. Committee Reports** **Fisher**
  - a. Executive Committee
  - b. Personnel Committee
  - c. Nomination Committee
  - d. Building Committee

**8. Unfinished Business** **Fisher**

- 9. New Business** **Fisher**
- a. Discussion and possible action of the Wausau Marathon MOU agreement
  - b. Discussion and possible action on the Village of Weston's Hold Account for grants March 2022 – December 2022
  - c. Discussion and possible action on the City of Schofield's request to release funds from hold account on the purchase of a dock in the amount of \$25,394.00

**10. Announcements or Requests** **Fisher**

**11. Next Meeting Date:** **Fisher**

- a. March 2023

**12. Adjourn Meeting** **Fisher**

**Google Meeting Links:**

[meet.google.com/jxm-ouv-x-oga](https://meet.google.com/jxm-ouv-x-oga)

Dial-in: (US) +1 651-571-1668

PIN: 118 506 104#



## December 21, 2022 Board Meeting Minutes

Granite Peak

11:30 am

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

**Present:** Jamie Polley, Greg Fisher, Jon Kluever, Denny Richmond, Nick Patel, Steve Krahn, Tim Van De Yacht, Liz Brodek, Sean Wright, Tim White, Jodi Maguire, Alysa Steinhilber, and Nick Ockwig.

Present on Zoom: Jay Govardhan

**Absent:** Al Opall, Gaylene Rhoden, Hooshang Zeyghami, and Yee Leng Xiong.

Call for a motion to accept the November 9, 2022, meeting minutes as printed by Fisher. Motion to accept made by Patel second by Krahn, approved by all.

### **Executive Director Report**

White thanked all board members for a great year and introduced Alysa Steinhilber as the new Director of Marketing. White stated Steinhilber has a lot of outdoor recreation experience, ties to the area and a lot of branding marketing experience. Steinhilber stated she is excited to be on the team and looking forward to meeting and working with all board members.

White gave an year end report and stated all the achievements made for 2022. Strategic planning complete, more board members, repaired broken relationships, transparent communication, working with stakeholders, establishing a new website, investing in SEO, Co-Marketing with other organizations, and working on financial stability. White stated a new designed visitor magazine will be coming out and our website will be a featured item in the Wausau Chamber. White stated in the next few months he will be focused on creating a

business plan, finalizing other sources of revenue streams, working on data packages, merchandise for sale and the continue dedication to the website.

White gave an update on the Village of Rothschild contract and stated a contract is still in the works and stated both parties are excited to work together again. White also stated by the 2<sup>nd</sup> quarter of 2023, he would like to see an additional staff member coming on board for the Meetings and Conventions and Sports. He also would like a PR campaign to recognize the CVB and educated our purpose within the community. White thanks Kluever for his continued support of keeping the Innkeepers Association going and stated the CVB would play an important role and help support it. White also shared he would like to see an area wide Winter Fest, where all municipalities are apart of it with multiple places for visitors and community members to go to take part.

White gave an update on the JEM Grant of the Great Nearby. Kickoff will happen in mid-April and run through the beginning of June.

White shared with the board of directors about the Wausau Marathon and there is a potential interested buyer who would like to keep the event local. White stated it would be a partnership for the first three years with a total commitment of \$15,000. White stated they would a partnership to help with sponsorships. Krahn asked if there was terminology in the contract for it always to be held in Wausau. White stated there isn't but that is something that could be attend, White stated just a initial MOU has been drafted. White explained the Wausau ties the potential buyer has to our area. Krahn stated the terminology could be first right of refusal. Patel asked who the potential buyer is. White stated he couldn't tell at this time but assured the final versions of the MOU would come to the Board of Directors. Kluever asked what the timeframe would be. White stated hopefully for 2023. Polley stated all final MOU would come through the board for final approval.

White gave an update on the Board Policy handbook and stated the committee met and will be meeting again in early January.

White gave an update on the Marathon County ARPA presentation. Patel asked how the ending went since he had to leave early. White stated it went well and the Committee will be meeting again on the 11<sup>th</sup> of January to make their recommendations to give to the County Board of Supervisors. Patel asked if Rhoden spoke on behalf of the CVB application and White stated yes. White thanked all members who were in attendance and thanked them for their support.

White thanked all members for their support and handed out thank you/Christmas cards to all members. Fisher also thanked all members for their support and commitment.

Fisher asked if there were any committee updates:

**Executive Committee:** None

**Personnel Committee & Nomination Committee:** Patel asked how many seats are on board. Maguire stated 18 total seats. Patel stated it would be important to have more hoteliers on the board.

### **Unfinished Business**

#### **Vehicle Update**

Maguire shared with the board a new van was purchased from Brickner's of Wausau. 2022 Chrysler Pacifica, White and Maguire finalized paperwork before the board meeting. Krahn asked how much Brickner's sponsored, and Maguire stated about \$2,000. White stated the van will be fully wrapped with our sponsor logos on the back tailgate.

#### **New Business**

Maguire asked if there were any questions to the updated version of the budget. Maguire stated funds were added to the 770 Rent/Storage Expense Line for office space if needed. Funds in the capital expense were removed since the van was purchased in 2022. Krahn shared a question Brodek had before the meeting. Brodek asked why there is a large profit for this year and for 2023 there would be a loss of \$325.00. Krahn stated this was because of the PPP loan forgiveness and the budgeting of the marketing position at the beginning of the year but there wasn't a hire until November. Krahn also stated the staff have been looking to cut expenses and wanted to be conservative on the revenue for 2023 since the inflation is still high. White stated the team will be looking at all possible efforts to increase revenue for 2023. Patel asked if there would be any relationships with the City of Mosinee in the future. White stated that could be a possibility. Fisher stated it is good to be conservative on the Room Tax revenue for 2023. Van De Yacht asked if any contracts are up for renewal. White stated City of Wausau is, and Maguire stated Village of Weston will be on term at the end of 2023. White stated the goal is to potentially receive the full amount of room tax of 70% from all municipalities and the CVB would be the one to give out the grants to other tourism attractions. Wright stated this is a long-term goal and doesn't feel the City of Wausau would agree anytime soon. Van De Yacht stated it is our goal to focus on education and what role the CVB plays in the tourism industry. Van De Yacht stated we need to be a stable organization and bridge the gaps to accomplish a goal like this.

Call for a motion to accept the 2023 proposed budget as printed by Fisher. Motion to accept made by Patel second by Richmond, approved by all.

### **Sports Authority Grants**

#### **Youth Hockey Tournaments (3) Bantam, Pee Wee & Squirt**

Ockwig presented grants and stated all three are asking for \$1,500 with a total commitment of \$4,500. Van De Yacht asked what type of support we have given them in the past. Ockwig stated they applied for funding last year and was awarded the same funding. Ockwig stated this year they do have added cost and stated they also pay for Badger State Games medals. Van De Yacht stated their February tournament could pose some difficulties for hotel rooms

and asked if they could look at possible alternative dates in the future. Polley stated clubs and organizations for tournaments shouldn't have to move weekends based on what is going on and that a solution needs to be established. Ockwig stated with the new facilities coming into the area this would help with year-round tournaments so there wouldn't be overbooking.

Call for a motion to approve the three Badger State Games Youth Hockey Tournaments in the amount of \$1,500 each as printed by Fisher. Motion to accept made by Krahn second by Patel, approved by all.

Ockwig gave a brief update on the 34<sup>th</sup> Annual Badger State Games and stated the Torch Tour Ride will be January 19<sup>th</sup> and 20<sup>th</sup>. Over 20 different events for the winter games with Figure Skating, Pickleball and Cornhole setting new records.

Next meeting to be held on Wednesday, January 18<sup>th</sup> at 11:30 at Granite Peak.

Call for a motion to adjourn by Richmond, second by Krahn, approved by all. 12:42 pm.

## Wausau/Central WI CVB Profit & Loss Budget vs. Actual January through December 2022

	TOTAL		
	Jan - Dec 22	Budget	\$ Over/Under Budget
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
330 · Restr. Schofield Hold	37,535.58	30,000.00	7,535.58
331 · Restr. Weston Hold	123,423.64	75,000.00	48,423.64
400 · CVB Income	0.00	0.00	0.00
402 · Gift Shop - Taxable	0.00	573.50	-573.50
403 · Gift Sales - Non Taxable	0.00	81.00	-81.00
405 · Publication & Program Revenue	43,325.95	32,500.00	10,825.95
410 · Brochure Distribution Service	3,325.00	5,740.00	-2,415.00
415 · Advertising	0.00	3,035.00	-3,035.00
420 · Sponsorship	0.00	0.00	0.00
422 · Registration Fees	0.00	0.00	0.00
430 · Resale/Misc Revenue	840.00	5,000.00	-4,160.00
432 · Interest Income	3,499.75	550.00	2,949.75
434 · Print & Design Income	0.00	597.47	-597.47
435 · Room Tax	612,288.94	575,000.00	37,288.94
436 · Expedia Room Tax	0.00	0.00	0.00
440 · Sports Authority	0.00	0.00	0.00
441 · Grant Revenue	400,502.00	15,000.00	385,502.00
444 · Stoney River Mgmt	0.00	0.00	0.00
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
495 · PPP # 1 Loan Forgiveness	82,600.00	0.00	82,600.00
496 · PSB PPP #2 Loan Contribution	10,000.00	0.00	10,000.00
900 · Comm Fund / Revenue & Expense	0.00	40.00	-40.00
<b>Total Income</b>	<b>1,317,340.86</b>	<b>743,116.97</b>	<b>574,223.89</b>
<b>Gross Profit</b>	<b>1,317,340.86</b>	<b>743,116.97</b>	<b>574,223.89</b>
<b>Expense</b>			
499 · Trade Out	0.00	0.00	0.00
500 · Conference Expenses	4,431.51	6,375.00	-1,943.49
534 · Print & Design Expenses	0.00	1,798.00	-1,798.00
564 · Participant Supplies	1,755.28	0.00	1,755.28
565 · Event Supply	125.00	0.00	125.00
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	900.00	-900.00
569 · Property Tax	6,348.77	10,980.00	-4,631.23
570 · Expedia Rm Tax Percent Payout	0.00	0.00	0.00
574 · Storage/Rent Events	0.00	0.00	0.00
576 · Outside Services	10,123.53	1,000.00	9,123.53
607 · Advertising Expenses	725.00	6,400.00	-5,675.00

**Wausau/Central WI CVB**  
**Profit & Loss Budget vs. Actual**  
January through December 2022

	TOTAL		
	Jan - Dec 22	Budget	\$ Over/Under Budget
608 · Marketing Expense	398,007.06	75,000.00	323,007.06
609 · Website	5,590.23	8,500.00	-2,909.77
612 · Grant Expense	0.00	0.00	0.00
705 · Computer & Software Expense	3,226.84	11,100.00	-7,873.16
707 · Legal & Accounting	8,441.00	25,500.00	-17,059.00
708 · Dues & Subscriptions	6,868.54	9,800.00	-2,931.46
709 · Miscellaneous Exp	0.00	0.00	0.00
710 · Office Expense	4,624.06	6,000.00	-1,375.94
712 · Visitors Magazine Expense	24,385.14	35,600.00	-11,214.86
715 · Bank & Credit Card Fees	482.60	950.00	-467.40
718 · Registration Fees Expense	0.00	0.00	0.00
720 · Vehicle Expense	2,560.28	5,200.00	-2,639.72
721 · Seminars & Training	0.00	0.00	0.00
722 · Repairs & Maint	1,805.37	1,050.00	755.37
730 · Health Insurance	31,135.44	42,000.00	-10,864.56
732 · Meals & Entertainment	5,028.19	2,650.00	2,378.19
733 · Insurance	16,304.97	21,200.00	-4,895.03
750 · Interest Expense	0.00	800.00	-800.00
755 · Telephone Expense	3,157.94	7,760.00	-4,602.06
756 · Equipment Lease	2,301.12	0.00	2,301.12
760 · Postage	1,349.39	3,500.00	-2,150.61
770 · Rent /Storage Expense	1,803.00	1,500.00	303.00
771 · Parking Permit	0.00	0.00	0.00
772 · Utilities	8,337.20	6,750.00	1,587.20
773 · Tourism Commissions	0.00	0.00	0.00
775 · Capital Expense	0.00	0.00	0.00
800 · Salary & Wages	144,384.63	245,500.00	-101,115.37
809 · Employee Benefits	5,075.00	8,700.00	-3,625.00
810 · Payroll Taxes	10,711.70	32,500.00	-21,788.30
811 · Retirement Plan	5,638.11	10,000.00	-4,361.89
812 · Interest Expense Building	12,362.73	14,550.00	-2,187.27
813 · Interest Expense EDIL	350.30		
814 · 2nd Round PPP Accrued Interest	1,028.10	0.00	1,028.10
<b>Total Expense</b>	<b>728,468.03</b>	<b>603,563.00</b>	<b>124,905.03</b>
<b>Net Ordinary Income</b>	<b>588,872.83</b>	<b>139,553.97</b>	<b>449,318.86</b>
<b>Other Income/Expense</b>			
<b>Other Expense</b>			
931 · Restr. Weston Hold Release	221,166.66		
975 · Depreciation Expense	13,248.26	7,772.00	5,476.26
980 · Disposal of Equipment	-600.00		
<b>Total Other Expense</b>	<b>233,814.92</b>	<b>7,772.00</b>	<b>226,042.92</b>
<b>Net Other Income</b>	<b>-233,814.92</b>	<b>-7,772.00</b>	<b>-226,042.92</b>
<b>Net Income</b>	<b>355,057.91</b>	<b>131,781.97</b>	<b>223,275.94</b>



**Wausau/Central Wisconsin Sports Authority Inc.**  
**Profit & Loss Budget vs. Actual**  
January through December 2022

	TOTAL		
	Jan - Dec 22	Budget	\$ Over/Under Budget
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
330 · Restr. MMB Schofield	4,170.67	3,800.00	370.67
331 · Restr. MMB Weston	31,576.33	0.00	31,576.33
402 · Gift Shop	0.00	4,500.00	-4,500.00
415 · Advertising	0.00	0.00	0.00
420 · Sponsorship	58,050.00	65,000.00	-6,950.00
422 · Registration Fees	128,702.38	190,000.00	-61,297.62
422A · BSG FS Registrations	58,529.01	0.00	58,529.01
430 · Resale/Misc Revenue	30,465.85	15,000.00	15,465.85
432 · Interest Income	325.86	450.00	-124.14
434 · Print & Design Income	0.00	0.00	0.00
440 · Sports Authority	122,567.86	82,250.00	40,317.86
441 · Grant Revenue	0.00	5,000.00	-5,000.00
444 · Vendor Income	0.00	2,500.00	-2,500.00
445 · Contract Revenue	0.00	0.00	0.00
495 · PPP # 2 Loan Forgiveness	11,097.00	0.00	11,097.00
900 · Community Foundation - Taxable	-9,722.77	640.00	-10,362.77
<b>Total Income</b>	<b>435,762.19</b>	<b>369,140.00</b>	<b>66,622.19</b>
<b>Gross Profit</b>	<b>435,762.19</b>	<b>369,140.00</b>	<b>66,622.19</b>
<b>Expense</b>			
499 · Trade Out	0.00	0.00	0.00
500 · Conference Expenses	1,160.98	3,500.00	-2,339.02
534 · Print & Design Expenses	1,889.02	3,200.00	-1,310.98
564 · Participant Supplies	80,615.28	68,500.00	12,115.28
565 · Event Supply	52,157.78	75,000.00	-22,842.22
565A · Event Service Fees	31,756.11	50,500.00	-18,743.89
565B · Event Facility Fees	18,946.30	10,500.00	8,446.30
565C · BSG FS Event Fees	54,906.54	0.00	54,906.54
566 · Reim Registration/Contract Fees	0.00	0.00	0.00
567 · Merchandise for resale	1,847.72	5,000.00	-3,152.28
574 · Storage/Rent Events	0.00	0.00	0.00
576 · Outside Services	9,176.08	6,000.00	3,176.08
607 · Advertising Expenses	4,662.50	1,000.00	3,662.50
608 · Marketing Expenses	8,499.00	20,800.00	-12,301.00
609 · Website	339.50	500.00	-160.50
612 · Grant Expense	39,000.00	52,500.00	-13,500.00
705 · Computer & Software Expense	0.00	0.00	0.00
707 · Legal & Accounting	2,550.00	2,350.00	200.00
708 · Dues & Subscriptions	1,134.00	2,500.00	-1,366.00
709 · Miscellaneous Expense	0.00	0.00	0.00
710 · Office Expenses	650.06	4,000.00	-3,349.94
715 · Bank & Credit Card Fees	3,859.63	1,000.00	2,859.63
718 · Registration Fees Expense	2,475.00	0.00	2,475.00

**Wausau/Central Wisconsin Sports Authority Inc.**  
**Profit & Loss Budget vs. Actual**  
 January through December 2022

	TOTAL		
	Jan - Dec 22	Budget	\$ Over/Under Budget
720 · Vehicle Expense	3,780.51	4,450.00	-669.49
721 · Seminars & Training	0.00	0.00	0.00
722 · Repairs & Maint	0.00	0.00	0.00
732 · Meals & Entertainment	1,359.12	2,500.00	-1,140.88
733 · Insurance	0.00	0.00	0.00
750 · Interest Expense	0.00	0.00	0.00
755 · Telephone Expenses	0.00	0.00	0.00
756 · Equipment Lease	0.00	0.00	0.00
760 · Postage	1,360.33	2,250.00	-889.67
770 · Rent/Storage Expense	1,080.00	0.00	1,080.00
771 · Parking Permit	0.00	0.00	0.00
772 · Utilities	0.00	0.00	0.00
800 · Salary & Wages	62,480.81	50,000.00	12,480.81
810 · Payroll Taxes	4,779.78	0.00	4,779.78
813 · EIDL Interest Payment	86.49		
890 · Penalty	0.00	0.00	0.00
<b>Total Expense</b>	<b>390,552.54</b>	<b>366,050.00</b>	<b>24,502.54</b>
<b>Net Ordinary Income</b>	<b>45,209.65</b>	<b>3,090.00</b>	<b>42,119.65</b>
<b>Net Income</b>	<b>45,209.65</b>	<b>3,090.00</b>	<b>42,119.65</b>

Wausau/Central WI CVB  
**Balance Sheet**  
As of December 31, 2022

	<u>Dec 31, 22</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
0100 · People's CVB Checking	78,327.38
0101 · People's CVB Money Market	613,305.54
<b>Total Checking/Savings</b>	691,632.92
<b>Other Current Assets</b>	
120 · Due From Sports Authority	342,308.76
<b>Total Other Current Assets</b>	342,308.76
<b>Total Current Assets</b>	1,033,941.68
<b>Fixed Assets</b>	
149 · Signage	11,653.19
150 · Furniture & Equipment	133,908.22
155 · Land and Building	426,866.38
160 · Accum Depreciation	-92,135.07
<b>Total Fixed Assets</b>	480,292.72
<b>TOTAL ASSETS</b>	<b><u>1,514,234.40</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Other Current Liabilities</b>	
229 · Accrued Wis WH	1,106.30
236 · Accrued UC	50.49
240 · Accrued Interest	9,130.92
242 · Sales Tax Payable	114.64
<b>Total Other Current Liabilities</b>	10,402.35
<b>Total Current Liabilities</b>	10,402.35
<b>Long Term Liabilities</b>	
281 · Disaster Relief Loan	149,709.30
285 · N/P Building--Incredible Bank	323,630.55
<b>Total Long Term Liabilities</b>	473,339.85
<b>Total Liabilities</b>	483,742.20
<b>Equity</b>	
320 · Unrestricted Net Assets	466,340.29
325 · Restr. Net Assets - Schofield	93,747.00
326 · Restr. Net Assets - Weston	115,347.00
Net Income	355,057.91
<b>Total Equity</b>	1,030,492.20
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>1,514,234.40</u></b>

## Wausau/Central Wisconsin Sports Authority Inc.

01/09/23

## Balance Sheet

Cash Basis

As of December 31, 2022

	<u>Dec 31, 22</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
Badger State Games	1,113.19
Sports Authority CVB	8,031.22
0 · Community Foundation	38,632.20
100 · Peoples Sports Authority MM	68,303.54
101 · People's Sports Authority M	162,274.62
102 · People's Sports Authority CVB	98,210.26
103 · People's Wausau Marathon	6,314.07
105 · People's Badger State Games	94,672.01
<b>Total Checking/Savings</b>	<u>477,551.11</u>
<b>Total Current Assets</b>	<u>477,551.11</u>
<b>TOTAL ASSETS</b>	<b><u>477,551.11</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
Other Current Liabilities	
120 · Due to CWVB	342,308.76
<b>Total Other Current Liabilities</b>	<u>342,308.76</u>
<b>Total Current Liabilities</b>	342,308.76
<b>Long Term Liabilities</b>	
281 · Disaster Relief Loan	36,886.49
<b>Total Long Term Liabilities</b>	<u>36,886.49</u>
<b>Total Liabilities</b>	379,195.25
<b>Equity</b>	
31500 · Restr. MMB Rollover	113,738.99
32000 · Unrestricted Net Assets	-60,592.78
Net Income	45,209.65
<b>Total Equity</b>	<u>98,355.86</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>477,551.11</u></b>

# Business Plan for CVB - Lean Model

## Identity

The Premiere Destination Marketing Organization in Central Wisconsin provides resources, marketing, and leading strategic cooperation with other organizations. CVB fosters excellent visitor experiences, positioning our region as a destination community.

## Our Solution

Offer ideas and itineraries both online and in person that create amazing results for both visitors and stakeholders, creating momentum with growth in both visitor to resident ratio, and revenues. Pursue meetings, conventions & sport events.

## The Competition

Communities in Wisconsin who are not tourist towns, similar population size and are a short drive from urban centers. Eau Claire, Stevens Point, Oshkosh, La Crosse, Appleton, Green Bay.

## Marketing Activities

- SEO & PPC Social Media
- Blogging & Acquiring Content
- Ad campaigns
- Email Newsletter
- Trade Shows & Conventions
- Organic Online Marketing
- Print Marketing/Billboard
- Cultivating experiences
- Local Public Relations

## Team & Key Roles

- Tim White: Vision, community relationships, team culture, brand story, R&D. Plan implementation.
- Jodi Maguire: Operations, budget, finance & HR, special projects.
- Alysa Steinhilber: Marketing, sales, revenue goals, process, products.
- TBD: Marketing/sales, social media.

## Problems

Visitors are looking for a tourism/event experience that provides value in time, cost and quality of experience, including authenticity & integrity (we are what we offer). Local residents have low awareness of what CVB does for them and the community.

## Target Market

Core market is female with children who make travel plans and are 29-39 years old. Secondary market is male & female outdoor recreation enthusiasts 30-50 years old who enjoy culture, art and dining.

## Revenue Streams

- 37% of 8% room tax revenue.
- Partnership Program (non hotel)
- Merch Revenue
- Data Revenue
- Grants

## Expenses

- Marketing Expenditures
- Salaries
- Office Space/Supplies
- Vehicle Expense
- Budget of \$756,000.00
- Mortgage Debt
- EIDL Loan

## Milestones

As the organization grows, we will continue to add marketing/sales oriented staff, with some operations support. We will add interns. CVB will advertise and market with expanded reach nationally. Wisconsin's Outdoor Basecamp will be utilized in 2023 along with The Great Nearby campaign. Get into contract with Rothschild. Build trust. Become debt free and build cash reserves.

## **Business Plan for SA/BSG - Lean Model**

### **Identity**

The Sports Authority exists to give grants to non-profit organizations without parameters according to the current by-laws and articles of incorporation. Is it a foundation?

### **Our Solution**

An in depth analysis on the effectiveness, the structure, mission and purpose of the organization, including its relationship to the CVB and the Badger State Games.

### **The Competition**

Similar events taking place in the area.  
Outside events that want to be hosted in the area. Facility and lodging resources that could be utilized by outside organizations.

### **Marketing Activities**

- Organic Online Marketing
- Print Marketing/Billboard
- We don't market our grant services, only Badger State Games

### **Team & Key Roles**

- Tim White: Research and assessment of organization purpose and effectiveness
- Jodi Maguire: See above
- TBD: PT position? SA Director?

### **Problem**

The organization doesn't have a clear vision and mission in both how it relates to the community, the CVB, and the Badger State Games. BSG has no clear mission. Additionally how it relates to National State Games.

### **Target Market**

Assess and define the target market as it relates to the organization, the community, Badger State Games and the CVB.

### **Revenue Streams**

- .5% of room tax revenue
- CVB revenues fund it
- Profit/Loss of BSG events (reg fees)
- Merch Revenue/Resale
- Sponsorships

### **Expenses**

- Salaries
- Marketing/Advertising
- Event Supplies
- Admin expenses
- Budget of \$419,000.00

### **Milestones**

Define mission and vision of organization. Answer questions: Is organization necessary? Could organization be handed off to the community? Could it become a true foundation that focuses on tourism? Mission and vision of Badger State Games.

## **Memorandum of Understanding**

This Memorandum of Understanding (the "Memorandum") is made on December 01, 2022, by and between Central Wisconsin Convention & Visitors Bureau, of 227460 Shirke Ave, Wausau, Wisconsin 54401 and Scott Smith, of 738 W Wrightwood Ave, Chicago, Illinois 60614 for the purpose of achieving the various aims and objectives relating to the sale of The Wausau Marathon (the "Project").

WHEREAS Central Wisconsin Convention & Visitors Bureau and Scott Smith are desirous to enter into a Memorandum of Understanding between them, setting out the working arrangements that each of the partners agree are necessary to complete the sale.

### **Purpose**

The purpose of this Memorandum is to provide the framework for any future binding contract regarding the The Wausau Marathon between Central Wisconsin Convention & Visitors Bureau and Scott Smith.

### **Obligations of the Partners**

The Partners acknowledge that no contractual relationship is created between them by this Memorandum, but agree to work together in the true spirit of partnership to ensure that there is a united visible and responsive leadership of the Project and to demonstrate financial, administrative and managerial commitment to the Project by means of the following individual services.

### **Cooperation**

The activities and services for the Project shall include, but not limited to:

- a. Services to be rendered by Central Wisconsin Convention & Visitors Bureau include:
  1. Assist in:
    - Acquiring and maintaining sponsorships.
    - Coordinating and corresponding with local municipalities regarding permits and race logistics.
  2. Promote, advertise, and support The Wausau Marathon.
  3. Maintain the race website.
  4. Aid in organizing and obtaining volunteers.
- b. Services to be rendered by Scott Smith include:
  1. Acquire and maintain sponsorships.
  2. Coordinate and correspond with local municipalities regarding permits and race logistics.
  3. Promote and advertise The Wausau Marathon through social media.
  4. Oversee and organize volunteers and their responsibilities.
  5. Create and manage certification of the Wausau Marathon and Half Marathon courses.
  6. Manage all details regarding race registration, race packets, medals, prizes, first aid, packet

pickup, finish line area, race signage, race finances, and any tax obligations.

7. Manage charitable partnerships

8. Obtain and pay for event and liability insurance

9. Ensure the race maintains a nonprofit status through a new or existing 501(c)3

## **Resources**

The Partners will endeavor to have final approval and secure any financing necessary to fulfill their individual financial contributions at the start of the planning for the development of the Project.

a. Central Wisconsin Convention & Visitors Bureau agrees to provide the following financial, material and labor resources in respect of the Project:

All race owned physical property, including signage, banners, cones, equipment.

All race owned intellectual property, including The Wausau Marathon Logo, and the Wausau Marathon Social Media accounts.

An agreement to share the existing sponsorship funds provided by Covantage until new agreements can be made or a new sponsor is obtained.

## **Terms of Sale**

Central Wisconsin Convention & Visitors Bureau will sell, to, Scott Smith, all physical and intellectual property associated with The Wausau Marathon. In exchange, Scott Smith will compensate the Central Wisconsin Convention & Visitors Bureau \$15,000.00, due in full by year end 2027. Scott Smith also agrees to maintain the race in Wausau and not move it to another location.

## **Communication Strategy**

Marketing of the vision and any media or other public relations contact should always be consistent with the aims of the Project and only undertaken with the express agreement of both parties. Where it does not breach any confidentiality protocols, a spirit of open and transparent communication should be adhered to. Coordinated communications should be made with external organizations to elicit their support and further the aims of the Project.

## **Liability**

No liability will arise or be assumed between the Partners as a result of this Memorandum.

## **Dispute Resolution**

In the event of a dispute between the Partners in the negotiation of the final binding contract relating to this Project, a dispute resolution group will convene consisting of the Chief Executives of each of the Partners together with one other person independent of the Partners appointed by the Chief Executives. The dispute resolution group may receive for consideration any information it thinks fit concerning the dispute. The Partners agree that a decision of the dispute resolution group will be final. In the event the dispute resolution group is unable to make a compromise and reach a final decision, it is understood that neither party is obligated to enter into any binding contract to complete the Project.



**Term**

The arrangements made by the Partners by this Memorandum shall remain in place from December 21, 2022 until an official contract is signed.

**Notice**

Any notice or communication required or permitted under this Memorandum shall be sufficiently given if delivered in person or by certified mail, return receipt requested, to the address set forth in the opening paragraph or to such other address as one party may have furnished to the other in writing.

**Governing Law**

This Memorandum shall be construed in accordance with the laws of the State of Wisconsin.

**Assignment**

Neither party may assign or transfer the responsibilities or agreement made herein without the prior written consent of the non-assigning party, which approval shall not be unreasonably withheld.

**Amendment**

This Memorandum may be amended or supplemented in writing, if the writing is signed by the party obligated under this Memorandum.

**Severability**

If any provision of this Memorandum is found to be invalid or unenforceable for any reason, the remaining provisions will continue to be valid and enforceable. If a court finds that any provision of this Memorandum is invalid or unenforceable, but that by limiting such provision it would become valid and enforceable, then such provision will be deemed to be written, construed, and enforced as so limited.

**Prior Memorandum Superseded**

This Memorandum constitutes the entire Memorandum between the parties relating to this subject matter and supersedes all prior or simultaneous representations, discussions, negotiations, and Memorandums, whether written or oral.

**Understanding**

It is mutually agreed upon and understood by and among the Partners of this Memorandum that:

- a. Each Partner will work together in a coordinated fashion for the fulfillment of the Project.
- b. In no way does this agreement restrict involved Partners from participating in similar agreements with other public or private agencies, organizations, and individuals.
- c. To the extent possible, each Partner will participate in the development of the Project.
- d. Nothing in this memorandum shall obligate any Partner to the transfer of funds. Any endeavor involving reimbursement or contribution of funds between the Partners of this Memorandum will be handled in accordance with applicable laws, regulations, and procedures. Such endeavors will be outlined in separate agreements that shall be made in writing by representatives of the Partners involved and shall be independently authorized by appropriate statutory authority. This Memorandum does not provide such authority.
- e. This Memorandum is not intended to and does not create any right, benefit, or trust responsibility.

- f. This Memorandum will be effective upon the signature of both Partners.
  
- g. Any Partner may terminate its participation in this Memorandum by providing written notice to other Partner.

The following Partners support the goals and objectives of the The Wausau Marathon:

**Signatories**

This Agreement shall be signed on behalf of Central Wisconsin Convention & Visitors Bureau by Tim White , Executive Director CVB, and on behalf of Scott Smith by Scott Smith. This Agreement shall be effective as of the date first written above.

By: \_\_\_\_\_ Date: \_\_\_\_\_

Central Wisconsin Convention & Visitors Bureau  
Tim White, its Executive Director CVB

By: \_\_\_\_\_ Date: \_\_\_\_\_

Scott Smith

**Village of Weston's Hold Account  
Grant Program  
March 2022 – December 2022**

<b>Check Issue Date:</b>	<b>Organization/Event</b>	<b>Date Weston Tourism Commission Board Approved</b>	<b>Awarded Amount</b>
4/20/2022	D.C. Everest Wrestling Club	4/18/2022	\$3,000.00
5/13/2022	Wausau River District	4/18/2022	\$1,000.00
5/13/2022	Wausau Hmong Festival	4/18/2022	\$15,000.00
5/13/2022	Monk Botanical Gardens	4/18/2022	\$5,000.00
6/08/2022	D.C. Everest Education Foundation	4/18/2022	\$66,666.66
7/25/2022	Breanne Sleater Memorial Foundation	07/18/2022	\$1,0000.00
12/13/2022	D.C. Everest Education Foundation	11/21/2022	\$100,000.00

# Dvorak's Docks, LLC

"just docks and lifts"

5/13/2022  
 City of Schofield  
 200 Park St  
 Schofield, WI 54476

Contact: Mark Thuot (715) 571-8286

PO Box 353  
 Elcho, WI 54428  
 715-275-3625 Phone  
[info@dvoraksdocks.com](mailto:info@dvoraksdocks.com)  
[www.DvoraksDocks.com](http://www.DvoraksDocks.com)

Delivery Address:  
 218 Drott St  
 Schofield, WI

Qty.	Description	Price each	Total
2	Wave Armor Floating Docks for Boat Launches		
	Boat Launch Dock per drawing, includes the following:		
	(2) 12'8" Ramp		
	(2) Transition Plate for Ramp		
	(6) 5'x10' Section		
	(4) 24" H-Beam Connectors w/ Hardware		
	(8) Anchoring Post Attachment w/ Chain Holder		
	(8) Heavy Duty Anchor		
	(8) Galvanized Chain 3/16"		
	(8) 10" Alum Cleat BLUE		24,394.00
1	Professional Delivery/Assembly/Installation		1,000.00
NOTES			
		SUBTOTAL	25,394.00
		TOTAL	25,394.00
		Down	
		Balance Due	

**Terms and Conditions of Sale (continued on next page)**

There is a 3.5% fee for any use of credit/debit card (non-refundable unless same day).  
 Fuel surcharge may be added at time of delivery.  
 Delivery date may change due to weather or other circumstances.

Other-than-ordinary circumstances could result in an extra charge, over and above the installation fees quoted. Some of these are deep water (> 48"), mud and/or muck, inclines on the bank or in the lake bottom, difficult property to get equipment to water's edge, etc. as well as necessary extra-long leveling legs and dock posts. This labor will be charged out at regular labor fees, extra equipment will be billed as needed.

The above prices, specifications and conditions are satisfactory and are hereby accepted. You are authorized to do the work as specified. I have read and understand the terms and conditions on the back of this proposal. Payment will be made as outlined above.

Customer Signature: Mark Thuot Date: 5-16-22

*Mark*  
 APPROVED  
 10-88-58200-366  
~~43-51-51580-999~~

