

City of Platteville
Tourism Committee Meeting
Council Chambers

August 19th, 2021

Minutes

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

Others Present: Tammy Enz and Eric Flesch

1. Call to order: Deb Jenny, Chairperson, called the meeting to order at 4:00pm.
2. Approval of May 20th, 2021 minutes: with change to amount of \$5294.32 in room tax that is reported on 2nd quarter that should be recorded on first quarter room tax. One payment came in late. Motion to approve with changes 1st by Malliet and 2nd by Artz.
3. Old Business- None
4. Election of Officers- Deb Jenny, President and Terry Malliet, Secretary. Motion to approve by Rice, 2nd by Malliet.
5. 2nd Quarter Room Tax.-- \$5294.32 to be reported on 1st Quarter room tax not on 2nd Quarter.
6. Tourism Entity Report: Deb Jenny presented.
 - Looking to update lighting on billboard by H&R block.
 - Possibly doing videos
7. Partner Organization Reports:
 - A. Main St. Program
 - a. Badger Brothers opening in evening to attract students.
 - b. Sweet Treats on Main
 - c. 7 Hills North opening early September
 - d. Southwest Car Show -great event, discussing other ideas for next year Music Fest and events.
8. Museum
 - Received \$10,000 grant!
 - Number of visitors are down the year but more money made.
 - Will be doing Carriage Rides again.
 - Haunted Mine Tours in October
9. Public Comments: None
10. Next meeting: November 18th @ 4pm
11. Adjournment. Artz motioned to adjourn. 2nd by Breitner

2ND QUARTER 2021
CITY OF PLATTEVILLE ROOM TAX

TOTAL RECEIPTS	\$ 1,401,254.04
LESS EXEMPT RECEIPTS	<u>\$ (364,392.92)</u>
TAXABLE RECEIPTS	\$ 1,036,861.12
ROOM TAX RATE (5%)	X 5%
TOTAL ROOM TAX	<u>\$ 51,843.07</u>

2% MOTEL ADMINISTRATIVE FEE	\$ 1,036.86
28% CITY OF PLATTEVILLE PORTION	\$ 14,516.05
70% VISITOR & TOURISM PROMOTION COMMISSION (PAY PLATTEVILLE REGIONAL CHAMBER)	<u>\$ 36,290.15</u>
TOTAL ROOM TAX	\$ 51,843.07

ACCOUNT #100.56600.650.000

JANUARY 1, 2021 - JUNE 30, 2021
CITY OF PLATTEVILLE ROOM TAX

TOTAL RECEIPTS	\$ 2,057,361.32
LESS EXEMPT RECEIPTS	<u>\$ (260,877.81)</u>
TAXABLE RECEIPTS	\$ 2,318,239.13
ROOM TAX RATE (5%)	X 5%
TOTAL ROOM TAX	<u>\$ 79,472.68</u>

2% MOTEL ADMINISTRATIVE FEE	\$ 1,589.46
28% CITY OF PLATTEVILLE PORTION	\$ 22,252.34
70% VISITOR & TOURISM PROMOTION COMMISSION	<u>\$ 55,630.88</u>
TOTAL ROOM TAX	\$ 79,472.67

JANUARY 1, 2020 - JUNE 30, 2020
CITY OF PLATTEVILLE ROOM TAX

TOTAL RECEIPTS	\$ 1,031,736.29
LESS EXEMPT RECEIPTS	<u>\$ 111,337.28</u>
TAXABLE RECEIPTS	\$ 920,399.01
ROOM TAX RATE (5%)	X 5%
TOTAL ROOM TAX	<u>\$ 46,045.55</u>

2% MOTEL ADMINISTRATIVE FEE	\$ 920.92
28% CITY OF PLATTEVILLE PORTION	\$ 12,892.74
70% VISITOR & TOURISM PROMOTION COMMISSION	<u>\$ 32,231.89</u>
TOTAL ROOM TAX	\$ 46,045.55

SUMMARY OF ROOM TAX COLLECTIONS:

(Past 8 Years)

<u>YEAR</u>	<u>QUARTER</u>	<u>CITY</u>	<u>TOURISM COMM</u>	<u>MOTEL ADM</u>	<u>TOTAL</u>
2021	1ST QTR.	\$ 7,736.28	\$ 19,340.73	\$ 552.60	\$ 27,629.61
	2ND QTR.	\$ 14,516.05	\$ 36,290.15	\$ 1,036.86	\$ 51,843.07
	3RD QTR.				\$ -
	4TH QTR.				\$ -
			\$ 22,252.34	\$ 55,630.88	\$ 1,589.46
2020	1ST QTR.	\$ 7,674.21	\$ 19,185.56	\$ 548.17	\$ 27,407.94
	2ND QTR.	\$ 5,218.53	\$ 13,046.33	\$ 372.75	\$ 18,637.61
	3RD QTR.	\$ 10,617.63	\$ 26,544.06	\$ 758.40	\$ 37,920.09
	4TH QTR.	\$ 8,041.98	\$ 20,104.97	\$ 574.43	\$ 28,721.38
			\$ 31,552.35	\$ 78,880.92	\$ 2,253.75
2019	1ST QTR.	\$ 9,179.86	\$ 22,950.50	\$ 656.07	\$ 32,786.43
	2ND QTR.	\$ 14,002.11	\$ 35,004.42	\$ 999.78	\$ 50,006.31
	3RD QTR.	\$ 14,763.10	\$ 36,906.55	\$ 1,053.99	\$ 52,723.64
	4TH QTR.	\$ 12,333.53	\$ 30,832.96	\$ 880.60	\$ 44,047.09
			\$ 50,278.60	\$ 125,694.43	\$ 3,590.44
2018	1ST QTR.	\$ 9,828.76	\$ 24,573.26	\$ 702.64	\$ 35,104.65
	2ND QTR.	\$ 13,492.74	\$ 33,731.47	\$ 963.60	\$ 48,187.81
	3RD QTR.	\$ 15,762.04	\$ 39,405.08	\$ 1,125.85	\$ 56,292.97
	4TH QTR.	\$ 13,179.40	\$ 32,949.29	\$ 941.73	\$ 47,070.42
			\$ 52,262.93	\$ 130,659.10	\$ 3,733.82
2017	1ST QTR.	\$ 6,213.24	\$ 15,532.73	\$ 443.64	\$ 22,189.61
	2ND QTR.	\$ 10,012.50	\$ 25,031.89	\$ 715.45	\$ 35,759.84
	3RD QTR.	\$ 10,592.26	\$ 26,480.48	\$ 756.52	\$ 37,829.26
	4TH QTR.	\$ 9,989.08	\$ 24,972.49	\$ 713.42	\$ 35,674.99
			\$ 36,807.08	\$ 92,017.59	\$ 2,629.03
2016	1ST QTR.	\$ 5,814.45	\$ 14,536.31	\$ 415.40	\$ 20,766.16
	2ND QTR.	\$ 8,512.06	\$ 21,284.86	\$ 610.02	\$ 30,406.94
	3RD QTR.	\$ 10,709.95	\$ 26,772.82	\$ 764.12	\$ 38,246.89
	4TH QTR.	\$ 8,049.68	\$ 20,124.36	\$ 575.04	\$ 28,749.08
			\$ 33,086.14	\$ 82,718.35	\$ 2,364.58
2015	1ST QTR.	\$ 5,539.58	\$ 13,849.41	\$ 395.88	\$ 19,784.87
	2ND QTR.	\$ 9,189.41	\$ 22,972.71	\$ 656.04	\$ 32,818.16
	3RD QTR.	\$ 11,721.94	\$ 29,304.89	\$ 837.30	\$ 41,864.13
	4TH QTR.	\$ 7,602.59	\$ 19,006.41	\$ 543.02	\$ 27,152.02
			\$ 34,053.52	\$ 85,133.42	\$ 2,432.24
2014	1ST QTR.	\$ 3,905.89	\$ 9,764.10	\$ 278.73	\$ 13,948.72
	2ND QTR.	\$ 6,688.57	\$ 16,720.50	\$ 477.36	\$ 23,886.43
	3RD QTR.	\$ 7,490.39	\$ 18,726.20	\$ 535.13	\$ 26,751.72
	4TH QTR.	\$ 5,867.08	\$ 14,667.46	\$ 418.97	\$ 20,953.51
			\$ 23,951.93	\$ 59,878.26	\$ 1,710.19



PLATTEVILLE REGIONAL CHAMBER

TOURISM ENTITY REPORT

TO THE CITY OF PLATTEVILLE TOURISM COMMITTEE

August 19, 2021

1. Our Travel Wisconsin Welcome Center remains open summer hours - Monday-Friday from 8AM-5PM; Saturday 10AM-4PM; and Sunday from 10AM-2PM until the end of October.
2. TRAVEL Stimulus Grant money has been used for Billboards. We currently have a billboard in Dyersville, IA on a 6 month contract (attracting Field of Dreams visitors thru 10/24), and a year contract on a billboard in Elizabeth, IL. Both Iowa and Illinois are strong markets determined by our State Tourism Department. We have changed these boards approximately every three months to feature a fresh, timely look and theme. We have also refurbished the H&R Block billboard and are exploring lighting updates.
3. We have realized a significant increase in visitors at the Welcome Center. Increases realized were 70% in May, 40% in June, and 25% in July over last year's numbers. There continues to be a strong interest in ATV/UTV travel.
4. A Tourism Information Center (TIC) Grant was awarded to the Platteville Regional Chamber on 8/5/21 in the amount of \$6,951 which will be used only for Tourism related expenses. Another opportunity will be available at the end of the year towards expenses incurred between 7/1/21 and 12/31/21.
6. Fall Activities are moving forward and will include:
 - New Student Welcome**-slightly modified once again! But will get 1,000 Platteville guides into students' hands
 - Scavenger Hunt**-scheduled for Tuesday, August 31st
 - Dairy Days**-September 10 to 12
 - A Day on the Farm**-Saturday, October 2nd at UW Pioneer Farm 10am to 1 pm
7. Ag Tourism Map currently at the printer. This map was created to educate as well as encourage day trips throughout Grant County. The Platteville Regional Chamber was awarded a match grant of \$1,000 from GCTC for this project.
8. Financial report is attached.

Platteville Area Chamber of Commerce
Profit & Loss - Tourism
 January through July 2021

	Jan - Jul 21	Jan - Jul 20
Ordinary Income/Expense		
Income		
43 · TOURISM REVENUES		
4301 · Room Tax	39,445.70	50,184.80
Total 43 · TOURISM REVENUES	39,445.70	50,184.80
Total Income	39,445.70	50,184.80
Gross Profit	39,445.70	50,184.80
Expense		
51 · CHAMBER EXPENSES		
5101 · PAYROLL EXPENSE		
51011 · SALARIES & WAGES		
510112 · Administrative Assistant	88.00	0.00
510113 · Clerical/Secretarial	27.54	688.50
Total 51011 · SALARIES & WAGES	115.54	688.50
51012 · PAYROLL TAXES	2,013.44	3,185.98
Total 5101 · PAYROLL EXPENSE	2,128.98	3,874.48
5105 · OFFICE EXPENSE		
510505 · Office Supplies	24.01	0.00
510510 · ADVERTISING & PROMOTION		
5105104 · Travel & Lodging	0.00	59.80
Total 510510 · ADVERTISING & PROMOTION	0.00	59.80
Total 5105 · OFFICE EXPENSE	24.01	59.80
Total 51 · CHAMBER EXPENSES	2,152.99	3,934.28
53 · TOURISM EXPENSES		
5305 · - RENT	8,050.00	8,050.00
5301 · PAYROLL EXPENSE		
53011 · SALARIES & WAGES		
530116 · Executive Assistant	6,316.80	9,945.60
530111 · Executive Director	5,712.22	9,295.69
530115 · Assistant director	739.20	134.40
530112 · Administrative Assistant	11,218.11	9,845.69
530113 · Clerical/Secretarial	55.00	3,154.25
Total 53011 · SALARIES & WAGES	24,041.33	32,375.63
Total 5301 · PAYROLL EXPENSE	24,041.33	32,375.63
5302 · EMPLOYEE BENEFITS		
53024 · Employee benefit stipend	0.00	270.50
53021 · Health Insurance	2,335.97	2,167.08
Total 5302 · EMPLOYEE BENEFITS	2,335.97	2,437.58
5303 · UTILITIES		
53033 · Internet Services	203.85	223.88
Total 5303 · UTILITIES	203.85	223.88
5304 · OFFICE EXPENSES		
530402 · Dues & Subscriptions	377.00	340.00
530403 · Legal & Accounting	1,232.50	962.50
530405 · Office Supplies	17.66	889.12
530406 · Postage & Freight	156.20	1,103.31
530407 · Training & Education	0.00	92.80
530410 · ADVERTISING & PROMOTION		
5304101 · Advertising & Promotion	11,172.25	12,024.48
5304102 · Hospitality	107.80	14.01
5304104 · Travel & Lodging	82.20	535.18
530410 · ADVERTISING & PROMOTION - Other	1,719.40	552.00
Total 530410 · ADVERTISING & PROMOTION	13,081.65	13,125.67

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08/18/21

Cash Basis

Platteville Area Chamber of Commerce

Profit & Loss - Tourism

January through July 2021

	Jan - Jul 21	Jan - Jul 20
530411 · Fees & Permits	69.75	39.75
530450 · Misc. Expenses	500.00	500.00
Total 5304 · OFFICE EXPENSES	15,434.76	17,053.15
Total 53 · TOURISM EXPENSES	50,065.91	60,140.24
Total Expense	52,218.90	64,074.52
Net Ordinary Income	-12,773.20	-13,889.72
Net Income	-12,773.20	-13,889.72