



Tourism Commission Meeting Agenda

Monday, January 06, 2025 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 December 9, 2024

Public Comment

Unfinished Business

2. Chamber of Commerce 2024 Wine Walk Room Tax Funding Final Report and Possible Reimbursement Awarding
3. New Room Tax Funding Guidelines Discussion and Possible Approval

New Business

4. Discussion with Beautification Committee Regarding Banners
5. Nominate and Elect Officers for 2025 Tourism Commission

Staff Reports

6. Tourism Budget Update
7. Kayak Rental Unit at Rotary Park Update
8. Update of the Transition Process for the Community Calendar Management

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: January 6, 2025

Item Title: Review and Approve Minutes from December 9, 2024

Submitted By: David Bennett, Communications & Economic Development Coordinator

Detailed Description of Subject Matter:

The Tourism Commission met on December 9, 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 December 9, 2024

Action Requested of Tourism Commission:

Review, make any corrections, and approve the Tourism Commission minutes from December 9, 2024



Tourism Commission Meeting Minutes

Monday, December 09, 2024 at 6:30 PM

Columbus City Hall – 105 N. Dickason Boulevard

The meeting was called to order at 6:34pm by Walcott.

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

Bennett informed the commission that the meeting was properly noticed.

Famularo motions to approve the agenda for Monday, December 9, 2024, as presented. Belschner seconds. Motion carries by unanimous vote.

Hammer motions to approve the minutes from November 4, 2024, as presented. Famularo seconds. Motion carries by unanimous vote.

1. Hammer motions to approve the minutes from Tourism Commission meeting from November 4, 2024. Famularo seconds. Motion carries by unanimous vote.

There were no members of the public in attendance for public comment. No other correspondence was received.

Unfinished Business

2. Belschner presented the final report on behalf of the Redbud Players. Belschner had a good draw from posting the events to 48 niche Facebook group pages. The Redbud Players had 385 paid ticket attendance for the plays and 92 attendees at their Halloween event. 29 tickets were purchased by out-of-state visitors.

Walcott commented that more digital ads should help improve attendance. Walcott also commented that the various local groups in town hosting events can work together to promote each other's events. Belschner agreed about cross-promoting events and cited the Wine Walk as an example.

Hammer motions to award the \$800 in room tax funds to the Redbud Players. Famularo seconds. Roll call vote: Roelke - aye, Belschner - abstain, Famularo - aye, Hammer - aye, and Walcott - aye. Motion carries by unanimous vote.

3. Bennett presented an updated working draft of new guidelines for room tax funding applications. The new updates were based on discussion from the previous meeting.

The highlighted changes include removing a sponsorship category and incorporating it into the other three (Development, Event, and Marketing) that applicants can apply for, a 2nd version of the process details and two options for timelines to follow. The commission had a lengthy discussion debating if the awarding should be upfront or as a reimbursement. After weighing pros and cons, the consensus is to have the awarding remain as reimbursement.

The commission agreed that the version 2 process was easier to follow. There was further discussion regarding the timeline for option 1 which lists dates for applications, review, and awarding. Walcott questioned the January of the following year for reimbursement and felt that it

may be a burden to groups. Belschner and Roelke agreed that groups should have their budget set and utilize the room tax dollars for bigger reach / bigger event for the next year. Famularo sees the timeline as efficient and supports it, but emphasized there needs to be communication about it to local groups. Hammer offered a compromise of offering some leeway as part of an education campaign if groups applied after the deadline. Walcott asked each member what they would prefer. The commission agreed to use version 2 process with option 1 timeline. Roelke commented that the new guidelines will provide an opportunity for stability for granting to existing events with hopes that the commission will eventually create a startup grant for new and smaller events.

Bennett received direction to create a clean copy of the guidelines and include the 2025 budget tied to the room tax funding for the January Tourism Commission meeting.

New Business

Staff Reports

Bennett presented the November budget statement. There were no new room tax revenues reported. Notable expenditures include \$71.91 from the web/media line item for ArchiveSocial contribution and \$143.76 from marketing/advertising line item for Google Ads. Invoices from Madison Media Partners will be reported in December's statement. Bennett cited there is \$20,461.76 remaining in the 2024 budget.

Since the Redbud Players \$800 room tax request was approved, the Special Events fund is tentatively at \$200. Pending approval of the Chamber's Wine Walk application for funding and awarding of their \$1,000 request, Bennett will utilize the expense line policy as approved by the Tourism Commission at its November 2024 meeting.

Future agenda items include continuing the room tax funding guidelines overhaul and Chamber's Wine Walk final report for next meeting. Additionally, staff updates for the Holiday Train, kayak rental, and community calendar will be included. Bennett informed the Tourism Commission of the Beautification Committee's desire for a partnership to have banners on light poles. They would like to be on the agenda for January's meeting.

The next Tourism Commission meeting will be Monday, January 6, 2024, at 6:30pm.

Famularo motions to adjourn the meeting. Hammer seconds. Motion carries by unanimous vote.

Meeting is adjourned at 7:44pm.

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.

*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: January 6, 2025

Item Title: Chamber of Commerce 2024 Wine Walk Room Tax Funding Final Report and Possible Reimbursement Awarding

Submitted By: David Bennett, Communications & Economic Development Coordinator

Detailed Description of Subject Matter:

The Columbus, WI Area Chamber of Commerce is requesting \$1,000 in room tax funding for reimbursing marketing costs for its Wine Walk event that took place on November 30, 2024. The original application was asking for \$1,225 but was decreased to \$1,000 by the Chamber when it presented its application at the October 2024 Tourism Commission meeting. A representative will present the Wine Walk final report on behalf of the Chamber of Commerce.

List all Supporting Documentation Attached:

2024 Room Tax Application

Action Requested of Tourism Commission:

Discuss and either approve or reject the \$1,000 reimbursement to the Chamber of Commerce for its 2024 Wine Walk event



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: January 6, 2025

Item Title: New Room Tax Funding Guidelines Discussion and Possible Approval

Submitted By: David Bennett, Communications & Economic Development Coordinator

Detailed Description of Subject Matter:

At the previous meeting, staff presented an updated draft that featured options for implementing a timeline or continuing status quo for dealing with applications and tightening up the process outline. The Tourism Commission would like to review a cleaned-up draft copy at the January 2025 meeting for possible further review and approval.

List all Supporting Documentation Attached:

2025 Room Tax Guidelines Draft

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 – DRAFT

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 recruitment of 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, attraction, etc.

Timeline and Process:

The timeline for applications is:

- Initial application will be due March 31
- Application meeting will take place in April
- Application will be reviewed at the May and June Tourism Commission meetings
- Pre-awarding meeting will take place September
- Final report will be due December 31
- Final review and reimbursement awarding at January Tourism Commission meeting

The process details for applicants applying for room tax funding is as follows:

1. **Initial Application and Application Meeting** - Applicants may fill out an online form as part of an initial application that will go to City staff. Applicants will be contacted by City staff to go over the initial application, scoring criteria, 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. Once completed, the application will be forwarded to the Tourism Commission for review.
2. **Commission Review** - The Tourism Commission will review, score, and award, modify, or reject the application. If the application is rejected, the applicant will be notified and may be scheduled to appear at a Tourism Commission meeting to appeal the decision. If

an application is awarded funds, those funds will be disbursed as reimbursement pending the commission's review of the applicant's final report.

3. **Final Reporting by Applicant** - The applicant will be contacted by City staff for a post-review meeting to go over what will be needed for final reporting and address any other questions. Once completed, the applicant will send staff their final report for review and forwarding to the Tourism Commission.
4. **Awarding and Reimbursement** - Pending Tourism Commission approval of the applicant's final report, City Staff will reach out to the applicant to let them know if they've been awarded or not. Or if the award has been modified from the application. If awarded, staff will request an invoice that includes a breakdown of expenses as per the Tourism Commission awarding. 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.

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
- Ability to match funding reimbursement request with one or more application category funds 2:1

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 such as demographics, economic impact, where visitors have come from, etc.
- 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 naming or branding
- Mail / email lists granting permission to the City of Columbus, WI allowing for tourism marketing



Agenda Item Report

Meeting Type: Tourism Commission

Meeting Date: January 6, 2025

Item Title: Discussion with Beautification Committee Regarding Banners

Submitted By: David Bennett, Communications & Economic Development Coordinator

Detailed Description of Subject Matter:

The Beautification Committee would like to possibly partner with the Tourism Commission for banners to be placed on light poles in downtown Columbus. If the Tourism Commission is interested, there is the possibility to use funds from the materials and services line item.

List all Supporting Documentation Attached:

Action Requested of Tourism Commission:

Discussion.



Agenda Item Report

Meeting Type: Tourism Commission

Meeting Date: January 6, 2025

Item Title: Nominate and Elect Officers for 2025 Tourism Commission

Submitted By: David Bennett, Communications & Economic Development Coordinator

Detailed Description of Subject Matter:

The Tourism Commission will need to elect officers at its first meeting of the year. The officers are the Chair, Vice Chair, and Secretary. This election is required according to the Tourism Ordinance as long as there's a quorum. In the event of no quorum, then the election will be moved to the next meeting.

List all Supporting Documentation Attached:

Tourism Ordinance

Action Requested of Tourism Commission:

Nominate and elect Chair, Vice Chair, and Secretary for the 2025 Tourism Commission

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

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

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)



Agenda Item Report

Meeting Type: Tourism Commission

Meeting Date: January 6, 2025

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.

Notable expenditures include \$2,365.53 for Holiday Train ads from Madison Media Partners. Staff have not received the December Google Ads invoices yet. The Tourism Fund has \$15,421.84 remaining in its 2024 budget.

There is pending room tax funding for a total of \$1,000.00 from the special events line item for the request of Chamber Wine Walk. This expenditure may be amended or rejected after considering the final report. No invoice has been received from CHLPC for its \$1,000 request yet. The Redbud Players have sent their invoice, and staff has forwarded it to Finance for processing and disbursement. Tourism has budgeted \$2,000.00 for 2024 and staff have been authorized at the November 4th meeting to utilize the expense line policy if needed with authorization by the City Administrator.

The 2025 Budget includes \$20,000 for materials and services with the majority earmarked for digital signage and/or kiosk, \$10,000 for marketing / advertising for general tourism marketing, and \$10,000 for special events which will be used to reimburse organizations for tourism development, events, and marketing.

List all Supporting Documentation Attached:

December 2024 Tourism Budget Statement

2025 Tourism Budget

Action Requested of Tourism Commission:

Discussion with no additional action requested

CITY OF COLUMBUS

REVENUES WITH COMPARISON TO BUDGET

FOR THE 12 MONTHS ENDING DECEMBER 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	7,790.66	38,500.00	(30,709.34)	20.24
TOTAL ROOM TAX FUNDING		.00	7,790.66	38,500.00	(30,709.34)	20.24
MISCELLANEOUS REVENUES						
250-484820-000	TOURISM; INTERST INCOME	.00	219.99	100.00	119.99	219.99
TOTAL MISCELLANEOUS REVENUES		.00	219.99	100.00	119.99	219.99
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	8,010.65	43,600.00	(35,589.35)	18.37

CITY OF COLUMBUS

EXPENDITURES WITH COMPARISON TO BUDGET

FOR THE 12 MONTHS ENDING DECEMBER 31, 2024

TOURISM COMMISSION

		PERIOD		BUDGET		% OF
		ACTUAL	YTD ACTUAL	AMOUNT	VARIANCE	BUDGET
TOURISM; PERSONNEL						
250-511000-249	TOURISM; MATERIALS & SERVICES	.00	9,962.50	10,000.00	37.50	99.63
250-511000-310	TOURISM; WEB MEDIA	.00	1,533.66	1,600.00	66.34	95.85
250-511000-313	TOURISM; MARKETING/ADVERTISING	2,365.53	4,182.00	17,500.00	13,318.00	23.90
250-511000-345	TOURISM; SPECIAL EVENTS	.00	.00	2,000.00	2,000.00	.00
TOTAL TOURISM; PERSONNEL		2,365.53	15,678.16	31,100.00	15,421.84	50.41
TOURISM; CONTRIBUTION TO GF						
250-568000-610	TOURISM; CONTR TO GEN FUND	.00	12,328.23	12,500.00	171.77	98.63
TOTAL TOURISM; CONTRIBUTION TO GF		.00	12,328.23	12,500.00	171.77	98.63
TOTAL FUND EXPENDITURES		2,365.53	28,006.39	43,600.00	15,593.61	64.23
NET REVENUES OVER EXPENDITURES		(2,365.53)	(19,995.74)	.00	(51,182.96)	(39.07)

2025 Tourism Budget

REVENUES			
Account Number	Account Description	2024 Budget	2025 Budget
250-414135-000	Contribution from Room Tax Fund	\$ 38,500.00	\$ 31,500.00
250-424218-000	State; Travel Grant	\$ 0.00	\$ 0.00
250-484810-000	Misc. Income / Revenues	\$ 0.00	\$ 350.00
250-484820-000	Interest Income	\$ 100.00	\$ 100.00
250-484830-000	Kayak Rental Revenues	N/A	\$ 1,000.00
250-494990-000	Carryover Previous Year Funds	\$ 5,000.00	\$ 23,903.92
		\$ 43,600.00	\$ 56,853.92

EXPENSES			
Account Number	Account Description	2024 Budget	2025 Budget
250-511000-249	Materials & Services	\$ 10,000.00	\$ 20,000.00
250-511000-310	Web / Media	\$ 1,600.00	\$ 1,600.00
250-511000-313	Marketing / Advertising	\$ 17,500.00	\$ 10,000.00
250-511000-345	Special Events	\$ 2,000.00	\$ 10,000.00
250-568000-610	Contribution to General Fund	\$ 12,500.00	\$ 15,253.92
		\$ 43,600.00	\$ 56,853.92



Agenda Item Report

Meeting Type: Tourism Commission

Meeting Date: January 6, 2025

Item Title: Kayak Rental Unit at Rotary Park Update

Submitted By: David Bennett, Communications & Economic Development Coordinator

Detailed Description of Subject Matter:

Despite the late arrival of the kayak rental unit in Rotary Park, it was utilized 17 times from late September until early November. The total duration of rentals was 10.5 hours. The units earned \$275 in revenue, with the City/Tourism earning \$137.50. The peak times for use are between 4:30pm and 7pm, with duration expectedly declining later in the season.

Half of the rentals were by those who purchased network membership passes from Rent.Fun. For a one-time fee, it allows the pass holder to kayak for free at any Rent.Fun location. Columbus can only earn revenue from these passes if someone purchases one from our location. Despite the lack in revenue, the kayak units are still a draw for residents and visitors alike.

Staff have added the Rent.Fun site to the Tourism website and will seek to collaborate with the Chamber of Commerce to add a link to their website. Staff plans to have an ad in the Commotion and other print publications as needed. Staff will require assistance to post our location to kayaking / watersports enthusiast social media pages prior to the 2025 kayaking season.

List all Supporting Documentation Attached:

Kayak Rental Data

Action Requested of Tourism Commission:

Discussion. 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
11/8/2024	4	0.5 hrs.	N/A – member	N/A - member
TOTAL	17	10.5 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, 10/9, and 11/8 and don't count towards revenues unless they originate at our location. Membership passes grant free entry at locations for a one-time fee.
- As expected, the later in the season, the shorter the kayaking duration.



Agenda Item Report

Meeting Type: Tourism Commission

Meeting Date: January 6, 2025

Item Title: Update of the Transition Process for the Community Calendar Management

Submitted By: David Bennett, Communications & Economic Development Coordinator

Detailed Description of Subject Matter:

Due to how Events.com is set up, staff will maintain the current account on Events.com and use it to add events as needed by City departments to the calendar hosted by the Chamber of Commerce's account.

The new community calendar will comprise of using the Chamber of Commerce's Events.com account and will be embedded in whole form and small form in the places the current calendar embeds exist. There is no need to "transfer" any login credentials. The Chamber of Commerce plans to get their side set up in January and possibly February.

List all Supporting Documentation Attached:

Action Requested of Tourism Commission:

No action requested.