

REGULAR MEETING

**Tourism Commission
October 15, 2024 - 7:30 AM**

[Zoom Teleconferencing](#)

Meeting ID: 847 7929 7239 | Passcode: 825390

By Computer: [Join](#)

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

AGENDA

Discussion and Possible Action on:

1. Roll Call.
2. Approval of December 19, 2023 meeting minutes
3. 2025 Room tax grant program guidelines and application questions.
4. Selection of December Tourism Commission meeting date and time following the grant application deadline.
5. Adjournment.

Meeting Rider

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

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

SPECIAL NOTICE

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

REGULAR MEETING

**Tourism Commission
December 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)

MINUTES

Discussion and Possible Action on:

1. Roll Call.

Members present: Chair John Okonek, Mike Disher, Tom Schrader, Michelle Sedlak, Carrie Winn

Also Present: Parks Director Dan Kremer, Police Chief Bob Kussow, Assistant Police Chief Dana Williams, Shaun Przbylski, Matt Disher, Sara Brish, Kristy Stacy, Comptroller Corey Ladick, Alder Dean Shuda, John Harry, Kristeen Carne, Jason Besemer, Andy Felt

2. Approval of December 13, 2022 meeting minutes

Motion to approve the meeting minutes as written by Schrader, seconded by Sedlak; motion carried 5-0.

3. Review of 2023 and 2024 Tourism Commission financials and grant balance

No action - summary provided by Director Kremer of current financials, attachments in the packet included estimated funds on hand at year end 2023 and 2024 planned expenses.

4. Central Wisconsin Children's Museum application requesting \$3,000.

Motion to award a \$1,500 grant contingent on the Central Wisconsin Children Museum fundraising the rest of the amount to hold the event being applied for by Disher, seconded by Schrader; motion passed 5-0.

5. Stevens Point Softball Association summer tournament application requesting \$4,000.

Motion to award \$444 per tournament for the 9 tournaments requested for a total award of up to \$4,000; confirmation must be provided to the park's director for each tournament being held made by Schrader, seconded by Sedlak; motion approved 5-0.

6. Polish Heritage Awareness Society of Central Wisconsin requesting \$6,500.

Motion to award \$2,000 towards the Polish Heritage Society of Central Wisconsin's event to pay for the music performers made by Disher, seconded by Sedlak; motion passed 5-0.

7. Stevens Point Softball Association temporary fencing application requesting \$8,571.

Motion to award up to \$7,000 to SPSA to purchase the temporary fence made by Disher, seconded by Sedlak; motion passed 4-0 with Disher abstaining.

8. Stevens Point Youth Baseball Association application requesting \$10,000.

The committee requested that the Stevens Point Youth Baseball Association come back to the Tourism Commission at a later date when the building design is completed and has been approved by the Parks Commission. The Tourism Commission stated they are supportive of this request but felt it was too early to award the grant until more information was provided, and the construction plan was further approved and developed.

Motion to deny the request was made by Disher, seconded by Winn; motion approved 5-0.

9. Stevens Point Police Department requesting \$15,000.

Motion to award \$5,000 to the Stevens Point Police Department for the chairs and monitors requested in the application made by Winn, seconded by Sedlak; motion approved 5-0.

10. On Point Music Festival application requesting \$15,000.

Motion to award \$5,000 to On Point Musical Festival contingent on the event happening in 2024 made by Disher, seconded by Winn; motion approved 5-0.

11. Portage County Historical Society requesting \$19,760.

Motion to award \$7,000 to the Portage County Historical Society's application made by Disher, seconded by Winn; motion passed 4-1 with Schrader voting no.

12. Considering payment of the remaining pledge amounts on one or more of the previously awarded multi-year grants.

Motion to approve paying the full remaining balance of the Zenoff Park Turf Infield project in 2024 made by Disher, seconded by Sedlak; motion approved 5-0.

13. Adjournment.

Motion to adjourn made by Schrader, seconded by Sedlak; motion carried 5-0 and meeting was adjourned at 8:35 am.

City of Stevens Point Room Tax Grant Program

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

General Guidelines

The City of Stevens Point Tourism Commission accepts grant applications for costs related to the development/expansion of attractions and amenities, the creation of new exhibits or events 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.

The room tax grant application, budget and supporting materials must be submitted by [clicking here](#).

The **deadline for room tax grant applications is December 2, 2024**. Actual funding will be awarded after the proposals have been reviewed by the Tourism Commission.

Funding Guidelines

Programs that are funded include the items below. A full list of applicable project definitions can be found under the Eligibility section.

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.

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:

- Operating expenses
- Annual fund drive
- Endowment funds
- Reimbursement for previously incurred expenses
- 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 without the project

Criteria

Grant applications are evaluated using the following:

- 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?
- Are there established marketing plans?
- Is there an established management/staffing structure for the project?

Payment of Grant Funds

- Grantee will receive one-half (50%) of the approved amount 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 or its designee.
- Grantee will supply the Commission, or its designee, 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.

2024 Room Tax Application

Please complete this application and submit by December 2, 2024 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 2024 Tourism Commission meeting date in which grants awards will be announced.

* Indicates required question

1. Email *

2. Date *

Example: January 7, 2019

3. Title of Proposal *

4. Requested on Behalf of what Group/Organization *

5. Mission of the Organization or Group *

6. First and Last Name *

7. Email Address *

8. Phone Number *

9. Street Address *

10. City, State, Zip Code

11. Tax Exempt? *

Mark only one oval.

Yes

No

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

Program Information

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

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

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

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

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

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

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

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

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

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

Budget Information

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

Files submitted:

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

Mark only one oval.

Need all support at once

Multi-year support acceptable

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

Files submitted:

This content is neither created nor endorsed by Google.

Google Forms

Questions submitted thus far for consideration:

- Does your organization have an operational reserve? If yes, provide the balance and describe the reserve policy.
- How will your organization integrate/absorb these grant funds into your operations after this grant?

Program guidelines feedback submitted for consideration:

- Website funding – is it eligible – not listed inside the guidelines
- Salary/staffing costs eligibility – currently not allowed in guidelines