

**CITY OF PLATTEVILLE  
TOURISM COMMITTEE MEETING  
COUNCIL CHAMBERS – 4:00 p.m.**

**May 19, 2022  
Unofficial Minutes**

Members Present: Deb Jenny and Deborah Rice

Others Present: Wayne Wodarz, Erik Flesch and Jodie Richards

1. Call to order: Deb Jenny, Chairperson, called the meeting to order at 4:05 p.m. (Not official meeting, not enough members present).
2. January 27, 2022 minutes: Approved by Chairperson Deb Jenny to share as unofficial.
3. Old Business: None.
4. 1st Quarter Room Tax: Deb Jenny presented.
5. Tourism Entity Report: Wayne Wodarz presented.
  - A. Wayne Wodarz also presented Financial Profit & Loss Report.
6. Partner Organization Reports:
  - A. Main Street Program:
    - Pub Crawl had great feedback.
    - Walk Down Main is coming up May 31.
    - Music in the Park kicks off Thursday, June 2<sup>nd</sup> with the Wundo's.
    - Rotary Uncorked Wine Walk set for Friday, June 10.
    - Make Music Platteville and Pride in the Park will take place on Tuesday, June 21.
  - B. Museums:
    - Opened for the season on May 1.
    - Hosting school field trips (1,200 kids in the month of May).
    - 13,000 Years of Driftless Ingenuity exhibit on display.
    - Destination for Walk Down Main event.
    - Will feature Make Music Platteville on June 21.
    - Annual Heritage Day event on July 4.
    - Pioneer Sweets partnership – currently applying for grants for freezer to hold ice cream.
  - C. UW-Platteville: None.
  - D. Other: None.
7. Public Comments: None.
8. Next Meeting: Tuesday, August 16 at 4:00 p.m.

9. Adjournment: Meeting adjourned at 4:32 p.m.

Respectfully submitted, Jodie Richards

1ST QUARTER 2022  
CITY OF PLATTEVILLE ROOM TAX

TOTAL RECEIPTS	\$	842,010.27
LESS EXEMPT RECEIPTS	\$	(191,029.12)
TAXABLE RECEIPTS	\$	650,981.15
ROOM TAX RATE (5%)	X	5%
TOTAL ROOM TAX	\$	32,549.07

2% MOTEL ADMINISTRATIVE FEE	\$	650.98
28% CITY OF PLATTEVILLE PORTION	\$	9,113.74
70% VISITOR & TOURISM PROMOTION COMMISSION (PAY PLATTEVILLE REGIONAL CHAMBER)	\$	22,784.35
TOTAL ROOM TAX	\$	32,549.07

ACCOUNT #100.56600.650.000

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JANUARY 1, 2022 - MARCH 31, 2022  
CITY OF PLATTEVILLE ROOM TAX

TOTAL RECEIPTS	\$	842,010.27
LESS EXEMPT RECEIPTS	\$	(191,029.12)
TAXABLE RECEIPTS	\$	1,033,039.39
ROOM TAX RATE (5%)	X	5%
TOTAL ROOM TAX	\$	32,549.07

2% MOTEL ADMINISTRATIVE FEE	\$	650.98
28% CITY OF PLATTEVILLE PORTION	\$	9,113.74
70% VISITOR & TOURISM PROMOTION COMMISSION	\$	22,784.35
TOTAL ROOM TAX	\$	32,549.07

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JANUARY 1, 2021 - MARCH 31, 2021  
CITY OF PLATTEVILLE ROOM TAX

TOTAL RECEIPTS	\$	656,107.28
LESS EXEMPT RECEIPTS	\$	(103,515.11)
TAXABLE RECEIPTS	\$	552,592.17
ROOM TAX RATE (5%)	X	5%
TOTAL ROOM TAX	\$	27,629.61

2% MOTEL ADMINISTRATIVE FEE	\$	552.60
28% CITY OF PLATTEVILLE PORTION	\$	7,736.28
70% VISITOR & TOURISM PROMOTION COMMISSION	\$	19,340.73
TOTAL ROOM TAX	\$	27,629.61

## 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>
2022	1ST QTR.	\$ 9,113.74	\$ 22,784.35	\$ 650.98	\$ 32,549.07
	2ND QTR.				
	3RD QTR.				
	4TH QTR.				
		\$ 9,113.74	\$ 22,784.35	\$ 650.98	\$ 32,549.07
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.	\$ 17,183.03	\$ 42,957.59	\$ 1,227.36	\$ 61,367.98
	4TH QTR.	\$ 13,133.78	\$ 32,820.35	\$ 932.08	\$ 46,886.21
		\$ 52,569.15	\$ 131,408.81	\$ 3,748.90	\$ 187,726.86
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	\$ 112,687.02
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	\$ 179,563.47
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	\$ 186,655.85
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	\$ 131,453.70
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	\$ 118,169.07
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	\$ 121,619.18



## PLATTEVILLE REGIONAL CHAMBER

### TOURISM ENTITY REPORT

#### TO THE CITY OF PLATTEVILLE TOURISM COMMITTEE

May 16, 2022

1. Our Travel Wisconsin Welcome Center is now open for summer hours - Monday-Friday from 8AM-5PM; Saturday 10AM-4PM; and Sunday from 10AM-2PM until the end of October.
2. The 2021 Tourism Entity report was presented to the City Council in February along with the 2022 Tourism Action Plan. The 2021 tourism entity report was filed with the City per Wisconsin Department of Revenue rules in April. The City has forwarded that on to the State.
3. We celebrated National Tourism Week Sunday May 1<sup>st</sup> thru Saturday May 7<sup>th</sup>. We kicked off the week by celebrating Community Free Day at the Mining & Rollo Jamison Museums. We provided signage to acknowledge them as being nominated for the Governor's Tourism Award in the category of Arts, Heritage, and Culture. A nice turnout was had that day. Tuesday we held an Open House and cookout at the Travel Wisconsin Welcome Center. Drew Nussbaum and Travis Tranel were available to recognize the importance of Tourism in our region as well as the state of Wisconsin with a short program. Approximately 40 or so people attended. Friday, we paired with the City to celebrate the Mound View Park Campground upgrades with a Ribbon Cutting. A crowd of about 20 came to see the work and enjoyed a cookout provided by Parks director Bob Lowe.
4. The Department of Tourism has changed their reporting timelines and will not release the annual economic impact report for 2021 until early June. We are certain that Grant County will once again fair better than many parts of the State.
5. Both the 2021 Platteville Community Guide and Grant County Activity Guide have been on our shelves since for a couple of months. We have shipped over 4,800 Platteville Guides to neighboring communities (up from 4,000 last year) as well as 2,300 Grant County Guides (up from 2,000). We did insert the Platteville Guide in the Shopper this year. If you remember, we saved that expense from last year.
6. We are utilizing the DOA DMO grant money in many ways to increase tourism. We have increased ad sizes in many publications, such as the Travel Wisconsin Travel Guide, and have also added some additional publications that we have never done before to test the waters. We will be featured in next month's Midwest Living magazine, and have placed an ad in the Beloit Gazette in the Dining and Destinations feature. We have also committed to a moving billboard program with outreach as far as the Quad Cities to the South, and Verona to the West. These boards will rotate through the tri-state area every 4 weeks until next March.
7. Financial report is attached.

## Platteville Area Chamber of Commerce

## Profit &amp; Loss - Tourism

January through April 2022

	Jan - Apr 22	Jan - Apr 21
Ordinary Income/Expense		
Income		
43 · TOURISM REVENUES		
4301 · Room Tax	32,820.35	20,104.97
Total 43 · TOURISM REVENUES	32,820.35	20,104.97
Total Income	32,820.35	20,104.97
Gross Profit	32,820.35	20,104.97
Expense		
51 · CHAMBER EXPENSES		
5101 · PAYROLL EXPENSE		
51011 · SALARIES & WAGES		
510115 · Assistant director	1,128.50	0.00
510112 · Administrative Assistant	0.00	0.00
510113 · Clerical/Secretarial	0.00	0.00
Total 51011 · SALARIES & WAGES	1,128.50	0.00
51012 · PAYROLL TAXES	1,093.23	1,159.29
Total 5101 · PAYROLL EXPENSE	2,221.73	1,159.29
Total 51 · CHAMBER EXPENSES	2,221.73	1,159.29
53 · TOURISM EXPENSES		
5305 · - RENT	3,450.00	4,600.00
5301 · PAYROLL EXPENSE		
53011 · SALARIES & WAGES		
530116 · Executive Assistant	0.00	5,980.80
530111 · Executive Director	3,451.58	3,362.34
530115 · Assistant director	5,600.50	0.00
530112 · Administrative Assistant	3,502.38	4,231.20
530113 · Clerical/Secretarial	0.00	55.00
Total 53011 · SALARIES & WAGES	12,554.46	13,629.34
Total 5301 · PAYROLL EXPENSE	12,554.46	13,629.34
5302 · EMPLOYEE BENEFITS		
53024 · Employee benefit stipend	0.00	0.00
53021 · Health Insurance	1,395.64	1,334.84
Total 5302 · EMPLOYEE BENEFITS	1,395.64	1,334.84
5303 · UTILITIES		
53033 · Internet Services	163.98	163.95
Total 5303 · UTILITIES	163.98	163.95
5304 · OFFICE EXPENSES		
530402 · Dues & Subscriptions	125.00	162.00
530403 · Legal & Accounting	130.50	198.00
530405 · Office Supplies	19.80	17.66
530406 · Postage & Freight	148.00	139.00
530410 · ADVERTISING & PROMOTION		
5304105 · Freelance Graphic Design	1,430.00	0.00
5304101 · Advertising & Promotion	9,531.45	5,799.00
5304102 · Hospitality	93.39	107.80
5304104 · Travel & Lodging	1,805.63	0.00
530410 · ADVERTISING & PROMOTION - Other	7,590.00	1,670.00
Total 530410 · ADVERTISING & PROMOTION	20,450.47	7,576.80
Total 5304 · OFFICE EXPENSES	20,873.77	8,093.46
Total 53 · TOURISM EXPENSES	38,437.85	27,821.59
Total Expense	40,659.58	28,980.88
Net Ordinary Income	-7,839.23	-8,875.91
Net Income	-7,839.23	-8,875.91