



## WCWCVB November 15, 2023 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

- |   |                      |
|---|----------------------|
| 1. Call To Order  | Fisher               |
| 2. Roll Call  | Patel                |
| 3. Approval of September 20, 2023 & October 30, 2023 Meeting Minutes            | Fisher               |
| 4. Approval of Financial Reports  | Maguire              |
| 5. Executive Director's Report  | White                |
| 6. New Business   | Fisher/White/Maguire |
| a. Discussion and Possible Action on 2024 Proposed Budget                       |                      |
| b. Discussion and Possible Action on Board Policy                               |                      |
| c. Discussion and Possible Action of Sports Authority Grant for MC Youth Hockey |                      |
| d. Discussion on Potential New Board Members                                    |                      |

- |  |               |
|--|---------------|
| <b>7. Unfinished Business</b>                            | <b>Fisher</b> |
| <b>a. Discussion and evaluation of Town Hall Meeting</b> |               |
| <b>What Takeaways and/or Implementation</b>              |               |
| <b>8. Committee Reports</b>                              | <b>Fisher</b> |
| a. <b>Executive Committee</b>                            |               |
| b. <b>Personal Committee</b>                             |               |
| c. <b>Nomination Committee</b>                           |               |
| <br>   |               |
| <b>9. Announcements or Requests</b>                      | <b>Fisher</b> |
| <br>   |               |
| <b>10. Next Meeting Date:</b>                            | <b>Fisher</b> |
| a. January of 2024                                       |               |
| <br>   |               |
| <b>11. Adjourn Meeting</b>                               | <b>Fisher</b> |

**Meeting Links:**

**Join on your computer, mobile app or room device**

[Click here to join the meeting](#)

Meeting ID: 220 540 675 398

Passcode: 28xCeS

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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.



## September 20, 2023 Board Meeting Minutes

Granite Peak

11:30 am

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

**Present:** Jamie Polley, Greg Fisher, Gaylene Rhoden, Nick Patel, Steve Krahn, Tim Van De Yacht, Liz Brodek, Joan Joss, Hooshang Zeyghami, Tim White, Jodi Maguire.

Present on Zoom: Jay Govardhan

**Absent:** Yee Leng Xiong and Sean Wright

Polley lead the first part of the meeting due to Fisher being in another meeting. Fisher joined and led the meeting at 12:10 pm.

Call for a motion to accept the May 31, 2023, meeting minutes as printed by Polley. Motion to accept made by Zeyghami second by Patel, approved by all.

### **Financial Reports**

Krahn started with the Sports Authority accounts and stated financials look well and overall, the Sports Authority is showing a current profit for 2023. Krahn stated expenses are being looked and evaluated each month. Patel asked if the selling of the CVB building is reflected in the financials. Krahn stated yes, but not in the Sports Authority accounts, everything was funneled through the CVB for the building. Van De Yacht asked about the restricted funds and stated the CVB should help aid the municipalities to use the funds. Krahn agreed and stated the restricted funds are not accounted for in the CVB or the SA budgets because we never know when they would like to use the funds and how much would be given out each year. Van De Yacht stated having a good conversation with the municipalities can help them maximum their funds.

Krahn moved onto the CVB accounts and stated the sale of the building is reflected in the financials since the sale took place at the end of July. There was a small profit of \$10,000. Krahn also stated there is \$123,000 in restricted funds reflected in the CVB financials. Krahn stated Maguire and himself have been discussing the budget for 2024 and they will be pushing back one month of revenue for one municipality on room tax. Krahn stated payments from the municipality have been coming in one month later so this would help the budget have a true accurate report and will help compare to monthly budget. Krahn stated the current financials do not reflect all the room tax for the 2<sup>nd</sup> quarter of 2023. There was a payment of \$90,000 received in September.

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

### **Executive Director Report**

White had an additional handout that was distributed out to all board members. Handout had a summary of current wins for the CVB, future goals and the current challenges. White stated some of the wins the CVB had were: CVB building sold along with the Wausau Marathon being finalized and sold. Had a Discover Wisconsin Premier on September 6<sup>th</sup> at Whitewater Music Hall with a great turn out. Have been working on capturing emails of visitors with over 375 new subscribers since this summer. Will be kicking off a partnership plan and DTN Network for additional revenue. Patel asked what DTN is and how it will work. White stated DTN is paid advertising on the Visit Wausau website. Listing can be listed as featured hotel or featured restaurant. Advertising banners will also go up but White stated it won't look like paid advertising, it will flow with our current pages and content for the best user experience. White also shared Marathon County is ranked 13<sup>th</sup> in tourism revenue. Marathon County surpassed Eau Claire and Stevens Point. White stated these were surpassed due to the variety of attractions Marathon County has to offer. White also stated the CVB is working on branding the entire area as Wisconsin's Outdoor Basecamp and is going very well. Summer events for 2023 also had record attendance.

White went into detail about the future goals and explained he would like to hire a social media/partnership staff soon. Stated he is helping to bring an outfitter/shuttle vendor to the area for fat tiring biking, e-bikes, kayaks, and padding. Would like to spend more funds on marketing and advertising in the 2024 budget. Working on SMS campaign to communicate with visitors and volunteers; already have visitors signing up. Finished up the Board Policy Handbook. White stated he will be emailing it out shortly for board of directors to read over and review and hopefully have approval at the next board meeting. Been working with travel writers and looking to sub-brand the Wisconsin's Outdoor Basecamp into each municipality.

White shared some current challenges as well. Stated the Village of Rib Mountain is not happy, particularly with the Discover Wisconsin episode. Patel stated there was a Tourism Commission meeting held the night before and the discussion was there no mention of Rib Mountain.

Rhoden gave a couple of examples and stated when they spoke about places in Rib Mountain there was no mention on where the visitor could locate it or stating it resides in the Village of Rib Mountain. White explained to the board that planning for the DW episode took place in early January before he knew Rib Mountain wasn't happy and wanted more exposure with their name. White explained since the discussion in spring, he has made the changes that were requested by Rib Mountain. Rhoden stated yes, she acknowledges that but with the DW episode, it was just the frosting of the cake. Discussion between board members on how to market and brand the area and using Wausau as the destination. Van De Yacht and Brodek had the idea of hosting a learning and educational meeting on branding and what the CVB vision and mission is. Polley and Fisher stated it could be called a "Town Hall" meeting and have it focus on the educational pieces of the CVB. Fisher stated Granite Peak could host. Discussion on having another special board meeting in October to plan and discuss. Van De Yacht asked if a subcommittee should be formed. Board agreed on having the focus of the October meeting be the planning stages of the Town Hall Meeting with no subcommittee being needed.

White continued with his report and stated Sports Authority committee met in early summer. Ideas of co-branding across the state for BSG along with revising the SA as an outdoor recreation/sports organization. It will help aid grants, recruit events, and help with fundraising. White stated Visit Eau Claire is interested in purchasing Badger State Games and has a current offer on the table with an MOU.

Krahn stated he would like to see economic impact to Marathon County for BSG before the talks of selling the games. Patel also agreed. Polley stated the Sports Authority Commission will meet soon and evaluate information. Polley stated White has been doing some research on other states who offer games.

Closed Session – Fisher asked Maguire and White to leave the room for the meeting to go into a closed session. Closed session part of the meeting started at 1:10 pm and ended at 1:45 pm.

### **New Business**

Rhoden shared with the board of directors that today, September 20<sup>th</sup> the Master Plan of Rib Mountain State Park will be archived.

### **Committee Reports**

None.

### **Unfinished Business**

None.

### **Announcements**

Fisher stated Granite Peak Scenic Chairlift Rides will kick off this weekend. Polley shared this weekend will be the Ragner Race at Nine Mile. Athletes will be coming to town starting Thursday and will be staying until Sunday. Polley also shared a feasibility report will be coming out on the economic impact ice arenas have.

Discussion on next meeting date and time. Was decided to have board of directors special meeting on October 18<sup>th</sup> at Granite Peak 11:30 to plan for the Town Hall Meeting. Town Hall Meeting will be held November 1, 2023, 6pm to 8pm at Granite Peak. Invite will go out immediately to have a good turnout. Discussion on having hors d' oeuvres and refreshments at the meeting.

Call for a motion to adjourn by Krahn, second by Van De Yacht, approved by all. 1:59 pm.



## October 30, 2023 Special Board Meeting Minutes

Granite Peak

11:30 am

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

**Present:** Hooshang Zeyghami, Greg Fisher, Sean Wright, Al Opall, Nick Patel, Steve Krahn, Tim Van De Yacht, Tim White, Jodi Maguire, Alysa Steinhilber.

Present on Zoom: Liz Brodek

**Absent:** Yee Leng Xiong, Joan Joss, Jamie Polley and Jay Govardhan

Call for a motion to accept the October 18, 2023 meeting minutes as printed by Fisher. Motion to accept made by Krahn second by Patel, approved by all.

### **Town Meeting Planning**

Fisher asked for an update on how many confirmed RSVP's the CVB had received. White stated 33 with a group of five coming from the Village of Weston. Fisher stated having the Town Hall Meeting in the Historic Chalet would be ideal with the open bar. Fisher asked if handouts or agendas are needed. Krahn stated an agenda would be nice so it would capture what will be discussed. White stated he will put together a one sheet with facts and information on what the CVB has been working on along with information on RFP's. Van De Yacht stated information on today's traveler would be important to include in the presentation and how they are accessing visitor information.

Fisher displayed the rough draft of the slideshow presentation that he put together and stated he will be adding pictures to the slides. Fisher asked who will be presenting at the meeting and it was agreed on Executive Committee will be positioned up front with Fisher leading the meeting.

The mission & vision statements will be the opening slideshows followed about where the CVB has been in the past and where we are now. Fisher stated a slide on technology is important and explaining Simpleview and Zartico and how each program works. Layers of communication slide along with our future and direction followed by a short Q&A wrap-up. Fisher stated he would like to add information on the JEM program and stated he will share what Granite Peak did for the US Masters for 2024. Fisher asked Steinhilber to help with some of the slides to help provide information on current marketing efforts the CVB is doing. Discussion between board members on storytelling and the Visit Wausau branding is important topics of discussion. Brodek and Van De Yacht expressed tourism is the first part to economic development and this should be included in the slideshow as well.

Fisher asked if there were any other concerns or areas of focus that need to be considered for the upcoming meeting. Opall suggested and stated mentioning where events are being held when marketing events or things happening in the area. White stated we do; events calendar does have the location of the event but also list the address on where the venue is. White shared with Opall the micro-site that was created for each of the municipalities and stated this would be another thing to highlight at the upcoming Town Hall meeting. Each micro-site shows only information for that municipality. White stated Village of Rib Mountain is almost complete and with other municipalities is a focus to get launched.

Fisher stated he will wrap up the slideshow and will be in google file for everyone to review before the Town Hall meeting on November 1<sup>st</sup>.

#### **New Business**

Granite Peak's opening day will be Wednesday, November 22, 2023.

Next regular board meeting will be held on Wednesday, November 15<sup>th</sup> at 11:30am at Granite Peak.

#### **Committee Reports**

None.

#### **Unfinished Business**

None.

#### **Announcements**

None.

Call for a motion to adjourn by Krahn, second by Van De Yacht, approved by all. 1:06 pm.



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

	TOTAL		
	Jan - Oct 23	Budget	\$ Over/Under Budget
Ordinary Income/Expense			
Income			
330 · Restr. Schofield Hold	21,703.17		
331 · Restr. Weston Hold	101,534.63		
402 · Gift Shop - Taxable	0.00	10,000.00	-10,000.00
403 · Gift Sales - Non Taxable	0.00	80.00	-80.00
405 · Publication & Program Revenue	61,599.00	40,000.00	21,599.00
410 · Brochure Distribution Service	1,560.00	7,200.00	-5,640.00
415 · Advertising	0.00	2,529.00	-2,529.00
420 · Sponsorship	0.00	0.00	0.00
422 · Registration Fees	0.00	0.00	0.00
430 · Resale/Misc Revenue	20.00	15,000.00	-14,980.00
432 · Interest Income	4,643.18	850.00	3,793.18
434 · Print & Design Income	0.00	400.00	-400.00
435 · Room Tax	528,658.08	461,250.00	67,408.08
436 · Expedia Room Tax	0.00	0.00	0.00
440 · Sports Authority	0.00	0.00	0.00
441 · Grant Revenue	7,500.00	45,000.00	-37,500.00
<b>Total Income</b>	<b>727,218.06</b>	<b>582,309.00</b>	<b>144,909.06</b>
<b>Gross Profit</b>	<b>727,218.06</b>	<b>582,309.00</b>	<b>144,909.06</b>
Expense			
500 · Conference Expenses	10,564.39	5,250.00	5,314.39
534 · Print & Design Expenses	393.94	0.00	393.94
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	3,000.00	-3,000.00
569 · Property Tax	3,565.75	9,600.00	-6,034.25
576 · Outside Services	1,985.75	12,000.00	-10,014.25
607 · Advertising Expenses	5,617.18	4,000.00	1,617.18
608 · Marketing Expense	81,476.32	75,000.00	6,476.32
609 · Website	26,201.07	92,000.00	-65,798.93
612 · Grant Expense	0.00	0.00	0.00
705 · Computer & Software Expense	3,213.07	6,700.00	-3,486.93
707 · Legal & Accounting	10,724.70	12,100.00	-1,375.30
708 · Dues & Subscriptions	12,288.95	7,900.00	4,388.95
709 · Miscellaneous Exp	0.00	0.00	0.00
710 · Office Expense	5,411.28	5,600.00	-188.72
712 · Visitors Magazine Expense	64,473.86	68,000.00	-3,526.14
715 · Bank & Credit Card Fees	372.95	1,250.00	-877.05
718 · Registration Fees Expense	0.00	0.00	0.00
720 · Vehicle Expense	2,589.16	3,400.00	-810.84
721 · Seminars & Training	0.00	0.00	0.00

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

	TOTAL		
	Jan - Oct 23	Budget	\$ Over/Under Budget
722 · Repairs & Maint	341.25	4,150.00	-3,808.75
730 · Health Insurance	22,657.20	33,250.00	-10,592.80
732 · Meals & Entertainment	3,897.12	2,900.00	997.12
733 · Insurance	12,469.60	15,000.00	-2,530.40
755 · Telephone Expense	2,477.15	3,000.00	-522.85
756 · Equipment Lease	1,917.60	2,080.00	-162.40
760 · Postage	1,823.51	3,350.00	-1,526.49
770 · Rent /Storage Expense	5,652.94	8,750.00	-3,097.06
771 · Parking Permit	0.00	0.00	0.00
772 · Utilities	6,506.16	12,000.00	-5,493.84
773 · Tourism Commissions	0.00	0.00	0.00
775 · Capital Expense	0.00	0.00	0.00
800 · Salary & Wages	205,101.69	205,000.00	101.69
809 · Employee Benefits	4,350.00	10,200.00	-5,850.00
810 · Payroll Taxes	15,715.33	17,500.00	-1,784.67
811 · Retirement Plan	6,488.80	8,300.00	-1,811.20
812 · Interest Expense Building	14,399.74	11,700.00	2,699.74
813 · Interest Expense EDIL	3,084.90	3,750.00	-665.10
890 · Penalty	0.00	0.00	0.00
<b>Total Expense</b>	<b>535,761.36</b>	<b>646,730.00</b>	<b>-110,968.64</b>
<b>Net Ordinary Income</b>	<b>191,456.70</b>	<b>-64,421.00</b>	<b>255,877.70</b>
<b>Other Income/Expense</b>			
<b>Other Expense</b>			
930 · Restr. Schofield Hold Release	48,205.50	0.00	48,205.50
931 · Restr. Weston Hold Release	148,166.66	0.00	148,166.66
975 · Depreciation Expense	15,483.98	12,166.00	3,317.98
980 · Disposal of Assets	-10,001.99		
<b>Total Other Expense</b>	<b>201,854.15</b>	<b>12,166.00</b>	<b>189,688.15</b>
<b>Net Other Income</b>	<b>-201,854.15</b>	<b>-12,166.00</b>	<b>-189,688.15</b>
<b>Net Income</b>	<b>-10,397.45</b>	<b>-76,587.00</b>	<b>66,189.55</b>

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

	TOTAL		
	Jan - Oct 23	Budget	\$ Over/Under Budget
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
330 · Restr. MMB Schofield	2,445.87		
331 · Restr. MMB Weston	26,078.47		
402 · Gift Shop	0.00	0.00	0.00
415 · Advertising	0.00	0.00	0.00
420 · Sponsorship	60,550.00	58,000.00	2,550.00
422 · Registration Fees	85,019.70	97,500.00	-12,480.30
422A · BSG FS Registrations	588.81	2,000.00	-1,411.19
430 · Resale/Misc Revenue	10,648.51	26,000.00	-15,351.49
432 · Interest Income	712.04	375.00	337.04
434 · Print & Design Income	0.00	0.00	0.00
435 · Room Tax Revenue	0.00	0.00	0.00
440 · Sports Authority	103,973.26	76,500.00	27,473.26
441 · Grant Revenue	8,000.00	21,000.00	-13,000.00
444 · Vendor Income	100.00	0.00	100.00
445 · Contract Revenue	0.00	0.00	0.00
490 · Other Organizations Sponsorships	0.00	0.00	0.00
495 · PPP # 2 Loan Forgiveness	0.00	0.00	0.00
900 · Community Foundation - Taxable	976.20	450.00	526.20
<b>Total Income</b>	<b>299,092.86</b>	<b>281,825.00</b>	<b>17,267.86</b>
<b>Gross Profit</b>	<b>299,092.86</b>	<b>281,825.00</b>	<b>17,267.86</b>
<b>Expense</b>			
500 · Conference Expenses	1,074.18	3,300.00	-2,225.82
534 · Print & Design Expenses	449.55	0.00	449.55
564 · Participant Supplies	25,464.36	39,500.00	-14,035.64
565 · Event Supply	47,854.70	55,200.00	-7,345.30
565A · Event Service Fees	25,911.21	38,000.00	-12,088.79
565B · Event Facility Fees	9,660.00	10,500.00	-840.00
565C · BSG FS Event Fees	56,990.47	58,000.00	-1,009.53
567 · Merchandise for resale	0.00	3,750.00	-3,750.00
574 · Storage/Rent Events	0.00	2,080.00	-2,080.00
576 · Outside Services	8,700.00	5,000.00	3,700.00
607 · Advertising Expenses	3,569.75	4,160.00	-590.25
608 · Marketing Expenses	6,777.50	12,500.00	-5,722.50
609 · Website	96.67	700.00	-603.33
612 · Grant Expense	47,700.00	36,000.00	11,700.00
705 · Computer & Software Expense	0.00	830.00	-830.00
707 · Legal & Accounting	5,720.00	2,080.00	3,640.00
708 · Dues & Subscriptions	829.00	2,080.00	-1,251.00
709 · Miscellaneous Expense	0.00	0.00	0.00
710 · Office Expenses	112.88	1,660.00	-1,547.12
715 · Bank & Credit Card Fees	3,630.79	3,750.00	-119.21
718 · Registration Fees Expense	2,475.00	2,500.00	-25.00

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

	TOTAL		
	Jan - Oct 23	Budget	\$ Over/Under Budget
720 · Vehicle Expense	768.10	4,500.00	-3,731.90
721 · Seminars & Training	0.00	0.00	0.00
722 · Repairs & Maint	0.00	0.00	0.00
732 · Meals & Entertainment	764.68	2,080.00	-1,315.32
733 · Insurance	0.00	0.00	0.00
755 · Telephone Expenses	0.00	410.00	-410.00
756 · Equipment Lease	0.00	0.00	0.00
760 · Postage	313.21	2,080.00	-1,766.79
770 · Rent/Storage Expense	0.00	1,660.00	-1,660.00
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	46,056.97	51,000.00	-4,943.03
810 · Payroll Taxes	3,430.69	2,660.00	770.69
813 · EIDL Interest Payment	737.10	925.00	-187.90
890 · Penalty	0.00	0.00	0.00
<b>Total Expense</b>	<b>299,086.81</b>	<b>346,905.00</b>	<b>-47,818.19</b>
<b>Net Ordinary Income</b>	<b>6.05</b>	<b>-65,080.00</b>	<b>65,086.05</b>
<b>Other Income/Expense</b>			
<b>Other Expense</b>			
975 · Depreciation Expense	0.00	7,000.00	-7,000.00
980 · Disposal of Assets	-15,000.00		
<b>Total Other Expense</b>	<b>-15,000.00</b>	<b>7,000.00</b>	<b>-22,000.00</b>
<b>Net Other Income</b>	<b>15,000.00</b>	<b>-7,000.00</b>	<b>22,000.00</b>
<b>Net Income</b>	<b>15,006.05</b>	<b>-72,080.00</b>	<b>87,086.05</b>

Wausau/Central WI CVB  
**Balance Sheet**  
As of October 31, 2023

	<u>Oct 31, 23</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
0100 · People's CVB Checking	166,032.02
0101 · People's CVB Money Market	561,131.49
<b>Total Checking/Savings</b>	<u>727,163.51</u>
<b>Other Current Assets</b>	
120 · Due From Sports Authority	392,796.42
<b>Total Other Current Assets</b>	<u>392,796.42</u>
<b>Total Current Assets</b>	1,119,959.93
<b>Fixed Assets</b>	
149 · Signage	11,653.19
150 · Furniture & Equipment	139,727.00
160 · Accum Depreciation	-92,399.68
<b>Total Fixed Assets</b>	<u>58,980.51</u>
<b>TOTAL ASSETS</b>	<b><u><u>1,178,940.44</u></u></b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Other Current Liabilities</b>	
227 · Accrued FICA/ FED	2,658.60
229 · Accrued Wis WH	1,127.60
236 · Accrued UC	48.82
240 · Accrued Interest	7,755.69
<b>Total Other Current Liabilities</b>	<u>11,590.71</u>
<b>Total Current Liabilities</b>	11,590.71
<b>Long Term Liabilities</b>	
281 · Disaster Relief Loan	147,315.90
<b>Total Long Term Liabilities</b>	<u>147,315.90</u>
<b>Total Liabilities</b>	158,906.61
<b>Equity</b>	
320 · Unrestricted Net Assets	678,630.28
325 · Restr. Net Assets - Schofield	133,353.00
326 · Restr. Net Assets - Weston	218,448.00
Net Income	-10,397.45
<b>Total Equity</b>	<u>1,020,033.83</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u><u>1,178,940.44</u></u></b>

## Wausau/Central Wisconsin Sports Authority Inc.

11/02/23

## Balance Sheet

Cash Basis

As of October 31, 2023

	<u>Oct 31, 23</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
Badger State Games	1,113.29
Sports Authority CVB	8,031.89
0 · Community Foundation	42,114.12
100 · Peoples Sports Authority MM	68,673.24
101 · People's Sports Authority M	219,321.94
102 · People's Sports Authority CVB	115,021.79
103 · People's Wausau Marathon	14,624.99
105 · People's Badger State Games	68,455.38
<b>Total Checking/Savings</b>	<u>537,356.64</u>
<b>Other Current Assets</b>	
110 · N/R Wausau Marathon	7,500.00
<b>Total Other Current Assets</b>	<u>7,500.00</u>
<b>Total Current Assets</b>	<u>544,856.64</u>
<b>TOTAL ASSETS</b>	<b><u>544,856.64</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Other Current Liabilities</b>	
120 · Due to CWVB	392,796.42
240 · Accrued Interest	1,700.47
<b>Total Other Current Liabilities</b>	<u>394,496.89</u>
<b>Total Current Liabilities</b>	394,496.89
<b>Long Term Liabilities</b>	
281 · Disaster Relief Loan	36,306.10
<b>Total Long Term Liabilities</b>	<u>36,306.10</u>
<b>Total Liabilities</b>	430,802.99
<b>Equity</b>	
31500 · Restr. MMB Rollover	157,623.00
32000 · Unrestricted Net Assets	-58,575.40
Net Income	15,006.05
<b>Total Equity</b>	<u>114,053.65</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>544,856.64</u></b>

**Wausau/Central WI CVB  
Profit Loss 2023 Budget vs. 2024**

Wausau Central Wisconsin Conventio & Visitors Bureau  
2024 Proposed Budget Updated 11/05/2023

	<u>CVB</u>	<u>SA</u>	<u>Total</u>	<u>CVB</u>	<u>SA</u>	<u>Total</u>	<u>Total</u>
	<u>YTD 23</u>	<u>YTD 23</u>	<u>Total YTD 23</u>	<u>YTD 24</u>	<u>YTD 24</u>	<u>Total YTD 24</u>	<u>Variance</u>
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
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	12,000.00	0.00	12,000.00	20,000.00	0.00	20,000.00	8,000.00
403 · Gift Sales - Non Taxable	100.00	0.00	100.00	0.00	0.00	0.00	-100.00
405 · Publication & Program Revenue	45,000.00	0.00	45,000.00	38,000.00	0.00	38,000.00	-7,000.00
406 · Partnership Plans	0.00	0.00	0.00	20,000.00	0.00	20,000.00	20,000.00
407 · DTN Income	0.00	0.00	0.00	25,000.00	0.00	25,000.00	25,000.00
410 · Brochure Distribution Service	8,000.00	0.00	8,000.00	9,500.00	0.00	9,500.00	1,500.00
415 · Advertising	3,035.00	0.00	3,035.00	0.00	0.00	0.00	-3,035.00
420 · Sponsorship	0.00	70,000.00	70,000.00	0.00	75,000.00	75,000.00	5,000.00
422A · BSG FS Registrations	0.00	65,000.00	65,000.00	0.00	68,000.00	68,000.00	3,000.00
422 · Registration Fees	0.00	125,000.00	125,000.00	0.00	117,000.00	117,000.00	-8,000.00
430 · Resale/Misc Revenue	20,000.00	30,000.00	50,000.00	10,000.00	18,000.00	28,000.00	-22,000.00
432 · Interest Income	1,000.00	450.00	1,450.00	2,000.00	500.00	2,500.00	1,050.00
434 · Print & Design Income	500.00	0.00	500.00	500.00	0.00	500.00	0.00
435 · Room Tax	615,000.00	0.00	615,000.00	640,000.00	0.00	640,000.00	25,000.00
440 · Sports Authority	0.00	102,000.00	102,000.00	0.00	120,000.00	120,000.00	18,000.00
441 · Grant Revenue	55,000.00	25,000.00	80,000.00	32,000.00	10,000.00	42,000.00	-38,000.00
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	600.00	600.00	0.00	0.00	0.00	-600.00
<b>Total Income</b>	<b>759,635.00</b>	<b>418,050.00</b>	<b>1,177,685.00</b>	<b>797,000.00</b>	<b>408,500.00</b>	<b>1,205,500.00</b>	<b>27,815.00</b>
<b>Gross Profit</b>	<b>759,635.00</b>	<b>418,050.00</b>	<b>1,177,685.00</b>	<b>797,000.00</b>	<b>408,500.00</b>	<b>1,205,500.00</b>	<b>27,815.00</b>
<b>Expense</b>							
499 · Trade Out	0.00	0.00	0.00	0.00	0.00	0.00	0.00
500 · Conference Expenses	5,500.00	3,500.00	9,000.00	12,000.00	5,000.00	17,000.00	8,000.00
534 · Print & Design Expenses	0.00	0.00	0.00	0.00	0.00	0.00	0.00
564 · Participant Supplies	0.00	49,500.00	49,500.00	0.00	40,000.00	40,000.00	-9,500.00
565 · Event Supply	0.00	57,500.00	57,500.00	0.00	42,500.00	42,500.00	-15,000.00
565A · Event Service Fees	0.00	47,000.00	47,000.00	0.00	43,000.00	43,000.00	-4,000.00
565B · Event Facility Fees	0.00	10,500.00	10,500.00	0.00	15,000.00	15,000.00	4,500.00
565C · BSG FS Event Fees	0.00	58,000.00	58,000.00	0.00	63,000.00	63,000.00	5,000.00
566 · Reim. Registration/Contract Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00
567 · Merchandise for resale	3,500.00	4,500.00	8,000.00	5,000.00	0.00	5,000.00	-3,000.00
569 · Property Tax	11,500.00	0.00	11,500.00	0.00	0.00	0.00	-11,500.00
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	14,000.00	6,000.00	20,000.00	5,500.00	7,000.00	12,500.00	-7,500.00
607 · Advertising Expenses	5,000.00	5,000.00	10,000.00	95,000.00	15,000.00	110,000.00	100,000.00
608 · Marketing Expense	90,000.00	15,000.00	105,000.00	65,000.00	5,000.00	70,000.00	-35,000.00
609 · Website	110,000.00	800.00	110,800.00	60,000.00	1,000.00	61,000.00	-49,800.00
612 · Grant Expense	0.00	45,000.00	45,000.00	0.00	60,000.00	60,000.00	15,000.00
675 · Tourism Research Exp	0.00	0.00	0.00	0.00	0.00	0.00	0.00
705 · Computer & Software Expense	8,000.00	1,000.00	9,000.00	8,200.00	2,000.00	10,200.00	1,200.00
707 · Legal & Accounting	13,500.00	2,500.00	16,000.00	14,500.00	4,000.00	18,500.00	2,500.00
708 · Dues & Subscriptions	8,000.00	2,500.00	10,500.00	14,500.00	3,500.00	18,000.00	7,500.00

**Wausau/Central WI CVB  
Profit Loss 2023 Budget vs. 2024**

	CVB	SA	Total	CVB	SA	Total	Total
	YTD 23	YTD 23	Total YTD 23	YTD 24	YTD 24	Total YTD 24	Variance
709 · Miscellaneous Exp	0.00	0.00	0.00	0.00	0.00	0.00	0.00
710 · Office Expense	7,000.00	2,000.00	9,000.00	8,000.00	2,500.00	10,500.00	1,500.00
712 · Visitors Magazine Expense	70,000.00	0.00	70,000.00	45,000.00	0.00	45,000.00	-25,000.00
715 · Bank & Credit Card Fees	1,500.00	4,500.00	6,000.00	2,000.00	5,200.00	7,200.00	1,200.00
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	4,000.00	5,500.00	9,500.00	4,500.00	5,500.00	10,000.00	500.00
721 · Seminars & Training	0.00	0.00	0.00	2,000.00	2,000.00	4,000.00	4,000.00
722 · Repairs & Maint	5,000.00	0.00	5,000.00	2,500.00	0.00	2,500.00	-2,500.00
730 · Health Insurance	39,900.00	0.00	39,900.00	43,500.00	0.00	43,500.00	3,600.00
732 · Meals & Entertainment	3,500.00	2,500.00	6,000.00	4,900.00	2,500.00	7,400.00	1,400.00
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	0.00	0.00	0.00	0.00
755 · Telephone Expense	3,600.00	500.00	4,100.00	4,200.00	600.00	4,800.00	700.00
756 · Equipment Lease	2,500.00	0.00	2,500.00	2,500.00	0.00	2,500.00	0.00
760 · Postage	4,000.00	2,500.00	6,500.00	4,700.00	2,800.00	7,500.00	1,000.00
770 · Rent /Storage Expense	10,500.00	2,000.00	12,500.00	17,500.00	2,000.00	19,500.00	7,000.00
771 · Parking Permit	0.00	0.00	0.00	0.00	0.00	0.00	0.00
772 · Utilities	14,000.00	0.00	14,000.00	0.00	0.00	0.00	-14,000.00
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	245,000.00	61,000.00	306,000.00	292,000.00	66,500.00	358,500.00	52,500.00
809 · Employee Benefits	10,200.00	0.00	10,200.00	10,200.00	0.00	10,200.00	0.00
810 · Payroll Taxes	20,500.00	3,200.00	23,700.00	29,200.00	3,500.00	32,700.00	9,000.00
811 · Retirement Plan	10,000.00	0.00	10,000.00	8,760.00	2,000.00	10,760.00	760.00
812 · Interest Expense Building	13,700.00	0.00	13,700.00	0.00	0.00	0.00	-13,700.00
813 · EIDL Interest Payment	4,500.00	1,110.00	5,610.00	5,000.00	1,200.00	6,200.00	590.00
890 · Penalty	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total Expense</b>	<b>756,400.00</b>	<b>398,610.00</b>	<b>1,155,010.00</b>	<b>784,160.00</b>	<b>407,800.00</b>	<b>1,191,960.00</b>	<b>36,950.00</b>
<b>Profit/Loss</b>	<b>3,235.00</b>	<b>19,440.00</b>	<b>22,675.00</b>	<b>12,840.00</b>	<b>700.00</b>	<b>13,540.00</b>	<b>-9,135.00</b>
284 · EIDL Loan Payment	4,000.00	1,000.00	5,000.00	0.00	0.00	0.00	-5,000.00
285 · N/P Building - Incredible Bank	0.00	0.00	11,450.00	0.00	0.00	0.00	-11,450.00
975 · Depreciation Expense	7,772.00	0.00	7,772.00	13,687.00	0.00	23,000.00	15,228.00
<b>Total Expense</b>	<b>768,172.00</b>	<b>399,610.00</b>	<b>1,179,232.00</b>	<b>797,847.00</b>	<b>407,800.00</b>	<b>1,214,960.00</b>	<b>35,728.00</b>
<b>Net Profit/Loss after Depreciation</b>	<b>-8,537.00</b>	<b>18,440.00</b>	<b>-1,547.00</b>	<b>-847.00</b>	<b>700.00</b>	<b>-9,460.00</b>	<b>-7,913.00</b>





Wisconsin's Leader in Sports, Events & Tourism

## GRANT APPLICATION

Event/Tournament Name:	BADGER STATE GAMES PeeWee A/B TOURNAMENT
Event Dates:	FEBRUARY 16 - 18, 2024
Local Organizing Committee:	Wausau Youth Hockey
Tax or EIN #:	39-1395615
Contact Person:	Brandon Schroder
Address:	135914 Cty Rd U, Marathon, WI 54448
Phone Day/Cell:	715-551-3826
Email:	<a href="mailto:brandon.schroder@gmail.com">brandon.schroder@gmail.com</a>
Amount Requested:	\$1500.00

### DESCRIPTION OF EVENT

WYH hosts a 16-team hockey tournament that brings in teams from all over the state to compete in a 3-day event. We split the pool of competition between 8 A-level and 8-B level teams. Receiving this grant money will help offset the costs of ice time and referees which cost roughly \$6,000 for ice and \$2,000 for referees.

**Teams, besides WYH WarJacks, attending the tournament include:**

#### PeeWee A Teams

- Ozaukee
- River Falls
- Sun Prairie
- Middleton
- DePere
- Arrowhead
- Barron/Chetek/Cumberland

#### PeeWee B Teams

- Sun Prairie
- Arrowhead
- Burnett
- Barron/Chetek/Cumberland
- M&M Thunder
- Menomonie
- Verona

### EVENT HISTORY

Wausau Youth Hockey has proudly hosted this hockey tournament since 2016. We once again have filled this tournament and hope for a weekend of great competition.



Wisconsin's Leader in Sports, Events & Tourism

**EVENT INFORMATION**

Proposed Event Location/Facility:	Marathon Park Ice Arena
Has the facility been secured?	YES
Number of Teams Expected:	YES
Number of Participants Expected:	240
# Of Teams/Participants from outside 90 Miles:	14 teams will travel outside 90 miles
Estimated Number of Family & Friends per participant:	5-10
Number of local teams:	2 Wausau teams
Number of local participants:	28

**HOTEL INFORMATION**

Has contact been made with any area hotels? Yes

If so, who? Holiday Inn & Suites, Best Western, Hampton Inn, Country Inn and Suites

If not, can the CVB assist with securing your hotel accommodations? We have a link to the CVB Wausau area hotels on our webpage.

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

Date					2/16/24	2/17/24	
Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Rooms					100	175	

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



## Wisconsin's Leader in Sports, Events & Tourism

### POLICIES AND PROCEDURES

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

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

### Additional Criteria for Applicants to note:

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

### Application Acknowledgement

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

Event Representative: Brandon Schroder, Tournament Director

Printed Name: Brandon Schroder

Date: 11.8.23



Wisconsin's Leader in Sports, Events & Tourism

## GRANT APPLICATION

Event/Tournament Name:	BADGER STATE GAMES SQUIRT A/B TOURNAMENT
Event Dates:	JANUARY 5-7, 2024
Local Organizing Committee:	WAUSAU YOUTH HOCKEY
Tax or EIN #:	39-1395615
Contact Person:	Brandon Schroder
Address:	135914 Cty Rd U, Marathon, WI 54448
Phone Day/Cell:	715.551.3826
Email:	<a href="mailto:BRANDONSCHRODER@GMAIL.COM">BRANDONSCHRODER@GMAIL.COM</a>
Amount Requested:	\$1500.00

### DESCRIPTION OF EVENT

WYH hosts a 16-team hockey tournament that brings in teams from all over the state to compete in a 3-day event. We split the pool of competition between 8 A level and 8 B level teams. Receiving this grant money will help offset the costs of ice time and referees which cost roughly \$6,000 for ice and \$2,000 for referees. **Teams, besides WYH WarJacks, attending the tournament include:**

#### SQUIRT A Teams

- Elmbrook
- Sheboygan

#### SQUIRT B Teams

- Waupun
- Manitowoc
- 10U Vipers
- Lakeland
- McFarland
- Green Bay Bobcat

### EVENT HISTORY

Wausau Youth Hockey has proudly hosted this hockey tournament since 2016. While this tournament is not full yet, we are anticipating filling the tournament. For most associations, teams were formed about 2 weeks ago and we are in contact with many about joining this fun weekend of hockey.



Wisconsin's Leader in Sports, Events & Tourism

**EVENT INFORMATION**

Proposed Event Location/Facility:	Marathon Park Ice Arena
Has the facility been secured?	YES
Number of Teams Expected:	YES
Number of Participants Expected:	240
# Of Teams/Participants from outside 90 Miles:	8 teams will travel outside 90 miles; anticipate adding more teams
Estimated Number of Family & Friends per participant:	5-10
Number of local teams:	2 Wausau teams
Number of local participants:	30

**HOTEL INFORMATION**

Has contact been made with any area hotels? Yes

If so, who? Holiday Inn & Suites, Best Western, Hampton Inn, Country Inn and Suites

If not, can the CVB assist with securing your hotel accommodations? We have a link to the CVB Wausau area hotels on our webpage.

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

Date					1/5/24	1/6/24	
Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Rooms					100	175	

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



## Wisconsin's Leader in Sports, Events & Tourism

### POLICIES AND PROCEDURES

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### Additional Criteria for Applicants to note:

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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
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Event Representative: Brandon Schroder, Tournament Director

Printed Name: Brandon Schroder

Date: 11.8.2023



Wisconsin's Leader in Sports, Events & Tourism

## GRANT APPLICATION

Event/Tournament Name:	BADGER STATE GAMES SQUIRT C / PEE WEE C TOURNAMENT
Event Dates:	FEBRUARY 23-25, 2024
Local Organizing Committee:	WAUSAU YOUTH HOCKEY
Tax or EIN #:	39-1395615
Contact Person:	Brandon Schroder
Address:	135914 Cty Rd U, Marathon, WI 54448
Phone Day/Cell:	715.551.3826
Email:	<a href="mailto:BRANDONSCHRODER@GMAIL.COM">BRANDONSCHRODER@GMAIL.COM</a>
Amount Requested:	\$1500.00

### DESCRIPTION OF EVENT

WYH hosts a 16-team hockey tournament that brings in teams from all over the state to compete in a 3-day event. We split the pool of competition between 8 A level and 8 B level teams. Receiving this grant money will help offset the costs of ice time and referees which cost roughly \$6,000 for ice and \$2,000 for referees.

Teams, besides WYH WarJacks, attending the tournament include:

#### SQUIRT C Teams

#### PEEWEE C Teams

<ul style="list-style-type: none"><li>• Middleton</li><li>• Ozaukee</li><li>• River Valley</li><li>• Winter Club</li><li>• DePere</li><li>• Everest</li><li>• Superior</li></ul>	<ul style="list-style-type: none"><li>• Waukesha</li><li>• Ironwood</li><li>• SHAW</li><li>• Jr Warbirds</li><li>• River Valley</li><li>• Janesville</li><li>• Madison Patroits</li></ul>
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### EVENT HISTORY

Wausau Youth Hockey has proudly hosted this hockey tournament since 2016. We have a full tournament and are looking forward to a great weekend of hockey.



Wisconsin's Leader in Sports, Events & Tourism

**EVENT INFORMATION**

Proposed Event Location/Facility:	Marathon Park Ice Arena
Has the facility been secured?	YES
Number of Teams Expected:	YES
Number of Participants Expected:	240
# Of Teams/Participants from outside 90 Miles:	13 teams will travel outside 90 miles
Estimated Number of Family & Friends per participant:	5-10
Number of local teams:	2 Wausau teams
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**HOTEL INFORMATION**

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If not, can the CVB assist with securing your hotel accommodations? We have a link to the CVB Wausau area hotels on our webpage.

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

Date					2/23/24	2/24/24	
Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Rooms					100	175	

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





## Wisconsin's Leader in Sports, Events & Tourism

### POLICIES AND PROCEDURES

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

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

### Additional Criteria for Applicants to note:

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

### Application Acknowledgement

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

Event Representative: Brandon Schroder, Tournament Director

Printed Name: Brandon Schroder

Date: 11.8.2023



Wisconsin's Leader in Sports, Events & Tourism

## GRANT APPLICATION

Event/Tournament Name:	BADGER STATE GAMES BANTAM A/B TOURNAMENT
Event Dates:	January 26-28, 2024
Local Organizing Committee:	Wausau Youth Hockey
Tax or EIN #:	39-1395615
Contact Person:	Brandon Schroder
Address:	135914 Cty Rd U, Marathon, WI 54448
Phone Day/Cell:	715-551-3826
Email:	brandon.schroder@gmail.com
Amount Requested:	\$1500.00

### DESCRIPTION OF EVENT

WYH hosts a 16-team hockey tournament that brings in teams from all over the state to compete in a 3-day event. We split the pool of competition between 8 A-level and 8-B level teams. Receiving this grant money will help offset the costs of ice time and referees which cost roughly \$6,000 for ice and \$2,600 for referees.

Teams, besides WYH WarJacks, attending the tournament include:

Bantam A Teams	Bantam B Teams
<ul style="list-style-type: none"> <li>• Middleton</li> <li>• Sun Prairie</li> <li>• WCYHA</li> <li>• Arrowhead</li> <li>• Verona</li> <li>• SHAW</li> <li>• Tomahawk</li> </ul>	<ul style="list-style-type: none"> <li>• Middleton</li> <li>• Sun Prairie</li> <li>• Hayward</li> <li>• Superior</li> <li>• Verona</li> <li>• Janesville</li> <li>• Fond du Lac</li> </ul>

### EVENT HISTORY

Wausau Youth Hockey has proudly hosted this hockey tournament since 2016. We once again have filled this tournament and hope for a weekend of great competition.



Wisconsin's Leader in Sports, Events & Tourism

**EVENT INFORMATION**

Proposed Event Location/Facility:	Marathon Park Ice Arena
Has the facility been secured?	YES
Number of Teams Expected:	YES
Number of Participants Expected:	240
# Of Teams/Participants from outside 90 Miles:	13 teams will travel outside 90 miles
Estimated Number of Family & Friends per participant:	5-10
Number of local teams:	2 Wausau teams
Number of local participants:	28

**HOTEL INFORMATION**

Has contact been made with any area hotels? Yes

If so, who? Holiday Inn & Suites, Best Western, Hampton Inn, Country Inn and Suites

If not, can the CVB assist with securing your hotel accommodations? We have a link to the CVB Wausau area hotels on our webpage.

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

Date					1/26/24	1/27/24	
Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Rooms					100	175	

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



## Wisconsin's Leader in Sports, Events & Tourism

### POLICIES AND PROCEDURES

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

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### 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
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  - 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

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Event Representative: Brandon Schroder, Tournament Director

Printed Name: Brandon Schroder

Date: 11.8.23



Wisconsin's Leader in Sports, Events & Tourism

## GRANT APPLICATION

Event/Tournament Name:	BADGER STATE GAMES U10 A/B TOURNAMENT
Event Dates:	JANUARY 19-21, 2024
Local Organizing Committee:	WAUSAU YOUTH HOCKEY
Tax or EIN #:	39-1395615
Contact Person:	Brandon Schroder
Address:	135914 Cty Rd U, Marathon, WI 54448
Phone Day/Cell:	715.551.3826
Email:	<a href="mailto:BRANDONSCHRODER@GMAIL.COM">BRANDONSCHRODER@GMAIL.COM</a>
Amount Requested:	\$1500.00

### DESCRIPTION OF EVENT

WYH hosts a 16-team hockey tournament that brings in teams from all over the state to compete in a 3-day event. We split the pool of competition between 8 A level and 8 B level teams. Receiving this grant money will help offset the costs of ice time and referees which cost roughly \$6,000 for ice and \$2,000 for referees. **Teams, besides WYH WarJacks, attending the tournament include:**

#### U10 Girls A Teams

- Elmbrook
- Hudson
- Madison Dragons
- Sauk Monkeys
- Fox River Freeze

#### U10 Girls B Teams

- Elmbrook
- Hudson
- Chippewa Valley
- Cooper Country
- Sauk Monkey
- Fox River Freeze

### EVENT HISTORY

Wausau Youth Hockey has proudly hosted this hockey tournament since 2016. This is the first time we have hosted a specific Girls hockey tournament. While this tournament is not full yet, we are anticipating filling the tournament. For most associations, teams were formed about 2 weeks ago and we are in contact with many about joining this fun weekend of hockey.



Wisconsin's Leader in Sports, Events & Tourism

**EVENT INFORMATION**

Proposed Event Location/Facility:	Marathon Park Ice Arena
Has the facility been secured?	YES
Number of Teams Expected:	YES
Number of Participants Expected:	240
# Of Teams/Participants from outside 90 Miles:	11 teams will travel outside 90 miles; anticipate adding more teams
Estimated Number of Family & Friends per participant:	5-10
Number of local teams:	2 Wausau teams
Number of local participants:	30

**HOTEL INFORMATION**

Has contact been made with any area hotels? Yes

If so, who? Holiday Inn & Suites, Best Western, Hampton Inn, Country Inn and Suites

If not, can the CVB assist with securing your hotel accommodations? We have a link to the CVB Wausau area hotels on our webpage.

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Rooms					100	175	

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



## Wisconsin's Leader in Sports, Events & Tourism

### POLICIES AND PROCEDURES

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Event Representative: Brandon Schroder, Tournament Director

Printed Name: Brandon Schroder

Date: 11.8.2023

**CVB Board Policy Handbook - working document 07/20/23**

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Appendix Documents:

Bylaws - Articles of Incorporation (current by laws)  
Code of Ethics/Conduct Policy  
Board Job Description  
Executive Director Job Description  
Succession Planning



## **CVB Board Policy Handbook - working document 07/20/23**

### **Intro: General Description of Board of Directors**

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

The CVB's vision is to be the premiere tourism marketing organization developing the greater Wausau Region as an outstanding destination.

The Board of Directors of the CVB is fundamentally responsible to provide oversight on the fulfillment of the organization's mission to the region. The Board sets policy and direction, provides financial oversight, and supports the generation of adequate resources to carry out its mission.

This Policy Handbook serves to facilitate active and accountable governance of CVB, as well as compliance of all applicable legal requirements.

CVB is governed by a comprehensive set of by-laws, which are reviewed annually by the Board of Directors for effective governance and compliance to relevant law. This handbook serves as a guide for implementation of the Bylaws, as well as a handbook for Board practice and function. The handbook regularizes best practices for continuity and succession planning for Board and executive leadership, and serves as a guide for new Board member orientation.

The Board of Directors shall create a working group who will review the Bylaws and this Board Policy Handbook annually. The working group will review and recommend any appropriate changes related to: legal and regulatory requirements, changes in board governance, and to maintain best practice standards in October of each year during a special meeting. Any and all changes shall be communicated to the Board of Directors within a reasonable time for the Board of Directors to review and approve at their November meeting. If there is a conflict or inconsistency between the Bylaws and the Board Policy Handbook, the provision of Bylaws shall supersede the Handbook.

### **Role and Function of Board of Directors**

The Board of Directors leads the CVB in fulfilling its mission of providing resources, marketing, and leading strategic cooperation with other organizations, and fosters excellent visitor experiences, positioning our region as a destination community.

Composed of leaders from municipalities in contract with the CVB, lodging & tourism organizations, and at-large members who have a vested interest in the CVBs mission, board members bring their unique perspective on economic, business, visitor, resident, policy and philanthropic trends to drive CVBs strategy and development. Board members also give their unique professional skills to provide technical assistance to CVB; advise staff on legal and compliance issues, business development, policy development and work directly with CVB community clients.

Board members should be enthusiastic supporters of CVB, making connections and introductions to generate financial support, partnerships, job opportunities, and new leadership within their businesses, municipalities, professional and personal networks.

The Board of Directors works closely with the management of CVB. All corporate powers are exercised by the Board or through the delegated authority of an administrative or standing committee which, pursuant of the Bylaws, has the authority of the Board. Such committees of the Board are subject to the ultimate **direction** of the Board of Directors. Project committees do not have the authority of the Board, except to make recommendations to the Board directly, and otherwise assist the Board in carrying out its responsibilities.

**Commented [JP1]:** This paragraph does not read correctly

The Board of Directors has the fundamental responsibility of overseeing CVBs fulfillment of its mission to the community. To this end, the Board sets direction for the organization, provides financial oversight, establishes policy, and ensures the CVB's resources for carrying out its mission.

### **Board of Director Expectations**

- Embrace, articulate and promote the CVB mission; vision and outcomes.
- Make generous personal contributions to CVB, securing business, non-profit and municipal support that benefits the CVB.
- Fully understand CVB programs, budgets, and financial statements.
- Serve as an advocate and ambassador for CVB in regards to funding, employment opportunities, community relations, and new partnership and program development.
- Fully participate in board meetings and strategy sessions. The minimum number of meetings over one year shall be five.

## **CVB Board Policy Handbook - working document 07/20/23**

- Promote and participate in CVB initiatives and events on a regular basis.
- Participate in at least one board committee, through active attendance, preparation, timely and substantive questions and analysis, and special projects and tasks.
- Provide technical assistance to CVB staff in areas of professional expertise.
- Comply with all Board Bylaws, code of ethics and guidelines set by public funding sources and state accreditations.

### **Core Functions of the Board of Directors**

#### Strategic Planning and performance evaluation

The Board of Directors engages in a regular strategic planning process which analyzes economic, demographic, and policy trends and develops strategies that hone and deepen CVBs impact. The Board works with staff to evaluate program performance and continually improve service performance and impact.

#### Fiscal Oversight

The Board ensures that resources are managed in a fiscally sound and responsible manner. The Board establishes and monitors the CVBs annual budget, sets financial and personnel policies, reviews financial performance, engages auditors, and establishes investment policies.

#### Selection and support of Executive Leadership

The Board selects the Executive Director and evaluates executive leadership with continuous informal feedback and formal annual evaluations. The Board supports a strong executive leadership team to ensure CVB services and operational success and plans for executive transition through long-range and emergency succession planning.

#### Board Development

The Board of Directors works to ensure a committed, dynamic, diverse and effective board of directors. This is done by active recruitment and cultivation of individuals with the skills and connections CVB needs. The Board provides information and training to develop and inspire members, as well as to assess its own performance and the participation of individual board members regularly.

### **Nomination and Election of Directors of the Board**

#### **Number of Board Members and Summary of Board Terms**

The CVB Bylaws authorize a minimum of three (3) and a maximum of eighteen (18) Directors. Members of the Board of Directors shall be elected for a two (2) year term. The Board is prohibited from seating anyone personally compensated by CVB for services rendered within the previous 12 months or any brother, sister, spouse or relative-in-law of such person.

On an annual basis, a working group appointed by the Board of Directors, cooperating with the Secretary shall evaluate the skills and affiliations needed by the Board for the following fiscal year, after determining the number of Board members who will be termed out and otherwise not returning, and conduct new Board member recruiting efforts.

#### **Board Director Nominations and Election**

The Board is responsible for the Board recruitment process with support from the Executive Director.

#### **Annual Assessment of Board Composition**

- *Returning Board Members.* The Board working group confirms that Board members whose terms are expiring intend to run for re-election.
- *Strategic Board Planning.* The Board working group, on an annual basis, assesses the skills, connections and affiliations of current Board members and analyzes gaps and then sets priorities for Board recruitment, to support CVBs mission.

#### **Resignation, Removal and Vacancies**

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 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.

## **CVB Board Policy Handbook - working document 07/20/23**

### **Officers**

**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 Board.

**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.

### **Responsibilities of All Officers**

- Coordinate the full board's review of the CEO's performance and compensation
- Serve as a smaller sounding board for the CEO
- Focus the board's work
- Set goals and develop agenda
- Coordinate the work of the full board

### **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.

The job of the Chair is, primarily, to maintain the integrity of the board's process. The Chair "manages the board." The Chair is the only board member authorized to speak for the board, other than in rare and specifically board-authorized instances. The Chair ensures that the board behaves consistent with its own rules and those legitimately imposed upon it from outside the organization. Meeting discussion content will be those issues that, according to board policy, clearly belong to the board to decide, not staff. The authority of the Chair consists only in making decisions on behalf of the board that fall within and are consistent with any reasonable interpretation of board policies in Parts III and IV of this BPM. The Chair has no authority to impose policies beyond policies created by the board. Therefore, the Chair has no authority to supervise or direct the Executive Director's work, but is expected to provide counsel.

### **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.

## **CVB Board Policy Handbook - working document 07/20/23**

### **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.

### **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 generate a bimonthly financial report to be made to the Board and shall coordinate 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.

### **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.

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. After a second missed meeting, the Secretary shall give notice of accrued absences and potential automatic board termination. Attendance via Video Conferencing is acceptable.

### **Quorum, Voting**

#### **Number of Votes**

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.

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 take 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 a 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.

### **Committees**

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. 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 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 ExOfficio member of all committees. Committees shall consist of at least 3 members.

Executive Committee: The Executive Committee shall consist of the President, Vice President, Treasurer and Secretary 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.

The Executive Committee is **not** authorized to make decisions with respect to the following matters:

1. Dissolve the corporation
2. Hire or fire the chief executive
3. Enter into major contracts or sue another entity
4. Make significant changes to a board-approved budget
5. Adopt or eliminate major programs
6. Buy or sell property
7. Amend the Bylaws
8. Change any policies the board determines must be changed only by the board

### **Emails Constitute Writings**

Any notice or other communication required or permitted under this Agreement shall be in writing and shall be given by electronic delivery.

Parties agree that notices provided to the other related to the Agreement will be valid if sent by email to the authorized address (notwithstanding any failure of the recipient's email system, spam filters or similar impediments) or regular U.S. mail as set forth in the Agreement or in the account. Emails constitute writings and electronic facsimiles of original signatures constitute written approval for purposes of the Agreement.

### **Records, Reports, Inspection, Access to Staff**

## **CVB Board Policy Handbook - working document 07/20/23**

- Records are kept at CVB offices.
- Accounting Records and Reports kept at CVB offices.
- Any board member may inspect books, reports, records in reasonable time.
- Audit Report within 120 days of close of fiscal year.

### **Access to Staff**

- The Board of Directors encourages open communication to the Executive Director.
- CVB management team participates in all Board meetings and Executive Committee Meetings.
- Other CVB staff participate when needed and when invited.
- Executive management also supports Board efforts and committees, working with chairs.
- Board members are welcome to contact Executive management staff directly any time.

### **Risk Management**

#### **Reserve Fund Policy**

The Board of Directors recognizes that it is heavily reliant on revenue sources that are variable and beyond its control, but must still provide and deliver marketing and promotional services as well as visitor services to ensure economic growth and opportunity in the Greater Wausau Area.

In order to consistently deliver these services, and provide for stability in planning and budgeting, the Board of Directors will maintain adequate reserve funds to protect against unforeseen events, periodic economic swings or severe economic downturns, as well as emergency or natural disaster expenses that require immediate action, including the expenditure of non-budgeted funds.

#### **Reserve Fund Goal Policy Statement**

Through membership dues, room tax dollars, program fees and other sources of revenue, the organization's goal is to maintain a reserve fund that, at a minimum, is equivalent to three months of marketing and operating expenses based on the average monthly expenditures in a given year. The Board shall review the fund balance and set risk goals annually during the succeeding year's budgeting process to ensure the appropriate balance is maintained. Annual recommendations to increase or decrease the Reserve Fund shall be made by the Board and presented for authorization and approval. The Reserve Fund shall be used for two purposes:

1. **Emergency:** The Emergency purpose is intended to be used only in the event of a natural or economic disaster or unforeseen catastrophic events that require immediate action, including the expenditure of non-budgeted funds. Emergency funds shall not be used for the purpose of meeting operating shortfalls or to fund new programs or personnel.
2. **Economic Stabilization:** The Economic Stabilization purpose is intended to be used to reduce the impact of revenue fluctuations and declining revenue growth due to economic downturns. The Economic Stabilization funds can be used to continue high priority services that cannot be funded by current revenues.



## **CVB Board Policy Handbook - working document 07/20/23**

The Executive Committee, including the Executive Director of CVB, shall make the initial assessment that a situation exists which requires the expenditure of money from the Reserve Fund. By a two thirds majority vote of the Board, a recommendation may be made to authorize and approve the expenditure of Reserve Funds. The Board of Directors must then approve the transfer of Reserve Funds to the general budget by a two thirds (2/3) majority vote (of those present). The Executive Committee and the Executive Director must also provide the Board of Directors with an acceptable plan to replenish the funds removed from the Reserve Fund.

### **Fiscal Oversight/ Business Practices**

#### **Financial Management**

#### **FINANCIAL OVERSIGHT**

The accounting policies and procedures currently in use at the Organization are to ensure that the financial statements conform to generally accepted accounting principles; assets are safeguarded; guidelines of grantors and donors are complied with; and finances are managed with accuracy, efficiency, and transparency. All Organization's staff with a role in the management of fiscal and accounting operations are expected to comply with these accounting policies and procedures.

#### **Division of Responsibilities**

##### **Board of Directors**

1. Reviews and approves the annual budget
2. Reviews and approves the periodic financial reports and annual audited financial statements
3. The Executive Director, Director of Operations, the Treasurer and designated members of the Board of Directors are authorized signers on the bank accounts.
4. Approves recommended contracts with the organization auditors.
5. Approves the annual Return for Organization Exempt from Income Tax (IRS Form 990)

##### **Executive Director**

1. Sees that an appropriate budget is developed annually and ensures that the operational expenditures within the budget are maintained in the current year
2. Responsible for employee compensation and performance management
3. Approves and signs all issued checks and is signatory for all bank accounts
4. Manages and signs for all contracts that are included in the current year budget
5. Reviews and approves all grant submissions and all grant program expenditures
6. Oversees the adherence to all internal controls
7. Reviews and approves all reimbursements and fund requests

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### Executive Committee

1. Reviews and approves all contracts that are not included in the current year budget
2. Reviews and approves all non-budgeted expenditures that are not included in the current year budget
3. Reviews Executive Director's performance annually and establishes the salary
4. The Chair approves and signs all Executive Director expense reimbursement checks.  
(Currently done by Director of Operations)

### Finance Committee

1. Review annually an operating budget proposal by management for the next fiscal year to be approved by the Board
2. Reviews and advises staff on internal controls and accounting policies and procedures
3. Monitors and makes recommendations for asset retirement and replacement
4. Reviews and approves monthly and year-end financial reports
5. Reviews the general ledger on a periodic basis for any unusual transactions
6. Oversees capital expenditures for proper depreciation of items purchased with a value or cost of one thousand dollars or more.
7. Recommends the appointment with the auditor's retention, engagement and scope of the annual audit and tax return obligations. Also coordinates and assists with the auditing activities.
8. Oversees the annual Return for Organization Exempt from Income Tax (IRS Form 990). The return will be presented to the Board of Directors for their review and approval.
9. Oversees the financial performance objectives and benchmarks

### **Budgetary Control**

A budget is always prepared for the future and hence there may be a variation between the budgeted results and actual results. Budgetary control is established by the comparison between the budgeted and actual results. Any differences (variances) are made the responsibility of the Executive Director and the Executive Committee who investigate and take appropriate action so that the deviations will not repeat in the future or revise the original budget.

### **Audit**

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. Additional audits required by state or federal agencies will be administered as needed.

### **Delegation of Authority to Executive Director for Disbursements and Contracts**

The Board's role is through high level policy to provide direction for the organization regarding its Vision, Mission, Values, executive limitations and outcome expectations. It is the role of the Executive Director to develop and implement administrative policies which determine how the organization's work will be accomplished consistent with the Board policies.

The Board of Directors delegates authority to the Executive Director, the President of the Board to execute contracts or other instruments that do not obligate the corporation to expend the lesser of an amount over 25% of annual budget or \$25,000 and which are not longer than one

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(1) year in duration. No deed, mortgage bond, contract or other instruments which exceed the aforementioned amount shall be executed until the Board has approved its execution.

### **Planning and Oversight**

#### **Strategic Planning**

The Board is always expected to think strategically. The Executive Director is expected to work in conjunction with the board to create a strategic plan, update it as necessary, link major activities in the plan to the relevant sections of the Board policies.

### **Conflict of Interest/Ethical Code of Conduct**

Conflict of Interest.

Each director shall review and sign the Corporation's Code of Conduct and Conflict of Interest statement annually and disclose to the Board of Directors any duality of interest or possible conflict of interest whenever the duality or conflict pertains to a matter being considered by the Board.

(b) Any director having duality of interest or conflict of interest on any matter shall abstain from voting on the matter and shall not be counted in determining the quorum for the vote on the matter. In addition, he or she shall not use his or her personal influence on the matter, but may briefly state his or her position on the matter and may answer pertinent questions from other directors since his or her knowledge may be of great assistance.

(c) The minutes of the meeting involving any such situation shall reflect that a disclosure was made, the abstention from voting, and the quorum situation.

(d) If a director is uncertain as to whether he or she has a duality or conflict of interest which requires abstention, or if a director asserts that another director has such a duality or conflict, the Board, by majority vote of those present other than the director having the possible conflict, shall decide whether abstention is required. If so, the director will be deemed to have abstained.

(e) No purchase involving \$5,000 or more from any director or any entity of which the director is an officer, director, partner or owner shall be made without prior approval of the Board of Directors, provided, however, that if an expenditure is authorized in a previously approved budget and provided further that such expenditure is at fair market value or upon more favorable terms to the Corporation, the fact that a director is an officer, director, partner or owner of such entity shall not necessitate additional Board of Director approval.

(f) A director may not take any action on behalf of the Corporation which would bind the Corporation to a legal commitment with a third party unless there is prior Board approval

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for said action.

(g) 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.

### **Annual Review of Bylaws and Board Policies and Practices**

The board shall review their policies on an annual basis. It's important to conduct an annual review of policies so that the organization remains in legal compliance and avoids liability issues.

The annual review process will include review of:

- Mission, vision, and critical action statements
- Strategic Plan
- Board of Directors Handbook
- Recruiting board members
- Board orientation and onboarding
- Board training and development
- Board attendance
- Board term limits
- Board chair and officer descriptions
- Organizational chart
- Committee charters
- Review of bylaws
- Executive director review process
- Board of director self-evaluation process
- Updating the board calendar
- Program Planning
- Information Management
- Human Resources
- Volunteers
- Finances
- Communication Policies
- Insurance
- Legal
- Facility Policies

**Executive Leadership Development, Evaluation and Compensation**

The Board of Directors and Management team is encouraged to become educated on topics regarding the Destination Marketing Industry, especially best practice, new trends and information that will assist the CVB in maximizing its effectiveness and influence.

In addition to annual reviews of the board, each board member should take an annual self-evaluation survey in order to gauge individual effectiveness.

The Executive Director shall be reviewed by the Executive Committee in December annually. The committee shall refer to the six core competencies of Planning, Revenue, Administration, Board Relations, Communications / Public Relations, and Financial Management correlated with the Objectives and Critical Actions set forth by the Board of Directors.

Compensation shall be based on performance, best practice, comparable DMO & CVB markets and other factors. Other incentives may be set forth after review is completed such as bonuses, contract, pay and benefit increases or other factors.

## **Wausau/Central Wisconsin Convention & Visitors Bureau Board Member Job Description**

Acts as a voting member of Wausau/Central Wisconsin Convention & Visitors Bureau Board of Directors with full authority and responsibility to develop policies, procedures and regulations for the governance of the Bureau; assists with the monitoring of the Bureau's financial health, programs and overall performance; provides the Executive Director with resources to meet the needs of those the Bureau serves.

### Responsibilities:

- Attends all Board meetings (5 per year) and activities, including special events and Board retreats (1 per year).
- Becomes knowledgeable about the Bureau.
- Prepares for and contributes to Board meetings by being well-informed on agenda issues and expressing his/her point-of-view.
- Openly considers others' points-of-view and makes constructive suggestions to help the Board make decisions that benefit those who the Bureau serves.
- Serves on committees or task forces as needed.
- Represents the Bureau to individuals, the public and other organizations.
- Assumes Board leadership roles when asked.
- Keeps the Executive Director informed about any concerns the community has expressed.

### Terms (taken from revised\*\* Wausau/Central Wisconsin Convention & Visitors Bureau By-Laws):

Term and Term-Limits. Directors will be elected to serve a two (2) year term after which they are eligible to serve two (2) consecutive two (2) year terms.

A director may not serve more than three (3) consecutive (2) year terms.

Following a period of absence acceptable to the Board, a former director may be re-elected to the Board. If a director is serving as Chair or Immediate Past Chair when their director term expires, they may continue to serve the remainder of their committed time as an officer (2 years for Chair and 2 years for Immediate Past Chair).

\*\*Currently this is in the by-laws:

**(Section 2. b. Terms.** Members of the Board of Directors shall be elected for a two (2) year term.)

## Wausau/Central Wisconsin Convention & Visitors Bureau Annual Affirmation of Compliance and Disclosure Statement

I have received and carefully read the Conflict of Interest Policy for board members, staff and volunteers of **Wausau/Central Wisconsin Convention & Visitors Bureau** and have considered not only the literal expression of the policy, but also its intent. By signing this affirmation of compliance, I hereby affirm that I understand and agree to comply with the Conflict of Interest Policy. I further understand that **Wausau/Central Wisconsin Convention & Visitors Bureau** is a charitable organization and that in order to maintain its federal tax exemption it must engage primarily in activities which accomplish one or more of its tax-exempt purposes. Except as otherwise indicated in the Disclosure Statement and attachments, if any, below, I hereby state that I do not, to the best of my knowledge, have any conflict of interest that may be seen as competing with the interests of **Wausau/Central Wisconsin Convention & Visitors Bureau**, nor does any relative or business associate have such an actual or potential conflict of interest. If any situation should arise in the future which I think may involve me in a conflict of interest, I will promptly and fully disclose the circumstances to the President of the Board of Directors of **Wausau/Central Wisconsin Convention & Visitors Bureau** or to the Executive Director, as applicable. I further certify that the information set forth in the Disclosure Statement and attachments, if any, is true and correct to the best of my knowledge, information and belief.

\_\_\_\_\_  
Name (Please print)

\_\_\_\_\_  
Organization Represented

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

(RETURN SIGNED DOCUMENT TO THE CVB OFFICE NO LATER THAN JANUARY 31 OF EACH YEAR.)

### **Disclosure Statement**

Please complete the questionnaire below indicating any actual or potential conflicts of interest. If you answer "yes" to any of the questions, please provide a written description of the details of

the specific action or transaction. Attach additional sheets as needed. Financial Interests - A conflict may exist where an interested party, or a relative or business associate of an interested party, directly or indirectly benefits or profits as a result of a decision made or transaction entered into by the organization. **Please indicate, during the past 12 months:**

YES	NO	
		Has the organization contracted to purchase or lease goods, services, or property from or otherwise had a direct business relationship with you, or from any of your relatives or business associates?
		Has the organization purchased an ownership interest in or invested in a business entity owned by you, or owned by any of your relatives or business associates?
		Has the organization offered employment to you, or to any of your relatives or business associates, other than a person who was already employed by the organization?
		Have you, or have any of your relatives or business associates, been provided with a gift, gratuity or favor, of a substantial nature, from a person or entity which does business, or seeks to do business, with the organization?
		Have you, or any of your relatives or business associates, been gratuitously provided use of the facilities, property, or services of the organization or received a grant, loan or other financial assistance from the organization?
		Has a relative had a direct or indirect business relationship with the organization?
		Have you served as an officer, director, trustee, key employee, partner or member/shareholder of an entity doing business with the organization?

Other Interests - A conflict may also exist where an interested party, or a relative or business associate of an interested party, obtains a non-financial benefit or advantage that he/she would not have obtained absent his/her relationship with the organization, or where his/her duty or responsibility owed to the organization conflicts with a duty or responsibility owed to some other organization. **Please indicate, during the past 12 months:**

YES	NO	
		Did you obtain preferential treatment by the organization for yourself, or for any of your relatives or business associates?
		Did you make use of confidential information obtained from the organization for your own benefit, or for the benefit of a relative, business associate, or other organization?
		Did you take advantage of an opportunity, or enable a relative, business associate or other organization to take advantage of an opportunity, which you had reason to believe would be of interest to the organization?