



GREATER MAUSTON TOURISM COMMITTEE AGENDA

February 12, 2025 at 6:00 PM
303 Mansion Street Mauston, WI

1. **Call to Order/Roll Call**
2. **Discussion and action relating to Minutes**
3. **Discussion and possible action relating to Financial Report including**
 - a. Financials
4. **Discussion and possible action relating to Event Support activities including**
 - a. Event Support Application (if any):
 - b. Post Event Follow Up, if any
5. **Discussion and possible action relating to Marketing Activities including**
 - a. Discussion and action regarding the Think Local Ad cost of \$2,995 for a six minute segment
 - b. Discussion and action regarding proposal for Mauston Tourism App
 - c. Discussion and action regarding sponsorship towards the annual 4th of July event
6. **Staff Report**
 - a. Discussion and action regarding donation to the Community Center project.
 - b. Discussion and action regarding Christmas lights for the 2025 season.
7. **Adjourn**

NOTICE:

It is possible that action will be taken on any of the items on the agenda and that the agenda may be discussed in any order. It is also possible that a quorum of other governmental bodies of the municipality may be in attendance at the above-stated meeting to gather information; no action will be taken by any governmental body at the above-stated meeting other than the governmental body specifically referred to above in this notice.

Also, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service, contact City Deputy Clerk Nicole Lyddy (608) 747-2706.

Any member of the public wishing to join the meeting telephonically should call City Hall by 4pm the day of the meeting. Staff will be happy to provide instructions on joining the meeting by phone. City Hall main number: 608-847-6676

2/05/2025

3:40 PM

Reprint Check Register - Quick Report - ALL

Page: 1
ACCT

CITY OF MAUSTON POOLED CASH

Accounting Checks

Posted From: 1/01/2025 From Account: 100-00-56710-000-000
Thru: 2/07/2025 Thru Account: 100-00-56710-500-000

Check Nbr	Check Date	Payee	Amount
40356	1/03/2025	Wisconsin Hotel & Lodging Association GMTA - Lodging Directory Ad	425.00
40375	1/09/2025	ArchiveSocial City of Mauston - annual media subscript	837.60
40388	1/09/2025	On The Line GMTA -December 24 service fees	3,375.00
Previous Year Expense			
40443	1/16/2025	On The Line GMTA - Marketing services	44,341.75
40508	1/29/2025	Guardian's of Lake Decorah (GOLD) GMTA - Reimburse ads 25 ice fish tourney	2,092.99
		Grand Total	51,072.34

2/05/2025

3:40 PM

Reprint Check Register - Quick Report - ALL

Page: 2
ACCT

CITY OF MAUSTON POOLED CASH

Accounting Checks

Posted From: 1/01/2025 From Account: 100-00-56710-000-000
Thru: 2/07/2025 Thru Account: 100-00-56710-500-000

Amount

Total Expenditure from Fund # 100 - General Fund

51,072.34

Total Expenditure from all Funds

51,072.34

2/05/2025 3:41 PM Statement of Revenues & Expenditures - Detail
GMATA

Page: 1
ACCT

Dated From: 1/01/2025
Thru: 2/07/2025

Account Number		2025 February	2025 Total
100-00-56710-000-000	Tourism		
100-00-56710-210-000	Professional Service		44,341.75
100-00-56710-240-000	Building/Equip Maintenance		
100-00-56710-310-000	Office Supplies		837.60
100-00-56710-311-000	Postage Expense		
100-00-56710-330-000	Travel/Educ./Training		425.00
100-00-56710-400-000	Marketing Misc.		
100-00-56710-400-100	Tourism Development		
100-00-56710-400-200	Digital Marketing		
100-00-56710-400-300	Purchased Media		
100-00-56710-400-400	TV		
100-00-56710-400-500	Print Media		
100-00-56710-500-000	Event Support Grants		2,092.99
=====			
	GMATA - Expense		47,697.34
=====			
	Total Expenses		47,697.34
=====			

2/05/2025 3:41 PM Statement of Revenues & Expenditures - Detail
GMTA

Page: 2
ACCT

Dated From: 1/01/2025
Thru: 2/07/2025

Account Number		2025 February	2025 Total
100-00-48711-000-000	GMTA Misc Revenue		
100-00-41220-000-000	GMTA 70% Room Tax	61.78	30,324.62
=====			
	GMTA - Room Tax Revenue	61.78	30,324.62
=====			
	Total Revenues	61.78	30,324.62
=====			
Excess of Revenues Over (Under) Expenditures		61.78	(17,372.72)

GMTA Financial Report			
as of 02/11/2025			
1/1/24	Opening Fund Balance	\$258,886.02	
	2024 Revenues	\$162,071.34	
	2024 Expenditures	(\$85,759.75)	
	Current Cash position	\$335,197.61	
	Pending Grant Awards:		
	Other Pending Expenditures:		
	The Market		
	Discover Wisconsin	(\$7,500.00)	
	Available Cash Balance	\$327,697.61	

Objective:

- Create an attractive and easy-to-use way for tourists to find things to do and places to go in the Mauston Area.
• Help local businesses attract tourists to their establishments.
• Keep Mauston at the forefront of tourists' minds to encourage return visits.

Strategy:

- Use App My Community to build an inclusive Mauston Area App.
• Promote the app to local businesses to have them participate in marketing themselves and the app, push notifications, and event promotion, and to have them market the app.

App - Year 1

\$27,000

- App Hosting costs of \$5,400
• Project Management cost of \$21,600 for the first year
o Build an app to include as many Mauston Area businesses and outdoor recreation opportunities as possible
o Market the app and its services to local businesses
- push notifications
- marketing tools such as coupons and promotions
o Market the app's other abilities to residents
- Sign-up forms (for parades or volunteer opportunities)
- Event Calendar
- Interactive Map
o Maintain the app for one year
o Reviewing statistics: clicks, downloads, and views
o Market the app itself to visitors, locals, and potential visitors

Ownership

The GMTA Board will maintain ownership of the App My Community App and its contents

Yearly Upkeep - not included in this quote

The projected cost of the app after year one is \$18,900

- \$5,400 for app hosting
• \$13,500 for project management/upkeep of app/continued business outreach/reviewing statistics

Thank you for your consideration!

Jessica Bilski
608-542-0880
Jessica@OnTheLinePresence.com





APP MY COMMUNITY



<https://www.appmycommunity.com>



Table of Contents

1. Introduction
2. Why a Mobile App
3. Feature Overview
 - Brand Promotion
 - Custom Forms
 - Sponsorship
 - Tiered Listings
 - Event Management
4. Pricing
5. Testimonials





INTRODUCTION

App My Community aids you in creating a customized mobile app to enhance engagement within your community.

Create a single app to support your brand. Create multiple sections for easier user navigation.





Why does my community need a mobile app?

- Provides a direct link between your residents/visitors and businesses
- Increases non-dues revenue
- Facilitates year-round shop local campaign(s)
- Delivers real-time communication

COMMON QUESTIONS:

Cost to download the app? No – Free to download!

Name of the app? Whatever you decide best represents your community

Training Available? Yes! Unlimited Admin Training included

Can you import my database? Yes!

Can you import my calendar? Yes!

Is there a limit to the Push Notification? Unlimited!

Is there a limit to the number of Downloads? Unlimited!



--Custom Branding--

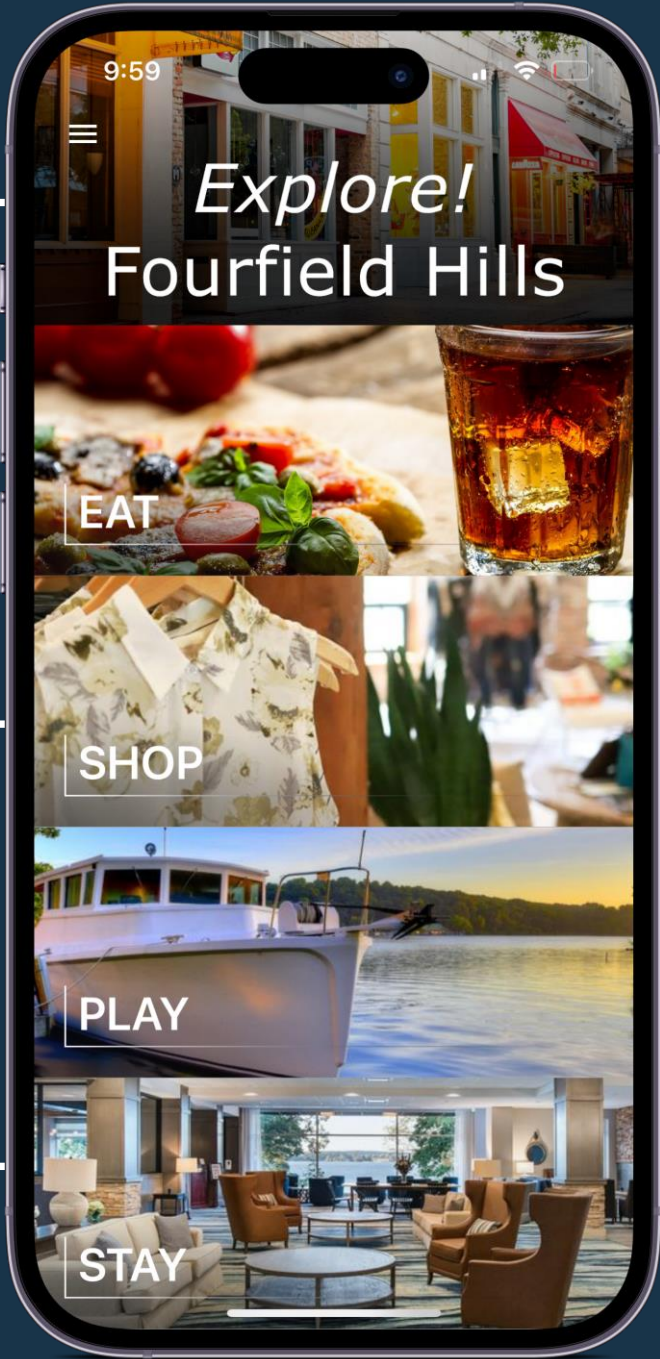
- Your App
- Your Branding
- Your Needs

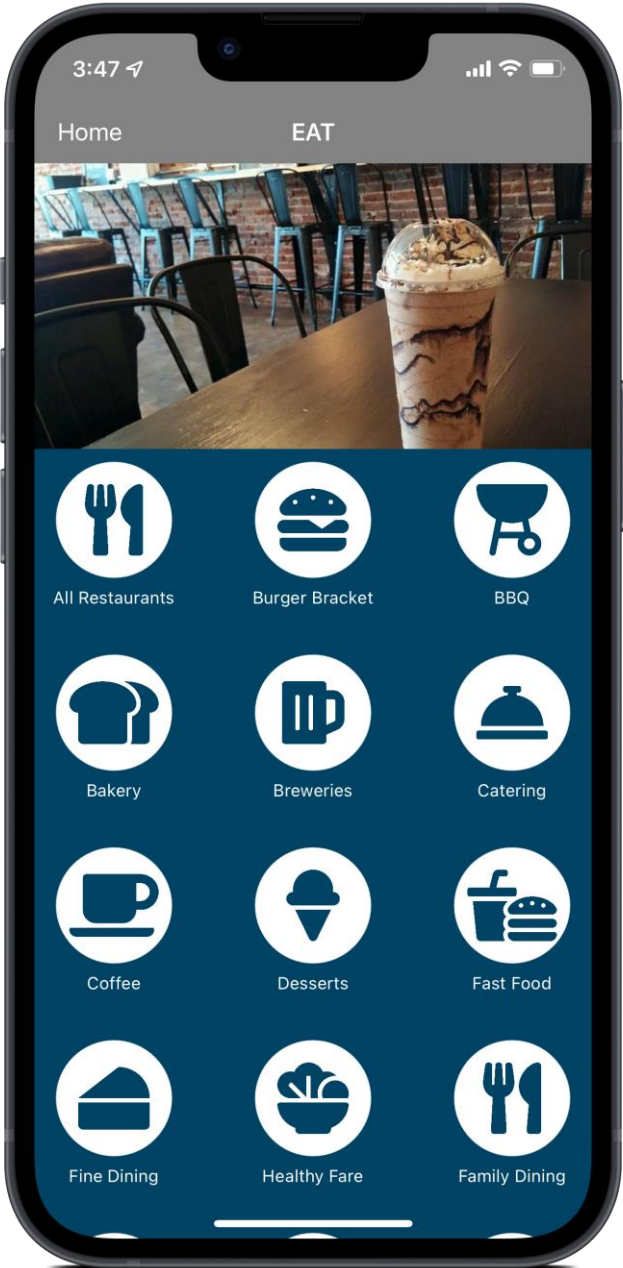
--Unique Content--

Every community is unique. Update header images and create sections that reflect your community, the time of year or key community events.

--Communication--

- Push Notifications
- Real-Time Updates
- Custom Forms to collect user feedback
- Search Capability





Unique Content

Create unlimited categories with individual business listings and contact information by type
Includes rotating images and video capability

Custom Forms

- Engagement tool
- Photo submissions
- Scavenger Hunts

Remote Management

Allow businesses the ability to manage their own page and send push notifications to users who "favorite" them

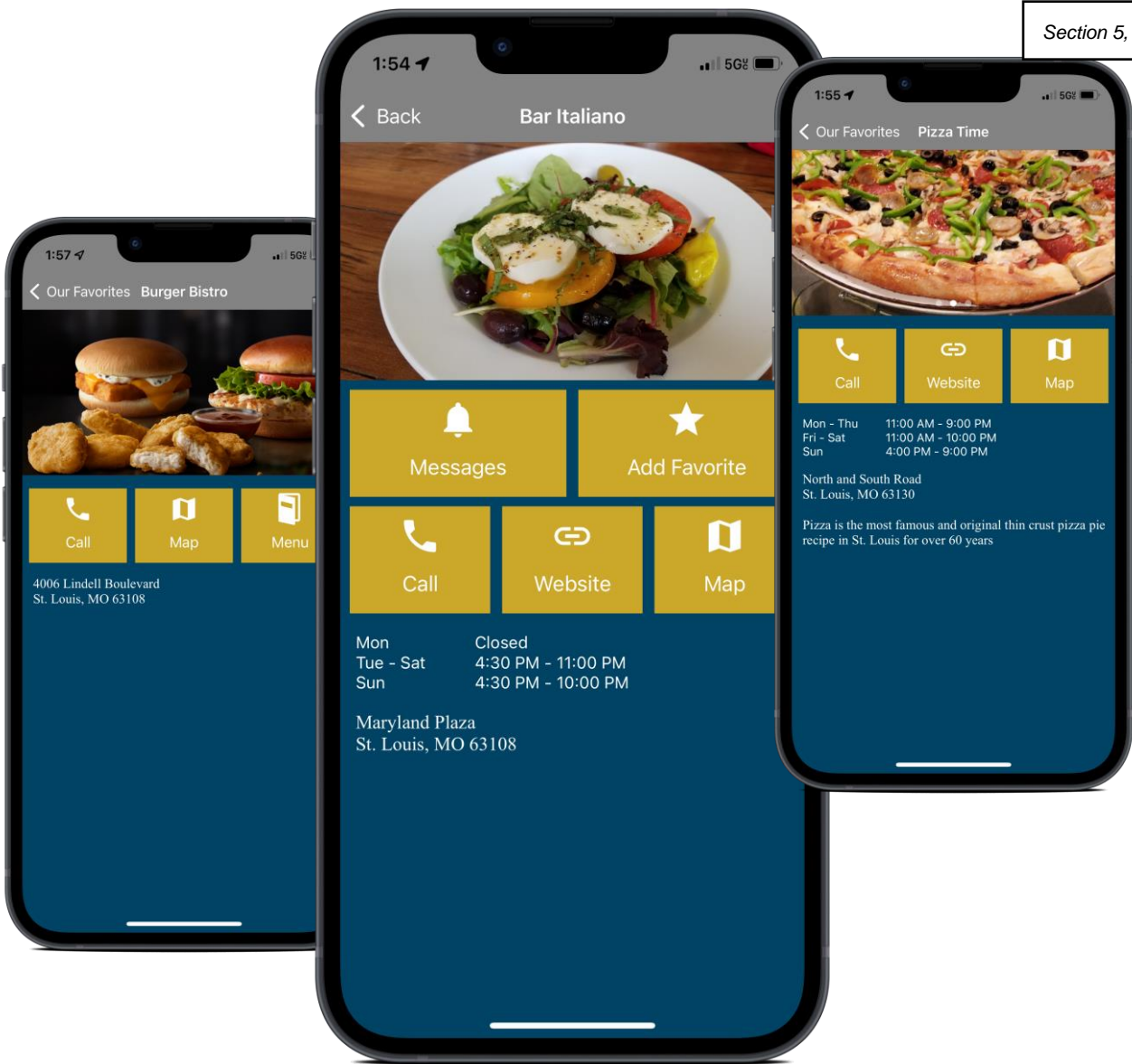


SPONSORSHIP REVENUE TOOLS:

- Rotating Splash Screens
- Banner Ads
- Tiered Business Listings

NO REVENUE SHARING

100% Sponsorship revenue retained by our Clients.



Increase membership level value by creating levels within your custom app.

TIERED LISTINGS

- Multiple listing options
- Member vs Non display options
- Priority placement

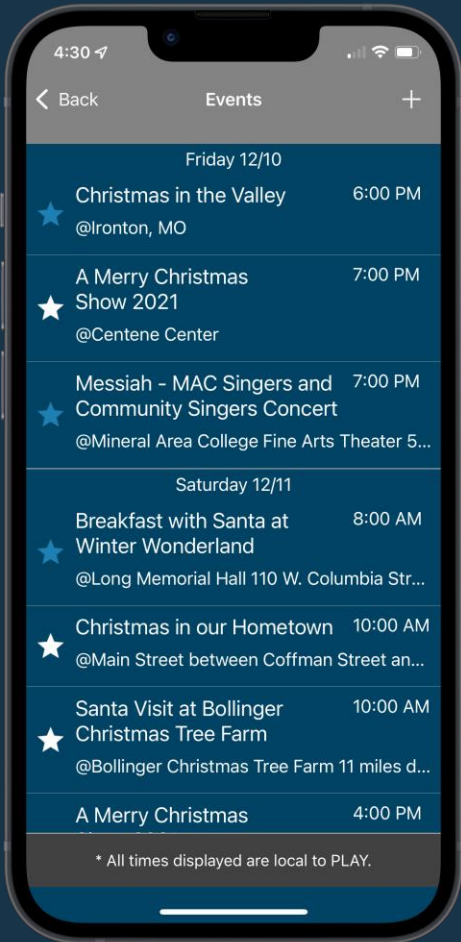


INCREASE COMMUNITY ENGAGEMENT

List all of your upcoming events and community activities with full details.

Users create their own agenda by "favoriting" events of interest.

Favorited events generate automated reminders



App My Community Event Management available.

Unique buttons can include links to ticket purchases, activity wavers, external websites and more!





PRICING

Level 1: \$3,400 per Year

Chambers supporting areas with fewer than 5,000 residents

Level 2: \$5,400 per Year

Chambers supporting areas with population between 5,000 and 50,000 residents

Level 3: \$8,400 per Year

Chambers supporting areas with population between 50,000 and 100,000 residents

Level 4: Custom Quote

Chambers supporting areas with population over 100,000 residents

****Rates inclusive of all features presented.***





AMC
APP MY COMMUNITY

“The Eat, Shop, Play in the Parkland mobile app provides us a way to connect our business members with customers year-round and put that business information right in the palm of the customer’s hand.”

*Candy Hente, Executive Director,
Farmington Regional Chamber of Commerce, Farmington, Missouri*

For More Information, Please visit our Website:

www.appmycommunity.com