

CITY OF PLATTEVILLE
TOURISM COMMITTEE

March 23, 2023

4:00 p.m.

Council Chambers

1. Call to order.
2. Minutes of previous meeting.
3. Old Business.
 - A. Tourism Assessment Update.
4. New Business
 - A. 4th Quarter Room Tax Report.
5. Tourism Entity Report
6. Partner Organization Reports
 - A. Main Street Program
 - B. Museum
 - C. UW-Platteville.
 - D. Other.
7. Public Comments.
8. Next meeting.
9. Adjournment.

If your attendance requires special accommodation, write City Manager, P. O. Box 780,
Platteville, WI 53818

Or call (608)348-9741, Ext. 2222

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