



WCWCVB March 19, 2025 Board Meeting

Granite Peak
227200 Snowbird Ave
Wausau, WI 54401

In-Person Meeting and also available on Microsoft Teams

Refreshments and lunch will be available

Meeting starts at 11:30 A.M.

CVB Mission and Vision Statements

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

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

Meeting Agenda

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|--|---------------|
| 1. Call To Order | Fisher |
| 2. Roll Call | Patel |
| 3. Approval of January 22, 2025 Meeting Minutes | Fisher |
| 4. Approval of Financial Reports | Krahn |
| a. Overview of the 2025 Budget for New Board Members | |
| 5. Executive Director's Report & Marketing Update | White |
| 6. Discussion and Approval of Sports Authority Grant Applications | |
| a. 2025 Hmong Wausau Festival | |
| b. Kennedy Park Renovation | |

- | | |
|--|---------------|
| 7. New Business | Fisher |
| a. Discussion and Approval of CVB By-Law Updates
(Update to Executive Committee to five members) | |
| b. Discussion of the Village of Rib Mountain's letter of concerns | |
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| 8. Unfinished Business | Fisher |
| a. Updates on Tourism Entity Contract with Village of Rothschild | |
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| 9. Committee Reports | Fisher |
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| 10. Announcements or Requests | Fisher |
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| 11. Next Meeting Date: | Fisher |
| a. May 2025 – Late May for 2024 Audit Presentation | |
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| 12. Adjourn Meeting | Fisher |

Microsoft Teams [Need help?](#)

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Meeting ID: 214 065 061 768

Passcode: YL97rP7A

Consistent with the Americans with Disabilities Act, persons who need materials in alternative format or other accommodation must write or call the WCWCVB contact person prior to the meeting.



January 22, 2025 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, Steve Krahn, Joan Joss, Al Opall, Tim Van De Yacht, Eric Johnson, Bob Lamovec, Jahn Martin, Marc Kettleson, Liz Wendt, Sean Wright, Nick Patel, Tim White, Jodi Maguire, Brenton Wildman, and Gao Her.

Virtual: Mayor Doug Diny

Absent: Hooshang Zeyghami

Guest: Colin Benell and Dan Kubat with MC United Soccer

Call for a motion to accept meeting minutes from December 18, 2024 made by Patel, second by Krahn, and approved by all.

Sports Authority Grant Requests

MC United – Badger State Games Spring Tournament

Colin Benell and Dan Kubat from the MC United Soccer Club were in attendance and presented grant application. Benell stated the tournament brings in over 900 athletes to Central Wisconsin over the course of three days. Bolin stated there was roughly a \$2,000 profit from the 2024 tournament. Discussion on how impactful the event is to Central Wisconsin and how funds would be used.

Van De Yacht made a motion to approve grant request in the amount of \$10,000 if MC United would commit to 2025 & 2026 spring tournaments. If commitment couldn't be fulfilled, the \$3,500 grant amount can be disbursed. Maguire asked if MC United could apply for 2026 if

they do commit to a two-year commitment and Van De Yacht stated yes. Van De Yacht made the motion, Patel second the motion, approved by all.

Bolin and Kubat stated they would need to take the information back to their board and will follow up with Maguire on the final decision.

(Week of January 27th – Colin Bennell and Dan Kubat emailed Maguire and stated the MC United Board meet and agreed to the two year term with the \$10,000 grant for 2025)

Financial Reports

Krahn gave a brief update on the financials by stating the CVB showed a profit of \$91,000 for 2024. Krahn explained this is due to one staff member leaving in early spring with replacement coming in late summer into early fall along with the CVB not hiring a fifth member that was reflected in the budget for 2024. White stated Krahn is always available to answer any questions that might come up especially for the new board members. Polley suggested having a budget overview at the next meeting as an educational piece to help the new board members get familiarized. All members agreed and the topic will be added to March's agenda. Krahn moved onto the Sports Authority and stated there was a \$6,000 loss. Krahn stated grant expense line was over due to the bid fees being submitted for the 2026 World Horseshoe Tournament. Krahn shared a brief update on the restricted funds and how they do not correlate with budget. Van De Yacht stated the marketing expenditures were over 50,000 for the year and stated this was good to see with the amount of room tax revenue that was received. Patel asked White what type of digital marketing the DMO has done or plan to do. White explained that the CVB did a couple of NBC OTT commercials for spring and fall. White stated both campaigns had overall success and surpassed the overall impressions. Maguire stated some of the overage in the marketing lines was the Blossom of Lights Ad Campaign. Maguire stated Monk Gardens received a JEM Grant in the amount of \$29,662.50 with the full funding coming to the DMO to run target ads. Revenue is reflected in 430 and expenses are in 607.

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

Update on 2026 World Horseshoe Tournament

Maguire gave a brief background of the World Horseshoe Tournament and stated things are back on track. Maguire stated she will be applying for the Wisconsin Economic Development grant called Opportunity Fund Program. Maguire stated the Village of Weston's Tourism Commission met on January 20th and agreed to submit a promissory note in the amount of \$60,000 to \$80,000 to use towards the matching fund category of the grant. Maguire stated GTCC has been looking into different possibilities with the air conditioning and has found a funding source. If all goes as planned, air conditioning or air exchangers would be put into place in the fall of 2025 and ready for 2026. Maguire stated she will continue to keep everyone informed.

Executive Director Report & Marketing Update

White stated a 2025 Business Plan for the organization was included in the board packet and gave a brief overview of the goals and outcomes he would like to see for 2025. White stated he would like to see the website optimized so it would be more user friendly. One way of doing this would be to reduce the number of menu options. White stated internally, the staff are meeting metrics and explained the team meets weekly. White stated he is working on a podcast and will launch it soon. Liz Wendt will be the co-host. White is looking to record two a month and focuses on outdoor recreation, arts & culture, municipalities, and community stakeholders. Equipment will be provided by Ryan Gallagher.

White also shared Visit Wausau is leveraging with Tik Tok, working on co-op PR pieces, Sports Tourism and strengthening partnerships. White shared a webpage www.visitwausau.com/marketing and stated this would be a great resource to see all the marketing efforts for Visit Wausau. White stated this page will continue to update as more resources come out.

White stated the NFL Draft is around the corner; Visit Wausau will be providing bus shuttles to and from Green Bay for overnight visitors to the area. White stated tickets are live, and visitors have been purchasing them. White, also shared Tourism Week will be May 5-9, 2025, and the annual luncheon will be an evening event, more details to come.

New Business

Current terms for the President and Vice President have expired. The Board of Directors had discussions on making the Executive Committee an odd number by adding another member. Wright stated some organizations have the past board president stay on another year while the current board president leads to help with transition. The board discussed adding another At Large Member to join the Executive Board. Tim Van De Yacht was nominated by Patel, second by Wendt. Van De Yacht accepted the nomination. Polley expressed interested in being the Vice President for another two-year term. Polley was nominated by Wright, second by Krahn. Greg Fisher was nominated by Patel, second by Van De Yacht to be the President for another two-year term. Fisher accepted the nomination.

Call for a motion to elect Greg Fisher as Board President (01/2025 to 01/2027), Jamie Polley as Vice President (01/2025 to 01/2027) and Tim Van De Yacht as Executive Committee Member at Large (01/2025 to 01/2027), approved by all.

Polley stated the By-Laws would need to be updated to reflect the new Executive Committee Board. White stated this can be done at the next meeting.

Reserve Funds

White explained to the board best practices would be to establish a reserve fund account. Krahn stated this would be a good idea to protect the interest of the business. Krahn stated healthy reserve funds would be close to \$500,000. White stated this will be a topic for 2025 to at least establish a starting fund account or balance.

Village of Rothschild Update

White gave a brief update on the history of the Village of Rothschild and why Visit Wausau is currently not in contact. The Board of Directors discussed possibilities and ways to work together. Item was tabled until March's meeting date.

Unfinished Business

None at this time.

Committee Reports

None at this time.

Announcements or Request

None at this time.

Next Meeting Date

Next meeting date is scheduled for Wednesday, March 19, 2025 at Granite Peak

Call for a motion to adjourn by Patel, second by Krahn approved by all. 1:05 pm.

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

	TOTAL		
	Jan - Feb 25	Budget	\$ Over/Under Budget
Ordinary Income/Expense			
Income			
402 · Gift Shop - Taxable	0.00	3,332.00	-3,332.00
403 · Gift Sales - Non Taxable	0.00	0.00	0.00
405 · Publication & Program Revenue	0.00	6,000.00	-6,000.00
406 · Partnership Plans	0.00	0.00	0.00
407 · DTN Income	1,548.40	3,750.00	-2,201.60
410 · Brochure Distribution Service	0.00	1,580.00	-1,580.00
415 · Advertising	0.00	0.00	0.00
420 · Sponsorship	0.00	0.00	0.00
422 · Registration Fees	0.00	0.00	0.00
430 · Resale/Misc Revenue	8,897.43	832.00	8,065.43
432 · Interest Income	1,117.02	208.00	909.02
434 · Print & Design Income	0.00	0.00	0.00
435 · Room Tax	92,290.43	171,500.00	-79,209.57
440 · Sports Authority	0.00	0.00	0.00
441 · Grant Revenue	0.00	4,000.00	-4,000.00
Total Income	103,853.28	191,202.00	-87,348.72
Gross Profit	103,853.28	191,202.00	-87,348.72
Expense			
499 · Trade Out	0.00	0.00	0.00
500 · Conference Expenses	1,964.46	2,808.00	-843.54
534 · Print & Design Expenses	1,281.06	0.00	1,281.06
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	750.00	-750.00
569 · Property Tax	0.00	0.00	0.00
574 · Storage/Rent Events	0.00	0.00	0.00
576 · Outside Services	0.00	418.00	-418.00
607 · Advertising Expenses	29,679.75	18,590.00	11,089.75
608 · Marketing Expense	5,921.87	12,500.00	-6,578.13
609 · Website	9,827.08	11,666.00	-1,838.92
612 · Grant Expense	0.00	0.00	0.00
675 · Tourism Research Exp	0.00	0.00	0.00
705 · Computer & Software Expense	933.47	1,416.00	-482.53
707 · Legal & Accounting	411.50	1,000.00	-588.50
708 · Dues & Subscriptions	4,176.61	5,583.00	-1,406.39
709 · Miscellaneous Exp	0.00	0.00	0.00
710 · Office Expense	1,203.31	1,332.00	-128.69
712 · Visitors Magazine Expense	2,500.00	3,541.00	-1,041.00

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

TOTAL			
	Jan - Feb 25	Budget	\$ Over/Under Budget
715 · Bank & Credit Card Fees	178.95	366.00	-187.05
718 · Registration Fees Expense	0.00	0.00	0.00
720 · Vehicle Expense	70.76	416.00	-345.24
721 · Seminars & Training	0.00	334.00	-334.00
722 · Repairs & Maint	0.00	334.00	-334.00
730 · Health Insurance	5,647.66	7,250.00	-1,602.34
732 · Meals & Entertainment	555.74	816.00	-260.26
733 · Insurance	1,928.16	3,000.00	-1,071.84
750 · Interest Expense	0.00	132.00	-132.00
755 · Telephone Expense	681.24	732.00	-50.76
756 · Equipment Lease	0.00	0.00	0.00
760 · Postage	283.46	584.00	-300.54
770 · Rent /Storage Expense	1,660.00	2,916.00	-1,256.00
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	33,144.01	45,250.00	-12,105.99
809 · Employee Benefits	1,400.00	1,500.00	-100.00
810 · Payroll Taxes	5,268.07	4,834.00	434.07
811 · Retirement Plan	1,202.65	2,082.00	-879.35
812 · Interest Expense Building	0.00	0.00	0.00
813 · Interest Expense EDIL	666.70	800.00	-133.30
Total Expense	110,586.51	130,950.00	-20,363.49
Net Ordinary Income	-6,733.23	60,252.00	-66,985.23
Other Income/Expense			
Other Expense			
931 · Restr. Weston Hold Release	7,000.00		
975 · Depreciation Expense	2,214.00	2,214.00	0.00
Total Other Expense	9,214.00	2,214.00	7,000.00
Net Other Income	-9,214.00	-2,214.00	-7,000.00
Net Income	-15,947.23	58,038.00	-73,985.23

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

		TOTAL		
		Jan - Feb 25	Budget	\$ Over/Under Budget
Ordinary Income/Expense				
Income				
331 · Restr. MMB Weston	8,287.99			
332 · Restr. MMB Rib Mountain	0.00	0.00	0.00	
333 · Restr. MMB Wausau	0.00	0.00	0.00	
402 · Gift Shop	0.00	0.00	0.00	
415 · Advertising	0.00	0.00	0.00	
420 · Sponsorship	18,000.00	8,400.00	9,600.00	
422 · Registration Fees	11,728.70	19,400.00	-7,671.30	
422A · BSG FS Registrations	0.00	0.00	0.00	
430 · Resale/Misc Revenue	9,670.11	3,000.00	6,670.11	
432 · Interest Income	220.89	82.00	138.89	
434 · Print & Design Income	0.00	0.00	0.00	
435 · Outdoor Rec Room Tax Revenue	0.00	0.00	0.00	
440 · Sports Authority	17,567.63	20,000.00	-2,432.37	
441 · Grant Revenue	0.00	1,666.00	-1,666.00	
442 · Meetings Mean Business	0.00	0.00	0.00	
444 · Vendor Income	0.00	0.00	0.00	
445 · Contract Revenue	0.00	0.00	0.00	
Total Income	65,475.32	52,548.00	12,927.32	
Gross Profit	65,475.32	52,548.00	12,927.32	
Expense				
499 · Trade Out	0.00	0.00	0.00	
500 · Conference Expenses	265.71	1,666.00	-1,400.29	
534 · Print & Design Expenses	0.00	0.00	0.00	
564 · Participant Supplies	21,432.75	15,000.00	6,432.75	
565 · Event Supply	0.00	6,700.00	-6,700.00	
565A · Event Service Fees	0.00	6,700.00	-6,700.00	
565B · Event Facility Fees	0.00	1,250.00	-1,250.00	
565C · BSG FS Event Fees	0.00	1,250.00	-1,250.00	
566 · Reim Registration/Contract Fees	0.00	0.00	0.00	
567 · Merchandise for resale	0.00	0.00	0.00	
574 · Storage/Rent Events	0.00	416.00	-416.00	
576 · Outside Services	0.00	84.00	-84.00	
607 · Advertising Expenses	9,036.59	9,000.00	36.59	
608 · Marketing Expenses	38.00	1,416.00	-1,378.00	
609 · Website	23.17	166.00	-142.83	
612 · Grant Expense	4,000.00	10,500.00	-6,500.00	
705 · Computer & Software Expense	0.00	416.00	-416.00	
707 · Legal & Accounting	1,376.50	1,500.00	-123.50	
708 · Dues & Subscriptions	0.00	1,084.00	-1,084.00	
710 · Office Expenses	207.30	416.00	-208.70	

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

TOTAL			
	Jan - Feb 25	Budget	\$ Over/Under Budget
715 · Bank & Credit Card Fees	1,005.60	1,000.00	5.60
718 · Registration Fees Expense	675.00	500.00	175.00
720 · Vehicle Expense	0.00	416.00	-416.00
721 · Seminars & Training	0.00	332.00	-332.00
732 · Meals & Entertainment	69.68	416.00	-346.32
733 · Insurance	0.00	0.00	0.00
750 · Interest Expense	0.00	0.00	0.00
755 · Telephone Expenses	0.00	100.00	-100.00
756 · Equipment Lease	0.00	0.00	0.00
760 · Postage	0.00	208.00	-208.00
770 · Rent/Storage Expense	0.00	334.00	-334.00
800 · Salary & Wages	8,291.67	11,082.00	-2,790.33
810 · Payroll Taxes	598.22	850.00	-251.78
813 · EIDL Interest Payment	159.30	168.00	-8.70
Total Expense	47,179.49	72,970.00	-25,790.51
Net Ordinary Income	18,295.83	-20,422.00	38,717.83
Net Income	18,295.83	-20,422.00	38,717.83

Wausau/Central WI CVB
Balance Sheet
As of February 28, 2025

	Feb 28, 25
ASSETS	
Current Assets	
Checking/Savings	
0100 · People's CVB Checking	105,619.22
0101 · People's CVB Money Market	683,314.81
Total Checking/Savings	788,934.03
Other Current Assets	
120 · Due From Sports Authority	448,741.54
Total Other Current Assets	448,741.54
Total Current Assets	1,237,675.57
Fixed Assets	
149 · Signage	11,653.19
150 · Furniture & Equipment	73,973.16
160 · Accum Depreciation	-42,884.88
Total Fixed Assets	42,741.47
TOTAL ASSETS	1,280,417.04
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
227 · Accrued FICA/ FED	2,503.36
229 · Accrued Wis WH	883.36
240 · Accrued Interest	3,456.00
242 · Sales Tax Payable	1.16
Total Other Current Liabilities	6,843.88
Total Current Liabilities	6,843.88
Long Term Liabilities	
281 · Disaster Relief Loan	145,828.50
Total Long Term Liabilities	145,828.50
Total Liabilities	152,672.38
Equity	
320 · Unrestricted Net Assets	1,110,834.63
326 · Restr. Net Assets - Weston	32,857.26
Net Income	-15,947.23
Total Equity	1,127,744.66
TOTAL LIABILITIES & EQUITY	1,280,417.04

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03/13/25

Cash Basis

Wausau/Central Wisconsin Sports Authority Inc.

Balance Sheet

As of February 28, 2025

	Feb 28, 25
ASSETS	
Current Assets	
Checking/Savings	
Badger State Games	1,075.47
Sports Authority CVB	8,032.96
0 · Community Foundation	48,166.70
100 · Peoples Sports Authority MM	110,359.71
101 · People's Sports Authority M	300,484.94
102 · People's Sports Authority CVB	126,708.42
105 · People's Badger State Games	130,787.45
Total Checking/Savings	725,615.65
Other Current Assets	
110 · N/R Wausau Marathon	4,500.00
Total Other Current Assets	4,500.00
Total Current Assets	730,115.65
TOTAL ASSETS	730,115.65
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
120 · Due to CWVB	448,741.54
240 · Accrued Interest	796.00
Total Other Current Liabilities	449,537.54
Total Current Liabilities	449,537.54
Long Term Liabilities	
281 · Disaster Relief Loan	35,921.50
Total Long Term Liabilities	35,921.50
Total Liabilities	485,459.04
Equity	
31500 · Restr. MMB Rollover	232,970.00
32000 · Unrestricted Net Assets	-6,609.22
Net Income	18,295.83
Total Equity	244,656.61
TOTAL LIABILITIES & EQUITY	730,115.65

Wausau/Central WI CVB
Profit Loss 2025 Budget vs. 2024

Wausau Central Wisconsin Conventio & Visitors Bureau
2025 Budget
Approved 12/18/24

	CVB	SA	Total	CVB	SA	Total	Total
	YTD 24	YTD 24	Total YTD 24	YTD 25	YTD 25	Total YTD 25	Variance
Ordinary Income/Expense							
Income							
330 · Restr. Schofield Hold	0.00	0.00	0.00	0.00	0.00	0.00	0.00
330 · Restr. MMB Schofield	0.00	0.00	0.00	0.00	0.00	0.00	0.00
331 · Restr. Weston Hold	0.00	0.00	0.00	0.00	0.00	0.00	0.00
400 · CVB Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00
402 · Gift Shop - Taxable	20,000.00	0.00	20,000.00	20,000.00	0.00	20,000.00	0.00
403 · Gift Sales - Non Taxable	0.00	0.00	0.00	0.00	0.00	0.00	0.00
405 · Publication & Program Revenue	38,000.00	0.00	38,000.00	38,000.00	0.00	38,000.00	0.00
406 · Partnership Plans	20,000.00	0.00	20,000.00	0.00	0.00	0.00	-20,000.00
407 · DTN Income	25,000.00	0.00	25,000.00	15,000.00	0.00	15,000.00	-10,000.00
410 · Brochure Distribution Service	9,500.00	0.00	9,500.00	9,500.00	0.00	9,500.00	0.00
415 · Advertising	0.00	0.00	0.00	0.00	0.00	0.00	0.00
420 · Sponsorship	0.00	75,000.00	75,000.00	0.00	50,000.00	50,000.00	-25,000.00
422A · BSG FS Registration	0.00	68,000.00	68,000.00	0.00	65,000.00	65,000.00	-3,000.00
422 · Registration Fees	0.00	117,000.00	117,000.00	0.00	125,000.00	125,000.00	8,000.00
430 · Resale/Misc Revenue	10,000.00	18,000.00	28,000.00	5,000.00	18,000.00	23,000.00	-5,000.00
432 · Interest Income	2,000.00	500.00	2,500.00	2,500.00	500.00	3,000.00	500.00
434 · Print & Design Income	500.00	0.00	500.00	500.00	0.00	500.00	0.00
435 · Room Tax	640,000.00	0.00	640,000.00	686,000.00	0.00	686,000.00	46,000.00
440 · Sports Authority	0.00	120,000.00	120,000.00	0.00	125,000.00	125,000.00	5,000.00
441 · Grant Revenue	32,000.00	10,000.00	42,000.00	20,000.00	10,000.00	30,000.00	-12,000.00
442 · Meetings Mean Business	0.00	0.00	0.00	0.00	0.00	0.00	0.00
445 · Vendor Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00
445 · Contract Revenue	0.00	0.00	0.00	0.00	0.00	0.00	0.00
446 · Municipality Account	0.00	0.00	0.00	0.00	0.00	0.00	0.00
450 · Capital Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00
470 · Community Foundation--Taxable	0.00	0.00	0.00	0.00	0.00	0.00	0.00
471 · Unrealized Gain	0.00	0.00	0.00	0.00	0.00	0.00	0.00
900 · Comm Fund / Revenue & Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Income	797,000.00	408,500.00	1,205,500.00	796,500.00	393,500.00	1,190,000.00	-15,500.00
Gross Profit	797,000.00	408,500.00	1,205,500.00	796,500.00	393,500.00	1,190,000.00	-15,500.00
Expense							
499 · Trade Out	0.00	0.00	0.00	0.00	0.00	0.00	0.00
500 · Conference Expenses	12,000.00	5,000.00	17,000.00	14,500.00	10,000.00	24,500.00	7,500.00
534 · Print & Design Expenses	0.00	0.00	0.00	0.00	0.00	0.00	0.00
564 · Participant Supplies	0.00	40,000.00	40,000.00	0.00	30,000.00	30,000.00	-10,000.00
565 · Event Supply	0.00	42,500.00	42,500.00	0.00	40,000.00	40,000.00	-2,500.00
565A · Event Service Fees	0.00	43,000.00	43,000.00	0.00	40,000.00	40,000.00	-3,000.00
565B · Event Facility Fees	0.00	15,000.00	15,000.00	0.00	15,000.00	15,000.00	0.00
565C · BSG FS Event Fees	0.00	63,000.00	63,000.00	0.00	60,000.00	60,000.00	-3,000.00
566 · Reim. Registration/Contract Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00
567 · Merchandise for resale	5,000.00	0.00	5,000.00	4,500.00	0.00	4,500.00	-500.00
569 · Property Tax	0.00	0.00	0.00	0.00	0.00	0.00	0.00
574 · Storage/Rent Events	0.00	2,500.00	2,500.00	0.00	2,500.00	2,500.00	0.00
576 · Outside Services	5,500.00	7,000.00	12,500.00	2,500.00	500.00	3,000.00	-9,500.00
607 · Advertising Expenses	95,000.00	15,000.00	110,000.00	111,550.00	15,000.00	126,550.00	16,550.00
608 · Marketing Expense	65,000.00	5,000.00	70,000.00	75,000.00	5,000.00	80,000.00	10,000.00
609 · Website	60,000.00	1,000.00	61,000.00	70,000.00	1,000.00	71,000.00	10,000.00
612 · Grant Expense	0.00	60,000.00	60,000.00	0.00	63,000.00	63,000.00	3,000.00
675 · Tourism Research Exp	0.00	0.00	0.00	0.00	0.00	0.00	0.00
705 · Computer & Software Expense	8,200.00	2,000.00	10,200.00	8,500.00	2,500.00	11,000.00	800.00
707 · Legal & Accounting	14,500.00	4,000.00	18,500.00	20,000.00	6,000.00	26,000.00	7,500.00
708 · Dues & Subscriptions	14,500.00	3,500.00	18,000.00	19,000.00	6,500.00	25,500.00	7,500.00

Wausau/Central WI CVB
Profit Loss 2025 Budget vs. 2024

Approved 12/18/24

	CVB	SA	Total	CVB	SA	Total	Total
	YTD 24	YTD 24	Total YTD 24	YTD 25	YTD 25	Total YTD 25	Variance
709 · Miscellaneous Exp	0.00	0.00	0.00	0.00	0.00	0.00	0.00
710 · Office Expense	8,000.00	2,500.00	10,500.00	8,000.00	2,500.00	10,500.00	0.00
712 · Visitors Magazine Expense	45,000.00	0.00	45,000.00	12,500.00	0.00	12,500.00	-32,500.00
715 · Bank & Credit Card Fees	2,000.00	5,200.00	7,200.00	2,200.00	6,000.00	8,200.00	1,000.00
718 · Registration Fees Expense	0.00	3,000.00	3,000.00	0.00	3,000.00	3,000.00	0.00
720 · Vehicle Expense	4,500.00	5,500.00	10,000.00	2,500.00	2,500.00	5,000.00	-5,000.00
721 · Seminars & Training	2,000.00	2,000.00	4,000.00	2,000.00	2,000.00	4,000.00	0.00
722 · Repairs & Maint	2,500.00	0.00	2,500.00	2,000.00	0.00	2,000.00	-500.00
730 · Health Insurance	43,500.00	0.00	43,500.00	43,500.00	0.00	43,500.00	0.00
732 · Meals & Entertainment	4,900.00	2,500.00	7,400.00	4,900.00	2,500.00	7,400.00	0.00
733 · Insurance	18,000.00	0.00	18,000.00	18,000.00	0.00	18,000.00	0.00
750 · Interest Expense	0.00	0.00	0.00	800.00	0.00	800.00	800.00
755 · Telephone Expense	4,200.00	600.00	4,800.00	4,400.00	600.00	5,000.00	200.00
756 · Equipment Lease	2,500.00	0.00	2,500.00	0.00	0.00	0.00	-2,500.00
760 · Postage	4,700.00	2,800.00	7,500.00	3,500.00	2,500.00	6,000.00	-1,500.00
770 · Rent /Storage Expense	17,500.00	2,000.00	19,500.00	17,500.00	2,000.00	19,500.00	0.00
771 · Parking Permit	0.00	0.00	0.00	0.00	0.00	0.00	0.00
772 · Utilities	0.00	0.00	0.00	0.00	0.00	0.00	0.00
773 · Tourism Commissions	0.00	0.00	0.00	0.00	0.00	0.00	0.00
775 · Capital Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00
800 · Salary & Wages	292,000.00	66,500.00	358,500.00	279,000.00	66,500.00	345,500.00	-13,000.00
809 · Employee Benefits	10,200.00	0.00	10,200.00	10,200.00	0.00	10,200.00	0.00
810 · Payroll Taxes	29,200.00	3,500.00	32,700.00	29,000.00	5,100.00	34,100.00	1,400.00
811 · Retirement Plan	8,760.00	2,000.00	10,760.00	12,500.00	0.00	12,500.00	1,740.00
812 · Interest Expense Building	0.00	0.00	0.00	0.00	0.00	0.00	0.00
813 · EIDL Interest Payment	5,000.00	1,200.00	6,200.00	4,800.00	1,000.00	5,800.00	-400.00
890 · Penalty	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Expense	784,160.00	407,800.00	1,191,960.00	782,850.00	393,200.00	1,176,050.00	-15,910.00
Profit/Loss	12,840.00	700.00	13,540.00	13,650.00	300.00	13,950.00	410.00
284 · EIDL Loan Payment	0.00	0.00	0.00	0.00	0.00	0.00	0.00
285 · N/P Building - Incredible Bank	0.00	0.00	0.00	0.00	0.00	0.00	0.00
975 · Depreciation Expense	13,687.00	0.00	13,687.00	13,284.00	0.00	13,284.00	-403.00
Total Expense	797,847.00	407,800.00	1,205,647.00	796,134.00	393,200.00	1,189,334.00	-16,313.00
Net Profit/Loss after Depreciation	-847.00	700.00	-147.00	366.00	300.00	666.00	813.00

Board Report March 2025

- **Rothschild Negotiations going well. We should be signing a contract this month.**
- **Attended Canoecopia - National Parks working on Great Pinery Heritage Waterway. We will take over their website presence**
- **GreaterWausau.org gave us their website presence - we are incorporating now.**
- **City of Wausau wants us to take over Wausome website.**
- **Village of Athens Chamber wants a presence on VisitWausau, we are negotiating now.**
- **Submitting our Behind the Plate chef series for Telly Awards. Good PR.**
- **I spoke at the Wisconsin Governor's Conference on Tourism about the Nine Mile Impact Study. We had 16 Wausau people attend! Most ever! Travel Wisconsin noticed.**
- **We are negotiating in taking over IronBull's marketing - 10% agency fee for us.**
- **NFL Draft is ok - we will be ready to pivot soon to include locals. We are advertising for that.**
- **Placement of Spotify, Radio and CTV (digital) ads have gone out. We will need to pivot to summer beginning of April.**
- **Some municipalities have issues with the perception of us not doing enough to represent them. Some mis-perceptions there. See our excel file on coverage of the area.**
- **Save the Date - May 5th - Monday Night at Hilton. Tourism gala. "It Starts with a Visit."**

SEO Executive Summary

Overall Traffic:

- **This month, the site saw a total of approx. 34,000 users (+22% YOY), 43,000 sessions (+36% YOY), with 32,000 engaged sessions (+79% YOY), for an engagement rate of 75%.**
- **The top channels driving traffic to the website were Organic Search (48% of total users), Paid Social (23%), and Cross-Network (13%).**

Organic Traffic:

- **There were approx. 16,000 organic users (+51% YOY) this month and 22,000 sessions (+66% YOY), and 16,000 engaged sessions (+58% YOY), for an engagement rate of 73%.**
- **The Bowling Championships event listing was the top landing page this month, bringing over 1,700 users to the site.**
- **The Sports Show event listing saw the largest YOY increase in visitors (+1,800%). Other notable YOY increases include Sylvan Hill (+368%), 9 Mile County Forest RA (+82%), and the Events Calendar and Badger State Games-Winter Games (both +13%).**
- **The site received approx. 18,000 organic clicks (+64% YOY) and 1.3 million impressions (+31% YOY). The CTR increased by +25% YOY and the ARP improved by -11% YOY.**

- "Wisconsin State Bowling tournament 2025" was the top search query with nearly 600 clicks. "Bowling" related searches saw clicks increase by 4,858% YOY, and "Wisconsin State Bowling" moved an incredible 49 positions to the second search result on average this year.
- "Sports show" related searches were also popular this month, with over 300 clicks (+4,200% YOY). Consider creating some blog content around this event next year to better capitalize on its popularity.
- The blog accounted for approx. 500 users and 500 sessions (both +25% YOY), and 450 engaged sessions (+27% YOY). Total organic views rose by +32% YOY to nearly 700 views.
- The Ultimate Valentines Day Weekend post was the top blog landing page with nearly 200 users.

PPC Executive Summary

Highlights

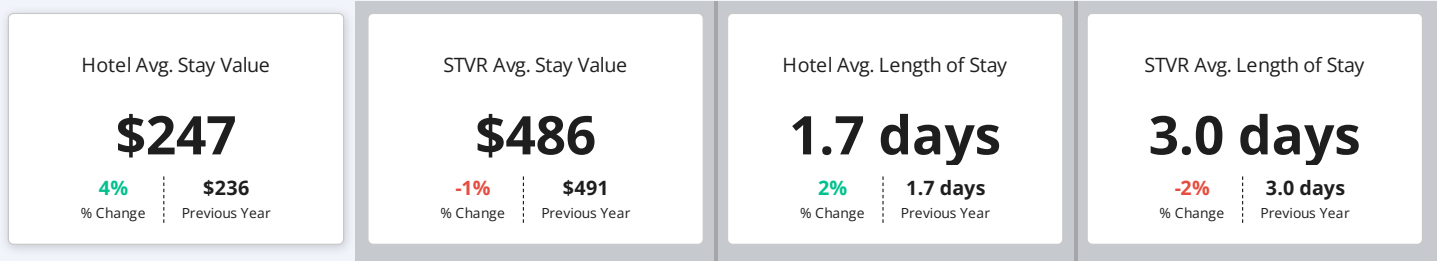
- Google Ads saw increased in clicks across all campaigns. Although the search campaigns' CPC saw a 20% increase year-over-year, the \$0.68 metric was below the industry average of \$0.75. Nearly all DMOs running paid media saw year-over-year increases in CPC. The increased budget also helped drive these account-level improvements.
- The Outdoors Performance Max campaign saw a strong increase in clicks compared to the previous year which helped drive up the account-level conversions by 68%.
- Engagement saw significant improvements with engaged sessions increasing 112% and engagement rate increasing to an account-level metric of 95%. Also notably, Partner Referrals and Outdoor Rec Page Views saw strong year-over-year increases.
- For Meta, performance improvements were seen across all metrics, most notably the 225% increase in link clicks and 76% increase in CTR, all at a 21% lower CPC. Last February, the paid social spend was well below the monthly budget which also contributed to the strong year-over-year improvements.
- The Accommodations remarketing campaign was enabled last month on Meta and drove 82 BookDirect referrals, 72 hotel-specific Partner Referrals, and 19 Booking Widget submissions. These results were stronger than the Accommodations search campaign, an unusual trend when paid social conversions surpass paid search. This is a great indication that users may be more likely to engage in booking accommodations on Meta than Google.

Upcoming Campaigns and Opportunities

- Check in re: Sports Meta remarketing campaign assets/landing pages
- Check in re: new paid media channels (Spotify and CTV)

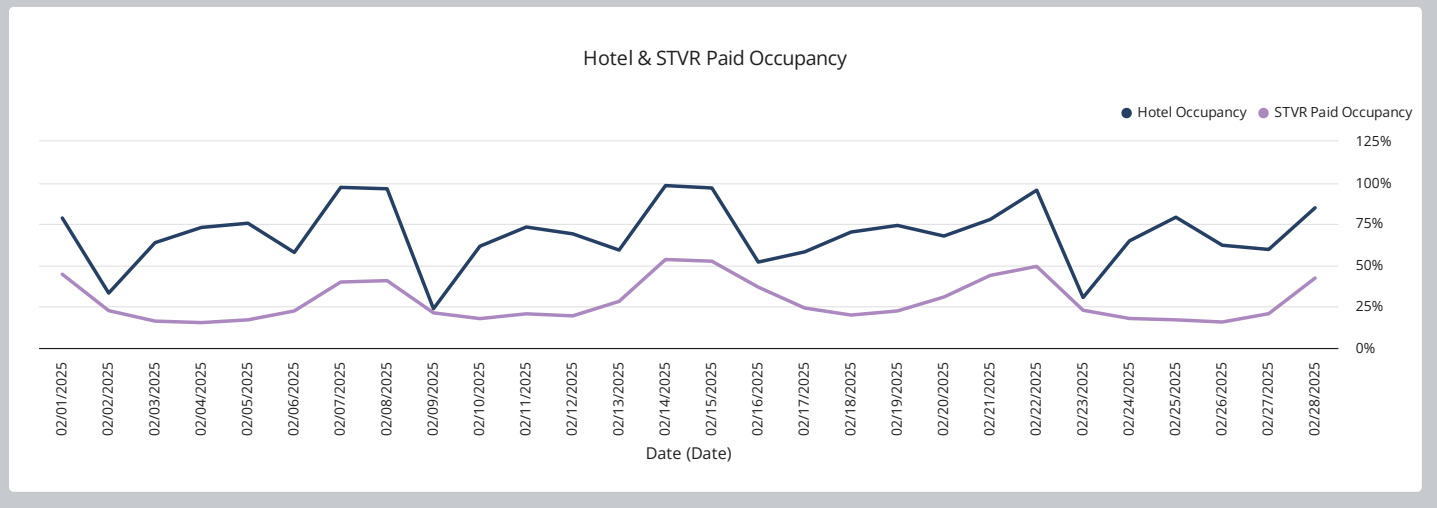
Summary KPIs

Source: Zartico Lodging Data.
KPI metrics display short-term vacation rental (STVR) and hotel performance for your primary geographic area.
Use the filter at the top to filter all insights by STVR or hotel performance. Twelve-month rolling trends can be found in the sections below.



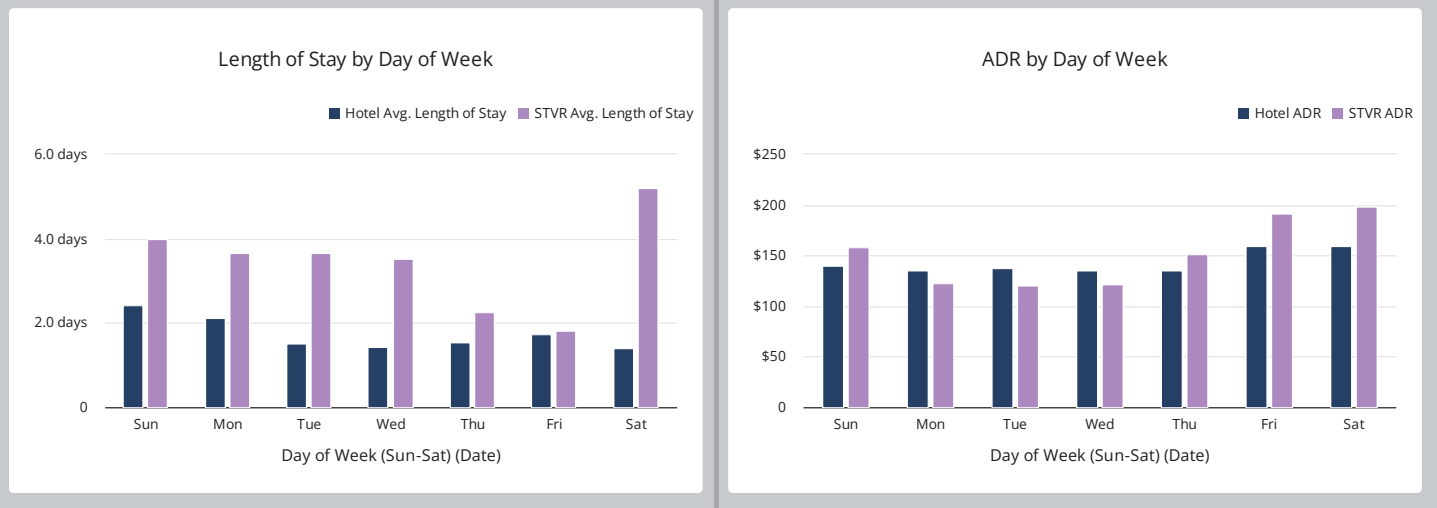
How does occupancy vary by day?

Use this chart to understand your daily occupancy trend and how it differs between hotels and short-term vacation rentals (STVR) for your primary geographic area.



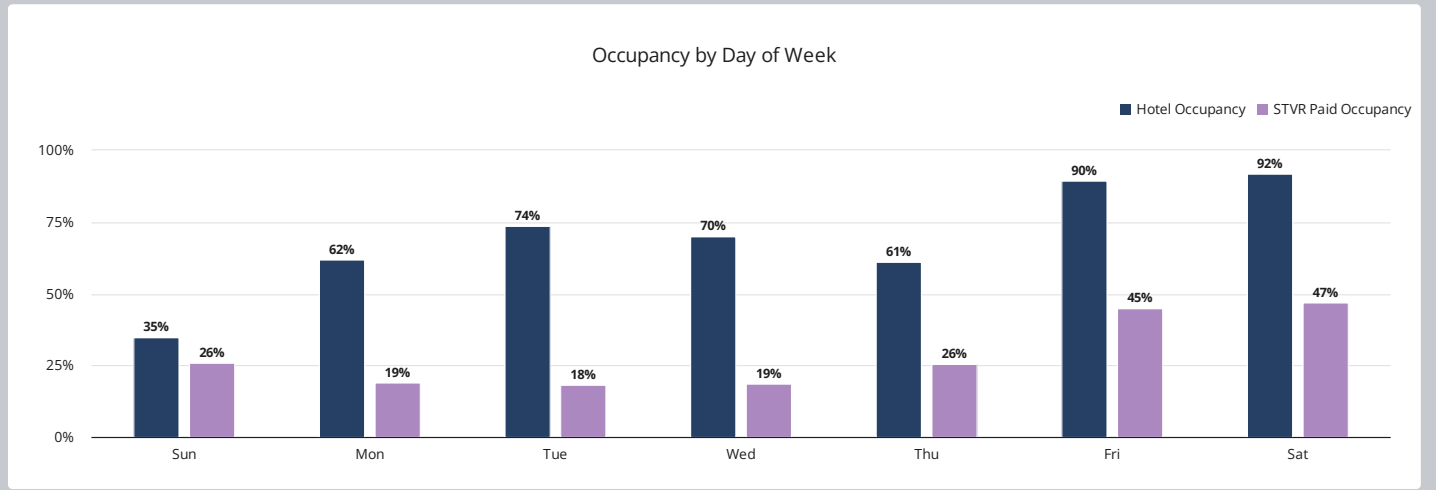
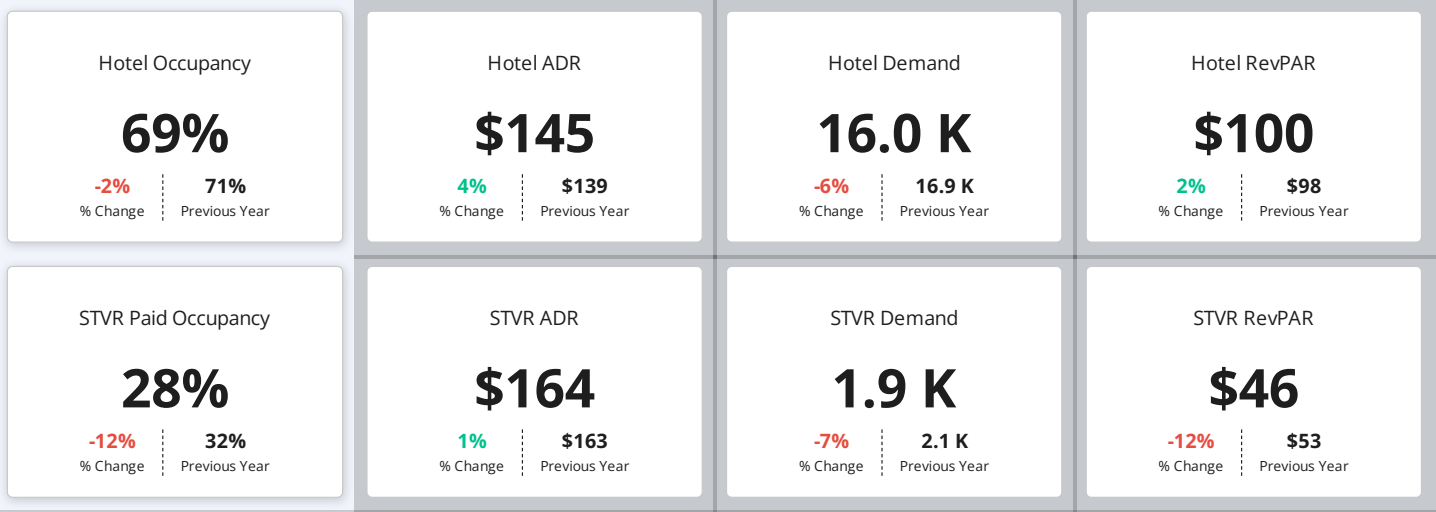
How does lodging performance vary by day of week?

Changes in length of stay or ADR help to illuminate different visitor groups and the reasons why they visit your destination.



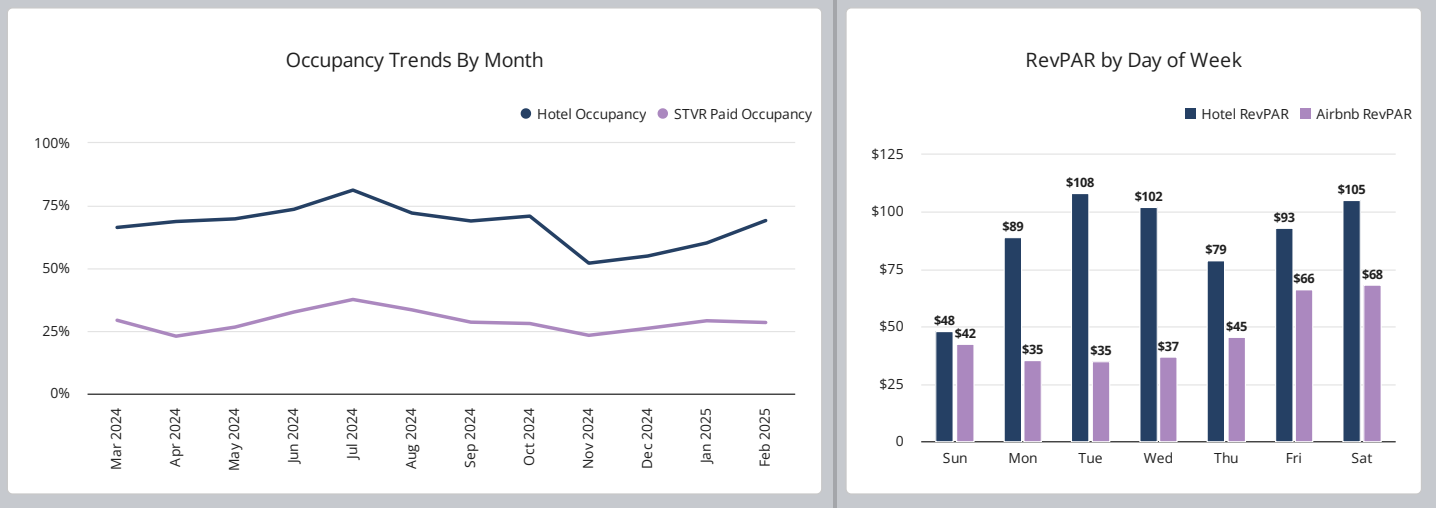
Key Lodging KPIs for Reporting

Use this section to report key insights about your hotels and short-term vacation rentals (STVR). Observed hotel demand is for properties reporting into the Amadeus system and will not reflect 100% of all properties in your destination. Use this to understand year-over-year demand trends. Zartico recommends using lodging tax data as the most authoritative measure of total lodging revenue and demand.

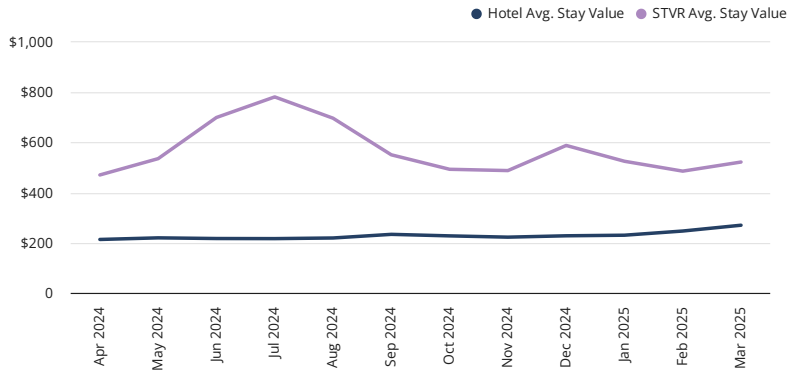


What are your destination-wide trends over the past 12 months?

Use these charts to see destination-wide trends over the previous 12 months, independent of the date filter specified above. Average Stay Value is total revenue divided by the number of guest check-ins, reflecting the amount for the entire stay timeframe. These insights reflect your primary geography only.



Avg. Stay Value by Month



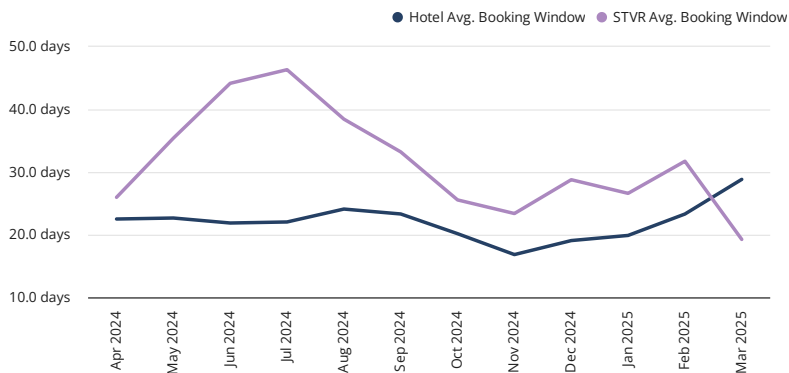
Avg. Stay Value - Previous 12 Months



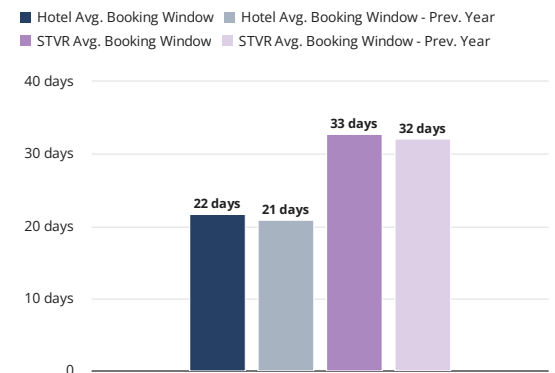
How does your average booking window change over time?

Use these insights to understand the difference in booking window between hotels and short-term vacation rentals (STVR) in your primary geography. The dates used in the graphs below indicate the check-in date, while the booking window indicates the number of days in advance of check-in the room or rental was reserved. Insights are not connected to the date filter and are auto-set to a rolling 12 months.

Avg. Booking Window by Month



Avg. Booking Window by Lodging Type



Complete Lodging Data Table

Export this data to either CSV or Excel. This chart shows data for all geographic areas in your subscription.

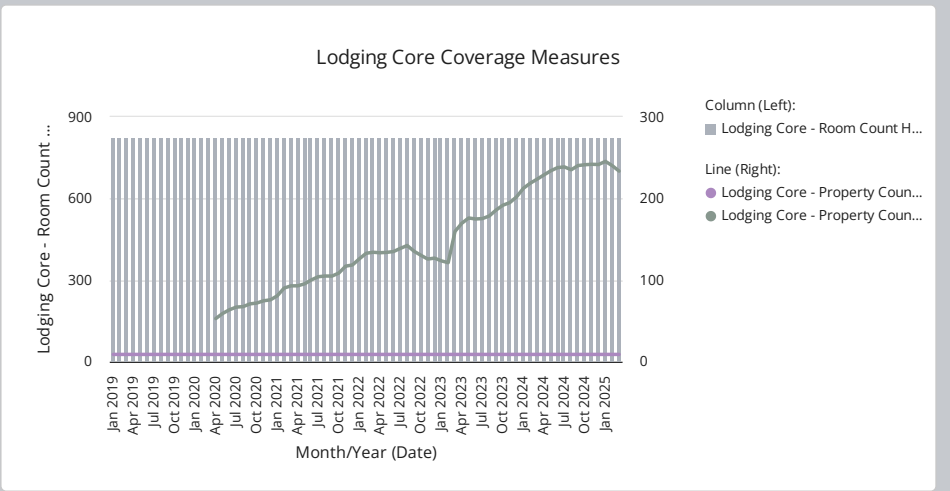
Month/Year (Date) ▾	Market	Lodging Type	Source	Market Flag	Market Type	Avg. Stay Value	Occupancy	Hotel ADR	STVR ADR	Revenue	Demand	Hotel Avg. Le
Mar 2025	Marathon - WI	Hotel	hotel	primary	County	\$270	41%	\$140	-	\$573,036	4,081	
		STVR	airbnb	primary	County	\$522	25%	-	\$146.66	\$103,399	705	
Feb 2025	Marathon - WI	Hotel	hotel	primary	County	\$247	69%	\$145	-	\$2,315,672	15,959	
		STVR	airbnb	primary	County	\$486	28%	-	\$163.73	\$312,882	1,911	
Jan 2025	Marathon - WI	Hotel	hotel	primary	County	\$230	60%	\$140	-	\$2,147,611	15,382	
		STVR	airbnb	primary	County	\$525	29%	-	\$165.29	\$366,118	2,215	
Dec 2024	Marathon - WI	Hotel	hotel	primary	County	\$228	55%	\$132	-	\$1,855,795	14,048	
		STVR	airbnb	primary	County	\$588	26%	-	\$175.56	\$343,049	1,954	
Nov 2024	Marathon - WI	Hotel	hotel	primary	County	\$222	52%	\$132	-	\$1,703,823	12,887	
		STVR	airbnb	primary	County	\$488	23%	-	\$140.94	\$238,192	1,690	
Oct 2024	Marathon - WI	Hotel	hotel	primary	County	\$228	71%	\$134	-	\$2,429,747	18,118	
		STVR	airbnb	primary	County	\$493	28%	-	\$150.69	\$315,694	2,095	
Sep 2024	Marathon - WI	Hotel	hotel	primary	County	\$234	69%	\$140	-	\$2,389,001	17,055	

Module Diagnostics

Indicates the most recent date of data loaded. Use this to validate that you have a full month of data prior to reporting. Technical support: If the Core Coverage Measures insight is blank, please check the Primary Geography Variable.

Lodging Core - Max Date Loaded

2025-03-12



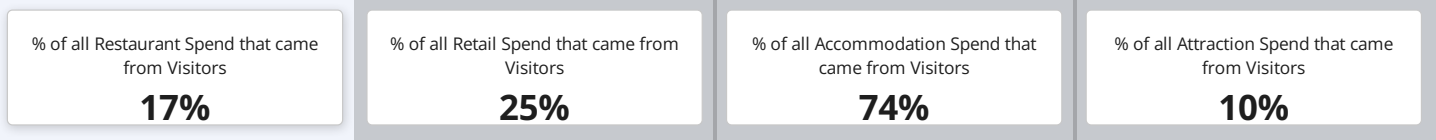
How do visitors impact your economy?

Source: Zartico Spend Data



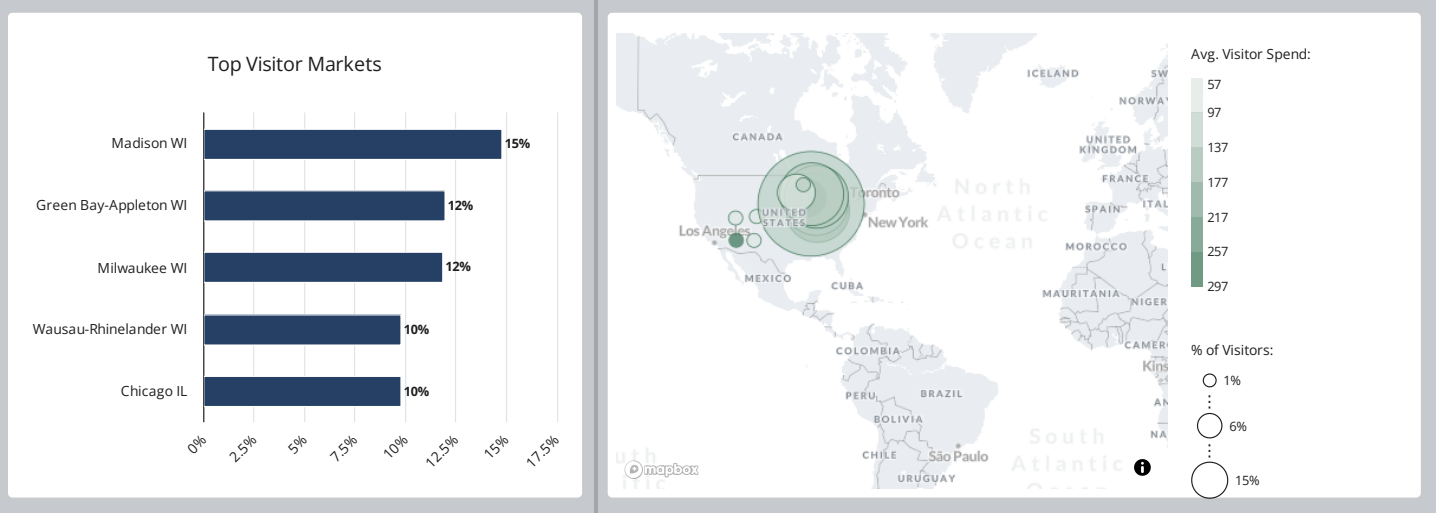
How much are visitors contributing to your economy?

Source: Zartico Spend Data



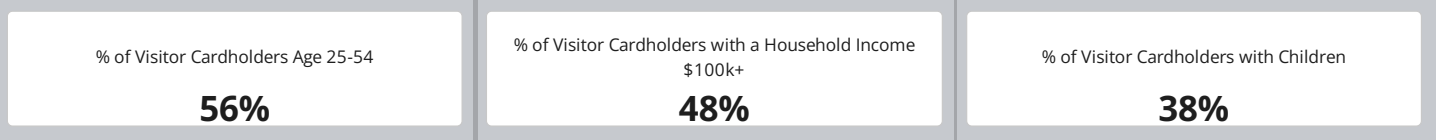
Where are your visitors coming from?

Source: Zartico Geolocation Data



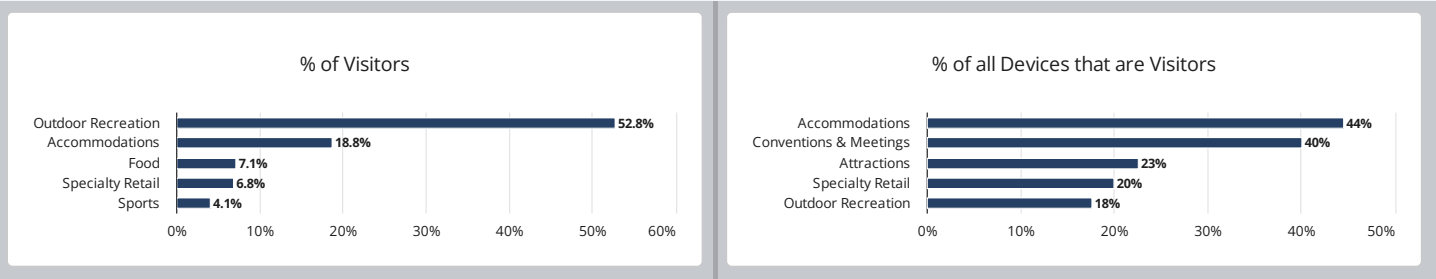
What are your visitor demographics?

Source: Zartico Spend Data



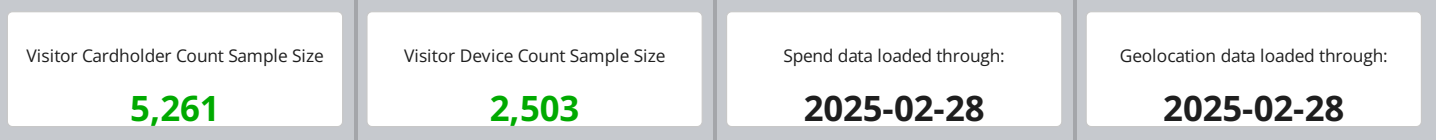
Where do visitors go in-destination? Where do they make the greatest impact?

Source: Zartico Location Data



Sample Size Reference

These metrics provide a reference for the number of unique visitor devices (Zartico Geolocation Data) and cardholders (Zartico Spend Data) used in the insights above and are controlled by the filters selected at the top. If these show yellow or red values, the insights should be treated as directional but less precise, owing to a smaller sample size. In these cases, expanding your filter criteria at the top will increase the sample size.



Website Summary

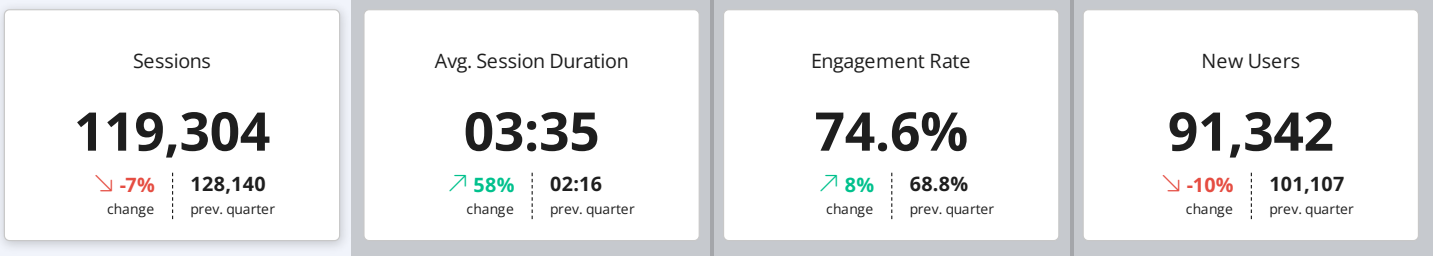
Understand your website performance and engagement. Use these information to inform future campaign and content strategies.

These insights are based on a date range 2025-01-01 to 2025-03-07.

Website Core KPIs

These KPIs are compared to the same period in the previous year, due to seasonality producing higher value insights. If you select "This Year" in the date range, you are comparing YTD this year to the complete previous year.

Tip: Set an alert for the KPI you want to watch closely. Source: Google Analytics 4



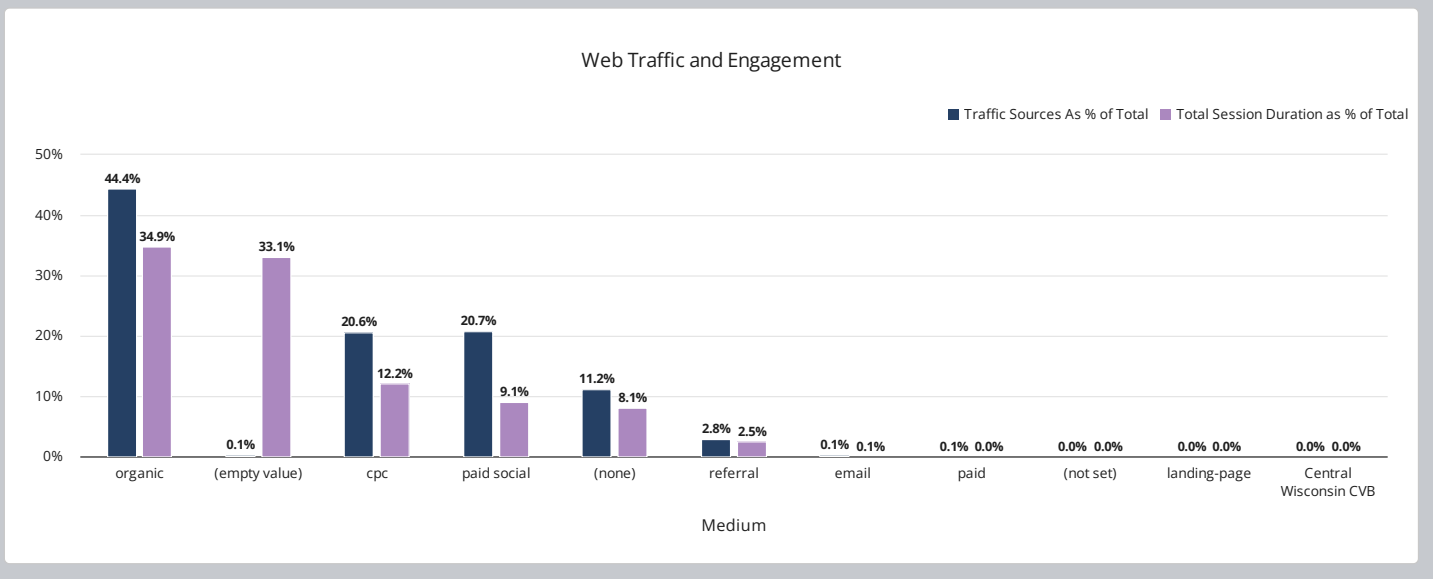
How do visitors get to your website?

Your website is the front door to your destination. This insight helps you identify the top sources of traffic to your website (dark blue) as well as the top sources of engagement with your website (light blue).

When the dark blue bar is longer than the light blue bar, it indicates that those traffic sources have low engagement as measured by time on site.

Source: Google Analytics 4.

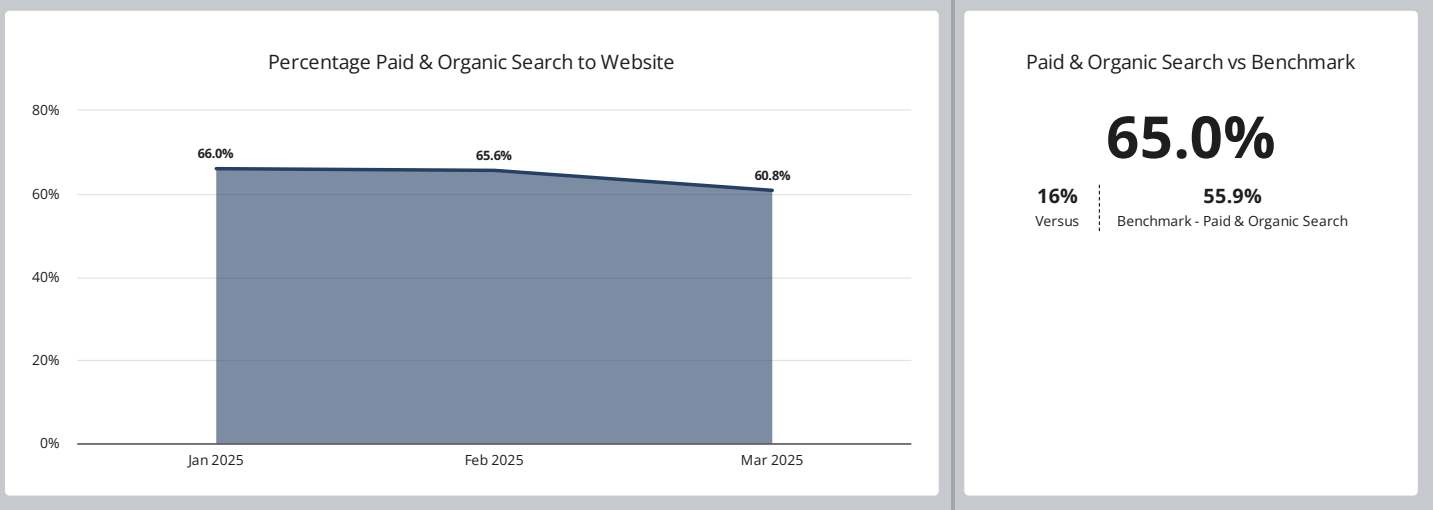
Tip:



How much search traffic does your website receive?

Paid and Organic Search Traffic is an indicator of how prominently your site appears in Search Engine rankings, like Google, and how much of your total website traffic results from search engines. Your data is benchmarked against all Zartico partners.

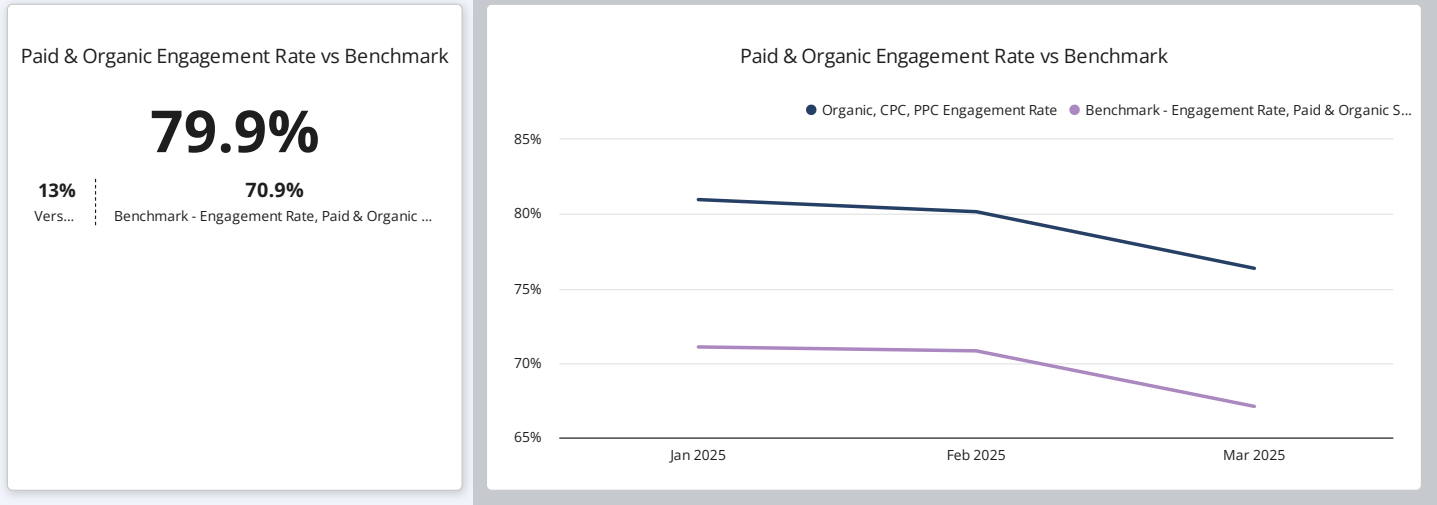
Source: Google Analytics 4.



How "sticky" is your website?

Web marketers typically watch a site's Engagement Rate. Your goal is to retain as many of your site visitors as possible. The benchmark is drawn from paid and organic search traffic for all Zartico partners.

Source: Google Analytics 4.

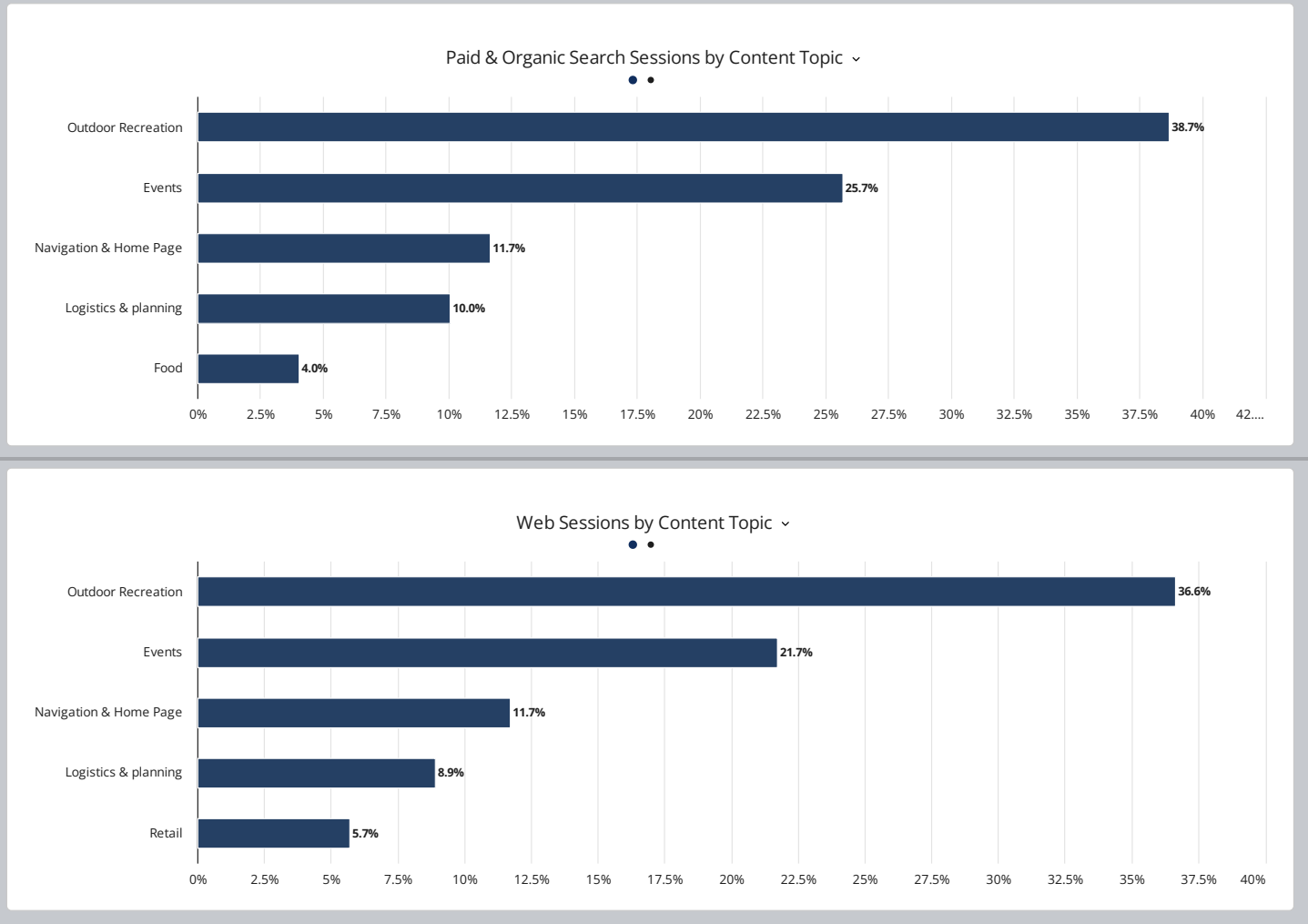


What content topics are users looking for?

Each page on your website is assigned a thematic grouping called a content topic. These help you identify what types of activities potential visitors are searching for as well as which types of content will perform well on your social channels, in paid content efforts and paid search.

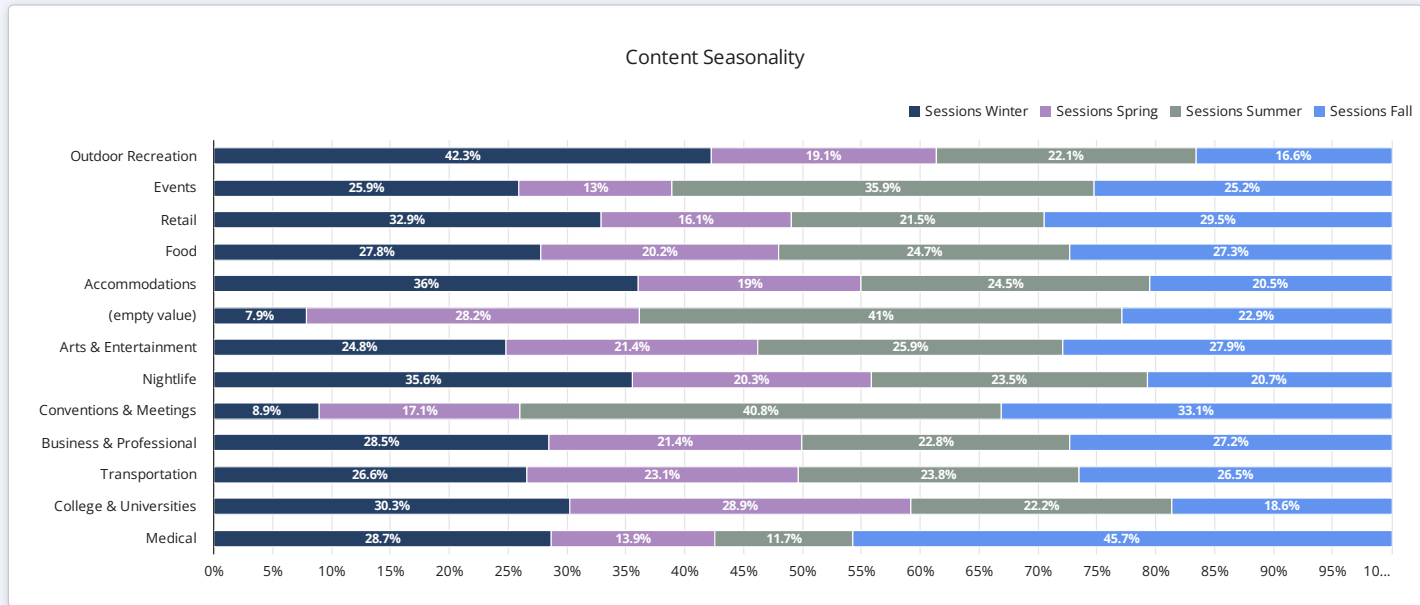
Tip: Click into either chart to explore page-by-page performance for pages within a content topic.

Source: Google Analytics 4 & Zartico.



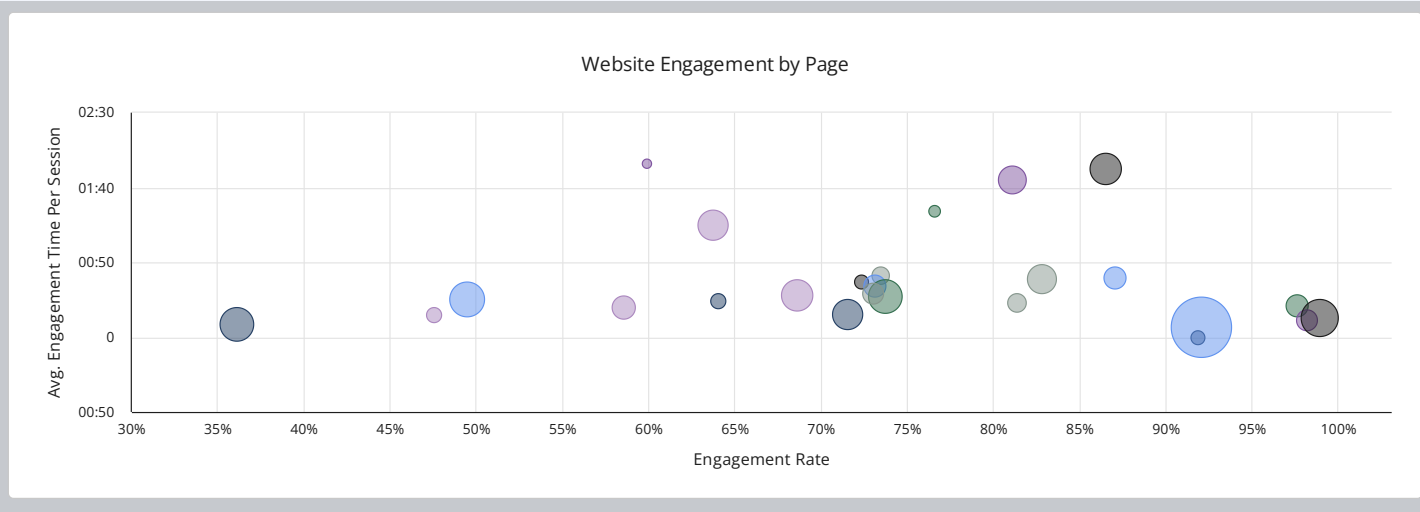
What season does each content topic see the most traffic?

This insight is not configured to the date filter above and instead will always show the last 12 months.
Source: Google Analytics 4.



What are the most engaging pages on your website?

Bubble size = Total Number of Sessions. Only top 25 visited pages included.
Source: Google Analytics 4.



What pages are good contenders for on-page optimization to increase organic traffic to the site?

These pages are good content to optimize to increase organic traffic. Tip: Click on the URL in the left column to open the page in your browser.

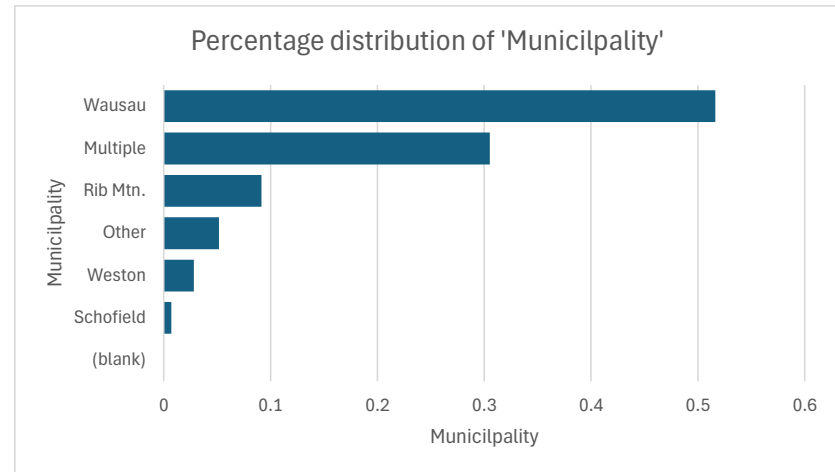
Source: Google Analytics 4.

High Traffic Pages with Low Organic Sessions

Page Url	Views (>100) ▼	Organic Views % of Total (<50%)	Engagement Rate (>40%)
http://www.visitwausau.com/outdoor-activities/?bounds=false&view=list&sort=qualityScore	30.8 K	4%	92.1%
http://www.visitwausau.com/events/?gad=1	14.7 K	19%	81.1%
http://www.visitwausau.com/restaurants/?gad=1	13.2 K	25%	63.7%
http://www.visitwausau.com/things-to-do/shopping-retail/?bounds=false&view=list&sort=quali...	10.3 K	23%	49.5%
http://www.visitwausau.com/outdoor-activities/tubing-sledding/	7.3 K	7%	98.9%
http://www.visitwausau.com/	6.2 K	45%	68.6%
http://www.visitwausau.com/things-to-do/	5.3 K	30%	82.8%
http://www.visitwausau.com/blog/post/greater-wausau-winter-time-event-round-up/	4.5 K	1%	71.5%
http://www.visitwausau.com/draft25/	2.5 K	24%	58.6%
http://www.visitwausau.com/outdoor-activities/cross-country-skiing-and-snowshoeing/	2.1 K	23%	97.6%
http://www.visitwausau.com/places-to-stay/hotels-motels/	2.0 K	38%	79.2%

% distribution of 'Municipality'

Municipality	Count of Municipality
Wausau	51.64%
Multiple	30.52%
Rib Mtn.	9.15%
Other	5.16%
Weston	2.82%
Schofield	0.70%
(blank)	0.00%
Grand Total	100.00%



Within the current 130 posts with "Multiple"
municipalities included, Rib Mountain is in 91.
As of 03/12/2025



DIGITAL MARKETING REPORT

Visit Wausau

Feb 2025



simpleview 

1. SEO

[SEO Executive Summary](#)

[Traffic Performance](#)

[Industry Comparison](#)

[Organic Traffic](#)

2. Paid Media

[Paid Media Executive Summary](#)

[Google Ads](#)

[Paid Search Performance](#)

3. Paid Social

[Facebook Ads](#)

Metric Name	How GA4 Tracks It	How UA Tracked It
Total Users	Total number of unique users who logged an event.	Primary user metric in UA; total number of users
New Users	<p>Number of users who interacted with your site or launched your app for the first time</p> <p>The metric is measured by the number of new unique user IDs that logged the first_open or first_visit event.</p>	Number of users who interacted with your site for the first time.
Active Users	Primary User metric in GA4: Number of distinct users who visited your website or app. An active user is any user who has an engaged session or when Analytics collects the first_visit event or engagement_time_msec parameter from your website.	N/A
Session	<p>AKA Session Start:</p> <p>To determine the session that each event comes from, the session_start event generates a session ID and Analytics associates the session ID with each subsequent event in the session.</p> <ul style="list-style-type: none"> - A session will end when there has been more than a 30-minute period of inactivity (depending on the session timeout settings). - Sessions are not restarted at midnight or when new campaign parameters are encountered. - If a users comes back after a session has timed out, it will start a new session. 	<p>Period of time a user is actively engaged with your website or app.</p> <ul style="list-style-type: none"> - Has defined parameters for what may cause it to end, e.g. a session will end when there has been more than a 30-minute period of inactivity (depending on the session timeout settings), the timestamp has been cut off at midnight (according to the timezone the view is set up in), or new campaign parameters are encountered. - If a user comes back after a session timeout, it will start a new session. - If the user is on the website when midnight arrives, a new session will be started. If a user picks up new campaign parameters while on the site, a new session will be started.
Engaged Sessions	The number of sessions that lasted longer than 10 seconds, or had a conversion event, or had two or more screen/page views.	N/A

Metric Name	How GA4 Tracks It	How UA Tracked It
Pageview	AKA Views; Total number of app screens and/or web pages your users saw. Repeated views of a single screen/page are counted.	Total number of pages viewed. Repeated views of single pages are counted.
Unique Pageview	N/A	Total number of pages viewed but duplicates are not counted.
Bounce Rate	<p>Percentage of sessions that were not engaged sessions.</p> <p>- For example, if a users visits your website, reviews content on your homepage for less than 10 seconds, and then leaves without triggering any events or visiting any other pages/screens, then the session will count as a bounce.</p> <p>- An engaged session is a session that lasts for 10 seconds or longer, has one or more conversion events, or has two or more page/screen views. If a users doesn't have an engaged session (that is, they don't meet any of the criteria for an engaged session), then Analytics counts the session as a bounce.</p>	<p>Percentage of single page sessions in which there was no interaction with the page. A bounced session has a duration of 0 seconds.</p> <p>- For example, if a user visits your website and reviews content on your homepage for several minutes, but leaves without clicking on any links or triggering any events being recorded as interaction events, then the session will be counted as a bounce.</p>

Overall Traffic

This month, the site saw a total of approx. 34,000 users (+22% YOY), 43,000 sessions (+36% YOY), with 32,000 engaged sessions (+79% YOY), for an engagement rate of 75%.

The top channels driving traffic to the website were Organic Search (48% of total users), Paid Social (23%), and Cross-Network (13%).

Organic Traffic

There were approx. 16,000 organic users (+51% YOY) this month and 22,000 sessions (+66% YOY), and 16,000 engaged sessions (+58% YOY), for an engagement rate of 73%.

The Bowling Championships event listing was the top landing page this month, bringing over 1,700 users to the site.

The Sports Show event listing saw the largest YOY increase in visitors (+1,800%). Other notable YOY increases include Sylvan Hill (+368%), 9 Mile County Forest RA (+82%), and the Events Calendar and Badger State Games-Winter Games (both +13%).

The site received approx. 18,000 organic clicks (+64% YOY) and 1.3 million impressions (+31% YOY). The CTR increased by +25% YOY and the ARP improved by -11% YOY.

"Wisconsin State Bowling tournament 2025" was the top search query with nearly 600 clicks. "Bowling" related searches saw clicks increase by 4,858% YOY, and "Wisconsin State Bowling" moved an incredible 49 positions to the second search result on average this year.

"Sports show" related searches were also popular this month, with over 300 clicks (+4,200% YOY). Consider creating some blog content around this event next year to better capitalize on its popularity.

The blog accounted for approx. 500 users and 500 sessions (both +25% YOY), and 450 engaged sessions (+27% YOY). Total organic views rose by +32% YOY to nearly 700 views.

The Ultimate Valentines Day Weekend post was the top blog landing page with nearly 200 users.

Organic Summary

Sessions

21,645

↑ 66.0%

Engaged sessions

15,794

↑ 58.3%

Listing Referrals

4,141

↑ 29.5%

Event Referrals

2,166

↑ 319.8%

Newsletter Signups

1

↓ -94.7%

Visitor Guide Requests

22

↑ 83.3%

PAID MEDIA EXECUTIVE SUMMARY

Feb 1, 2025 - Feb 28, 2025

Highlights

- Google Ads saw increased in clicks across all campaigns. Although the search campaigns' CPC saw a 20% increase year-over-year, the \$0.68 metric was below the industry average of \$0.75. Nearly all DMOs running paid media saw year-over-year increases in CPC. The increased budget also helped drive these account-level improvements.
- The Outdoors Performance Max campaign saw a strong increase in clicks compared to the previous year which helped drive up the account-level conversions by 68%.
- Engagement saw significant improvements with engaged sessions increasing 112% and engagement rate increasing to an account-level metric of 95%. Also notably, Partner Referrals and Outdoor Rec Page Views saw strong year-over-year increases.
- For Meta, performance improvements were seen across all metrics, most notably the 225% increase in link clicks and 76% increase in CTR, all at a 21% lower CPC. Last February, the paid social spend was well below the monthly budget which also contributed to the strong year-over-year improvements.
- The Accommodations remarketing campaign was enabled last month on Meta and drove 82 BookDirect referrals, 72 hotel-specific Partner Referrals, and 19 Booking Widget submissions. These results were stronger than the Accommodations search campaign, an unusual trend when paid social conversions surpass paid search. This is a great indication that users may be more likely to engage in booking accommodations on Meta than Google.

Upcoming Campaigns and Opportunities

- Check in re: Sports Meta remarketing campaign assets/landing pages
- Check in re: new paid media channels (Spotify and CTV)

KPI Summary

Engagement Metrics	Engaged sessions	Engagement rate	Conversions	Engagement Time
	8,277	94.49%	9,838	00:00:32
	↑ 112.2%	↑ 1.3%	↑ 68.3%	↓ -33.4%
Google Search Metrics	Clicks	CTR	Avg. CPC	Cost
	2,972	15.65%	\$0.68	\$2,032.72
	↑ 41.3%	↓ -14.1%	↑ 19.7%	↑ 69.1%

Event name	Key Events
outdoor_rec_page_view	8,812
partner_referral	895
hotel_partner_referral	66
book_direct_referral	39
digital_vg_views	14
Grand total	9,838



SEO REPORT



OVERALL TRAFFIC SUMMARY

Feb 1, 2025 - Feb 28, 2025

Active Users

34,110

↑ 22.1%

Sessions

42,705

↑ 36.1%

Engaged Sessions

32,007

↑ 79.3%

Engagement Rate

74.95%

↑ 31.7%

Avg. Engagement Time

00:00:40

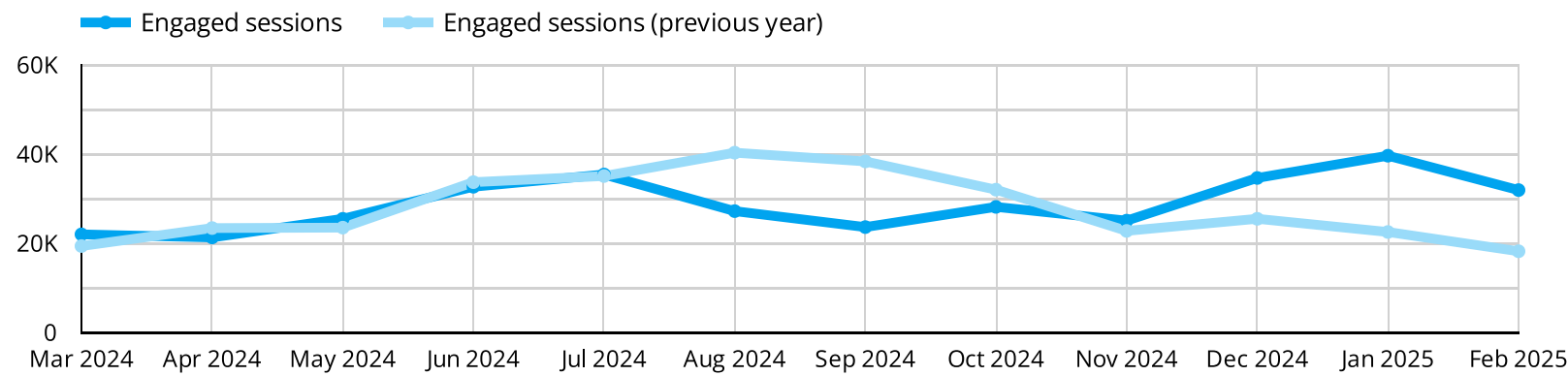
↑ 0.4%

Key Events

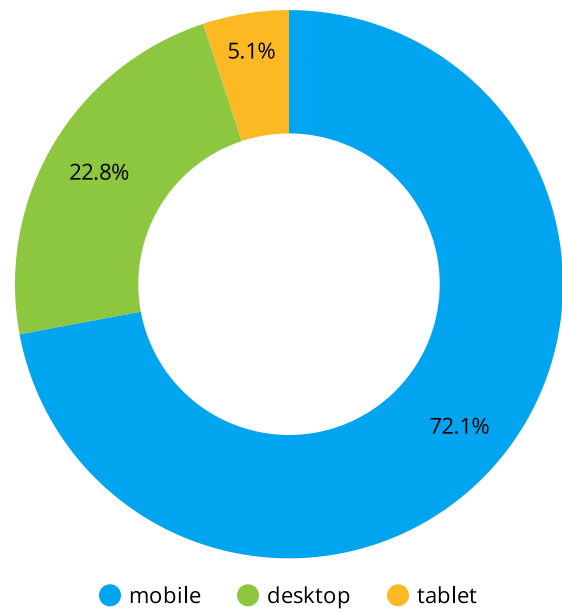
40,406

↑ 93.9%

Engaged Sessions over time (Last 12 months YoY)



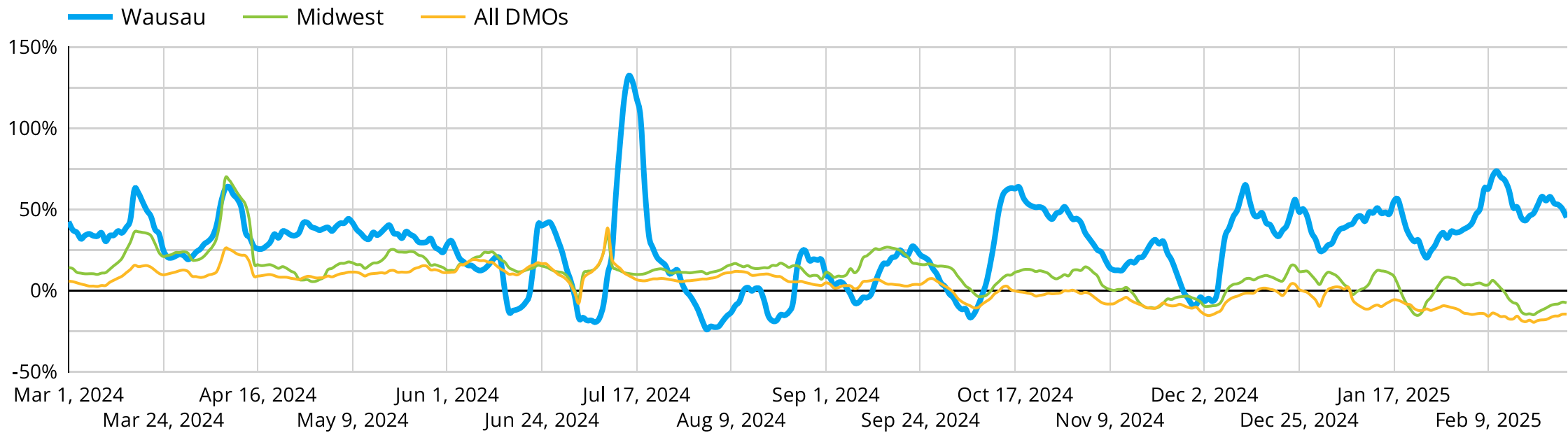
Device Category (Users)



By Channel

Session default channel group	Active users	Engaged sessions	Avg. Engagement Time
Organic Search	16,472	15,794	00:00:55
Paid Social	7,813	5,318	00:00:07
Cross-network	4,358	5,507	00:00:08
Paid Search	2,764	2,898	00:01:27
Direct	2,228	1,608	00:00:47
Organic Social	516	441	00:00:22
Referral	347	330	00:01:25
Unassigned	115	13	00:00:39
Email	17	2	00:00:02
Organic Video	1	2	00:01:00

Organic Search Sessions (Self, Region, All DMOs)



Website performances versus DMO averages?

Engagement Time per Session				Pages per Session				Engagement Rate			
Channel	Industry	Your Site	% Diff	Channel	Industry	Your Site	% Diff	Channel	Industry	Your Site	% Diff
organic search	00:01:04	00:00:44	-30.64%	organic search	2.32	1.89	-18.56%	organic search	67.93%	70.21%	3.36%
paid search	00:00:39	00:00:43	8.37%	paid search	2.11	2.59	23.2%	paid search	61.04%	92.2%	51.05%
Grand total	00:00:40	00:00:34	-14.7%	Grand total	1.89	1.81	-3.98%	Grand total	55.46%	68.53%	23.57%

ORGANIC TRAFFIC SUMMARY

Feb 1, 2025 - Feb 28, 2025

Active users

16,472

51.0%

Sessions

21,645

66.0%

Engaged Sessions

15,794

58.3%

Engagement Rate

72.97%

-4.7%

Engagement Time

00:00:55

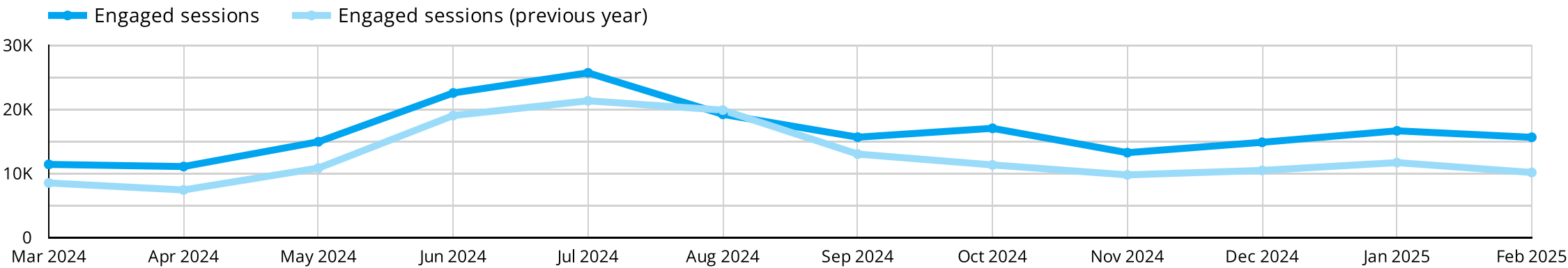
-14.0%

Key Events

21,520

125.9%

Organic Engaged Sessions over time (Last 12 months YoY)



Landing Page (Users)

Landing page	Active users	Key Events
/event/wisconsin-state-open-bowling-championships/2366	1,701	3,225
/events/wausau-area-events-calendar	1,257	1,287
/event/central-wisconsin-sports-show/70	754	1,259
/	725	1,324
/badger-state-games/winter-games	447	422
/listing/sylvan-hill-park/1823	445	621
/listing/campsite-pub-&-grub/2928	333	29
/things-to-do	293	443
/listing/nine-mile-county-forest-recreation-area/1275	268	467
/badger-state-games	248	299

Key Events (formerly Conversions)

Event name	Key Events
partner_referral	6,307
non_hotel_partner_referral	6,108
external_link	4,547
three_pages_per_session	2,500
outdoor_rec_page_view	1,650
hotel_partner_referral	199
booking_widget_submission	92
book_direct_referral	70
vg_request	22
digital_vg_views	21
outdoor_rec_guide_views	3

↑ 63.5%

↑ 30.9%

↑ 24.9%

↓ -10.9%

[illegible]

Organic Search Result Performance

Query	Landing Page	Url Clicks ▾	Impressions	Δ	URL CTR
wisconsin state bowling tournament 2025	https://www.visitwausau.com/event/wisconsin-state-open-bo...	588 <div></div>	1,524	-	38.58%
menards wausau	https://www.visitwausau.com/listing/menards/1147/	176 <div></div>	8,598	477 ↑	2.05%
sylvan hill	https://www.visitwausau.com/listing/sylvan-hill-park/1823/	165 <div></div>	2,099	1,274 ↑	7.86%
badger state games 2025	https://www.visitwausau.com/badger-state-games/winter-ga...	155 <div></div>	322	-	48.14%
campsite pub and grub	https://www.visitwausau.com/listing/campsite-pub-%26-grub...	141 <div></div>	427	-	33.02%
wausau	https://www.visitwausau.com/	134 <div></div>	15,486	-327 ↓	0.87%
badger state games	https://www.visitwausau.com/badger-state-games/	129 <div></div>	407	11 ↑	31.7%
wausau wi	https://www.visitwausau.com/	122 <div></div>	11,829	2,877 ↑	1.03%
badger state games	https://www.visitwausau.com/badger-state-games/winter-ga...	115 <div></div>	387	-7 ↓	29.72%
central wisconsin sports show	https://www.visitwausau.com/event/central-wisconsin-sports...	106 <div></div>	155	10 ↑	68.39%
wausau sports show	https://www.visitwausau.com/event/central-wisconsin-sports...	93 <div></div>	129	69 ↑	72.09%
oishii ramen	https://www.visitwausau.com/listing/oishii-ramen/2925/	81 <div></div>	1,709	-	4.74%
buzzed wausau	https://www.visitwausau.com/listing/buzzed-wausau/2914/	71 <div></div>	160	-	44.38%
things to do in wausau wi	https://www.visitwausau.com/things-to-do/	66 <div></div>	1,264	365 ↑	5.22%
wisconsin state bowling	https://www.visitwausau.com/event/wisconsin-state-open-bo...	62 <div></div>	351	-	17.66%
things to do in wausau wi	https://www.visitwausau.com/	61 <div></div>	1,137	1,132 ↑	5.36%
evercon 2025	https://www.visitwausau.com/event/evercon-2025/2722/	55 <div></div>	2,070	-	2.66%
wausau events	https://www.visitwausau.com/events/wausau-area-events-ca...	52 <div></div>	378	-109 ↓	13.76%
state bowling tournament 2025	https://www.visitwausau.com/event/wisconsin-state-open-bo...	50 <div></div>	355	-	14.08%
bluegill bay park	https://www.visitwausau.com/listing/bluegill-bay-park/192/	43 <div></div>	419	-	10.26%
wausau events this weekend	https://www.visitwausau.com/events/wausau-area-events-ca...	43 <div></div>	176	-16 ↓	24.43%
wausau wisconsin	https://www.visitwausau.com/	43 <div></div>	4,254	506 ↑	1.01%
wi state bowling	https://www.visitwausau.com/event/wisconsin-state-open-bo...	43 <div></div>	190	-	22.63%

Active Users

484

📈 24.7%

Sessions

532

📈 24.9%

Engaged Sessions

446

📈 27.1%

Key Events

381

📈 217.5%

Total Organic Views

681

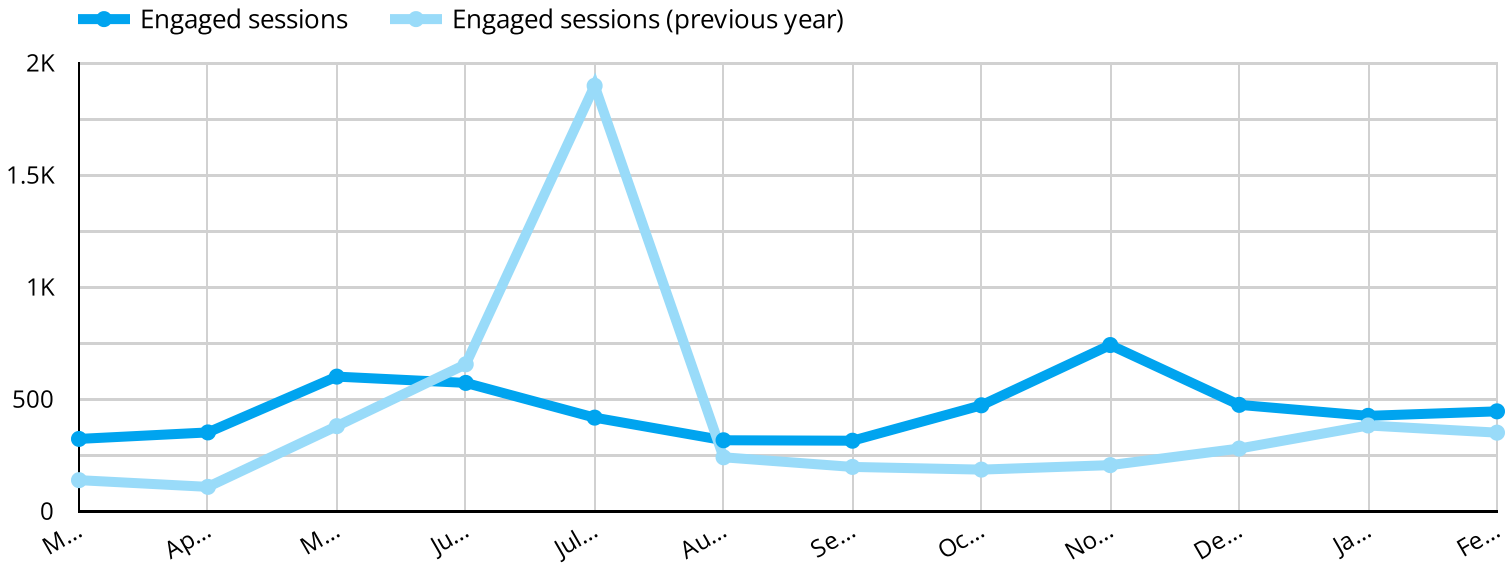
📈 31.5%

Engagement Rate

83.83%

📈 1.7%

Organic Engaged Sessions to the Blog over time (Last 12 months YoY)



Top Organic Landing Pages (Blog)

Landing page	Active users ▾	Engaged sessions	Engagement rate
/blog/post/the-ultimate-valentines-day-weekend	169	158	86.34%
/blog/post/spooky-tales-from-wausau	55	46	71.88%
/blog/post/beginners-guide-to-cross-country-skiing-at-nine-mile-county-forest	40	37	77.08%
/blog/post/8-winter-activities-for-families-in-the-wausau-area	39	35	83.33%
/blog/post/greater-wausaus-best-supper-clubs	38	35	85.37%
/blog/post/date-ideas	30	32	100%
/blog/post/find-your-perfect-girls-weekend-in-the-wausau-area	16	16	100%
/blog/post/30-things-to-do-this-summer-in-the-wausau-area	12	13	100%
/blog/post/8-winter-activities-for-families-in-the-wausau-area2025	8	5	62.5%
/blog/post/the-craft-breweries-in-the-wausau-area	7	6	85.71%



PAID MEDIA REPORT



Impressions

18,986

64.5%

Clicks

2,972

41.3%

CTR

15.65%

-14.1%

Avg. CPC

\$0.68

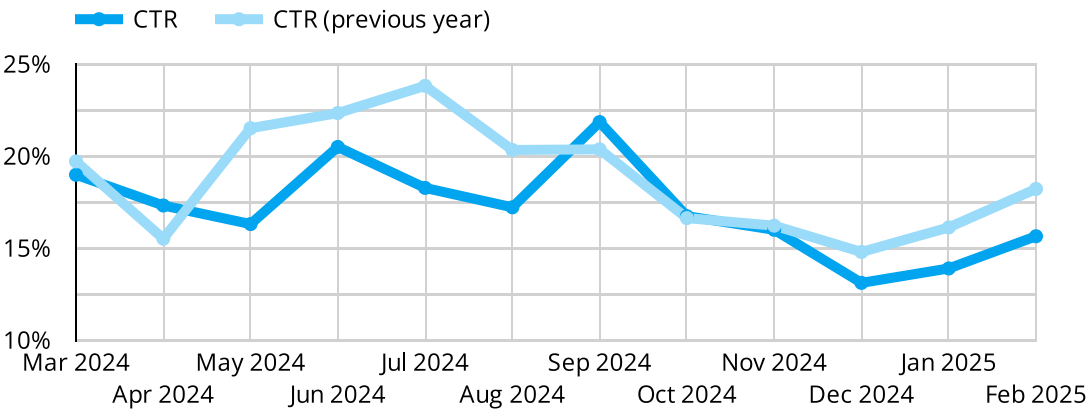
19.7%

Cost

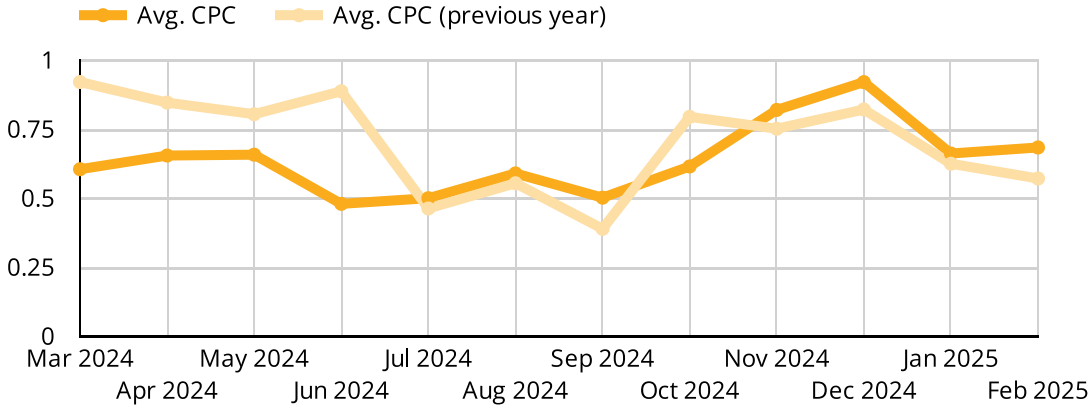
\$2,032.72

69.1%

Click through Rate (Last 12 months YoY)



Cost per Click (Last 12 months YoY)



Campaign Performance

Campaign	Impressions	Clicks	% Δ		CTR	% Δ	Avg. CPC	Cost
SV - Events	2,864	875	23.2%	64.5%	30.55%	40.3%	\$0.37	\$327.23
SV - Things to Do	4,553	871	34.8%	41.3%	19.13%	-13.8%	\$0.66	\$577.77
SV - Outdoors	3,685	531	140.3%	64.5%	14.41%	-1.0%	\$0.61	\$324.22
SV - Brand Tourism	1,535	276	41.5%	41.3%	17.98%	-34.2%	\$1.17	\$324.24
SV - Dining	3,121	261	14.0%	41.3%	8.36%	-16.9%	\$0.67	\$175.23
SV - Accommodations	3,228	158	54.9%	41.3%	4.89%	-58.8%	\$1.92	\$304.03

Top 5 - Campaign	Top 4 - Ad group	Impressions		Clicks	CTR	Avg. CPC	Cost
SV - Events	Events	2,864	875	<div></div>	30.55%	\$0.37	\$327.23
	ARTrageous	0	0	<div></div>	0%	\$0	\$0
	Annual Events	0	0	<div></div>	0%	\$0	\$0
	Taste & Glow	0	0	<div></div>	0%	\$0	\$0
	Total (5) ⓘ	2,864	875		30.55%	\$0.37	\$327.23
SV - Things to Do	Things to Do	3,950	791	<div></div>	20.03%	\$0.69	\$542.73
	Family Fun Itinerary	208	36	<div></div>	17.31%	\$0.52	\$18.75
	Shopping	216	27	<div></div>	12.5%	\$0.35	\$9.35
	Arts, Culture & History	44	6	<div></div>	13.64%	\$0.56	\$3.39
	Total (16) ⓘ	4,553	871		19.13%	\$0.66	\$577.77
SV - Outdoors	Tubing & Sledding	1,581	272	<div></div>	17.2%	\$0.55	\$149.64
	Cross Country Skiing & Snowshoeing	591	119	<div></div>	20.14%	\$0.54	\$64.4
	Hiking & Biking	528	74	<div></div>	14.02%	\$0.86	\$63.47
	Snowmobiling	390	47	<div></div>	12.05%	\$0.75	\$35.29
	Total (10) ⓘ	3,685	531		14.41%	\$0.61	\$324.22
SV - Brand Tourism	Wausau Travel & Tourism	1,300	162	<div></div>	12.46%	\$1.7	\$275.96
	Wausau Visitor(s)	174	90	<div></div>	51.72%	\$0.19	\$17.18
	Wausau	61	24	<div></div>	39.34%	\$1.3	\$31.09
	Total	1,535	276		17.98%	\$1.17	\$324.24
SV - Dining	Dining	3,003	259	<div></div>	8.62%	\$0.67	\$174.11
	Craft Beverages	55	2	<div></div>	3.64%	\$0.56	\$1.12
	Appetizer Adventure	0	0	<div></div>	0%	\$0	\$0
	Booze & Brews	0	0	<div></div>	0%	\$0	\$0
	Total (6) ⓘ	3,121	261		8.36%	\$0.67	\$175.23



GOOGLE ADS KEYWORD SUMMARY - SEARCH ADS

Feb 1, 2025 - Feb 28, 2025



Top 5 - Campaign	Top 4 - Search keyword	Impressions		Clicks	CTR	Avg. CPC	Cost
SV - Events	wausau events	378	146	<div><div></div></div>	38.62%	\$0.43	\$62.61
	wausau events this weekend	315	144	<div><div></div></div>	45.71%	\$0.23	\$33.45
	events in wausau wi	556	132	<div><div></div></div>	23.74%	\$0.44	\$57.55
	wausau area events	482	94	<div><div></div></div>	19.5%	\$0.47	\$43.91
	Total (16) ☉	2,864	875		30.55%	\$0.37	\$327.23
SV - Things to Do	things to do in wausau wi	976	217	<div><div></div></div>	22.23%	\$0.73	\$157.53
	things to do in wausau	542	127	<div><div></div></div>	23.43%	\$0.65	\$82.89
	things to do wausau	320	62	<div><div></div></div>	19.38%	\$0.64	\$39.82
	what to do in wausau wi	315	59	<div><div></div></div>	18.73%	\$0.71	\$41.76
	Total (48) ☉	4,553	871		19.13%	\$0.66	\$577.77
SV - Outdoors	snow tubing wausau	633	118	<div><div></div></div>	18.64%	\$0.58	\$68.7
	cross country skiing wausau wi	397	61	<div><div></div></div>	15.37%	\$0.54	\$33.16
	wausau sledding hill	256	49	<div><div></div></div>	19.14%	\$0.5	\$24.32
	wisconsin snowmobiling	234	30	<div><div></div></div>	12.82%	\$0.74	\$22.14
	Total (45) ☉	3,685	531		14.41%	\$0.61	\$324.22
SV - Brand Tourism	visit wausau	153	79	<div><div></div></div>	51.63%	\$0.14	\$11.12
	wausau tourism	476	51	<div><div></div></div>	10.71%	\$1.75	\$89.39
	wausau travel	319	49	<div><div></div></div>	15.36%	\$1.9	\$92.91
	wausau wi tourism	190	23	<div><div></div></div>	12.11%	\$1.5	\$34.5
	Total (11) ☉	1,535	276		17.98%	\$1.17	\$324.24
SV - Dining	best places to eat in wausau	243	35	<div><div></div></div>	14.4%	\$0.66	\$23.07
	restaurants wausau	473	35	<div><div></div></div>	7.4%	\$0.63	\$22.22
	wausau restaurants	497	28	<div><div></div></div>	5.63%	\$0.72	\$20.08
	restaurants in wausau wi	215	24	<div><div></div></div>	11.16%	\$0.61	\$14.53
	Total (30) ☉	3,121	261		8.36%	\$0.67	\$175.23

Impressions

576,349

110.4%

Clicks

6,747

87.6%

CTR

1.17%

-10.8%

CPC

\$0.07

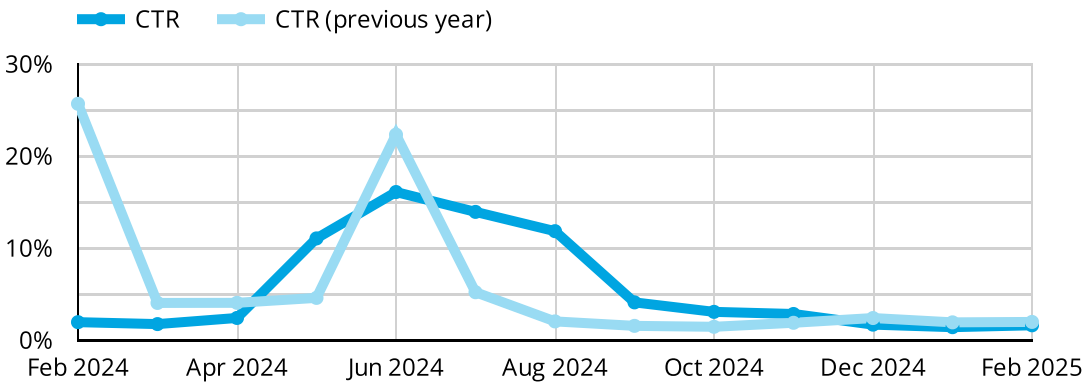
-30.0%

Cost

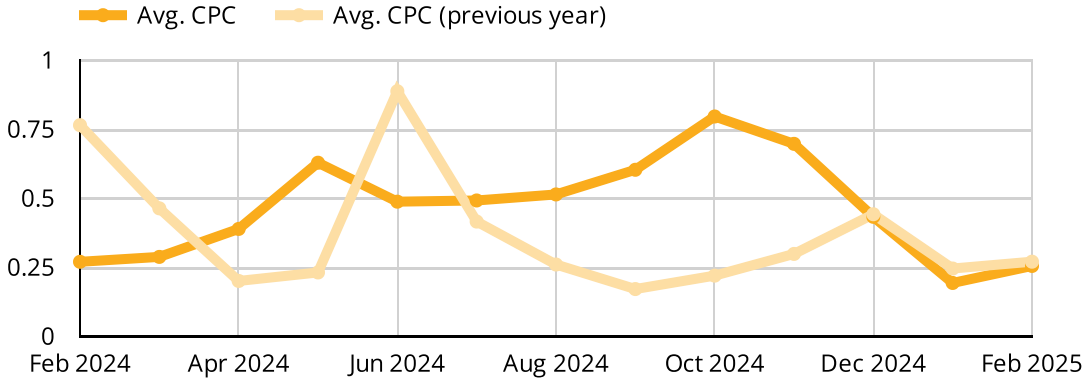
\$444.12

31.3%

Click through Rate (Last 12 months YoY)



Cost per Click (Last 12 months YoY)



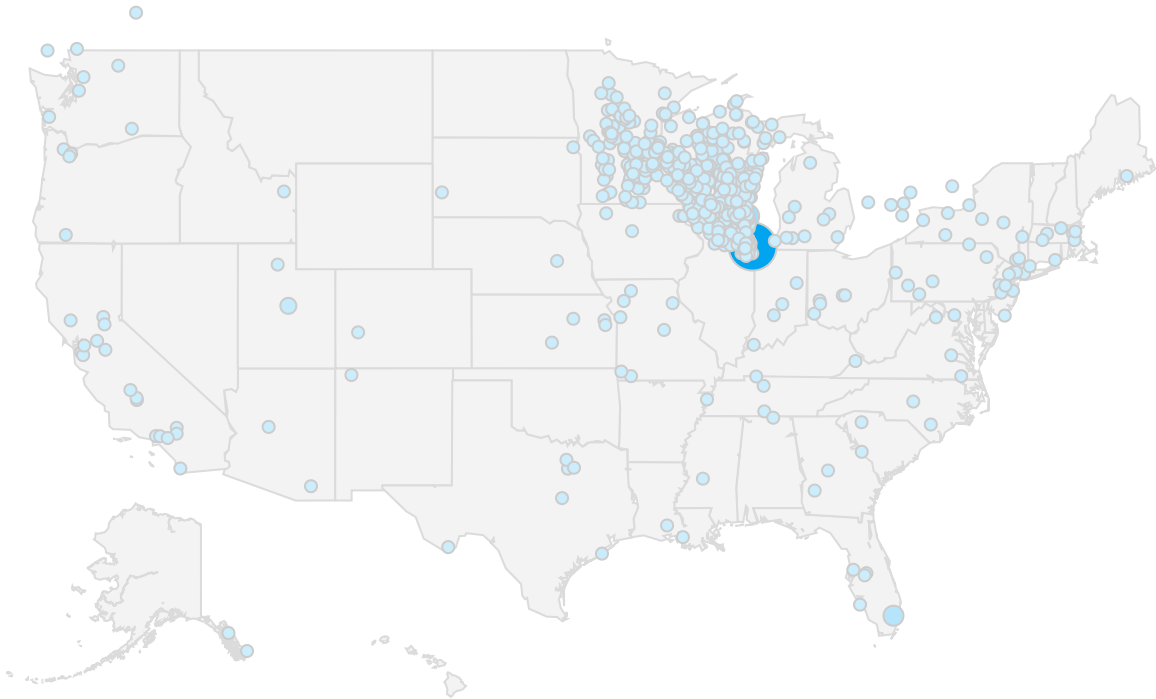
Campaign Performance

Campaign	Impressions	Clicks	% Δ	CTR	% Δ	Avg. CPC	Cost	% Δ
SV - Performance Max - Outdoors	574,469	6,592	83.3% ↑	1.15%	-12.6% ↓	\$0.05	\$353.24	4.4% ↑
SV - Wisconsin's Basecamp - Performance Max	1,880	155	-	8.24%	-	\$0.59	\$90.87	-

Paid Search By City (Clicks)

City	Total Clicks	
Chicago	1,764	
Minneapolis	928	
Wausau	829	
Milwaukee	364	
Weston	193	
Rockford	149	
Stevens Point	146	
Kronenwetter	124	
West Milwaukee	95	
Madison	83	
Rothschild	80	
Marshfield	79	
Merrill	79	
Appleton	73	
Mount Pleasant	67	
Wisconsin Rapids	60	
Wauwatosa	54	
Eau Claire	53	
Saint Paul	53	

White Bear Township51



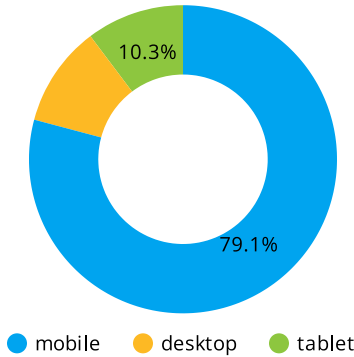
Paid Search Sources

Session source	Engaged sessions ▾	% Δ	Active users	Avg. Engagement Time	Engagement rate
google	8,277	112.2% ↑	7,144	00:00:32	94.49%

By Device Category

Device category	Engaged sessions ▾	% Δ	Active users	Avg. Engagement Time	Engagement rate
mobile	6,637 <div></div>	86.1% ↑	5,641 <div></div>	00:00:30	94.18%
tablet	905 <div></div>	3,020.7% ↑	715 <div></div>	00:00:05	98.69%
desktop	852 <div></div>	161.3% ↑	767 <div></div>	00:01:04	92.11%

Device Category (Total Users)



By Campaign

Session campaign	Engaged sessions	Active users ▾	Avg. Engagement Time	% Δ	Engagement rate	% Δ
SV - Performance Max - Outdoors	5,406 <div></div>	4,221 <div></div>	00:00:04	-73.6% ↓	99.38%	1.2% ↑
SV - Things to Do	732 <div></div>	744 <div></div>	00:01:28	14.2% ↑	84.04%	-0.3% ↓
SV - Events	745 <div></div>	711 <div></div>	00:01:39	-4.2% ↓	87.24%	-3.9% ↓
SV - Outdoors	485 <div></div>	442 <div></div>	00:00:40	-2.1% ↓	94.73%	-0.9% ↓
SV - Brand Tourism	229 <div></div>	220 <div></div>	00:01:27	-24.2% ↓	80.35%	-7.6% ↓
SV - Dining	209 <div></div>	218 <div></div>	00:01:32	-2.2% ↓	82.94%	-6.4% ↓
SV - Accommodations	138 <div></div>	135 <div></div>	00:01:12	-10.0% ↓	90.2%	2.4% ↑
SV - Wisconsin's Basecamp - Performance Max	127 <div></div>	135 <div></div>	00:01:35	-	83.01%	-
SV - Badger State Games - Performance Max	1 <div></div>	2 <div></div>	00:00:14	-	33.33%	-
Grand total	7,913	6,812	00:00:33	-31.0% ↓	94.43%	1.1% ↑

By Landing Page

Landing page	Total users ▾	Engaged sessions	Avg. Engagement Time	Engagement rate	Conversions
/outdoor-activities	4,569 <div></div>	5,619 <div></div>	00:00:04	99.86%	8,063
/things-to-do	736 <div></div>	693 <div></div>	00:01:38	90.47%	1,285
/events	736 <div></div>	742 <div></div>	00:01:47	93.45%	798
/restaurants	241 <div></div>	221 <div></div>	00:01:36	83.71%	375
/outdoor-activities/tubing-sledding	234 <div></div>	256 <div></div>	00:00:30	100%	495
/	189 <div></div>	177 <div></div>	00:01:31	85.1%	232
/places-to-stay/hotels-motels	114 <div></div>	109 <div></div>	00:01:24	93.97%	205
/pagead/ack	109 <div></div>	110 <div></div>	00:00:00	99.1%	133
/basecamp	106 <div></div>	95 <div></div>	00:01:51	88.79%	135
/outdoor-activities/cross-country-skiing-and-snowshoeing	98 <div></div>	111 <div></div>	00:01:00	100%	218
/outdoor-activities/hiking-trails	53 <div></div>	56 <div></div>	00:01:15	100%	165
/outdoor-activities/snowmobiling	34 <div></div>	35 <div></div>	00:00:26	100%	64
/things-to-do/itineraries/family-fun	30 <div></div>	25 <div></div>	00:00:53	80.65%	21
/things-to-do/shopping-retail	28 <div></div>	23 <div></div>	00:01:31	79.31%	37
/places-to-stay/bed-breakfast	26 <div></div>	25 <div></div>	00:00:45	92.59%	42
/outdoor-activities/skiing-snowboarding	17 <div></div>	17 <div></div>	00:00:22	100%	33
/things-to-do/arts-culture-and-history	12 <div></div>	9 <div></div>	00:00:41	75%	14
/events/ausau-area-events-calendar	9 <div></div>	6 <div></div>	00:00:30	54.55%	0
/listing/sylvan-hill-park/1823	8 <div></div>	2 <div></div>	00:00:00	25%	1
/things-to-do/indoor-sports	7 <div></div>	4 <div></div>	00:00:22	50%	4
/things-to-do/nightlife	6 <div></div>	5 <div></div>	00:00:58	71.43%	8
/places-to-stay	5 <div></div>	4 <div></div>	00:00:07	57.14%	1
/restaurants/breweries-wineries-and-distilleries	5 <div></div>	5 <div></div>	00:00:09	55.56%	0

PAID SEARCH CONVERSION SUMMARY

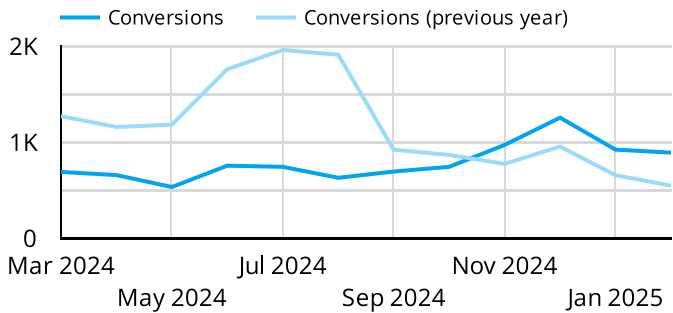
Feb 1, 2025 - Feb 28, 2025

PARTNER REFERRAL

Conversions

895

Date (Year Month) ▾	Conversions
Feb 2025	895
Jan 2025	926
Dec 2024	1,259
Nov 2024	975
Oct 2024	747
Sep 2024	698
Aug 2024	633
Jul 2024	747
Jun 2024	759
May 2024	537
Apr 2024	661
Mar 2024	694

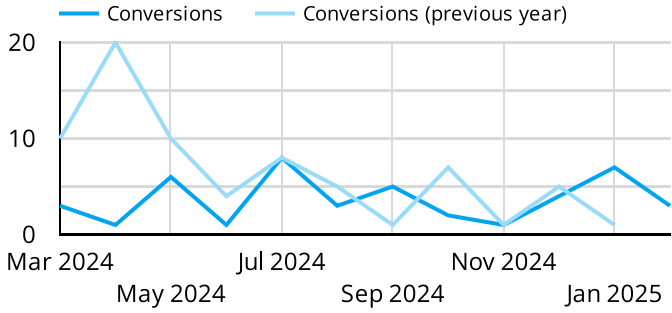


VISITOR GUIDE REQUEST

Conversions

3

Date (Year Month) ▾	Conversions
Feb 2025	3
Jan 2025	7
Dec 2024	4
Nov 2024	1
Oct 2024	2
Sep 2024	5
Aug 2024	3
Jul 2024	8
Jun 2024	1
May 2024	6
Apr 2024	1
Mar 2024	3

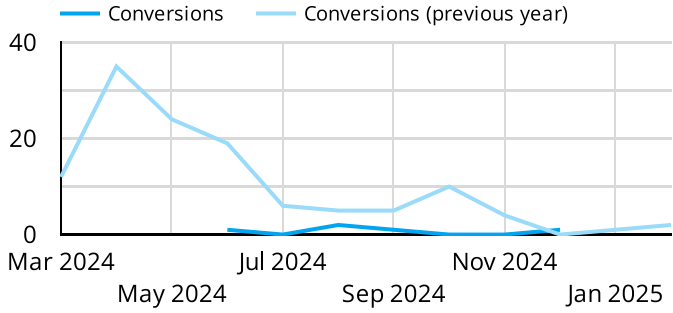


ENEWS SIGNUPS

Conversions

-

Date (Year Month) ▾	Conversions
Dec 2024	1
Sep 2024	1
Aug 2024	2
Jun 2024	1



PAID SEARCH CONVERSION SUMMARY

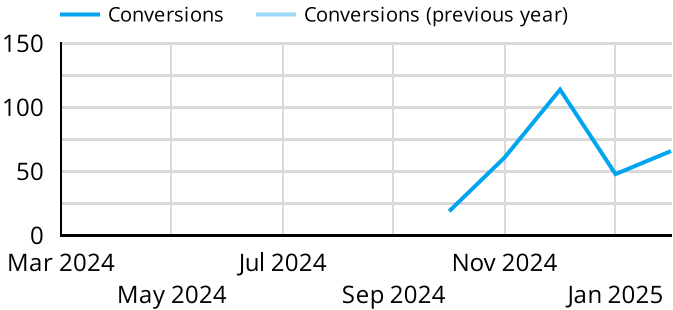
Feb 1, 2025 - Feb 28, 2025

HOTEL PARTNER REFERRAL

Conversions

66

Date (Year Month) ▾	Conversions
Feb 2025	66
Jan 2025	48
Dec 2024	114
Nov 2024	61
Oct 2024	19

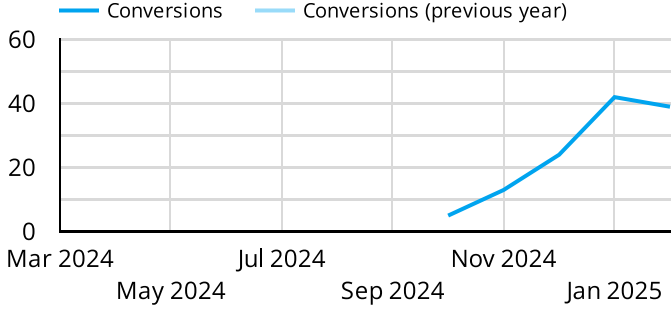


BOOK DIRECT REFERRAL

Conversions

39

Date (Year Month) ▾	Conversions
Feb 2025	39
Jan 2025	42
Dec 2024	24
Nov 2024	13
Oct 2024	5

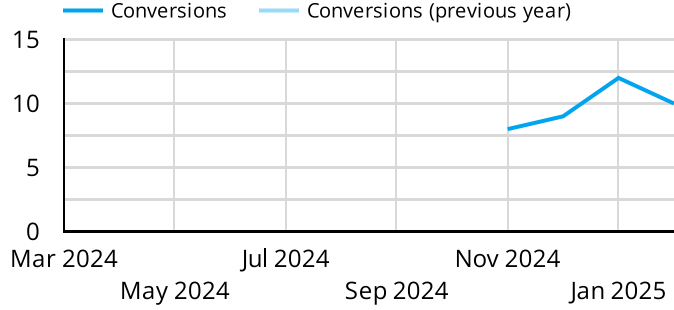


BOOKING WIDGET SUBMISSION

Conversions

10

Date (Year Month) ▾	Conversions
Feb 2025	10
Jan 2025	12
Dec 2024	9
Nov 2024	8



PAID SEARCH CONVERSION SUMMARY

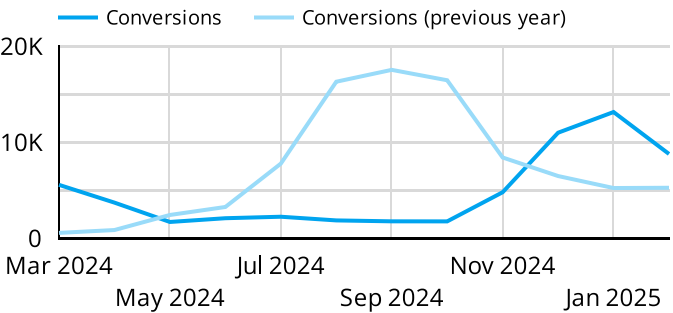
Feb 1, 2025 - Feb 28, 2025

OUTDOOR REC PAGE VIEW

Conversions

8,812

Date (Year Month) ▾	Conversions
Feb 2025	8,812
Jan 2025	13,177
Dec 2024	11,023
Nov 2024	4,824
Oct 2024	1,790
Sep 2024	1,796
Aug 2024	1,892
Jul 2024	2,275
Jun 2024	2,120
May 2024	1,730
Apr 2024	3,744
Mar 2024	5,595

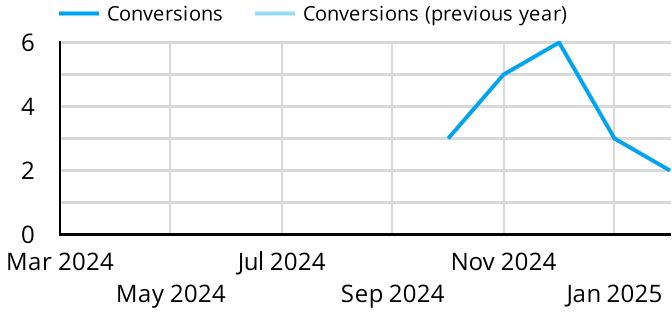


OUTDOOR REC GUIDE VIEWS

Conversions

2

Date (Year Month) ▾	Conversions
Feb 2025	2
Jan 2025	3
Dec 2024	6
Nov 2024	5
Oct 2024	3

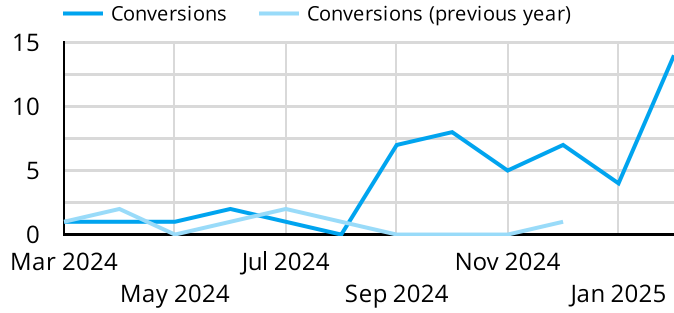


DIGITAL VISITOR GUIDE VIEWS

Conversions

14

Date (Year Month) ▾	Conversions
Feb 2025	14
Jan 2025	4
Dec 2024	7
Nov 2024	5
Oct 2024	8
Sep 2024	7
Jul 2024	1
Jun 2024	2
May 2024	1
Apr 2024	1
Mar 2024	1



Conversion by Campaign

Top 5 - Event name	Top 5 - Campaign		Conversions
vg_request	SV - Wisconsin's Basecamp - Performance Max	1	
	SV - Outdoors	0	
	SV - Accommodations	1	
	(referral)	0	
	(organic)	0	
	Total (6)		3
three_pages_per_session	SV - Wisconsin's Basecamp - Performance Max	54.37	
	SV - Things to Do	326.76	
	SV - Performance Max - Outdoors	256.21	
	SV - Outdoors	55.74	
	SV - Events	172.07	
	Total (13)		1,179
partner_referral	SV - Wisconsin's Basecamp - Performance Max	22.43	
	SV - Things to Do	247.3	
	SV - Performance Max - Outdoors	7.56	
	SV - Outdoors	126.91	
	SV - Events	167.03	
	Total (12)		895
outdoor_rec_page_view	SV - Wisconsin's Basecamp - Performance Max	24	
	SV - Things to Do	245.64	
	SV - Performance Max - Outdoors	7,097.08	
	SV - Outdoors	624.28	
	SV - Events	50	
	Total (13)		8,345



PAID SOCIAL REPORT



Link clicks

10,038

225.0%

Impressions

430,386

84.6%

CTR

2.33%

76.0%

CPC

\$0.23

-20.8%

Amount spent

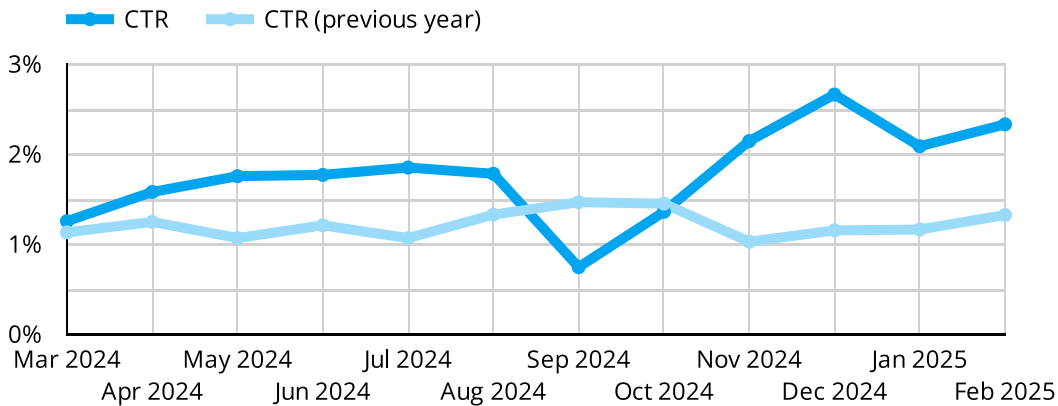
\$2,272.11

157.5%

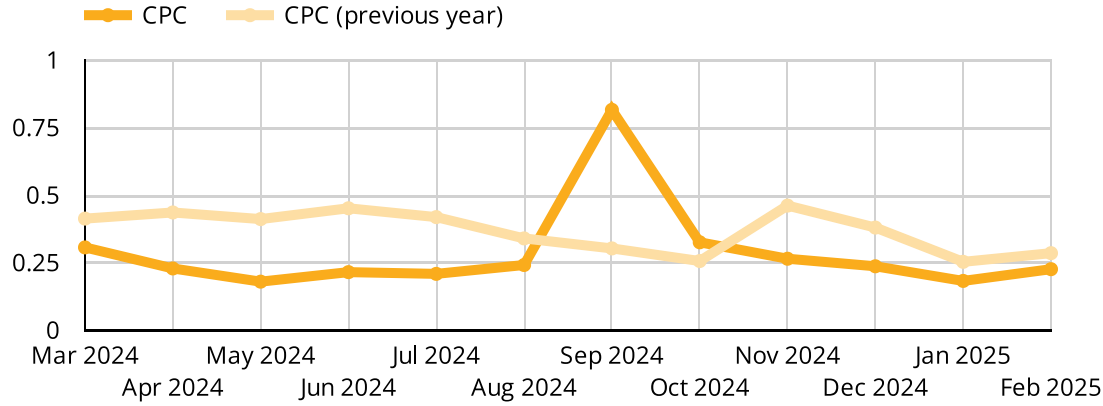
On-Facebook leads

43

Click through Rate (Last 12 months YoY)



Cost per Click (Last 12 months YoY)



User Engagement

Page likes

46

N/A

Post shares

45

221.4%

Post reactions

585

88.1%

Post comments

39

143.8%

Campaign Performance

Campaign name	Impressions	Link clicks	% Δ	CTR	CPC	Cost
SV - Accommodations	72,287	2,947	-	4.08%	\$0.15	\$432.22
SV - Outdoors	142,556	2,465	150.3%	1.73%	\$0.23	\$560.76
Things to Do	78,590	1,969	165.7%	2.51%	\$0.18	\$348.12
SV - Events	66,769	1,479	-	2.22%	\$0.2	\$292
Food & Drink	33,791	870	6.4%	2.57%	\$0.17	\$148.86
SV - Lead Form	29,907	216	730.8%	0.72%	\$2.15	\$463.79
Accommodations	6,486	92	-76.3%	1.42%	\$0.29	\$26.36
Grand total	430,386	10,038	225.0%	2.33%	\$0.23	\$2,272.11

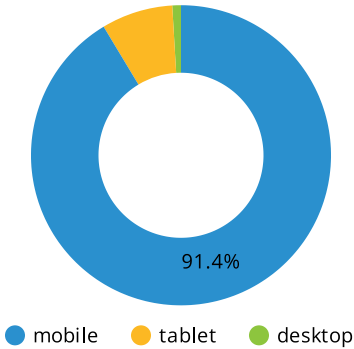
By Source

Session source	Active users ▾	% Δ	Sessions	Avg. Engagement Time	Engagement rate	Conversions
facebook	5,539	-	6,251	00:00:06	65.53%	3,423
facebook.com	2,202	-0.3% ↓	2,646	00:00:09	48.19%	545

By Device Category

Device category	Active users ▾	% Δ	Sessions	Avg. Engagement Time	Conversions
mobile	7,065 <div></div>	275.2% ↑	8,103 <div></div>	00:00:06	3,572
tablet	595 <div></div>	110.2% ↑	707 <div></div>	00:00:07	336
desktop	72 <div></div>	38.5% ↑	90 <div></div>	00:00:47	75

Device Category (Users)



By Campaign

Session campaign	Active users ▾	Sessions	Avg. Engagement Time	% Δ	Engagement rate	% Δ	Conversions	% Δ
SV - Accommodations	2,356 <div></div>	2,608 <div></div>	00:00:04	-	37.38%	-	671	-
SV - Outdoors	2,128 <div></div>	2,388 <div></div>	00:00:04	-	99.58%	-	2,671	-
Things to Do	1,486 <div></div>	1,795 <div></div>	00:00:06	-52.8% ↓	44.4%	-36.7% ↓	257	38.9% ↑
SV - Events	1,068 <div></div>	1,343 <div></div>	00:00:10	-	58.45%	-	81	-
Food & Drink	658 <div></div>	781 <div></div>	00:00:17	26.6% ↑	58.13%	-20.3% ↓	274	31.1% ↑
Accommodations	74 <div></div>	79 <div></div>	00:00:03	-2.0% ↓	39.24%	-44.9% ↓	17	-69.6% ↓
SV - Lead Form	20 <div></div>	21 <div></div>	00:00:28	-	61.9%	-	10	-
SV - NFL Draft	4 <div></div>	4 <div></div>	00:00:03	-	100%	-	2	-
Grand total	7,717	8,887	00:00:07	-32.6% ↓	59.66%	-23.6% ↓	3,983	97.7% ↑

Total Impressions	Total Clicks	Total Cost
478,292	17,449	\$8,148.59

BLOSSOM OF LIGHTS - GOOGLE PERFORMANCE

Impressions	Clicks	CTR	CPC	Cost
140,947	5,563	3.95%	\$1.03	\$5,718.16

BLOSSOM OF LIGHTS - META PERFORMANCE

Impressions	Link clicks	CTR	CPC	Amount spent
337,345	11,886	5.42%	\$0.13	\$2,430.43



Wisconsin's Leader in Sports, Events & Tourism

GRANT APPLICATION

Event/Tournament Name:

Event Dates:

Local Organizing Committee:

Tax or EIN #:

Contact Person:

Address:

Phone Day/Cell:

Email:

Amount Requested:

\$ 5,000.00

DESCRIPTION OF EVENT

EVENT HISTORY

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

The Hmong Wausau Festival will be hosted on July 27-28, 2024. We have seen the event grow from 7,000 attendees to a conservative estimate of 13,000. It continues to be one of the fastest-growing and largest Southeast Asian festivals in the country.

We intend to dedicate more time to marketing through grassroots efforts, along with bringing in additional performers and sports teams from outside the Midwest. We are confident in our ability to achieve this, as our coordinators have been actively marketing our event to various regions across the United States.

We are also experiencing an increase in interest from vendors outside the Midwest, and this is due to our initial advertising and promotional efforts. Additionally, we are beginning to emphasize a broader range of cultural foods, not limited to just Hmong cuisine.

Initially, we started the event with a few tournaments, such as flag football, soccer, and volleyball. Since then, we have expanded to include a fishing tournament and various other competitions and tournaments.

As the only Hmong festival in the country that features fireworks, we will also be focusing on our evening performance lineup. We are collaborating with surrounding event partners to bring a variety of performers to Central Wisconsin.



Wisconsin's Leader in Sports, Events & Tourism

EVENT INFORMATION

Proposed Event Location/Facility:	People's Sports Complex
Has the facility been secured?	In the Process
Number of Teams Expected:	Various of Tournaments, avg 20-50 each
Number of Participants Expected:	3000 - 5000
# Of Teams/Participants from outside 90 Miles:	75% of participants are expected to be outside
Estimated Number of Family & Friends per participant:	3-5 families and friends (conservatively)
Number of local teams:	Est: 25% locally
Number of local participants:	Est 25% locally

HOTEL INFORMATION

Has contact been made with any area hotels? ~~Yes~~ No, we will however, be working with our local hotels to house volunteers, and post their hotels availability on our website and Social Media page. We can always use the CVB's help with coordinating.

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

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



Wisconsin's Leader in Sports, Events & Tourism

POLICIES AND PROCEDURES

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

This application must be filled out completely and returned to the Wausau/Central Wisconsin Convention & Visitors Bureau (CVB) prior to the event date for review by the Sports Authority Advisory Committee and approval by the CVB Board of Directors.

Additional Criteria for Applicants to note:


1. Any event seeking funding from the Sports Authority must hold the event in one of the communities represented by the Wausau/Central Wisconsin Convention & Visitors Bureau.
2. All area hotels must have an opportunity to submit a room block proposal through the CVB sales lead system in order for an applicant to receive Sports Authority funding.
3. If the event is a bid event, please submit all bid documents, including an award letter if applicable, with your application.
4. There is a limited amount of funding available. Applications will be competitive. The following criteria are important to the successful funding of an application:
 - a. Total economic impact generated by the event
 - b. Total room nights generated by the event
 - c. Type and distribution area of media coverage
 - d. Potential for future growth of the event
 - e. Potential as a step to hosting additional events or larger tournament
 - f. Sponsorship Benefits Received
 - g. Community Support
5. New events may be funded for up to three (3) years. Applicants are required to provide a matching dollars investment into the event that will increase by 25% each year unless room night production increases by 25%.
6. At the conclusion of the event, the CVB requires a detailed report outlining the estimated attendance, room night production, positives and negatives of the event, and plans for the future. Upon receipt of this report, the remaining 15% of the allocated funding will be released to the applicant. **Failure to submit this report within 60 days of the conclusion of the event will cause applicant to forfeit any remaining monies awarded and will prevent the applicant/organization from receiving future funds.**

Application Acknowledgement

The signature below acknowledges that the above information is true to the best of my knowledge at the signing of this application. I understand that Information deemed inaccurate or misrepresented could result in a denied application or loss of event funding. I have read the policies and procedures noted above. Funding is not guaranteed by the submission of this application. I understand that a final report on the event must be submitted within 60 days of the completion of the event.

Event Representative:

Printed Name:


Yee Leng Xiong

Date: 2/28/2024

2025 Hmong Wausau Festival Budget

Income		
Sponsorships		\$50,000.00
Vendors		\$20,000.00
Admissions		\$40,000.00
Registration Fees		\$3,000.00
Grants		\$37,000.00
Total Income		\$150,000.00
Expenses		
Contractors (security, garbage etc.)		\$60,000.00
Prizes and Performers		\$35,000.00
Rentals (Place, lights, etc.)		\$20,000.00
Marketing Budget		\$35,000.00
Total Expense		\$150,000.00



Hmong American Center Inc

HWF Profit and Loss

January - December 2024

		TOTAL
Revenue		
30000 Public Support		
32000 Contributions		
32960 Summer Sports Festival Income		169,035.35
Total 32000 Contributions		169,035.35
Total 30000 Public Support		169,035.35
Total Revenue		\$169,035.35
GROSS PROFIT		\$169,035.35
Expenditures		
60800 Programs		
60891 Summer Sports Fest Expenses		180,291.18
Total 60800 Programs		180,291.18
Total Expenditures		\$180,291.18
NET OPERATING REVENUE		\$ -11,255.83
NET REVENUE		\$ -11,255.83



Wisconsin's Leader in Sports, Events & Tourism

GRANT APPLICATION

Event/Tournament Name:	Friends of Kennedy Park Renovation Project
Event Dates:	Summer 2025
Local Organizing Committee:	DCE Youth Baseball
Tax or EIN #:	39-1825007
Contact Person:	Jim Olafson
Address:	PO Box 31, Schofield, WI 54476
Phone Day/Cell:	715-870-1467
Email:	jolaf757@yahoo.com
Amount Requested:	\$ 10,000.00

DESCRIPTION OF EVENT

This upgraded park will become a tournament-style facility, enhancing the local economic impact while hosting state and regional competitions with expanded baseball and softball fields, a skatepark area, walking paths, playgrounds, shaded areas, a new outdoor hockey rink, and additional parking to accommodate everyone. To modernize and evolve Kennedy Park into a state-of-the-art recreational hub that caters to the needs of all our residents with a focus on youth sports.

EVENT HISTORY

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

The Kennedy Park Renovation Project will expand girls' softball and give girls' teams equal playing opportunities. This space will have the most modern athletic accommodations with proper field drainage, lights, and restrooms. By adding lights, more tournaments will be played during the summer, increasing the economic impact of the Weston/Wausau area filling hotels, utilizing restaurants, and not canceling due to weather. The project includes bringing T-ball back to Kennedy and allowing families to be at one park for games and practices. The paved walking paths will allow community members to walk safely from field to field, with strollers and wheelchairs.

The park design has been recently approved, and Phase 1 is under construction. This grant would allow Field 2 to begin as soon as possible, enhancing cost savings. The project is a collaboration between the Village of Weston Parks & Recreation Committee/Department, the Community Foundation of North Central Wisconsin, D.C. Everest Youth Baseball, JV Baseball, Everest Fastpitch, JV Softball, and Everest Youth Hockey. The recent completion of Greenheck Turner Community Center and the tournament activity have created excitement for upgrading the park adjacent to the center. The shared goal from collaborative youth groups has led us to this exciting opportunity.



Wisconsin's Leader in Sports, Events & Tourism

EVENT INFORMATION

Proposed Event Location/Facility:	Kennedy Park, Weston, WI, on Alderson/Alta Verde Street.
Has the facility been secured?	Yes
Number of Teams Expected:	If we expand to five fields, we could potential host up to 40 teams per weekend.
Number of Participants Expected:	40 X 12 480 players per weekend
# Of Teams/Participants from outside 90 Miles:	Historically teams have traveled from all over WI, including Eau Claire, Rhineland, Madison, Milwaukee, Green Bay, Door County and UP team as well.
Estimated Number of Family & Friends per participant:	each player brining 2.5 spectators equalling 1,200 people per weekend.
Number of local teams:	We invite teams from Wausau, Plover, Point, Rapids, Antigo our own DCE
Number of local participants:	This year we have eight travel teams with 14 kids each totaling 112 athletes.

HOTEL INFORMATION

Has contact been made with any area hotels? Yes

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

This year we are hosting three home tournaments, last year we hosted four. There are six more weekends available to host tournaments if we were to expand fields and include lights.

Date							
Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Rooms					100	100	

Total Number of Room Nights:	Average 10 per team
Average Length of Stay:	2 nights
Estimated # of Guests per room:	2.5

The DC Everest Youth Baseball Organization (DCEYB) is a non-profit established in 1960. All coaches, board members, and supporters are volunteers whose mission is to support, organize, manage, teach, and develop high-quality baseball players while learning the benefits of teamwork and sportsmanship. We aim to be an affordable youth baseball program and constantly improve every aspect of our program to benefit every player, parent, family member, coach, and visitor. Players are encouraged to volunteer throughout the year, teaching a strong work ethic, responsibility, pride, and representing our community. The league hosts camps, clinics, games, and tournaments throughout the year.

With more than 500 youth in our program, we rely on volunteer coaches and a strong partnership with the Village of Weston to play the majority of games and practices at Kennedy Park, on Alderson/Alta Verde Street. This park has been the heart of our community, a place where families gather, friendships are forged, and memories are made. The park is immediately adjacent to the new Greenheck Turner Community Center. DCEYB has a strong relationship with Everest Fastpitch Softball, D.C. Everest JV Baseball, and JV Softball.



Wisconsin's Leader in Sports, Events & Tourism

POLICIES AND PROCEDURES

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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: Jim Olafson, Youth President

Printed Name: Jim Olafson, Youth President

Date: March 2, 2025

A handwritten signature in black ink, appearing to read 'J. Olafson', written over a horizontal line.

WE ALL HAVE A PART TO PLAY IN THE NEW ERA OF KENNEDY PARK!





Friends of
Kennedy
Park





Friends of
Kennedy
Park



WE ALL HAVE A PART TO PLAY IN THE NEW ERA OF KENNEDY PARK!

Are you a business owner or an individual passionate about leaving a lasting legacy? Consider investing in the future of Kennedy Park through naming rights.



Friends of
**Kennedy
Park**



Any donation over \$500 will be recognized in print, website, and on a large donation plaque • Donations can be made in 3 year installments
Naming rights for fields begin at \$500,000 • Naming rights for fields and large items over \$12,000 will be honored for 30 years or the lifetime of the structure, whatever comes first

STEP UP TO THE PLATE:

- 1 central concession stand \$2.2 mill
- 5 back stops each at \$40,000
- 5 sets of dugouts \$60,000 per set
- 5 sets of lights \$300,000 each
- 5 scoreboards \$30,000 each
- 5 sets of fencing \$67,000 each
- 3 turf fields \$120,000 - \$275,000
- 5 sets of bleachers at each field \$30,000 each
- 5 sets of foul poles \$12,000 each
- 10 bullpens each at \$13,000
- 6 batting cages \$6,000 each
- Hockey boards \$30,000
- Hockey shelter to cover concrete \$510,989
- Concrete for hockey ice \$150,000
- Tables, chairs, shade coverings, trees for shade options starting at \$5,000



A HOME RUN FOR WESTON:

- **Field 1** - turf softball \$921,000 (built into the hill, to be built first)
- **Field 2** - turf softball \$809,000 (built second without moving Jones 1 & 2)
- **Field 3** - grass baseball \$103,000 (built over football field, without moving the Big Field)
- **Field 4** - grass/dirt softball \$642,000 (need to relocate Jones 1 & 2)
- **Field 5** - grass baseball \$1.4 million (need to relocate Jones 1 & 2)



Ready to make a difference?




Donate now by scanning the QR code below.
Your gift will help create a Kennedy Park that
will be appreciated by generations to come.





Friends of Kennedy Park is a collaboration between the Village of Weston Parks & Recreation Committee/Department, the Community Foundation of North Central Wisconsin, D.C. Everest Youth Baseball and JV Baseball, Everest Fastpitch and JV Softball, Everest Youth Hockey, and YOU!

DCE Youth Baseball Park Project Fund is a component fund of the Community Foundation of North Central Wisconsin.

Weston, WI • westonwi.gov/kennedyparkrenovation



WE ALL HAVE A PART TO PLAY IN THE NEW ERA OF KENNEDY PARK!



MEDIA RELEASE

For more information, please contact:

Jami Gebert, Village of Weston Administrator, jgebert@westonwi.gov, (715) 359-6114
Jimmy Olafson, D.C. Everest Youth Baseball President, (715) 870-1467

FOR IMMEDIATE RELEASE

VILLAGE OF WESTON BREAKS GROUND ON MULTIMILLION-DOLLAR KENNEDY PARK RENOVATION AND CAPITAL CAMPAIGN

(October 21, 2024) WESTON, WI – The Village of Weston and the Friends of Kennedy Park will hold a groundbreaking ceremony on Tuesday, October 29, 2024, at 4:30 PM to mark the start of the \$14.5 million renovation to Kennedy Park and capital fundraising campaign.

Kennedy Park is 39 acres and is located near D.C. Everest High School and across the street from the newly opened Greenheck Turner Community Center. As the most developed and heavily used park in the Village's Park system, the athletic fields receive significant use. The groundbreaking begins a multi-phase and several years-long project to implement a comprehensive master plan developed and approved by the Village in January 2024.

The master plan includes five new baseball and softball fields, new dugouts, batting cages, field lighting, an outdoor hockey rink, and warming house, updated playground equipment, expanded parking, skatepark improvements, new restroom facilities, a concession stand area, and shade structures with other park amenities.

The groundbreaking on the 29th will be held between the skatepark and aquatic center in the park and all are welcome. Please use the parking lot closest to the skatepark and look for the 'Future Home' sign. No RSVP is required. Construction on the project will begin with a baseball/softball field. To learn more about the project and how you can contribute, please visit westonwi.gov/kennedyparkrenovation.

The Friends of Kennedy Park is a collaboration between the Village of Weston Parks & Recreation Committee/Department, Community Foundation of North Central Wisconsin, D.C. Everest Youth Baseball and JV Baseball, Everest Fastpitch and JV Softball, Everest Youth Hockey, and YOU! D.C. Everest Youth Baseball Park Project Fund is a component fund of the Community Foundation of North Central Wisconsin.

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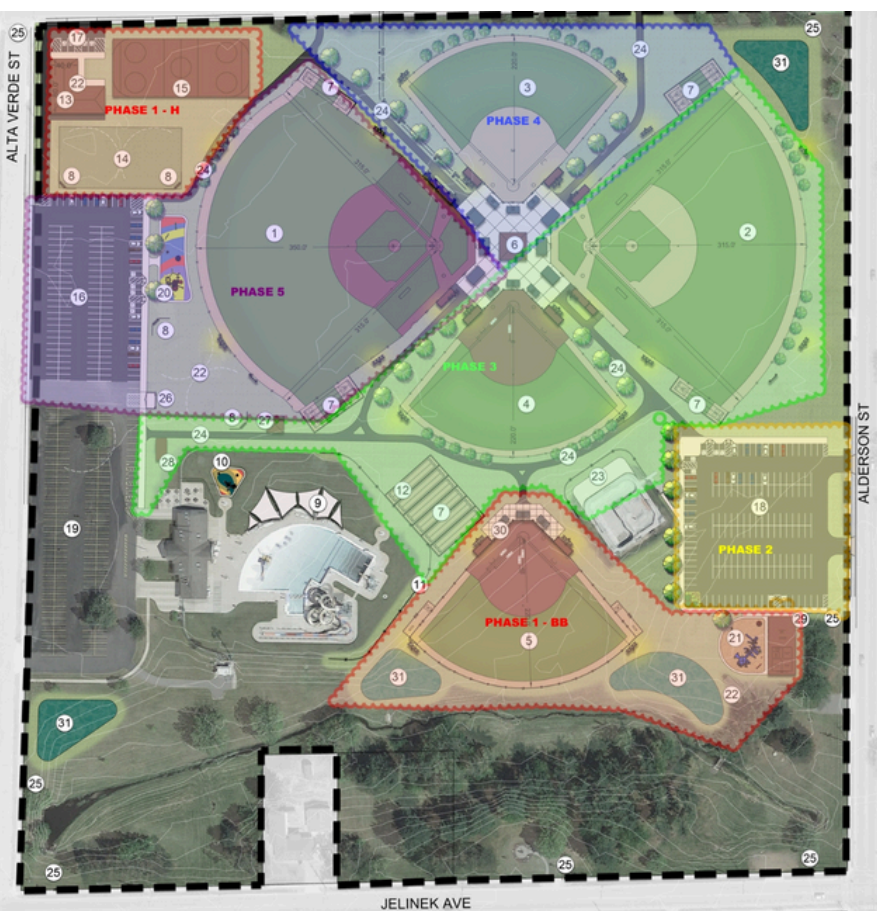
Weston Municipal Center
4747 Camp Phillips Rd
Weston, WI 54476
715-359-6114
www.westonwi.gov



For generations, Kennedy Park has been the heart of our community, a place where families gather, friendships are forged, and memories are made. At the heart of Weston, it's time for Kennedy Park to receive the love and attention it deserves.

We are thrilled to announce the launch of our capital campaign to revitalize Kennedy Park. With a bold goal of raising \$14.5 million, we aim to transform this beloved space into a state-of-the-art recreational hub that caters to the needs of all our residents. This upgraded park will become a tournament-style facility, enhancing Weston's and Central Wisconsin's economic impact while hosting state and regional competitions.

What happens when we all play our part? There will be more grand slams on new baseball and softball fields, more tricks performed in an expanded skatepark, new walking paths, and more playgrounds to enjoy, not to mention batting cages, modern shaded areas at the Aquatic Center, a new outdoor hockey rink, and additional parking to accommodate everyone. This renovation will be completed in the Village of Weston park immediately adjacent to the new Greenheck Turner Community Center, a catalyst for community tournaments and an economic impact leader. These are just a few of the exciting enhancements planned for Kennedy Park. Your generous support will be instrumental in making this vision a reality. By investing in Kennedy Park, you are investing in the future of our community.



Phase			Total
1 - BB	\$ 1,346,550.00	\$ 921,200.00	\$ 2,267,750.00
1 - H	\$ 1,963,600.00	\$ 1,431,100.00	\$ 3,394,700.00
2	\$ 331,400.00	\$ -	\$ 331,400.00
3	\$ 560,100.00	\$ 1,921,200.00	\$ 2,481,300.00
4	\$ -	\$ 1,589,700.00	\$ 1,589,700.00
5	\$ 491,300.00	\$ 1,446,800.00	\$ 1,938,100.00
ANY	\$ 2,571,500.00	\$ -	\$ 2,571,500.00
	\$ 7,264,450.00	\$ 7,310,000.00	

\$14,574,450.00



Bylaws of the Wausau/Central Wisconsin Convention & Visitors Bureau, Inc.

Article I. General

Section 1. Name. The name of the Corporation, herein called "Corporation" shall be the Wausau/Central Wisconsin Convention & Visitors Bureau, Inc.

Section 2. Location. The principal office for the transaction of business of the Corporation shall be in Marathon County, Wisconsin.

Section 3. Registered Agent. The Corporation shall have and continuously maintain in the State of Wisconsin a registered agent as required by the Wisconsin Non-Stock Corporation Law relating to domestic non-stock corporations. The registered agent's address may be, but need not be, identical with the principal office in the State of Wisconsin, and the registered agent may be changed from time to time by a resolution of the Board of Directors and the filing of a statement with the Wisconsin Secretary of State pursuant to the provisions of the Wisconsin Statutes.

Section 4. Limitation of Methods. The Corporation shall observe all local, state and federal laws which apply to a non-profit organization which is exempt from Federal income tax as defined in Section 501 (c) (6) of the Internal Revenue Code of 1986, as amended.

Article II. Purpose

The purpose of the Corporation is to promote Wausau and Central Wisconsin as a convention and tourist destination and to assist municipalities and other entities contracting with the Corporation in promoting tourism and community events.

Article III. Board of Directors

Section 1. Role of Directors. The business and affairs of the Corporation shall be managed by its Board of Directors. Board meeting attendance will be in accordance with the authorized number of board seats.

Section 2. Number, Term and Qualifications. The authorized number of members of the Corporation's Board of Directors may be no more than 18. In the event of the addition of or deletion of an area municipality the board member numbers will be adjusted to correctly represent the communities represented. Board members must maintain primary residence in Marathon County, Wisconsin.

Government: There shall be one Government Board Director member seat available to each of the municipalities that contracts tourism services with the Corporation. This Board seat shall be filled by the highest elected municipal leader of the contracting municipality. If the highest elected municipal leader declines Board membership and fails to appoint another elected official to serve as a Board member, a municipality's Board seat will remain vacant until such time as an eligible elected municipal official agrees to serve on the Board. A municipality may appoint a senior staff member to represent the municipality, but this person shall be approved and/or removed from the seat by the corporation board. A condition precedent to becoming and retaining a Government Board Director seat is that the municipality has a current contract with the Corporation for tourism services.

Lodging Industry: There shall be at least five (5) Board members who own, operate, or hold a senior level position at lodging facilities located within the central Wisconsin region. A condition precedent to becoming and retaining a Lodging Industry Board of Director seat is that there is a current contract between the lodging facility's municipality and the Corporation for tourism services and that the Lodging Industry Board member currently owns, operates, or holds a senior level position at the lodging facility.

- a. **At-Large:** There may be at least eight (8) at large representatives from other tourism-related industries and/or other business owners or operators. (Current or Retired)
- b. **Terms.** Members of the Board of Directors shall be elected for a two (2) year term.

Section 3. Nominations. Each year, the current Board President shall appoint an elected official or designated appointee to the Nominating Committee whose purpose shall be to nominate new candidates for the Board of Directors of the Corporation whenever vacancies occur. A ballot of nominees shall be prepared and distributed to all current Board members along with a list of all Directors whose terms are expiring or who are vacating their seats on the Board for any reason. The Nominating Committee shall secure the consent of all candidates prior to their inclusion on the ballot.

Section 4. Elections. Directors shall be elected by a majority vote.

Section 5. Resignation, Removal and Vacancies. A director may resign at any time by giving written notice to the Executive Director of the Corporation, who shall advise the Board of Directors of such resignation. Such resignation shall take effect at the time specified therein, or, if no time is specified, then upon receipt of the notice. A director may be removed from office by action of a majority of the members then comprising the Board. A vacancy or vacancies in the Board which occurs for any reason, including an increase in the authorized number of directors, may be filled by the action of the majority of Board members in keeping with the specified qualifications set forth in Article 111, Section 2.

Section 6. Meetings. The Board of Directors shall meet not less than once per calendar quarter. All meetings shall be called by the President of the Board or by any three (3) Board Members Upon five (5) days' notice via email or ordinary mail. Agenda and Board Packet will be sent to Board members at least 24 hours prior to the meeting.

- a. **Waiver of notice.** Any members of the Board of Directors may waive notice of any meeting and the attendance at any meeting shall constitute a waiver of notice of any such meeting, except where a member of the Board attends the meeting for the express purpose of objecting to the transaction of any business because the meeting is not lawfully called or convened. Neither the business to be transacted, nor the purpose of any meeting of the Board need be specified in the notice of waiver of such meeting.
- b. **Quorum.** A quorum for conducting business at any meeting shall be fifty-one percent (51%) of the Directors then holding office and the votes of a majority of the Directors present at the meeting at which a quorum is present shall constitute the decision of the Directors. If at any meeting of the Board of Directors there shall be less than a quorum present, a majority of those present may adjourn the meeting from time to time. At any such adjourned meeting at which a quorum is present, any business which might have been transacted at the meeting originally called may be transacted without further notice.

- c. **Attendance.** The office of any Board member shall be automatically vacated after such Director has failed to attend 50% of Board of Directors meetings in a calendar year or missed three (3) consecutive meetings of the Board of Directors without an excused absence. Attendance via Video Conferencing is acceptable.
- d. **Special Meetings/Meetings or When Board Approval Vote Needed.**

At times there may be a matter that requests a special meeting or vote by the board. When this matter arises the actual meeting confirmation can be taken place via electronic means. Electronic means are and not limited to, Email, Text Messaging, Conference Calling or by direct telephone. All directors need to be notified of such meeting at least 24 hours prior to such meeting. A Quorum is needed for any passage or vote. In the event a board member is unable to attend, that board member may appoint another current board member to cast their proxy vote on their behalf with electronic means listed above as proof.

Section 7. Committees. The President of the Board with the approval of the Board of Directors shall appoint such administrative, standing and project committees as are deemed necessary to fulfill the purposes of the Corporation. These committees shall include but not be limited to an Executive Committee, a Personnel & Finance Committee and a Nominating Committee. Committees shall consist of at least one elected municipal official. These committees shall report to and operate under the authority and power delegated by the Board of Directors and these bylaws. A committee chair shall be appointed by the President of the Board or by the individual committees at the President's option. Committee meetings may be called at any time by the Board President or by the committee chair, and with whatever frequency is required in order to fulfill their responsibilities. The committee chair shall have the option to have minutes taken at all committee meetings. The Executive Director shall serve as an Ex-Officio member of all committees. Committees shall consist of at least 3 members.

- a. **Executive Committee.** The Executive Committee shall consist of the President, Vice President, Treasurer, Secretary and a at Large Executive Member of the Board of Directors. The purpose of the Executive Committee shall be to act on behalf of the full Board only in case of an emergency. Actions taken by the Executive Committee shall be ratified by the majority of the Board of Directors at the next regularly scheduled meeting. The Executive Director Job description and salary shall be reviewed annually in the 4th quarter, along with a comprehensive annual job review.
- b. **Personnel/Finance Committee.** The role of the Personnel & Finance Committee shall be to discuss and formulate proposals for matters affecting the Corporation's budget or financial welfare. Actions taken by the Personnel/Finance Committee shall be ratified by majority of the Board of Directors at the next regularly scheduled meeting. This committee shall have at least three (3) members. One (1) Government, one (1) Lodging and one (1) At large member.
- c. ~~**Nominating Committee.** The purpose of the Nominating Committee shall be to prepare a ballot of nominees for vacancies on the Board of Directors, and to likewise nominate candidates for the seats of Board Officers each year. The nominating committee shall notify and gain the consent of those nominees and present them to the Board for elections when vacancies occur on the Board and at the last meeting of the fiscal year for the Officers. This committee shall have at least three (3) members. One (1) Government, one (1) Lodging and one (1) At large member.~~

Section 8. Conflict of Interest. The Corporation recognizes that its Government Board members are also representing the interests of their individual municipalities, and, at times, there are issues presented at Board meetings that may be contrary to the interests of their municipality. However, all members of a Board of Directors still owe a duty to act in good faith and fair dealing in conducting the Corporation's business and to do their best to carry out the purposes of the Corporation as they are stated in the Corporation's By-Laws. All information that is created by the Corporation and provided to Board members, whether verbal or written, shall remain private and confidential. Any information may only become public with the approval by the Board, its President, or the Executive Director. To the extent any Board member believes their duty to the Corporation conflicts with their duty to the municipality or to some other entity to which they belong, they must immediately advise the Board, and excuse themselves from the meeting. If the Board member feels that a conflict of interest cannot be resolved with their continued presence on the Board of Directors, the Board member must resign.

Article IV. Officers

Section 1. Specified Officers. The principal officers of the Corporation shall be President, Vice President, Treasurer and Secretary. All such officers shall be elected from within membership of the Board. The election of such officers shall take place at the regularly scheduled meeting of the Board of Directors in any calendar year based on nominations presented by the Nominating Committee.

Section 2. Term of Office. Members of the Board of Directors shall be elected for a two (2) year term. Officers of the Corporation shall serve for a period of two (2) years or until their respective successors have been duly elected.

- a. **President.** The President of the Corporation shall serve as Chairman of the Board, presiding at all of its meetings, and shall perform all duties commonly incident to such office. The President shall serve as Chairman of the Executive Committee. With the approval of the Board of Directors, the President shall sign all deeds, contracts and other instruments affecting the operation of the Corporation or any of its properties, except in those cases where the signing and execution thereof shall be expressly delegated by the Board of Directors to some other officer or agent of the Corporation.
- b. **Vice President.** The Vice President of the Corporation shall act in the absence of the President, and in doing so, shall possess all the powers of the Chair.
- c. **Treasurer.** The Treasurer of the Corporation shall be responsible to oversee and manage the finances of the Corporation and to see that all receipts and disbursements of funds are in compliance with its annual budget and the direction of the Board of Directors. Such funds shall be kept on deposit in financial institutions or invested in such a manner as is approved by the Board of Directors. Checks are to be signed according to policy set forth in the bylaws. The Treasurer shall cause a bimonthly financial report to be made to the Board and shall facilitate an annual audit to be completed by May 31st of each year of the Corporation's finances by a qualified certified public accountant in accordance with generally acceptable accounting and auditing standards and procedures.
- d. **Secretary.** The Secretary of the Corporation shall keep minutes of all Board meetings, whether special or regular, attendance records, see that all notices are duly given in accordance with the provisions of these Bylaws or as required by Law, be custodian of

the corporate records and shall perform such other duties as called upon by the President. Secretary may have the assistance of a note taker for meetings.

- e. **Executive At-Large Member.** The Executive At-Large Member serves as the fifth member of the Executive Committee. This individual represents the entire organization, offering a broad, organization-wide perspective. The Executive At-Large Member actively participates in decision-making, contributing to the Executive Committee's strategic choices and ensuring that the interests of the whole organization are considered.
- f. **Executive Director.** The Executive Director shall be the chief administrative and executive officer responsible for administration of the business and daily operations of the Corporation in accordance with the policies and regulations of the Board of Directors. The Executive Director shall be responsible for hiring, discharging, directing and supervising all employees. The Executive Director shall be responsible for the preparation of an operating budget covering all activities of the Corporation, subject to approval of the Board of Directors, and shall also be responsible for all expenditures within the approved budget allocations by the first of December each year. The Executive Director shall serve as secretary to the Executive Committee and cause to be prepared notices, agenda and minutes of the meeting for the Executive Committee. The Executive Director shall serve as advisor to the President and shall assemble information and data and cause to be prepared special reports as directed.
- g. **Removal of an Officer.** Any officer elected by the Board of Directors may be removed by the Board of Directors, whenever in its judgment the best interests of the Corporation will be served thereby, but such removal shall be without prejudice to the contract rights, if any, of the person so removed. Election or appointment shall not of itself create contract rights.
- h. **Vacancies.** A vacancy in any office because of death, resignation, removal, disqualification or otherwise, may be filled by the Board of Directors for the unexpired portion of the term.
- i. Officers elected by the Board of Directors shall put the best interest of the Corporation first and have such powers and perform such duties as hereinabove described.
- j. Officers elected by the Board of Directors (President, Vice President, Secretary and Treasurer) shall be reimbursed for expenses occurred while representing the Corporation at meetings and other functions of business. Mileage expense will be compensated at the federal per mile rate established at that date. A minimum of 20 miles must be met to qualify for expenses. Approval shall be made by majority vote of the Executive Committee Members (President, Vice President, Treasurer, Secretary) and Executive Director. Mileage reimbursement must be submitted to the Director of Operations within 30 days of travel.

Article V. Finances

Section 1. Funds. All money paid to the Corporation shall be placed in a general operating fund. Funds unused from the current year's budget must be placed in a reserve account as approved by the Board.

Section 2. Disbursements. Upon approval of the budget, the Executive Director is authorized to make disbursements not to exceed \$10,000. Unbudgeted amounts in any amount needs to be

approved by the Board of Directors before disbursement.

Section 3. Fiscal Year. The fiscal year of this Corporation shall be the calendar year.

Section 4. Budget. Prior to the end of the Corporation's fiscal year, its Board of Directors shall approve a tentative annual operating budget, setting forth all anticipated revenues and expenses. The budget shall be approved by majority vote of the Board.

Section 5. Financial Statements. A financial statement shall be presented by the Treasurer or other designated agent of the Corporation showing the financial condition of the Corporation. This statement shall be presented to the Board of Directors at their regular meetings. An annual audit shall be conducted by a Certified Public Accountant, or as frequently as the Board deems necessary. In addition, an independent Certified Public Accountant shall prepare all income tax or information returns required to be filed with the Internal Revenue Service and the State of Wisconsin with regard to the activities of the Corporation during such year. All financial statements of the Corporation shall at all times be available for inspection at the offices of the Corporation.

Section 6. Bonds. Officers and employees of the Corporation shall, if required by the Board of Directors, give bonds for the faithful discharge of their duties in such sums and forms and with such certainties as the Board of Directors shall determine. The Board of Directors shall provide for payment of the premiums on any such bonds by the Corporation.

Section 7. No Income to Individuals. No part of the net earnings of the Corporation shall inure to the benefit of or be distributable to a private individual within the meaning of Section 501 (c) (6) of the U.S. Internal Revenue Code, but the Corporation shall be authorized and empowered to pay reasonable compensation for services rendered and to make payments and distributions in furtherance of the purposes set forth in these bylaws.

Section 8. Dissolution. Upon the dissolution of the Corporation, any remaining funds after paying or making provision for payment of all of the Corporation's liabilities, shall be distributed to one or more regularly organized and qualified charitable, educational, scientific or philanthropic organizations to be selected by the Board of Directors as defined in Internal Revenue Code Sections 501 (c) (3), 501 (c) (4) or 501 (c) (6).

Article VI. Corporate Seal

Section 1. Corporate Seal. This Corporation may utilize a corporate seal.

Article VII. Indemnity

Section 1. Action Not in Name of Corporation. The Corporation shall indemnify any person who was or is a party or threatened to be made a party to any threatened, pending or completed action, suit or proceedings, whether civil, criminal, administrative, or investigative other than an action by or in the right of the Corporation by reason of the fact that such person is or was a director, officer, employee or agent of the Corporation, or is or was serving at the request of the Corporation as a director, trustee, officer, member, employee or agent of another Corporation, partnership, joint venture, trust or other enterprise, against expenses, including attorney's fees, judgments, fines and amounts paid in settlement actually and reasonably incurred by such person in connection with such action, suit or proceeding if such person acted in good faith and in a manner he/she reasonably believed to be in or not opposed to the best interests of the Corporation, and, with respect to any criminal action or proceeding,

had no reasonable cause to believe such person's conduct was unlawful. The termination of

any action, suit or proceeding by judgment, order, settlement, conviction, or upon a plea of nolo contendere or its equivalent, shall not, of itself, create a presumption that: (a) the person did not act in good faith and in a manner which the person reasonably believed to be in or not opposed to the best interests of the Corporation; and (b) with respect to any criminal action or proceeding, the person had reasonable cause to believe that their conduct was unlawful. The indemnification provided herein shall be in addition to, and not in lieu of, the indemnification provided in Secs. 181.04-181.053, Wis. Stats

Section 2. Action in Name of Corporation. The Corporation shall indemnify any person who was or is a party or is threatened to be made a party to any threatened, pending or completed action or suit by or in the right of the Corporation to procure a judgment in its favor by reason of the fact that such person is or was a director, officer, employee or agent of the Corporation, or is or was serving at the request of the Corporation as a director, trustee, officer, member, employee or agent of another Corporation, partnership, joint venture, trust or other enterprise against expenses, including attorney's fees, actually and reasonably incurred by such person in connection with the defense or settlement of such action or suit if such person acted in good faith and in a manner such person reasonably believed to be in or not opposed to the best interests of the Corporation and except that no indemnification shall be made in respect of any claim, issue or matter as to which such person shall have been adjudged to be liable for negligence or misconduct in the performance of his duty to the Corporation unless and only to the extent that the court in which such action or suit was brought shall determine upon application that, despite the adjudication of liability but in view of all circumstances of the case, such person is fairly and reasonably entitled to indemnity for such expenses which such court shall deem proper. The indemnification provided herein shall be in addition to, and not in lieu of, the indemnification provided in Secs. 180.041-180.053, Wis. Stats.

Section 3. Authorization of Indemnification Under Section 1 or 2. Any indemnification under Section 1 or 2, unless ordered by a court, shall be made by the Corporation only as authorized in the specific case upon a determination that indemnification of the director, officer, employee or agent is proper under the circumstances because such person has met the applicable standard of conduct set forth in Section 1 or 2. Such determination shall be made:

By the Board of Directors by a majority vote of a quorum consisting of directors who were not parties to such action, suit or proceeding; or

If such a quorum is not obtainable, or, even if obtainable, a quorum of disinterested directors so directs, or by independent legal counsel in a written opinion.

Section 4. Advances for Expenses. Expenses, including attorneys' fees, incurred in defending a civil or criminal action, suit or proceeding may be paid by the Corporation in advance of the final disposition of such action, suit or proceeding as authorized in the manner provided in Section 4 upon receipt of an undertaking by or on behalf of the director, officer, employee or agent to repay such amount unless it shall ultimately be determined that such person is entitled to be indemnified by the Corporation as authorized in this Article.

Section 5. Non-exclusive. The indemnification provided by this article shall not be deemed exclusive of any other rights to which those indemnified may be entitled under Chapter 181, Wis. Stats. or under any bylaws, agreement, vote of disinterested directors or otherwise, both as to action in any such person's official capacity and as to action in another capacity while holding such office, and shall continue as to a person who has ceased to be a director, officer, employee or agent and shall inure to the benefit of the heirs, and personal representatives of such a person.

Section 6. Insurance. The Corporation may, upon resolution of its Board of Directors duly adopted, purchase and maintain insurance on behalf of any person who is or was a director, officer, employee or agent of the Corporation, or is or was serving at the request of the Corporation as a director, trustee, officer, employee or agent of another Corporation, partnership, joint venture, trust or other enterprise against any liability asserted against such person and incurred by such person in any such capacity or arising out of such person's status as such, whether or not the Corporation would have the power to indemnify such person against such liability under this provision of the Corporation's bylaws.

Article VIII. Amendments

Section 1. Implied Amendments. Any action taken or authorized by the Board of Directors which would be inconsistent with the bylaws then in effect but is taken or authorized by affirmative vote of not less than the number of directors required to amend the bylaws so that the bylaws would be consistent with such action, shall be given the same effect as though the bylaws had been temporarily amended or suspended so far, but only so far, as is necessary to permit the specific actions so taken or authorized.

Section 2. Express Amendments. These bylaws, or any portion thereof, may be amended or new bylaws adopted by action of the Board at any regular meeting, or any special meeting called for that purpose, provided at least five (5) days' notice of the proposed amendment or new bylaws has been sent to the members of the Board of Directors. Any such amendment shall require approval by majority of the members present for the Board meeting expressly noticed for such purpose.

Board President: _____ **Date** _____

Executive Director: _____ **Date** _____

NOTICE AMENDMENTS

1. These amended bylaws approved by vote of the Board of Directors on the **15th** day of **December 2021**.

Section 6 - Amendment (d) **Date of Board Vote 7/29/19**

2. These amended bylaws approved by vote of the Board of Directors on the ____ day of **November, 2019**.

Section 8 - Article IV Amendment (i) **Date of Board Vote 7/29/19**



March 10, 2025

Tim White, Executive Director
Wausau/Central Wisconsin Visitor Bureau
P.O. Box 1486
Wausau, Wisconsin 5442

RE: CONCERNS REGARDING RIB MOUNTAIN TOURISM PROMOTION AND AGREEMENT RENEWAL

Dear Tim:

The purpose of this letter is to address our concerns regarding the promotion of the Village of Rib Mountain in all the activities and materials initiated by the Wausau/Central Wisconsin Visitor Bureau.

It starts with the lack of strong social media presence for not only Rib Mountain but the entire region. Social media is everchanging and the Visitor Bureau needs to be on top of the latest platforms. Facebook, Instagram and YouTube are fine, but it must be taken to the next level in order to capture attention from all age demographics. There is also a lack of local events acknowledged via social media. This can be easily resolved by the Visitor Bureau tagging Rib Mountain posts about upcoming events. Stock photos used via social media erroneously identifying Rib Mountain needs to be corrected as well. We request the Visitor Bureau create an app for visitors as this is done in other tourist areas.

The Visitor Bureau's website is another concerning area that needs immediate attention. Rib Mountain's logo is outdated, which you are aware of. Additionally, the website's calendar is not user-friendly and does not include local events, making it less effective as a tool for visitors.

Lastly, Rib Mountain continues to be underrepresented in marketing materials. This has been discussed in previous conversations, but the issues persist. Rib Mountain acknowledges the marketing of the broader "Wausau" area, but it is critical to properly identify the specific locations of events/attractions. For example, if an event is taking place at Nine Mile Recreation Area, the marketing should specify that this is located in Rib Mountain. Posts that identify ski Granite Peak in Wausau are unacceptable. It should say, "Come visit Wausau including Granite Peak located in Rib Mountain". This approach should be applied consistently to all communities, including Weston and Scholfield.

The Commission believes that it is vital to have these concerns resolved before our upcoming renewal of the contract. We formally request this letter be on the agenda for the next Visitor Bureau Board meeting.

Sincerely,

Rib Mountain Tourism Commission

Cc: Wausau/Central Wisconsin Visitor Bureau Board Chair

Jodi Maguire

From: Tim White
Sent: Monday, March 10, 2025 5:30 PM
To: Gaylene Rhoden
Cc: Greg Fisher
Subject: Re: Rib Mountain Tourism Commission Board

Gaylene,

Thank you for reaching out - currently I am at the Wisconsin Governor's Conference on Tourism until Wednesday.

Thank you for the feedback - that is helpful.
I will review this more thoroughly then - however, I can tell you that:

1. I did change the Village's new logo last Thursday. You might have to refresh or clear your caches.
2. For social media, there is much that you don't see on our social media platforms, because we advertise outside of the area. We do organic posts on Facebook, Instagram, YouTube, Tik Tok. We have paid campaigns on Meta, Google, etc - we sent you that report from December about the results. I am not sure what you consider a strong media presence as well as what "take it to the next level" means. For example, many of our Instagram posts are Reels and Stories, not always just a static post.
3. If you can send me examples of apps that other areas are using, I would like to see examples to do some research.
4. We have informed the staff that you would like to be tagged when appropriate - and will make certain this happens.
5. We typically don't use stock photos in our socials, so sending me examples would be much appreciated.
6. We always attempt to promote events that visitors would potentially like to see, and avoid things that are mostly for locals. But we will review.
7. The website's calendar is being reviewed, I will send a separate email showing the difference between mobile and laptop. We've not been told that it's been an issue until now and it's one of top three pages that people go to.
- 8.

From: Gaylene Rhoden <GRhoden@ribmountainwi.gov>
Sent: Monday, March 10, 2025 4:44 PM
To: Tim White <twhite@visitwausau.com>
Cc: Greg Fisher <greg.fisher@midwestfamilyskiresorts.com>
Subject: Rib Mountain Tourism Commission Board

Attached you will find a letter from the Rib Mountain Tourism Commission.

Thank you.

Gaylene S. Rhoden, ICMA-CM
227800 Snowbird Avenue
Wausau, Wisconsin 54401
715-842-0983 (Main)
715-679-8334 (Direct)
grhoden@ribmountainwi.gov
www.ribmountainwi.gov

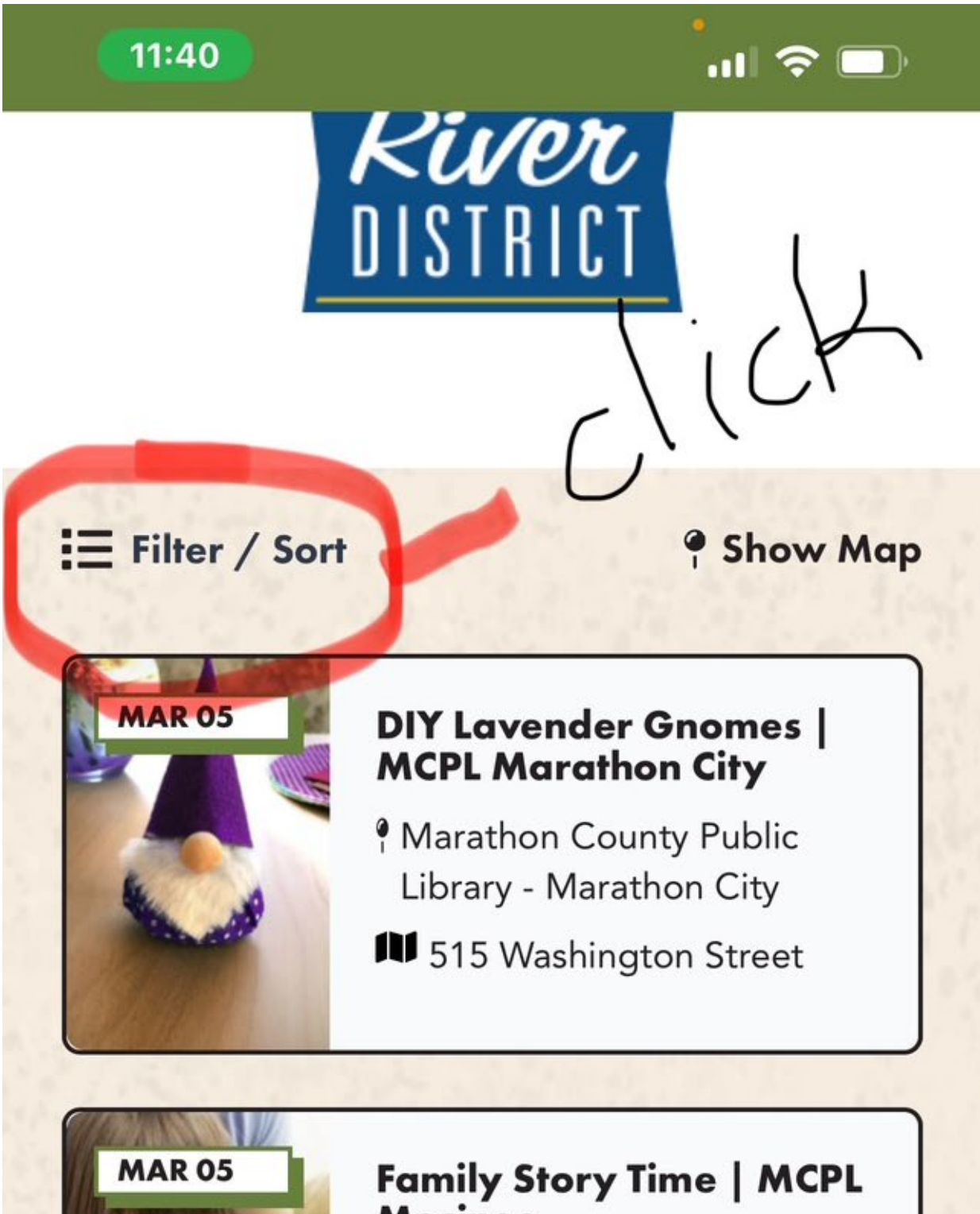
Mission: Serving the Public Making Us the Community of Choice.


Vision: Rib Mountain will be the premier choice destination for safe high-quality living, outdoor recreation opportunities, and attractive commerce through planned growth, strategic partnerships, and leveraged resources.




From: [Tim White](#)
To: [Gaylene Rhoden](#)
Cc: [Tim Van De Yacht](#); [Greg Fisher](#); [Jamie Polley](#); [Steve Krahn](#); [Nirav Patel](#)
Subject: Mobile to view calendar.
Date: Tuesday, March 11, 2025 8:24:34 AM

Here's where you click to view the calendar on mobile. Then what pops up. We are looking to see if we should tweak.







Mosinee
Marathon County Public
Library - Mosinee Branch
123 Main Street



**Family Story Time | MCPL
Rothschild**



MONK AROUND
Monk Botanical Gardens is for
those seeking nature's beauty in
Wausau.
Read More →

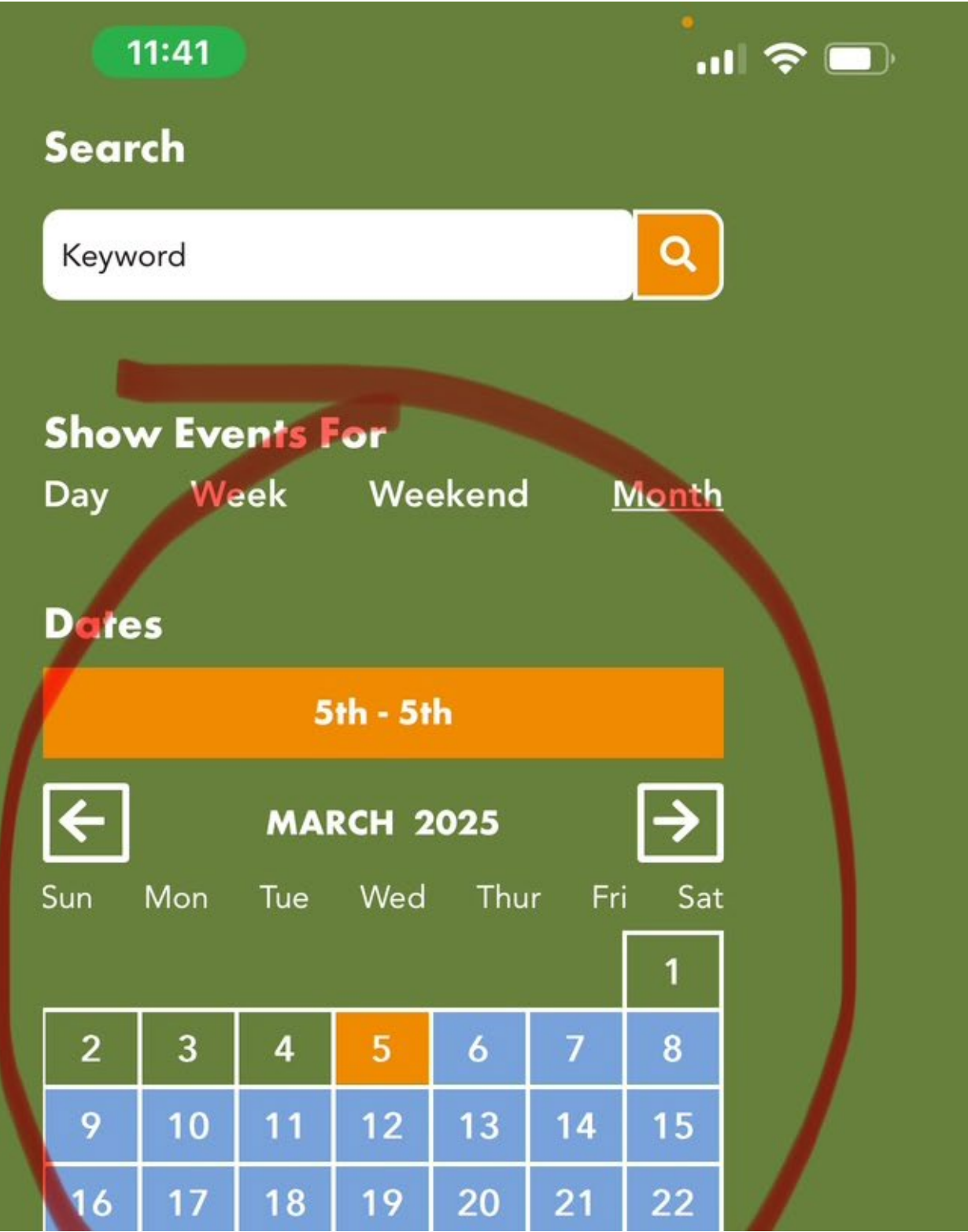
 visitwausau.com

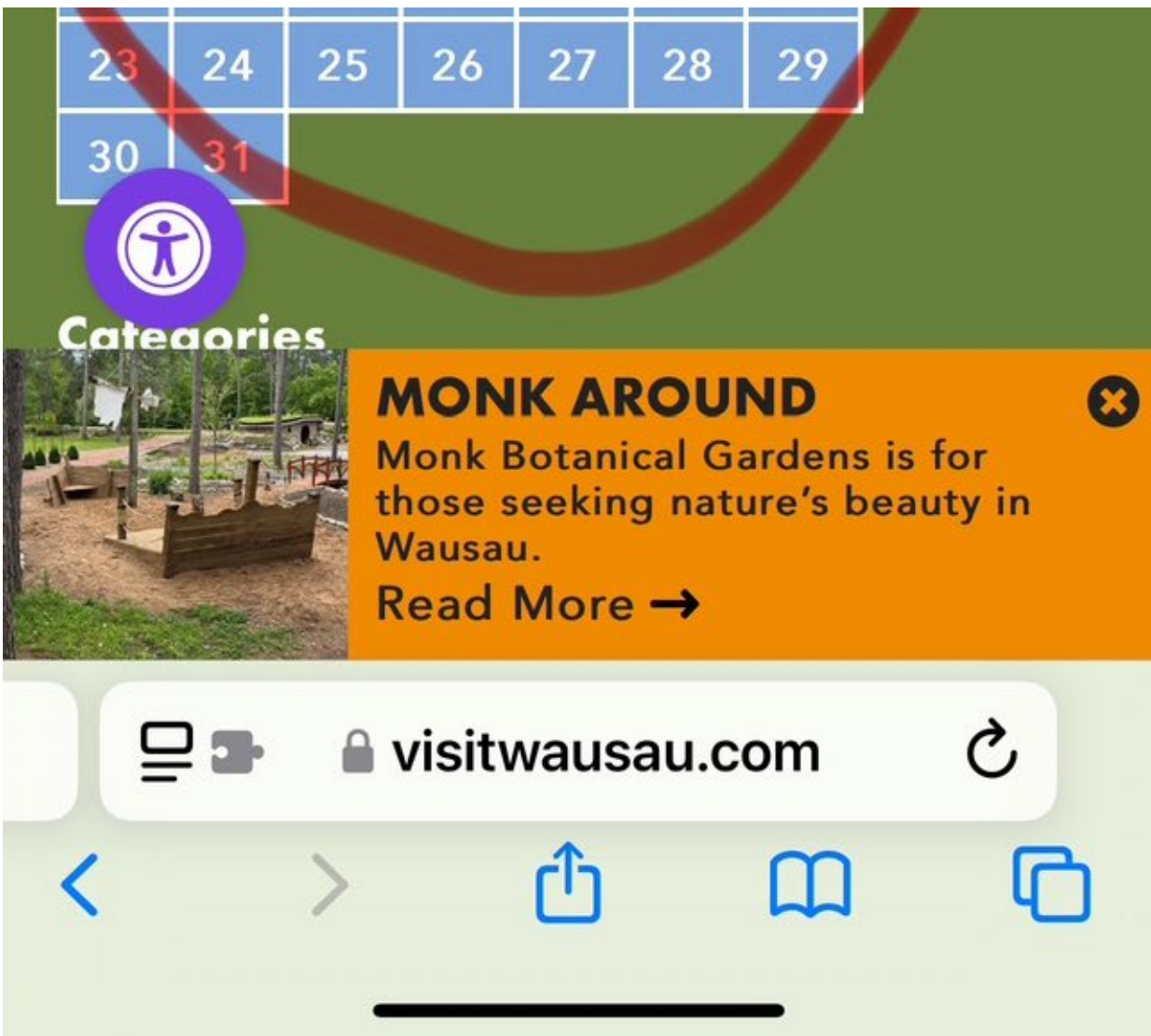
Tim White
Executive Director
Wausau/Central Wisconsin CVB
twhite@visitwausau.com
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Cell: 715.574.9878

Representing Rib Mountain, Schofield, Wausau, and Weston.

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From: [Tim White](#)
To: [Gaylene Rhoden](#)
Cc: [Greg Fisher](#); [Jamie Polley](#); [Steve Krahn](#); [Nirav Patel](#); [Tim Van De Yacht](#)
Subject: Open calendar after click on mobile
Date: Tuesday, March 11, 2025 8:25:29 AM





Tim White
Executive Director
Wausau/Central Wisconsin CVB
twhite@visitwausau.com
VisitWausau.com
Office: 715.355.8788
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Representing Rib Mountain, Schofield, Wausau, and Weston.

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Jodi Maguire

From: Tim White
Sent: Friday, March 14, 2025 4:49 PM
To: Jodi Maguire
Subject: Fw: Feedback Given from Rib Mountain Resident Regarding CVB

From: Gaylene Rhoden <GRhoden@ribmountainwi.gov>
Sent: Friday, March 14, 2025 4:09 PM
To: Tim White <twhite@visitwausau.com>; Greg Fisher <greg.fisher@midwestfamilyski resorts.com>
Cc: Al Opall <aopall@ribmountainwi.gov>
Subject: Feedback Given from Rib Mountain Resident Regarding CVB

Tim/Greg:

Rib Mountain has requested our letter sent to you via email earlier this week be scheduled for discussion at the next CVB Board meeting. According to my calendar, there is a meeting scheduled for this coming Wednesday. I would expect our letter to be on the agenda.

Below is a message forwarded onto me by a Trustee that came from a resident. I would like this information to be addressed as well.

Thank you.

See below:

Resident Feedback

- *Promote reasons for outsiders to VISIT here.*
- *Top level statement in social media is "Wisconsin's outdoor Basecamp".
Promote things to do outdoors. Show our outdoor activities*
- *30% of Visit Wausau's Instagram posts in last 6 months (21 out of 69) are highlighting Restaurant food and or drinking alcohol.*
 - *As an outdoor enthusiast, I am drawn to promotions of outdoor opportunities, junk food and drinking opportunities are not a factor in where I choose to travel.*
- *CVB Peers like Destination Door County and ExploreLacrosse have much more in-depth "things to do when you visit here for ____"*
- *Zero promotion of fishing. Fishing trip related equipment spending is a \$1.5B industry in Wisconsin, and \$2.3B from fishing related economic activity* Source WI DNR*
 - *CVB has not promoted youth fishing tournaments. Both Summer AND Ice Fishing*
 - *CVB has not promoted local fishing guides services*
- *Zero promotion of disc golf.*
 - *Don't just share other's links or CVB page showing names of courses. Get out and create content showing Wausau area's unique features of dedicated disc golf facilities.*
- *Zero promotion of motorsports*
 - No coverage of 525 snowmobile racing*
 - No promotion of snowmobile grass drags*
 - No promotion of local snowmobile trail conditions or opening dates*
 - No promotion of local motorcycle events*
- *CREATE original content. Don't just share other's links*

- *Recent CVB post on cross country skiing went to a link which had names of local cross country ski opportunities.*
 - *Link had zero useful information about trails, trail conditions, and some named places on their list do not even maintain xc ski trails*
- *Many CVB social media posts seem to be geared toward locals, promoting a local business or restaurant to local residents.*
 - *Example, September 2024. "this is your sign to go to your local farmers market" Could have been "come visit the WAUSAU farmers market"*
- *Offer Wausau area visitors guide printed information at Wisconsin rest stops. Dells, Oneida, Vilas areas well represented. Wausau area offers nothing.*
- *Create TV promotions. Vilas county, Eagle River, Door County, are on TV ads in Milwaukee, Madison, Chicago, Indianapolis markets. VisitWausau does not.*

Thank you.

Gaylene Rhoden, Administrator