

City of Platteville
Tourism Committee Meeting
January 19th, 2023 Minutes

4:00 PM

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

Others present: Wayne Wodarz and Erik Flesch

1. Call to order: Deb Jenny, called the meeting to order at 4:00pm
2. Minutes of previous meeting. Rice motioned to approve, 2nd by Breitner. Motion carried.
3. Old Business—none
4. Tourism Assessment Recap: Drew Nussbaum will be sending written summary with couple weeks.
5. Tourism Entity Report: Wayne Wodarz presented and shared proposed tourism action plan for 2023.
 - Did 15,000 Platteville Guides expanding this for 2023.
 - Southwest Music Festival, attendance doubled last year possibly extending hours for 2023. Also, trying to make this a more regional event.
 - Midwest Living magazine ad will do again this year.

Malliet approved, Rice second. Motion carried.

6. Partner Organization Reports:
 - A. Main Street Program: none (they are looking for new director)
 - B. Museums:
 - Miner's Ball February 4th
 - Pasty sale again
 - Winter Lyceum again virtual or in person.

Last year's attendance more than 21,000 between in person and virtual events!

C. UWP:

-Career fair February 7th, 8th, and 9th.

Will be only 3 ceremonies for Spring Graduation.

D. Other:

-none

7. Public Comments: None

8. Next Meeting: March 23rd, 2023 at 4pm

9. Adjournment: Motion by Breitner, 2nd by Rice. Meeting adjourned at 4:29PM

Respectfully submitted , Terry Malliet

4TH QUARTER 2022
CITY OF PLATTEVILLE ROOM TAX

| | |
|----------------------|---------------------|
| TOTAL RECEIPTS | \$ 1,271,323.05 |
| LESS EXEMPT RECEIPTS | \$ (238,843.04) |
| TAXABLE RECEIPTS | \$ 1,510,166.09 |
| ROOM TAX RATE (5%) | X 5% |
| TOTAL ROOM TAX | <u>\$ 51,624.00</u> |

| | |
|--|---------------------|
| 2% MOTEL ADMINISTRATIVE FEE | \$ 1,032.48 |
| 28% CITY OF PLATTEVILLE PORTION | \$ 14,454.72 |
| 70% VISITOR & TOURISM PROMOTION COMMISSION (PAY PLATTEVILLE REGIONAL CHAMBER) | <u>\$ 36,136.80</u> |
| TOTAL ROOM TAX | \$ 51,624.00 |

ACCOUNT #100.56600.650.000

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

| | |
|----------------------|----------------------|
| TOTAL RECEIPTS | \$ 5,058,015.27 |
| LESS EXEMPT RECEIPTS | \$ (875,981.70) |
| TAXABLE RECEIPTS | \$ 5,933,996.97 |
| ROOM TAX RATE (5%) | X 5% |
| TOTAL ROOM TAX | <u>\$ 209,101.69</u> |

| | |
|--|----------------------|
| 2% MOTEL ADMINISTRATIVE FEE | \$ 4,182.03 |
| 28% CITY OF PLATTEVILLE PORTION | \$ 57,376.17 |
| 70% VISITOR & TOURISM PROMOTION COMMISSION | <u>\$ 147,543.48</u> |
| TOTAL ROOM TAX | \$ 209,101.69 |

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

| | |
|----------------------|---------------------|
| TOTAL RECEIPTS | \$ 1,576,465.08 |
| LESS EXEMPT RECEIPTS | \$ (244,667.24) |
| TAXABLE RECEIPTS | \$ 1,821,132.32 |
| ROOM TAX RATE (5%) | X 5% |
| TOTAL ROOM TAX | <u>\$ 66,589.91</u> |

| | |
|--|---------------------|
| 2% MOTEL ADMINISTRATIVE FEE | \$ 1,326.15 |
| 28% CITY OF PLATTEVILLE PORTION | \$ 18,650.82 |
| 70% VISITOR & TOURISM PROMOTION COMMISSION | <u>\$ 46,612.93</u> |
| TOTAL ROOM TAX | \$ 66,589.91 |

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. | \$ 14,454.72 | \$ 36,136.80 | \$ 1,032.48 | \$ 51,624.00 |
| | | \$ 57,376.17 | \$ 147,543.48 | \$ 4,182.03 | \$ 209,101.69 |
| 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 |