

**CITY OF PLATTEVILLE**  
**TOURISM COMMITTEE MEETING**  
**COUNCIL CHAMBERS – 4:00 p.m.**  
**November 15, 2022**  
**Minutes**

Members Present: Deb Jenny, Michael Breitner and Deb Rice

Others Present: Wayne Wodarz, Adam Ruechel, Erik Flesch and Jodie Richards

1. Call to order: Deb Jenny, Chairperson, called the meeting to order at 4:00 p.m.
2. August 16, 2022 minutes: Motion by Rice, second by Breitner to approve.  
Motion carried.
3. Old Business. None.
4. 3<sup>rd</sup> Quarter Room Tax report. Deb Jenny presented.
5. Tourism Entity Report: Wayne Wodarz presented.
  - A. Wayne Wodarz shared DMO Grant Spending Update and Financial Profit & Loss Report.
6. Partner Organization Reports:
  - A. Main Street Program: None
  - B. Museums:
    - Tour Season was strong, more than 10,000 virtual and in-person.
    - Facilities projects: Hanmer Robbins roof now complete.
    - Participated in Wisconsin Science Festival, which drew in more than 1,000 people.
    - Sweet Treats brought in approximately 500 children and Haunted Mine Tours sold out.
    - Feasibility study underway for Capital Campaign.
    - Sold approximately 2,000 pasty's during Pasty Sale this fall.
  - C. UW-Platteville:
    - Hosted APWA WI 2022 Fall Conference November 2-4
    - Holiday Gala will be held December 2 & 3 in Brodbeck Concert Hall.
    - December 17 – UW-Platteville Commencement.
    - Busy with weddings/receptions. Event space rental in 2022 has been off the charts.
  - D. Other: None.
7. Public Comments: Deb Rice commented that the Vietnam Veterans Memorial Dedication on the UW-Platteville campus was very nice and well attended.
8. Next Meeting: Thursday, January 19 at 4:00 p.m.
9. Adjournment: Motion by Breitner to adjourn, second by Rice. Meeting adjourned at 4:18 p.m.

Respectfully submitted, Jodie Richards

3RD QUARTER 2022  
CITY OF PLATTEVILLE ROOM TAX

TOTAL RECEIPTS	\$ 1,568,295.24
LESS EXEMPT RECEIPTS	<u>\$ (242,025.56)</u>
TAXABLE RECEIPTS	\$ 1,326,269.68
ROOM TAX RATE (5%)	X 5%
TOTAL ROOM TAX	<u>\$ 66,313.48</u>

2% MOTEL ADMINISTRATIVE FEE	\$ 1,326.27
28% CITY OF PLATTEVILLE PORTION	\$ 18,567.78
70% VISITOR & TOURISM PROMOTION COMMISSION (PAY PLATTEVILLE REGIONAL CHAMBER)	\$ 46,419.44
TOTAL ROOM TAX	<u>\$ 66,313.48</u>

ACCOUNT #100.56600.650.000

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

TOTAL RECEIPTS	\$ 3,786,692.22
LESS EXEMPT RECEIPTS	<u>\$ (637,138.66)</u>
TAXABLE RECEIPTS	\$ 4,423,830.88
ROOM TAX RATE (5%)	X 5%
TOTAL ROOM TAX	<u>\$ 157,477.69</u>

2% MOTEL ADMINISTRATIVE FEE	\$ 3,149.55
28% CITY OF PLATTEVILLE PORTION	\$ 42,921.45
70% VISITOR & TOURISM PROMOTION COMMISSION	<u>\$ 111,406.68</u>
TOTAL ROOM TAX	<u>\$ 157,477.69</u>

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

TOTAL RECEIPTS	\$ 1,901,595.63
LESS EXEMPT RECEIPTS	<u>\$ (280,162.36)</u>
TAXABLE RECEIPTS	\$ 2,181,757.99
ROOM TAX RATE (5%)	X 5%
TOTAL ROOM TAX	<u>\$ 81,071.68</u>

2% MOTEL ADMINISTRATIVE FEE	\$ 1,621.43
28% CITY OF PLATTEVILLE PORTION	\$ 22,700.07
70% VISITOR & TOURISM PROMOTION COMMISSION	<u>\$ 56,750.17</u>
TOTAL ROOM TAX	<u>\$ 81,071.68</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>
2021	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.	\$ 18,567.78	\$ 46,419.44	\$ 1,326.27	\$ 66,313.48
	4TH QTR.				\$ -
			\$ 42,921.45	\$ 111,406.68	\$ 3,149.55
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
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



## PLATTEVILLE REGIONAL CHAMBER

### TOURISM ENTITY REPORT

#### TO THE CITY OF PLATTEVILLE TOURISM COMMITTEE

November 15, 2022

1. Our Wisconsin Welcome Center just began our regular business hours - Monday-Friday from 8AM-5PM and will be closed on the weekends until the end of April. Beginning in May, we will extend our hours on the weekends again.
2. As reported at the last meeting, the Wisconsin Department of Tourism has been very slowly rebranding the Travel Wisconsin Welcome Centers. Our location has received a trail sign with an arrow pointing to our building. Our name will no longer be "Travel Wisconsin Welcome Center", but rather, "Wisconsin Welcome Center."
3. Visitors coming through the Welcome Center are steady with last year..
4. We are utilizing the DOA DMO grant money in many ways to increase tourism as well. We have increased ad sizes in many publications with this money and have expanded our reach with ads in the Quad Cities and the Janesville/Beloit areas. 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. The Midwest Living magazine ad we ran in May has been very effective, and we have mailed out almost 1,000 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. And hope to budget for this next year.
5. The two car charging stations have now been installed and are located at the West end of our parking lot. We added two stalls into the garden area just for this purpose. We are currently waiting for the Firmware to be linked up via satellite. A press release and event are in the works hopefully this yet fall, but we will be certain to highlight the chargers next May during National Tourism Week. The additional plumbing needs have been tabled for this year and will be planned into the budget process as time and money allow.
6. The Holiday Committee has been meeting every other week to keep up with the ever changing status of events and happenings here throughout the holidays. As of today the following will be taking place: a Small Business Passport to support our local small businesses, Black Friday Free Movie, Santa Stroll, the Holiday Tour of Lights, Hometown Friday Nights, including Carriage Rides sponsored by The Mining & Rollo Jamison Museums, Kiwanis Club chestnut roasting, and caroling. Building Platteville will also host animated lights, inflatables, and Santa & Mrs. Claus in Katie's Winter Wonderland.
7. Financial report is attached.
8. The Chamber's Annual Celebration & Arthur Virtue Awards Night is scheduled for Thursday, February 16<sup>th</sup> at the Belmont Convention Center. This will be the Platteville Regional Chamber's Diamond Jubilee as we celebrate 60 years.

**Platteville Area Chamber of Commerce**  
**Profit & Loss - Tourism**  
 January through October 2022

	Jan - Oct 22	Jan - Oct 21
<b>Ordinary Income/Expense</b>		
<b>Income</b>		
43 · TOURISM REVENUES		
4301 · Room Tax	55,604.70	75,735.85
<b>Total 43 · TOURISM REVENUES</b>	<b>55,604.70</b>	<b>75,735.85</b>
<b>Total Income</b>	<b>55,604.70</b>	<b>75,735.85</b>
<b>Gross Profit</b>	<b>55,604.70</b>	<b>75,735.85</b>
<b>Expense</b>		
51 · CHAMBER EXPENSES		
5101 · PAYROLL EXPENSE		
51011 · SALARIES & WAGES		
510115 · Assistant director	1,128.50	565.50
510112 · Administrative Assistant	300.00	88.00
510113 · Clerical/Secretarial	0.00	27.54
<b>Total 51011 · SALARIES &amp; WAGES</b>	<b>1,428.50</b>	<b>681.04</b>
51012 · PAYROLL TAXES	2,668.23	2,977.30
<b>Total 5101 · PAYROLL EXPENSE</b>	<b>4,096.73</b>	<b>3,658.34</b>
5105 · OFFICE EXPENSE		
510505 · Office Supplies	0.00	24.01
510510 · ADVERTISING & PROMOTION		
5105101 · Advertising & Promotion		
5105105 · Shop Local	82.00	0.00
<b>Total 5105101 · Advertising &amp; Promotion</b>	<b>82.00</b>	<b>0.00</b>
5105102 · Hospitality	0.00	18.39
<b>Total 510510 · ADVERTISING &amp; PROMOTION</b>	<b>82.00</b>	<b>18.39</b>
<b>Total 5105 · OFFICE EXPENSE</b>	<b>82.00</b>	<b>42.40</b>
<b>Total 51 · CHAMBER EXPENSES</b>	<b>4,178.73</b>	<b>3,700.74</b>
52 · COMMITTEE EXPENSES		
5212 · AG-TOURISM EXPO		
52123 · Supplies	0.00	298.51
52121 · Advertising	0.00	852.00
<b>Total 5212 · AG-TOURISM EXPO</b>	<b>0.00</b>	<b>1,150.51</b>
5209 · PLATTEVILLE WELCOMES YOU	0.00	440.00
<b>Total 52 · COMMITTEE EXPENSES</b>	<b>0.00</b>	<b>1,590.51</b>
53 · TOURISM EXPENSES		
5305 · - RENT	11,500.00	11,500.00
5301 · PAYROLL EXPENSE		
53011 · SALARIES & WAGES		
530116 · Executive Assistant	0.00	6,316.80
530111 · Executive Director	8,067.01	8,385.62
530115 · Assistant director	13,720.50	1,884.70
530112 · Administrative Assistant	10,934.83	18,932.74
530113 · Clerical/Secretarial	0.00	55.00
<b>Total 53011 · SALARIES &amp; WAGES</b>	<b>32,722.34</b>	<b>35,574.86</b>
<b>Total 5301 · PAYROLL EXPENSE</b>	<b>32,722.34</b>	<b>35,574.86</b>
5302 · EMPLOYEE BENEFITS		
53024 · Employee benefit stipend	0.00	0.00
53021 · Health Insurance	3,489.10	3,337.10
<b>Total 5302 · EMPLOYEE BENEFITS</b>	<b>3,489.10</b>	<b>3,337.10</b>
5303 · UTILITIES		
53033 · Internet Services	203.93	203.85
<b>Total 5303 · UTILITIES</b>	<b>203.93</b>	<b>203.85</b>

3:15 PM  
 11/08/22  
 Cash Basis

**Platteville Area Chamber of Commerce**  
**Profit & Loss - Tourism**  
 January through October 2022

	Jan - Oct 22	Jan - Oct 21
<b>5304 · OFFICE EXPENSES</b>		
530402 · Dues & Subscriptions	340.00	377.00
530403 · Legal & Accounting	1,887.50	1,515.50
530405 · Office Supplies	535.77	17.66
530406 · Postage & Freight	2,579.00	177.50
<b>530410 · ADVERTISING &amp; PROMOTION</b>		
5304105 · Freelance Graphic Design	3,930.00	0.00
5304101 · Advertising & Promotion	53,283.74	26,258.36
5304102 · Hospitality	178.82	189.80
5304104 · Travel & Lodging	2,358.43	186.51
530410 · ADVERTISING & PROMOTION - Other	10,616.49	2,634.00
<b>Total 530410 · ADVERTISING &amp; PROMOTION</b>	<b>70,367.48</b>	<b>29,268.67</b>
530411 · Fees & Permits	0.00	69.75
<b>530413 · REPAIRS &amp; MAINTENANCE</b>		
5304131 · Building R/M	128.00	0.00
5304132 · Office Equipment R/M	0.00	115.00
530413 · REPAIRS & MAINTENANCE - Other	0.00	79.95
<b>Total 530413 · REPAIRS &amp; MAINTENANCE</b>	<b>128.00</b>	<b>194.95</b>
530450 · Misc. Expenses	0.00	500.00
<b>Total 5304 · OFFICE EXPENSES</b>	<b>75,837.75</b>	<b>32,121.03</b>
<b>Total 53 · TOURISM EXPENSES</b>	<b>123,753.12</b>	<b>82,736.84</b>
<b>Total Expense</b>	<b>127,931.85</b>	<b>88,028.09</b>
<b>Net Ordinary Income</b>	<b>-72,327.15</b>	<b>-12,292.24</b>
<b>Net Income</b>	<b>-72,327.15</b>	<b>-12,292.24</b>