



## **TOWN OF RIB MOUNTAIN**

Where Nature, Family & Sport Come Together

[www.townofribmountain.org](http://www.townofribmountain.org)

3700 North Mountain Road  
Wausau, Wisconsin 54401

(715) 842-0983

Fax(715) 848-0186

# **OFFICIAL NOTICE & AGENDA RIB MOUNTAIN TOURISM COMMISSION**

The Rib Mountain Tourism Commission will meet at the Rib Mountain Municipal Building, 3700 North Mountain Road, Town of Rib Mountain, August 6, 2019 at 5:00 p.m.

It is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information, no action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice.

1. Call to Order
2. Roll Call
3. Approve Minutes of the 9/4/2018 Tourism Commission Meeting
4. Review of Tourism Financials
5. Request for Sponsorship from the Grand Theater
6. Discussion of funds for Meetings Mean Business
7. Reports from Commission Members
8. Reports from Staff
9. Future Agenda Items
10. Adjourn

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Commission Chair

Date

In addition to attendance in person at the location described above, Board members and the public may attend by telephone conference. Persons wishing to attend the meeting by phone should contact Joanne Ruechel at 715-842-0983 24 hours prior to the start time of the meeting for further instructions.

Please note that, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service, contact the Town Clerk for the Town of Rib Mountain at 715-842-0983.

**Rib Mountain Tourism Commission**  
**September 4, 2018**  
**Meeting Minutes**

Chairman Allen Opall called the Rib Mountain Tourism Commission to order at 4:51 p.m. at the Town of Rib Mountain Municipal Center, 3700 North Mountain Road. Present were Commissioners Jim Legner, Nick Patel, Gerry Klein and Brad Conklin. Commissioner Fred Schaefer arrived at 5:00 p.m.

Also present were Administrator Gaylene Rhoden, Finance Director Nicole Dunbar and Town Clerk Michelle Peter.

Approval minutes of the 6/5/2018 Tourism Commission Meeting - **Motion by Legner/Patel to approve the minutes of the 6/5/18 Tourism Commission Meeting. Questioned and carried 5:0.**

Review of Tourism Financial – Finance Director Dunbar provided the financials of the Rib Mountain Tourism Commission. She stated in tonight’s packet, the presented financials are through August 31, 2018. It also provided the current Tourism Fund balance of \$81,861.

Discussion of the Wausau Central Wisconsin Visitor Bureau Contract – Administrator Rhoden reminded members the current contract with the Central Wisconsin Visitor Bureau expires on December 31, 2018.

Administrator Rhoden was asked at a previous meeting to seek input from the surrounding municipalities. Based on the enquiry, Rothschild, Schofield and the City of Wausau do not plan to change the terms of their agreement. Commission members agreed to allow the contract to automatically renew for one year.

Request for Funds to be used towards Rib Mountain Dog Park – Administrator Rhoden noted the Town has received over \$110,000 in donations, grant funding and contractor credits for the new dog park. Anticipated construction costs are estimated at \$135,000. Street/Park Superintendent Turner is seeking approximately \$25,000 in funding for the completion of the project.

Administrator Rhoden stated the Rib Mountain Inn and Quality Inn are pet friendly hotels. The Quality Inn is directly across the street for the dog park. A suggestion was made to contact Richard Barrett at the CVB to promote the dog park. **Motion by Schaefer/ Legner approve the request for funding for the Rib Mountain Dog Park not to exceed \$25,000. Questioned and carried 6:0.**

Request from Grand Theater to Advertise – Town Administrator Gaylene Rhoden reported the Town recently received a request to advertise through the Grand Theater. She provided members with advertising options and levels. She noted the Town has never partnered with The Grand. By advertising it would give the community recognition plus it would support the local theater.

Rhoden stated it was recommended the Town consider advertizing with The Grand, but not to exceed \$1,000. **Motion by Legner/Patel to approve advertizing for The Grand in the amount not to exceed \$1,000. Questioned and carried 6:0.**

Reports from Commission Members – Nick Patel asked if members had received a status report on the possible Sports Complex development. Members have not heard any additional news.

Reports from Staff – Administrator Gaylene Rhoden asked Nick Patel if he hears of any benefit for the Tourism Commission to bring it their attention. Possible ideas for promoting the area might include bike racing and summer adventures to the area.

Future Agenda Items – None

**Adjourn – Motion by Schaefer/Legner to adjourn at 5:27 p.m. Questioned and carried 6:0.**

Submitted by  
Michelle Peter  
Clerk

## Town of Rib Mountain - Special Revenue Funds

### *Revenue and Expenditure Summary*

As of July 31, 2019

<b><u>TOURISM FUND</u></b>	<b>YTD</b>	<b>2019</b>	<b>Remaining</b>	<b>Budget</b>
	<b>7/31/2019</b>	<b>Budget</b>	<b>Balance</b>	<b>% Left</b>
<b>REVENUES</b>				
Transfers In	84,445	245,000	160,555	65.53%
Interest on Balances	1,730	1,000	(730)	-73.00%
<b>Total Revenues</b>	<b>86,175</b>	<b>246,000</b>	<b>159,825</b>	
<b>EXPENDITURES</b>				
Legal Expenses	-	2,000	2,000	100.00%
Tourism Activities	40	30,000	29,960	99.87%
CVB/SA Quarterly Payments	52,778	153,125	100,347	65.53%
<b>Total Expenditures</b>	<b>52,818</b>	<b>185,125</b>	<b>132,307</b>	
<b>Net Change in Fund Balance</b>	<b>33,357</b>			
<b>Beginning Fund Balance</b>	127,951			
<b>Change in Fund balance</b>	<b>33,357</b>			
<b>Ending Fund Balance</b>	<b>161,308</b>			

**ITEM:** Request from the Grand Theater to Advertise

**ISSUES:**

Last year the Tourism Commission agreed to sponsor/advertise with the Grand Theater for \$1000. The Grand Theater is requesting our sponsorship again. Please see attached information.

**FISCAL IMPACT:**

To be determined.

**ACTION TO BE TAKEN:**

1. Motion to approve advertising/sponsorship for the Grand Theater in an amount not to exceed \$1000.
2. Motion to deny.



THE  
GRAND  
THEATER

Performing Arts Foundation, Inc.  
401 Fourth Street  
Wausau, WI 54403-5420  
715-842-0988  
www.grandtheater.org

Rib Mountain Tourism Commission  
3700 North Mountain Road  
Wausau, WI 54401

BOARD OF DIRECTORS

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Melanie Schumann  
*Director of Marketing &  
Development*

The Performing Arts Foundation is  
a 501(c)3 non-profit organization.

**Donate online!**

[grandtheater.org/support](http://grandtheater.org/support)

Dear Tourism Commission,

I am putting forth this request to be considered by the Tourism Commission to continue their past support of \$1,000 as a Signature Level Sponsor to The Grand Theater for our 2019/20 Season.

The Grand is North Central Wisconsin's most complete event complex, providing a variety of gathering spaces for touring shows, local arts, and rental events including meetings, exhibits and social activities. This season The Grand will present their annual main stage series consisting of 28 shows; the Arts In Education Series consisting of 14 performances for area students; and the emerging artist concert series: the 10x10 Series. Last year The Grand welcomed 130,000 visitors, held 254 events and performances, and had 5,000 first time ticket buyers. Last year over 335 overnight hotel stays were booked for artists alone.

The Grand is committed to bringing the best of the performing arts to North Central Wisconsin therefore creating a better place to visit, live, and work. Last year 28,000 tickets sold came from outside Marathon County with 10,000 of those tickets sold came from outside of 90 minutes from Wausau. The Grand strives to better the community by raising the profile of the arts and serves as an economic driver. The Grand's regional economic impact is \$4.7 million, while supporting 144 full time jobs. The Grand is requesting a sponsorship from the Tourism Commission to assist with marketing efforts and other show related costs that allows us to bring world renowned touring artists to North Central Wisconsin. The 2019/20 Season consists of 28 fantastic shows that have earned a combined 20 Grammy Awards, 11 Tony Awards, 60 #1 Hits, a Pulitzer Prize, and almost 95 million tickets sold.

Thank you for your consideration of supporting The Grand!

Sincerely,

Melanie Schumann  
Director of Marketing & Development

# SPONSOR WITH



# THE GRAND THEATER

## OUR MISSION:

The Performing Arts Foundation ENTERTAINS, EDUCATES, and ENRICHES the community by offering world class programming, which develops a lifelong appreciation for the arts in its citizens and enhances the quality of life in the region.

## The Grand Theater

We have an exciting, eclectic season coming up at The Grand! The upcoming 2019/20 Season will include Broadway musicals, Grammy-winning music legends, and both traditional and cutting-edge performances sure to amaze. The Grand Theater proudly presents 28 shows sure to have audiences filled with awe, laughter, and excitement; appealing to a wide range of audiences.

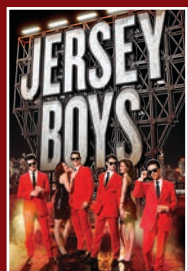
The Grand Theater's impact in the community is made greater through the support of local businesses and corporations. While our business partnerships benefit the community as a whole, there are direct benefits that your business can take advantage of as well. A corporate partnership with The Grand Theater:

- Provides a dynamic atmosphere for business networking and client events
- Contributes to creativity in the community, which attracts and retains the best and brightest employees
- Offers recognition for your leadership in supporting a valuable community asset
- Grants you and your business exciting opportunities to actively engage with the arts

The Grand provides a number of levels of business support, insuring the perfect fit for partnership. Each level provides unique sponsorship opportunities, which carry various associated benefits. Benefits may include complimentary tickets, special event invitations, complimentary room rentals, and a large variety of recognition opportunities: including print, radio, television, and digital.

Explore our Sponsor Levels & Benefits, then contact Melanie Schumann, Director of Marketing & Development at 715-842-0988 or [mschumann@grandtheater.org](mailto:mschumann@grandtheater.org) to discuss currently available sponsorship options and pricing.

## 2019/2020 SEASON

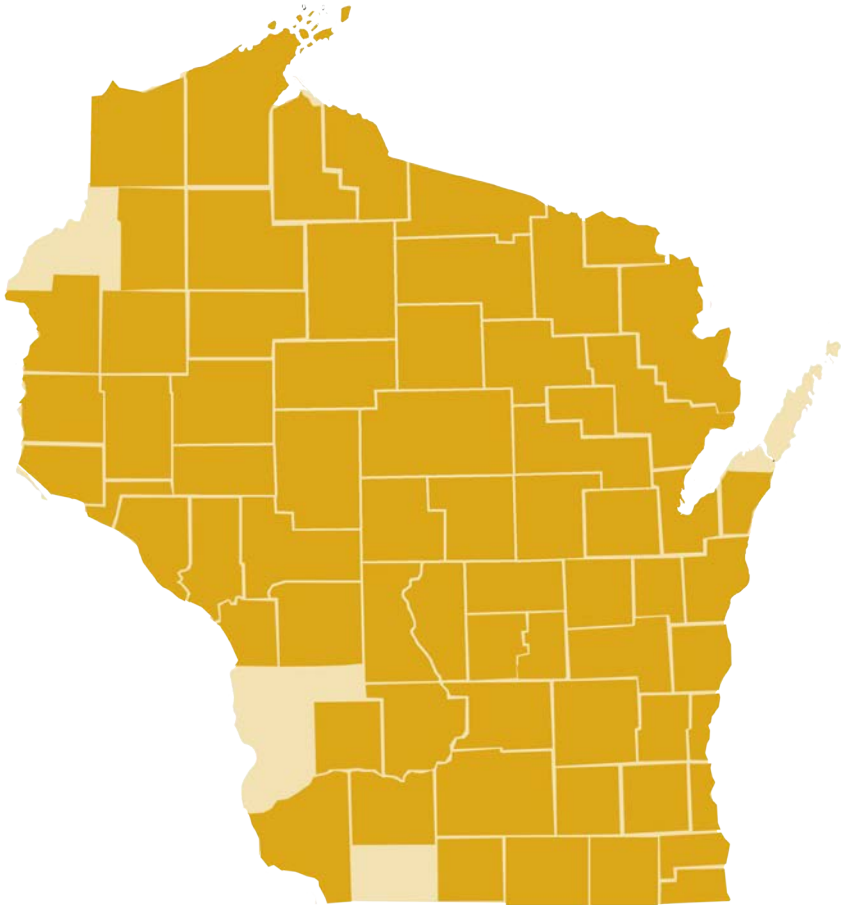


AND MANY MORE!



# SPONSORSHIP OVERVIEW

With a combination of benefits and marketing, you can maximize your charitable giving through sponsorship at The Grand. We are proud of our relationship with you and will serve as good stewards of your generous support. We are committed to delivering valuable benefits and a positive partnership experience to each Performing Arts Foundation Sponsor.



## PATRON RESIDENCY

Chart indicates counties the Grand Theater serves. Although centralized in North Central Wisconsin, our patrons come from all over the state.

## VENUE OVERVIEW

- The Grand Theater is ranked as one of the **top 150 venues** worldwide from Pollstar's 2018 Annual Report.
- The Grand Theater has **over 830** season ticket subscribers.
- The past year at The Grand Theater included **19 Sell-Outs**.
- The Grand sold **over 70,000 tickets** through a variety of events such as the mainstage series, rental events, and other special events.
- The Grand Theater's season brochure and newsletters are sent to **over 25,000 households**.
- **Approximately 135,000** users visit The Grand's website.
- Television and radio ads reach a viewership of **370,000 households**.
- The Grand's email base reaches over **30,000 patrons**.
- The Grand serves **67 counties** all over the state, from Bayfield to Rock, and Polk to Brown.
- The theater is home to over **250 events** per year including performances, weddings, concerts, and parties.





# SPONSOR BENEFITS

## PRESENTING SPONSOR | \$5,000

Premier sponsorship of a single show with the following benefits:

- Primary logo placement in season brochure, signage in Great Hall, show page on website, and season program
- Logo also included in TV, print, & posters pertaining to show; marquee scroll; season roll-out video; sponsored show program title page; printed newsletters leading up to sponsored show
- Company Name printed on sponsored show tickets
- Recognition during sponsored show curtain call
- Complimentary half-page, full-color ad in season program
- Invitation to purchase tickets in advance of the general public
- Complimentary private corporate lounge available prior to sponsored show
- Ten complimentary tickets to sponsored show (subject to artist agreements)

## FEATURED SPONSOR | \$3,000

Sponsorship of a single show with the following benefits:

- Logo placement in season brochure, signage in Great Hall, show page on website, and season program
- Logo also included in TV, print, & posters pertaining to show; marquee scroll; season roll-out video; sponsored show program title page; printed newsletters leading up to sponsored show
- Recognition during sponsored show curtain call
- Invitation to purchase tickets in advance of the general public
- Discounted private corporate lounge available prior to sponsored show
- Six complimentary tickets to sponsored show (subject to artist agreements)

## SIGNATURE SPONSOR | \$1,000-\$2,999

Sponsorship of entire season with the following benefits:

- Logo placement in season program, signage in Great Hall, and website
- Invitation to purchase tickets in advance of the general public
- Two complimentary tickets to a show

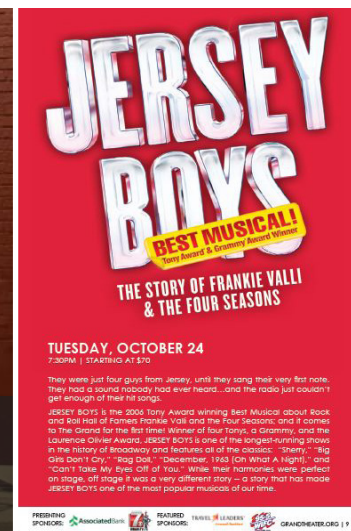
## SUPPORTING SPONSOR | \$500-\$999

Sponsorship of entire season with the following benefits:

- Logo placement on season program, signage in Great Hall, and website



The Grand offers special promotional and ticket opportunities throughout the season including booths, special events, and meet and greets.



See your logo on The Grand Theater's marquee, on rotation 24/7 throughout our season!



# OTHER SPONSORSHIP OPPORTUNITIES

The Grand Theater offers many other sponsorship opportunities outside the traditional show sponsorship. Read more below on how to support one of The Grand's series and learn how to create your very own!

## COMMUNITY ENGAGEMENT SERIES

*TITLE SPONSORSHIP | \$15,000 FOR THE 2019/20 SEASON*

With a mission to ENTERTAIN, EDUCATE, and ENRICH, The Grand Theater pushes the performing arts from the stage into our community. Through workshops, residencies, and free cultural events, the Community Engagement Series not only makes arts more accessible to North Central Wisconsin, but also creates unique experiences to bring the community closer to the arts. Throughout the 2018-19 Season the Community Engagement Series served **over 5,500** community members.

By supporting the Performing Arts Foundation through the Community Engagement Series Sponsorship, your company will impact the vibrancy of North Central Wisconsin, enhance your brand, strengthen your corporate reputation, and reach new audiences. As the Community Engagement Series Sponsor, you will receive exclusive, named recognition, for all engagement events.

## THE 'CREATE YOUR OWN' SERIES

*TITLE SPONSORSHIP | \$20,000 FOR THE 2019/20 SEASON*

Have you always wanted to choose your own shows to create the perfect series? Now you can! Dream up your own series of music, dance, and more by selecting your favorite six eligible events from the 2019/20 lineup to create your own series!

By supporting the Performing Arts Foundation through a Series Sponsorship, your company will impact the vibrancy of North Central Wisconsin, enhance your brand, strengthen your corporate reputation, and communicate key messages to loyal audiences. As a Series Sponsor, you will receive exclusive, named series recognition, for six performances. This series can be customized based on the audience you are aiming to reach.

## THE BROADWAY SERIES

*TITLE SPONSORSHIP | \$25,000 FOR THE 2019/20 SEASON*

By sponsoring the Broadway Series, you have the opportunity to be the exclusive Title Sponsor of the most popular shows at The Grand! The 2019/20 Broadway Series includes five productions: **Waitress, Beautiful: The Carole King Musical, Jersey Boys, Rent, and Bandstand.**

By supporting the Performing Arts Foundation through the Broadway Series Sponsorship, your company will impact the vibrancy of North Central Wisconsin, enhance your brand, strengthen your corporate reputation, and communicate key messages to loyal audiences. As a Series Sponsor, you will receive exclusive, named series recognition, for five Broadway performances.

**Town of Rib Mountain**  
*Meetings Mean Business Funds*  
 7/31/2019

<u>Year</u>	<u>Quarter</u>	<u>Funds Issued</u>	<u>Annual Total</u>
2017	1	\$ 3,008.42	
2017	2	\$ 2,263.04	
2017	3	\$ 3,052.45	
2017	4	\$ 4,674.06	\$ 12,997.97
2018	1	\$ 6,788.79	
2018	2	\$ 6,115.60	
2018	3	\$ 8,144.35	
2018	4	\$ 7,163.97	\$ 28,212.71
2019	1	\$ 7,539.72	
2019	2	\$ -	
2019	3	\$ -	
2019	4	\$ -	\$ 7,539.72
		<b>\$ 48,750.40</b>	<b>\$ 48,750.40</b> Town of Rib Mountain Balance