

***** AMENDED *****

REGULAR MEETING

**Tourism Commission
March 27, 2025 - 7:30 AM
Community Room
933 Michigan Avenue
Stevens Point, WI 54481**

OR

***** Zoom Teleconferencing *****

Meeting ID: 841 6749 6928 | Passcode: 414989

By Computer: [Join](#)

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

AGENDA

Discussion and Possible Action on:

1. Roll Call.
2. Approval of February 26 meeting minutes
3. Grant guideline updates for future grant cycles.
4. 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
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)

MINUTES

Discussion and Possible Action on:

1. Roll Call.

Present: Disher, Okonek, Schrader, Sedlak, Winn

Also Present: Matt Disher, Parks Director Dan Kremer

2. Approval of December 12, 2024 meeting minutes

Motion to approve the minutes as written by Winn, second by Sedlak; motion carried 5-0.

3. Funding request for Zenoff Park walk-in cooler/freezer upgrade by Stevens Point Softball Association.

Motion to award up to a \$14,000 grant and an additional loan up to \$14,000 (total not to exceed \$28,000) to the SPSA (50% grant/50% loan of final cooler/freezer actual cost); repayment is to be over three years and will begin in 2029 after the Zenoff Turf repayment is completed by SPSA made by Schrader; second by Winn; motion carried 4-0. Disher abstained.

4. Room tax guidelines for conventions and training conferences.

No action taken. Discussion centered around creating a working group to further review and define guidelines prior to the next grant application cycle in the fall of 2025.

5. Adjournment.

Motion to adjourn by Sedlak, second by Schrader; motion passed 5-0. Meeting adjourned at 7:49 am.

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.