

REGULAR MEETING

**Tourism Commission
February 26, 2025 - 7:30 AM
Community Room
933 Michigan Avenue
Stevens Point, WI 54481**

OR

[Zoom Teleconferencing](#)

Meeting ID: 822 6868 6735 | Passcode: 910400

By Computer: [Join](#)

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

AGENDA

Discussion and Possible Action on:

1. Roll Call.
2. Approval of December 12, 2024 meeting minutes
3. Funding request for Zenoff Park walk-in cooler/freezer upgrade by Stevens Point Softball Association.
4. Room tax guidelines for conventions and training conferences.
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 12, 2024 - 7:30 AM Community Meeting Room 933 Michigan Avenue

MINUTES

Discussion and Possible Action on:

1. Roll Call.

Present: Okonek, Disher, Schrader, Sedlak, Winn

Also Present: Director Kremer, Mark Gotta, Torren Pies, Ken Price, Travis Dulek, Linda Koboeki Meyer, Lydia Dering, Matt Disher

Meeting called to order at 7:32 am

2. Approval of October 15, 2024 meeting minutes

Motion to approve the minutes as presented by Disher, second by Schrader. Motion passed 5-0

3. Review of 2024 and 2025 Tourism Commission financials.

An overview of 2024 and projected 2025 financials were presented. No action taken

4. Stevens Point Softball Association application requesting up to \$4,950 (\$550 per tournament x 9 tournaments).

Motion to award \$550 per tournament for up to \$4,950 total by Sedlak, second by Schrader. Motion passed 4-0 with Disher abstaining.

5. Stevens Point Softball Association and USA Softball of Wisconsin application requesting up to \$5,000.

Motion to award \$5,000 by Winn, second by Sedlak. Motion passed 5-0.

6. Marshfield Clinic Research Institute application requesting \$30,000.

Motion to award \$15,000 and to schedule a future meeting to define conferences and conventions within the bylaws by Okonek, second by Winn. Motion passed 4-0 with Sedlak abstaining.

7. Community Parks Improvement Committee, Inc. application requesting \$10,000 in 2025 and 2026 for a total of \$20,000.

Motion to approve \$5,000 in 2025 and \$5,000 in 2026 by Disher, second by Schrader. Motion passed 5-0. The committee stated they will require recognition listed in the tournament brochures for both tournament years as a condition of the award.

8. Stevens Point Youth Baseball Association application requesting \$15,000.

Motion to approve \$15,000 by Schrader, second by Disher. Motion passed 5-0.

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

Motion to pay off the remaining balance of the Bukolt Park light project in 2025 by Disher, second by Schrader. Motion passed 5-0.

10. Adjournment.

Meeting adjourned at 8:20 am.

Subject: Funding Request for Zenoff Park Walk-in Cooler/Freezer Upgrade

Date: February 13, 2025

Dear Committee Members,

The Stevens Point Softball Association (SPSA), dedicated to the promotion and support of youth and adult softball and baseball, is requesting funding assistance of up to \$35,000 to upgrade to a new walk-in cooler/freezer at Zenoff Park. The Parks Department recently completed significant repairs to the building that required the removal of the original built-in cooler, which was built in 1987.

We are seeking funding to replace the existing cooler system with an upgraded 12x18x8 box (a 12x12x8 cooler and a 12x6x8 freezer). This upgraded unit will allow SPSA to continue providing high-quality concessions at Zenoff Park while eliminating the need for 5-6 chest freezers that are currently scattered throughout the park. In addition to improving our operations, this upgrade is expected to contribute to energy savings by reducing electricity consumption.

The estimated cost breakdown for the project is as follows:

- Cooler/Freezer Box: \$20,000
- Installation: \$7,000
- Refrigeration Equipment: \$8,000
- **Total: \$35,000**

The Parks department has pledged \$5,000 to the project and SPSA can pledge \$7,500 to be paid back after our current pledge to the city for the turf upgrade is paid off. I believe our last payment is due October 2029.

We estimate that the facility will support approximately 15,000 room nights annually, based on an average of 400 teams per year and 15 rooms per team with an average stay of 2.5 room nights per team. The cooler/freezer unit is expected to have a lifespan of 30+ years, resulting in a total of 450,000+ room nights over the course of its use.

The Stevens Point Softball Association generates revenue and reinvests all proceeds into the improvement and maintenance of Zenoff Park, ensuring the facility remains a valuable community resource.

We respectfully request your support in funding this important project and look forward to your favorable response.

Sincerely,

Matt Disher
President, Stevens Point Softball Association

Room Tax 2025 Application



Submissions are due by **Monday, December 2 at 12:00 pm.**
Send electronic submissions to: parksandrec@stevenspoint.com
Paper submissions can be dropped off at 2442 Sims Avenue, Stevens Point, WI 54481.

* Required

General Information

1. Date *

2/11/2025

2. Title of Proposal *

Zenoff Park Walk in Cooler/Freezer

3. Request on behalf of what group/organization *

Stevens Point Softball Association

4. Mission of the organization or group *

To establish, maintain & promote the sports of youth and adult softball and baseball.

5. First and last name *

Matt Disher

6. Email address *

matt@dishins.com

7. Phone Number *

715-340-8846

8. Street Address *

517 Indiana Avenue

9. City, state, and zip code

Stevens Point WI 54481

10. Tax exempt? *

Yes

No

11. If yes, tax exempt number (must be the 15 digit CES number beginning with a 008) *

Program Information

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

In order to continue to run successful tournaments, we need to have a walk in cooler/freezer.

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

We will be able to continue to serve spectators and athletes. In order to continue to run the caliber tournaments with the service we currently provide, we need to replace the walk in cooler/freezer.

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

We estimate approximately 400 teams/year x 15 rooms/team x 2.5 room nights = 15,000 room nights per year, and we estimate the cooler to last 30+ years. Approximate total room nights for the investment = 450,000+ room nights.

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

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

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

Yes, SPSA generates revenue and puts their profits back into Zenoff Park

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

SPSA and Stevens Point Parks Dept.

19. 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

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

\$5,000 - Stevens Point Park Dept
\$7,500 - SPSA (to be paid back after our current pledge to the City of Stevens Point for turf is paid off)

21. Does your organization have an operational reserve? If yes, provide the balance and describe the reserve policy.

22. How will your organization integrate/absorb these grant funds into your operations after this grant? *

They will go to replacing/installing the walk in cooler.

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

up to \$35,000

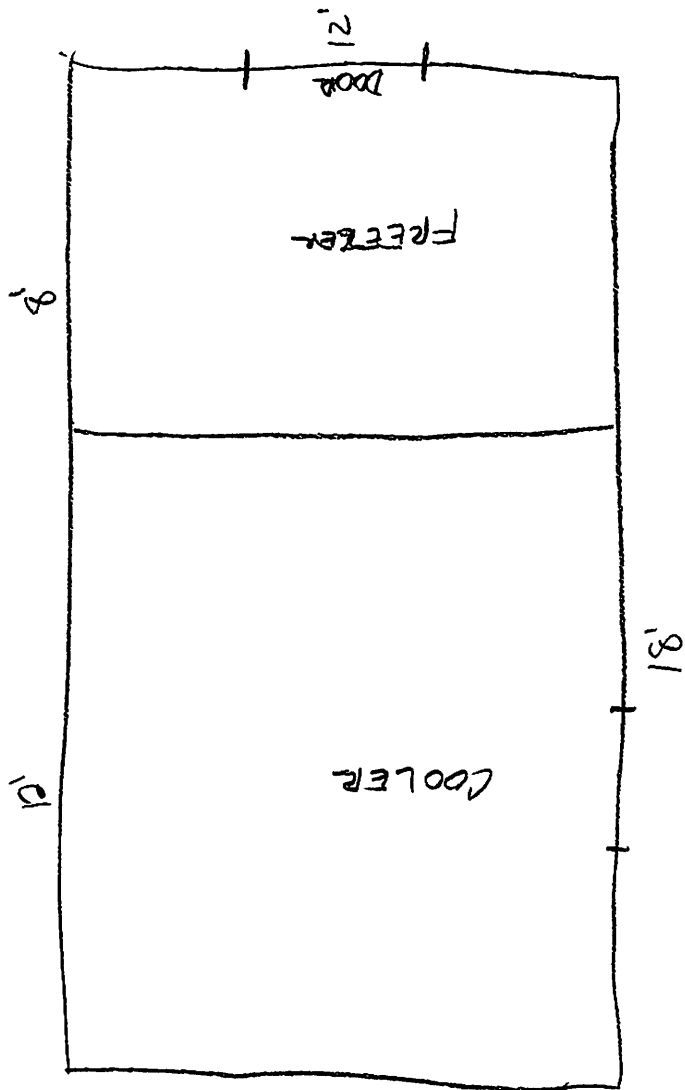
Budget Information

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

Need all support at once

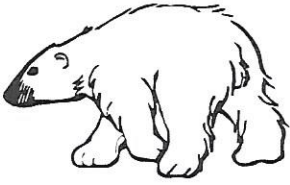
Multi-year support acceptable

25. Please submit a copy of this questionnaire as well as the files containing your program budget and any additional information, renderings, or supporting materials to:
parksandrec@stevenspoint.com





* NOT ACTUAL COOLER - SIMILAR STYLE



Arctic Air Refrigeration, Inc. & Air Conditioning

Sales & Service • Commercial & Residential

2508 Wayne Street • Stevens Point, WI 54481 • 715-342-COOL (2665) • Fax 715-345-1101

E-mail: arcticairref@yahoo.com

Jack Forrest 715-570-4926 Cell Phone

February 14, 2025

Zenoff Park
1001 N 2nd Street
Steven Point, WI 54481

RE: Combo Walk-In Cooler/Freezer

Carroll Indoor Box 18'x 12'x 8' Combo Cooler 12'x 12'x 8' Freezer 6'x 12'x 8', Cam Ceiling Floor Freezer Only, UL Flame Spread Rated, NSF 2009, EISA Compliant	\$17,716.00
Outdoor Condensing Unit #CCH0025LBACZA0200 208/230/1 Refrigerant R449 2.5 HP	\$ 4,786.00
Evaporator Coil #CEL0080BS6EEAB0405 208/230/1 Electric Defrost	\$ 2,155.00
Shipping	\$ 1,240.00
Labor & Material	\$ 8,000.00
Subtotal	\$33,897.00
Tax	\$ 1,864.34
Total	\$35,761.34

Thank you for the opportunity to quote the above items. This quote is only valid for 30 days. Feel free to contact me if you have any questions. If you accept the above quote please sign and return to arcticairref@yahoo.com or mail to 2508 Wayne Street Stevens Point, WI 54481.

Sincerely,

Jack Forrest
Arctic Air Refrigeration, Inc.

I have received the quote and acknowledge the work and pricing:

Signature _____

Date _____

(3)

AGREEMENT

This agreement is made and entered into this 1st day of June, 1978, by and between the city of Stevens point, a municipal corporation, herein after referred to as "City", and the Stevens Point Softball Association, hereinafter referred to as the "Concessionaire".

It is mutually agreed as follows:

1. RENTAL

Concessionaire shall pay as rental an amount equal to ten percent (10%) of the gross from concession sales from the operation of such concession during the games which concessionaire is required to operate at and is given the exclusive right to operate at.

Such rental shall be paid to the Office of the Park Board on or before October 1 of current year.

2. GROSS INCOME STATEMENT

Concessionaire shall present a statement of the gross income of the concession for the leased term at the office of the Park Board on or before October 1 of current year. Failure to comply shall constitute a breach of this agreement.

3. INSPECTION OF RECORDS

Concessionaire shall keep accurate records of all sales and receipts in accordance with such bookkeeping systems as City may approve; and City shall have the right to inspect the books, records and inventories of the concessionaire at any reasonable time for the purpose of ascertaining the terms of this agreement.

4. SCOPE OF CONCESSION

Concessionaire shall provide food services to the general public without discrimination as to race, color or creed. Sales shall be limited to food items, shaved ice, candies, light lunches, sandwiches, popcorn, peanuts, ice cream products, fermented malt beverages, and such similar items with the exception that, in addition to the food items listed above, concessionaire may sell film

and tobacco products.

The prices charged by concessionaire for services, food and drinks shall be reasonable and shall not be in excess of prices prevailing elsewhere for the same kind and quality of services.

5. MAINTENANCE OF CONCESSION AREA

Concessionaire shall be responsible for the reasonable and proper care of the concession building. He shall repair, or cause to be repaired, any damages to said property caused by himself, his employees, agents, guests or patrons. Concessionaire shall keep and maintain the building and the said area in a clean and sanitary condition and shall comply with the rules and regulations of the Board of health. (Concessionaire shall collect and hold solid waste in excess of the existing containers provided by the City.)

6. UTILITIES, TAXES AND OTHER CHARGES

The City shall be responsible for all utilities which are used or consumed in the operation of its concession, except that concessionaire shall be responsible for any and all sales taxes, fermented malt beverage license, and other license fees that may be required in connection with the concession stand.

7. COMPLIANCE WITH LAWS

Concessionaire shall observe and comply with all laws, statutes, ordinances, rules and regulations of the United States Government, the State of Wisconsin, the City and County of Portage, or any department or agency of the above.

8. EQUIPMENT

Concessionaire shall furnish and install at his own expense, any equipment, materials, furniture, supplies, etc., required by him for the proper operation of the concession. Concessionaire's equipment shall be placed and installed only upon the written approval of the Director of Parks and Recreation.

9. HOURS OF OPERATION

Concessionaire shall operate said concession during all scheduled games and in addition the City shall have the exclusive right to request concessionaire

to operate at other times during other games upon forty-eight hours notice to concessionaire. In the event that concessionaire's sponsored baseball team is engaged or playing another team which has or holds a similar non-exclusive concession license from the City, then in that case the City shall have the exclusive right to decide which concessionaire shall operate.

10. SUBLETTING, AND ASSIGNMENTS

Concessionaire shall not sublet the whole or any part of the premises, nor assign, hypothecate, or mortgage the lease and concession agreement, or any or all of its rights hereunder without the prior written consent of the Director of Parks and Recreation.

11. INDEMNITY

Concessionaire shall so conduct his activities upon the premises so as not to endanger any person lawfully thereon; and shall indemnify, save and hold harmless City and all of its officers, agents, and employees from any and all claims for losses, injuries, damages and liabilities to persons or property occasioned wholly or in part by the acts or omissions of concessionaire, his agents, officers, employees, guests, patrons, or any person or persons admitted to said premises while said premises are used by or under the control of concessionaire.

12. INSURANCE

Concessionaire shall purchase and maintain the following insurance during the term of the agreement:

1. Public Liability Insurance in an amount not less than \$100,000.00 for injury to one person in one accident and \$200,000.00 for injury to more than one person in one accident.
2. Property Damage Insurance in an amount not less than \$10,000.00.

All insurance required herein shall be secured from an insurance company or companies which shall have been approved by Director of Finance and the office of the corporation counsel, and shall name City as an additional assured therein.

All insurance premiums shall be the obligation of, and shall be paid by, concessionaire. All insurance policies and evidence of the initial payments made there under shall be delivered to the Director of Finance at the signing of this agreement, and shall be held by the City for the term of this agreement. During the term of this agreement, concessionaire shall also deposit with City all evidence of additional premium payments made under said policies. Each insurance policy shall contain a clause whereby the insurance company shall agree to give written notice to the Director of Finance ten days prior to any cancellation or alteration of said policy.

13. CONCESSIONAIRE IS INDEPENDENT CONTRACTOR

It is agreed and understood that each concessionaire operates as an independent contractor and is in no manner an employee of the City of Stevens Point, or any of its agencies and concessionaire assumes full responsibility for any liability which may arise out of the operation of this concession.

14. INSPECTION BY CITY

The City reserves the right to enter upon the premises at all reasonable times for the purpose of inspection and making such structural repairs and improvements as it may deem necessary.

15. BREACH OF CONTRACT

The term of this agreement shall be for a period of 1 year beginning on May 1, 1978 and terminating on Sept. 30, 1978 provided however that this agreement shall be automatically renewed on May 1 of each year hereafter for additional periods of 1 year unless one of the parties gives notice to the other in writing at least 90 days before the expiration of any annual term of its intention not to so renew said agreement at the expiration of said term.

IN WITNESS WHEREOF, we have hereunto set our hands and seals this 1st day of June 19 78.

STEVENS POINT PARK & RECREATION DEPT.

STEVENS POINT SOFTBALL ASSOCIATION, INC.

BY: Dave Mc Donald

BY: M. J. [Signature]

City of Stevens Point Room Tax Grant Program

Purpose

This grant opportunity exists to put “heads in beds” by creating overnight hotel stays within the City of Stevens Point. 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 are online and available by selecting this link.

The **deadline for room tax grant applications is Monday, December 2, 2024 at 12 pm.** Actual funding will be awarded after the proposals have been reviewed by the Tourism Commission at their December meeting. The date and time of this meeting will be emailed to all applicants after submission.

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 requests 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
- Websites

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.