



WCWCVB September 26, 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. Approval of May 29, 2024 Meeting Minutes | Fisher |
| 4. Approval of Financial Reports | Krahn |
| 5. Executive Director's Report | White |
| 6. Marketing Update | White |
| 7. Discussion and Possible Action of Sports Authority Grants | Fisher/Maguire |
| a. 2025 USBC Open Bowling – 16 weeks at Dale's Weston Lanes | |
| b. Premier Girls' Fastpitch Arctic Blast Jan 14-16, 2025 | |
| c. 2025 Badger State Winter Games Youth Hockey Tournaments (5 tournaments) | |

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|--------------------------------------|---------------------|
| 8. New Business | Fisher/White |
| a. Village of Rothschild update | |
| b. Board Member Recruitment | |
| 9. Unfinished Business | Fisher |
| 10. Committee Reports | Fisher |
| 11. Announcements or Requests | Fisher |
| 12. Next Meeting Date: | Fisher |
| a. November 2024 | |
| 13. Adjourn Meeting | Fisher |

Microsoft Teams

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Meeting ID: 234 311 674 963

Passcode: LFW5qd

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.



May 29, 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, Gaylene Rhoden, Liz Brodek Tim Van De Yacht, Hooshang Zeyghami, Nick Patel, Tim White, Jodi Maguire, and Brenton Wildman

Absent: Steve Krahn & Joan Joss

Call for a motion to accept the March 20, 2024, meeting minutes as printed by Fisher. Motion to accept, was made by Patel, second by Van De Yacht, and approved by all.

Financial Reports

Maguire gave an overview of the current financials as of April 30, 2024. For the CVB, room tax funds were a little short, but Maguire stated she is confident with the 2nd quarter funds coming due on May 15th it will even itself out. Maguire shared the Publication & Program Revenue is down due to the current magazine being delayed at the printer. Maguire stated new visitors guide will go to the printer next week. Van De Yacht asked why the advertising/marketing expense line are below budget. Maguire explained the current marketing campaign with NBC hasn't been invoiced out. Maguire stated NBC asked if campaign could be prepaid due to the CVB being a new customer. Maguire stated Steinhilber and herself worked with NBC to have direct billing with invoices at the end of the month instead of prepaying for the campaign. Maguire also stated she made a prepayment on the credit card statement at the end of December to start the new budget year on a clean slate. Maguire stated this would help Steinhilber keep track of budget and expenses related to the marketing materials. For the Sports Authority, Maguire went into detail on the registration fee income and stated

funds were below budget due to the mild winter and a slow kick off to the summer games. Maguire stated registration was opened early for the Summer Games for families to plan their summer accordingly.

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

2023 Audit

Hillary Sorge from MBE was present for the audit presentation. Sorge reported that overall, it was a clean report with no issues. Sorge stated the first part of the audit packet are combined reports with the broken-out reports to follow. Sorge stated the CVB saw a profitable figure due to the sale of the property and building. Sorge also shared and explained the restricted assets and stated funding for the Meetings Mean Business is starting to be used which is good. Sorge went into more detail on the Sports Authority and explained how the sale of the Wausau Marathon is reflected on the report. Sorge stated no concerns came up for the overall audit.

White shared some of his concerns from the 2023 audit on the notes section. First area of concern was the assets with the Community Foundation and if the board should consider moving or investing funds in this account into CD's as a way to make income off of interest. White stated funding from this program has never been used.

White also shared it would be wise and in the best interest of the organization to keep seeking additional or alternative sources of income and not be solely reliable on room tax funding. White expressed concerns on the uninsured cash that company has. White stated bank institutions have a deposit insurance of up to \$250,000. With the restricted funds we hold for certain municipalities, White stated this could be an area of concern. White also expressed concern on the liquidity and availability of resources and stated it would be wise of the organization to build a reserve to protect the organization.

White shared one additional note on related parties and stated the organization has contracted with Gassner Company, S.C. to provide accounting related consulting and payroll processing services. White stated this might be a conflict of interest if Krahn serves on our board as Treasurer. Sorge stated a lot of non-for-profit organizations partner with a CPA as their Treasurer of the board for this reason. Sorge stated organizations due this to keep expenditures of accounting down for their organization. Sorge stated this is common to see a CPA as the board treasurer.

A call for a motion to approve the 2023 Audit as printed made by Van De Yacht, seconded by Brodek.

List of Accommodations in two-year visitor guide publication

Maguire asked the board of directors for their opinion on how the list of accommodations should be placed in the new two-year publication for Central Wisconsin. Maguire stated this is the first time the publication will be moving to a two year instead of a yearly publication. Maguire stated this was a focus due to the rising cost of printing and paper. Option 1 would only include hotels in the four current markets the CVB serves (Wausau, Weston, Rib Mountain & Schofield) it would also include any hotels who have a paid partnership program with the CVB. Option 2 would include all hotels five different municipalities and would include the City of Merrill's hotels as well. Maguire stated the visitor guide is used as a marketing tool for potential conferences and large-scale events and having the full list of accommodations can be helpful. Patel stated he could see both options but stated he wasn't in favor of including hotels in Merrill. Van De Yacht and Fisher suggested to the board to only include hotels in the four current markets and label it Partnered Accommodations and have a footnote about finding additional lodging accommodations by emailing or calling the Wausau CVB. Van De Yacht asked how much the current partnership plan is for any hotel who is outside of the current market. Maguire stated it is an annual fee of \$1,000.00. Van De Yacht asked the question to evaluate the current partnership plan and stated he feels the cost needs to increase for hotel partners. Discussion between board members on the fee structure for the Partnership Plan. Van De Yacht asked White and Maguire to reevaluate the program and increase partnership program for hotels who are located outside of the current market of Wausau, Weston, Rib Mountain or Schofield.

Call for a motion to accept option 1 for the list of accommodations to be placed in the 2024/2025 Wausau Area Visitor's Guide with a footnote at the bottom stating additional lodging accommodations can be found by emailing or calling the Wausau CVB made by Fisher. Motion to accept made by Patel second by Van De Yacht, approved by all.

Ultimate Frisbee Recap

Maguire stated she received a recap of the 2024 Ultimate Frisbee Tournament that was held April 14-15th at Brockmeyer Park. Scott Sawinski who is the organizer of the event explained in an email how the event went and a poll that he conducted on where the teams were staying at.

2024 Horseshoe State Tournament Profit & Loss Statement

Maguire stated she has been working with Kent Frailing who is the Tournament Director of the 2024 State Horseshoe Tournament. Maguire stated Kent provided a profit & loss statement from the last time the state tournament was held in Central Wisconsin by the Little Bull Falls Horseshoe League. Profit & Loss showed a net profit of \$1,034.00 after all expenses were paid. Maguire stated at the March 20th meeting, Zeyghami made a motion to approve the \$5,000 grant request until a profit & loss statement can be reviewed by the board of directors. Approval to release funds in the amount of \$5,000.00 has been granted and will be disbursed.

Hmong Wausau Festival Grant Application

Fisher stated the Hmong Wausau Festival is seeking a grant in the amount of \$5,000.00 for the

2024 Hmong Wausau Festival. Polley asked how much was requested in the past for the festival. Maguire stated the last four years it has been an asking of \$10,000 with a decrease this year to \$5,000.00. Van De Yacht stated it is good to see a decrease in the amount they are asking, shows the festival is starting to sustain for themselves.

A call for a motion to approve the grant request in the amount of \$5,000 for the 2024 Hmong Wausau Festival made by Fisher. Motion to accept made by Polley, second by Wright, approved by all.

2024 Taste N Glow Balloon Festival

Fisher stated the Taste N Glow Balloon Festival is seeking a grant in the amount of \$10,000. Brodek stated there was a little uncertainty with the festival this year. Maguire stated she is on the board of directors for the festival and this year is a transition year for the organization. Brodek asked if past balloons would be returning for the upcoming festival. Maguire stated the board had to outreach further than usual to secure pilots and balloons for 2024. Maguire stated they are working with a new balloon meister who is also helping with the transition of the festival.

A call for a motion to approve the grant request in the amount of \$10,000 for the 2024 Taste N Glow Balloon Festival made by Fisher. Motion to accept made by Patel, second by Zeyghami approved by all.

2026/2029 World Horseshoe Tournament

Maguire stated she attended Sports ETA at the end of April with Aaron Mull from Greenheck Turner Community Center. Maguire stated they had the opportunity to meet with 20 different sports venue organizations to see if Central Wisconsin might be a good fit for their upcoming event. Maguire stated Aaron Mull and herself met with the World Horseshoe Tournament leaders, and this could be a possibility for 2026 & one additional year held at the Greenheck Turner Community Center. Maguire stated she has been in contact with the local horseshoe league, and they have expressed interest as well in the world tournament.

Van De Yacht asked what time of the year the tournament runs. Maguire stated it would be mid-July over the course of two weeks. Maguire stated a lot of athletes will plan their family vacation around the tournament bringing additional members to the destination. Van De Yacht asked Maguire if she could find out what the economic impact was for some of the prior years and asked Maguire to reach out to receive feedback on the past hosting regions that are comparable to our market. Maguire stated she would research more details and follow up with board of directors via email. Maguire stated bid process needs to be turned in by July 1, 2024, for Central Wisconsin to be considered.

A call for a motion to approve moving forward with the bid fee cost with subject to the additional research Maguire was asked to follow up on made by Fisher. Motion to accept made by Patel, second by Wright approved by all.

Executive Director Report

White shared a handout with the board with a summary of items since the last board meeting. White gave a summary of the Tourism Luncheon and stated attendance was up from previous year with 142 attendees. White stated he has been traveling a lot the past two months and had the opportunity to attend Canoecopia in Madison, WIGCOT in Lake Geneva, Destinations International CEO Summit in Boston, Simpleview Summit in Milwaukee along with Zarticon Data Conference in North Carolina. White stated all the trainings he has attended in the past two months were very beneficial. White also shared Steinhilber resigned as of early May and went to Vail Resorts, White stated he is evaluating the position and hopefully the job posting will be listed soon. White stated he is working on integrating new lodging tool and future module in Zartico Data platform along with the new lodging booking tool that will be available on the Visit Wausau website. White also stated he has been meeting with business leaders for the work/life plan and stated the Central Wisconsin Hotel and Lodging Association will be hopefully starting up again. White stated he is looking into a mobile office that could attend events, be placed at high traffic areas and move around the region. White stated at the bottom of the handout are a couple examples. Rhoden stated she wouldn't be in favor of this being a permanent office setting for the Wausau CVB. White stated he is just looking into options and the possibilities to add this feature to the organization to help serve the communities.

Marketing Update

White gave a brief overview of the Zartico Data along with the Simpleview monthly reports. White stated traffic to the website in the month of April was around 32,000 active users. Events Calendar is one of the most popular pages visited on the website. White stated they are seeing success with the NBC campaigns with the OTT commercials. Van De Yacht asked what the impression rates on the commercials are at and asked if that could be shared at the next meeting date. White stated it could be and stated they are seeking additional campaigns since the current campaign is performing very well.

New Business

None at this time.

Unfinished Business

None at this time.

Committee Reports

Fisher asked Polley if she would like to give an update on the Sports Authority. Polley stated the committee has meet a couple times but needs to regroup soon. Polley stated the committee is looking at restructuring or repurposing the Sports Authority so it would have it own board of directors. Polley stated they will have more of an update at the end board meeting in the fall.

Announcements or Request

Fisher stated Yee Leng Xiong resigned with the Wausau/Central Wisconsin CVB on April 15th,

Fisher stated Xiong's resignation letter was included in the packet. Polley apologized and stated she didn't know the resignation letter was only sent to herself and Fisher otherwise it would have been shared earlier with the full board.

Next Meeting Date

Next meeting date will be sometime at the end of September. Date to be determined later.

Fisher dismissed staff members and stated they didn't need to return; meeting will end after closed session. Motion to adjourn to closed session at 1:05pm. Fisher took roll call, attendees were Fisher, Polley, Rhoden, Brodek, Zeyghami, Van De Yacht, Wright, and Patel.

Motion to move to closed session made by Patel, second by Van De Yacht, approved by all.

Motion to move to open session made by Patel, second by Van De Yacht, approved by all at 2:11pm.

Call for a motion to adjourn by Fisher, second by Patel approved by all. 2:12 pm.

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

	TOTAL		
	Jan - Aug 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	13,328.00	-13,328.00
403 · Gift Sales - Non Taxable	0.00	0.00	0.00
405 · Publication & Program Revenue	24,240.00	38,000.00	-13,760.00
406 · Partnership Plans	0.00	14,000.00	-14,000.00
407 · DTN Income	4,376.80	18,750.00	-14,373.20
410 · Brochure Distribution Service	2,450.00	5,700.00	-3,250.00
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	6,664.00	-6,276.81
432 · Interest Income	4,405.95	1,328.00	3,077.95
434 · Print & Design Income	0.00	336.00	-336.00
435 · Room Tax	515,972.18	465,000.00	50,972.18
440 · Sports Authority	0.00	0.00	0.00
441 · Grant Revenue	0.00	21,328.00	-21,328.00
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	684,006.86	584,434.00	99,572.86
Gross Profit	684,006.86	584,434.00	99,572.86
Expense			
500 · Conference Expenses	10,249.45	8,000.00	2,249.45
534 · Print & Design Expenses	273.30	0.00	273.30
567 · Merchandise for resale	0.00	3,500.00	-3,500.00
569 · Property Tax	0.00	0.00	0.00
574 · Storage/Rent Events	0.00	0.00	0.00
576 · Outside Services	0.00	3,783.00	-3,783.00
607 · Advertising Expenses	65,306.40	63,200.00	2,106.40
608 · Marketing Expense	7,301.42	43,200.00	-35,898.58
609 · Website	36,961.70	40,000.00	-3,038.30
705 · Computer & Software Expense	3,601.26	5,664.00	-2,062.74
707 · Legal & Accounting	8,017.00	9,680.00	-1,663.00
708 · Dues & Subscriptions	15,260.21	9,680.00	5,580.21
710 · Office Expense	3,466.54	5,328.00	-1,861.46
712 · Visitors Magazine Expense	50,760.13	45,000.00	5,760.13

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

	TOTAL		
	Jan - Aug 24	Budget	\$ Over/Under Budget
715 · Bank & Credit Card Fees	342.95	1,328.00	-985.05
720 · Vehicle Expense	430.02	3,000.00	-2,569.98
721 · Seminars & Training	701.70	1,328.00	-626.30
722 · Repairs & Maint	0.00	1,664.00	-1,664.00
730 · Health Insurance	19,723.86	29,000.00	-9,276.14
732 · Meals & Entertainment	1,687.04	3,264.00	-1,576.96
733 · Insurance	9,899.19	12,000.00	-2,100.81
755 · Telephone Expense	2,147.88	2,800.00	-652.12
756 · Equipment Lease	1,534.08	1,664.00	-129.92
760 · Postage	127.71	3,120.00	-2,992.29
770 · Rent /Storage Expense	6,850.15	11,600.00	-4,749.85
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	161,588.38	216,000.00	-54,411.62
809 · Employee Benefits	4,350.00	7,650.00	-3,300.00
810 · Payroll Taxes	12,946.31	20,500.00	-7,553.69
811 · Retirement Plan	6,099.75	5,840.00	259.75
812 · Interest Expense Building	0.00	0.00	0.00
813 · Interest Expense EDIL	2,757.20	3,328.00	-570.80
890 · Penalty	0.00	0.00	0.00
Total Expense	432,383.63	561,121.00	-128,737.37
Net Ordinary Income	251,623.23	23,313.00	228,310.23
Other Income/Expense			
Other Expense			
931 · Restr. Weston Hold Release	163,166.68		
975 · Depreciation Expense	9,123.84	9,120.00	3.84
Total Other Expense	172,290.52	9,120.00	163,170.52
Net Other Income	-172,290.52	-9,120.00	-163,170.52
Net Income	79,332.71	14,193.00	65,139.71

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

	TOTAL		
	Jan - Aug 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	46,250.00	-25,750.00
422 · Registration Fees	45,641.82	58,750.00	-13,108.18
422A · BSG FS Registrations	603.29	5,000.00	-4,396.71
430 · Resale/Misc Revenue	3,586.24	12,500.00	-8,913.76
432 · Interest Income	716.81	336.00	380.81
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	85,000.00	-1,976.63
441 · Grant Revenue	7,500.00	7,200.00	300.00
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	1,875.94		
Total Income	207,769.57	215,036.00	-7,266.43
Gross Profit	207,769.57	215,036.00	-7,266.43
Expense			
500 · Conference Expenses	2,941.92	3,200.00	-258.08
534 · Print & Design Expenses	0.00	0.00	0.00
564 · Participant Supplies	4,437.24	26,000.00	-21,562.76
565 · Event Supply	2,731.53	28,000.00	-25,268.47
565A · Event Service Fees	14,894.49	28,000.00	-13,105.51
565B · Event Facility Fees	7,141.00	10,000.00	-2,859.00
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	1,680.00	-1,680.00
576 · Outside Services	0.00	4,500.00	-4,500.00
607 · Advertising Expenses	1,744.00	10,000.00	-8,256.00
608 · Marketing Expenses	334.00	3,200.00	-2,866.00
609 · Website	912.34	680.00	232.34
612 · Grant Expense	58,000.00	40,000.00	18,000.00
705 · Computer & Software Expense	0.00	1,320.00	-1,320.00
707 · Legal & Accounting	3,250.00	2,640.00	610.00
708 · Dues & Subscriptions	239.00	2,320.00	-2,081.00
709 · Miscellaneous Expense	0.00	0.00	0.00
710 · Office Expenses	313.30	1,664.00	-1,350.70

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

	TOTAL		
	Jan - Aug 24	Budget	\$ Over/Under Budget
715 · Bank & Credit Card Fees	2,336.60	3,440.00	-1,103.40
718 · Registration Fees Expense	1,800.00	2,000.00	-200.00
720 · Vehicle Expense	0.00	3,600.00	-3,600.00
721 · Seminars & Training	0.00	1,328.00	-1,328.00
722 · Repairs & Maint	0.00	0.00	0.00
732 · Meals & Entertainment	92.41	1,664.00	-1,571.59
733 · Insurance	0.00	0.00	0.00
750 · Interest Expense	0.00	0.00	0.00
755 · Telephone Expenses	0.00	400.00	-400.00
756 · Equipment Lease	0.00	0.00	0.00
760 · Postage	140.28	1,864.00	-1,723.72
770 · Rent/Storage Expense	0.00	1,320.00	-1,320.00
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	28,155.10	44,400.00	-16,244.90
810 · Payroll Taxes	2,026.53	2,328.00	-301.47
811 · Retirement Plan	0.00	1,336.00	-1,336.00
813 · EIDL Interest Payment	658.80	800.00	-141.20
890 · Penalty	0.00	0.00	0.00
932 · Restr. MMB Rib Mtn. Release	5,700.00		
Total Expense	201,303.98	290,684.00	-89,380.02
Net Ordinary Income	6,465.59	-75,648.00	82,113.59
Net Income	6,465.59	-75,648.00	82,113.59

Wausau/Central WI CVB
Balance Sheet
As of August 31, 2024

	<u>Aug 31, 24</u>
ASSETS	
Current Assets	
Checking/Savings	
0100 · People's CVB Checking	268,392.42
0101 · People's CVB Money Market	586,782.37
Total Checking/Savings	855,174.79
Other Current Assets	
120 · Due From Sports Authority	430,474.23
Total Other Current Assets	430,474.23
Total Current Assets	1,285,649.02
Fixed Assets	
149 · Signage	11,653.19
150 · Furniture & Equipment	139,727.00
160 · Accum Depreciation	-104,620.32
Total Fixed Assets	46,759.87
TOTAL ASSETS	<u>1,332,408.89</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
210 · Cardmember Services	839.93
Total Credit Cards	839.93
Other Current Liabilities	
227 · Accrued FICA/ FED	2,250.33
229 · Accrued Wis WH	1,765.65
240 · Accrued Interest	7,755.69
Total Other Current Liabilities	11,771.67
Total Current Liabilities	12,611.60
Long Term Liabilities	
281 · Disaster Relief Loan	144,061.70
Total Long Term Liabilities	144,061.70
Total Liabilities	156,673.30
Equity	
320 · Unrestricted Net Assets	744,601.88
325 · Restr. Net Assets - Schofield	133,353.00
326 · Restr. Net Assets - Weston	218,448.00
Net Income	79,332.71
Total Equity	1,175,735.59
TOTAL LIABILITIES & EQUITY	<u>1,332,408.89</u>

Wausau/Central Wisconsin Sports Authority Inc.

09/16/24

Balance Sheet

Cash Basis

As of August 31, 2024

	<u>Aug 31, 24</u>
ASSETS	
Current Assets	
Checking/Savings	
Badger State Games	1,075.41
Sports Authority CVB	8,032.56
0 · Community Foundation	47,340.62
100 · Peoples Sports Authority MM	97,885.83
101 · People's Sports Authority M	275,857.68
102 · People's Sports Authority CVB	136,899.36
105 · People's Badger State Games	110,494.58
Total Checking/Savings	<u>677,586.04</u>
Other Current Assets	
110 · N/R Wausau Marathon	7,500.00
Total Other Current Assets	<u>7,500.00</u>
Total Current Assets	<u>685,086.04</u>
TOTAL ASSETS	<u>685,086.04</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
120 · Due to CWVB	430,474.23
240 · Accrued Interest	1,700.47
Total Other Current Liabilities	<u>432,174.70</u>
Total Current Liabilities	432,174.70
Long Term Liabilities	
281 · Disaster Relief Loan	35,464.30
Total Long Term Liabilities	<u>35,464.30</u>
Total Liabilities	467,639.00
Equity	
31500 · Restr. MMB Rollover	157,623.00
32000 · Unrestricted Net Assets	53,358.45
Net Income	6,465.59
Total Equity	<u>217,447.04</u>
TOTAL LIABILITIES & EQUITY	<u>685,086.04</u>

Director's Report - Mid Quarter 3, 2024

Marketing Highlights:

- Website saw average of 42k users and 55k engaged sessions
- 21k organic users (65%), Direct (22%) and Paid Social (13%)
- Top Things to do, Events, Shopping, Taste & Glow, Wausau Marathon, BSG
- Digital Streaming on NBC Universal 767,239 impressions in Milwaukee, Fox Valley, Madison, Duluth, Marquette, Rockford, Rochester (97.24% completion)
- Visit Wausau Website engagement time averages 1:45 minutes

Data Highlights Third Quarter

- Daily 25.2% of all devices are visitors; 44.3% of total visitors are out of state
- 48% Cardholders are 25-54, 25% Cardholders 100K+, 46% Cardholders w Children
- Top Markets: Fox Cities, Milwaukee, Madison, Chicago, Duluth, Marquette, Rockford, Iowa, Rochester
- August Hotel Occupancy 67% (+18%), \$133 ADR (+3%), 18.2k Demand (+4%), \$89 RevPar (+21%), Ave Length of Stay 1.6 days (-6%), Hotel Avg Stay Value \$222 (-1%)
- August STVR Pd Occupancy 33% (-4%), \$196 ADR (+19%), 2.4k Demand (+26%), \$65 RevPar (+14%), STVR Avg Length of Stay 3.6 days (-4%), STVR Avg Stay Value \$697 (+14%)

What worked well:

- Digital TV ads - NBC Universal
- Performance Max
- Simpleview - Great Support
- Zartico Data - events, lodging, municipalities
- Press Releases, travel writers visiting
- Marketing Outdoor Rec
- Going to Sports ETA
- Summer BSG

What didn't work well:

- Print Advertising - Tracking effectiveness is difficult
- Influencers - not worth the cost

Jury is still out:

- Crowdriff social content
- PlayEasy - dashboard still finishing development

Revenue: Room tax steady, JEM Grant for Monk Marketing, DTN up, BSG in the black

Municipalities: Continued challenges there. Weston and Rothschild

New Staff: Gao Her. Excellent work. Jumped right in.

UMCVB: Spoke on data panel with Zartico workshop in Rochester, MN

Office Outdoor Rec Study: Rib Mtn, Marathon Cty Parks economic impact of 9 Mile **Destinations**

Wisconsin: Work on room tax statute language. Fall conference in November.

Marathon County signs: - we are working on a redesign. Rocket Industrial is paying for them.

Director's Report - Mid Quarter 3, 2024

Future Focus:

Focus on Quality Visitors - focus on area attractions, not a specific municipality.

- A **Quality Visit** contributes *more value than cost* to our community.
- 1. **Overnight** or **multi-day trip**, contribute extended tax revenue and spending for local benefit.
- 2. Occurs during **low demand periods** helping to stabilize the demand of our services.
- 3. Follows high **engagement** with **our recommendations** of how, when, and where to visit
- 4. Supports our **locally owned businesses**, keeping profits within the community

Winter Prediction: We anticipate being stretched thin on weekend stays - skiing, bowling, Greenheck Turner being open, etc.

Sales Sales Sales:

- Building the DMO as a sales machine.
- Training the staff on sales techniques.
- Refining the Marketing Funnel on the website.
- Always starts with qualifying the leads.

STVR skyrocketing: Different than traditional. Longer stays, quality visitor spend.

More PR: Currently developing databases and relationships for both local, regional and national coverage.

Podcasting: Exploring both ads on podcasts and production (e.g. 920 show in Green Bay).

Budget and Marketing Planning for 2025:

- We will continue to be good stewards of our revenues
- We will continue to seek input from partners about marketing
- We will look for more opportunities of increased funding & revenue
- We will look to continue selling summer and fall for increased success.

More Grant Applications: Specific expenses/tools like Zartico and add on CMS integrations.

Meeting with local business influencers: Developing new events and ideas - especially midweek and extended weekends to benefit the entire area.

More detailed Marketing Report Links at

<https://www.visitwausau.com/board-of-directors-documents>

2024 Quarter Two Marketing Report

Quarter Two saw a continued rebound in visitor response, visitation and interaction.

The 2024 Qtr 2 Website PDF showcases increased web sessions, engagement rates and new users are continuing to trend up.

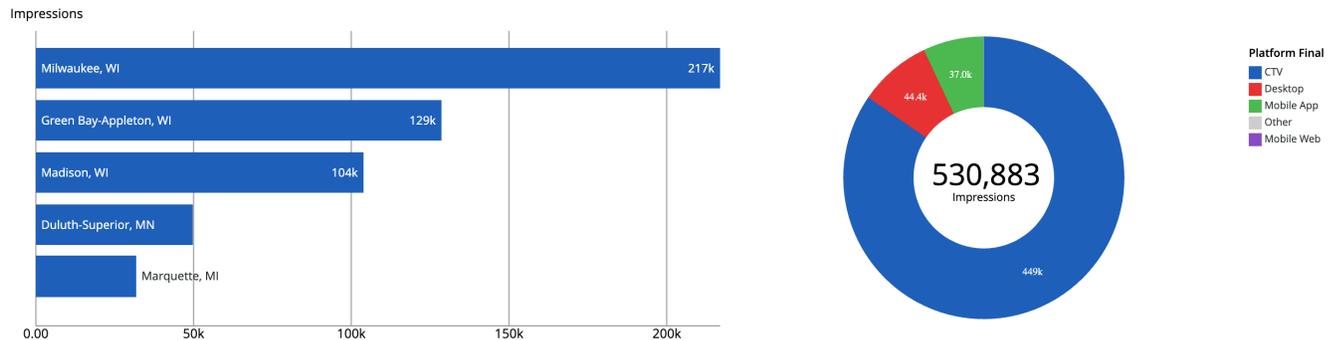
We are above most web based metrics for paid and organic search to the area.

Events, Restaurants and Outdoor Activities again lead the most engagement.

People searched in advance for Taste & Glow, Fourth of July, Hmong Festival, Wings Over Wausau and Chalkfest. (2024 Qtr 2 Visitor Snapshot pdf)

Outdoor Recreation continues to lead and the second quarter is showing an increase from last year in overall area lodging stays (2024 Qtr 2 Director's Brief pdf)

Good results heading into summer. Our NBC Streaming video campaign is seeing excellent results. We will be extending it into August and advertising in the local market as well, since a big local audience uses our online tools as a resource. Here are some of the initial numbers:



Future Efforts

Fall Colors are coming sooner than we think. Granite Peak's Comet Chair Rides, Monk's Blossom of Lights will show visitor increases. Halloween posts and promotions are an area we are putting more effort into.

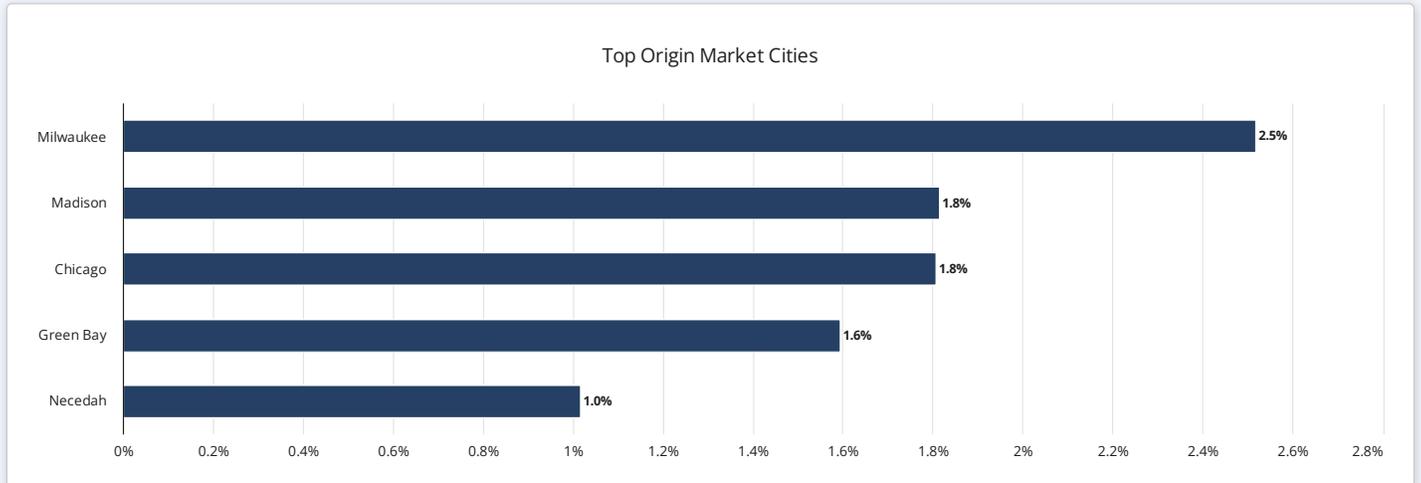
We will be assessing the two years of the new website to create a smoother, more streamlined experience for viewers. That will include building a sales funnel to take visitors to book direct and sign up for our newly reconfigured email newsletters and SMS services.

Director's Brief Summary

See a summary of your destination's key metrics, so that you can stay aware of where you are today and where you're heading. This module will give you high-level insights into your top origin markets for visitation and your regions experiencing compression. We'll also show you your hotel performance.

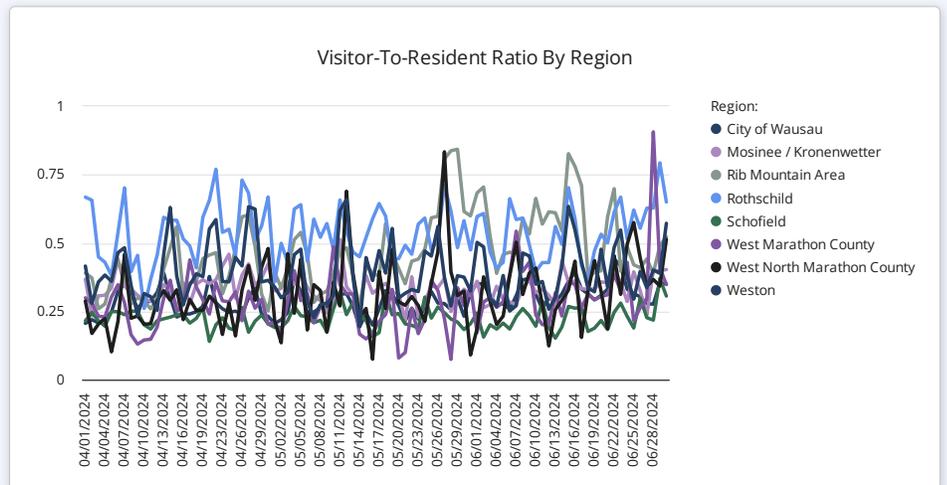
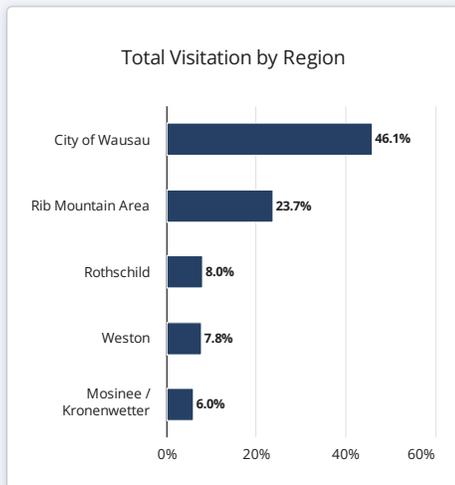
Who is visiting your destination?

Source: Zartico Geolocation Data. Note: This insight shows which origin cities generate the greatest volume of visitors, which helps you understand your visitation patterns to inform your marketing and promotional efforts. Visitors are defined as devices more than 30 miles from their home and work locations. This insight displays only origin market cities, not origin market DMAs, which encompass many cities and are used in other marketing-related insights in the platform. "Unknown" in this insight refers to visitors from areas outside Census-defined cities.



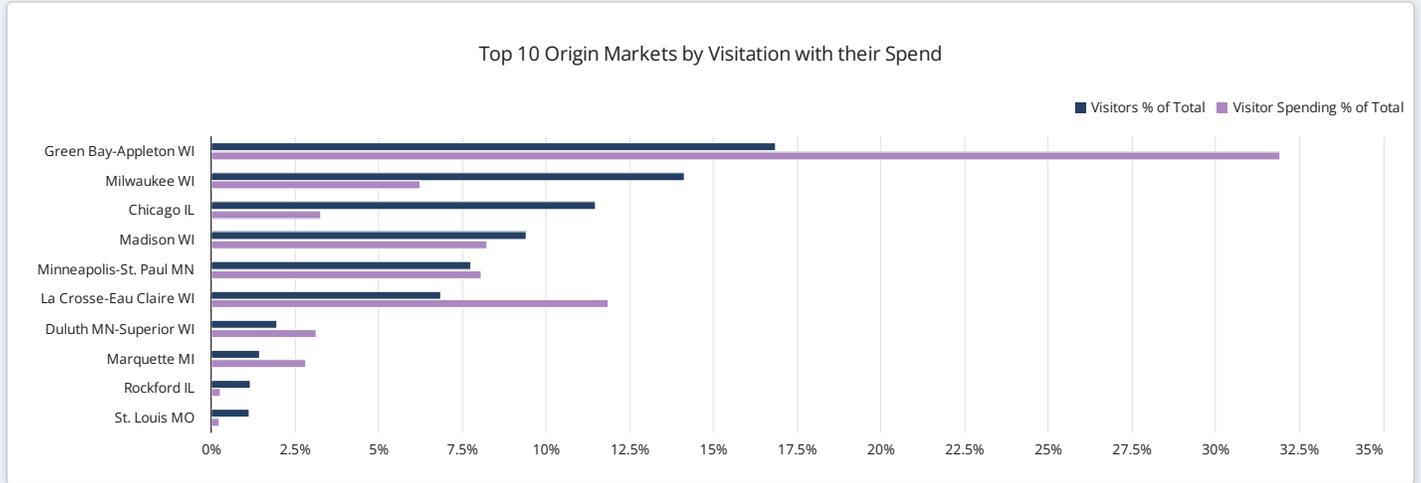
What is the ratio of visitors and residents in your destination?

Source: Zartico Geolocation Data. Note: The insight on the left shows the most visited regions within your destination. Note that the %'s will add up to more than 100%, since many visitors will be observed in more than one region. The best way to read this insight is "of all my visitors, X% were observed in Y region." The insight on the right shows how many visitors you have in a region compared to how many residents. Each of your regions has a certain capacity to welcome visitors without impacting or overwhelming residents. A Visitor-to-Resident ratio of less than 1, tends to have little resident friction. Between 1 & 1.5 has increasing friction and for prolonged periods above 1.5 a proactive destination management plan is recommended. Tip (empty value) or Other in the region definitions indicates that this visitation is taking place outside the regions you defined during setup.



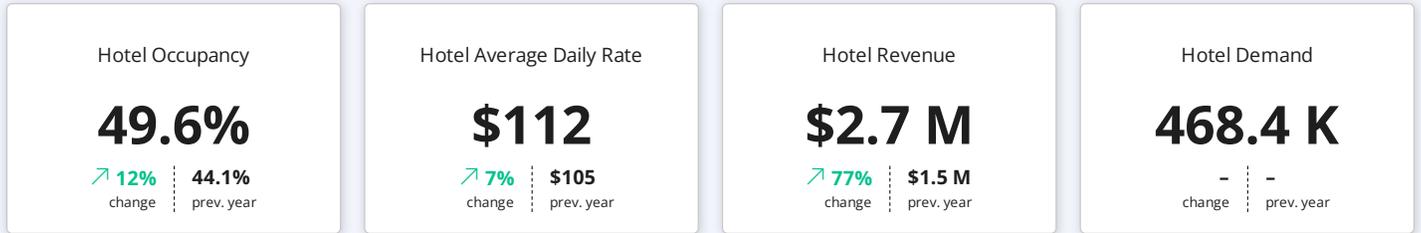
Which markets are generating the greatest economic impact?

Source: Zartico Geolocation Data and Zartico Spend Data. Note: The blue bars represent your largest origin markets. The green bars show each origin market's % of spending. Tip: Look for markets with higher spending (green) compared to their share of visitation (blue).



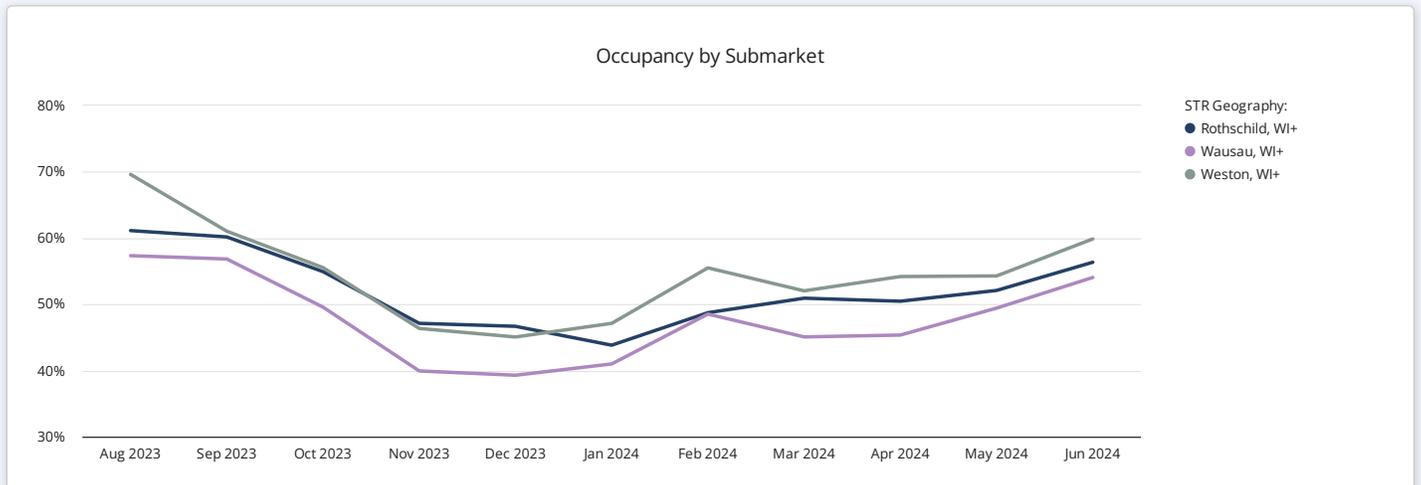
How are your hotels performing?

Source: Smith Travel Research (STR). Note: All KPIs are set for to display data for the STR Geography that most closely matches your destination boundary. STR Monthly files are delivered on the 18th of each month, resulting in comparisons between partial periods of data this year and complete periods of data from last year. Tip: To see the date or your most recent data loaded from STR, see the Data Check section at the bottom of this module.



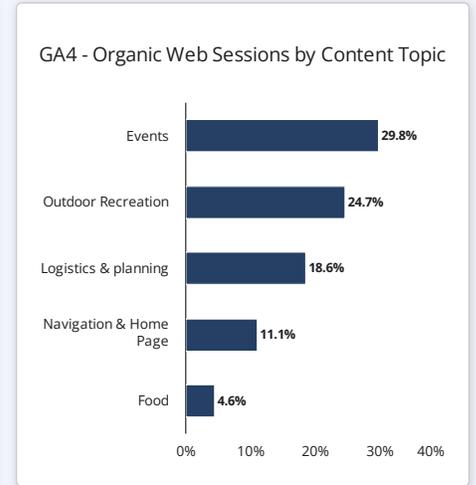
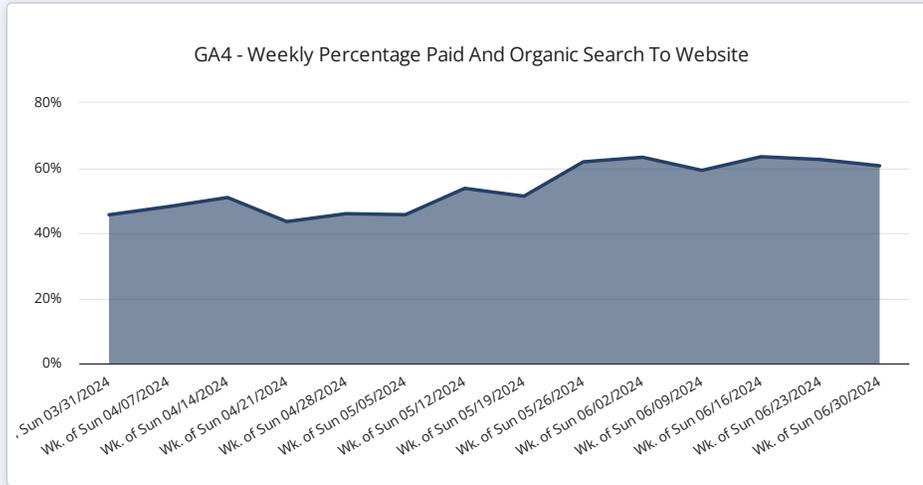
How are each of your submarkets performing?

Source: Smith Travel Research (STR). Note: This insight is not configured to the date range and will instead show the last 12 months. This insight allows you to compare hotel occupancy across all of the submarkets included in your STR report. If you are distributing this report externally, please consult your STR Contract to understand STR's data sharing and reporting restrictions and how this relates to your intended distribution uses. Tip: Click on any of the submarkets in the right column to deselect it in the insight.



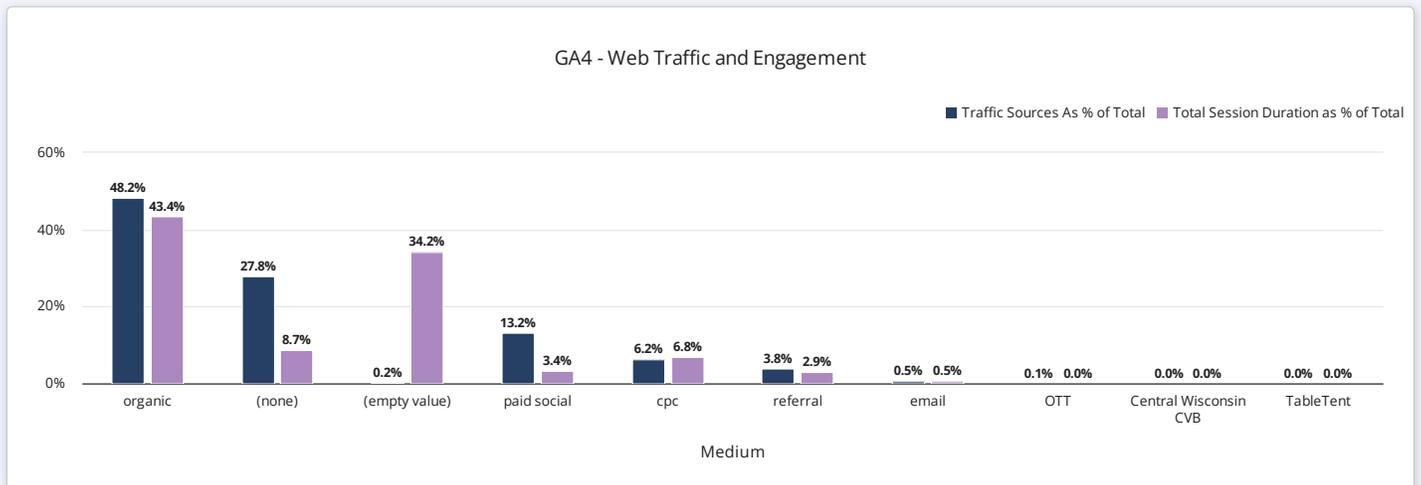
How are you generating awareness and influencing future travel?

Source: Google Analytics. Note: Your website is the front door to your destination. Paid and Organic Search Traffic is an indicator of how prominently your site appears in Search Engine ranking, like Google, and how much of your total website traffic results from search engines. The graphic on the right shows the content topics users are searching for. This provides you guidance on what types of content are likely to perform best in social posts and email newsletters and guides new content creation on your website.



What activities generate the most engagement with your website?

Source: Google Analytics. Note: This insight allows you to see the volume of traffic each medium provides to your website (blue bar) along with the amount of engagement, as measured by time on your website (green bar). High volume and low engagement can be a sign that a given traffic driver to your website isn't providing visitors what they are looking for or can indicate content issues with your landing page. Tip: Explore the Website Performance module for more detail.



Sample Size Reference

These metrics provide a reference for the number of unique visitor devices (Zartico Geolocation Data) and cardholders (Zartico Spend Data) used in the insights above. These values are controlled by the combination of filters selected at the top of the module. Typically, an annual visitor survey conducted for a destination includes between 600 - 2,000 survey responses. In statistics, larger sample sizes result in smaller margins of error (%+/-) and a higher confidence interval. This means that it is less likely that the result you are seeing is due to statistical noise and the greater the confidence you can have in the insights being provided. If these diagnostics show yellow or red values, the insights should be treated as directionally, but less precise owing to a smaller sample size. In these cases, eliminating filter criteria at the top of the module or widening the date range will increase the sample size and increase both accuracy and confidence in the data.

Visitor Device Count
Sample Size

33,113

Visitor Cardholder
Count Sample Size

25,306

STR Monthly - Data Check

Displays the most recent data loaded into ZDOS. Monthly data is typically delivered on the 18th of the month for with data for the trailing month. As an example, the data for May would be delivered on June 18th. STR data is loaded into the platform within 48 hours of delivery to data@zartico.com.

STR Monthly - Max
Date

2024-06-01

STR Weekly - Max
Date

—

Visitor Profile Summary

Understand a snapshot of your destination by looking at who your visitors are and the impact they make on your destination. These insights are based on a device count sample size of 33,113 and a cardholder count sample size of 25,306. Note that geolocation data less than 30 days old is subject to slight changes through the normalization process.

Key Insights

Source: Zartico Geolocation Data, Zartico Spend Data

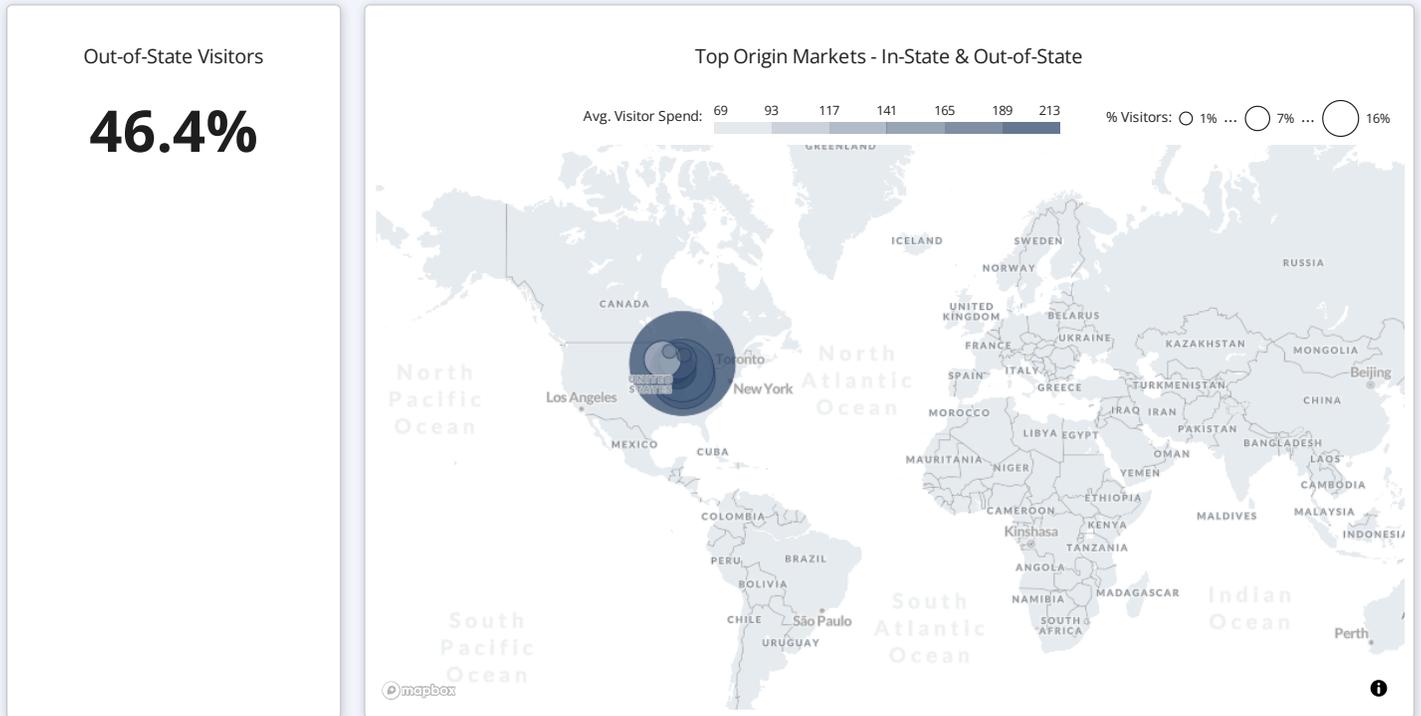
Better understand your visitor makeup, including the visitor percentage of total devices, percentage of total visitor spend and the average visitor spend.



Where are your visitors from?

Source: Zartico Geolocation Data

Better understand where visitors are coming from, including the percentage of visitors from out-of-state, top DMAs and how they relate to the percentage of visitors, percentage of visitor spend and average visitor spend.



Visitor Market Area	% Visitors ▼	% Visitor Spend	Avg. Visitor Spend
Green Bay-Appleton WI	15.7%	29.7%	\$213
Milwaukee WI	13.2%	5.8%	\$90
Chicago IL	10.7%	3.0%	\$101
Madison WI	8.8%	7.7%	\$143
Minneapolis-St. Paul MN	7.2%	7.5%	\$74
Wausau-Rhineland WI	6.9%	7.0%	\$147
La Crosse-Eau Claire WI	6.4%	11.0%	\$158
Duluth MN-Superior WI	1.8%	2.9%	\$120
Marquette MI	1.3%	2.6%	\$151
Rockford IL	1.1%	0.3%	\$91

What are your visitor demographics?

Source: Zartico Spend Data

Better understand the demographics of visitors including age, income and children in the household

% Cardholders - 25-54

48%

% Cardholders - \$100K+

22%

% Cardholders Children in Household

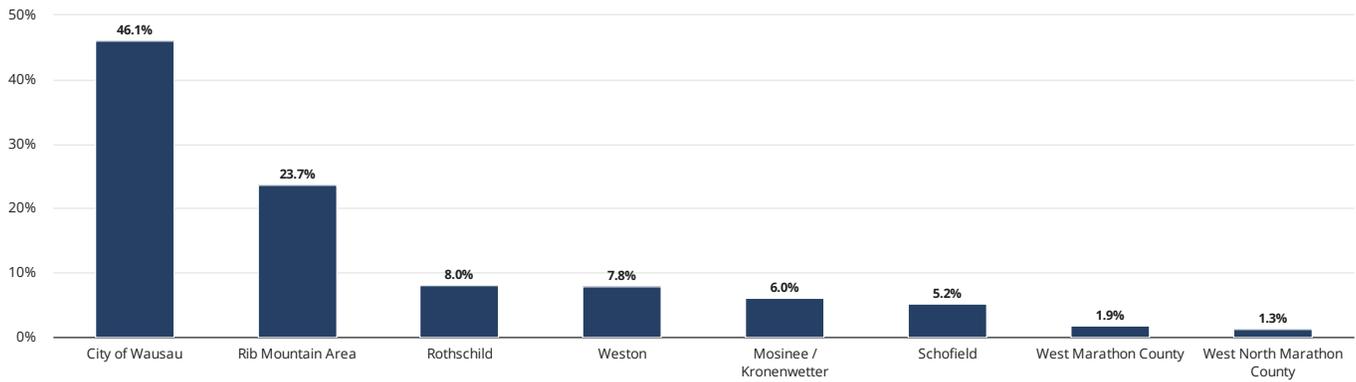
45%

Where do your visitors go?

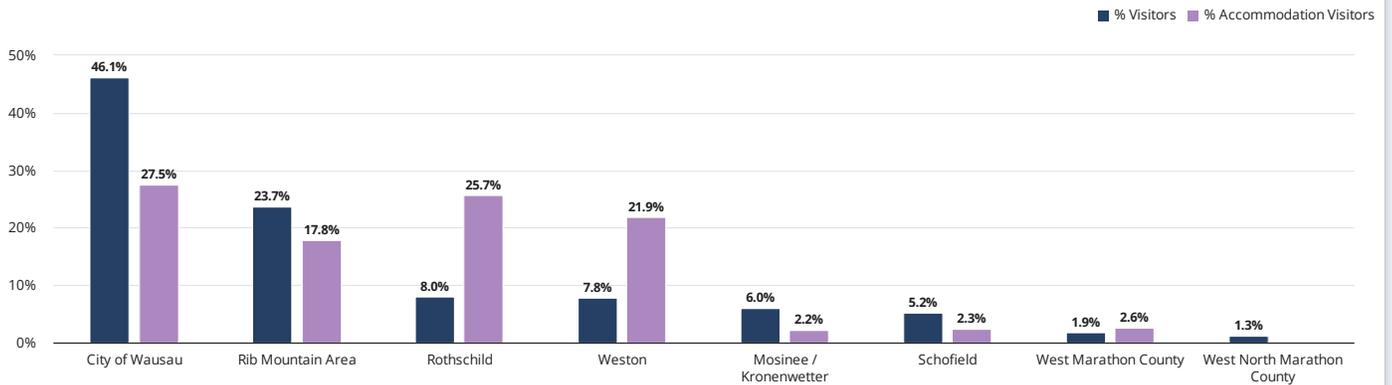
Source: Zartico Geolocation Data

Better understand where visitors are spending time in your destination, including the percentage of top visited regions and overnight stays.

% Visitation by Region

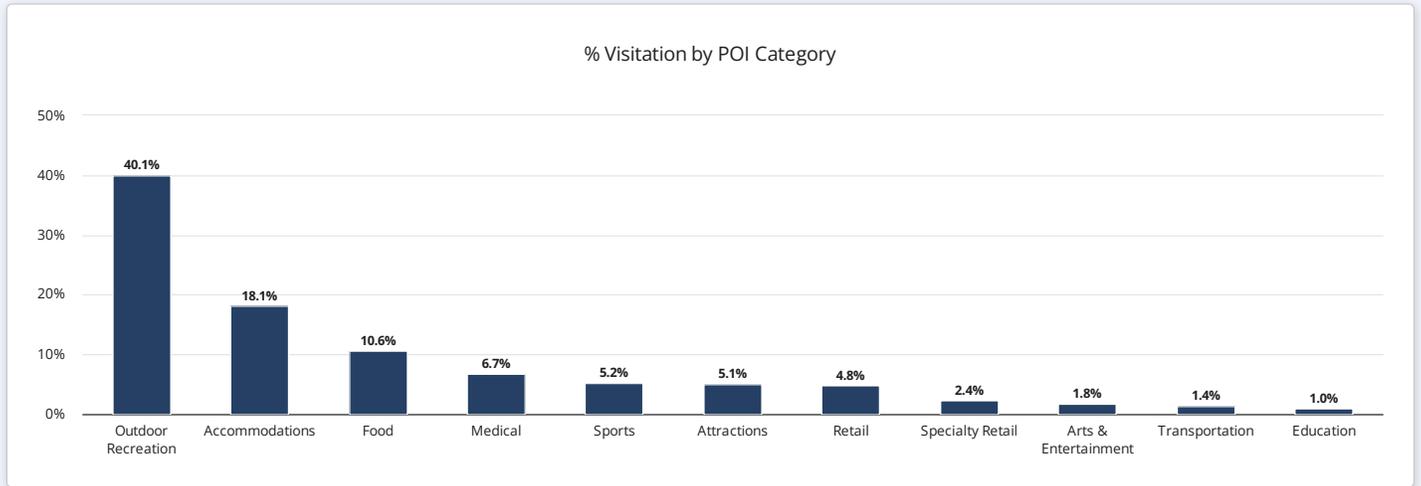


Visitation & Accommodation Visitation by Region



What types of point of interest do your visitors go to?

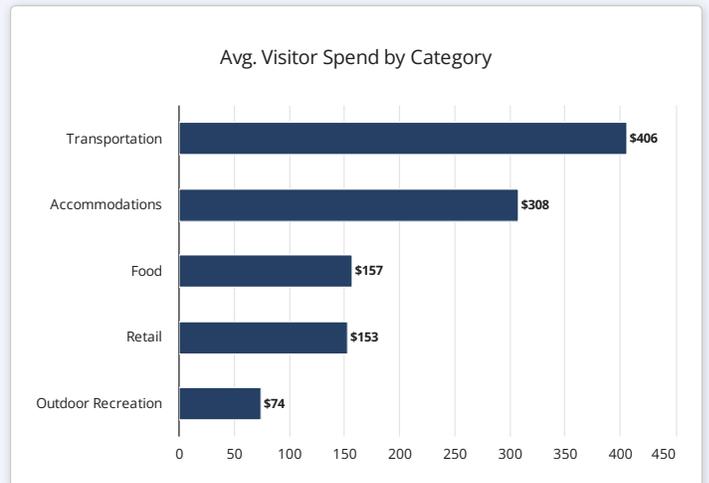
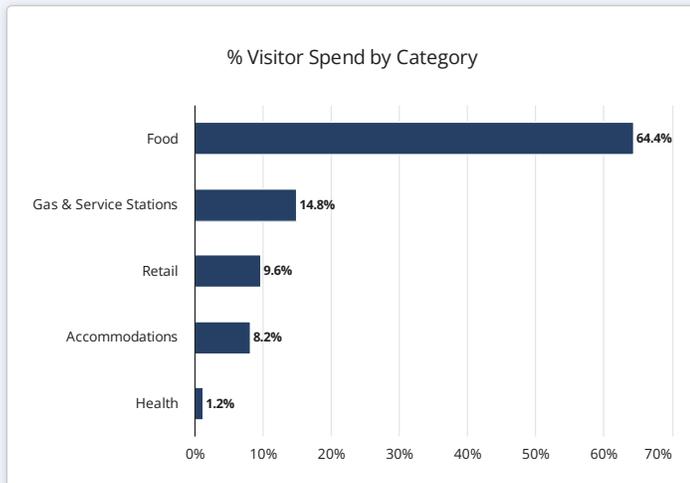
Source: Zartico Geolocation Data. Better understand where visitors are spending time in your destination by looking at the percentage of visited POI categories.



Where are your visitors spending?

Source: Zartico Spend Data

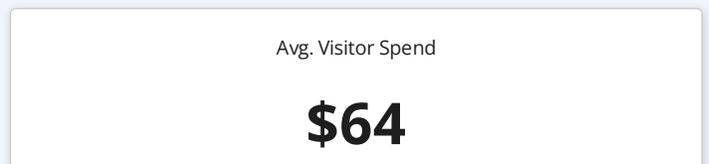
Better understand visitor spend in your destination, including the percentage of visitor spend by category, average visitor spend by category, as well as spend impact on restaurants, retail and accommodations.



What is the visitor impact on restaurants?

Source: Zartico Spend Data

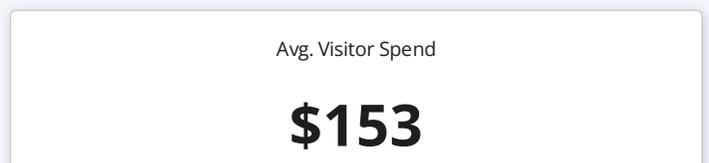
Better understand visitor impact on restaurants in your destination



What is the visitor impact on retail?

Source: Zartico Spend Data

Better understand visitor impact on retail in your destination



What is the visitor impact on accommodations?

Source: Zartico Spend Data

Better understand visitor impact on accommodations in your destination

Visitor Spend % of Total

87%

Avg. Visitor Spend

\$308

What is the visitor impact on attractions?

Source: Zartico Spend Data

Better understand visitor impact on attractions in your destination

Visitor Spend % of Total

8%

Avg. Visitor Spend

\$70

Sample Size Reference & Diagnostics

The Sample Size metrics provide a reference for the number of unique cardholders (Zartico Spend Data) and the number of unique devices (Zartico Geolocation Data) used in the insights above. These values are controlled by the combination of filters selected at the top of the module. In statistics, larger sample sizes result in smaller margins of error (%+/-) and a higher confidence interval. This means that it is less likely that the result you are seeing is due to statistical noise and the greater the confidence you can have in the insights being provided. If these diagnostics show yellow or red values, the insights should be treated as directionally, but less precise owing to a smaller sample size. In these cases, eliminating filter criteria at the top of the module or widening the date range will increase the sample size and increase both accuracy and confidence in the data. The date metrics shows the dates visitor spend and location data is loaded through.

Visitor Cardholder Count Sample Size

25,306

Visitor Device Count Sample Size

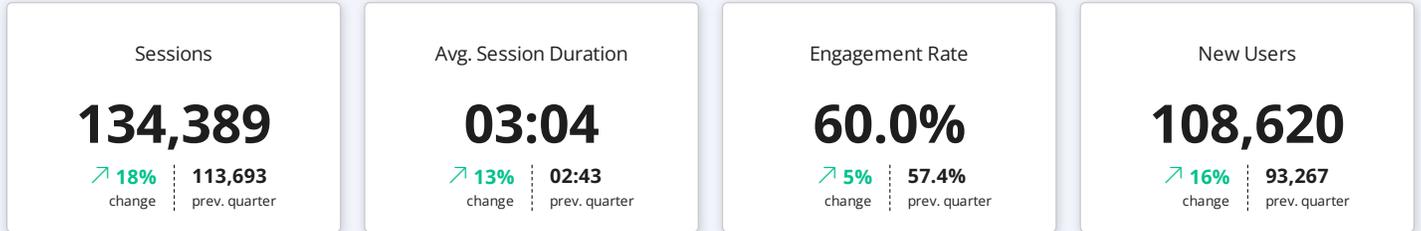
33,113

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



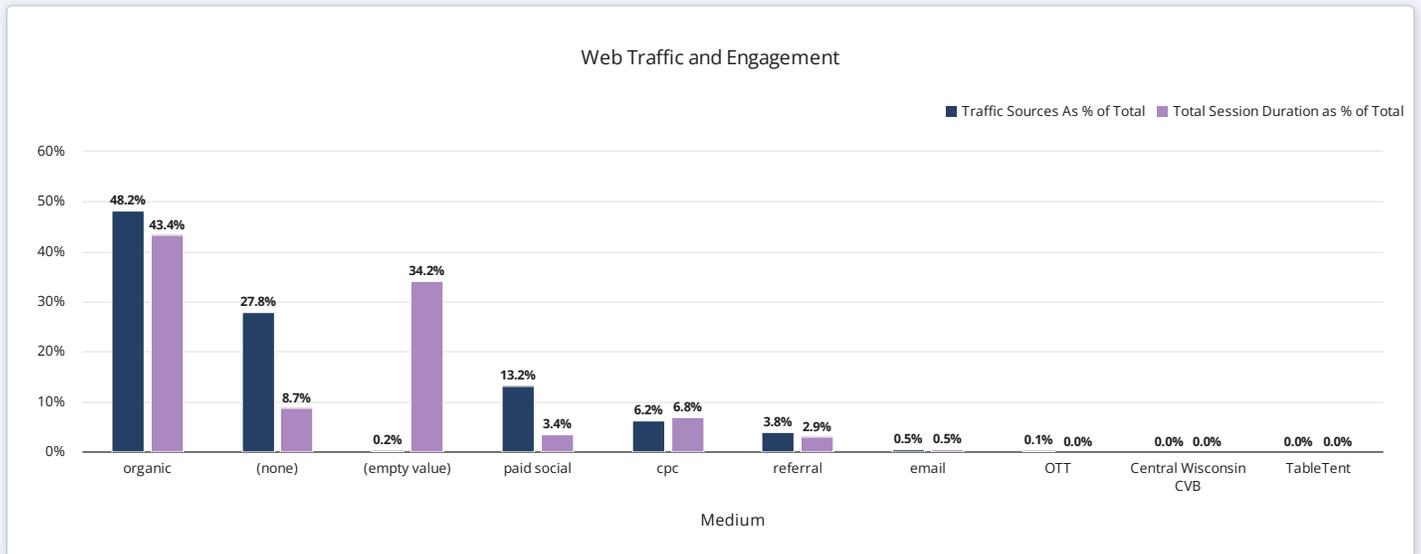
How do visitors get to your website?

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.

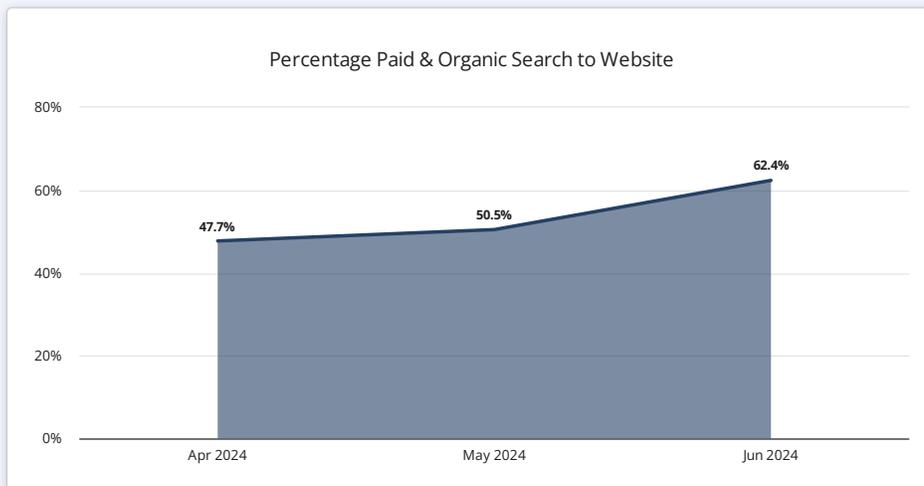
Tip:



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.

Source: Google Analytics 4.



How "sticky" is your website?

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

Source: Google Analytics 4.

Paid & Organic Engagement Rate vs Benchmark

76.0%

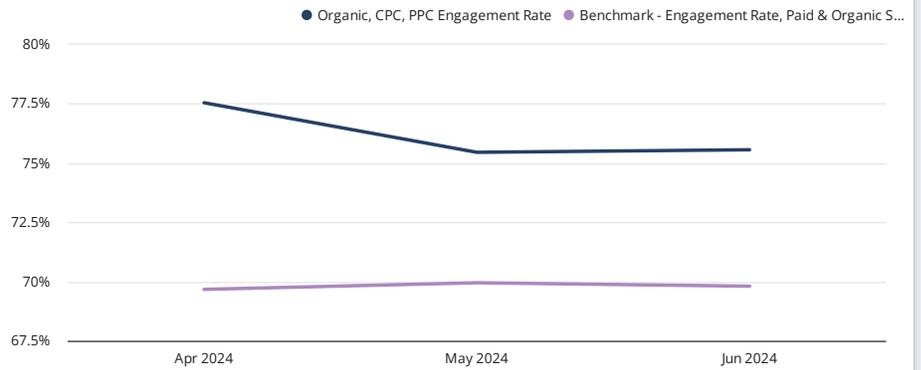
9%

Vers...

69.8%

Benchmark - Engagement Rate, Paid & Organic ...

Paid & Organic Engagement Rate vs Benchmark



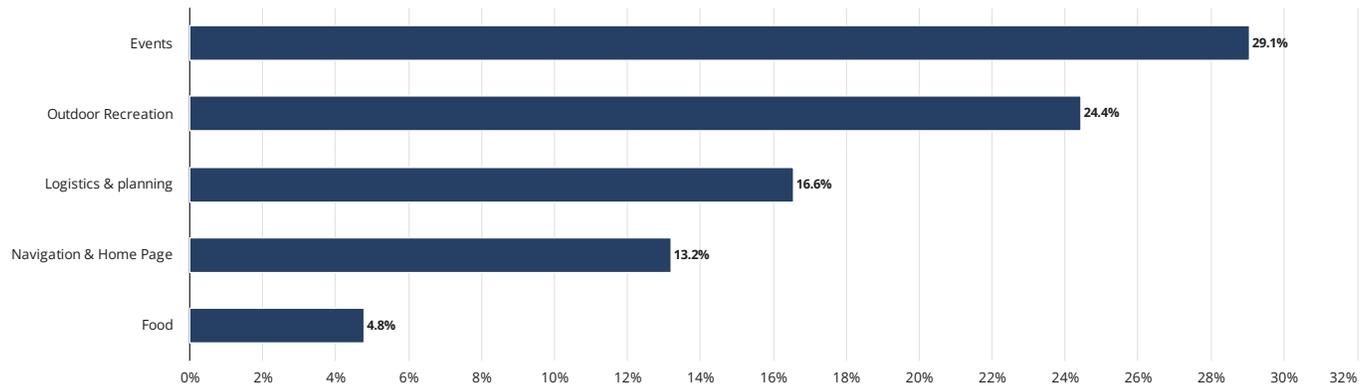
What content topics are users looking for?

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.

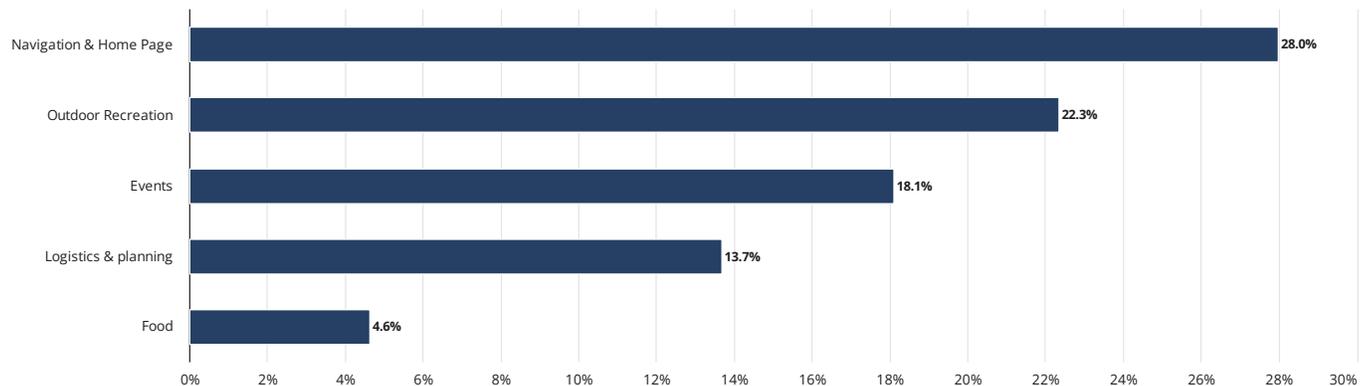
Tip: Click into either chart to explore page-by-page performance for pages within a content topic.

Source: Google Analytics 4 & Zartico.

Paid & Organic Search Sessions by Content Topic

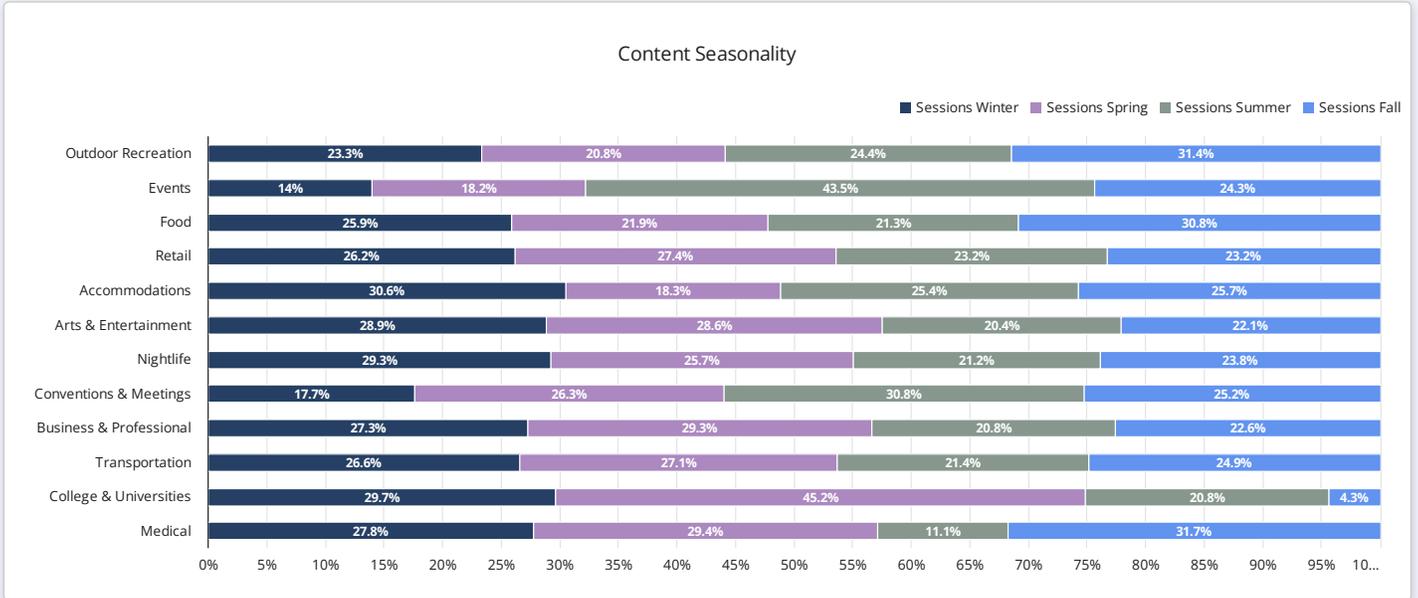


Web Sessions by Content Topic



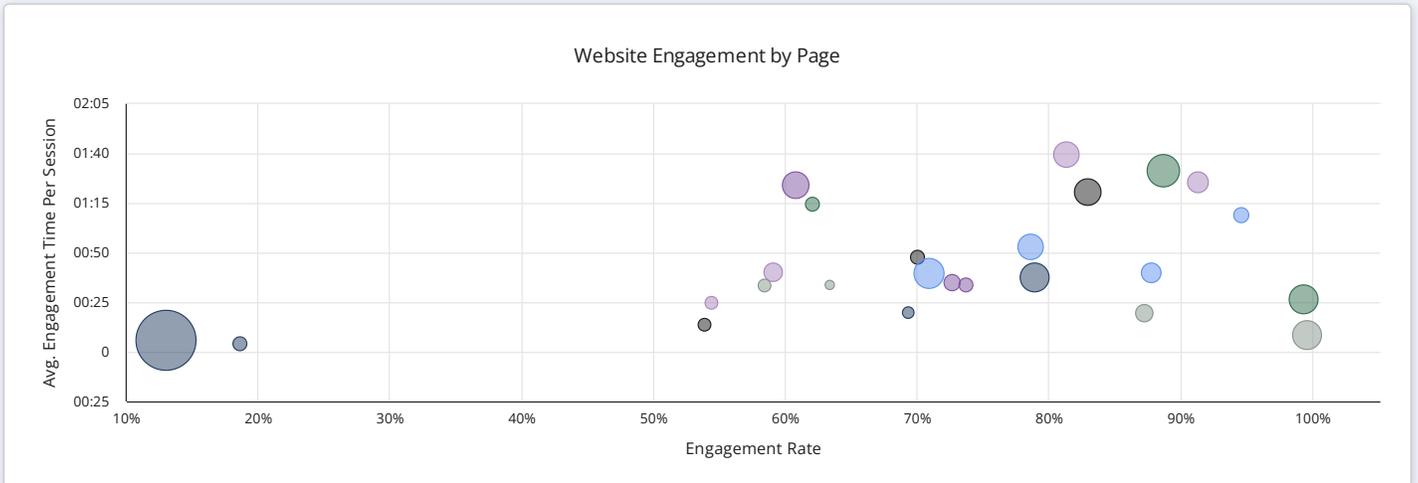
What season does each content topic see the most traffic?

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



What are the most engaging pages on your website?

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



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

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

Source: Google Analytics 4.

High Traffic Pages with Low Organic Sessions

Page Url	Views (>100) ▼	Organic Views % of Total (<50%)	Engagement Rate (>40%)
http://www.visitwausau.com/restaurants/?gad=1	20.9 K	32%	83.0%
http://www.visitwausau.com/events/?gad=1	18.9 K	29%	81.3%
http://www.visitwausau.com/outdoor-activities/?bounds=false&view=list&sort=qualityScore	13.9 K	25%	91.3%
http://www.visitwausau.com/things-to-do/shopping-retail/?bounds=false&view=list&sort=quali...	13.6 K	35%	78.6%
http://www.visitwausau.com/outdoor-activities/pools-waterparks/?bounds=false&view=list&sor...	12.7 K	13%	99.3%
http://www.visitwausau.com/outdoor-activities/biking-trails/	10.5 K	4%	99.6%
http://www.visitwausau.com/things-to-do/	8.1 K	38%	78.9%
http://www.visitwausau.com/outdoor-activities/hiking-trails/	4.4 K	28%	94.6%
http://www.visitwausau.com/places-to-stay/	4.2 K	22%	72.7%
http://www.visitwausau.com/listing/kaiser-pool/2478/	2.6 K	46%	73.7%
http://www.visitwausau.com/places-to-stay/hotels-motels/	2.5 K	48%	82.8%



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 Schiefel 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.



WAUSAU/CENTRAL WISCONSIN

**SPORTS
AUTHORITY**

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

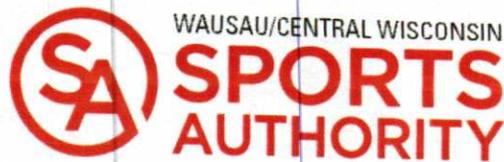
If so, who? Holiday Inn & Suites, ALL

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:

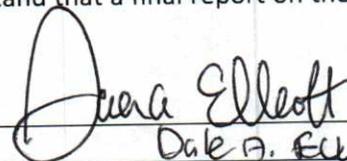
1. Any event seeking funding from the Sports Authority must hold the event in one of the communities represented by the Wausau/Central Wisconsin Convention & Visitors Bureau.
2. All area hotels must have an opportunity to submit a room block proposal through the CVB sales lead system in order for an 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

	bowlers	fees		Prize fund
Tournament Income				
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 2022-2023	Proposed 2023-2024	Actual 2022-2023	Proposed 2023-2024	Actual 2023-2024	Proposed 2024-2025
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	Actual 2022-2023	Proposed 2023-2024	Actual 2022-2023	Proposed 2023-2024	Actual 2023-2024	Proposed 2024-2025
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	

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: Arctic Blast (Premier Girls Fastpitch)
Event Dates: January 14-16, 2025 @ Greenheck Turner
Local Organizing Committee: TSCG/PGF community Center
Tax or EIN #: XXX-XX-0483
Contact Person: Terry Wagner - PGF Wisconsin State Director
Address: N40W5792 Hamilton Rd Cedarburg, WI 53012
Phone Day/Cell: 414-704-7350
Email: tlw5792@msn.com
Amount Requested: \$ 8,000.00 - Grant will help market event

DESCRIPTION OF EVENT

and help offset the rental fee @ Greenheck Turner Community Center.

EVENT HISTORY

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

This tournament will host U14 & U16/U18 teams from IL, IA, MN & WI. College Scouts will also be in attendance. This is the first event in Central Wisconsin and looking to expand future tournaments in the area. Past events were held in Rhinelander at the Hodag Dome since 2021.

The reason for offering these events is to bring the highest level of softball to the area and support girls' empowerment in athletics.

Economic impact from prior years is 1.5 to 2 million over the course of one weekend.

Funds raised from event go back to the state non for profits.



Wisconsin's Leader in Sports, Events & Tourism

EVENT INFORMATION

Proposed Event Location/Facility: Greenheck Turner Community Center
 Has the facility been secured? Yes
 Number of Teams Expected: 16
 Number of Participants Expected: 500 to 600
 # Of Teams/Participants from outside 90 Miles: 14
 Estimated Number of Family & Friends per participant: 2 to 4
 Number of local teams: 2 to 3 teams
 Number of local participants: 70

HOTEL INFORMATION

Has contact been made with any area hotels? Yes

If so, who? Holiday Inn & Suites, Baymont Inn, AmericInn, Fairfield Inn

If not, can the CVB assist with securing your hotel accommodations? Yes, already set up room blocks registration is open and room blocks are booking.

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

Date					01-14-25	01-15-25	
Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Rooms					200+	200+	

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

Event will be advertised on the Premier Girls' Fastpitch National website (NFCA) National Federation of College Coaches & Visit Wausau.



Wisconsin's Leader in Sports, Events & Tourism

POLICIES AND PROCEDURES

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

Additional Criteria for Applicants to note:

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

Application Acknowledgement

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

Event Representative: Jerry Wagner (pm)
Printed Name: Jerry Wagner Date: 09/24/2024



This is our 1st event in Wausau, but our 11th event in northern Wisconsin. We started hosting PGF events at the Hodag Dome in Rhinelander 3 years ago. The reason for offering these events is to bring the highest level of softball to the area and support girls' empowerment in athletics. The ages are from 12 to 18 years of age. Other events hosted in Wisconsin are in Watertown and Elkhorn in the spring, summer and fall.

In a few short years Rhinelander has built 2 new hotels and 3 of the others have or are going through a full remodeling because of our needs and business. It is reported that we bring in 1.5 to 2 million dollars when we are hosting an event on that weekend.

Along with the above we support a local charity that weekend. Examples are Local Food Pantry, Women's Shelter and Veterans Tiny Home Fund. We are looking at moving other events to Wausau as it is centrally located and will save travel times from IL, IA, WI and MN. All our events are run as not for profit.

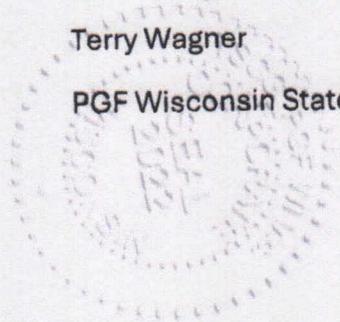
If you have any other questions, please feel free to contact me.

Respectfully submitted

A handwritten signature in black ink, appearing to read 'Terry'.

Terry Wagner

PGF Wisconsin State Dir.



Arctic Blast 1/14-16/25

Expenses:

Greenheck Turner Complex	\$11,800
Tournament Management:	
Umpires	\$5,880
Assignor	\$275
UIC/Tournament Dir	\$725
Rooms (Staff)	\$600
Staff	\$500
Awards	\$575
Equipment / Softballs	\$550
Event Insurance	<u>\$375</u>
Total:	\$21,280

Jan 2024 Rhinelander Dome PGF event

Rhinelander Hodag Dome Event Jan 2024

Hodage Dome	\$5,250
Umpires	\$5,750
Assignor	\$270
UIC/Tournament Dir	\$500
Rooms (Staff)	\$0
Staff	\$150
Awards	\$325
Equipment / Softballs	\$550
Event Insurance	\$375
Total	\$13,170

Complementary

Dome Income

Entry Fee	\$8,750
Hotel Rooms	\$750
Donations (Team)	\$1,700
50/50 Raffle	\$435
Concessions	\$232
Donations/PGF/Terry Wagner(ME)	\$1,750

\$13,617

We donated 1200 lbs of food stuffs
to the Women's Shelter of Rhinelander



Wisconsin's Leader in Sports, Events & Tourism

GRANT APPLICATION

Event/Tournament Name:	BADGER STATE GAMES U10 Girls Gold & Bronze Tournament
Event Dates:	December 13, 14, 15, 2024
Local Organizing Committee:	WAUSAU YOUTH HOCKEY
Tax or EIN #:	39-1395615
Contact Person:	Brandon Schroder
Address:	135914 Cty Rd U, Marathon, WI 54448
Phone Day/Cell:	715.551.3826
Email:	BRANDONSCHRODER@GMAIL.COM
Amount Requested:	\$1500.00

DESCRIPTION OF EVENT

WYH hosts a 16-team hockey tournament that brings in teams from all over the state to compete in a 3-day event. We split the pool of competition between 8 A level and 8 B level teams. Receiving this grant money will help offset the costs of ice time and referees which cost roughly \$6,000 for ice and \$2,000 for referees. Teams, besides WYH STORM, attending the tournament are listed below. Our registration remains open and we anticipate filling the tournament as we have in the prior years. Most associations have not formed teams yet.

U10 Girls Gold Teams

- Ozaukee Ice Dogs
- Elmbrook
- Hudson
- Washington County

U10 Girls Bronze Teams

- Janesville
- Washington County
- SHAW
- Hudson
- Elmbrook

EVENT HISTORY

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



Wisconsin's Leader in Sports, Events & Tourism

EVENT INFORMATION

Proposed Event Location/Facility:	Marathon Park Ice Arena
Has the facility been secured?	YES
Number of Teams Expected:	16
Number of Participants Expected:	240
# Of Teams/Participants from outside 90 Miles:	11 teams will travel outside 90 miles; anticipate adding more teams
Estimated Number of Family & Friends per participant:	5-10
Number of local teams:	2 Wausau teams
Number of local participants:	25

HOTEL INFORMATION

Has contact been made with any area hotels? No

If so, who?

If not, can the CVB assist with securing your hotel accommodations? Yes, we would greatly appreciate the assistance. We would love connect to discuss. Best person to contact is JJ Deffner, WYH VP of Operations, 715-297-7946

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

Date					12/13/24	12/14/24	
Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Rooms					100	175	

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



Wisconsin's Leader in Sports, Events & Tourism

POLICIES AND PROCEDURES

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Additional Criteria for Applicants to note:

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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:
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 - c. Type and distribution area of media coverage
 - d. Potential for future growth of the event
 - e. Potential as a step to hosting additional events or larger tournament
 - f. Sponsorship Benefits Received
 - g. Community Support
5. New events may be funded for up to three (3) years. Applicants are required to provide a matching dollars investment into the event that will increase by 25% each year unless room night production increases by 25%.
6. At the conclusion of the event, the CVB requires a detailed report outlining the estimated attendance, room night production, positives and negatives of the event, and plans for the future. Upon receipt of this report, the remaining 15% of the allocated funding will be released to the applicant. **Failure to submit this report within 60 days of the conclusion of the event will cause applicant to forfeit any remaining monies awarded and will prevent the applicant/organization from receiving future funds.**

Application Acknowledgement

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

Event Representative: Brandon Schroder, Tournament Director

Printed Name: Brandon Schroder

Date: 9.22.24



Wisconsin's Leader in Sports, Events & Tourism

GRANT APPLICATION

Event/Tournament Name:	BADGER STATE GAMES Squirt A & B TOURNAMENT
Event Dates:	January 3, 4, 5, 2025
Local Organizing Committee:	WAUSAU YOUTH HOCKEY
Tax or EIN #:	39-1395615
Contact Person:	Brandon Schroder
Address:	135914 Cty Rd U, Marathon, WI 54448
Phone Day/Cell:	715.551.3826
Email:	BRANDONSCHRODER@GMAIL.COM
Amount Requested:	\$1500.00

DESCRIPTION OF EVENT

WYH hosts a 16-team hockey tournament that brings in teams from all over the state to compete in a 3-day event. We split the pool of competition between 8 A level and 8 B level teams. Receiving this grant money will help offset the costs of ice time and referees which cost roughly \$6,000 for ice and \$2,000 for referees. Teams, besides WYH Warjacks, attending the tournament are listed below. Our registration remains open and we anticipate filling the tournament as we have in the prior years.

Squirt A Teams

- Middleton
- Sheboygan
- Patriots
- Chippewa Thunder
- Ozaukee
- Washington County
- M&M Thunder

Squirt B Teams

- Elmbrook
- Ozaukee

EVENT HISTORY

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



Wisconsin's Leader in Sports, Events & Tourism

EVENT INFORMATION

Proposed Event Location/Facility:	Marathon Park Ice Arena
Has the facility been secured?	YES
Number of Teams Expected:	16
Number of Participants Expected:	240
# Of Teams/Participants from outside 90 Miles:	9 teams will travel outside 90 miles; anticipate adding more teams
Estimated Number of Family & Friends per participant:	5-10
Number of local teams:	2 Wausau teams
Number of local participants:	25

HOTEL INFORMATION

Has contact been made with any area hotels? No

If so, who?

If not, can the CVB assist with securing your hotel accommodations? Yes, we would greatly appreciate the assistance. We would love connect to discuss. Best person to contact is JJ Deffner, WYH VP of Operations, 715-297-7946

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

Date					1/3/25	1/4/25	
Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Rooms					100	175	

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



Wisconsin's Leader in Sports, Events & Tourism

POLICIES AND PROCEDURES

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 - 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
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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.**

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Event Representative: Brandon Schroder, Tournament Director

Printed Name: Brandon Schroder

Date: 9.22.24



Wisconsin's Leader in Sports, Events & Tourism

GRANT APPLICATION

Event/Tournament Name:	BADGER STATE GAMES Pee Wee A & B TOURNAMENT
Event Dates:	February 14, 15, 16, 2025
Local Organizing Committee:	WAUSAU YOUTH HOCKEY
Tax or EIN #:	39-1395615
Contact Person:	Brandon Schroder
Address:	135914 Cty Rd U, Marathon, WI 54448
Phone Day/Cell:	715.551.3826
Email:	BRANDONSCHRODER@GMAIL.COM
Amount Requested:	\$1500.00

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PeeWee A Teams

- Verona
- Elmbrook
- Middleton
- Ozaukee
- Janesville

PeeWee B Teams

- Ozaukee
- River Falls
- Patriots
- Janesville
- Manitowoc
- West Madison
- M&M Thunder

EVENT HISTORY

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



Wisconsin's Leader in Sports, Events & Tourism

EVENT INFORMATION

Proposed Event Location/Facility:	Marathon Park Ice Arena
Has the facility been secured?	YES
Number of Teams Expected:	16
Number of Participants Expected:	240
# Of Teams/Participants from outside 90 Miles:	14 teams will travel outside 90 miles; anticipate adding more teams
Estimated Number of Family & Friends per participant:	5-10
Number of local teams:	2 Wausau teams
Number of local participants:	25

HOTEL INFORMATION

Has contact been made with any area hotels? No

If so, who?

If not, can the CVB assist with securing your hotel accommodations? Yes, we would greatly appreciate the assistance. We would love connect to discuss. Best person to contact is JJ Deffner, WYH VP of Operations, 715-297-7946

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

Date					2/14/25	2/15/25	
Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Rooms					100	175	

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



Wisconsin's Leader in Sports, Events & Tourism

POLICIES AND PROCEDURES

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 - a. Total economic impact generated by the event
 - b. Total room nights generated by the event
 - c. Type and distribution area of media coverage
 - d. Potential for future growth of the event
 - e. Potential as a step to hosting additional events or larger tournament
 - f. Sponsorship Benefits Received
 - g. Community Support
5. New events may be funded for up to three (3) years. Applicants are required to provide a matching dollars investment into the event that will increase by 25% each year unless room night production increases by 25%.
6. At the conclusion of the event, the CVB requires a detailed report outlining the estimated attendance, room night production, positives and negatives of the event, and plans for the future. Upon receipt of this report, the remaining 15% of the allocated funding will be released to the applicant. **Failure to submit this report within 60 days of the conclusion of the event will cause applicant to forfeit any remaining monies awarded and will prevent the applicant/organization from receiving future funds.**

Application Acknowledgement

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

Event Representative: Brandon Schroder, Tournament Director

Printed Name: Brandon Schroder

Date: 9.22.24



Wisconsin's Leader in Sports, Events & Tourism

GRANT APPLICATION

Event/Tournament Name:	BADGER STATE GAMES Squirt C TOURNAMENT
Event Dates:	February 7, 8, 9, 2025
Local Organizing Committee:	WAUSAU YOUTH HOCKEY
Tax or EIN #:	39-1395615
Contact Person:	Brandon Schroder
Address:	135914 Cty Rd U, Marathon, WI 54448
Phone Day/Cell:	715.551.3826
Email:	BRANDONSCHRODER@GMAIL.COM
Amount Requested:	\$1000.00

DESCRIPTION OF EVENT

WYH hosts an 8-team hockey tournament that brings in teams from all over the state to compete in a 3-day event. This grant money will help offset the costs of ice time and referees which cost roughly \$3,000 for ice and \$1,000 for referees. Teams, besides WYH Warjacks, attending the tournament are listed below. Our registration remains open and we anticipate filling the tournament as we have in the prior years. For most associations, teams are not determined yet.

Squirt C Teams

Washington County Sun Prairie Waukesha
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EVENT HISTORY

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



Wisconsin's Leader in Sports, Events & Tourism

EVENT INFORMATION

Proposed Event Location/Facility:	Marathon Park Ice Arena
Has the facility been secured?	YES
Number of Teams Expected:	8
Number of Participants Expected:	240
# Of Teams/Participants from outside 90 Miles:	7 teams will travel outside 90 miles; anticipate adding more teams
Estimated Number of Family & Friends per participant:	5-10
Number of local teams:	1 Wausau teams
Number of local participants:	15

HOTEL INFORMATION

Has contact been made with any area hotels? No

If so, who?

If not, can the CVB assist with securing your hotel accommodations? Yes, we would greatly appreciate the assistance. We would love connect to discuss. Best person to contact is JJ Deffner, WYH VP of Operations, 715-297-7946

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

Date					2/7/25	2/8/25	
Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Rooms					50	100	

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



Wisconsin's Leader in Sports, Events & Tourism

POLICIES AND PROCEDURES

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

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

Additional Criteria for Applicants to note:

1. Any event seeking funding from the Sports Authority must hold the event in one of the communities represented by the Wausau/Central Wisconsin Convention & Visitors Bureau.
2. All area hotels must have an opportunity to submit a room block proposal through the CVB sales lead system in order for an applicant to receive Sports Authority funding.
3. If the event is a bid event, please submit all bid documents, including an award letter if applicable, with your application.
4. There is a limited amount of funding available. Applications will be competitive. The following criteria are important to the successful funding of an application:
 - a. Total economic impact generated by the event
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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.**

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Event Representative: Brandon Schroder, Tournament Director

Printed Name: Brandon Schroder

Date: 9.22.24



Wisconsin's Leader in Sports, Events & Tourism

GRANT APPLICATION

Event/Tournament Name:	BADGER STATE GAMES Bantam A & B TOURNAMENT
Event Dates:	January 24, 25, 26, 2025
Local Organizing Committee:	WAUSAU YOUTH HOCKEY
Tax or EIN #:	39-1395615
Contact Person:	Brandon Schroder
Address:	135914 Cty Rd U, Marathon, WI 54448
Phone Day/Cell:	715.551.3826
Email:	BRANDONSCHRODER@GMAIL.COM
Amount Requested:	\$1500.00

DESCRIPTION OF EVENT

WYH hosts a 16-team hockey tournament that brings in teams from all over the state to compete in a 3-day event. We split the pool of competition between 8 Bantam teams and 8 Girl U12 teams. Receiving this grant money will help offset the costs of ice time and referees which cost roughly \$6,000 for ice and \$2,000 for referees. Teams, besides WYH Warjacks & Storm, attending the tournament are listed below. Our registration remains open and we anticipate filling the tournament as we have in the prior years.

Bantam A Teams

- West Madison

Girls U12 Silver Teams

- Washington County
- SHAW
- Sauk

EVENT HISTORY

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



Wisconsin's Leader in Sports, Events & Tourism

EVENT INFORMATION

Proposed Event Location/Facility:	Marathon Park Ice Arena
Has the facility been secured?	YES
Number of Teams Expected:	16
Number of Participants Expected:	240
# Of Teams/Participants from outside 90 Miles:	14 teams will travel outside 90 miles; anticipate adding more teams
Estimated Number of Family & Friends per participant:	5-10
Number of local teams:	2 Wausau teams
Number of local participants:	34

HOTEL INFORMATION

Has contact been made with any area hotels? No

If so, who?

If not, can the CVB assist with securing your hotel accommodations? Yes, we would greatly appreciate the assistance. We would love connect to discuss. Best person to contact is JJ Deffner, WYH VP of Operations, 715-297-7946

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

Date					1/24/25	1/25/25	
Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Rooms					100	175	

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



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Event Representative: Brandon Schroder, Tournament Director

Printed Name: Brandon Schroder

Date: 9.22.24

2024-2025 Badger State Games Expense Budget

	Squirt A/B	10U A/B	Squirt C	PeeWee A/B	Bantam A/B	Other	Total
Ice Rental	5,400	5,400	2,700	5,400	5,400		24,300
Referre's	2,275	2,250	1,525	2,520	2,795		11,365
Medals						2,250	2,250
WAHA Tournament Fee	250	250	250	250	250		1,250
Tourny Engine	84	78	84	96	96		438
Total	8,009	7,978	4,559	8,266	8,541	2,250	39,603