



OFFICIAL PUBLIC NOTICE

**MEETING OF THE JULY REGULAR MEETING OF
RICHLAND CENTER TOURISM COMMISSION**

MONDAY, JULY 10, 2023 AT 4:00 PM

MEETING ROOM OF THE DEPOT VISITOR CENTER AT 397 WEST SEMINARY STREET

AGENDA

CALL TO ORDER *Roll Call for the meeting, determine whether a quorum is present; determine whether the meeting has been properly noticed.*

APPROVAL OF MINUTES

- [1.](#) Regular March & May Tourism Commission Minutes Approval

SEMI-ANNUAL BUDGET REPORT

- [2.](#) Semi-Annual Budget Review

DISCUSSION AND ACTION ITEMS

3. Lamar Advertising Digital Billboard Discussion and Possible Action
- [4.](#) Review and Discuss 2022 Wisconsin Department of Revenue Economic Impact Report
5. June Activity Recap

DEPARTMENT REPORT

- [6.](#) Website Traffic/Gray Media Analysis and Review
7. City of Richland Center Hotel/Motel Assessment

PUBLIC COMMENT *No action will be taken on any matter originating under this item.*

ADJOURNMENT

Posted this 7th of July, 2023 by 4:30 PM.

Copy to the official newspaper the Richland Observer.

Aaron Joyce, City Clerk/Treasurer

PLEASE NOTE: That upon reasonable notice, a minimum of 24 hours in advance, 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 Ashley Oliphant, City Administrator at 450 S. Main St., Richland Center, WI. 53581 or call 608-647-3466. Notice is hereby given that the council members who are not members of this committee may attend this meeting so as to constitute a quorum of the city council. Any such council member attendance will be for information gathering, discussion, and/or related purposes and will not result in the direct decision making by the city council at the committee meeting. The City of Richland Center is an equal opportunity employer, provider, and lender.

Regular March Richland Center Tourism Commission Meeting, March, 7, 2023

The meeting was called to order by Chairperson Lenny Schaub at 4:05pm.

Members present, Lenny Schaub, Dennis Fry, Susan Fruit, and Christy Adsit. Bob Hirschy, was absent.

Tourism Grant Applications: The Friends of the Pine/Southwest Partners filed a grant application to help fund the regular clean-up of the Pine River and to keep it navigable for regular kayak use throughout the summer. The grant application stated the Friends of the Pine have been maintaining the Pine River for 10 years and have also been improving the kayak landings during that time. Previous maintenance and spring/flood cleaning was done on a volunteer basis. On average each year there are approximately 120 man-hours put towards the effort, sometimes multiple times through the year due to repeat flooding. Members of the Tourism Commission agreed the Pine River is an important tourist attraction in our area to visitors. Member Christy Adsit asked if there would be a tracking mechanism for the time spent cleaning the Pine. Director Richards mentioned that is part of the “after-event” report. Photos, accounting of the time, and recap of the effort. Chair Lenny Schaub mentioned how important the Pine River has become to our tourism efforts and several other members mentioned they agree with that sentiment.

Member Dennis Fry made a motion to approve the grant request of \$2,000 for the 2023 Kayak season to keep the Pine River safe and navigable for visitors, Member Christy Adsit seconded the motion. A roll call vote unanimously passed the motion.

Lamar Advertising Digital Billboard Discussion and Action: Director Richards explained the past two years Greater Richland Tourism had allocated over \$22,000 each year towards digital billboard marketing in the Milwaukee, Rockford, and Rochester/Winona MN interstate areas. This year there will be more effort put towards streaming advertising, but digital billboards are still an effort we will want to utilize in concert with the streaming efforts. Director Richards asked the commission to approve a \$4,400 expenditure towards Lamar Advertising over an 8-week period in the Riverwest and Walker’s Point areas of Milwaukee which fit strongly with our potential visitor demographics and have proved to be successful in the past.

Member Sue Fruit made a motion to approve an expenditure of \$4,400 to Lamar Advertising for digital billboard advertising over an 8-week period starting in April. Member Dennis Fry 2nd the motion. After a voice roll-call vote the motion passed unanimously.

Director Richards offered updates and reports on several efforts:

1. He explained that all of the website conversion, logo development, and re-branding work has been completed and had on hand new giveaway items for the upcoming year.
2. Gray Media Streaming- Director Richards had previously shared the 30-second ad spot that was developed for the purpose of streaming advertising and that ad is now running in the Milwaukee media areas within a designated area strong with the demographics we wish to attract. That streaming option started on 03/05 and he will have a 30-day meeting with Gray Media to check on the effectiveness of the target area and demographic.
3. Richards mentioned preparation is underway for the 2023 Dairy Days and Rodeo Parade. He has a conflict of schedule as one of his former exchange students is getting married in Spain on that weekend. He stated that the preparation and work is mostly in advance of the event

but there would need to be some help from a few people to get the parade started that morning. Such as putting up the location numbers for lineup, and making sure everyone starts in order as they should. Tourism Commission Chair Lenny Schaub made mention that commented there should be enough people to help make that happen without Director Richards. The rest of the Commission confirmed that was their feeling as well.

4. Director Richards mentioned he will be attending Canoecopia Paddle Sports Convention from Friday, March 10 to Sunday, March 12. He will then be attending the Governor's Conference on Tourism from Sunday, March 12 to Tuesday, March 13 in Green Bay.
5. Director Richards also explained there are two Richland County Townships that have been investigating the adoption of the room tax ordinance and are getting close to adopting that ordinance. He mentioned one township has asked him to be in attendance for their vote in March and it is possible a second Township will take on the approval discussion this month or next.
6. Director Richards also made mention that he is working closely with Richland County Fairgrounds and Recycling Director Carla Doudna to move forward with improvements to the park areas, help with developing new options of the use of the county recreational options, and any other resource he can provide as the county moves forward with changes to her department and the county parks system.
7. Director Richards also explained he had recently attended the Ithaca/Richland Center Work Engagement Fair at the UW-Richland Campus. This was a convention event to connect with high school Sophomores thru Seniors, and the opportunities that exist for students to volunteer at the Visitor's Center this summer. Several great connections were made and we hope to increase the number of volunteers at the Visitor's Center thru this effort.

Motion was made to adjourn the meeting by Dennis Fry, 2nd by Christy Adsit. Motion Carried. Meeting was adjourned at 4:50pm.

Regular March Richland Center Tourism Commission Meeting, May 1, 2023

The meeting was called to order by Chairperson Lenny Schaub at 4:05pm.

Members present, Lenny Schaub, Dennis Fry, Karen Tepley, and Christy Adsit. Candace Fagerlind, was absent.

Tourism Grant Applications:

The Richland County Committee of the Wisconsin High School Rodeo State Finals applied for a \$3,000 grant to support the upcoming WSHSR State Finals here in Richland Center. A roll call vote was called on the application, motion by K Tepley to approve the Tourism Grant Application, 2nd by D Fry, the motion passed unanimously.

Gray Media Report, Discussion and Action: Director Richards explained that over the past two years Greater Richland Tourism had allocated over \$22,000 each year towards digital billboard marketing in the Milwaukee, Rockford, and Rochester/Winona MN interstate areas. This year there will be more effort put towards streaming advertising, however, our focus has changed to target more primarily our resources towards direct streaming marketing on Wi-Fi devices. We initiated this effort earlier this year with the understanding if the campaign could show results, we would increase this effort. Our website traffic has increased exponentially over the past years, and we can relate that success to our streaming advertising campaign. Director Richards suggested increasing that effort from the current allocation of \$5,000 to an additional \$5,000 invested in the wifi streaming campaign. This would carry this marketing campaign into the September-October timeframe.

Member D Fry made the motion to approve the additional \$5,000 investment in online streaming advertising with Gray Media, member K Tepley 2nd that motion. A roll call vote was taken, Schaub-yes, Fry-yes, Tepley-yes, Adsit-yes. Motion unanimously passed.

Director Richards offered updates and reports on several efforts:

1. Director Richards explained the initial analytics on the new website are strong. He encouraged a longer data sample to truly understand but the traffic appears to be much stronger over the previous year's traffic.
2. The Richland Area Farmer's Market has been holding their market at the Visitor's Center and this has increased the traffic into the Visitor's Center significantly on Wednesday's. Many visitors and locals alike are stopping in to learn more about the options in the area.
3. Director Richards mentioned that summer staffing for the Visitor's Center has been strong. Former RCHS teacher Kay Niles has stepped up and covers every Friday as well as several others covering Wednesday and Saturday's.
4. Director Richards also explained there are two Richland County Townships that have been investigating the adoption of the room tax ordinance and are getting close to adopting that ordinance. He reported in March, Forest Township did adopt the room tax at their regular monthly meeting.
5. Preparations are well underway for the Diary Days and Rodeo Parade, entries are being received, the horse contingent from area clubs and the WSHR State Finals appear to be the biggest in some time.
6. Director Richards also explained some other basic discussions:

- a. There are two Richland Center institutional lodging options that are potentially for sale.
- b. With the help of Carla Dodna and the Richland County Parks Commission a work day was held on the Pine River Bike Trail that greatly improved a section of that trail. More work needs to be done.
- c. Several videos have been completed to promote local tourism-related businesses including the Red Barn at Griff Run, Kewaydin Farms, and Chapters on the Horizon.

Motion was made to adjourn the meeting by Dennis Fry, 2nd by Christy Adsit. Motion Carried. Meeting was adjourned at 5:09pm.

GREATER RICHLAND TOURISM 2023				The Peoples Bank Acct #3122			
DATE	CK#	DESCRIPTION	DEBITS	CREDITS	INT	BALANCE	
01/01/23		Beginning Balance				\$ 35,090.62	
01/09/23		Donation - ARCH (meeting room use)	50.00			\$ 35,140.62	
01/30/23	1046	Rhyme		37.83		\$ 35,102.79	
01/30/23	1047	Visa		232.00		\$ 34,870.79	
01/30/23	1048	Forager Publishing, LLC		410.00		\$ 34,460.79	
01/11/23	1044	Visa		74.38		\$ 34,386.41	
01/11/23	1045	Rhyme		60.02		\$ 34,326.39	
01/31/23		Interest			98.89	\$ 34,425.28	
02/23/23	1049	Visa		693.26		\$ 33,732.02	
02/24/23		Town of Eagle 2022 Q4	4,802.00			\$ 38,534.02	
02/28/23		Interest			94.64	\$ 38,628.66	
03/03/23	1050	Rhyme		33.00		\$ 38,595.66	
03/17/23	1051	Marty Richards		384.00		\$ 38,211.66	
03/17/23	1052	Hill and Valley Exploration Tour		1,000.00		\$ 37,211.66	
03/17/23	1053	Inspire(d) Media LLC -Inv 3563		643.50		\$ 36,568.16	
03/17/23	1054	Tools of Marketing, Inc -Inv 36961 & 36962		1,725.78		\$ 34,842.38	
03/17/23	1055	Tri-Elite Entertainment		1,500.00		\$ 33,342.38	
03/31/23		Q4 2022 Transfer from Room Tax	16,700.51			\$ 50,042.89	
03/31/23		Trans to Cty Gen'l (1/2 Tourism Dir. 2022 Sal&Benefits)		28,073.40		\$ 21,969.49	
03/31/23		Interest			118.94	\$ 22,088.43	
04/18/23	1056	Forager Publishing, LLC		360.00		\$ 21,728.43	
04/18/23	1057	Lamar		2,200.00		\$ 19,528.43	
04/18/23	1058	VISA		1,346.65		\$ 18,181.78	
04/18/23	1059	Rhyme		33.00		\$ 18,148.78	
04/18/23	1060	Milwaukee Magazine		1,050.00		\$ 17,098.78	
04/19/23	1061	IWMTV		1,250.00		\$ 15,848.78	
04/26/23	1062	VISA		1,195.73		\$ 14,653.05	
04/26/23	1063	Rhyme		33.00		\$ 14,620.05	
04/30/23		Interest			67.89	\$ 14,687.94	
05/16/23		Town of Eagle 2023 Q1	7,470.90			\$ 22,158.84	
05/16/23		Q1 2023 Transfer from Room Tax	9,312.95			\$ 31,471.79	
05/19/23	1064	River Alliance of Wisconsin Inv # 33		250.00		\$ 31,221.79	
05/19/23	1065	Lamar Inv#114756022		2,200.00		\$ 29,021.79	
05/31/23		Interest			80.17	\$ 29,101.96	
06/01/23	1066	Ryme		33.00		\$ 29,068.96	
06/01/23	1067	IWMTV		1,250.00		\$ 27,818.96	
06/16/23	1068	Zanity Martinez		200.00		\$ 27,618.96	
06/16/23	1069	Milwaukee Magazine		950.00		\$ 26,668.96	
06/16/23	1070	Inspire(d) Media LLC -Inv 3638		643.50		\$ 26,025.46	
06/30/23		Interest			94.35	\$ 26,119.81	

Approved Annual Budget For 2023 with Actual Expenditures as of 06/30/23

1. \$1,500 Marketing cost for the Dairy Days/Rodeo Parade
 - a. Actual Spent: \$560
2. \$1,500 Marketing for Center Colorfest
3. \$1,000 Marketing for Christmas Decoration Contest
4. \$3,500 Travel and conference expenses
 - a. Actual = \$3,310.02
5. \$200 Postage
 - a. Actual = \$32.53
6. \$2,000 Depot materials and copier maintenance agreement
 - a. Actual = \$1,955.11
7. \$4,000 Incidental print advertising
 - a. Actual= \$2,747.00
8. \$4,000 Online social media advertising and video work
 - a. Actual= \$950.00
9. \$1,500 Tri-Lite Entertainment advertising/Starlite14/Center Cinema
 - a. Actual =\$1,500

Total 2023 Basic Budget Expenses Projected = \$18,500 Actual as of 06/30/23 = \$ 11,054.66

2023 Tourism Director Salary Estimated @ 50%= \$29,154.15

Amount Approved for Annual Operating Budget= \$47,654.15

Potential Grants 2023

Rodeo Committee **\$3000**

Richland Area Archery Club/Driftless Hunters Weekend **\$1,500-**

Wheels of Time Truck and Tractor Show-**\$1,000**

Hill and Valley Exploration Tour-\$1,000

Friends of the Pine-River cleaning grant-**\$2,000**

Total 2023 anticipated grants=\$8,500 Total Grant Applications as of 06/30/23 = \$7,500

Advertising:

Lamar Advertising-Digital Billboards

Approved Expenditure = **\$4,400/Actual Expenditure= \$4,400**

Grey Media Online Streaming Advertising

Approved Expenditures =**\$10,000/Actual Expenditures=\$2,500**

2023 Richland Center Room Tax Estimated Revenue

City of Richland Center= **\$35,064** (Est 2023) Actual received 2023= **\$9,312.95**
Actual 2022= **\$51,188.57**

Town of Eagle= **\$25,000** (Est 2023) Actual received 2023 = **\$7,470.90**
Actual 2022 = **\$14,796.08**

Town of Ithaca= Unknown. No revenue as of 06/30 as they started collecting in the 3rd quarter of 2022. It takes a minimum of 4 quarters for 3rd Party Marketplace remittances to be received.

Town of Forest= No revenue will be received in 2023 as it takes minimum 4 quarters for 3rd Marketplace remittances to be received. Forest Township adopted the Ordinance in April 2023.

The current balance in Greater Richland Tourism = **\$26,119.81**

\$60,064 Estimated income from known sources.

Tourism Impacts														
Wisconsin and Counties - Alphabetical														
County	Total Economic Impact					Direct Visitor Spending			Employment			Total Labor Income		
	Millions		% Change	Millions 2019	Compared to 2019	Millions		% Change	Total		% Change	Millions		% Change
	2021	2022				2021	2022		2021	2022		2021	2022	
Wisconsin	\$20,929	\$23,655	13.0%	\$22,223	106.4%	\$12,856.3	\$14,880.1	15.7%	169,707	174,623	2.9%	\$5,798.3	\$6,525.7	12.5%
Adams County	\$223	\$240	7.7%	\$276	87.1%	\$164.5	\$177.2	7.7%	1,578	1,534	-2.8%	\$46.6	\$53.7	15.2%
Ashland County	\$60	\$65	6.8%	\$58	111.2%	\$40.0	\$42.7	6.7%	590	566	-4.1%	\$16.4	\$16.8	3.0%
Barron County	\$162	\$180	11.0%	\$161	111.5%	\$109.5	\$123.0	12.3%	1,350	1,345	-0.3%	\$40.8	\$44.8	9.9%
Bayfield County	\$84	\$89	6.7%	\$72	123.9%	\$63.0	\$67.3	6.8%	706	706	0.0%	\$14.2	\$15.6	10.2%
Brown County	\$1,097	\$1,271	15.9%	\$1,193	106.6%	\$632.5	\$764.5	20.9%	9,863	10,389	5.3%	\$494.2	\$558.7	13.1%
Buffalo County	\$26	\$28	7.7%	\$22	126.6%	\$17.4	\$18.8	7.8%	224	231	3.0%	\$5.5	\$5.6	2.2%
Burnett County	\$40	\$44	9.8%	\$39	113.2%	\$26.5	\$29.4	10.9%	373	360	-3.5%	\$8.8	\$9.0	2.3%
Calumet County	\$61	\$68	12.3%	\$65	104.8%	\$31.4	\$36.3	15.8%	584	577	-1.2%	\$17.9	\$18.6	3.7%
Chippewa County	\$159	\$174	9.5%	\$162	107.8%	\$103.8	\$114.5	10.2%	1,445	1,403	-3.0%	\$42.2	\$44.8	6.2%
Clark County	\$55	\$60	8.9%	\$57	106.0%	\$33.8	\$37.0	9.3%	347	340	-2.1%	\$7.6	\$7.9	3.8%
Columbia County	\$184	\$201	9.1%	\$204	98.5%	\$120.8	\$132.7	9.9%	1,737	1,720	-1.0%	\$49.0	\$52.9	7.9%
Crawford County	\$67	\$71	6.7%	\$65	109.7%	\$45.5	\$48.4	6.4%	661	671	1.6%	\$15.0	\$15.4	3.0%
Dane County	\$1,968	\$2,356	19.7%	\$2,324	101.4%	\$1,049.9	\$1,350.8	28.7%	16,546	17,946	8.5%	\$635.5	\$746.9	17.5%
Dodge County	\$153	\$171	11.3%	\$163	104.6%	\$82.0	\$93.2	13.7%	1,393	1,394	0.0%	\$38.2	\$40.2	5.2%
Door County	\$531	\$582	9.7%	\$478	121.8%	\$423.1	\$466.5	10.3%	3,321	3,335	0.4%	\$102.5	\$113.3	10.5%
Douglas County	\$149	\$166	10.9%	\$154	107.4%	\$103.5	\$116.0	12.1%	1,240	1,279	3.2%	\$33.7	\$36.6	8.8%
Dunn County	\$85	\$96	13.1%	\$93	102.8%	\$48.5	\$56.4	16.3%	746	750	0.6%	\$20.1	\$20.6	2.9%
Eau Claire County	\$381	\$433	13.9%	\$418	103.5%	\$229.4	\$268.9	17.2%	3,727	3,854	3.4%	\$112.9	\$127.6	13.0%
Florence County	\$9	\$10	9.0%	\$8	122.6%	\$5.7	\$6.3	11.0%	87	87	0.5%	\$1.8	\$2.1	12.6%
Fond du Lac County	\$241	\$274	13.7%	\$259	105.6%	\$137.8	\$161.8	17.4%	2,299	2,362	2.8%	\$68.7	\$74.4	8.3%
Forest County	\$22	\$24	6.5%	\$22	107.3%	\$13.8	\$14.7	6.6%	210	194	-7.3%	\$3.6	\$3.6	-1.4%
Grant County	\$95	\$108	13.8%	\$97	111.0%	\$56.9	\$66.7	17.3%	976	1,009	3.3%	\$27.4	\$29.8	8.9%
Green County	\$72	\$80	10.7%	\$81	98.7%	\$40.8	\$45.9	12.5%	675	664	-1.7%	\$20.9	\$21.7	4.2%

Tourism Impacts														
Wisconsin and Counties - Alphabetical														
County	Total Economic Impact					Direct Visitor Spending			Employment			Total Labor Income		
	Millions		% Change	Millions 2019	Compared to 2019	Millions		% Change	Total		% Change	Millions		% Change
	2021	2022				2021	2022		2021	2022		2021	2022	
Green Lake County	\$52	\$62	18.9%	\$59	105.7%	\$31.2	\$39.2	25.7%	561	582	3.6%	\$14.7	\$16.1	9.5%
Iowa County	\$67	\$74	10.8%	\$61	121.3%	\$44.7	\$50.1	12.1%	429	444	3.6%	\$12.8	\$13.6	6.5%
Iron County	\$33	\$36	6.6%	\$30	118.6%	\$24.3	\$25.9	6.8%	270	252	-6.4%	\$5.3	\$5.4	1.6%
Jackson County	\$59	\$63	6.5%	\$56	111.8%	\$39.5	\$41.8	5.9%	468	477	1.8%	\$10.5	\$11.5	9.7%
Jefferson County	\$179	\$195	8.6%	\$185	105.1%	\$105.5	\$114.8	8.8%	1,590	1,566	-1.5%	\$46.3	\$49.7	7.2%
Juneau County	\$106	\$115	8.7%	\$103	111.3%	\$75.9	\$82.7	9.0%	744	731	-1.7%	\$18.4	\$19.2	4.3%
Kenosha County	\$373	\$424	13.6%	\$391	108.5%	\$231.9	\$270.3	16.6%	3,083	3,130	1.5%	\$99.6	\$106.7	7.1%
Kewaunee County	\$43	\$48	12.6%	\$42	115.9%	\$27.7	\$31.8	14.8%	375	398	6.0%	\$6.7	\$6.8	2.2%
La Crosse County	\$433	\$489	13.1%	\$458	107.0%	\$262.6	\$304.6	16.0%	3,854	3,981	3.3%	\$126.7	\$138.4	9.2%
Lafayette County	\$23	\$27	18.7%	\$25	108.1%	\$13.7	\$17.1	25.3%	181	195	7.8%	\$3.8	\$4.0	7.0%
Langlade County	\$71	\$77	8.3%	\$73	104.8%	\$48.8	\$52.9	8.4%	441	425	-3.6%	\$12.2	\$12.3	0.8%
Lincoln County	\$96	\$103	7.4%	\$96	107.3%	\$62.9	\$67.3	7.1%	659	658	-0.1%	\$17.9	\$19.0	5.7%
Manitowoc County	\$194	\$216	11.4%	\$204	105.9%	\$112.1	\$127.3	13.5%	1,738	1,740	0.1%	\$52.4	\$55.7	6.4%
Marathon County	\$403	\$459	13.8%	\$454	101.2%	\$219.2	\$259.1	18.2%	3,474	3,483	0.3%	\$116.9	\$126.8	8.5%
Marinette County	\$232	\$249	7.0%	\$234	106.2%	\$167.0	\$178.1	6.6%	1,483	1,458	-1.7%	\$38.4	\$39.7	3.4%
Marquette County	\$38	\$41	8.0%	\$36	114.5%	\$25.4	\$27.5	8.4%	307	294	-4.3%	\$6.2	\$6.9	10.0%
Menominee County	\$5	\$5	12.1%	\$5	98.8%	\$2.5	\$3.0	16.1%	33	31	-6.5%	\$0.5	\$0.5	-2.9%
Milwaukee County	\$3,352	\$3,914	16.8%	\$3,881	100.8%	\$1,774.2	\$2,192.2	23.6%	25,097	26,673	6.3%	\$1,100.2	\$1,312.1	19.3%
Monroe County	\$146	\$148	1.1%	\$136	108.7%	\$96.9	\$95.4	-1.6%	1,063	1,019	-4.2%	\$30.5	\$34.3	12.6%
Oconto County	\$123	\$134	8.9%	\$131	102.1%	\$88.7	\$97.0	9.3%	732	761	4.0%	\$16.7	\$17.9	6.6%
Oneida County	\$332	\$362	9.1%	\$322	112.5%	\$254.3	\$278.5	9.5%	2,131	2,125	-0.3%	\$62.7	\$68.1	8.6%
Outagamie County	\$581	\$683	17.5%	\$659	103.5%	\$312.3	\$389.4	24.7%	5,207	5,498	5.6%	\$174.5	\$200.5	14.9%
Ozaukee County	\$209	\$230	9.9%	\$219	104.9%	\$107.8	\$120.1	11.4%	1,940	1,962	1.1%	\$66.3	\$71.3	7.6%
Pepin County	\$13	\$14	7.3%	\$14	99.4%	\$8.3	\$8.9	7.2%	114	116	2.3%	\$2.5	\$2.5	0.2%

Tourism Impacts														
Wisconsin and Counties - Alphabetical														
County	Total Economic Impact					Direct Visitor Spending			Employment			Total Labor Income		
	Millions		% Change	Millions 2019	Compared to 2019	Millions		% Change	Total		% Change	Millions		% Change
	2021	2022				2021	2022		2021	2022		2021	2022	
Pierce County	\$55	\$59	7.7%	\$58	102.1%	\$31.4	\$33.7	7.4%	425	423	-0.6%	\$11.6	\$12.2	5.8%
Polk County	\$140	\$156	11.3%	\$144	108.8%	\$96.3	\$108.4	12.6%	1,098	1,079	-1.7%	\$28.8	\$29.5	2.5%
Portage County	\$217	\$245	13.0%	\$241	101.5%	\$118.4	\$138.0	16.6%	1,828	1,916	4.8%	\$49.8	\$56.7	13.8%
Price County	\$33	\$36	9.6%	\$35	102.5%	\$18.0	\$20.0	11.3%	286	281	-1.8%	\$7.2	\$7.9	9.0%
Racine County	\$427	\$486	13.8%	\$478	101.7%	\$231.2	\$273.2	18.2%	3,588	3,619	0.8%	\$129.2	\$138.7	7.3%
Richland County	\$36	\$40	12.2%	\$37	107.8%	\$22.2	\$25.4	14.5%	317	321	1.4%	\$7.8	\$8.8	12.3%
Rock County	\$393	\$439	11.8%	\$430	102.2%	\$237.0	\$270.2	14.0%	3,716	3,747	0.8%	\$114.2	\$122.8	7.6%
Rusk County	\$42	\$44	3.0%	\$42	103.9%	\$28.2	\$28.5	1.1%	413	388	-6.2%	\$9.4	\$9.9	5.3%
St. Croix County	\$188	\$208	11.0%	\$198	105.5%	\$113.3	\$127.8	12.8%	1,835	1,862	1.5%	\$54.1	\$57.1	5.5%
Sauk County	\$1,779	\$1,920	7.9%	\$1,460	131.5%	\$1,485.7	\$1,603.1	7.9%	11,236	11,455	2.0%	\$278.4	\$299.4	7.6%
Sawyer County	\$131	\$141	8.0%	\$125	113.3%	\$95.9	\$103.9	8.4%	956	940	-1.6%	\$28.2	\$31.0	9.9%
Shawano County	\$98	\$111	13.0%	\$105	105.5%	\$65.4	\$75.3	15.2%	801	794	-0.8%	\$22.4	\$24.1	7.7%
Sheboygan County	\$389	\$439	12.8%	\$410	107.0%	\$229.2	\$264.9	15.6%	3,144	3,349	6.5%	\$95.9	\$108.9	13.5%
Taylor County	\$49	\$53	7.3%	\$51	104.3%	\$31.3	\$33.4	6.8%	311	325	4.3%	\$8.3	\$8.8	6.5%
Trempealeau County	\$60	\$67	12.2%	\$56	120.4%	\$34.8	\$40.0	14.9%	403	415	3.0%	\$9.0	\$9.4	4.5%
Vernon County	\$66	\$73	9.5%	\$65	111.5%	\$44.8	\$49.4	10.2%	528	506	-4.2%	\$13.3	\$13.7	2.6%
Vilas County	\$339	\$363	7.3%	\$310	117.3%	\$268.7	\$288.4	7.3%	2,162	2,109	-2.5%	\$55.6	\$59.5	6.9%
Walworth County	\$790	\$887	12.3%	\$785	113.0%	\$594.3	\$675.0	13.6%	6,847	7,057	3.1%	\$223.5	\$258.9	15.9%
Washburn County	\$48	\$53	10.1%	\$47	112.5%	\$31.0	\$34.7	11.7%	483	494	2.4%	\$13.4	\$14.3	7.0%
Washington County	\$252	\$284	12.9%	\$263	107.9%	\$129.3	\$151.1	16.8%	2,232	2,233	0.0%	\$69.7	\$73.8	5.9%
Waukesha County	\$1,420	\$1,591	12.1%	\$1,568	101.4%	\$740.1	\$852.2	15.1%	12,246	12,321	0.6%	\$439.6	\$487.3	10.9%
Waupaca County	\$146	\$160	9.3%	\$156	102.6%	\$94.7	\$104.1	9.9%	1,184	1,150	-2.9%	\$28.4	\$28.5	0.5%
Waushara County	\$110	\$120	8.5%	\$105	113.9%	\$82.6	\$89.9	8.8%	846	825	-2.5%	\$18.4	\$19.6	6.4%
Winnebago County	\$459	\$522	13.9%	\$509	102.7%	\$229.1	\$272.7	19.0%	4,040	4,177	3.4%	\$145.7	\$167.6	15.0%

Tourism Impacts														
Wisconsin and Counties - Alphabetical														
County	Total Economic Impact					Direct Visitor Spending			Employment			Total Labor Income		
	Millions		%	Millions	Compared	Millions		%	Total		%	Millions		%
	2021	2022	Change	2019	to 2019	2021	2022	Change	2021	2022	Change	2021	2022	Change
Wood County	\$173	\$198	14.2%	\$197	100.4%	\$86.1	\$103.1	19.7%	2,130	2,121	-0.4%	\$70.6	\$77.7	10.1%

**We acknowledge the critical role Wisconsin's tribes play in enriching our tourism offering and bringing in travelers to Wisconsin. Because tribal tourism data is private, the total economic impact of 1

State and Local Taxes		
Millions		%
2021	2022	Change
\$1,388.2	\$1,516.2	9.2%
\$16.4	\$16.8	2.3%
\$5.0	\$5.0	0.5%
\$10.6	\$11.1	5.0%
\$7.2	\$7.6	5.3%
\$85.8	\$96.1	12.0%
\$1.6	\$1.7	3.3%
\$2.9	\$3.0	1.0%
\$3.6	\$3.7	3.7%
\$10.1	\$10.3	1.8%
\$3.0	\$3.1	2.2%
\$15.7	\$15.7	0.4%
\$5.5	\$5.6	2.1%
\$127.6	\$154.0	20.7%
\$8.9	\$9.3	5.0%
\$42.7	\$47.8	11.8%
\$11.0	\$11.7	6.8%
\$5.6	\$6.0	6.4%
\$27.4	\$29.8	8.5%
\$0.6	\$0.6	5.4%
\$16.0	\$17.5	8.9%
\$1.7	\$1.6	-3.9%
\$6.3	\$6.8	7.9%
\$4.3	\$4.5	3.1%

State and Local Taxes			
Millions		%	
2021	2022	Change	
\$4.1	\$4.6	9.9%	
\$3.4	\$3.7	7.7%	
\$2.6	\$2.6	-1.6%	
\$4.2	\$4.3	2.3%	
\$10.8	\$11.1	2.6%	
\$7.0	\$7.1	1.9%	
\$23.3	\$25.5	9.4%	
\$2.9	\$3.2	9.3%	
\$31.7	\$34.7	9.4%	
\$1.4	\$1.6	14.1%	
\$4.1	\$4.2	2.2%	
\$5.5	\$5.6	2.9%	
\$13.2	\$14.0	5.6%	
\$25.8	\$28.0	8.4%	
\$14.4	\$14.7	1.9%	
\$2.7	\$2.7	0.9%	
\$0.3	\$0.3	0.8%	
\$188.3	\$216.6	15.0%	
\$9.8	\$9.5	-3.1%	
\$7.0	\$7.4	5.1%	
\$21.3	\$22.0	3.3%	
\$37.6	\$43.5	15.7%	
\$12.2	\$12.9	5.9%	
\$0.9	\$0.9	5.5%	

State and Local Taxes			
Millions		%	
2021	2022	Change	
\$3.3	\$3.4	2.2%	
\$8.9	\$9.2	3.0%	
\$14.0	\$15.4	10.1%	
\$2.1	\$2.2	4.4%	
\$24.3	\$26.5	8.9%	
\$2.3	\$2.4	7.2%	
\$26.8	\$28.6	6.8%	
\$2.9	\$2.8	-4.7%	
\$12.8	\$13.5	5.5%	
\$137.0	\$142.5	4.0%	
\$9.6	\$9.8	2.4%	
\$6.4	\$6.7	5.1%	
\$28.4	\$31.0	9.1%	
\$2.7	\$2.7	2.9%	
\$3.2	\$3.4	7.6%	
\$4.2	\$4.4	2.8%	
\$24.4	\$24.9	1.9%	
\$66.0	\$70.9	7.5%	
\$3.3	\$3.5	5.5%	
\$14.2	\$15.2	7.5%	
\$81.4	\$87.5	7.5%	
\$9.9	\$10.1	1.9%	
\$7.8	\$7.9	1.2%	
\$27.0	\$30.0	11.2%	

State and Local Taxes		
Millions		%
2021	2022	Change
\$11.2	\$12.1	8.4%

tribal tourism is not wholly reflected in this report.

GREATER RICHLAND TOURISM OTT CAMPAIGN

PREMION OTT PERFORMANCE METRICS

MAR-JULY (TO DATE) 2023



PREMION OTT PERFORMANCE

Advertiser

Greater Richland Tourism +0

Impressions

151,789

Reach

102,122

Frequency

1.49

Quick Date Selector

Days Weeks Months Years

Today

Yesterday

Last 7 days

Last 30 days

Last 60 days

Last 90 days

■ Impressions by Date

Choose Campaign

All values (4)

- Greater Richland Tourism OTT Campaign Spri...
- Greater Richland Tourism OTT Campaign Spri...
- Greater Richland Tourism OTT Campaign Sum...
- Greater Richland Tourism OTT Campaign Sum...

Campaign Name	Impressions	Reach	Frequency
Greater Richland Tourism OTT Campaign Spring/Summer 2023 Foodies 2 of 2	73,614	50,003	1.47
Greater Richland Tourism OTT Campaign Spring/Summer 2023 Outdoor Adventurers 1 of 2	72,261	48,524	1.49
Greater Richland Tourism OTT Campaign Summer/Fall 2023 Foodies 2 of 2	2,970	1,773	1.68
Greater Richland Tourism OTT Campaign Summer/Fall 2023 Outdoor Adventurers 1 of 2	2,944	1,822	1.62

GREATER RICHLAND TOURISM OTT CAMPAIGN

PREMIUM OTT PERFORMANCE METRICS

MAR-JULY (TO DATE) 2023

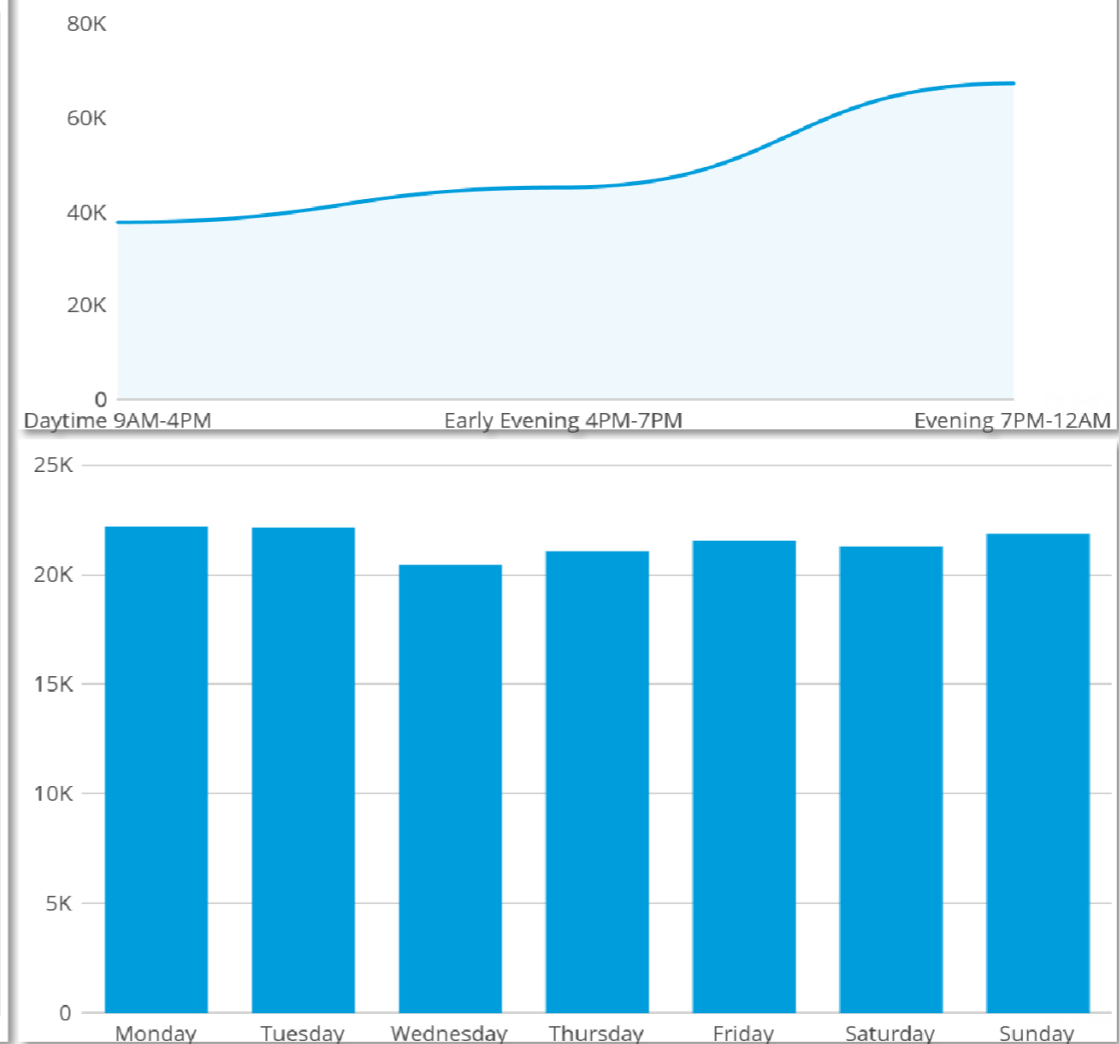


When an impression is shown, your ad is **VISIBLE** to your target audience who are watching long-form episodic content.

Impressions by Publisher Network

Network Name	Impressions
Tubi	14,256
Syfy	10,967
Lifetime	9,278
Philo	7,791
Xumo	7,785
Sundance TV	6,682
BET	4,770
AMC	4,691
TNT	4,632
A&E	4,541
HGTV	4,472
Crackle	3,692
FOX Sports	3,647
NBA	3,643
Paramount Network	3,634
MTV	3,425
MLB	2,887
Discovery ID	2,512
TBS	2,430
FOX News	2,325
History Channel	2,286
MSNBC	2,281

Impressions by Daypart & Day of Week



VISIBILITY

GREATER RICHLAND TOURISM OTT CAMPAIGN

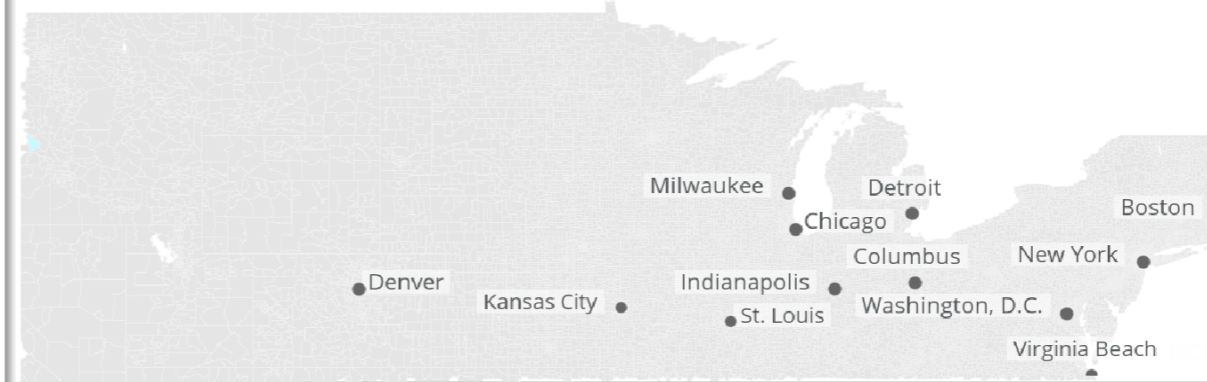
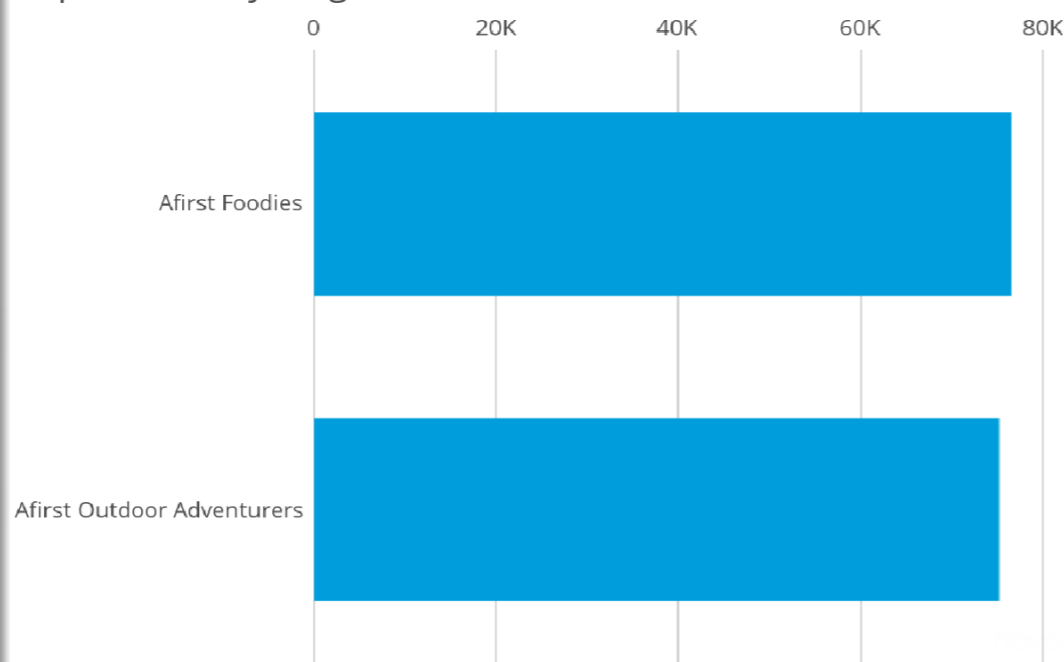
PREMION OTT PERFORMANCE METRICS

MAR-JULY (TO DATE) 2023

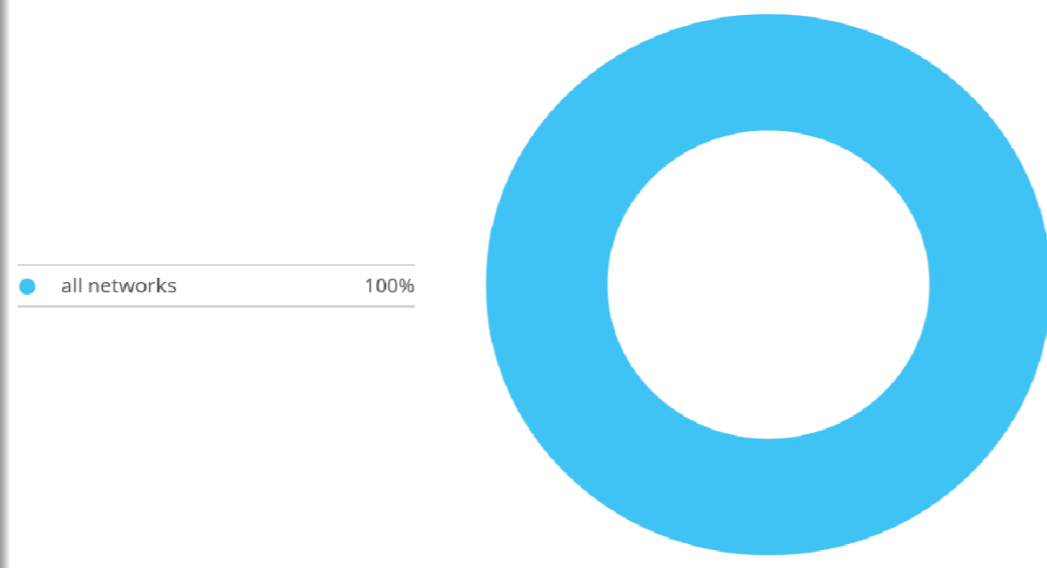


VISIBILITY

Impressions by Target Audience & Content Channels



Zipcode	Target Geography	Impressions
53211	Zip Option - Milwaukee Area - River West & Downtown South	19,499
53215	Zip Option - Milwaukee Area - River West & Downtown South	17,978
53213	Zip Option - Milwaukee Area - River West & Downtown South	14,867
53207	Zip Option - Milwaukee Area - River West & Downtown South	13,147
53210	Zip Option - Milwaukee Area - River West & Downtown South	12,724
53208	Zip Option - Milwaukee Area - River West & Downtown South	11,358
53202	Zip Option - Milwaukee Area - River West & Downtown South	10,457
53212	Zip Option - Milwaukee Area - River West & Downtown South	8,405
53219	Zip Option - Milwaukee Area - River West & Downtown South	8,311
53204	Zip Option - Milwaukee Area - River West & Downtown South	4,784
53206	Zip Option - Milwaukee Area - River West & Downtown South	4,682
53217	Zip Option - Milwaukee Area - River West & Downtown South	3,991
53209	Zip Option - Milwaukee Area - River West & Downtown South	3,788
53226	Zip Option - Milwaukee Area - River West & Downtown South	3,409
53214	Zip Option - Milwaukee Area - River West & Downtown South	3,401
53233	Zip Option - Milwaukee Area - River West & Downtown South	1,904
53216	Zip Option - Milwaukee Area - River West & Downtown South	1,903
53227	Zip Option - Milwaukee Area - River West & Downtown South	1,623
53223	Zip Option - Milwaukee Area - River West & Downtown South	1,605



GREATER RICHLAND TOURISM OTT CAMPAIGN

PREMION OTT PERFORMANCE METRICS

MAR-JULY (TO DATE) 2023

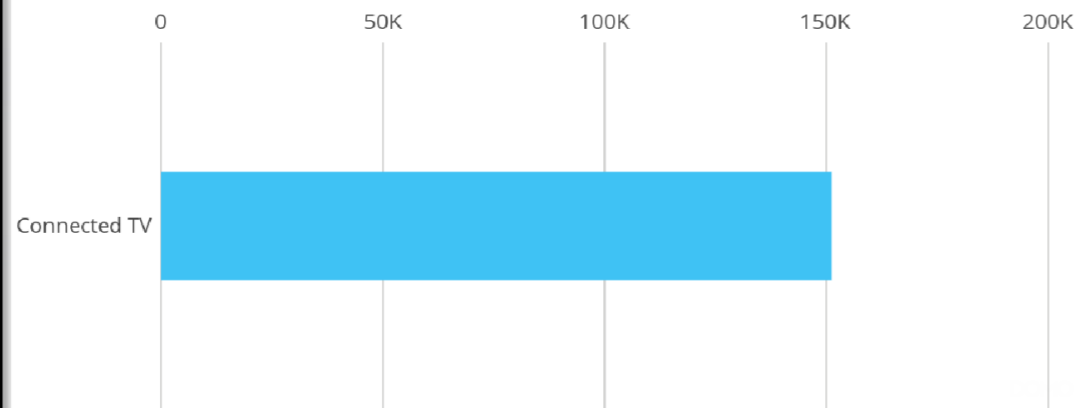


Viewers are *engaged* when they watch your commercial through to completion.

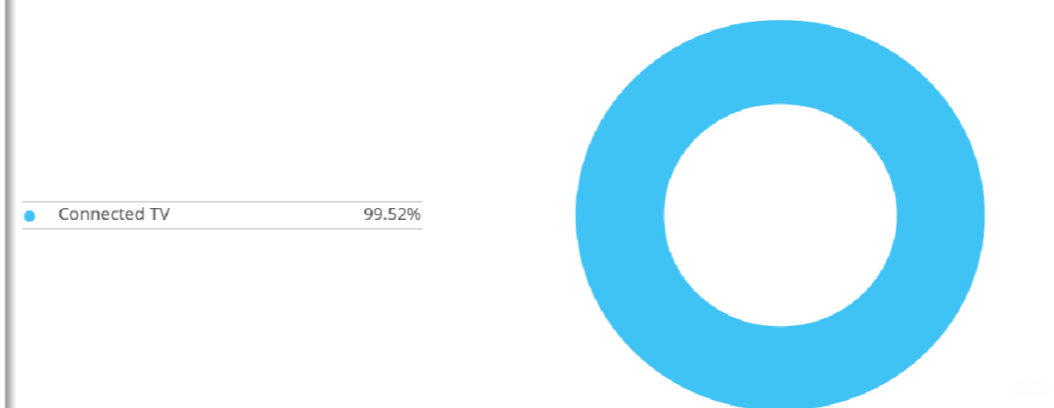
Video Completion Rate
99.52%

Campaign Name	Video Completion Rate
Greater Richland Tourism OTT Campaign Spring/Summer 2023 Foodies 2 of 2	99.70%
Greater Richland Tourism OTT Campaign Spring/Summer 2023 Outdoor Adventurers 1 of 2	99.34%
Greater Richland Tourism OTT Campaign Summer/Fall 2023 Outdoor Adventurers 1 of 2	99.41%
Greater Richland Tourism OTT Campaign Summer/Fall 2023 Foodies 2 of 2	99.54%

Completed Impressions by Device



VCR by Device



Creative Name	Impressions	Video Completion Rate
Gray_ Greater Richland Tourism GRTM-YFIH-0223-00-You'll Find It Here-2023-HD-OTT.mp4_3.4.23	150,618	99.52%

ENGAGEMENT

GREATER RICHLAND TOURISM

WEBSITE ANALYTICS APRIL-JULY (TO DATE) 2023

(this captures data since GA4 switch)

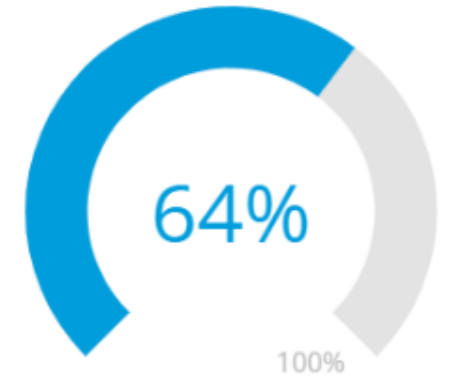


The dates for Universal Analytics vs GA4 being used to populate this dashboard

Start Date	End Date	Property Type	Property Name	View/Stream Name
2023-04-13	2023-07-05	GA4	Greater Richland Tourism	Greater Richland Tourism

Source/Medium	Sessions	New Users
google / organic	16,748	9,582
(direct) / (none)	5,777	4,545
Various/Referral	2,862	2,085
bing / organic	960	554
facebook / paidsocial	552	518
yahoo / organic	365	242
duckduckgo / organic	230	150
(not set)	56	0
ecosia.org / organic	11	10
milwaukeeemag / advertorial	4	4

% New Website Visitors



Sessions

27,705

Pageviews

55,682

New Users

17,690

The content on your website driving the most **ENGAGEMENT**.

Pageviews
55.68K

Avg Time on Page
00:03:11

Sessions by Device

- mobile 62.21%
- desktop 35.21%
- tablet 2.57%
- smart tv 0.01%

ENGAGEMENT

Page Title	Page path	Views
Search Richland Center Wisconsin	/search/site%3Fsearch=parking%252Bpermit	2
Search Richland Center Wisconsin	/search/site%3Fsearch=Pine%252Bdriver	1
Search Richland Center Wisconsin	/search/site%3Fsearch=City%20ordinance%20%23607	1
Search Richland Center Wisconsin	/search/site%3Fsearch=budget	1
Access Denied / User log in Richland Center Wisconsin	/tourism/page/spring-wildcrafting-driftless-curiosity	0
Richland County History Richland Center Wisconsin	/tourism/page/richland-county-history	12
Chapter 476 ETZ Wellhead Protection 2012 Richland Center Wisconsin	/ordinances/chapter-476-etz-wellhead-protection-2012	1
Search Richland Center Wisconsin	/search/site%3Fsearch=no-results%3Acity%252Bcouncil%252Bagenda%252Bmay%252B3%252B2023&cat=no-results	1
Miner Hill Trails Park Richland Center Wisconsin	/parksrec/page/miner-hill-trails-park	74
Search Richland Center Wisconsin	/search/site%3Fsearch=alist%252Bof%252Bcity%252Bordinances	1

Sessions by Day of Week

Event Actions

103,945

An **EVENT** is when someone takes action on your website. This includes clicking and engaging with content.

GA4 has pre-built events established including tracking a users first visit, pageview or session start. We only include engagement based events in this section of the dashboard.

% of Event Actions by Source

- google / organic 69.49%
- (direct) / (none) 13.69%
- Various/Referral 8.33%
- bing / organic 4.92%
- yahoo / organic 1.41%
- duckduckgo / organic 0.99%
- facebook / paidsocial 0.84%
- (not set) 0.2%
- ecosia.org / organic 0.12%
- milwaukeeemag / advertorial 0.01%

Event Name	Total Events
Click	14,466
DOCK	38
JPG	19,551
PDF	6,827
PNG	3,355
click	6,673
file_download	4,609
form_start	3,881
form_submit	2,825
user_engagement	40,917
video_progress	66

GREATER RICHLAND TOURISM

WEBSITE ANALYTICS APRIL-JULY (TO DATE) 2023

(this captures data since GA4 switch)



Item 6.

Page Title	Page path	Views
Tourism Richland Center Wisconsin	/tourism	2156
Thunderfest Richland Center Wisconsin	/tourism/page/thunderfest	1540
2023 Richland Center Dairy Days and Rodeo Parade Richland Center Wisconsin	/tourism/page/2023-richland-center-dairy-days-and-rodeo-parade	1369
42nd Annual Richland County Dairy Breakfast Richland Center Wisconsin	/tourism/page/42nd-annual-richland-county-dairy-breakfast	744
Canoeing & Kayaking Richland Center Wisconsin	/tourism/page/canoeing-kayaking	737
Main Events Richland Center Wisconsin	/tourism/page/main-events	596
Calendar of Events Richland Center Wisconsin	/tourism/calendar	578
Wisconsin High School Rodeo Finals Richland Center Wisconsin	/tourism/page/wisconsin-high-school-rodeo-finals-0	499
Day Trips & Agritourism Richland Center Wisconsin	/tourism/page/day-trips-agritourism	352
Memorial Day Parade and Observance Ceremony Richland Center Wisconsin	/tourism/page/memorial-day-parade-and-observance-ceremony	341
Muscoda Morel Mushroom Festival Richland Center Wisconsin	/tourism/page/muscoda-morel-mushroom-festival	312
Local Experiences Richland Center Wisconsin	/tourism/page/local-experiences	288
Taste of the Hills-Greater Richland Area Chamber of Commerce Richland Center Wisconsin	/tourism/page/taste-hills-greater-richland-area-chamber-commerce	277
Lone Rock 4th of July Celebration Richland Center Wisconsin	/tourism/page/lone-rock-4th-july-celebration	255
Richland Center Area City-Wide Garage Sales Richland Center Wisconsin	/tourism/page/richland-center-area-city-wide-garage-sales	218
Recreational Trails / ATV-UTV Routes Richland Center Wisconsin	/tourism/page/recreational-trails-atv-utv-routes	215
Hub City Dirt Drags Richland Center Wisconsin	/tourism/page/hub-city-dirt-drags	184
Preserved Effigy Mounds Richland Center Wisconsin	/tourism/page/preserved-effigy-mounds	158
Tourism Contact Information Richland Center Wisconsin	/tourism/custom-contact-page/tourism-contact-information	158
Eagle Cave & Resort Richland Center Wisconsin	/tourism/page/eagle-cave-resort	156
Lodging Richland Center Wisconsin	/tourism/page/lodging	154
Kaul Community Park Spring Fish Boil Richland Center Wisconsin	/tourism/page/kaul-community-park-spring-fish-boil	149
Ocooch Mountains of Richland County Richland Center Wisconsin	/tourism/page/ocooch-mountains-richland-county	143
2023 Dairy Days and Rodeo Parade Registration Form Richland Center Wisconsin	/tourism/page/2023-dairy-days-and-rodeo-parade-registration-form	142
Outdoor Exploration Richland Center Wisconsin	/tourism/page/outdoor-exploration	132
UW Platteville-Richland Presents, The Lion, the Witch, and the Wardrobe Richland Center Wisconsin	/tourism/page/uw-platteville-richland-presents-lion-witch-and-wardrobe-0	103
Wild Hills Winery Richland Center Wisconsin	/tourism/page/wild-hills-winery	98
Our History Richland Center Wisconsin	/tourism/page/our-history	93
Bonfire Music Festival brought to you by Driftless Music Gardens Richland Center Wisconsin	/tourism/page/bonfire-music-festival-brought-you-driftless-music-gardens	87
Driftless Music Gardens Richland Center Wisconsin	/tourism/page/driftless-music-gardens	85
Richland Area Farmers Market Richland Center Wisconsin	/tourism/page/richland-area-farmers-market-0	80
9th Annual Haiti Benefit Auction Richland Center Wisconsin	/tourism/page/9th-annual-haiti-benefit-auction	77
Wisconsin High School Rodeo Finals Richland Center Wisconsin	/tourism/page/wisconsin-high-school-rodeo-finals	72
Cazenovia Area Dairy Breakfast Richland Center Wisconsin	/tourism/page/cazenovia-area-dairy-breakfast	71
AD German Warehouse Richland Center Wisconsin	/tourism/page/ad-german-warehouse	69
Anaway Place Richland Center Wisconsin	/tourism/page/anaway-place	64
Center Lodge Richland Center Wisconsin	/tourism/page/center-lodge	63
Calendar of Events Richland Center Wisconsin	/tourism/calendar/month/2023-06	61
Richland Area Farmers Market Richland Center Wisconsin	/tourism/page/richland-area-farmers-market	61
Greater Richland Tourism E-Guide Richland Center Wisconsin	/tourism/page/greater-richland-tourism-e-guide	60
Tours Richland Center Wisconsin	/tourism/page/tours	59
Contact Tourism Richland Center Wisconsin	/tourism/webform/contact-tourism	56

GREATER RICHLAND TOURISM

WEBSITE ANALYTICS APRIL-JULY (TO DATE) 2023

(this captures data since GA4 switch)



Item 6.

Little Cabins on the Pine Richland Center Wisconsin	/tourism/page/little-cabins-pine	53
Park View Inn Richland Center Wisconsin	/tourism/page/park-view-inn	52
Richland Hospital Foundation Annual Golf Outing Richland Center Wisconsin	/tourism/page/richland-hospital-foundation-annual-golf-outing	50
Calendar of Events Richland Center Wisconsin	/tourism/calendar/month/2023-07	50
Calendar of Events Richland Center Wisconsin	/tourism/calendar/month/2023-05	46
Rembrandt & Rutabagas Richland Center Wisconsin	/tourism/page/rembrandt%C2%A0-rutabagas	44
Live Music on the Garden Stage At Central Boarding House Richland Center Wisconsin	/tourism/page/live-music-garden-stage-central-boarding-house	43
Starlite 14 Drive-In Richland Center Wisconsin	/tourism/page/starlite-14-drive	43
Richland County Fair Richland Center Wisconsin	/tourism/page/richland-county-fair	43
Car-B-Que In The Park at Kaul Park Richland Center Wisconsin	/tourism/page/car-b-que-park-kaul-park	41
Ridge & Valley Hospitality Richland Center Wisconsin	/tourism/page/ridge-valley-hospitality	41
Ramada Richland Center Wisconsin	/tourism/page/ramada	40
Richland Center History Richland Center Wisconsin	/tourism/page/richland-center-history	38
Flying Cat Art Studio Classes Richland Center Wisconsin	/tourism/page/flying-cat-art-studio-classes	37
Town of Stevenson Museum Richland Center Wisconsin	/tourism/page/town-stevenson-museum	36
Richland Area Roadtrip Richland Center Wisconsin	/tourism/page/richland-area-roadtrip	36
Cream Pitcher Bed & Breakfast Richland Center Wisconsin	/tourism/page/cream-pitcher-bed-breakfast	36
Ice Cream on the Farm-FarmerSown Market Richland Center Wisconsin	/tourism/page/ice-cream-farm-farmersown-market	34
Symons Recreational Complex Richland Center Wisconsin	/tourism/page/symons-recreational-complex	34
Central Boarding House on the Garden Stage Music Event Richland Center Wisconsin	/tourism/page/central-boarding-house-garden-stage-music-event-0	33
City & County Parks Richland Center Wisconsin	/tourism/page/city-county-parks	33
Akey School Museum Richland Center Wisconsin	/tourism/page/akey-school-museum	32
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GREATER RICHLAND TOURISM

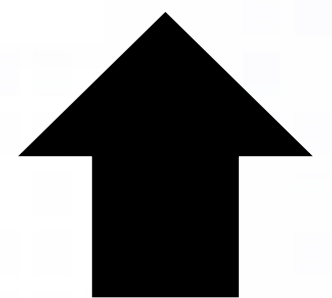
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