

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

**May 16, 2023**  
**Minutes**

Members Present: Deb Jenny, Michael Breitner and Deb Rice

Others Present: Erik Flesch, Michael Walsh and Jodie Richards

1. Call to order: Deb Jenny, Chairperson, called the meeting to order at 4:00 p.m.
2. March 23, 2023 minutes: Motion by Rice, second by Breitner to approve.  
Motion carried.
3. Old Business
  - A. Tourism Assessment Update – Assessment is ongoing, rough draft will not be included in meeting minutes.
4. New Business
  - A. 1<sup>st</sup> Quarter Room Tax Report: Deb Jenny presented.
5. Tourism Entity Report: Deb Jenny presented as Wayne Wodarz was absent due to a Ribbon Cutting Ceremony.
6. Partner Organization Reports:
  - A. Main Street Program:
    - Music in the Park kicks off Thursday, June 1st. Sponsorship is strong.
    - 90 PHS Student Senior Pictures are in the Main Street Business windows.
    - Platteville School District 4<sup>th</sup> Graders will do Mural Walk on May 31.
    - Main Street Program is beginning to utilize Geofencing and is moving toward using QR codes to share information.
  - B. Museums:
    - Opened Tour Season in the beginning of May (closed Mondays and Tuesdays).
    - Engaged with school field trip season.
    - The museums will be participating in Make Music Day on June 21.
  - C. UW-Platteville:
    - 970 students graduated on Saturday, May 13.
    - Several Golf outings and camps coming up this summer.
    - First day of class will be September 5.
    - Homecoming will take place on October 7.
  - D. Other (Platteville Regional Chamber):
    - Chamber Golf Outing will be held Friday, June 16.
    - Hometown Festival week is coming up July 15-23 with Southwest Music Fest on July 16.

8. Public Comments: None.
9. Next Meeting: Tuesday, August 15 at 4:00 p.m.
10. Adjournment: Motion by Breitner to adjourn, second by Rice. Meeting adjourned at 4:35 p.m.

Respectfully submitted, Jodie Richards

1ST QUARTER 2023  
CITY OF PLATTEVILLE ROOM TAX

TOTAL RECEIPTS		\$	941,963.70
LESS EXEMPT RECEIPTS		\$	(171,487.59)
TAXABLE RECEIPTS		\$	770,476.11
ROOM TAX RATE (5%)		X	5%
TOTAL ROOM TAX		\$	38,523.81

2% MOTEL ADMINISTRATIVE FEE		\$	770.48
28% CITY OF PLATTEVILLE PORTION		\$	10,786.67
70% VISITOR & TOURISM PROMOTION COMMISSION (PAY PLATTEVILLE REGIONAL CHAMBER)		\$	26,966.66
TOTAL ROOM TAX		\$	38,523.81

ACCOUNT #100.56600.650.000

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JANUARY 1, 2023 - MARCH 31, 2023  
CITY OF PLATTEVILLE ROOM TAX

TOTAL RECEIPTS		\$	941,963.70
LESS EXEMPT RECEIPTS		\$	(171,487.59)
TAXABLE RECEIPTS		\$	1,113,451.29
ROOM TAX RATE (5%)		X	5%
TOTAL ROOM TAX		\$	38,523.81

2% MOTEL ADMINISTRATIVE FEE		\$	770.48
28% CITY OF PLATTEVILLE PORTION		\$	10,786.67
70% VISITOR & TOURISM PROMOTION COMMISSION		\$	26,966.66
TOTAL ROOM TAX		\$	38,523.81

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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

## 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>
2023	1ST QTR.	\$ 10,786.67	\$ 26,966.66	\$ 770.48	\$ 38,523.81
	2ND QTR.				
	3RD QTR.				
	4TH QTR.				
			\$ 10,786.67	\$ 26,966.66	\$ 770.48
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.	\$ 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
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
		<u>\$ 34,053.52</u>	<u>\$</u>	<u>85,133.42</u>	<u>\$</u>	<u>2,432.24</u>	<u>\$</u>	<u>121,619.18</u>



## PLATTEVILLE REGIONAL CHAMBER

### TOURISM ENTITY REPORT

#### TO THE CITY OF PLATTEVILLE TOURISM COMMITTEE

May 16, 2023

1. Our Travel Wisconsin Welcome Center resumed summer hours on May 1<sup>st</sup> and is now open Monday thru Friday, 8AM – 5PM, Saturdays, 10AM – 4PM, and Sundays 10AM – 2PM.
2. We celebrated National Tourism Week Sunday, May 7<sup>th</sup> thru Saturday, May 13<sup>th</sup>. We supported a new event on Monday, a Tourism Recognition Evening, acknowledging those that work face to face with our travelers and guests, and exemplify customer service in our Hospitality businesses. Drew Nussbaum, Regional Tourism Specialist for the State of Wisconsin Tourism Department presented on the importance of great customer service in the Hospitality Industry. We were thrilled to have 11 employees nominated for a first-time event. Although attendance was very slim, it was nice to give our front-line workers some recognition. We also collaborated with The Mining & Rollo Jamison Museums and invited author, Dannelle Gay to give a brief talk about her book, “100 Things to Do In Wisconsin Before You Die.” The evening finished with an opportunity to buy a book and get it signed by Ms. Gay. Proceeds benefited The Mining & Rollo Jamison Museums. Tuesday, we had an Open House at the Chamber and Welcome Center office, revealing the new branding and messaging put out by the State. We also had a ribbon cutting celebrating the new EV Charging station, and had guest speakers present on the topics of Day Trips in Your Own Backyard, and the Importance of Agriculture in the Tourism Industry. A complimentary Cook Out was offered for the event. The weather was fantastic, and we had a great crowd. Several members of the Chamber Tourism Council attended the Hospitality Breakfast offered by Travel Dubuque and were informed of Tourism efforts and results made by the State of Iowa, as well as our partners in Dubuque.
3. The Southwest Wisconsin Chamber Alliance is working on a Historical Site Day Trip map which will depict 3 or 4 historical sites in the communities of Prairie du Chien, Cassville, Potosi, Dickeyville, Fennimore, Lancaster, Mineral Point, Dodgeville, and Platteville. The cost will be shared and distribution will be shared. Approximately 5,000 copies will be printed.
4. Grant County Tourism continues to be quite active. They are doing a lot with QR Codes and placing them in restaurants and bars to get more visibility to their website, events, and activity page.
5. Midwest Living Magazine was a prioritized budget item, and an ad has been submitted for the national publication. As you might remember, 1,300 requests were made from last year’s ad for packets of information on our community, including The Mining and Jamison Museums. Here is a copy of this year’s ad.
6. The Chamber’s next events will be our Annual Golf Outing in June, and the Southwest Music Festival in July. The Music Festival will be promoted on a larger scale as it has been drawing regional interest and attendance.