

REGULAR MEETING

**Tourism Commission
December 19, 2023 - 7:30 AM
Community Meeting Room
933 Michigan Avenue**

OR

[Zoom Teleconferencing](#)

Meeting ID: 881 8664 3417 | Passcode: 484419

By Computer: [Join Meeting](#)

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

AGENDA

Discussion and Possible Action on:

1. Roll Call.
2. Approval of December 13, 2022 meeting minutes
3. Review of 2023 and 2024 Tourism Commission financials and grant balance
4. Central Wisconsin Children's Museum application requesting \$3,000.
5. Stevens Point Softball Association summer tournament application requesting \$4,000.
6. Polish Heritage Awareness Society of Central Wisconsin requesting \$6,500.
7. Stevens Point Softball Association temporary fencing application requesting \$8,571.
8. Stevens Point Youth Baseball Association application requesting \$10,000.
9. Stevens Point Police Department requesting \$15,000.
10. On Point Music Festival application requesting \$15,000.
11. Portage County Historical Society requesting \$19,760.
12. Considering payment of the remaining pledge amounts on one or more of the previously awarded multi-year grants.
13. 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 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)

MINUTES

Discussion and Possible Action on:

1. Roll Call.

Present: Chairperson Okonek, Disher, Schrader, Sedlak, Winn

Also Present: Parks and Recreation Director Dan Kremer, Mayor Mike Wiza, Sara Brish, Greg Diekroeger, Mary Zinda, Alder Shuda, Alex Shinnars, Elizabeth Wellso, Metro Wire

2. Approval of April 28, 2022 meeting minutes

Motion to approve by Schrader, second by Winn; Motion passed 5-0

3. Review of 2022 and 2023 Tourism Commission financials and grant balance

Director Kremer overviewed the financial projections for 2022 and 2023 using the calculations assembled by the City Comptroller/Treasurer, Corey Ladick. No action taken

4. Discover Downtown 2 Day Event application requesting \$5,000.

Motion to deny the Discover Downtown event by Disher, second by Winn; motion passed 5-0.

5. Fall Classic 5 Game Guarantee application requesting \$2,000.

Motion to approve the Fall Classic application for \$2,000 by Schrader, second by Sedlak; motion passed 4-0. Disher abstained

6. IRONBULL Rib Mountain Adventure Challenge application requesting \$4,900.

Motion by Disher to approve IRONBULL Rib Mountain application in the amount of \$4,900 with the requirement that their host hotel must be located within the City of Stevens Point and part of the race course route must be within the City of Stevens

Point, second by Winn; motion passed 5-0.

7. LIT application requesting \$3,365.

Motion to approve the LIT sculpture park event application in the amount of \$1,865 by Disher, second by Sedlak; motion passed 4-0; Schrader abstained.

8. Modified State Tournaments (Men Upper, Men Lower and Womens) requesting \$1,750.

Motion by Schrader to approve the Modified State Tournament application in the amount of \$1,750, second by Winn; motion passed 4-0 with Disher abstaining.

9. Wonderful Water Run - Expansion application requesting \$2,000.

Motion to approve the Wonderful Water Run in the amount of \$2,000 with the requirement that their host hotel is located within the City of Stevens Point, second by Winn; motion passed 5-0.

10. Request from the City of Stevens Point for interim funding for the Stevens Point Area Convention and Visitors Bureau.

Motion by Sedlak requesting a complete grant application be submitted to the Tourism Commission in order for the Stevens Point Area Convention and Visitors Bureau to be considered for a 2023 room tax grant award, second by Winn; motion passed 4-1.

11. Outstanding room tax pledges.

Motion to pay off the Fire Department training site outstanding grant pledge in full in 2023 by Winn, second by Sedlak; motion passed 5-0.

12. Adjournment.

Motion to adjourn by Schrader, second by Disher; motion passed 5-0. Meeting adjourned at 8:27 am.

**Tourism Commission Financial Update
December 2023**

2023 Financial Projections

Beginning Cash Balance	193,206
Receivable at Year End '22	52,801
Total Beginning Balance	246,007

Room Tax	2019	2020	2021	2022	2023	% '23 to '19	% '23 to '22
1st (Jan-Mar)	192,845	159,368	105,590	146,611	239,558	24%	63%
2nd (Apr-Jun)	253,558	85,972	172,074	278,350	315,977	25%	14%
3rd (Jul-Sep)	314,356	139,625	287,177	417,833	415,215	32%	-1%
4th (Oct-Dec)	185,194	102,343	182,507	231,519	231,519	25%	0%
Total	945,953	487,308	747,348	1,074,313	1,202,269		

Breakdown of Projected Revenue

	Percentage of Total Collected	
Tourism Commission	278,205	23.14%
CVB	563,383	46.86%
General Fund	360,681	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	5,000
Athletic Field-Goerke	20,000
Tourism Commission Grants	12,515
Total	196,863
Surplus	81,342
Projected Year-End Cash	273,776
Projected Receivable at YE	53,573
Total Year End '23 Balance	327,349

		Total Years	Years Paid	Years Remaining	Amount Per Year
Remaining Pledge Obligations at Year-End 2023					
PCYOI Zamboni	0	5	5	0	9,348
Zenoff Field Turf	40,000	10	6	4	10,000
Fire Training Site	0	4	4	0	2,500
Goerke Field Turf	160,000	10	2	8	20,000
Bukolt Park Lighting	100,000	10	0	10	10,000
Total Pledges	200,000			Total	51,848

**Tourism Commission Financial Update
December 2023**

2024 Financial Projections

Beginning Cash Balance	276,276
Receivable at Year End '23	53,573
Total Beginning Balance	329,849

Room Tax	2020	2021	2022	2023	2024	% '24 to '23
1st (Jan-Mar)	159,368	105,590	146,611	239,558	239,558	0%
2nd (Apr-Jun)	85,972	172,074	278,350	315,977	315,977	0%
3rd (Jul-Sep)	139,625	287,177	417,833	415,215	415,215	0%
4th (Oct-Dec)	102,343	182,507	231,519	231,519	231,519	0%
Total	487,308	747,348	1,074,313	1,202,269	1,202,269	

Breakdown of Projected Revenue	Percentage of Total Collected	
Tourism Commission	278,205	23.14%
CVB	563,383	46.86%
General Fund	360,681	30.00%

Projected 2024 Expenses

Willett/Riverfront Arts	100,000
Miscellaneous	5,000
Athletic Field-Zenoff	10,000
Riverfront Rendezvous	35,000
Bukolt Park Lighting	10,000
Athletic Field-Goerke	20,000
Tourism Commission Grants	
Total	180,000
Surplus	98,205
Projected Year-End Cash	374,481
Projected Receivable at YE	53,573
Total Year End '24 Balance	428,054

Remaining Pledge Obligations at Year-End 2024	Total Years	Years Paid	Years Remaining	Amount Per Year	
Zenoff Field Turf	30,000	10	7	3	10,000
Goerke Field Turf	140,000	10	3	7	20,000
Bukolt Park Lighting	90,000	10	1	9	10,000
Total Pledges	170,000		Total	40,000	

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 *

kristy@cwchildrensmuseum.org

Date *

MM DD YYYY

11 / 29 / 2023

Title of Proposal *

Whale of a Tale Event

Requested on Behalf of what Group/Organization *

Central Wisconsin Children's Museum

Mission of the Organization or Group *

The mission of the Central Wisconsin Children's Museum is to engage children and families by providing a space where learning and play come together.

First and Last Name *

Kristy Stacy

Email Address *

kristy@cwchildrensmuseum.org

Phone Number *

7154963536

Street Address *

1100 Main Street

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)

39-1809569

Program Information

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

The Whale of a Tale program will bring a highly interactive, entertaining and educational experience to the families in our community and beyond. The Central Wisconsin Children's Museum (CWCM) will run a one day event during the summer of 2024 that will offer multiple one-hour programs where participants will see and learn about real bones from orcas, humpbacks, narwhals, and more! Even though whales live over 1,000 miles away, they will get to experience the massive size of a 56' inflatable whale that they get to walk inside of and see the life size organs. This opportunity will be open to the public to purchase tickets. To ensure that everyone has access to this program, we will offer reduced and free admission to those who it is a hardship for.

The Stevens Point area hosts several festivals and events throughout the summer, however, the Whale of a Tale program is specifically designed to attract visitors of all ages, especially kids. We think that having the Whale of a Tale program during Discover Downtown, would be a great way to bring more visitors to the downtown area during this event. It will also provide a large-scale kids activity during Discover Downtown.

The location of the event will be decided once conversations are had between the CWCM, the City of Stevens Point and neighboring businesses. Some options include hosting the entire program inside of the CWCM, hosting the program on Main Street while it is closed during Discover Downtown, hosting the program in the North parking lot of the CWCM building or potentially hosting it in the grassy area of The Opera House.

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

If the CWCM holds the Whale of a Tale program during the Discover Downtown event, it will attract a lot of visitors to the downtown area when other businesses are having special activities and shop specials. This program will help bring awareness to and promote Discover Downtown and keep visitors coming throughout the entire day, thus generating more business to the downtown. A Whale of a Tale is a unique, one of a kind experience that will attract visitors that want to experience this exciting, massive opportunity.

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

If held in tandem with another downtown event, such as Discover Downtown, the Whale of a Tale program could generate two room nights.

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

The quality of life in our community will be enhanced by this program because we are bringing a highly educational, inspiring program to our city. It will give those that have not had the opportunity to travel to see real whales an experience that is second best. Increasing access to education is one of the most effective ways to improve the quality of life in a community, as is prioritizing community engagement.

We will make it so that the program is accessible to all that want to participate. If held during Discover Downtown, it will enhance the event and bring a new level of excitement to the business owners because of all the new visitors that will be in the downtown area during this event that otherwise would not have been.

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

We estimate that over 200 people will be served by this program. The program will bring visitors from surrounding communities in the greater central Wisconsin area and beyond. We will attract visitors that are interested in spending quality time with family and friends who want to have a fun, educational experience with one another. The Whale of a Tale program will target people of all races, economic backgrounds and ethnicity that seek out entertaining experiences.

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

The Whale of a Tale program will be a ticketed event where the CWCM will receive the revenue. If we receive the grant funds to cover the cost of the programming and staffing, we will be able to profit from the admission costs. Due to low admissions during the summer months, the CWCM historically has not profited during the summer. We are working to find ways to generate more income during the summer by increasing programming and offering special events so that we become more sustainable. The Whale of a Tale program is an amazing opportunity to not only help the CWCM be sustainable during the summer, but to also bring many new visitors to the downtown area to see and experience all that we have to offer in hopes that they will return.

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) *

There are some events in the Stevens Point area that offer experiences for kids, but they target a younger demographic, a specific market or are not educational. The Whale of a Tale program is a program that attracts people from ages 1 to 100, most market segments and is highly educational. It will be a low cost event for families and will give them an experience like no other.

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


It is highly likely that the Whale of a Tale event will not be held if we are not recipients of the Stevens Point Room Tax Grant. If we do receive the full grant request amount and are able to move forward with the event, the CWCM will cover any costs above and beyond the grant funds. If we receive partial funding, we will seek sponsorships for the event to help offset costs.

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

\$3000

Budget Information

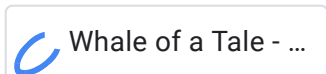
11. Please attach your program budget. Budget shall include revenue, capital expenditures, personnel costs, services and supplies, and all other projected expenses. *

 Whale of a Tale ...

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.



This content is neither created nor endorsed by Google.

Google Forms

Whale of a Tale Program Website: <https://www.forestwhales.com/>





2023 Room Tax Application

Please complete this application and submit by December 1, 2023 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 2023 Tourism Commission meeting date in which grants awards will be announced.

Email *

matt@dishins.com

Date *

MM DD YYYY

11 / 20 / 2023

Title of Proposal *

SPSA Summer Tournaments

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, baseball, and volleyball, 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 *

715-340-8846

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 able to bring teams into the community to spend money

.....

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

Help us with advertising and making the tournament entry fees enticing to the teams

.....

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

100+ across all tournaments

.....

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

more thinks for spectators to come out and watch

.....

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

The food and beverage industry will be served the most

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

Yes, the SPSA which puts its profits back into Zenoff Park

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

SPSA

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) *

Zenoff Park has Turf Infields

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.

4000


Budget Information

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

 2024 Womens ^0...

 2024 Legacy Pla...

 2024 Mens State...

 2024 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.

This content is neither created nor endorsed by Google.

Google Forms

2024 Modified State Tournament Budget

	Mens Upper		Mens Lower		Womens			
ENTRY FEES		\$ 3,500.00		\$ 3,500.00		\$ 2,800.00		
Balls	\$ 10.00	\$ 190.00		\$ 190.00		\$ 150.00		
Umpires - 2 Ea Game	\$ 80.00	\$ 1,520.00		\$ 1,520.00		\$ 1,200.00		
Scorekeepers	\$ 20.00	\$ 380.00		\$ 380.00		\$ 300.00		
Prize Money		\$ 1,250.00		\$ 1,250.00		\$ 1,050.00		
Trny Dir Per Team	\$ 10.00	\$ 100.00		\$ 100.00		\$ 80.00		
Sales Tax	5.50%	\$ 192.50		\$ 192.50		\$ 154.00		
Printing/Copying	\$ 50.00	\$ 50.00		\$ 50.00		\$ 50.00		
Trophies	\$ 150.00	\$ 150.00		\$ 150.00		\$ 150.00		
Brackets	\$ 25.00	\$ 25.00		\$ 25.00		\$ 25.00		
Umpire Rooms	\$ 250.00	\$ 250.00		\$ 250.00		\$ 250.00		
WASA Team Assessment	\$ 20.00	\$ 200.00		\$ 200.00		\$ 160.00		
Advertising	\$ 50.00	\$ 50.00		\$ 50.00		\$ 50.00		
Tourney Machine fee	\$ 6.00	\$ 60.00		\$ 60.00		\$ 48.00		
TOTAL		(\$857.50)	TOTAL	(\$857.50)	TOTAL	(\$819.00)		
Prize Money	1st	\$ 700.00	Prize Money	1st	\$ 700.00	Prize Money	1st	\$ 700.00
	2nd	\$ 350.00		2nd	\$ 350.00		2nd	\$ 350.00
	3rd	\$ 200.00		3rd	\$ 200.00			

2024 Womens ^0 COED State Tournament Budget

	Womens		COED	
Entry Fee	\$	350.00	Entry Fee	\$ 350.00
Teams		8	Teams	8
Games		15	Games	15
ENTRY FEES		\$ 2,800.00		\$ 2,800.00
Balls	\$ 8.00	\$ 120.00		\$ 120.00
Umpires - 2 Ea Game	\$ 64.00	\$ 960.00		\$ 960.00
Scorekeepers	\$ 12.00	\$ 180.00		\$ 180.00
Prize Money		\$ 1,000.00		\$ 1,000.00
Trny Dir Per Team	\$ 10.00	\$ 80.00		\$ 80.00
Sales Tax	5.50%	\$ 154.00		\$ 154.00
Printing/Copying	\$ 50.00	\$ 50.00		\$ 50.00
Trophies	\$ 150.00	\$ 150.00		\$ 150.00
Brackets	\$ 25.00	\$ 25.00		\$ 25.00
Umpire Rooms	\$ 250.00	\$ 250.00		\$ 250.00
WASA Team Assessment	\$ 20.00	\$ 160.00		\$ 160.00
Advertising	\$ 50.00	\$ 50.00		\$ 50.00
Tourney Machine fee	\$ 6.00	\$ 48.00		\$ 48.00
TOTAL		(\$379.00)	TOTAL	(\$379.00)
Prize Money	1st	\$ 700.00	Prize Money	1st \$ 700.00
	2nd	\$ 300.00		2nd \$ 300.00
	3rd			3rd
	4th			4th

ENTRY FEES

Balls	\$ 8.00
Umpires -	\$ 50.00
Scorekeepers	\$ 15.00
Prize Money	
Trny Dir Per Team	\$ 10.00
Sales Tax	5.50%
Printing/Copying	\$ 50.00
Trophies	\$ 150.00
Brackets	\$ 25.00
Umpire Rooms	\$ 250.00
Insurance	\$ 500.00
Tourney Machine	\$ 6.00

Double Elim D/E	
Entry Fee	\$ 300.00
Teams	32
Games	63
	\$ 9,600.00
	\$ 504.00
	\$ 3,150.00
	\$ 945.00
	\$ 4,800.00
	\$ 320.00
	\$ 528.00
	\$ 50.00
	\$ 150.00
	\$ 25.00
	\$ 250.00
	\$ 32.00
	\$ 192.00
TOTAL	(\$1,346.00)
Prize Money 1st	\$ 1,500.00
2nd	\$ 1,200.00
3rd	\$ 900.00
4th	\$ 600.00
5/6th	\$ 300.00
5/6th	\$ 300.00

2024 Mens State Tournament Budget

	Class E		Class D		Class C			
ENTRY FEES		\$ 4,900.00		\$ 8,400.00		\$ 2,100.00		
Balls	\$ 8.00	\$ 216.00		\$ 376.00		\$ 88.00		
Umpires - 2 Ea Game	\$ 64.00	\$ 1,728.00		\$ 3,008.00		\$ 704.00		
Scorekeepers	\$ 12.00	\$ 324.00		\$ 564.00		\$ 132.00		
Prize Money		\$ 1,800.00		\$ 3,100.00		\$ 1,000.00		
Trny Dir Per Team	\$ 10.00	\$ 140.00		\$ 240.00		\$ 60.00		
Sales Tax	5.50%	\$ 269.50		\$ 462.00		\$ 115.50		
Printing/Copying	\$ 50.00	\$ 50.00		\$ 50.00		\$ 50.00		
Trophies	\$ 150.00	\$ 150.00		\$ 150.00		\$ 150.00		
Brackets	\$ 25.00	\$ 25.00		\$ 25.00		\$ 25.00		
Umpire Rooms	\$ 250.00	\$ 250.00		\$ 250.00		\$ 250.00		
WASA Team Assessment	\$ 20.00	\$ 280.00		\$ 480.00		\$ 120.00		
Advertising	\$ 50.00	\$ 50.00		\$ 50.00		\$ 50.00		
Tourney Machine fee	\$ 6.00	\$ 84.00		\$ 144.00		\$ 36.00		
TOTAL		(\$382.50)	TOTAL	(\$355.00)	TOTAL	(\$644.50)		
Prize Money	1st	\$ 900.00	Prize Money	1st	\$ 1,300.00	Prize Money	1st	\$ 700.00
	2nd	\$ 600.00		2nd	\$ 900.00		2nd	\$ 300.00
		\$ 300.00		3rd	\$ 550.00		3rd	
				4th	\$ 350.00		4th	

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 *

kcarne@ufgroup.net

Date *

MM DD YYYY

11 / 24 / 2023

Title of Proposal *

Polish Heritage Awareness Society of Central Wisconsin Proposed Events and Budget for 2024

Requested on Behalf of what Group/Organization *

Polish Heritage Awareness Society of Central Wisconsin

Mission of the Organization or Group *

The Polish Heritage Awareness Society of Central Wisconsin, Inc. is an organization dedicated to the education, promotion and preservation of the Polish American heritage. Located in Stevens Point, Wisconsin, we have members all over the USA who once lived in the area or who can trace their ancestry back to Central Wisconsin.

Since the beginning of our society in 1992, we have been involved in educating the public about Polish heritage through programs and special events. We have been a part of the Portage County Cultural Festival and the Stevens Point Dozynki Harvest Festival since their inceptions. We have sponsored numerous talks and programs specific to Polish American genealogy.

First and Last Name *

Kristeen Carne

Email Address *

kcarne@ufgroup.net

Phone Number *

715-340-3259

Street Address *

P.O. Box 726 Stevens Point, WI 54481-0726

City, State, Zip Code

Stevens Point, WI 54481 - 0726

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? *

Our city has a long-standing relationship with our Polish community. The first Polish settlers arrived here in the 1850's and with them they brought a love of culture and customs that we intend to keep alive for decades to come. The Polish Heritage Awareness Society of Central Wisconsin (PHASCW), with our enhanced events like Dozynki, Polkas On Ice and the visit from the choir, Non Serio from Gdansk, Poland, will further our Polish cultural awareness and draw people of all backgrounds to the city and downtown area.

Our past Dozynki and Polka On Ice events brought hundreds of people to the downtown area. Adults and children learn the history of Poles in Portage County, gain folk art skills through projects like Polish crown making, paper cutting and sand art, our restaurants downtown enjoy increased business with customers enjoying ethnic Polish food and drink, and the music and dancing enhancing their cultural experience. Our downtown commerce increases with visitors stopping and shopping as they make their event stops.

.....

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

As mentioned above, we know from past events like Dozynki and Polkas On Ice, people are drawn to the downtown area. We also know we see visitors not only from our surrounding smaller communities, we see visitors from Marshfield, Wausau, Appleton, Green Bay, Madison, as well as Milwaukee. With continued financial support, added entertainment, artists, and other activities, we will continue to grab the attention of past visitors and reach a further audience of attendees.

With our visit from Non Serio from Gdansk, Poland, this will draw an even larger audience of visitors. We expect to see visitors Illinois and Minnesota cities with high concentrations of Polish ethnic populations.

.....

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

Estimate for Non Serio visit in July: 1-2 days. Estimate for Dozynki in September: 1-2 days.

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

Because our events have been free to the public, we can reach families and people of any economic and ethnic background. We offer Polish cultural experiences that many may not be exposed to, and with the increase of consumers to the area, our local commerce is enhanced. The arts and history of any people are important to our community and these events will further our dedication to keep the Polish culture and her role in our city's past and future alive.

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

Estimate Non Serio July visit: 300-500 people. Estimate for Dozynki in September: 300 plus. Polkas On Ice in February: 100 plus.

All our events are family friendly and can reach market segments of children 3 and up, adults 18 and up. Geographic and psychographic area is local, surrounding areas reaching areas of Polish populations in other cities and populations interested in cultural experiences of other ethnic groups.

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

Our downtown area and local businesses will generate revenue from the stated events. The PHASCW does accept free will donations for events. We do not charge entrance or other fees to attendees. The PHASCW does not anticipate a profit from events.

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) *

While we have great musical acts and performers visit our community, we do not have the opportunity to host musical acts from Poland. Non Serio brings a new musical venture to our city that will reach far outside our city.

Dozynki is truly a Polish harvest festival with focus of all activities, food and entertainment being Polish in nature.

Polkas On Ice offers a twist on the standard Sunday afternoon polka dance and brings people downtown to one of city's newest winter attractions at Mathias Mitchell Public Square.

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


We have \$104 funds available from 2023 Dozynki to be used in 2024. We also have \$232 funds available from 2023 Polkas On Ice for 2024. (These funds have been allocated for ponczkas and hot chocolate)

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

\$6,500.00

Budget Information


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

 Polish Heritage ...

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.

 Links for Videos, ...

This content is neither created nor endorsed by Google.

Google Forms

Polish Heritage Awareness Society of Central Wisconsin Proposed Event Budget 2024

Expenses	Expected				
Non Scerio Chorus July 2024					
Venues, Performance Fees, Food and Beverages	\$3,000.00				
Flyers for Advertising Outside of Area	\$200.00				
Dozynki 2024					
Band Yid Vicious	\$1,500.00				
Grenidiers Band	\$100.00				
Venue(s) for Bands/Dancers	\$500.00				
Polish Roma Dancers Stellarani	\$200.00				
Craft Supplies at Children's Museum/Arteffects/ Gepetto's Workshop for Children's Activities	\$200.00				
Supplies for Sand Artist	\$50.00				
Harvest Festival Straw Boles/ Delivery and Pick Up	\$150.00				
Polish Mountain Dogs	\$100.00				
Flyers for Advertising Outside of Area	\$200.00				
Polkas On Ice February 2024					
PA and Speaker System (Can also be used for other events hosted)	\$300.00				
Total Proposed Expenses	\$6,500.00				
Funds Remaining from 2023 Events					
Funds from 2023 Dozynki allocated for 2024 use	\$104				
Funds from 2023 Polkas on Ice allocated to Ponczkas and Hot Cocoa For 2024	\$232				

Non Serio YouTube Videos for Viewing:

<https://www.youtube.com/watch?v=-TePIFEdKgl>

<https://www.youtube.com/watch?v=XBubv5JFGz4>

<https://www.youtube.com/watch?v=ws8dE6Hot1Q>

<https://www.youtube.com/playlist?list=PLmCb38hxEX5XD92h6BloN0noez8UqXF9s>

Polish Heritage Awareness Society of Central Wisconsin website and Facebook page:

<https://www.polishheritageawareness.com/index.html>

<https://www.facebook.com/PolishHeritageAwarenessSociety>

Dozynki Downtown Facebook page:

<https://www.facebook.com/profile.php?id=100057518985118>

2023 Room Tax Application

Please complete this application and submit by December 1, 2023 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 2023 Tourism Commission meeting date in which grants awards will be announced.

Email *

matt@dishins.com

Date *

MM DD YYYY

11 / 20 / 2023

Title of Proposal *

Temporary Softball Fence

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, baseball, and volleyball, 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 *

715-340-8846

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? *

It will give us the ability to market the use of Zenoff Park's fields to different associations

.....

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

It will give us the ability to host other tournaments and be a viable spot for Universities to play games in the spring when their fields are too wet.

.....

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

Endless.

.....

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

More events for spectators

.....

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

University and Youth teams

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

Yes, The SPSA receives the revenue and put it back into Zenoff Park

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) *

Zenoff Park has Turf Infields

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


SPSA

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

8570.76

Budget Information

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

 Estimate_QT539...

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.

This content is neither created nor endorsed by Google.

Google Forms



Quote

15 Pacella Park Dr, Suite 240
 Randolph, MA 02368
 Phn: 800.365.6171
 Fax: 508.580.0211
 www.OnDeckSports.com
 800.365.6171

Date	Quote #
11/17/2023	QT5392587

Bill To
Stevens Point Softball Association Stevens Point WI 54481

Ship To
Stevens Point Softball Association Stevens Point WI 54481

Product Quote Expires	Shipping Quote Expires In	Sales Rep	Phone #
12/17/2023	5 days	Nicole Ouellette	715-340-8846

Memo

Item	Quantity	Units	Description	Options	Rate	Amount
Custom Length Grand Slam Fencing->100-In	3	LF	Grand Slam Fencing,4ft 0in x 375ft 0in In-Ground with Loops Fencing with Poles 5' Pole Interval, 77 Poles Forest Green Standard Fencing Kit Accessories: (1)Auger,(1)Tape Measure		1,615.00	4,845.00
FN1074	3		Grand Slam Foul Pole Kit 2 poles		265.99	797.97
FN1104	2	EA	97 Ground Sockets		676.99	1,353.98
FN1006	1	EA	33 Ground Sockets		284.99	284.99
FN1015	4	EA	Ground Socket for Grand Slam Fence		14.25	57.00
<p>Customer is responsible for unloading the products off the freight truck at the time of delivery. This is shipping to a Commercial address. If it is not a Commercial location, additional charges may apply. If initial delivery attempt is missed, a redelivery fee may apply.</p> <p>Any added services like lift gate, change of address, inside delivery, etc. must be agreed to in writing and paid for before they will be authorized.</p>						

Subtotal	7,338.94
Shipping Cost (Freight Other)	785.00
Total Tax	446.82
Total	\$8,570.76

We look forward to doing business with you.

Customer returns will require an On Deck Sports return authorization number. In addition, such returns will be subject to a freight charge to return the product to On Deck Sports and a restocking fee.

On Deck Sports does not accept returns on used turf and certain custom products. For further details related to On Deck Sports return policies refer to our website at www.ondecksports.com/returns.

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 *

rankinstation@gmail.com

Date *

MM DD YYYY

11 / 29 / 2023

Title of Proposal *

SPYBA Room Tax Grant Request

Requested on Behalf of what Group/Organization *

Stevens Point Youth Baseball Association

Mission of the Organization or Group *

To provide opportunities for the growth and development of young athletes in our community through a focus on fundamental athletic skills, cooperative spirit, good sportsmanship and hard lessons through both successes and failures through the sport of baseball.

First and Last Name *

Jeremy Rankin

Email Address *

rankinstation@gmail.com

Phone Number *

(715) 869-1018

Street Address *

PO Box 615

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)

008-1029144347-02

Program Information

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

SPYBA provides opportunities for any youth in the community between the ages of 5-15 to participate in baseball and all that entails. This engages the families of the community with each other, with the parks of the city, and, through our travel baseball program, with other teams in other cities.

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

SPYBA's travel program hosts 2 home tournaments each year. In mid-May, we host a weekend-long tournament for ages 8-12 travel teams, and in late June, we will host another weekend-long tournament for the 14U age group.

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

It is impossible to know how many families will chose to stay at a hotel, but assuming maybe 50% of the families will stay 1 night, that would give us approximately 120. This estimate may be on the conservative side, but it's an estimate I feel comfortable with.

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

The biggest thing is just engagement between families and each as well as with the city and it's parks. Engagement with these things translates to care for them. You love what you know and what you come to depend on.

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

I am not sure if this question is aimed at the tournaments specifically or the whole organization. Either way, hundreds are served. I am also unsure of what is meant by "market segment," but I would say the main one that we serve is families with children of elementary and intermediate school age.

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

The program does generate revenue, but does not turn a profit, historically, based on our incapacity to sell concessions exclusively at these events. It tends to come out even, which we still see as a net benefit to the organization to be able to host a tournament. It gives the kids a chance to take pride in their community at a more direct than wearing the colors and logos at away games.

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

The board runs the tournaments and is largely supplementally staffed via mandatory volunteer hours by families in the program.

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 main difference is, again, concessions. Plover, Rapids and even Point Fastpitch have profitable concessions that contribute to their organization's general funding, whereas SPYBA finds other ways to bring in revenue.

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


Our 3 main avenues for financial support are a) league and travel fees, b) sponsorships, and c) an annual 50/50 raffle sale each spring. For amounts, which I don't have in front of me, please contact Jamie Kellerman @ kellermankj@gmail.com or refer to the fiscal report/summary we turned into your department this month.

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

\$10,000 - The projected concessions buildings will likely be a 2025 project, so we'll plan to spend capital funding elsewhere next summer (so please ignore that part of the summary doc).

Budget Information

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

 2024 SPYBA Bud...

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.

This content is neither created nor endorsed by Google.

Stevens Point Youth Baseball Association			
2024 Program Budget Estimates (not Board Approved)			
for 2023 room tax grant application			
Program Revenue	49,000		based on 2022 actuals, rounded
Fundraising/Grants	55,000		based on 2022 actuals, rounded
Other Income	<u>400</u>		based on 2022 actuals, rounded
Total Income/Revenue		104,400	
Capital expenditures	40,000		2 equipment/concession sheds
Personnel costs	-		We don't pay individuals other
Services and Supplies	84,000		Program Expenses
Other Expenses	<u>1,000</u>		micellaneous
Total Expenses		<u>125,000</u>	
Excess of Expenses over Revenues	(20,600)		

2023 Room Tax Application

Please complete this application and submit by December 1, 2023 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 2023 Tourism Commission meeting date in which grants awards will be announced.

Email *

rkussow@stevenspoint.com

Date *

MM DD YYYY

11 / 06 / 2023

Title of Proposal *

Virtual Training Room Updates

Requested on Behalf of what Group/Organization *

Stevens Point Police Department

Mission of the Organization or Group *

To work professionally as a Team, To promote Public Safety, To enhance the Quality of Life in our community through innovative policing and community partnerships.

First and Last Name *

Robert Kussow

Email Address *

rkussow@stevenspoint.com

Phone Number *

715-346-1515

Street Address *

933 Michigan 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)

008-1020421157-06

Program Information

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

The Police Department hosts several training opportunities put on by Local, State and National Organizations that bring hundreds of individuals who rent hotel rooms, visit local establishments and use the incredible park systems the City of Stevens Point has to offer.

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

The Police Department moved into an old technical college in 2017 and has worked on creating a virtual class/training room for organizations to use. This year alone we have hosted 11 training opportunities with the upgrades we have already achieved. I believe that improving the class/training room with the number of chairs, number of tables, additional screens and new flooring would allow us to bring in more training opportunities for individuals from all over the state. February 22-23, 2023 – Canine Legal Updates through Sheepdog Guardian Consulting. March 21-22, 2023 – Department of Justice Sexual Assault Training April 3-6, 2023 – Probation and Parole Training May 3-4, 2023 – Project Life Saver through International Project Lifesaver May 30-31, 2023 - ARIDE (Advanced Roadside Impaired Driving Enforcement) August 15-17, 2023 – Crime Information Bureau TIME system training. August 28-Sept. 1, 2023 - LPO – Leadership in Police Organizations through the Department of Justice Sept. 25-29, 2023 – LPO - Leadership in Police Organizations through the Department of Justice October 4-5, 2023 – ARIDE (Advanced Roadside Impaired Driving Enforcement) October 16-20, 2023 - LPO - Leadership in Police Organizations through the Department of Justice November 1-3, 2023 – Crisis Intervention Partners Training through National Alliance on Mental Illness

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

300-400 nights

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

Every training opportunity that has come forward to use the virtual classroom has been organizations that focus on improving how Officers police, lead and respond to individuals in crisis.

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

300 and hopefully more if we can improve the classroom. The market segments that the classroom serves is mainly Law Enforcement but the the market segment that is affected by this training is every citizen, in every community, where these attendees are from.

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

The only revenue generated from this request is the monies that are spent by the attendees in the City of Stevens Point and Portage County.

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

The Stevens Point Police Department has their own cleaning crew and maintenance worker.

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)


The current room and upgrades that have been completed have come through Capital Requests and the Operational Budget to the Police Department.

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

\$15,000

Budget Information

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


 projected expens...

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.

 room tax grant - ...

This content is neither created nor endorsed by Google.



Stevens Point Police Department

933 Michigan Avenue
Stevens Point, WI 54481
Phone: 715-346-1500 / Fax: 715-346-1684

*"Innovative Policing through
Partnerships with the Community"*



Robert J. Kussow, Chief of Police

Virtual Classroom Upgrades

- New Flooring = \$10,000
- New and improved chairs = 40 chairs at \$100 = \$4000
- 2 Television Screens = \$500 a piece = \$1000

Flooring would include removal of old carpeting and installation of new LVP flooring
Chair and Televisions would be installed by Police Department staff and maintenance worker.

February 22-23, 2023 – Canine Legal Updates through Sheepdog Guardian Consulting.

11

March 21-22, 2023 – Department of Justice Sexual Assault Training

10

April 3-6, 2023 – Probation and Parole Training

10

May 3-4, 2023 – Project Life Saver through International Project Lifesaver

5

May 30-31, 2023 - ARIDE (Advanced Roadside Impaired Driving Enforcement

5

August 15-17, 2023 – Crime Information Bureau TIME system training.

10

August 28-Sept. 1, 2023 - LPO – Leadership in Police Organizations through the Department of Justice

80

Sept. 25-29, 2023 – LPO - Leadership in Police Organizations through the Department of Justice

80

October 4-5, 2023 – ARIDE (Advanced Roadside Impaired Driving Enforcement

5

October 16-20, 2023 - LPO - Leadership in Police Organizations through the Department of Justice

80

November 1-3, 2023 – Crisis Intervention Partners Training through National Alliance on Mental Illness

20

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 *

dcurley7431@gmail.com

Date *

MM DD YYYY

11 / 16 / 2023

Title of Proposal *

On Point Music Festival

Requested on Behalf of what Group/Organization *

On Point Music Festival

Mission of the Organization or Group *

To sustain a local music experience for the downtown Stevens Point community

First and Last Name *

Jason Besemer

Email Address *

jason.besemer@aimbridge.com

Phone Number *

7152524198

Street Address *

3249 Channel Drive

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? *

Providing an all-day music experience that will engage the local community while providing support to the local downtown businesses. Sustaining goal is to provide an arts and family experience to the Stevens Point community while providing an outlet for local home-grown artists to promote themselves and build a musical movement to Central Wisconsin and specifically, Stevens Point.

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

If shown successful, and popular, the long-term goal is to provide a yearly resource for local artists to showcase talents to the Stevens Point community. Establishing the downtown Stevens Point artist experience could sustain a tourist attraction

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

1

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

This endeavor is a non-profit. The goal would be to use year over year funds to support the project and additional proceeds would go to development programs for the greater downtown Stevens Point community, working along side the SPA and their vision and projects.

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

The goal for year one is 300 in attendance. The market segments are local downtown businesses as well as artists. With enough funding, and advertisement, this project could generate room revenue for the nearby area hotels.

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

This project will be a non-profit. Additional proceeds will go to fund future years and supporting the SPA revitalization projects.

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

Myself (Dane Curley) and Jason Besemer

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 downtown Stevens Point area has had organizations with bands in the past, but, for whatever reason, it has not been sustainable. Levitt Amp is an ongoing music project, but this is designed to bring attention specifically to local artists and the greater downtown Stevens Point area.

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


Written commitment from Northwind Solar for \$2,500. Stevens Point Brewery has entertained funding, and the financial support from businesses and partners will begin in earnest in December of 2023.

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

\$15,000

Budget Information

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

 On Point Budget ...

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.

This content is neither created nor endorsed by Google.

Google Forms

On Point Music Festival Budget			
Expense			
Band Fees			\$10,000
Stage and setup			\$2,500
Radio Advertising			\$750
Print Advertising			\$750
Permit Fee			\$35
Aux Police (3 hours)			\$250
Insurance premium			\$350
AV Engineering			\$1,500
Total			\$16,135
Sponsorship			
NW Solar			\$2,500
Grant			\$15,000
Total			\$17,500
Profit			\$1,365

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 *

jharry@pchswi.org

Date *

MM DD YYYY

12 / 01 / 2023

Title of Proposal *

Historic Stevens Point Walking Tours Program

Requested on Behalf of what Group/Organization *

Portage County Historical Society

Mission of the Organization or Group *

Sharing the stories of Portage County through education and preservation

First and Last Name *

John Harry

Email Address *

jharry@pchswi.org

Phone Number *

715-600-1352

Street Address *

PO Box 672

City, State, Zip Code

Stevens Point, Wisconsin, 54481

Tax Exempt? *

Yes

No

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

008-1030839353-04

Program Information

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

The Historic Walking Self-Guided Tours program in Stevens Point is designed to be highly interactive, offering a unique and immersive experience. Participants will actively engage with the historical narratives, creating a dynamic and memorable encounter with the past. This new visitor attraction, distinct from existing offerings, is open to the public year-round, providing enriching, on demand experiences for tourists and locals alike.

For the community, our heritage is a point of pride, and learning about the past is a strong desire. This is evidenced by the 5000 people served by the Portage County Historical Society in the past year through special events, educational programming, and a wide offering of tours. This program will move our already successful guided Historic Downtown Stevens Point Walking Tours into a self-guided system so that the tours and information can be accessed at any time by anybody hoping to learn more about Stevens Point's rich history.

Further, this program is a result of many conversations with the public, city leadership, and the Stevens Point Convention and Visitors Bureau. The consensus is that by positioning Stevens Point as a historical tourism destination, we can raise the profile of the city in a way that sets us apart from other nearby localities, giving us an advantage in capturing tourism dollars.

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

Right now, there is no coordinated program to leverage Stevens Point's historical downtown area as a visitor attraction. Each year, the city is losing visitor dollars by failing to promote itself as a cultural tourist destination. According to a recent tourism study from the United Nation's World Tourism Organization, cultural tourism represents around 40 percent of all travel. Additionally, it was reported that cultural tourists stay 22 percent longer in a destination and spend up to 38 percent more per day than other travelers do.

Additionally, cultural tourism is on the rise, with an expected annual growth rate of 3.5% in dollars spent per year through 2030. Furthermore, visits to historical and cultural sites, along with sightseeing tours, both rank in the top 5 of visitor activities in the United States. These statistics represent untapped revenue sources for Stevens Point over the next decade that carry a ripple effect into other facets of our local economy such as shopping and restaurants.

We've already seen tourism results in the programs and tours that the Portage County Historical Society has offered. Around 1/4 of all tour guests in the past two years of operation have been from outside our area. With a coordinated effort to attract cultural tourists this number can grow significantly.

The program's uniqueness and interactivity will contribute to the overall tourism assets in the Stevens Point area and will help positioning us as a must-visit historical destination. The comprehensive external marketing effort will increase awareness, attracting visitors from neighboring communities and regions. The companion website, StevensPointHistory.com, will serve as an additional avenue to engage potential visitors, providing a digital preview of the unique experiences offered, while also providing a portal to explore other historical tourism opportunities in the area as well as connect with Stevens Point's hospitality options.

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

Anticipated room nights generated by the walking tours are estimated to be 1000 annually, showcasing the project's potential to serve as a catalyst for overnight stays, thereby contributing to the economic vitality of the community. The external marketing effort will play a crucial role in reaching a wider audience and increasing the number of overnight visitors. The companion website will serve as an informative platform, encouraging potential visitors to plan extended stays. As was stated earlier in this application, cultural tourists tend to stay 22 percent longer than other travelers, but we must give these tourists a reason to visit Stevens Point, such as with this program.

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

The program's unique and interactive nature will enhance the quality of life in our community by fostering a deeper connection to its history. The project is not a bricks-and-mortar initiative but rather an experiential endeavor designed to captivate and educate. The external marketing effort and companion website will further enhance our community's quality of life by extending the project's influence beyond local boundaries, sharing the cultural richness with a broader audience becoming a point of regional pride.

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

The program aims to serve a diverse audience, including history enthusiasts, families, students, and cultural tourists. According to a Heritage Tourism Market Analysis Forecast for 2022-2030, in 2021, the 50 to 71 age group segment leads heritage tourism with a revenue share of 60%. These travelers are more likely to be more affluent and willing to spend money. Additionally, these travelers are also more likely to put down roots in one locale, rather than conduct a multi-location trip. According to the same study, those aged 31-50 are expected to grow the most with tourist buying power with financial security finally within reach, while around 73% of those under 30 showing a strong interest in visit cultural and historic places setting this program up for future success.

Our goal is to attract at least 4,000 participants annually, which aligns with the established marketing plans to promote Stevens Point as a historic tourism destination. The comprehensive external marketing effort will target specific demographics in other communities, broadening the scope of the project's influence. The companion website will act as a virtual gateway, promoting the project to areas further flung, enticing them to visit and experience our sites up close.

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

This program will generate revenue for our local economy. With an anticipated 1000 overnight stays occurring because of this program, the hospitality industry will receive revenue, as will the shops and restaurants in Stevens Point. As was stated previously in this application, cultural tourists tend to stay longer and spend more.

Additionally, this program will help generate revenue for the Portage County Historical Society. With the increased visibility through these brochures and the companion website, PCHS will also garner more support both locally and through tourist visits to our historic sites and on our guided tours.

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

The Portage County Historical Society will provide staffing in regards to ensuring the final product is of a professional standard. PCHS will also continue to grow this project beyond the first phases of the program, maintaining this as a fixture of our tourist economy.

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) *

A program like this exists in Marshfield, Wisconsin and has been massively successful, as is evidenced by the fact that they have difficulty keeping their brochure tours in stock, exhausting a supply of over 2000 annually. Our programs differ in important ways, however. Marshfield's history tour brochure program is led by the city's historic preservation commission with the aim of increasing awareness of their work and Marshfield's preservation issues. While historic preservation is a noble cause that we fully support, we feel that preservation of our historic downtown will continue so long as there is economic viability there, which will increase as more tourists discover this area and dedicate their time and money here.

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

We have commitments for in-kind donations for research and content development. The graphic design component for this program is also significantly discounted to make the budget more feasible.


Also, this grant amount is to get this program off the ground and funded for one year. Past this initial phase, the program's annual cost will decrease significantly as the design work and web development work will have already been completed.

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

\$19,760

Budget Information

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

 PCHS Historic W...

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.

This content is neither created nor endorsed by Google.

Google Forms



Portage County Historical Society
Historical Walking Tours Program Budget

Executive Director Salary	\$1,800
<i>10 hours per month for 8 months at a pay rate of \$22.50 per hour</i>	
<i>This position is responsible for project management and marketing efforts</i>	
Collections Coordinator Salary	\$1,020
<i>10 hours per month for 6 months at a pay rate of \$17.00 per hour</i>	
<i>This position is responsible for research and creation of content</i>	
Brochure Printing	\$4,880
<i>Includes brochure production costs for 2,500 brochures</i>	
Website Development	\$5,000
Website Hosting and Registration	\$60
<i>Includes custom domain and annual fee</i>	
Graphic Design for Brochure and Website	\$5,000
External Web-based Marketing	
<i>Includes social media and other web-based ads</i>	\$2,000
TOTAL PROJECT COST	<u>\$19,760</u>