

REGULAR MEETING

Tourism Commission

July 21, 2020 - 7:30 AM

Meeting will be held via Zoom online meeting

Click to Connect: [Zoom Meeting](#)

Dial in Number: (312)-626-6799 - Meeting ID: 810 2500 3760 - Password: 541077

AGENDA

Discussion and Possible Action on:

1. Roll Call
2. Approval of February 28, 2020 meeting minutes.
3. Update on National Horseshoe Pitchers association tournament grant award.
4. Review of 2020 financials and outstanding commitments.
5. Consideration to grant the unused Room Tax revenue from this year to the Stevens Point Area Convention and Visitors Bureau for Marketing and Payroll.
6. Discussion on grant application, process and grant program timeline for 2021
7. 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.

**Tourism Commission
February 28, 2020
Park and Rec Center, 2442 Sims Avenue
Meeting Room 10:00 a.m.**

- 1. Roll Call**
- 2. Approval of December 17, 2019 minutes**
- 3. Stevens Point Area CVB Sport Tourism Strategic Planning Proposal Grant Application.**
- 4. Discussion on program funding guidelines, criteria and eligibility.**
- 5. Adjournment**

1. Roll Call

PRESENT: Commissioners Okonek, Winn, Oliva, Sedlak

EXCUSED: Disher

PRESENT: Director Dan Kremer, Sara Brish, Kindra Buggs, John Schutz

2. Approval of December 17, 2019 minutes

Motion by Commissioner Oliva, seconded by Commissioner Winn to approve the minutes.

Ayes all, nays none; motion carried.

3. Stevens Point Area CVB Sport Tourism Strategic Planning Proposal Grant Application.

Sara Brish summarized the grant application which would include funding a feasibility study for an indoor athletic complex for multiple sports and activities. Sara highlighted information from other facilities in other regions of the state and summarized the proposal for the committee.

Discussion followed regarding eligibility, tourism fund balance, areas to be studied and other stakeholders.

Committee took no action and asked for the proposal to be brought back at a later date for consideration.

4. Discussion on program funding guidelines, criteria and eligibility.

Okonek highlighted inconsistencies regarding the listed eligibility criteria and some of the grants that have been awarded. Oliva stated that annual festivals and events is listed and that he has not applied for Trivia because of that criteria.

Sedlak recommended that another meeting be held in which the group could spend more time thoroughly reviewing the grant program criteria. Winn stated she would be willing to work on it with a smaller group from the committee.

Discussion followed regarding annual festivals and events, feasibility studies, marketing/research and other elements of the proposal.

Motion by Oliva to remove "feasibility studies and marketing or research" from the non-eligible grant funding criteria, second by Winn.

Ayes all, nays none; motion carried.

Sedlak left meeting at 8:43 am

5. Adjournment

Motion by Commissioner Oliva, seconded by Commissioner Winn to adjourn the meeting.

Ayes all, nays none; motion carried. 8:51 a.m.

Dan Kremer

From: Dan Kremer
Sent: Wednesday, April 15, 2020 8:24 AM
To: John Okonek (johno64@att.net); Carie Winn; Michelle Sedlak; Mike Disher; Jim Oliva
Cc: Corey Ladick; Carrie Freeberg; Mike Wiza
Subject: FW: Partial Reimb for Horseshoes (National Horseshoe Pitchers)
Attachments: TourismCommission minutes20191217.pdf; Stevens Point Horseshoe Club - \$60,000.pdf

Tourism Commission –

I am sending you the email below to make you aware that the National Horseshoe Pitchers Tournament was not awarded to Stevens Point. The City received a check in the amount of \$5,415.99 which was remaining from the initial \$7,000 check which was issued to the applicant for them to bid on the tournament. I have attached the contract they signed and the minutes to this email for your review. Both the contract and minutes state the funds would be returned if not awarded.

I will place this item on the next commission meeting agenda for you to discuss and consider.

Dan Kremer
Director of Parks, Recreation and Forestry
2442 Sims Ave.
Stevens Point, WI 54481
715-346-1531

Web Site: StevensPoint.com
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Follow us on [Twitter!](#)

From: Carrie Freeberg
Sent: Tuesday, April 14, 2020 5:10 PM
To: Dan Kremer <dkremer@stevenspoint.com>
Cc: Carrie Freeberg <cfreeberg@stevenspoint.com>
Subject: RE: Partial Reimb for Horseshoes

I'm sorry, I meant to put that in the email. Yes, original amount was \$7,000.

Carrie Freeberg
Deputy Comptroller-Treasurer/
Finance Office Manager
City of Stevens Point
(715) 342-4005 - Phone

From: Dan Kremer <dkremer@stevenspoint.com>
Sent: Tuesday, April 14, 2020 5:10 PM
To: Carrie Freeberg <cfreeberg@stevenspoint.com>
Subject: Re: Partial Reimb for Horseshoes

I have to look back, wasn't the original check for \$7,000?

Thanks,
Dan

On Apr 14, 2020, at 5:09 PM, Carrie Freeberg <cfreeberg@stevenspoint.com> wrote:

We received a check for \$5,415.99 from CVB. I will be putting that back into that account, just wanted to give you a heads up.

Have a good night.

Carrie Freeberg
Deputy Comptroller-Treasurer/
Finance Office Manager
City of Stevens Point
(715) 342-4005 - Phone

Dan Kremer

From: Dan Kremer
Sent: Friday, April 3, 2020 2:06 PM
To: Corey Ladick; John Okonek (johno64@att.net)
Cc: Carrie Freeberg; Mike Wiza
Subject: FW: NHPA Check
Attachments: TourismCommission minutes20191217.pdf

Hi Corey and John,

Please see the note below from Tom Coleman from the Stevens Point Area CVB who is making us aware that Stevens Point was not selected for the National Horseshoe Pitchers event and will be returning the check to the room tax fund. Am I accurate that the check should be returned to the Treasurer's office and attention?

City Treasurer's Office
Room Tax Fund
1515 Strongs Avenue
Stevens Point, WI 54481

Please confirm. Thank you

Dan Kremer
Director of Parks, Recreation and Forestry
2442 Sims Ave.
Stevens Point, WI 54481
715-346-1531

Web Site: StevensPoint.com
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Follow us on [Twitter!](#)

From: Tom Coleman <tomc@stevenspointarea.com>
Sent: Friday, April 3, 2020 1:39 PM
To: Dan Kremer <dkremer@stevenspoint.com>
Subject: NHPA Check

Hi Dan,

We got the check back from the National Horseshoe Pitchers Association and we are cutting the check back to you minus some of cost for the proposal. The CVB picked up the vast majority of the cost. Who do we make it out to, and where do we send it? Does that all go to Cory?

Tom Coleman, CSEE
Group Sales & Services Manager
Stevens Point Area Convention & Visitors Bureau
340 Division Street North
Stevens Point, WI 54481
715-344-2556 – 715-302-2627 (cell)

tomc@stevenspointarea.com
www.stevenspointarea.com

**Tourism Commission
December 17, 2019
Park and Rec Center, 2442 Sims Avenue
Meeting Room 10:00 a.m.**

1. Roll Call
2. Approval of January 14, 2019 minutes
3. 2020 Budget
4. 2020 Room Tax Funding Proposals
5. Election of Officers
6. Adjournment

1. Roll Call

PRESENT: Commissioners Okonek, Winn, Disher, Oliva, Sedlak

PRESENT: Director Dan Kremer, Kate Gullickson, Tom Coleman, Matt Disher, Corey Ladick,
Mayor Mike Wiza, Fred Lane

2. Approval of January 14, 2019 minutes

Motion by Commissioner Disher, seconded by Commissioner Winn to approve the minutes from the Special January 14, 2019 Tourism Commission meeting.

Ayes all, nays none; motion carried.

3. 2020 Budget

Director Kremer introduced Corey Ladick, City Comptroller Treasurer to review the 2020 Budget for the Commissioners. Available balance for grants is about \$114,291.00.

Motion by Commissioner Oliva, seconded by Commissioner Winn to approve the 2020 Budget as provided.

Ayes all, nays none; motion carried.

4. 2020 Room Tax Funding Proposals

Three proposals were received. Two are for 1 year commitments and the 3rd one is for a 3 year commitment.

Motion by Commissioner Sedlak, seconded by Commissioner Disher to reject the proposal for Standing Rocks Park because it doesn't follow the guidelines for funding and is not within the City of Stevens Point.

Ayes all, nays none; motion carried.

Matt Disher of the Stevens Point Softball Association was present to explain the proposal for the USA Softball National Umpire School to promote training for umpires.

Motion by Commissioner Sedlak, seconded by Commissioner Winn to approve the proposal of the Stevens Point Softball Association for the USA Softball National Umpire School in the amount of \$3,000.

Ayes: majority. Abstain: Disher. Nays none; motion carried.

Fred Lane, President of the Stevens Point Horseshoe Club was present to answer any questions about the request to host the 2022 National Horseshoe Pitchers Association World Championship. Their total requested is \$90,000.00 over a multiple year commitment.

Motion by Commissioner Oliva, seconded by Commissioner Winn to approve a one-time grant in the amount of \$60,000.00 to the Stevens Point Horseshoe Club for the 2022 National Horseshoe Pitchers Association World Championship. If additional funding is required the Stevens Point Horseshoe Club can apply before 2022.

Ayes all, nays none; motion carried.

If Stevens Point is not selected as the site for the Horseshoe Pitchers Association World Championship funds will be returned to the Tourism Commission.

5. Election of Officers

Motion by Commissioner Oliva, seconded by Commissioner Disher to retain the current officers for 2020.

Ayes all, nays none; motion carried.

6. Adjournment

Motion by Commissioner Disher, seconded by Commissioner Winn to adjourn the meeting.

Ayes all, nays none; motion carried. 10:41 a.m.

**TOURISM COMMISSION
FUND AGREEMENT**

PARKS, RECREATION & FORESTRY DEPARTMENT
2442 SIMS AVE.
STEVENS POINT, WI. 54481

(715) 346-1531

This agreement of understanding is entered into this 3rd day of Jan, 2020, by and between the City of Stevens Point Tourism Commission ("Commission") and **Stevens Point Horseshoe Club** ("Grantee") for GRANT funds for Grantee's project/event titled "**2022 National Horseshoe**" ("Project") as approved by the Commission.

A GRANT in the amount of up to \$60,000 was approved on **December 17, 2019** to fund the Project.

GRANT PROVISIONS

1. Grantee may begin receiving funds as of January 1, 2020. Commission will retain funds in a designated fund and Grantee shall invoice the Commission to receive grant dispersals. If Grantee is not awarded event, funds will be returned to the Commission within thirty (30) days of notification for reallocation.
2. Grantee will supply the Commission with a final income/expense report showing the actual final amounts received and expended during the event, within thirty days after the event. The Commission may require documentation of actual invoices. The Commission may withhold funds to the Grantee if the report(s) or invoices show that the expenditures or Project activities have deviated from the terms as agreed to herein and within the Grantee's application for grant funds.
3. If for any reason other than inclement weather the Project is canceled, it will be the Grantee's responsibility to notify the Commission in writing. The Commission may require the GRANT to be paid back in part or in full, depending on the circumstances regarding the cancellation.
4. The City of Stevens Point, its employees, agents, or representatives will not be responsible for any injury, loss, or damage that may occur before, during or after an event. The organization, on signing this contract, expressly releases the aforementioned from any and all claims, such as loss, damage, or injury.
5. Grantee represents that the title "Stevens Point Tourism Commission" will appear/be listed as a sponsor on any advertising done for the Project.

The parties respectively enter into this agreement in duplicate this 3rd day of Jan, 2020.

**TOURISM COMMISSION
CHAIRPERSON**

By: John Okonek

Name: John Okonek

Sign to:
Parks & Recreation Department
c/o Dan Kremer
2442 Sims Ave.
Stevens Point, WI 54481

ORGANIZATION

Signed: Fredrick Lane

Name: Fredrick Lane

Address: 541 2nd St N, Stevens Point

Phone: 715-347-2507

54481

**Tourism Commission Financial Update
July 2020**

2020 Financial Projections

Beginning Cash Balance	150,890
Receivable at Year End '19	42,712
Total Beginning Balance	193,602

Room Tax	2019	2020	Percentage Compared to Last Year
1st (Jan-Mar)	192,845	159,368	82.64%
2nd (Apr-Jun)	253,558	25,356	10.00% Projected
3rd (Jul-Sep)	314,356	62,871	20.00% Projected
4th (Oct-Dec)	185,194	55,558	30.00% Projected
Total	945,953	303,153	

Breakdown of Projected Revenue		Percentage of Total Collected
Tourism Commission	70,150	23.14%
CVB	142,058	46.86%
General Fund	90,946	30.00%

Projected 2020 Expenses

Willett	80,000
Riverfront Arts	20,000
Miscellaneous	6,500
Athletic Field Turf	10,000
Riverfront Rendezvous	0
PCYOI Zamboni	9,348
Total	125,848

Use of Fund Balance (Savings) 55,698

Projected Year-End Cash 125,047
 Projected Receivable at YE 12,856

Total Year End '20 Balance 137,903

Remaining Pledge Obligations at Year-End
 PCYOI Zamboni 28,044
 Athletic Field Turf 70,000

Fund Equity 39,859

**Tourism Commission Financial Update
July 2020**

2021 Financial Projections

Beginning Cash Balance	126,047
Receivable at Year End '20	12,856
Total Beginning Balance	138,903

Room Tax	2019	2020	2021	Percentage 2021 Compared to 2019
1st (Jan-Mar)	192,845	159,368	77,138	40.00% Projected
2nd (Apr-Jun)	253,558	25,356	126,779	50.00% Projected
3rd (Jul-Sep)	314,356	62,871	188,614	60.00% Projected
4th (Oct-Dec)	185,194	55,558	129,636	70.00% Projected
Total	945,953	303,153	522,166	

Breakdown of Projected Revenue	Percentage of Total Collected	
Tourism Commission	120,829	23.14%
CVB	244,687	46.86%
General Fund	156,650	30.00%

Projected 2021 Expenses

Willett	80,000
Riverfront Arts	20,000
Miscellaneous	5,000
Athletic Field	10,000
Riverfront Rendezvous	35,000
PCYOI Zamboni	9,348
Total	159,348

Use of Fund Balance (Savings) 38,519

Projected Year-End Cash 70,387
 Projected Receivable at YE 29,998

Total Year End '21 Balance 100,385

Remaining Pledge Obligations at Year-End
 PCYOI Zamboni 18,696
 Athletic Field Turf 60,000

Fund Equity 21,689

City of Stevens Point Tourism Commission Grant Program

The City of Stevens Point through its Tourism Commission allocates a percentage of its room tax revenue for the development or expansion of visitor attractions and amenities through a grant fund.

General Guidelines

The City of Stevens Point Tourism Commission accepts grant applications for costs related to the development/expansion of attractions and amenities or substantial expansion of existing exhibits/events within the City of Stevens Point. As a Committee, our commitment will be to serve the City of Stevens Point along with serving the residents.

Eight (8) copies of the complete application (including support materials) must be submitted to: Long Range Room Tax Committee, 2442 Sims Avenue, Stevens Point, WI 54481. *All submitted documents must be on paper no larger than 8½" X 11".*

The **deadline for funding requests is Nov. 29, 2019**. Actual funding will be awarded after the projects/programs have been rated, ranked and selected by the Committee. Funding of selected projects/programs will be as per outlined by the Committee and as funds become available.

Funding Guidelines

Projects that are funded under this program include the items below. A full list of applicable project definitions can be found at the bottom of this page.

Capital Projects

- New capital construction projects
- Upgrades, enhancements, expansions to existing facilities
- Permanent exhibit installations

Special Projects

- First time exhibition or event
- Substantial expansion of an existing exhibition or event

The Commission will operate without discrimination as to age, race, religion, gender, national origin or sexual orientation in the consideration of funding request and will award funding only to organizations which do not discriminate as to age, race, religion, gender, national origin or sexual orientation.

Criteria

When considering an application for a Stevens Point Area tourism Development Grant, the Grants Committee ranks applications on the following criteria:

Tourism Impact Criteria

- Is the project interactive? Is it unique?
- Is this a new visitor attraction, or is it a substantial expansion of an existing attraction?
- Is it open to the public?
- Is it open year-round or at least 180 days a year?

- Will it serve a substantial number of overnight visitors? Will it generate hotel room nights? How many?
- Will it provide a positive economic impact on the community?
- Will it contribute to our ability to attract visitors and improve overall tourism assets in the Stevens Point area?
- Will this project be covered by media?
- Is it located within the City of Stevens Point?
- Does the organization have not-for-profit status?
- Is this a “bricks and mortar” project?
- The project is the result of a planning process that has had public involvement? Do others in the community understand and support the project?
- Have the other funds necessary to the project already been raised, or are there well-developed plans for raising them?
- Is there a solid plan to fund the project, ongoing operating costs and maintenance?
- Is there a solid plan to fund the project, ongoing operating costs and maintenance?
- Are there established marketing plans?
- Is there an established management/staffing structure for the project?

Eligibility

To be eligible, applicants must be a not-for-profit. Projects/events/etc. must also be located within the city of Stevens Point. Privately owned for-profit businesses are not eligible.

The fund is designed to give grants for the development of visitor attractions and amenities. The grants will NOT SUPPORT any of the following purposes:

- Annual festivals and events
- ~~Feasibility studies~~
- Operating expenses
- Annual fund drive
- Endowment funds
- Reimbursement for previously incurred expenses
- ~~Marketing or research~~
- Travel
- Expenses typically considered to be overhead
- Equipment replacement
- Grant funds may not be spent on local marketing or for operational costs that would be incurred even without the project.

Payment of Grant Funds

- Grantee will receive one-half (50%) of the approved amount 30 to 60 days prior to the event, with the remaining one-half (50%) to be received upon receipt and review of the final income/expense report by the Commission.
- Grantee will supply the Commission with a final income/expense report showing the actual final amounts received and expended during the event, within thirty days after the event. The Commission may require documentation of actual invoices. The Commission may withhold funds to the Grantee if the report(s) or invoices show that the expenditures or Project activities

have deviated from the terms as agreed to herein and within the Grantee's application for grant funds.

- If for any reason other than inclement weather the Project is canceled, it will be the Grantee's responsibility to notify the Commission in writing. The Commission may require the **GRANT** to be paid back in part or in full, depending on the circumstances regarding the cancellation.
- Grantee represents that the title "**Stevens Point Tourism Commission**" will appear/be listed as a sponsor on any advertising done for the Project.

Grant application will be considered on its own merits and it is within the Tourism Commission's authority to approve or deny any grant for any reason.

DRAFT

2021 ROOM TAX FUNDING PROPOSAL

Proposal Name _____

Contact Person _____ Telephone # _____

Address _____

Email Address _____

Requested on Behalf of What Group _____

Name/Title of Project/Event _____

Please list Board members:

Tax Exempt Organization No _____ Yes _____ Exempt # _____

1. Purpose or mission of the organization/group/agency.

2. Please describe and explain to what degree is the public interested in this project/program?
Please supply evidence.

3. Explain how the proposed project/program will impact our community's ability to attract visitors/tourists. Also, please estimate the number of room nights that will be generated.

4. Describe how the quality of life in our community will be enhanced by the completion of this project/program.

DRAFT

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

6. Will the proposed project/program generate revenue? Yes _____ No _____
If the revenue is to be generated, estimate the amount and explain who you see as the recipient of this revenue.

7. Will this project/program have on-going maintenance or staffing needs, and if so, who do you see as responsible for these expenditures?

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

9. Have you approached other sources for support? Yes_____. No_____. If yes, who and the amount received or amount applied for.

BUDGET INFORMATION

Project Name _____

Contact Person _____ Telephone # _____

Address _____

Email Address _____

Capital Expenditures Necessary _____

Breakdown

Services and Supplies _____

Breakdown

Personnel for Project Development _____

Breakdown

Total Expenditures Necessary for Project/Program _____

Other Revenue (matching funds, grants, private fundraisers, _____

or other sources)

AMOUNT REQUESTED _____

2

Would this project/program be developed incrementally? If the project would have incremental needs, please breakdown your request by year.

Need all support at once

Need incremental support

2021 _____

2022 _____

2023 _____

2024 _____

2025 _____

Please include other information, renderings or materials you believe will help the evaluating committee better understand your request.

**PLEASE RETURN EIGHT COPIES OF YOUR COMPLETED REQUEST ALONG WITH ATTACHMENTS
TO THE STEVENS POINT PARKS AND RECREATION DEPARTMENT, 2442 SIMS AVE., STEVENS
POINT, WI 54481
BEFORE NOVEMBER 27, 2020**

THANK YOU FOR YOUR INTEREST IN THE STEVENS POINT AREA AND ITS PEOPLE

DRAFT