



# TOURISM COMMISSION

OFFICIAL NOTICE & AGENDA

## \*AMENDED\*

THIS AGENDA SHALL SERVE AS NOTICE FOR THE **REGULAR MEETING** OF THE VILLAGE OF RIB MOUNTAIN TOURISM COMMISSION, WHICH IS TO BE HELD ON **JUNE 4, 2024, MEETING AT 5:00 P.M. AT THE VILLAGE OF RIB MOUNTAIN MUNICIPAL CENTER, 227800 SNOWBIRD AVENUE**. SAID MEETING SHALL BE CALLED IN ACCORDANCE WITH WIS. STATS. §19.83 AND §19.84. THE VILLAGE TRUSTEES, OTHER COMMISSIONS, AND COMMITTEES OF THE VILLAGE MAY ATTEND FOR PURPOSES OF GATHERING INFORMATION. SUBJECT MATTER FOR CONSIDERATION AND POSSIBLE ACTION FOLLOWS:

- 1) Call to Order
- 2) Roll Call
- 3) Comments From the Public Related to Agenda Items
- 4) Discussion and Action on Minutes of the [03/05/24 Tourism Commission Meeting](#)
- 5) Discussion and Action on [Hmong Wausau Festival](#)
- 6) Discussion and Action on [Grand Theater](#)
- 7) Discussion and Action on [Revision of the Grant Application – Additional Deadline Dates for Grant Application](#)
- 8) Discussion and Action on [Extension of Agreement with Wausau Visitor & Convention Bureau](#)
- 9) \* Discussion and Recommendation on [Blossom of Lights Grant Funding Release](#)
- 10) Reports from Commission Members
- 11) Reports from Staff
- 12) Future Agenda Items
- 13) Adjourn

*Allen Opall (GR)*

*05/31/2024*

Commission Chair

Date

Attendees may also join the meeting virtually: <https://zoom.us/j/98816294558> or by phone at [\(312\) 626-6799](tel:3126266799) with Meeting ID **988 1629 4558**. If you require special accommodations, please contact the Village of Rib Mountain at [\(715\) 842-0983](tel:7158420983).

# **Rib Mountain Tourism Commission**

## **March 5, 2024**

### **Meeting Minutes**

#### **Call to Order**

President Opall called the Rib Mountain Tourism Commission to order at 5:00 p.m. at the Rib Mountain Municipal Center, 227800 Snowbird Avenue.

Present were Commissioners Fred Schaefer, Cory Sillars, and Nick Patel. Excused Brad Conklin, and Gerry Klein.

Also, present were Administrator Rhoden, Superintendent Turner, Development Director Grande, and Clerk Kolden.

#### **Comments From the Public Related to Agenda Items**

There were no public comments related to agenda items.

#### **Approve Minutes of the January 16, 2024**

*Motion by Patel/Schaefer to approve the minutes from January 16, 2024, meeting. Questioned and carried 4/0.*

#### **Presentation from Wausau/Central Wisconsin Convention and Visitor Bureau – Updates/Basecamp Status**

CVB Director Tim White provided updates on the Basecamp development, discussing progress and plans moving forward.

#### **Discussion and Action on Holding or Reimbursement of Funds for Rib Knights Cancelled Event: Battle at Bull Falls**

The commission discussed the request for handling funds due to the cancellation of the "Battle at Bull Falls" event. It was decided to ask for reimbursement should the event not be held and agreed that reapplication could be made in the subsequent year if the event is scheduled again.

The Group representative wasn't sure if Rib Knights even received the check... If you receive the funds, you'll reimburse them. If we didn't send them to you, then we will just keep it.

*Motion by Schaefer/Patel to request reimbursement and allow for reapplication next year. Questioned and carried 4/0.*

#### **Discussion and Action on Wisconsin Valley Art Association - Art in the Park Event**

The commission reviewed the application for the "Art in the Park" event. They received details about the impact and scope of the event from the applicant. Members expressed support for the event, highlighting its importance to the community.

*Motion by Schaefer/Patel to approve the \$5,000 funding request for "Art in the Park". Questioned and carried 4/0.*

#### **Discussion and Action on Taste & Glow Balloon Event**

There was discussion around the "Taste & Glow" balloon event, particularly focusing on the growth and success of the previous events. Event coordinators outlined efforts to hold it again, mentioning the obstacles they are facing due to prior coordinators wanting to move it outside the area. Working on getting more balloons currently have 6, hoping for 20.

*Motion by Schaefer/Patel to approve the \$10,000 request for the Taste and Glow. Questioned and carried 4/0.*

### **Discussion and Action on Wausau 24 Event**

The commission listened to updates regarding the "Wausau 24" event, emphasizing its expansion and increased sponsor involvement. A request was made to support the event further, and the commission expressed approval of the growing prominence of the race.

*Motion by Schaefer/Patel to approve the full amount for both sponsorships totaling \$6500.00. Questioned and carried 4/0.*

### **Discussion and Action on Grass Drag Races and Swap Meet**

The commission addressed the application for the Grass Drag Races and Swap Meet event. The applicant described the event's long history, economic benefits to the area, and need for greater sponsorship.

*Motion by Sillars/Patel to approve the \$5000.00 request for the Grass Drags & Swap Meet. Questioned and carried 4/0.*

### **Discussion and Action on Blossom of Lights Event – Monk Gardens**

Monk Gardens presented their request for funding the "Blossom of Lights" event, intending to extend the festivities and attract more visitors during the season. The discussion included marketing plans and projected economic impact.

*Motion by Schaefer/Patel to approve the \$10,000 request for Blossom of Lights event at Monk Gardens. Questioned and carried 4/0.*

### **Discussion and Action on Wausau Pride – Wausau River District, Inc.**

The application for the Wausau Pride event was reviewed, detailing three intertwined events slated for the same day, targeting a diverse audience, and aiming for significant regional pull. The organizers outlined plans for advertising and expressed hopes for increased overnight visitors.

*Motion by Schaefer/Patel to approve the \$1500.00 Request for Wausau Pride. Questioned and carried 3/1.*

### **Reports from Commission Members**

Members had no reports to share at the time.

### **Reports from Staff**

Further discussion around the application process included a proposal to set more deadlines for funding applications, intending to help staff handle applications more efficiently.

Consideration for 2 additional application deadlines throughout the year suggested dates would be approximately Feb. 15<sup>th</sup>, May 15<sup>th</sup>, Aug. 15<sup>th</sup>, and Nov. 15<sup>th</sup>.

### **Future Agenda Items**

The revised funding application deadlines.

### **Adjourn**

*Motion by Schaefer/Patel to adjourn at 5:55 p.m. Questioned and carried 4/0. All attendees voted in favor and the motion passed unanimously.*

Respectively submitted by  
Clerk Lynnae Kolden – Minutes software program.

Note: These minutes are not to be considered official until acted upon at an upcoming regular meeting, therefore, they are subject to revision.



**ITEM:** Hmong Wausau Festival

**ISSUES:** Attached you will find an application for Hmong Wausau Festival to be held on July 27-28. The Tourism Commission has approved funding for the event in the past. In 2023, the applicant received \$10,000. They have requested funds from the City of Wausau (\$20,000) and the Village of Rothschild (\$10,000).

**FISCAL IMPACT:** \$10,000

**ACTION TO BE TAKEN:**

1. Motion to approve the attached application for sponsorship for the Hmong Festival in the amount of \$\_\_\_\_\_.
2. Motion to send back to staff for further review.



**RIB MOUNTAIN**

Where Nature, Family & Sport Come Together

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## **RIB MOUNTAIN TOURISM COMMISSION GRANT APPLICATION**

Per State Statute, the Village has set aside the required 70% of motel/hotel tax money collected for tourism purposes. A portion of tax receipts are retained by the Rib Mountain Tourism Commission for purposes of funding tourism related items.

To comply with State Statutes, the Tourism Commission will consider following promotions/sponsorship using motel/hotel tax money collected as follows:

- The event/activity/project brings visitors from the outside area that would directly or indirectly benefit Rib Mountain businesses.
- The event/activity/project encourages over-night lodging especially for Rib Mountain motels/hotels.
- The event/activity/project encourages the public to visit our community (i.e., Advertising).
- The event/activity/project supports tourists in the area (i.e., infrastructure).
- The requesting party must provide proof that their event, activity and/or project meet one of the above criteria.

Eligible applicants should include the following:

- Not for Profit Organizations with an IRS determination.
- Events located in or near Rib Mountain and offers economic benefits to Rib Mountain through increased room nights.

Deadlines for Applications: **February 15 and August 15**. Applications are reviewed the following month.

Grant recognition:

All awarded entities must include Rib Mountain's logo and where space allows, the following grant recognition, "Sponsored in part by the Rib Mountain Tourism Commission".

Grant limits:

The maximum grant available is \$10,000. The maximum allowed per organization per fiscal year is \$20,000. In special circumstances, the Tourism Commission shall have the ability to award additional funds. This would be handled as a case-by-case basis. If funding is not available due to certain circumstances, the Tourism Commission may pause the grant program until further notice or provide only partial requests.

Grant Expiration/Reporting:

Grant awards will expire one year after approval from the Rib Mountain Tourism Commission.

The Rib Mountain Tourism Commission reserves the right to request additional information, whether in writing or verbally, as part of the grant review.

Once the event/activity/project is completed, the applicant is **required** to submit a written report. The report must include information on how the Rib Mountain tourism money was used. Also, did the event/activity/project meet the organization's expectations, why or why not? Lastly, will the event/activity be repeated?

Event/Activity/Project Name: Hmong Wausau Festival

Organization Name: Hmong American Center, Inc.

Event Dates: July 27 - 28

Tax or EIN #: 39-1459824

Contact Person: Yee Leng Xiong

Address: 1109 N 6th Street, Wausau, WI 54403

Phone Day/Cell: 715-842-8390 / 715-348-6214

Email: yeelengxiong@hmongamericancenter.org

Amount Requested: \$ 10,000.00

**DESCRIPTION OF EVENT**

Please write a brief description of the event/tournament/project:

The Hmong Wausau Festival will be hosted on July 27-28, 2024. We have seen the event grow from an event of 7,000 attendees to 13,000 (conservatively). It continues to be one of the fastest-growing and largest Southeast Asian Festivals in the Country. We intend to utilize more of our time marketing and bringing in additional performers and sports teams from outside of the Midwest. We are confident we can do this, as our coordinators have been marketing our event to different regions in the US. We are also seeing an increase in vendors from outside the Midwest who have expressed interest, as we are starting to advertise and promote our event. We are also beginning to have an emphasis on different cultural food, and not just Hmong food. We originally started this event with just a few certain tournaments such as Flag Football, Soccer, and Volleyball. We have since then increase it to include a fishing tournament and various of competitions and tournaments. As the only Hmong Festival in the country that does fireworks, we will also be focusing on our performance line up in the evening. We will be working with surrounding event partners to bring in a variety of performers to Central WI.

**EVENT HISTORY**

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

In 2017 when we initially started the festival, we estimated to have 4,000 - 5,000 in attendance. We broke that estimate with 7,000.

- 2018 - 8,000 attendees
- 2019 - 9,000 attendees
- 2020 - Cancelled due to COVID-19
- 2021 - 14,000 attendees
- 2022 - 13,000 attendees (not counting vendors, volunteers, children, elders, or VIPs)
- 2023 - 13,500 attendees (not counting vendors, volunteers, children, elders, or VIPs)


**ADDITIONAL EVALUATION CRITERIA – PLEASE ATTACHED ADDITIONAL SHEETS TO ANSWER THE FOLLOWING**

Questions	Yes/No	Explanation (if needed or requested)
Does the event/tournament/project take place in Rib Mountain? If not, please explain how Rib Mountain would benefit.	No	The HWF usually books up all the hotel rooms in our area. In addition, due to there being several businesses and restaurants in Rib Mountain, many of our attendees go there for food.
Please explain efforts that will be made to have attendees visit Rib Mountain?		There are several opportunities, we've always allowed Rib Mountain the opportunity to advertise their programs and even Rib Mountain itself. In addition, we've also had the Hmong medias conduct interviews from Rib Mountain prior to the event. Suab Hmong News has done this before.
Does the event/tournament/project have blocked hotel rooms in Rib Mountain?	No	We are confident the spaces will be booked.
Does the event/tournament/project benefit a non-profit organization? If yes, please identify which ones.	Yes	The Hmong American Center, Inc.
Has the event/tournament/project received funding from other municipalities? If yes, please identify which ones and how much.	Yes	City of Wausau, \$20,000 Village of Rothschild \$10,000
Does your event meet the requirements identified on page one of the application? Please explain.	Yes	We are a non profit organization. The event attracts people from across the United States to Central WI. Marketing opportunities will always be given to the Village of Rib Mountain, similar as past.

## Application Acknowledgement

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

Event Representative: Yee Leng Xiong

Printed Name:  Date 5/12/2024



**ITEM:** Grand Theater

**ISSUES:** Attached you will find a grant application for the Grand Theater. The Tourism Commission has previously supported the Grand with funding. The Theater is requesting \$5,000, which is a "Presenting Sponsor". Attached is a breakdown of the benefits for the different levels of sponsorship. Previous sponsorship in 2023 was for \$1000.

**FISCAL IMPACT:** \$5,000

**ACTION TO BE TAKEN:**

1. Motion to approve the attached application for sponsorship for the Grand Theater in the amount of \$\_\_\_\_\_.
2. Motion to send it back to staff for further review.





**TOWN OF RIB MOUNTAIN**

Where Nature, Family & Sport Come Together

## **RIB MOUNTAIN TOURISM COMMISSION**

### **GRANT APPLICATION**

Per State Statute, the Town has set aside the required 70% of motel/hotel tax money collected for tourism purposes. A portion of tax receipts are retained by the Rib Mountain Tourism Commission for purposes of funding tourism related items.

To comply with State Statutes, the Tourism Commission will consider following promotions/sponsorship using motel/hotel tax money collected as follows:

- The event/activity/project brings visitors from the outside area that would directly or indirectly benefit Rib Mountain businesses.
- The event/activity/project encourages over-night lodging especially for Rib Mountain motels/hotels.
- The event/activity/project encourages the public to visit our community (i.e., Advertising).
- The event/activity/project supports tourists in the area (i.e., infrastructure).
- The requesting party must provide proof that their event, activity and/or project meet one of the above criteria.

Eligible applicants should include the following:

- Not for Profit Organizations with an IRS determination.
- Events located in or near Rib Mountain and offers economic benefits to Rib Mountain through increased room nights.

Grant recognition:

All awarded entities must include Rib Mountain's logo and where space allows, the following grant recognition, "Sponsored in part by the Rib Mountain Tourism Commission".

Grant limits:

The maximum grant available is \$10,000. In special circumstances, the Tourism Commission shall have the ability to award additional funds. This would be handled as a case-by-case basis. If funding is not available due to certain circumstances, the Tourism Commission may pause the grant program until further notice or provide only partial requests.

Grant Expiration/Reporting:

Grant awards will expire one year after approval from the Rib Mountain Tourism Commission.

The Rib Mountain Tourism Commission reserves the right to request additional information, whether in writing or verbally, as part of the grant review.

Once the event/activity/project is completed, the applicant is **required** to submit a written report. The report must include information on how the Rib Mountain tourism money was used. Also, did the event/activity/project meet the organization's expectations, why or why not? Lastly, will the event/activity be repeated?

Event/Activity/Project Name:	2024-25 Season Sponsor
Organization Name:	The Grand Theater – Performing Arts Foundation, Inc.
Event Dates:	September 1, 2024 to June 30, 2025
Tax or EIN #:	23-7240695
Contact Person:	Tessa Taylor, Director of Development
Address:	401 N. Fourth St., Wausau, WI 54403
Phone Day/Cell:	715-842-0988
Email:	ttaylor@grandtheater.org
Amount Requested:	\$5,000.00

## DESCRIPTION OF EVENT

**Please write a brief description of the event/tournament/project:**

The Grand Theater is seeking consideration for the Rib Mountain Tourism Commission to continue their past support as a Sponsor of The Grand Theater’s upcoming 2024-25 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 meeting, exhibits, and other private events. This season, The Grand will present over 36 mainstage shows including 6 award-winning Broadway titles, in addition to 12 Arts In Education Series performances for area students, 7 10x10 Series concerts that showcase emerging artists, as well as our new Community Engagement Series. In 2023, The Grand held 158 events and performances with nearly 68,000 tickets sold.

The Season Sponsorship levels range from \$500-5,000 or our currently open Community Engagement Series Sponsorship in the amount of \$10,000 or Broadway Series Sponsorship in the amount of \$17,500. As a Presenting Sponsor (\$5,000 level), Rib Mountain Tourism Commission could either sponsor one single show with numerous benefits, or we can divide the sponsorship up to support 5 different shows (that need the additional artist funding for).

## EVENT HISTORY

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

Each year, The Grand brings in roughly 130,000 patrons from across Wisconsin and beyond. We are thrilled to see attendance return with 6,118 first-time ticket-buyers in 2023, which is up 50% from 2022. For nearly a century, The Grand Theater has been North Central Wisconsin’s home for the performing arts, and a huge tourism attraction for the area. Last year, we served patrons from all 72 counties in Wisconsin. During the 2022-23 Season, we saw approximately 35,000 tickets sold outside of Marathon County, and nearly 11,000 of those tickets were sold to patrons coming from 90 miles from Wausau or further.

We believe that a majority of our Season performances (70%) draw attention and encourage over-night stays in Rib Mountain, specifically the Hilton Garden Inn and beyond. The Grand draws visitors from all 72 Wisconsin Counties and had over 6,000 first time visitors, of which we assume are visiting Wausau area/Rib Mountain for the first time. Hilton Garden Inn stays are up anywhere between 2-7% specifically on The Grand’s performance dates (of 108 rooms, roughly 2-8 rooms are booked for patrons seeing our shows). With an average cost of stay at \$160 per night and 2-7% capacity booking due to The Grand Theater’s performances (\$160 x 2-8 rooms x 36

shows for Season), Hilton Garden Inn generates revenue between \$11,500-\$46,000+ alone with no consideration of other Rib Mountain businesses. Of those patrons who come to the Wausau area, they see Rib Mountain Tourism Commission and Town of Rib Mountain logo in our advertisements, digital marketing via emails and social media and more. This occurs before they come to town, during their stay and in upcoming new event information. Due to the local business and individual supporters, the advertising supports tourists in the area and encourages visitors to see what the area has to offer (Rib Mountain/Wausau area and beyond). Depending on the time of year/Season, visitors see Rib Mountain activities advertised when in town (Granite Peak, Parks and Recreation, trails, and stays) and talked about by area patrons.

Since 1987, the PAF has called the historic Grand Theater home, serving the community through four key objectives:

- Diverse Programming: Showcasing a wide variety of high-quality programming, bringing the best of the performing arts to the region.
- Exceptional Customer Service: Creating a welcoming, and accessible environment for all patrons.
- Access For All: Eliminating social and economic barriers that restrict access to the arts, ensuring everyone gets to experience the transformative power of the arts.
- Education and Engagement: Promoting and developing a love for the arts through programs, activities and performances.

**ADDITIONAL EVALUATION CRITERIA – PLEASE ATTACHED ADDITIONAL SHEETS TO ANSWER THE FOLLOWING**

<u>Questions</u>	<u>Yes/No</u>	<u>Explanation (if needed or requested)</u>
Does the event/tournament/project take place in Rib Mountain? If not, please explain how Rib Mountain would benefit.	No	Show at The Grand generate approximately 500 hotel stays in the area.
Please explain efforts that will be made to have attendees visit Rib Mountain?		A “Plan Your Visit” page on our website highlights places to stay, eat, and visit in Rib Mountain. We partner with the CVB and other organizations like Granite Peak Ski Area to highlight tourist attractions in Marathon County.
Does the event/tournament/project have blocked hotel rooms in Rib Mountain?	No	
Does the event/tournament/project benefit a non-profit organization? If yes, please identify which ones.	Yes	The Performing Arts Foundation, Inc. is a 501(c)(3) nonprofit organization, and we often partner with other nonprofits to distribute free and reduced tickets and provide rental space fee abatements.
Has the event/tournament/project received funding from other municipalities? If yes, please identify which ones and how much.	Yes	Between \$10,000-25,000 per year from the City of Wausau Room Tax Fund.

Does your event meet the requirements identified on page one of the application? Please explain.	Yes	Yes, The Grand's season performances encourage overnight stays in Rib Mountain.
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**Application Acknowledgement**

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

Event Representative:           Tessa Taylor          

Printed Name:           Tessa Taylor           Date           5/29/2024

# SPONSORSHIP OVERVIEW



With a combination of benefits and marketing, you can maximize your impact 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.

## 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, season program, and marquee
- Logo also included in TV, print, and digital advertising; social media, video, and emails; show program, newsletters, and other printed materials
- Company Name printed on sponsored show tickets (subject to artist approval)
- Recognition during sponsored show curtain speech (subject to artist approval)
- Complimentary half-page, full-color ad in season program
- Invitation to purchase tickets to season shows in advance of the general public
- Complimentary private reception space 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, season program, and marquee
- Logo also included in TV, print, and digital advertising; social media, video, and emails; show program, newsletters, and other printed materials
- Recognition during sponsored show curtain speech (subject to artist approval)
- Invitation to purchase tickets to season shows in advance of the general public
- Discounted private private reception space 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 to season shows 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



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



**ITEM:** Revision of the Grant Application – Additional Deadline Dates for Grant Application

**ISSUES:** Attached you will find a revised application for the Rib Mountain Tourism Commission. The application includes the new logo as well as additional dates for grant submittals. At the last Tourism Commission meeting, the Administrator requested the Commission to consider adding dates for grants. We have several applicants who are not able to meet the due dates because of the timing of the events. The additional dates would allow applicants to apply four times a year. If no applications are received, then the Commission does not need to meet unless there is other business to address. The dates added break it up into an even four times a year.

- February 15
- May 15
- August 15
- November 15

**FISCAL IMPACT:** N/A

**ACTION TO BE TAKEN:**

1. Motion to approve the attached revised application as presented.
2. Motion to approve the attached revised application with the following changes \_\_\_\_\_.
3. Motion to send back to staff for further review.



# R I B M O U N T A I N

## RIB MOUNTAIN TOURISM COMMISSION

### GRANT APPLICATION

Per State Statute, the Village has set aside the required 70% of motel/hotel tax money collected for tourism purposes. A portion of tax receipts are retained by the Rib Mountain Tourism Commission for purposes of funding tourism related items.

To comply with State Statutes, the Tourism Commission will consider following promotions/sponsorship using motel/hotel tax money collected as follows:

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- The requesting party must provide proof that their event, activity and/or project meet one of the above criteria.

Eligible applicants should include the following:

- Not for Profit Organizations with an IRS determination.
- Events located in or near Rib Mountain and offers economic benefits to Rib Mountain through increased room nights.

Deadlines for Applications: **February 15**, **May 15**, **August 15**, and **November 15**. Applications are reviewed the following month.

Grant recognition:

All awarded entities must include Rib Mountain's logo and where space allows, the following grant recognition, "Sponsored in part by the Rib Mountain Tourism Commission".

Grant limits:

The maximum grant available is \$10,000. The maximum allowed per organization per fiscal year is \$20,000. In special circumstances, the Tourism Commission shall have the ability to award additional funds. This would be handled as a case-by-case basis. If funding is not available due to certain circumstances, the Tourism Commission may pause the grant program until further notice or provide only partial requests.

Grant Expiration/Reporting:

Grant awards will expire one year after approval from the Rib Mountain Tourism Commission.

The Rib Mountain Tourism Commission reserves the right to request additional information, whether in writing or verbally, as part of the grant review.

Once the event/activity/project is completed, the applicant is **required** to submit a written report. The report must include information on how the Rib Mountain tourism money was used. Also, did the event/activity/project meet the organization's expectations, why or why not? Lastly, will the event/activity be repeated?

Event/Activity/Project Name: \_\_\_\_\_

Organization Name: \_\_\_\_\_

Event Dates: \_\_\_\_\_

Tax or EIN #: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Day/Cell: \_\_\_\_\_

Email: \_\_\_\_\_

Amount Requested: \_\_\_\_\_

\$

**DESCRIPTION OF EVENT**

Please write a brief description of the event/tournament/project:

**EVENT HISTORY**

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

**ADDITIONAL EVALUATION CRITERIA – PLEASE ATTACHED ADDITIONAL SHEETS TO ANSWER THE FOLLOWING**

Questions	Yes/No	Explanation (if needed or requested)
Does the event/tournament/project take place in Rib Mountain? If not, please explain how Rib Mountain would benefit.		
Please explain efforts that will be made to have attendees visit Rib Mountain?		
Does the event/tournament/project have blocked hotel rooms in Rib Mountain?		
Does the event/tournament/project benefit a non-profit organization? If yes, please identify which ones.		



Has the event/tournament/project received funding from other municipalities? If yes, please identify which ones and how much.		
Does your event meet the requirements identified on page one of the application? Please explain.		

**Application Acknowledgement**

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

Event Representative: \_\_\_\_\_

Printed Name: \_\_\_\_\_ Date \_\_\_\_\_



**ITEM:** Extension of Agreement with Visitor & Convention Bureau

**ISSUES:** In August 2023, the extension of the agreement between the Village of Rib Mountain Tourism Commission and Wausau/Central Wisconsin Visitor & Convention Bureau was signed. The term of the agreement is for twelve months at signing. The Tourism Commission needs to decide whether to extend the agreement. The agreement will also need to be updated with the term "Village".

**FISCAL IMPACT:** Of the 8% that Rib Mountain collects from hotels, the first 3% is paid towards the CVB with 2.5% designated for promotional purposes and the remaining 0.5% used for the Sports Authority.

**ACTION TO BE TAKEN:**

1. Motion to approve the attached application for sponsorship for the Hmong Festival in the amount of \$\_\_\_\_\_.
2. Motion to send back to staff for further review.

## **TOURISM ENTITY AGREEMENT**

This **TOURISM ENTITY AGREEMENT** ("Agreement") is entered into by and between the Town of Rib Mountain Room Tax Commission ("Commission") and the Wausau Central Wisconsin Convention & Visitors Bureau, Inc., a Wisconsin Non-Profit 501(c)(6) Non-Stock Corporation ("CVB").

**WHEREAS**, the Town of Rib Mountain ("Town"), is authorized by the laws of Wisconsin to impose, collect, and distribute a portion of the proceeds of hotel/motel room taxes to promote and develop tourism and for the purpose of improving the economic well-being of the entire community, and has funded such a program since at least 1994; and

**WHEREAS**, the Town has enacted an ordinance imposing a uniform tax on the privilege of furnishing, at retail, rooms or lodging to transients by hotelkeepers, motel operators and other persons furnishing accommodations which are available to the public pursuant to Sec. 66.0615 Wis. Stats. ("Room Tax Act"); and

**WHEREAS**, within the Room Tax Ordinance, the Town has imposed a Room Tax of eight percent (8 percent); and

**WHEREAS**, the Town has created a Room Tax Commission ("Commission") to oversee the proper expenditures of room taxes in accordance with the requirements of the Room Tax Act; and

**WHEREAS**, the Commission desires to enter into a contract with the CVB, as a qualifying "tourism entity" as defined in Section (l)(f) of the Room Tax Act, for it to provide the Commission with staff, support services and assistance in developing and implementing programs that foster tourism promotion and tourism development in the Town to visitors as provided in Section (l)(b)4 of the Room Tax Act and the CVB desires to enter into such a contract with the Commission; and

**WHEREAS**, the agreements of the parties as to such services shall be as set forth herein;

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

1. Recitals. The foregoing Recitals are hereby incorporated in and made a part of this Agreement.
2. Definitions.
  - a. "CVB" shall mean the Wausau Central Wisconsin Convention & Visitors Bureau, Inc., a Wisconsin Non-Profit 501(c)(6) Non-Stock Corporation.

- b. "Room Tax" shall mean a tax imposed on the privilege of furnishing, at retail, rooms or lodging to transients by hotelkeepers, motel operators and other persons furnishing accommodations which are available to the public pursuant to the Room Tax Act.
  - c. "Municipality" shall mean the governmental unit as identified in this Agreement in which an operating lodging property is located, and which collects a room tax.
  - d. "Remitted Room Taxes" shall mean the amount of room taxes that the Town has collected and will forward to the CVB under this Agreement.
  - e. "Room Tax Act" shall mean Section 66.0615 Wis. Stats., as amended during the term of this Agreement.
  - f. "Tourism promotion and tourism development" means any of the following that are significantly used by transient tourists and reasonably likely to generate paid overnight stays at more than one establishment on which a tax under Section (Im) (a) of the Room Tax Act may be imposed, that are owned by different persons and located within a municipality in which a tax is in effect:
    - 1. Marketing projects, including but not limited to advertising media buys, creation, and efforts to recruit conventions, sporting events, programs, or motor coach groups.
    - ii. Transient tourist informational services.
    - iii. Tangible municipal development, including a convention center.
    - iv. Room taxes shall not be used to construct or develop a lodging facility.
3. Purpose. The purpose of this Agreement is to set forth the respective responsibilities, powers, duties, and obligations of the parties hereto in collecting and utilizing Room Tax Revenues generated in the Municipality under the provisions of the Room Tax Act and spent in accordance with the requirements of the Room Tax Act.
4. Room Tax Revenues.
- a. The Town has imposed and will collect an eight percent (8 percent) room tax on transient visitors who stay at the lodging properties within the Town.
  - b. The Commission, in turn, will remit a portion of its annual appropriation for the purposes of tourism promotion and tourism development in the Town on a quarterly basis, within 45 days after the end of each calendar quarter. The

appropriation shall be the first three percent (3.0 percent) of the total receipts collected in hotel/motel taxes by the Town. The appropriation comprised of the first two and half percent (2.5 percent) shall be used for general tourism promotion. The remaining half percent (0.5 percent) shall be used for the purposes related exclusively for the Sports Authority. The CVB shall be responsible for providing reports to the Commission at least twice a year on the efforts of the CVB to promote visits to Rib Mountain using the Sports Authority funding.

5. Appointment of Tourism Entity. The Commission hereby appoints the CVB as a tourism entity referenced in the Room Tax Act.
6. CVB Responsibilities. The CVB shall be responsible for the following:
  - a. Promotion. The CVB will provide information and exposure for the Town as part of the overall tourism promotion and tourism development of the region. CVB will actively promote Town locally on website, stationary, local PR, merchandise, flyers, workshops, events and conferences. CVB will also promote the municipality as a sponsor/supporter of the CVB when appropriate.

CVB will use location-based marketing and geotargeting when promoting municipalities attractions including social media, blog articles, geofencing, Local SEO and email marketing. CVB will also give strong consideration to outward marketing when it benefits the end user audience based on research and data. (i.e. Badger State Games that occur in Rib Mountain, the Wausau Marathon, International Ginseng Festival, etc.)

CVB represents “Visit Wausau” as the marketing name used on outward facing marketing to promote the entire region, not any one municipality. CVB is committed to promoting the attractions and amenities that visitors enjoy located in the municipality and will actively reach out to all organizations. Additionally, CVB will actively communicate with all municipalities partners informing them of new tools and programs the CVB is initiating.

- b. The CVB will be required to obtain staff, support services, and assistance in developing and implementing programs to promote tourism promotion and tourism development with the Town.
- c. Any notices or documentation required to be provided to the Town or its Commission by the CVB shall be forwarded to the Town Chair and Chairperson of the Commission. It is further acknowledged that, upon reasonable prior notice, the CVB will attend meetings called by the Town or its Room Tax Commission to discuss issues pertaining to room tax collection and expenditures and otherwise cooperate to achieve the purposes of the Room Tax Act.
- d. Accounting. The CVB shall provide the Town or its Commission with an accounting of the activities engaged in by the CVB and the expenditures of the room tax revenues, on a quarterly basis, and the CVB shall have not more

than thirty (30) days following each quarter to provide such information. Additionally, the CVB shall provide the Town or its Commission with a copy of its annual audit within thirty (30) days of it having been produced.

- e. All quarterly activities reports must include specific information on the type of marketing that took place to promote the Town of Rib Mountain. All reports on the use of funds to promote the Town with monies appropriated for the Sports Authority shall describe the efforts of the CVB and the purposes of the expenditure. These reports must be sent to the Town Chair, Town Administrator and Town Finance Director via email.
- f. The Executive Director, or their representative, must appear in front of the Rib Mountain Tourism Commission on a quarterly basis if a meeting is held for each year of this Agreement.
- g. Financial Budget Plan. Not later than January 1 of each year, or as otherwise agreed, the CVB shall generate a written Financial Budget Plan and Plan of Business for the year. This Plan of Business shall be made available to the Town or its Commission within thirty (30) days of the Town's or Commission's written request for the same. The parties agree that the Financial Budget Plan may be revised from time to time and, if so, the Town or its Commission will be so notified and provided with a revised Financial Budget Plan. It is understood that the Town or its Commission shall have no approval rights of the Financial Budget Plan but may provide comment or recommendation to the CVB which may be implemented at the CVB's discretion.
- h. Reports. The CVB agrees to prepare a separate DOR Form that is created and provided by the Department of Revenue ("DOR") for the Town, on or before April 1 beginning in 2021 as provided in Section (4) of the Room Tax Act, unless an extension in filing the Form to the DOR has been approved. If so, the CVB shall submit the DOR Form to the Town on or before thirty (30) days before it is due to the DOR. The Town and its Commission agree to cooperate with the CVB in completing this form.
- i. Compliance. The CVB agrees to comply with applicable laws pertaining to its non-profit status.
- j. Miscellaneous. The CVB agrees not to use tax funds collected from Rib Mountain room tax for any legal action that involves other municipal entities.
- k. The CVB agrees not to use tax funds collected from Rib Mountain room tax to fund any expenditures or to support or assist any other organization or entity in developing any program, services, or activities of that organization. The CVB also agrees to notify the Town of any anticipated expenditure of tax funds that are to be used to promote or enhance the programing or events of another entity or organization.

7. Acknowledgement of Compliance, The CVB acknowledges and agrees that the

imposition of a total Room Tax in the amount of eight percent (8%) by the Town complies with the Room Tax Act.

8. Deficient Payments by Commission. The parties agree that they shall work together toward the collection of any deficient amounts owed by the Commission; and the parties shall cooperate with the Town to assist it in the collection of any deficient amounts owed by any operator required to collect and remit Room Tax proceeds under the Town Ordinance.
9. Events of Default. Each of the following shall be considered to be an Event of Default (only following the applicable cure period) by the CVB:
  - a. The failure to provide an accounting or audit hereunder after thirty (30) days written notice of CVB's failure to do so by the Town or its Commission, as applicable.
  - b. The failure to provide a Financial Budget Plan hereunder after thirty (30) days written notice of CVB's failure to do so by the Town or its Commission.
  - c. The failure to provide the DOR Form to the Commission hereunder, unless excused by the Commission or the CVB is unable to provide the form in a timely manner due to circumstances beyond its control.

10. Term.

- a. This Agreement shall remain in effect for a period of one-year (twelve (12) months) from the earliest date of signing of this Agreement by both parties.
- b. The Town or its Commission shall have the right to give notice of termination of this Agreement at any time during its term with a minimum of thirty (30) day notice prior to the beginning of each calendar quarter. Rib Mountain will still be liable for room tax owed during the quarter that notice is given.
- c. The Town or its Commission may terminate this Agreement at any time with a thirty (30) day notice: (i) it is found that the CVB, or its agents, has committed a material breach of this Agreement, including but not limited to, the intentional misuse of the Room Tax Revenues for purposes outside of which are permitted by the Room Tax Act, which material breach is not cured within thirty (30) days of the CVB's receipt of written notice from the Town or its Room Tax Commission containing a sufficient description of the material breach alleged; or (ii) the CVB is no longer acting as a "tourism entity" as defined in the Room Tax Act.
- d. In the event of termination, the funds in the Room Tax Account shall be the property of the Town or its Commission. All funds paid by the Town in the possession of the CVB shall remain the property of CVB. The Commission shall make no further remittances to the CVB under this Agreement.

Following termination, the Commission shall have no further obligation to the

CVB. However, the obligations of CVB to provide an accounting or audit as described in Paragraph (6) (c) and (d) and a Plan as described in Paragraph (6) (f), shall survive termination of this Agreement.

Following termination, the Commission shall have no further obligation to the CVB. However, all parties are still obligated for their financial responsibilities for any future business commitments that may have been offered prior to termination.

11. Modification. This Agreement shall not be modified without an express written agreement executed by the parties.
12. Severability. If any provision or provisions of this Agreement shall be held to be invalid by a court of competent jurisdiction, such holding shall not in any way whatsoever affect the validity of the remainder of this Agreement.
13. Governing Law. This Agreement has been drawn and executed and shall be performed in the State of Wisconsin and shall be governed by the laws of the State of Wisconsin.
14. Waiver. No delay or omission by any party in exercising any right or power arising out of any default under any of the terms or conditions of this Agreement shall be construed to be a waiver of the right or power. A waiver by a party of any of the obligations of the other party shall not be construed to be a waiver of any breach of any other terms or conditions of this Agreement.
15. Enforcement. Enforcement of this Agreement may be by proceedings at law or in equity against any person or persons violating or attempting or threatening to violate any term or condition in this Agreement, either to restrain or prevent the violation or to obtain any other relief. If a suit is brought to enforce this Agreement, the prevailing party shall be entitled to recover its costs, including reasonable attorney fees, from the non-prevailing party.
16. Entire Agreement. This Agreement sets forth the entire understanding of the parties hereto and supersedes any and all prior agreements, arrangements and understandings relating to the subject matter hereof. There are no representations, arrangements, understandings, or agreements, oral or written, not contained herein.
17. Authority. In signing this Agreement, the parties represent and warrant that the terms herein have been approved by their respective governing bodies and that appropriate authority rests in the signatories on behalf of the parties.

IN WITNESS WHEREOF, the parties have executed this Agreement, comprising 17 paragraphs, as of the earliest date first above written below.

**TOWN OF RIB MOUNTAIN ROOM TAXCOMMISSION**



By:

\_\_\_\_\_  
Allen Opall  
Chair

\_\_\_\_\_  
Date

Attest:

\_\_\_\_\_  
Lynnae Kolden  
Clerk

\_\_\_\_\_  
Date

**WAUSAU CENTRAL WISCONSIN CONVENTION & VISITORS BUREAU, INC.**

By: Gregory S. Fisher August 24, 2023  
Greg Fisher Date  
Board Chair

Attest: [Signature] August 24, 2023  
Board Secretary Date



**ITEM:** Blossom of Lights Grant Funding Release

**ISSUES:** Due to recent contact with the public and media attention, this item has been requested to be on the agenda for discussion. See attached original application and recent email requesting funds.

**FISCAL IMPACT:** \$10,000

**ACTION TO BE TAKEN:**

1. Motion to \_\_\_\_\_

**From:** [Deborah Heeg](#)  
**To:** [Gaylene Rhoden](#)  
**Subject:** FW: Hotel tax grant  
**Date:** Tuesday, May 28, 2024 10:53:19 AM

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FYI

## Debbie Heeg

### Deputy Treasurer

Village of Rib Mountain  
227800 Snowbird Avenue  
Wausau, WI 54401  
Office: 715.842.0983  
Fax: 715.848.0186  
[dheeg@ribmountainwi.gov](mailto:dheeg@ribmountainwi.gov)

***Mission: Serving the Public Making Us the Community of Choice.***

***Vision: Rib Mountain will be the premier choice destination for safe high-quality living, outdoor recreation opportunities, and attractive commerce through planned growth, strategic partnerships, and leveraged resources.***



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**From:** Darcie Howard <dhoward@monkgardens.org>  
**Sent:** Tuesday, May 28, 2024 10:36 AM  
**To:** Deborah Heeg <DHeeg@ribmountainwi.gov>  
**Cc:** JODI Maguire <jmaguire@visitwausau.com>  
**Subject:** Hotel tax grant

**CAUTION: This email originated from outside the organization.  
Do not click links or open attachments unless you recognize the sender and know the content is safe.**

Hi Deborah:

I hope you are doing well. Could you, please let me know when we should expect our

grant money for Blossom of Lights? Thank you,

See you in the Gardens,

*Darcie E. Howard*  
Executive Director  
715-261-6309

Wausau's Happy Place  
[www.monkgardens.org](http://www.monkgardens.org)



**RIB MOUNTAIN**

Where Nature, Family & Sport Come Together

## **RIB MOUNTAIN TOURISM COMMISSION GRANT APPLICATION**

Per State Statute, the Village has set aside the required 70% of motel/hotel tax money collected for tourism purposes. A portion of tax receipts are retained by the Rib Mountain Tourism Commission for purposes of funding tourism related items.

To comply with State Statutes, the Tourism Commission will consider following promotions/sponsorship using motel/hotel tax money collected as follows:

- The event/activity/project brings visitors from the outside area that would directly or indirectly benefit Rib Mountain businesses.
- The event/activity/project encourages over-night lodging especially for Rib Mountain motels/hotels.
- The event/activity/project encourages the public to visit our community (i.e., Advertising).
- The event/activity/project supports tourists in the area (i.e., infrastructure).
- The requesting party must provide proof that their event, activity and/or project meet one of the above criteria.

Eligible applicants should include the following:

- Not for Profit Organizations with an IRS determination.
- Events located in or near Rib Mountain and offers economic benefits to Rib Mountain through increased room nights.

Deadlines for Applications: **February 15 and August 15**. Applications are reviewed the following month.

Grant recognition:

All awarded entities must include Rib Mountain's logo and where space allows, the following grant recognition, "Sponsored in part by the Rib Mountain Tourism Commission".

Grant limits:

The maximum grant available is \$10,000. The maximum allowed per organization per fiscal year is \$20,000. In special circumstances, the Tourism Commission shall have the ability to award additional funds. This would be handled as a case-by-case basis. If funding is not available due to certain circumstances, the Tourism Commission may pause the grant program until further notice or provide only partial requests.

Grant Expiration/Reporting:

Grant awards will expire one year after approval from the Rib Mountain Tourism Commission.

The Rib Mountain Tourism Commission reserves the right to request additional information, whether in writing or verbally, as part of the grant review.

Once the event/activity/project is completed, the applicant is **required** to submit a written report. The report must include information on how the Rib Mountain tourism money was used. Also, did the event/activity/project meet the organization's expectations, why or why not? Lastly, will the event/activity be repeated?

Event/Activity/Project Name: \_\_\_\_\_

Organization Name: \_\_\_\_\_

Event Dates: \_\_\_\_\_

Tax or EIN #: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Day/Cell: \_\_\_\_\_

Email: \_\_\_\_\_

Amount Requested: \_\_\_\_\_

\$ \_\_\_\_\_

### DESCRIPTION OF EVENT

Please write a brief description of the event/tournament/project:

### EVENT HISTORY

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

### ADDITIONAL EVALUATION CRITERIA – PLEASE ATTACHED ADDITIONAL SHEETS TO ANSWER THE FOLLOWING

Questions	Yes/No	Explanation (if needed or requested)
Does the event/tournament/project take place in Rib Mountain? If not, please explain how Rib Mountain would benefit.		
Please explain efforts that will be made to have attendees visit Rib Mountain?		
Does the event/tournament/project have blocked hotel rooms in Rib Mountain?		
Does the event/tournament/project benefit a non-profit organization? If yes, please identify which ones.		
Has the event/tournament/project received funding from other municipalities? If yes, please identify which ones and how much.		
Does your event meet the requirements identified on page one of the application? Please explain.		

## Application Acknowledgement

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

Event Representative: Darcie E Howard

Printed Name: \_\_\_\_\_ Date \_\_\_\_\_



**Town of Rib Mountain Tourism Commission**  
**Room Tax Grant Application**  
**Monk Botanical Gardens additional information**

**Event Description**

Blossom of Lights will be Wednesdays-Saturdays starting Sept 25, 2024-October 26, 2024 hosted at Monk Botanical Gardens. The botanic garden is lit artistically to provide walk-through experiences. We also host local food trucks in Marathon County. A scarecrow contest that community groups participate in and visitors vote on is also included. The event is in its third year. This is the only event of its kind display of lights throughout the Gardens, highlighting the botanics. Last year, over 5400 people from over 95 different zip codes in WI attended.

We worked with several hotels, three in Rib Moutnain, in 2023 that provided a discount for Blossom of Lights' attendees. They will partner with us again. We plan to reach ut to a few more hotels, including Hilton for 2024.

**Event History**

Blossom of Lights first year was 2022. We had 5400 attendees. In 2023, we hosted the same amount of visitors. This is primarily due to the cold and rainy Thursdays-Saturdays in October of 2023. This is why we have extended the event to four days and to start two weeks early. In 2023, the event's economic impact was \$413,678 to the area. # of local attendees 598, non-local overnight 2944, non local day 1058.

**Marketing Plan**

Blossom of Lights Marketing plan 2024									
Type of Marketing	Location	Run Dates	JEM GRANT	Wausau Tourism tax \$	Rib Mountain Tourism tax \$	Weston Tourism Tax \$	Rothschild Tourism tax \$	In-kind contribution	Notes
WSAW & FOX-commercials	Local	Sept 15-October 26th						\$10,000	
WSAW-streaming commercials	Eau Claire/Green Bay /Appleton	Sept 15-October 26th		\$10,000					

WPR	Madison Milwaukee, Duluth, UP, Green Bay/Appleton and Eau Claire/Lacrosse	Sept 15-October 26th			\$10,000			\$5,000	
WDEZ and WIFC radio	Local	Sept 15-October 26						\$10,000	
YOUTUBE	Madison, Milwaukee, Duluth, UP, Green Bay/Appleton and Eau Claire/Lacrosse	Sept 15-October 26th					\$5,000		
Social Media	Madison, Milwaukee, Duluth, UP, Green Bay/Appleton and Eau Claire/Lacrosse	Sept 15-October 26th	\$40,000			\$2,400			Working with CVB; this number will vary depending on JEM grant award
Our Wisconsin Magazine	State Wide	Aug-Sept				\$3,600			1 FP ad
The Greater Valley Guide	Green Bay/Appleton	Sept-Oct				\$1,000			1 FP ad for three months
Drip Media	Wausau, Weston, Merrill, Stevens point	Sept15-Oct 26th				\$3,000			Restaurant tv ads in over 100 establishments
Banners/ Posters	Local distribution	Sept15-Oct 26th							
Targeted Email	Statewide	Sept15-Oct 26th						No cost	CVB & Granite Peak Inkind

Promote tags onsite through photos/QR codes	All over	Sept 25-Oct 26th						No cost	Get people attending to tag the Gardens and Travel Wisconsin
TOTALS			\$40,000	\$10,000	\$10,000	\$10,000	\$5,000	\$25,000	\$100,000

\$100,000 (w/JEM grant), \$60,000 (w/o JEM grant)

**Target Markets:** Madison, Milwaukee, Duluth, UP, Green Bay/Appleton and Eau Claire/Lacrosse

**Target demographics:** Adults 25-54, children in households, interest: Travel+Sightseers, domestic Travel, Events

**Current Hotel Discounts**

Bantr Wausau and Rosthchild 20% off  
 Best Western Wausau Tower Reduced Rate  
 Sunshine Hospitality 20% off  
 Super 8 by Wyndham Wausau  
 Days Inn & Suites by Wyndham Wausau  
 Rib Mountain  
 La Quinta Inn by Wyndham Wausau  
 Country Inn & Suites by Radisson Stewart Inn  
 Reduced Rate TBD

Hotel Asks for 2024  
 Holiday Inn Rothschild  
 Grand Lodge Hotel-Rothschild  
 Fairfield Inn-Weston

AmerInn-Weston  
 Hilton-Wausau

We have begun discussion with Granite Peak to create a ticket package including Blossom of Lights and Fall Leaf Ride.

This event meets the funds' following requirements:

- The event/activity/project brings visitors from the outside area that would directly or indirectly benefit Rib Mountain businesses.
- The event/activity/project encourages overnight lodging especially for Rib Mountain motels/hotels.
- The event/activity/project encourages the public to visit our community (i.e., Advertising).
- The event/activity/project supports tourists in the area (i.e., infrastructure).

The 2024 Blossom of Lights event will be Monk Botanical Gardens' 3rd year of hosting. The economic impact in 2023 was a 73% increase from 2022. We suspect that this number will increase by 10% in 2024, \$455,046. These numbers are based on the zip codes of ticket buyers and Zortico data from the CVB. Many day trippers and overnight visitors will visit Rib Mountain for its expensive shopping opportunities.

We will advertise Blossom of Lights through magazine advertisements, tv and radio commercials, streaming commercials, social media, Blossom of Lights website, targeted email and printed marketing materials.