



## WCWCVB November 9, 2022 Board Meeting

Granite Peak  
227200 Snowbird Ave  
Wausau, WI 54401

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

Refreshments and lunch will be available

Meeting starts at 11:30 A.M.

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

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

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

### Meeting Agenda

- |   |            |
|---|------------|
| 1. Call To Order  | Fisher     |
| 2. Roll Call  | Patel      |
| 3. Strategic Planning   | Fisher/Day |
| a. Overview of Implementation/Action on Critical Issues             |            |
| 4. Approval of October 5, 2022 Meeting Minutes                      | Fisher     |
| Approval of the October 20, 2022 Strategic Planning Meeting Minutes |            |
| 5. Financial Reports  | Maguire    |
| 6. Executive Director's Report                                      | White      |
| 7. Committee Reports  | Fisher     |
| a. Executive Committee  |            |
| b. Personnel Committee  |            |
| c. Nomination Committee   |            |
| d. Building Committee   |            |

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

**9. New Business** **Fisher**

- a. Discussion and Possible Action on vehicle purchase
- b. Discussion and Possible Action on 2023 Proposed Budget

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

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

- a. January 2023

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

**Zoom Meeting Links:**

Topic: CVB Board Meeting

Time: Nov 9, 2022 11:30 AM Central Time (US and Canada)

Join Zoom Meeting

<https://us02web.zoom.us/j/81271024344?pwd=M3J0Z0VWdVpjMGREZ0NLU1lwcHYzZz09>

Meeting ID: 812 7102 4344

Passcode: 292644

One tap mobile

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+13126266799,,81271024344#,,, \*292644# US (Chicago)

## Survey Results

1. Establish CVB Board Of Directors Board Policies and Governance participation and leadership. Relationship with Executive Director
2. Facility needs clarification / development. Determine the need for a visible tourism center facility based upon changing environment, decide upon the future of the currently owned facility. Think about client usage, not how you want it.
3. Establish and grow consistent financial support for CVB.
4. Develop a future strategy for the Sports Authority organization including fiscal independence, organizational governance including Board and advisory committee(s)
5. Development and communicate a strategic community distinction / competitive differentiation position based upon Wausau regional community attributes and quality of services. ( forget “ time is on your side”).
6. Enhance CVB community visibility and recognition as the region’s premiere tourism marketing organization.
7. Develop website capabilities with a futuristic design and capabilities.



## September 8, 2022 Board Meeting Minutes

Hmong American Center

12:00 pm

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

**Present:** Steve Krahn, Gaylene Rhoden, Sean Wright, Jamie Polley, Greg Fisher, Liz Brodek, Hooshang Zeyghami, Nick Patel, Yee Leng Xiong, Jon Kluever, Tim White, Jodi Maguire, and Nick Ockwig.

Denny Richmond and Tim Van De Yacht joined on Zoom.

**Absent:** Al Opall and Jay Govardhan.

**Guest:** Dr. Ken Day – leading the strategic planning process. Jared Grande from the Town of Rib Mountain attended on Zoom.

Call for a motion to accept the August 2, 2022 meeting minutes as printed by Fisher. Motion to accept made by Patel second by Krahn, approved by all.

### Treasurer's Report

Krahn reported the Sports Authority is losing funds currently due to the purchase of the medals and the full payout to the Mosinee Figure Skating Club. Krahn explained seed funds were always paid out to the figure skating club before the event and in 2021 they did not request funds so full amount was paid out in 2022 which reflects the bottom line. White stated to the board the current budget for 2023 is being reviewed and looking for ways to cut expenses. Polley asked Krahn if the budget figures are year to date or the full year budget for 2022. Krahn stated they are year to date figures. Krahn moved onto the CVB financials and stated they are misleading due to the marketing grant of \$375,000. Bottom line is showing a sufficient profit due to the grant. Krahn also pointed out the PPP loans the CVB received and how they are

resolved and accounted for on the profit and loss. Patel asked if everything was resolved with the PPP funds. Maguire stated the bank made an offer for the CVB to pay the balance in full by June 30<sup>th</sup> and they would make a commitment of paying \$10,000 of the loan amount. Maguire also stated payments are due in October for the Disaster Loans the CVB and Sports Authority took out. Krahn stated these loans are not forgivable but have a lower interest rate of 3% over a longer payment period.

Motion to accept the Treasurer's Report by made Fisher. Motion to accept made by Rhoden, second by Patel, approved by all.

#### Nominations

Fisher stated to the Board of Directors an At Large seat is available and with Xiong stepping down from President role in June, he would need to be voted into the At Large seat. Fisher stated Xiong plays an important role in our community and is a valuable member to have on the CVB Board. Fisher asked for motion to approve Yee Leng Xiong as a Board of Director member on the Wausau CVB board. Motion made by Polley second by Kluever, approved by all.

Fisher stated there is an open seat as Vice President on the board. Fisher stated he took on more responsibilities at Granite Peak with the purchase of the new ski resorts and would like to fill the open seat of Vice President. Fisher asked if there were any nominations. Patel nominated Rhoden as the Vice President. Rhoden stated she would fill the position but asked how it would work with the Town of Rib Mountain's seat on the board since it is a sharing role between Rhoden and Opall. Fisher stated it would be difficult and asked for any other nominations. Polley nominated herself and stated she would be more than happy to serve as Vice President, with Wright supporting and making the final nomination for Polley. Patel withdrew his nomination for Rhoden with Rhoden being in favor of Polley taking on the role as Vice President. Motion to accept nomination of Polley as the Vice President seat on the Wausau CVB board made by Fisher. Motion to accept made by Patel second by Kluever, approved by all.

#### Marketing Plan

White passed out a handout with the 2023 proposed marketing plan on how the grant funds would be used to pay for the marketing plan. Patel asked about Zartico and how data is generated. White explained how the program works and how it tracks outside visitors and shows target markets that are coming to our area. Xiong asked about Discover Wisconsin and how there were two expenses for it. White explained the \$10,000 commitment is for the Marathon County episode and explained how the CVB partnered with the County and would receive B-rolls of what was covered. White explained the second expense as an episode for the Greater Wausau Area. Stated episode would highlight items that were not apart of the County's. Xiong asked when the last episode of our area was done, and White stated the Ginseng Festival of 2017. Xiong asked what target demographics are being viewed in the potential marketing plan. Xiong asked if Hispanic or Hmong communities are apart of the target market. White stated Wildman Productions are making diverse videos to show the Greater Wausau area as a place to visit. Xiong asked how much funds would go directly to the

markets of the Hispanic or Hmong. Fisher stated he would like to see a detailed marketing plan and go along with the budget funds White is proposing. Fisher asked White if he could show the marketing tools that are being used and have examples. Examples would be how the Visitor Guide will look or what type of messages would be going on the ads or how we would market the venues in our area. White stated he could, Fisher asked the board to table marketing plan discussion until the next meeting. Patel stated tournaments and sporting events generate overnight stays to our area and stated a focus still needs to be on this. White explained sports was a focus in the past and now it is time to focus on the leisure travel and arts & cultural. Patel stated he agrees there needs to be equal balance of all. Discussion between board members on the past and current focus is or was took place between members. Wright asked how we are recruiting events and marketing our venues to generate stays and visits to the area. Fisher asked White to bring more information on examples of the marketing to the next meeting and suggested we table to the marketing discussion until then.

Fisher asked if there were any committee updates:

Executive Committee: none

Personnel Committee: none

Nomination Committee: none

Building Committee: none

Patel asked the Board of Directors for a status update on the building. White stated the Board agreed to table the building discussions until the strategic planning is complete.

Updates of Events/Grant Approvals

Fisher asked Ockwig and Maguire if the update of events could be skipped due to the time limits. Ockwig and Maguire stated yes and Ockwig stated he had a grant approval.

Ockwig presented the Board with the MC United Soccer Fall 2022 Tournament and stated financials were attached within the packet. Zeyghami asked how much registration is per team. Ockwig stated around \$350 to \$400 depending on level but also pointed out no registration's funds are taken in for local team due to the families working the event.

Motion to accept the MC United Soccer Fall 2022 tournament in the amount of \$3,500 as printed made by Fisher. Motion to accept made by Zeyghami second by Wright, approved by all.

Fisher turned the floor over to Dr. Ken Day to start the third strategic planning stage.

Day asked the Board of Directors if they had any changes to the Mission and Vision Statement that was discussed at the last meetings. Xiong asked about the marketing word in the mission statement and asked if it could be moved within the sentence and not be at the beginning. Xiong stated it with it being at the beginning of the mission statement it could lead to the conclusion we are just a marketing organization. Discussion on the wording between the members took place. Day will revise statements and bring back at the next meeting.

Day asked about the outcome statements and if anyone had any changes or questions. Brodzek suggested some changes or clarification on stakeholder support and the use of strategic wording in the outcomes. Day will revise outcomes from the discussion and bring back at the next meeting.

Day asked the board additional questions on how the community sees the CVB and if we are visible. Day asked if a visitor center is needed and asked about board support and board attendance.

Fisher asked the Board for a good meeting date in October to continue the strategic planning. Date of October 5<sup>th</sup> was agreed one. Location will be at Hmong American Center. Call for a motion to adjourn by Xiong, second by Krahn, approved by all. 1:52 pm.



## October 20, 2022 Strategic Planning Retreat

Day's Inn & Suites

8:30 am to 12:30 pm

Strategic planning retreat meeting called to order by Fisher. Roll call taken by Patel.

**Present:** Steve Krahn, Gaylene Rhoden, Sean Wright, Jamie Polley, Greg Fisher, Liz Brodek, Hooshang Zeyghami, Nick Patel, Tim Van De Yacht, Jon Kluever, Tim White, Jodi Maguire, and Nick Ockwig.

**Absent:** Al Opall, Yee Leng Xiong, Denny Richmond and Jay Govardhan

**Guest:** Dr. Ken Day – leading the strategic planning process.

### **Strategic Planning**

Day asked all board members if they agreed with the Mission and Vision Statements that were included on the top of the meeting's agenda. Brodek asked if the last word in the Vision Statement, "Communities" should be "community" Polley agreed and stated the word "an" would need to be changed based on the noun being singular or plural. Agreement between all members to remove the word communities and end the sentence.

Call for a motion to adopt Mission Statement as printed by Day. Motion to accept made by Zeyghami second by Patel approved by all.

**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.

Call for a motion to adopt Vision Statement by Day with the removal of the word communities. Motion to accept made by Patel, second by Wright approved by all.



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

Outcome Statements:

Day explained the policy governance model and how to would incorporate into the strategic planning and the outcome statements. Day stated outcomes should be reviewed annually but can be reviewed quarterly or as needed. Day stated the when the outcome statements are reviewed, the board can find shortfalls and adapt as needed. Day suggested creating a calendar and setting up a timetable for when they will be reviewed and how they will be reviewed. Brodek asked if a business plan would include outcomes or structure around it. Day suggested it would be apart of the business plan. Day explained the board policy book and how it fits into the policy governance model for the board to operate from. Patel stated the State of Wisconsin has a Hotel & Lodging Association and suggested reaching out to them for resources. Discussion of how the board operates and the role of the Executive Director took place. Fisher asked if the website program Simpleview has the capability to send out surveys to the CVB stakeholders for the outcome statement number 3. Fisher stated it could be annually or quarterly to receive feedback on the CVB and what role the organization plays and how it can help and be structured. White stated Simpleview does have this capability.

Call for a motion to to adopt the seven outcome statements as printed by day. Motion to accept made by Zeyghami, seconded by Van De Yacht, approved by all.

**Outcome Statements:**

1. Stakeholder support – CVB pursues strategic cooperative working relationships. Regional municipal governments, community groups and volunteers enthusiastically support CVB and are rewarded by the organization’s success.
2. Stakeholder Experience – Tourism oriented businesses and volunteer organizations experience growth and are prospering from the CVB’s success.
3. Destination Development – The Wausau area region is recognized for its excellent tourism opportunities and quality of services as evidenced by the number of visitors who travel to the area from tourism and report great satisfaction with their experience.
4. Financial Success – CVB is financially stable and self-sustaining, generating the return on investment needed to aggressively promote the region, grow sponsorships and continued development of the region’s tourism opportunities.
5. Brand Differentiation – CVB establishes a distinctive brand which strategically differentiates the Wausau regions communities from competing alternatives.
6. Technology Sophistication – CVB is an early adopter of technology continuously improving communication capabilities, using best practices, and experiencing increased activity and results.
7. Future Oriented – CVB anticipates the future, and leads in marketing preparedness, assisting its stakeholders to be successful in a changing environment.

## Survey Results from Critical Issues

All board members were asked to take a google survey before the 10/20 meeting. Seven critical issues were addressed, and each board member had to rank 1-7 with 1 being the most important issue. Survey results were:

#1 Critical Issue – Establish CVB Board of Directors Board Policies and Governance participation and leadership. Relationship with Executive Director.

Day asked if the CVB has a current templates or job descriptions for board members. Maguire stated no. Day asked the board, who puts the policies together, the board? Van De Yacht suggested forming a committee that would be able to devote time and research to develop a Board of Directors Policy Book. Rhoden agreed but stated everyone on the board has other responsibilities and devoting time might be difficult. Rhoden asked White if he would be able to reach out to other CVB's and other resources to see if they have a Board of Directors Policy Book for references. White stated he could and will reach out to his partners around the state. Polley asked if some of the policies are included in the By-Laws for the CVB. Wright stated having a one sheet description of what is expected with the duties and roles would be important to have. Day offered to the Board of Directors to work closely with White to develop or outline a Board of Directors Policy Manual to bring back to the Board of Directors for approval. Agreement between all members of the board to have White reach out to other DMO's and partners and for Day and White will work together to start developing policy book.

#2 Critical Issue – Facility needs clarification/development. Determine the need for a visible tourism center facility based upon changing environment, decide upon the future of the currently owned facility. Think about client usage, not how you want it.

Van De Yacht stated there are a lot of challenges to owning a building with large expenditures and not sure on the purpose. Zeyghami stated staff need somewhere to work and need meeting space. Brodek agreed with the meeting space but stated she feels the building we have is not needed. Brodek stated she went to the current location and was concerned with it being on a dead-end road. Rhoden stated, the Town of Rib Mountain would like the opportunity of the Visitor Center to be in their community and the location of the CVB has many development opportunities and looking ahead this is a great place for a visitor center to be.

White shared what the Eau Claire CVB has for a visitor center, and stated they do not operate it, visitor center is in the Pablo Center. Ockwig stated the template of a visitor center is to house information, literature, and maps for visitors. Van De Yacht asked if the visitor center should be apart of the outcome statements and Brodek stated it should be apart of our business plan. Wright stated the board needs to look at the long term and what purpose does it serve. Kluever stated as a hotelier, questions from guest about a visitor center doesn't come up, Kluever asked what other hoteliers are seeing. Patel stated the LaQuinta Inn has a lot of foot traffic due to the 45 X 90 coins.

Day asked the board if an expert could come in and give an assessment of the building and do a cost analysis. Discussion of having a tourism expert also evaluating to give the pros & cons to a visitor center. Discussion of the ARPA grant and when funds would be awarded. Maguire stated we should know by the year end. Agreement to get an assessment of the building and to research out what other destinations have. Board also agreed to see what the outcome of the ARPA grant will be.

#3 Critical Issue – Establish and grow consistent financial support for CVB.

White shared it is important to find other sources of income for the CVB. Rhoden stated she would like to see longer contracts with municipalities instead of a year contract. Brodek stated trust needs to be established and everyone agreed. Rhoden suggested the CVB attending municipality meetings in addition to the tourism commission would help establish the relationship and trust. White stated he would like to see an increase in the percentage the CVB receives and stated the current law reads up to 70%. Rhoden stated it will take time. White stated he would like the CVB to grow in the region, to include Marathon, Merrill and other surrounding communities even if they do not have a hotel. White stated a contract can be established to market their area even if a hotel is not present in their community. Brodek agreed with Rhoden on attending more municipality meetings and stated finding ways through sponsorship or other sources of income are a key.

#4 Critical Issue – Develop a future strategy for the Sports Authority organization including fiscal independence, organization governance including Board and advisory Committee(s)

Patel stated there was an advisory committee in the past and thinks it would be a great idea to bring it back. Polley suggested conducting a study first and talk to members of the past committee to see what their thoughts are and provide feedback. Polley suggested creating a committee to evaluate. Day suggested a study committee that would consist of 3 to 4 CVB Board members and 3 to 4 community's members. Fisher suggested having get together meetings with other tourism businesses such as the Wausau Events to build relationships. Rhoden, Polley and Kluever offered to be members of the study community. Day stated this study committee would be a fact-finding group and report back to the Board of Directors for the next step.

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

Discussion of the CVB being the tourism entity in our region. Polley and Wright stated the Wausau Chamber and the Greater Wausau Prosperity Partnership need to align with the CVB's goals and mission. Wright stated meeting for the GWPP will be happening on 10/20 where they will be establishing what their goals and future outcomes will be. Polley suggested working with both organizations and establishing a relationship is the key. Day asked if someone from

the Chamber of the GWPP could come and speak to the Board of Directors for the CVB to get a better understanding and for everyone to be on the same page.

**#6 Critical Issue – Enhance CVB community visibility and recognition as the region’s premier tourism marketing organization.**

Day stated #5 and #6 are similar. Day asked Board of Directors how the CVB can be the leader in tourism. Fisher stated more communication, direct involvement in #5 leads to success in #6. Brodek stated communication with the stakeholders and sending out messages on what the CVB is working on and what goals would help with the recognition of the CVB and the purpose. White stated SEO integration from Simpleview will help as well.

**#7 Critical Issue – Develop website capabilities with a futuristic design and capabilities.**

White stated the hire of the new Marketing Director will help with this issue. White and Fisher shared with the Board of Directors on the two candidates for the position. White stated Marketing Director will be hired by the end of November.

Call for a motion to adjourn by Patel, second by Krahn, approved by all. 12:00 pm.

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

	TOTAL		
	Jan - Oct 22	Budget	\$ Over/Under Budget
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
330 · Restr. Schofield Hold	22,626.88	22,500.00	126.88
331 · Restr. Weston Hold	89,032.46	56,250.00	32,782.46
400 · CVB Income	0.00	0.00	0.00
402 · Gift Shop - Taxable	0.00	373.50	-373.50
403 · Gift Sales - Non Taxable	0.00	60.00	-60.00
405 · Publication & Program Revenue	43,325.95	28,000.00	15,325.95
410 · Brochure Distribution Service	3,325.00	4,700.00	-1,375.00
415 · Advertising	0.00	2,375.00	-2,375.00
420 · Sponsorship	0.00	0.00	0.00
422 · Registration Fees	0.00	0.00	0.00
430 · Resale/Misc Revenue	840.00	3,000.00	-2,160.00
432 · Interest Income	2,316.33	450.00	1,866.33
434 · Print & Design Income	0.00	480.00	-480.00
435 · Room Tax	426,440.78	400,000.00	26,440.78
436 · Expedia Room Tax	0.00	0.00	0.00
440 · Sports Authority	0.00	0.00	0.00
441 · Grant Revenue	375,502.00	12,000.00	363,502.00
444 · Stoney River Mgmt	0.00	0.00	0.00
445 · Contract Revenue	0.00	0.00	0.00
446 · Municipality Account	0.00	0.00	0.00
450 · Capital Income	0.00	0.00	0.00
470 · Community Foundation--Taxable	0.00	0.00	0.00
471 · Unrealized Gain	0.00	0.00	0.00
495 · PPP # 1 Loan Forgiveness	82,600.00	0.00	82,600.00
496 · PSB PPP #2 Loan Contribution	10,000.00	0.00	10,000.00
900 · Comm Fund / Revenue & Expense	0.00	30.00	-30.00
<b>Total Income</b>	<b>1,056,009.40</b>	<b>530,218.50</b>	<b>525,790.90</b>
<b>Gross Profit</b>	<b>1,056,009.40</b>	<b>530,218.50</b>	<b>525,790.90</b>
<b>Expense</b>			
499 · Trade Out	0.00	0.00	0.00
500 · Conference Expenses	3,669.29	4,610.00	-940.71
534 · Print & Design Expenses	0.00	1,248.00	-1,248.00
564 · Participant Supplies	1,640.64	0.00	1,640.64
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	800.00	-800.00
569 · Property Tax	9,120.00	9,150.00	-30.00
570 · Expedia Rm Tax Percent Payout	0.00	0.00	0.00
574 · Storage/Rent Events	0.00	0.00	0.00
576 · Outside Services	4,900.00	1,000.00	3,900.00
607 · Advertising Expenses	725.00	5,300.00	-4,575.00

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

	TOTAL		
	Jan - Oct 22	Budget	\$ Over/Under Budget
608 · Marketing Expense	398,299.33	62,000.00	336,299.33
609 · Website	5,090.23	7,100.00	-2,009.77
612 · Grant Expense	0.00	0.00	0.00
705 · Computer & Software Expense	2,395.62	9,250.00	-6,854.38
707 · Legal & Accounting	7,821.00	21,250.00	-13,429.00
708 · Dues & Subscriptions	6,617.71	8,160.00	-1,542.29
709 · Miscellaneous Exp	0.00	0.00	0.00
710 · Office Expense	4,168.10	5,000.00	-831.90
712 · Visitors Magazine Expense	24,385.14	18,200.00	6,185.14
715 · Bank & Credit Card Fees	347.65	705.00	-357.35
718 · Registration Fees Expense	0.00	0.00	0.00
720 · Vehicle Expense	1,735.26	4,200.00	-2,464.74
721 · Seminars & Training	0.00	0.00	0.00
722 · Repairs & Maint	1,805.37	870.00	935.37
730 · Health Insurance	28,357.89	35,000.00	-6,642.11
732 · Meals & Entertainment	2,931.75	2,200.00	731.75
733 · Insurance	10,967.47	17,650.00	-6,682.53
750 · Interest Expense	0.00	650.00	-650.00
755 · Telephone Expense	2,607.22	6,450.00	-3,842.78
756 · Equipment Lease	1,917.60	0.00	1,917.60
760 · Postage	1,256.96	3,100.00	-1,843.04
770 · Rent /Storage Expense	1,500.00	1,250.00	250.00
771 · Parking Permit	0.00	0.00	0.00
772 · Utilities	6,770.98	5,525.00	1,245.98
773 · Tourism Commissions	0.00	0.00	0.00
775 · Capital Expense	0.00	0.00	0.00
800 · Salary & Wages	119,707.71	200,500.00	-80,792.29
809 · Employee Benefits	5,075.00	8,700.00	-3,625.00
810 · Payroll Taxes	8,891.72	27,080.00	-18,188.28
811 · Retirement Plan	4,720.99	8,330.00	-3,609.01
812 · Interest Expense Building	10,187.39	12,125.00	-1,937.61
814 · 2nd Round PPP Accrued Interest	1,028.10	0.00	1,028.10
<b>Total Expense</b>	<b>678,641.12</b>	<b>487,403.00</b>	<b>191,238.12</b>
<b>Net Ordinary Income</b>	<b>377,368.28</b>	<b>42,815.50</b>	<b>334,552.78</b>
<b>Other Income/Expense</b>			
<b>Other Expense</b>			
931 · Restr. Weston Hold Release	121,166.66		
975 · Depreciation Expense	12,158.00	6,470.00	5,688.00
980 · Disposal of Equipment	-600.00		
<b>Total Other Expense</b>	<b>132,724.66</b>	<b>6,470.00</b>	<b>126,254.66</b>
<b>Net Other Income</b>	<b>-132,724.66</b>	<b>-6,470.00</b>	<b>-126,254.66</b>
<b>Net Income</b>	<b>244,643.62</b>	<b>36,345.50</b>	<b>208,298.12</b>

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

	TOTAL		
	Jan - Oct 22	Budget	\$ Over/Under Budget
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
330 · Restr. MMB Schofield	2,514.15	2,850.00	-335.85
331 · Restr. MMB Weston	22,978.54	0.00	22,978.54
402 · Gift Shop	0.00	3,750.00	-3,750.00
415 · Advertising	0.00	0.00	0.00
420 · Sponsorship	58,050.00	55,000.00	3,050.00
422 · Registration Fees	108,458.13	141,400.00	-32,941.87
422A · BSG FS Registrations	1,933.72	0.00	1,933.72
430 · Resale/Misc Revenue	28,194.85	12,450.00	15,744.85
432 · Interest Income	201.94	370.00	-168.06
434 · Print & Design Income	0.00	0.00	0.00
440 · Sports Authority	83,792.60	61,750.00	22,042.60
441 · Grant Revenue	0.00	4,100.00	-4,100.00
444 · Vendor Income	0.00	2,080.00	-2,080.00
445 · Contract Revenue	0.00	0.00	0.00
495 · PPP # 2 Loan Forgiveness	11,097.00	0.00	11,097.00
900 · Community Foundation - Taxable	-9,722.77	520.00	-10,242.77
<b>Total Income</b>	<b>307,498.16</b>	<b>284,270.00</b>	<b>23,228.16</b>
<b>Gross Profit</b>	<b>307,498.16</b>	<b>284,270.00</b>	<b>23,228.16</b>
<b>Expense</b>			
499 · Trade Out	0.00	0.00	0.00
500 · Conference Expenses	807.95	2,900.00	-2,092.05
534 · Print & Design Expenses	1,659.56	2,650.00	-990.44
564 · Participant Supplies	80,615.28	58,500.00	22,115.28
565 · Event Supply	51,879.54	64,500.00	-12,620.46
565A · Event Service Fees	25,828.61	42,100.00	-16,271.39
565B · Event Facility Fees	18,946.30	10,500.00	8,446.30
565C · BSG FS Event Fees	54,906.54	0.00	54,906.54
566 · Reim Registration/Contract Fees	0.00	0.00	0.00
567 · Merchandise for resale	1,847.72	4,200.00	-2,352.28
574 · Storage/Rent Events	0.00	0.00	0.00
576 · Outside Services	9,176.08	5,000.00	4,176.08
607 · Advertising Expenses	4,662.50	830.00	3,832.50
608 · Marketing Expenses	8,499.00	17,334.00	-8,835.00
609 · Website	279.18	416.00	-136.82
612 · Grant Expense	34,500.00	46,750.00	-12,250.00
705 · Computer & Software Expense	0.00	0.00	0.00
707 · Legal & Accounting	2,550.00	1,840.00	710.00
708 · Dues & Subscriptions	784.00	2,100.00	-1,316.00
709 · Miscellaneous Expense	0.00	0.00	0.00
710 · Office Expenses	275.43	3,350.00	-3,074.57
715 · Bank & Credit Card Fees	3,434.68	830.00	2,604.68
718 · Registration Fees Expense	2,025.00	0.00	2,025.00

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

	TOTAL		
	Jan - Oct 22	Budget	\$ Over/Under Budget
720 · Vehicle Expense	3,358.84	3,710.00	-351.16
721 · Seminars & Training	0.00	0.00	0.00
722 · Repairs & Maint	0.00	0.00	0.00
732 · Meals & Entertainment	1,265.98	2,084.00	-818.02
733 · Insurance	0.00	0.00	0.00
750 · Interest Expense	0.00	0.00	0.00
755 · Telephone Expenses	0.00	0.00	0.00
756 · Equipment Lease	0.00	0.00	0.00
760 · Postage	1,023.50	1,876.00	-852.50
770 · Rent/Storage Expense	1,080.00	0.00	1,080.00
771 · Parking Permit	0.00	0.00	0.00
772 · Utilities	0.00	0.00	0.00
800 · Salary & Wages	48,011.57	32,000.00	16,011.57
810 · Payroll Taxes	3,672.89	0.00	3,672.89
890 · Penalty	0.00	0.00	0.00
<b>Total Expense</b>	<b>361,090.15</b>	<b>303,470.00</b>	<b>57,620.15</b>
<b>Net Ordinary Income</b>	<b>-53,591.99</b>	<b>-19,200.00</b>	<b>-34,391.99</b>
<b>Net Income</b>	<b>-53,591.99</b>	<b>-19,200.00</b>	<b>-34,391.99</b>



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

	<u>Oct 31, 22</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
0100 · People's CVB Checking	6,902.98
0101 · People's CVB Money Market	812,843.49
<b>Total Checking/Savings</b>	<u>819,746.47</u>
<b>Other Current Assets</b>	
120 · Due From Sports Authority	326,732.63
<b>Total Other Current Assets</b>	<u>326,732.63</u>
<b>Total Current Assets</b>	1,146,479.10
<b>Fixed Assets</b>	
149 · Signage	11,653.19
150 · Furniture & Equipment	86,579.22
155 · Land and Building	426,866.38
160 · Accum Depreciation	-91,044.81
<b>Total Fixed Assets</b>	<u>434,053.98</u>
<b>TOTAL ASSETS</b>	<b><u><u>1,580,533.08</u></u></b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Other Current Liabilities</b>	
227 · Accrued FICA/ FED	1,567.30
229 · Accrued Wis WH	621.14
233 · Accrued Property Taxes	9,120.00
240 · Accrued Interest	9,130.92
244 · Accrued Marketing	164,419.00
<b>Total Other Current Liabilities</b>	<u>184,858.36</u>
<b>Total Current Liabilities</b>	184,858.36
<b>Long Term Liabilities</b>	
281 · Disaster Relief Loan	150,000.00
285 · N/P Building--Incredible Bank	325,596.81
<b>Total Long Term Liabilities</b>	<u>475,596.81</u>
<b>Total Liabilities</b>	660,455.17
<b>Equity</b>	
320 · Unrestricted Net Assets	466,340.29
325 · Restr. Net Assets - Schofield	93,747.00
326 · Restr. Net Assets - Weston	115,347.00
Net Income	244,643.62
<b>Total Equity</b>	<u>920,077.91</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u><u>1,580,533.08</u></u></b>

## Wausau/Central Wisconsin Sports Authority Inc.

## Balance Sheet

As of October 31, 2022

	<u>Oct 31, 22</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
Badger State Games	1,113.17
Sports Authority CVB	8,031.09
0 · Community Foundation	38,632.20
100 · Peoples Sports Authority MM	68,230.75
101 · People's Sports Authority M	127,974.36
102 · People's Sports Authority CVB	83,953.37
103 · People's Wausau Marathon	11,355.38
104 · People's Pond Hockey	2,771.39
105 · People's Badger State Games	21,225.14
Total Checking/Savings	<u>363,286.85</u>
Total Current Assets	<u>363,286.85</u>
<b>TOTAL ASSETS</b>	<b><u>363,286.85</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Other Current Liabilities	
120 · Due to CWVB	326,732.63
Total Other Current Liabilities	<u>326,732.63</u>
Total Current Liabilities	326,732.63
Long Term Liabilities	
281 · Disaster Relief Loan	37,000.00
Total Long Term Liabilities	<u>37,000.00</u>
Total Liabilities	363,732.63
Equity	
31500 · Restr. MMB Rollover	113,738.99
32000 · Unrestricted Net Assets	-60,592.78
Net Income	-53,591.99
Total Equity	<u>-445.78</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>363,286.85</u></b>

**Wausau/Central WI CVB  
Profit Loss 2022 Budget vs. 2023**

Wausau Central Wisconsin Conventio & Visitors Bureau  
2023 Proposed Budget OPTION 1

	<u>CVB</u>	<u>SA</u>	<u>Total</u>	<u>CVB</u>	<u>SA</u>	<u>Total</u>	<u>Total</u>
	<u>YTD 22</u>	<u>YTD 22</u>	<u>Total YTD 22</u>	<u>YTD 23</u>	<u>YTD 23</u>	<u>Total YTD 23</u>	<u>Variance</u>
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
330 · Restr. Schofield Hold	30,000.00	0.00	30,000.00	0.00	0.00	0.00	-30,000.00
330 · Restr. MMB Schofield	0.00	3,800.00	3,800.00	0.00	0.00	0.00	-3,800.00
331 · Restr. Weston Hold	75,000.00	0.00	75,000.00	0.00	0.00	0.00	-75,000.00
400 · CVB Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00
402 · Gift Shop - Taxable	573.50	4,500.00	5,073.50	12,000.00	0.00	12,000.00	6,926.50
403 · Gift Sales - Non Taxable	81.00	0.00	81.00	100.00	0.00	100.00	19.00
405 · Publication & Program Revenue	32,500.00	0.00	32,500.00	45,000.00	0.00	45,000.00	12,500.00
410 · Brochure Distribution Service	5,740.00	0.00	5,740.00	8,000.00	0.00	8,000.00	2,260.00
415 · Advertising	3,035.00	0.00	3,035.00	3,035.00	0.00	3,035.00	0.00
420 · Sponsorship	0.00	65,000.00	65,000.00	0.00	70,000.00	70,000.00	5,000.00
422A · BSG FS Registrations	0.00	0.00	0.00	0.00	65,000.00	65,000.00	65,000.00
422 · Registration Fees	0.00	190,000.00	190,000.00	0.00	125,000.00	125,000.00	-65,000.00
430 · Resale/Misc Revenue	5,000.00	15,000.00	20,000.00	15,000.00	30,000.00	45,000.00	25,000.00
432 · Interest Income	550.00	450.00	1,000.00	1,000.00	450.00	1,450.00	450.00
434 · Print & Design Income	597.47	0.00	597.47	500.00	0.00	500.00	-97.47
435 · Room Tax	575,000.00	0.00	575,000.00	600,000.00	0.00	600,000.00	25,000.00
440 · Sports Authority	0.00	82,250.00	82,250.00	0.00	102,000.00	102,000.00	19,750.00
441 · Grant Revenue	15,000.00	5,000.00	20,000.00	55,000.00	25,000.00	80,000.00	60,000.00
442 · Meetings Mean Business	0.00	0.00	0.00	0.00	0.00	0.00	0.00
445 · Vendor Income	0.00	2,500.00	2,500.00	0.00	0.00	0.00	-2,500.00
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	40.00	600.00	640.00	0.00	600.00	600.00	-40.00
<b>Total Income</b>	<b>743,116.97</b>	<b>369,100.00</b>	<b>1,112,216.97</b>	<b>739,635.00</b>	<b>418,050.00</b>	<b>1,157,685.00</b>	<b>45,468.03</b>
<b>Gross Profit</b>	<b>743,116.97</b>	<b>369,100.00</b>	<b>1,112,216.97</b>	<b>739,635.00</b>	<b>418,050.00</b>	<b>1,157,685.00</b>	<b>45,468.03</b>
<b>Expense</b>							
499 · Trade Out	0.00	0.00	0.00	0.00	0.00	0.00	0.00
500 · Conference Expenses	6,375.00	3,500.00	9,875.00	5,500.00	3,500.00	9,000.00	-875.00
534 · Print & Design Expenses	1,410.00	3,200.00	4,610.00	0.00	0.00	0.00	-4,610.00
564 · Participant Supplies	0.00	68,500.00	68,500.00	0.00	49,500.00	49,500.00	-19,000.00
565 · Event Supply	0.00	75,000.00	75,000.00	0.00	57,500.00	57,500.00	-17,500.00
565A · Event Service Fees	0.00	50,500.00	50,500.00	0.00	47,000.00	47,000.00	-3,500.00
565B · Event Facility Fees	0.00	10,500.00	10,500.00	0.00	10,500.00	10,500.00	0.00
565C · BSG FS Event Fees	0.00	0.00	0.00	0.00	58,000.00	58,000.00	58,000.00
566 · Reim. Registration/Contract Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00
567 · Merchandise for resale	900.00	5,000.00	5,900.00	3,500.00	4,500.00	8,000.00	2,100.00
569 · Property Tax	10,980.00	0.00	10,980.00	11,500.00	0.00	11,500.00	520.00
574 · Storage/Rent Events	0.00	0.00	0.00	0.00	2,500.00	2,500.00	2,500.00
576 · Outside Services	1,000.00	6,000.00	7,000.00	9,000.00	6,000.00	15,000.00	8,000.00
607 · Advertising Expenses	6,400.00	1,000.00	7,400.00	5,000.00	5,000.00	10,000.00	2,600.00
608 · Marketing Expense	75,000.00	20,800.00	95,800.00	90,000.00	15,000.00	105,000.00	9,200.00
609 · Website	8,500.00	500.00	9,000.00	110,000.00	800.00	110,800.00	101,800.00
612 · Grant Expense	0.00	52,500.00	52,500.00	0.00	45,000.00	45,000.00	-7,500.00
675 · Tourism Research Exp	0.00	0.00	0.00	0.00	0.00	0.00	0.00
705 · Computer & Software Expense	11,100.00	0.00	11,100.00	8,000.00	1,000.00	9,000.00	-2,100.00
707 · Legal & Accounting	25,500.00	2,350.00	27,850.00	13,500.00	2,500.00	16,000.00	-11,850.00
708 · Dues & Subscriptions	9,800.00	2,500.00	12,300.00	8,000.00	2,500.00	10,500.00	-1,800.00
709 · Miscellaneous Exp	0.00	0.00	0.00	0.00	0.00	0.00	0.00
710 · Office Expense	6,000.00	4,000.00	10,000.00	7,000.00	2,000.00	9,000.00	-1,000.00

**Wausau/Central WI CVB  
Profit Loss 2022 Budget vs. 2023**

	<u>CVB</u>	<u>SA</u>	<u>Total</u>	<u>CVB</u>	<u>SA</u>	<u>Total</u>	<u>Total</u>
	<u>YTD 22</u>	<u>YTD 22</u>	<u>Total YTD 22</u>	<u>YTD 23</u>	<u>YTD 23</u>	<u>Total YTD 23</u>	<u>Variance</u>
712 · Visitors Magazine Expense	35,600.00	0.00	35,600.00	70,000.00	0.00	70,000.00	34,400.00
715 · Bank & Credit Card Fees	950.00	1,000.00	1,950.00	1,500.00	4,500.00	6,000.00	4,050.00
718 · Registration Fees Expense	0.00	0.00	0.00	0.00	3,000.00	3,000.00	3,000.00
720 · Vehicle Expense	5,200.00	4,450.00	9,650.00	4,000.00	5,500.00	9,500.00	-150.00
721 · Seminars & Training	0.00	0.00	0.00	0.00	0.00	0.00	0.00
722 · Repairs & Maint	1,050.00	0.00	1,050.00	5,000.00	0.00	5,000.00	3,950.00
730 · Health Insurance	42,000.00	0.00	42,000.00	35,000.00	0.00	35,000.00	-7,000.00
732 · Meals & Entertainment	2,650.00	2,500.00	5,150.00	3,500.00	2,500.00	6,000.00	850.00
733 · Insurance	21,200.00	0.00	21,200.00	18,000.00	0.00	18,000.00	-3,200.00
750 · Interest Expense	800.00	0.00	800.00	800.00	0.00	800.00	0.00
755 · Telephone Expense	7,760.00	0.00	7,760.00	3,600.00	500.00	4,100.00	-3,660.00
756 · Equipment Lease	0.00	0.00	0.00	2,500.00	0.00	2,500.00	2,500.00
760 · Postage	3,500.00	2,250.00	5,750.00	4,000.00	2,500.00	6,500.00	750.00
770 · Rent /Storage Expense	1,500.00	0.00	1,500.00	1,000.00	2,000.00	3,000.00	1,500.00
771 · Parking Permit	0.00	0.00	0.00	0.00	0.00	0.00	0.00
772 · Utilities	6,750.00	0.00	6,750.00	14,000.00	0.00	14,000.00	7,250.00
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	12,500.00	12,500.00	25,000.00	25,000.00
800 · Salary & Wages	245,500.00	50,000.00	295,500.00	245,000.00	62,000.00	307,000.00	11,500.00
809 · Employee Benefits	8,700.00	0.00	8,700.00	10,200.00	0.00	10,200.00	1,500.00
810 · Payroll Taxes	32,500.00	0.00	32,500.00	19,000.00	3,200.00	22,200.00	-10,300.00
811 · Retirement Plan	10,000.00	0.00	10,000.00	10,000.00	0.00	10,000.00	0.00
812 · Interest Expense Building	14,550.00	0.00	14,550.00	13,700.00	0.00	13,700.00	-850.00
813 · EIDL Interest Payment	0.00	0.00	0.00	4,500.00	1,110.00	5,610.00	5,610.00
890 · Penalty	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total Expense</b>	<b>603,175.00</b>	<b>366,050.00</b>	<b>969,225.00</b>	<b>748,800.00</b>	<b>412,110.00</b>	<b>1,160,910.00</b>	<b>191,685.00</b>
<b>Profit/Loss</b>	<b>139,941.97</b>	<b>3,050.00</b>	<b>142,991.97</b>	<b>-9,165.00</b>	<b>5,940.00</b>	<b>-3,225.00</b>	<b>-146,216.97</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	77,720.00	14,600.00	8,400.00	23,000.00	-54,720.00
<b>Total Expense</b>	<b>614,947.00</b>	<b>367,050.00</b>	<b>1,063,395.00</b>	<b>763,400.00</b>	<b>420,510.00</b>	<b>1,183,910.00</b>	<b>120,515.00</b>
<b>Net Profit/Loss after Depreciation</b>	<b>128,169.97</b>	<b>2,050.00</b>	<b>48,821.97</b>	<b>-23,765.00</b>	<b>-2,460.00</b>	<b>-26,225.00</b>	<b>-75,046.97</b>

**Wausau/Central WI CVB  
Profit Loss 2022 Budget vs. 2021**

Wausau Central Wisconsin Conventio & Visitors Bureau  
2023 Proposed Budget OPTION 2

	<u>CVB</u>	<u>SA</u>	<u>Total</u>	<u>CVB</u>	<u>SA</u>	<u>Total</u>	<u>Total</u>
	<u>YTD 22</u>	<u>YTD 22</u>	<u>Total YTD 22</u>	<u>YTD 23</u>	<u>YTD 23</u>	<u>Total YTD 23</u>	<u>Variance</u>
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
330 · Restr. Schofield Hold	30,000.00	0.00	30,000.00	0.00	0.00	0.00	-30,000.00
330 · Restr. MMB Schofield	0.00	3,800.00	3,800.00	0.00	0.00	0.00	-3,800.00
331 · Restr. Weston Hold	75,000.00	0.00	75,000.00	0.00	0.00	0.00	-75,000.00
400 · CVB Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00
402 · Gift Shop - Taxable	573.50	4,500.00	5,073.50	12,000.00	0.00	12,000.00	6,926.50
403 · Gift Sales - Non Taxable	81.00	0.00	81.00	100.00	0.00	100.00	19.00
405 · Publication & Program Revenue	32,500.00	0.00	32,500.00	45,000.00	0.00	45,000.00	12,500.00
410 · Brochure Distribution Service	5,740.00	0.00	5,740.00	8,000.00	0.00	8,000.00	2,260.00
415 · Advertising	3,035.00	0.00	3,035.00	3,035.00	0.00	3,035.00	0.00
420 · Sponsorship	0.00	65,000.00	65,000.00	0.00	70,000.00	70,000.00	5,000.00
422A · BSG FS Registrations	0.00	0.00	0.00	0.00	65,000.00	65,000.00	65,000.00
422 · Registration Fees	0.00	190,000.00	190,000.00	0.00	125,000.00	125,000.00	-65,000.00
430 · Resale/Misc Revenue	5,000.00	15,000.00	20,000.00	15,000.00	30,000.00	45,000.00	25,000.00
432 · Interest Income	550.00	450.00	1,000.00	1,000.00	450.00	1,450.00	450.00
434 · Print & Design Income	597.47	0.00	597.47	500.00	0.00	500.00	-97.47
435 · Room Tax	575,000.00	0.00	575,000.00	600,000.00	0.00	600,000.00	25,000.00
440 · Sports Authority	0.00	82,250.00	82,250.00	0.00	102,000.00	102,000.00	19,750.00
441 · Grant Revenue	15,000.00	5,000.00	20,000.00	55,000.00	25,000.00	80,000.00	60,000.00
442 · Meetings Mean Business	0.00	0.00	0.00	0.00	0.00	0.00	0.00
445 · Vendor Income	0.00	2,500.00	2,500.00	0.00	0.00	0.00	-2,500.00
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	40.00	600.00	640.00	0.00	600.00	600.00	-40.00
<b>Total Income</b>	<b>743,116.97</b>	<b>369,100.00</b>	<b>1,112,216.97</b>	<b>739,635.00</b>	<b>418,050.00</b>	<b>1,157,685.00</b>	<b>45,468.03</b>
<b>Gross Profit</b>	<b>743,116.97</b>	<b>369,100.00</b>	<b>1,112,216.97</b>	<b>739,635.00</b>	<b>418,050.00</b>	<b>1,157,685.00</b>	<b>45,468.03</b>
<b>Expense</b>							
499 · Trade Out	0.00	0.00	0.00	0.00	0.00	0.00	0.00
500 · Conference Expenses	6,375.00	3,500.00	9,875.00	5,500.00	3,500.00	9,000.00	-875.00
534 · Print & Design Expenses	1,410.00	3,200.00	4,610.00	0.00	0.00	0.00	-4,610.00
564 · Participant Supplies	0.00	68,500.00	68,500.00	0.00	49,500.00	49,500.00	-19,000.00
565 · Event Supply	0.00	75,000.00	75,000.00	0.00	57,500.00	57,500.00	-17,500.00
565A · Event Service Fees	0.00	50,500.00	50,500.00	0.00	47,000.00	47,000.00	-3,500.00
565B · Event Facility Fees	0.00	10,500.00	10,500.00	0.00	10,500.00	10,500.00	0.00
565C · BSG FS Event Fees	0.00	0.00	0.00	0.00	58,000.00	58,000.00	58,000.00
566 · Reim. Registration/Contract Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00
567 · Merchandise for resale	900.00	5,000.00	5,900.00	3,500.00	4,500.00	8,000.00	2,100.00
569 · Property Tax	10,980.00	0.00	10,980.00	11,500.00	0.00	11,500.00	520.00
574 · Storage/Rent Events	0.00	0.00	0.00	0.00	2,500.00	2,500.00	2,500.00
576 · Outside Services	1,000.00	6,000.00	7,000.00	9,000.00	7,000.00	16,000.00	9,000.00
607 · Advertising Expenses	6,400.00	1,000.00	7,400.00	5,000.00	5,000.00	10,000.00	2,600.00
608 · Marketing Expense	75,000.00	20,800.00	95,800.00	90,000.00	20,000.00	110,000.00	14,200.00
609 · Website	8,500.00	500.00	9,000.00	110,000.00	1,000.00	111,000.00	102,000.00
612 · Grant Expense	0.00	52,500.00	52,500.00	0.00	50,000.00	50,000.00	-2,500.00
675 · Tourism Research Exp	0.00	0.00	0.00	0.00	0.00	0.00	0.00
705 · Computer & Software Expense	11,100.00	0.00	11,100.00	8,000.00	1,000.00	9,000.00	-2,100.00
707 · Legal & Accounting	25,500.00	2,350.00	27,850.00	13,500.00	2,500.00	16,000.00	-11,850.00
708 · Dues & Subscriptions	9,800.00	2,500.00	12,300.00	8,000.00	2,500.00	10,500.00	-1,800.00
709 · Miscellaneous Exp	0.00	0.00	0.00	0.00	0.00	0.00	0.00
710 · Office Expense	6,000.00	4,000.00	10,000.00	7,000.00	2,000.00	9,000.00	-1,000.00

**Wausau/Central WI CVB  
Profit Loss 2022 Budget vs. 2021**

	<u>CVB</u>	<u>SA</u>	<u>Total</u>	<u>CVB</u>	<u>SA</u>	<u>Total</u>	<u>Total</u>
	<u>YTD 22</u>	<u>YTD 22</u>	<u>Total YTD 22</u>	<u>YTD 23</u>	<u>YTD 23</u>	<u>Total YTD 23</u>	<u>Variance</u>
712 · Visitors Magazine Expense	35,600.00	0.00	35,600.00	70,000.00	0.00	70,000.00	34,400.00
715 · Bank & Credit Card Fees	950.00	1,000.00	1,950.00	1,500.00	8,000.00	9,500.00	7,550.00
718 · Registration Fees Expense	0.00	0.00	0.00	0.00	3,000.00	3,000.00	3,000.00
720 · Vehicle Expense	5,200.00	4,450.00	9,650.00	4,000.00	5,500.00	9,500.00	-150.00
721 · Seminars & Training	0.00	0.00	0.00	0.00	0.00	0.00	0.00
722 · Repairs & Maint	1,050.00	0.00	1,050.00	5,000.00	0.00	5,000.00	3,950.00
730 · Health Insurance	42,000.00	0.00	42,000.00	36,000.00	0.00	36,000.00	-6,000.00
732 · Meals & Entertainment	2,650.00	2,500.00	5,150.00	3,500.00	2,500.00	6,000.00	850.00
733 · Insurance	21,200.00	0.00	21,200.00	18,000.00	0.00	18,000.00	-3,200.00
750 · Interest Expense	800.00	0.00	800.00	800.00	0.00	800.00	0.00
755 · Telephone Expense	7,760.00	0.00	7,760.00	3,600.00	500.00	4,100.00	-3,660.00
756 · Equipment Lease	0.00	0.00	0.00	2,500.00	0.00	2,500.00	2,500.00
760 · Postage	3,500.00	2,250.00	5,750.00	4,000.00	2,500.00	6,500.00	750.00
770 · Rent /Storage Expense	1,500.00	0.00	1,500.00	1,000.00	2,000.00	3,000.00	1,500.00
771 · Parking Permit	0.00	0.00	0.00	0.00	0.00	0.00	0.00
772 · Utilities	6,750.00	0.00	6,750.00	14,000.00	0.00	14,000.00	7,250.00
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	245,500.00	50,000.00	295,500.00	245,000.00	62,000.00	307,000.00	11,500.00
809 · Employee Benefits	8,700.00	0.00	8,700.00	10,200.00	0.00	10,200.00	1,500.00
810 · Payroll Taxes	32,500.00	0.00	32,500.00	19,000.00	3,200.00	22,200.00	-10,300.00
811 · Retirement Plan	10,000.00	0.00	10,000.00	10,000.00	0.00	10,000.00	0.00
812 · Interest Expense Building	14,550.00	0.00	14,550.00	13,700.00	0.00	13,700.00	-850.00
813 · EIDL Interest Payment	0.00	0.00	0.00	4,500.00	1,110.00	5,610.00	5,610.00
890 · Penalty	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total Expense</b>	<b>603,175.00</b>	<b>366,050.00</b>	<b>969,225.00</b>	<b>737,300.00</b>	<b>414,310.00</b>	<b>1,151,610.00</b>	<b>182,385.00</b>
<b>Profit/Loss</b>	<b>139,941.97</b>	<b>3,050.00</b>	<b>142,991.97</b>	<b>2,335.00</b>	<b>3,740.00</b>	<b>6,075.00</b>	<b>-136,916.97</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	77,720.00	14,600.00	8,400.00	23,000.00	-54,720.00
<b>Total Expense</b>	<b>614,947.00</b>	<b>367,050.00</b>	<b>1,063,395.00</b>	<b>751,900.00</b>	<b>422,710.00</b>	<b>1,174,610.00</b>	<b>111,215.00</b>
<b>Net Profit/Loss after Depreciation</b>	<b>128,169.97</b>	<b>2,050.00</b>	<b>48,821.97</b>	<b>-12,265.00</b>	<b>-4,660.00</b>	<b>-16,925.00</b>	<b>-65,746.97</b>