

REGULAR MEETING

Tourism Commission

April 28, 2022 - 8:00 AM

Community Room

933 Michigan Avenue, Stevens Point, WI

OR

Zoom Teleconferencing

Meeting ID: 820 8008 7377 | Passcode:12345

By Computer: [Join Now](#)

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AGENDA

Discussion and Possible Action on:

1. Roll Call.
2. Approval of December 15, 2021 meeting minutes
3. Election of Chairperson and Vice Chairperson
4. Bukolt Park Improvement Project application requesting \$100,000
5. Adjournment.

Meeting Rider

Any person who has special needs while attending this meeting or needing agenda materials for this meeting should contact the City Clerk as soon as possible to ensure a reasonable accommodation can be made. The City Clerk can be reached by telephone at (715) 346-1569, TDD # 346-1556 or by mail at 1515 Strongs Ave., Stevens Point, WI 54481.

Copies of ordinances, resolutions, reports and minutes of the committee meetings are on file at the office of the City Clerk for inspection during normal business hours from 7:30 a.m. to 4:00p.m.

SPECIAL NOTICE

Please take notice that a quorum of the Common Council, City Boards/Commissions may attend this meeting.

REGULAR MEETING

**Tourism Commission
December 15, 2021 - 9:00 AM
Community Room
933 Michigan Avenue, Stevens Point, WI**

OR

Zoom Teleconferencing

Meeting ID: 857 0542 4581 | Passcode:12345

By Computer: [Click to Connect](#)

By Phone: +1-312-626-6799 (US Chicago)

MINUTES

Discussion and Possible Action on:

1. Roll Call.

Present: Chairperson John Okonek, Tom Schrader, Mike Disher and Michelle Sedlak; Carrie Winn excused.

Also present: Director Dan Kremer, Comptroller Corey Ladick, Melanie Bateman, Bobby Opiola, Sara Brish, Troy Hojnacki, Anne Marie Novak, Kristeen Carne, Kathy Johnson, Matt Disher, Ginger Keymer.

2. Approval of September 27, 2021 meeting minutes

Motion to approve September 27, 2021 meeting minutes made by Schrader, second by Disher. Motion passed 4-0.

3. Review of Tourism Commission financials

4. American Suzuki Institute Guest Artist Concerts application requesting up to \$5,000.

Motion made by Disher to approve a \$2,500 grant for American Suzuki Institute Guest Artist Concerts, second by Sedlak. Motion passed 4-0.

5. ArtVenture - pilot application requesting \$10,000.

Motion made by Sedlak to not approve an ArtVenture - pilot program grant application because it is not located within the City of Stevens Point, second by Schrader. Motion passed 4-0

6. Bukolt Park Improvement Project application requesting \$100,000.

No action was taken. The commission requested additional information for future consideration in 2022.

7. Discover Downtown Stevens Point application requesting \$5,000 - \$8,000.

Motion made by Disher to approve a \$5,000 grant request for the Friday expansion of

Discover Downtown Stevens Point, second by Sedlak. Motion approved 4-0.

8. Dozynki Downtown application requesting \$1,850.

Motion made by Sedlak to approve a \$1,350 grant for Dozynki Downtown, second by Schrader. Motion passed 4-0.

9. Emerson Park Revitalization Project application requesting \$10,000.

Motion made by Disher to not approve a grant for the Emerson Park Revitalization project, second by Sedlak. Motion passed 3-0, Okonek abstained.

10. Landscape ARTichitetural application requesting \$2,500.

Motion made by Disher to not approve grant funding for Landscape ARTichitetural, second by Sedlak. Motion passed 3-0; Schrader abstained.

11. StevensPointArea.com Website Redesign application requesting \$36,675.

Motion by Schrader to not approve grant funding for StevensPointArea.com Website Redesign, second by Disher. Motion passed 4-0

12. 2022 USA Softball of WI Coed Softball Tournament (3 Day Tournament) application requesting \$1,000.

Motion made by Schrader to approve a \$1,000 grant to Stevens Point Softball Association, second by Sedlak. Motion passed 3-0; Disher abstained.

13. Adjournment.

Motion to adjourn by Schrader, second by Disher. Motion passed 4-0, meeting adjourned 9:52 am.

**Tourism Commission Financial Update
April 2022**

2022 Financial Projections

Beginning Cash Balance	169,798
Receivable at Year End '21	42,232
Total Beginning Balance	212,030

Room Tax	2019	2020	2021	2022	% '22 to '19	% '21 to '19
1st (Jan-Mar)	192,845	159,368	105,590	181,274	94.00%	54.75%
2nd (Apr-Jun)	253,558	85,972	172,074	238,345	94.00%	67.86%
3rd (Jul-Sep)	314,356	139,625	287,177	295,495	94.00%	91.35%
4th (Oct-Dec)	185,194	102,343	182,507	174,082	94.00%	98.55%
Total	945,953	487,308	747,348	889,196		

Breakdown of Projected Revenue	Percentage of Total Collected	
Tourism Commission	205,760	23.14%
CVB	416,677	46.86%
General Fund	266,759	30.00%

Projected 2022 Expenses

Willett/Riverfront Arts	100,000
Miscellaneous	5,000
Athletic Field-Zenoff	10,000
Riverfront Rendezvous	35,000
PCYOI Zamboni	9,348
Fire Training Site	2,500
Athletic Field-Goerke	20,000
Suzuki	2,500
Discover Downtown	5,000
Dozynki Downtown	1,350
Softball Tournament	1,000
Total	191,698
Surplus	14,062
Projected Year-End Cash	185,809
Projected Receivable at YE	40,283
Total Year End '22 Balance	226,092

	Total	Years	Years	Amount	
	Years	Paid	Remaining	Per Year	
Remaining Pledge Obligations at Year-End 2022					
PCYOI Zamboni	9,348	5	4	1	9,348
Athletic Field Turf	50,000	10	5	5	10,000
Fire Training Site	5,000	4	2	2	2,500
Goerke Field Turf	180,000	10	1	9	20,000
Total Pledges	244,348			Total	41,848

2021 Room Tax Funding Proposal

Please complete this application and submit by November 12, 2021 at 3:30 pm. Applications will be reviewed by the Stevens Point Tourism Commission following the application deadline. All applicants will be notified of the December 2021 Tourism Commission meeting date in which grants awards will be announced.

Date *

MM DD YYYY

11 / 12 / 2021

Title of Proposal *

Bukolt Park Improvement Project

Requested on Behalf of what Group/Organization *

Stevens Point Sixers Baseball Club

Mission of the Organization or Group *

To provide a competitive atmosphere for local talent from many backgrounds to continue to play summer baseball beyond their developmental years, while representing Berens-Scribner American Legion Post 6 with the highest respect on and off the field.

First and Last Name *

Wendy Cychosz

Email Address *

wcychosz@gmail.com

Phone Number *

715-570-5436

Street Address *

3389 Evergreen Drive

City, State, Zip Code

Rosholt, WI 54473

Tax Exempt? *

Yes

No

If yes, Tax Exempt Number

83-0632368

Program Information

1. Please describe how the program will engage the community and involve and/or benefit the public? *

For the past 58 years the Stevens Point Sixers Baseball Club has had a collaborative relationship with American Legion Post 6 which is a benefit not only to our organization but also to the community. Members of Post 6 have attended Sixers board meetings, announced at ball games, and show frequent support as a spectator. American Legion baseball at Bukolt Park set the bar high back in the day with its incredible venue and location. Our improvement project is to implement the needs of upkeep for safety, updated mandates and overall visual appealing park improvements that include outfield lighting upgrade, asphalt replacement for the walkways and in front of the bleachers, new turf for the batting cages, sound system and speakers, bleacher resurfacing, foul ball netting on first baseline, new storage shed, and baseline pavilions with sky decks. The main goal is to continue to provide an experience for teams and spectators that is a step above other ballparks in the surrounding area.

2. Explain how the program will impact our community's ability to attract visitors. *

Our biggest goal with updating the on-field lighting at Bukolt Park would allow our organization to bid for the AAA American Legion Junior and Senior State tournaments which is a 5 day tournament with 8 teams playing one game a day. Teams consisting of a minimum of 15 players not including coaching staff along with their families would need hotels, restaurants, gas and have ample time for recreational opportunities. Families involved in Sixers baseball have been around baseball for many years of their lives. It is well known the appreciation that is given when a team participates in a game at a current, well maintained complex. Building Bukolt Park back up allows the park to be a desirable location for teams to attend when season and tournament schedules are made.

3. Please estimate the number of room nights that will be generated. *

With our 3 annual tournaments a year, they will take 400 rooms. Adding a state tournament would be an additional 300 rooms.

4. Describe how the quality of life in our community will be enhanced by completing this program. *

Baseball in Central Wisconsin has always been an honored tradition. Our youth programs continue to strive and the Sixers organization wants to continue to be the pride for upcoming players and their families ultimately reaching the grand stage of playing on Cub Mancheski field at Bukolt Park.

5. Estimate how many people and what market segments will be served by this program. *

The improvements project will serve over 1000 players families over the next 30 years. The market segments our program impacts are vast. For those served by the program the main impact is our teen/high school to young adult/college community members. Included are their families and the collaboration with Post 6 American Legion. Many families are multi children and therefore the number increases as many siblings are seen around the park. The number significantly increases when you think of the number of people indirectly served by this program – you can now include extended family members, friends and those who just come to the park for the love of baseball. Involvement by Post 6 American Legion has also extended to their families. Tourists of all genders age, marital status, ethnicity, occupation, religion, income and education are welcome and can share the love of baseball and being outdoors. The number of people served by this program also significantly increases when you take into consideration the teams visiting the park.

6. Will the program generate revenue? If yes, who receives the revenue and do you anticipate a profit? *

Our anticipated revenue would come from tournament entry fees, spectator tournament gate fees and increased concession sales. The Stevens Point Sixers Baseball Club would secure the profit.

7. Please explain who is responsible for ongoing staffing and maintenance needs. If none, leave blank.

Stevens Point Sixers Baseball Club and the ongoing maintenance partnership with the City of Stevens Point.

8. How does your program differ from similar programs offered in this area? (Respond "N/A" if there are no other similar in this area) *

We are the only American Legion program in the Stevens Point area. American Legion baseball has always been the elite for local players to showcase themselves with the opportunity every season to earn a State playoff birth with hopes to make it to the Regional and National level. Club teams do not have this opportunity to be part of this state-wide organization that values tradition to our country and boasts respect to the ones who make it possible for them to play.

9. Please list other sources for financial support and amounts? (Respond "N/A" if there are no other sources)

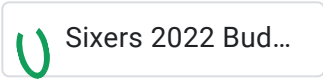
Players fees approximately \$600, annual advertising approximately \$2000 that fluctuates from year to year, \$2000 annual donation from Post 6 and our concession stand offered at all home Spash, Pacelli, Stevens Point Youth Baseball Association and Sixers games.

10. Please provide the dollar amount of room tax grant funding you are requesting.

\$100,000

Budget Information

11. Please attach your program budget. Budget shall include revenue, capital expenditures, personnel costs, services and supplies, and all other projected expenses. *



12. If awarded a room tax grant, please select your preferred payment schedule. *

- Need all support at once
- Multi-year support acceptable

13. Please include additional information, renderings or supporting materials.

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STEVENS POINT BERENS-SCRIBNER POST 6 LEGION BASEBALL

SIXERS

BUKOLT PARK LIGHTING PROJECT

\$330,000 - Musco Bid / Cost of Project

Project Funding:

\$50,000 City Project Budget
\$100,000 Tourism Commission / \$10,000 per year for 10 years
\$180,000 Sixers Legion Baseball Club