



WCWCVB September 24, 2025 Board Meeting

Granite Peak
227200 Snowbird Ave
Wausau, WI 54401

In-Person Meeting and also available on Microsoft Teams

Refreshments and lunch will be available

Meeting starts at 11:30 A.M.

CVB Mission and Vision Statements

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

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

Meeting Agenda

- | | |
|--|-----------------------|
| 1. Call To Order | Polley |
| 2. Roll Call | Patel |
| 3. Approval of Meeting Minutes from May 28, 2025 | Polley |
| 4. Approval of Financial Reports | Krahn |
| 5. Discussion and Approval of Sports Authority Grant Applications | |
| a. Post Event Summary from 2025 Taste N Glow Balloon Festival | |
| b. Update on Crappie USA – Filming of Destination | |
| c. 2026 Artic Blast – Greenheck Turner Community Center | Polley/Maguire |
| d. 2026 Wausau 525 Events | |
| 6. Executive Director’s Report & Marketing Update | White |

- | | |
|--|---------------------------------------|
| 7. New Business | Polley |
| Discussion and Approval of: | |
| a. Executive Committee representation regarding municipalities - Current Review of By-Laws | |
| b. Defining the Word, "Emergency" for the Executive Committee | |
| c. Letters of Intent to join the Board of Directors | |
| d. Affirming a new member to the Executive Committee | |
| e. Review of Board Policies and Strategic Plan | |
| f. Discussion on 2026 Budget Planning Process/Example | Polley/Krahn/White
Maguire |
|
 | |
| 8. Unfinished Business | Polley |
|
 | |
| 9. Committee Reports | Polley |
|
 | |
| 10. Announcements or Requests | Polley |
|
 | |
| 11. Next Meeting Date: | Polley |
| a. November 2025 | |
|
 | |
| 12. Adjourn Meeting | Polley |

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Meeting ID: 290 416 591 810 2

Passcode: Lf2Af6gL



May 28, 2025 Board Meeting Minutes

Granite Peak

11:30 am

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

Present: Greg Fisher, Steve Krahn, Joan Joss, Gaylene Rhoden, Tim Van De Yacht, Bob Lamovec, Nick Patel, Jahn Martin, Marc Kettleson, Sean Wright, Jamie Polley, Mayor Doug Diny, Liz Wendt, Hooshang Zeyghami, Ryan VanDeWalle, Tim White, Jodi Maguire, Brenton Wildman, and Gao Her.

Virtual: Eric Johnson

Guest: Hillary Sorge – MBE & Jennifer Johnson for Taste N Glow Balloon Festival

Fisher opened meeting and asked the board to move grant request first since Johnson was in attendance from the Taste N Glow. Board members agreed.

Sports Authority Grant Requests

Taste N Glow Balloon Festival 2025 – Request \$10,000

Johnson, who submitted the application, was present to answer questions. Fisher asked her to give a brief history and update for 2025. Johnson shared that data from the past few years showed visitors attending from all over the U.S., collected via cell phone usage provided to Taste N Glow by Visit Wausau.

She noted that this year's event includes a new K9 show in partnership with the Marathon County Sheriff's Department, and Flight for Life. She acknowledged that 2024 was a challenge due to rain on Saturday but expressed optimism for 2025.

Rhoden asked if there was a similar event taking place the same weekend in Marshfield. Johnson confirmed there is, run by the Woller's, and added that admission for both events is \$5.

Polley asked for clarification on the overnight stays listed in the application. Johnson explained these numbers are based on rooms secured by pilots and their crew. She is confident there are additional overnight stays from visitors but doesn't have exact data.

Polley asked White if Visit Wausau had data on past stays. White confirmed the event draws weekend visitors. Patel asked Johnson where pilots and crew are staying, noting he had provided room block information to Jilek (another Taste N Glow board member) but received no response. Johnson said she would follow up with Jilek to get more information. Patel commented that it's a great event for the area.

A motion to approve the \$10,000 grant request was made by Patel, seconded by Krahn, and approved by all.

Airventure Cup Race 2025 – Request \$10,000

Polley reviewed the application and raised concerns about the budget accuracy, especially in the marketing line.

Diny provided an overview, noting that while the event has been hosted in other towns, pilots now prefer Wausau. The event is fully hosted at the Wausau Airport with activities throughout the day.

Kettleson mentioned that the included impact study supported the overnight stay estimates and was well-prepared. Diny said 100 pilots registered in 2024 and 2025 registration has already surpassed that.

Van De Yacht supported the event's community benefit but agreed more marketing was needed. Diny added the event has a five-year contract to stay in Wausau. Martin asked whether a local EAA representative or an outside organizer leads the event. Diny confirmed it's led by a local representative. Martin attended in 2024 and expressed strong support for the event.

A motion to approve the \$10,000 grant request was made by Patel, seconded by Diny. Polley and Wendt opposed. Polley stated she supports the event but the budget details need more accuracy.

Crappie USA

Maguire shared that she met Bob Denen from Crappie USA at the Sports ETA conference in April. Denen hosts fishing tournaments throughout the Midwest and films/produces promotional content featuring local waterways.

Maguire requested approval to continue exploring a potential \$15,000 partnership focused on Lake Wausau. Patel offered a comp room at Days Inn & Suites for Denen.

Fisher and Van De Yacht agreed it's worth exploring further. Patel asked Maguire to send Denen's travel details.

A motion to continue exploring Crappie USA opportunities was made by Fisher, seconded by Wendt, and approved by all.

Meeting Minutes Approval from March 19th

Call for a motion to accept meeting minutes from March 19, 2025 made by Zeyghami, seconded by Patel, and approved by all.

Call for a motion to accept Executive Committee meeting minutes from May 16, 2025 made by Polley, seconded by Van De Yacht, and approved by all.

Fisher and Polley explained that the 2025 Powerboat Race grant request was reviewed before the May 28th meeting. Kettleson supported the Executive Committee's decision to require a post-event summary.

Van De Yacht emphasized the importance of funding being confirmed *before* final commitments are made. Polley explained the decision was also based on the fact that the event is mostly camping-based and a permit has already been submitted.

Rhoden asked who has the authority to approve Sports Authority grants, stating that in the past the Subcommittee reviewed and the full Board had final approval. She also suggested having a municipal leader on the Executive Committee, noting that Tipple had once served in that role.

Financial Reports

Krahn reported that, after removing restricted funds, the CVB reflects a loss of \$16,500. He noted that White and Maguire are regularly evaluating and cutting expenses.

The Sports Authority shows a loss of \$14,000. Van De Yacht asked what the "422a FS Registration" line refers to. Krahn explained it was for BSG Figure Skating. Maguire added that it reflects the profit-sharing from the 2025 Badger State Games.

A motion to approve the financials as presented was made by Rhoden, seconded by Zeyghami, and approved by all.

Executive Director's Report

White welcomed VanDeWalle from the Village of Rothschild, expressing excitement about the renewed partnership.

He gave a brief update on website analytics, stating there's a current RFP for the 2026 Destinations Fall Conference, which could be hosted at the Central Wisconsin Expo Center.

White also shared that Visit Wausau entered into a partnership with the Athens Chamber of Commerce, which pays a quarterly fee for listings, video content, and social media promotion. He noted that greaterwausau.org **and** wausome.com will soon be redirected under the Visit Wausau site.

Visit Wausau recently won a Telly Award for "Behind the Plate with Chef Sean" at Char Grillhouse, produced by Brendan Wildman.

White noted a 4–10% drop in the economy due to market uncertainty. His team is developing new packages to boost midweek stays and family travel.

He invited everyone to the Annual Meeting celebration at Sconni's that evening: a casual social from 5:30–7:30 PM, with a cash bar and free pizza. A short financial overview will be shared during the event.

A new "Escape to Wausau" summer campaign is being launched using funds from the Village of Rothschild's contribution.

Polley asked if there would be a presentation at the Annual Meeting; White said it would be brief. Martin asked if Athens had any hotels—White confirmed they currently do not. Rhoden noted that Kronenwetter used to partner with the CVB, and White expressed interest in rekindling that relationship.

Rhoden also shared that State Park Speedway will be transformed to serve as the entryway to Rib Mountain State Park's new adventure bike park. She suggested a future presentation would be helpful. Martin added the branding for the new project will go public in September.

New Business

Hillary Sorge from MBE was in attendance and gave a brief presentation on the 2024 audit. Sorge stated it was a clean audit report. Page 3 shows the breakdown of the financial reports, one combined and then broken out separately. Page 4 reflects the revenue and expenses. Sorge stated in 2023 the CVB had a lot of JEM Grant funding while in 2024 it tapered off. Page 5 is dedicated to expenses; Sorge stated there was a decrease in wages due to the restructure of staff. Page 6 reflects the cash flow. Sorge stated the long term debt for the businesses is the SBA loans. VanDeWalle asked about the decrease in JEM Grant and Badger State Games funding. Sorge explained that multiple JEM Grants were received in 2023 and fully collected, which reflects lower incoming grants in 2024. Maguire added that fewer BSG events are now hosted, due to evaluating which ones were not generating profit. Sorge also noted that Maguire uses accounting software to break out profit/loss by class.

Lamovec had a question on Page 9 regarding FICA coverage and noted some accounts exceed \$250,000. Sorge suggested contacting the bank to inquire about additional coverage. Kattleson did not view it as a major concern. Krahn and Maguire agreed to review options.

A motion to approve the 2024 audit was made by Rhoden, seconded by Patel, and approved by all.

Unfinished Business

Rhoden requested reinstating the Building Committee to explore permanent space options for the CVB. Fisher agreed, noting the value of having a dedicated location. Van De Yacht suggested discussing this during a fall Town Hall Meeting for more community input.

Committee Reports

None at this time.

Announcements or Updates

None at this time.

Next Meeting Date

The next Board of Directors meeting is scheduled for Wednesday September 17, 2025, at Granite Peak.

A motion to adjourn was made by Rhoden, seconded by Lamovec, and approved by all. Meeting adjourned at 12:46 PM.

Wausau/Central WI CVB

Profit & Loss Budget vs. Actual

January through August 2025

	TOTAL		
	Jan - Aug 25	Budget	\$ Over/Under Budget
Ordinary Income/Expense			
Income			
330 · Restr. Schofield Hold	33,638.00		
331 · Restr. Weston Hold	127,539.71		
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	0.00	20,000.00	-20,000.00
406 · Partnership Plans	0.00	0.00	0.00
407 · DTN Income	5,132.00	11,250.00	-6,118.00
410 · Brochure Distribution Service	1,220.00	6,320.00	-5,100.00
415 · Advertising	3,882.50	0.00	3,882.50
420 · Sponsorship	0.00	0.00	0.00
422 · Registration Fees	0.00	0.00	0.00
430 · Resale/Misc Revenue	22,779.62	3,328.00	19,451.62
432 · Interest Income	4,973.36	1,664.00	3,309.36
434 · Print & Design Income	0.00	500.00	-500.00
435 · Room Tax	498,925.49	514,500.00	-15,574.51
440 · Sports Authority	0.00	0.00	0.00
441 · Grant Revenue	0.00	19,000.00	-19,000.00
Total Income	698,090.68	589,890.00	108,200.68
Gross Profit	698,090.68	589,890.00	108,200.68
Expense			
499 · Trade Out	0.00	0.00	0.00
500 · Conference Expenses	14,471.91	13,808.00	663.91
534 · Print & Design Expenses	2,783.08	0.00	2,783.08
564 · Participant Supplies	0.00	0.00	0.00
565 · Event Supply	0.00	0.00	0.00
565A · Event Service Fees	0.00	0.00	0.00
565B · Event Facility Fees	0.00	0.00	0.00
567 · Merchandise for resale	0.00	3,000.00	-3,000.00
569 · Property Tax	0.00	0.00	0.00
574 · Storage/Rent Events	0.00	0.00	0.00
576 · Outside Services	10,080.00	2,045.00	8,035.00
607 · Advertising Expenses	79,570.41	70,475.00	9,095.41
608 · Marketing Expense	63,907.63	57,000.00	6,907.63
609 · Website	30,106.26	49,499.00	-19,392.74
612 · Grant Expense	0.00	0.00	0.00
675 · Tourism Research Exp	0.00	0.00	0.00
705 · Computer & Software Expense	2,917.76	5,664.00	-2,746.24
707 · Legal & Accounting	10,052.20	4,000.00	6,052.20
708 · Dues & Subscriptions	12,116.86	10,283.00	1,833.86
709 · Miscellaneous Exp	0.00	0.00	0.00

Wausau/Central WI CVB

Profit & Loss Budget vs. Actual

January through August 2025

	TOTAL		
	Jan - Aug 25	Budget	\$ Over/Under Budget
710 · Office Expense	4,615.70	5,162.00	-546.30
712 · Visitors Magazine Expense	6,732.88	11,641.00	-4,908.12
715 · Bank & Credit Card Fees	345.33	1,464.00	-1,118.67
718 · Registration Fees Expense	0.00	0.00	0.00
720 · Vehicle Expense	539.16	1,664.00	-1,124.84
721 · Seminars & Training	0.00	1,336.00	-1,336.00
722 · Repairs & Maint	525.00	1,336.00	-811.00
730 · Health Insurance	18,539.49	29,000.00	-10,460.51
732 · Meals & Entertainment	2,814.46	3,264.00	-449.54
733 · Insurance	9,245.18	9,500.00	-254.82
750 · Interest Expense	0.00	528.00	-528.00
755 · Telephone Expense	2,620.14	2,928.00	-307.86
756 · Equipment Lease	0.00	0.00	0.00
760 · Postage	672.06	2,336.00	-1,663.94
770 · Rent /Storage Expense	4,392.00	11,664.00	-7,272.00
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	158,628.78	200,250.00	-41,621.22
809 · Employee Benefits	4,400.00	4,500.00	-100.00
810 · Payroll Taxes	14,015.05	19,336.00	-5,320.95
811 · Retirement Plan	5,884.49	8,328.00	-2,443.51
812 · Interest Expense Building	0.00	0.00	0.00
813 · Interest Expense EDIL	2,745.90	2,800.00	-54.10
Total Expense	462,721.73	532,811.00	-70,089.27
Net Ordinary Income	235,368.95	57,079.00	178,289.95
Other Income/Expense			
Other Expense			
930 · Restr. Schofield Hold Release	6,000.00		
931 · Restr. Weston Hold Release	31,000.00		
975 · Depreciation Expense	9,359.00	8,856.00	503.00
Total Other Expense	46,359.00	8,856.00	37,503.00
Net Other Income	-46,359.00	-8,856.00	-37,503.00
Net Income	189,009.95	48,223.00	140,786.95

Wausau/Central WI CVB
Balance Sheet
As of August 31, 2025

	<u>Aug 31, 25</u>
ASSETS	
Current Assets	
Checking/Savings	
0100 · People's CVB Checking	177,347.03
0101 · People's CVB Money Market	765,436.60
Total Checking/Savings	<u>942,783.63</u>
Other Current Assets	
120 · Due From Sports Authority	472,164.24
Total Other Current Assets	<u>472,164.24</u>
Total Current Assets	1,414,947.87
Fixed Assets	
149 · Signage	11,653.19
150 · Furniture & Equipment	74,921.61
160 · Accum Depreciation	-50,029.88
Total Fixed Assets	<u>36,544.92</u>
TOTAL ASSETS	<u><u>1,451,492.79</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
227 · Accrued FICA/ FED	2,739.64
229 · Accrued Wis WH	1,423.77
240 · Accrued Interest	2,904.86
Total Other Current Liabilities	<u>7,068.27</u>
Total Current Liabilities	7,068.27
Long Term Liabilities	
281 · Disaster Relief Loan	147,617.90
Total Long Term Liabilities	<u>147,617.90</u>
Total Liabilities	154,686.17
Equity	
320 · Unrestricted Net Assets	1,107,796.67
Net Income	189,009.95
Total Equity	<u>1,296,806.62</u>
TOTAL LIABILITIES & EQUITY	<u><u>1,451,492.79</u></u>

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

	TOTAL		
	Jan - Aug 25	Budget	\$ Over/Under Budget
Ordinary Income/Expense			
Income			
330 · Restr. MMB Schofield	3,737.53		
331 · Restr. MMB Weston	8,382.91		
332 · Restr. MMB Rib Mountain	0.00	0.00	0.00
333 · Restr. MMB Wausau	0.00	0.00	0.00
402 · Gift Shop	0.00	0.00	0.00
415 · Advertising	0.00	0.00	0.00
420 · Sponsorship	26,500.00	29,900.00	-3,400.00
422 · Registration Fees	41,292.72	61,400.00	-20,107.28
422A · BSG FS Registrations	8,657.40	0.00	8,657.40
430 · Resale/Misc Revenue	16,328.70	13,000.00	3,328.70
432 · Interest Income	947.08	332.00	615.08
434 · Print & Design Income	0.00	0.00	0.00
435 · Outdoor Rec Room Tax Revenue	13,442.49	0.00	13,442.49
440 · Sports Authority	50,778.19	50,000.00	778.19
441 · Grant Revenue	0.00	5,831.00	-5,831.00
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	2,793.74	0.00	2,793.74
Total Income	172,860.76	160,463.00	12,397.76
Gross Profit	172,860.76	160,463.00	12,397.76
Expense			
499 · Trade Out	0.00	0.00	0.00
500 · Conference Expenses	6,678.25	6,366.00	312.25
534 · Print & Design Expenses	0.00	0.00	0.00
564 · Participant Supplies	23,532.75	26,600.00	-3,067.25
565 · Event Supply	11,791.78	26,450.00	-14,658.22
565A · Event Service Fees	15,438.29	32,700.00	-17,261.71
565B · Event Facility Fees	8,127.50	11,750.00	-3,622.50
565C · BSG FS Event Fees	0.00	6,250.00	-6,250.00
566 · Reim Registration/Contract Fees	160.00	0.00	160.00
567 · Merchandise for resale	0.00	0.00	0.00
574 · Storage/Rent Events	0.00	1,664.00	-1,664.00
576 · Outside Services	1,500.00	336.00	1,164.00
607 · Advertising Expenses	11,359.59	13,000.00	-1,640.41
608 · Marketing Expenses	2,975.44	3,916.00	-940.56
609 · Website	23.17	664.00	-640.83
612 · Grant Expense	34,000.00	37,000.00	-3,000.00
705 · Computer & Software Expense	0.00	1,664.00	-1,664.00
707 · Legal & Accounting	8,700.50	4,700.00	4,000.50

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

	TOTAL		
	Jan - Aug 25	Budget	\$ Over/Under Budget
708 · Dues & Subscriptions	1,294.90	4,336.00	-3,041.10
710 · Office Expenses	370.36	1,664.00	-1,293.64
715 · Bank & Credit Card Fees	2,682.70	2,800.00	-117.30
718 · Registration Fees Expense	1,125.00	2,000.00	-875.00
720 · Vehicle Expense	48.00	1,664.00	-1,616.00
721 · Seminars & Training	0.00	1,328.00	-1,328.00
732 · Meals & Entertainment	313.30	1,664.00	-1,350.70
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	311.18	1,456.00	-1,144.82
770 · Rent/Storage Expense	0.00	1,336.00	-1,336.00
800 · Salary & Wages	30,146.69	44,328.00	-14,181.31
810 · Payroll Taxes	2,165.90	3,400.00	-1,234.10
813 · EIDL Interest Payment	656.10	672.00	-15.90
932 · Restr. MMB Rib Mtn. Release	3,000.00		
Total Expense	166,401.40	240,108.00	-73,706.60
Net Ordinary Income	6,459.36	-79,645.00	86,104.36
Net Income	6,459.36	-79,645.00	86,104.36

Wausau/Central Wisconsin Sports Authority Inc.
Balance Sheet
 As of August 31, 2025

	Aug 31, 25
ASSETS	
Current Assets	
Checking/Savings	1,075.53
Badger State Games	8,033.36
Sports Authority CVB	50,960.44
0 - Community Foundation	124,749.45
100 - Peoples Sports Authority MM	293,981.16
101 - People's Sports Authority M	111,152.89
102 - People's Sports Authority CVB	146,791.85
105 - People's Badger State Games	736,744.68
Total Checking/Savings	4,500.00
Other Current Assets	4,500.00
110 - N/R Wausau Marathon	741,244.68
Total Other Current Assets	741,244.68
Total Current Assets	741,244.68
TOTAL ASSETS	741,244.68
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	472,164.24
120 - Due to CWVB	653.31
240 - Accrued Interest	472,817.55
Total Other Current Liabilities	472,817.55
Total Current Liabilities	472,817.55
Long Term Liabilities	
281 - Disaster Relief Loan	36,384.10
Total Long Term Liabilities	36,384.10
Total Liabilities	509,201.65
Equity	
31500 - Restr. MMB Rollover	232,970.00
32000 - Unrestricted Net Assets	-7,386.33
Net Income	6,459.36
Total Equity	232,043.03
TOTAL LIABILITIES & EQUITY	741,244.68

Taste N Glow Balloon Fest

Post-Event Report – Wausau/Central Wisconsin Sports Authority

Funds received: \$10,000

Estimated Attendance:

- 8,500+ paid attendees (ages 12 and older) across the weekend.
- 2,000–3,000 children under 12 attended free of charge.
- Total estimated attendance: 10,500–11,500.

Hotel Room Stays Generated:

- The event directly purchased 23 hotel rooms, for a total of 57 nights, at the Fairfield Inn & Suites in Weston for balloon pilots.
- While we do not have an exact count of additional rooms booked by attendees, our marketing efforts were targeted outside of the Wausau area (Milwaukee, Chicago, Minneapolis, Eau Claire, and the Fox Valley). Event promotions emphasized overnight stays in Wausau, and we anticipate that a significant number of families booked lodging locally.

Positives:

- Strong attendance despite Friday's weather challenges.
- Saturday balloon glow was a success, drawing positive community and visitor feedback.
- Effective regional marketing campaigns expanded event visibility and encouraged tourism from outside Central Wisconsin.

Challenges:

- Weather impacted Friday evening activities, including the balloon glow.
- Currently no direct system in place to track attendee hotel stays, which limits the ability to measure total economic impact precisely.

Plans for the Future:

- Increase attendance by broadening regional and statewide marketing efforts.
- Expand balloon participation to enhance the event's core draw.
- Add new activities to strengthen appeal for families and repeat visitors.
- Develop improved methods to track hotel room nights and tourism impact, including partnerships with area hotels.
- Continue strengthening sponsorships and partnerships with local businesses to support event sustainability.

Submitted by:

Brandon Jilek - President



Wisconsin's Leader in Sports, Events & Tourism

GRANT APPLICATION

Event/Tournament Name:	2026 Arctic Blast (Premier Girl's Fastpitch)
Event Dates:	January 16-18, 2026
Local Organizing Committee:	TSCG/PGF
Tax or EIN #:	xxx-xx-0483
Contact Person:	Terry Wagner - PGF Wisconsin State Director
Address:	N40W5792 Hamilton Rd. Cedarburg, Wisc. 53012
Phone Day/Cell:	414-704-7350
Email:	tlw5792@msn.com
Amount Requested:	\$ \$6,000

DESCRIPTION OF EVENT

EVENT HISTORY

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

The 2026 Arctic Blast Tournament will host U14 and U16/18 teams from Illinois, Iowa, Minnesota, and Wisconsin, with college scouts in attendance. This will be the second year the event is held at the Greenheck Turner Community Center, following the success of the 2025 tournament.

Previously hosted at the Hodag Dome in Rhinelander since 2021, the event has now found a new home in Central Wisconsin. The tournament is designed to bring the highest level of girls' softball to the region while fostering empowerment and growth in athletics.

Grant funding will help market the event to neighboring states and offset rental costs at the GTCC. The tournament's estimated economic impact is \$1.5 million over the course of the weekend. Importantly, all proceeds raised are reinvested into local non-profits, further supporting the Central Wisconsin community.



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 to 18 Teams
Number of Participants Expected:	500 to 600 Spectators are welcome
# Of Teams/Participants from outside 90 Miles:	16
Estimated Number of Family & Friends per participant:	2 to 4
Number of local teams:	1
Number of local participants:	70

HOTEL INFORMATION

Has contact been made with any area hotels? Yes

If so, who? Country Inn & Suites, Days Inn, Super 8 LaQuinta, Holiday Inn & bantr.

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				1-15-26	1-16-26	1-17-26	
Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Rooms				5	200+	200+	

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

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



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Event Representative: Terry Wagner

Printed Name: Terry Wagner

Date: 09/06/2026

Artic Blast 1/14-16/25

Artic Blast 1/16-18/26 (Projected)

Expenses:

Greenheck Turner Complex	\$12,800	\$12,800
Tournament Management:		
Umpires	\$5,880	\$6,100
Assignor	\$275	\$325
UIC/Tournament Dir	\$725	\$725
Rooms (Staff)	\$705	\$250
Staff	\$500	\$625
PGF Fee	\$90	\$90
Awards	\$575	\$600
Milage	\$344	\$0
Equipment / Softballs	\$550	\$550
Tourney Mach	\$108	\$132
Event Insurance (1M/3M)	\$375	\$425

Total:

\$22,927

\$22,622

Income: Grant

\$6,000

Entry Fee:

\$13,600

Addmissions:

\$3,200

\$23,720

\$22,800

Net:

\$793

\$178



Cara Spatz
Wausau 525 Track Inc.
145025 Cty Hwy NN Wausau, WI 54401
715.409.6054 | caraspatz@gmail.com

Sports Authority Advisory Committee
Wausau/Central Wisconsin Convention & Visitors Bureau (CVB)
P.O. Box 1486 Wausau, WI 54402

Dear Sports Authority Advisory Committee,

On behalf of the Wausau 525 Track Inc., a revitalized nonprofit organization dedicated to honoring the legacy of Flip Merwin through professional, community-focused snowmobile racing, I am pleased to submit our enclosed grant proposal requesting \$10,000 in support of our 2026 snowmobile racing season.

Our mission is to deliver high-quality ice oval racing events that not only entertain but also uplift and support our community. All proceeds from our events help fund individuals and organizations throughout the greater Wausau area.

We are currently planning three major racing events for 2026, all of which align closely with your funding priorities of driving tourism, promoting local engagement, and bringing premier competitive events to the region:

- **January 3 & January 31 - Pro Vintage Racing (PVR):**
These events represent a strong partnership with PVR, whose racers have long sought a prelude event to the Vintage World Championship at Eagle River. With our track offering similar racing conditions, we expect a strong turnout from competitors across the East Coast and Canada, enhancing the visibility and impact of these weekends.

Kitty cat racing will be brought back to the venue as well. We are currently working with Badger State Games and two of the local kitty cat racing organizations to plan a great return on January 31st.
- **January 23 & 24 - Wausau 525 Snowmobile Championship - Returning to Its Roots:**
Our flagship event is being restored to its original format after a brief rebranding under different management 2023-2025. Community response has been overwhelmingly positive, with many longtime volunteers returning and momentum building for a memorable event that celebrates our local racing heritage.



In addition, interest continues to grow from other racing organizations eager to utilize our unique, purpose-built track — one of only two of its kind in North America. We see a bright future filled with collaborative winter events that benefit not only the racing community but the greater Wausau area.

In recognition of your generous support, we would be proud to offer your organization a featured presence at our 2026 events. This includes prominent logo placement on event signage, a large event banner located in a highly-visible location for event spectators, inclusion in promotional materials (flyers, posters, and social media), a full-page ad in our 2026 event book, and multiple mentions during race day announcements.

We are grateful for your consideration of our request. Enclosed, you will find our application, a detailed budget, and a site layout map for the events. Should you require any additional information, we would be happy to provide it.

Thank you for your time, support, and commitment to fostering community-driven events in our region.

Warm regards,

Cara Spatz
Wausau 525 Track Inc.
715.409.6054 | caraspatz@gmail.com



Wisconsin's Leader in Sports, Events & Tourism

GRANT APPLICATION

Event/Tournament Name:	Snowmobile Races at the Wausau 525 Track
Event Dates:	January 24-25 (Wausau 525 Snowmobile Championship), January 3rd (Pro Vintage Racing event), January 31st (Pro Vintage Racing event)
Local Organizing Committee:	Wausau 525 Track Inc.
Tax or EIN #:	39-3765838
Contact Person:	Cara Spatz
Address:	145025 Cty Hwy NN Wausau, WI 54401
Phone Day/Cell:	715-409-6054
Email:	caraspatz@gmail.com
Amount Requested:	\$ 10,000

DESCRIPTION OF EVENT

Professional ice oval snowmobile racing featuring the top teams in the nation and Canada at one of the two purpose built facilities in existence.

EVENT HISTORY

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

This venue was built as a legacy for Philip 'Flip' Merwin who was killed racing in 2003 at the Eagle River World Championship Snowmobile Derby. The flagship event, Wausau 525 Snowmobile Championship, began in 2005 and was organized by Flip's father, Ralph Merwin, for 16 years. After the facility was sold, a race sanctioning organization leased the venue and re-branded the Wausau 525 event as 'Sprint World Cup' and ran the race for 3 years. In those 3 years spectator attendance decreased. The assumption is that the attendance decrease observed is directly related to two significant changes the organization made; lack of effort/investment in local advertising and the shift of the event away from it's legacy.

This year, Brian Marquardt, owner of the facility along with long standing volunteers of the Wausau 525 made the commitment to step in, take back the management of the facility, to revive the Wausau 525 Ice Oval Championship, and to restore the venues original intention- to provide high quality, professional ice oval snowmobile racing to our community in Flip's memory while raising money to support individuals and organizations in our community.



Wisconsin's Leader in Sports, Events & Tourism

EVENT INFORMATION

Proposed Event Location/Facility:	Wausau 525 Track, 145025 Cty HWY NN Wausau, WI 54401
Has the facility been secured?	Yes
Number of Teams Expected:	240
Number of Participants Expected:	420
# Of Teams/Participants from outside 90 Miles:	150
Estimated Number of Family & Friends per participant:	3
Number of local teams:	60
Number of local participants:	130

HOTEL INFORMATION

Has contact been made with any area hotels? Yes, Jodi Maquire assisted in making email introductions.

If so, who? Hilton Garden and Day's Inn and Suites

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					1.23.25	1.24.25	1.25.25
Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Rooms					40	40	

Total Number of Room Nights:	80
Average Length of Stay:	2
Estimated # of Guests per room:	2

Please note the hotel information above for the Wausau 525 Snowmobile Championship weekend (Jan 24-25, 2026).

The hotel rooms expected for each of the Pro Vintage Racing (PVR) events are expected to be lower as they are single day events.

Friday, Jan. 2nd - 40 rooms *expected to have an increased attendance of participants from the east coast and from Canada.

Friday, Jan. 31st - 20 rooms



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Event Representative:

Cara Spatz

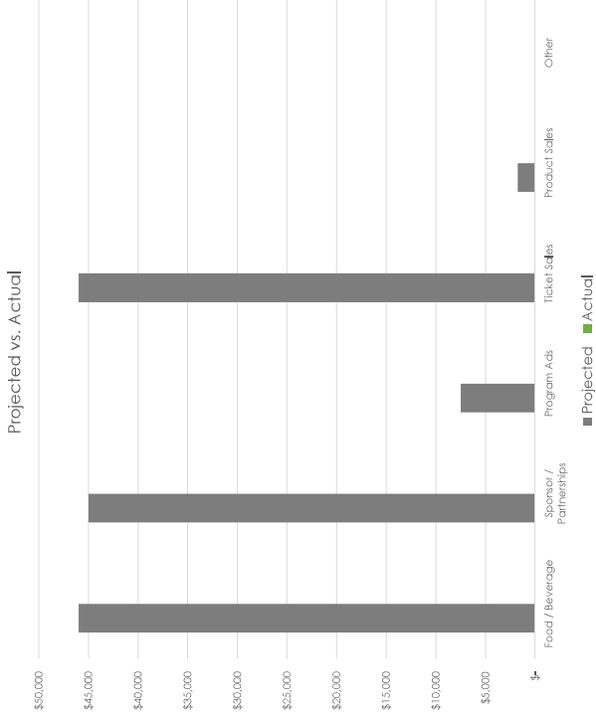
Printed Name: Cara Spatz

Date: 9/15/2025

Event Revenue

Projected Subtotal to Date:	\$146,250.00
Actual Subtotal to Date:	\$0.00

Category	Quantity	Cost	Projected Subtotal	Actual Subtotal	Comments
Food / Beverage	Projected	Actual	Subtotal	Subtotal	
Beverage Sales-525 Weekend	1	\$16,000.00	\$46,000.00	\$0.00	
Beverage Sales-PVR Events	1	\$5,000.00	\$5,000.00	\$0.00	
Food Sales-525 Weekend	1	\$20,000.00	\$20,000.00	\$0.00	
Food Sales-PVR Events	1	\$5,000.00	\$5,000.00	\$0.00	
			\$0.00	\$0.00	
			\$0.00	\$0.00	
			\$0.00	\$0.00	
Sponsor / Partnerships	Projected	Actual	Subtotal	Subtotal	
Sponsors	1	\$35,000.00	\$45,000.00	\$0.00	
Purse Sponsor	1	\$10,000.00	\$35,000.00	\$0.00	
			\$0.00	\$0.00	
			\$0.00	\$0.00	
Program Ads	Projected	Actual	Subtotal	Subtotal	
Back Cover	1	\$1,000.00	\$7,500.00	\$0.00	
Full Page	5	\$700.00	\$1,000.00	\$0.00	
Half Page	5	\$400.00	\$3,500.00	\$0.00	
Centerfold	1	\$1,000.00	\$2,000.00	\$0.00	
			\$1,000.00	\$0.00	
			\$0.00	\$0.00	
			\$0.00	\$0.00	
Ticket Sales	Projected	Actual	Subtotal	Subtotal	
Adult	1,600	\$25.00	\$46,000.00	\$0.00	Wausau 525- Jan 23 & 24
Hot Seat	20	\$100.00	\$2,000.00	\$0.00	Wausau 525- Jan 23 & 24
Adult	100	\$25.00	\$2,500.00	\$0.00	PVR Events- Jan 3 & Jan 31
Hot Seat	15	\$100.00	\$1,500.00	\$0.00	PVR Events- Jan 3 & Jan 31
Stickers	50	\$3.00	\$150.00	\$0.00	
Hats	10	\$30.00	\$300.00	\$0.00	
T-Shirts	20	\$25.00	\$500.00	\$0.00	
Sweatshirts	20	\$40.00	\$800.00	\$0.00	
			\$0.00	\$0.00	
			\$0.00	\$0.00	
Other	Projected	Actual	Subtotal	Subtotal	
Grants- Village of Rib Mountain Tourism	1		\$0.00	\$0.00	
Grant- Sports Authority	1		\$0.00	\$0.00	
			\$0.00	\$0.00	
			\$0.00	\$0.00	
			\$0.00	\$0.00	
			\$0.00	\$0.00	
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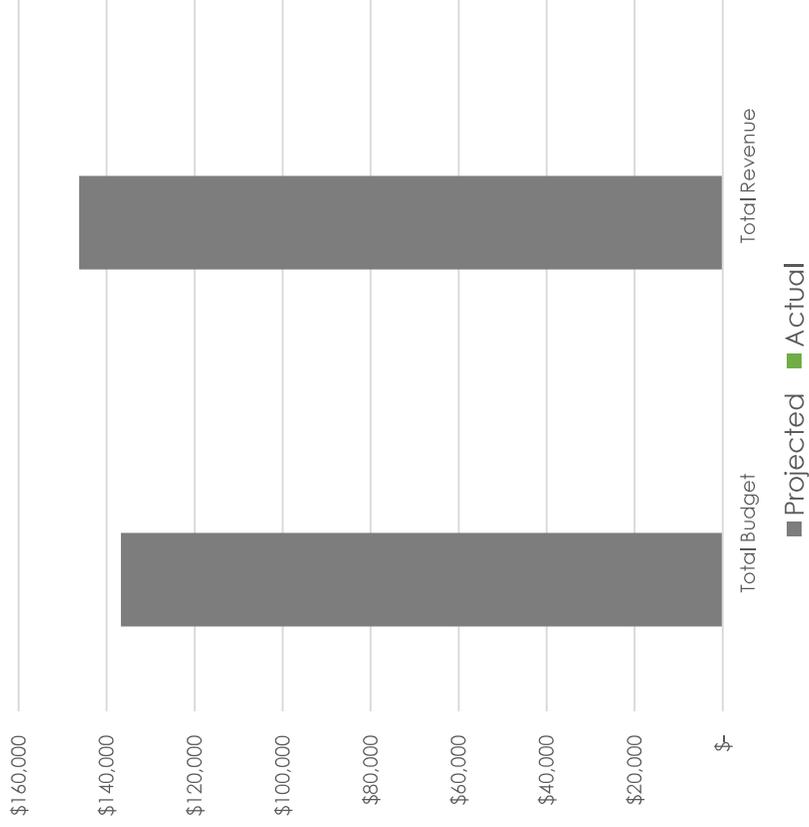


Event Profit Summary

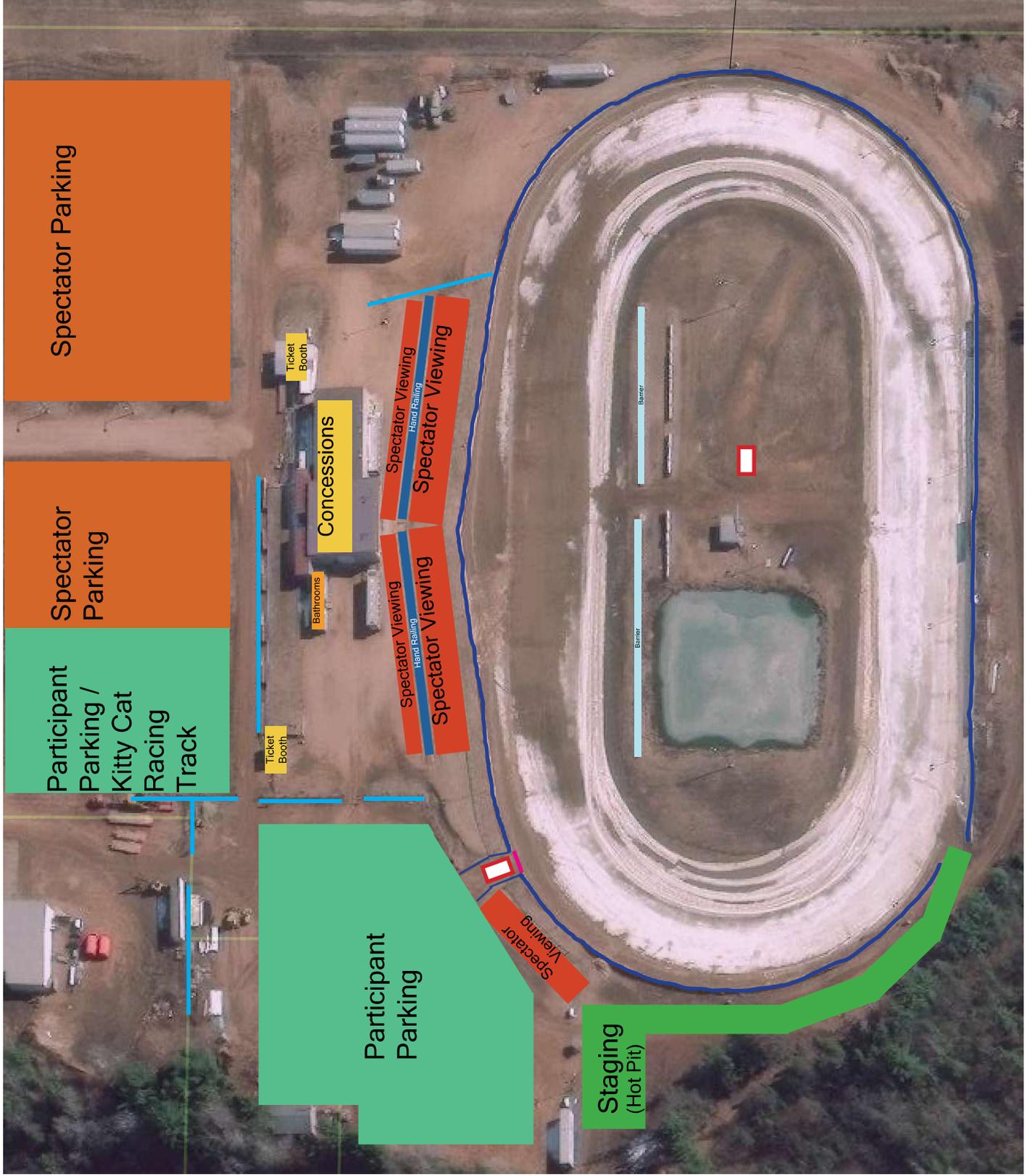
Budget / Revenue Totals		
	Projected	Actual
Total Budget	\$136,790.00	\$0.00
Total Revenue	\$146,250.00	\$0.00

Profit Totals		
	Projected	Actual
Totals	\$9,460.00	\$0.00

Profit vs. Loss



Wausau 525 Track - Snowmobile Race Event Set Up



September 2025 Board Report

June–August 2025 Update



Summer Performance

- Overall: A *good* summer by our measures, and a *great* summer compared to peer destinations.
- Digital Campaigns (Milwaukee Magazine + Adara):
 - 2.2M+ impressions and 2,300+ clicks delivered.
 - Adara: ~1.8M impressions, 2,100 clicks, CTR ~0.12% (well above benchmark).
 - Milwaukee Magazine: 420k+ impressions, 190 clicks, CTR ~0.047%.
 - Leaderboards outperformed benchmarks; Rectangles drove awareness; Half Pages underperformed but supported branding.
- Website Performance (Simpleview):
 - ~126,000 sessions/visits and ~250,000 pageviews over the summer.
 - SEO proving effective: steady organic traffic + campaign lift.
- Municipal Partnership Impact:
 - The Village of Rothschild’s contract enabled the Adara campaign.
 - Since joining, Rothschild reports room tax collections 12% ahead of projections.



Recognition

- Telly Award Winner – National recognition for Visit Wausau’s creative video storytelling.



Uniquely Wisconsin Series (Upcoming Releases)

- Ginseng Farm – Sept 23
- Dells of the Eau Claire – Oct 21
- Children’s Imaginarium – Dec 2

September 2025 Board Report

SEO & Digital Focus

- **80%+ of travelers plan online → Visit Wausau is positioned to be discovered for experiential travel.**
- **SEO and content strategy are fueling sustained growth.**

Strategic Pivots

- **Summer campaign aligned with key traveler shifts:**
 - **Shorter trips in distance & stay length**
 - **Economic uncertainty & softer retail spending**
 - **Continued demand for authentic, experiential travel**
 - **Emphasis on local events and outdoor recreation**

Meetings, Conferences & Events

Where We've Been in 2025:

- **WIGCOT – La Crosse, WI**
- **Sports ETA – Tulsa, OK**
- **World Horseshoe Tournament – Sandy, UT**
- **Destinations International Annual Conference – Chicago, IL**
- **Midwest Destinations Meeting – Toledo, OH**
- **Sports Wisconsin FAM Tour – Madison, WI**

Upcoming 2025 Engagements:

- **AGLOW Conference – Eau Claire, WI (next week)**
- **TEAMS – Columbus, OH (*Co-op with Travel Wisconsin*)**
- **Holiday Showcase – Chicago, IL (*Co-op with Travel Wisconsin & Madden Media*)**

Community & Perception

- **Visit Wausau actively markets meetings & conventions.**

September 2025 Board Report

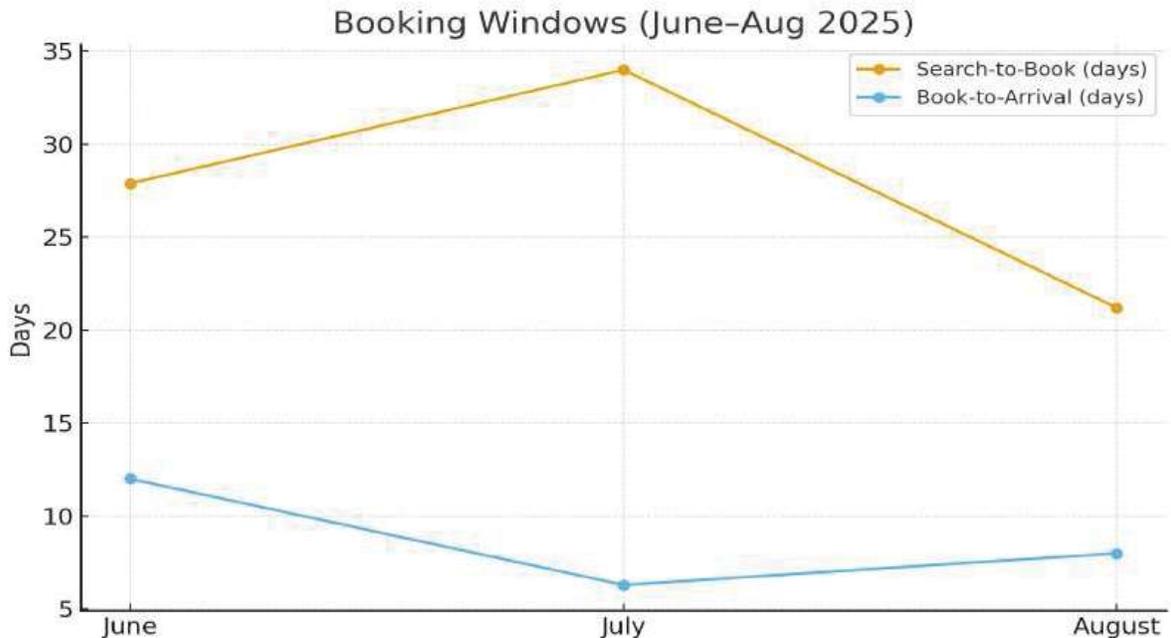
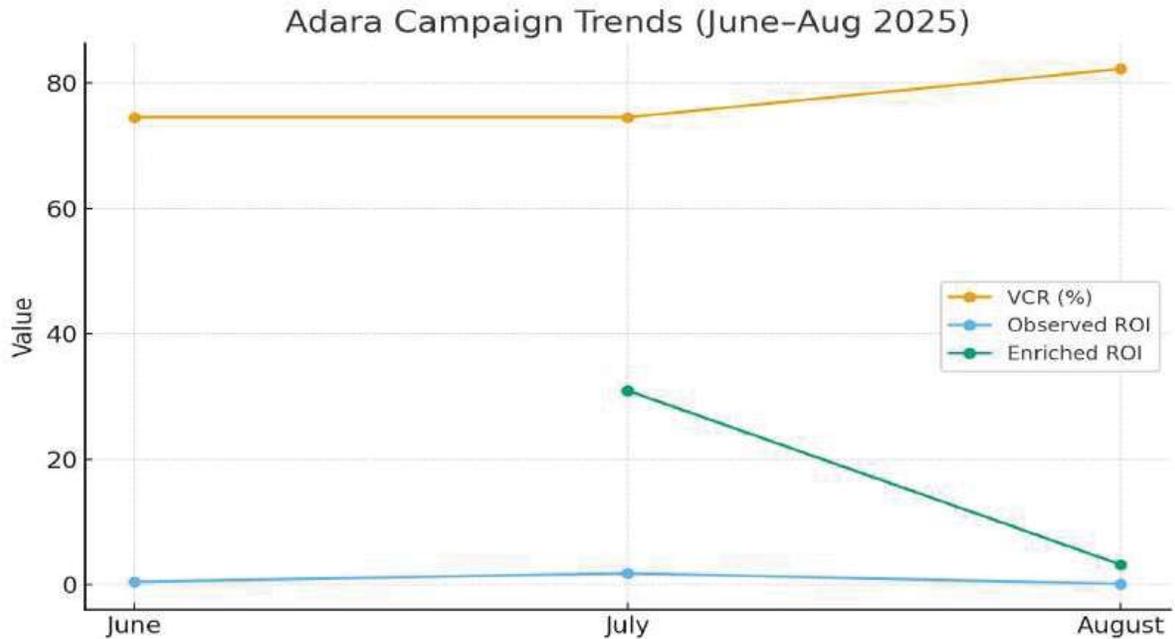
- **Important:** The board should help educate the community that this work is happening and expanding.

✔ **Bottom Line:** With 2.2M+ impressions, 2,300 clicks, 126k summer website visits, and Rothschild 12% above room tax projections, Visit Wausau delivered measurable impact, earned national recognition, and is strengthening its role as *Wisconsin's Basecamp* — while actively elevating visibility at state, regional, and national industry events, including AGLOW in Eau Claire next week.

Visit Wausau – Q3 2025 Campaign & Visitor Insights (Executive Report)

Scope: Adara Media (June–Aug), Zartico Executive Pulse (June–Sept), Simpleview SEO (Aug), Meetings & Events (CVB pipeline).

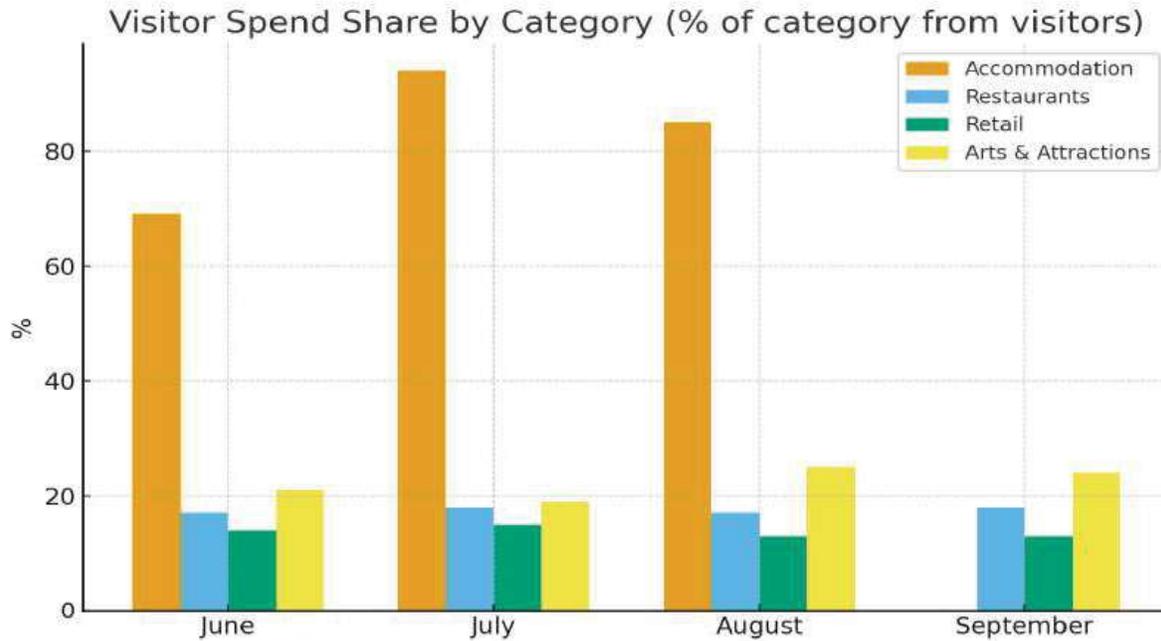
1) Adara Media Campaign (June–August 2025)



- 82%+ VCR across preroll; modeled hotel revenue attributed to media: \$60K+.
- Observed ROI: 0.5 (Jun), 1.85 (Jul), 0.18 (Aug); Enriched ROI: 30.99 (Jul), 3.23 (Aug).
- Booking windows tightened: Search→Book from 28–34 days (Jun–Jul) to 21 days (Aug).
- ADR softened: \$190 → \$157 → \$147; Age shifted from 30–39 (Jun/Jul) to 40–49 (Aug).

Key Takeaways: Awareness is strong, bookings present; price sensitivity rising as ADR declines.

2) Zartico Visitor Economy – Category Spend Shares (June–September)



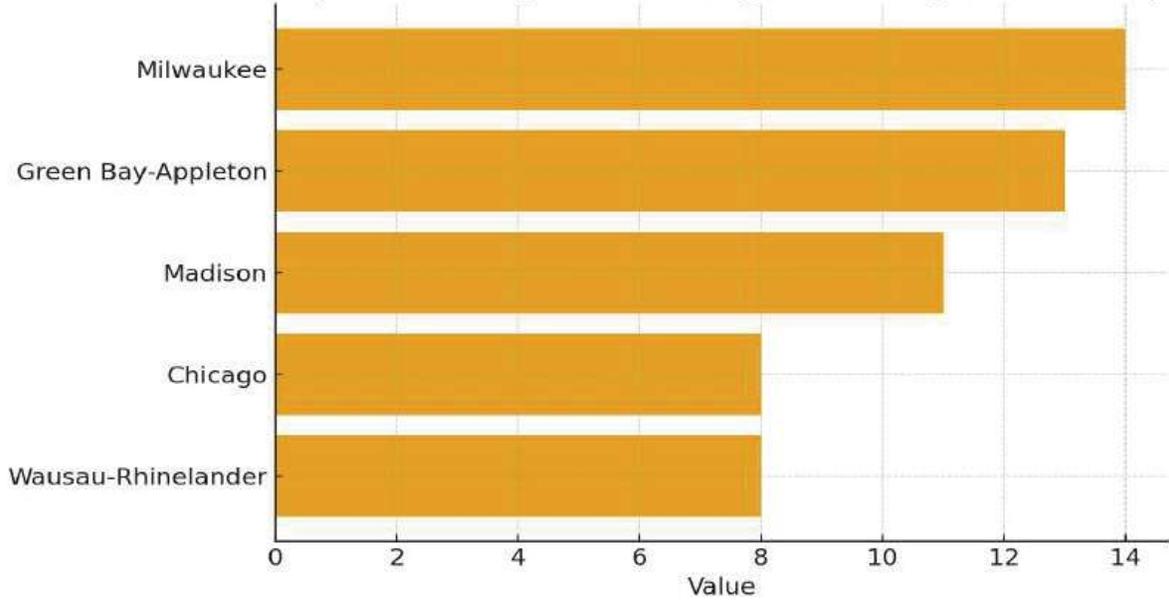
Note: September Accommodation share not provided; chart shows Restaurants, Retail, and Arts & Attractions.

- Retail spend from visitors trailed prior year across summer; Arts & Attractions gained significant share.
- Accommodation share volatile: lower in June, spiking in July, steady in August.

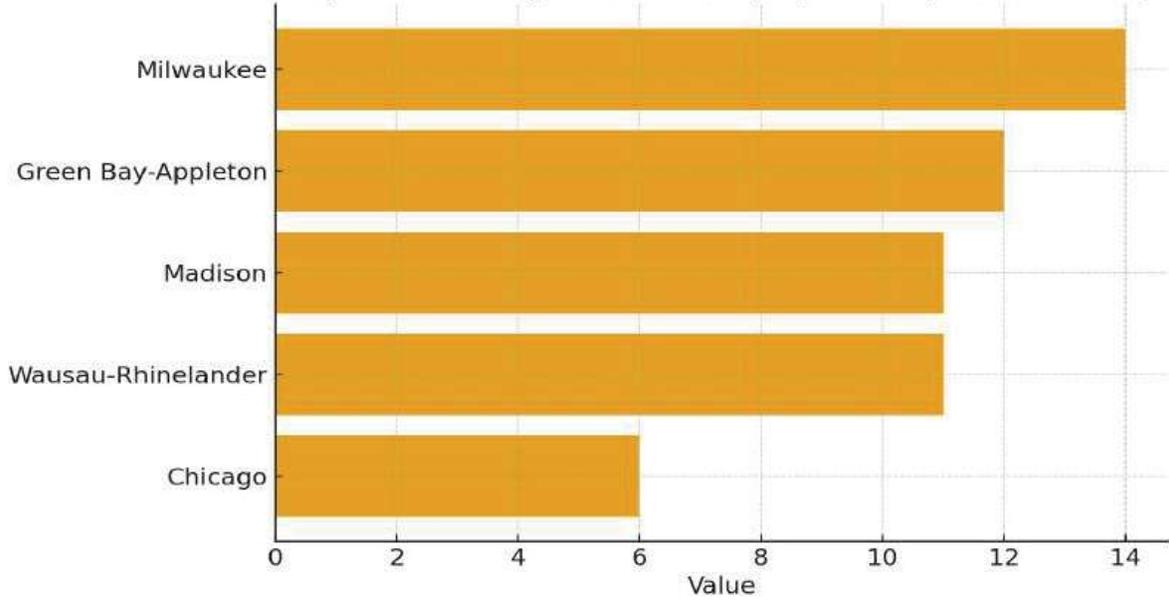
Key Takeaways: Lean into Arts/Attractions momentum; address Retail softness with event-linked promotions.

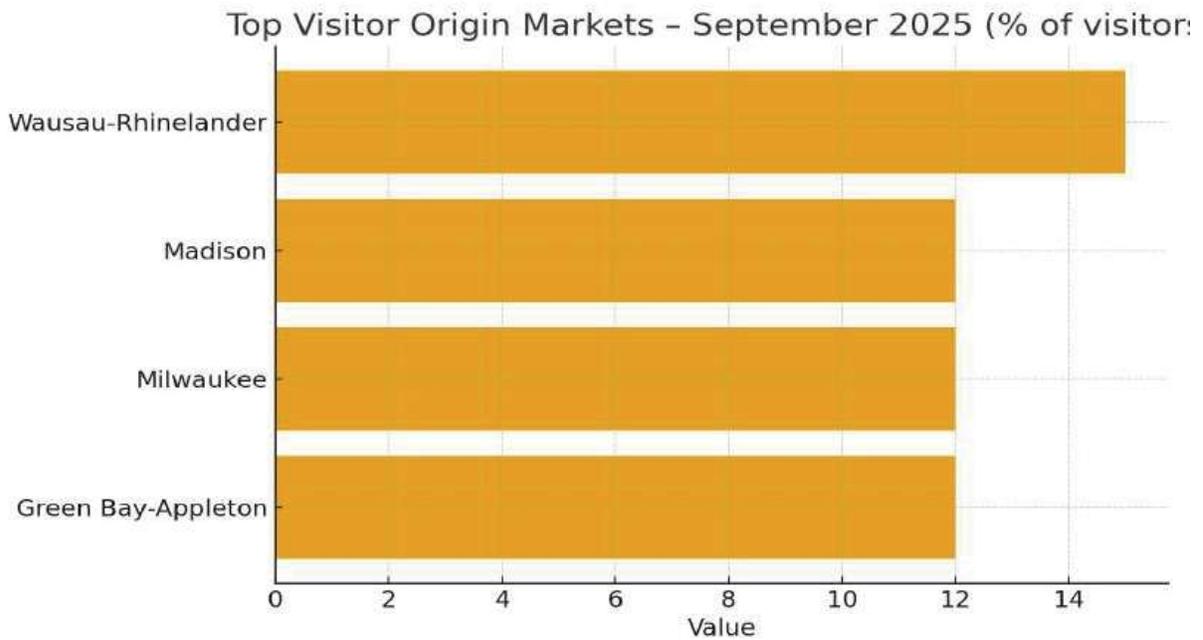
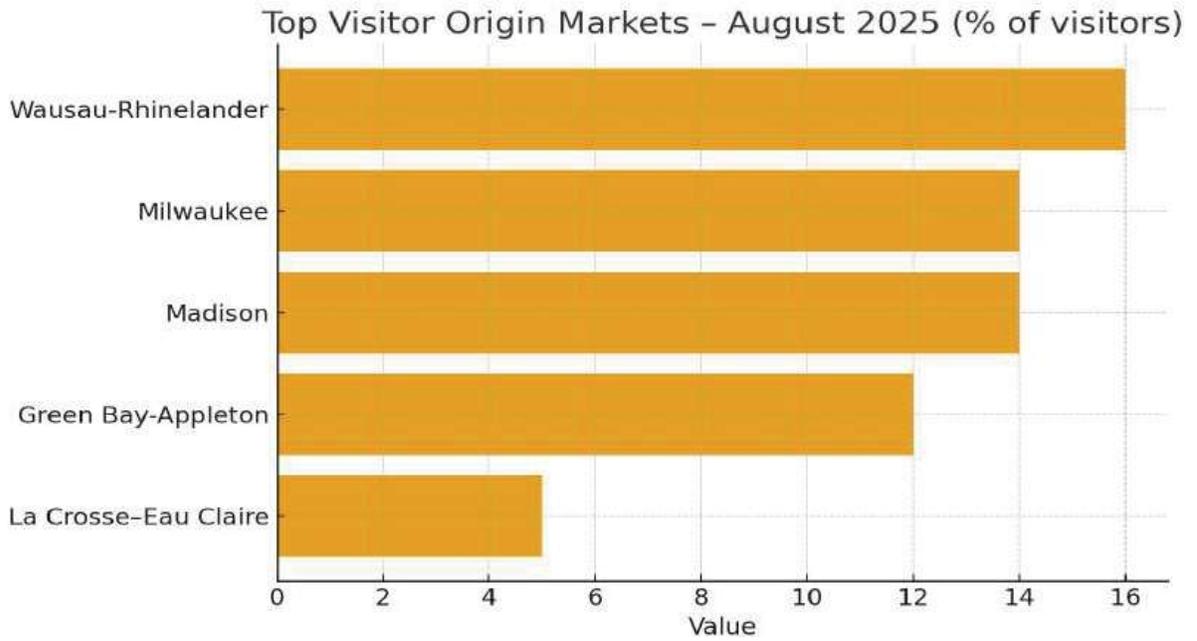
3) Zartico – Top Origin Markets by Month

Top Visitor Origin Markets - June 2025 (% of visitors)



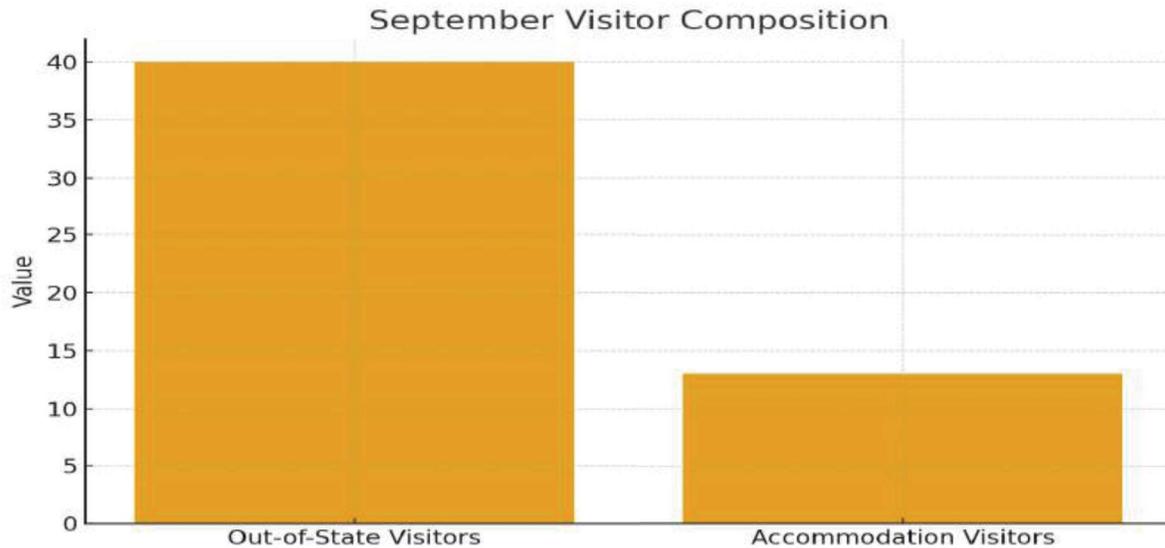
Top Visitor Origin Markets - July 2025 (% of visitors)





Key Takeaways: Regional markets (Wausau-Rhineland, Madison, Milwaukee) strengthened; focus media to convert day trips into overnights.

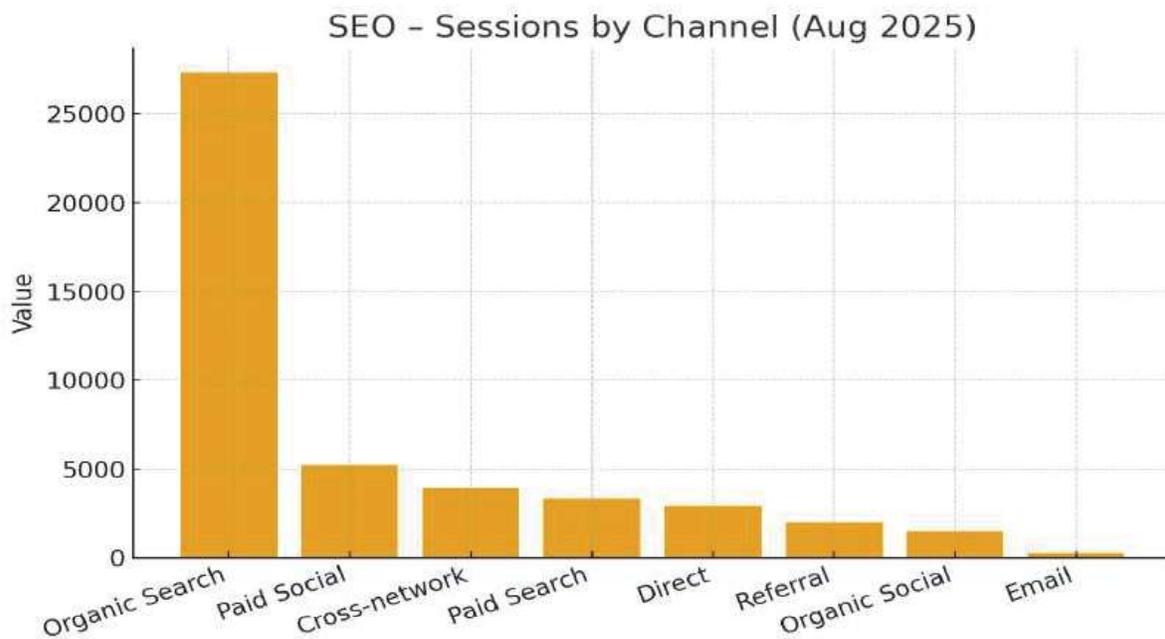
4) September Zartico – Visitor Composition & Category Notes

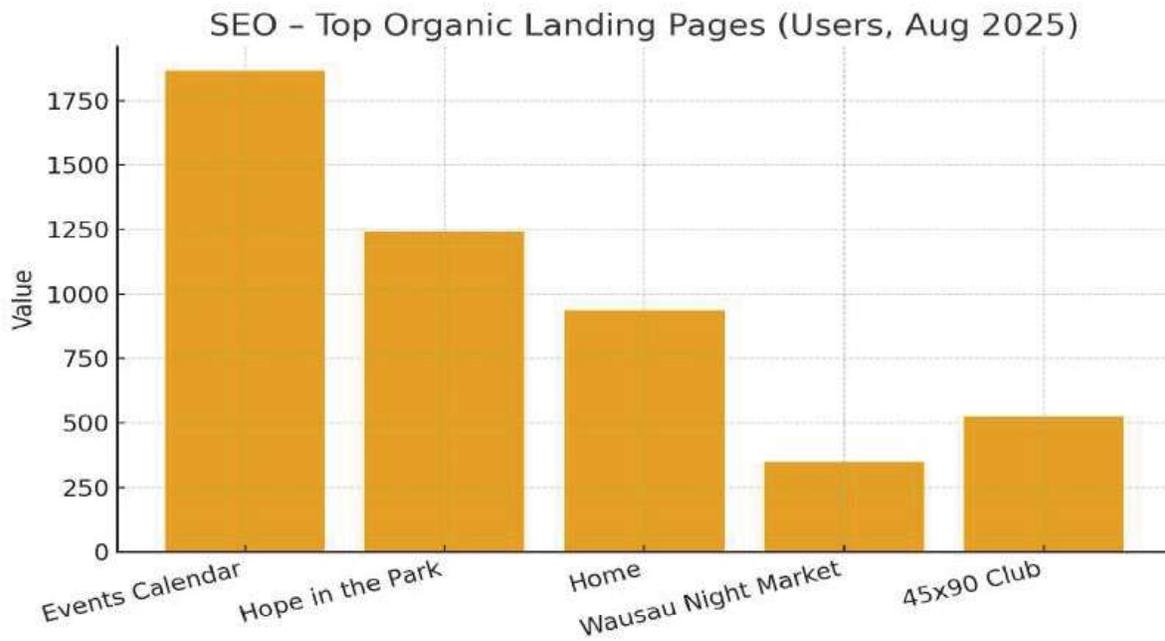
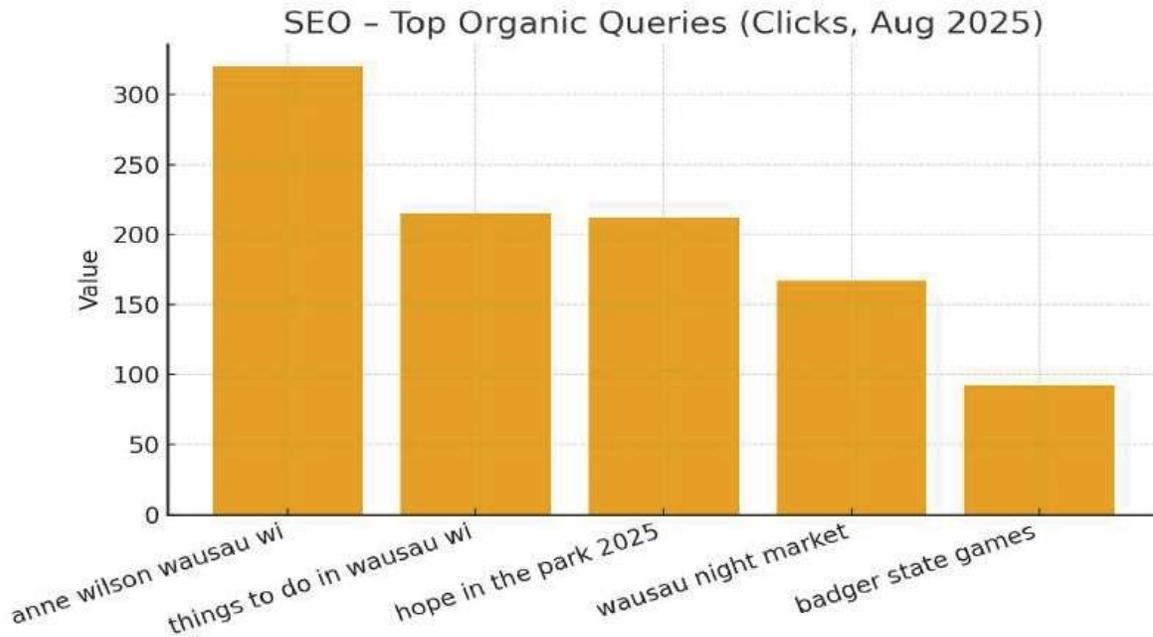


- Out-of-state visitors: 40% (down from 46% YoY).
- Accommodation visitors: 13% (down from 20% YoY).
- Categories: Retail 13% (down from 25%), Arts & Attractions 24% (up from 17%), Restaurants ~17–18%.

Key Takeaways: Shift toward regional/day-trip behavior; use offers to extend stays and boost retail.

5) SEO Performance – August 2025 (Simpleview)





- Users +21% YoY (38,254); Sessions +25% YoY (50,814). Organic search = 52% of traffic.
- Organic key events +19.7% YoY; event pages dominate (Night Market, Wisconsin Valley Fair).
- Blog users +70% YoY; seasonal posts drive engagement; evergreen content lags.

Key Takeaways: Double down on event-driven SEO; refresh evergreen with seasonal hooks and conversion CTAs.

6) Meetings, Sports & Events (CVB) – Visual Snapshot

Confirmed & Hosted

Event	Date(s)	Notes
World Horseshoe Championships	2026 & 2029	2,000+ attendees, 2 weeks
Wisconsin Bike Fed Healthy Community Conference	Apr 2026	Statewide audience
Alice in Dairyland (Marathon County)	2026	Statewide media attention

Wisconsin Outstanding Young Farmer Congress	Jan 2026	Ag sector
Wisconsin Frame Builders Association	Jan 2026	Industry association
Midwest Tandem Bike Rally	2027	Cycling tourism
Badger State Games (ongoing)	Annual	Thousands of athletes
Junior Gold Bowling (hosted)	2025	National youth bowling

Active RFPs & Prospects

Prospect	Target Year	Status
2027 Midwest Destinations Conference	2027	Active RFP
2027 Midwest Travel Network	2027	Active RFP
Multiple sports & association events	2025–2027	Bids submitted (e.g., tournaments, WisDOT)

Key Takeaways: Expand packaging around secured events; use CVB pipeline to drive hotel blocks and retail tie-ins.

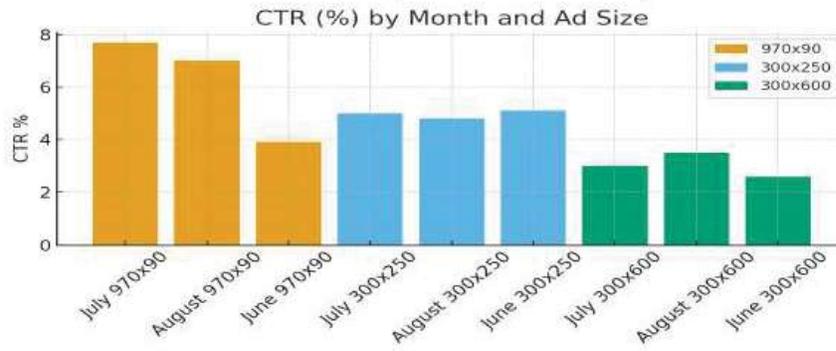
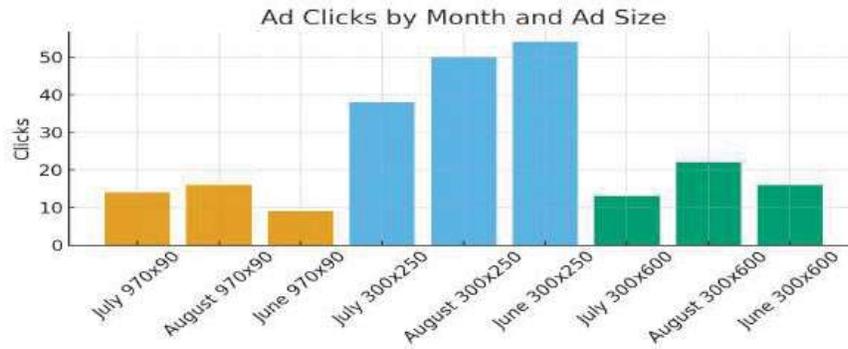
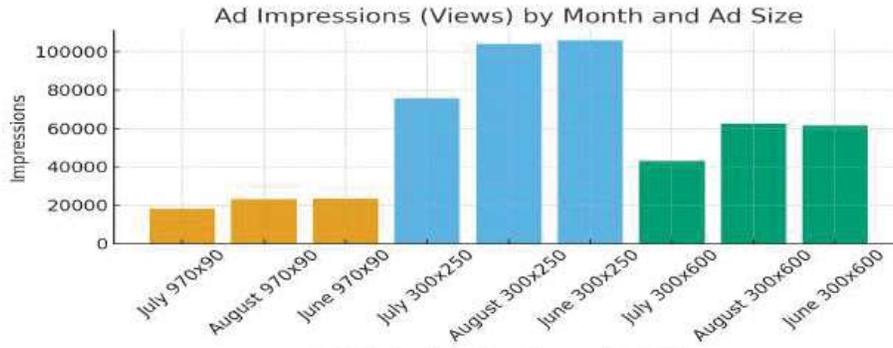
7) Recommendations – Q4 2025 Actions

- Retail Recovery: Launch event-linked retail promotions; add ‘Shop Local’ itineraries; test partner coupons via Simpleview.
- Arts Momentum: Create ‘Stay for the Show’ packages; PR around arts/entertainment surge; run CTV/video in regional markets.
- Regional Market Focus: Bid heavier into Madison, Milwaukee, Wausau-Rhineland; day-trip-to-overnight offers in paid and owned channels.
- Event-Driven SEO: Build/refresh landing pages early for Badger State Games, Alice in Dairyland, Horseshoe Championships; add structured data; internal links from homepage and events calendar.
- CVB Integration: Promote venue factsheets (Greenheck Turner, Expo Center); pitch multi-venue flexibility; use timeline to nurture prospects.
- Measurement: Track retail uplift during event weeks via Zartico; monitor booking windows and ADR weekly; report wins to room-tax partners.

Executive Summary: Milwaukee Magazine Digital Campaign (June–August 2025)

Campaign Overview:

Across June–August 2025, Visit Wausau’s ads in Milwaukee Magazine generated strong visibility and engagement. Over 420,000 impressions and 190+ clicks were delivered, with Leaderboard units consistently beating industry benchmarks. **Key Highlights:** - **Leaderboard (970x90):** CTR 0.07–0.077%, above the 0.06% global average. - **Rectangle (300x250):** Largest reach (100k+ impressions monthly) with steady clicks (38–54 per month). - **Half Page (300x600):** Lower CTR (0.026–0.035%), better for branding than traffic-driving. - **Best Timing:** Early mornings (6am) and evenings (6–9pm); peak engagement on Tuesdays in July and Fridays in August. - **Device Mix:** Rectangles primarily mobile; Leaderboards nearly all desktop. **Strategic Recommendations:** 1. Prioritize Leaderboards for ROI and clicks. 2. Keep Rectangles as awareness drivers; test stronger CTAs. 3. Use Half Page units for branding, not performance. 4. Target high-performing times (AM/evening, midweek & Friday). 5. Expand placements into high-footfall areas (e.g., Deer District digital boards).



VISIT-WAUSAU_0625_970X90.jpg

#1187375



VEWS

22,998



HOVERS

3,026



CLICKS

16

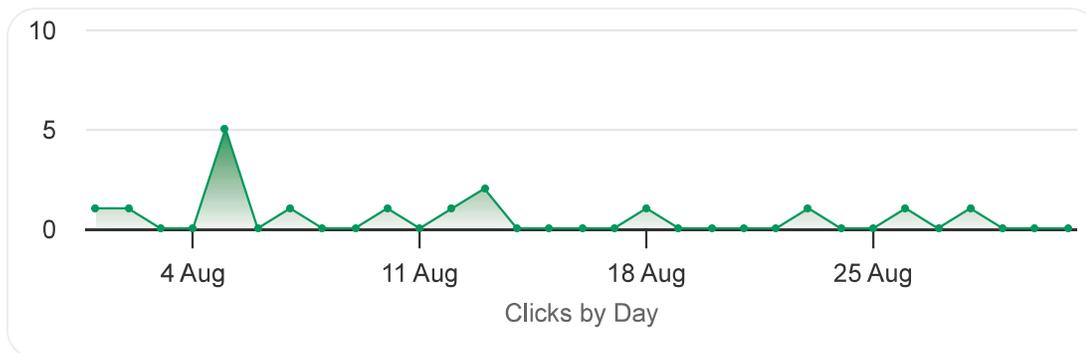
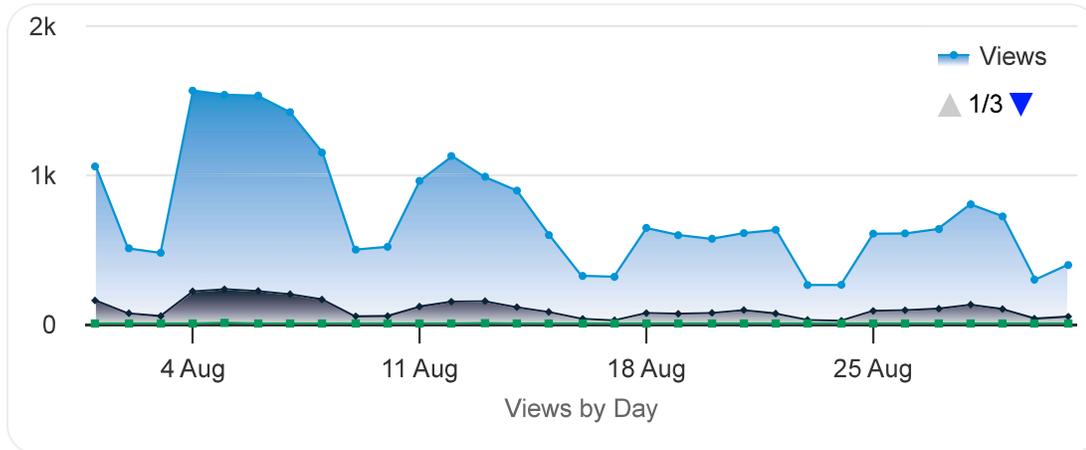


Click Rate

0.07%

GREAT

Above average performance. The global average display ad performance is 0.06%, according to benchmarks at Google.



Most Viewed Day of the Week

Friday

Most Viewed Time of the Day

02:00pm

Most Clicked Time of the Day

09:00pm

0.1%
99.9%

● Mobile
● Desktop

Milwaukee MAGAZINE

Advertiser Report

Prepared on
September 5, 2025

Performance from
08/01/2025 to 08/31/2025

VISIT-WAUSAU_0625_300X250.jpg

#1187373



IEWS

103,982



HOVERS

568

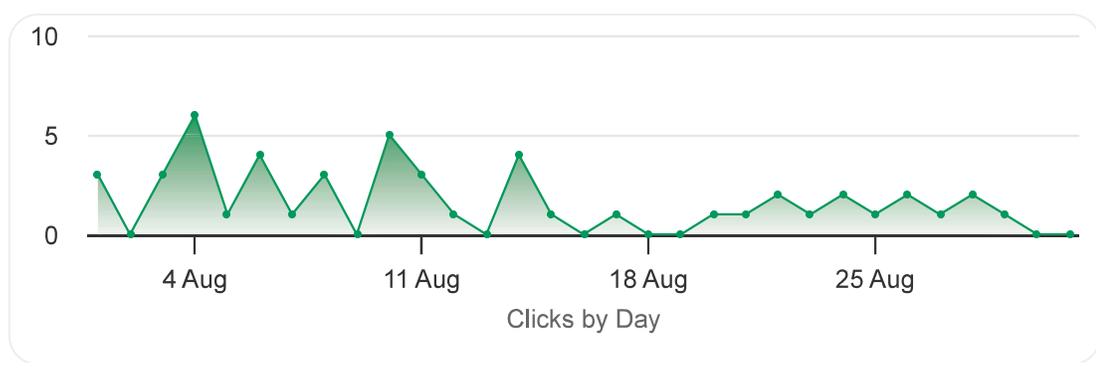
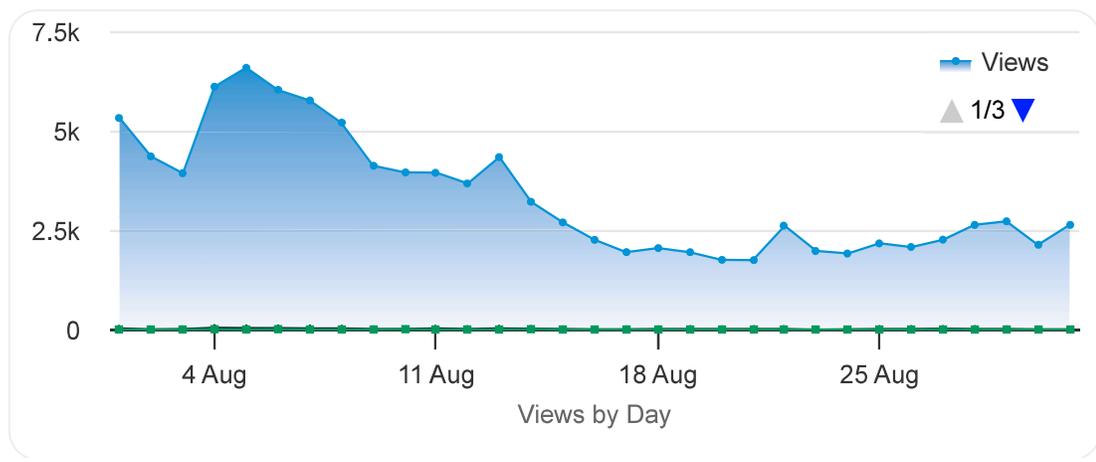


CLICKS

50



Click Rate
0.048%
NORMAL



Most Viewed Day of the Week

Friday



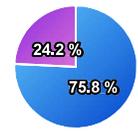
Most Viewed Time of the Day

01:00pm



Most Clicked Time of the Day

09:00pm



- Mobile
- Desktop

Milwaukee MAGAZINE

Advertiser Report

Prepared on
September 5, 2025

Performance from
08/01/2025 to 08/31/2025

VISIT-WAUSAU_0625_300X600.jpg

#1187374



VIEWS

62,367



HOVERS

898



CLICKS

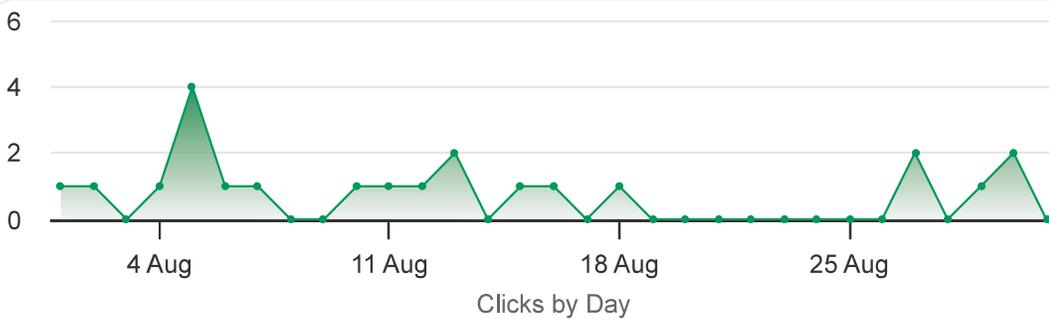
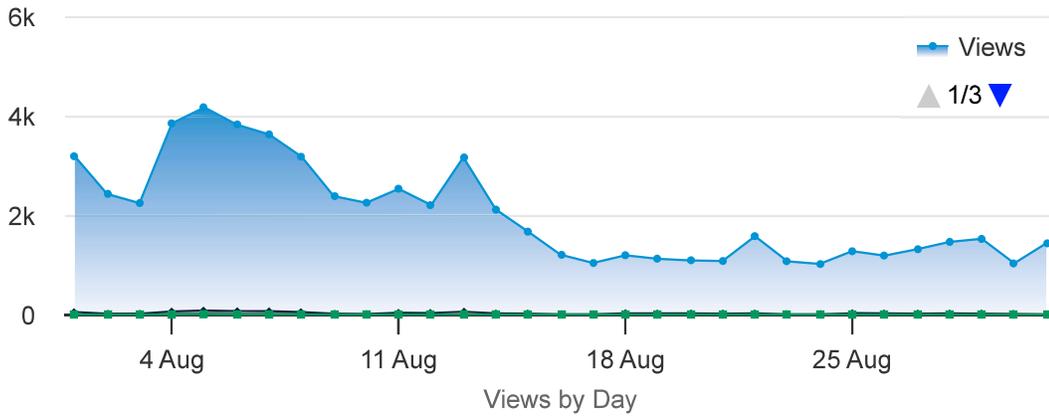
22



Click Rate

0.035%

NORMAL



Most Viewed Day
of the Week

Friday



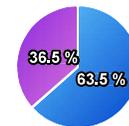
Most Viewed
Time of the Day

01:00pm



Most Clicked
Time of the Day

06:00pm



- Mobile
- Desktop



Email Performance

09/21/2025 16:42:50 UTC

Filters

Data Source	Filter	Value
Act-On Email Data	Send date	Between (06/01/2025 <= 09/21/2025)
	Message title	Unspecified
	Sender	Unspecified
	Campaign name	Unspecified
	Trigger Name	Unspecified
	Segment Name	Unspecified
	True Open	Unspecified

Email Performance

Sent

23.63K

Delivered Rate

Weekly trend for Delivered Rate

99.45%

Week of 08/25/2025

No data for previous week



Delivered

23.42K

Open Rate (Unique)

Weekly trend for Open Rate

22.28%

Week of 08/25/2025

↓ **7.96%** (24.21%) Week of 07/28/2025 >



Opened (Unique)

Unique per recipient per send

5.03K

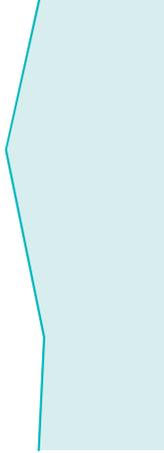
Click Rate (Unique)

Weekly trend for Click Rate

1.70%

Week of 08/25/2025

No data for previous week



Total Clicked (Unique)

Unique per recipient per send

418

Click-to-Open Rate

Weekly trend for Click-to-Open Rate

7.63%

Week of 08/25/2025

No data for previous week

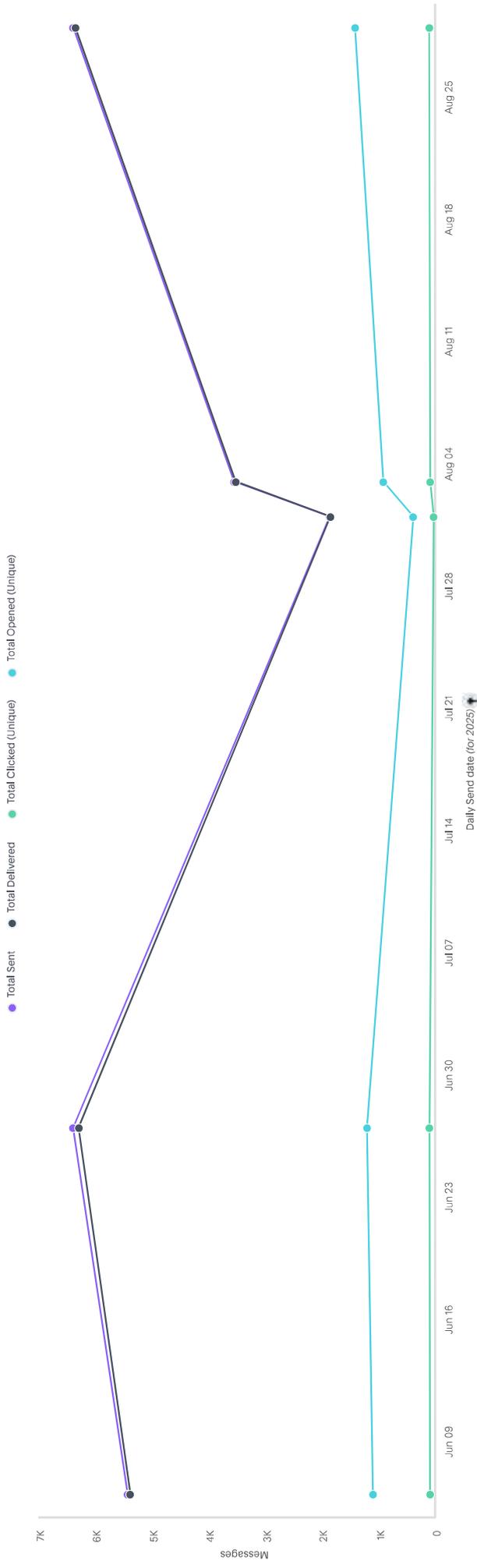


Message Performance: Click & Open Rates

Limited to top 25 messages by total sent

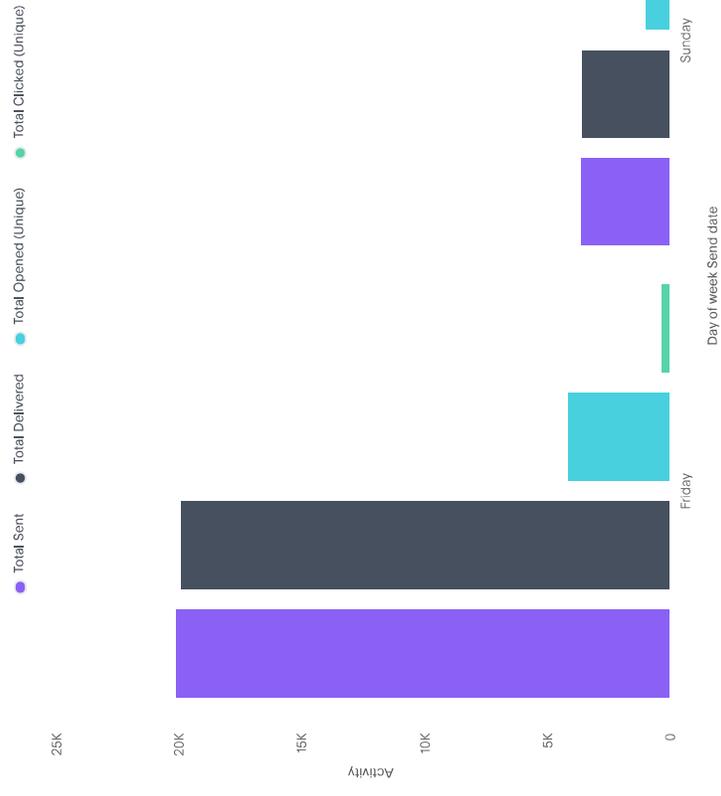


Message Activity Over Time



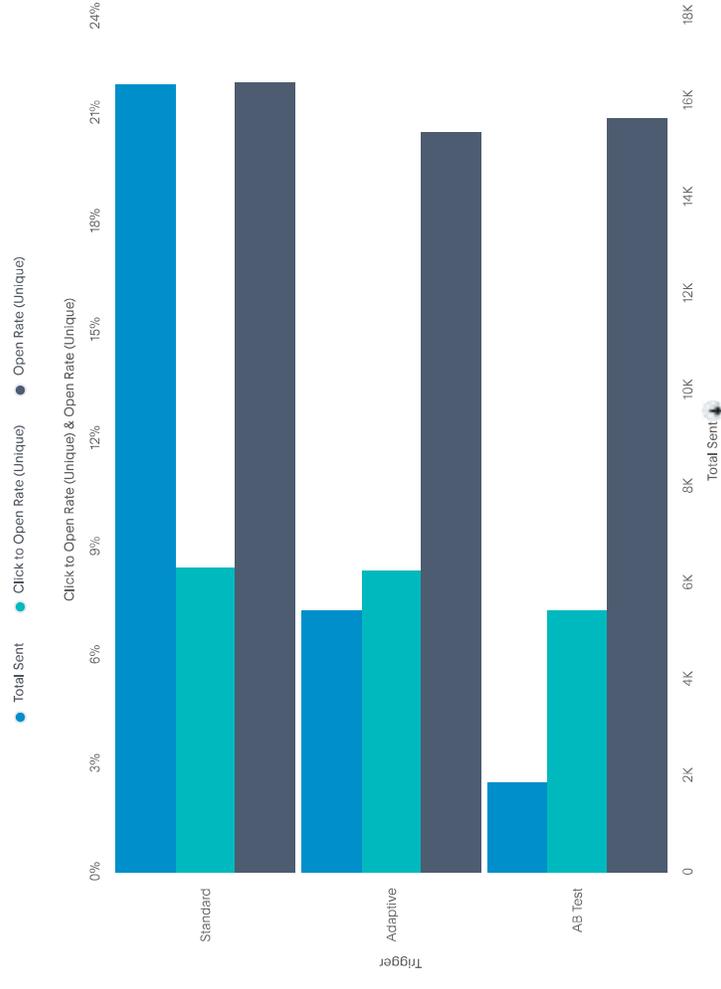
Message Activity by Day of Week

Overall performance for messages sent on specified day



Message Performance per Trigger

Sent, open rate and click to open rate by message trigger type



Email Clicks

Unique Recipient Clicks

418

Total clicks

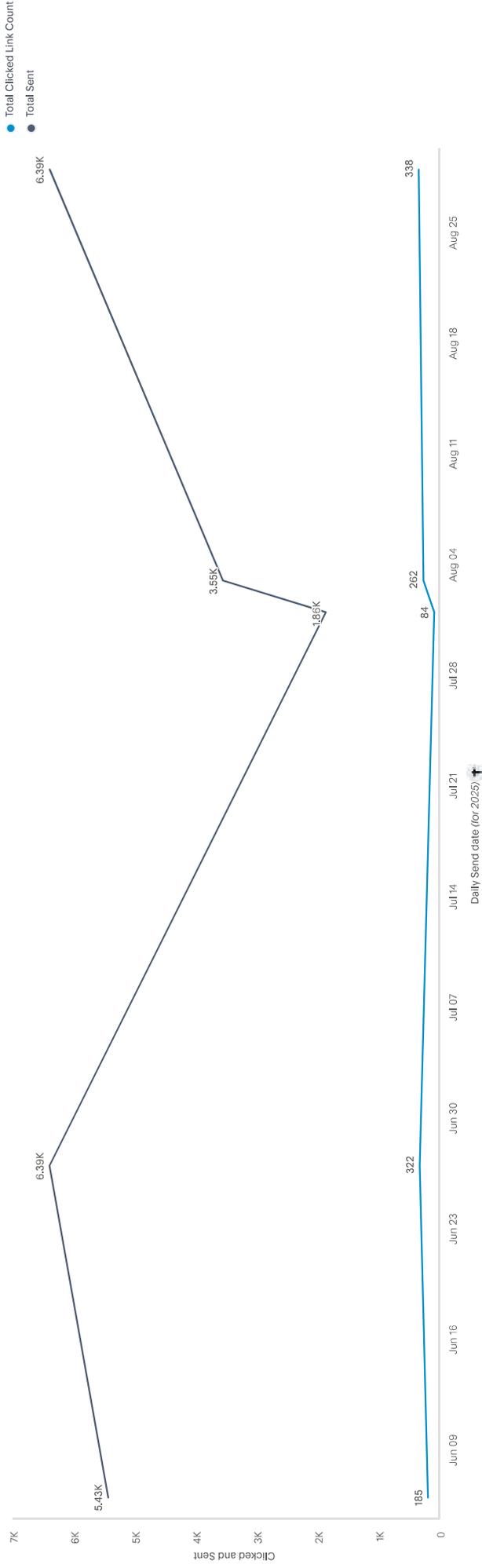
1.19K

Unique Links Clicked

97

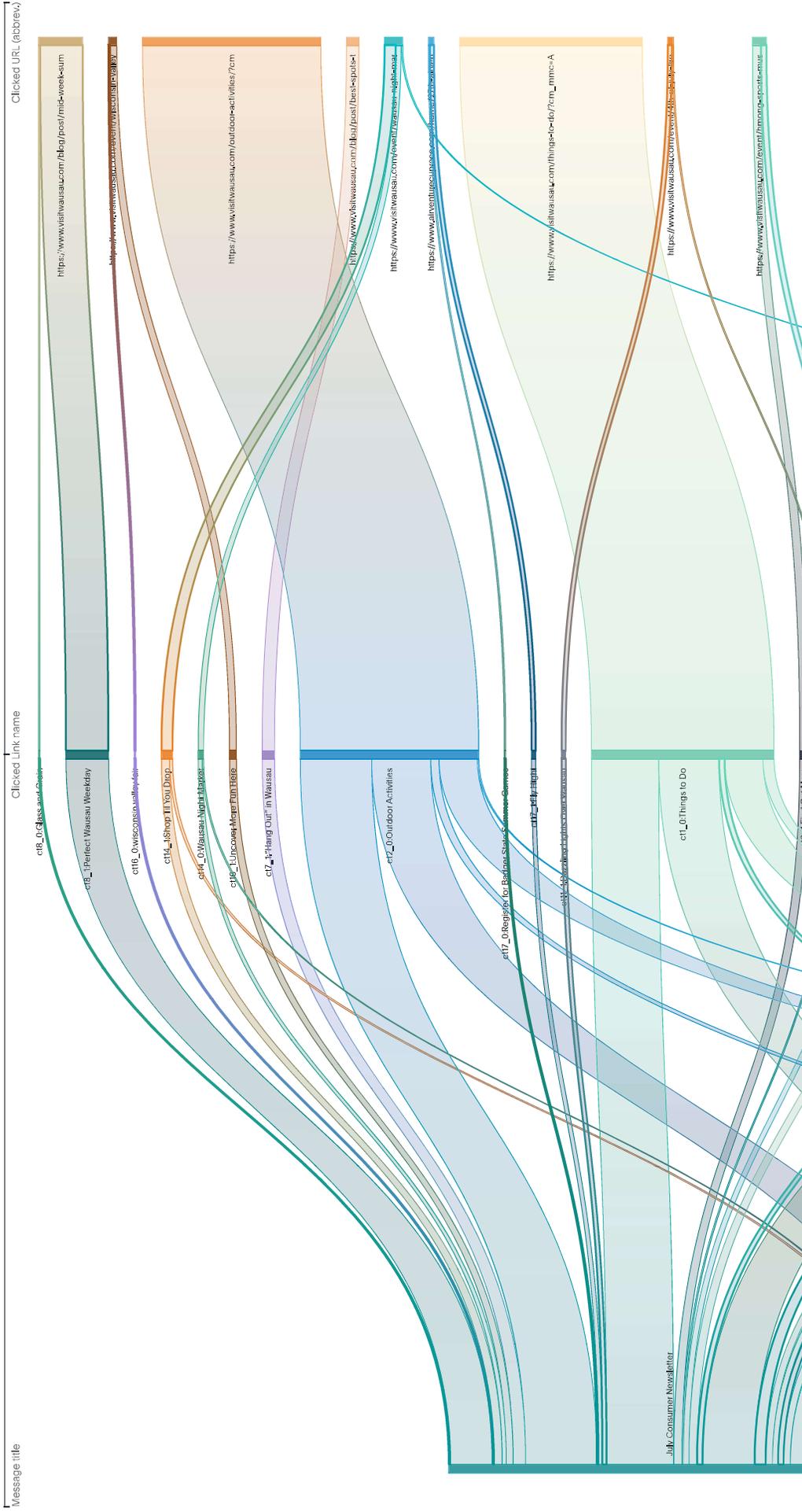
Daily Clicks

Shows the clicks per day for selected messages



Click Counts by Message, Link Name, Redirect URL

This visualization works best if you filter to an individual message



Email Deliverability

Sent Messages
Unique recipients sent to

23.63K

Soft Bounce

Temporarily non-deliverable

143

Hard Bounce

Permanently non-deliverable

70

Spam Reports

Recipient reported this message as spam

8

Opted Out

Recipient opted out from this message

44

Total Bounce Rate

Hard and soft bounces as a % of sent

0.90%

Failed

Non-bounce related failures

0

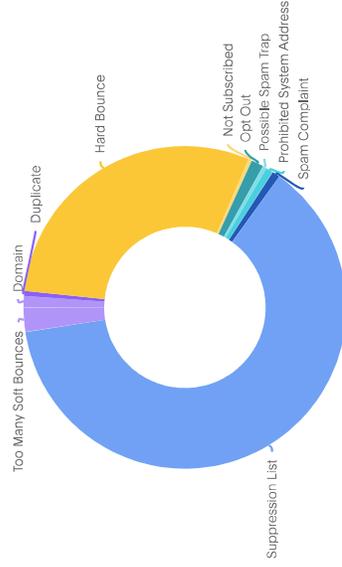
Failure Rate

Not-bounce related failures as a % of sent

0.00%

Suppressed emails

Message was not attempted for these reasons



Email Failure Reasons

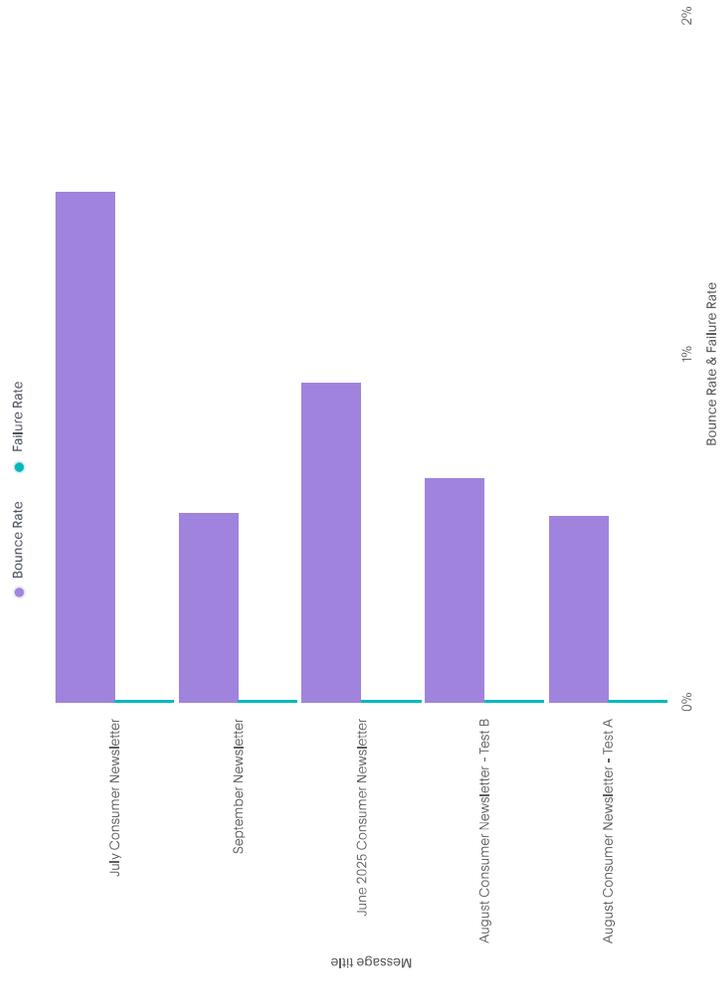
Message failed to send for these reasons



No data found for this query
Try changing your filters

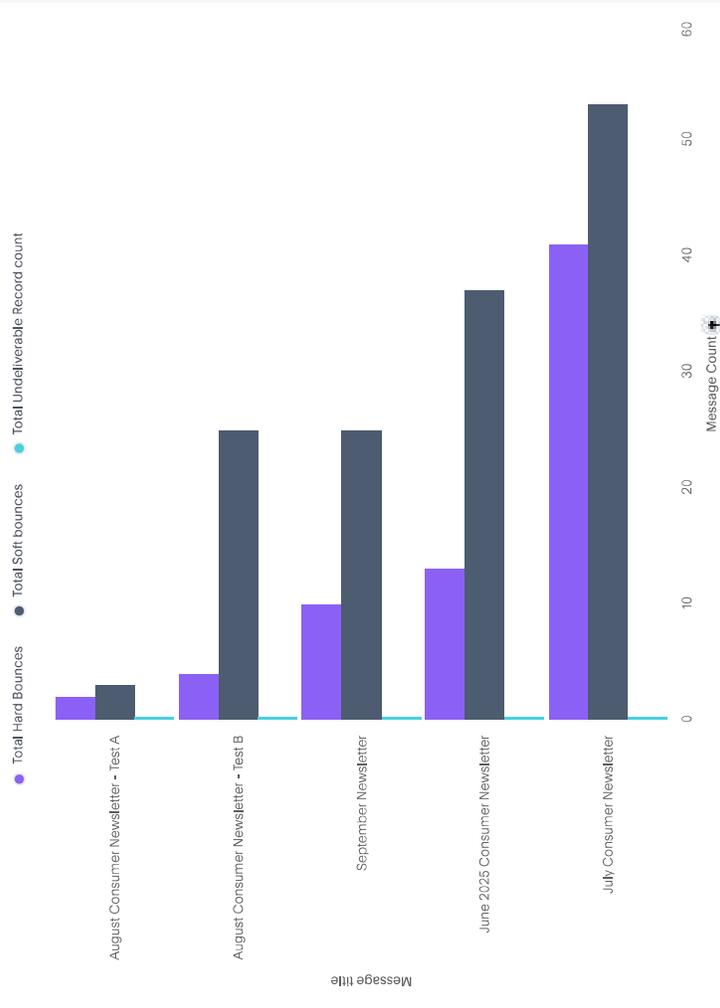
Bounce & Failure Rate by Message

Top 25 messages by total sent



Bounces & Other Failures

Top 25 by total sent



True Open Impact

True Open Impact

Monitor the impact of security and privacy systems on email opens and clicks.

- Opens and clicks by the email recipient are labeled as **Person**
- Opens and clicks by spam appliances and link checkers are labeled as **Security System**
- Opens by Apple Mail Privacy Protection & other email proxies are labeled as **Privacy System**

True Open data is available from January 2024. [Learn more](#) about True Open.

Opens

Sent

23,630

Delivered

23,417

Unique Opens by True Open

Unique Opens (Person Only)
Excludes security and privacy systems

1,608

Unique Opens (All)
Includes all unique opens

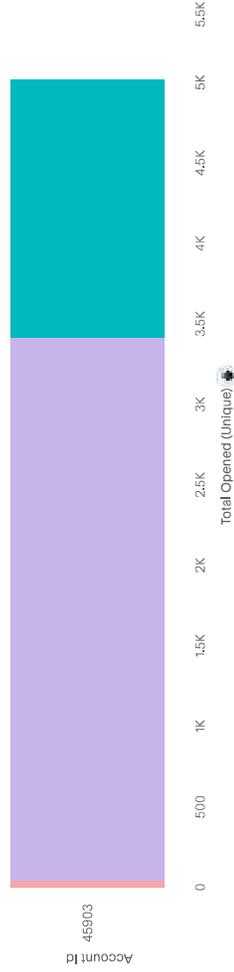
5,025

Unique Open Rate (Person Only)
Excludes security and privacy system opens

6.87%

Unique Open Rate (All)
Includes all unique opens

21.46%



Clicks

Unique Clicks (All)
Includes all unique clicks

418

Unique Click Rate (All)
Includes all unique clicks

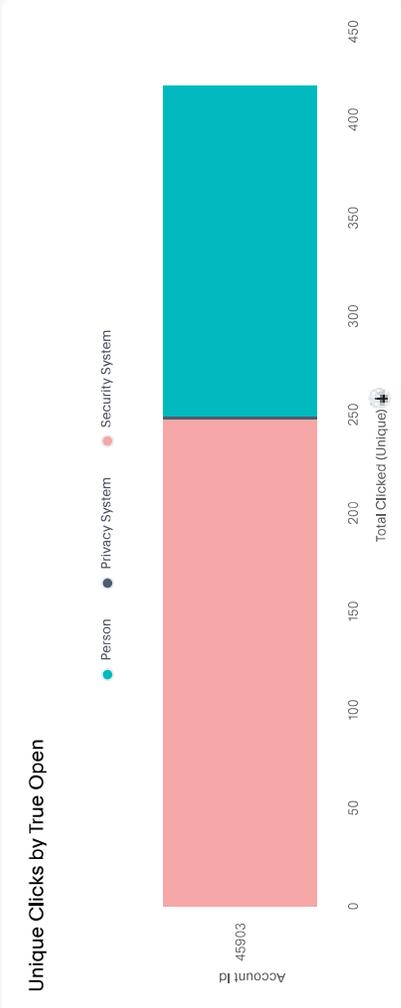
1.79%

Unique Clicks (Person Only)
Excludes security and privacy system clicks

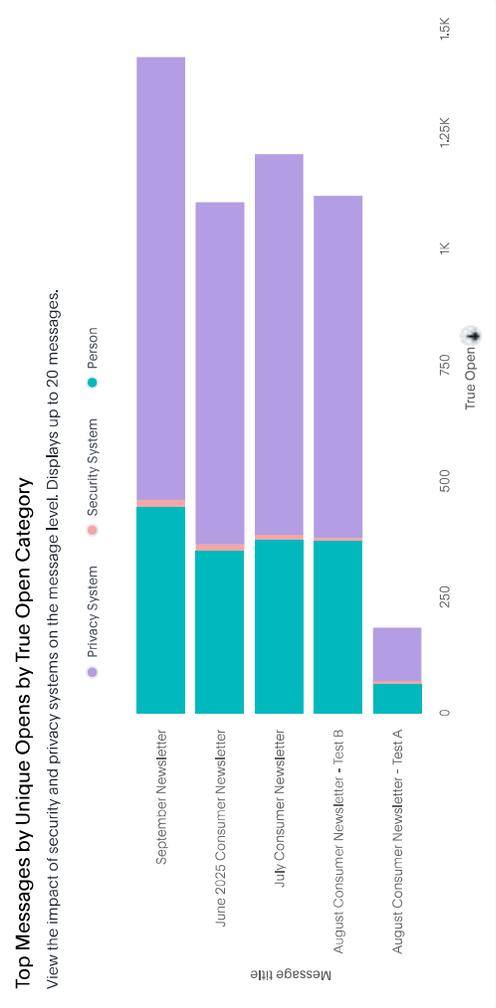
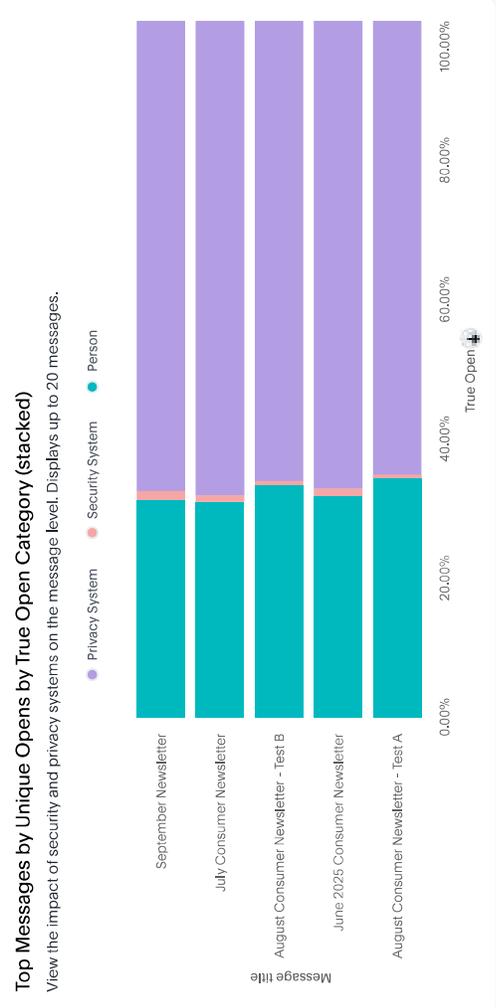
170

Unique Click Rate (Person Only)
Excludes security and privacy system clicks

0.73%



By Message



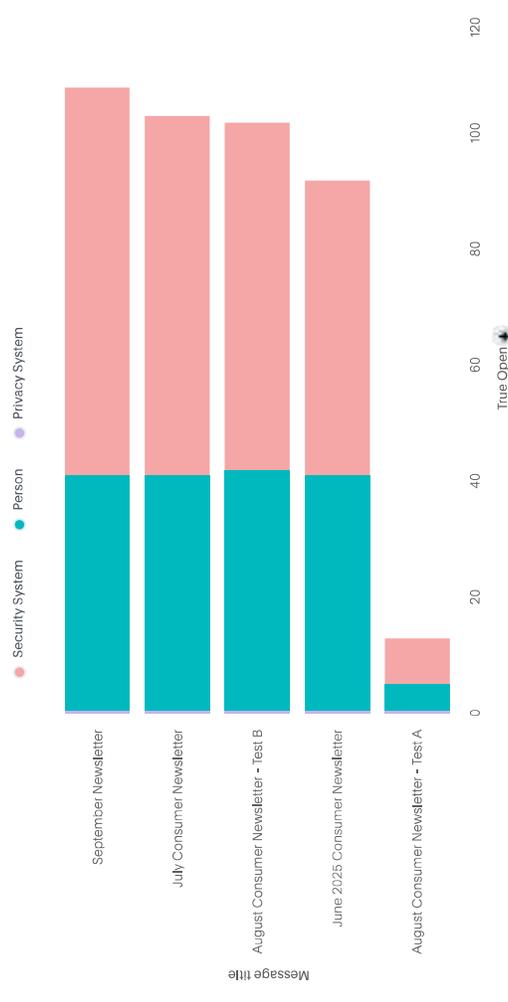
Top Messages by Unique Clicks by True Open Category (stacked)

View the impact of security systems on clicks on the message level. Displays up to 20 messages.



Top Messages by Unique Clicks by True Open Category

View the impact of security systems on clicks on the message level. Displays up to 20 messages.



All Metrics by True Open

Measures	True Open	Privacy System	Security System
Values	Person		
Unique Opens	1.61K	3.37K	48
Total Opens	4.32K	4.86K	135
Unique Clicks	170	0	248
Total Clicks	200	0	981

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

Article I. General

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

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

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

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

Article II. Purpose

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

Article III. Board of Directors

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

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

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

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

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

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

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

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

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

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

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

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

Section 7. Committees. The President of the Board with the approval of the Board of Directors shall appoint such administrative, standing and project committees as are deemed necessary to fulfill the purposes of the Corporation. These committees shall include but not be limited to an Executive Committee, a Personnel & Finance Committee ~~and a Nominating Committee.~~

Committees shall consist of at least one elected municipal official. These committees shall report to and operate under the authority and power delegated by the Board of Directors and these bylaws. A committee chair shall be appointed by the President of the Board or by the individual committees at the President's option. Committee meetings may be called at any time by the Board President or by the committee chair, and with whatever frequency is required in order to fulfill their responsibilities. The committee chair shall have the option to have minutes taken at all committee meetings. The Executive Director shall serve as Ex Officio member of all committees. Committees shall consist of at least 3 members.

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

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

Article IV. Officers

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

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

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

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

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

Article V. Finances

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

Section 2. Disbursements. Upon approval of the budget, the Executive Director is authorized to

make disbursements not to exceed \$10,000. Unbudgeted amounts in any amount need to be approved by the Board of Directors before disbursement.

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

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

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

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

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

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

Article VI. Corporate Seal

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

Article VII. Indemnity

Section 1. Action Not in Name of Corporation. The Corporation shall indemnify any person who was or is a party or threatened to be made a party to any threatened, pending or completed action, suit or proceedings, whether civil, criminal, administrative, or investigative other than an action by or in the right of the Corporation by reason of the fact that such person is or was a director, officer, employee or agent of the Corporation, or is or was serving at the request of the Corporation as a director, trustee, officer, member, employee or agent of another Corporation, partnership, joint venture, trust or other enterprise, against expenses, including attorney's fees, judgments, fines and amounts paid in settlement actually and reasonably incurred by such person in connection with such action, suit or proceeding if such person acted in good faith and in a manner he/she reasonably believed to be in or not opposed to the best interests of the Corporation, and, with respect to any criminal action or proceeding, had no reasonable cause to believe such person's conduct was unlawful. The termination of any action, suit or proceeding by judgment, order, settlement, conviction, or upon a plea of nolo

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

Section 2. Action in Name of Corporation. The Corporation shall indemnify any person who was or is a party or is threatened to be made a party to any threatened, pending or completed action or suit by or in the right of the Corporation to procure a judgment in its favor by reason of the fact that such person is or was a director, officer, employee or agent of the Corporation, or is or was serving at the request of the Corporation as a director, trustee, officer, member, employee or agent of another Corporation, partnership, joint venture, trust or other enterprise against expenses, including attorney's fees, actually and reasonably incurred by such person in connection with the defense or settlement of such action or suit if such person acted in good faith and in a manner such person reasonably believed to be in or not opposed to the best interests of the Corporation and except that no indemnification shall be made in respect of any claim, issue or matter as to which such person shall have been adjudged to be liable for negligence or misconduct in the performance of his duty to the Corporation unless and only to

the extent that the court in which such action or suit was brought shall determine upon application that, despite the adjudication of liability but in view of all circumstances of the case, such person is fairly and reasonably entitled to indemnity for such expenses which such court shall deem proper. The indemnification provided herein shall be in addition to, and not in lieu of, the indemnification provided in Secs. 180.041-180.053, Wis. Stats.

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

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

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

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

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

Section 6. Insurance. The Corporation may, upon resolution of its Board of Directors duly adopted, purchase and maintain insurance on behalf of any person who is or was a director, officer,

employee or agent of the Corporation, or is or was serving at the request of the Corporation as a director, trustee, officer, employee or agent of another Corporation, partnership, joint venture, trust or other enterprise against any liability asserted against such person and incurred by such person in any such capacity or arising out of such person's status as such, whether or not the Corporation would have the power to indemnify such person against such liability under this provision of the Corporation's bylaws.

Article VIII. Amendments

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

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

Board President: _____ **Date** _____

Executive Director: _____ **Date** _____

NOTICE AMENDMENTS

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

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

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

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

3. **These amended bylaws approved by vote of the Board of Directors on the 19th day of March 2025.**

Section 7 - Amendment (a)
Section 7 - Amendment (c)
Section 2 - Amendment (e)

Charlotte Skinner Rickert
227200 Snowbird Ave
Wausau, WI 54401
charlotte@midwestfamilyskiresorts.com
C: 218.940.5590 | W: 715.395.4487

August 26, 2025

Board of Directors
Visit Wausau
P.O. Box 1486
Wausau, WI 54402

Dear Members of the Board and Executive Director of Visit Wausau,

I am writing to express my strong interest in serving on the Board of Directors of Visit Wausau. With a deep respect and connection to this community, and as someone who recently moved and chose Wausau over other places, I feel committed and aligned to your mission of promoting the Wausau region as a leading tourism destination and fostering economic growth for our communities. I would be honored to contribute to this cause alongside you.

1. Alignment With Mission & Vision

- The positioning of Wausau as "a place where memories are made, and stories are shared" perfectly resonates with Granite Peak's commitment to community storytelling and destination branding. We market the Wausau area as the destination with everything both Granite Peak and the surrounding area has to offer to attract guests from across the Midwest with our largest addressable markets extending from Minneapolis to Milwaukee/Madison to Chicago, and even into St. Louis.
- Granite Peak drives economic impact through overnight visitation, lodging stays, dining and retail spend by tourists – our strategy is to drive longer stays by curating experiences for everyone in the family or friend group. We curate that experience for everyone by highlighting the community assets that surround Granite Peak, and our voice should reflect and align with the messaging that Visit Wausau is also bringing to the market.

2. Strategic Focus and Forward-Thinking Initiatives

- Visit Wausau has emphasized branding, sustainability, visitor experience mapping, and a data-driven strategy. Granite Peak is likewise engaged in the same priorities –

enhancing facilities, improving guest experience operations, and positioning itself as a “Legendary Midwest Family Destination”. Our experiences can provide the board with a living case study and partner in advance those shared goals.

3. Where I Can Contribute

- Understanding the shared vision and initiatives that exist between Granite Peak and Visit Wausau, I believe that the opportunity to serve on the board will strengthen the partnership and ensure that Granite Peak’s draw is best aligned to benefit all of Wausau – lodging, restaurants, cultural institutions, and year-round recreation.

In joining your board, I aim not merely to serve, but to actively contribute to Visit Wausau’s evolving strategy—supporting a sustainable, innovative tourism future and deepening visitor engagement.

Thank you for considering my application. I look forward to the possibility of working with you to amplify Wausau’s stories and shine a brighter spotlight on our region.

Warm regards,



Charlotte Skinner Rickert
COO & CFO | Midwest Family Ski Resorts
Granite Peak, Lutsen Mountains, Snowriver Mountain Resort

Bio:

Charlotte Skinner is the Chief Operating Officer and Chief Financial Officer of Midwest Family Ski Resorts, overseeing Granite Peak Ski Area in Wausau as well as resorts in Lutsen Mountains in Minnesota and Snowriver Mountain Resort in the U.P. of Michigan. She earned her Economics degree with a French minor from UC Berkeley, where she took a two-year break to compete with the U.S. Ski Cross Team, and later earned an MBA in Finance and Family Business from Columbia Business School. Her career began as a financial analyst at Adobe and VMware before she joined Midwest Family Ski Resorts full-time in 2022. Charlotte currently serves on the Wausau Chamber of Commerce Board (and previously on its Executive Committee) and as a board proxy for Visit Cook County, bringing governance and tourism-sector leadership experience to complement her financial, operational, and athletic background.

Dadhi Patel
Best Western Plus Hotel
803 Industrial Park
Rothschild, WI 54474
(715) 355-8900

Visit Wausau
Board of Directors
P.O. Box 1486
Wausau, WI 54402

September 17, 2025

Dear Members of the Board of Directors,

I would like to express my interest in joining the Board of Directors for the Wausau/Central Wisconsin CVB & Sports Authority Inc. because I am passionate about contributing to the growth and success of our local community. As the owner of the Best Western Plus in Rothschild, WI, I bring firsthand experience and insight from the hospitality industry—an industry that plays a vital role in driving tourism, supporting local businesses, and creating jobs. My background has equipped me with strong leadership skills, a commitment to excellent customer service, and an understanding of what attracts and retains visitors to our area. I believe I can be helpful to the board by offering a business owner's perspective, supporting economic development initiatives, and promoting Wausau as a welcoming destination for both tourists and future investors.

Thank you for your consideration. I look forward to working together to promote Central Wisconsin as a destination of choice.

Sincerely,

Dadhi Patel

Owner/GM of Best Western Plus - Rothschild



Rolly Lokre
rolly@lokre.com
805.455.2096

Central Wisconsin Visitors Bureau
Board of Directors
Wausau, WI.

Dear Members of the Board,

I am writing to share my interest in serving on the Central Wisconsin Visitors Bureau Board of Directors. As someone who was born and raised in Wausau, I have always carried a deep appreciation for this community and a strong desire to contribute to its growth and vitality.

My professional journey began in 1978. Together with my father, we started Weston Wholesale, Dun-Rite Exteriors, and Preferred Properties. These ventures gave me valuable experience across building supply, construction, and property management. Around that same time, I purchased my first piece of real estate—a small duplex. That modest beginning grew, step by step, into a lifelong commitment to owning, leasing, buying, selling, and developing real estate throughout the region.

In 1999, we brought our companies together under one umbrella, forming Lokre Development Companies. Any success we have had since then has been the result of the dedication and character of the people I've had the privilege to work alongside. Their hard work has allowed our company to serve communities across the Midwest while staying true to its local roots.

Through all of this, I have come to see that my work is not just about building structures, but about supporting people, strengthening businesses, and investing in the community. I have been fortunate to work with a talented team whose skills make it possible to create growth that improves quality of life and fosters lasting partnerships.

It is with this perspective, and with a genuine desire to continue working alongside community leaders, that I hope to serve on the Board. I would consider it a privilege to contribute in ways that are thoughtful, collaborative, and always rooted in what is best for Wausau and the region we call home.

Thank you for your time and consideration. It would be an honor to serve, and I welcome the opportunity to discuss how I may best support the Bureau's important mission.

With gratitude,
Rolly Lokre

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Appendix Documents:

Bylaws - Articles of Incorporation (current by laws)
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Board Job Description
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Intro: General Description of Board of Directors

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

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

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

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

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

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

Role and Function of Board of Directors

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

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

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

The Board of Directors collaborates closely with CVB's management team. The Board holds and exercises all corporate powers, either directly or indirectly through the authority granted to administrative or standing committees. These committees operate in accordance with the Bylaws and possess the Board's delegated authority, but remain under the Board's overarching guidance. Project committees, in contrast, do not wield the Board's authority. Their role is limited to advising the Board through recommendations and supporting the Board in fulfilling its duties.

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

Board of Director Expectations

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

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

Core Functions of the Board of Directors

Strategic Planning and performance evaluation

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

Fiscal Oversight

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

Selection and support of Executive Leadership

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

Board Development

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

Nomination and Election of Directors of the Board

Number of Board Members and Summary of Board Terms

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

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

Board Director Nominations and Election

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

Annual Assessment of Board Composition

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

Resignation, Removal and Vacancies

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

Officers

Specified Officers. The principal officers of the Corporation shall be President, Vice President, Treasurer and Secretary. All such officers shall be elected from within membership of the Board.

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The election of such officers shall take place at the regularly scheduled meeting of the Board of Directors in any calendar year based on nominations presented by the Board.

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

Responsibilities of All Officers

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

President

The President of the Corporation shall serve as Chairman of the Board, presiding at all of its meetings, and shall perform all duties commonly incident to such office. The President shall serve as Chairman of the Executive Committee. With the approval of the Board of Directors, the President shall sign all deeds, contracts and other instruments affecting the operation of the Corporation or any of its properties, except in those cases where the signing and execution thereof shall be expressly delegated by the Board of Directors to some other officer or agent of the Corporation.

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

Vice President

The Vice President of the Corporation shall act in the absence of the President, and in doing so, shall possess all the powers of the Chair.

Secretary

The Secretary of the Corporation shall keep minutes of all Board meetings, whether special or regular, attendance records, see that all notices are duly given in accordance with the provisions of these Bylaws or as required by Law, be custodian of the corporate records and

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

Treasurer

The Treasurer of the Corporation shall be responsible to oversee and manage the finances of the Corporation and to see that all receipts and disbursements of funds are in compliance with its annual budget and the direction of the Board of Directors. Such funds shall be kept on deposit in financial institutions or invested in such a manner as is approved by the Board of Directors. Checks are to be signed according to policy set forth in the bylaws. The Treasurer shall generate a bimonthly financial report to be made to the Board and shall coordinate an annual audit to be completed by May 31st of each year of the Corporation's finances by a qualified certified public accountant in accordance with generally acceptable accounting and auditing standards and procedures.

Meetings

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

Attendance. The office of any Board member shall be automatically vacated after such Director has failed to attend 50% of Board of Directors meetings in a calendar year or missed three (3) consecutive meetings of the Board of Directors without an excused absence. After a second missed meeting, the Secretary shall give notice of accrued absences and potential automatic board termination. Attendance via Video Conferencing is acceptable.

Quorum, Voting

Number of Votes

Quorum. A quorum for conducting business at any meeting shall be fifty-one percent (51%) of the Directors then holding office and the votes of a majority of the Directors present at the meeting at which a quorum is present shall constitute the decision of the Directors.

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

Committees

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Committees. The President of the Board with the approval of the Board of Directors shall appoint such administrative, standing and project committees as are deemed necessary to fulfill the purposes of the Corporation. Committees shall consist of at least one elected municipal official. These committees shall report to and operate under the authority and power delegated by the Board of Directors and Bylaws. A committee chair shall be appointed by the President of the Board or by the individual committees at the President's option. Committee meetings may be called at any time by the Board President or by the committee chair, and with whatever frequency is required in order to fulfill their responsibilities. The committee chair shall have the option to have minutes taken at all committee meetings. The Executive Director shall serve as an ExOfficio member of all committees. Committees shall consist of at least 3 members.

Executive Committee: The Executive Committee shall consist of the President, Vice President, Treasurer and Secretary of the Board of Directors. The purpose of the Executive Committee shall be to act on behalf of the full Board only in case of an emergency. Actions taken by the Executive Committee shall be ratified by the majority of the Board of Directors at the next regularly scheduled meeting. The Executive Director Job description and salary shall be reviewed annually in the 4th quarter, along with a comprehensive annual job review.

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

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

Emails Constitute Writings

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

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

Records, Reports, Inspection, Access to Staff

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

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Access to Staff

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

Risk Management

Reserve Fund Policy

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

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

Reserve Fund Goal Policy Statement

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

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

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

Fiscal Oversight/ Business Practices

Financial Management

FINANCIAL OVERSIGHT

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

Division of Responsibilities

Board of Directors

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

Executive Director

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

Executive Committee

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

Finance Committee

1. Review annually an operating budget proposal by management for the next fiscal year to be approved by the Board

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

Budgetary Control

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

Audit

An annual audit to be completed by May 31st of each year of the Corporation's finances by a qualified certified public accountant in accordance with generally acceptable accounting and auditing standards and procedures. Additional audits required by state or federal agencies will be administered as needed.

Delegation of Authority to Executive Director for Disbursements and Contracts

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

The Board of Directors delegates authority to the Executive Director, the President of the Board to execute contracts or other instruments that do not obligate the corporation to expend the lesser of an amount over 25% of annual budget or \$25,000 and which are not longer than one (1) year in duration. No deed, mortgage bond, contract or other instruments which exceed the aforementioned amount shall be executed until the Board has approved its execution.

Planning and Oversight

Strategic Planning

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

Conflict of Interest/Ethical Code of Conduct

Conflict of Interest.

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

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

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

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

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

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

(g) If the Board member feels that a conflict of interest cannot be resolved with their continued presence on the Board of Directors, the Board member must resign.

Annual Review of Bylaws and Board Policies and Practices

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

The annual review process will include review of:

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

Executive Leadership Development, Evaluation and Compensation

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

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

CVB Board Policy Handbook – Working Document 9_2023

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

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



SERVING ATHENS, RIB MOUNTAIN, ROTHSCHILD, SCHOFIELD, WAUSAU & WESTON

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.

Outcome Statements:

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



SERVING ATHENS, RIB MOUNTAIN, ROTHSCHILD, SCHOFIELD, WAUSAU & WESTON

2023 CVB Critical Issues:

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

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

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

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

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

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

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

Wausau/Central WI CVB Account QuickReport January through August 2025

Type	Date	Num	Name	Memo	Split	Amount
607 - Advertising Expenses						
Bill	01/13/2025	CL_19...	Simpleview LLC	Quarterly Bill for Pedia Media	220 - Accounts...	10,500.00
Bill	01/21/2025	1468	Gary Barden Design L...	January Retainer 2025	220 - Accounts...	600.00
Credit Card Charge	01/28/2025	WHITE	Cellcom	Recurring fee for data for iphone 15	210 - Cardme...	40.00
Credit Card Charge	01/28/2025	WHITE	Facebook	BSG Winter Campaign 2025	210 - Cardme...	691.10
Credit Card Charge	01/28/2025	WHITE	Google Ads	Monthly PPC Ads Visit Wausau	210 - Cardme...	500.00
Credit Card Charge	01/28/2025	WHITE	Google Ads	Monthly PPC Ads Visit Wausau	210 - Cardme...	500.00
Credit Card Charge	01/28/2025	WHITE	Google Ads	Monthly PPC ads for Visit Wausau	210 - Cardme...	515.30
Credit Card Charge	01/28/2025	WHITE	Facebook	Monthly PPC Ads for Visit Wausau	210 - Cardme...	752.74
Credit Card Charge	01/28/2025	WHITE	Facebook	Visit Wausau PPC Ads	210 - Cardme...	49.74
Credit Card Charge	01/28/2025	WHITE	Google Ads	Monthly PPC ads Visit Wausau	210 - Cardme...	123.98
Bill	02/06/2025		Gary Barden Design L...	Monthly retainer for February 2025	220 - Accounts...	600.00
Bill	02/06/2025	INV-S...	Simpleview LLC	Book Direct Licensing	220 - Accounts...	2,250.00
Check	02/27/2025	12984	Brenton Wildman	voiceover for Winter Video ad and spotify a...	0100 - People...	272.70
Check	02/27/2025	12984	Brenton Wildman	tip at Juliett for Winter Video Shoot	0100 - People...	20.00
Credit Card Charge	02/28/2025	WHITE	Google Ads	Monthly PPC Ads for Visit Wausau	210 - Cardme...	500.00
Credit Card Charge	02/28/2025	WHITE	Google Ads	Monthly PPC Ads for Visit Wausau	210 - Cardme...	500.00
Credit Card Charge	02/28/2025	WHITE	Cellcom	Monthly fee for data/usuage	210 - Cardme...	40.00
Credit Card Charge	02/28/2025	WHITE	Google Ads	Monthly PPC ads for Visit Wausau	210 - Cardme...	500.00
Credit Card Charge	02/28/2025	WHITE	Facebook	Monthly PPC Ads for Visit Wausau	210 - Cardme...	2,000.00
Credit Card Charge	02/28/2025	WHITE	Google Ads	Monthly PPC Ads for Visit Wausau	210 - Cardme...	500.00
Credit Card Charge	02/28/2025	WHITE	Facebook	PPC Ads for Visit Wausau	210 - Cardme...	105.60
Credit Card Charge	02/28/2025	WHITE	Facebook	PPC Ads for Visit Wausau	210 - Cardme...	260.91
Credit Card Charge	02/28/2025	WHITE	Google Ads	Monthly PPC Ads for Visit Wausau	210 - Cardme...	500.00
Credit Card Charge	02/28/2025	WHITE	Google Ads	Monthly PPC Ads for Visit Wausau	210 - Cardme...	500.00
Credit Card Charge	02/28/2025	HER	Pho Zone	Video Content for Social Media	210 - Cardme...	184.04
Credit Card Charge	02/28/2025	HER	Velveteen Plum	Video Content for Social Media	210 - Cardme...	33.88
Bill	03/06/2025		Gary Barden Design L...	Monthly Retainer for the month of March 2...	210 - Cardme...	99.76
Bill	03/06/2025		Hilton Garden Wausau	Deposit for the 2025 Tourism Dinner being ...	220 - Accounts...	600.00
Bill	03/15/2025	INV-S...	Simpleview LLC	Paid Media Management and Reporting	220 - Accounts...	1,000.00
Credit Card Charge	03/28/2025	WHITE	Google Ads	Monthly PPC Ads for Visit Wausau	210 - Cardme...	360.00
Credit Card Charge	03/28/2025	WHITE	Cellcom	Monthly data for Iphone 15	210 - Cardme...	500.00
Credit Card Charge	03/28/2025	WHITE	Google Ads	Monthly PPC Ads for Visit Wausau	210 - Cardme...	40.00
Credit Card Charge	03/28/2025	WHITE	Teamupdraft.com	Graphic designs for the NFL Draft	210 - Cardme...	500.00
Credit Card Charge	03/28/2025	WHITE	Teamupdraft.com	NFL Draft Advertising	210 - Cardme...	70.00
Credit Card Charge	03/28/2025	WHITE	Google Ads	Monthly PPC Ads for Visit Wausau	210 - Cardme...	49.00
Credit Card Charge	03/28/2025	WHITE	Facebook	Monthly PPC Ads for Visit Wausau	210 - Cardme...	500.00
Credit Card Charge	03/28/2025	WHITE	Google Ads	Monthly PPC Ads for Visit Wausau	210 - Cardme...	2,000.00
Credit Card Charge	03/28/2025	WHITE	Facebook	Monthly PPC Ads for Visit Wausau	210 - Cardme...	500.00
Credit Card Charge	03/28/2025	WHITE	Facebook	Monthly PPC Ads for Visit Wausau	210 - Cardme...	77.14
Credit Card Charge	03/28/2025	WHITE	Google Ads	Monthly PPC Ads Visit Wausau	210 - Cardme...	340.03
Credit Card Charge	03/28/2025	WHITE	Tucknee Coffee	Marketing video content reels	210 - Cardme...	468.13
Credit Card Charge	03/28/2025	HER	Carmelo's Italian Rest...	Marketing Video Content Reels	210 - Cardme...	28.55
Credit Card Charge	03/28/2025	HER	Granite Peak	Marketing Video Content Reels	210 - Cardme...	123.26
Bill	04/03/2025		Gary Barden Design L...	Retainer for the month of April 2025	210 - Cardme...	28.25
Credit Card Charge	04/28/2025	WHITE	Google Ads	Monthly PPC Ads for Visit Wausau	220 - Accounts...	600.00
Credit Card Charge	04/28/2025	WHITE	Cellcom	Monthly recurring fee for data iphone 15 co...	210 - Cardme...	500.00
Credit Card Charge	04/28/2025	WHITE	Google Ads	PPC Ads for Visit Wausau	210 - Cardme...	500.00

Wausau/Central WI CVB Account QuickReport January through August 2025

Type	Date	Num	Name	Memo	Split	Amount
Credit Card Charge	04/28/2025	WHITE	Google Ads	Monthly PPC Ads for Visit Wausau	210 · Cardme...	500.00
Credit Card Charge	04/28/2025	WHITE	Facebook	Monthly PPC Ads for Visit Wausau	210 · Cardme...	2,000.00
Credit Card Charge	04/28/2025	WHITE	Google Ads	Monthly PPC Ads for Visit Wausau	210 · Cardme...	500.00
Credit Card Charge	04/28/2025	WHITE	www.tellywards.com	Submission of video content for awards	210 · Cardme...	295.00
Credit Card Charge	04/28/2025	WHITE	Facebook	Tourism Celebration advertising	210 · Cardme...	122.31
Credit Card Charge	04/28/2025	WHITE	Facebook	PPC Ads for Visit Wausau	210 · Cardme...	1,140.81
Credit Card Charge	04/28/2025	WHITE	Google Ads	Monthly PPC Ads for Visit Wausau	210 · Cardme...	500.00
Bill	05/01/2025	1000	Kelly Rudolph	Art on Grand Content and Artfactory Content	220 · Accounts...	200.00
Check	05/01/2025	13020	Gary Barden Design L...	Monthly retainer	0100 · People...	600.00
Bill	05/27/2025	CI_20...	Simpleview LLC	Paid Media Management and Reporting	220 · Accounts...	3,000.00
Bill	05/27/2025	CI_20...	Simpleview LLC	Marketing Automaton Managed Services	220 · Accounts...	7,500.00
Credit Card Charge	05/28/2025	WHITE	Google Ads	PPC Ads for Visit Wausau	210 · Cardme...	412.14
Credit Card Charge	05/28/2025	WHITE	Facebook	Ad placement for Tourism Celebration	210 · Cardme...	49.99
Credit Card Charge	05/28/2025	WHITE	Google Ads	Monthly PPC Ads for Visit Wausau	210 · Cardme...	500.00
Credit Card Charge	05/28/2025	WHITE	Google Ads	Monthly PPC Ads for Visit Wausau	210 · Cardme...	500.00
Credit Card Charge	05/28/2025	WHITE	Cellcom	Monthly data for iphone15	210 · Cardme...	40.00
Credit Card Charge	05/28/2025	WHITE	Facebook	Monthly PPC Ads for Visit Wausau	210 · Cardme...	2,000.00
Credit Card Charge	05/28/2025	WHITE	Google Ads	Monthly PPC Ads for Visit Wausau	210 · Cardme...	500.00
Credit Card Charge	05/28/2025	WHITE	Google Ads	Monthly PPC Ads for Visit Wausau	210 · Cardme...	500.00
Credit Card Charge	05/28/2025	WHITE	Facebook	PPC Ads for Visit Wausau	210 · Cardme...	693.32
Credit Card Charge	05/28/2025	WHITE	Google Ads	PPC Ads for Visit Wausau	210 · Cardme...	65.78
Credit Card Charge	05/28/2025	WHITE	Eventbrite	PPC Ads for Visit Wausau	210 · Cardme...	500.00
Bill	06/11/2025	1498	Gary Barden Design L...	Advertising ads for Tourism Celebration	210 · Cardme...	6.87
Bill	06/11/2025	1493	Gary Barden Design L...	10X6 banner for pop up tent with design	220 · Accounts...	312.86
Credit Card Charge	06/28/2025	WHITE	Google Ads	Monthly retainer for the month of June 2025	220 · Accounts...	600.00
Credit Card Charge	06/28/2025	WHITE	Facebook	PPC Ads for Visit Wausau	210 · Cardme...	109.89
Credit Card Charge	06/28/2025	WHITE	Google Ads	Visit Wausau ads	210 · Cardme...	69.72
Credit Card Charge	06/28/2025	WHITE	Google Ads	Monthly PPC Ads for Visit Wausau	210 · Cardme...	500.00
Credit Card Charge	06/28/2025	WHITE	Google Ads	Monthly PPC Ads for Visit Wausau	210 · Cardme...	500.00
Credit Card Charge	06/28/2025	WHITE	Cellcom	Monthly data fee for Iphone15	210 · Cardme...	40.00
Credit Card Charge	06/28/2025	WHITE	Spotify Ad Studio	Visit Wausau ad placement on spotify	210 · Cardme...	25.99
Credit Card Charge	06/28/2025	WHITE	Spotify Ad Studio	Visit Wausau Ads	210 · Cardme...	50.20
Credit Card Charge	06/28/2025	WHITE	Google Ads	Visit Wausau ads	210 · Cardme...	101.42
Credit Card Charge	06/28/2025	WHITE	Spotify Ad Studio	Monthly PPC Ads for Visit Wausau	210 · Cardme...	500.00
Credit Card Charge	06/28/2025	WHITE	Tellywards.com	Ads for Visit Wausau	210 · Cardme...	257.01
Credit Card Charge	06/28/2025	WHITE	Spotify Ad Studio	Award for video content - behind the plate	210 · Cardme...	331.61
Credit Card Charge	06/28/2025	WHITE	Google Ads	Visit Wausau ads	210 · Cardme...	250.62
Credit Card Charge	06/28/2025	WHITE	Facebook	Monthly PPC Ads for Visit Wausau	210 · Cardme...	500.00
Credit Card Charge	06/28/2025	WHITE	Facebook	Visit Wausau Ads	210 · Cardme...	30.86
Credit Card Charge	06/28/2025	WHITE	Spotify Ad Studio	Visit Wausau Ads	210 · Cardme...	1,507.32
Credit Card Charge	06/28/2025	WHITE	Spotify Ad Studio	Visit Wausau Ads	210 · Cardme...	501.91
Credit Card Charge	06/28/2025	WHITE	Spotify Ad Studio	Visit Wausau Ads	210 · Cardme...	261.36
Credit Card Charge	06/28/2025	WHITE	Google Ads	Monthly PPC Ads for Visit Wausau	210 · Cardme...	497.70
Credit Card Charge	07/28/2025	WHITE	Google Ads	Monthly PPC Ads for Visit Wausau	210 · Cardme...	500.00
Credit Card Charge	07/28/2025	WHITE	Spotify Ad Studio	Ads for Visit Wausau - Summer Campaign	210 · Cardme...	503.38
Credit Card Charge	07/28/2025	WHITE	Cellcom	Monthly fee for data	210 · Cardme...	40.00
Credit Card Charge	07/28/2025	WHITE	Google Ads	PPC Ads for Visit Wausau	210 · Cardme...	500.00
Credit Card Charge	07/28/2025	WHITE	Spotify Ad Studio	Visit Wausau Ad Campaigns - Summer	210 · Cardme...	500.59
Credit Card Charge	07/28/2025	WHITE	Google Ads	PPC Ads for Visit Wausau	210 · Cardme...	500.00

Wausau/Central WI CVB Account QuickReport January through August 2025

Type	Date	Num	Name	Memo	Split	Amount
Credit Card Charge	07/28/2025	WHITE	Spotify Ad Studio	Visit Wausau Ads - Summer Campaign	210 · Cardme...	501.63
Credit Card Charge	07/28/2025	WHITE	Google Ads	PPC Ads for Visit Wausau	210 · Cardme...	500.00
Credit Card Charge	07/28/2025	WHITE	Spotify Ad Studio	Visit Wausau Ads Summer Campaign	210 · Cardme...	501.91
Credit Card Charge	07/28/2025	WHITE	Spotify Ad Studio	Visit Wausau Ads - Summer Campaign	210 · Cardme...	237.28
Credit Card Charge	07/28/2025	WHITE	Google Ads	PPC Ads for Visit Wausau	210 · Cardme...	430.11
Bill	07/31/2025		Gary Barden Design L...	Monthly retainer for the month of June 2025	220 · Accounts...	600.00
Bill	07/31/2025		Gary Barden Design L...	Monthly retainer July 2025	220 · Accounts...	600.00
Bill	08/06/2025	14152	Milwaukee Magazine	Digital ad for Visit Wausau Summer Camp...	220 · Accounts...	750.00
Bill	08/21/2025	1722052	Adara	Visit Wausau DirectMedia Summer Campal...	220 · Accounts...	7,324.20
Credit Card Charge	08/28/2025	WHITE	Google Ads	Monthly PPC Ads for Visit Wausau	210 · Cardme...	500.00
Credit Card Charge	08/28/2025	WHITE	Spotify Ad Studio	PPC Ads for Visit Wausau	210 · Cardme...	502.04
Credit Card Charge	08/28/2025	WHITE	Google Ads	Monthly PPC Ads for Visit Wausau	210 · Cardme...	500.00
Credit Card Charge	08/28/2025	WHITE	Cellcom	Monthly fee for data on Iphone15	210 · Cardme...	27.10
Credit Card Charge	08/28/2025	WHITE	Spotify Ad Studio	Monthly PPC Ads for Visit Wausau	210 · Cardme...	501.29
Credit Card Charge	08/28/2025	WHITE	Google Ads	Monthly PPC Ads for Visit Wausau	210 · Cardme...	500.00
Credit Card Charge	08/28/2025	WHITE	Spotify Ad Studio	Monthly PPC Ads for Visit Wausau	210 · Cardme...	501.14
Credit Card Charge	08/28/2025	WHITE	Google Ads	Monthly PPC Ads for Visit Wausau	210 · Cardme...	500.00
Credit Card Charge	08/28/2025	WHITE	Spotify Ad Studio	Monthly PPC Ads for Visit Wausau	210 · Cardme...	510.94
Credit Card Charge	08/28/2025	WHITE	Google Ads	Monthly PPC Ads for Visit Wausau	210 · Cardme...	500.00

Total 607 · Advertising Expenses

TOTAL

79,570.41
79,570.41

2026 Goals:

Shift Advertising and Marketing dollars to different markets - Adara Summer Campaign was successful, would like to invest more funding and create campaigns with Adara

Travel Wisconsin Co-Op Programs with Madden Media, Minnesota Tribune, Digital Ads.

2025 Budget Amount: \$111,550.00

Current Amount Left: \$31,979.59

Forecast Four Month Prediction:
\$45,000.00

Over Budget Amount: \$13,020.41
(overage due to summer campaign using extra funds from Rothschild)

2026 Budget for Advertising:
\$115,000.00

3% increase for 2026

Wausau/Central WI CVB
Account QuickReport
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7:59 AM
 09/21/25
 Accrual Basis

Type	Date	Num	Name	Memo	Split	Amount
608 - Marketing Expense						
Credit Card Charf...	01/28/2025	WHITE	Google Ads	BSG Winter Campaign 2025	210 · Cardme...	500.00
Credit Card Charf...	01/28/2025	WHITE	Google Ads	BSG Winter Campaign 2025	210 · Cardme...	500.00
Credit Card Charf...	01/28/2025	WHITE	Google Ads	BSG Winter Campaign 2025 Ads	210 · Cardme...	500.00
Credit Card Charf...	01/28/2025	WHITE	Google Ads	BSG Winter Campaign 2025	210 · Cardme...	500.00
Credit Card Charf...	01/28/2025	WHITE	Google Ads	BSG Winter Campaign 2025	210 · Cardme...	500.00
Credit Card Charf...	01/28/2025	WHITE	Google Ads	BSG Winter Ad Campaigns 2025	210 · Cardme...	500.00
Credit Card Charf...	01/28/2025	WHITE	Google Ads	BSG Winter Campaign 2025	210 · Cardme...	500.00
Credit Card Charf...	01/28/2025	WHITE	Facebook	BSG Winter Campaign 2025	210 · Cardme...	376.02
Credit Card Charf...	01/28/2025	WHITE	Facebook	BSG Winter Campaign 2025	210 · Cardme...	34.52
Credit Card Charf...	01/28/2025	WHITE	MailChimp	Monthly fee for newsletter feeds	210 · Cardme...	417.57
Credit Card Charf...	01/28/2025	WHITE	Facebook	Visit Wausau PPC Ads	210 · Cardme...	142.43
Bill	02/27/2025	20214...	Meredith Operation...	Wi Summer Co-op ad in 2024 Midwest Living	210 · Cardme...	1,308.90
Credit Card Charf...	02/28/2025	MAG...	Greater Wausau Af...	Business Expo Table Registration	220 · Account...	5,990.00
Credit Card Charf...	02/28/2025	WHITE	MailChimp	Monthly newsletter feeds	210 · Cardme...	550.00
Credit Card Charf...	03/28/2025	WHITE	MailChimp	Monthly newsletter feed	210 · Cardme...	142.43
Bill	04/03/2025	MCC-...	Wisconsin Public R...	Radio ads for Visit Wausau	210 · Cardme...	142.43
Bill	04/03/2025	MC-1...	Radio Milwaukee Inc.	Pens for Visit Wausau with logo and website	220 · Account...	2,227.00
Credit Card Charf...	04/28/2025	MAG...	4imprint	?	220 · Account...	600.00
Credit Card Charf...	04/28/2025	WHITE	Canva	Radio advertising for Visit Wausau	210 · Cardme...	772.48
Bill	05/01/2025	MC-1...	Radio Milwaukee Inc.	Sponsorship for the leaders workshop	220 · Account...	1,950.00
Check	05/01/2025	13012	Hmong American ...	Filming of the 45 X 90 Marker	0100 · People...	200.00
Check	05/01/2025	13015	Lashbro LLC	Sponsorship for the 2025 Ice Trail Alliance Annual Meeting	0100 · People...	1,500.00
Check	05/01/2025	13021	Ice Age Trail Allian...	Winter Drone Footage	0100 · People...	400.00
Bill	05/27/2025	204265	Forever Visuals LLC	Spotify Setup and DM Paid	220 · Account...	100.00
Bill	05/27/2025	MAG...	Granicus	Cheese purchase for the filming of Mad Dog Grill at the 45 X 90 marker	220 · Account...	8,440.00
Credit Card Charf...	05/28/2025	MAG...	Mullins Cheese Inc.	6 wired racks for brochure distribution	210 · Cardme...	19.22
Credit Card Charf...	05/28/2025	MAG...	Siegel Display	Monthly fee for newsletter feeds	210 · Cardme...	252.63
Credit Card Charf...	05/28/2025	WHITE	MailChimp	Video links management	210 · Cardme...	142.43
Credit Card Charf...	05/28/2025	WHITE	Linktree	Music during Tourism Celebration at Sconni's	210 · Cardme...	180.00
Check	05/28/2025	13033	Mattea Joy	Sandwich Boards for Barn Quilting Project	0100 · People...	250.00
Bill	06/11/2025	01060...	New Pulse Marketing	Content Creator for Clean Slate Videos and Pictures	220 · Account...	121.53
Bill	06/11/2025	001	Myah Yang	Content Creators for Brokogi Videos	220 · Account...	170.00
Bill	06/11/2025	002	Myah Yang	Pop up 10 X 10 Tent for Visit Wausau booths	210 · Cardme...	78.98
Credit Card Charf...	06/28/2025	MAG...	Sam's Club	Name Tag purchase for Tourism Celebration at Sconni's	210 · Cardme...	39.31
Credit Card Charf...	06/28/2025	MAG...	Office Depot	Pizza for Tourism Celebration for 2025	210 · Cardme...	356.42
Credit Card Charf...	06/28/2025	MAG...	Sconni's	monthly fee for newsletter feeds	210 · Cardme...	142.43
Credit Card Charf...	06/28/2025	WHITE	MailChimp	Ads for Visit Wausau	210 · Cardme...	1,022.53
Credit Card Charf...	06/28/2025	WHITE	Microsoft Ads	Ads for Visit Wausau	210 · Cardme...	1,002.46
Credit Card Charf...	06/28/2025	WHITE	Microsoft Ads	Visit Wausau Ads	210 · Cardme...	1,002.17
Credit Card Charf...	06/28/2025	WHITE	Sconni's	Tourism Celebration 2025	210 · Cardme...	77.17
Credit Card Charf...	06/28/2025	WHITE	Eventbrite	Tourism Celebration Ticket platform system	210 · Cardme...	48.79
Credit Card Charf...	06/28/2025	HER	Amazon.com	Pride Fest Flags for Booth space	210 · Cardme...	10.54
Bill	06/30/2025	16041	Vector & Ink	2page spread in the See Wisconsin Magazine for 2025	220 · Account...	2,250.00
Bill	06/30/2025	52406	Fancy Horse Films	Video Content on the Ironbull Solstice Summit 2025 - second video person	220 · Account...	295.00
Bill	07/14/2025	14056	Milwaukee Magazine	Digital Ad on Milwaukeemag.com for Visit Wausau	220 · Account...	750.00
Bill	07/14/2025	209416	Granicus	Act On with features and paid media and reporting	220 · Account...	5,493.75

Wausau/Central WI CVB
Account QuickReport
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7:59 AM
 09/21/25
 Accrual Basis

Type	Date	Num	Name	Memo	Split	Amount
Credit Card Charf...	07/28/2025	WHITE	MailChimp	Monthly fee for newsletter feeds	210 · Cardme...	142.43
Credit Card Charf...	07/28/2025	WHITE	Microsoft Ads	Ads for Visit Wausau - Summer Campaign	210 · Cardme...	2,000.47
Credit Card Charf...	07/28/2025	WHITE	Facebook	Facebook Visit Wausau Ads	210 · Cardme...	48.67
Credit Card Charf...	07/28/2025	WHITE	Facebook	Facebook Visit Wausau Ads	210 · Cardme...	1,000.26
Credit Card Charf...	07/28/2025	WHITE	Microsoft Ads	Visit Wausau Ads - Summer Campaign	210 · Cardme...	2,002.95
Bill	08/06/2025		Forever Visuals LLC	Drone and Camera Full Package for Wausau 24 2025	220 · Account...	600.00
Bill	08/06/2025	202523	V. Eau Claire	Sponsorship for the AGLOW 2025	220 · Account...	2,000.00
Bill	08/06/2025	5741	Our Wisconsin	Arts & Cultural Ad in the August/September 2025 issue of Our Wisconsin	220 · Account...	4,048.00
Bill	08/21/2025	349312	Wisconsin Public R...	Radio ads for Visit Wausau	220 · Account...	2,228.00
Credit Card Charf...	08/28/2025	WHITE	MailChimp	Newsletter Feeds Monthly fee	210 · Cardme...	142.43
Credit Card Charf...	08/28/2025	WHITE	Benevolent Badger	Social Media Post about new coffee/game shop	210 · Cardme...	29.82
Credit Card Charf...	08/28/2025	WHITE	Canva	Marketing Materials	210 · Cardme...	600.00
Credit Card Charf...	08/28/2025	WHITE	Microsoft Ads	PPC Ads for Visit Wausau	210 · Cardme...	2,011.06
Credit Card Charf...	08/28/2025	WHITE	Children's Imaginar...	Charity Ducks for Annual Event	210 · Cardme...	100.00
Credit Card Charf...	08/28/2025	WHITE	Facebook	PPC Ads for Visit Wausau	210 · Cardme...	53.06
Credit Card Charf...	08/28/2025	WHITE	Facebook	Monthly PPC Ads for Visit Wausau	210 · Cardme...	1,474.63
Credit Card Charf...	08/28/2025	HER	Old Navy	Clothing to get branded for Visit Wausau	210 · Cardme...	73.61
Bill	08/28/2025	17217...	Adara	Summer Campaign for PPC Ads for Visit Wausau	220 · Account...	1,533.60

Total 608 · Marketing Expense 63,907.63

TOTAL 63,907.63

2026 Goals:

Shift Advertising and Marketing dollars to different markets - Adara Summer Campaign was successful, would like to invest more funding and create campaigns with Adara

Work with other organizations with their marketing efforts and create ad placements outside the 90 mile radius, using Visit Wausau as their marketing source/agency.

2025 Budget Amount: \$75,000.00
Current Amount Left: \$11,092.37
Forecast Four Month Prediction: \$25,000.00

Over Budget Amount: \$36,000.00
 (overage due to summer campaign using extra funds from Rothschild & marketing sponsorship/partnerships opportunities and BSG Winter campaign)
2026 Budget for Marketing: \$78,000.00
 3% increase for 2026

Wausau/Central WI CVB Account QuickReport January through August 2025

8:13 AM
09/21/25
Accrual Basis

Type	Date	Num	Name	Memo	Split	Amount
609 - Website						
Bill	01/13/2025	CL 19...	Simpleview LLC	Quarterly billing for CRM & CMS Licensing and Ac...	220 - Accounts...	7,743.75
Bill	02/27/2025	1012723	Simpleview LLC	CMS Licensing Fee	220 - Accounts...	83.33
Bill	02/27/2025	1011664	Simpleview LLC	Trails Collection Widget Setup	220 - Accounts...	2,000.00
Credit Card Charge	03/28/2025	WHITE	Go Daddy.com	Website domain renewals	210 - Cardme...	188.57
Bill	04/09/2025	1476	Gary Barden Design...	Map Illustration design	220 - Accounts...	2,500.00
Credit Card Credit	04/28/2025	WHITE	GoDaddy	Website Return	210 - Cardme...	-275.88
Credit Card Charge	04/28/2025	WHITE	GoDaddy	Website domain	210 - Cardme...	275.88
Credit Card Charge	04/28/2025	WHITE	GoDaddy	Go Daddy.com	210 - Cardme...	275.88
Credit Card Charge	04/28/2025	WHITE	GoDaddy	Website Domain	210 - Cardme...	12.17
Credit Card Charge	04/28/2025	WHITE	GoDaddy	Website domains	210 - Cardme...	46.68
Credit Card Charge	04/28/2025	WHITE	GoDaddy	Website domain	210 - Cardme...	12.17
Credit Card Charge	04/28/2025	WHITE	Alltrails.com	trails widget for website	210 - Cardme...	17.99
Bill	05/27/2025	CL 20...	Simpleview LLC	Act On Contacts and SMS Features	220 - Accounts...	1,993.75
Bill	05/27/2025	200981	Simpleview LLC	Book Direct Licensing	220 - Accounts...	250.00
Credit Card Charge	05/28/2025	WHITE	Go Daddy.com	Website Domain Renewals	210 - Cardme...	86.51
Credit Card Charge	05/28/2025	WHITE	GoDaddy	Website Domain Renewals	210 - Cardme...	24.34
Credit Card Charge	05/28/2025	WHITE	GoDaddy	Website Domain Renewals	210 - Cardme...	36.51
Credit Card Charge	06/28/2025	MAGU...	GoDaddy	Website domain renewal	210 - Cardme...	22.17
Credit Card Charge	06/28/2025	WHITE	Go Daddy.com	Website domain renewal	210 - Cardme...	12.17
Credit Card Charge	06/28/2025	WHITE	Go Daddy.com	Website domain renewal	210 - Cardme...	12.17
Credit Card Charge	06/28/2025	WHITE	Paddle.net	Domain features purchase	210 - Cardme...	68.58
Credit Card Charge	06/28/2025	WHITE	GoDaddy	Website Domain Fee	210 - Cardme...	12.17
Bill	07/14/2025	209355	Granicus	Trails Collection Widget, Blogs, Weather Feed, G...	220 - Accounts...	6,168.75
Credit Card Charge	07/28/2025	MAGU...	GoDaddy	Website Domain Renewal	210 - Cardme...	22.17
Credit Card Charge	07/28/2025	WHITE	GoDaddy	Website Domain Renewal	210 - Cardme...	88.68
Bill	07/30/2025	207762	Granicus	Website Domain Fees	220 - Accounts...	6,168.75
Credit Card Charge	08/28/2025	WHITE	Issuu Publishing	Website tools	210 - Cardme...	2,259.00
Total 609 - Website						30,106.26
TOTAL						30,106.26

2026 Goals:

Being proactive on website renewals and programs available and evaluating as needed.

Being proactive on Simpleview tools and evaluating as needed.

2025 Budget Amount: \$70,000.00

Current Amount Left: \$39,893.74

Forecast Four Month Prediction: \$25,000.00

2026 Budget Amount: \$65,000.00

Decrease for 2026 of 7%

**Wausau/Central WI CVB
Account QuickReport
January through August 2025**

8:26 AM
09/21/25
Accrual Basis

Type	Date	Num	Name	Memo	Split	Amount
800 - Salary & Wages						
Check	01/17/2025	ONLI...	Payroll	Salary & Wages	0100 - People'...	10,269.23
Check	01/31/2025	ONLINE	Payroll	Salary & Wages	0100 - People'...	10,365.48
General Journal	01/31/2025			Allocate Wages for the month of January 2025	120 - Due Fro...	-4,924.51
Check	02/14/2025	ONLINE	Payroll	Salary & Wages	0100 - People'...	10,426.73
Check	02/28/2025	ONLINE	Payroll	Salary & Wages	0100 - People'...	10,374.24
General Journal	02/28/2025			Allocate Wages for February 2025	120 - Due Fro...	-3,367.16
Check	03/14/2025	ONLINE	Payroll	Salary & Wages	0100 - People'...	10,470.49
Check	03/28/2025	ONLINE	Payroll	Salary & Wages	0100 - People'...	10,681.73
General Journal	03/31/2025			Allocate Wages	120 - Due Fro...	-3,367.16
Check	04/11/2025	ONLINE	Payroll	Salary & Wages	0100 - People'...	11,121.23
Check	04/25/2025	ONLINE	Payroll	Salary & Wages	0100 - People'...	11,157.24
General Journal	04/30/2025			Allocate Wages	120 - Due Fro...	-3,367.16
Check	05/09/2025	ONLINE	Payroll	Salary & Wages	0100 - People'...	11,354.73
Check	05/23/2025	ONLINE	Payroll	Salary & Wages	0100 - People'...	11,164.23
General Journal	05/31/2025			Allocate Wages for the month of May 2025	120 - Due Fro...	-3,367.15
Check	06/06/2025	ONLINE	Payroll	Salary & Wages	0100 - People'...	11,915.99
Check	06/20/2025	ONLINE	Payroll	Salary & Wages	0100 - People'...	11,623.73
General Journal	06/30/2025			Allocate Wages for the month of June 2025	120 - Due Fro...	-3,367.16
Check	07/03/2025	ONLINE	Payroll	Salary & Wages	0100 - People'...	11,402.98
Check	07/18/2025	ONLINE	Payroll	Salary & Wages	0100 - People'...	11,958.00
Check	07/30/2025	ONLINE	Payroll	Salary & Wages	0100 - People'...	11,569.48
General Journal	07/31/2025			Allocate Wages July 2025	120 - Due Fro...	-3,367.16
Check	08/15/2025	ONLINE	Payroll	Salary & Wages	0100 - People'...	11,513.98
Check	08/29/2025	ONLINE	Payroll	Salary & Wages	0100 - People'...	11,405.98
General Journal	08/31/2025			Allocate Wages for the month of August 2025	120 - Due Fro...	-5,019.23
Total 800 - Salary & Wages						158,628.78
TOTAL						158,628.78

2026 Goals:

Having part-time positions built into the budget to help support current staff.

Having part-time positions built into the budget for a potential visitor center presence.

2025 Budget Amount: \$279,000.00

Current Amount Left: \$120,371.22

Forecast Four Month Prediction: \$80,000.00

2026 Budget Amount: \$255,000.00

Decrease for 2026 of 8%