



WCWCVB March 19, 2026 Board Meeting

Jefferson St Inn, 201 Jefferson St, Wausau, WI 54403

In-Person Meeting and also available on Microsoft Teams

Refreshments and lunch will be available

The 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 January 21, 2026 | Polley |
| 4. Approval of Financial Reports - N/A | Krahn/White |
| 5. Sports Authority Grants | |
| a. MC United | |
| b. Healthy Communities | |
| 6. Executive Director's Report & Marketing Update | White |
| 7. New Business | Polley |
| a. New Director of Operations Staff Intro | White |
| b. New Office Space - 200 Washington St STE 120B | White |
| 8. Old Business | |
| a. Strategic Plan | Polley |
| 9. Committee Reports | Polley |
| a. Sports Authority Grant | |
| b. Sports Authority Subcommittee Date | |
| 10. Announcements or Requests | Polley |
| 11. Next Meeting Date | Polley |
| 12. Adjourn | Polley |

Microsoft Teams meeting

<https://teams.microsoft.com/meet/23342913890804?p=zLxRLUD3Qnf>

[Czjj8ux](#) Meeting ID: 233 429 138 908 04 Passcode: UZ756QD3



SERVING ATHENS, RIB MOUNTAIN, ROTHSCHILD, SCHOFIELD, WAUSAU & WESTON

January 21, 2026

Holiday Day Inn & Suites

11:30 AM

Board Meeting Called to Order:

Roll Call Taken:

Present: Eric Johnson, Steve Krahn, Joan Joss, Tim Van De Yacht, Marc Kattleson, 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):

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

Financial Reports

- Krahn/White

Executive Director's Report & Marketing Update

- White
 - Partner with Travel Wisconsin for video marketing ("Here's to Being Here," series)
 - White went over the marketing report that was created by Wildman. Discuss the direction that Visit Wausau will continue to pursue. Bandwango passes for biking, food, and drink. Adara for further data along with SimpleView. Focus on meetings, group travel, and sporting events. Pursue old and new video series such as "Behind the Plate" & "Small Batch," to further highlight the area. See marketing reports for information.
 - TREK will continue their WARs series and will call it the Basecamp series
 - Two GEM grants we will be put together with GPWH this year



SERVING ATHENS, RIB MOUNTAIN, ROTHSCHILD, SCHOFIELD, WAUSAU & WESTON

- The World Horseshoe tournament has been going well. Reps will be visiting this week to tour and see all the facilities. Almost 300 people registered right now and will only continue to grow.
- MC United and Visit Wausau are working together to get room blocks for their tournament (about 800 kids)
- Zeyghami asked to clarify where the Horseshoe tournament will be. White explained that they will be playing at Greenheck Turner Center and having a banquet at Dale's Weston Lanes

New Business

Update on BSG & World Horseshoe Tournament

- White
 - BSG explained that we are using old systems that are not efficient. White wants to change the registration platform after winter games. The platform is clunky and outdated. We will move to tiers and use individual platforms for each sporting event. Give more power to the commissioners. White explained that we can offer the brand, insurance, and other small things that would be helpful to commissioners. Commissioners can do most of the labor and take control, and we can let go of some of our responsibilities. White will do further research on how we can achieve this.
 - Rhoden asked what dates the Horseshoe tournament will be. White stated July 13-26, 2026. Rhoden asked if we know if people will fly into CWA, but we are unsure.
 - Polley talked about how this is longest contract with the most demands for an event that we have ever had (Horseshoe Tournament). It is taking a lot of effort. The clay that needs to be put in, the transformation Greenheck will need to do etc. Going forward, we need to really go over and discern what events we can accept in terms of effort. It will be a lot of visitors (about 1000) and hotel stays, but it will be a lot of effort.

Update on Staffing plan

- White
 - White will hire a true director of operations but narrow down what that job description is compared to what Maguire did previously. White will see that tasks can be done within a normal 40-hour work week and will do admin



SERVING ATHENS, RIB MOUNTAIN, ROTHSCHILD, SCHOFIELD, WAUSAU & WESTON

work. White has received a few contenders and asks the room if anyone has anyone in mind, to send them towards him. He will post the job listing online and send emails to partners. VanDeWalle from Rothschild asked how the interview process will go. White explains that he will be the lead on hiring along with the Executive Committee overseeing. The rest of the Visit Wausau staff will also be a part of the hiring process near the end.

Approval of Strategic Plan

- Polley
 - Plan update: mission and vision statement. Wendt, Wright, White, Van De Yacht, and Polley went over and edited these to make it easier to read and understand. Wendt talked about the process of their changes and how they wanted to make it clearer and easier to understand conceptually to highlight the great attributes of Wausau. Polley spoke on last meetings minutes that they went line by line to help edit the statements. Polley stated that if anyone has any other questions or changes, please speak up and they will take that into account. Adding the word “growth” and linking all the municipalities to our shared mission were the two key pieces that we added. The vision statement now talks about bringing all the areas together. Outcome statement: Added the word “metric.” VanDeWalle asked what metrics we have regarding this. Polley explained that the metrics are talking about the contributions of municipalities and how that will go back into the community. It is not specific to a dollar amount but that we continue that relationship and percentage. Outline a recommended metric that we can find as a unit that we can grow and target. There is no specific number but an applicable metric that can satisfy the outcome. White’s goal is that all municipalities be at 40% and show good stewardship/trust. Diny asks if we will add other communities to continue growth. White explained our relationship with Athens and how they pay an annual fee and strengthened our relationship even if they do not have hotels to pay room tax. It is all about building relationships.
 - Polley talked that they combined old number 5 with number 3. Wording changes. Rhoden asked if the outcome statements will apply to the Visit Wausau team. Polley said yes. Rhoden asked if these work plans for 2026 will be shared with the board. Polley said that it is possible and will occur



SERVING ATHENS, RIB MOUNTAIN, ROTHSCHILD, SCHOFIELD, WAUSAU & WESTON

through White. Polley explained how they would like to diversify our finances as we rely heavily on room tax. Rhoden spoke on the upcoming elections and how things will change. White talked about how he sends quarterly reports and emphasizes that we will continue to send out annual reports. Polley will combine Education and Future Oriented statements. See updated statements.

- Polley went over Critical Issues.
- Polley motioned to approve. Diny seconded. All were in favor

Old Business

Executive Committee Municipality Representation

- Polley
- Rotate municipalities with Rib Mtn. Starting
- All in favor

Committee Reports

Sports Authority

- Polley explained about the meeting the committee had. Came up with a task list and produced a task plan. See task plan.
- Polley will send out an email for a two-hour meeting to speak with other sports people from other cities for guidance.

Announcements or Requests

- **Visit Wausau staff left so board could discuss White's performance.**

Next Meeting Date

March 19, 2026, at 11:30 AM at TBD

Adjourn Meeting

Krahn motioned to adjourn. VanDeWalle seconded



Wisconsin's Leader in Sports, Events & Tourism

GRANT APPLICATION

Event/Tournament Name:	MC United Mountain Bay Cup
Event Dates:	May 1-3, 2026
Local Organizing Committee:	MC United Soccer Club
Tax or EIN #:	26-1444638
Contact Person:	Dan Kubat
Address:	PO Box 1071 Wausau WI 54402
Phone Day/Cell:	715-574-3736
Email:	tournaments@mcunitedsoccer.org
Amount Requested:	\$5,000

DESCRIPTION OF EVENT

Youth soccer tournament

EVENT HISTORY

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

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

This tournament we plan to continue improving the event. We plan to have a Friday night (5/1) 'Showcase Match' under the lights on the main field. We hope to create a fun event where there is large crowd, music, and food vendors. We did this last year and it was a big success. On Saturday night (5/2) we plan to have a 'Coaches Match' under the lights as well. Again, we hope to draw a big crowd to the complex at night and celebrate soccer. We are also hoping to have an academy type event where local 7-8-year-olds can enjoy the tournament festivities and have fun playing against new teams. This could significantly boost the attendance and participation numbers. We anticipate using the Greenheck Turner Community Center for the event to further showcase the community and our sporting venues.

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

In 2024 and 2025 our two tournaments were completely full and had a record number of teams, players, and spectators. Area hotels were near or at capacity for both weekends due to these events due to the high percentage of non-local



Wisconsin's Leader in Sports, Events & Tourism

teams participating in the events. We anticipate high interest in our tournaments for 2026 and building on the huge successes from 2025.

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



Wisconsin's Leader in Sports, Events & Tourism

EVENT INFORMATION

Proposed Event Location/Facility:	Peoples Sports Complex/Airport Park/GTCC (indoor fields)
Has the facility been secured?	Yes
Number of Teams Expected:	160
Number of Participants Expected:	2,100 (players)
# Of Teams/Participants from outside 90 Miles:	80
Estimated Number of Family & Friends per participant:	3-4
Number of local teams:	65
Number of local participants:	800 (players)

HOTEL INFORMATION

Has contact been made with any area hotels? NO

If so, who?

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

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

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

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



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: Dan Kubat

Printed Name: Dan Kubat Date: 2/22/2026



Wisconsin's Leader in Sports, Events & Tourism

GRANT APPLICATION

Event/Tournament Name: 2026 Wisconsin Healthy Communities Summit

Event Dates: April 23-24, 2026

Local Organizing Committee: The Wisconsin Bike Fed

Tax or EIN #: 39-1686663

Contact Person: Mike Ridgeman

Address: 187 E Becher Street Milwaukee, WI 53207

Phone Day/Cell: 303-915-6745

Email: mike@wisconsinbikefed.org

Amount Requested: \$ 3000.00

DESCRIPTION OF EVENT

The Wisconsin Healthy Communities Summit will take place April 23-24, 2026 at the Hilton Garden Inn in Wausau. The Summit will feature interactive workshops, keynote speakers, and networking opportunities focused on the intersection of public health, equity, and mobility through advocacy, education, and the power of trails. It is a useful platform for engaging decision-makers and elevating solutions that build healthier communities for everyone. The Summit will bring together some of the most innovative, connected and action oriented leaders working in the active transportation, outdoor recreation, health and wellness, and tourism sectors.

The 2026 Healthy Communities Summit features two days of learning. Day one at the Hilton Garden Inn includes breakfast, lunch, and keynote speakers - as well as morning and afternoon breakout sessions. The day will wrap up with a happy hour reception at the Historic Chalet at Granite Peak. Day 2 two will start with an opening session at the Hilton Garden Inn - then guests will be able to choose from a variety of field trips to experience Wausau's outdoor amenities including biking, hiking and paddling.

Goals for the Healthy Communities Summit include:

- ❖ Provide a forum for health leaders and outdoor recreation providers to network, share opportunities, initiatives and information that advance outdoor recreation as a pathway to health.
- ❖ Foster opportunities for the industry to connect, network and build new partnerships.
- ❖ Provide inspirational and educational sessions that attendees can use to advance their work.
- ❖ Inspire and equip attendees to choose active transportation more often - for their own health and the health of the planet.
- ❖ Provide an opportunity for educators, especially those teaching children to bike/walk safely, to share resources and best practices.

- ❖ Convene groups and individuals wanting improved bicycle and walking infrastructure in their communities: bike lanes, sidewalks, and natural surface trails.

Target Audience: Wisconsin's outdoor community, bicycle advocacy groups, health and wellness professionals, traffic engineers, electeds, educators and students, mountain bike enthusiasts and trail builders, general public.

Capacity & Expectation: Capacity for the Healthy Communities Summit is 300. We are anticipating 200 attendees.

EVENT HISTORY

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

In 2019, Wisconsin Bike Fed hosted the state Bike Summit in Wausau on a shoestring budget in recognition of the City being named one of the small cities to ride a bike. Attendance was modest - with 48 registered attendees - but Wausau's downtown bike infrastructure and mountain biking destination made a big impression.

Post-Covid, the Bike Summit was reinvisioned as the Wisconsin Healthy Communities Summit and the Bike Fed partnered with Wisconsin's Office of Outdoor Recreation to grow the event to feature a broader range of recreation opportunities. The Healthy Community Summit now brings together community leaders, outdoor industry and health professionals, traffic engineers, elected officials, planners, advocates, business leaders, trail builders, and bike enthusiasts to explore how outdoor recreation, biking and active transportation contribute to healthier, more vibrant communities across Wisconsin.

The past two Summits were held in Madison, and attracted between 150-175 participants. In 2026, we are eager to return to Wausau, this time with a total budget of \$39,000, and have been working closely with Visit Wausau to create an itinerary that features all of the natural and community assets that have helped this northern Wisconsin town re-brand itself as Wisconsin's Basecamp. A survey of past participants indicated that Wausau's central location would also make Summit participation more convenient for attendees from Northern communities. We are anticipating 200 guests to this year's event.

Wausau/Central Wisconsin Sports Authority
P.O. Box 1486 Wausau, WI 54402 • Phone 715-355-8788 • Fax 715-359-2306 • www.visitwausau.com



Wisconsin's Leader in Sports, Events & Tourism

EVENT INFORMATION

Proposed Event Location/Facility: Wausau Hilton Garden Inn

Has the facility been secured? Yes

Number of Teams Expected: This is not a team event

Number of Participants Expected: 150-200

Of Teams/Participants from outside 90 Miles: Over 100

Estimated Number of Family & Friends per participant:

Number of local teams: This not a team event

Number of local participants: 50-100

HOTEL INFORMATION

Has contact been made with any area hotels? Yes

If so, who? Wausau Hilton Garden Inn and their sister location, The Fairfield Inn. We intend to make use of the Fairfield Inn for government attendees who are subject to a strict lodging per diem and may require a less expensive option.

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			4/22	4/23	4/24		
Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Rooms			50+	50+	10=		

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

Wausau/Central Wisconsin Sports Authority
 227460 Shrike Ave Wausau, WI 54401 • Phone 715-355-8788 • Fax 715-359-2306 • www.visitwausau.com



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: Date:

Wausau/Central Wisconsin Sports Authority
227460 Shrike Ave Wausau, WI 54401 • Phone 715-355-8788 • Fax 715-359-2306 • www.visitwausau.com

Visit Wausau - Q1 2026 Marketing Update

Q1 Highlights

132,391 website sessions on VisitWausau.com

5.2+ million marketing impressions delivered through streaming and audio campaigns

Visitors generate 69% of spending at arts, entertainment, and attractions

Destination Visibility

Visit Wausau's marketing campaigns to continue expanding awareness of the destination across key Midwest drive markets.

5.2+ million impressions delivered through streaming TV and Spotify campaigns

637,000+ listeners reached through streaming audio advertising

VisitWausau.com remains the primary gateway for potential visitors researching the destination.

132,391 website sessions and 107,206 users in Q1 to date

63,425 engaged sessions with a 47.9% engagement rate

Organic search and direct traffic together account for more than half of website traffic, indicating strong visibility in travel searches and continued engagement from known audiences.

Visitor Activity & Economic Impact

Visitor data continues to demonstrate the role tourism plays in the Wausau area economy.

Visitors represent 18% of people present in the destination

Visitors account for 12% of total spending locally

Visitors generate a significant share of tourism-related spending:

69% of arts, entertainment, and attractions spending

Average daily visitor spending:

\$48 restaurants

\$88 retail

\$143 arts, entertainment, and attractions

Top visitor markets include Green Bay–Appleton, Milwaukee, Chicago, and Madison, reinforcing the importance of regional drive tourism.

Strategic Marketing Initiatives

Visit Wausau has implemented a streamlined annual marketing framework that organizes campaigns around seasonal travel moments, creating a repeatable structure for destination promotion while allowing fresh creative storytelling each year.

During Q1, marketing efforts focused on winter promotion through the Winter Chill campaign, highlighting outdoor recreation, seasonal events, and downtown experiences.

Marketing is now transitioning into the spring shoulder-season campaign centered on Small Batch Experiences.

This campaign is supported by the release of the Small Batch Series, a video storytelling initiative highlighting locally owned businesses that create distinctive, handcrafted experiences and highlight the authentic character of the Wausau area.



SERVING ATHENS, RIB MOUNTAIN, ROTHSCHILD, SCHOFIELD, WAUSAU & WESTON

Q1 Snapshot: Destination Performance

- **132,391 website sessions** and **107,206 users** on VisitWausau.com
- **5.2+ million marketing impressions** across streaming and audio campaigns
- Visitors represent **18% of people in market** and **12% of total spending**
- Visitors generate **69% of arts, entertainment & attraction spending**

Takeaway: Tourism continues to be a strong economic driver, especially in arts, culture, and outdoor recreation.

Lodging & Economic Indicators

- **62% occupancy** (-8% YoY)
- **\$138 ADR** (+4% YoY)
- **\$25.7M lodging revenue** (-\$1.3M YoY)
- **21-day booking window** (stable)

Takeaway: Slight softening in demand, but pricing strength remains. Opportunity exists to fill shoulder periods.

Strategic Marketing Progress

- Continued **Winter “Chill” Campaign** → **Transition to Spring “Small Batch” Campaign**
- Expanded **streaming TV + Spotify reach (637K listeners)**
- Strengthened **data-driven marketing with Zartico + Adara + Travel Wisconsin co-ops**

Focus: Drive regional visitation (Green Bay, Milwaukee, Chicago, Madison markets remain strongest).

Major Initiatives & Leadership Activities (Q1)

Industry Leadership & Advocacy

- Attended **WIGCOT** – strong statewide emphasis on outdoor recreation
- Participated in **Wisconsin Tourism Advocacy Day (Madison)** – legislative engagement
- Serving on **North Central Wisconsin Tourism Partnership Committee**

Outdoor Recreation & Grants



SERVING ATHENS, RIB MOUNTAIN, ROTHSCHILD, SCHOFIELD, WAUSAU & WESTON

- Advanced **Great Pinery Heritage Waterway JEM marketing**
- Partnered with **GWPP on Wisconsin Gravel JEM Project**
- Supported **\$500K WEDC Live/Work Recruitment Grant** (hosting on Visit Wausau site)
- Coordinating **Healthy Communities Conference (April, Rib Mountain)** with:
 - Wisconsin Bike Fed
 - Office of Outdoor Recreation
- Secured alignment with **Zartico leadership on outdoor recreation data strategy** (future grant leverage)
- These relationships will bring in marketing income to Visit Wausau

Events, Sports & Group Travel

- Hosted **World Horseshoe Pitching Association Executive Committee**
 - Showcased Greenheck Turner Convention Center and community assets
- Managed **Badger State Games operations**
 - Identified need to modernize outdated **25-year-old registration system**
 - Ongoing effort to streamline event structure and operations
- Conducted facility tours for:
 - **Ice Age Trail Alliance (2027 conference)**
 - **State Veterans Service Officers Association (2027)**
- Result: **1,000+ conference attendees secured for 2027**

Partnerships & Community Engagement

- Presented to **Chamber Young Professionals** (Quality of Life & talent attraction)
- Engaged **Northcentral Technical College (NTC)** on partnerships & internships
- Continued collaboration with regional and statewide tourism partners

Speaking & Visibility

- Invited speaker at **National Outdoor Recreation Conference (Duluth – May 2026)**
- **We received major shout-outs from Travel Wisconsin Secretary Anne Sayers at WIGCOT (Wausau & Eau Claire)**

Upcoming Priorities (Q2)

- **May 20 – Annual Tourism Lunch**
 - Board members will receive a registration code
 - Encouraged to invite community stakeholders
- Implement **Adara + Travel Wisconsin co-op marketing expansion**
- Continue **Badger State Games restructuring plan**
- Execute **spring/summer marketing campaigns**



SERVING ATHENS, RIB MOUNTAIN, ROTHSCHILD, SCHOFIELD, WAUSAU & WESTON

- Advance **outdoor recreation positioning for grant funding and national visibility**
- **Get the Sports Authority focused missionally and strategically.**
- **Get Badger State Games streamlined in order to maximize impact and profit.**

Key Strategic Direction

Visit Wausau is continuing to position Greater Wausau as “**Wisconsin’s Basecamp**”, with a sharpened focus on:

- Outdoor recreation as an economic driver
- Data-driven marketing and ROI
- Event and group travel growth
- Talent attraction and livability
- Organizational Refinement

Visit Wausau 2026 Business & Marketing Plan (Upgraded Lean Model)

Identity (Refined)

Visit Wausau is the **lead Destination Marketing Organization for Central Wisconsin**, positioning the region as **“Wisconsin’s Basecamp.”**

We drive **visitor spending, talent attraction, and community pride** through outdoor recreation, events, and authentic local experiences.

Strategic Focus for 2026

Shift from “promotion” → “destination development + demand generation”

3 Core Pillars:

1. Outdoor Recreation Leadership

- Great Pinery Heritage Waterway
- Gravel / Cycling (JEM + Bike Fed)
- Trail ecosystem (Ice Age Trail, Nine Mile, Rib Mountain)

2. Events & Sports Optimization

- Badger State Games modernization
- Signature events (Tourism Lunch, Film Fest, Horseshoe Championships)
- Event ROI + operational efficiency

3. Live/Work/Visit Integration

- WEDC Talent Recruitment (GWPP partnership)
- Website hub for relocation + workforce attraction
- Align tourism with economic development

Our Solution (Enhanced)

We create **bookable, data-driven visitor experiences** by:

- Delivering **inspiration** → **conversion funnels**
- Packaging Wausau as a **4-season Basecamp**
- Leveraging **data (Zartico + Adara)** to target high-value travelers
- Aligning **tourism + workforce + community storytelling**

Market Position

Competitive Set:

Eau Claire, Stevens Point, Appleton, La Crosse, Minocqua

Competitive Advantage (NEW CLARITY):

- Central location = “**hub destination**”
- Outdoor + Urban mix (rare in WI)
- Emerging national credibility in:
 - Gravel cycling
 - Paddling/waterways
 - Trail systems

Target Markets (Refined)

Primary:

- **Experience-driven planners (ages 30–45)**
- Families + couples seeking **active getaways**

Secondary:

- Outdoor enthusiasts (cycling, paddling, trail users)
- Event travelers (sports + niche competitions)
- Remote workers / relocators (NEW focus)

Marketing Strategy (2026 Upgrade)

1. Performance Marketing (Conversion Focus)

- Expand **Adara + Co-op targeting**
- SEO + PPC tied to **bookable outcomes**
- Retargeting campaigns

2. Content & Brand Storytelling

- “Wisconsin’s Basecamp” campaign evolution
- Video series:
 - Outdoor experiences
 - Culinary (“Behind the Plate” expansion)
- User-generated content (Crowdriff optimization)

3. Owned Audience Growth

- Email + SMS funnel expansion (goal: +25%)
- CRM segmentation (events, outdoor, relocation)

4. Public Relations & Authority

- National outdoor rec positioning

- Conference speaking (NORC, Healthy Communities)
- Leverage state & national partnerships

5. Website as Conversion Engine

- Live/Work hub launch
- Itinerary-based UX
- Stronger “**Book Now / Plan Your Trip**” flows

Key Initiatives (2026)

Outdoor Recreation

- JEM Gravel Project (statewide positioning)
- Pinery Waterway marketing rollout
- Trail infrastructure storytelling + mapping

Events & Experiences

- Streamline Badger State Games platform (replace legacy system)
- Launch/expand:
 - Film Festival/Events/Sports Marketing
 - Tourism Lunch (May 20 anchor event)
- Maximize 2026 Horseshoe Championships

Partnerships & Revenue

- Expand municipal engagement
- Grow:

- Sponsorships
- Partnership program
- Grant pipeline (JEM, WEDC, others)

Revenue Streams (Expanded)

- Room Tax (core: 37–40%)
- Grants (major growth category)
- Sponsorships & partnerships (NEW emphasis)
- Data-driven marketing co-ops
- Merch (brand extension)
- Event-driven revenue

Operations (EOS Aligned)

- Strengthen **Integrator role (Director of Ops)**
- Departmental ROCKS tied to:
 - Revenue
 - Engagement
 - Conversion
- CRM + CMS optimization
- Cross-team accountability

Key Metrics (Updated for 2026)

Demand Generation

- Website traffic: +20%
- Conversion actions (bookings, referrals): +15%
- Email/SMS growth: +25%

Economic Impact

- Visitor spend growth (Zartico modeled)
- Event ROI tracking (per event)

Organizational Health

- Partner retention & growth
- Grant dollars secured
- Staff productivity (ROCK completion)

Challenges (Reframed)

- Educating municipalities on DMO value
- Balancing **regional collaboration vs competition**
- Weather variability → need for **year-round positioning**
- Scaling operations without overextending staff

Milestones (2026)

- Launch **Live/Work hub**
- Execute **JEM + Pinery campaigns**
- Modernize **Badger State Games systems**

- Achieve **measurable ROI reporting using Zartico**
- Host **successful Tourism Lunch (May 20)**
- Increase **partner revenue + engagement**

Jamie Rice-Heckendorf

Wausau, WI • jaymrh@gmail.com • 715-574-4677

www.linkedin.com/in/jamie-rice-heckendorf

Professional Summary

Operations and Process Leader with 20+ years of experience driving organizational efficiency, oversight, and cross-functional accountability. Proven ability to maintain operational systems, ensure follow-through on strategic priorities, and support leadership through reporting and governance. Experienced working with ERP, CRM, financial systems, SOP development, and compliance-focused environments. Known for systems thinking, clarity, and steady execution.

Core Skills

- Operational Leadership & Organizational Integration
- Project & Process Management
- Process Design, SOP Development & Accountability Systems
- ERP, CRM & Business Systems Oversight
- Leadership Reporting Support
- Change Management & Continuous Improvement

Professional Experience

Wausau Tile Co. – Rothschild, WI

Business Process Coordinator | Sept 2022 – Present

- Lead enterprise-wide operational processes to ensure consistency, accountability, and efficiency across departments
- Develop and maintain SOPs that support compliance, transparency, and cross-functional clarity
- Provide oversight of ERP inventory and transaction workflows to ensure data integrity and accurate reporting
- Partner with leadership and department heads to implement process improvements and manage organizational change
- Support reporting and system governance by aligning operational workflows with business objectives

Project Manager – Precast | Sept 2019 – Sept 2022

- Oversaw cross-functional project portfolios, coordinating schedules, budgets, reporting, and operational workflows across teams
- Served as liaison between internal teams and clients to ensure clear communication and expectations.

Fremarq Innovations Inc. – Wausau/Merrill, WI

Quality Manager | Mar 2019 – Aug 2019

- Developed and established quality standards, work instructions, and ISO 9001-compliant business management systems.
- Tracked non-conformances and rework to provide root cause analysis and implement corrective changes.

Project Manager | Mar 2018 – Mar 2019

- Coordinated all aspects of projects including submittals, schedules, budgets, production, changes, shipment, installation support, and closeout.
- Developed company project management systems in Smartsheet and OneNote.

Estimating Manager | Oct 2017 – Mar 2018

- Oversaw estimating staff of 1–2 estimators.
- Developed and maintained in-house Excel-based curtainwall estimating program.

Wynn O. Jones & Associates – Schofield, WI

Project Manager | Sept 2016 – Oct 2017

Oldcastle Building Envelope – Wausau/Schofield, WI

Project Manager | Jul 2014 – Sept 2016

- Managed 3–5 concurrent projects valued at \$2M–\$5M for top clients.
- Trained new hires and developed/maintained company SOP and project tracking software.

Estimator | Feb 2011 – Feb 2016

- Booked \$4.9M in sales (2012) and \$4M (2013).
- Served as backup team manager, assigning work, reviewing projects, and training new hires.
- Maintained Excel estimating program and department SOPs.

Drafter | May 2005 – Feb 2011

- Maintained AutoCAD libraries and company standard documents.

Education & Certifications

- Project Management Certificate, Cardinal Stritch University, 2011
- Associate of Applied Science – Architecture, Northcentral Technical College, 2000
- TWI Institute – Training Within Industry (Job Instruction)
- ISO 9001:2015 Internal Auditor Training, UW Stout

Programs

ERP Systems (Infor XA, Epicor)	Salesforce	Bluebeam	Smartsheet		
Power BI	Scribe	AutoCAD	PM Web, Procore	Trello	Asana
Google Suite	Advanced Excel	Microsoft 365	SharePoint		

Volunteer & Community Involvement

- River City Church –Serve Team Leader, House Church Leader
- River District Development Fund – Board Member, Secretary
- Habitat for Humanity of Wausau – Construction Volunteer, Nominating Committee, Past Board Member, Past Secretary
- United Way of Marathon County – Past Impact Grant Committee, Emerging Leaders



SERVING ATHENS, RIB MOUNTAIN, ROTHSCHILD, SCHOFIELD, WAUSAU & WESTON

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.

Outcome Statements:

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.
2. Stakeholder Experience – Tourism oriented businesses and volunteer organizations experience growth and are prospering from the CVB's success.
3. Destination Development – 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.
4. 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.
5. Brand Differentiation – CVB establishes a distinctive brand which strategically differentiates the Wausau regions communities from competing alternatives.
6. Technology Sophistication – CVB is an early adopter of technology continuously improving communication capabilities, using best practices, and experiencing increased activity and results.
7. Future Oriented – CVB anticipates the future, and leads in marketing preparedness, assisting its stakeholders to be successful in a changing environment.



SERVING ATHENS, RIB MOUNTAIN, ROTHSCHILD, SCHOFIELD, WAUSAU & WESTON

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/development. Determine the need for a visible tourism center facility based upon 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 including fiscal independence, organization governance including Board and advisory Committee(s)

#5 Critical Issue – Development and communication of a strategic community distinction/competitive differentiation position based upon Wausau regional community attributes and quality of services. (Forget “Time is on your side”).

#6 Critical Issue – Enhance 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.