



# Tourism Commission Meeting Agenda

Monday, April 07, 2025 at 6:30 PM

Columbus City Hall – 105 N. Dickason Boulevard

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## Call to Order

## Roll Call

## Notice of Open Meeting

## Approval of Agenda

## Approval of Minutes

- [1.](#) Review and Approve Minutes of March 3, 2025

## Public Comment

## Unfinished Business

- [2.](#) Review and Take Possible Action Regarding Digital Signage
- [3.](#) Discussion and Possible Action for the Creation of Event Flyers and Distribution during the 4<sup>th</sup> of July Parade

## New Business

- [4.](#) Discussion and Possible Action to Update the Tourism Ordinance

## Staff Reports

- [5.](#) Tourism Budget 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.



## Agenda Item Report

**Meeting Type:** Tourism Commission

**Meeting Date:** April 7, 2025

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**Item Title:** Review and Approve Minutes of March 3, 2025

**Submitted By:** David Bennett, Communications & Economic Development Coordinator

**Detailed Description of Subject Matter:**

The Tourism Commission met on March 3, 2025. Staff will present the minutes from that meeting to be reviewed, corrected if necessary, and approved by the commission.

**List of all Supporting Documentation Attached:**

Meeting Minutes from March 3, 2025

**Action Requested of Tourism Commission:**

Review, make any corrections, and approve the Tourism Commission minutes from March 3, 2025



## Tourism Commission Meeting Minutes

Monday, March 03, 2025 at 6:30 PM

Columbus City Hall – 105 N. Dickason Boulevard

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### Call to Order

Walcott called the meeting to order at 6:32pm.

### Roll Call

A quorum of the Tourism Commission present included Hammer, Famularo, Roelke, Walcott, and Walker. Staff liaison Bennett was also present.

### Notice of Open Meeting

Bennett confirmed the meeting was properly noticed.

### Approval of Agenda

Famularo motions to approve the agenda for the Tourism Commission meeting of Monday, March 3, 2025. Roelke seconds. Motion carries by unanimous vote.

### Approval of Minutes

1. Review and Approve Minutes from February 3, 2025

Hammer motions to approve the minutes from the Tourism Commission meeting of Monday, February 3, 2025. Famularo seconds. Motion carries by unanimous vote.

### Public Comment

There was no one from the public in attendance for public comment. There was no correspondence.

### Unfinished Business

2. Digital Signage Discussion

Bennett recapped previous efforts for a digital kiosk and noted that due to pricing, the Tourism Commission wanted to take a look at digital signage. Bennett mentioned that staff has experience with the REACH platform and will be looking into other options such as Carousel and Yodeck. The plan would be to install smart screen monitors or TVs in strategic locations around the city and use cloud software to run a slide show highlighting amenities and events and include QR codes to the tourism website.

The Commission created a list of possible locations which primarily included major parks, City Hall, the Aquatic Center, and Library. Bennett was asked to get permission for possible locations to mount the TVs for digital signage. Walker recommended looking into Brightsign which is used by Prairie Ridge Health and costs \$3,000 - \$4,000 annually for 12 players, easy to use, and allows for different content streams. Walker noted that TVs for the players were purchased separately. Famularo gave a quick description of Yodeck as it is used in Watertown. Yodeck costs \$150 per unit annually and operates using a Raspberry Pi unit attached to TVs. All cloud-based digital signage will need to operate on either Wi-Fi or cellular signal.

Bennett was directed to get confirmation and pricing for TVs, weather protection, and digital signage options.

## New Business

### 3. Discussion and Possible Action for the Creation of Event Flyers and Distribution during the 4<sup>th</sup> of July Parade

Bennett recapped previous efforts in 2024 regarding possible flyers / handout print marketing materials to be distributed at large events. The recap highlighted features the Tourism Commission wanted such as list of upcoming events, map, and QR code to the tourism website and community calendar.

Bennett presented an example of a handout from an event in Port Washington, WI. Bennett noted that the design itself wasn't great but praised the content of the flyer as it included a list of upcoming events, QR codes for ticket info, QR code and link to website, map of downtown, and a QR code for a survey and contest entry. The Tourism Commission shared similar sentiment as they liked the content, but thought the design was too busy. The upcoming events would be seasonal or include major events. Smaller events would be accessible through the QR code to the community calendar.

Additional discussion involved distribution of the flyer and the incentive for the survey / contest. Consensus involved distribution at 4th of July and various locations in the city. Roelke suggested to create one flyer to try out in order to gauge return on investment. Walker suggested the survey contest prize could be for something in town. Walcott added it could be something like "Cardinal Bucks", a redeemable coupon to be used at a participating business which that business would be reimbursed by Tourism. Roelke suggested offering a 10-punch Aquatic Center pass as a prize. The Commission liked the idea of the Aquatic Center pass.

Famularo volunteered to assist with the designing of the flyer and send a draft to Bennett for insertion into the Tourism packet. Bennett will get Famularo needed information including an event list.

## Staff Reports

### 4. Tourism Budget Update

Bennett gave a brief update on the 2025 Tourism financials.

Bennett had no new revenues to report and noted that the kayak rental revenue should start to be reported in Spring.

Bennett noted no new reported expenditures. However, 2025 Google Ads for January and February are in process of being reported.

Bennett reported that \$56,481.48 is remaining in the 2025 Tourism budget.

### 5. Community Calendar Update

Bennett presented an update to the progress of the change in community calendar management. Citing an issue reviving the Chamber's Events.com calendar, the Chamber agreed to reuse the former Tourism calendar which included both the City and Chamber having log in access and a neutral rebranding as a failsafe for undesirable events being added. Walcott asked if there were checks in place for less desirable events, and Bennett confirmed that Events.com has checks and there is a manual removal option as well.

Bennett noted that event hosts can add to the calendar in addition to the City and Chamber adding events. Additionally, the calendar can be accessed on the City's tourism pages and the Chamber's website.

## Future Agenda Items

No new items were added for future agendas.

Items for the next agenda include update and progress on the events flyer and information for digital signage.

The next meeting will take place on April 7, 2025, at 6:30pm in the City Hall Council Chamber.

**Adjourn**

Roelke motions to adjourn the meeting. Famularo seconds. Motion carries by unanimously. Walcott adjourns the meeting at 7:12pm.

\*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.

\*\* These minutes will be approved at a future meeting and may be amended. These minutes are respectfully submitted by David Bennett, Communications and Economic Development Coordinator \*\*



## Agenda Item Report

**Meeting Type:** Tourism Commission

**Meeting Date:** April 7, 2025

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**Item Title:** Review and Take Possible Action Regarding Digital Signage

**Submitted By:** David Bennett, Communications & Economic Development Coordinator

**Detailed Description of Subject Matter:**

Staff have looked into BrightSign, Reach, and Yodeck for potential digital signage. BrightSign and Yodeck are very similar, with Reach being a more robust system. All utilize similar technologies and would require separate purchasing of displays, internet or cellular connection, and access to power supply for the media players. The vendors would like the Tourism Commission to hammer down details for more specific pricing. Staff will present additional costs at the next meeting for displays and additional equipment.

**List of all Supporting Documentation Attached:**

BrightSign Notes and Pricing  
Reach Media Network Notes and Pricing  
Yodeck Notes and Pricing  
List of Additional Equipment

**Action Requested of Tourism Commission:**

Review, discuss, and take possible action to select a digital signage solution

## Tourism Digital Signage – BrightSign

### Overview

Staff visited the BrightSign website to look for pricing and other relevant information. They offer a subscription-based service and sell media player hardware or built-in displays. Prairie Ridge Health uses BrightSign at 12 players for its locations at \$3,000 - \$4,000 annually.

BrightSign media players require additional components such as microSD cards or USB drives as the units themselves have minimal built-in storage. BrightSign offers training and various resources to aid in user operation. BrightSign has partnered with various display makers to provide software for outdoor media displays.

### Cost

Subscription for up to 20 displays are priced at \$25 per display per month (max. \$6,000 annually), and 20-50 displays priced at \$19.99 per display per month (max. \$11,994 annually).

Media players range from \$300 - \$700 for low to mid-range products as standalones.

### Specs

- Media Players
  - Full HD to 4k video media options with an array of animations, graphics, and audio capabilities depending on the low to mid-range models. Media players come with a 5-year warranty.
- Software
  - Updates are readily available and require a Wi-Fi connection to operate.
- Built-In
  - Partners with Bluefin and LG for outdoor displays.

## BrightSign XD235



Offers responsive enterprise-level HTML5 animations, 4K60p video with HDR10 and 4K motion graphics, PoE+, and a standard I/O package with optional internal SSD storage.

**\$600.00**

## BrightSign XD1035



Offers responsive enterprise-level HTML5 animations, 4K60p video with HDR10 and 4K motion graphics, PoE+, and an expanded I/O package with optional internal SSD storage.

**\$700.00**

## BrightSign HD225



An Ultra HD player supporting 4K60p video with HDR10, advanced HTML and a standard I/O package.

**\$500.00**

## BrightSign HD1025



An ultra-high-definition player supporting 4K60p video with HDR10, advanced HTML and an expanded I/O package.

**\$600.00**

## BrightSign LS425



A Full HD player offering 1080p60 video, mainstream HTML5 performance, digital audio and a basic I/O package.

**\$300.00**

## BrightSign LS445



An Ultra HD player offering pristine 4K60p video, mainstream HTML5 performance, digital audio and a basic I/O package.

**\$400.00**



## Tourism Digital Signage – REACH Media Network

### Overview

Staff met with REACH sales rep, CJ Smith, and discussed various applications based on thoughts from the Tourism Commission. CJ advised that we should nail down the hardware components prior to selecting them or any other digital signage service and recommended looking into Bluefin and MegaMedia for outdoor displays and display protection respectively. Based on what the Tourism Commission is looking for, CJ initially quoted for \$4,449 for their Enterprise Plan which includes various integrations, automation, scheduling content, video and live stream capabilities. Additionally, the plan would come with training, unlimited content storage, branded templates, and 24/7 support. We would utilize one player to provide wayfinding, highlighting events, and can connect via WiFi. The player would be housed at City Hall and connect to displays on our WiFi network.

### Cost Breakdown

Total cost would initially be \$4,449 for an enterprise plan in the first year, with a recurring expense of \$3,900. This does not include the displays.

One-time setup fee of \$350 or \$15/display, whichever is higher

1-5 displays will cost \$350 per display per month, or \$3,900 annually

Each player (DS3 model) would cost a one-time \$199

Set up training and recurring training is included with the price

Branded, customized layouts are included in the pricing









Access to over 150 apps and integrations such as Canva and YouTube are included

Access to 24/7 support is included

### Specs

The DS3 media player will be purchased. This unit can display content even if it goes offline. It will need Wi-Fi, ethernet, or cellular connection to update and add content. This player will have a 1-year warranty. A single player can be used for multiple displays. We would need multiple players if we wanted to have unique content on different displays.

|   |  |   |
|---|--|---|
| <p><b>1 DISPLAY</b></p> <h1>FREE</h1> <p>Try REACH digital signage free for 30 days – just \$25 per display/month after.</p> <p><b>START FOR FREE</b></p> <p><b>Free plan features:</b></p> <ul style="list-style-type: none"> <li>✓ Up to 20 Displays</li> <li>✓ Demo Devices</li> <li>✓ Unlimited Users</li> <li>✓ Customize Layout Design Services</li> <li>✓ 100+ Apps &amp; Integrations</li> <li>✓ Professional Designer Builds Your 1st Layout</li> <li>✓ Customized Content Feeds for Your Screens</li> <li>✓ Unlimited File Storage</li> <li>✓ Remote Device Management</li> </ul> | <p><b>PRO PLAN</b></p> <h1>\$19.99</h1> per display/mo <p>(billed annually, 20–display minimum). Scalable, cost-effective digital signage!</p> <p><b>START PRO PLAN</b></p> <p><b>Pro plan features:</b></p> <ul style="list-style-type: none"> <li>✓ Up to 50 Displays</li> <li>✓ Dedicated Onboarding</li> <li>✓ Unlimited 24/7 Support</li> <li>✓ Unlimited Training</li> <li>✓ Microsoft 365 &amp; Google Integration</li> <li>✓ Display Secured Websites</li> <li>✓ Microsoft Power BI integration</li> <li>✓ Approval Workflow &amp; Collaboration</li> <li>✓ Team Workspaces &amp; Roles</li> <li>✓ Everything in Free</li> </ul> | <p><b>ENTERPRISE</b></p> <h1>TALK TO SALES</h1> <p>Contact REACH sales to tailor a custom pricing plan for your enterprise needs.</p> <p><b>GET ENTERPRISE</b></p> <p><b>Enterprise plan features:</b></p> <ul style="list-style-type: none"> <li>✓ 50+ Displays</li> <li>✓ SSO Included</li> <li>✓ Advanced Reporting</li> <li>✓ Emergency Alert Integration Included</li> <li>✓ Dedicated Customer Success Manager</li> <li>✓ Priority Tier 1 Support</li> <li>✓ Mass Device Provisioning</li> <li>✓ Everything in Pro</li> </ul> |
|---|--|---|

|  |   |   |
|--|---|---|
|  <p><b>UNLIMITED SUPPORT</b></p> <p>Get 24/7 expert support with guaranteed responses within a day—no extra fees, no delays.</p>                        |  <p><b>UNLIMITED SETUP ASSISTANCE</b></p> <p>Enjoy expert setup and onboarding with every REACH license—quick, seamless, and hassle-free at no extra cost.</p> |  <p><b>UNLIMITED USERS</b></p> <p>Empower your team with unlimited users and seamless controls—built for businesses of any size, hassle-free.</p>                  |
|  <p><b>UNLIMITED APPS</b></p> <p>Access 150+ apps and integrations—seamlessly connect tools like Canva and Power BI for endless possibilities.</p>      |  <p><b>UNLIMITED TRAINING</b></p> <p>Enjoy unlimited training sessions to ensure your staff can maximize digital signage with confidence and efficiency.</p>   |  <p><b>UNLIMITED CUSTOMIZATION</b></p> <p>From branded, customized layouts to integrations, enjoy the flexibility to create a truly unique digital experience.</p> |
|  <p><b>UNLIMITED STORAGE</b></p> <p>No storage limits—upload, organize, and access all your media with secure, cloud-based digital signage storage.</p> |  <p><b>UNLIMITED EVOLUTION</b></p> <p>Your digital signage grows with you—new features, updates, and apps ensure you're always ahead of the curve.</p>        |   |

## Tourism Digital Signage – Yodeck

### Overview

Staff visited the Yodeck website, and found the Enterprise plan the most desirable. The additional security features and branded templates make the \$7 increase over the Basic plan worth it. The Yodeck players will need internet access for functional and content updates. They require a substantial amount of bandwidth and may not be able to function on some metered internet networks. They can go without an internet connection for 30 days cycling the same content before ceasing playback.

The City of Watertown, WI uses Yodeck and it costs them \$150 per unit annually.

### Cost

Pricing for an annual subscription is per screen (display). The Yodeck player per screen is at no additional cost. Up to 20 displays are priced at \$15 per display per month (max. \$3,600 annually), and 20-50 displays priced at \$15 per display per month (max. \$9,000 annually).

### Specs

Yodeck is based on the Raspberry Pi mini-computer and is shipped ready to use and everything pre-configured. These media players support full HD (1920x1080 resolution) and can support up to 4K resolution. The Yodeck will need to be accompanied by a monitor that supports up to 4K in addition to needing to be connected to WiFi. Yodeck has a limited warranty of 1 year. Yodeck comes with its own power supply, SD card, and HDMI cable.

Best to get started

# Free

Single Screen Account

**Try any plan for free**

Explore our features before advancing your deployment. No credit card or billing details required.

**Get Started**

## Basic

# \$8

screen/month

Best for businesses getting started with digital signage


**Buy now**

**Try for free**

**Includes:**

- ✓ All Types of Media
- ✓ Web pages and YouTube videos
- ✓ 80+ Apps / Integrations
- ✓ 500+ Content Templates
- ✓ [Playlists of Content](#)
- ✓ [Screen Schedules & Working Hours](#)
- ✓ [Layout Editor with Multiple Zones/Regions](#)
- ✓ [Interactive Kiosk App](#)
- ✓ [Canva at Yodeck, Simplifying Design Needs](#)

**Annual plan includes:**

 **Yodeck player (1GB)**

## Premium

# \$11

screen/month

Best for businesses with advanced analytics and content needs


**Buy now**

**Try for free**

**Everything in Basic, plus:**

- ✓ Microsoft Apps (Teams, Viva Engage, and more)
- ✓ Dashboard Apps (Power BI, Grafana, Tableau, and more)
- ✓ [Tag-based Playlists & Sub-Playlists](#)
- ✓ [Intelligent Interactivity](#)
- ✓ [Playback Reports \(Proof of Play\)](#)
- ✓ [Lockable Layouts](#)
- ✓ [Advanced Media Scheduling](#)
- ✓ [Yodeck API](#)

**Annual plan includes:**

 **Yodeck player plus (4GB)**

## Enterprise

# \$15

screen/month

Best for organizations with advanced user management and security needs


**Buy now**

**Try for free**

**Everything in Premium plus:**

- ✓ [Workspaces for content or screen management access](#)
- ✓ [Workspace Hierarchies](#)
- ✓ [Branded Templates](#)
- ✓ Custom User Roles & Permissions
- ✓ SSO integration via SAML
- ✓ Login IP & Password Restrictions
- ✓ [Player Lockdown & Storage Encryption](#)
- ✓ Priority SLA support (downtime & response time)
- ✓ [Audit Logs](#)

**Annual plan includes:**

 **Yodeck player plus (4GB)**

## Monitors, Enclosures, and Miscellaneous Additional Equipment

- Outdoor screens
  - Bluefin
    - Recommended by Reach
    - Built-in BrightSign products
    - Outdoor and Touchscreen options
    - Limited warranty on products
  - Peerless-AV Xtreme High Bright Outdoor Displays
    - Fully sealed – protected against weather and insects
    - Minimal glare
    - -31°F to 140°F operating temperatures and built-in cooling system
    - Tempered cover glass for protection against vandalism and debris
  - Amazon.com
    - Affordable
    - Variety of TVs available
    - Would require encasement
- Protective Encasements
  - Peerless-AV XHB554
    - Specialty enclosures with cooling systems built-in
    - Tamper-resistant and weather-durable
    - Recommended by Reach



## Agenda Item Report

**Meeting Type:** Tourism Commission

**Meeting Date:** April 7, 2025

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**Item Title:** Discussion and Possible Action for the Creation of Event Flyers and Distribution during the 4<sup>th</sup> of July Parade

**Submitted By:** David Bennett, Communications & Economic Development Coordinator

**Detailed Description of Subject Matter:**

The Tourism Commission would like to test a pilot for event flyers at its last meeting. After reviewing an example from Port Washington, the Commission wanted to create something similar, but less “busy”. There was discussion regarding a prize or some other incentive for visitors to be added to the flyer in addition to a QR code for the events calendar and Tourism website. Bennett was asked to send Famularo a list of upcoming events and Famularo would design a draft version of the flyer.

**List of all Supporting Documentation Attached:**

Draft Event Flyer Handout

**Action Requested of Tourism Commission:**

Discussion and take possible action to create an event flyer for distribution at the 2025 4<sup>th</sup> of July Parade

# EVENTS IN COLUMBUS

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**Summer Concert Series**

Firemans Park, 6:30 pm  
July 17, August 14

**Beach Night at the Aquatic Center**

July 18th

**Crawdads Baseball**

July 27 & 31

**Oddtoberfest**

September 27

**Freak Week and Trick-or Treat**

Week of October 27-31

**Holiday Hop and Holiday Parade**

Late November

**Canadian Pacific Holiday Train**

Early December

**Sparkle in the Park**

Late November - early January

Stop by [visitcolumbuswi.com](http://visitcolumbuswi.com) for details and more events!



## Agenda Item Report

**Meeting Type:** Tourism Commission

**Meeting Date:** April 7, 2025

**Item Title:** Discussion and Possible Action to Update the Tourism Ordinance

**Submitted By:** David Bennett, Communications & Economic Development Coordinator

### Detailed Description of Subject Matter:

At its March 18<sup>th</sup> meeting, the Council approved Ordinance 799-25 Concerning Committees, Commissions, and the manner in which the City Council conducts its business. As Tourism is a body created by State Statute, it is unaffected by the new Ordinance. However, the Tourism Commission already utilizes several aspects of Ordinance 799-25 which helps keep consistency with other committees.

Staff recommend that the Tourism Commission updates the Tourism Ordinance to align the elections of Chair, Vice Chair, and Secretary of the Tourism Commission to be done during the first meeting of after the Council makes its committee appointments in May. Since Tourism meets usually before the 1<sup>st</sup> Council meeting in May, its elections could take place in June. Currently, the Tourism Ordinance requires the Tourism Commission to elect officers at its first meeting of each calendar year – or implied as January. Aligning the election with the Council appointments makes it easier to coordinate with the Mayor and Council and adds further consistency.

### List of all Supporting Documentation Attached:

Tourism Committee Ordinance

Council Approved Ordinance 799-25

### Action Requested of Tourism Commission:

Discussion, review, and make possible recommendations to the Council to repeal and replace Sec. 2-381 of the Columbus Tourism Committee code with the following changes: “one-year terms beginning June 1<sup>st</sup>” and “elect a chairperson, vice chairperson, and secretary at its first meeting after the Council’s first meeting in May or as soon thereafter as the Tourism Commission may meet.”



- MUNICIPAL CODE  
Chapter 2 - ADMINISTRATION  
ARTICLE IV. - BOARDS, AUTHORITIES AND COMMISSIONS  
DIVISION 9. COLUMBUS TOURISM COMMITTEE

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***DIVISION 9. COLUMBUS TOURISM COMMITTEE***

**Sec. 2-379. Purpose.**

The Columbus Tourism Commission is created and shall be responsible for developing ideas for promotion of the City of Columbus by creating marketing projects and a marketing plan for the greater Columbus area. The commission shall be responsible for developing rules and regulations for the evaluation of room tax applications and other funds designated by the city council for marketing of the city. The commission shall be responsible for coordinating tourism promotion and tourism development for the city. "Tourism promotion and tourism development" has the meaning as provided in section 2-382(b) of this chapter as amended from time to time.

(Ord. No. 711-14, § 1, 10-21-14; Ord. No. 726-15 , §§ 1, 2, 1-8-16)

**Sec. 2-380. How constituted.**

The Columbus Tourism Commission shall consist of the mayor, one representative from the common council, one representative from the Wisconsin hotel and motel industry that is currently doing business within the City of Columbus, and three citizen residents of the City of Columbus.

(Ord. No. 711-14, § 1, 10-21-14; Ord. No. 726-15 , §§ 1, 2, 1-8-16)

**Sec. 2-381. Terms.**

The mayor shall serve during the duration of his or her term. The council representative shall be appointed annually by the mayor and confirmed by the common council at its first meeting of May in each year. The mayor shall appoint the member of the commission that represents the hotel and motel industry, and the three citizen members. The member of the hotel/motel industry and the three citizen members shall be confirmed by a majority vote of the members of the common council who are present when the vote is taken. The member of the hotel and motel industry, and the citizen members shall each serve a one-year term, beginning on January 1 of each year, and each term shall be served at the pleasure of the mayor, and each may be appointed for successive one-year terms. The members of the commission shall meet regularly, and at its first meeting of each calendar year, shall elect a chairperson, vice chairperson and secretary.

(Ord. No. 711-14, § 1, 10-21-14; Ord. No. 726-15 , §§ 1, 2, 1-8-16)

**Sec. 2-382. Duties.**

- (a) The Columbus Tourism Commission is charged with creating a marketing plan for tourism promotion and development within the City of Columbus.
- (b) The commission shall allocate and disburse the room tax revenue that it receives from the city for tourism promotion and tourism development in the municipality. For purposes of this chapter, "tourism promotion and development" means 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 a room tax may be imposed, that are owned by different persons and located within the municipality in which a room tax is in

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effect; or, if the city has only one such establishment, reasonably likely to generate paid overnight stays in that establishment:

- (1) Marketing projects, including advertising media buys, creation and distribution of printed or electronic promotional tourist materials or efforts to recruit conventions, sporting events or motor coach groups.
  - (2) Transient tourist informational services.
  - (3) Tangible municipal development, including a convention center.
- (c) The commission shall be responsible for receiving and reviewing applications requesting funds generated by the City of Columbus room tax. Any person or entity desiring room tax funds shall make application to the commission upon forms and procedures as established by the commission. Upon receiving an application, the commission shall review the application and determine if the application furthers the goal of tourism promotion and development within the city.
- (d) The commission shall report annually to the city the purposes for which the room tax revenues were spent.
- (e) The commission may not use any room tax revenue to construct or develop a lodging facility.
- (f) The commission shall report any delinquencies or inaccurate reporting to the city that is due the tax.
- (Ord. No. 711-14, § 1, 10-21-14; Ord. No. 726-15 , §§ 1, 2, 1-8-16)

### City Ordinance Changes:

Sec. 2-48(a) – Committees, is repealed in its entirety and recreated to now read as follows: Sec. 2-48(a) – Committees. (a) The Council is authorized to create committees to assist in the governance of the City. Unless required by statute, or as otherwise set forth in this Code of Ordinances, each committee shall have 7 members, and each member shall be a resident of the City of Columbus. Each member shall be appointed by the Mayor, subject to confirmation by the Common Council and shall serve for a three-year term. Each committee shall have 1 council member as a voting member. The Council member shall be appointed by the Mayor at the Council's first meeting in May each year to serve a one-year term. Each committee shall have a president and vice president which shall be elected by the members of the committee at its first meeting in May each year, or as soon thereafter as the committee may meet. Each committee shall have a member of City staff acting as a liaison to the committee and to further act as secretary of the committee. Four voting members present shall constitute a quorum for each committee session.

### According to Wisconsin State Statutes:

- The Municipality (i.e. City of Columbus) is required to have 4 – 6 members for a Tourism Commission
  - From these members, a Chair, Vice Chair, and Treasurer
- The Municipality may contract with a Tourism entity that reports to the commission



## Agenda Item Report

**Meeting Type:** Tourism Commission

**Meeting Date:** April 7, 2025

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**Item Title:** Tourism Budget Update

**Submitted By:** David Bennett, Communications & Economic Development Coordinator

**Detailed Description of Subject Matter:**

No new room tax revenues to report. The kayak rental revenue of \$128.95 from late September through early November 2024 has been reported.

Expenditures totaled #313.30. Tourism website domains were automatically renewed for \$22.17 from the Web/Media line item. Google Ads for general tourism promotion totaled \$291.13.

\$55,356.35 remains in the 2025 budget.

Staff would like to note that 6 organizations have submitted applications for the Tourism funding reimbursement grant for 2025. Staff will schedule application meetings and plan to have applications ready for review at either May or June meeting.

**List of all Supporting Documentation Attached:**

March 2025 Tourism Budget Statement

**Action Requested of Tourism Commission:**

Discussion with no additional action requested

**CITY OF COLUMBUS**  
**REVENUES WITH COMPARISON TO BUDGET**  
**FOR THE 3 MONTHS ENDING MARCH 31, 2025**

**TOURISM COMMISSION**

|                                |                                      | PERIOD<br>ACTUAL | YTD ACTUAL    | BUDGET<br>AMOUNT | VARIANCE            | % OF<br>BUDGET |
|--------------------------------|--------------------------------------|------------------|---------------|------------------|---------------------|----------------|
| <u>ROOM TAX FUNDING</u>        |                                      |                  |               |                  |                     |                |
| 250-414135-000                 | CONTRIBUTION FROM ROOM TAX FND       | .00              | .00           | 31,500.00        | ( 31,500.00)        | .00            |
|                                | <b>TOTAL ROOM TAX FUNDING</b>        | <b>.00</b>       | <b>.00</b>    | <b>31,500.00</b> | <b>( 31,500.00)</b> | <b>.00</b>     |
| <u>MISCELLANEOUS REVENUES</u>  |                                      |                  |               |                  |                     |                |
| 250-484810-000                 | TOURISM; MISC. INCOME/REVENUES       | .00              | .00           | 350.00           | ( 350.00)           | .00            |
| 250-484820-000                 | TOURISM; INTERST INCOME              | .00              | 27.20         | 100.00           | ( 72.80)            | 27.20          |
| 250-484830-000                 | TOURISM,; KAYAK RENTAL REV           | 128.95           | 128.95        | 1,000.00         | ( 871.05)           | 12.90          |
|                                | <b>TOTAL MISCELLANEOUS REVENUES</b>  | <b>128.95</b>    | <b>156.15</b> | <b>1,450.00</b>  | <b>( 1,293.85)</b>  | <b>10.77</b>   |
| <u>OTHER FINANCING SOURCES</u> |                                      |                  |               |                  |                     |                |
| 250-494990-000                 | TOURISM; CARRY OVER PY FUNDS         | .00              | .00           | 23,903.92        | ( 23,903.92)        | .00            |
|                                | <b>TOTAL OTHER FINANCING SOURCES</b> | <b>.00</b>       | <b>.00</b>    | <b>23,903.92</b> | <b>( 23,903.92)</b> | <b>.00</b>     |
|                                | <b>TOTAL FUND REVENUE</b>            | <b>128.95</b>    | <b>156.15</b> | <b>56,853.92</b> | <b>( 56,697.77)</b> | <b>.27</b>     |

**CITY OF COLUMBUS**  
**EXPENDITURES WITH COMPARISON TO BUDGET**  
**FOR THE 3 MONTHS ENDING MARCH 31, 2025**

**TOURISM COMMISSION**

|                                    | PERIOD<br>ACTUAL                         | YTD ACTUAL       | BUDGET<br>AMOUNT   | VARIANCE         | % OF<br>BUDGET       |                |
|------------------------------------|--|------------------|--------------------|------------------|----------------------|----------------|
| <u>TOURISM; PERSONNEL</u>          |  |                  |                    |                  |                      |                |
| 250-511000-249                     | TOURISM; MATERIALS & SERVICES            | .00              | .00                | 20,000.00        | 20,000.00            | .00            |
| 250-511000-310                     | TOURISM; WEB MEDIA                       | 22.17            | 466.52             | 1,600.00         | 1,133.48             | 29.16          |
| 250-511000-313                     | TOURISM; MARKETING/ADVERTISING           | 291.13           | 291.13             | 10,000.00        | 9,708.87             | 2.91           |
| 250-511000-345                     | TOURISM; SPECIAL EVENTS                  | .00              | .00                | 10,000.00        | 10,000.00            | .00            |
|                                    | <b>TOTAL TOURISM; PERSONNEL</b>          | <b>313.30</b>    | <b>757.65</b>      | <b>41,600.00</b> | <b>40,842.35</b>     | <b>1.82</b>    |
| <u>TOURISM; CONTRIBUTION TO GF</u> |  |                  |                    |                  |                      |                |
| 250-568000-610                     | TOURISM; CONTR TO GEN FUND               | .00              | 739.92             | 15,253.92        | 14,514.00            | 4.85           |
|                                    | <b>TOTAL TOURISM; CONTRIBUTION TO GF</b> | <b>.00</b>       | <b>739.92</b>      | <b>15,253.92</b> | <b>14,514.00</b>     | <b>4.85</b>    |
|                                    | <b>TOTAL FUND EXPENDITURES</b>           | <b>313.30</b>    | <b>1,497.57</b>    | <b>56,853.92</b> | <b>55,356.35</b>     | <b>2.63</b>    |
|                                    | <b>NET REVENUES OVER EXPENDITURES</b>    | <b>( 184.35)</b> | <b>( 1,341.42)</b> | <b>.00</b>       | <b>( 112,054.12)</b> | <b>( 1.20)</b> |