

REGULAR MEETING

**Tourism Commission
December 13, 2022 - 7:30 AM**

**Community Room
933 Michigan Avenue, Stevens Point, WI**

OR

[Zoom Teleconferencing](#)

Meeting ID: 837 7257 7025 | Passcode:645903

By Computer:[Join](#)

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

AGENDA

Discussion and Possible Action on:

1. Roll Call.
2. Approval of April 28, 2022 meeting minutes
3. Review of 2022 and 2023 Tourism Commission financials and grant balance
4. Discover Downtown 2 Day Event application requesting \$5,000.
5. Fall Classic 5 Game Guarantee application requesting \$2,000.
6. IRONBULL Rib Mountain Adventure Challenge application requesting \$4,900.
7. LIT application requesting \$3,365.
8. Modified State Tournaments (Men Upper, Men Lower and Womens) requesting \$1,750.
9. Wonderful Water Run - Expansion application requesting \$2,000.
10. Request from the City of Stevens Point for interim funding for the Stevens Point Area Convention and Visitors Bureau.
11. Outstanding room tax pledges.
12. 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

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](#)

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, Michelle Sedlak and Carrie Winn

Also present: Director Dan Kremer, Bobby Opiola, Dean Shuda.

2. Approval of December 15, 2021 meeting minutes

Motion to approve December 15, 2021 meeting minutes made by Winn, second by Disher. Motion passed 5-0.

3. Election of Chairperson and Vice Chairperson

Motion to approve the nomination of John Okonek for Chairperson by Schrader, second by Disher. Motion to approve the nomination of Tom Schrader for Vice Chairperson by Winn, second by Disher. Motions passed 5-0.

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

Motion to accept approval of application requesting \$100,000 over 10 years for lights. Motion by Disher second by Schrader; motion passed 5-0.

5. Adjournment.

Motion to adjourn by Schrader, second by Winn; motion passed 5-0. The meeting adjourned at 8:14 am.

**Tourism Commission Financial Update
December 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	146,611	76.03%	54.75%
2nd (Apr-Jun)	253,558	85,972	172,074	261,668	103.20%	67.86%
3rd (Jul-Sep)	314,356	139,625	287,177	363,071	115.50%	91.35%
4th (Oct-Dec)	185,194	102,343	182,507	185,194	100.00%	98.55%
Total	945,953	487,308	747,348	956,544		

Breakdown of Projected Revenue	Percentage of Total Collected	
Tourism Commission	221,344	23.14%
CVB	448,237	46.86%
General Fund	286,963	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
Bukolt Park Lighting	10,000
Suzuki	2,500
Discover Downtown	5,000
Dozynki Downtown	1,350
Softball Tournament	1,000
Total	201,698
Surplus	19,646
Projected Year-End Cash	188,823
Projected Receivable at YE	42,854
Total Year End '22 Balance	231,676

Remaining Pledge Obligations at Year-End 2022		Total	Years	Years	Amount
		Years	Paid	Remaining	Per Year
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
Bukolt Park Lighting	100,000	10	0	10	10,000
Total Pledges	244,348			Total	51,848

**Tourism Commission Financial Update
December 2022**

2023 Financial Projections

Beginning Cash Balance	188,823
Receivable at Year End '22	42,854
Total Beginning Balance	231,676

Room Tax	2019	2020	2021	2022	2023	% '23 to '19	% '22 to '19
1st (Jan-Mar)	192,845	159,368	105,590	146,611	192,845	100%	76.03%
2nd (Apr-Jun)	253,558	85,972	172,074	261,668	266,236	105%	103.20%
3rd (Jul-Sep)	314,356	139,625	287,177	363,071	330,074	105%	115.50%
4th (Oct-Dec)	185,194	102,343	182,507	185,194	194,454	105%	100.00%
Total	945,953	487,308	747,348	956,544	983,608		

Breakdown of Projected Revenue

Percentage of Total Collected

Tourism Commission	227,607	23.14%
CVB	460,919	46.86%
General Fund	295,083	30.00%

Projected 2023 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
Bukolt Park Lighting	10,000
Total	191,848
Surplus	35,759
Projected Year-End Cash	224,582
Projected Receivable at YE	42,854
Total Year End '22 Balance	267,435

		Total Years	Years Paid	Years Remaining	Amount Per Year
Remaining Pledge Obligations at Year-End 2023					
PCYOI Zamboni	0	5	5	0	9,348
Athletic Field Turf	40,000	10	6	4	10,000
Fire Training Site	2,500	4	3	1	2,500
Goerke Field Turf	160,000	10	2	8	20,000
Bukolt Park Lighting	90,000	10	1	9	10,000
Total Pledges	202,500			Total	51,848

2023 Room Tax Application

Please complete this application and submit by November 30, 2022 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 2022 Tourism Commission meeting date in which grants awards will be announced.

Email *

info@downtownstevenspointwi.com

Date *

MM DD YYYY

11 / 29 / 2022

Title of Proposal *

Discover Downtown (2 Day event)

Requested on Behalf of what Group/Organization *

Stevens Point Alliance - Downtown Point

Mission of the Organization or Group *

We are an organized group of small business owners and organizations downtown with a common goal to increase tourism, support local businesses, advance their causes and make historic Downtown Stevens Point a destination for everyone. Downtown Point works together with businesses downtown to feature a number of events in the heart of Stevens Point. Putting our support directly back into our downtown, our goal is to increase tourism, support local businesses, advance their causes and make historic Downtown Stevens Point a destination for everyone. We want to give everyone the enjoyment of family-friendly events in a warm and welcoming Downtown.

First and Last Name *

Troy Hojnacki

Email Address *

troyhojnacki@yahoo.com

Phone Number *

7153408013

Street Address *

912 Main Street

City, State, Zip Code

Stevens Point

Tax Exempt? *

Yes

No

If yes, Tax Exempt Number (must be the new 15 digit CES number that begins with a 008)

.....

Program Information

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

Discover Downtown 2 Day event will bring visitors to our community and stay in local hotels. This will be the second year doing this event. With the help of the room tax grant last year of \$5000.00 dollars we were able to bring live entertainment to the public Square for Free to Public Concert style entertainment for 2 days on the third weekend in July. This brought day trippers to Stevens Point for overnight stays in local hotels. The Stevens Point community was very pleased to have this event in the Public Square last year as well. The Downtown Area shops will also have a Sidewalk sale in front of their shops promoting Shop Local.

.....

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

Through Social Media and local partnership promotional help from the Visitors Center we promote to come visit Stevens Point and stay in a local hotel on Friday Night for a chance to win a reimbursement or your hotel stay for Friday night. We promote two winners will be drawn. The 2 winners last year were very pleased with this promotion.

.....

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

This number is truly an unknown. We believe many hotels were happy and pleased with the turn out last year. Local hotels all took entry forms and posters to hang in there lobbies.

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

The quality of life will enhanced by the art of Free musical entertainment to our community residents. This will bring the sense of local community in the heart of the Historical Downtown Point. To gather and share stories with friends, families and kids.

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

Last year there were 1500-2000 or more guests that visited the Downtown for Discover Downtown 2 day event.

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

Last year we did sell beverages to help offset some costs. We did not have a profit last year. We still had a net lost of \$674.54 dollars. That was paid by the Stevens Point Alliance.

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

N/A

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) *

N/A

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

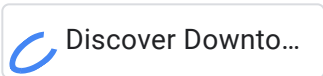
Stevens Point Alliance also Sponsors this event along with some donations from local businesses as stage sponsors. on banners professionally printed and hung on stage.

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

We are looking asking for the same \$5000.00 is support to produce the 2 day event this year.

Budget Information

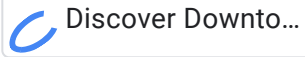
11. Please attach your program budget. Budget shall include revenue, capital expenditures, personnel costs, services and supplies, and all other projected expenses. *



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.

 Discover Downto...

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Google Forms

Stevens Point Alliance

Budget vs. Actuals: 2022 SPA Budget By Class - FY22 P&L DISCOVER DOWNTOWN

January - December 2022

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
2000 EVENT INCOME				
2010 50/50 Ticket Sales at Event		500.00	-500.00	
2025 Event Grants Received	5,000.00		5,000.00	
2050 Business Event Sponsorships	1,900.00		1,900.00	
2060 Registration Fees / Ticket Sales	2,625.00		2,625.00	
2990 Other Event Income	1,000.00		1,000.00	
Total 2000 EVENT INCOME	10,525.00	500.00	10,025.00	2,105.00 %
Total Income	\$10,525.00	\$500.00	\$10,025.00	2,105.00 %
GROSS PROFIT	\$10,525.00	\$500.00	\$10,025.00	2,105.00 %
Expenses				
4000 EVENT EXPENSE				
4010 Advertising for Event	1,770.50		1,770.50	
4020 Beverages / Food	1,105.29		1,105.29	
4030 Contract Labor	170.00		170.00	
4040 Disposable Supplies (not sold)	74.05		74.05	
4050 Entertainment Expense	3,650.00	1,000.00	2,650.00	365.00 %
4060 Equipment Rental	2,280.16		2,280.16	
4070 Event Licenses, Permits, Fees	205.00		205.00	
4090 Promotional Give Aways	478.60		478.60	
4100 Printing / Reproduction		100.00	-100.00	
4990 Other Event Expenses	1,465.94		1,465.94	
Total 4000 EVENT EXPENSE	11,199.54	1,100.00	10,099.54	1,018.14 %
Total Expenses	\$11,199.54	\$1,100.00	\$10,099.54	1,018.14 %
NET OPERATING INCOME	\$ -674.54	\$ -600.00	\$ -74.54	112.42 %
NET INCOME	\$ -674.54	\$ -600.00	\$ -74.54	112.42 %



2023 Room Tax Application

Please complete this application and submit by November 30, 2022 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 2022 Tourism Commission meeting date in which grants awards will be announced.

Email *

matt@dishins.com

Date *

MM DD YYYY

11 / 28 / 2022

Title of Proposal *

Fall Classic 5 game guarantee

Requested on Behalf of what Group/Organization *

Stevens Point Softball Association

Mission of the Organization or Group *

The purpose of this club shall be to establish, maintain & promote the sports of youth and adult softball and baseball by organizing the efforts of the club members to the following goals: To create a favorable public image of softball and baseball, to encourage general support of our program; To establish the highest standards of good sportsmanship, skill, citizenship, social behavior and good fellowship, so that our club shall be a source of pride to its membership and its community.

First and Last Name *

Matt Disher

Email Address *

matt@dishins.com

Phone Number *

7153408846

Street Address *

517 Indiana Avenue

City, State, Zip Code

Stevens Point WI 54481

Tax Exempt? *

Yes

No

If yes, Tax Exempt Number (must be the new 15 digit CES number that begins with a 008)

.....

Program Information

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

The tournament will bring in people from outside of Stevens Point area

.....

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

The teams travel with family and friends

.....

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

200

.....

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

People will be enjoying the outside recreating.

.....

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

Approx 300-350 adults and children

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

Yes, The Stevens Point Softball Association

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

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) *

N/A

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


N/A

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

2000

Budget Information

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

 2023 Fall Classic...

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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5 game guarantee
3 pool to double elimination

ENTRY FEES
 Balls
 Umpires - 1 Ea Game \$ 35.00
 Scorekeepers \$ 15.00
 Prize Money
 Sales Tax 5.50%
 Printing/Copying \$ -
 Trophies \$ -
 Brackets \$ -
 Umpire Rooms \$ 500.00
 WASA Team Assessmen \$ 25.00
 Tourney Machine \$ 6.00

		Class D/Rec	
Entry Fee		\$	250.00
Teams			20
Games			68
		\$	5,000.00
		\$	-
		\$	2,380.00
		\$	1,020.00
		\$	2,250.00
		\$	-
		\$	275.00
		\$	-
		\$	-
		\$	-
		\$	500.00
		\$	500.00
		\$	120.00
TOTAL			(\$2,045.00)
Prize Money	1st	\$	600.00
	2nd	\$	450.00
	3rd	\$	300.00
	1st	\$	450.00
	2nd	\$	300.00
	3rd	\$	150.00

2023 Room Tax Application

Please complete this application and submit by November 30, 2022 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 2022 Tourism Commission meeting date in which grants awards will be announced.

Email *

executivedirector@ironbull.org

Date *

MM DD YYYY

11 / 30 / 2022

Title of Proposal *

IRONBULL Rib Mountain Adventure Challenge

Requested on Behalf of what Group/Organization *

IRONBULL, Inc.

Mission of the Organization or Group *

IRONBULL is a 501(c)(3) charitable organization that promotes outdoor adventure sports in Central Wisconsin. We aim to drive economic development, benefit community organizations, and attract and retain a talented work force through the production of high quality races and events that promote healthy living in our community.

First and Last Name *

Andrea Larson

Email Address *

executivedirector@ironbull.org

Phone Number *

7158485949

Street Address *

PO Box 957

City, State, Zip Code

Wausau

Tax Exempt? *

Yes

No

If yes, Tax Exempt Number (must be the new 15 digit CES number that begins with a 008)

008103028215006

Program Information

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

The Rib Mountain Adventure Challenge is the largest adventure race in the United States. Each year, the course changes and this will be the first time in the event's history, that it will take place in Stevens Point! In addition to highlighting the area's venues to hike, bike, and paddle, racers pick up hundreds of pieces of trash along the course.

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

Last year, the event attracted racers from 13 states (14 states in 2021), with 29% of racers traveling outside of Wisconsin for the event (31% in 2021). Additionally, 87% of racers traveled last year from outside of the county (88% in 2021). In 2021, we asked racers in the anonymous post-event survey if the race took them to a new area that they would like to visit again and 80% of racers responding said that it did!

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

In 2022, we had 513 registrations and had 477 racers show up to the race; 29% were from outside of Wisconsin

Assuming all participants from out-of-state were overnight visitors for 2 nights = $477 \text{ racers} \times 29\% \times 2 \text{ nights} = 277 \text{ hotel stays}$

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

Proceeds from the event go towards UWSP student scholarships. Since 2015, \$67,500 has been raised for student scholarships.

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

Due to the complex logistics and volunteer needs to hold this event, we have capped the event at 500 racers. Last year, 40% were first time adventure racers with 58% competing in their first or second ever adventure race, introducing many beginners to the sport. Every single racer completing the anonymous post-event survey would recommend the event to others, indicating that they will continue to pursue this gear-intensive sport. Last year, racers ranged from ages 7 to 69 including 35 children on 19 family division teams, encouraging a lifelong pursuit.

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

Although adventure races were expensive to put on, this event generates enough revenue to support UWSP student scholarships.

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

Originally, this event was completely run by volunteers. Seeing the limitation of resources and a plateau in racer registrations, the founders collaborated with IRONBULL to scale the event. In 2021, racer attendance grew by 67%. IRONBULL has three part-time staff. The race requires about 50 day-of volunteers.

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) *

Wisconsin is well-known for quality adventure races and the Rib Mountain Adventure Challenge is part of the Wisconsin Adventure Racing Series. All the other local events are a fraction of the size, due to resource constraints of the volunteer race directors.

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

2022-CoVantage Credit Union \$1000, Bradley Chiropractic \$100; Gear Junkie; in 2021 and 2022 this event received JEM Grant and City of Wausau Room Tax funding for the first time through IRONBULL but neither are available for the 2023 event; IRONBULL also has series sponsors

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

4900

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.

 2021-INFOGRAP...

 IRONBULL22ad - ...

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IRONBULL™

A 501(c)(3) charitable organization that promotes outdoor adventure sports in Central Wisconsin to drive economic development, benefit community organizations and promote healthy living.

2022-2023 EVENTS:



ULTRA TRAIL | October 1, 2022



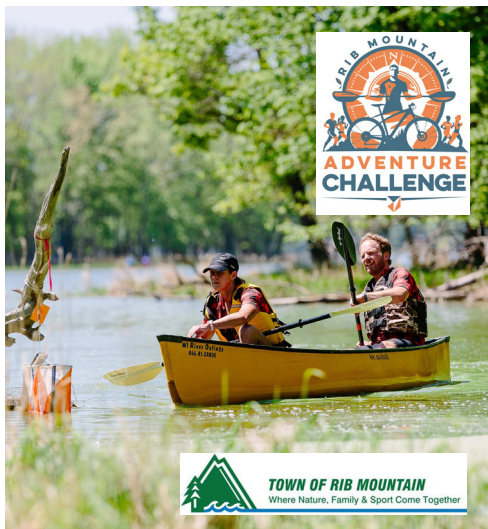
RIB MOUNTAIN ADVENTURE CHALLENGE - WINTER EDITION | January 21, 2023



IRONRING RIVER FLOAT | Summer 2023



RED GRANITE GRINDER | October 15, 2022



RIB MOUNTAIN ADVENTURE CHALLENGE | May 27, 2023



UNDERDOWN TRAIL RUN & BIKE | August 2023

Sponsored in part by the City of Wausau Room Tax

Follow **IRONBULL** on Facebook or visit IRONBULL.org for additional free events!

2023 Budget - IRONBULL

Total

Revenue

Sponsors, grants, contributions	\$ 73,310
Event Fees	\$ 132,771
Event Merchandise	\$ 6,050
Total Revenues	\$ 212,131

Expenses

Accounting Fees	\$ 5,600
Legal Fees	\$ 1,000
Salaries and Wages	\$ 71,850
Payroll Taxes	\$ 5,441
Rent	\$ 960
SEP Plan Contribution	\$ 3,500
Postage Mailing	\$ 50
Marketing (non-event specific)	\$ 1,150
Supplies	\$ 3,160
Web Site	\$ 616
Computer & Software	\$ 1,600
Credit Card & Bank Fees	\$ 1,000
Insurance Liability & Disability	\$ 1,400
Event Expenses (see breakouts)	\$ 111,217
Total Expenses	\$ 208,545
Ironbull-Net Cash Flow	\$ 3,586

Rib Mountain Adventure Challenge 2023 - 500 racers

INCOME			
43400	Direct Public Support		
		43410 Corporate Contributions	\$ 1,000
		43440 Gifts In Kind - Goods	\$ -
		43450 Individual Contributions	\$ -
46000	Other Types		
		46100 Online Merchandise	\$ -
		46430 Miscellaneous Revenue	\$ -
47200	Race Revenue		
		47220 Event Sponsorships	\$ 4,900
		47240 Event Fees	\$ 59,125
		47260 Event Concessions	\$ -
		47280 Event Merchandise	\$ 2,000
		47290 Event Camping	\$ -
		47295 Event Other	\$ -
Total			\$ 67,025
EXPENSES			
61000	Event Expenses		
		61100 Awards	\$ 6,928
		61150 Partner Distribution	\$ 12,344
		61200 Event Management	\$ 10,769
		61300 Volunteers	\$ 760
		61310 Food / Drink	\$ 5,550
		31320 Merchandise	\$ 4,440
		61330 Event Activity	\$ 14,990
		61340 Miscellaneous	\$ -
		61550 Promotion	\$ 4,050
		Contingency	\$ -
Total			\$ 59,831
Net Income			\$ 7,194

LARGEST ADVENTURE RACE IN THE USA!



FIFTY VOLUNTEERS

500 RACERS
[FROM AGES 8-71]

OVER 700 PIECES OF TRASH PICKED UP, MAKING THE AREA SAFER AND CLEANER!



RACERS FROM 14 DIFFERENT STATES!



RECORD LOW TEMPS (BELOW FREEZING!)



GAVE \$12,000 TO LOCAL STUDENT SCHOLARSHIPS



2023 Room Tax Application

Please complete this application and submit by November 30, 2022 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 2022 Tourism Commission meeting date in which grants awards will be announced.

Email *

elizabethwellso@att.net

Date *

MM DD YYYY

11 / 29 / 2022

Title of Proposal *

LIT

Requested on Behalf of what Group/Organization *

Stevens Point Sculpture Park

Mission of the Organization or Group *

Our mission is to provide a welcoming and accessible outdoor venue for diverse work including environmental art, exhibitions, activities, and educational programs. Our goal is to enhance the cultural life of our community and surrounding area.

First and Last Name *

Elizabeth Wellso

Email Address *

elizabethwellso@att.net

Phone Number *

715-343-1437

Street Address *

1140 Ridge Road

City, State, Zip Code

Stevens Point. WI 54481

Tax Exempt? *

Yes

No

If yes, Tax Exempt Number (must be the new 15 digit CES number that begins with a 008)

008-1020421157-06

Program Information

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

LIT. will be hosted at the Stevens Point Sculpture Park the event will be free to the public and people of all ages can attend. The park is easily accessible to the public with community access and parking. LIT would be a night event illuminating sculpture in the sculpture park using colored lights and projection mapping which is the over laying of colorful images projected onto the sculptures. The lighting provides a new experience of the sculpture park which is fanciful and exciting. The event will engage area artists to create the light experience and the public as the audience to share the event. The event is in the open air at the sculpture park and makes it also a low risk event for covid.

it is the only specially created illuminated event that we know of being offered in the state. Since opening the Sculpture Park over ten years ago we have seen the number of visitors to the park increase every year by using an motion counter. The park now has over 36,000 annual visitors annually. Our plan is to offer LIT as a night walk through the park by lighting up between 10 - 15 sculptures. Knowing the park has an high interest during the day, we are confident that lighting it up after dark will see a large number of visitors for this unique experience.

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

The Stevens Point Sculpture Park has recently been featured in the Chicago Tribune as an attractive get away for folks interested in a new fresh experiences. The Stevens Point Sculpture Park is listed as the 3rd attraction on best attractions in Stevens Point from Trip Advisor. Several links from multiple news papers which have featured the Stevens Point Sculpture Park, those included such as One Tank Get Aways. and attractions in the Midwest In addition the sculptures have caught the attention of social media through a recent meme featuring a work in the Stevens Point Sculpture Park. The sculpture by Francois Lelong, which is in Stevens Point Sculpture Park, has caught the public eye on social media and the image of the sculpture has been shared in the chat regarding the meme using an image from the park of the Elk Centaur by Francois Lelong, that has been shared more than 150,000 times. The images that have been shared generate attraction to the Stevens Point Sculpture Park and make it a destination. The event will attract people to Stevens Point. Past events have had 2000 people in attendance, the demography of those attending were all ages, from infants to octogenarians, a friendly event.

Also including the links to some media inclusion, stemming from some of the PR done over the last year:

10 enchanting outdoor sculpture parks within driving distance of Chicago - Chicago Tribune

One Tank Trip: Stevens Point Area – OnMilwaukee.com

Explore the Outdoors in the Stevens Point Area – Shrpa.com

Getting Active in Central Wisconsin – Shrpa.com

Cozy Cabins and Magical Shorelines Await in This Midwest State - Thrillist

<https://vimeo.com/767603588>. video

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

Have had 2000 people in attendance at past events. With a growing number of newspapers in areas such as Chicago featuring the park we anticipate increasing numbers of people in attendance. Seeing t is a standalone event we are not sure how many room nights it will generate. The fall date will depend on when we will have volunteers available. Depending on the date, it would be nice to tie it into another event happening that same day to encourage overnight stays.

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

By lighting the park up at night it will give citizens and visitors an opportunity to walk the park a night. A night walk will give people time to get out and take a peaceful walk after a busy day. Research has shown that a person's quality of life is improved by unwinding and relaxing at night prior to going to bed. In addition it is another opportunity to explore art, nature, outdoors in a easy setting and low risk for spreading covid. In addition the event can bring a lot of happiness from viewing the special lighting experience.

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

We are hoping to draw around 2,000 visitors. We will be marketing both locally and out of the area. Locally we will marketing by social media, newspapers, radio, contacting families, schools, UWSP, local businesses, churches, our current donors and local artists. Outside of the area we use social media, press releases directed to newspapers such as the Chicago Tribune and artist contacts to encourage visitors and artist to attend.

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

Because the park is free and open to the public, we will not be charging an admission fee. As we have done in the past at events we have hosted at the park, we be asking for donation at the start of the walk. We also plan on approaching local businesses to help offset the costs, but we do realize because of COVID-19 a lot of businesses have reduced their donations.

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

The Sculpture Park Committee is responsible organizing, staffing, maintaining and operating the park. This is a group of volunteer local citizens who receive no payment of their services. What maintenance/repair/installation they are unable to accomplish, they work with the Parks, Recreation & Forestry to get it done. The park is owed by the city, and the Committee has a great working relationship with the Parks, Recreation & Forestry staff.

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) *

N/A (We don't know of any other program like this in the area)

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

The Sculpture Park through its annual Ask Campaign does generate donation that can be used to help support the event. However are limited. It has been a goal of the Committee as much of those funds to install 3-5 new sculptures every year to keep the park new and changing. All staffing costs to host the event will be offset by using volunteers.

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

3.365.00

Budget Information


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


LIT budget - eliza...


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.

 lit 2 captures.00_...

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Lit 2. 2022

Lighting and Music event needs
With event slated for Fall 2022

Description	Qty	Unit price	Total
Shane Semrow crew lead	1	\$300.00	\$300.00
0 Matt Kirsch artdirection	1	\$600.00	\$600.00
Light rental Soundworks (approximately 38 hexlights)	1	\$950.00	\$950.00
DJ - Frank Slowinski (Imaginary Friend)	1	\$300.00	\$300.00
.			
Misc Gear rental needs/gas (did not use this much in 2021)	1	\$100.00	\$100.00
Volunteer food/water/snack (lunch for crew would be good)	1	\$300.00	\$300.00
tent rental tent table and chairs	1	\$400.00	\$400.00
PortoPotties	2	125.00	\$250.00
handicap acessible portable potty		165.00	\$165.00

Notes: Subtotal \$

\$3,365.00

\$3,365.00



2023 Room Tax Application

Please complete this application and submit by November 30, 2022 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 2022 Tourism Commission meeting date in which grants awards will be announced.

Email *

matt@dishins.com

Date *

MM DD YYYY

11 / 28 / 2022

Title of Proposal *

Modified State Tournaments (Men Upper, Men Lower and Womens)

Requested on Behalf of what Group/Organization *

Stevens Point Softball Association

Mission of the Organization or Group *

The purpose of this club shall be to establish, maintain & promote the sports of youth and adult softball and baseball by organizing the efforts of the club members to the following goals:

To create a favorable public image of softball and baseball, to encourage general support of our program;

To establish the highest standards of good sportsmanship, skill, citizenship, social behavior and good fellowship, so that our club shall be a source of pride to its membership and its community.

First and Last Name *

Matt Disher

Email Address *

matt@dishins.com

Phone Number *

7153408846

Street Address *

517 Indiana Avenue

City, State, Zip Code

Stevens Point WI 54481

Tax Exempt? *

Yes

No

If yes, Tax Exempt Number (must be the new 15 digit CES number that begins with a 008)

.....

Program Information

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

We will be bringing multiple teams from outside of the Stevens Point Area

.....

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

The teams will travel with family and friends

.....

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

180

.....

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

It will bring people outdoors

.....

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

approx 250-300 Adults and Children

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

Hopefully. The Stevens Point Softball Association. With your help I anticipate a profit.

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

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) *

N/A

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


N/A

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

1750

Budget Information

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

 2023 Modified St...

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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2023 Modified State Tournament Budget.xlsx

	Mens Upper		Mens Lower		Womens			
ENTRY FEES		\$ 2,400.00		\$ 2,400.00		\$ 1,800.00		
Balls	\$ 8.00	\$ 120.00		\$ 120.00		\$ 88.00		
Umpires - 2 Ea Game	\$ 80.00	\$ 1,200.00		\$ 1,200.00		\$ 880.00		
Scorekeepers	\$ 12.00	\$ 180.00		\$ 180.00		\$ 132.00		
Prize Money		\$ 600.00		\$ 600.00		\$ 600.00		
Trny Dir Per Team	\$ 10.00	\$ 80.00		\$ 80.00		\$ 60.00		
Sales Tax	5.50%	\$ 132.00		\$ 132.00		\$ 99.00		
Printing/Copying	\$ 50.00	\$ 50.00		\$ 50.00		\$ 50.00		
Trophies	\$ 125.00	\$ 125.00		\$ 125.00		\$ 125.00		
Brackets	\$ 25.00	\$ 25.00		\$ 25.00		\$ 25.00		
Umpire Rooms	\$ 250.00	\$ 250.00		\$ 250.00		\$ 250.00		
WASA Team Assessment	\$ 25.00	\$ 200.00		\$ 200.00		\$ 150.00		
Advertising	\$ 50.00	\$ 50.00		\$ 50.00		\$ 50.00		
Tourney Machine fee	\$ 6.00	\$ 48.00		\$ 48.00		\$ 36.00		
TOTAL		(\$612.00)	TOTAL	(\$612.00)	TOTAL	(\$709.00)		
Prize Money	1st	\$ 600.00	Prize Money	1st	\$ 600.00	Prize Money	1st	\$ 600.00
	2nd			2nd			2nd	

2023 Room Tax Application

Please complete this application and submit by November 30, 2022 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 2022 Tourism Commission meeting date in which grants awards will be announced.

Email *

info@wonderfulwaterrun.com

Date *

MM DD YYYY

11 / 29 / 2022

Title of Proposal *

Wonderful Water Run - Expansion

Requested on Behalf of what Group/Organization *

Wonderful Water Run, Inc

Mission of the Organization or Group *

The mission of the Wonderful Water Run is to annually host an inclusive, accessible, staple destination event that showcases many of the environmental and cultural features of Stevens Point.

First and Last Name *

Christopher Klesmith

Email Address *

info@wonderfulwaterrun.com

Phone Number *

7153400211

Street Address *

PO Box 465

City, State, Zip Code

Plover, WI 54467

Tax Exempt? *

Yes

No

If yes, Tax Exempt Number (must be the new 15 digit CES number that begins with a 008)

008-1031139980-02

Program Information

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

The Wonderful Water Run strategically chose to host a half marathon because of the many talent levels of runners in Stevens Point and Central Wisconsin. The half marathon distance can be treated as a competitive race or as a next step for the runners who take part in many of the city's shorter race distances. As the race grows, it will continue to support the community by hosting entertainment during the race expo and on race day, generating a platform for local health and wellness companies, water protection efforts, and a visible, high-profile event for the many runners who call Stevens Point home.

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

The Wonderful Water Run has already proven that it has the capacity to attract visitors to the Stevens Point area. In 2022, the event's second year in operation, 431 racers convened in Pfiffner Park. Of those 431 racers, 257 came from home towns other than Stevens Point or Plover, proving that the Wonderful Water Run generates significant visitor traffic. Additionally, the event refers racers to other Stevens Point area events, further driving visitors to participate in the local culture and economy.

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

Of the 431 racers who participated in 2022, 18 racers came from outside the state of Wisconsin, and in-state racers also reported reserving hotel stays so they could experience more of Stevens Point. A general estimate of room nights generated is at least 5-10% of racers. The Wonderful Water Run has set a goal to recruit 1,000 runners annually by the 5th year of operation - about 50-100 visitors staying for the weekend, or 100-200 room nights annually.

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

The Wonderful Water Run reinvests race profits annually. These proceeds are returned to water quality protection and enhancement efforts led by community organizations (such as Golden Sands Resource Conservation and Development Council), volunteer organizations, and the organizations that maintain our regional trail system. Additionally, runners of all skill levels and ages are celebrated at the event, promoting physical activity in our community.

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

From 2021 to 2022, the Wonderful Water Run grew from 280 to 431 participants. Again, the race intends to grow to over 1,000 racers by its fifth year in operation. With the inclusion of the kids dash in 2022, ages range from 4 years old to 78 years old, ranging from families to couples to groups of friends and solo runners. The Wonderful Water Run primarily attracts female racers, and intends to employ strategies to recruit more male runners.

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

Yes, the event generates revenue and profits are reinvested into the race and community organizations. As a volunteer operation, it is a goal of the race to generate enough revenue by its fifth year to support a staff person to ensure the sustainability of the race and expand to host additional community athletic events.

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

The Wonderful Water Run is hosted by a board of volunteer directors that maintain the event. It is a goal of the race to generate enough revenue by its fifth year to support a staff person to ensure the sustainability of the race and expand to host additional community athletic events.

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) *

The Wonderful Water Run differs from corporate race events (such as the Bock Run) because funds are generated specifically for charitable organizations and environmental causes.

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

Business sponsorships and race registration fees.

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

\$2,000

Budget Information


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

WWR Profit & Lo...

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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 DSC_7722 - Chri...

 DSC_7750 - Chri...

 DSC_7803 - Chri...

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Wonderful Water Run 2022 Profit & Loss

Incomes		
	<u>Item</u>	<u>Actual Income</u>
	Race Registrations and Merchandise	\$22,029.78
	Business Sponsorships	\$5,250.00
	SUBTOTAL	\$27,279.78
Expenses		
	<u>Item</u>	<u>Actual Cost</u>
	<u>Race Specific Costs</u>	
	Liability Insurance	\$624.00
	City Applications	\$46.50
	deposit for key to electrical	\$103.00
	Special event app - expo	\$35.00
	Timing/Reg services (bibs, etc.)	\$1,841.25
	Active PC supplies (tables, route signage)	\$1,000.00
	Mile marker yard signs - Print Shop Plus	\$274.30
	Storage totes	\$141.30
	<u>Race Day</u>	
	Police Presence	\$0.00
	Port-a-Potties Scottie's 18909	\$216.28
	Emce Larry Stevens	\$325.00
	Supplies: cups, wrist bands, etc	\$0.00
	First Aid Supplies	\$0.00
	Food/bevs for band: Purple Basil	\$93.60
	<u>Awards</u>	
	1/2 Marathon Finisher Medals (CCnC)	\$435.00
	Medal neck ribbons	
	hardware	\$65.16
	fabric - \$1/ribbon	\$250.00
	Kids race seed bomb medals, favors	\$0.00
	Race Awards (mugs) - Morgan	\$1,440.00
	New stamp for Wausau potter - Socwel	\$332.55
	Batch 2 race awards (mugs) - Wausau	\$156.54
	<u>Swag Bag</u>	
	T-Shirts - deposit Boneyard 1661	\$500.00
	T-Shirts - deposit Boneyard 1673	\$2,000.00
	T-Shirts - balance Boneyard	\$4,333.25
	Canvas swag bags	\$820.97
	postage to mail swag bags	
	PirateShip x 4	\$30.82

	display / team member swag Boneyard	\$219.71
	display / team member swag Boneyard	
	<u>Post Race Party</u>	
	Bandshell + Electrical	
	Music - Tailwater	\$800.00
	cash for beer cash box	\$750.00
	beer and beer wagon: General Beer	\$755.30
	<u>Marketing/Promotional Materials</u>	
	Stickers	
	Facebook Promotions	
	various prints - Dolce	\$44.25
		\$202.25
		\$370.73
	Photo Backdrop Banners - FastSigns	\$193.60
	<u>Admin</u>	
	WI DFI	\$35.00
	IRS 501c3 status	\$275.00
	Google G Suite	\$31.93
	deposit to start bank account	\$20.00
	check books	\$14.92
	anima app	\$78.00
	Wix	\$132.00
	<u>Volunteer Celebration 10/02/2022</u>	
	Walmart	\$69.93
	SUB TOTAL	\$18,987.21
	<u>Donations</u>	
	Golden Sands	\$1,200.00
	Schmeckle Reserve	\$100.00
	Green Circle Trail	\$100.00
	SAPSH Girls XC Team	\$100.00
	UWSP Pre-PT Club	\$100.00
	Total Expenses	\$20,587.21
	TOTAL PROFIT 2022	\$6,692.57

