



Tourism Commission Meeting Agenda

Monday, November 04, 2024 at 6:30 PM

Columbus City Hall – 105 N. Dickason Boulevard

Call to Order

Roll Call

Notice of Open Meeting

Approval of Agenda

Approval of Minutes

1. Review and Approve Minutes from October 7, 2024

Public Comment

Unfinished Business

2. Tourism Budget Update and Discussion and Possible Action to Utilize Expense Line Policy
3. Room Tax Funding Final Report – CHLPC Summer Concert Series with Discussion and Possible Action
4. Room Tax Funding Application – Chamber of Commerce Wine Walk with Discussion and Possible Action

New Business

5. Community Calendar Management Discussion and Possible Action
6. New Room Tax Funding Guidelines Discussion and Possible Action
7. Potential Marketing Campaign with WMTV Channel 15 Discussion and Possible Action
8. Potential Marketing Campaign with Madison Media Partners Discussion and Possible Action

Staff Reports

9. Kayak Rental Update

Future Agenda Items

Adjourn

*A quorum of city committees and/or commissions may be present at this meeting. No action will be taken or considered by those committees and/or commissions.



Tourism Commission Meeting Minutes

Monday, October 07, 2024 at 6:30 PM

Columbus City Hall – 105 N. Dickason Boulevard

The meeting was called to order at 6:36pm by Walcott

A quorum of Tourism Commission members present was Belschner, Famularo, Hammer, Roelke, Walcott, and Walker. Staff liaison Bennett was present.

Bennett stated the meeting was properly noticed

Hammer motions to approve the October 7th agenda with amending it to move the September financial update before unfinished business. Famularo seconds. Motion carries by unanimous vote.

Famularo motions to approve the minutes as written for the meeting of September 9, 2024. Roelke seconds. Motion carries by unanimous vote.

1. Approve Minutes from September 9, 2024

Public Comment

There was no one from the public to comment and no correspondence was received.

Staff Reports

Bennett informed the Tourism Commission that there were no new room tax revenues to report.

September expenditures include \$143.76 for Google Ads that will be taken from the marketing / advertising line item. Walcott asked if there were any expenditures from the special events line item. Bennett stated that there hasn't been any. Famularo would like to see if it's possible to move funds from one line item to another in order to potentially fund all asks of the room tax funding.

Unfinished Business

2. No representative from the Columbus Historic Landmarks Preservation Commission (CHLPC) were present to give a final report regarding its room tax funding request. Bennett provided a copy of their final report along with a few photos from the events, concert agreements, and marketing receipts. Roelke motioned to table any action until the representative appears in person at the November meeting and brings additional data. Famularo seconds. Motion carries unanimously.
3. Bennett recapped the previous application attempt at the September meeting. Belschner presented the updated application on behalf of the Redbud Players. The new request is for \$800 by the Players. Roelke questioned the new application did not include a breakdown of expenses. Belschner said the cost was for signs, flyers, and ads as listed. Roelke asked if these events brought large crowds to town. Belschner responded that they bring 350 - 400 people with most being relatives to the production crew and a few out of state guests. Walker asked if the request can be modified or rejected during the final report. The Commission agreed it could be.

Roelke motioned to approve \$500 pending final report presentation but was amended to \$800. Famularo seconds. Motion carries with 5 ayes, 0 nays, and 1 abstain.
4. Bennett updated the Tourism Commission with news that the carryover amount has been amended to \$23,903.92 from the \$30,000 requested. The remainder of the budget has been unchanged. Belschner liked the increase in special events line item for more events and bigger

events. Walcott asked if there were grants for hiking and biking trails. There was comment about partnering with other groups for joint effort marketing as well.

New Business

5. There was no representative to present the application and answer questions on behalf of the Columbus, WI Area Chamber of Commerce. Bennett shared the Chamber's application for \$1,225 for their Wine Walk event to offset trolley cost. Famularo motioned to approve the \$1,200 pending final report and the ability to move some unused marketing / advertising line-item funds to cover additional grant applications. Walker seconds. Discussion revolved around disapproval of no representative to present and debate of the definition of operating expenses. Walcott had concern for funding a trolley and would like to see proof of insurance. The motion fails with 0 ayes, 5 nays, and 1 abstain. No other motions were made.
6. Bennett presented a recap of previous discussions involving potentially updating guidelines for room tax funding. Bennett gave some possible updates to the guidelines. Discussion showed concern of being too broad overall and easily leading to inconsistency. Famularo would like to start a new set of guidelines and processes. Walcott reiterated that it should bring in data and event photos. Roelke motions to start a new application exempting 2024 applications. Famularo seconds. Motion passes unanimously. Famularo will email Bennett with Watertown's tourism information.

Roelke motions to adjourn the meeting. Belschner seconds. Motion passes unanimously. Meeting is adjourned at 7:52pm.

****These minutes will be reviewed and approved and amended as necessary at the next Tourism Commission meeting. These minutes are respectfully submitted by David Bennett, Communications and Economic Development Coordinator**

***A quorum of city committees and/or commissions may be present at this meeting. No action will be taken or considered by those committees and/or commissions.**



Agenda Item Report

Meeting Type: Tourism Commission

Meeting Date: November 4, 2024

Item Title: Approve Minutes from October 7, 2024

Submitted By: David Bennett, Communications & Economic Development Coordinator

Detailed Description of Subject Matter:

The Tourism Commission met on October 7, 2024. Staff will present the minutes from that meeting to be reviewed, corrected if necessary, and approved by the commission.

List all Supporting Documentation Attached:

Meeting Minutes from October 7, 2024

Action Requested of Tourism Commission:

Review, make any corrections, and approve the Tourism Commission minutes from October 7, 2024



Agenda Item Report

Meeting Type: Tourism Commission

Meeting Date: November 4, 2024

Item Title: Tourism Budget Update and Utilizing Expense Line Policy

Submitted By: David Bennett, Communications & Economic Development Coordinator

Detailed Description of Subject Matter:

No new room tax revenues to report.

Notable expenditures include \$151.96 for Google Ads. Spending on advertising is expected to ramp up in November. \$21,897.60 remains in the 2024 budget.

Pending room tax funding for a total of \$3,050.00 from Special Events for requests of CHLPC Summer Concerts, Chamber Wine Walk, and Redbud Players performances. These expenditures may be amended or rejected after considering the final reports. Tourism has budgeted \$2,000.00 for 2024 and may need to utilize the expense line policy with authorization needed by the City Administrator.

List all Supporting Documentation Attached:

October 2024 Tourism Budget Statement

Expense Line Policy Summary

Action Requested of Tourism Commission:

Discussion and take possible action to utilize the expense line policy if needed.

CITY OF COLUMBUS
REVENUES WITH COMPARISON TO BUDGET
FOR THE 10 MONTHS ENDING OCTOBER 31, 2024

Item #2.

TOURISM COMMISSION

		PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT	VARIANCE	% OF BUDGET
	ROOM TAX FUNDING					
250-414135-000	CONTRIBUTION FROM ROOM TAX FND	.00	6,066.78	38,500.00	(32,433.22)	15.76
	TOTAL ROOM TAX FUNDING	.00	6,066.78	38,500.00	(32,433.22)	15.76
	MISCELLANEOUS REVENUES					
250-484820-000	TOURISM; INTERST INCOME	.00	195.81	100.00	95.81	195.81
	TOTAL MISCELLANEOUS REVENUES	.00	195.81	100.00	95.81	195.81
	OTHER FINANCING SOURCES					
250-494990-000	TOURISM; CARRY OVER PY FUNDS	.00	.00	5,000.00	(5,000.00)	.00
	TOTAL OTHER FINANCING SOURCES	.00	.00	5,000.00	(5,000.00)	.00
	TOTAL FUND REVENUE	.00	6,262.59	43,600.00	(37,337.41)	14.36

CITY OF COLUMBUS

EXPENDITURES WITH COMPARISON TO BUDGET

FOR THE 10 MONTHS ENDING OCTOBER 31, 2024

Item #2.

TOURISM COMMISSION

PERIOD		BUDGET		% OF
ACTUAL	YTD ACTUAL	AMOUNT	VARIANCE	BUDGET

Expense Line Policy - Summary

The Purchasing Policies and Procedures identifies the requirement to ensure funds are available prior to a current purchase/service but there are times when a Department Head recognizes that a future expense will exceed a budget line item. In accordance with the Purchasing Policies and Procedures prior to any action the Department Head must consult with the City Administrator beforehand. The City Administrator may approve the expense line exceedance if all of the following circumstances are applicable:

- The overall expense account groups for the Department that contains the particular line will not exceed the annual budgeted amount, considering remaining expenditures for the year.
- The amount of expense line exceedance falls within the Administrator's level of purchase approval according to the purchasing policy.
- The expense line exceedance is no greater than \$2,000, or 200% above the annual budgeted amount, whichever amount is greater.

In instances where the expense line exceedances do not fall within all of the above criteria, City Council or governing body approval will be required. The City Administrator and the Department will provide the necessary information and reasoning for why the proposed expense is necessary and was not anticipated when the annual budget was approved for the current year.



Agenda Item Report

Meeting Type: Tourism Commission

Meeting Date: November 4, 2024

Item Title: Room Tax Funding Final Report – CHLPC Summer Concert Series

Submitted By: David Bennett, Communications & Economic Development Coordinator

Detailed Description of Subject Matter:

A representative from the Columbus Historic Landmarks Preservation Commission did not appear to present the group's final report in order to secure \$1,000.00 in room tax funding for their Summer Concert Series. The Tourism Commission allowed for this item to be table for its November meeting and would like to have additional data to support the final report. The Tourism Commission will review and make a decision as to awarding the funding.

List all Supporting Documentation Attached:

2024 CHLPC Summer Concert Series Room Tax Application

CHLPC Final Report

Concert Agreement – Mark Croft Trio

Concert Agreement – Vintage Vegas

Concert Agreement – Waunakee Big Band

Invoice #105311 for Stickers

Event Photos

Action Requested of Tourism Commission:

Discussion and take action on awarding \$1,000.00 to CHLPC for its Summer Concerts



CITY OF COLUMBUS

105 N. DICKASON BOULEVARD COLUMBUS, WISCONSIN 53925-1565
920.623.5900 FAX 920.623.5901 www.cityofcolumbuswi.com

ROOM TAX FUNDING GUIDELINES

All applications for room tax funds should be submitted at least 60 days prior to the date of the event for which funds are being requested. Applications for Room Tax Funding are to be given to the Director of Planning and Development, City Hall, 105 N. Dickson Blvd., Columbus WI 53925

1. The purpose of room tax proceeds is to foster tourism promotion and development within the City of Columbus. Priority will be given to events which will attract overnight visitors to the community.
2. Funds are granted to non-profit organizations or organizations that can provide proof of insurance or have the ability to obtain insurance, if required.
3. Room tax funds shall NOT be used to offset general operating expenses of any group or organization.
4. Applicants must leverage a minimum of \$2.00 of private funds for every \$1.00 of room tax funds requested.
5. Within 60 days of the completion of the event for which room tax funds are granted, applicants shall provide the Tourism Commission a final report detailing room tax eligible expenditures, including receipts for the expenditures for which they are seeking reimbursement. The report should also provide examples of the project/program and its effectiveness in promoting the City of Columbus. Failure to provide this report will result in the group not being eligible for the receipt of room tax funds for that grant year and for 18 months following the event.
6. Within 60 days of completion of the event for which room tax funds are granted, applicants shall provide the Tourism Commission multiple photos of the event, including the rights to the photos.
7. Applicants are encouraged have a mechanism in place to track effectiveness of their event, including statistics related to attendance and overnight stays generated.
8. Applicants are required to be present when the Tourism Commission considers their request.
9. The Tourism Commission will review applications and will make their decision based on:
 - a. How well the event meets these guidelines;
 - b. How well the organization makes use of its *own* resources along with the proposed use of funds;

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

ROOM TAX FUNDING APPLICATIONEvent Information

Event Name:	Summer Concert Series	Date(s) of Event:	6/19, 7/17, 8/14/24
Event Address:	1049 Park Ave.		
Event Website:	N/A		
Total Amount Requested:	1000.00		

Use of Funds

Activity	Budget	Purpose
Performer fees	3000.00	pay talent for their performances
Advertising	2000.00	event promotion and sponsor recognition
Pavilion Rental/Stage	275.00	site fees and stage rental from DPW
Supplies	50.00	educational materials for HLPC outreach
Kids meals	450.00	Free supper for kids 12 and under
Insurance/Picnic License	730.00	safe and legal event
TOTAL	6505.00	

For Additional expenses please attach Exhibit A

Organizational Information

Organization(s) Requesting Funds:		Columbus Historic Landmarks and Preservation Commission	
Contact Person:	Katie Nichols	Phone Number:	608-669-2445
E-mail Address:	kmsharrow@gmail.com		
Tax exempt organization: <input checked="" type="radio"/> Yes <input type="radio"/> No		Tax exempt number:	008-0000205087-06
List board members (if applicable): Ruth Hermanson, Libby Gilbertson, Henry Elling, Beth Altschwager, Peter Kaland, Jan Ulrich, Katie Nichols			
Years the organization has been in operation: 33			
Purpose or Mission of the organization requesting funds: To promote and preserve our city's historic sites and structures and foster public engagement with our cultural past. "Unlocking our future while preserving the past."			
Liability Insurance Carrier: Richards Insurance			

Contact Information for Organizations Accountant/Bookkeeper

Contact Name:	Elizabeth Altschwager	Phone Number:	920-623-2306
Address: 553 W. James St.			
Email: altschwager@att.net			

The Tourism Commission reserves the right to review the organization's most recent tax statement. Attach if available.

1. Explain your event and how it will attract visitors and generate overnight lodging in Columbus. How will attendance and overnight stays related to your event be measured?

The HLPC Summer Concert Series invites people from our community and beyond to enjoy three evenings of free entertainment in Fireman's Park. Entertainment includes opening acts by local performers as well as headlining musicians. We will use our table at the events to interact with concert goers to find out how far they traveled to see the concerts and where they will stay while they are here.

2. Explain how this past event (if applicable) has impacted overnight lodging in Columbus.

We have not surveyed the crowd in the past to find out who is traveling to enjoy the concerts.

3. Explain what impact your event will have on all other Columbus businesses (in addition to lodging) including ways you plan to track this impact.

We feature local vendors serving food and drink at our concerts. We do not take any fee at this time from vendors, but will collect sales information from them this year.

4. Will the proposed event generate revenue? (☒) Yes (☐) No

If yes, will revenue exceed the amount of expenses, and if so, what is typically done with that revenue?

Any profit from this event will go to restoration of the Resthaven in Fireman's Park.

5. Estimate how many people and what geographic area and demographic groups will be targeted by any promotions or advertising. How will you track the effectiveness of your promotion/advertising?

We will market through digital and print media as well as posters and banners in Dodge, Columbia and Dane County. When we survey concert goers, we will also ask how they found out about the concert series.

6. Will the proposed event include paid advertising? What media will be used? What "earned media" (unpaid promotion) will be generated by the event?

Paid advertising will be included through local print, digital and radio outlets. Social media will also be used for unpaid promotion. At the \$1000 sponsorship level, the Tourism Commission would be a "Bandleader" level sponsor: large sign at stage; announced during concert; listed as "Co-Host" for one concert on Facebook, etc.; opportunity for "swag" handouts at concert; logo in print/digital advertising including local newspapers, social media, and posters/flyers; yard sign in park all concerts.

7. Please include any information or examples of marketing materials you believe will help the Tourism Commission better evaluate your request.

Please see attached examples of poster and ads from last year.

Please note, the Tourism Commission may request additional information from an applicant for room tax funds. Please be sure to answer all questions on this form as completely as possible. All requests for room tax funds will be evaluated based on the contents of this application, a presentation before the Tourism Commission the State of Wisconsin Room Tax Statute and the City of Columbus Room Tax Ordinance.

Katie Nichols

Print Name



Signature

03/06/2024

Application Date

CHLPC Summer Concerts Room Tax Funding Report

The Columbus Historic Landmarks and Preservation Commission's Summer Concert Series continues to grow in popularity! We had our largest crowds ever this year approaching or exceeding 300 concert goers for each of our three concerts. We have especially enjoyed seeing more families and young people attend the series, gaining exposure to what CHLPC is and appreciation for our work in Columbus. We attribute this demographic shift to the additions of local performers as openers and free supper for kids for the past two summers. This year we enjoyed the return of Partners Dance Studio, and the Summer Concert debuts of the Red Bud Players and local singer/songwriter Chris Carter. Our headliners included Vintage Vegas, featuring Columbus Band Member Dominic Famularo, the Waunakee Big Band, and Madison-based Columbus Native Mark Croft with his Mark Croft Trio. These events truly brought the best of our small town to beautiful Fireman's park. It was such a pleasure to watch neighbors visit and relax under the oak trees, and many expressed their gratitude personally to members of our commission.

We do not have a lot of hard data on concertgoers for this year. We do know that we had 300 or more people at each of the three concerts. Walking through the crowd, we saw many from Columbus, as well as visitors from surrounding communities including Fall River, Cambria and Fon du Lac, Washington State, Massachusetts, Georgia, North Carolina and even the Netherlands. Those from out of state or county were joining friends and family from Columbus. At each of the three concerts, 20-30 free kids meals were enjoyed.

In addition to entertainment, many local businesses and organizations also enjoyed the opportunity to serve and achieve outreach in our community. Local businesses Sweet Memories, Cercis Brewing, and Little Sister Cookies offered delicious sweets and beverages. The American Legion and the Marines took advantage of the concerts to raise funds through food sales, each choosing to sponsor the meals for kids. We also invited the Columbus Area Historical Society for an opportunity to outreach and fundraise for their new museum home. For our part, we were successful in raising awareness of our current project, the rehabilitation of the Rest Haven in Fireman's park. We had success raising funds in cash donations from concert goers, and, perhaps more importantly, made community connections regarding this historic and culturally significant structure. These connections help create a sense of pride and place in Columbus and also help foster relationships with major donors.

Thank you for your support in this successful community event, Katie Nichols, Commissioner, CHLPC

Attachments: invoices, band contracts (which list payment) and photos



CONCERT AGREEMENT

This Agreement made by and between the Columbus Historic Landmarks and Preservation Commission (hereinafter "HLPC") and Vintage Vegas (hereinafter "Performer").

WHEREAS, HLPC is conducting a live music concert series (hereinafter "Concert Series") to be held at the Fireman's Park Pavilion or in the oak grove between the Fireman's Park playgrounds generally located at 1049 Park Avenue in the City of Columbus (hereinafter "the Premises"), during the summer of 2024; and

WHEREAS, Performer desires to provide musical entertainment on the Premises during one of the HLPC Concert Series, dated **June 19, 2024**; and

WHEREAS, HLPC and Performer desire to enter into an agreement which will allow Performer to provide musical entertainment on the Premises during the HLPC Concert Series.

NOW, THEREFORE, HLPC and Performer do hereby agree as follows:

1. HLPC hires Performer to provide musical entertainment during one of the Concert Series events during the 2024 Concert Series. Performer shall receive the sum of \$800 for performing during the concert event. Payment shall be made by HLPC to Performer in one lump sum at the conclusion of the event.
2. On the day of the concert, Performer shall be allowed access to the Premises at 4:00 p.m. in order to set up prior to the concert. HLPC shall inform Performer of the specific site on the Premises designated for Performer. Performer shall remove all of its equipment and materials by 10:00 p.m. on the night of the concert and shall leave its space in a broom clean condition at the end of each concert.
3. HLPC reserves the right to cancel a concert based on inclement weather or for any other reason. In the event of cancellation, HLPC shall notify Performer as soon as reasonably possible.
- ~~4. Performer shall obtain and maintain third-party general liability insurance with \$1 million per injury coverage naming the City of Columbus as an additional insured or co-insured and shall deliver a certificate of insurance to HLPC prior to Performer's first appearance at a concert.~~
5. Performer shall defend, indemnify and hold harmless the City of Columbus, HLPC, its members, officers, agents and employees from and against any and all claims and damages

for injuries suffered or incurred by a person, other vendor, customer or other third party arising out of or related to Performer's negligent or intentional acts while acting as musical entertainment on the Premises during the Concert Series.

6. Notice as required by this Agreement should be sent to HLPC c/o Susan Caine, City Clerk, 105 N. Dickason Blvd., Columbus, WI 53925. Notice to the Performer shall be sent to

Dominic Famularo, phone number 414-534-6310.

CITY OF COLUMBUS

Date: _____

_____ print


_____ sign

Authorized Representative

PERFORMER

Date: 4/23/2024

Dominic Famularo print

 sign

Authorized Representative

CONCERT AGREEMENT

This Agreement made by and between the Columbus Historic Landmarks and Preservation Commission (hereinafter "HLPC") and **Mark Croft Trio** (hereinafter "Performer").

WHEREAS, HLPC is conducting a live music concert series (hereinafter "Concert Series") to be held at the Fireman's Park Pavilion or in the oak grove between the Fireman's Park playgrounds generally located at 1049 Park Avenue in the City of Columbus (hereinafter "the Premises"), during the summer of 2024; and

WHEREAS, Performer desires to provide musical entertainment on the Premises during one of the HLPC Concert Series, dated **August 14, 2024**; and

WHEREAS, HLPC and Performer desire to enter into an agreement which will allow Performer to provide musical entertainment on the Premises during the HLPC Concert Series.

NOW, THEREFORE, HLPC and Performer do hereby agree as follows:

1. HLPC hires Performer to provide musical entertainment during one of the Concert Series events during the 2024 Concert Series. Performer shall receive the sum of \$750 for performing during the concert event. Payment shall be made by HLPC to Performer in one lump sum at the conclusion of the event. **Performance times: 6pm-8pm, 2 sets with one 10 min break**
2. On the day of the concert, Performer shall be allowed access to the Premises at 4:00 p.m. in order to set up prior to the concert. HLPC shall inform Performer of the specific site on the Premises designated for Performer. Performer shall remove all of its equipment and materials by 10:00 p.m. on the night of the concert and shall leave its space in a broom clean condition at the end of each concert.
3. HLPC reserves the right to cancel a concert based on inclement weather or for any other reason. In the event of cancellation, HLPC shall notify Performer as soon as reasonably possible.
- ~~4. Performer shall obtain and maintain third-party general liability insurance with \$1 million per injury coverage naming the City of Columbus as an additional insured or co-insured and shall deliver a certificate of insurance to HLPC prior to Performer's first appearance at a concert.~~
5. Performer shall defend, indemnify and hold harmless the City of Columbus, HLPC, its members, officers, agents and employees from and against any and all claims and damages

for injuries suffered or incurred by a person, other vendor, customer or other third party arising out of or related to Performer's negligent or intentional acts while acting as musical entertainment on the Premises during the Concert Series.

6. Notice as required by this Agreement should be sent to HLPC c/o Susan Caine, City Clerk, 105 N. Dickason Blvd., Columbus, WI 53925. Notice to the Performer shall be sent to

Mark Croft, phone number 608-469-6300.

CITY OF COLUMBUS

Date: _____

_____ print


_____ sign

Authorized Representative

PERFORMER

Date: 4/11/24

Mark Croft print

 sign

Authorized Representative

CONCERT AGREEMENT

This Agreement made by and between the Columbus Historic Landmarks and Preservation Commission (hereinafter "HLPC") and **Waunakee Big Band** (hereinafter "Performer").

WHEREAS, HLPC is conducting a live music concert series (hereinafter "Concert Series") to be held at the Fireman's Park Pavilion or in the oak grove between the Fireman's Park playgrounds generally located at 1049 Park Avenue in the City of Columbus (hereinafter "the Premises"), during the summer of 2024; and

WHEREAS, Performer desires to provide musical entertainment on the Premises during one of the HLPC Concert Series, dated **July 17, 2024**; and

WHEREAS, HLPC and Performer desire to enter into an agreement which will allow Performer to provide musical entertainment on the Premises during the HLPC Concert Series.

NOW, THEREFORE, HLPC and Performer do hereby agree as follows:

1. HLPC hires Performer to provide musical entertainment during one of the Concert Series events during the 2024 Concert Series. Performer shall receive the sum of \$1000 for performing during the concert event. Payment shall be made by HLPC to Performer in one lump sum at the conclusion of the event.
2. On the day of the concert, Performer shall be allowed access to the Premises at 4:00 p.m. in order to set up prior to the concert. HLPC shall inform Performer of the specific site on the Premises designated for Performer. Performer shall remove all of its equipment and materials by 10:00 p.m. on the night of the concert and shall leave its space in a broom clean condition at the end of each concert.
3. HLPC reserves the right to cancel a concert based on inclement weather or for any other reason. In the event of cancellation, HLPC shall notify Performer as soon as reasonably possible.
- ~~4. Performer shall obtain and maintain third-party general liability insurance with \$1 million per injury coverage naming the City of Columbus as an additional insured or co-insured and shall deliver a certificate of insurance to HLPC prior to Performer's first appearance at a concert.~~
5. Performer shall defend, indemnify and hold harmless the City of Columbus, HLPC, its members, officers, agents and employees from and against any and all claims and damages

for injuries suffered or incurred by a person, other vendor, customer or other third party arising out of or related to Performer's negligent or intentional acts while acting as musical entertainment on the Premises during the Concert Series.

6. Notice as required by this Agreement should be sent to HLPC c/o Susan Caine, City Clerk, 105 N. Dickason Blvd., Columbus, WI 53925. Notice to the Performer shall be sent to

Renee' Reindl, phone number 608-669-4485

CITY OF COLUMBUS

Date: _____

_____ print

_____ sign

Authorized Representative

PERFORMER

Date: 4/22/24

Renee' Reindl print

Renee' Reindl sign

Authorized Representative



Minuteman Item #3.

Formerly SprintPrint
2790 S Fish Hatchery Rd
Madison, WI 53711

Phone: 1-608-277-7500 / Fax: 1-608-227-7555

E-mail: fitchburg@minutemanpress.com

Web: WI221.minuteman.com

Invoice Number 105311

Invoice Date 6/30/2024

INVOICE

Bill to: Janice Ulrich
Janice Ulrich
504 River Road #1
Columbus, WI 53925

Phone: 262-389-2094
Email: janu2635@yahoo.com

Ship to: Janice Ulrich
Janice Ulrich
504 River Road #1
Columbus, WI 53925

Phone: 262-389-2094
Email: janu2635@yahoo.com

PLEASE MAKE CHECKS PAYABLE TO: MMP

6 Stickers - 2 each of 3 - June 19th Vintage Vegas, July 17th Waunakee Big Band, August 14th Mark Croft (Job 104758)	\$52.48
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15 Wide Format - number replacement stickers for yard signs (Job 104763)	\$15.00
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Invoice Subtotal:	\$67.48
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Invoice Total:	\$67.48
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Deposits and Payments:	(\$67.48)
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Balance Due:	\$0.00
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Tax Exempt ID:	CES #008-0000205087-06
	Certificate on file in
	Waunakee

Terms: Net 30 Days

Please pay from this invoice. No statements will be sent.
Thank you for your order! We appreciate your business.

2.0000% interest per month on past-due invoices.
A one-time charge of 2.0000% may be applied for late payments.



Minuteman Item #3.

Formerly SprintPrint
2790 S Fish Hatchery Rd
Madison, WI 53711

Phone: 1-608-277-7500 / Fax: 1-608-227-7555

E-mail: fitchburg@minutemanpress.com

Web: WI221.minuteman.com

Invoice Number 105144

Invoice Date 6/10/2024

INVOICE

Bill to: Ruth Hermanson
CHLPC
105 N. Dickason Blvd
Columbus, WI 53925

Phone: 920-210-7676
Email: ruthhermanson@charter.net

Ship to: Ruth Hermanson
CHLPC
105 N. Dickason Blvd
Columbus, WI 53925

Phone: 920-210-7676
Email: ruthhermanson@charter.net

PLEASE MAKE CHECKS PAYABLE TO: MMP

3 Stickers - 1 each of 3 - June 19th Vintage Vegas, July 17th Waunakee Big Band, August 14th Mark Croft (Job 104297)	\$26.24
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80 Posters - 11x17 - 4/0 - Full Bleed (Job 104298)	\$35.40
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1,000 Postcards - 4/4 - 4.25x5.5 - 100# Cover (Job 104299)	\$279.24
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15 Yard Signs - 4/4 - 18x24 + Standard Step Stakes (Job 104300)	\$186.75
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3 Sponsor signs - 4/0 - 24x36 - Vertical Flutes + Standard Step Stakes (Job 104301)	\$58.52
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Invoice Subtotal:	\$586.15
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Invoice Total:	\$586.15
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Deposits and Payments:	(\$586.15)
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Balance Due:	\$0.00
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Tax Exempt ID: CES #008-0000205087-06
Certificate on file in Waunakee

Terms: Net 30 Days

Please pay from this invoice. No statements will be sent.
Thank you for your order! We appreciate your business.

2.0000% interest per month on past-due invoices.
A one-time charge of 2.0000% may be applied for late payments.



Agenda Item Report

Meeting Type: Tourism Commission

Meeting Date: November 4, 2024

Item Title: Room Tax Funding Application – Wine Walk

Submitted By: David Bennett, Communications & Economic Development Coordinator

Detailed Description of Subject Matter:

A representative from the Columbus, WI Area Chamber of Commerce did not appear to present the group's application to ask for \$1,225.00 in room tax funding for their Wine Walk trolley. The Tourism Commission Chair and Vice Chair would like this item back on the agenda despite the request being denied at the Oct. 7 meeting. The Tourism Commission will review and make a decision as to awarding the funding.

List all Supporting Documentation Attached:

2024 Wine Walk Room Tax Application

Action Requested of Tourism Commission:

Discussion and take action on moving forward with or rejecting the request.



CITY OF COLUMBUS

105 N. DICKASON BOULEVARD COLUMBUS, WISCONSIN 53925-1565
920.623.5900 FAX 920.623.5901 www.cityofcolumbuswi.com

ROOM TAX FUNDING GUIDELINES

All applications for room tax funds should be submitted at least 60 days prior to the date of the event for which funds are being requested. Applications for Room Tax Funding are to be given to the Director of Planning and Development, City Hall, 105 N. Dickson Blvd., Columbus WI 53925

1. The purpose of room tax proceeds is to foster tourism promotion and development within the City of Columbus. Priority will be given to events which will attract overnight visitors to the community.
2. Funds are granted to non-profit organizations or organizations that can provide proof of insurance or have the ability to obtain insurance, if required.
3. Room tax funds shall NOT be used to offset general operating expenses of any group or organization.
4. Applicants must leverage a minimum of \$2.00 of private funds for every \$1.00 of room tax funds requested.
5. Within 60 days of the completion of the event for which room tax funds are granted, applicants shall provide the Tourism Commission a final report detailing room tax eligible expenditures, including receipts for the expenditures for which they are seeking reimbursement. The report should also provide examples of the project/program and its effectiveness in promoting the City of Columbus. Failure to provide this report will result in the group not being eligible for the receipt of room tax funds for that grant year and for 18 months following the event.
6. Within 60 days of completion of the event for which room tax funds are granted, applicants shall provide the Tourism Commission multiple photos of the event, including the rights to the photos.
7. Applicants are encouraged have a mechanism in place to track effectiveness of their event, including statistics related to attendance and overnight stays generated.
8. Applicants are required to be present when the Tourism Commission considers their request.
9. The Tourism Commission will review applications and will make their decision based on:
 - a. How well the event meets these guidelines;
 - b. How well the organization makes use of its *own* resources along with the proposed use of funds;

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

ROOM TAX FUNDING APPLICATION**Event Information**

Event Name:	Bling in the Season! Wine Walk 2024	Date(s) of Event:	November 30, 2024
Event Address:	various locations in Columbus		
Event Website:	https://www.columbuswichamber.com/November		
Total Amount Requested:	\$1225 (the cost of one of the two trolleys)		

Use of Funds

Activity	Budget	Purpose
insurance + picnic licenses	725	liability/legality
ticketing and processing fees	350	online payment and Eventbrite
swag (tumblers, bags, lanyards, passports)	2062	for participants
wine	3125	delicious revelry
trolleys	2250	transportation
promotion	1050	posters, banners, print and digital ads
TOTAL	9562	

For Additional expenses please attach Exhibit A

Organizational Information

Organization(s) Requesting Funds:		Columbus Area Chamber of Commerce	
Contact Person:	Katie Nichols	Phone Number:	608-669-2445
E-mail Address:	kmsharrow@gmail.com		
Tax exempt organization: <input checked="" type="radio"/> Yes <input type="radio"/> No		Tax exempt number:	39-6127437
List board members (if applicable): Katie Nichols, Patti Walker, Sue Walcott, David Bennett, JD Milbourne, Jon Meister, Tiffany Faust, Barbara Oelke			
Years the organization has been in operation: 65			
Purpose or Mission of the organization requesting funds: The Columbus Chamber of Commerce, INC is organized for the purpose of advising the commercial, educational, cultural, and civic interests of this community and area, marketing			
Liability Insurance Carrier: Quamme Insurance, West Bend Mutual			

Contact Information for Organizations Accountant/Bookkeeper

Contact Name:	Patti Walker	Phone Number:	920-623-2200
Address: 1515 Park Ave., Columbus, WI 53925			
Email: pwalker@prairieridge.health			

The Tourism Commission reserves the right to review the organization's most recent tax statement. Attach if available.

1. Explain your event and how it will attract visitors and generate overnight lodging in Columbus. How will attendance and overnight stays related to your event be measured?

The Wine Walk is a well known event that brings up to 275 participants to area businesses for wine tasting and shopping. It will take place November 30 in celebration of Small Business Saturday. Ticket sales measure attendance and participant surveys help track use of lodging by event goers.

2. Explain how this past event (if applicable) has impacted overnight lodging in Columbus.
We do not have data for this.

3. Explain what impact your event will have on all other Columbus businesses (in addition to lodging) including ways you plan to track this impact.

This is a BIG day for area retailers. We have anecdotal evidence from business owners that past Wine Walk events have resulted in major sales days entering the Christmas/holiday season. Restaurants and bars also report strong sales with so many people out and about for the day. We will provide a business survey post Wine Walk to gather sales data during the event.

4. Will the proposed event generate revenue? (☒) Yes (☐) No

If yes, will revenue exceed the amount of expenses, and if so, what is typically done with that revenue?

The Chamber runs a number of promotions for local businesses throughout the holiday season, helping to promote shopping local as well as the Holiday Train. This year, the Chamber is also organizing a family and downtown shopping focused "Cookie Walk" on December 14. Any funds generated will help us organized and promote this new annual event in tandem with Recreation Department activities at the Pavillion and the Holiday Parade.

5. Estimate how many people and what geographic area and demographic groups will be targeted by any promotions or advertising. How will you track the effectiveness of your promotion/advertising?

We will promote the event locally with posters and a downtown banner. More broadly, we will promote the event digitally on local, area and statewide tourism and event sites. We will run an ad for four weeks in Columbus, Beaver Dam and Portage area papers. Our guest survey will include: Where did you travel from? and How did you hear about the Wine Walk?. This will help us track the effectiveness of our advertising.

6. Will the proposed event include paid advertising? What media will be used? What "earned media" (unpaid promotion) will be generated by the event?

Please see above.

7. Please include any information or examples of marketing materials you believe will help the Tourism Commission better evaluate your request.

<https://www.columbuswichamber.com/November>

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

See attached for examples of print media.

Please note, the Tourism Commission may request additional information from an applicant for room tax funds. Please be sure to answer all questions on this form as completely as possible. All requests for room tax funds will be evaluated based on the contents of this application, a presentation before the Tourism Commission the State of Wisconsin Room Tax Statute and the City of Columbus Room Tax Ordinance.

Katie Nichols, President

Print Name

Katie S Nichols

Signature

10/2/2024

Application Date



Agenda Item Report

Meeting Type: Tourism Commission

Meeting Date: November 4, 2024

Item Title: Community Calendar Management

Submitted By: David Bennett, Communications & Economic Development Coordinator

Detailed Description of Subject Matter:

After numerous discussions at staff meetings, staff would like to recommend partnering with the Chamber of Commerce and having them manage and populate the community calendar. The Chamber is on board with the idea as they have more flexibility and potential to add local events to it along with their membership.

It would still be linked to the tourism website, but City staff would no longer manage it. Staff would transfer log-in credentials to the Chamber if approved. The Chamber had already built infrastructure for a community calendar but opted not to go through with it due to Tourism pursuing the same project a couple years ago.

There has been very little paid marketing which means the primary selling point of using it as a possible funding source has not panned out.

List all Supporting Documentation Attached:

Action Requested of Tourism Commission:

Discussion and take action on ceding management to the Columbus, WI Area Chamber of Commerce of the community calendar on Events.com



Agenda Item Report

Meeting Type: Tourism Commission

Meeting Date: November 4, 2024

Item Title: New Room Tax Funding Guidelines

Submitted By: David Bennett, Communications & Economic Development Coordinator

Detailed Description of Subject Matter:

The Tourism Commission voted to create a new set of guidelines for awarding room tax funding for local events at its October meeting. Staff have researched State Statutes and developed a proposed set of guidelines that blends the State's requirements for room tax funding and the Commission's desire to help local organizations with their events. The Tourism Commission will discuss and possibly take action to create a new set of guidelines to be followed beginning in 2025. Applications in 2024 will adhere to the current guidelines.

List all Supporting Documentation Attached:

Proposed 2025 Room Tax Guidelines

Room Tax Guidelines Notes

Action Requested of Tourism Commission:

Discussion, possible revision, and take action on adopting proposed new guidelines for awarding room tax funding beginning in 2025.

City of Columbus, WI Tourism Commission Room Tax Funding Guidelines – Staff Proposal

Objective:

This grant is intended to foster tourism promotion and tourism development in Columbus, WI. Tourism promotion and tourism development is defined as marketing projects, transient tourist information services, and tangible municipal development that is significantly used by transient tourists and reasonably likely to generate paid overnight stays at more than one lodging establishment in Columbus, WI.

Application Categories:

The applicant shall apply for one or more of the following categories per event in which the Tourism Commission may have room tax funding available and cannot be used for an applicant's general marketing expenditures or organizational operating expenses. The categories are:

- **Development Funding** - funding for the creation, enhancement, or recruit a tourism facility, service, or attraction, etc. including their direct non-operational costs.
- **Event Funding** - funding for the creation, production, or recruitment of an event, convention, etc. including their direct costs.
- **Promotional Funding** - funding for the marketing and promotion of an event, production, convention, etc. excluding costs to create, produce, or recruit the event.
- **Sponsorship** - funding to allow the Tourism Commission (Visit Columbus) market itself in conjunction with an organization, event, convention, development, etc.

Process:

The process for applicants to apply for room tax funding is as follows:

1. **Initial Application** - Applicants will fill out an online form as part of an initial application that will go to City staff.
2. **Pre-Application Meeting** - Applicants will be contacted by City staff to go over the initial application, go over scoring criteria, and final reporting, and address any questions. Staff may advise on improvements to the application or possibly explain why the application does not meet the objective.
3. **Application Submission** - The Applicant may need to resubmit their proposed application with any discussed changes from the pre-application meeting to City Staff for review and possible additional consultation if needed.
4. **Review** - Once the application is ready for official submittal, staff will forward the application to the Tourism Commission for review, scoring, and awarding. If the application is rejected, the applicant may schedule time at a Tourism Commission meeting to appeal the decision in-person.
5. **Awarding** - If an application is awarded funds, City Staff will reach out to the applicant to request an invoice and breakdown of expenses as per the request. Once the invoice is received, staff will forward it to the City's Finance Department for processing and disbursement. The Tourism Commission may publicize award winners with a press release.
6. **Post-Award Meeting** - The applicant will be contacted by City staff for a post-awarding meeting to go over what will be needed for final reporting and address any other

questions. Staff and the applicant will schedule a meeting to review the final report similarly to the initial application. This meeting will take place within 30 days after the event.

7. **Final Report Submission** - Similar to the application submission step, the applicant may need to make revisions or add requested information. Once revisions (if needed) are complete and accompanying data and materials are attached, the Applicant submit the final report to City Staff for review and any additional consulting if needed. If the final report is ready for official submittal, staff will forward it to the Tourism Commission for review and any pending action.
8. **Final Reporting** - The Applicant has until 60 days after the event to submit their final report detailing how the funds awarded were used with accompanying receipts, along with a narrative of how their event fulfills the objective of this grant with accompanying data, and marketable event photos to be used in future tourism marketing by the City. The Tourism Commission and City Staff will review the final report and take possible action. The Applicant may be requested to appear in person to address their final report to the Tourism Commission. If the final report is not submitted to be reviewed by the Tourism Commission or is significantly lacking requested materials or fails to meet criteria and grant objective as awarded, or fraudulent use, the applicant may be required to repay the monies they were awarded. Final reports may aid future applications.

Scoring Criteria:

The grant will score on a scale from 1 (least) to 5 (most) on the following criteria to ensure fair and consistent scoring of each application. Funding will be prioritized for applications scoring highest.

- Meeting the objective of this grant
- Likelihood to generate paid overnight stays at multiple in-city lodging establishments
- Method to measure paid overnight stays generation
- Likelihood of economic impact to in-city businesses (excluding lodging)
- Method to measure economic impact
- Likelihood to attract out-of-town visitors to the city
- Method to measure visitor attraction
- Promoting Columbus, WI

Final Report Materials:

Awarded applicants will need to submit a final report along with the appropriate materials that support the scoring criteria and directly relevant to the category applied for:

- Receipts directly related to the application
- Relevant analytics to support scoring criteria
- High-quality, marketable event photos granting permission to the City of Columbus, WI allowing for tourism marketing
- Draft and final marketing materials with Visit Columbus branding
- Mail / email lists granting permission to the City of Columbus, WI allowing for tourism marketing

Tourism Guidelines Discussion

How Can Room Taxes Be Used?

According to Wisconsin State Statutes, monies received from room taxes shall be used for tourism promotion and tourism development and cannot be to construct or develop a lodging facility.

- Tourism promotion and tourism development is defined as any of the following that are significantly used by transient tourists and reasonably likely to generate paid overnight stays at more than one establishment on which tax under sub. (1m)(a) may be imposed, that are owned by different persons and located within a municipality in which a tax under this section is in effect; or, if the municipality has only one such establishment, reasonably likely to generate paid overnight stays in that establishment:
 - Marketing projects, including advertising media buys, creation and distribution of printed or electronic promotional materials, or efforts to recruit conventions, sporting events, or motor coach groups.
 - Transient tourist information services.
 - Tangible municipal development, including a convention center.
- Tourism is defined as travel for recreational, business, or educational purposes.
- Transient is defined as any person residing for a continuous period of less than one month in a hotel, motel or other furnished accommodations available to the public.

The Tourism Commission should be mindful of the definition of tourism promotion and tourism development as stated by Wisconsin Statutes. This means any allocation of room tax funds must be for things that are likely to generate paid overnight stays at more than one lodging establishment.

What Can We Do?

The State allows flexibility for the tourism entities to distribute room tax funds. Staff recommends that Room Taxes be allocated from the Special Events line item into the following categories:

1. **Event Funding.** Funds granted for the creation, production, or acquisition of an event, convention, etc. to be held in Columbus by an event organizer.
 - Direct expenses incurred to create, produce, or acquire an event, convention, etc.
 - Meant to facilitate events, conventions, etc.
2. **Promotional Funding.** Funds to market and promote an event, convention, etc. by the event organizer.
 - Expenses explicitly for the marketing of an event
 - Meant for marketing purposes only
3. **Sponsorships.** Event(s) can be sponsored by the Tourism Commission to promote the Commission, its activities, etc.
 - Tourism would have its name on marketing materials, ads, etc.
 - Meant to promote Tourism Commission

What is Our Process for Funding?

The State leaves it to the tourism entities to come up with a process and guidelines for distributing funds. The City's Tourism Commission does not seem to have any processes in place (in writing), nor have they been consistently followed when awarding of room tax funding. Additionally, under the current "system", timelines get jumbled up and it is difficult to budget for.

Staff recommends implementation of an online application and a scoring system with an annual deadline for all grants to be submitted by. Proposed deadline could be September 30 with October through December used for review, and awarding funds in January. Staff would like to implement a required pre-application meeting with applicants to go over guidelines, process, final reporting, etc.

What is NOT Funded?

The State explicitly states that room tax funds cannot be used to construct or develop a lodging facility. There's some very specific exceptions, but those do not apply to our community. Beyond that, tourism entities may define what can / cannot be funded with room tax funds.

Other Stipulations?

The State does not list any stipulations that tourism entities must require for distributing room tax funding. The Tourism Commission may impose stipulations as part of its application process. Possible stipulations could be:

- Tourism use of event photos and videos. These would have to meet quality guidelines and be functionally useful for marketing purposes. It should be the responsibility of the applicant to procure any usage rights of subjects in the photos and videos.
- All applicants if awarded funds should develop a comprehensive final report that informs about:
 - Detailed use of funds along with copies of receipts
 - Impact on possibly generating paid overnight stays at multiple lodging establishments
 - Other impacts to local economy
 - How the event and fund use aided in promoting Columbus, WI

Keeping Track of Analytics?

The Tourism Commission and City staff should create a follow up process to meet with the various lodging establishments in the city to help determine if awarded funds did in fact possibly help in generating paid overnight stays. The goal is to eliminate anecdotal here say and develop a database to better market the community to outside visitors.



Agenda Item Report

Meeting Type: Tourism Commission

Meeting Date: November 4, 2024

Item Title: Potential Marketing Campaign with WMTV Channel 15

Submitted By: David Bennett, Communications & Economic Development Coordinator

Detailed Description of Subject Matter:

Stephanie Sharpee, a rep from WMTV Channel 15 has reached out to staff in order to gauge interest in advertising with them. Stephanie presented a few campaigns. The first being their TV and digital marketing which would cost up to \$69,000 for a year-long campaign. It can be modified for a lower cost. Additionally, WMTV is offering a One Day Sale costing \$6,000 for 50 commercials aired and the production of the commercial for free. The other campaign would consist of two promotions focused on the holidays, their seasonal promotion and Sounds of the Season program. This campaign would cost \$2,500.

List all Supporting Documentation Attached:

WMTV Channel 15 Marketing Presentation
 WMTV Channel 15 Seasonal Promotion
 WMTV Channel 15 Sounds of the Season

Action Requested of Tourism Commission:

Discussion and possibly take action on WMTV's One Day Sale of up to \$6,000 for 2025 and Holiday ad combo up to \$2,500 for 2024.



Business

Growth Planner

PREPARED BY



WMTV 15 NEWS BROADCAST TV

Item #7.

Leverage the most influential and trusted advertising medium.

Reach consumers quickly and efficiently using our local broadcast channel(s).

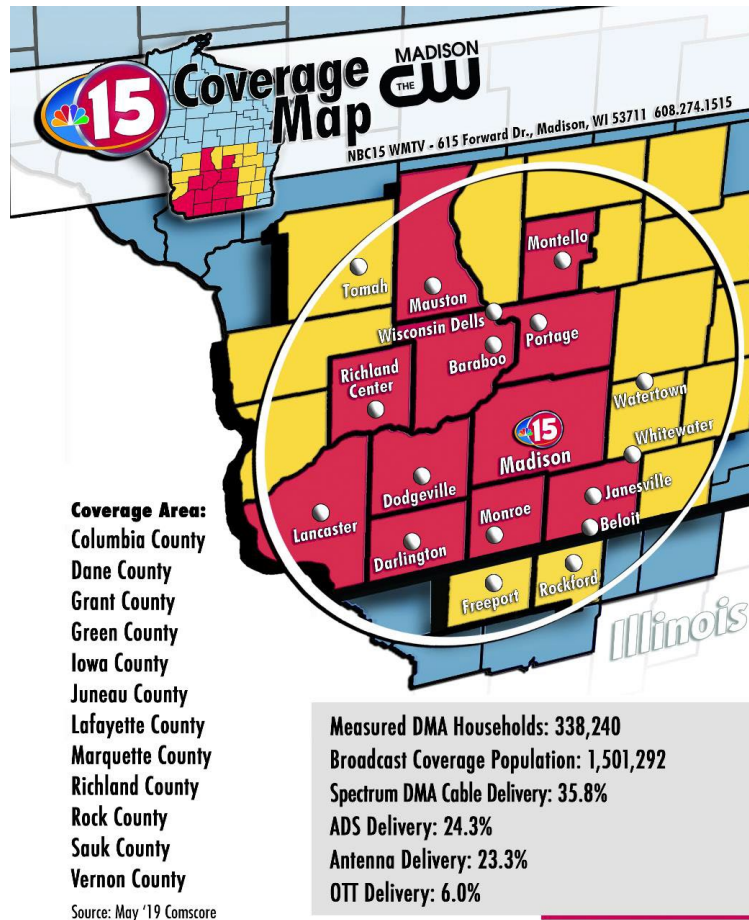


- **Massive Reach**
- **Engaged and Affluent Audience**
- **Trusted Source for News, Weather, Sports, and Traffic.**
- **Historically embedded into the local community.**

WMTV 15 NEWS

BROADCAST TV

Item #7.



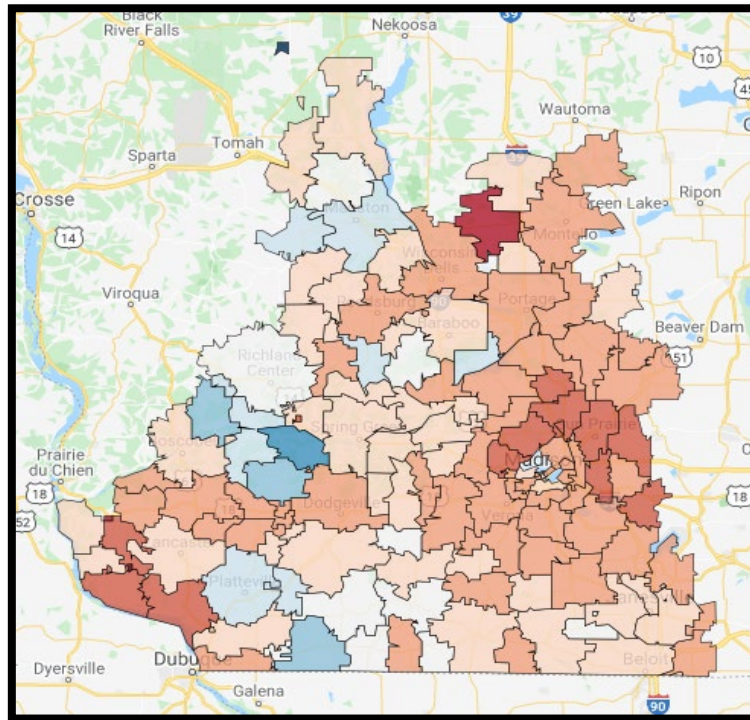
- Television is the most **POWERFUL** advertising medium in the world combining sight, sound, motion and color to create emotion and drive consumers into the purchase funnel
- TV creates awareness and demand for your client's goods/services and there are many programs we can select to deliver their message in
- Reach more than **338,000** loyal households per month
- Historically embedded into the local community.
- Trusted Source for News, Weather, Sports, and Traffic

WMTV 15 NEWS BROADCAST TV DATA

Item #7.

STATION AUDIENCE COMPARISON

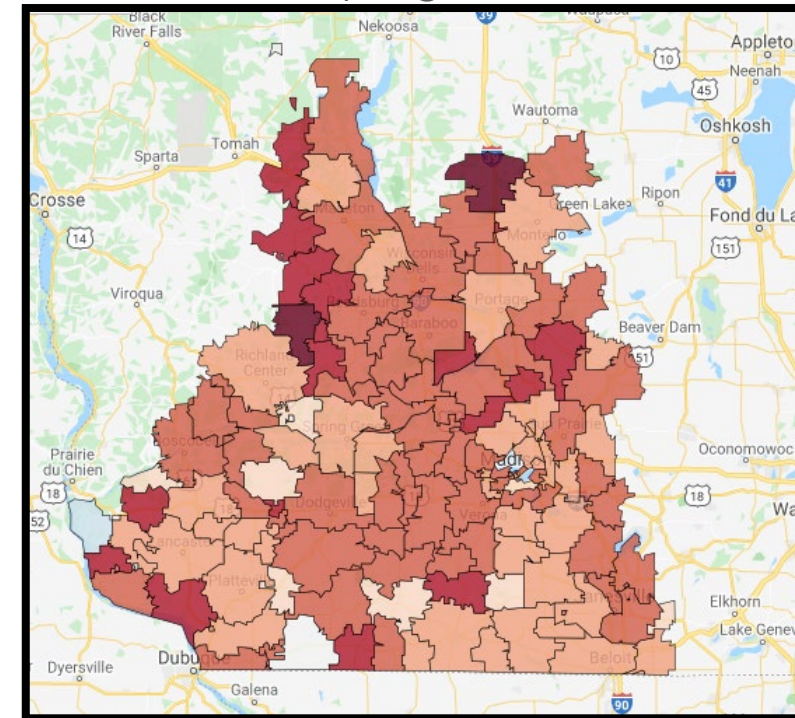
How we stack up in total Household Viewership against WISC



WMTV (NBC) WISC (CBS)

Legend: Dark red, Red, Orange, Light Orange, Yellow, Light Blue, Blue, Dark Blue.

How we stack up in total Household Viewership against WKOW



WMTV (NBC) WKOW (ABC)

Legend: Dark red, Red, Orange, Light Orange, Yellow, Light Blue, Blue, Dark Blue.

WMTV 15 NEWS

BROADCAST TV

CAMPAIGN SCHEDULE

Item #7.

MONTHLY BROADCAST SCHEDULE (EVERY OTHER WEEK):

M-F	5a-6a	:15	NBC 15 Morning Show 5a	3x
M-F	6a-7a	:15	NBC 15 Morning Show 6a	3x
M-F	7a-9a	:15	Today Show	3x
M-F	11a-12p	:15	15 News at 11a	3x
M-F	12p-1p	:15	NBC News Daily	3x
Sat	5a-6:57a	:15	Sat Morning Show	2x
Sat	6:58a-9a	:15	Sat Today Show	1x
Sun	6a-7a	:15	Sun 6am Morning Show	1x
Sun	7a-8:57a	:15	Sun Morning Show	1x
Sun	5p-5:30p	:15	Sun 15 News at 5	1x
Sun	10:30p-11p	:15	Sun Post-NFL 10p News	1x
M-Su	9a-10p	:15	MeTV Rotator	25x

TARGETED SOCIAL

Drive engagement by precisely targeting your audience on Facebook and Instagram.

From targeted reach to driving leads, the world's top social media platforms deliver results.



Item #7.

Facebook and Instagram

- Display
- Carousels
- Videos

Targeting Tactics:

**People-Based Marketing:
Demographic, Consumer, Behavior**


TARGETED SOCIAL

CREATIVE EXAMPLES

Item #7.

Closets By Design
Sponsored

Get inspired home storage designs for closets, home offices, garages, pantries and more.



**DON'T OVERPAY FOR A
NEW CLOSET**

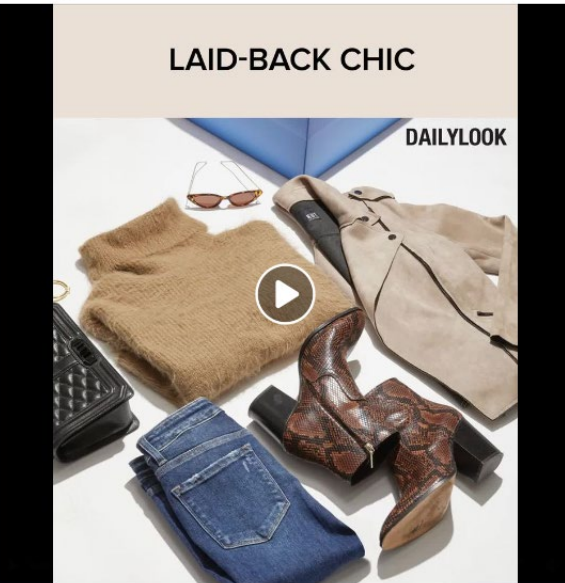
40% OFF
+10% OFF
EXTRA
FREE INSTALLATION
*Some restrictions apply

Closets by Design
CLOSETSBYDESIGN.COM
Schedule Your Appointment

Get offer

DAILYLOOK
Sponsored

"Instead of having to waste precious free time in the evenings after work or on the weekends to shop for new outfit essentials, I thought finally trying out a clothing subscription box would help ease all of my shopping woes."
- Real Simple



LAID-BACK CHIC

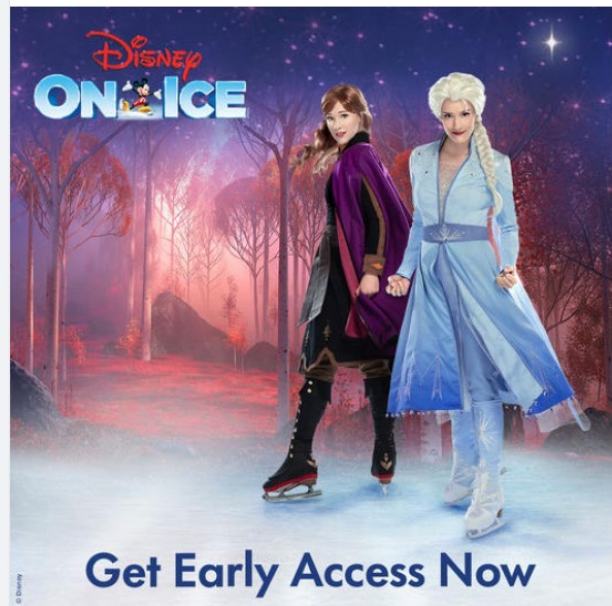
DAILYLOOK

DAILYLOOK.COM
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Learn more

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Sponsored

Use code DYPD24 to unlock the best seats to Disney On Ice presents Frozen & Encanto! Playing in your city Jan. 18 - Feb. 4.



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Limited Time Access
Exclusive Presale Tickets

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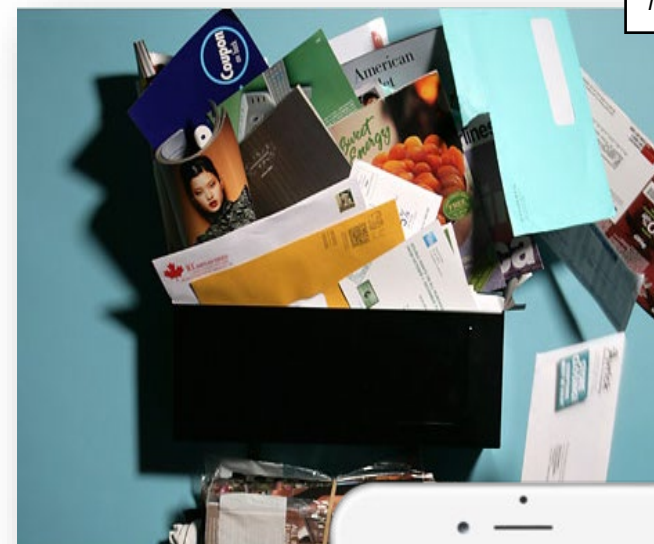


DIGITAL DIRECT MAIL

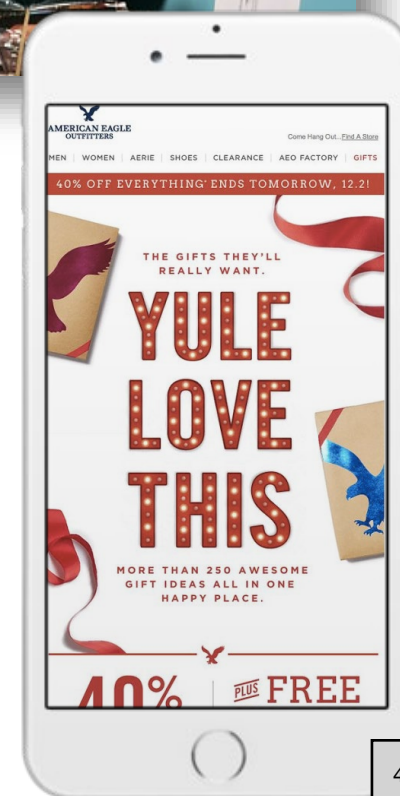


WHY USE TARGETED EMAIL MARKETING VS. DIRECT MAIL?

- ✓ **BETTER TARGETING CAPABILITIES**
TARGET BY VERY SPECIFIC GEOGRAPHY, DEMOGRAPHICS, INTERESTS, BUYING HABITS & MUCH MORE
- ✓ **HIGHER CONVERSION RATES – 1 CLICK AWAY FROM YOUR WEBSITE**
- ✓ **GUARANTEED ENGAGEMENT RATES**
MIN 10% OPEN RATE & 2% WEBSITE ENGAGEMENT RATE
- ✓ **MUCH MORE COST EFFECTIVE – NO PRINT COSTS (3.5 CENTS PER SEND)**
- ✓ **PRE & RE-TARGETING OPPORTUNITIES**
- ✓ **OPTION TO SCRUB EMAIL TARGETS AGAINST YOUR EMAIL LIST - ONLY REACHING NEW CLIENTS OR CUSTOMERS**



Item #7.



STREAMING TV

Item #7.



STREAMING TV



Utilize the leading OTT advertising platform. Reach streaming video viewers through 125+ premium direct publishing partners on all devices.

TAG certified against fraud, with NO open-exchange inventory.

Item #7.

Geography:

From State-Wide down to the Zip Code

Demographic:

Gender: Adults, Male, Female

Ages: 18+, 18-34, 18-49, 25-54, 35+, 55+

Household:

Homeowner/Renter, Presence of children, Income, Home value, Education, Marital status, Political

Consumer:

Interest, In-Market shoppers, Intenders

Sports:

Ads only shown on sports content

Spanish Language:

Ads shown on Spanish language content and to Spanish speaking households

THE CW MADISON'S ONE DAY Sale

The CW Network is the hottest station in Madison! Fans are glued to their screens for fan-faves like *Wild Cards*, *Sullivan's Crossings*, and *American*. Not to mention The CW's sizzling sports programs. Catch the latest in NASCAR Xfinity, ACC Basketball, Football, and more! Plus, catch WMTV's 9 p.m. newscast on The CW Madison for the latest scoop! Take part in this **ONE DAY SALE** you absolutely can't miss!

Item #7.

OPTION 1

\$500/MO. ANNUAL

With this package option, you will receive **50x commercials**.

- 35x Best Time Available
- 15x Prime/Evening (5p-11p, M-Sun)

*This package includes **free production of one 30 second commercial**.

OPTION 2

\$1,000/MO ANNUAL

With this package option, you will receive **125x commercials**.

- 75x Best Time Available
- 50x Prime/Evening (5p-11p, M-Sun)

*This package includes **free production of two 30-second commercials**



Business: _____ Date: _____

This agreement is subject to the Standard Terms and Conditions available at www.gray.tv/advertising

*Free Production is only included with an annual investment



Local Television

Build brand connection by aligning your message with our trusted local news source. The visual and auditory power of TV ads lets us engage your preferred customers through compelling storytelling, making your message memorable and impactful. \$2,000 /month

331,400
Impressions

of Tactics

4

Streaming TV

Reach potential customers while they view the most sought-after long-form video content on streaming devices – live and on-demand. \$1,000 /month

600,000
Impressions

Impression Total

Targeted Email

Reach customers directly in their inbox with compelling, professional creatives. Deliver your sends with intricate selections based on geography, demographics, interests, and more. \$2,000 /month (quarterly/seasonal)

100,000
Sends

2,231,400

Paid Social Media

Drive engagement by precisely targeting your audience on Facebook and Instagram. From targeted reach to driving leads, the world's top social media platforms deliver results. \$750 /month

1,200,000
Impressions

Total Monthly Cost

\$5,750

15 DAYS 'TIL THE 25TH!

SEASONAL PROMOTION



WMTV has a spectacular opportunity for your business this holiday season!

WMTV's market-leading Morning Show helps viewers from all over South Central Wisconsin celebrate the holidays each year by giving away a fabulous prize to one lucky viewer LIVE ON AIR each weekday morning leading up to December 25th! 15 Days 'til the 25th is a holiday tradition at WMTV and it's a great opportunity to position your business in front of the most engaged, loyal viewers and to tie your brand with holiday cheer!

HOW DO YOU BECOME A PARTICIPATING BUSINESS?

- Invest in an \$_____ advertising schedule in Q4 2024 including \$500 toward promotion
- Donate a gift valued at \$500 or more

Business: _____ Date: _____

This agreement is subject to the Standard Terms and Conditions available at www.wmtv.com/advertising

Your Sponsorship Includes:

- Audio and video tag on 20x promotional commercials on WMTV and 20X on CW
- Logo w/ link to your website on nbc15.com's The Morning Show webpage.
- In-News mentions on **Madison's #1 Morning Show**
- Opt-in box for viewers to be put on your email list and access to ALL email entries at the end of the program

SOUNDS OF THE SEASON

COMMUNITY SPONSORSHIP



Your Sponsorship Includes:

- **30 Promotional Announcements :20/:10 split**
 - 5x Morning/Today Show Mon-Sun 5am-9am
 - 8x Daytime Programming Mon-Fri 10am-3pm
 - 3x News/Wheel/Prime/Fallon Mon-Sun 5pm-11:35pm
 - 4x Weekend News/Sports Sat-Sun
 - 10x CW Mon-Sun 5am-12a
- **Sponsorship Logo on WMTV15NEWS.com Promotional Display Ads-25,000 Impressions**
- **Audio and Logo mention at the beginning and end of every broadcast of the Sounds of the Season**
- **Production of your 30 second promotional announcement**

Total Monthly Investment: \$1500 net

(*ONLY 2 SPONSORSHIPS AVAILABLE IN EACH COMMUNITY!)

251,000+ Impressions

Business: _____

Date: _____

This agreement is subject to the Standard Terms and Conditions available at www.wmtv15.com/advertising

Communities Available:

Mount Horeb (1x)
Sauk Prairie (1x)
Edgerton (2x)
Janesville/Parker (1x)
Beloit (1x)
Oregon (1x)

Help support the arts at local High Schools and reach out to the local community by being the title sponsor of this annual holiday tradition!

WMTV will be partnering with area high school musical ensembles, this holiday season, to bring you the 7th Annual "Sounds of the Season", hosted by Mark McPherson and Leigh Mills.

The station will air this one-hour musical celebration on December 24th at 10pm, December 24th at 8a on the CW, and December 25th 6-7am. Your business can be the category exclusive Title Sponsor that helps WMTV present these performances to thousands of families.





Agenda Item Report

Meeting Type: Tourism Commission

Meeting Date: November 4, 2024

Item Title: Potential Marketing Campaign with Madison Media Partners

Submitted By: David Bennett, Communications & Economic Development Coordinator

Detailed Description of Subject Matter:

Kara Premo-Rake, representative from Madison Media Partners (MMP) has reached out to see if the Tourism Commission would purchase an advertising package for the Holiday Train. Kara presents 3 options. The first option costs \$4,000 for digital banner video, targeted pre-roll, print and digital ads and has broad reach. The second option costs \$3,500 for similar media but excludes targeted pre-roll and reaches more local market. The third option costs \$2,500 and excludes Facebook and targeted pre-roll.

List all Supporting Documentation Attached:

Madison Media Partners Marketing Presentation

Action Requested of Tourism Commission:

Discussion and possibly take action on WMTV's One Day Sale of up to \$6,000 for 2025 and Holiday ad combo up to \$2,500 for 2024.

PREPARED FOR CITY OF COLUMBUS, WI TOURISM

Holiday Train
November 2024



Option 1- Digital Banner Video + Targeted Pre-Roll + Facebook + Ad Mail + Print

- **Banner Video** ad on *Wiscnews.com* and *Madison.com* linking back to the city's website.
- **Targeted Pre-Roll Video** based on chosen demographics (age, families, male, female, etc.) linking back to the city's website.
- Sponsored Post on our Facebook page
Daily Citizen – approx. 15,000 followers | **WI State Journal** – approx. 54,000 followers
- **Ad Mail** post on **WI State Journal**- reaching an audience of over 22,700 people who have opted to receive an email from us.
- A **half page print ad** in color in each of the following publications for **one week** OR a **quarter page print ad** in color in each of the following publications over **two weeks**:
 - o Our subscriber papers; **Daily Citizen** (1,710 homes), **WI State Journal** (30,500 homes)
 - o **Badgerland Values-Dodge County** mailed in Dodge County to non-subscribers of the Daily Citizen. (31,830 homes)
 - o **Shopping Reminder** mailed to non-subscribers of the Daily Citizen in Columbus, Fall River and Rio zip codes. (6,717 homes)

TOTAL COST - \$4,000

This package has broad reach through digital, social and print

Option 2 - Digital Banner Video+ Facebook + Ad Mail + Print

- **Banner Video** on *Wiscnews.com* and *Madison.com*
- Sponsored **Facebook** Post
 - Daily Citizen** – 15,000 followers **WI State Journal** – 54,000 followers
- **Ad mail** post on **WI State Journal**- reaching an audience of over 22,700 people who have opted to receive an email from us.
- A **half page print ad** in color in each of the following publications for **one week**
 - Or a quarter page print ad** in color in each of the following publications over **two weeks**:
 - Our subscriber papers; **Daily Citizen** (1,710 homes), **WI State Journal** (30,500 homes)
 - **Badgerland Values-Dodge County** mailed in Dodge County to non-subscribers of the Daily Citizen. (31,830 homes)
 - **Shopping Reminder** mailed to non-subscribers of the Daily Citizen in Columbus, Fall River and Rio zip codes. (6,717 homes)

TOTAL COST - \$3,500

This package reaches more of the local market- does not include the Targeted Pre-Roll Video

Option 3 - Print+ Banner Video+ Ad Mail

- A half page **print ad** in color in each of the following publications for **one week**
Or a quarter-page print ad in color in each of the following publications over **two weeks**:
Our subscriber papers; **Daily Citizen** (1,710 homes), **WI State Journal** (30,500 homes)
Badgerland Values-Dodge County mailed in Dodge County to non-subscribers of the Daily Citizen. (31,830 homes)
Shopping Reminder mailed to non-subscribers of the Daily Citizen in Columbus, Fall River and Rio zip codes. (6,717 homes)
- Ad mail post on **WI State Journal** - reaching an audience of over 22,700 people who have opted in to receive an email from us.
- Banner Video on **Wiscnews.com** and **Madison.com** linking back to the city's website

TOTAL COST - \$2,500

This package does not include Facebook or the Targeted Pre-Roll Video



PRINT

Build your brand's appearance through our print solutions to engage your audience and attract more potential customers. Our readers are highly affluent and have less distractions while engaging with our print solutions. Your message can be delivered multiple times through the same ad as our print solutions have a longer shelf life with repeated exposure.

NEWS

WORLD

World's leaders meet today to discuss global warming and terrorism issues. Among other things will also discuss new measures on global security. Last time this meeting was very productive and has brought major changes on Earth. We will visit several places of strategic interest and will discuss possible collaborations nationally.

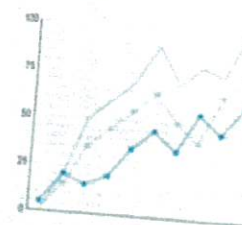
**YOUR
AD
HERE**

Among other things will also discuss new measures on global security. Last time this meeting was very productive and has brought major changes on Earth. We will visit several places of strategic interest and will discuss possible collaborations nationally.

Among other things will also discuss new measures on global security. Last time this meeting was very productive and has brought major changes on Earth. We will visit several places of strategic interest and will discuss possible collaborations nationally.

BUSINESS

The economic situation is growing after the most recent changes are tax system. Last time this meeting was very productive and has brought major changes on Earth. We will visit several places of strategic interest and will discuss possible collaborations nationally.



Will also discuss new measures on global security. Last time this meeting was very productive and has brought major changes on Earth. We will visit several places of strategic interest and will discuss possible collaborations nationally.

Among other things will also discuss new measures on global security. Last time this meeting was very productive and has brought major changes on Earth. We will visit several places of strategic interest and will discuss possible collaborations nationally.

SCIENCE

Scientists have discovered a new drug that stops cancer and regenerate organs at cellular level. But it will take 5 years before the drug will be available on the market.

Discussion for global warming and terrorism issues. Among other things will also discuss new measures on global security. Last time this meeting was very productive and has brought major changes on Earth. We will visit several places of strategic interest and will discuss possible collaborations nationally.

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Among other things will also discuss new measures on global security. Last time this meeting was very productive and has brought major changes on Earth. We will visit several places of strategic interest and will discuss possible collaborations nationally.

SPORT

Among other things will also discuss new measures on global security. Last time this meeting was very productive and has brought major changes on Earth. We will visit several places of strategic interest and will discuss possible collaborations nationally.

Print Ad Example - Half Page



**THE CP HOLIDAY TRAIN IS BACK ON TRACK
AND COMING TO *COLUMBUS, WI!***

MONDAY, DEC. 4
Scheduled for approximately 9pm
Live Musical Performances!

The Columbus/Fall River Food Pantry will be accepting
food donations and monetary donations
the night of the Holiday Train.

Columbus Welcomes You!

Catch the spirit of the holidays when you stay in historic Columbus and enjoy the local gift shops,
local restaurants and brewery.

BROUGHT TO YOU BY:
Columbus Area Chamber of Commerce
www.ColumbusWiChamber.com
Columbus Tourism Commission
www.visitcolumbuswi.com



SOLUTION CASE STUDY

Local Digital

Generate community awareness, develop buzz and improve brand recognition by advertising on our local news site!

We reach thousands of readers each week, and those readers are local. Whether it's high impact reveals, run-of-site banner ads, or page-specific placements, these ads perform!



HIGH IMPACT REVEALS				RUN OF SITE IMPRESSIONS		
	APPLIANCE RETAILER	HOSPITAL GROUP	CAR DEALER	GROCERY	CHARITY / NON-PROFIT	REAL ESTATE
Our Results	1,100,800 reveal impressions 3,450 clicks, 0.31% CTR	446,600 reveal impressions 3,000 clicks, 0.67% CTR	46,000 reveal impressions 110 clicks, 0.23% CTR	1,162,000 ROS impressions 1,330 clicks, 0.11% CTR	693,000 ROS impressions 600 clicks, 0.09% CTR	105,000 ROS impressions 220 clicks, 0.21% CTR
Performance Benchmarks: 0.20% click thru rate				Performance Benchmarks: 0.06% click thru rate		

Traditional Digital Advertising

Standard Banner Ads

AWARENESS

CONSIDERATION

ACTION

RETENTION

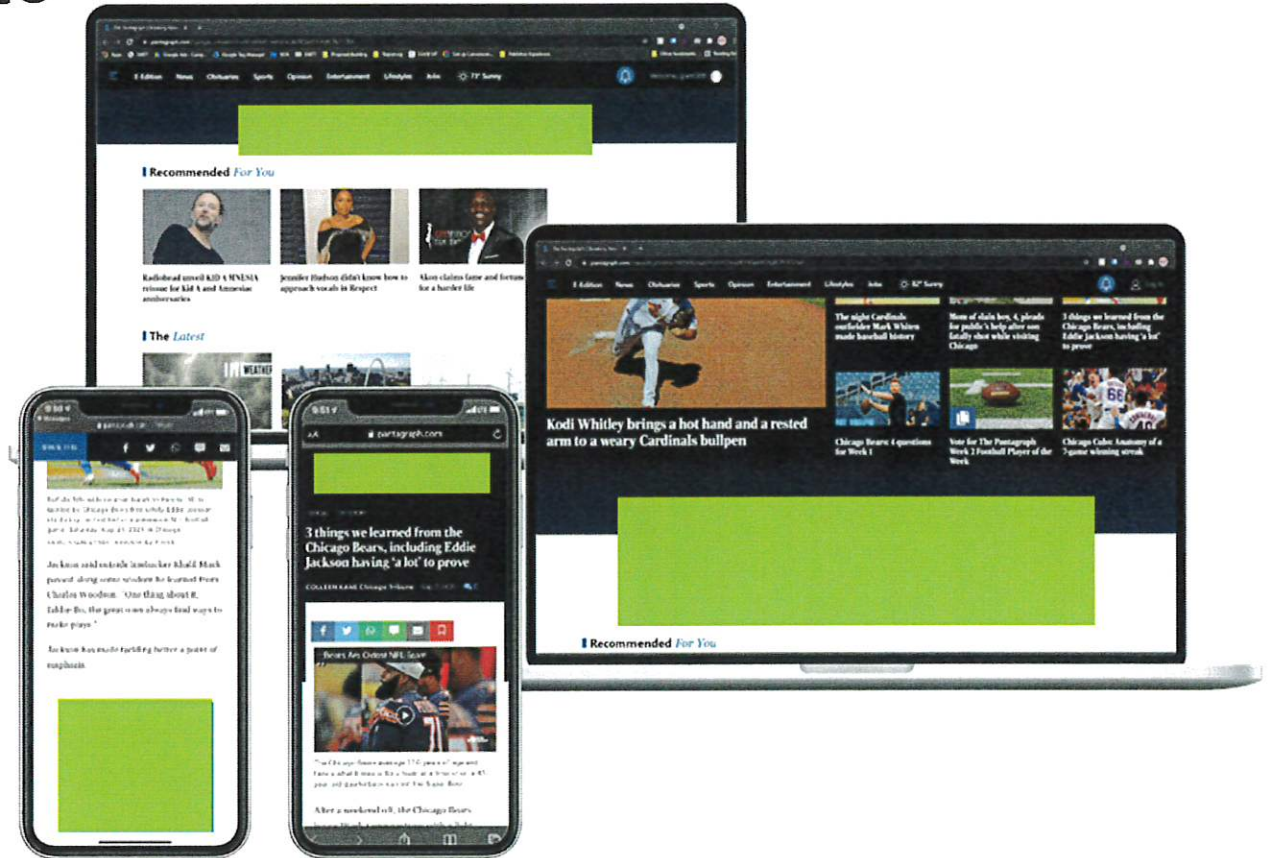
ADVOCACY

Standard banner ads generate high visibility for an advertiser, and serve an essential purpose in any campaign. While standard banner ads are lower impact than other ad opportunities, when placed on news sites they outperform the engagement of 6-second YouTube ads by 1.7x. Ads will deliver the desired message wherever the audience consumes our content on any screen size.

What we offer:

- Run of Site (ROS)
- Channel Targeting
- Demographic and interest targeting recommended

BEST FOR: BRAND AWARENESS



MADISON
MEDIA PARTNERS

Amplified Digital

Turnkey Video

In Banner QikVid Ad Units

AWARENESS

CONSIDERATION

ACTION

RETENTION

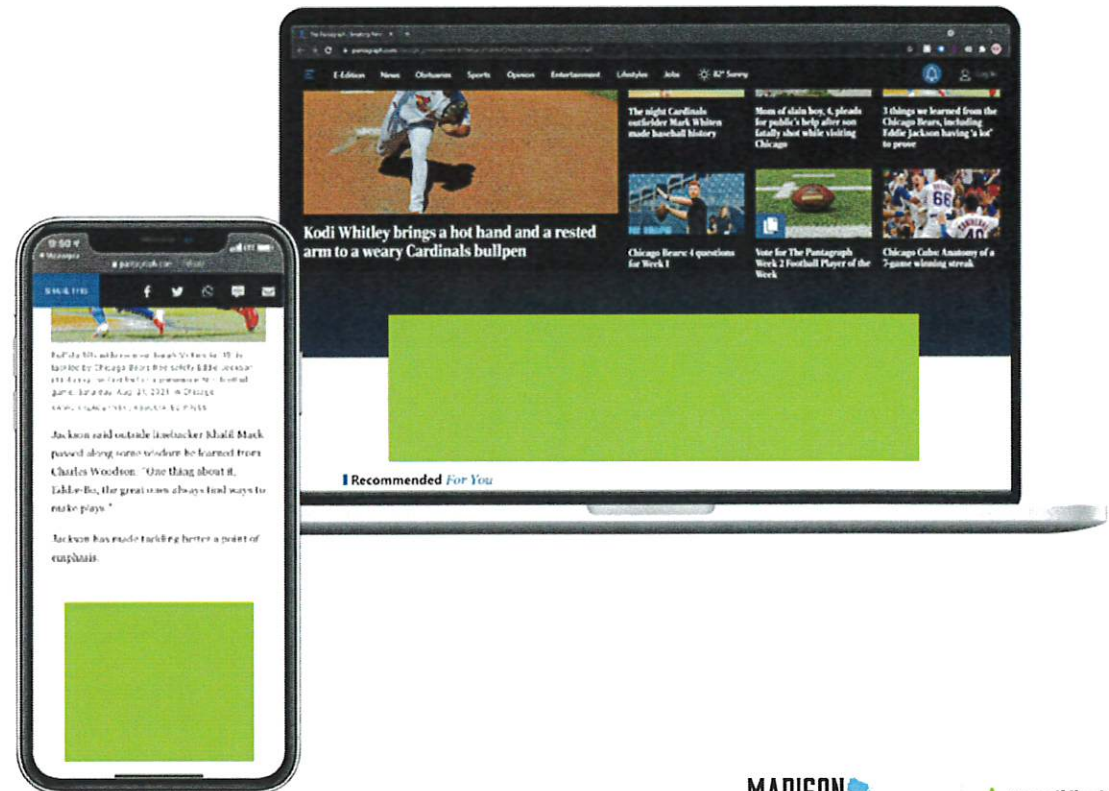
ADVOCACY →

Our in banner QikVid ad creatives integrate video messaging into your traditionally static ad placements. In banner Qikvids include desired verbiage, video, and/or static images into a brief video that stands alongside a static component displaying your company branding and calls to action.

In banner QikVid compatible ad units include:

- **970x250** – homepage, channel fronts, and in-article placements
- **300x250** – in-article placements
- **Reveal** – homepages, channel fronts, and in-article placements

In banner QikVid ads are built through local creative teams as a half static, half video creative.



MADISON
MEDIA PARTNERS

Amplified Digital

Reach potential customers

Targeted Display

With Targeted Display, we'll make sure your ad is served to users who have demonstrated the intent to purchase based on their online activity, including:

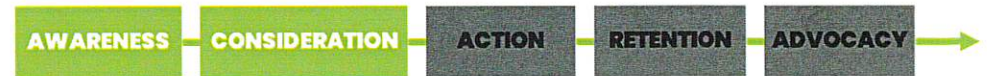
- Content they've read.
- Websites they've visited.
- Searches they've done on contextual websites – (excluding search engines).

You'll also get to deliver your message to users based on their associated demographics and geolocations.

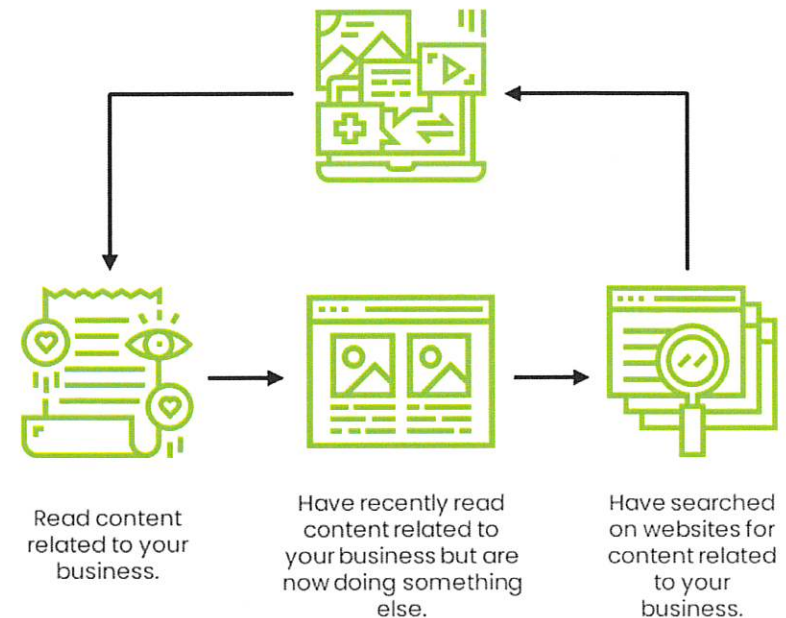
We deliver better results:

Compared to industry averages, our programmatic campaigns deliver a 50% better cost-per-click rate.

- CTR: We average: 0.18% vs. Industry average 0.12%.



Targeted Display is a simplified and more robust tactic which can help you drive stronger conversion rates. It encapsulates contextual targeting, behavioral targeting, demographic targeting and keyword targeting all under one umbrella.



Sources: Simpli.fi, September 2021 YTD performance, WordStream, July 21, 2021, [IAB.com 2020](#) | Simpli.fi & The Trade Desk, Jan-Oct 2021, [Wordstream 2021](#)

MADISON
MEDIA PARTNERS

Amplified Digital

Awareness & Engagement

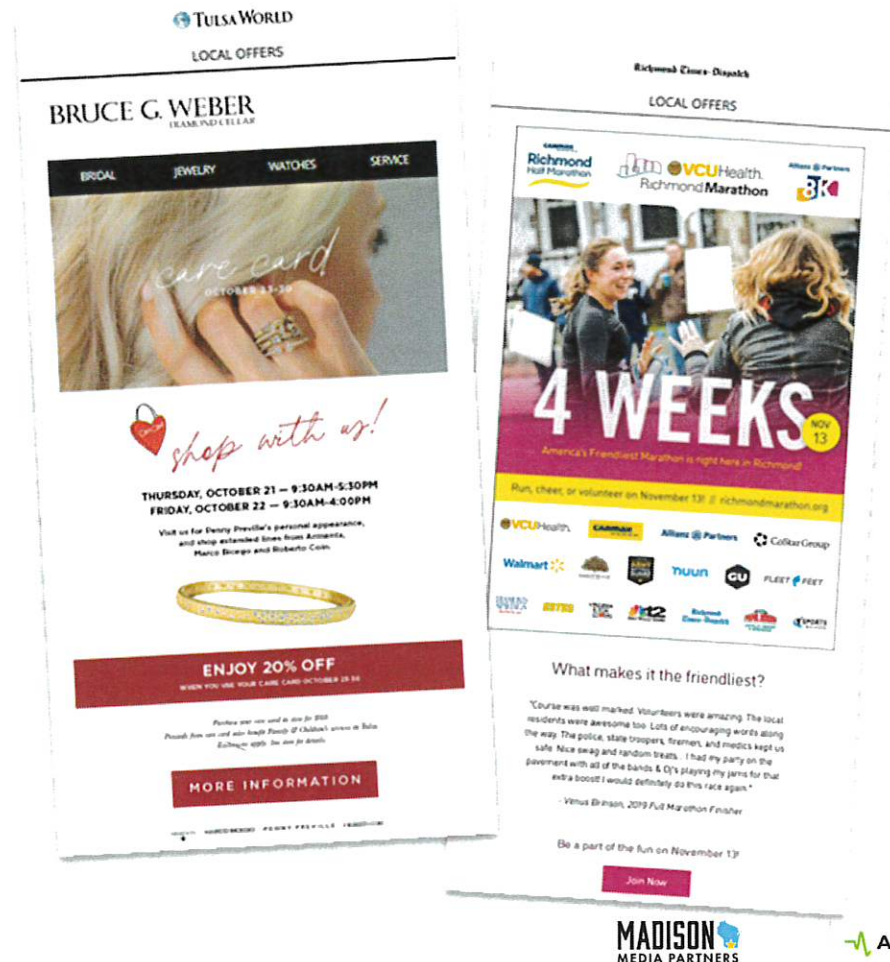
Exclusive Eblasts

Target your message to a local audience who have opted-in to receive exclusive messages from our advertisers!

Eblasts provide a unique opportunity for an advertiser to put their message directly in front of loyal subscribers with an offer, event or announcement. Catchy subject lines can produce immediate action OR the audience may return to the message for information or a later action like a registration or forward to a friend.

An exclusive eblast is an excellent complement and follow-up to local display advertising solutions. While display ads increase awareness of an offer or event, the eblast can drive the desired action for days or weeks following receipt of the email message.

Open Rate Average Range: 12%-25%



MADISON
MEDIA PARTNERS

Amplified Digital



SOCIAL ADS

SOCIAL: WHY?

- Users spend an average of 3 hours per day on social networks and messaging.
- 71% of consumers who have had a positive experience with a brand on social media are likely to recommend the brand to their friends and family.
- 49% of consumers depend on influencer recommendations on social media.

<https://www.oberlo.com/blog/social-media-marketing-statistics/>



THANK YOU

Ideas within this presentation are the creative and intellectual property of Lee Enterprise and its affiliates. This proposal contains information that may be confidential and privileged and should not be shared, copied or disclosed with any outside parties, agencies or media companies. Thank you for your cooperation

Please feel free to reach out should you have any questions regarding the information we covered today.

CONTACT

Kara Premo-Rake
kpremo-rake@wiscnews.com





Agenda Item Report

Meeting Type: Tourism Commission

Meeting Date: November 4, 2024

Item Title: Kayak Rental Update

Submitted By: David Bennett, Communications & Economic Development Coordinator

Detailed Description of Subject Matter:

The kayak rental at Rotary Park has been utilized 13 times since its inception. 4 rentals utilized the membership pass by Rent.Fun which does not contribute to revenue unless the one-time cost of the pass is generated at the Rotary Park location. The other 9 rentals generated \$275.00 in revenue in which Tourism earned an estimated \$137.50. Peak usage times are between 4:30pm and 7:00pm.

List all Supporting Documentation Attached:

Rent.Fun Kayak Rental Data

Action Requested of Tourism Commission:

No action requested

Rent.Fun Kayak Rentals

Date	Total Rentals	Total Duration	Revenue	Proceeds*
9/25/2024	4	4 hrs.	\$ 150.00	\$ 75.00
10/7/2024	2	1 hr.	N/A - member	N/A - member
10/9/2024	2	2 hrs.	N/A - member	N/A - member
10/16/2024	3	1.5 hrs.	\$ 75.00	\$ 37.50
10/29/2024	2	1.5 hrs.	\$ 50.00	\$ 25.00
TOTAL	13	10 hours	\$ 275.00	\$ 137.50

*Proceeds are estimated based on contract agreement

NOTES:

It seems the peak times are between 4:30pm and 7:00pm

Membership passes were used on 10/7 and 10/9 and don't count towards revenues unless they originate at our location. Membership passes grant free entry at locations for a one-time fee.