



# TOURISM COMMISSION

## OFFICIAL NOTICE & AGENDA

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 18, 2024, MEETING AT 4:30 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 [06/04/24 Tourism Commission Meeting](#)
- 5) Discussion and Action on [Blossom of Lights Grant Funding Release](#)
- 6) Discussion and Action on [Extension of Agreement with Wausau/Central Wisconsin Visitor & Convention Bureau](#)
- 7) Discussion and Action on [Support for World Horseshoe Tournament 2026](#)
- 8) Reports from Commission Members
- 9) Reports from Staff
- 10) Future Agenda Items
- 11) Adjourn

Allen Opall (GR)

06/14/2024

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**

## **June 4, 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, Brad Conklin, and Gerry Klein. Nick Patel was excused.

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

#### **Comments from the public related to agenda items.**

Morgan Woodruff, Weston resident spoke in favor of not releasing the Monk Gardens Grant funds.

#### **Discussion and Action on Minutes of the 03/05/24 Tourism Commission Meeting**

The minutes from the March 5, 2024, Tourism Commission meeting was reviewed.

*Motion by Klein/Conklin to approve the minutes from March 5, 2024, meeting.*

*Questioned and carried 5/0.*

#### **Discussion and Action on Hmong Wausau Festival**

The Commission discussed the Hmong Wausau Festival to be held on July 27-28. It was noted that the festival had grown significantly, attracting around 14,000 attendees over two days last year, and they are expecting similar numbers this year. The funding request of \$10,000 was discussed. The festival representatives spoke about the festival's positive impact on local hotels and its draw of attendees from various states.

*Motion by Conklin/Schaefer to approve \$10,000 for the Hmong Wausau Festival.*

*Questioned and carried 5/0.*

#### **Discussion and Action on Grand Theater**

Tessa Taylor, Director of Development at Grand Theatre, presented the grant request for \$5,000. Information on hotel stays and the economic impact was highlighted, with the previous year's sponsorship of \$1,000 also mentioned.

*Motion by Schaefer/Conklin to approve the grant request of \$5,000 for the Grand Theater.*

*Questioned and carried 5/0.*

#### **Discussion and Action on Revision of the Grant Application – Additional Deadline**

##### **Dates for Grant Application**

The Commission discussed adding two additional deadline dates to the grant application process. The new proposed dates are February 15th, May 15th, August 15th, and November 15th. This change would help eliminate last-minute applications.

*Motion by Schaefer/Klein to approve the revised grant application with additional deadline dates. Questioned and carried 5/0.*

## **Discussion and Action on Extension of Agreement with Wausau Visitor & Convention Bureau**

Tim, the director of the Wausau Visitor & Convention Bureau, presented a request for a renewed contract and an increase in room tax contribution from 37.5% to 40%. Various topics including marketing efforts, community partnerships, and new initiatives were discussed. Commission members requested additional financial data from Roger to review the previous year's income and distributions. The discussion was deferred to a future meeting for further review and consideration.

***Staff given direction.***

## **Discussion and Recommendation on Blossom of Lights Grant Funding Release**

The Blossom of Lights grant funding release was reconsidered due to recent controversies surrounding the Monk Botanical Gardens. Commission members received numerous emails and community feedback expressing concerns over recent organizational decisions, particularly regarding the name change and its handling. A spokesperson from the board of Monk Botanical Gardens discussed efforts to address community concerns and revert to the original name, emphasizing a commitment to improve and stabilize the organization.

***Motion by Schaefer/Conklin to discuss the Blossom of Lights Grant Funding Release at a future tourism commission meeting. Questioned and carried 5/0.***

## **Reports from Commission Members**

No significant reports were given by commission members during this meeting. Commission members requested Financial Data for the next Tourism meeting.

## **Reports from Staff**

No significant reports were given by staff during this meeting.

## **Future Agenda Items**

The next meeting was scheduled, with additional financial data to be provided by Finance Director Habeck for review of the room tax allocations over the past few years. The Blossom of Lights grant funding release would also be continued in the future meeting.

## **Adjourn**

***Motion by Schaefer/Klein to adjourn at 6:00 p.m. Questioned and carried 5/0.***

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:** 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. 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.



**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.

Executive Director Tim White has requested the Tourism Commission consider a 40% contribution of the receipts Rib Mountain receives from hotel/motel taxes compared to our current 37.5% contribution. See attached for comparison and potential financial impact. Mr. White is also requesting a two-year agreement.

Also included in the packet (at the end) is a copy of the current agreement.

**FISCAL IMPACT:** See attached.

**ACTION TO BE TAKEN:**

1. Motion to approve moving forward with a contract with no changes.
2. Motion to approve moving forward with a contract with the following changes \_\_\_\_\_.
3. Motion to send back to staff for further review.

## **6/13/2023 Revised Contract Proposal for Rib Mountain:**

### **Current Statement:**

"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."

### **Revised Statement:**

"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 forty percent (40%) of the total receipts collected from the room tax to the CVB 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, of which .6% of which is designated for the Central Wisconsin Sports Authority, .3% of which will go to Sports Authority Grants to fund opportunities to host major sports tournaments and .3% of which will go to Outdoor Rec development and outdoor rec organizations' marketing support, all of which shall be used for tourism promotion and tourism development in the Village as outlined by state statute. 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."

### **Current Statement:**

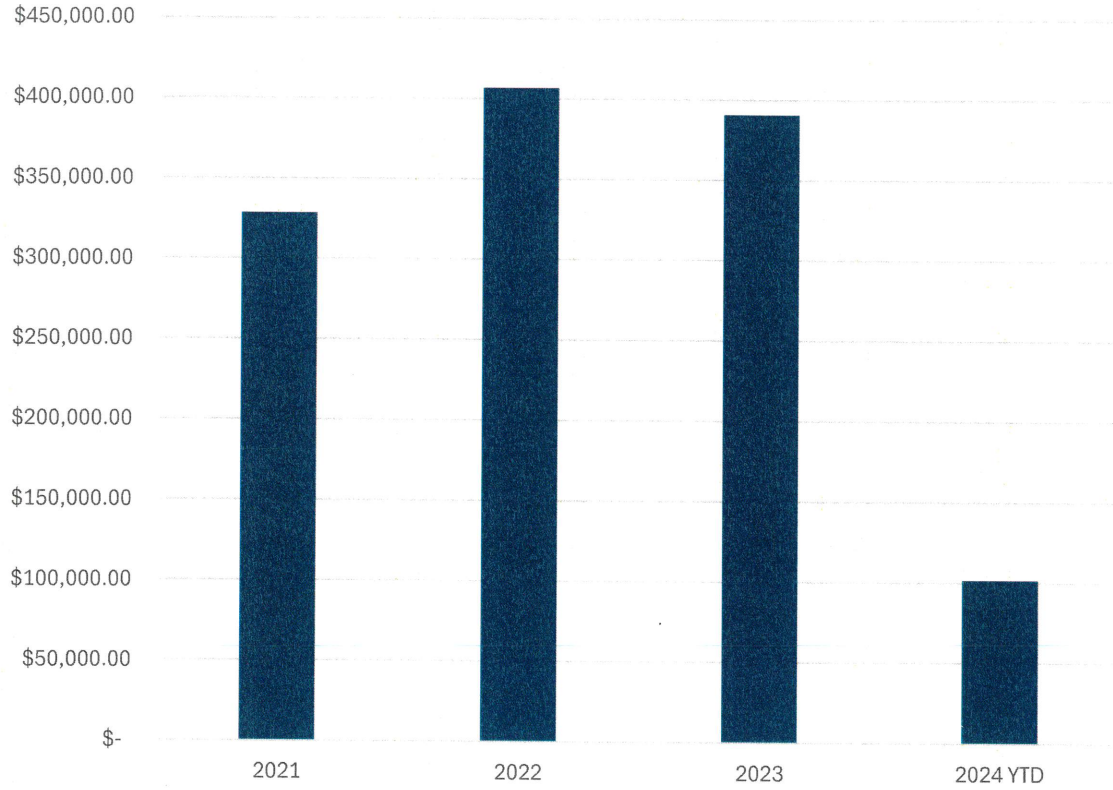
10. Term. a. This Agreement shall remain in effect for a period of one-year (twelve (12) months) from the earliest date of signing of this Agreement by both parties.

### **Revised Statement:**

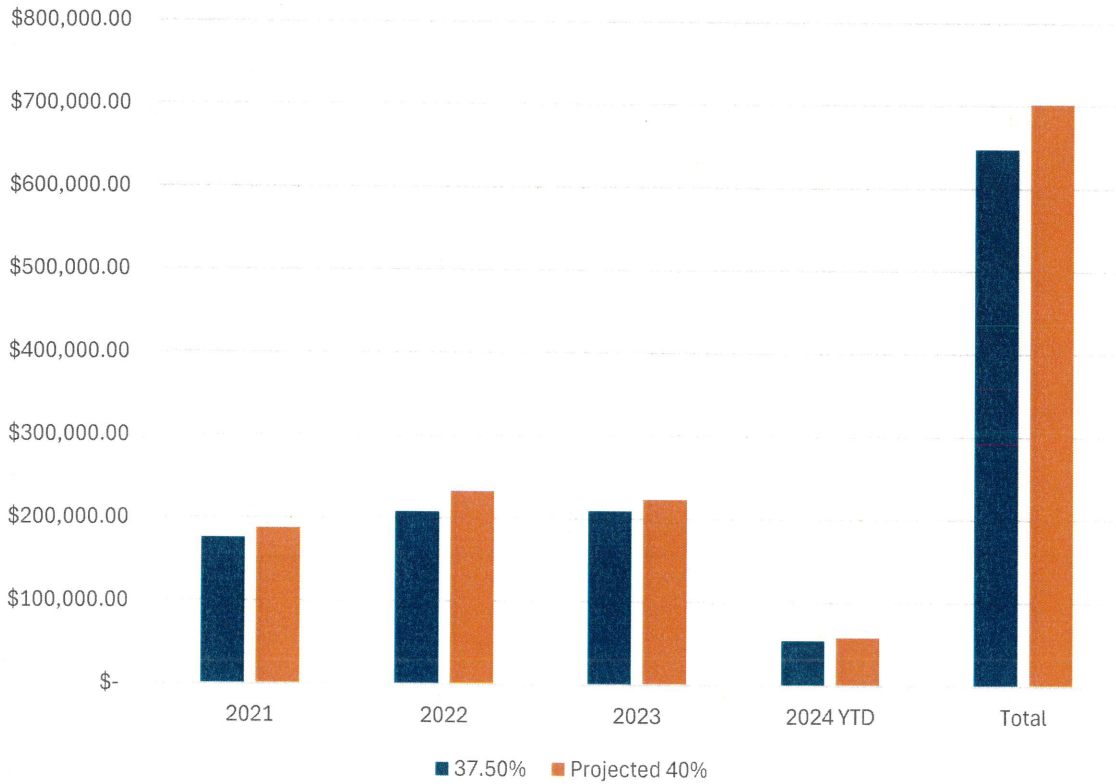
10. Term. a. This Agreement shall remain in effect for a period of two (2) years from the effective date of this Agreement.

# TOURISM FUND

## Revenue - Transfer In from Motel Fund



## CVB Payments





**1ST QUARTER 2024**

8% HOTEL/MOTEL RECEIPTS \$ 145,258.04

TRANSFER TO GENERAL FUND - 30% \$ 43,577.41

TRANSFER TO TOURISM FUND - 70% \$ 101,680.63

**CVB PAYMENT CURRENT AGREEMENT - 37.5% OF 8%**

GENERAL TOURISM - 2.5% \$ 45,393.14

SPORTS AUTHORITY - .5% \$ 9,078.63

**TOTAL PAYMENT - 3.0% \$ 54,471.77**

**CVB PAYMENT - PROPOSED AGREEMENT - 40.0% OF 8%**

GENERAL TOURISM - 2.6% \$ 47,208.86

SPORTS AUTHORITY - .3% \$ 5,447.18

OUTDOOR REC DEVELOPMENT - .3% \$ 5,447.18

**TOTAL PAYMENT - 3.2% \$ 58,103.22**

TOWN OF RIB MOUNTAIN  
 REVENUES WITH COMPARISON TO BUDGET  
 FOR THE 5 MONTHS ENDING MAY 31, 2024

TOURISM COMMISSION

	PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNEARNED	PCNT
<u>MISCELLANEOUS REVENUE</u>					
230-00-48110-000-000 INTEREST ON BALANCES	13,576.24	13,576.24	2,500.00	( 11,076.24)	543.1
TOTAL MISCELLANEOUS REVE	13,576.24	13,576.24	2,500.00	( 11,076.24)	543.1
<u>OTHER FINANCING SOURCES</u>					
230-00-49210-000-000 TRANSFER IN - OTHER FUNDS	101,680.93	101,680.93	366,311.00	264,630.07	27.8
TOTAL OTHER FINANCING SOU	101,680.93	101,680.93	366,311.00	264,630.07	27.8
TOTAL FUND REVENUE	115,257.17	115,257.17	368,811.00	253,553.83	31.3

TOWN OF RIB MOUNTAIN  
EXPENDITURES WITH COMPARISON TO BUDGET  
FOR THE 5 MONTHS ENDING MAY 31, 2024

TOURISM COMMISSION

		PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNEXPENDED	PCNT
<u>GENERAL GOVERNMENT</u>						
230-00-51300-000	LEGAL EXPENSES	.00	.00	2,000.00	2,000.00	.0
	TOTAL GENERAL GOVERNMENT	.00	.00	2,000.00	2,000.00	.0
<u>CONSERVATION AND DEVELOPMENT</u>						
230-00-56700-000	TOURISM ACTIVITIES	28,057.96	28,057.96	30,000.00	1,942.04	93.5
230-00-56701-000	CVB QUARTERLY PMTS	54,471.77	54,471.77	196,238.00	141,766.23	27.8
	TOTAL CONSERVATION AND DEVELOPMENT	82,529.73	82,529.73	226,238.00	143,708.27	36.5
	TOTAL FUND EXPENDITURES	82,529.73	82,529.73	228,238.00	145,708.27	36.2
	NET REVENUE OVER EXPENDITURES	32,727.44	32,727.44	140,573.00	107,845.56	23.3

TOWN OF RIB MOUNTAIN  
REVENUES WITH COMPARISON TO BUDGET  
FOR THE 12 MONTHS ENDING DECEMBER 31, 2023

TOURISM COMMISSION

	PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNEARNED	PCNT
<u>MISCELLANEOUS REVENUE</u>					
230-00-48110-000-000 INTEREST ON BALANCES	28,328.24	28,328.24	2,500.00	( 25,828.24)	1133.1
TOTAL MISCELLANEOUS REVE	28,328.24	28,328.24	2,500.00	( 25,828.24)	1133.1
<u>OTHER FINANCING SOURCES</u>					
230-00-49210-000-000 TRANSFER IN - OTHER FUNDS	390,873.74	390,873.74	385,000.00	( 5,873.74)	101.5
TOTAL OTHER FINANCING SOU	390,873.74	390,873.74	385,000.00	( 5,873.74)	101.5
TOTAL FUND REVENUE	419,201.98	419,201.98	387,500.00	( 31,701.98)	108.2

TOWN OF RIB MOUNTAIN  
EXPENDITURES WITH COMPARISON TO BUDGET  
FOR THE 12 MONTHS ENDING DECEMBER 31, 2023

TOURISM COMMISSION

		PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNEXPENDED	PCNT
<u>GENERAL GOVERNMENT</u>						
230-00-51300-000	LEGAL EXPENSES	720.00	720.00	2,000.00	1,280.00	36.0
	TOTAL GENERAL GOVERNMENT	720.00	720.00	2,000.00	1,280.00	36.0
<u>CONSERVATION AND DEVELOPMENT</u>						
230-00-56700-000	TOURISM ACTIVITIES	76,363.05	76,363.05	30,000.00	( 46,363.05)	254.5
230-00-56701-000	CVB QUARTERLY PMTS	209,396.67	209,396.67	206,250.00	( 3,146.67)	101.5
	TOTAL CONSERVATION AND DEVELOPMENT	285,759.72	285,759.72	236,250.00	( 49,509.72)	121.0
	TOTAL FUND EXPENDITURES	286,479.72	286,479.72	238,250.00	( 48,229.72)	120.2
	NET REVENUE OVER EXPENDITURES	132,722.26	132,722.26	149,250.00	16,527.74	88.9

TOWN OF RIB MOUNTAIN  
 REVENUES WITH COMPARISON TO BUDGET  
 FOR THE 12 MONTHS ENDING DECEMBER 31, 2022

TOURISM COMMISSION

	PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNEARNED	PCNT
<u>MISCELLANEOUS REVENUE</u>					
230-00-48110-000-000 INTEREST ON BALANCES	6,253.15	6,253.15	500.00	( 5,753.15)	1250.6
TOTAL MISCELLANEOUS REVE	6,253.15	6,253.15	500.00	( 5,753.15)	1250.6
<u>OTHER FINANCING SOURCES</u>					
230-00-49210-000-000 TRANSFER IN - OTHER FUNDS	406,980.83	406,980.83	337,750.00	( 69,230.83)	120.5
TOTAL OTHER FINANCING SOU	406,980.83	406,980.83	337,750.00	( 69,230.83)	120.5
TOTAL FUND REVENUE	413,233.98	413,233.98	338,250.00	( 74,983.98)	122.2

TOWN OF RIB MOUNTAIN  
EXPENDITURES WITH COMPARISON TO BUDGET  
FOR THE 12 MONTHS ENDING DECEMBER 31, 2022

TOURISM COMMISSION

		PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNEXPENDED	PCNT
<u>GENERAL GOVERNMENT</u>						
230-00-51300-000	LEGAL EXPENSES	930.00	930.00	2,000.00	1,070.00	46.5
	TOTAL GENERAL GOVERNMENT	930.00	930.00	2,000.00	1,070.00	46.5
<u>CONSERVATION AND DEVELOPMENT</u>						
230-00-56700-000	TOURISM ACTIVITIES	96,905.91	96,905.91	30,000.00	( 66,905.91)	323.0
230-00-56701-000	CVB QUARTERLY PMTS	207,923.25	207,923.25	180,938.00	( 26,985.25)	114.9
	TOTAL CONSERVATION AND DEVELOPMENT	304,829.16	304,829.16	210,938.00	( 93,891.16)	144.5
<u>TRANSFER TO GENERAL FUND</u>						
230-00-59281-000	TRANSFER OUT	28,000.00	28,000.00	.00	( 28,000.00)	.0
	TOTAL TRANSFER TO GENERAL FUND	28,000.00	28,000.00	.00	( 28,000.00)	.0
	TOTAL FUND EXPENDITURES	333,759.16	333,759.16	212,938.00	( 120,821.16)	156.7
	NET REVENUE OVER EXPENDITURES	79,474.82	79,474.82	125,312.00	45,837.18	63.4

TOWN OF RIB MOUNTAIN  
REVENUES WITH COMPARISON TO BUDGET  
FOR THE 12 MONTHS ENDING DECEMBER 31, 2021

TOURISM COMMISSION

	PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNEARNED	PCNT
<u>MISCELLANEOUS REVENUE</u>					
230-00-48110-000-000 INTEREST ON BALANCES	228.07	228.07	2,500.00	2,271.93	9.1
TOTAL MISCELLANEOUS REVE	228.07	228.07	2,500.00	2,271.93	9.1
<u>OTHER FINANCING SOURCES</u>					
230-00-49210-000-000 TRANSFER IN - OTHER FUNDS	328,571.71	328,571.71	290,544.00	( 38,027.71)	113.1
TOTAL OTHER FINANCING SOU	328,571.71	328,571.71	290,544.00	( 38,027.71)	113.1
TOTAL FUND REVENUE	328,799.78	328,799.78	293,044.00	( 35,755.78)	112.2



TOWN OF RIB MOUNTAIN  
EXPENDITURES WITH COMPARISON TO BUDGET  
FOR THE 12 MONTHS ENDING DECEMBER 31, 2021

TOURISM COMMISSION

		PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNEXPENDED	PCNT
<u>GENERAL GOVERNMENT</u>						
230-00-51300-000	LEGAL EXPENSES	915.00	915.00	2,000.00	1,085.00	45.8
	TOTAL GENERAL GOVERNMENT	915.00	915.00	2,000.00	1,085.00	45.8
<u>CONSERVATION AND DEVELOPMENT</u>						
230-00-56700-000	TOURISM ACTIVITIES	15,000.00	15,000.00	30,000.00	15,000.00	50.0
230-00-56701-000	CVB QUARTERLY PMTS	175,930.39	175,930.39	155,649.00	( 20,281.39)	113.0
	TOTAL CONSERVATION AND DEVELOPMENT	190,930.39	190,930.39	185,649.00	( 5,281.39)	102.8
	TOTAL FUND EXPENDITURES	191,845.39	191,845.39	187,649.00	( 4,196.39)	102.2
	NET REVENUE OVER EXPENDITURES	136,954.39	136,954.39	105,395.00	( 31,559.39)	129.9

## **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 programming 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:** Support for World Horseshoe Tournament 2026

**ISSUES:** The Visitor Bureau is working with a local group on securing the 2026 World Horseshoe Tournament that will be hosted at the Greenheck Turner Community Center. The group is not requesting funding at this time; however, they are looking to see if the Rib Mountain Tourism Commission would be willing to support the event financially later on. This request is needed now as they are securing the bid to host. It is understood that other local communities will be asked to support this event as well.

See attached for further information.

**FISCAL IMPACT:** TBD

**ACTION TO BE TAKEN:**

1. Motion to approve \_\_\_\_\_.
2. Motion to send back to staff for further review.

**From:** [Jodi Maguire](#)  
**To:** [Gaylene Rhoden](#)  
**Subject:** Tourism Commission Discussion Topic for World Horseshoe Tournament  
**Date:** Thursday, June 13, 2024 8:11:19 AM  
**Attachments:** [image001.png](#)  
[NHPA WT RFP 2023.pdf](#)

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**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 Gaylene,

Sorry for my delay on this. I have attached a copy of the RFP for the World Horseshoe Tournament for 2026.

Discussion on possible bid application for the 2026 World Horseshoe Tournament submitted by Greenheck Turner Community Center & Sports Authority. Both organizations would like to provide information and ask for community support & partnership. Event would be held two consecutive weeks in the month of July. Seeking input on possible future grant request in early 2026 from each municipality to help offset the cost of facility rental.

Please let me know if you have any questions.

Thanks Gaylene and have a great Thursday,

Jodi



Representing Rib Mountain, Schofield, Wausau, and Weston.

*The content of this email is confidential and intended for the recipient specified in message only. It is strictly forbidden to share any part of this message with any third party, without a written consent of the sender. If you received this message by mistake, please reply to this message and follow with its deletion, so that we can ensure such a mistake does not occur in the future.*



# NHPA

Come Pitch with Us

WORLD TOURNAMENT/CHAMPIONSHIP

National Horseshoe Pitchers Association

RFP



- Seeking Bid Site For:** 2026 Year
- Sponsor Bid Fee:** Bid /Sponsorship Option -\$21,000 minimum - payable in increments. (See Article IV on the WT contract). This event has the potential to bring into a city revenue of \$3-\$5 +/- million for this 2-week event.
- Bid Deadline:** July 1, 2024 for 2026 - (Two years)
- Days of the Week:** Can begin as early as 2nd week of July & end no later than the 1st week of August (2-week event) Monday-Saturday each week. Please allow a minimum of 3-4 days prior to the start of the tournament for event set-up.  
1st week World Tournament preliminaries and Junior/Cadet and Championships, 2nd week Championship Prelims & World Championship Tournament. (Competing each day Monday - Saturday of each week).
- Number of Participants:** Approximately 1,000 -1,400 +/- pitchers over the entire 2 weeks.
- Estimated # of Spectators:** Approximately 5,000-6,000 +/-.
- Facility/Venue Requirements:** 50,000 sq. ft. - 60,000 sq. ft. minimum required or more of level, open floor space, concrete flooring. Ceiling height must be a minimum of 25' feet or higher from the lowest point of overhead fixtures. Adequate distance and walking space to accommodate approximately 50-60 sets of portable horseshoe courts.  
Meeting Room/Ball Room to hold approximately 200+/- members for Delegate Meeting, Church Service, Hall of Fame Banquet to be held on the 1st Sunday.
- Hotel Requirements:**
- Average Length of Stay:** 3-5 Nights average stay per person. Some may stay the entire 2-weeks. People will rotate in and out over the event.
- Comp Room Blocks Needed:** 212 comped room nights for the NHPA Executive Council and set-up staff for the entire event. 550 +/- Peak Room Nights (Based on approximately 1,300 entries) which averages to 3500 +/- room nights for the entire 2 week event.
- Room Rate Average:** \$99-\$139+ tax, regardless of room occupancy. (To include this "Horseshoe Discounted Rate" which is the same price as above). Any parking fees that may apply at any hotel/venue during the event, is required to be at a discounted daily rate of 50% or more must be negotiated or included for competitors. Please reference the Bidder Guidelines. Host will work in conjunction with local hoteliers and the NHPA for the hotel room blocks. " No 3rd party housing is utilized."
- Site Visit** A pre-bid site visit of the Venue/City is required per terms listed in contract.
- Contact:** Laurie Lampkin  
2nd VP - NHPA  
World Tournament Coordinator
- Address:** 278 Chaplin Rd.  
Bloomfield, KY 40008
- E-Mail:** laurie\_r@bellsouth.net
- Phone:** 502-507-2597 - Cell
- NHPA Website** www.horseshoepitching.com

**Event History:****# Competitors/Entrants**

2026 - Currently Bidding	
2025 - Salt Lake City, UT -- Mountain America Expo Center	
2024 - Kennewick,WA --- The Toyota Center/Arena	
2023 - Lansing, MI --- The Lansing Center	955
2022 - Monroe/West Monroe, LA --- Monroe Civic Center	649
2021 - Winemucca, NV--- Winemucca Events Complex	730
2020 - Monroe/West Monroe Louisiana --- Monroe Civic Center	Canceled due to Covid-19 Pandemic
2019 - Wichita Falls, TX --- Kay Yeager Coliseum/Ray Clymer Exhibit Hall	971
2018 - Florence, SC --- Florence Center	1026
2017 - St. George, Utah --- Dixie Center	1040
2016 - Montgomery --- Alabama-Cranston Multiplex	934
2015 - Topeka, Kansas --- Expocentre	1404
2014 - Buffalo, New York --- Hamburg Events Center	1376
2013 - St. George, Utah --- Dixie Center	1032
2012 - Knoxville, Tennessee --- Convention Center	1230
2011 - Monroe/West Monroe Louisiana --- Civic Center	804
2010 - Cedar Rapids, Iowa --- Cedar Rapids Ice Arena	1286
2009 - Springfield, Illinois --- Prairie Capital Convention Center	1330
2008 - York, Pennsylvania --- York Expo Center	1321
2007 - Ardmore, Oklahoma --- Celebration Arena	984
2006 - Gillette, Wyoming ---- Cam-Plex	907
2005 - Bakersfield, California --- Fairgrounds	824
2004 - Pocatello, Idaho --- University	1200
2003 - Eau Claire, Wisconsin --- University	1324
2002 - Red Deer, Alberta Canada --- University	826
2001 - Hibbing, Minnesota --- Ice Hockey Arena	1045
2000 - Bismarck, North Dakota --- Ice Hockey Arena	1215
1999 - Greenville, Ohio --- Fairgrounds	1542
1998 - Ainsworth, Nebraska --- Fairgrounds	1740
1997 - Kitchener, Ontario Canada --- University	993
1996 - Gillette, Wyoming --- Cam-Plex	1536
1995 - Perry, Georgia --- University	1120
1994 - Syracuse, New York --- University	1304
1993 - Spearfish, South Dakota --- City Park	1492
1992 - Columbus, Ohio --- Fairground	1700
1991 - Biloxi, Mississippi	1023
1990 - Stone Mountain, Georgia	1064