

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

**August 16, 2022
Minutes**

Members Present: Deb Jenny, Michael Breitner and Terry Malliet

Others Present: Wayne Wodarz, Tammy Enz and Jodie Richards

1. Call to order: Deb Jenny, Chairperson, called the meeting to order at 4:03 p.m.
2. May 19, 2022 minutes: Consensus of Tourism Committee to share as unofficial minutes.
3. Election of Officers. Motion by Breitner to re-elect Deb Jenny as committee chairperson and Terry Malliet as secretary. Motion seconded. Motion carried.
4. Old Business. None.
5. 2nd Quarter Room Tax report. Deb Jenny presented.
6. Tourism Entity Report: Wayne Wodarz presented.
 - A. Wayne Wodarz also presented Financial Profit & Loss Report.
7. Partner Organization Reports:
 - A. Main Street Program:
 - Last Music in the Park is Thursday, August 18.
 - Looking ahead to Sweat Treats on Main on Saturday, October 29.
 - Artists Sunday will be held November 27. Looking at making this a bigger event.
 - Researching Geofencing: Data on who's coming to events, where from, what doing while here, demographics, etc.
 - New Student Welcome Scavenger Hunt September 4-9.
 - B. Museums:
 - Mine Day August 20 – food, music, STEAM Activities, Mine Tours
 - Miners Ball will be held February 4, 2023 at UW-Platteville Ullsvik Hall.
 - C. UW-Platteville:
 - Student move-in has begun.
 - Sesquicentennial Hall Ribbon Cutting will be held September 1 at 1:00 p.m.
 - September 22 is Industry Awareness Day on campus.
 - Homecoming Week is October 10-15.
 - Fall Commencement will be held December 17.
 - Selected to host Spring 2024 Board of Regents meeting.
 - Keeping busy with weddings and receptions.

D. Other (Platteville Regional Chamber):

- Dairy Days to be held September 9-11.
- Fall Harvest Drive-thru Dinner will take place on September 30.

8. Public Comments: None.

9. Next Meeting: Tuesday, November 15 at 4:00 p.m.

10. Adjournment: Motion by Breitner to adjourn, second by Malliet. Meeting adjourned at 4:45 p.m.

Respectfully submitted, Jodie Richards

2ND QUARTER 2022
CITY OF PLATTEVILLE ROOM TAX

TOTAL RECEIPTS	\$ 1,376,386.71
LESS EXEMPT RECEIPTS	<u>\$ (204,083.98)</u>
TAXABLE RECEIPTS	\$ 1,172,302.73
ROOM TAX RATE (5%)	X 5%
TOTAL ROOM TAX	<u>\$ 58,615.14</u>

2% MOTEL ADMINISTRATIVE FEE	\$ 1,172.30
28% CITY OF PLATTEVILLE PORTION	\$ 15,239.94
70% VISITOR & TOURISM PROMOTION COMMISSION	
(PAY PLATTEVILLE REGIONAL CHAMBER)	<u>\$ 42,202.90</u>
TOTAL ROOM TAX	<u>\$ 58,615.14</u>

ACCOUNT #100.56600.650.000

JANUARY 1, 2022 - JUNE 30, 2022
CITY OF PLATTEVILLE ROOM TAX

TOTAL RECEIPTS	\$ 2,218,396.98
LESS EXEMPT RECEIPTS	<u>\$ (395,113.10)</u>
TAXABLE RECEIPTS	\$ 2,613,510.08
ROOM TAX RATE (5%)	X 5%
TOTAL ROOM TAX	<u>\$ 91,164.20</u>

2% MOTEL ADMINISTRATIVE FEE	\$ 1,823.28
28% CITY OF PLATTEVILLE PORTION	\$ 24,353.67
70% VISITOR & TOURISM PROMOTION COMMISSION	<u>\$ 64,987.25</u>
TOTAL ROOM TAX	<u>\$ 91,164.20</u>

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

TOTAL RECEIPTS	\$ 1,401,254.04
LESS EXEMPT RECEIPTS	<u>\$ (364,392.92)</u>
TAXABLE RECEIPTS	\$ 1,765,646.96
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	<u>\$ 36,290.15</u>
TOTAL ROOM TAX	<u>\$ 51,843.07</u>

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.	\$ 15,239.94	\$ 42,202.90	\$ 1,172.30	\$ 58,615.14
	3RD QTR.				\$ -
	4TH QTR.				\$ -
		<u>\$ 24,353.67</u>	<u>\$ 64,987.25</u>	<u>\$ 1,823.28</u>	<u>\$ 91,164.20</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.	\$ 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
		<u>\$ 52,569.15</u>	<u>\$ 131,408.81</u>	<u>\$ 3,748.90</u>	<u>\$ 187,726.86</u>
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
		<u>\$ 31,552.35</u>	<u>\$ 78,880.92</u>	<u>\$ 2,253.75</u>	<u>\$ 112,687.02</u>
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
		<u>\$ 50,278.60</u>	<u>\$ 125,694.43</u>	<u>\$ 3,590.44</u>	<u>\$ 179,563.47</u>
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
		<u>\$ 52,262.93</u>	<u>\$ 130,659.10</u>	<u>\$ 3,733.82</u>	<u>\$ 186,655.85</u>
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
		<u>\$ 36,807.08</u>	<u>\$ 92,017.59</u>	<u>\$ 2,629.03</u>	<u>\$ 131,453.70</u>
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
		<u>\$ 33,086.14</u>	<u>\$ 82,718.35</u>	<u>\$ 2,364.58</u>	<u>\$ 118,169.07</u>
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
		<u>\$ 34,053.52</u>	<u>\$ 85,133.42</u>	<u>\$ 2,432.24</u>	<u>\$ 121,619.18</u>



PLATTEVILLE REGIONAL CHAMBER

TOURISM ENTITY REPORT

TO THE CITY OF PLATTEVILLE TOURISM COMMITTEE

August 16, 2022

1. Our Travel Wisconsin Welcome Center continues to be open for summer hours - Monday-Friday from 8AM-5PM; Saturday 10AM-4PM; and Sunday from 10AM-2PM until the end of October.
2. The Wisconsin Department of Tourism has been slowly going through a rebranding process with the Travel Wisconsin Welcome Centers. Our name will no longer be "Travel Wisconsin Welcome Center", but rather, "Wisconsin Welcome Center." All Welcome Centers will be getting a refresh with new logos and color patterns to make us similar, yet retain our uniqueness.
3. Visitors coming through the Welcome Center are steady with last year, nearing 2,000 at the end of July. The Midwest Living magazine ad we ran in May has been very effective, and we have mailed out over 550 packets of requested information about our community including information on The Mining & Rollo Jamison Museums. We are hopeful that this will encourage folks to come, visit, and explore.
4. The Grant County Tourism Council spent Monday, August 8th at the Wisconsin State Fair, assisting Travel Wisconsin with passing out brochures specific to Grant County and our Communities during this day. Attendance was great! In addition to me, we had representatives from Boscobel, Cassville, Cuba City, and Glen Haven, along with James Schneider. Drew Nussbaum was also on hand representing the Department of Tourism.
5. A new lighted sign has been installed at the back of the Chamber building to identify to trail users what we are and what we offer. We are hoping this will increase awareness and encourage more people to stop and use our services and gather information about our community and also get travel ideas. This was made possible with some of the grant funding.
6. We are utilizing the DOA DMO grant money in many ways to increase tourism as well. We have continued to increase ad sizes in many publications with this money and have expanded our reach with ads in the Quad Cities and the Janesville/Beloit areas. And we continue to utilize a moving billboard program with outreach as far as the Quad Cities to the South, and Verona to the West. These boards rotate through the tri-state area every 4 weeks until next March.
7. We are also slowly proceeding with the addition of two car charging stations to be located at the West end of our parking lot and will add two stalls into the garden area to be utilized for this purpose. The work should be completed this fall. We are also waiting for a bid on a water bottle filling station to assist bikers and hikers tentatively planned for the East side of the building. Some additional grounds updates and improvements may also be added.
8. Financial report is attached.

Tourism Spending

Publication	Date	Published	Size	Topic/Content	Cost	Budgeted	Difference from Grant	Grant Balance \$82,572
WI Mississippi Parkway Comm	1/1/2022			Great River Road Travel Guide	\$ 926.25	\$ 500.00	\$ 426.25	\$ 82,145.75
WI Mississippi Parkway Comm	1/1/2022			GRRTG Digital	\$ 110.20	\$ -	\$ 110.20	\$ 82,035.55
Fresh Inkling Creations	1/17/2022			Travel WI Full	\$ 110.00	\$ -	\$ 110.00	\$ 81,925.55
Fresh Inkling Creations	1/17/2022			Great River Road Travel Guide	\$ 110.00	\$ 500.00	\$ (390.00)	\$ 82,315.55
Quad-City Times	2/7/2022			Along the River	\$ 225.00	\$ 300.00	\$ (75.00)	\$ 82,390.55
Woodward Comm/Shopping News	2/22/2022			2021 Your Town	\$ 150.00	\$ -	\$ 150.00	\$ 82,240.55
Telegraph Herald	2/22/2022			Dbq Travel Guide	\$ 1,335.00	\$ 1,200.00	\$ 135.00	\$ 82,105.55
Woodward Comm/Shopping News	3/25/2022			2022 Platteville Guide	\$ 2,000.00	\$ 2,000.00	\$ -	\$ 82,105.55
Woodward Comm/Shopping News	3/25/2022			Insertion Fee	\$ 450.00	\$ 500.00	\$ (50.00)	\$ 82,155.55
Northwood Map Publication	3/31/2022			Wisconsin Travel	\$ 1,000.00	\$ 660.00	\$ 340.00	\$ 81,815.55
Abing Video	4/6/2022			Platteville Video #1	\$ 1,750.00	\$ -	\$ 1,750.00	\$ 80,065.55
Lamar Advertising	4/8/2022			Kieler/Dickeyville Tourism	\$ 550.00	\$ -	\$ 550.00	\$ 79,515.55
Lamar Advertising	4/8/2022			Maquoketa Billboard	\$ 850.00	\$ -	\$ 850.00	\$ 78,665.55
Galena Gazette	4/18/2022			Gallenian	\$ 929.00	\$ 950.00	\$ (21.00)	\$ 78,686.55
Madden Media	4/18/2022			2022 Travel	\$ 5,405.00	\$ 1,865.00	\$ 3,540.00	\$ 75,146.55
Woodward Comm/Shopping News	4/25/2022			Grant Co Activity	\$ 1,185.00	\$ 1,200.00	\$ (15.00)	\$ 75,161.55
Lamar Advertising	5/6/2022			Dubuque Billboard	\$ 850.00	\$ -	\$ 850.00	\$ 74,311.55
Lamar Advertising	5/6/2022			Shullsburg	\$ 550.00	\$ -	\$ 550.00	\$ 73,761.55
The Platteville Journal	5/31/2022			Exploring the Tri-States	\$ 525.00	\$ 500.00	\$ 25.00	\$ 73,736.55
Woodward Comm/TH Media	5/31/2022			Vacationland	\$ 250.00	\$ 250.00	\$ -	\$ 73,736.55
Queen B Radio	5/27/2022			National Tourism Week	\$ 488.00	\$ -	\$ 488.00	\$ 73,248.55
Meredith Media	5/20/2022			Midwest Living	\$ 5,815.00	\$ -	\$ 5,815.00	\$ 67,433.55
Woodward Comm/Shopping News	5/31/2022			Daytripper	\$ 600.00	\$ 600.00	\$ -	\$ 67,433.55
Woodward Comm/Shopping News	5/31/2022			Digital Ads of Platteville Guide	\$ 750.00	\$ -	\$ 750.00	\$ 66,683.55
Adams Publishing Group-Beloit Gazet	5/31/2022			Destinations & Dining	\$ 419.59	\$ -	\$ 419.59	\$ 66,263.96
Adams Publishing Group-Beloit Gazet	5/31/2022			Platteville Destination	\$ 85.41	\$ -	\$ 85.41	\$ 66,178.55
Lamar Advertising	5/31/2022			Cobb/Montfort Billboard	\$ 550.00	\$ -	\$ 550.00	\$ 65,628.55
Lamar Advertising	5/31/2022			Davenport, IA Billboard	\$ 850.00	\$ -	\$ 850.00	\$ 64,778.55
Quad-City Times	5/31/2022			101 Things to Do	\$ 515.00	\$ -	\$ 515.00	\$ 64,263.55
Queen B Radio	6/30/2022			School's Out-Plan your Vacation	\$ 700.00	\$ -	\$ 700.00	\$ 63,563.55
TDS	6/30/2022			Super 8 Calendar of Events	\$ 295.00	\$ 295.00	\$ -	\$ 63,563.55
Fresh Inkling Creations	6/30/2022			Galenian Ad Design	\$ 110.00	\$ -	\$ 110.00	\$ 63,453.55
Fresh Inkling Creations	6/30/2022			Harley Davidson Ad Design	\$ 110.00	\$ -	\$ 110.00	\$ 63,343.55
Fresh Inkling Creations	6/30/2022			Community Photography	\$ 1,250.00	\$ -	\$ 1,250.00	\$ 62,093.55
Lamar Advertising	6/30/2022			Dubuque, IA Billboard	\$ 550.00	\$ -	\$ 550.00	\$ 61,543.55
Lamar Advertising	6/30/2022			Barneveld, WI Billboard	\$ 850.00	\$ -	\$ 850.00	\$ 60,693.55
Telegraph Herald	7/31/2022			Southwest Music Fest	\$ 1,300.00	\$ -	\$ 1,300.00	\$ 59,393.55
Telegraph Herald	7/31/2022			Harley Davidson Ad	\$ 350.00	\$ -	\$ 350.00	\$ 59,043.55
Signs to Go!	7/31/2022			Signage in Back of Building	\$ 1,741.00	\$ -	\$ 1,741.00	\$ 57,302.55
Sherwin Electric	7/31/2022			Lighting for Signage in Back	\$ 467.00	\$ -	\$ 467.00	\$ 56,835.55
Abing Video	8/15/2022			Platteville Video #2	\$ 1,750.00	\$ -	\$ 1,750.00	\$ 55,085.55
Abing Video	8/15/2022			Platteville Video #3	\$ 1,750.00	\$ -	\$ 1,750.00	\$ 53,335.55
								\$ 53,335.55
Committed Billboards thru 12/31					\$ 12,600.00		\$ 12,600.00	\$ 40,735.55
							\$ -	\$ 40,735.55
TOTAL:					\$0	\$ 53,156.45	\$ 11,320.00	\$ 41,836.45

Platteville Area Chamber of Commerce

Profit & Loss - Tourism

January through June 2022

	Jan - Jun 22	Jan - Jun 21
Ordinary Income/Expense		
Income		
43 · TOURISM REVENUES		
4301 · Room Tax	55,604.70	39,445.70
Total 43 · TOURISM REVENUES	55,604.70	39,445.70
Total Income	55,604.70	39,445.70
Gross Profit	55,604.70	39,445.70
Expense		
51 · CHAMBER EXPENSES		
5101 · PAYROLL EXPENSE		
51011 · SALARIES & WAGES		
510115 · Assistant director	1,128.50	0.00
510112 · Administrative Assistant	0.00	88.00
510113 · Clerical/Secretarial	0.00	27.54
Total 51011 · SALARIES & WAGES	1,128.50	115.54
51012 · PAYROLL TAXES	1,565.92	1,713.94
Total 5101 · PAYROLL EXPENSE	2,694.42	1,829.48
5105 · OFFICE EXPENSE		
510505 · Office Supplies	0.00	24.01
510510 · ADVERTISING & PROMOTION		
5105101 · Advertising & Promotion		
5105105 · Shop Local	82.00	0.00
Total 5105101 · Advertising & Promotion	82.00	0.00
Total 510510 · ADVERTISING & PROMOTION	82.00	0.00
Total 5105 · OFFICE EXPENSE	82.00	24.01
Total 51 · CHAMBER EXPENSES	2,776.42	1,853.49
53 · TOURISM EXPENSES		
5305 · RENT	6,900.00	6,900.00
5301 · PAYROLL EXPENSE		
53011 · SALARIES & WAGES		
530116 · Executive Assistant	0.00	6,316.80
530111 · Executive Director	4,605.44	4,860.82
530115 · Assistant director	8,080.50	739.20
530112 · Administrative Assistant	5,935.38	8,430.32
530113 · Clerical/Secretarial	0.00	55.00
Total 53011 · SALARIES & WAGES	18,621.32	20,402.14
Total 5301 · PAYROLL EXPENSE	18,621.32	20,402.14
5302 · EMPLOYEE BENEFITS		
53024 · Employee benefit stipend	0.00	0.00
53021 · Health Insurance	2,093.46	2,002.26
Total 5302 · EMPLOYEE BENEFITS	2,093.46	2,002.26
5303 · UTILITIES		
53033 · Internet Services	163.98	163.95
Total 5303 · UTILITIES	163.98	163.95
5304 · OFFICE EXPENSES		
530402 · Dues & Subscriptions	340.00	377.00
530403 · Legal & Accounting	1,100.50	198.00
530405 · Office Supplies	83.09	17.66
530406 · Postage & Freight	284.00	156.20
530410 · ADVERTISING & PROMOTION		
5304105 · Freelance Graphic Design	1,650.00	0.00
5304101 · Advertising & Promotion	21,292.45	9,858.25
5304102 · Hospitality	135.82	107.80
5304104 · Travel & Lodging	1,805.63	59.80
530410 · ADVERTISING & PROMOTION - Other	8,358.00	1,688.00
Total 530410 · ADVERTISING & PROMOTION	33,241.90	11,713.85
530411 · Fees & Permits	0.00	69.75
Total 5304 · OFFICE EXPENSES	35,049.49	12,532.46
Total 53 · TOURISM EXPENSES	62,828.25	42,000.81
Total Expense	65,604.67	43,854.30
Net Ordinary Income	-9,999.97	-4,408.60
Net Income	-9,999.97	-4,408.60