



WCWCVB October 31, 2024 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. Discussion and Possible Action of Sports Authority Grants | Fisher/Maguire |
| a. Follow up on the 2025 USBC Open Bowling – 16 weeks at Dales Weston Lanes | |
| b. 2025 Battle at Bull Falls Snocross Race | |
| 4. Approval of September 26, 2024 Meeting Minutes | Fisher |
| 5. Approval of Financial Reports | Krahn |
| a. Discussion and Possible Action on 2025 Proposed Budget | |
| 6. Executive Director’s Report | White |
| 7. Marketing Update | White |

- 8. Discussion and Possible Action on Tourism Entity Contracts** **Fisher**
a. 2025 proposed Village of Weston Tourism Entity Contract
- 9. New Business** **Fisher**
a. Board Member Information Binders/Role of a Board Member Discussion
b. Discussion and Possible Action on Retaining a Room Tax Attorney on retainer
- 10. Unfinished Business** **Fisher**
a. Discussion and Possible Action of drafting a Tourism Entity Contract with the Village of Rothschild
b. Discussion on Board Member Recruitment
- 11. Committee Reports** **Fisher**
- 12. Announcements or Requests** **Fisher**
- 13. Next Meeting Date:** **Fisher**
a. December 2024 or January 2025
- 14. Adjourn Meeting** **Fisher**

Microsoft Teams

[Join the meeting now](#)

Meeting ID: 257 558 821 530

Passcode: cCHUYK

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.



Wisconsin's Leader in Sports, Events & Tourism

GRANT APPLICATION

Event/Tournament Name: 123 ANNUAL WISCONSIN USBC OPEN STATE TOURNAMENT

Event Dates: JAN 18, 2025 - MAY 4TH 2025

Local Organizing Committee: WAUSAU AREA USBC

Tax or EIN #: TAX EXEMPT 501 C 3

Contact Person: Dale Elliott

Address: 5902 Schfield Ave WESTON WI; 54476

Phone Day/Cell: 715-302-0684

Email: dale@letsgobowling.org

Amount Requested: \$ 10,000.00

DESCRIPTION OF EVENT

EVENT HISTORY

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

- 123 ANNUAL State EVENT
- COMES TO WAUSAU Every 5 years
- Largest State tournament in the NATION
- 10,000 Bowlers over 16 weekends 625 Bowlers per weekend.



Wisconsin's Leader in Sports, Events & Tourism

EVENT INFORMATION

Proposed Event Location/Facility: WESTON LANES

Has the facility been secured? Yes

Number of Teams Expected: 2,000

Number of Participants Expected: 10,000.00

Of Teams/Participants from outside 90 Miles: 1800

Estimated Number of Family & Friends per participant: x 2

Number of local teams: 200

Number of local participants: 1,000

HOTEL INFORMATION

Has contact been made with any area hotels? Yes All

If so, who? Holiday Inn & Suites, ALL

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

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

Date							
Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Rooms					200	400	100

Total Number of Room Nights:	<u>6,400</u>
Average Length of Stay:	<u>2</u>
Estimated # of Guests per room:	<u>2</u>



Wisconsin's Leader in Sports, Events & Tourism

POLICIES AND PROCEDURES

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

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

Additional Criteria for Applicants to note:

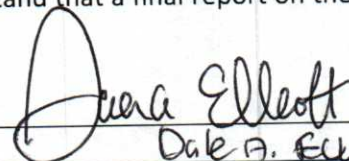
1. Any event seeking funding from the Sports Authority must hold the event in one of the communities represented by the Wausau/Central Wisconsin Convention & Visitors Bureau.
2. All area hotels must have an opportunity to submit a room block proposal through the CVB sales lead system in order for an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

Application Acknowledgement

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

Event Representative:

Printed Name:


Dana A. Elliott

Date:

9/9/2024

2024 Open Championship Appleton
Rolling Thunder Bowlero SuperBowl

Tournament Income	bowlers	fees		Prize fund
Bowling fees-Minors	10,140	\$ 24.00	\$243,360.00	
Bowling fees- Team (1985 x 5 = 9925)	9,925	\$ 12.00	\$119,100.00	
Expense fees-Minors	10,140	\$ 16.00	\$162,240.00	
Expense fees-Team	9,925	\$ 8.00	\$79,400.00	
Scratch Expense fees (1500 + 2014 + 2097 + 2044)	7,814	\$ 1.00	\$7,814.00	
Team All Events Expense fees (217 x 5)	1,085	\$ 1.00	\$1,085.00	
Prize fees	30,205	\$ 8.00	\$241,640.00	
Scratch Prize fees	7,814	\$ 9.00	\$70,326.00	
All Events Prize fees	9,902	\$ 6.00	\$59,412.00	
Team All Events Prize fees	1,085	\$ 9.00	\$9,765.00	
Total Tournament Income	A		\$994,142.00	
Tournament Expenses				
BAV Lineage fees - Minors	10,140	\$ 24.00	\$243,360.00	
DL Lineage fees - Team	9,925	\$ 12.00	\$119,100.00	
Madison Area USBC Check in fees	30,205	\$ 0.50	\$15,102.50	
Madison Area USBC Check-in bonus	9,925	\$ 1.00	\$9,925.00	
Prize fees	30,141	\$ 8.00	\$241,128.00	\$241,128.00
Scratch Prize fees	7,814	\$ 9.00	\$70,326.00	\$70,326.00
All Events Prize fees	9,902	\$ 6.00	\$59,412.00	\$59,412.00
Team All Events Prize fees	217	\$ 45.00	\$9,765.00	\$9,765.00
S Leader Promo (GC \$3089), 10 bbs@\$120, cb 18@\$16			\$4,577.00	
Credit card payments	\$296,070.00	2.40%	\$7,105.68	
Total Expenses	C		\$779,801.18	
Net Total			\$214,340.82	\$380,631.00
Other Income				
Miller/Coors Sponsorship			\$4,000.00	
Motiv ball raffle			\$85,637.00	
Room Rebate	2205	\$ 8.00	\$17,640.00	
Visitors Bureau Donation			\$5,000.00	
Host center contribution (\$2500 & \$3750)			\$6,250.00	
USBC Stimulus			\$6,000.00	
Cash Raffle, Main, Pull tabs			\$93,367.00	
Merchandise			\$46,007.00	
Braxion (-\$5500 for awards)			\$55,219.00	
Other Income Total	B		\$319,120.00	
Other Income Expenses				
Motiv balls 355 balls @ \$120			\$42,600.00	
Madison Area USBC (1/2 of Raffles and other) less exp			\$71,748.95	
Merchandise			\$29,388.00	
Costs from raffles (tickets, pull tabs, raffle prizes, print, cc fees)			\$9,563.55	
Awards- 51 - 300/800 Jackets (\$4800.10), Champions Jackets - 30 (\$2823.30)			\$7,623.40	
BVL, and Special Olympics			\$5,010.00	
WS USBC prize enhancement @ \$2/bowler/event	30,141	\$ 2.00	\$60,282.00	\$60,282.00
USBC Stimulus			\$6,000.00	\$6,000.00
to prize fund from Brackets, ball & cash raffle & other income			\$36,000.00	\$36,000.00
Total Other Expenses	D		\$268,215.90	\$102,282.00
Total Income	A + B		\$1,313,262.00	
Total Expenses	C + D		\$1,048,017.08	
Total Profit			\$265,244.92	
Total Prize Fund				\$482,913.00

2023-24 Actual and 2024-25 Proposed Tournament Budget

	Actual 2023	Proposed 2023	Actual 2022-2023	Proposed 2023-2024	Actual 2023-2024	Proposed 2024-2025
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Open Championship Tournament						
Total Tournament Income	\$1,003,598.00	\$1,000,000.00	\$1,156,055.85	\$1,150,000.00	\$1,313,262.00	\$1,250,000.00
Total Expenses	\$804,334.20	\$820,000.00	\$939,271.63	\$950,000.00	\$1,048,017.08	\$1,050,000.00
Grand Total Open Tournament	\$199,263.80	\$180,000.00	\$216,784.22	\$200,000.00	\$265,244.92	\$200,000.00

Rebate Tracker: 2024 WI USBC Open Bowling Tournament

Hotel	Contact	Email	Phone	Total Number	Rebate per Room	Total Rebate	Paid
Best Western Bridgewood	Barb Anderson	banderson@bwneenah.com	920-720-8000	440	\$8	\$3,520	\$3,520
Cambria Suites	Emily Blum	sales@cambrasuitesappleton.com	920-733-0101	364	\$8	\$2,912	\$2,912
Comfort Suites	Chuck Gifford	cgifford@wiscohotels.com	920-730-3800	27	\$8	\$216	\$216
Country Inn & Suites Appleton	Susan Ratz	cx_gcwi@countryinnamericas.com	920-830-3240	215	\$8	\$1,720	\$1,720
DoubleTree Appleton	Missi Holz	mholz@regalhospitalityinc.com	920-735-9955	424	\$8	\$3,392	\$3,392
Fairfield Inn & Suites	Amanda Hedtke	amanda.hedtke@brandthg.com	920-939-8181	465	\$8	\$3,720	\$3,720
Holiday Inn	Kate Drews	kdrews@wiscohotels.com	920-441-0206	119	\$8	\$952	\$952
La Quinta Inn & Suites	Kassandra Peters	kpeters@thevictusgroup.com	920-734-7777	151	\$8	\$1,208	\$1,208
Totals				2205		\$17,640	\$17,640
							8/20/2024

2019 Men's State Bowling Tournament

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13	Week 14	Week 15	Week 16	Week 17	Total		
Hotel 1	3	7	55	64	86	52	42	20	75	40	56	40	63	30	20	69	44	766	\$ 4,596.00	26.1%
Hotel 2		10	12	39	32	38	23	80	78	75	54	49	56	85	13	32	8	684	\$ 4,104.00	23.3%
Hotel 3		18	14		18	35	12	20	17	53	48	33	33	35		33		369	\$ 2,214.00	12.6%
Hotel 4	34		1		1	7	14	3	7	4	9	16	4	1			5	106	\$ 636.00	3.6%
Hotel 5					37	12	17	10	7	18	13	16	3	5		19	2	159	\$ 954.00	5.4%
Hotel 6					13							12		4		17		46	\$ 276.00	1.6%
Hotel 7					7	26		20	9	2		15	22	4		93	10	208	\$ 1,248.00	7.1%
Hotel 8		20					51		14	83	53	12	29	11		5	26	304	\$ 1,824.00	10.3%
Hotel 9	6							9						4				19	\$ 114.00	0.6%
Hotel 10			24			31	26		8	25	39	14	36	30		40	4	277	\$ 1,662.00	9.4%
	43	55	106	103	194	201	185	162	215	300	272	207	246	209	33	308	99	2938	\$ 17,628.00	

1406

County Inn & Suites

14 35

490
336
104
98
29
61
63
19
1200 \$ 7,200.00
\$ 10,428.00

1406 rooms \$ 8,436 6/6/2019
624 rooms \$ 3,744 6/19/2019 \$ 13,884.00
\$ 5,448.00 will pay back when payments come in
\$ 12,180



Wisconsin's Leader in Sports, Events & Tourism

GRANT APPLICATION

Event/Tournament Name:	Battle at Bull Falls hosted by Rib Knights Snowmobile Club
Event Dates:	02/15/2025 – 02/16/2025 (SATURDAY – SUNDAY)
Local Organizing Committee:	RIB KNIGHTS, INC. (SNOWMOBILE CLUB)
Tax or EIN #:	39-1353283
Contact Person:	JENNIFER JOHNSON / JOE BAUER
Address:	PO BOX 315 WAUSAU, WI 54401
Phone Day/Cell:	715-630-0017 / 715-432-5543
Email:	FUNDRAISING@RIBKNIGHTS.COM
Amount Requested:	\$ 6,000.00

Event Description:

Rib Knights Snowmobile Club is hosting Battle at Bull Falls, the Midwest SnoCross Series race at the Wausau 525 Track on Saturday 02/15/2025 and Sunday 02/16/2025. This is one of the premier regional races in the nation.

With the other Midwest SnoCross races being held in Ironwood, MI; Hartford, WI; Winter, WI; Plymouth, WI; and Hutchinson, MN, this race is centrally located to bring great attendance.

This event is anticipated to bring in over 1000+ attendees which includes approx. 200 racers from WI, MI, and MN of all ages and their families/friends.

Event History:

Battle at Bull Falls was started by Midwest SnoCross Series.

Midwest SnoCross Series was founded in 2021.

Rib Knights Inc. (Snowmobile Club), a non-profit was incorporated in 1971 and was recognized as a charitable 501(c)3 as of July 22, 2024.

January 2022 was the first Battle at Bull Falls SnoCross event was held in the Rib Mountain/Wausau area. The attendance including racers this first year was less than 500.

February 2023 was the first time that Rib Knights became involved and hosted Battle at Bull Falls.

This was the end of year finale race which was held in Rib Mountain/Wausau. Being the second year of racing, it drew in 197 racers with total attendance of just over 1000 for the two-day event.

February 2024 was unfortunately cancelled due to unseasonably warm weather and no snow.

This coming February (2025), Rib Knights will once again host the Battle at Bull Falls for the third year of racing to be held at Wausau 525 Track in Rib Mountain/Wausau. We anticipate over 200 racers as there have been 6 new racing classes added to the schedule compared to 2023. Newly added for 2025 is a Women's Lite 14-17 class which helps grow the racer base. Overall, we expect attendance to exceed 2023 numbers.



Wisconsin's Leader in Sports, Events & Tourism

EVENT INFORMATION

Proposed Event Location/Facility:	WAUSAU 525 TRACK (145025 CTY HWY NN, WAUSAU)
Has the facility been secured?	YES
Number of Teams Expected:	This event is an individual sport
Number of Participants Expected:	200+ Racers – some racers enter multiple classes for this event
# Of Teams/Participants from outside 90 Miles:	Racers from WI, MI, MN – Most from out of the area
Estimated Number of Family & Friends per participant:	2-3
Number of local teams:	This event is an individual sport
Number of local participants:	Unknown count for local racers – Race locations for the season in addition to Wausau include Ironwood, MI; Hartford, WI; Winter, WI; Plymouth, WI

HOTEL INFORMATION

Has contact been made with any area hotels? In Process

If so, who? Days Inn & Suites, La Quinta, Super 8, Country Inn & Suites

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

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

Date				02/13/25	02/14/25	02/15/25	
Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Rooms				2	6 + 10 Block	6 + 10 Block	

Total Number of Room Nights:	14 for Race Officials / Racer Reservations TBD
Average Length of Stay:	2-3 Nights
Estimated # of Guests per room:	2-3 People



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Event Representative: _____

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

Printed Name: Jennifer Johnson

Date: 10/09/2024

Expenses	
Admission Tickets	\$150.00
Advertising (Books)	\$300.00
Advertising (Posters)	\$250.00
Advertising (Racer Bags)	\$500.00
Announcer	\$600.00
Banners	\$1,200.00
Diesel Fuel	\$1,500.00
Electric	\$1,500.00
Food/Beverages	\$3,000.00
Hotel (MWSS)	\$1,800.00
Dumpster Service	\$1,500.00
Insurance	\$500.00
LP Gas	\$2,250.00
Marketing (Radio)	\$500.00
Marketing (TV)	\$1,500.00
MISC Supplies	\$500.00
Permit - Bartender	\$75.00
Permit - County	\$250.00
Permit - Retailer	\$25.00
Portable Toilets	\$1,000.00
Pro Payout downpayment	\$1,000.00
Septic	\$600.00
Snow Making	\$3,500.00
Sound System	\$250.00
Trophies cut-outs	\$1,800.00
Trucking	\$7,500.00
Venue Rental	\$6,000.00
TOTAL EXPENSES	\$39,550.00

Income	
REVENUE	
Gen Admission Sat	\$12,000.00
Food Sales	\$4,000.00
Beverage Sales	\$3,000.00
GRANTS	
City of Wausau	\$4,000.00
Sports Authority Grant	\$6,000.00
Village of Rib Mountain	\$10,000.00
Village of Rothschild	\$4,000.00
Village of Weston	\$6,000.00
SPONSORS	
365 Powersports	\$500.00
Antigo Yamaha	\$525.00
Associated Bank	\$250.00
Bills Service	\$500.00
Central WI Powersports	\$500.00
Covantage	\$250.00
Donahue Super Sports	\$250.00
Fully Promoted	\$250.00
Kafka Granite	\$1,000.00
Londerville Steel	\$1,200.00
Mid-Wisconsin Beverage	\$250.00
Swatloski Trucking	\$1,000.00
Trailmates Snowmobile Club	\$225.00
Viking Electric	\$500.00
TOTAL INCOME	\$56,200.00



September 26, 2024 Board Meeting Minutes

Granite Peak

11:30 am

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

Present: Jamie Polley, Greg Fisher, Steve Krahn, Tim Van De Yacht, Hooshang Zeyghami, Nick Patel, Mayor Diny, Tim White, and Jodi Maguire

Absent: Joan Joss, Village of Rib Mountain Representative, and Sean Wright.

Call for a motion to accept May 29, 2024, meeting minutes as printed by Fisher. Motion to accept made by Patel, second by Krahn, and approved by all.

Financial Reports

Krahn gave a brief update on the financials by stating the CVB is showing a profit of \$110,000 with the restricted income not being included. Krahn stated the marketing expense is under budget along with the salary & wages. Marketing expenses are down due to the NBC OTT campaign and billing being behind schedule but should catch up by the year end. Krahn stated salary & wages are below due to the Marketing Director leaving and having a gap of time in between before hiring Gao Her. Krahn stated the Sports Authority is down \$17,000 but stated this is due to a couple factors in the decrease of the games due to weather and the change in sponsorships since the sale of the Wausau Marathon. Zeyghami asked Krahn why Rib Mountain and Wausau are not listed on the balance sheets with totals. Krahn stated the restricted income for the grant programs are only with the Village of Weston and the City of Schofield. Van De Yacht asked where the income for marketing services would be reflected in the profit & loss statement and asked if funds were received. Maguire stated the revenue would go in the 430 line for the CVB account and stated funds were not distributed yet. Maguire stated the

JEM grant is a reimbursement program; and the current marketing campaign is still running. Maguire stated funds should be received in December.

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

Executive Director Report & Marketing Update

White shared highlights of what the CVB has been working on for quarter three of 2024. White stated the website saw an average of 42,000 users and 55,000 engaged sessions. The top pages visited were Things to do, Events, Shopping, Taste & Glow, Wausau Marathon and Badger State Games. White shared the current marketing campaign with NBC had over 767,000 impressions in the markets of Milwaukee, Fox Valley, Madison, Duluth, Marquette, Rockford, Rochester. Hotel occupancy is also up for the summer months with an average of 67%. White stated STVR are on the rise and visitors are staying longer in our destination. White stated digital marketing has been successful. White also shared Visit Wausau is running a performance max campaign for Monk Gardens and looking to do another one for Winter Badger State Games. White stated he is working on a project for the Marathon County signs on the highway to be resigned and updated.

White stated the Book Direct has launched on the website and shared the first performance report. The performance report shows how many direct bookings were made in each month, who is booking, average booking amount, top searches and total revenue collected. White stated the current partnership program that launched a year ago is currently on hold to be evaluated. White suggested developing a task force group to help research and create a new partnership program.

Van De Yacht asked if there was a current 2024 marketing plan and asked for a 2025 plan to be developed. White stated there was a marketing plan in place for 2024 developed by Steinhilber. White stated the team will develop a plan for 2025 and stated Maguire is in the developing stage of the 2025 budget. Van De Yacht suggested breaking the marketing expenses down quarterly or even seasonally to evaluate and adjust as needed.

Board members discussed the importance of showing the municipalities the value of the CVB and its marketing contributions. Polley stated giving examples of what we have done or are working on will help. Fisher stated having a presentation to share could be beneficial as well. White stated quarterly reports for the marketing efforts are shared with the municipalities. Patel suggested having other hoteliers in the area attend tourism commission meetings would be beneficial as well. Patel stated this could educate and help voucher the CVB efforts.

Sports Authority Grant Requests:

USBC Open Bowl Tournaments @ Dale's Weston Lanes

Maguire presented the grant request submitted by Dale Elliott for the upcoming 2025 USBC Open. Maguire stated tournaments will run 16 weeks long starting in January and will bring over 800 bowlers to Central Wisconsin each weekend. Maguire stated in the past, there would

be a room rebate that was added to the overstay using a program called Meetingmax. Maguire stated Meetingmax wasn't beneficial to our hoteliers because the program didn't integrate with their lodging system. Maguire stated hoteliers had to keep moving inventory from one program to another and track cancellations by a certain period. Maguire stated the program wasn't beneficial to our area and hoteliers didn't want to use it anymore. Since we are not using a booking tool for the rebates, Maguire stated the USBC and Elliott are looking for creative ways to streamline the rebate process. Maguire stated J. Elliott organized it two years ago and reached directly out to the hoteliers to set up the booking rebate, but it is very time-consuming and with this tournament being the largest it would be difficult to track and collect. Maguire stated Elliott will be approaching each municipality for a grant request. Polley asked who the fiscal agent is and stated the current financials that were submitted show a profit of \$200,000 from the 2024 tournament. Krahn stated on the grant application it shows Wausau USBC as the grant recipient but stated State of Wisconsin USBC financials were supplied. Board members discussed approving a different amount than what was requested. Maguire did mention that the Fox Cities Visitors Bureau did contribute towards the 2024 Open tournament that was held in Appleton. Board acknowledged but still would like clarification. Maguire was asked to invite Dale Elliott to the next meeting to present and answer questions for more clarification.

Premier Girls' Fastpitch Tournament – Arctic Blast

Maguire stated she has been working with Wagner who will be bringing this first tournament to Central Wisconsin. Maguire stated Wagner runs three to four tournaments a year in Rhinelander and he is looking to bring them to Central Wisconsin with the new Greenheck Turner Community Center. Maguire stated that athletes from four different states will be competing, and college scouts will also be in attendance. Maguire stated she has already setup the hotel room blocks and registration has opened. Wagner is looking to host 16 teams for the Arctic Blast.

Call for a motion to accept the 2025 Premier Girls' Fastpitch Tournament – Arctic Blast in the amount of \$8,000 as printed by Fisher. Motion to accept made by Polley second by Patel approved by all.

2025 Badger State Games Youth Hockey Tournaments

Maguire stated there will be five Badger State Games Youth Hockey Tournaments for 2025 and they are seeking a total of \$7,000 to help offset their costs. The board asked if requests were similar to the past request and Maguire stated yes. Van De Yacht asked if they use any Badger State Games marketing materials. Maguire stated yes, they have four Badger State Games Hockey banners that they use every year to help promote and advertise events.

Call for a motion to accept the (5) 2025 Badger State Games Youth Hockey Tournaments in the amount of \$7,000 as printed by Fisher. Motion to accept made by Patel second by Zeyghami approved by all.

New Business

Fisher gave a brief update on the Village of Rothschild. Fisher stated leaders from Rothschild and Weston along with White & Maguire came together in early September to discuss. Fisher stated more discussions need to happen and nothing will happen overnight. Fisher stated the group discussed having a flat contribution rate rather than a percentage. Polley stated she doesn't feel this would be fair and agreeable to other municipalities who are currently contributing to the CVB, other board members agreed. Board members discussed seeking 37.5% or more of room tax funds from the Village of Rothschild. Fisher stated this will be on the agenda for our next board meeting to discuss more and stated he is open to sitting down with Rothschild for further discussion.

Board Member Recruitment

Fisher asked all board members to brainstorm on anyone who might be a good fit and interested in joining the Wausau/Central Wisconsin CVB Board of Directors. More discussion will take place at the next board meeting.

Unfinished Business

None at this time.

Committee Reports

Update at the next board meeting due to timing.

Announcements or Request**Next Meeting Date**

Next meeting date is scheduled for Thursday, October 31st at 11:30am at Granite Peak

Call for a motion to adjourn by Patel, second by Krahn approved by all. 1:38 pm.

Wausau/Central WI CVB Profit & Loss Budget vs. Actual January through September 2024

	TOTAL		
	Jan - Sep 24	Budget	\$ Over/Under Budget
Ordinary Income/Expense			
Income			
330 · Restr. Schofield Hold	25,974.88		
331 · Restr. Weston Hold	106,199.86		
400 · CVB Income	0.00	0.00	0.00
402 · Gift Shop - Taxable	0.00	14,994.00	-14,994.00
403 · Gift Sales - Non Taxable	0.00	0.00	0.00
405 · Publication & Program Revenue	26,740.00	38,000.00	-11,260.00
406 · Partnership Plans	0.00	16,000.00	-16,000.00
407 · DTN Income	4,376.80	18,750.00	-14,373.20
410 · Brochure Distribution Service	2,450.00	6,650.00	-4,200.00
415 · Advertising	0.00	0.00	0.00
420 · Sponsorship	0.00	0.00	0.00
422 · Registration Fees	0.00	0.00	0.00
430 · Resale/Misc Revenue	387.19	7,497.00	-7,109.81
432 · Interest Income	4,932.62	1,494.00	3,438.62
434 · Print & Design Income	0.00	378.00	-378.00
435 · Room Tax	515,972.18	480,000.00	35,972.18
440 · Sports Authority	0.00	0.00	0.00
441 · Grant Revenue	0.00	23,994.00	-23,994.00
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
Total Income	687,033.53	607,757.00	79,276.53
Gross Profit	687,033.53	607,757.00	79,276.53
Expense			
500 · Conference Expenses	11,813.15	9,000.00	2,813.15
534 · Print & Design Expenses	324.20	0.00	324.20
567 · Merchandise for resale	0.00	4,000.00	-4,000.00
569 · Property Tax	0.00	0.00	0.00
574 · Storage/Rent Events	0.00	0.00	0.00
576 · Outside Services	0.00	4,258.00	-4,258.00
607 · Advertising Expenses	84,994.21	71,100.00	13,894.21
608 · Marketing Expense	8,769.90	48,600.00	-39,830.10
609 · Website	39,322.55	45,000.00	-5,677.45
705 · Computer & Software Expense	3,601.26	6,347.00	-2,745.74
707 · Legal & Accounting	8,807.00	10,890.00	-2,083.00
708 · Dues & Subscriptions	14,796.06	10,890.00	3,906.06
710 · Office Expense	3,817.59	5,994.00	-2,176.41
712 · Visitors Magazine Expense	50,760.13	45,000.00	5,760.13

Wausau/Central WI CVB
Profit & Loss Budget vs. Actual
January through September 2024

	TOTAL		
	Jan - Sep 24	Budget	\$ Over/Under Budget
715 · Bank & Credit Card Fees	357.95	1,494.00	-1,136.05
720 · Vehicle Expense	457.77	3,375.00	-2,917.23
721 · Seminars & Training	701.70	1,494.00	-792.30
722 · Repairs & Maint	0.00	1,872.00	-1,872.00
730 · Health Insurance	22,322.64	32,625.00	-10,302.36
732 · Meals & Entertainment	1,937.78	3,672.00	-1,734.22
733 · Insurance	11,198.01	13,500.00	-2,301.99
755 · Telephone Expense	2,450.26	3,150.00	-699.74
756 · Equipment Lease	1,725.84	1,872.00	-146.16
760 · Postage	139.47	3,510.00	-3,370.53
770 · Rent /Storage Expense	7,658.15	13,050.00	-5,391.85
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	183,067.82	234,000.00	-50,932.18
809 · Employee Benefits	4,350.00	7,650.00	-3,300.00
810 · Payroll Taxes	14,547.23	23,000.00	-8,452.77
811 · Retirement Plan	6,589.46	6,570.00	19.46
812 · Interest Expense Building	0.00	0.00	0.00
813 · Interest Expense EDIL	3,096.20	3,744.00	-647.80
890 · Penalty	0.00	0.00	0.00
Total Expense	487,606.33	615,657.00	-128,050.67
Net Ordinary Income	199,427.20	-7,900.00	207,327.20
Other Income/Expense			
Other Expense			
931 · Restr. Weston Hold Release	163,166.68		
975 · Depreciation Expense	10,639.31	10,260.00	379.31
Total Other Expense	173,805.99	10,260.00	163,545.99
Net Other Income	-173,805.99	-10,260.00	-163,545.99
Net Income	25,621.21	-18,160.00	43,781.21

Wausau/Central Wisconsin Sports Authority Inc.
Profit & Loss Budget vs. Actual
January through September 2024

	TOTAL		
	Jan - Sep 24	Budget	\$ Over/Under Budget
Ordinary Income/Expense			
Income			
330 · Restr. MMB Schofield	2,886.10		
331 · Restr. MMB Weston	26,612.30		
402 · Gift Shop	0.00	0.00	0.00
415 · Advertising	0.00	0.00	0.00
420 · Sponsorship	20,500.00	51,250.00	-30,750.00
422 · Registration Fees	46,694.82	64,750.00	-18,055.18
422A · BSG FS Registrations	603.29	5,000.00	-4,396.71
430 · Resale/Misc Revenue	4,186.08	14,500.00	-10,313.92
432 · Interest Income	812.15	378.00	434.15
434 · Print & Design Income	0.00	0.00	0.00
435 · Outdoor Rec Room Tax Revenue	14,823.70	0.00	14,823.70
440 · Sports Authority	83,023.37	90,000.00	-6,976.63
441 · Grant Revenue	7,500.00	8,100.00	-600.00
442 · Meetings Mean Business	0.00	0.00	0.00
444 · Vendor Income	0.00	0.00	0.00
445 · Contract Revenue	0.00	0.00	0.00
900 · Community Foundation - Taxable	3,917.76		
Total Income	211,559.57	233,978.00	-22,418.43
Gross Profit	211,559.57	233,978.00	-22,418.43
Expense			
500 · Conference Expenses	2,941.92	3,600.00	-658.08
534 · Print & Design Expenses	0.00	0.00	0.00
564 · Participant Supplies	4,437.24	29,200.00	-24,762.76
565 · Event Supply	4,487.84	31,500.00	-27,012.16
565A · Event Service Fees	18,720.09	31,500.00	-12,779.91
565B · Event Facility Fees	7,469.00	11,250.00	-3,781.00
565C · BSG FS Event Fees	63,455.44	63,000.00	455.44
566 · Reim Registration/Contract Fees	0.00	0.00	0.00
567 · Merchandise for resale	0.00	0.00	0.00
574 · Storage/Rent Events	0.00	1,890.00	-1,890.00
576 · Outside Services	0.00	5,000.00	-5,000.00
607 · Advertising Expenses	1,744.00	11,250.00	-9,506.00
608 · Marketing Expenses	334.00	3,600.00	-3,266.00
609 · Website	912.34	765.00	147.34
612 · Grant Expense	58,000.00	50,000.00	8,000.00
705 · Computer & Software Expense	0.00	1,485.00	-1,485.00
707 · Legal & Accounting	3,250.00	2,970.00	280.00
708 · Dues & Subscriptions	739.00	2,610.00	-1,871.00
709 · Miscellaneous Expense	0.00	0.00	0.00
710 · Office Expenses	313.30	1,872.00	-1,558.70

Wausau/Central Wisconsin Sports Authority Inc.
Profit & Loss Budget vs. Actual
 January through September 2024

	TOTAL		
	Jan - Sep 24	Budget	\$ Over/Under Budget
715 · Bank & Credit Card Fees	2,461.86	3,870.00	-1,408.14
718 · Registration Fees Expense	2,025.00	2,250.00	-225.00
720 · Vehicle Expense	0.00	4,050.00	-4,050.00
721 · Seminars & Training	0.00	1,494.00	-1,494.00
722 · Repairs & Maint	0.00	0.00	0.00
732 · Meals & Entertainment	158.77	1,872.00	-1,713.23
733 · Insurance	0.00	0.00	0.00
750 · Interest Expense	0.00	0.00	0.00
755 · Telephone Expenses	0.00	450.00	-450.00
756 · Equipment Lease	0.00	0.00	0.00
760 · Postage	140.28	2,097.00	-1,956.72
770 · Rent/Storage Expense	0.00	1,485.00	-1,485.00
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	26,597.74	49,950.00	-23,352.26
810 · Payroll Taxes	1,912.22	2,619.00	-706.78
811 · Retirement Plan	0.00	1,503.00	-1,503.00
813 · EIDL Interest Payment	739.80	900.00	-160.20
890 · Penalty	0.00	0.00	0.00
932 · Restr. MMB Rib Mtn. Release	5,700.00		
Total Expense	206,539.84	324,032.00	-117,492.16
Net Ordinary Income	5,019.73	-90,054.00	95,073.73
Net Income	5,019.73	-90,054.00	95,073.73

Wausau/Central WI CVB Balance Sheet

As of September 30, 2024

Sep 30, 24

ASSETS

Current Assets

Checking/Savings

0100 - People's CVB Checking 216,158.31

0101 - People's CVB Money Market 587,286.36

Total Checking/Savings 803,444.67

Other Current Assets

120 - Due From Sports Authority 428,802.56

Total Other Current Assets 428,802.56

Total Current Assets 1,232,247.23

Fixed Assets

149 - Signage 11,653.19

150 - Furniture & Equipment 70,226.56

160 - Accum Depreciation -36,635.35

Total Fixed Assets 45,244.40

TOTAL ASSETS 1,277,491.63

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Other Current Liabilities

227 - Accrued FICA/ FED 2,431.27

229 - Accrued Wis WH 1,499.61

240 - Accrued Interest 3,525.95

242 - Sales Tax Payable 21.27

Total Other Current Liabilities 7,478.10

Total Current Liabilities 7,478.10

Long Term Liabilities

281 - Disaster Relief Loan 147,327.20

Total Long Term Liabilities 147,327.20

Total Liabilities 154,805.30

Equity

320 - Unrestricted Net Assets 745,264.12

325 - Restr. Net Assets - Schofield 133,353.00

326 - Restr. Net Assets - Weston 218,448.00

Net Income 25,621.21

Total Equity 1,122,686.33

TOTAL LIABILITIES & EQUITY 1,277,491.63

Wausau/Central Wisconsin Sports Authority Inc.
Balance Sheet

As of September 30, 2024

Sep 30, 24

ASSETS

Current Assets

Checking/Savings

Badger State Games	1,075.42
Sports Authority CVB	8,032.63
0 - Community Foundation	49,382.44
100 - Peoples Sports Authority MM	97,937.96
101 - People's Sports Authority M	275,880.35
102 - People's Sports Authority CVB	135,851.01
105 - People's Badger State Games	107,480.70

Total Checking/Savings 675,640.51

Other Current Assets

110 - N/R Wausau Marathon	6,250.00
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Total Other Current Assets 6,250.00

Total Current Assets 681,890.51

TOTAL ASSETS 681,890.51

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Other Current Liabilities

120 - Due to CWVB	428,802.56
240 - Accrued Interest	796.05

Total Other Current Liabilities 429,598.61

Total Current Liabilities 429,598.61

Long Term Liabilities

281 - Disaster Relief Loan	36,308.80
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Total Long Term Liabilities 36,308.80

Total Liabilities 465,907.41

Equity

31500 - Restr. MMB Rollover	157,623.00
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32000 - Unrestricted Net Assets	53,340.37
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Net Income 5,019.73

Total Equity 215,983.10

TOTAL LIABILITIES & EQUITY 681,890.51

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

Wausau Central Wisconsin Conventio & Visitors Bureau
2025 Proposed Budget

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

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

	<u>CVB</u>	<u>SA</u>	<u>Total</u>	<u>CVB</u>	<u>SA</u>	<u>Total</u>	<u>Total</u>
	<u>YTD 24</u>	<u>YTD 24</u>	<u>Total YTD 24</u>	<u>YTD 25</u>	<u>YTD 25</u>	<u>Total YTD 25</u>	<u>Variance</u>
709 · Miscellaneous Exp	0.00	0.00	0.00	0.00	0.00	0.00	0.00
710 · Office Expense	8,000.00	2,500.00	10,500.00	8,000.00	2,500.00	10,500.00	0.00
712 · Visitors Magazine Expense	45,000.00	0.00	45,000.00	14,000.00	0.00	14,000.00	-31,000.00
715 · Bank & Credit Card Fees	2,000.00	5,200.00	7,200.00	2,200.00	6,000.00	8,200.00	1,000.00
718 · Registration Fees Expense	0.00	3,000.00	3,000.00	0.00	3,000.00	3,000.00	0.00
720 · Vehicle Expense	4,500.00	5,500.00	10,000.00	2,500.00	2,500.00	5,000.00	-5,000.00
721 · Seminars & Training	2,000.00	2,000.00	4,000.00	2,000.00	2,000.00	4,000.00	0.00
722 · Repairs & Maint	2,500.00	0.00	2,500.00	2,000.00	0.00	2,000.00	-500.00
730 · Health Insurance	43,500.00	0.00	43,500.00	43,500.00	0.00	43,500.00	0.00
732 · Meals & Entertainment	4,900.00	2,500.00	7,400.00	200.00	2,500.00	2,700.00	-4,700.00
733 · Insurance	18,000.00	0.00	18,000.00	20,000.00	0.00	20,000.00	2,000.00
750 · Interest Expense	0.00	0.00	0.00	800.00	0.00	800.00	800.00
755 · Telephone Expense	4,200.00	600.00	4,800.00	4,400.00	600.00	5,000.00	200.00
756 · Equipment Lease	2,500.00	0.00	2,500.00	0.00	0.00	0.00	-2,500.00
760 · Postage	4,700.00	2,800.00	7,500.00	3,500.00	2,500.00	6,000.00	-1,500.00
770 · Rent /Storage Expense	17,500.00	2,000.00	19,500.00	18,000.00	2,200.00	20,200.00	700.00
771 · Parking Permit	0.00	0.00	0.00	0.00	0.00	0.00	0.00
772 · Utilities	0.00	0.00	0.00	0.00	0.00	0.00	0.00
773 · Tourism Commissions	0.00	0.00	0.00	0.00	0.00	0.00	0.00
775 · Capital Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00
800 · Salary & Wages	292,000.00	66,500.00	358,500.00	280,000.00	66,500.00	346,500.00	-12,000.00
809 · Employee Benefits	10,200.00	0.00	10,200.00	10,200.00	0.00	10,200.00	0.00
810 · Payroll Taxes	29,200.00	3,500.00	32,700.00	29,000.00	5,100.00	34,100.00	1,400.00
811 · Retirement Plan	8,760.00	2,000.00	10,760.00	12,500.00	0.00	12,500.00	1,740.00
812 · Interest Expense Building	0.00	0.00	0.00	0.00	0.00	0.00	0.00
813 · EIDL Interest Payment	5,000.00	1,200.00	6,200.00	4,800.00	1,000.00	5,800.00	-400.00
890 · Penalty	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Expense	784,160.00	407,800.00	1,191,960.00	783,150.00	393,400.00	1,176,550.00	-15,410.00
Profit/Loss	12,840.00	700.00	13,540.00	13,350.00	100.00	13,450.00	-90.00
284 · EIDL Loan Payment	0.00	0.00	0.00	0.00	0.00	0.00	0.00
285 · N/P Building - Incredible Bank	0.00	0.00	0.00	0.00	0.00	0.00	0.00
975 · Depreciation Expense	13,687.00	0.00	13,687.00	13,284.00	0.00	13,284.00	-403.00
Total Expense	797,847.00	407,800.00	1,205,647.00	796,434.00	393,400.00	1,189,834.00	-15,813.00
Net Profit/Loss after Depreciation	-847.00	700.00	-147.00	66.00	100.00	166.00	313.00

Visit Wausau - Q3 Board Report

Prepared by: Tim White, Executive Director

Overview of Q3 Efforts

This quarter has been marked by steady progress across multiple key areas, as Visit Wausau continues to focus on delivering exceptional results for the region through enhanced marketing, partnerships, and operations. Below is a summary of the highlights and ongoing efforts:

Marketing & PR Initiatives

- Website Refresh: Streamlining visitor engagement with easier booking, better mobile experience, and improved navigation.
- PR Strategy Execution: Promoting 'Wisconsin's Basecamp' branding with outdoor recreation, foodie culture, and arts.
- NFL Draft 2025 Planning: Collaborating with stakeholders and municipalities; exploring shuttle buses to Green Bay.
- Grant Strategy: Developing two grant applications; Zartico data funding prioritized.

Operational Updates & ROCKS Implementation

- EOS Integration: Weekly meetings aligning focus through clear ROCK assignments.
- IronBull Proposal: Crafting a proposal to enhance national visibility, attract spectators, and launch kids' events. Success patterned after Monk Botanical Gardens

Staff & Internal Developments

- New Marketing Partnership Specialist: Gao Her is focusing on CRM/CMS operations and partner relations and integrations.
- Creative Director: Brenton Wildman creating multimedia content, including 'chill' commercials promoting winter activities.

Tourism Impact & Collaboration

- Collaboration with Sports Wisconsin & Destinations Wisconsin: Leveraging partnerships for research and advocacy.
- Municipal Relations: Strengthening relationships with local municipalities to align tourism efforts.

Next Steps for Q4

- Finalizing NFL Draft event plans
- Launching website refresh
- Submitting two grants, starting with Zartico
- Securing sponsors for podcasts and the visitor guide

Q3 Marketing Report - Visit Wausau

This report summarizes the marketing performance and strategic efforts of Visit Wausau for the third quarter of 2024. It includes key insights, trends, and strategic adjustments necessary to enhance performance moving forward.

Performance Trends

- Website Views: Declined from 1,650 in early July to 900 by the end of September.
- Social Media Impressions: Grew from 66,000 in July to 262,000 by late September.
- Engaged Sessions: Spiked to 2,100 in September, indicating high user interaction.
- Email Sign-Ups: Increased consistently, peaking at 29 per week in late September.
- Occupancy Rates: Improved from 51% in July to 72% by mid-September.
- Visitor Guide Distribution: Reached 600 per week in September.

Key Campaigns and Initiatives

- PR Strategy: Successfully launched with updated media lists using Cision.
- Bandwango Campaign: Focused on promoting trails passes, adding banners and photos.
- Social Media: Increased engagement through flexible post schedules on Trello.
- Winter Games Planning: Early work underway to boost participation and add events.

Recommended Strategy Adjustments

1. Optimize Website and Funnel: Revise the homepage to better align with active campaigns.
2. Leverage Social Growth: Use influencer collaborations and CTA-driven content.
3. Early Seasonal Promotions: Promote Winter Games and events well in advance.
4. Expand Email Marketing: Use automated emails and offer incentives for sign-ups.
5. Improve Data Management: Streamline reporting and integrate visitor feedback.
6. Enhance Operational Efficiency: Complete Simpleview renewals and DAM uploads.

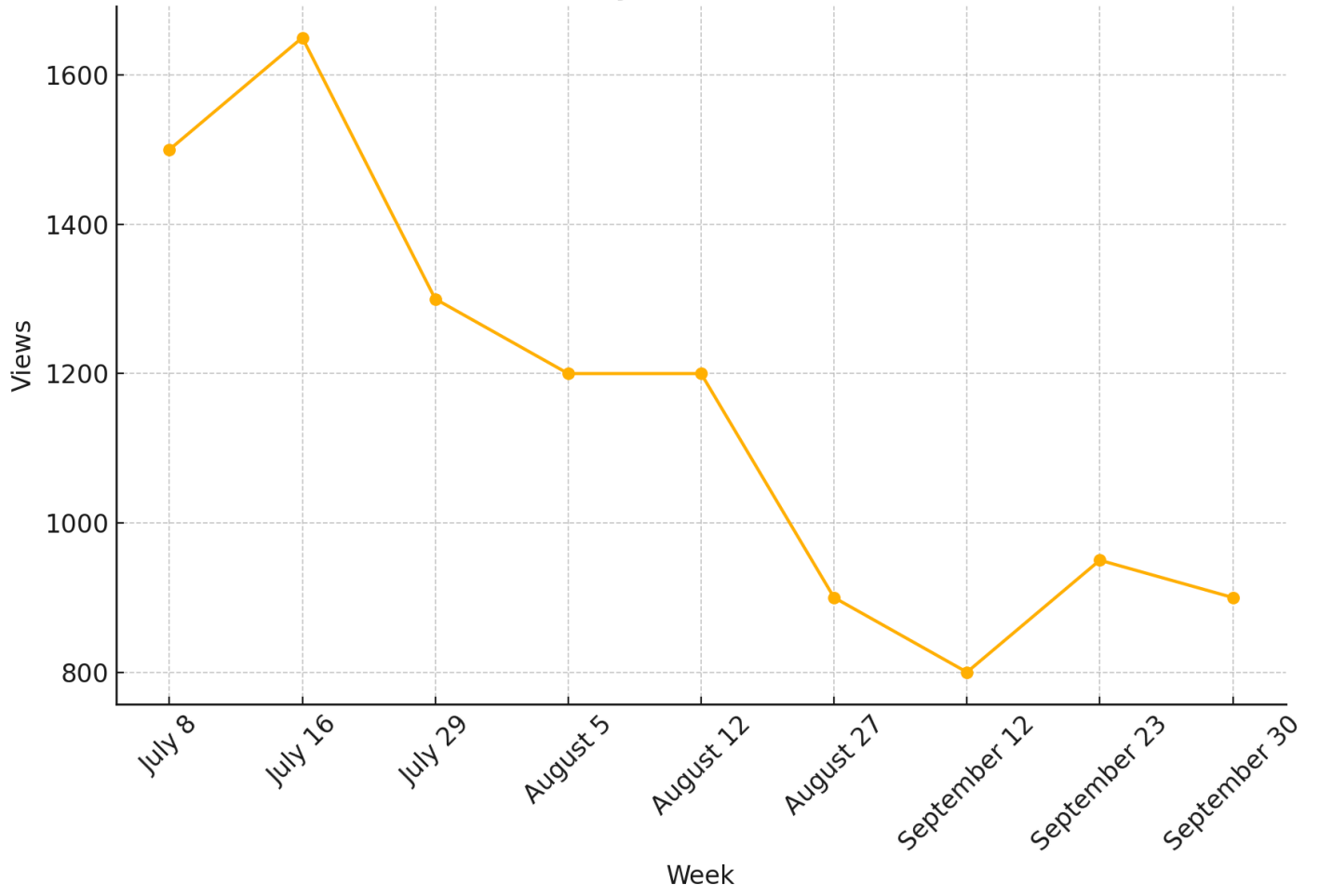
Q3 ROCKS Summary

- Grant Money Projects: Five projects initiated with timelines spanning two quarters.
- Welcome Bag System: Developed for conferences and large-scale events.
- Branding Group: Regular meetings to enhance regional branding.
- Sports Authority Transformation: Securing consultants and funding underway.
- Long-form YouTube Series: Featuring chefs and the local service industry.
- Bandwango Campaigns: Trails pass launched to promote outdoor experiences.

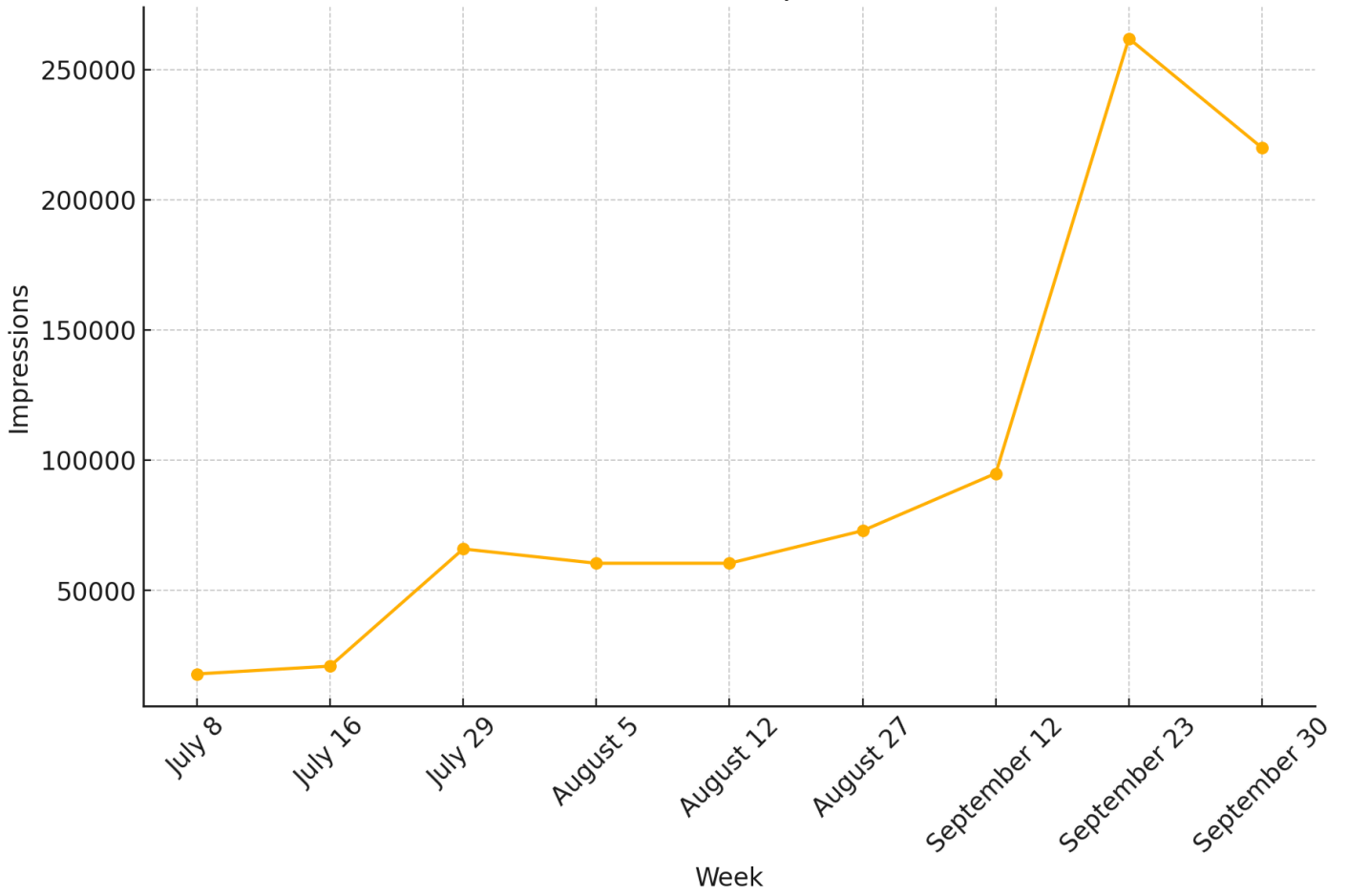
Conclusion

Q3 showcased significant progress in social engagement and occupancy rates. However, the decline in website views highlights the need for optimized funnel strategies. Focusing on early winter event campaigns, completing pending tools like the DAM system, and leveraging the momentum from Q3 will position Visit Wausau for sustained success in Q4 and beyond.

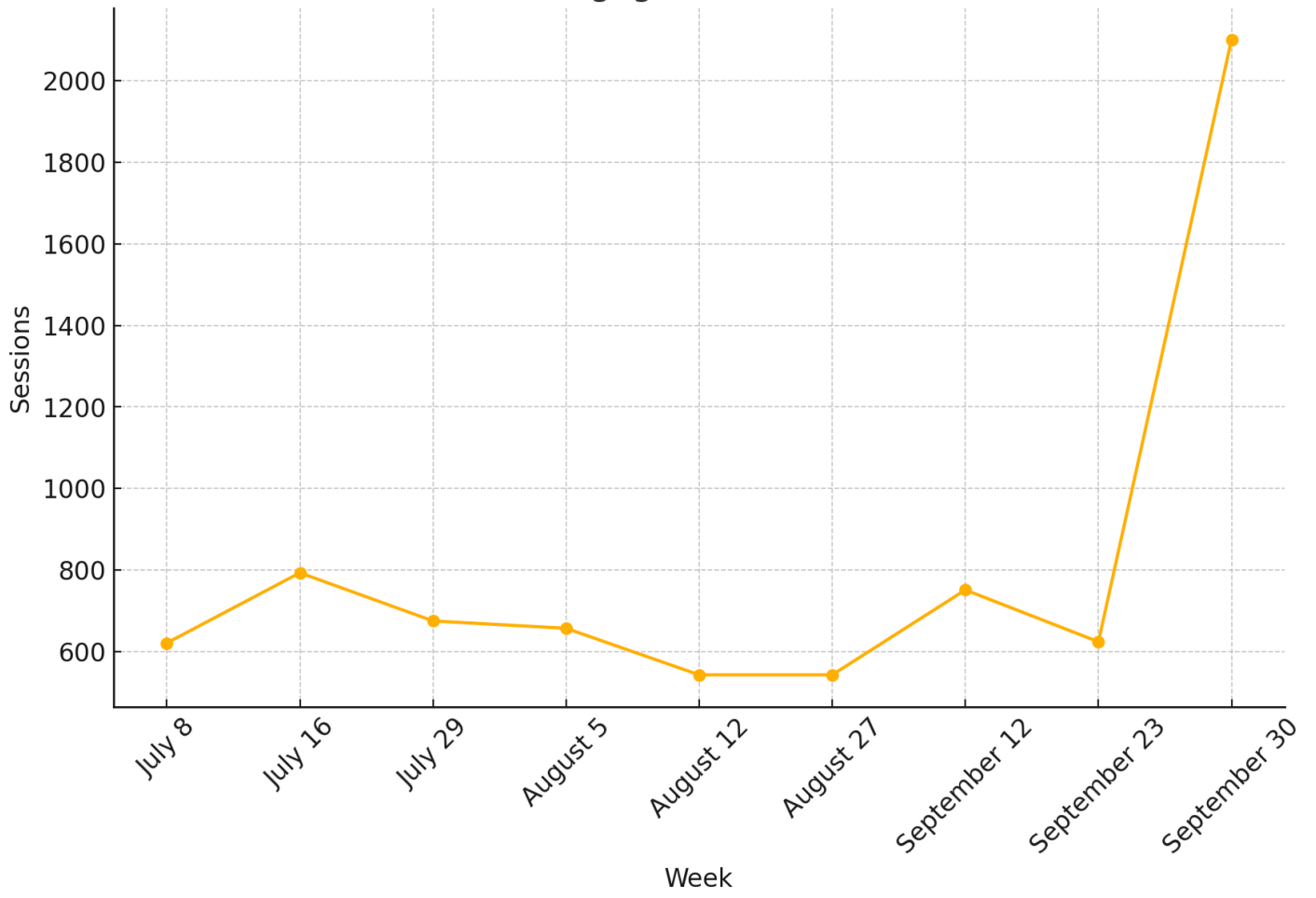
Weekly Website Views



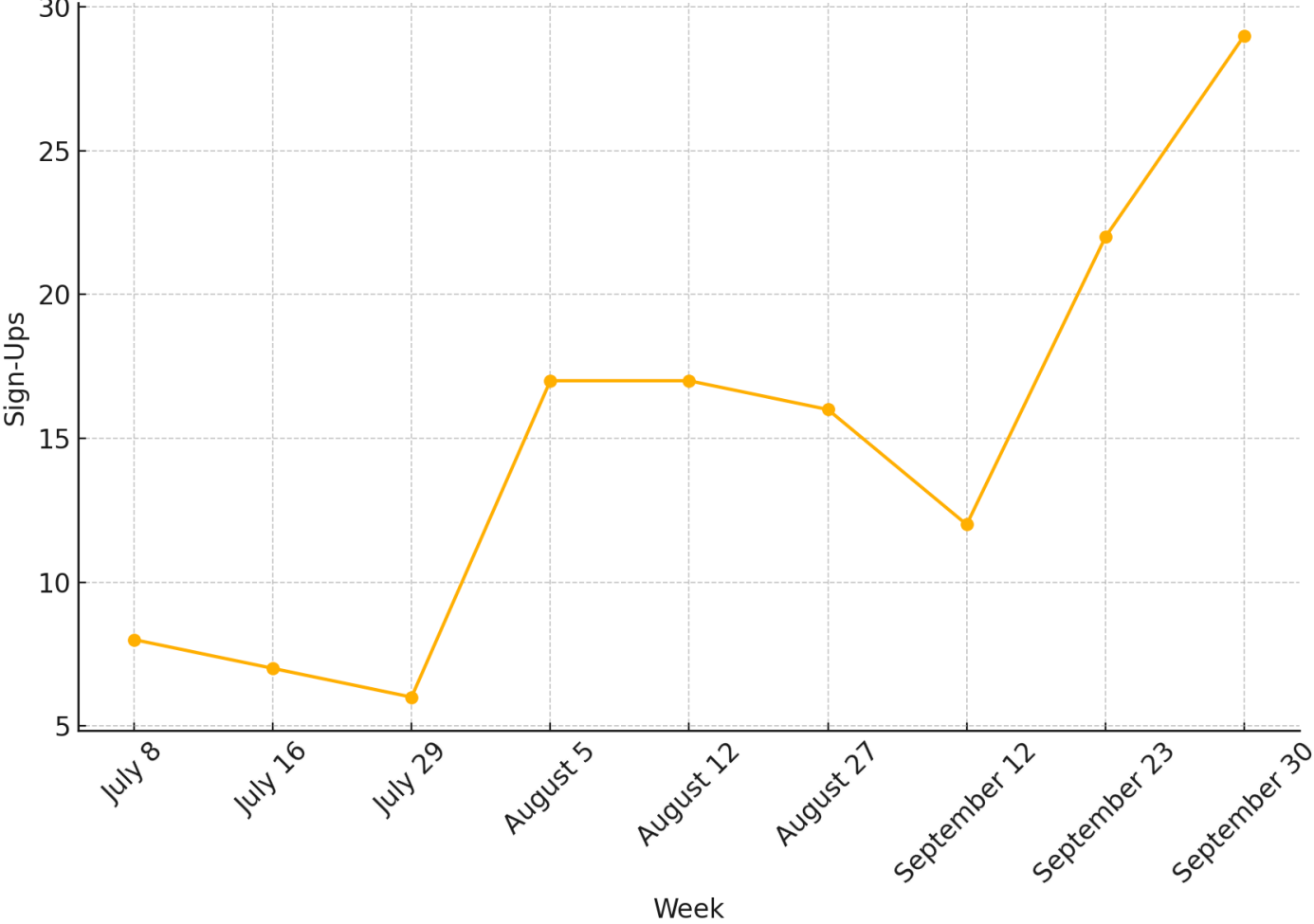
Social Media Impressions



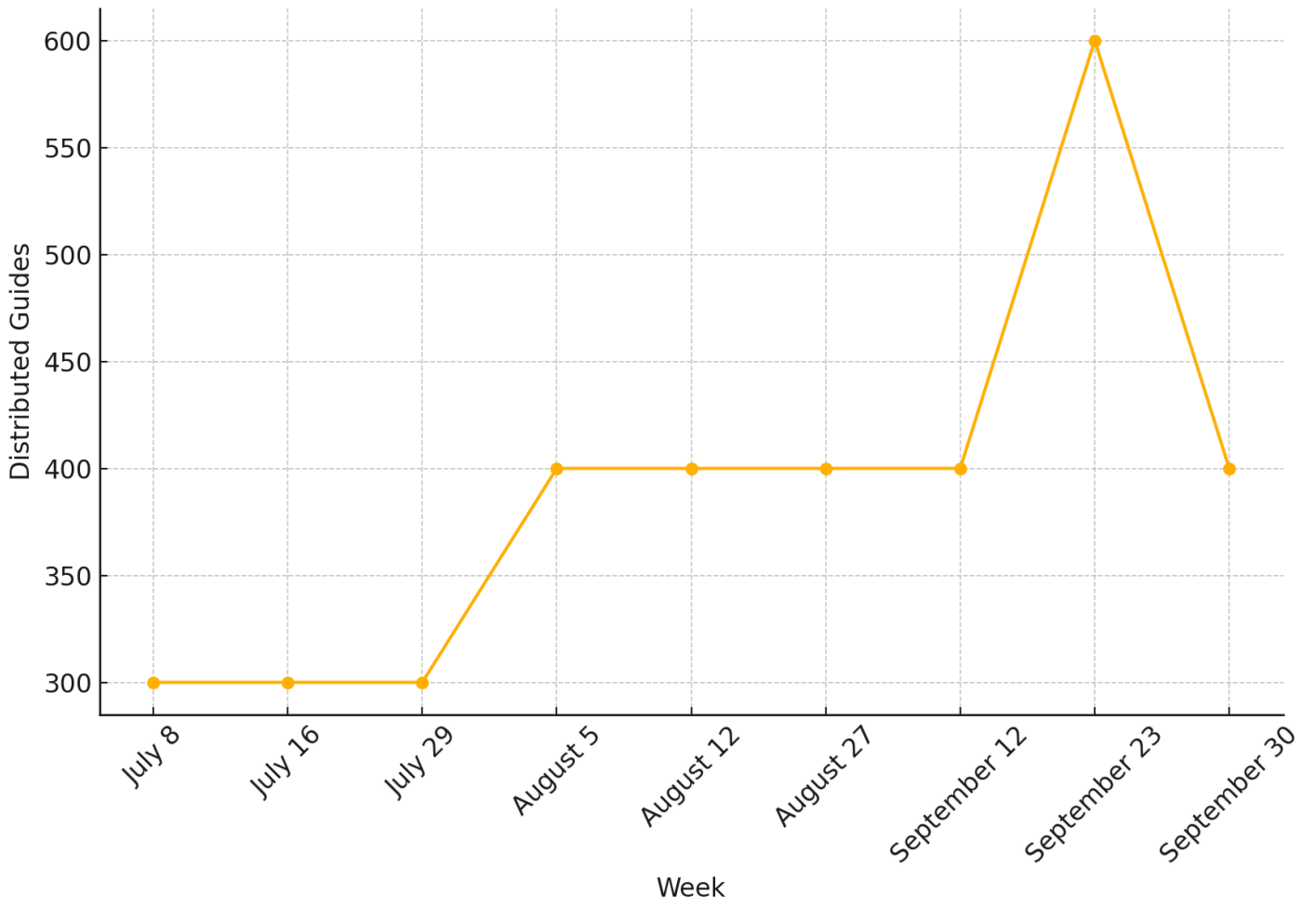
Engaged Sessions



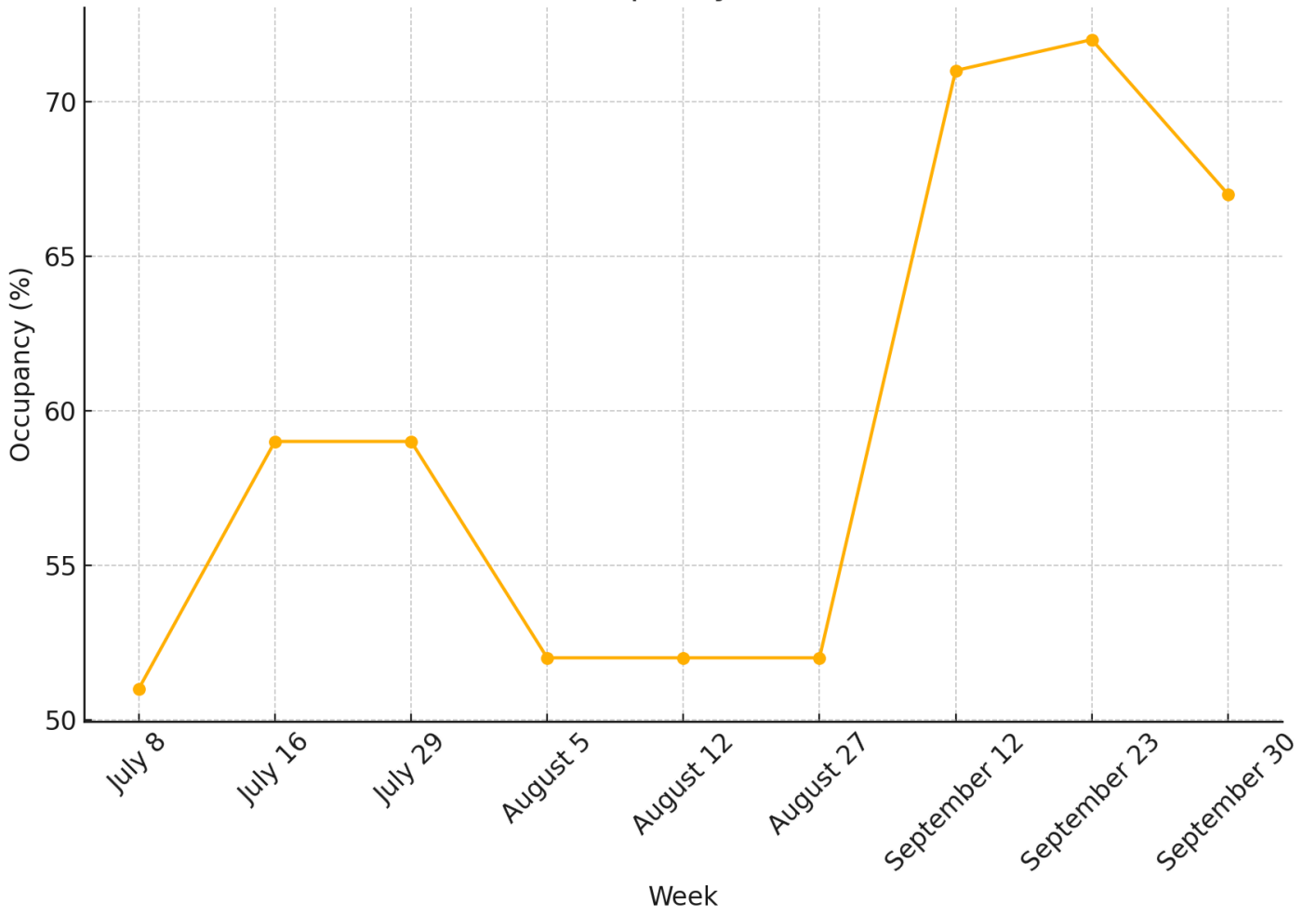
Email Sign-Ups per Week



Visitor Guide Distribution



Occupancy Rate

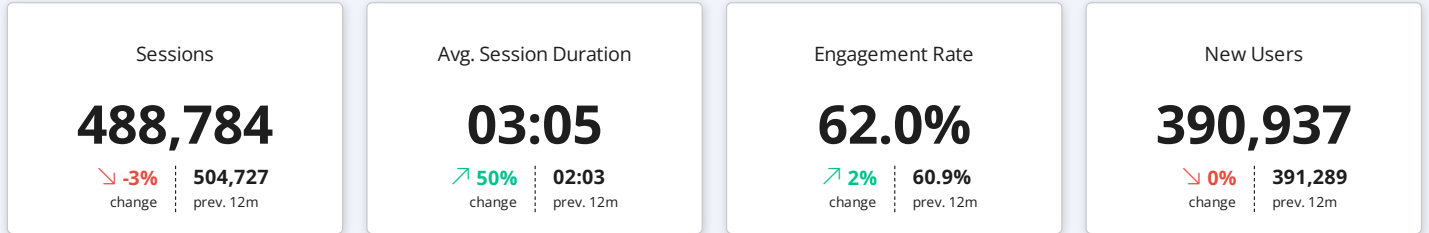


Website Summary

Understand your website performance and engagement. Use this to inform future campaign and content strategies. Learn more: [Module Overview](#) | [Website Categories](#) | [What is an Empty Value?](#)

Website Core KPIs

These KPIs are compared to the same period in the previous year, due to seasonality producing higher value insights. If you select "This Year" in the date range, you are comparing YTD this year to the complete previous year.
Tip: Set an alert for the KPI you want to watch closely. Source: Google Analytics 4

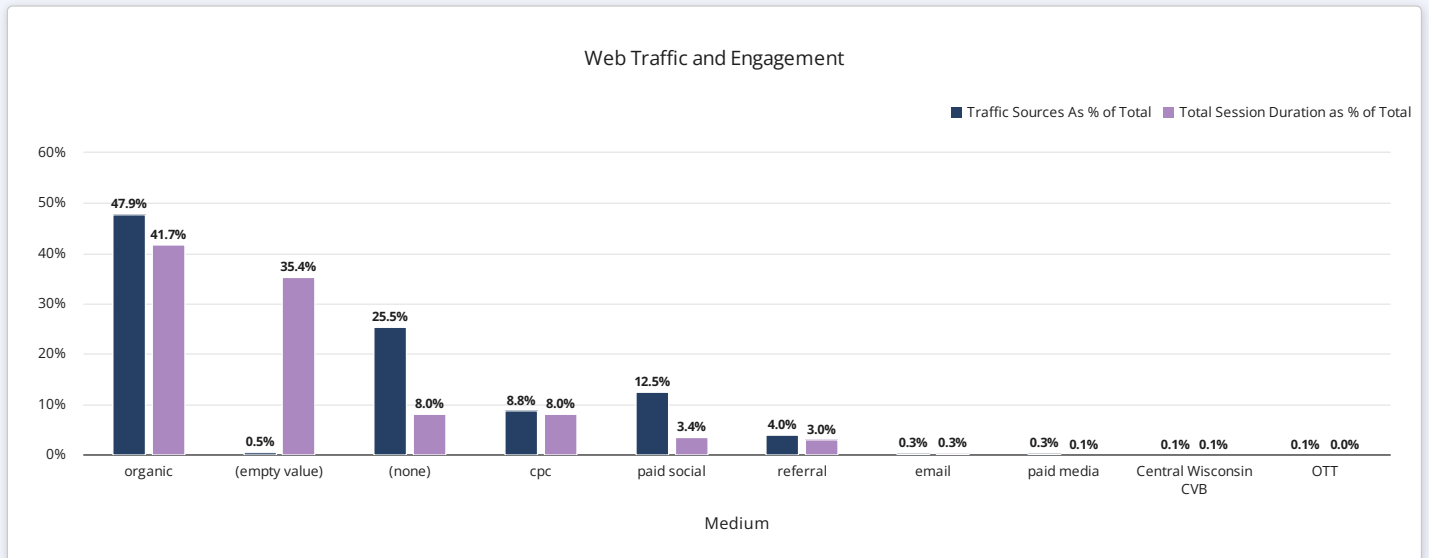


How do visitors get to your website?

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

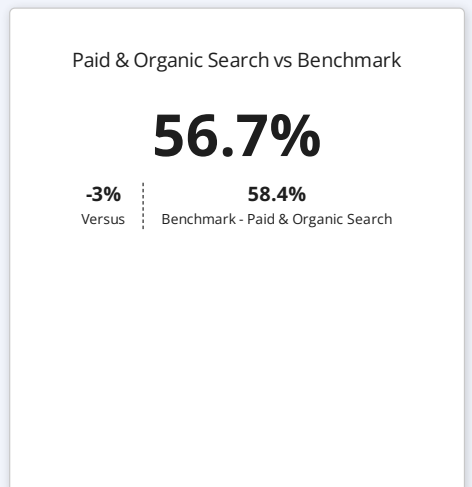
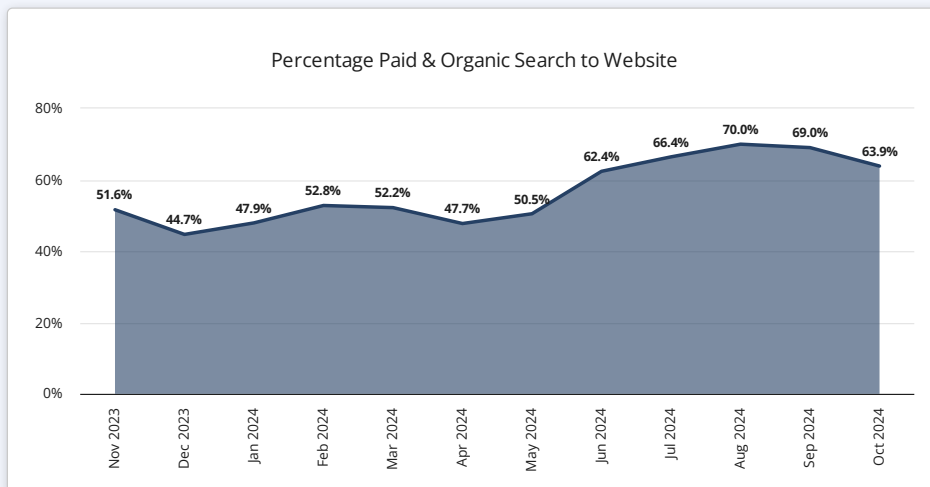
When the dark blue bar is longer than the light blue bar, it indicates that those traffic sources have low engagement as measured by time on site.
Source: Google Analytics 4.

Tip:



How much search traffic does your website receive?

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

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

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Paid & Organic Engagement Rate vs Benchmark

77.2%

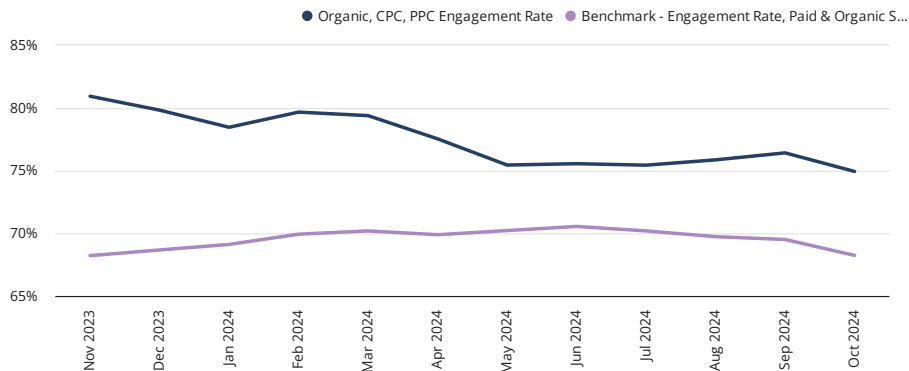
11%

Vers...

69.4%

Benchmark - Engagement Rate, Paid & Organic ...

Paid & Organic Engagement Rate vs Benchmark



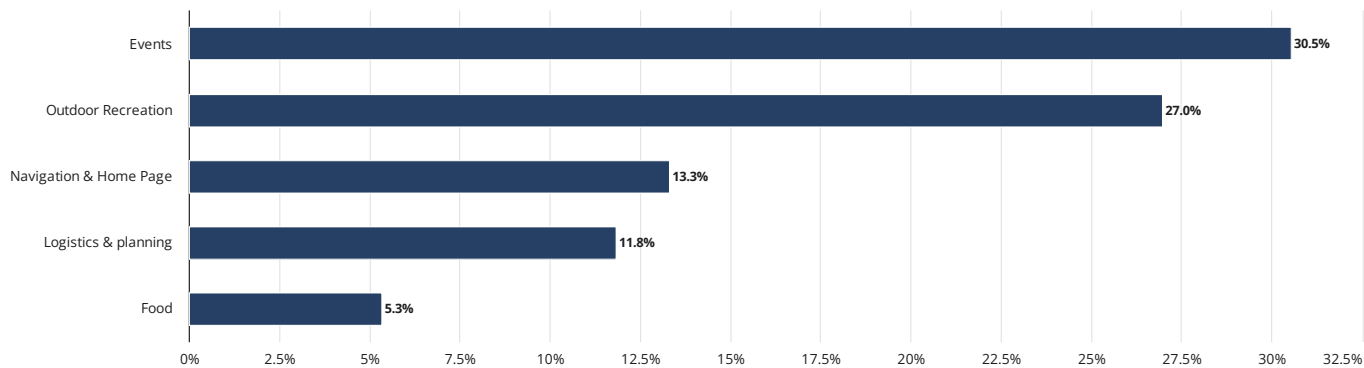
What content topics are users looking for?

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

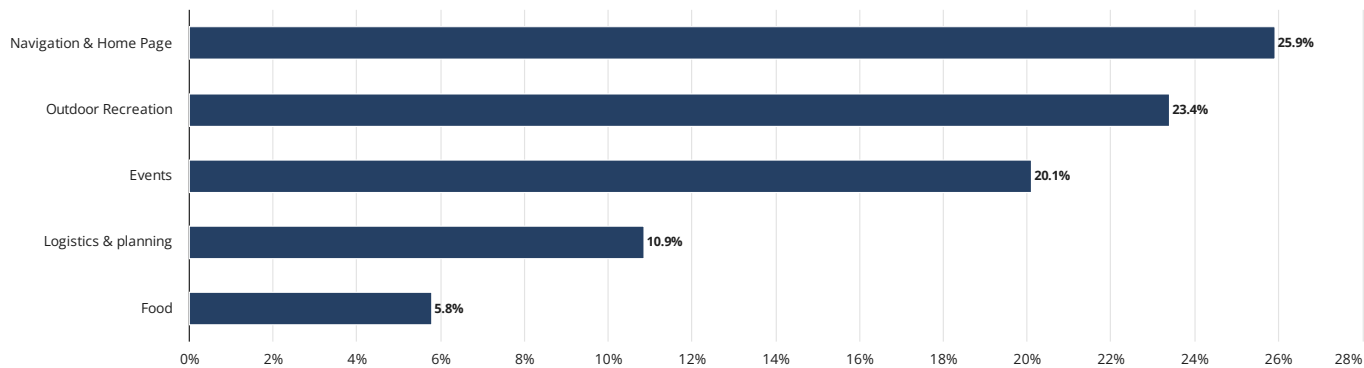
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Source: Google Analytics 4 & Zartico.

Paid & Organic Search Sessions by Content Topic

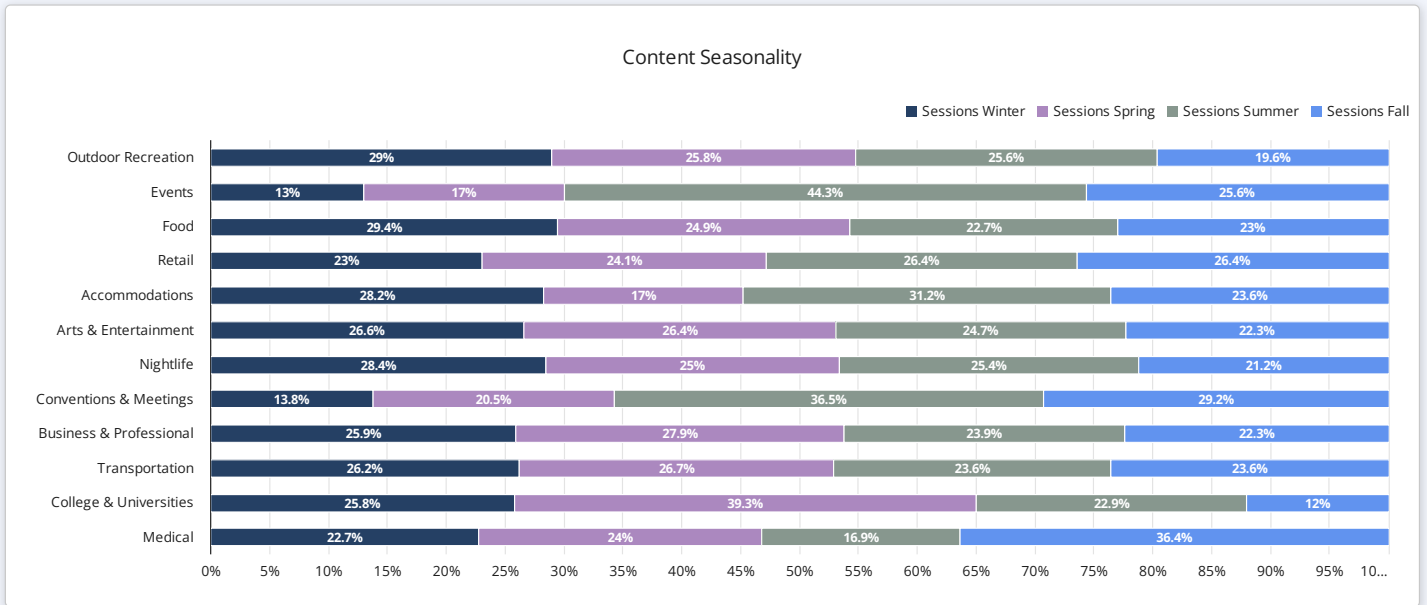


Web Sessions by Content Topic



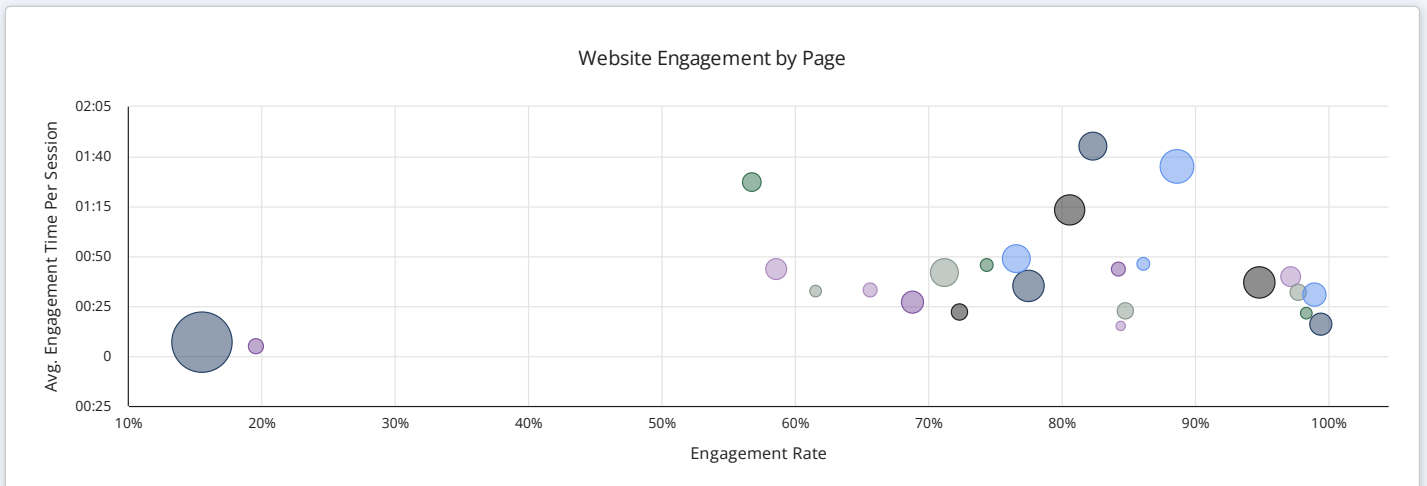
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What are the most engaging pages on your website?

Bubble size = Total Number of Sessions. Only top 25 visited pages included.
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What pages are good contenders for on-page optimization to increase organic traffic to the site?

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Source: Google Analytics 4.

High Traffic Pages with Low Organic Sessions

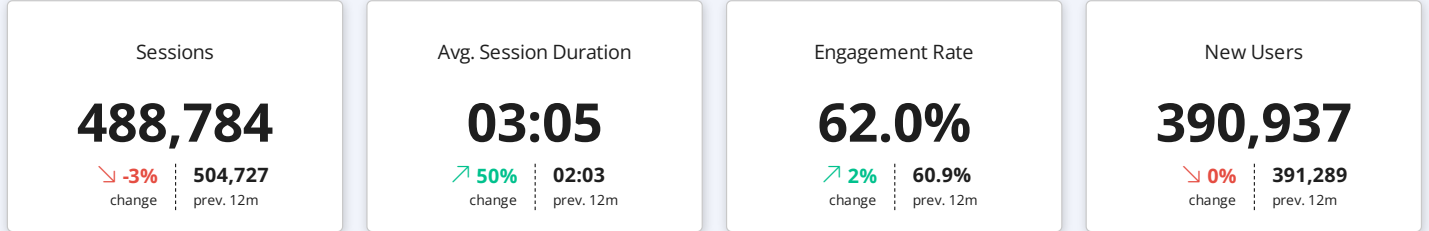
Page Url	Views (>100) ▼	Organic Views % of Total (<50%)	Engagement Rate (>40%)
http://www.visitwausau.com/restaurants/?gad=1	80.8 K	32%	80.6%
http://www.visitwausau.com/events/?gad=1	73.0 K	30%	82.3%
http://www.visitwausau.com/outdoor-activities/?bounds=false&view=list&sort=qualityScore	69.1 K	16%	94.8%
http://www.visitwausau.com/things-to-do/shopping-retail/?bounds=false&view=list&sort=quali...	53.2 K	36%	76.6%
http://www.visitwausau.com/things-to-do/	30.4 K	37%	77.5%
http://www.visitwausau.com/outdoor-activities/pools-waterparks/?bounds=false&view=list&sor...	23.4 K	21%	99.0%
http://www.visitwausau.com/places-to-stay/	20.8 K	15%	68.8%
http://www.visitwausau.com/outdoor-activities/hiking-trails/	20.2 K	19%	97.2%
http://www.visitwausau.com/outdoor-activities/biking-trails/	18.4 K	8%	99.4%
http://www.visitwausau.com/places-to-stay/hotels-motels/	11.7 K	42%	82.4%
http://www.visitwausau.com/outdoor-activities/parks/	11.6 K	25%	97.7%

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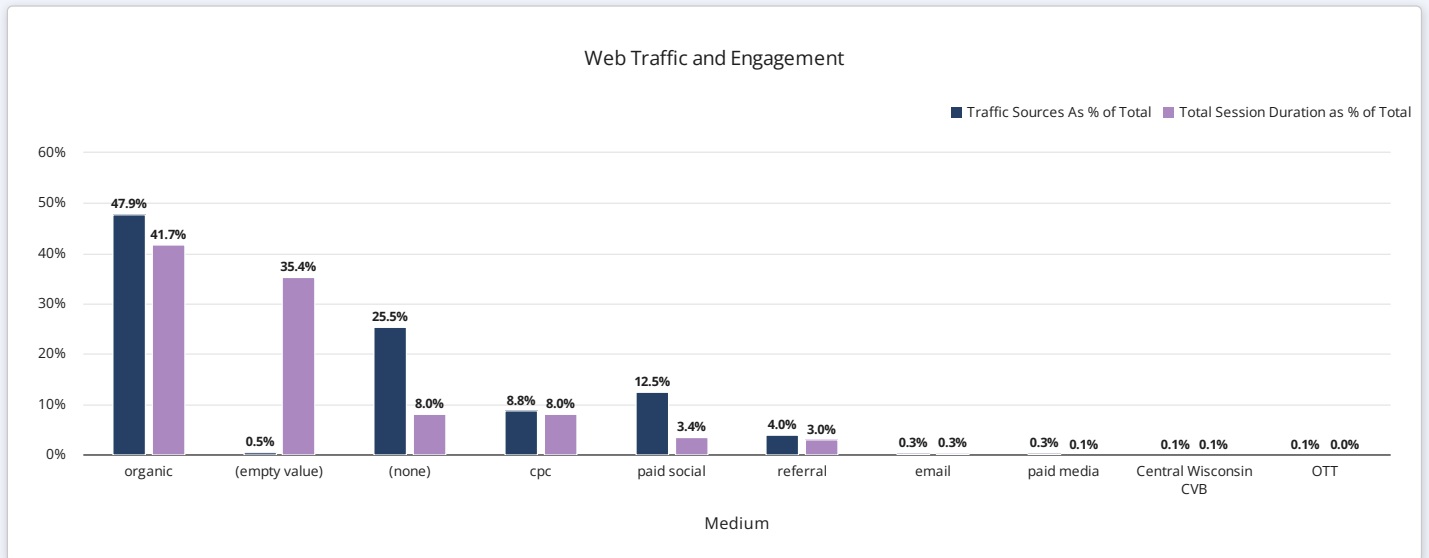
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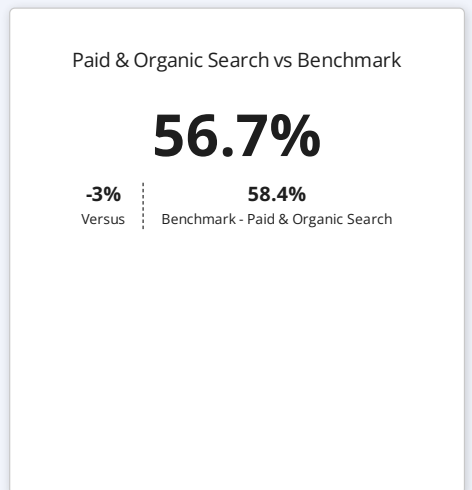
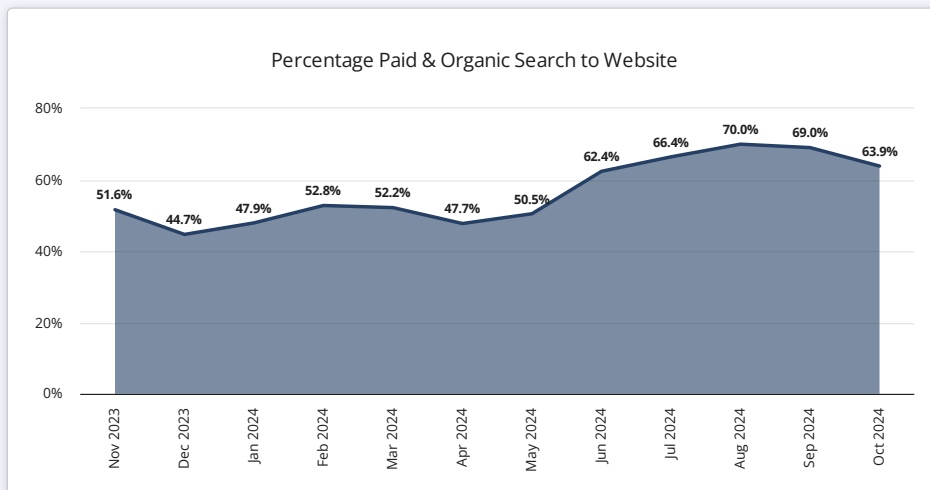
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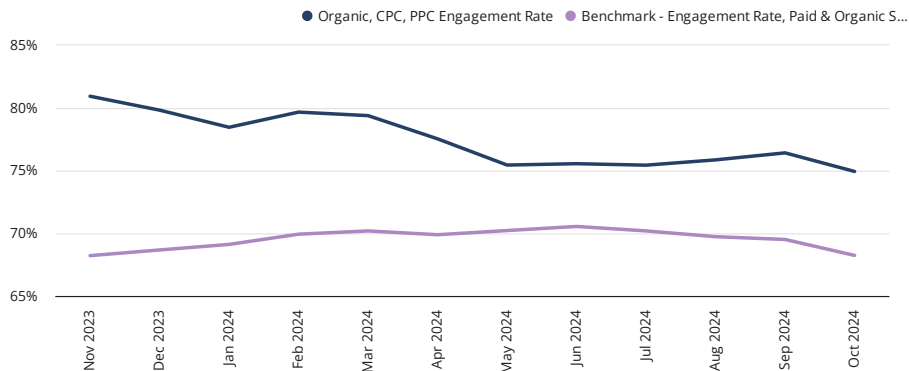
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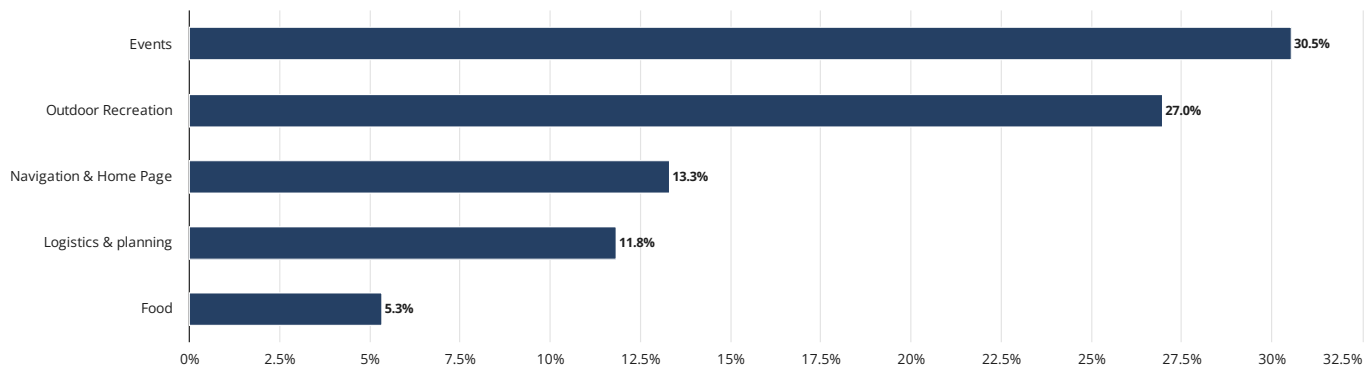
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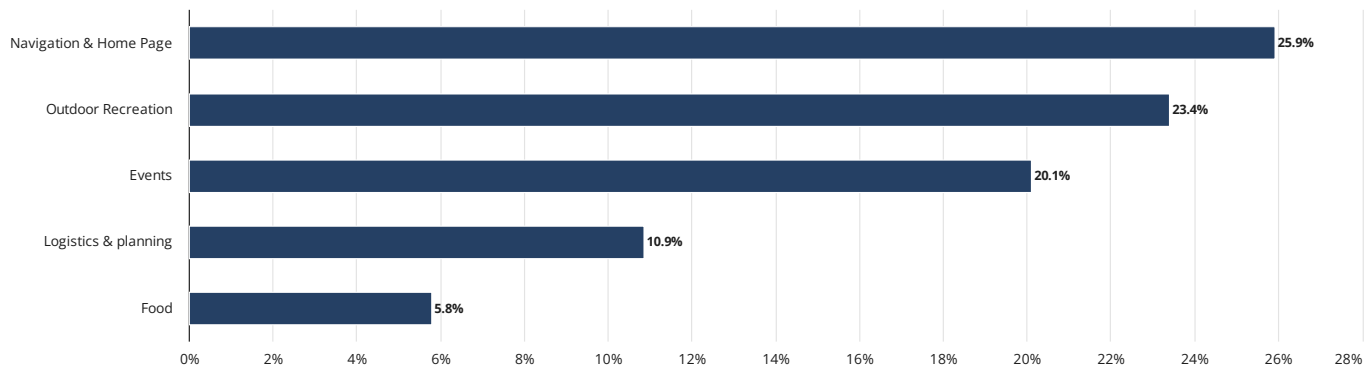
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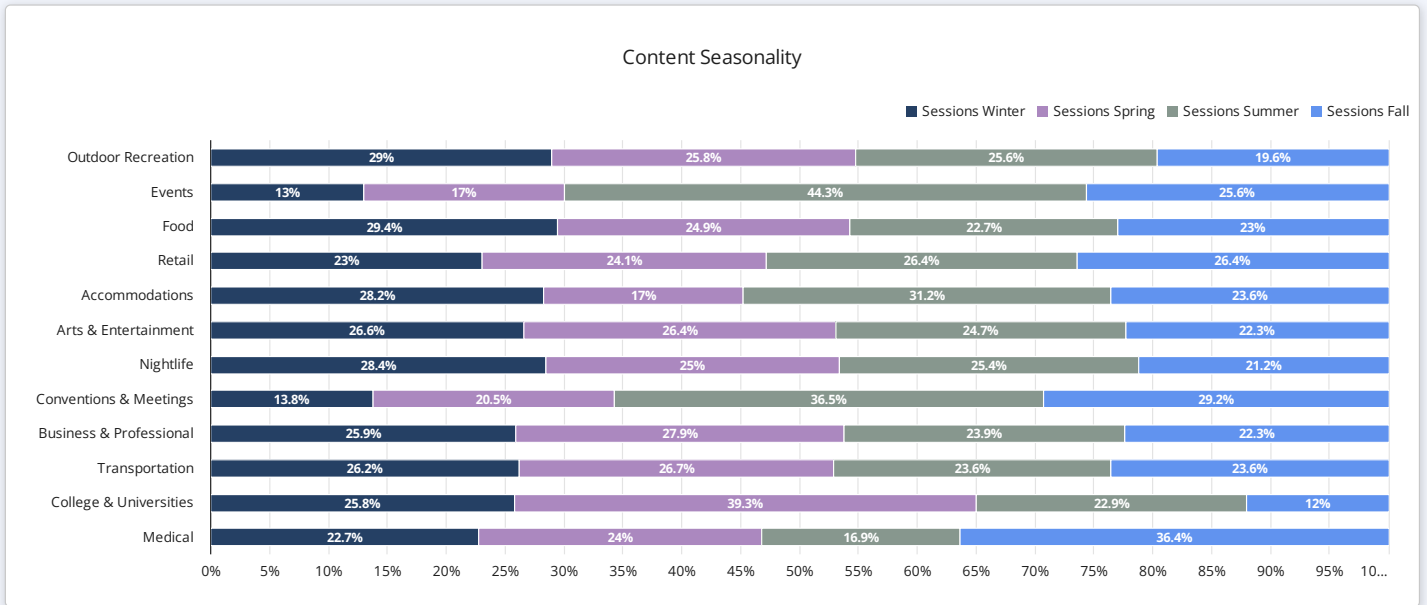


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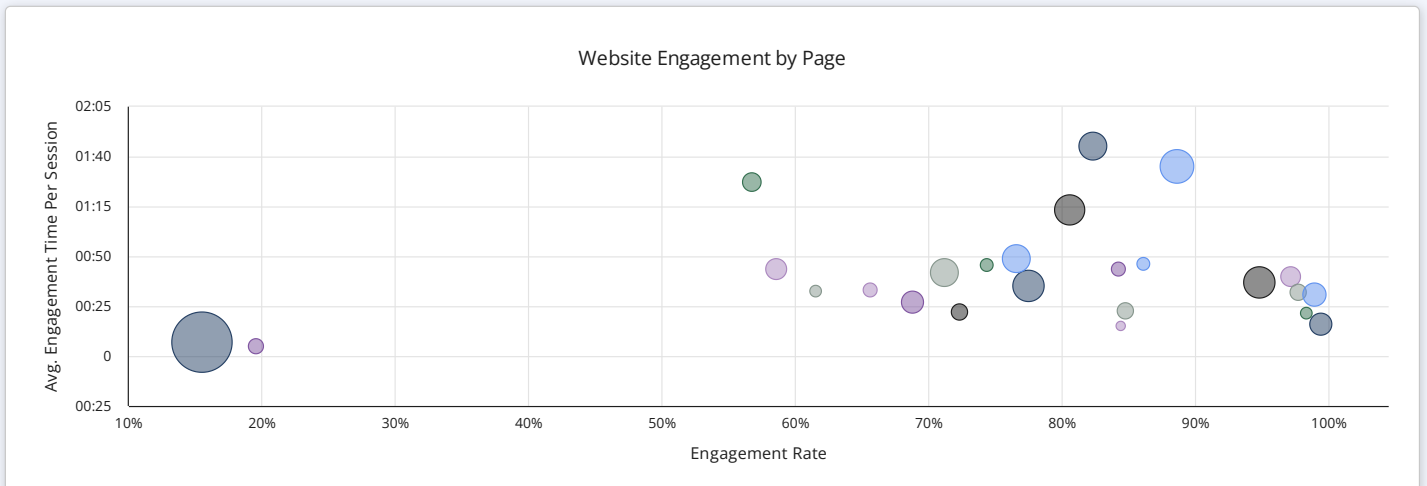
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Q4 Marketing Plan - Visit Wausau

1. Goals for Q4

- Increase Website Traffic: 15-20% increase by the end of Q4.
- Boost Email Sign-Ups: 50 new sign-ups weekly.
- Improve Social Media Engagement: Aim for 300,000 impressions.
- Maximize Winter Games Visibility: Early promotion for 2025.
- Enhance Visitor Conversion Rates: Drive bookings and Bandwango passes.
- Finalize NFL Draft Strategy with shuttles, lodging packages.

2. Core Strategies

A. Optimize Website & Conversion Funnel

- Redesign key pages with Simpleview to align with campaigns.
- Create landing pages for Winter Games and highlight Bandwango passes.
- Develop content to guide visitors with strong calls-to-action.

B. Amplify Social Media Impact

- Promote festivals and events with Instagram stories and YouTube videos.
- Run targeted social ads focused on winter visitors and event audiences.
- Retarget users from fall campaigns to increase conversions.

C. Expand Email and Direct Marketing

- Create email sequences around holiday events and BSG Winter Games.
- Use automated email funnels based on visitor behaviors.
- Collaborate with partners for cross-promotions and giveaways.

D. Promote Winter Games & Major Events

- Launch early campaigns for Winter Games with athlete registration.
- Collaborate with the media to promote events and invite influencers.
- Set up NFL Draft Landing Page for all things Draft.

E. Bandwango Campaign Expansion

- Include more businesses and reward seasonal pass usage.
- Run promotions for Bandwango through email and social media.

3. Content Calendar for Q4

October: Focus on Autumn Adventures and Winter Teasers.

- Promote fall activities and introduce winter sports.

November: Winter Warm-Up and Holiday Events.

- Highlight holiday events, outdoor rec, local shopping and restaurants.

December: Winter Games Push and Year-End Recap.

- Promote Winter Games preparations and key 2024 moments.
- NFL Draft Landing Page with ticket sales.

4. Operational Enhancements

- Finalize DAM system and renew Simpleview contracts for 2025.
- Engage Extranet users with new training and virtual sessions.
- Finalize PR and Grant strategies for 2025.

5. Budget & Resource Allocation

- Allocate budget for paid social ads and influencer campaigns.
- Ensure resources for completing YouTube series and Bandwango content.
- Finalize 2025 Budget with maximized marketing and services.

6. Conclusion

Q4 is a key period to capitalize on the momentum from Q3. The focus on early winter campaigns, improving the website funnel, and completing operational tools will ensure sustained growth and set Visit Wausau up for success in 2025. While some things remain the same in terms of things to promote and market, the key is to analyze effectiveness, seek out best practices and reinforce what works, while learning from obvious missteps. Risk management is a part of effective marketing.

TOURISM ENTITY AGREEMENT

This TOURISM ENTITY AGREEMENT (“Agreement”) is entered into by and between the Village of Weston (“Village”), a Wisconsin municipal corporation, the Weston Tourism Commission (“Commission”), and the Wausau Central Wisconsin Convention & Visitors Bureau, Inc. (“CVB”), a Wisconsin Non-Profit 501(c)(6) Non-Stock Corporation, effective January 1, 2025.

WHEREAS, pursuant to Wis. Stat. § 66.0615 (“Room Tax Act”), the Village is authorized by the laws of the State of Wisconsin to impose a tax on “the sales price from selling or furnishing, at retail, except sales for resale, rooms or lodging to transients by hotelkeepers, motel operators, marketplace providers, owners of short-term rentals, and other persons or retailers selling or furnishing accommodations that are available to the public, irrespective of whether membership is required for use of the accommodations” (“Room Tax”); and

WHEREAS, pursuant to the Room Tax Act, the Village has enacted Village Ordinance Section 78.102 imposing an eight percent (8%) Room Tax (“Village’s Room Tax”); and

WHEREAS, the Village has created the Commission to monitor the collection of the Village’s Room Tax and to oversee the proper expenditures of the Village’s Room Tax in accordance with the requirements of the Room Tax Act; and

WHEREAS, the Village, the Commission and the CVB desire to enter into a non-exclusive contract whereby the CVB shall perform the functions of a tourism entity in the Village as required by Wis. Stat. § 66.0615(1m)(b) 1. and ensure that the Village’s Room Tax is spent in accordance with the requirements of the Room Tax Act; and

WHEREAS, since the Village is a single municipality and not part of a “zone” as defined by the Room Tax Act, the parties agree and understand that the Room Tax Act requires all of the Village’s Room Tax provided to the CVB to be used for Tourism Promotion and Tourism Development in the Village.

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

1. RECITALS. The foregoing Recitals are hereby incorporated in, and made a part of, this Agreement.
2. DEFINITIONS:
 - a. “Agreement” shall mean this Tourism Entity Agreement entered into by and between the Village of Weston, the Weston Tourism Commission, and the Wausau Central Wisconsin Convention & Visitors Bureau, Inc., effective January 1, 2025.
 - b. “Commission” shall mean the Weston Tourism Commission.

- c. “CVB” shall mean the Wausau Central Wisconsin Convention & Visitors Bureau, Inc., a Wisconsin Non-Profit 501(c)(6) Non-Stock Corporation.
 - d. “Remitted Room Taxes” shall mean the amount of the Village’s Room Tax that is provided to the CVB under this Agreement.
 - e. “Room Tax” shall mean the tax authorized by Wis. Stat. § 66.0615 on “the sales price from selling or furnishing, at retail, except sales for resale, rooms or lodging to transients by hotelkeepers, motel operators, marketplace providers, owners of short-term rentals, and other persons or retailers selling or furnishing accommodations that are available to the public, irrespective of whether membership is required for use of the accommodations.”
 - f. “Room Tax Act” shall mean Wis. Stat. § 66.0615, as amended during the term of this Agreement.
 - g. “Tourism Promotion and Tourism Development” is defined by the Room Tax Act and means any of the following that are significantly used by transient tourists and reasonably likely to generate paid overnight stays in the Village at more than one establishment on which a Room Tax may be imposed, that are owned by different persons:
 - i. Marketing projects, including advertising media buys, creation and distribution of printed or electronic tourist materials, or efforts to recruit conventions, sporting events, or motor coach groups.
 - ii. Transient tourist informational services.
 - iii. Tangible municipal development, including a convention center.
 - h. “Village” shall mean the Village of Weston.
 - i. “Village’s Room Tax” shall mean the eight percent (8%) tax imposed by the Village pursuant to Village Ordinance Section 78.102.
3. PURPOSE. The purpose of this Agreement is to set forth the respective duties and obligations of the parties hereto as to the allocation and use of Remitted Room Taxes. All of the Remitted Room Taxes shall be used for Tourism Promotion and Tourism Development ~~in~~which benefits the Village.
4. ROOM TAX REVENUES. The Village has imposed, and will collect, an eight percent (8%) Room Tax on transient visitors who stay at lodging properties subject to the Village’s Room Tax.
- a. Of the total amount of the Village’s Room Tax revenue that is collected, the Village shall retain thirty percent (30%) and provide seventy percent (70%) to the Commission.

- b. Of the total amount of the Village's Room Tax revenue that is collected, the Commission shall forward ~~forty three and three quarters~~ thirty-five percent (~~43.75~~35%), quarterly, to the CVB. ~~Of that amount, three and one half percent (3.5%) will be allocated to the Sports Authority Grant Account, three and one half percent (3.5%) will be used to promote outdoor recreational amenities, and five and one half percent (5.5%) will be used to promote the Village.~~
 - c. Of the total amount of the Village's Room Tax revenue that is collected, the Commission shall forward ~~twenty six and one quarter~~ forty-three percent (~~26.25~~40%), quarterly, to the CVB to be held in the "Weston Commission Room Tax Account".
 - d. All of the Remitted Room Taxes shall be used for Tourism Promotion and Tourism Development ~~in~~ which benefits the Village. None of the Remitted Room Taxes shall be spent on marketing projects or transient tourist informational services that are not reasonably likely to generate paid overnight stays in the Village.
5. CVB RESPONSIBILITIES. The CVB shall be responsible for the following:
- a. Annual Meeting. The CVB shall hold an annual meeting in which the Village trustees, Commission, and other community leaders shall be invited. During the annual meeting, the CVB Board shall present reports on:
 - i. The use of all Remitted Room Taxes for the previous year with supporting documentation showing that each dollar was used for Tourism Promotion and Tourism Development in the Village.
 - ii. Goals and plans for the upcoming year.
 - iii. Financial plans and results.
 - iv. Proposed changes, if any, to this Agreement.
 - b. Administrative Support. The CVB shall obtain staff, support services, and assistance in developing and implementing strategies for Tourism Promotion and Tourism Development in the Village. Any notices or documentation required to be provided to the Village or the Commission shall be forwarded to the Village Administrator and Chairperson of the Commission. ~~Upon reasonable prior notice,~~ ~~†~~The CVB shall attend all meetings called by the Village or the Commission to discuss issues pertaining to the Village's Room Tax collection and expenditures and to otherwise cooperate to achieve the purposes of the Room Tax Act. A concentrated effort will be made to ensure tourism amenities in the Village are on the Visit Wausau website and promoted through marketing projects and transient tourist informational services. All applications for grant funds require formal Commission approval prior to releasing grant funds. Grant funds may be released after the event if there is insufficient time for Commission approval before the event. All events funded through the Weston Commission Room Tax Account shall be entered into the CVB events calendar and promoted by the CVB. Within ~~thirty~~

~~sixty (3060)~~ days of the completion of a funded event, the CVB shall provide to the Village and Commission a post-event report on the paid overnight stays in the Village because of the event as well as a post-event report from the event coordinator. ~~Failure to provide such a report in the manner specified will result in the repayment of funds back into the Weston Tourism Commission Room Tax account by the CVB. Failure to provide a post-event report on the supplied form will influence award of future grant requests.~~

- c. Accounting. The CVB shall provide ~~the Village and the~~ Weston Tourism Commission, Village Board, and Finance Department with an accounting of the activities and expenditures of all Remitted Room Taxes, on a quarterly basis. This quarterly accounting shall provide an itemized breakdown of the use of all Remitted Room Taxes during that quarter with supporting documentation showing that each dollar was used for Tourism Promotion and Tourism Development in the Village. Additionally, the CVB shall provide to the Village and the Commission, a copy of its annual audit immediately upon its receipt. The Village and the Commission shall have the right to examine the CVBs records at all reasonable times. Progress reports and reviews by the Village and the Commission may be called for at any time.
- d. Department of Revenue. The CVB agrees to prepare all documents and reports required by the Room Tax Act, including forms required by the Wisconsin Department of Revenue. The CVB shall provide all such completed forms and reports to the Village at least thirty (30) days before they are due.
- e. Compliance. The CVB agrees to strictly comply with the Room Tax Act. The Village and other surrounding municipalities have not created a tourism zone. Therefore, all of the Remitted Room Taxes must be used for Tourism Promotion and Tourism Development ~~in~~ which benefits the Village.
 - i. ~~The CVB will place any item awarded a Weston Tourism Commission grant on its web site and promote the event and/or project through its respective advertising networks. Repeated language, located in 5. b., bottom of page 3.~~
 - ii. The CVB agrees to make every effort to monitor and keep up to date its web site and print materials with the most current directory of Village of Weston amenities, attractions, and businesses, including hotels and restaurants.
- f. Complete Transparency. The CVB agrees to comply with applicable laws pertaining to its non-profit status. The CVB also recognizes that it is contracting with a municipality that is subject to Wisconsin Open Meeting and Public Records Laws. Consistent with maintaining a high level of transparency, the CVB agrees to:
 - i. Post its meeting agenda and meeting minutes on its web site, which may include closed session as permitted by the open meetings law.
 - ii. Provide the Village's clerk with an electronic copy of all meeting notices, agendas and minutes at the same time each is distributed to CVB Board members.

- iii. Post the names and contact information of CVB Board members on the CVB web site.
 - iv. Meeting agendas shall include an item near or at the end of the meeting where CVB Board members can suggest agenda items for an upcoming meeting.
 - v. Maintain a position on the CVB Board for a Village of Weston representative, appointed by the Village President and confirmed by the Board of Trustees.
6. ROOM TAX DELINQUENCIES. The parties agree that they shall work together toward the collection of any delinquent Room Tax owed to the Village.
7. TERM. This Agreement shall remain in effect for a period of one year, beginning on January 1, 2025, and ending on December 31, 2025.
8. TERMINATION.
 - a. For Cause. The Village or the Commission may immediately terminate this Agreement for cause if the CVB has committed a material breach of this Agreement, including but not limited to, the use of Remitted Room Taxes for purposes other than Tourism Promotion and Tourism Development in the Village, or releasing grant funds without prior Commission approval.
 - b. Without Cause. Any party may terminate this Agreement, without cause, upon thirty (30) days' written notice to the other parties.
 - c. In the Event of Termination. Upon termination of this Agreement, the Village and Commission shall make no further remittances to the CVB and all Remitted Room Taxes that have not yet been used for Tourism Promotion and Tourism Development in the Village shall be the property of the Commission. Within thirty (30) days of termination, the CVB shall provide the Commission with a final accounting of the activities and expenditures of all Remitted Room Taxes and a check made payable to the Commission or its new tourism entity for all unused Remitted Room Taxes.
9. INDEMNIFICATION. The CVB shall indemnify, save and hold harmless the Village, Commission, and their officers, agents, and employees from any and all claims, demands, actions, or causes of action of whatever nature and character arising out, or by reason of, the execution or performance of work or services provided herein, except upon the sole negligence or willful misconduct of the Village or its Commission, and further agrees to defend, at its sole cost and expense, any action or proceeding commenced for the purpose of asserting any claim(s) of whatever character arising hereunder.
10. MODIFICATION. This Agreement shall not be modified without an express written agreement executed by the parties.

11. SEVERABILITY. If any provision or provisions of this Agreement shall be held to be invalid, such holding shall not, in any way whatsoever, affect the validity of the remainder of this Agreement.
12. GOVERNING LAW. This Agreement has been drawn and executed and shall be performed in the State of Wisconsin and shall be governed by the laws of the State of Wisconsin.
13. WAIVER. No delay or omission by any party in exercising any right or power arising out of any default under any of the terms or conditions of this Agreement shall be construed to be a waiver of the right or power. A waiver by a party of any of the obligations of the other party shall not be construed to be a waiver of any breach of any other terms or conditions of this Agreement.
14. ENFORCEMENT. Enforcement of this Agreement may be proceedings at law or in equity against any person or persons violating or attempting or threatening to violate any term or condition in this Agreement, either to restrain or prevent the violation or to obtain any other relief. If a suit is brought to enforce this Agreement, the prevailing party shall be entitled to recover its costs, including reasonable attorney fees, from the non-prevailing party.
15. ENTIRE AGREEMENT. This Agreement sets forth the entire understanding of the parties hereto and supersedes any and all prior agreements, arrangements, and understandings relating to the subject matter hereof. There are no representations, arrangements, understandings, or agreements, either oral or written, not contained herein.
16. AUTHORITY. In signing this Agreement, the parties represent and warrant that the terms herein have been approved by their respective governing bodies, and that appropriate authority rests in the signatories on behalf of the parties.

IN WITNESS WHEREOF, the parties have executed this Agreement.

VILLAGE OF WESTON

By: _____
Mark Maloney, Village President

Dated: _____

Countersigned: _____
Pamela Brehm, Clerk

Dated: _____

VILLAGE OF WESTON TOURISM COMMISSION

By: _____
_____, Chair

Dated: _____

Attest: _____
_____, Vice Chair

Dated: _____

WAUSAU CENTRAL WISCONSIN CONVENTION & VISITORS BUREAU, INC.

By: _____
_____, Executive Director

Dated: _____

Attest: _____
_____, Secretary

Dated: _____