



Tourism Commission Meeting Agenda

Monday, September 09, 2024 at 6:30 PM

Columbus City Hall

Call to Order

1. This meeting will take place via Zoom.

Join Zoom Meeting:

<https://us02web.zoom.us/j/89326710303?pwd=0lzYIE6b6O4DvVQHd5aAfKhed5JgSu.1>

Meeting ID: 893 2671 0303

Passcode: 092686

Roll Call

Notice of Open Meeting

Approval of Agenda

Approval of Minutes

2. Approve Minutes from August 12, 2024

Public Comment

Unfinished Business

3. Election of Officers
4. Summer Concert Series 2024 Room Tax Funding Final Report
5. 2025 Proposed Budget Update

New Business

6. Redbud Players 2024 Room Tax Funding Request
7. Planning for Ribbon Cutting for Kayak Rental

August Financial Update

Adjourn



Agenda Item Report

Meeting Type: Tourism Commission

Meeting Date: September 9, 2024

Item Title: Approve Minutes from August 12, 2024

Submitted By: David Bennett, Communications & Economic Development Coordinator

Detailed Description of Subject Matter:

The Tourism Commission met on August 12, 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:

August 12, 2024 Minutes

Action Requested of Tourism Commission:

Review, make any corrections, and approve the Tourism Commission minutes from August 12, 2024



Tourism Commission Meeting Minutes

Monday, August 12, 2024 at 6:30 PM

Columbus City Hall – 105 N. Dickason Boulevard

Meeting was called to order at 5:56 pm.

Hammer, Famularo, Walcott, and Walker were present. Staff member Bennett was present.

Bennett stated the meeting was properly noticed.

Motion to approve the agenda by Hammer. Second by Famularo. Motion approved unanimously with 4 yeas votes.

Approval of Minutes

Hammer motions to approve the July 15, 2024, minutes as written. Famularo seconds. Motion passes unanimously with 4 yeas votes.

Public Comment

No public was present for comment and there was no correspondence.

Unfinished Business

2. Famularo and Hammer discussed postponing the election of Chair, Vice Chair, and Secretary until the next meeting due to not having the full body in attendance. The rest of the Tourism Commission agreed.
3. Bennett gave a brief update on the delivery of the Rent.Fun kayaks. The kayaks are in stuck in transit and no timeline was given by the company.
4. Famularo had discussed the project with Belschner, but that Belschner would have more information about it. Belschner was not present, and the Tourism Commission moved on to the next item on the agenda.

New Business

5. Staff presented a draft policy for tourism support. The policy addresses the existing room tax funding, use of City staff for tourism research, and marketing, partnerships, and sponsorships by the Tourism Commission. After reviewing and making changes, Famularo motioned to approve the policy for tourism support. Walker seconded. Motion carries after unanimous vote.
6. Staff and the Tourism Commission worked on developing the proposed 2025 Tourism budget. The Commission would like to carry over up to \$30,000.00 for digital display and/or kiosk pending recommendation by the City Treasurer. Digital signage would be paid for by the materials and services line item. Famularo motions to accept the budget with the discussed changes. Hammer seconds. Roll call vote: Famularo - aye, Walker - aye, Hammer - aye, Walcott - aye. Motion carries with unanimous vote. Staff will review the proposed budget with the City Treasurer and bring back any changes for review.

Motion by Famularo to adjourn. Second by Walker. Motion carries by unanimous vote. Meeting is adjourned at 7:50 pm.

-These minutes are to be approved at the next Tourism Commission meeting and are submitted by David Bennett, Communications & 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: September 9, 2024

Item Title: Election of Officers

Submitted By: David Bennett, Communications & Economic Development Coordinator

Detailed Description of Subject Matter:

After numerous delays, the Tourism Commission will need to elect its Chair, Vice-Chair, and Secretary.

List all Supporting Documentation Attached:

Action Requested of Tourism Commission:

Elect Chair, Vice-Chair, and Secretary for the Tourism Commission



Agenda Item Report

Meeting Type: Tourism Commission

Meeting Date: September 9, 2024

Item Title: Summer Concert Series 2024 Room Tax Funding Final Report

Submitted By: David Bennett, Communications & Economic Development Coordinator

Detailed Description of Subject Matter:

Katie Nichols on behalf of the Columbus Historic Landmarks Preservation Commission (CHLPC) will present the required final report for the Tourism Commission to review and take action on. The CHLPC requested room tax funding at the April 8, 2024 meeting. The request is for \$1,000 to help offset advertising costs.

A copy of the 2024 CHLPC Summer Concert Series Final Report was requested, but not received at the time of the packet creation.

List all Supporting Documentation Attached:

2024 CHLPC Summer Concert Series Room Tax Application

Action Requested of Tourism Commission:

Discuss and take action to approve reimbursement or reject 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 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



Agenda Item Report

Meeting Type: Tourism Commission

Meeting Date: September 9, 2024

Item Title: 2025 Proposed Budget Update

Submitted By: David Bennett, Communications & Economic Development Coordinator

Detailed Description of Subject Matter:

The Tourism Commission drafted a proposed 2025 Tourism Budget to be reviewed by the City's Finance Department at its August 12th meeting. After reviewing with the City Treasurer, staff would like to have the updated adjustments reviewed by the commission.

Notable adjustments include decreasing the projected 2025 room tax contribution from \$35,900.00 to \$31,500.00. The transfer surplus line item was decreased from \$30,000.00 to \$9,253.92. This decreases budgeted revenues from \$67,350.00 to \$42,203.92.

The Tourism Commission had deferred the Contribution – General Fund line item to the advice of the City Treasurer. Staff met with the Treasurer and was advised to increase from \$12,500.00 in 2024's budget to \$15,253.92 due to the increased wages and benefits, potentially decreased revenues, and to better align the job duties of the Communications & Economic Development Coordinator position.

The Treasurer informed staff to reduce the carryover funds for digital signage. The Treasurer would like to keep the budget balanced or at least lower expenses than revenues. Priority has been given to general marketing and advertising along with the revamping of the special events line item. In the event of an unforeseen major purchase, staff may utilize the fund balance through either the City Administrator or the Council depending on amount threshold. The Treasurer recommends specific purchase item(s) if utilizing carryover or to plug budget deficits if absolutely necessary.

List all Supporting Documentation Attached:

2025 Proposed Tourism Budget Adjustments

Action Requested of Tourism Commission:

Review and discuss Treasurer's adjustments

2025 Proposed Tourism Budget Adjustments

REVENUES

Account	Description	2024 Budget	2024 YTD	2025 Prop.	2025 Adj.
250-414135-000	Contr. Room Tax	\$ 38,500.00	\$ 4,757.14	\$ 35,900.00	\$ 31,500.00
250-484810-000	Misc. Revenues	\$ 0.00	\$ 0.00	\$ 350.00	\$ 350.00
250-424218-000	WI State Travel Grant	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
250-484820-000	Interest Earned	\$ 100.00	\$ 140.83	\$ 100.00	\$ 100.00
250-484830-000	Kayak Rental Income	N/A	N/A	\$ 1,000.00	\$ 1,000.00
250-494990-000	Transfer Surplus	\$ 0.00	\$ 0.00	\$ 30,000.00	\$ 9,253.92
Tourism Fund Revenues		\$ 38,600.00	\$ 4,897.97	\$ 67,350.00	\$ 42,203.92

Red = decrease, Blue = increase, Black = no adjustments

Adjusted 2025 Budget total: \$42,203.92

Treasurer's note: It is recommended to utilize a combination of materials & services line item and the marketing / media line item for digital signage and/or kiosk. Additionally, due to personnel costs increasing, there's no way to balance the budget without lowering the other line items. It is preferred to have a budget that goes under revenues or equal, but never over.

EXPENDITURES

Account	Description	2024 Budget	2024 YTD	2025 Prop.	2025 Adj.
250-511000-249	Materials & Services	\$ 10,000.00	\$ 19,212.50	\$ 35,000.00	\$ 5,000.00
250-511000-310	Web / Media	\$ 1,600.00	\$ 1,389.84	\$ 1,600.00	\$ 1,600.00
350-511000-313	Marketing / Advertise	\$ 17,500.00	\$ 1,368.90	\$ 10,000.00	\$ 10,000.00
350-511000-345	Special Events	\$ 2,000.00	\$ 0.00	\$ 10,000.00	\$ 10,000.00
250-568000-610	Contr. Gen. Fund	\$ 12,500.00	\$ 4,932.14	TBD	\$ 15,253.92
Tourism Fund Expenditures		\$ 65,435.61	\$ 23,918.07		\$ 41,853.92

Red = decrease, Blue = increase, Black = no adjustments, Added Carryover for digital signage / possible kiosk

Adjusted 2025 Budget total: \$41,853.92



Agenda Item Report

Meeting Type: Tourism Commission

Meeting Date: September 9, 2024

Item Title: Redbud Players 2024 Room Tax Funding Request

Submitted By: David Bennett, Communications & Economic Development Coordinator

Detailed Description of Subject Matter:

The Columbus Redbud Players are requesting \$3,105 in room tax funding for general marketing and assistance in producing The Lion, the Witch, and the Wardrobe at the Columbus Middle School (Sep. 20-29) and Udderly Terrifying Tales at Shepard's Barn & Bed (Oct. 19 and 26). Craig Henricks will present on behalf of the Redbud Players.

List all Supporting Documentation Attached:

2024 Room Tax Application

Posters for productions

2023 Room Tax final report

Action Requested of Tourism Commission:

Discuss and take action to move forward with or reject 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:	Redbud Players productions	Date(s) of Event:	Aug. 5-9, Sept. 20-29 and Oct. 19 & 26
Event Address:	Fireman's Park, Columbus Middle School and Lewke Dairy Barn		
Event Website:	www.facebook.com/ColumbusRedbudPlayers		
Total Amount Requested:	\$3,105		

Use of Funds

Activity	Budget	Purpose
General marketing	\$500	to promote the organization and its productions
Performance licenses, scripts, signs, flyers, venue cost, etc.	\$3,000	to put on The Lion, the Witch and the Wardrobe
Decor, signs, flyers, glow sticks, etc.	\$1,500	to put on the Udderly Terrifying Tales haunted barn
Liability insurance, etc.	\$1,000	organizational expenses
Director expense for Summer Theater Camp	\$210	to run the Summer Theatre Camp
TOTAL	\$6,210	

For Additional expenses please attach Exhibit A

Organizational Information

Organization(s) Requesting Funds:	Redbud Players		
Contact Person:	Craig Henricks	Phone Number:	608-333-1346
E-mail Address:	Craig Henrickson <craig.henrickson@yahoo.com>		
Tax exempt organization: (☉) Yes (○) No	Tax exempt number:	008-1028550772-02	
List board members (if applicable): Carla Woebbeking, Julie Belschner, Craig Henrickson, Kevin Miner			
Years the organization has been in operation: 25			
Purpose or Mission of the organization requesting funds: To have community theater performances to enhance and enrich the city of Columbus as well as attract visitors.			
Liability Insurance Carrier: Harding Insurance Agency			

Contact Information for Organizations Accountant/Bookkeeper

Contact Name:	Kevin Miner	Phone Number:	920-253-8081
Address: Columbus, WI			
Email: kb_miner@yahoo.com			

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 Summer Theatre Camp brings area children into Fireman's Park every year; 13 children are attending this year. It brings parents into downtown Columbus each day Aug. 4-8 to bring the kids to the camp. And then Aug. 9 there are parents, grandparents, friends and extended family who attend the camp's concluding performance. They will likely eat and shop in town as well as buy gas. ... ** The Lion, the Witch and the Wardrobe will have six performances -- Sept. 20, 21, 22, 27, 28 and 29 at the Columbus Middle School Auditorium from December 2023.

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

The Best Christmas Pageant Ever, which was performed in December 2023, brought in 283 attendees -- plus cast and crew. We've included our report from that production.

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.

Those who come to the play tend to eat in town, buy gas, shop downtown and generally see what Columbus has to offer if they haven't been here before. We will again use our reporting system to track visitors for our 2024 productions.

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?

We hope to generate revenue but won't know until after the events. Any revenue will be invested back into the organization to help increase the presence of theatre and the arts in Columbus.

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 be targeting a wide range of Facebook groups. We will be placing yard signs throughout the Columbus area. We will be dispensing flyers across Columbia, Dane, Dodge and Sauk counties to businesses and events. We are the opening act for the Aug. 14 Concert in the Park, where we will be promoting our productions. We were in the Fourth of July parade to promote the organization. We will use local and regional newspapers for ads and stories. We'll keep track of the promotions and their effectiveness. We've created banners to use at events and will hold a 25th anniversary celebration after the Sept. 20 production, inviting the public and past organization members.

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

We won't be using paid advertising. Instead we'll trade out an ad with local newspapers, and write stories to be included in newspapers.

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

See our flyer and signs artwork, attached.

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.

Craig Henrickson

Print Name



Signature

08/08/24

Application Date

**Columbus Middle School
200 W. School St.**



The Lion, The Witch



7 p.m. Sept. 20, 21, 27, 28
2 p.m. matinees Sept. 22, 29

Tickets \$10 each

ages 10 and older; under 10 free

First 100 matinee tix \$5 each day

Facebook.com/ColumbusRedbudPlayers

bit.ly/RedbudPlayers for advance tix 



Udderly Terrifying Tales!



Haunted Barn

4-9 p.m.

Oct 19 & 26

*Spooky stories, spooky music
food vendors, free gift bags*

7556 Marshall Road

Columbus, WI

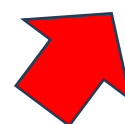
Tickets \$10 ages 12 and older

\$5 ages 6-11 (Under 6 free)

Facebook.com/ColumbusRedbudPlayers

bit.ly/RedbudPlayers for advance tix

Scary for those under 6.



Redbud Players report Jan. 4, 2024

www.facebook.com/ColumbusRedbudPlayers

The Redbud Players performed “The Best Christmas Pageant Ever” four times – Dec. 1, 2, 9 and 10, 2023 – at the Olivet Congregational Church in Columbus.

Total paid-ticket attendance at the performances was 283. That does not count cast, volunteers and crew.

- Dec. 1 – 108
- Dec. 2 – 64
- Dec. 9 – 45
- Dec. 10 – 66

About 85 percent of attendees were surveyed as they bought their tickets. They were asked where they were from, how they heard about the play, if they were staying overnight, and if they’d eaten in a city restaurant before the show or planned to after the show. Almost all were happy to answer.

- There were five attendees who stayed overnight in Columbus.
- There were 60 attendees who said they ate in a Columbus restaurant before the show or planned to after the show.

Attendees came from a wide area.

- Columbus – 129
- Within 50 miles
 - Beaver Dam – 17
 - Cambria – 2
 - Clyman – 5
 - Cottage Grove – 4
 - Fall River – 4
 - Friesland – 2
 - Fond du Lac – 4
 - Johnson Creek – 4
 - Juneau – 10
 - McFarland – 3
 - Middleton – 2
 - Lake Mills – 2
 - Oregon – 1
 - Pardeeville – 2
 - Poynette – 1
 - Randolph – 4
 - Reeseville – 2
 - Rio – 1
 - Sun Prairie – 3
 - Waterloo – 3
 - Watertown – 5
 - Waunakee – 4
 - Waupun – 3
 - Wisconsin Dells – 1

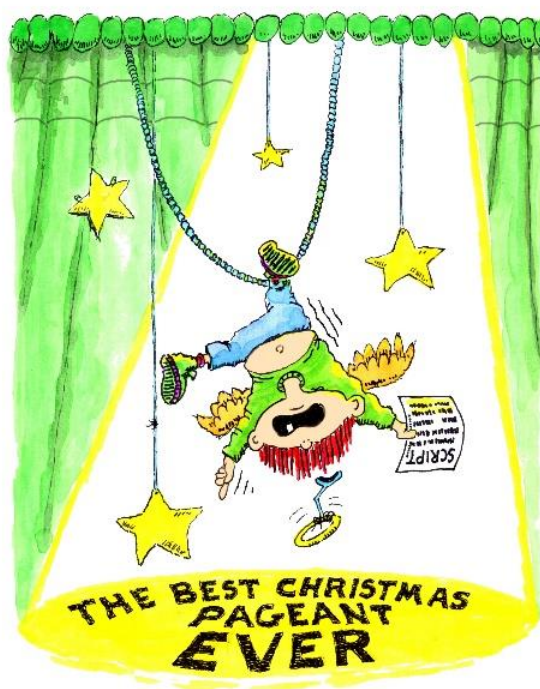
- Within 50-100 miles
 - Brookfield – 4
 - Hillsboro – 2
 - Richfield – 4
 - West Bend – 1
- More than 100 miles within Wisconsin
 - De Pere – 7
 - Green Bay – 4
 - Platteville – 3
 - Stevens Point – 2
 - Two Rivers – 3
- Outside of Wisconsin
 - St. Paul, Minnesota – 2

The Redbud Players promoted the shows through a wide variety of means – on the city’s website, flyers distributed at the Columbus Christmas Parade, via social media, and via flyers to cast members, area businesses, organizations and churches. We handed out almost 800 flyers in total. As always, word of mouth showed to be the best method – but the original person likely saw the information via one of the group’s promotional efforts, or had a family member in the play.

The survey of those who attended showed the following results. For the most part only one person per group was asked.

- I heard from family or friends – 153
- I received a flyer at the Christmas Parade – 13
- I heard about it at church – 3
- I saw it on social media – 17
- I saw it in the newspaper – 19
- I saw a posted flyer – 23
- I learned about it from a teacher – 3

The Redbud Players are working to plan more plays in 2024.





Agenda Item Report

Meeting Type: Tourism Commission

Meeting Date: September 9, 2024

Item Title: Planning for Ribbon Cutting for Kayak Rental

Submitted By: David Bennett, Communications & Economic Development Coordinator

Detailed Description of Subject Matter:

The kayak rental unit was delivered on Sunday, September 1, 2024. In previous meetings, the Commission expressed interest in planning a ribbon cutting for the new kayak rental service. Past discussion involved partnering with Chamber of Commerce and Rotary Club.

Rent.Fun is currently working on a standalone website and marketing materials on their end. Staff will be linking to the kayak website once it's finished.

List all Supporting Documentation Attached:

Action Requested of Tourism Commission:

Review, make any corrections, and approve the Tourism Commission minutes from August 12, 2024



Agenda Item Report

Meeting Type: Tourism Commission

Meeting Date: September 9, 2024

Item Title: August Financial Update

Submitted By: David Bennett, Communications & Economic Development Coordinator

Detailed Description of Subject Matter:

No new room tax revenues to report. \$18,922.39 has been spent for the 2024 budget so far. There is \$24,677.61 remaining. Notable expenditures in August include \$71.91 from the Web/Media line item for renewal of GoDaddy domains and \$151.85 from the Marketing/Advertising line item for Google Ads for promoting the tourism landing page and community calendar page.

List all Supporting Documentation Attached:

August Tourism Budget Statement

Action Requested of Tourism Commission:

Discussion only if needed

CITY OF COLUMBUS

REVENUES WITH COMPARISON TO BUDGET

FOR THE 8 MONTHS ENDING AUGUST 31, 2024

TOURISM COMMISSION

		PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT	VARIANCE	% OF BUDGET
ROOM TAX FUNDING						
250-414135-000	CONTRIBUTION FROM ROOM TAX FND	.00	4,757.14	38,500.00	(33,742.86)	12.36
TOTAL ROOM TAX FUNDING		.00	4,757.14	38,500.00	(33,742.86)	12.36
MISCELLANEOUS REVENUES						
250-484820-000	TOURISM; INTERST INCOME	.00	161.34	100.00	61.34	161.34
TOTAL MISCELLANEOUS REVENUES		.00	161.34	100.00	61.34	161.34
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	4,918.48	43,600.00	(38,681.52)	11.28

CITY OF COLUMBUS
EXPENDITURES WITH COMPARISON TO BUDGET
FOR THE 8 MONTHS ENDING AUGUST 31, 2024

TOURISM COMMISSION

		PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT	VARIANCE	% OF BUDGET
TOURISM; PERSONNEL						
250-511000-249	TOURISM; MATERIALS & SERVICES	.00	9,712.50	10,000.00	287.50	97.13
250-511000-310	TOURISM; WEB MEDIA	71.91	1,461.75	1,600.00	138.25	91.36
250-511000-313	TOURISM; MARKETING/ADVERTISING	151.85	1,520.75	17,500.00	15,979.25	8.69
250-511000-345	TOURISM; SPECIAL EVENTS	.00	.00	2,000.00	2,000.00	.00
TOTAL TOURISM; PERSONNEL		223.76	12,695.00	31,100.00	18,405.00	40.82
TOURISM; CONTRIBUTION TO GF						
250-568000-610	TOURISM; CONTR TO GEN FUND	.00	6,227.39	12,500.00	6,272.61	49.82
TOTAL TOURISM; CONTRIBUTION TO GF		.00	6,227.39	12,500.00	6,272.61	49.82
TOTAL FUND EXPENDITURES		223.76	18,922.39	43,600.00	24,677.61	43.40
NET REVENUES OVER EXPENDITURES		(223.76)	(14,003.91)	.00	(63,359.13)	(22.10)