

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

**May 15, 2025
Minutes**

Members Present: Deb Jenny, Deb Rice and Christine Bellport

Others Present: Wayne Wodarz, Michael Walsh, Cody Grabhorn and Jodie Richards

1. Call to order: Deb Jenny called the meeting to order at 4:00 p.m.
2. February 13, 2025 minutes: Motion by Rice, second by Bellport to approve. Motion carried.
3. Old Business: None.
4. New Business:
 - A. First Quarter Room Tax Report: Deb Jenny presented.
5. Tourism Entity Report: Wayne Wodarz presented.
6. Partner Organization Reports:
 - A. Main Street Program:
 - Music in the Park kicks off on June 5. The July 3 Music in the Park will feature the 132D Army Band and will include Veteran recognition.
 - Uncorked Wine Walk coming up on June 20.
 - Pub Crawl was held April 26. Numbers were down a little from last year, but still a successful event.
 - Main Street Program is applying for Levitt Music Series grant. Learn more about the grant at <https://levitt.org>.
 - B. Museums:
 - School Field Trip season is in full swing.
 - Recent influx UW-Platteville students and parents coming through the museums.
 - Regular attendance at the museums is picking up.
 - Upcoming events include July 4 Heritage Day and August 9 Mine Day.
 - The museums will participate in the Wisconsin Science Festival's statewide events, with this year's theme being "Rock and Roll."
 - Working with Vector & Ink on a brochure for local distribution.
 - C. UW-Platteville:
 - Beginning to share media with local community partners (Chamber, Main Street, etc.).
 - Currently focused on commencement, which will take place on May 17.

7. Public Comments:

- Platteville Regional Chamber Director Wayne Wodarz noted that the Mitchell Rountree Stone Cottage will have a Historical Marker Dedication on June 23 at 6:00 p.m.

8. Next Meeting: Tuesday, August 19 at 4:00 p.m.

9. Adjournment: Motion by Rice, second by Bellport. Meeting adjourned at 4:45 p.m.

Respectfully submitted, Jodie Richards

1ST QUARTER 2025
CITY OF PLATTEVILLE ROOM TAX

TOTAL RECEIPTS	\$	850,565.48
LESS EXEMPT RECEIPTS	\$	(130,310.54)
TAXABLE RECEIPTS	\$	720,254.94
ROOM TAX RATE (5%)	X	5%
TOTAL ROOM TAX	\$	36,012.75

2% MOTEL ADMINISTRATIVE FEE	\$	715.10
28% CITY OF PLATTEVILLE PORTION	\$	10,088.73
70% VISITOR & TOURISM PROMOTION COMMISSION		
(PAY PLATTEVILLE REGIONAL CHAMBER)	\$	25,208.92
TOTAL ROOM TAX	\$	36,012.75

ACCOUNT #100.56600.650.000

JANUARY 1, 2025 - MARCH 31, 2025
CITY OF PLATTEVILLE ROOM TAX

TOTAL RECEIPTS	\$	850,565.48
LESS EXEMPT RECEIPTS	\$	(130,310.54)
TAXABLE RECEIPTS	\$	980,876.02
ROOM TAX RATE (5%)	X	5%
TOTAL ROOM TAX	\$	36,012.75

2% MOTEL ADMINISTRATIVE FEE	\$	715.10
28% CITY OF PLATTEVILLE PORTION	\$	10,088.73
70% VISITOR & TOURISM PROMOTION COMMISSION	\$	25,208.92
TOTAL ROOM TAX	\$	36,012.75

JANUARY 1, 2024 - MARCH 31, 2024
CITY OF PLATTEVILLE ROOM TAX

TOTAL RECEIPTS	\$	877,721.97
LESS EXEMPT RECEIPTS	\$	(166,374.04)
TAXABLE RECEIPTS	\$	1,044,096.01
ROOM TAX RATE (5%)	X	5%
TOTAL ROOM TAX	\$	35,562.40

2% MOTEL ADMINISTRATIVE FEE	\$	711.35
28% CITY OF PLATTEVILLE PORTION	\$	9,957.37
70% VISITOR & TOURISM PROMOTION COMMISSION	\$	24,893.68
TOTAL ROOM TAX	\$	35,562.40

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>
2025	1ST QTR.	\$ 10,088.73	\$ 25,208.92	\$ 715.10	\$ 36,012.75
	2ND QTR.				
	3RD QTR.				
	4TH QTR.				
		\$ 10,088.73	\$ 25,208.92	\$ 715.10	\$ 36,012.75
2024	1ST QTR.	\$ 9,957.37	\$ 24,893.68	\$ 711.35	\$ 35,562.40
	2ND QTR.	\$ 15,346.88	\$ 38,367.21	\$ 1,096.21	\$ 54,810.30
	3RD QTR.	\$ 16,902.08	\$ 42,255.23	\$ 1,207.30	\$ 60,364.61
	4TH QTR.	\$ 14,111.71	\$ 35,271.19	\$ 1,004.51	\$ 50,387.41
		\$ 56,318.04	\$ 140,787.31	\$ 4,019.37	\$ 201,124.72
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.	\$ 18,825.59	\$ 47,064.01	\$ 1,344.69	\$ 67,234.29
	4TH QTR.	\$ 14,061.08	\$ 35,152.69	\$ 1,004.36	\$ 50,218.13
		\$ 60,564.10	\$ 155,624.66	\$ 4,360.03	\$ 220,548.79
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
		<u>\$ 36,807.08</u>	<u>\$</u>	<u>92,017.59</u>	<u>\$</u>	<u>2,629.03</u>	<u>\$</u>	<u>131,453.70</u>



PLATTEVILLE REGIONAL CHAMBER

TOURISM ENTITY REPORT

TO THE CITY OF PLATTEVILLE TOURISM COMMITTEE

May 15, 2025

1. Wisconsin Welcome Center summer hours began on May 1st: Mon to Fri, 8AM – 5PM, Sat. 10AM – 4PM, and Sun. 10AM – 2PM.
2. Through April 30th, our visitor count is even with last year with a little over 550 visitors coming through the Welcome Center. Our Guests were primarily from Wisconsin, with Iowa and Illinois running 2nd and 3rd. We have had 3 international visitors all coming from China.
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. So far this year we have mailed out almost 1,100 packets of requested information about our community. The magazine went out a little later last year. The 2025 issue should hit newsstands very soon. We are hopeful that this will encourage folks to come, visit, and explore.
4. We once again ran an ad in the Brewer Yearbook. The Badgers also have a Yearbook that may be worthwhile since they practice here, but we cannot afford this on our own. I am currently working on partner agreements with some other entities.
5. Our Discover Platteville, WI Facebook page has gained 50 followers since our last meeting. The past two weeks we have run our National Travel & Tourism Week events and promotions, as well as posting the NBC15 News stories that we were fortunate to be featured in. What a great way to celebrate NTTW and get publicity from a regional news network! We have also developed a 30 second commercial that is currently running on the CW out of Madison and developing a couple of additional options to promote outdoor recreation. This summer promo is a 4-month commitment.
6. Grant County Tourism Council continues to be active. Our monthly meetings are well attended and rotate around the county. We met in Kieler this morning and discussed plans for the State Fair and Grant County Fair. The Grant County map has been updated and has a new fresh look. It now includes more detailed information about water access and other recreation information.
7. We continued the billboard contract in Dyersville, changing the messaging quarterly. Currently we are featuring biking. The Ag-Venture Map has been updated and will also be on-line so it can be updated as we find new places of interest.
8. We continue to collaborate with Main Street and our economic partners to share promotion event expenses. The Taste of Platteville is planned for October 12th.