

**CITY OF PLATTEVILLE  
TOURISM COMMITTEE MEETING  
VIRTUAL ZOOM MEETING – 4:00 p.m.**

**January 28, 2021  
Minutes**

Members Present: Deb Jenny, Deborah Rice, Terry Malliet and Michael Breitner

Others Present: Wayne Wodarz, Erik Flesch, Jason Artz and Jodie Richards

1. Call to order: Deb Jenny, Chairperson, called the meeting to order at 4:00 p.m.
  2. Approval of November 12, 2020 minutes: Motion by Malliet, second by Rice to approve. Motion carried.
  3. Old Business: None.
  4. Tourism Entity Annual Report: Wayne Wodarz presented.
  5. Tourism Entity Report: Wayne Wodarz presented.
  6. Partner Organization Reports:
    - A. Main Street Program: None.
    - B. Museums:
      - The Museums are celebrating 3 major milestones this year:
        - The 50<sup>th</sup> Anniversary of the completion of the Mining Museum (1971)
        - The 45<sup>th</sup> Anniversary of the opening of the Bevans mine to the public (1976)
        - The 40<sup>th</sup> Anniversary of the opening of Rollo Jamison’s museum in Platteville (1981)
      - The Museums will have new exhibits to celebrate these milestones – to be unveiled at a later date.
    - The Winter Lyceum is coming up on Sundays in February and March. There are seven talks altogether – held via Zoom. The talks will be recorded and available for viewing on the Museums website.
  - C. Other: None.
7. Public Comments: Platteville Regional Chamber Executive Director Wayne Wodarz noted that the Platteville Community guide is currently going to print, and other promotional publications are underway.
8. Next Meeting: Thursday, May 20 at 4:00 p.m.
9. Adjournment: Motion by Malliet, second by Breitner to adjourn. Motion carried. Meeting adjourned at 4:23 p.m.

Respectfully submitted, Jodie Richards

# PLATTEVILLE REGIONAL CHAMBER TOURISM ENTITY REPORT FOR THE YEAR 2020

The Platteville Regional Chamber's marketing plan for the community of Platteville has seven major components:

1. The Travel Wisconsin Welcome Center
2. Destination Marketing of Platteville
3. Website/Social Media
4. Calendar of Events
5. Public Relations
6. Events/Projects
7. Contract Administration

The results for 2020 were grossly impacted by the COVID-19 Pandemic and will be reflected in the numbers and narratives listed below. As a Tourism Entity, we were ordered to close our doors from March 17, 2020 to May 17, 2020. But while we were closed, we continued to promote tourism as best we could via social media, our website and "to go" brochure bundles available on the front porch. This allowed us to distribute many additional bundles of materials to travelers who visited. As will be explained, we also did many more social media posts to convey the outdoor recreation and tourism themes throughout COVID-19.

Many of the promotional opportunities we typically participate in were not offered this year and others were only offered in a virtual platform. The Tri-State Tourism Council was not active this year, and even went through an organizational change throughout COVID-19, with Travel Dubuque now providing future Tri-State marketing ideas, information and education. Many challenges this year affected our entity financially, including fewer travelers utilizing our lodging establishments due to the cancellation of events in response to the virus and one hotel closed due to repairs from a fire, all leading to a reduction in hotel tax collected.

The following are the ways we were able to promote Platteville and local tourism in 2020, divided into the seven components:

## **1. TRAVEL WISCONSIN WELCOME CENTER**

*(\$55,396 Budgeted, \$45,000 Spent, 50% of budget)*

We are one of eight Travel Wisconsin Welcome Centers throughout the State of Wisconsin. Our purpose is to greet visitors and "sell Platteville and Southwest Wisconsin" through promotion of the hotels, restaurants, attractions, events and retail outlets; stocking and ordering brochures; giving directions; tracking of visitors; answering phones; distributing maps and brochures; and assisting travelers with itineraries, genealogy, history and any other need they may have.

We provide information to those traveling throughout Southwest Wisconsin. We are also a local tourism resource for our community and many community members visit our location each year to gather travel information.

In 2020, our Travel Wisconsin Welcome Center was open 8 a.m.-5 p.m. Monday-Friday, Jan. 1 – March 17. We were closed March 18-May 17 due to state mandates for public protection from COVID-19. Upon our return May 19, the Welcome Center hours were extended through Oct. 31 to also include Saturdays 10 a.m.-4 p.m. and Sundays 10 a.m.-2 p.m. Regular Monday –Friday 8 a.m.-5 p.m. hours resumed Nov. 1 through the end of the year.

This item within our tourism budget includes rent (utilities, computers, phones, copy machines, fax machines, supplies, postage & shipping, maintenance of building & equipment, etc.) and staffing for the Welcome Center.

Statistics from the Welcome Center for 2020:

- **Number of Visitors:** 3,028
  - This number is down as we have averaged 10,000 over the past six years.
- **E-mails:** Approximately 10,100
  - Tourism-related inquiries, press releases, fulfillment of questions relating to lodging, events, meetings, information sharing, brochures, etc.
- **Tourism Related Phone Calls:** Over 5,000
  - Tourism related inquiries, press releases, fulfillment of questions relating to lodging, events, meetings, information sharing, brochures, etc.
- **Tourism Packets mailed:** 35 – *down from 250 in 2019*
- **Facebook ‘friends’:** 2,538 – *up over 12% from 2019*
- **Publication Distribution:** Over 28,000 brochures, maps and publications were disbursed through the Platteville Welcome Center during 2020.
  - Last year we surpassed 35,000

## **2. DESTINATION MARKETING OF PLATTEVILLE**

*(\$25,840 Budgeted, \$21,600 Spent, 24% of budget)*

The Platteville Regional Chamber uses a variety of advertising mediums to promote the community to visitors in more distant locations, including the following:

- Platteville Community Guide
  - Produced and distributed **13,000** copies of the annual Platteville Community Guide throughout the State of Wisconsin and tri-state area.
  - This Guide is the publication we use when visitors request information about our community.
  - It is also the piece to market other segments of the community, including economic development and relocation.
- Dubuque Travel Planner

- We promote the Platteville community through a paid advertisement in the Dubuque Travel Planner, produced by Travel Dubuque.
- Over **100,000** copies produced and distributed throughout the United States.
- Grant County Travel Planner
  - The Platteville Chamber purchased the inside cover of the Grant County Travel Planner in 2020 for an ad featuring Platteville events and Travel Wisconsin Welcome Center.
  - Over **21,000** copies of this tourism publication were produced and distributed in 2020 throughout Wisconsin, Illinois and Iowa, plus shipped to many areas within the United States.
- Tri-State Tourism Brochures
  - A map showcasing the Tri-State region's tourist attractions was produced and distributed by the Tri-State Tourism Council.
  - A second map specifically featuring the Tri-State's museums was produced and distributed throughout the region. The Mining & Rollo Jamison Museums were both featured in this publication.
- Print and Distribute 2020 Platteville Community Event Posters
  - Hometown Festival Week
  - Farm to Family Drive-thru Dinner
  - Holiday Events/Promotions
- Department of Tourism Official Travel Guide
  - Information and photos are submitted to the Department of Tourism for their website and for use in their publications.
  - This year we purchased a ½ page ad in the Travel Wisconsin Events Guide and 1/3 page ad in the official Travel Wisconsin Guide.
- Radio Advertising
  - In 2020, the Chamber coordinated radio advertising in an effort to promote the Platteville community throughout the tri-state area for our several community events, which included Hometown Festival Week, Farm-to-Family Drive-thru Dinner and Holiday Promotions.

### **3. WEBSITE/SOCIAL MEDIA**

*(\$5,568 Budgeted, \$4,500 Spent, 5% of budget)*

- **Platteville.com**
  - Platteville Regional Chamber's website, promoting Platteville attractions and events for the whole community, continues to be the best up-to-date tourism resource.
- **TravelWisconsin.com**
  - The Platteville Regional Chamber updates entries on the Wisconsin Department of Tourism website, adding local information to the state-wide database for lodging, dining, attractions and events, allowing us to get visibility from across the state. The Chamber is an official Extranet Partner with the Department, the responsibilities of which are to update the Department about Platteville and area events/promotions.

- **GrantCounty.org**
  - Platteville also contributes significant information to the Grant County website, including events, tourism businesses and community updates. The website also serves as the official tourism hub for the county.
- **Facebook.com/PlattevilleRegionalChamber**
  - The Chamber has actively improved its presence on Facebook this year.
    - 271 posts in 2020 (144 in 2019; a 47% increase in volume)
    - March saw the largest number of posts (43), due to community updates, business closures and event cancellations from COVID-19
    - Posts included a mix of videos, images, graphics and shares.
    - Saw an increase in Facebook followers – 2,538 followers in 2020, up 262 from 2019.

#### **4. CALENDAR OF EVENTS**

*(\$2,247 Budgeted, \$1,800 Spent, 2% of budget)*

The Platteville Regional Chamber compiles and maintains a calendar of events for the community and promotes these local events through various platforms. The process of promoting local events continued to remain a high priority throughout 2020 as so many events were cancelled. A great deal of attention was given to ensuring that our ongoing community events were listed in all of the various venues available to us, helping to ensure each event's success. These included:

- [www.platteville.com](http://www.platteville.com)
- Platteville Community Guide
- [www.TravelWisconsin.com](http://www.TravelWisconsin.com)
- Hidden Valleys of Southwest Wisconsin publication
- Telegraph Herald's Vacationland print publication
- The Shopping News' Day Tripper digital publication
- The Platteville Journal's Exploring the Tri-States print publication
- [www.grantcounty.org](http://www.grantcounty.org)
- Platteville Regional Chamber's monthly Newsletter and weekly News In A Nutshell, both e-mailed to all Chamber members
- Holiday Calendar of Events distributed on posters around Platteville, on our website and e-mailed to Chamber members
- Radio Guest Spotlight featuring Farm-to-Family Drive-thru Dinner, Hometown Festival Week and Holiday Events
- City of Platteville 53818 Magazine

#### **5. PUBLIC RELATIONS**

*(\$4,517 Budgeted, \$3,600 Spent, 4% of budget)*

- The Platteville Regional Chamber writes press releases, produces media kits and maintains a very successful relationship its tourism partners:
  - Wisconsin Department of Tourism
  - Southwest Chamber Alliance

- Grant County Tourism
- City of Platteville
- Regional Attractions
- Regional Media
- We provided editorial for many publications including, but not limited to:
  - The Galenian
  - Vacationland
  - Grant County Travel Planner
- We issued press releases and specific articles on events and special promotions
- We also worked with the Department of Tourism on various projects to draw attention to our area.
- We served as the official Fall Color Coordinator for Grant County for the Department of Tourism.
- We attended informative webinars on outdoor tourism and quarterly tourism updates.
- We distributed localized statewide publications from the Department of Tourism
- We maintained a tourism information center with over 500 tourism publications.
- We represented the community of Platteville through active participation with Grant County Tourism Council and Travel Dubuque.
- Staff attended the monthly Grant County Tourism Council meetings and assisted with the development of the annual Grant County Travel Planner.
- Grant County Tourism Council was able to procure a \$10,000 JEM Grant in late summer and utilized it to promote outdoor recreation throughout the county, which led to more visitor activity in the fall. Space has been identified within our Welcome Center for displays by the Mining & Jamison Museums and UW-Platteville to promote their athletic and cultural events.
- We shared regional tourism partners' attractions, events and information on our Facebook page.

## 6. EVENTS/PROJECTS

*(\$13,182 Budgeted, \$10,800 Spent, 12% of budget)*

This year many local events were cancelled due to COVID-19 safety protocols. The Southwest Music Festival, 22nd Annual Historic Re-Enactment and 73<sup>rd</sup> Annual Dairy Days activities were casualties of the pandemic. We are optimistic that they will return for 2021. While several major community events were cancelled, we were able to safely facilitate many events to promote local attractions:

- **Hometown Festival Week**

This weeklong celebration, held the last full week of July each year, celebrates our community as a wonderful place to live, work and play. Due to COVID-19 many of the community-led activities were cancelled and the Chamber took on a larger role, offering an activity each day to promote outdoor activities. Some of these included:

- Climbing the World's Largest 'M'
- Geocaching demonstration
- An Evening in Katie's Garden

- Historical Marker Tour exploring Platteville’s historical plaques & monuments
- Party in the Park “Salute to Volunteers”
- Art & Craft Fair in City Park with live Music
- **Ag-Tourism Events**

In 2020 we modified the “Fall Harvest Table Dinner” to a drive-thru event, the “Farm-to-Family Drive-thru Dinner.” The Broske Event Center at Legion Park was the perfect location for a drive thru and it was a sold out event. This event will alternate every other year with the Day on the Farm event, which will take place in October 2021 during Family Weekend at UW-Platteville’s Pioneer Farm.
- **Mining and Rollo Jamison Museum**

As the Tourism entity, we collaborated with the Mining & Rollo Jamison Museums to promote events and tours that showcased the museums. Museum events such as the virtual Heritage Day, the annual meeting and special presentations including lyceums and virtual tours were highlighted and promoted. We also work with the museum staff to coordinate advertising opportunities with Grant County Tourism.

## **7. CONTRACT ADMINISTRATION**

*(\$3,250 Budgeted, \$2,700 Spent, 3% of budget)*

Staff prepared routine reports and produced financial statements per the Tourism Entity Agreement to the City’s Tourism Committee in 2020. Staff attended regular meetings of the Tourism Committee. The Chamber’s financials prepared by our accountant and the year-end financial report is made part of this report.

**Platteville Area Chamber of Commerce**  
**Profit & Loss - Tourism**  
 January through December 2020

	<u>Jan - Dec 20</u>
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
43 · TOURISM REVENUES	
4301 · Room Tax	118,806.19
<b>Total 43 · TOURISM REVENUES</b>	<u>118,806.19</u>
<b>Total Income</b>	<u>118,806.19</u>
<b>Gross Profit</b>	118,806.19
<b>Expense</b>	
51 · CHAMBER EXPENSES	
5101 · PAYROLL EXPENSE	
51011 · SALARIES & WAGES	
510113 · Clerical/Secretarial	688.50
<b>Total 51011 · SALARIES &amp; WAGES</b>	688.50
51012 · PAYROLL TAXES	4,484.21
<b>Total 5101 · PAYROLL EXPENSE</b>	<u>5,172.71</u>
5105 · OFFICE EXPENSE	
510510 · ADVERTISING & PROMOTION	
5105104 · Travel & Lodging	59.80
<b>Total 510510 · ADVERTISING &amp; PROMOTION</b>	59.80
510511 · Fees & Permits	500.00
<b>Total 5105 · OFFICE EXPENSE</b>	<u>559.80</u>
<b>Total 51 · CHAMBER EXPENSES</b>	5,732.51
53 · TOURISM EXPENSES	
5305 · - RENT	12,650.00
5301 · PAYROLL EXPENSE	
53011 · SALARIES & WAGES	
530116 · Executive Assistant	16,934.40
530111 · Executive Director	13,314.88
530115 · Assistant director	537.60
530112 · Administrative Assistant	13,363.01
530113 · Clerical/Secretarial	5,252.50
<b>Total 53011 · SALARIES &amp; WAGES</b>	<u>49,402.39</u>
<b>Total 5301 · PAYROLL EXPENSE</b>	49,402.39
5302 · EMPLOYEE BENEFITS	
53024 · Employee benefit stipend	270.50
53021 · Health Insurance	2,991.28
<b>Total 5302 · EMPLOYEE BENEFITS</b>	<u>3,261.78</u>
5303 · UTILITIES	
53033 · Internet Services	223.88
<b>Total 5303 · UTILITIES</b>	223.88
5304 · OFFICE EXPENSES	
530402 · Dues & Subscriptions	400.00
530403 · Legal & Accounting	2,198.00
530405 · Office Supplies	895.70
530406 · Postage & Freight	1,121.17
530407 · Training & Education	92.80



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01/17/21

Cash Basis

# Platteville Area Chamber of Commerce

## Profit & Loss - Tourism

January through December 2020

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	<u>Jan - Dec 20</u>
<b>530410 · ADVERTISING &amp; PROMOTION</b>	
5304101 · Advertising & Promotion	12,400.73
5304102 · Hospitality	14.01
5304104 · Travel & Lodging	535.18
530410 · ADVERTISING & PROMOTION - Other	1,472.00
	<hr/>
<b>Total 530410 · ADVERTISING &amp; PROMOTION</b>	14,421.92
530411 · Fees & Permits	39.75
530450 · Misc. Expenses	500.00
	<hr/>
<b>Total 5304 · OFFICE EXPENSES</b>	19,669.34
	<hr/>
<b>Total 53 · TOURISM EXPENSES</b>	85,207.39
	<hr/>
<b>Total Expense</b>	90,939.90
	<hr/>
<b>Net Ordinary Income</b>	27,866.29
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<b>Net Income</b>	<b>27,866.29</b>

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01/17/21  
Cash Basis

**Platteville Area Chamber of Commerce  
Transaction Detail By Account  
January through December 2020**

Type	Date	Num	Name	Memo	Class	Cir	Split	Original Amount	Paid Amount
<b>53 · TOURISM EXPENSES</b>									
<b>5304 · OFFICE EXPENSES</b>									
<b>530410 · ADVERTISING &amp; PROMOTION</b>									
<b>5304101 · Advertising &amp; Promotion</b>									
Check	01/02/2020	DB	Google SVCSAPPS	Google App	Tourism		11011 · FNB C...	9.00	9.00
Check	01/20/2020	18249	Madden Media	Wisconsin Tr...	Tourism		11011 · FNB C...	1,865.00	1,865.00
Check	01/20/2020	18259	Madden Media	Spring Summ...	Tourism		11011 · FNB C...	1,672.95	1,672.95
Check	01/20/2020	18260	HALO Branded Solu...		Tourism		11011 · FNB C...	100.00	100.00
Check	01/20/2020	18250	MediaUSA Advertisi...	White Board -...	Tourism		11011 · FNB C...	750.00	750.00
Check	01/20/2020	18254	Tri-State Tourism C...	Gold member...	Tourism		11011 · FNB C...	180.00	180.00
Check	01/20/2020	18257	Platteville Web Solut...	Hosting - ann...	Tourism		11011 · FNB C...	1,100.00	1,100.00
Check	01/20/2020	18258	Brogley Communica...	photography	Tourism		11011 · FNB C...		
Check	01/20/2020	18263	Shopping News		Tourism		11011 · FNB C...		
Check	01/20/2020	18265	Wisconsin Mississip...	Great River R...	Tourism		11011 · FNB C...	455.00	455.00
Check	02/03/2020	18283	Shopping News	Grant Co Trav...	Tourism		11011 · FNB C...	1,276.00	1,276.00
Check	02/03/2020	18283	Shopping News		Tourism		11011 · FNB C...		
Check	02/09/2020	DB	Google SVCSAPPS	Google App	Tourism		11011 · FNB C...	9.00	9.00
Check	02/21/2020	18558	Telegraph Herald	Dbq Travel G...	Tourism		11013 · Fidelity...	1,335.00	1,335.00
Check	02/21/2020	18560	Dispatch - Argus	Along the Riv...	Tourism		11013 · Fidelity...	230.00	230.00
Check	03/04/2020	18576	Woodward Commu...	Platteville Co...	Tourism		11013 · Fidelity...	2,104.53	2,104.53
Check	03/31/2020	DB	Google SVCSAPPS	Google App	Tourism		11011 · FNB C...	9.00	9.00
Check	04/30/2020	DB	Google SVCSAPPS	Google App	Tourism		11011 · FNB C...	9.00	9.00
Check	07/17/2020	18711	Woodward Commu...	Day Tripper 2...	Tourism		11013 · Fidelity...	450.00	450.00
Check	07/24/2020	18706	The Platteville Journal	Exploring the ...	Tourism		11013 · Fidelity...	470.00	470.00
Check	08/17/2020	18756	HALO Branded Solu...	Literature Bags	Tourism		11013 · Fidelity...	276.25	276.25
Check	11/23/2020	18856	Platteville Web Solut...	Website upgr...	Tourism		11013 · Fidelity...	100.00	100.00
Total 5304101 · Advertising & Promotion									
									12,400.73
Total 530410 · ADVERTISING & PROMOTION									
									12,400.73
Total 5304 · OFFICE EXPENSES									
									12,400.73
Total 53 · TOURISM EXPENSES									
									12,400.73
<b>TOTAL</b>									<b>12,400.73</b>

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Cash Basis

**Platteville Area Chamber of Commerce**  
**Transaction Detail By Account**  
 January through December 2020

Type	Date	Num	Name	Memo	Class	Cir	Split	Original Amount	Paid Amount
<b>53 · TOURISM EXPENSES</b>									
<b>5304 · OFFICE EXPENSES</b>									
<b>530410 · ADVERTISING &amp; PROMOTION</b>									
Check	03/26/2020	18599	Northwood Map Pub...	Wisconsin Tr...	Tourism		11013 · Fidelity...	525.00	525.00
Check	05/04/2020	DB	Google SVCSAPPS		Tourism		11011 · FNB C...	9.00	9.00
Check	06/02/2020	DB	Google SVCSAPPS		Tourism		11013 · Fidelity...	9.00	9.00
Check	07/03/2020	DB	Google SVCSAPPS		Tourism		11013 · Fidelity...	9.00	9.00
Check	08/03/2020	DB	Google SVCSAPPS		Tourism		11013 · Fidelity...	9.00	9.00
Check	08/26/2020	18766	Galena Gazette	Gallenian Ma...	Tourism		11013 · Fidelity...	875.00	875.00
Check	09/02/2020	DB	Google SVCSAPPS		Tourism		11013 · Fidelity...	9.00	9.00
Check	10/02/2020	DB	Google SVCSAPPS		Tourism		11013 · Fidelity...	9.00	9.00
Check	11/02/2020	DB	Google SVCSAPPS		Tourism		11013 · Fidelity...	9.00	9.00
Check	12/01/2020	DB	Google SVCSAPPS		Tourism		11013 · Fidelity...	9.00	9.00
Total 530410 · ADVERTISING & PROMOTION									1,472.00
Total 5304 · OFFICE EXPENSES									1,472.00
Total 53 · TOURISM EXPENSES									1,472.00
<b>TOTAL</b>									<b>1,472.00</b>

**PLATTEVILLE AREA CHAMBER OF COMMERCE  
SERVING AS THE TOURISM ENTITY  
FOR THE CITY OF PLATTEVILLE**

**PROPOSED TOURISM ACTION PLAN 2021**

**(approved by the Chamber Tourism Council 12-04-2020)  
(approved by the Chamber Board 12-16-2020)**

**Campaign Philosophy**

Much time and thought was put into this proposal as we examined the effects of COVID-19 in state, regional, and local tourism. As with most Tourism Entities, many of the deadlines for publications are in the first quarter of the year. This did not allow much opportunity to address any changes. Thus, we have reached out to many of our partners to see what changes in pricing and publication have taken place for the upcoming year. We are confident that we have developed a worthwhile program, taking into account the potential loss of funding through the hotel tax revenues.

This integrated marketing plan proposes methods to recruit regional visitors to the Platteville community while visiting the tri-state area and reflects the program established to best market Platteville. The plan includes allocating funds to the operation and staffing of the Travel Wisconsin Welcome Center in Platteville; a collaboration with neighboring tourism entities; promotion of local events, attractions and businesses; and preparing messages in a variety of formats to reach a broader audience.

The Travel Wisconsin Welcome Center is a vital asset to the Platteville community, welcoming over 12,000 visitors in 2020. Signage along Hwy. 151 directs traffic from the four-lane highway to our tourism information center, allowing us to showcase the best of our region upon arrival. Trained staff are available to give directions; make suggestions for dining, lodging, and attractions; and provide free maps and brochures for future travel options. Our brochure collection continues to grow as we add more opportunities for visitors each month.

Collaborating with tourism entities in Galena, Illinois, and Dubuque, Iowa, whose combined budgets are in excess of \$2.5 million, allows us to attract visitors they are already targeting from Chicago, Milwaukee, Madison, Des Moines, Cedar Rapids, Iowa City, Quad Cities, St. Louis and beyond. Our local room tax monies will not run an effective campaign in any major market and will not allow for marketing in multiple areas, and the partnership has proven effective.

Our marketing plan is based on both traditional and non-traditional methods, including print and radio advertising, press releases, publishing event listings, website, social media and outdoor signage to promote our local events and attractions. We hope to grow into new avenues such as drone photography and video and continue to utilize new technology to stay current with our visitors’ needs. We will continue to spread funding across multiple platforms to effectively use the room tax money to promote the region as a destination and attract new visitors.

## SUPPORTING DOCUMENTATION

### 1. VISITOR CENTER -- \$45,000 (53% of budget)

The Tourism Entity will continue to operate a year-round visitor center – known as the Travel Wisconsin Welcome Center, one of eight such official locations throughout the State of Wisconsin. Winter hours of operation will be Monday-Friday from 8AM-5PM from November 1<sup>st</sup> through April 30<sup>th</sup>, and summer hours of Monday-Friday 8AM-5PM, Saturdays 10AM-4PM and Sundays from 10AM-2PM from May 1<sup>st</sup> through October 31<sup>st</sup>.

Services include rent of a portion of the visitor center, staffing, equipment (such as phones, computers, copy machine), supplies, postage (for sending out visitor packets and Platteville Community Guides), free wi/fi to visitors and assist with internet searches for the convenience of our visitors.

Staff will be trained to greet visitors and “sell Platteville” (promote hotels, restaurants, attractions, events, festivals, historic downtown, retail outlets, etc.), stock and order brochures, give directions, provide a tracking system of visitors, answer phones, distribute maps, help with itineraries, genealogy, history, current events, housekeeping, and misc.)

Rent (includes utilities, equipment usage) =	\$13,800
Office supplies/Postage/Dues/Subscriptions =	\$3,200
Staffing = 40 hours per week November 1 <sup>st</sup> -April 30 <sup>th</sup> and 50 hours per week May 1 <sup>st</sup> through October 31 <sup>st</sup> ) =	<u>\$28,000</u>
	<b>\$45,000</b>

## 2. **DESTINATION MARKETING -- \$17,500 (21% of budget)**

- Dubuque Travel Guide- (\$1,200) - 110,000 copies are produced and distributed at travel shows and are available to the 1.5 million visitors to the Dubuque area each year.
  - The Galenian (\$900 x 2) – Published by the Galena Gazette in Galena, IL. Over 47,000 copies are printed in spring and fall.
  - Department of Tourism Travel Guide – (\$1,865) - 200,000 distribution
  - Grant County Travel Planner – (\$1,195) 20,000 copies published and distributed throughout the Midwest. We reserve the inside front cover.
  - Travel Dubuque ¼ Page ad – (\$750) (Tri-State Tourism Map is free)
  - Great River Road publication – (\$500)
  - Shopping News “Day Tripper” – (\$500)
  - Platteville Journal “Exploring the Tri-States” – (\$500)
  - Super 8 Motel & Luxury Suites in-room publication – (\$280)
  - Country Inn & Suites “information” sign- (\$360)
  - Cobblestone Inn & Suites publication – (\$265)
  - Platteville Community Guide- (\$1,400)
  - Along the River- (\$230)
  - Hidden Valleys- (\$275)
  - Northwood Map- (\$525)
  - H&R Block Billboard-(\$2,500-will cover expense to recover with approx.. 3 year life)
  - Miner’s Ball sponsorship (Mining/Rollo Jamison Museum)- (\$500)
  - Print Ads: (\$1,500) Day on the Farm (\$700) Southwest Music Festival (\$800)
  - Miscellaneous- (\$1,355)
- ✓ Wish List Items:
- Additional Billboards
  - Website videos
  - Drone videos
  - Regional Radio
  - ATV/UTV trail videos
  - UW-Platteville Athletics & CFA

**3. WEBSITE/SOCIAL MEDIA – \$5,400 (6% of budget)**

Maintain and update the Tourism Entity’s website – [www.Platteville.com](http://www.Platteville.com) - which promotes Platteville attractions and events for the whole community. This information is available 24 hours a day, 365 days a year and is consistently monitored and updated.

The Chamber continues to upgrade its website. A major emphasis will continue to be placed on utilizing social media venues for additional marketing. Investigate the partnering of a hashtag marketing strategy with other entities and local attractions.

The Tourism Entity is an official Extranet Partner with the Wisconsin Department of Tourism, the responsibilities of which are to update the Department about Platteville and area events/promotions. As such, the Tourism Entity will provide updates onto the Wisconsin Department of Tourism website – [www.travelwisconsin.com](http://www.travelwisconsin.com). This statewide database has information on lodging, dining, attractions and events for our community. The Tourism Entity also provides the Department of Tourism with updates on the fall color, local photos and details about attractions and upcoming events.

The Tourism Entity will also contribute visitor information (events, attractions, lodging, etc.) to the Grant County websites [www.grantcountytourism.com](http://www.grantcountytourism.com) and [www.grantcountyorg](http://www.grantcountyorg).

Staffing = 255 hours - \$3,400

Website upgrade/maintenance = \$2,000

Wish List Items:

- Additional website/social media outreach
- Add Platteville destinations and attractions to other travel platforms (Tripadvisor, Vamonde, etc.)

**4. CALENDAR OF EVENTS -- \$1,800 (2% of budget)**

The Tourism Entity will continue to advertise local events through their website online calendar, the Platteville Community Guide, Department of Tourism publications, area newspapers & tourism publications – Hidden Valley publication, Telegraph Herald Vacationland, Day Tripper and Exploring the Tri-States. In addition, the Tourism Entity includes events in their monthly newsletter calendar and produces a “Holiday Calendar of Events” for the community. The Tourism Entity will also utilize print, radio, website and social media advertising for community events. All of our events and promotions will be submitted to the Department of Tourism’s website – [www.travelwisconsin.com](http://www.travelwisconsin.com). Plans are to increase the ‘free’ submissions to sites that allow them.

Staffing = 104 hours - \$1,800

**5. PUBLIC RELATIONS -- \$3,600 (4% of budget)**

The Tourism Entity will write and distribute press releases, produce media kits and maintain a very successful relationship with the Wisconsin Department of Tourism. We provide editorial for many publications including Wisconsin Department of Tourism, Vacationland, the Grant County Travel Planner, our own Platteville community guide, plus many others. We also have radio interviews as necessary during which we promote the Welcome Center and community events. Travel and training expenses will also be allocated under this category. Foster partnerships to develop tours of local attractions coordinating with the airport, lodgers, and attractions.

Staffing = 94.8 hours - \$2,200

Travel/training expenses of \$1,400

**6. EVENTS/PROJECTS -- \$9,000 (11% of budget)**

As the Tourism Entity, we realize that events and miscellaneous projects are a great draw for visitors. Our efforts to create, organize and host multiple events each year have created annual events/festivals that are becoming increasingly popular and attendance has been on the upswing across the board. Our signature events include:

- \*Annual Southwest Music Festival
- \*Bi-Annual Ag-tourism "Day on the Farm" event
- \*74<sup>th</sup> Annual Dairy Days Parade (in conjunction with the Dairy Days Committee)
- \*23rd Annual Hometown Festival Week
- \*Annual Historic Re-enactment
- \*Platteville Hometown Christmas

We will continue to promote other community events such as Dairy Days, 4<sup>th</sup> of July, Heritage Days, all events hosted and coordinated by the Mining & Jamison Museums, as well as those hosted and coordinated by UW-Platteville's Center For The Arts and Athletic Department by way of print, social media, and email notices. Also we want to be more watchful to share posts more frequently of other regional tourism entities.

Staffing = 578 hours - \$9,000

**7. CONTRACT ADMINISTRATION -- \$2,700 (3% of budget)**

These are costs specifically allocated to the cost to administer the tourism entity contract. It includes staff attendance at monthly City Tourism Committee meetings and designated City Council meetings, monthly reports, cost of accountant and legal fees, and compilation and production of the annual report.

Staffing = 21.6 hours - \$700

Accounting/Legal Fees - \$2,000



**PROPOSED 2021 TOURISM BUDGET**  
**(BASED ON \$90,000 IN ROOM TAX REVENUE)**

	<b>2019</b>	<b>2020</b>	<b>2021</b>
1. Visitor Center (53%)	<b>\$54,396</b>	<b>\$55,396</b>	<b>\$45,000</b>
2. Destination Marketing (21%)	<b>24,815</b>	<b>25,840</b>	<b>17,500</b>
3. Website/Social Media (6%):	<b>7,793</b>	<b>5,568</b>	<b>5,400</b>
4. Calendar of Events (2%):	<b>2,247</b>	<b>2,247</b>	<b>1,800</b>
5. Public Relations (4%):	<b>4,517</b>	<b>4,517</b>	<b>3,600</b>
6. Events/Projects (11%):	<b>13,182</b>	<b>13,182</b>	<b>9,000</b>
7. Contract Administration (3%):	<b><u>3,050</u></b>	<b><u>3,250</u></b>	<b><u>2,700</u></b>
<b>TOTAL EXPENDITURES</b>	<b>\$110,000</b>	<b>\$110,000</b>	<b>\$85,000</b>

**PLATTEVILLE AREA CHAMBER OF COMMERCE  
SERVING AS THE TOURISM ENTITY  
FOR THE CITY OF PLATTEVILLE**

**PROPOSED TOURISM ACTION PLAN 2021**

**ADDENDUM**

**TRAVEL Grant Awarded through CARES ACT in December for \$29,031**

The Platteville Regional Chamber received a TRAVEL Stimulus Grant through the CARES Act from the State of Wisconsin in December, after the Proposed Tourism Action Plan was approved. This addendum is added to illustrate that discussion and communication have recently taken place in an effort to review our wish list and prioritize items we feel would be the most effective means to increase visitors to our community to stay at our lodging properties. We do not feel it is in the best interest of the Platteville Regional Chamber or City of Platteville to expend the entirety of this grant as we have not seen the last quarter results for 2020, and there is still uncertainty regarding the beginning of 2021. We feel the items listed below have the most potential to create more visitors to our community with the best chance for room stays. The Tourism Department has notified us that most travel will begin by visiting family and friends, followed by destination automobile travel. Therefore, this is our recommendation.

**Priority Items:**

- Refurbish the entire H&R Block Billboard-\$5,000
- Additional Billboards – Currently getting proposals on additional costs of billboards outside Platteville with message rotation possibilities. Depending on location & rotation- up to \$15,000 staggered over multiple billboards could be incurred. We could promote Historical attractions, outdoor recreation, lodging properties, and UW-Platteville on rotation basis.
- Travel Wisconsin Ads promoting local events and attractions
- ATV/UTV videos
- Additional promoting of local events that were cancelled in 2020