

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

**June 4, 2026  
Minutes**

Members Present: Deb Jenny, Deb Rice, Julie Klein and Kathy Kopp

Others Present: Wayne Wodarz, Michael Walsh, Bill Kloster and Jodie Richards

1. Call to order: Deb Jenny called the meeting to order at 4:00 p.m.
2. February 12, 2026 minutes: Motion by Rice, second by Kopp to approve. Motion carried.
3. Old Business: None.
4. New Business:
  - A. 4th Quarter 2025 Room Tax Report: Deb Jenny presented.
  - B. 1st Quarter 2026 Room Tax Report: Deb Jenny presented.
  - C. Terms: Tourism Committee terms are up in July 2026. Deb Rice and Julie Klein have agreed to serve another term. Melanie Platt-Gibson was appointed to the committee.
5. Tourism Entity Report: Wayne Wodarz presented.
6. Partner Organization Reports:
  - A. Main Street Program:
    - Music in the Park starts tonight (June 4, 2026).
    - Main Street traffic is up, but sales are down. Quite a few buildings/businesses for sale.
  - B. Museums:
    - Cody Grabhorn resigned as Director of The Mining & Rollo Jamison Museums. His last day will be July 4, 2026.
    - Heritage Day Celebration coming up on July 4.
    - Plans for Mine Day with Harvest Festival this fall.
  - C. UW-Platteville:
    - New Student Move-in day is August 29, followed by Welcome Week.
    - Homecoming week begins October 4. Parade to be held October 10 at 10:00 a.m., followed by the football game (1:00 p.m.) and “M” Lighting (8:30 p.m.).
7. Public Comments:
  - Bill Kloster was present and shared that there will be an Aerobic Competition at the Platteville Municipal Airport on June 13 & 14. Practice will be taking place June 11-12.

- Kathy Kopp shared that the Veterans Honor Roll 4th of July program will take place at 10:00 a.m. in the City Park.
- Kathy Kopp noted that there will be a Ribbon Cutting Ceremony at the new Platteville Fire Station on October 5, beginning at 4:00.

8. Next Meeting: Thursday, September 3 at 4:00 p.m.

9. Adjournment: Motion by Kopp, second by Rice. Meeting adjourned at 4:52 p.m.

Respectfully submitted, Jodie Richards

4TH QUARTER 2025  
CITY OF PLATTEVILLE ROOM TAX

|                      |                 |
|----------------------|-----------------|
| TOTAL RECEIPTS       | \$ 1,591,803.14 |
| LESS EXEMPT RECEIPTS | \$ (237,205.54) |
| TAXABLE RECEIPTS     | \$ 1,829,008.68 |
| ROOM TAX RATE (5%)   | X 5%            |
| TOTAL ROOM TAX       | \$ 67,729.88    |

|                                            |              |
|--------------------------------------------|--------------|
| 2% MOTEL ADMINISTRATIVE FEE                | \$ 1,257.60  |
| 28% CITY OF PLATTEVILLE PORTION            | \$ 19,061.37 |
| 70% VISITOR & TOURISM PROMOTION COMMISSION |              |
| (PAY PLATTEVILLE REGIONAL CHAMBER)         | \$ 47,410.92 |
| TOTAL ROOM TAX                             | \$ 67,729.88 |

ACCOUNT #100.56600.650.000

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

|                      |                 |
|----------------------|-----------------|
| TOTAL RECEIPTS       | \$ 5,452,176.74 |
| LESS EXEMPT RECEIPTS | \$ (722,260.36) |
| TAXABLE RECEIPTS     | \$ 6,174,437.10 |
| ROOM TAX RATE (5%)   | X 5%            |
| TOTAL ROOM TAX       | \$ 236,495.82   |

|                                            |               |
|--------------------------------------------|---------------|
| 2% MOTEL ADMINISTRATIVE FEE                | \$ 4,597.06   |
| 28% CITY OF PLATTEVILLE PORTION            | \$ 66,351.68  |
| 70% VISITOR & TOURISM PROMOTION COMMISSION | \$ 165,547.07 |
| TOTAL ROOM TAX                             | \$ 236,495.82 |

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

|                      |                 |
|----------------------|-----------------|
| TOTAL RECEIPTS       | \$ 4,755,628.56 |
| LESS EXEMPT RECEIPTS | \$ (733,023.90) |
| TAXABLE RECEIPTS     | \$ 5,488,652.46 |
| ROOM TAX RATE (5%)   | X 5%            |
| TOTAL ROOM TAX       | \$ 201,124.72   |

|                                            |               |
|--------------------------------------------|---------------|
| 2% MOTEL ADMINISTRATIVE FEE                | \$ 4,019.37   |
| 28% CITY OF PLATTEVILLE PORTION            | \$ 56,318.05  |
| 70% VISITOR & TOURISM PROMOTION COMMISSION | \$ 140,787.31 |
| TOTAL ROOM TAX                             | \$ 201,124.72 |

## 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.       | \$ 19,094.26 | \$ 47,682.02        | \$ 1,340.90      | \$ 68,117.18  |
|             | 4TH QTR.       | \$ 19,061.37 | \$ 47,410.92        | \$ 1,257.60      | \$ 67,729.88  |
|             |                | \$ 66,351.68 | \$ 165,547.07       | \$ 4,597.06      | \$ 236,495.82 |

| <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  |
|             |                | \$ 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. | \$ 15,179.40 | \$ 32,949.29  | \$ 941.73   | \$ 49,070.42  |
|      |          | \$ 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>\$ 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> |

1ST QUARTER 2026  
CITY OF PLATTEVILLE ROOM TAX

|                      |                 |
|----------------------|-----------------|
| TOTAL RECEIPTS       | \$ 1,017,069.81 |
| LESS EXEMPT RECEIPTS | \$ (230,991.45) |
| TAXABLE RECEIPTS     | \$ 786,078.36   |
| ROOM TAX RATE (5%)   | X 5%            |
| TOTAL ROOM TAX       | \$ 39,303.92    |

|                                                                                  |              |
|----------------------------------------------------------------------------------|--------------|
| 2% MOTEL ADMINISTRATIVE FEE                                                      | \$ 786.08    |
| 28% CITY OF PLATTEVILLE PORTION                                                  | \$ 11,005.10 |
| 70% VISITOR & TOURISM PROMOTION COMMISSION<br>(PAY PLATTEVILLE REGIONAL CHAMBER) | \$ 27,512.74 |
| TOTAL ROOM TAX                                                                   | \$ 39,303.92 |

ACCOUNT #100.56600.650.000

JANUARY 1, 2026 - MARCH 31, 2026  
CITY OF PLATTEVILLE ROOM TAX

|                      |                 |
|----------------------|-----------------|
| TOTAL RECEIPTS       | \$ 1,017,069.81 |
| LESS EXEMPT RECEIPTS | \$ (230,991.45) |
| TAXABLE RECEIPTS     | \$ 1,248,061.26 |
| ROOM TAX RATE (5%)   | X 5%            |
| TOTAL ROOM TAX       | \$ 39,303.92    |

|                                            |              |
|--------------------------------------------|--------------|
| 2% MOTEL ADMINISTRATIVE FEE                | \$ 786.08    |
| 28% CITY OF PLATTEVILLE PORTION            | \$ 11,005.10 |
| 70% VISITOR & TOURISM PROMOTION COMMISSION | \$ 27,512.74 |
| TOTAL ROOM TAX                             | \$ 39,303.92 |

JANUARY 1, 2025 - MARCH 31, 2026  
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 |

## 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>  |
|-------------|----------------|--------------|---------------------|------------------|---------------|
| 2026        | 1ST QTR.       | \$ 11,005.10 | \$ 27,512.74        | \$ 786.08        | \$ 39,303.92  |
|             | 2ND QTR.       |              |                     |                  |               |
|             | 3RD QTR.       |              |                     |                  |               |
|             | 4TH QTR.       |              |                     |                  |               |
|             |                | \$ 11,005.10 | \$ 27,512.74        | \$ 786.08        | \$ 39,303.92  |
| <u>YEAR</u> | <u>QUARTER</u> | <u>CITY</u>  | <u>TOURISM COMM</u> | <u>MOTEL ADM</u> | <u>TOTAL</u>  |
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|             | 2ND QTR.       | \$ 18,107.33 | \$ 45,245.21        | \$ 1,283.47      | \$ 64,636.01  |
|             | 3RD QTR.       | \$ 19,094.26 | \$ 47,682.02        | \$ 1,340.90      | \$ 68,117.18  |
|             | 4TH QTR.       | \$ 19,061.37 | \$ 47,410.92        | \$ 1,257.60      | \$ 67,729.89  |
|             |                | \$ 66,351.69 | \$ 165,547.07       | \$ 4,597.07      | \$ 236,495.83 |
| <u>YEAR</u> | <u>QUARTER</u> | <u>CITY</u>  | <u>TOURISM COMM</u> | <u>MOTEL ADM</u> | <u>TOTAL</u>  |
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|             | 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 |
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|             | 2ND QTR.       | \$ 15,239.94 | \$ 42,202.90        | \$ 1,172.30      | \$ 58,615.14  |
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|             | 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 |
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|             | 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         |
|      |          | <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> |



## PLATTEVILLE REGIONAL CHAMBER

### TOURISM ENTITY REPORT

#### FOR THE CITY OF PLATTEVILLE TOURISM COMMITTEE

June 4, 2026

1. Wisconsin Welcome Center Spring/Summer hours began on May 1st: M- F, 8-5, Sat. 10-4, Sun 10-2
2. Through April 30th, our visitor count is about even with last year with close to 550 visitors coming through the Welcome Center. Our Guests are primarily from Wisconsin, with Iowa, Illinois, Michigan and Minnesota, running 2<sup>nd</sup> through 5<sup>th</sup>. We have had 2 international visitors from France along with 2 Canadian visitors.
3. Midwest Living Magazine continues to draw attention and interest to our community. The 2026 Summer publication will hit newsstands in June. We mailed out 927 in 2025 down from 1394 in 2024. Through May we have sent out 100 thru packets with the new release out soon. We are hopeful that this will encourage folks to come, visit, and explore. We downsized from ½ page to ¼ page to see if the results are any different. This saved us about \$3,000.
4. Our Discover Platteville, WI Facebook page continues to grow and now has close to 1,000 followers. Last May we had 868 followers. As a comparison, the Platteville Regional Chamber has over 3,900. NTTW features were boosted.
5. Grant County Tourism Council continues to be active. The 2026 Grant County Guide publication date was sooner to take them to the Chicago Travel Show in late February. There are 40,000 printed annually. The Platteville Guide was also released in February. We lessened the quantity to 15,000 as we had stock left over that we distributed in affluent Chicago suburbs. The GCTC will hold their May meeting in Kieler and visit the Rest Area.
6. NTTW Activities included: M Climb, Ride & Seek Scavenger Hunt, and Travel Dubuque Hospitality breakfast. Wodarz visited with Travel Dubuque staff to ensure we are included in information going out to those participating in the RAGBRAI event which will end in Dubuque. We are using the 30 second spots on the CW again this summer as they were timeless and pertinent.
7. A reprint was done on the Historical Attraction map by the Southwest Chamber Alliance. We went through the original 5,500 maps within two years. An updated version of the Art Scavenger Hunt was just printed. There are now 6 additional pieces of art.
8. Weicks Media is currently building a Southwest Music Fest website that should be up and running any day. We have also contracted them to separate our Chamber website into two sites, Platteville Regional Chamber and Discover Platteville. We already have the domains purchased.
9. We continue to collaborate with Main Street and other entities for the benefit of promoting our community to increase tourism. There is concern that national travelers will rethink their summer plans and stay local or regional. I do not see that as a concern here. We have lots of day trips for people of all ages and interests.