

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

**August 19, 2025  
Minutes**

Members Present: Deb Jenny, Deb Rice and Julie Klein

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. Introduction of new member: Julie Klein (Hotel/Motel Representative) was introduced.
3. Election of Officers:
  - A. Chair: Rice nominated Deb Jenny as Chairperson. Klein second. Motion carried.
  - B. Vice Chair: Klein nominated Deb Rice as Vice Chair. Jenny second. Motion carried.
  - C. Secretary: Jenny nominated Julie Klein as secretary. Rice second. Motion carried.
4. May 15, 2025 meeting minutes: Motion by Rice, second by Klein to approve. Motion carried.
5. Old Business: None.
6. New Business:
  - A. 2nd Quarter Room Tax Report: Deb Jenny presented.
7. Tourism Entity Report: Wayne Wodarz presented.
8. Partner Organization Reports:
  - A. Main Street Program:
    - Music in the Park is in the last week of the season. Averaging about 650 people a night.
    - Cows on Main Street will be on display from September 1-5.
    - Taste of Platteville coming up on October 12 at the Broske Center.
    - Fall (Pub) Crawl scheduled for September 27.
    - Sweet Treats on Main will be held on October 25.
    - Shop Small Saturday is November 29.
    - Holiday Magic on Main is scheduled for December 12.
    - Resubmitting for WEDC Grant to help fix buildings and assist with startup businesses.
    - Applying for WEDC Grant for wayfinding signs.
  - B. Museums:
    - Tour season bring approximately 2,500 general public attendants and 1,300 in students through the doors.
    - Historic Re-enactment will be held September 5-7. This will draw approximately 2,500 people (2,000 students / 500 general public) to Platteville.

- Rededication of the Kopp Memorial Pollinator Garden and Plant Sale will take place on September 20.
- Museum will participate in Sweet Treats on Main and host Haunted Mine Tours on October 25.
- The Mining & Rollo Jamison Museums will be offering Community FREE Day on Friday, October 31st from 10 am to 5 pm.
- Friends of The Mining & Rollo Jamison Museums Annual Meeting will be November 1.
- Holiday Magic on Main at the Museum will be on December 12 from 3-7 p.m. This will include model train displays, ornament & toy making and music by the Platteville Chorale.
- Winter Speaker Series will take place once a month from December to March.
- Miners Ball is scheduled for February 21 at Ullsvik Hall.

C. UW-Platteville:

- Platteville Regional Chamber Director Wayne Wodarz shared that the Chamber is working on New Student Welcome packets and noted that UW-Platteville Homecoming is scheduled for October 4, 2025.

9. Public Comments: None.

10. Next Meeting: Thursday, November 13 at 4:00 p.m.

11. Adjournment: Motion by Klein, second by Rice. Meeting adjourned at 4:41 p.m.

Respectfully submitted, Jodie Richards

2ND QUARTER 2025  
CITY OF PLATTEVILLE ROOM TAX

TOTAL RECEIPTS	\$ 1,487,728.05
LESS EXEMPT RECEIPTS	<u>\$ (195,007.72)</u>
TAXABLE RECEIPTS	\$ 1,292,720.33
ROOM TAX RATE (5%)	<u>X 5%</u>
TOTAL ROOM TAX	\$ 64,636.02

2% MOTEL ADMINISTRATIVE FEE	\$ 1,283.47
28% CITY OF PLATTEVILLE PORTION	\$ 18,107.33
70% VISITOR & TOURISM PROMOTION COMMISSION (PAY PLATTEVILLE REGIONAL CHAMBER)	<u>\$ 45,245.21</u>
TOTAL ROOM TAX	\$ 64,636.02

ACCOUNT #100.56600.650.000

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JANUARY 1, 2025 - JUNE 30, 2025  
CITY OF PLATTEVILLE ROOM TAX

TOTAL RECEIPTS	\$ 2,338,293.53
LESS EXEMPT RECEIPTS	<u>\$ (325,318.26)</u>
TAXABLE RECEIPTS	\$ 2,663,611.79
ROOM TAX RATE (5%)	<u>X 5%</u>
TOTAL ROOM TAX	\$ 100,648.76

2% MOTEL ADMINISTRATIVE FEE	\$ 1,998.57
28% CITY OF PLATTEVILLE PORTION	\$ 28,196.06
70% VISITOR & TOURISM PROMOTION COMMISSION	<u>\$ 70,454.13</u>
TOTAL ROOM TAX	\$ 100,648.76

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JANUARY 1, 2024 - JUNE 30, 2024  
CITY OF PLATTEVILLE ROOM TAX

TOTAL RECEIPTS	\$ 2,147,461.13
LESS EXEMPT RECEIPTS	<u>\$ (339,907.10)</u>
TAXABLE RECEIPTS	\$ 2,487,368.23
ROOM TAX RATE (5%)	<u>X 5%</u>
TOTAL ROOM TAX	\$ 90,372.69

2% MOTEL ADMINISTRATIVE FEE	\$ 1,807.55
28% CITY OF PLATTEVILLE PORTION	\$ 25,304.25
70% VISITOR & TOURISM PROMOTION COMMISSION	<u>\$ 63,260.88</u>
TOTAL ROOM TAX	\$ 90,372.69

## 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.	\$ 18,107.33	\$ 45,245.21	\$ 1,283.47	\$ 64,636.02
	3RD QTR.				\$ -
	4TH QTR.				\$ -
		<u>\$ 28,196.06</u>	<u>\$ 70,454.13</u>	<u>\$ 1,998.57</u>	<u>\$ 100,648.76</u>
<u>YEAR</u>	<u>QUARTER</u>	<u>CITY</u>	<u>TOURISM COMM</u>	<u>MOTEL ADM</u>	<u>TOTAL</u>
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
		<u>\$ 56,318.04</u>	<u>\$ 140,787.31</u>	<u>\$ 4,019.37</u>	<u>\$ 201,124.72</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.	\$ 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
		<u>\$ 60,564.10</u>	<u>\$ 155,624.66</u>	<u>\$ 4,360.03</u>	<u>\$ 220,548.79</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 19, 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 July 31st, our visitor count is down slightly from last year with close to 1,700 visitors coming through the Welcome Center. Our Guests were primarily from Wisconsin, with Iowa, Kansas, Missouri, and Illinois running 2<sup>nd</sup> thru 5<sup>th</sup>. We have had 4 international visitors, three coming from China and 1 from New Zealand.
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. This year UWP and the Chamber collaborated on a full-page ad to go into the Badgers Yearbook and split the cost. I have communicated this opportunity with our regional chamber partners as well to try to lower the cost per entity.
5. Our Discover Platteville, WI Facebook page has continued to grow and now has 815 followers. See handouts with 6-month and yearly statistics. We have created some 30 second commercials that have been running on the CW out of Madison since May to promote outdoor recreation. This was a summer promo with a 4-month commitment. Utilized other digital to support tourism efforts with SWMF.
6. Grant County Tourism Council continues to be active. Our monthly meetings are well attended and rotate around the county. We supported a booth at the State Fair and Grant County Fair. The Southwest Wisconsin Chamber Alliance is collaborating on an outdoor recreation map that should be out next spring. The Kieler Rest Area will be closed beginning September 3<sup>rd</sup> until the end of October for some entrance and parking lot reconfiguration.
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 are busy planning our fall events including Dairy Days and a Day on the Farm. We continue to collaborate with Main Street and our economic partners to share promotion event expenses. The Taste of Platteville is planned for October 12<sup>th</sup>.