



## OFFICIAL PUBLIC NOTICE

### MEETING OF THE TOURISM COMMISSION

MONDAY, APRIL 07, 2025 AT 4:00 PM

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

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#### WEBEX:

<https://cityofrichlandcenter.my.webex.com/cityofrichlandcenter.my/j.php?MTID=mcf11ae75c817c134e817041ee3cff7b8>

PHONE: Call 1-408-418-9388

#### 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. Approval of January meeting minutes

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

#### DISCUSSION AND ACTION ITEMS

2. Discussion and possible action on a grant request from the Richland Center High School Rodeo Committee

#### DEPARTMENT REPORT

3. Greater Richland Tourism Updates  
Grant Application Process Updates  
Richland County Short-term Rental Zoning/Permitting  
Rodeo Parade Updates  
Greater Richland Tourism Goals/Objectives Discussion

**SET NEXT MEETING DATE** *First Monday of the Month*

#### ADJOURNMENT

Posted this 4th day of April, 2025 by 4:30 PM.

Copy to the official newspaper the Richland Observer.

*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 January Richland Center Tourism Commission Meeting, January 6, 2025**

The meeting was called to order by Commission Chairman Ron Fruit at 4:00 pm.

Members present, are Ron Fruit, Dennis Fry, and Karen Tepley. Jayme Walsh and Toni McCarvel were absent.

Karen Tepley made a motion to approve the meeting minutes from the November 2024 meeting, Dennis Fry seconded the motion, motion carried unanimously.

**RePrinting of the Local Travel Guide Discussion and Action:**

Director Richards brought back the discussion from November regarding the need to reprint more travel guides for the 2025 travel season. He had secured an estimate from LaCrosse Printing for \$2,447.96 for 1500 copies. This price is the same as last year as only mild updates to the magazine regarding some phone numbers were necessary. Karen T made the motion to approve the reprinting of the guide at 1500 copies for \$2,447.96. Member Dennis F seconded that motion and a voice vote was called for:

Fry-Yes, Tepley-Yes, Fruit-Yes

**Department Updates:**

Director Richards Offered several other updates:

- The Village of Cazenovia is pursuing an adoption of the room tax as they have at least one or more short-term rentals in the village. Director Richards is working with them to secure that adoption.
- He updated the Commission that Erica Steinmetz has begun work updating our listings on TravelWisconsin.com and is going through with fresh information for those that need updating, adding new businesses and experiences, and removing those that no longer exist.
- Discussed the Pine River and the concern of keeping that navigable for visitors. Southwest Partners is soliciting parties to cooperatively work on the river this spring and summer to keep it in enjoyable condition for kayakers.

**Next meeting and topics.**

It was determined that the next meeting is expected to be April, 7.

The motion was made to adjourn the meeting by Tepley, 2<sup>nd</sup> by Fry. Motion Carried. The meeting was adjourned at 4:40 pm.

### Tourism Event Sponsorship Grant Program Application

Project Title:

66 Wisconsin High School State Finals Rodeo

Full Legal Name of Applicant/Organization:

Richland Center Rodeo Committee

Applicant's Address:

22230 Victoria LN Richland Center WI 53581

Name of Primary Contact:

Kenda Deaver (Secretary)

Telephone:

608-475-1886

Email:

doublekacres9989@outlook.com

Website: WHRA - website - w.w.w. whsra.org

Facebook - Richland Center Rodeo Committee

Location of Project: Richland County Fairgrounds 23630 Co. Hwy AA R.C.

Event Date(s): June 13, 14, 15, 2025

Intended Ad Placement (List Publication and Location with Sample wording/ad Layout):

Shopping News, Richland Observer, Flyers, WRCC, WRJC Radio mauston, Complimentary Tickets

→ Flyer

Description of event or activity and how it relates to tourism:

Bring people in that follow the Rodeo

Bull riding  
Barrels are Event are  
listed on our Flyer

Projection of the project's ability to generate overnight stays:

Yes

Target Audience:

Between 1,500 - 2,500

Total Event Budget: 60,000.

Amount for Advertising: 2,000 - 3,000

In-Kind Value:

Grant Request: \$2,000.00

Our Flyers go all over, IL, IA, WI, MN.  
Our contestants put them up in their home  
Town  
Our committee put Flyers up all over too.



# RODEO

## STATE FINALS

Richland County Fairgrounds • 23630 Co. Hwy. AA, Richland Center, WI

PRESENTED BY **CINCH**

# JUNE 13, 14, 15, 2025

BARRELS • BOY'S CUTTING • GIRL'S CUTTING • TEAM ROPING • POLE BENDING • STEER WRESTLING  
 BREAKAWAY ROPING • TIE DOWN ROPING • SADDLE BRONCS • GOAT TYING • BULL RIDING  
 BAREBACK • TRAP SHOOTING • LIGHT RIFLE • REINING COW HORSE

**Friday  
Wear Pink  
for GRACE**

### FRIDAY & SATURDAY NIGHT

7:00 p.m. - Special Introduction | 7:30 p.m. - Performance

### SUNDAY FINALS

11:30 a.m. - Special Introduction | 12:00 Noon - Performance

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### JUNE DAIRY DAYS & RODEO PARADE

Downtown Richland Center | Saturday, June 14 - 10:30 a.m.

Sponsored by the City of Richland Center, Richland County Tourism & WHS Rodeo Committee



Cowboy Church | Sunday, June 15 at 8:30 a.m.

**EVERYONE WELCOME**



**Rodeo Queen 2024**  
 Carley Gukenberger ★ Marshfield  
 2024 Saddle Sponsor Compeer Financial



**All Around Cowgirl 2024**  
 Josie Laue ★ Richland Center  
 2024 Saddle Sponsor Schreiber Foods



**All Around Cowboy 2024**  
 JB Bound ★ Fort Atkins  
 2024 Saddle Sponsor Jones

## THREE TICKET INFORMATION

Performances!

	ADVANCE Fri. & Sat. Night	AT THE GATE Fri. & Sat. Night	AT THE GATE Sunday Finals	<b>Advance Tickets on Sale!</b>
Adults (18-59)	\$7	\$8	\$9	Advance Tickets available from 8:30 AM until Noon Friday, June 13 at Fairgrounds in Building H Children under 6 - Free
Children (6-12)	\$4	\$4	\$4	
Student (13-17)	\$6	\$7	\$8	
Senior Citizen (60+)	\$6	\$7	\$8	

➤ **WEEKEND PASS \$25** ◀

**ADVANCE TICKETS AVAILABLE STARTING MAY 19TH UNTIL JUNE 13TH AT NOON**

CREATIVE LAYERS, 142 S. CENTRAL AVE., RICHLAND CENTER

For more information, call Kenda 608-475-1886

**A BIG THANK YOU TO ALL CONTESTANTS, PARENTS, FANS, SPONSORS,  
 VOLUNTEERS AND WHOEVER WE MAY HAVE MISSED.**

FROM RCRC & WHSRA



## Ordinance **XXX**. Short-Term Rentals

### § **XXX-1**. Purposes.

The purposes of this ordinance are to ensure that the quality of short-term rentals operating within the County is adequate for protecting public health, safety and general welfare by establishing:

- a. minimum standards of space for human occupancy and parking
- b. adequate level of maintenance
- c. the responsibilities of owners and property managers operating or managing these rental properties for tourists or transient occupants

In addition, it is the intent of this ordinance to determine the responsibility of owners/property managers to expeditiously and personally respond to, stop, mitigate, or prevent the reoccurrence of unreasonable activities on, or conditions, uses or misuses of, these rental properties which adversely impact or substantially annoy, disturb, threaten, harm, offend or interfere with the residential uses, nature or values of other properties in the neighborhoods in which these rental properties operate.

### § **XXX-2**. Definitions.

As used in this chapter, the following terms shall have the meanings indicated:

#### DWELLING UNIT

One or more rooms designed, occupied, used, or intended to be occupied or used, as separate living quarters, with a food preparation area and sleeping and sanitary facilities provided within such room(s).

#### ENTITY

A corporation, investment company, limited partnership, limited-liability partnership, limited-liability company, cooperative association, unincorporated cooperative association, common law trust, or any other group or organization licensed to do business in this state.

#### ~~NATURAL~~ RESOURCE STANDING COMMITTEE

Committee of the Richland County Board of Supervisors with oversight of the Zoning Department and responsible for due process for appeals. Also referred to as Committee.

#### LICENSE

The short-term rental license issued under § XXX-4 will be valid for 2 years.

#### 2 YEAR LICENSE

License Duration. Each permit shall expire on June 30, except that licenses initially issued during the period beginning April 1 and ending on June 30 shall expire on June 30 twenty-four two (2) years later.

#### HOTELS AND MOTELS

An establishment with 5 or more short-term rental units (e.g., rooms, cottages, cabins) offered for compensation at one location (i.e., 5 or more units across all directly adjacent parcels under the same ownership is considered a hotel or motel). Hotels and motels are excluded from this ordinance.

#### OCCUPANT

Any person, over one year of age, living, sleeping, cooking or eating in, or having actual possession of, a dwelling unit.

**PERSON**

An individual, group of individuals, or an entity.

**PROPERTY MANAGER**

Any person who is not the property owner and is authorized by the property owner, expressly or impliedly, to act as agent and as the local contact person on behalf of the property owner for one or more short-term rental, and to take remedial action and promptly respond to any violation of this chapter.

**PROPERTY OWNER**

The owner of a short-term rental.

**RENEWAL LICENSE**

Any license issued under this Ordinance after the initial 2-year license has expired.

**SHORT-TERM RENTAL**

The rental of a tourist rooming house for a period of twenty-nine (29) consecutive days or less.

**TOURIST ROOMING HOUSE**

All lodging places and tourist cabins and cottages, other than hotels and motels, in which sleeping accommodations are offered for pay to tourists or transients. It does not include private boarding or rooming houses not accommodating tourists or transients, or bed and breakfast establishments regulated under Ch. ATCP 73, Wis. Admin. Code.

**ZONING DEPARTMENT**

Richland County Zoning Department employee or designee that is responsible for issuing licenses and renewals.

**§ XXX-3. Operation of short-term rentals.** Each short-term rental shall comply with this chapter's requirements and any other applicable state, county or local laws, codes, rules or regulations. Each short-term rental shall comply with the following standards:

- A. No person may maintain, manage or operate a short-term rental more than 10 nights each license year without a short-term rental license. Every short-term rental shall be operated by a property owner or property manager.
- B. Each short-term rental property owner is required to have the following licenses:
  1. A state of Wisconsin tourist rooming house license. Information can be found at [https://datcp.wi.gov/Pages/Programs\\_Services/TouristRoomingHouses.aspx](https://datcp.wi.gov/Pages/Programs_Services/TouristRoomingHouses.aspx)
  2. A license from Richland County issued pursuant to this ordinance.
- C. Each short-term rental shall comply with all of the following:
  1. The number of occupants in any dwelling unit shall not exceed the limits set forth in Wis. Admin. Code § ATCP 72.14 for hotels, motels, and tourist rooming houses.
  2. No recreational vehicles (RVs), campers, tents or other temporary lodging arrangements shall be permitted on site as a means of providing additional accommodations for paying guests or other invitees. Exceptions can be made if septic is appropriately sized to handle additional guests or

other precautions are taken to ensure septic can handle additional guests such as on-site porta-pots, requiring RV's to dump at public dump sites, etc.

3. If the property owner resides within 60 miles of the short-term rental property, a local property manager is not required to be designated. The property owner shall ensure their contact information is provided to guests and updated with the Zoning Department. The property owner must notify the Zoning Department within three business days of any change in the property owner's contact information and submit the revised contact information to the Zoning Department within the same time period. Property owners must also provide guests with emergency contact information (e.g., 911, local police, fire, nearest hospital).
4. Unless the property owner resides within 60 miles of the short-term rental property, a local property manager must be designated for contact purposes and his or her name must be included in the application filed with the Zoning Department. The local property manager must reside within 60 miles of the short-term rental property and shall ensure their contact information is provided to guests and updated with the Zoning Department. The property owner must notify the Zoning Department within three business days of any change in the property manager's contact information for the short-term rental and submit the revised contact information to the Zoning Department within the same time period. Property owners or their property manager must also provide guests with emergency contact information (e.g., 911, local police, fire, nearest hospital).
5. Must have designated parking that abides by all laws.
6. Applicant is required to display county license number on any advertising or online reservation system.

**§ xxx-4. Short-term rental license. A license is required for each rental location. Under a Richland County short-term rental license, an operator may rent as many as four units (e.g., rooms, cottages, cabins) at one location, which is in line with state licensing requirements. You are a motel or hotel if you rent 5 or more units at one location.**

- A. The Zoning Department shall issue a short-term rental license if an applicant demonstrates compliance with the provisions of Richland County Ordinance XXX. A short-term rental license is issued for two years and may be renewed biennially as provided in § XXX-6. The license shall contain the following information:
  1. The name of the property owner, with contact information including mailing address and a telephone number at which the property owner is available. If the property owner is also acting as the property manager, then the requirements of Section 3 Subsection C (3) shall apply to the property owner.
  2. The name of the property manager, with contact information, including mailing address, physical address (if different from mailing address) and a telephone number at which the property manager shall respond to inquiries within a reasonable length of time.
  3. Description of the property and maximum occupancy allowed.

4. The license term.
5. The state of Wisconsin tourist rooming house license number.

**§ XXX-5. Short-term rental license procedure.**

- A. All applications for a short-term rental license shall be filed with the Zoning Department on forms provided by the Department. Applications must be filed by the property owner or the property manager. No license shall be issued unless the completed application form is accompanied by payment of the required application fee, which fee shall be nonrefundable.
- B. Each application shall include the following information and documentation for each short-term rental unit in order to demonstrate compliance with all requirements of this chapter, including, but not limited to, § XXX-8:
  1. The name of the property owner, with contact information including mailing address and a telephone number at which the property owner is available. If the property owner is also acting as the property manager, then the application shall include mailing address, physical address (if different from mailing address) and a telephone number at which the property owner shall respond to inquiries within a reasonable length of time. Including a brief description of the unit and maximum occupancy allowed.
  2. A copy of a most recent completed State Lodging Establishment Inspection form.
  3. A copy of the state of Wisconsin tourist rooming house license issued under Wis. Stats. § 97.605; or proof that such state license has been applied for, in which event a provisional short-term rental license may be issued under this chapter for a period of 90 days but shall be conditioned upon the Zoning Department's receipt of a copy of such state license from the applicant within said ninety day period, and if a copy of such state license is not received by the Zoning Department within said period, then such provisional license shall expire and be void at and after the end of said ninety day period.
  4. Designation of a property manager, unless the property owner is acting as the property manager, with contact information, including mailing address, physical address (if different from mailing address) and a telephone number at which the property manager shall respond to inquiries within a reasonable length of time, and an affirmative statement that the property manager is authorized to act as agent and as the local contact person for the property owner with respect to operation of the short-term rental, including taking remedial action and promptly responding to any violation of this chapter or the County Ordinance relating to the licensed premises, and receiving service of notice of violation of this chapter's provisions.
  5. Written certification by the property owner that the short-term rental meets the requirements of this chapter and applicable state and county laws, ordinances and regulations.
- C. Unless earlier revoked, each license period shall run from July 1 of one year to June 30 of the next year and may be renewed for additional one-year period. The application fee shall be paid upon filing of the application. Any application that does not include all of the information and supporting documentation required by this chapter shall not be considered as complete.



- D. When the Zoning Department determines that an application is complete and meets the requirements of this chapter, the Zoning Department shall approve the application and issue a short-term rental license (or, if applicable, a provisional short-term rental license) to the applicant. If the Department determines that the application is incomplete or does not meet the requirements of this chapter, the Department shall deny the application and inform the applicant, in writing, of the reason(s) why the application was denied and what action is needed to obtain approval of the application. The Zoning Department may be lenient in allowing applicants to fix issues within 14 days when an application is deemed incomplete or information was missing, without applicant needing to re-apply and pay an additional application fee.
- E. If the short-term rental property has outstanding fees, taxes, special charges or forfeitures owed to Richland County this may be a factor in whether or not the application will be approved. The Zoning Department may refuse to issue or renew a short-term rental license for any property or owner-applicant that has violated this Chapter any time within a period of twelve (12) months prior to the date of the permit application or if the property has had three (3) or more calls for law enforcement services leading to formal written violation or arrest in a twelve (12) month period. Law enforcement calls from potentially unreasonable neighbors which do not lead to formal written violation or arrest cannot and will not be used to deny renewal applications.
1. No short-term rental license (or, if applicable, a provisional short-term rental license) shall be issued if the applicant or short-term rental property is found to be subject to one of the grounds for revocation as provided in § XXX-8C.
- F. A short-term rental license is nontransferable and shall expire upon a transfer of legal control of the tourist rooming house property. The holder of any permit or license shall promptly notify the Zoning Department in writing of any transfer of the legal control of any property covered by the permit. A transfer of property to an entity or trustee shall not be considered a transfer of legal control as long as the owner(s) continue to have majority control of the entity or are trustees of the trust with control of the property; however, such new form of ownership shall be identified on any permit renewal application after such transfer. No refunds will be issued.

#### **§ XXX-6. Annual Renewal.**

- A. Each application for renewal of a short-term rental license shall include updated information for the documentation on file with the Zoning Department, and payment of the renewal fee. A renewal application must be filed with, and a nonrefundable renewal fee must be paid to, the Zoning Department at least 90 days prior to the license expiration date to allow the Department adequate time to review the application. The Department shall determine whether the information provided in the renewal application is complete and meets the requirements of this chapter. The Department may also request reports from the Building Inspector, the Sheriff's Department and other law enforcement agencies regarding any enforcement actions taken with respect to the short-term rental properties and operations, and their owners, tenants, occupants or visitors.
- B. The Department shall review the renewal application and may approve or deny the application after taking into consideration the number, frequency and/or severity of law violations relating to the short-term rental property and operations, and its owner(s), tenant(s), occupant(s) or visitor(s), and whether such violations substantially harm or adversely impact the predominantly residential uses and nature of the surrounding neighborhood. If after such consideration the Department determines not to renew the license, the Department shall notify the applicant in writing of the reason(s) for such decision, and the applicant's right

to appeal the decision to the Richland County Natural Resource Standing Committee as provided in § XXX-8.

- C. No license shall be renewed if the short-term rental property is under an order issued by the Building Inspector or a local health officer, or his or her designee, to bring the premises into compliance with state, county or local laws, codes, rules or regulations.

#### **§ XXX-7. Display of permit.**

Each license shall be displayed on the inside of the main entrance door of each short-term rental.

#### **§ XXX-8. Appeal of licensing decisions; license revocation; appeal procedure; judicial review.**

- A. The Zoning Department's decision to deny an initial short-term rental license or to deny renewal of a short-term rental license shall specify the reason(s) for such denial, in writing. Prior to the time for the renewal of the license, the Zoning Department shall notify the licensee in writing of the County's intention not to renew the license and notify the licensee of his or her right to an appeal hearing as provided in § XXX-8
- B. The Zoning Department's decision to deny an initial license or to deny renewal of a license may be appealed to the Natural Resource Standing Committee by filing a written appeal with the Department within 21 calendar days (excluding legal holidays) after the date of mailing of the written notice of the Zoning Department's decision denying such license or renewal license. The Natural Resource Standing Committee shall conduct a due process hearing and issue a written decision on the appeal within 30 calendar days of the County's receipt of the written appeal, or the license shall be deemed granted. If the appellant appears at the hearing he or she may produce and cross-examine witnesses, present relevant evidence, and be represented by counsel of his or her choosing, at his or her expense. If the Natural Resource Standing Committee finds the Zoning Department's reason(s) for his or her decision sufficient, the decision shall be affirmed. If the Committee finds the Zoning Department's reason(s) for his or her decision insufficient, the decision shall be reversed, and the license shall be granted and issued. If the appellant does not appear at the hearing and the Committee finds the Zoning Department's reason(s) for his or her decision sufficient, the decision shall be affirmed. The Committee's written decision on the appeal must specify the reason(s) for its determination. The Zoning Department shall give written notice of the Committee's decision to the applicant or licensee. A license may be revoked by the Natural Resource Standing Committee during the term of a license year and following a due process hearing for one or more of the following reasons:
  1. Failure by the licensee to make payment of delinquent fees, taxes, special charges, forfeitures or other debt owed to the County on the licensed property.
  2. Failure to maintain all required local, county and state licensing requirements.
  3. Any violation of local, county or state laws or regulations which, based upon their number, frequency and/or severity, and their relation to the short-term rental property, its owner(s), tenant(s), occupant(s) or visitor(s), substantially harm or adversely impact predominantly residential uses and nature of the surrounding neighborhood.
- C. Revocation. Any resident of or owner of property within Richland County may file a sworn written complaint with the Zoning Department alleging one or more of the reasons set forth in § XXX-8B (1-3) as grounds for revocation of a short-term rental license issued under this chapter. Upon the filing of the complaint, the Natural Resource Standing Committee shall notify the licensee of the complaint by certified mail, return

receipt requested and provide the licensee with a copy of the complaint. The notice shall direct the licensee to appear before the Committee on a day, time and place included in the notice, not less than 10 days and not more than 45 days from the date of the notice, and show cause why his or her license should not be revoked. The hearing shall be conducted as provided in § XXX-8B. If a license is revoked, the Zoning Department shall give notice of revocation to the licensee by certified mail, return receipt requested. No part of the fee paid for any license so revoked may be refunded.

- D. Judicial review. The action of the Natural Resource Standing Committee in granting or renewing, refusing to grant or renew, or revoking a license under this chapter may be appealed to the full Richland County Board. Final appeal can be reviewed by the Richland County Circuit Court upon appeal by the applicant, licensee, or a resident of or owner of property within the County. Such appeal shall be filed within 90 days of the date of mailing by the Zoning Department of the notice of the Natural Resource Standing Committee's action granting or renewing, refusing to grant or renew, or revoking a license. The procedure on review shall be the same as in civil actions commenced in the circuit court pursuant to Wis. Stats. Chs. 801 to 807.

#### § XXX-9. Penalties.

- A. Any short-term rental license holder who violates any provision of this chapter shall be subject to revocation of their short-term rental license per § XXX-8. Any person who knowingly and willfully operates a tourist rooming house without a valid short-term rental license described in this ordinance shall be subject upon conviction thereof to a forfeiture of not less than \$250 nor more than \$750 for each offense, together with the costs of prosecution, and in the event of default of payment of such forfeiture and costs, after multiple written notices of amounts due have been sent and ignored over the course of not less than 90 days, shall be imprisoned in the Richland County Jail until such forfeiture and costs are paid, except that the amount owed is reduced at the rate of \$25 for each day of imprisonment and the maximum period of imprisonment is 30 days. Failure to comply with an order of correction issued under this ordinance shall constitute a violation of this ordinance and each day of continued violation shall constitute a separate offense.
- B. The penalties set forth in this section shall be addition to all other remedies of injunction, abatement or costs, whether existing under this chapter or otherwise.

#### § XXX-10. Fees.

Any person applying for an initial short-term rental license or renewing a license pursuant to this chapter shall be subject to the fees as established by resolution of the Richland County Board.

Simultaneous to adoption of this ordinance, the prior Richland County ordinance shall be revoked which required tourist boarding houses to pay \$500.00 to obtain a conditional use permit (CUP) or pay \$500 to be granted commercial zoning approval. To acknowledge and reward compliant short-term rental property owners who have previously paid \$500.00 for either conditional use permit (CUP) or commercial zoning approval, the initial short-term rental license application fee shall be waived and considered paid-in-full for only these previously compliant property owners. Thereafter, these property owners too shall be required to pay renewal application fees biennially as provided in § XXX-6.

#### § XXX-11. Severability.

Should any portion of this chapter be declared invalid or unconstitutional by a court of competent jurisdiction, such decision shall not affect the validity of any other provisions of this chapter.

# Greater Richland Tourism Goals and Objectives

In 2022 major goals and objectives were set in coordination with Wisconsin Legislation and the Richland Center Tourism Commission:

1. Grow the number of municipalities collecting room tax and participating by agreement with Greater Richland Tourism
  - a. Since 2022 Greater Richland Tourism has grown from a single municipality (Richland Center) to 5 new municipalities including, Eagle, Ithaca, Forest, Henrietta, and Richland Townships.
2. Develop awareness of potential visitors of the Greater Richland Area through marketing and branding.
  - a. Developed the new entity name in 2021, Greater Richland Tourism, and began a marketing campaign utilizing social media, cooperative marketing w/Travel Wisconsin, print, digital, and streaming advertising methods.
    - i. Our presence on social media has grown from fewer than 500 followers combined on Facebook, Instagram, and YouTube to 8,000 followers currently.
    - ii. Our YouTube channel receives an average of 12 hours of watch time each month. This has no metric to compare it to as this is a new development in the last 12 months.
    - iii. Our website in 2021 experienced 15,835 new visitors for the year, in 2024 our website saw 80,981 new visitors.
3. Grow the Visitor Dollars spent in the Greater Richland Area as measured by the Wisconsin Departments of Tourism and Revenue.
  - a. Our Direct Visitor Spending in 2021 was \$22,200,000 as measured by the DOR report.
  - b. Our Direct Visitor Spending in Richland County has grown each year since 2021 an average of \$2,500,000 each year.
4. Support tourism-related businesses and events through the Tourism Grant Program, consulting, and hands-on efforts.
  - a. Through hands-on help and consultation, we support all community events, Chamber Events, and other organizations.
  - b. GRT has also provided consultation with tourism-related businesses and organizations to improve their business and events.