



WCWCVB March 16, 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 January 18, 2023 Meeting Minutes **Fisher**
4. Approval of Financial Reports **Krahn**
5. Discussion and Possible Action on Sports Authority Grant Applications **Fisher**
 1. 2023 Taste N Glow Balloon Festival
 - Guest: Steve & Nancy Woller
 2. MC United Soccer Spring Tournament
 3. Ultimate Frisbee Tournament
6. Discussion and Possible Action on the Village of Rothschild Tourism Entity Contract with the CVB. **Fisher**
 - Guest: Ryan VanDeWalle – Village of Rothschild Admin.

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| 7. Discussion and Possible Action Regarding CVB Building | Fisher |
| 8. Executive Director's Report | White |
| 9. Committee Reports | Fisher |
| a. Executive Committee | |
| b. Personnel Committee | |
| c. Nomination Committee | |
| d. Building Committee | |
| 10. New Business | Fisher |
| Discussion and possible action on board terms
(Xiong voted Interim President in 12/2021 Stepped down in 08/2022 where Fisher became President from Vice President) Does term remain the same or a new term starts? Fisher's At Large Term started 11/2021, moved to Vice President Seat 01/22. Information needed for Board Policy Handbook. | |
| 11. Unfinished Business | Fisher |
| 12. Announcements or Requests | Fisher |
| 13. Next Meeting Date: | Fisher |
| a. May 2023 | |
| 14. Adjourn Meeting | Fisher |

Google Meeting Links:

To join the video meeting, click this link: <https://meet.google.com/piz-adig-dui>
Otherwise, to join by phone, dial +1 570-671-0077 and enter this PIN: 225 433 004#



January 18, 2023 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, Al Opall, Hooshang Zeyghami, Nick Patel, Steve Krahn, Tim Van De Yacht, Liz Brodek, Sean Wright, Tim White, Jodi Maguire, and Alysa Steinhilber.

Present on Zoom: Jay Govardhan & Denny Richmond

Absent: Gaylene Rhoden, Liz Brodek, and Yee Leng Xiong.

Call for a motion to accept the December 21, 2022, meeting minutes as printed by Fisher.

Motion to accept made by Patel second by Kluever, approved by all.

Financial Reports

Krahn asked all board members if they had the chance to look over the year end reports. Krahn stated these are preliminary reports from himself and Maguire. Independent audit will be conducted of the 2022 financials in Spring of 2023. Krahn stated both companies had a strong year end. Patel asked if any funds from Rothschild were received for 2022. Krahn stated no, and hopefully funds would be funneling in soon from Rothschild. White stated, he is in a good working relationship with Rothschild, and we should be in contact soon.

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

Travel Wisconsin – JEM Check Presentation

Jeff Anderson from Travel Wisconsin was in attendance and presented the Wausau/Central

Wisconsin Convention & Visitors Bureau with a cardboard check in the amount of \$20,000.00 for The Great Nearby Campaign. Anderson stated he is excited for this grant because it will focus on the leisure travel with arts & cultural. Anderson stated the grant is a three year qualification. Picture of board members and staff were taken with the check.

Executive Director Report

Personnel – White asked Anderson and Steinhilber to leave the room for personnel discussion on Ockwig. White gave a brief update on what lead to the termination of employment. White stated the Badger State Games will still go on for 2023 as planned. White stated he reached out to all winter commissioners and plans have been arranged on how to move forward. Patel asked if there would any plans on hiring someone to focus on Sports Authority/Badger State Games. White stated he evaluated position and feels a part-time position is needed at this time to help the games. Anderson and Steinhilber returned and discussion of the 2023 Winter Games. White stated in the fall of 2022, a matrix system to evaluate the games was done and an updated matrix will be done soon. White informed that some of the games were not even happening in Marathon County and stated there was no value to us. White stated he wants to run an effective organization that is profitable and useful to us.

Business Plans

White gave a brief update on both business plans that were include in the board packet. White stated these will continue to update as the year goes on. White stated he would like to focus on a Meeting/Sales/Sports Convention staff member to accommodate the needs for both businesses in the near future. Fisher stated it would be beneficial to have venue marketing and stated this would be a good focus for the future. Fisher stated having all information put together in a folder of our area would great and could help meetings/sports and conventions to Central Wisconsin. Zeyghami stated having facilities occupancy numbers would be very helpful to anyone looking to come to the area. Patel asked White if there was a certain timeline for the business plans. White stated it would have a focus for 2023 and would be evaluated quarterly.

Board Policy Update

White gave an update on the board policy, and asked if everyone had a chance to review the google doc. Kluever stated meetings so far have been very productive and looking at other CVB's policies to see what needs to be incorporated. Polley also agreed meetings have been productive and project is moving forward. Polley stated sometimes it is hard to know what needs to be in the policy handbook versus the By-laws. Kluever also shared with the board that meetings have been productive and the board policy is moving forward smoothly.

Update on Building/ARPA Grant

White stated he ran into Lance Leonhard and received the news that nothing was approved for the building project. White stated no funds were approved from the presentation. Polley stated the County is having difficulty knowing and deciding what the funds should go towards. Polley stated funds will stay with county as of right now and they will have to evaluate the grant application process. Polley stated the county doesn't have an economic development

department so they are unsure on how funds can be used to support a Visitor's Center. Polley also stated the county has a policy on funds over a certain amount need to go into a bid process and stated some of the Finance & HR committee had questions on how this would work for the development of a building for the CVB.

Fisher asked if there were any committee updates:

Executive Committee: None. Fisher did state and acknowledged the process of terminating employment for Ockwig was done professionally.

Personnel Committee: None.

Nomination Committee: None

Building Committee: White gave an updated on reaching out to with CVB's about their visitor's center. White stated CVB's are seeing less traffic with more traffic to the internet. White asked the board the need for a building and stated he has four interested parties who would like to purchase. White stated he is looking into a small office space to accommodate the business needs but stated holding onto this building is not beneficial. Kluever suggested putting the building up for sale and finding a small location to house the business needs and then reevaluate the need for a building down the road. Zeyghami asked White to put together a list of pros and cons to bring back at the next meeting. White stated he would work on that. Fisher asked for the discussion of the meeting to be added to the next meeting's agenda and the first topic of discussion.

Unfinished Business

No 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

White gave an update and summary on the potential sale of the Wausau Marathon. White shared Mr. Smith has ties to the Wausau area and would like to purchase the Marathon to honor his wife who passed away a few years ago. White stated Mr. Smith's wife was from the Greater Wausau area and a foundation in her honor was established. White asked all Board Members if they had the opportunity to read over the MOU. Kluever asked if the CVB would have the first right of refusal if Mr. Smith doesn't continue the Wausau Marathon or potentially wants to relocate the race. White stated Mr. Smith would keep it in Central Wisconsin but stated right of refusal could be added. Fisher asked if there was a max of sponsorship funds the CVB/SA staff raise or certain amount of hours spent on planning or helping with the race. White stated this could be added to the MOU, Fisher stated it would be a good idea to have this piece added. Question was brought up on if a lawyer needs to look over the MOU, Zeyghami

stated it is not a contract. Polley suggested bidding out to potential firms in the area if a lawyer is needed. Krahn suggested moving forward with the MOU with the modifications being added on sponsorship funds, staff hours spent and the right of refusal being added. Zeyghami stated that an MOU is not a contract so it can be modified or cancelled at any time.

Weston Grant Funds

Maguire stated approval was needed for the restricted funds that were disbursed out from the Village of Weston's grant fund. From July 2022 through December 2022, a total of \$22,500.00 was approved by the Village of Weston's Tourism Commission and has been distributed out. A detailed summary of date, event or organization name and amount was apart of the board packet.

Call for a motion to accept the \$22,500.00 released from the Village of Weston's restricted account as printed by Fisher. Motion to accept made by Fisher, second by Van De Yacht, approved by all.

City of Schofield Restricted Funds

Maguire stated she received a request from the City of Schofield to refund \$25,394.00 from the City's restrict account for the purchase of docks near the Schofield Dam. Board of Directors had discussion on whether it was tourism related. Maguire stated docks are open to the public to use. White stated the dock will also serve a purpose for the Great Pinery Heritage Waterway that is opening this summer.

Call for a motion to accept the reimbursement to the City of Schofield in the amount of \$25,394.00 from the restricted City of Schofield account as printed by Fisher. Motion to accept made by Krahn, second by Wright, approved by all.

Next meeting to be held on Thursday, March 16th at 11:30 at Granite Peak.

Call for a motion to adjourn by Van De Yacht, second by Polley, approved by all. 1:22 pm.

Wausau/Central WI CVB Profit & Loss Budget vs. Actual January through February 2023

	TOTAL		
	Jan - Feb 23	Budget	\$ Over/Under Budget
Ordinary Income/Expense			
Income			
330 · Restr. Schofield Hold	5,038.14	0.00	
331 · Restr. Weston Hold	30,678.67	0.00	
402 · Gift Shop - Taxable	0.00	2,000.00	-2,000.00
403 · Gift Sales - Non Taxable	0.00	16.00	-16.00
405 · Publication & Program Revenue	38,380.00	37,000.00	1,380.00
410 · Brochure Distribution Service	480.00	800.00	-320.00
415 · Advertising	0.00	505.00	-505.00
420 · Sponsorship	0.00	0.00	0.00
422 · Registration Fees	0.00	0.00	0.00
430 · Resale/Misc Revenue	0.00	3,000.00	-3,000.00
432 · Interest Income	912.65	170.00	742.65
434 · Print & Design Income	125.00	100.00	25.00
435 · Room Tax	86,875.19	153,750.00	-66,874.81
436 · Expedia Room Tax	0.00	0.00	0.00
440 · Sports Authority	0.00	0.00	0.00
441 · Grant Revenue	0.00	9,000.00	-9,000.00
Total Income	162,489.65	206,341.00	-43,851.35
Gross Profit	162,489.65	206,341.00	-43,851.35
Expense			
500 · Conference Expenses	1,155.00	0.00	1,155.00
534 · Print & Design Expenses	0.00	0.00	0.00
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	600.00	-600.00
569 · Property Tax	1,770.00	1,920.00	-150.00
576 · Outside Services	6,735.75	3,200.00	3,535.75
607 · Advertising Expenses	2,500.00	800.00	1,700.00
608 · Marketing Expense	10,099.49	15,000.00	-4,900.51
609 · Website	5,750.00	18,000.00	-12,250.00
612 · Grant Expense	0.00	0.00	0.00
705 · Computer & Software Expense	0.00	1,300.00	-1,300.00
707 · Legal & Accounting	942.50	1,000.00	-57.50
708 · Dues & Subscriptions	7,331.94	6,700.00	631.94
709 · Miscellaneous Exp	0.00	0.00	0.00
710 · Office Expense	2,876.39	300.00	2,576.39
712 · Visitors Magazine Expense	47,140.00	49,000.00	-1,860.00
715 · Bank & Credit Card Fees	178.95	300.00	-121.05
718 · Registration Fees Expense	0.00	0.00	0.00
720 · Vehicle Expense	715.38	800.00	-84.62
721 · Seminars & Training	0.00	0.00	0.00

Wausau/Central WI CVB
Profit & Loss Budget vs. Actual
January through February 2023

	TOTAL		
	Jan - Feb 23	Budget	\$ Over/Under Budget
722 · Repairs & Maint	0.00	830.00	-830.00
730 · Health Insurance	4,394.86	6,650.00	-2,255.14
732 · Meals & Entertainment	1,627.96	580.00	1,047.96
733 · Insurance	2,653.04	3,000.00	-346.96
755 · Telephone Expense	517.46	600.00	-82.54
756 · Equipment Lease	383.52	416.00	-32.48
760 · Postage	701.22	670.00	31.22
770 · Rent /Storage Expense	203.00	1,750.00	-1,547.00
771 · Parking Permit	0.00	0.00	0.00
772 · Utilities	1,967.08	2,400.00	-432.92
773 · Tourism Commissions	0.00	0.00	0.00
775 · Capital Expense	0.00	0.00	0.00
800 · Salary & Wages	61,680.55	41,000.00	20,680.55
809 · Employee Benefits	0.00	2,550.00	-2,550.00
810 · Payroll Taxes	4,978.75	3,600.00	1,378.75
811 · Retirement Plan	1,698.82	1,660.00	38.82
812 · Interest Expense Building	2,342.70	2,400.00	-57.30
813 · Interest Expense EDIL	666.70	750.00	-83.30
890 · Penalty	0.00	0.00	0.00
Total Expense	171,011.06	167,776.00	3,235.06
Net Ordinary Income	-8,521.41	38,565.00	-47,086.41
Other Income/Expense			
Other Expense			
930 · Restr. Schofield Hold Release	25,394.00	0.00	25,394.00
931 · Restr. Weston Hold Release	22,500.00	0.00	22,500.00
975 · Depreciation Expense	3,481.90	2,434.00	1,047.90
Total Other Expense	51,375.90	2,434.00	48,941.90
Net Other Income	-51,375.90	-2,434.00	-48,941.90
Net Income	-59,897.31	36,131.00	-96,028.31

Wausau/Central Wisconsin Sports Authority Inc.
Profit & Loss Budget vs. Actual
January through February 2023

	TOTAL		
	Jan - Feb 23	Budget	\$ Over/Under Budget
Ordinary Income/Expense			
Income			
331 · Restr. MMB Weston	8,312.64	0.00	
402 · Gift Shop	0.00	0.00	0.00
415 · Advertising	0.00	0.00	0.00
420 · Sponsorship	21,000.00	11,600.00	9,400.00
422 · Registration Fees	28,699.63	31,500.00	-2,800.37
422A · BSG FS Registrations	588.81	1,000.00	-411.19
430 · Resale/Misc Revenue	613.46	5,000.00	-4,386.54
432 · Interest Income	131.35	75.00	56.35
434 · Print & Design Income	0.00	0.00	0.00
435 · Room Tax Revenue	0.00	0.00	0.00
440 · Sports Authority	16,998.41	25,500.00	-8,501.59
441 · Grant Revenue	7,500.00	7,000.00	500.00
444 · Vendor Income	0.00	0.00	0.00
445 · Contract Revenue	0.00	0.00	0.00
490 · Other Organizations Sponsorships	0.00	0.00	0.00
495 · PPP # 2 Loan Forgiveness	0.00	0.00	0.00
900 · Community Foundation - Taxable	0.00	0.00	0.00
Total Income	83,844.30	81,675.00	2,169.30
Gross Profit	83,844.30	81,675.00	2,169.30
Expense			
500 · Conference Expenses	0.00	800.00	-800.00
564 · Participant Supplies	11,008.31	8,250.00	2,758.31
565 · Event Supply	21,317.67	21,200.00	117.67
565A · Event Service Fees	2,069.80	7,000.00	-4,930.20
565B · Event Facility Fees	3,000.00	3,875.00	-875.00
565C · BSG FS Event Fees	25,000.00	35,000.00	-10,000.00
567 · Merchandise for resale	0.00	750.00	-750.00
574 · Storage/Rent Events	0.00	416.00	-416.00
576 · Outside Services	0.00	1,000.00	-1,000.00
607 · Advertising Expenses	731.50	832.00	-100.50
608 · Marketing Expenses	4,415.00	5,000.00	-585.00
609 · Website	21.17	140.00	-118.83
612 · Grant Expense	0.00	9,000.00	-9,000.00
705 · Computer & Software Expense	0.00	166.00	-166.00
707 · Legal & Accounting	0.00	416.00	-416.00
708 · Dues & Subscriptions	0.00	416.00	-416.00
709 · Miscellaneous Expense	0.00	0.00	0.00
710 · Office Expenses	16.87	332.00	-315.13
715 · Bank & Credit Card Fees	1,499.83	750.00	749.83
718 · Registration Fees Expense	675.00	500.00	175.00
720 · Vehicle Expense	293.10	900.00	-606.90
721 · Seminars & Training	0.00	0.00	0.00

Wausau/Central Wisconsin Sports Authority Inc.
Profit & Loss Budget vs. Actual
January through February 2023

	TOTAL		
	Jan - Feb 23	Budget	\$ Over/Under Budget
722 · Repairs & Maint	0.00	0.00	0.00
732 · Meals & Entertainment	118.79	416.00	-297.21
733 · Insurance	0.00	0.00	0.00
755 · Telephone Expenses	0.00	82.00	-82.00
756 · Equipment Lease	0.00	0.00	0.00
760 · Postage	212.95	416.00	-203.05
770 · Rent/Storage Expense	0.00	332.00	-332.00
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	-12,539.97	10,200.00	-22,739.97
810 · Payroll Taxes	-959.31	532.00	-1,491.31
813 · EIDL Interest Payment	159.30	185.00	-25.70
890 · Penalty	0.00	0.00	0.00
Total Expense	57,040.01	108,906.00	-51,865.99
Net Ordinary Income	26,804.29	-27,231.00	54,035.29
Other Income/Expense			
Other Expense			
975 · Depreciation Expense	0.00	1,400.00	-1,400.00
Total Other Expense	0.00	1,400.00	-1,400.00
Net Other Income	0.00	-1,400.00	1,400.00
Net Income	26,804.29	-28,631.00	55,435.29

Wausau/Central WI CVB
Balance Sheet
As of February 28, 2023

	<u>Feb 28, 23</u>
ASSETS	
Current Assets	
Checking/Savings	
0100 · People's CVB Checking	46,037.75
0101 · People's CVB Money Market	602,030.23
Total Checking/Savings	<u>648,067.98</u>
Other Current Assets	
120 · Due From Sports Authority	328,809.48
Total Other Current Assets	<u>328,809.48</u>
Total Current Assets	<u>976,877.46</u>
Fixed Assets	
149 · Signage	11,653.19
150 · Furniture & Equipment	133,908.22
155 · Land and Building	426,866.38
160 · Accum Depreciation	-95,616.97
Total Fixed Assets	<u>476,810.82</u>
TOTAL ASSETS	<u><u>1,453,688.28</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
229 · Accrued Wis WH	915.16
233 · Accrued Property Taxes	1,770.00
236 · Accrued UC	351.66
240 · Accrued Interest	9,130.92
Total Other Current Liabilities	<u>12,167.74</u>
Total Current Liabilities	<u>12,167.74</u>
Long Term Liabilities	
281 · Disaster Relief Loan	149,094.00
285 · N/P Building--Incredible Bank	321,831.65
Total Long Term Liabilities	<u>470,925.65</u>
Total Liabilities	<u>483,093.39</u>
Equity	
320 · Unrestricted Net Assets	821,398.20
325 · Restr. Net Assets - Schofield	93,747.00
326 · Restr. Net Assets - Weston	115,347.00
Net Income	-59,897.31
Total Equity	<u>970,594.89</u>
TOTAL LIABILITIES & EQUITY	<u><u>1,453,688.28</u></u>

Wausau/Central Wisconsin Sports Authority Inc.

Balance Sheet

As of February 28, 2023

03/07/23

Cash Basis

	<u>Feb 28, 23</u>
ASSETS	
Current Assets	
Checking/Savings	
Badger State Games	1,113.21
Sports Authority CVB	8,031.35
0 · Community Foundation	41,137.92
100 · Peoples Sports Authority MM	68,375.10
101 · People's Sports Authority M	179,299.45
102 · People's Sports Authority CVB	104,401.09
103 · People's Wausau Marathon	7,784.96
105 · People's Badger State Games	83,060.06
Total Checking/Savings	<u>493,203.14</u>
Total Current Assets	<u>493,203.14</u>
TOTAL ASSETS	<u>493,203.14</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
120 · Due to CWVB	328,809.48
Total Other Current Liabilities	<u>328,809.48</u>
Total Current Liabilities	328,809.48
Long Term Liabilities	
281 · Disaster Relief Loan	36,727.79
Total Long Term Liabilities	<u>36,727.79</u>
Total Liabilities	365,537.27
Equity	
31500 · Restr. MMB Rollover	113,738.99
32000 · Unrestricted Net Assets	-12,877.41
Net Income	26,804.29
Total Equity	<u>127,665.87</u>
TOTAL LIABILITIES & EQUITY	<u>493,203.14</u>



Wisconsin's Leader in Sports, Events & Tourism

GRANT APPLICATION

Event/Tournament Name: Taste N Glow Balloon Fest

Event Dates: July 7-9, 2023

Local Organizing Committee: 501C3 Taste N Glow Balloon Fest

Tax or EIN #: 92-1288510

Contact Person: Nancy Woller

Address: 3625 Cty Rd WW, Wausau, WI 54401

Phone Day/Cell: 715-571-0362

Email: tastenglowballoonfest@gmail.com

Amount Requested: \$ 10,000

DESCRIPTION OF EVENT 2023 Taste N Glow Balloon Festival provides a diverse experience for all spectators. Enjoy the beautiful setting for a relaxing weekend. This is a family friendly event that features over 40 hot air balloons in flight and lighting up the darkness with synchronized musical glows. There will be something for everyone; with over 150 cars on display and Mini Rod pull show on Saturday, Lumberjack Shows, chainsaw carving and log rollers on Friday and Saturday. Watch the creativity bloom in Taste N Glow's free kid's craft area provided by the local Wisconsin Valley Art Association and inflatables to complete the kid's area. "Taste Of Marathon County" will tempt your tastebuds with over 40 local food vendors. Dine while walking through all of the craft and reseller booths or have a seat in the beer garden and listen to the music on Friday and Saturday. The Taste N Glow 5K is back by popular demand. Run or walk and enjoy the view of balloons while you are getting your exercise. Fire, Police and EMT's will be onsite to educate on the services they provide and the equipment they use.

EVENT HISTORY

Please write a brief description of the growth and development of the event over the past few years: Taste N Glow Balloon Fest was created in 2021 after 18 successful years as the Wausau Balloon Rally & Rib Fest. This will be the 21st year of balloons in Wausau. We had 60-80,000 spectators in 2021 and grew that to over 100,000 in 2022. We anticipate 120-140,000 for 2023. Taste N Glow is looking to be the largest balloon festival in the Midwest within the next 3-4 years. The event grounds allow for that increase. The Taste N Glow 501C3 will be purchasing 90 acres of land to be used as a permanent parking location for the event. With the purchase of the land, additional events could be hosted which in return would generate more economic impact to the Wausau area. This is a very large financial commitment, but it is also a very large commitment to the event remaining in the Wausau area.



Wisconsin's Leader in Sports, Events & Tourism

EVENT INFORMATION

Proposed Event Location/Facility: West of 141678 Stettin Dr, Wausau

Has the facility been secured? Yes

Number of Teams Expected: 44 Pilots with multiple crew members, 2 lumberjacks and log rollers to be determined

Number of Participants Expected: 120,000

Of Teams/Participants from outside 90 Miles: 70,000

Estimated Number of Family & Friends per participant:

Number of local teams:

Number of local participants:

HOTEL INFORMATION

Has contact been made with any area hotels? Yes

If so, who? Fairfield Inn, Weston Hilton, Rib Mountain & Courtyard, Wausau

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

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

Date				7/6	7/7	7/8	
Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Rooms				30	60	60	

Total Number of Room Nights:	150
Average Length of Stay:	2-3 days
Estimated # of Guests per room:	2



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: Nancy Woller/Executive Director

Date:3/1/2023

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

Expenses	Amount
Event Insurance	\$9,500
Shuttle Service	\$8,500
Lumberjack Show	\$10,000
Log Rollers	\$15,000
Bands	\$6,250
Sound System	\$3,600
Announcer	\$1,200
Kid's Inflatables	\$2,500
Chainsaw Carver	\$3,000
ATV Pulling Show	\$1,500
Car Show	\$2,800
5K Run	\$3,500
Tents	\$8,000
Volunteer Shirts	\$2,000
Bleacher Transport	\$500
EMT, Police	\$5,000
Garbage Service	\$4,000
Special Shaped Balloon Contracts	\$25,000
Hotels	\$15,000
Pilot Packs and Meals	\$5,000
Regular Shaped Balloons	\$35,000
Sponsor Appreciation Night	\$3,650
Porta Pots	\$10,000
Balloon Trading Cards	\$2,000
Marketing	\$10,000

Total Expenses **\$192,500**

Revenue	Amount
Sponsors	\$145,000
Grants	\$40,000
Car Show Registration Fee	\$1,300
5K Registration Fee	\$3,400
Chainsaw Carving Sales	\$2,800

Total Revenue **\$192,500**



Wisconsin's Leader in Sports, Events & Tourism

GRANT APPLICATION

Event/Tournament Name:	MC United Mountain Bay Cup
Event Dates:	May 19-21, 2023
Local Organizing Committee:	MC United Soccer Club
Tax or EIN #:	26-1444638
Contact Person:	Lee Ann Kitchell/Colin Benell
Address:	PO Box 1071 Wausau WI 54402
Phone Day/Cell:	715-581-8627
Email:	tournaments@mcunitedsoccer.org
Amount Requested:	\$3500

DESCRIPTION OF EVENT

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 are able to draw competitive teams from the Madison and Milwaukee. The Sports Authority has generously supported MC United Mountain Bay Cup since its inception 12 years ago. We are very proud to be the Badger State Games Soccer Tournament Host.



Wisconsin's Leader in Sports, Events & Tourism

EVENT INFORMATION

Proposed Event Location/Facility:	Peoples Sports Complex
Has the facility been secured?	Yes
Number of Teams Expected:	100
Number of Participants Expected:	1500
# Of Teams/Participants from outside 90 Miles:	60
Estimated Number of Family & Friends per participant:	3
Number of local teams:	40
Number of local participants:	700

HOTEL INFORMATION

Has contact been made with any area hotels? Yes

If so, who? Holiday Inn & Suites

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					5/19	5/20	5/21
Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Rooms					300	600	

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: LeeAnn Kitchell

Printed Name: Lee Ann Kitchell

Date: 1/26/23

MC United Soccer Budget for Tournaments

Income	
Teams Registration	27475
Left Over Ref Money	149
Family Donation	50
Moua Concessions LLC	200
Cash Turned in	10705
square deposit	933.33
Credit Sams Returns	608.79
Tier One Sports	1575.08
CVB	3500 Pending
Brats Sold	240

Total 45436.2

Profit/Loss \$6,354.86

Expenses	
Ref Money	11000
Starting Cash	3000
Walmart	71.96
Festival Foods	279
Festival Foods	199.5
Kwik Trip	100.64
Kwik Trip	126.64
Arbys	487.92
Golf Carts	1100
Sams Club	540.08
Complex Rental	7200
Green Valley Septic	3066
Athletic trainer	1585
Hotel Rooms	994.4
AC & Sons Tent	1130
Sams Club	1749.94
Kwik Trip	42.18
Sams Club	434.54
Sams Club	105.5
LeeAnn	500
Harter's	343.02
Maxwell Medals	1378
Waysa Payment	810
Ref Assigner	1367.02
Sun Printing	478
Golf Cart Damage	992
	39081.34

Concessions Profit/Loss	
10705	Cash Taken In
933.33	Square Deposit
608.79	Sams Returns
-71.96	
-279	
-199.5	
-100.64	
-126.64	
-487.92	
-540.08	
-1749.94	
-42.18	
-434.54	
<u>-105.5</u>	
8109.22	Profit +/-

Tournament Profit/Loss	
24450	Team Registrations
-11000	Ref Money
149	ref money returned
-1100	Golf Carts
-7200	Complex Rental
-3066	Septic
-1585	Trainer
-994.4	Hotel Rooms
-1130	Tent Rental
-500	Tourney Director
-1378	Metals
-810	Waysa
-1367.02	Ref Assignor
<u>-478</u>	Sun Printing
992	Golf Cart Damage
-5017.42	Profit +/-



Wisconsin's Leader in Sports, Events & Tourism

GRANT APPLICATION

Event/Tournament Name: USA Ultimate Lake Superior Conference Championships
Event Dates: 4-15-2023 → 4-16-2023
Local Organizing Committee: NEWUFA c/o Scott Sawinski
Tax or EIN #: Would need to provide social security number
Contact Person: SCOTT SAWINSKI
Address: 127 Givens Rd Unit 13 Hortonville, WI 54944
Phone Day/Cell: 920-397-0801
Email: scott.sawinski@hotmail.com
Amount Requested: \$ 1,500.00

DESCRIPTION OF EVENT

EVENT HISTORY

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

Several years ago (prior to COVID), USA Ultimate brought its Club Sectional Championships to Eastbay Sports Complex in September. Since then, USA Ultimate has begun to bring various divisions of the College Series to park locations within Wausau. This started with the Division 1 Championship (Conference) and then we brought the Division 3 Championship (conference) and now in 2023 we are bringing both the Division 1 Conference Championship along with the newly created Developmental Conference Championship! we love working with the Wausau CVB and Marathon Co. Parks Dept!
* THIS EVENT IS A TWO DAY ULTIMATE FRISBEE TOURNAMENT *



Wisconsin's Leader in Sports, Events & Tourism

EVENT INFORMATION

Proposed Event Location/Facility: Brockmeyer Park + surrounding facilities
 Has the facility been secured? Yes
 Number of Teams Expected: 20
 Number of Participants Expected: 300
 # Of Teams/Participants from outside 90 Miles: 16 teams
 Estimated Number of Family & Friends per participant: Additional 250 people
 Number of local teams: 1 - UW Stevens Point
 Number of local participants: Minimal

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, would gladly appreciate help!

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

Date					4-14-23	4-15-23	
Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Rooms					40	60	

Total Number of Room Nights:	<u>2 NIGHTS</u>
Average Length of Stay:	<u>2 NIGHTS</u>
Estimated # of Guests per room:	<u>4-6</u>

2023 BUDGET:

FIELD RENTAL :	up to	\$1500.00	/weekend
Athletic Trainer :		\$750	/weekend
Officials :		\$1,000	/weekend
Lodging :		\$500	/weekend
Field set-up/Pantry :		\$1,500	
Volunteer Food :		\$300	(snacks, light lunch)
Participant Food :		\$1,000	(bananas, apples, granola bars)
Port-A-Jobs		\$100/unit	(TRD # of units needed at this time)
Cleaning of Port-A-Jobs		\$250	(Sunday AM)
Travel Reimbursement		\$250	
Supplies (Misc.)		\$500	
Scoreboard Rentals		\$50/unit	x 10 \$500/weekend



Wisconsin's Leader in Sports, Events & Tourism

POLICIES AND PROCEDURES

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Additional Criteria for Applicants to note:

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Application Acknowledgement

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Event Representative: _____

Printed Name: _____

Scott Sawinski
SCOTT SAWINSKI

Date: 02-22-2023

TOURISM ENTITY AGREEMENT

This **TOURISM ENTITY AGREEMENT** ("Agreement") is entered into by and between the Village of Rothschild Tourism Commission ("Tourism Commission"), and the Wausau/Central Wisconsin Convention & Visitors Bureau Inc., a Wisconsin Non-Profit 501(c)(6) Non-Stock Corporation ("CVB") on this day of December, 2022.

WHEREAS, the Village of Rothschild, has created the Tourism Commission to oversee the proper expenditures of room taxes in accordance with the requirements of Wis. Stat. § 66.0615(1m)(d); and

WHEREAS, the Tourism Commission is authorized by the laws of Wisconsin to impose, collect, and distribute a portion of the proceeds of hotel/motel room taxes to promote and develop tourism and for the purpose of improving the economic well-being of the entire community, and has funded such a program since at least 1994; and

WHEREAS, the Tourism Commission desires to enter into a non-exclusive contract with the CVB to provide the Commission with staff, support services and assistance in developing and implementing programs that foster tourism promotion and tourism development in the Village to visitors as provided in Wis. Stat. § 66.0615(1)(b)4 and;

WHEREAS, the agreements of the parties as to such services shall be as set forth herein; and

NOW THEREFORE, in consideration of the mutual promises, covenants and agreements herein contained and other good and valuable consideration, the sufficiency of which is acknowledged, the parties hereby agree as follows:

1. **Recitals.** The foregoing Recitals are hereby incorporated in and made a part of this Agreement.

2. **Definitions.**

b. "Default" means any event or condition which is, or after notice or passage of time or both would be, an Event of Default as set forth in Section 9 hereinbelow.

c. "Room Tax" means a tax imposed on the privilege of furnishing, at retail, rooms or lodging to transients by hotelkeepers, motel operators and other persons furnishing lodging rooms.

d. "Tourism Entity" means the same as defined in Wis. Stat. § 66.0615(1)(f).

e. "Village" means the Village of Rothchild, a Wisconsin municipal corporation.

3. **Purpose.** This Agreement is to set forth the obligations of the parties hereto in collecting and utilizing the Room Tax revenues generated in the Village under the provisions of Wis. Stat. § 66.0615(1m)(a) and spent in accordance with the requirements of the Wis. Stat. § 66.0615(1m)(d). For the CVB to provide staff, support services, and assistance in developing and implementing programs that will foster tourism promotion and tourism development in the Village.

4. **Funding.** The Tourism Commission shall pay 37.5% of the room tax monies collected to the Wausau/Central Wisconsin Convention & Visitors Bureau, only if and after the Tourism Commission has received \$500,000 in annual funding generated from the Room Tax. Payment shall occur annually based on room tax collected and will be paid to the CVB by April 1st, of the following year.

5. **Other Activities.** Coinciding with this monetary funding, the Village Tourism and

Marketing Director will work cooperatively with the CVB to help promote and drive economic development primarily in the Village, along with the greater Wausau area. The Village Tourism and Marketing Director may, in his/her sole discretion, travel to events agreed upon by both parties. The CVB shall pay for all travel expenses.

6. **Marketing Projects.** Include but are not limited to advertising, media buys, and efforts to recruit conventions, expos, sporting events, programs, or motor coach groups.

7. **Appointment of Tourism Entity.** The Tourism Commission hereby appoints the CVB as a Tourism Entity. The Tourism Commission retains the right to enter into other non-exclusive agreements with other Tourism Entities in compliance with the Wis. Stat. § 66.0615(1)(f).

8. **CVB Responsibilities.** The CVB shall be responsible for the following:

a. **Administrative Support.** The CVB will be required to provide staff, support services, and assistance in developing and implementing programs to promote tourism and tourism development within the Village. Any notices or documentation required to be provided to the Tourism Commission by the CVB shall be forwarded to the Tourism Commission President and/or Chairperson, Village Administrator, and Tourism Marketing Director. It is further acknowledged that, upon seven-day prior notice, the CVB will attend meetings called by the Tourism Commission to discuss issues pertaining to room tax collection and expenditures and otherwise cooperate to achieve the purposes of the room tax statute.

b. **Accounting.** The CVB shall provide the Tourism Commission with a detailed accounting list of the activities and of the expenditures of the room tax revenues, on a quarterly basis, and the CVB shall within forty-five (45) days following each quarter provide said report.

c. **Audit.** An annual audit shall be conducted by an independent certified public accountant in accordance with generally acceptable accounting and auditing standards and procedures. The CVB shall provide the Tourism Commission, a copy of its annual audit within thirty (30) days of it having been produced.

d. **Financial Budget Plan.** Not later than January 1st of each year, the CVB shall provide the Tourism Commission with a copy of a written Financial Budget Plan for the upcoming year. The parties agree that the Financial Budget Plan may be revised from time to time and, if so, the Tourism Commission will be so notified and provided a revised Financial Budget Plan. It is understood that the Tourism Commission shall have no approval rights of the Financial Budget Plan but may provide comment or recommendation to the CVB which may be implemented at the CVB's discretion.

e. **Reports.** The CVB agrees to complete a separate Department of Revenue ("DOR") Report that will be created and provided for the DOR on behalf of the Village, on or before April 1st as provided in Wis. Stat. § 66.0615(4), unless an extension in filing the Form to the DOR has been approved. If so, the CVB shall submit the DOR Form to the Village (30) days before it is due to the DOR. The Tourism Commission agrees to cooperate with the CVB in completing this form.

f. **Tourism Reports.** The CVB shall report to the Tourism Commission detailing the following: (I) events that were promoted for the Village of Rothschild; (II) events that were promoted for the Central Wisconsin Convention + Expo Center ("CWCEC"); (III) events that were promoted for the general area; (IV) other forms of tourism promotion and tourism development for the Village; (V) other forms of tourism promotion and tourism development for the CWCEC; and (VI) other forms of tourism promotion and tourism development for the General area. Such reports are to be sent by the CVB to the Tourism Commission on a quarterly basis within forty-five (45) days after the end of each calendar quarter.

g. **Compliance.** The CVB agrees to comply with applicable laws pertaining to its non-profit status.

h. **Promoting Tourism.** The CVB agrees to promote tourism within the Village and report back to the Tourism Commission how this was accomplished as described in 7(f) *above*.

9. **Events of Default.** Each of the following shall be an Event of Default.

a. The failure to provide a quarterly accounting of the activities and of expenditures of the room tax revenues within forty-five (45) days of the end of the quarter as described in 7(f) *above*.

b. The failure to provide a copy of the annual audit within thirty (30) days of its completion to the Tourism Commission, as applicable.

c. The failure to provide a Financial Budget Plan by January 1st of each year to the Commission.

d. The failure to provide the DOR Form to the Tourism Commission within the deadline listed *above* unless an extension is granted by the DOR.

e. The failure by either party to comply with the terms or conditions of this Agreement.

f. A default may be considered as grounds for termination of this agreement, or grounds for other action including but not limited to withholding of room tax quarterly payments as determined by the Tourism Commission.

10. **Term.**

a. This Agreement shall be in effect from January 1, 2023, to December 31, 2023.

b. This Agreement can also be terminated as follows:

i. The Tourism Commission may terminate this Agreement at any time if (I.) it is found that the CVB, or its agents, has committed a breach of this Agreement, including but not limited to, the intentional misuse of the Room Tax revenues for purposes outside of which are permitted by the Wis. Stat. § 66.0615. If a breach is not cured within thirty (30) days of the CVB's receipt of written notice from the Tourism Commission containing a description of the material breach alleged, or (II) Notice of an event of default as listed in Section (8) (a) thru (e), or (III) the CVB is no longer acting as a Tourism Entity, then the Tourism Commission may terminate this Agreement.

ii. If this Agreement is terminated, then the funds in the possession of the CVB shall remain the property of CVB. However, the Tourism Commission shall make no further payments to the CVB under this Agreement.

c. If this Agreement is terminated, then the Tourism Commission shall have no further obligation to the CVB.

d. If this Agreement is terminated, the CVB shall continue to provide an accounting or audit as described in paragraph (7) (b) and (7) (c) and a report as described in paragraph (7) (e) for one (1) year to the Tourism Commission from the date this Agreement is terminated.

10. **Modification.** This Agreement shall not be modified or amended unless the modification or amendment is in writing, signed by both parties.

11. **Severability.** If any provision or provisions of this Agreement shall be deemed illegal, null or void for any reason, or shall be held unenforceable by a court of competent jurisdiction, the remaining provisions of this Agreement shall not be affected thereby and shall remain in full force and effect to the fullest extent permissible by law.

12. **Governing Law.** This Agreement shall be construed in accordance with and be governed the laws of the State of Wisconsin.

13. **Waiver.** The failure of either party to enforce any provisions of this Agreement shall not be construed to be a waiver of such provision or of the right of the party thereafter to enforce each and every such provision.

14. **Indemnification and Hold Harmless.** The CVB shall indemnify, save and hold harmless the Village and all its officers, agents, employees and Tourism Commission from any and all claims, demands, action, or causes of actions of whatever nature and character, arising out of or by reason of the execution or performance of work or services provided herein, except upon the sole negligence or willful misconduct of the Village or its Tourism Commission and further agree to defend, at its sole cost and expense, any action or proceeding commenced for the purpose of asserting any claim of whatever character arising hereunder.

15. **Enforcement.** Enforcement of this Agreement may be by proceedings at law or in equity against any person or persons violating or attempting or threatening to violate any term or condition in this Agreement, either to restrain or prevent the violation or to obtain any other relief. If a suit is brought to enforce this Agreement, the prevailing party shall be entitled to recover its costs, including reasonable attorney fees, from the non-prevailing party.

16. **Entire Agreement.** This Agreement contains the entire understanding of the parties and supersedes any and all prior agreements, arrangements and understandings relating to the subject matter hereof. There are no representations, arrangements, understandings, or agreements, oral or written, not contained herein.

17. **Authority.** In signing this Agreement, the parties represent and warrant that the terms herein have been approved by their respective governing bodies and that appropriate authority rests in the signatories on behalf of the parties.

Signature Page Follows

IN WITNESS WHEREOF, the parties have executed this Agreement, comprising 17 paragraphs.

VILLAGE OF ROTHSCHILD TOURISM COMMISSION

By: George Peterson Date: _____
Village of Rothschild President/ Chair Tourism Commission

Attest: Elizabeth Felkner Date: _____
Village of Rothschild Clerk

WAUSAU/CENTRAL WISCONSIN CONVENTION & VISITORS BUREAU, INC.

By: Tim White Executive Director Date: _____
Wausau/Central Wisconsin Convention & Visitors Bureau

Attest: CVB Board Representative Date: _____
Wausau/Central Wisconsin Convention & Visitors Bureau