

City of Platteville
Tourism Committee Meeting
August 15th, 2023 Minutes

4:00 PM

Council Chambers

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

Others present: Wayne Wodarz, Jason Artz, Erik Flesch, and Michael Walsh

1. Call to order: Deb Jenny, Chairperson, called the meeting to order at 4:02pm
2. Minutes of previous meeting. Breitner motioned to approve, 2nd by Rice.
3. Old Business—Tourism Promotion included.
4. New Business: Tax Report included. Still trending up and seeing less tax exemptions.
5. Tourism Entity Report: Wayne Wodarz presented have attached with financial report.
6. Partner Organization Reports:
 - A. Main Street Program:
 - Mural Complete
 - Music in the park has had great success looking to extend into September next year
 - Taste of Platteville- Oct 8th
 - Looking at new banners on main
 - Roughly 17% increase on Main so far compared to last year
 - Remax ribbon cutting on September 9th
 - B. Museum:
 - Attendance end of July up by 16%
 - Heritage Days about 673 people and Mine Day -438 people
 - Historic Reenactment coming September last year was roughly 300 people
 - C. UWP:
 - Beginning of the year kick with Chancellor on August 31st
 - Homecoming--- Oct 7th
 - Career Fair September 26th thru 28th
 - D. Other:
 - none

7. Public Comments: None

8. Next Meeting: November 16th, 2023 at 4:00PM

9. Adjournment: Motion by Breitner, 2nd by Rice. Meeting adjourned at 4:33PM

Respectfully submitted , Terry Malliet

1ST QUARTER 2023
CITY OF PLATTEVILLE ROOM TAX

TOTAL RECEIPTS		\$	992,912.07
LESS EXEMPT RECEIPTS		\$	(171,487.59)
TAXABLE RECEIPTS		\$	821,424.48
ROOM TAX RATE (5%)		X	5%
TOTAL ROOM TAX		\$	41,071.23

2% MOTEL ADMINISTRATIVE FEE		\$	770.48
28% CITY OF PLATTEVILLE PORTION		\$	11,550.89
70% VISITOR & TOURISM PROMOTION COMMISSION (PAY PLATTEVILLE REGIONAL CHAMBER)		\$	28,749.86
TOTAL ROOM TAX		\$	41,071.23

ACCOUNT #100.56600.650.000

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

TOTAL RECEIPTS		\$	992,912.07
LESS EXEMPT RECEIPTS		\$	(171,487.59)
TAXABLE RECEIPTS		\$	1,164,399.66
ROOM TAX RATE (5%)		X	5%
TOTAL ROOM TAX		\$	41,071.23

2% MOTEL ADMINISTRATIVE FEE		\$	770.48
28% CITY OF PLATTEVILLE PORTION		\$	11,550.89
70% VISITOR & TOURISM PROMOTION COMMISSION		\$	28,749.86
TOTAL ROOM TAX		\$	41,071.23

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.	\$ 11,550.89	\$ 28,749.86	\$ 770.48	\$ 41,071.23
	2ND QTR.				
	3RD QTR.				
	4TH QTR.				
		\$ 11,550.89	\$ 28,749.86	\$ 770.48	\$ 41,071.23
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	\$ 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
		<u>\$ 34,053.52</u>	<u>\$ 85,133.42</u>	<u>\$ 2,432.24</u>	<u>\$ 121,619.18</u>

2ND QUARTER 2023
CITY OF PLATTEVILLE ROOM TAX

TOTAL RECEIPTS		\$ 1,512,517.84
LESS EXEMPT RECEIPTS		<u>\$ (272,014.84)</u>
TAXABLE RECEIPTS		\$ 1,240,503.00
ROOM TAX RATE (5%)		<u>X 5%</u>
TOTAL ROOM TAX		<u>\$ 62,025.15</u>

2% MOTEL ADMINISTRATIVE FEE		\$ 1,240.50
28% CITY OF PLATTEVILLE PORTION		\$ 16,126.54
70% VISITOR & TOURISM PROMOTION COMMISSION (PAY PLATTEVILLE REGIONAL CHAMBER)		<u>\$ 44,658.11</u>
TOTAL ROOM TAX		<u>\$ 62,025.15</u>

ACCOUNT #100.56600.650.000

JANUARY 1, 2023 - JUNE 30, 2023
CITY OF PLATTEVILLE ROOM TAX

TOTAL RECEIPTS		\$ 2,505,429.91
LESS EXEMPT RECEIPTS		<u>\$ (443,502.43)</u>
TAXABLE RECEIPTS		\$ 2,948,932.34
ROOM TAX RATE (5%)		<u>X 5%</u>
TOTAL ROOM TAX		<u>\$ 103,096.38</u>

2% MOTEL ADMINISTRATIVE FEE		\$ 2,010.98
28% CITY OF PLATTEVILLE PORTION		\$ 27,677.43
70% VISITOR & TOURISM PROMOTION COMMISSION		<u>\$ 73,407.97</u>
TOTAL ROOM TAX		<u>\$ 103,096.38</u>

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

TOTAL RECEIPTS		\$ 1,376,386.71
LESS EXEMPT RECEIPTS		<u>\$ (204,083.98)</u>
TAXABLE RECEIPTS		\$ 1,580,470.69
ROOM TAX RATE (5%)		<u>X 5%</u>
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		<u>\$ 42,202.90</u>
TOTAL ROOM TAX		<u>\$ 58,615.14</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>
2023	1ST QTR.	\$ 11,550.89	\$ 28,749.86	\$ 770.48	\$ 41,071.23
	2ND QTR.	\$ 16,126.54	\$ 44,658.11	\$ 1,240.50	\$ 62,025.15
	3RD QTR.				\$ -
	4TH QTR.				\$ -
		<u>\$ 27,677.43</u>	<u>\$ 73,407.97</u>	<u>\$ 2,010.98</u>	<u>\$ 103,096.38</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.	\$ 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
		<u>\$ 57,376.17</u>	<u>\$ 147,543.48</u>	<u>\$ 4,182.03</u>	<u>\$ 209,101.69</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>



PLATTEVILLE REGIONAL CHAMBER

TOURISM ENTITY REPORT

TO THE CITY OF PLATTEVILLE TOURISM COMMITTEE

August 15, 2023

1. Wisconsin Welcome Center summer hours: Mon to Fri, 8AM – 5PM, Sat 10AM – 4PM, and Sun 10AM – 2PM.
2. Visitors coming through the Welcome Center are steady with last year, nearing 2,000 at the end of July. Many travelers have come from Nebraska, Kansas, Missouri, Texas, Colorado, and most certainly Illinois and Iowa.
3. Midwest Living Magazine was a prioritized budget item again this year. As you might remember, over 1,500 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. We have already mailed out over 440 packets of requested information about our community compared with 550 requests from last year. The magazine went out a little later this year. We are hopeful that this will encourage folks to come, visit, and explore.
4. The Southwest Wisconsin Chamber Alliance continues to work on an Historical Site Day Trip map which will depict historical sites in the communities of Prairie du Chien, Cassville, Potosi, Dickeyville, Fennimore, Lancaster, Mineral Point, Dodgeville, and Platteville. The cost is being shared between the partners with approximately 5,000 copies to be printed.
5. Grant County Tourism continues to be active. Our monthly meetings are well attended and rotate around the county. There has been an outdoor recreation focus along with events. They are utilizing signage with QR Codes and placing them in restaurants and bars to get more visibility to their website, events, and activity page. They have a very limited budget and have sent out a request to their neighbors, partners, and businesses for some financial assistance to continue the great work they have been doing on social media.
6. The Southwest Music Festival continues to be a big draw for our community and efforts have been made to grow the event. Other organizations have piggy backed on this event to make it a full day in Platteville with the addition of a Bike Race and 5K, along with the Farmer's Market, and Southwest Auto Club's Car Show.
7. 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. Roberta Buss represented the Platteville Regional Chamber, along with Dena Nechkash and Denise Tolzman representing Platteville. Cassville and Lancaster were also represented. Drew Nussbaum was also on hand representing the Department of Tourism.
8. We have continued the usage of a billboard in Dyersville having prepaid for this with the DOA DMO grant received last year. This contract expires in October.
9. Financial report is attached.

