



## OFFICIAL PUBLIC NOTICE

### MEETING OF THE TOURISM COMMISSION

MONDAY, FEBRUARY 05, 2024 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

ENTER MEETING NUMBER: 2550 587 0426#    ENTER PASSWORD: 6428#

#### 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 Meeting Minutes from the December meeting.

#### DISCUSSION AND ACTION ITEMS

2. Driftless Area Deer Classic grant application. (Richards)
3. Discussion and approval of Gray Media expenditure for 2024. (Richards)

#### DEPARTMENT REPORT

4. 2024 Visitors Guide Update (Richards)
5. Website/YouTube/Social Media Updates (Richards)
6. Short Term Rental licensing requirement. (Tepley)

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

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

#### ADJOURNMENT

Posted this DD day of MONTH, 20YY by 4:30 PM.

Copy to the official newspaper the Richland Observer.

Posted this 2nd Day of February, 2024 by 4:30pm

Copy to the official newspaper the Richland Observer.

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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 December Richland Center Tourism Commission Meeting, December 4, 2023

The meeting was called to order by Chairperson Lenny Schaub at 4:00 pm.

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

Dennis Fry made the motion to approve the minutes from the November Richland Center Tourism Commission, member Candace Fagerlind seconded that motion. The motion was unanimously approved by voice vote.

#### **Tourism Grant Applications:**

There were no Grant Applications to review.

#### **Discussion and Action on the 2024 Travel Guide**

Director Richards explained that the previous travel guide which was first produced in 2022 has been exhausted. This matched up perfectly with revising the guide and producing a new one for 2024. He received two quotes for producing the guide. The local quote from Xpress Printing would include printing only, would require additional expense for design, and was \$600 higher than the quote from LaCrosse Printing. With Xpress Printing there would also be ads in the guide to keep this cost and there is a strong desire to be ad-free. The LaCrosse Printing quote, including the design provided by local company Forward Digital Media came in at \$600 less with no ads, and more control over the design. Both quotes were for 2,000 copies, 24 pages, 4-color, 8-1/2" x 11".

Member Christy Adsit made a motion to approve LaCrosse Printing and Forward Digital Media as the creator and printer of the 2024 Greater Richland Area Travel Guide, member Fagerlind seconded that motion. A voice vote was held, Fagerlind-aye, Fry-aye, Tepley-aye, Adsit-aye, Schaub-aye. The motion unanimously passed.

#### **Nomination and Election of Vice-Chairperson of the Richland Center Tourism Commission**

Chairman Lenny Schaub explained that the Richland Center Tourism Commission is supposed to have a Vice-Chair of the Commission in case the Chair is not able to make it to conduct a regular meeting of the Commission. Therefore, an election would need to be conducted among the Commission to fill that position.

Chair Schaub opened nominations, member Fry nominated Christy Adsit for the position, and member Tepley nominated Candace Fagerlind for the position. A roll call vote was held, Schaub-Adsit, Fry-Adsit, Tepley-Fagerlind, Adsit-Adsit, Fagerlind-Adsit.

Member Christy Adsit was elected as the Vice-Chairperson of the Richland Center Tourism Commission.

#### **Updates:**

Director Richards offered a review of the goal and purpose of Greater Richland Tourism with the Commission membership. The stated goal is to bring awareness of the resources and attractions of the Greater Richland Area to potential guests who live within a 300-mile radius through marketing, branding, and communications to those potential visitors. Those efforts are to include print, social media, streaming, and broadcast advertising. It is also the

goal to grow Greater Richland Tourism as a county-wide destination marketing organization and market those attractions and tourism-related businesses near the county's borders.

The motion was made to adjourn the meeting by Christy, 2<sup>nd</sup> by Tepley. Motion Carried. The meeting was adjourned at 4:50 pm.



**Cover Page**  
**Richland Center Tourism Commission**  
**Tourism Event Sponsorship Grant Program Application**

Project Title:  
DRIFTLESS AREA DEER CLASSIC 2024

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Full Legal Name of Applicant/Organization:  
RICHLAND CENTER ARCHERY CLUB

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Applicant's Address:  
106 SOUTH ROSA STREET RICHLAND CENTER WI 53581

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Name of Primary Contact:  
JAMES BIRCH

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Telephone:  
1 (608) 475-4963

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Email: jimbirch@hotmail.com

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Website:  
NA

Location of Project:  
RICHLAND CENTER COMMUNITY CENTER

Event Date(s):  
2/24/2024



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

100.9 WRCO ,105.9 KPO VIROQUA,RICHLAND OBSERVER, BOSCOBEL DIAL, HILLSBORO CENTRY,MUSCODOY INDIPENDANT, FACEBOOK, WISCONSIN OUTDOOR NEWS, WISCONSIN BUCK AND BEAR MAGIZINE,450 EMAILS FROM PAST ARCHERY CLUB SHOOTERS. DRIFTLESS AREA DEER CLASSIC FEB 24 2024 9 AM TO 5 PM RICHLAND CENTER COMMUNITY BUILDING. \$5 ADMITION, KIDS 12 & UNDER FREE, INFO (608) 475-4963

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**Description of event and how it relates to tourism:**

OUTDOOR ENTHUSIASTS AND HUNTERS WILL COME TO OUR SHOW TO HAVE THERE DEER HEADS OFFICIALLY SCORED FOR POPE AND YOUNG, WISCONSIN BUCK AND BEAR, AND BOONE AND CROCKET RECORDED BOOKS. THERE TROPHEYS WILL THEN BE PUT ON DISPLAY FOR OTHERS TO VIEW.VENDERS WILL ALSO HAVE THERE ITEMS OUT FOR DISPLAY. ARE COUNTY IS ONE OF THE TOP TROPHEY PRODUCING AREAS IN THE NATION. HUNTERS WILL TRAVEL HERE TO SEE THE SHOW AND LOOK AT THE RECORD BOOKS TO SEE IF THEY WANT TO HUNT HERE. THEY OFTEN STAY IN OUR AREA TO HUNT DEER, TURKEYSAND FISH FOR TROUT.. MANY WILL LEASE LAND, BUY LAND, OR HUNT ON PRIVATE AND PUBLIC PROPERTY.

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

Target Audience:	WILDLIFE ENTHUSIASTS FROM ACROSS WISCONSIN, MINISOTA AND IOWA
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Total Event Budget:      \$8,346.85

Amount for Advertising:    \$1,797

In-Kind Value:              \$4,000

Grant Request:              \$1,500

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Commission:

To be completed by the Richland Center Tourism C

Award \_\_\_\_\_ NO    Explanation:

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\_\_\_\_\_YES    Amount of Award:

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Tourism Meeting Agenda Date:

Date of Approval:

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Signature of Commission Chair

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## **Application Narrative Richland Center Tourism Commission Tourism Event Sponsorship Grant Program Application**

**Please answer the following questions.**

1. What is the name and location of the event?
2. DRIFTLESS AREA DEER CLASSIC.
3. RICHLAND CENTER COMMUNITY CENTER
4. Describe the event in as much detail as possible. Include a proposed timeline that you will follow to plan and run your event. (We recommend that your timeline begin at least six months prior to the start date of your event and end no sooner than two months after the end date of your event.) WE HAVE A MEETING IN MARCH AND DISCUSS WHAT WENT WELL AND WHAT NEEDS IMPROVED. WE THEN DECIDE IF THE RICHLAND CENTER ARCHERY CLUB WOULD LIKE TO DO A DEER SHOW THE FOLLOWING YEAR. I THEN GO THROUGH OUR SUPPLIES TO SEE WHAT NEEDS TO BE BOUGHT FOR THE NEXT YEAR. IN OCTOBER I MAKE CHANGES TO THE PAPERWORK AND HAVE A MEETING TO GET EVERYTHING APPROVED. FLYERS AND SIGNS GET SENT TO THE PRINTERS IN NOVEMBER. LETTERS TO THE VENDERS AND SPONSORS GET SENT OUT IN JANUARY. WE HAVE TWO MEETINGS IN FEBRUARY TO GET EVERYTHING FINALIZED AND MAKE SURE WE HAVE PEOPLE SIGNED UP TO RUN THE EVENT.  

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5. Provide a brief history of your organization or business. Include how long your organization or business has been in existence. List any partner businesses or organizations that will help you to coordinate or run this event. \_\_\_\_\_THE RICHLAND CENTER ARCHERY CLUB BEGAN IN 1952 AS THE INDIAN HEAD ARCHERY CLUB. 1972 THE CLUB MOVED TO ITS PRESENT LOCATION AT 25561 MOORES PATH AND BECAME INCORPORATED, IN THE WINTERTIME WE HAVE SHOT INDOORS AT DIFFERENT LOCATIONS AROUND TOWN OVER THE YEARS AND ARE PRESENTLY SHOOTING 5 SPOT AND ANIMAL LEAGUES AT OPEN SEASONS HUNTERS OUTLET. WISCONSIN BUCK AND BEAR CLUB WILL HELP US AT THE DEER SHOW BY HAVING OFFICIAL POPE AND YOUNG, AND BUCK AND BEAR SCORERS AT OUR SHOW TO SCORE DEER HORNS AND BEAR SKULLS,  

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6. Describe how you will market the event to participants from outside 60 miles and describe any media coverage (if applicable) you anticipate the event will receive. WE PLACE ADVERTISING ACROSS WISCONSIN, MINNESOTA & IOWA, RADIO & NEWSPAPER ADS, FACEBOOK, SHOOT CARDS FROM THE LOWER WISCONSIN AREA, AND E-MAIL LIST OF OUT-OF-STATE RESIDENTS WHO HAVE ATTENDED OUR SHOOTS IN THE PAST. THIS YEAR WE ARE EXPANDING OUR ONLINE PAID ADVERTISING THROUGH SOCIAL MEDIA AND GOOGLE ADS. WE HAVE PLACED PAID ADS IN EVENT LISTINGS IN BUCK & BEAR MAGAZINE AND THEIR WEBSITE. ALSO AN AD HAS BEEN PLACED ON THE CITY DIGITAL BILLBOARD ON HWY 14. \_\_\_\_\_
- 

**After the Event - Grant Reporting Richland County Tourism Commission  
Tourism Event Sponsorship Grant Program** *(Please  
complete and return to City Clerk's Office within 30 days after the event.)*

**Event Name:**

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**Contact Name:**

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**Phone:**

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**Email:**

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**Event Date:**

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1. Provide a final budget showing all actual expenses, and income showing any in-kind and donations as well. (Copies of invoices and payments must be submitted.)





Item 2.



2. Provide a listing of all places where printed ads were placed indicating/showing the size of the ad and cost as well as a copy of each ad.

SEE 2023 ADVERTISING DEER SHOW ABOVE

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3. Provide a copy of all flyers/posters.
4. Document attendees' home cities and the number of nights they stayed in Richland Center.

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5. Approximate attendance at your event. \_\_\_\_\_

6. Inform the committee if you will do another event next year. Why, or why not?

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7. Any further comments:



# GREATER RICHLAND TOURISM 2024 MARKETING RECOMMENDATION



Broadcast Television

Premion OTT

Local News  
OTT Streaming Apps

Local News  
Website

Local News  
Mobile Apps



Targeted Display



YouTube

Social Media

Targeted Email

Audio  
Streaming

Search Engine  
Optimization

Paid Search

Landing Pages



THE SOLUTIONS



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# PREMIUM OTT

Item 3.

## TRAVEL & TOURISM



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**85%**

of Travel Enthusiasts  
are OTT Viewers



**75%**

of Travel Enthusiasts have  
watched ad-supported OTT  
in the past 12-months



**83%**

of ad-supported OTT viewers  
say they love doing their own  
research on a location before  
going on vacation



**76%**

of those likely to travel  
abroad in the next 12 months  
watch ad-supported OTT



**75%**

of those likely to travel in the  
U.S. in the next 12 months  
watch ad-supported OTT

### Travel Intender

Ad-Supported OTT Viewer likely  
to travel in the next 12 months<sup>14</sup>

MRO-Simmons, July 2021 Cord Evolution Study

Male

**51%**



Female

**49%**



18-34

35-54

55+

36%

35%

29%

**44**

Avg. Age



**\$104K**

Avg. HH Income



**41%**

Children in HH



**69%**

Own Residence



**34%**

College Grad



**62%**

Employed



**52%**

Married



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# PREMION OTT

Ads on Premion OTT are **un-skippable and targeted based on IP address and search behaviors.**

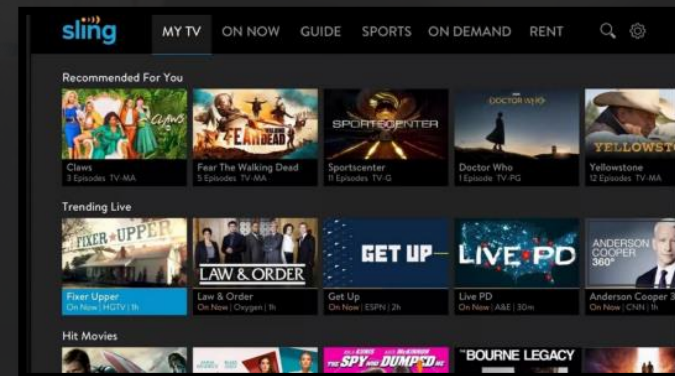
**46%** of US Households will not subscribe to Pay TV in 2022

**76%** of those who regularly stream video have watched ad-supported OTT

## Why pick Premion/Gray TV OTT?

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- Over 125 Leading TV & Media Brands
- Top TV Shows, Hit Movies, Live Sports & More!
- Direct relationships with trusted publishers
- Fraud-free, brand safe, quality content
- No user generated content
- Tag certified against fraud
- User friendly live dashboard
- Frequency capping so your commercials aren't served all in the same commercial break
- Premium content with built in breaks for a better user experience





# PREMIUM OTT

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A&E

SCIENCE  
channel

LMN

TLC

Lifetime

FOX

H  
HISTORY

Trvl  
CHANNEL

MTV

VH+1

Discovery  
CHANNEL

xumo

ID

HGTV  
HOME & GARDEN

animal planet

NBC

COMEDY  
CENTRAL

TV LAND

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# PREMION OTT

## PREMION ONE SOLUTION. EVERY ADVANTAGE. CHOOSING A QUALITY OTT PROVIDER

### TOP 10 ADVERTISER CHECKLIST

## 10 ESSENTIAL QUESTIONS EVERY BUYER SHOULD ASK BEFORE ADVERTISING ON OTT/CTV

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- ✓ How do you source your inventory?
- ✓ Do you ever source inventory through Open Exchanges?
- ✓ Does your inventory reach both cable/satellite subscribers and cord-cutters?
- ✓ What are your tactics to ensure a brand-safe and fraud-free environment?
- ✓ What types of audience and geo-targeting do you offer?
- ✓ Does your reporting include measurement of reach and frequency?
- ✓ Do you provide full network-level reporting transparency?
- ✓ Will you share an upfront list of providers where inventory can run?
- ✓ Do you measure incremental reach against linear broadcast TV audiences?
- ✓ What types of attribution do you offer?





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# PREMION OTT

## Guarantee.

### ONE SOLUTION. EVERY ADVANTAGE.

	Premion	Others
Inventory source	Direct	Remnant
Brand-safe inventory <b>guarantee</b>	P	X
Long-form content (22+ Minutes) <b>guarantee</b>	P	X
Non-skippable <b>guarantee</b>	P	X
Fraud-safe <b>guarantee</b>	P	X
Purchased direct from 125+ top-tier content providers	P	X
Multi-award-winning OTT platform	P	X
Custom targeted audiences	P	P
Live reporting and attribution tracking	P	Varies
Frequency capping	P	Varies

As much as **18-20%\*** of streaming ads served through open exchanges are fraudulent – serving in loops to automated bots.

### PREMION GUARANTEES PROTECTION AGAINST FRAUDULENT ADS.

\*According to MadHive and Picalata

All advertising, production services, consulting services, and digital management services sold or offered by Gray Media Group, Inc are subject to Gray's standard terms and conditions available at [www.gray.tv/advertising](http://www.gray.tv/advertising).

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# PREMIUM OTT



## NORTH CHICAGO AREA

Item 3.

### Geo/Market Area-

- Select north Chicago zip codes
  - 60091, 60201, 60202, 60613, 60618, 60625, 60626, 60640, 60641, 60645, 60657, 60659, 60660, 60712

### Target 1: Outdoor Adventurers

### Demo/Interest/Consumer/Behavior-

- Adults 18+
- Outdoor Adventure Enthusiast/Intender

**MONTHLY IMPRESSIONS AVAILABLE: 1,046,726**

### Target 2: Foodies

### Demo/Interest/Consumer/Behavior-

- Adults 18+
- Foodie enthusiast

**MONTHLY IMPRESSIONS AVAILABLE: 1,227,551**



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# PREMIUM OTT



## MILWAUKEE AREA

Item 3.

### Geo/Market Area-

- Select Milwaukee are zip codes:
  - 53224, 53223, 53217, 53209, 53218, 53225, 53222, 53216, 53206, 53212, 53211, 53210, 53226, 53213, 53208, 53233, 53203, 53202, 53227, 53219, 53215, 53207, 53204, 53214

### Target 1: Outdoor Adventurers

### Demo/Interest/Consumer/Behavior-

- Adults 18+
- Outdoor Adventure Enthusiast/Intender

**MONTHLY IMPRESSIONS AVAILABLE: 1,227,551**

### Target 2: Foodies

### Demo/Interest/Consumer/Behavior-

- Adults 18+
- Foodie enthusiast

**MONTHLY IMPRESSIONS AVAILABLE: 1,442,325**



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## OTT VIEWER PROFILE:

# MILWAUKEE, WI

OTT Viewer  
Penetration:

# 86%

## 1,540,304

OTT VIEWER  
POPULATION

Device  
Ownership:

# 78%

STREAMING  
DEVICE  
OR SMART TV



## 50%

SMART TV



## 63%

STREAMING  
DEVICE

30% Amazon Fire TV  
10% Apple TV  
10% Google Chromecast  
33% Roku

Video View  
Habits:



# 44%

WATCH TV THROUGH A STREAMING  
TV  
SERVICE/APP OR STREAMING  
DEVICE  
MORE OFTEN THAN LAST YEAR



# 51%

DO NOT SUBSCRIBE  
TO CABLE, SATELLITE,  
OR  
FIBER OPTIC SERVICES

## OTT VIEWER DEMOGRAPHICS

Item 3.

### GENDER

Men 49%  
Women 51%

### EDUCATION

College Grad 36%  
Some College 28%

### AGE

Average 46  
18-34 31%  
35-54 35%  
55+ 35%

### MARITAL STATUS

Married 54%  
Not Married 46%

### EMPLOYMENT

Full-time 53%  
Part-time 14%

### HH INCOME

Average \$99,571  
< \$30k 14%  
\$30k-\$49k 13%  
\$50k-\$74k 17%  
\$75k-\$99k 15%  
\$100k-\$149k 23%  
\$150k+ 17%

### HOMEOWNERSHIP

Own 76%  
Rent 22%

### CHILDREN

Children in HH 1+ 38%

### VOTER

Voted < 12 Months 66%





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## OTT VIEWER PROFILE:

# CHICAGO, IL

OTT Viewer  
Penetration:

# 90%

## 6,740,475

OTT VIEWER  
POPULATION

Device  
Ownership:

# 75%

STREAMING  
DEVICE  
OR SMART TV



## 47%

SMART TV



## 59%

STREAMING  
DEVICE

31% Amazon Fire TV  
13% Apple TV  
9% Google Chromecast  
27% Roku

Video View  
Habits:



# 43%

WATCH TV THROUGH A STREAMING  
TV  
SERVICE/APP OR STREAMING  
DEVICE  
MORE OFTEN THAN LAST YEAR



# 43%

DO NOT SUBSCRIBE  
TO CABLE, SATELLITE,  
OR  
FIBER OPTIC SERVICES

## OTT VIEWER DEMOGRAPHICS

Item 3.

### GENDER

Men 48%  
Women 52%

### EDUCATION

College Grad 40%  
Some College 25%

### AGE

Average 44  
18-34 35%  
35-54 36%  
55+ 29%

### MARITAL STATUS

Married 51%  
Not Married 49%

### EMPLOYMENT

Full-time 51%  
Part-time 14%

### HH INCOME

Average \$118,042  
< \$30k 12%  
\$30k-\$49k 11%  
\$50k-\$74k 15%  
\$75k-\$99k 14%  
\$100k-\$149k 21%  
\$150k+ 26%

### HOMEOWNERSHIP

Own 71%  
Rent 27%

### CHILDREN

Children in HH 1+ 40%

### VOTER

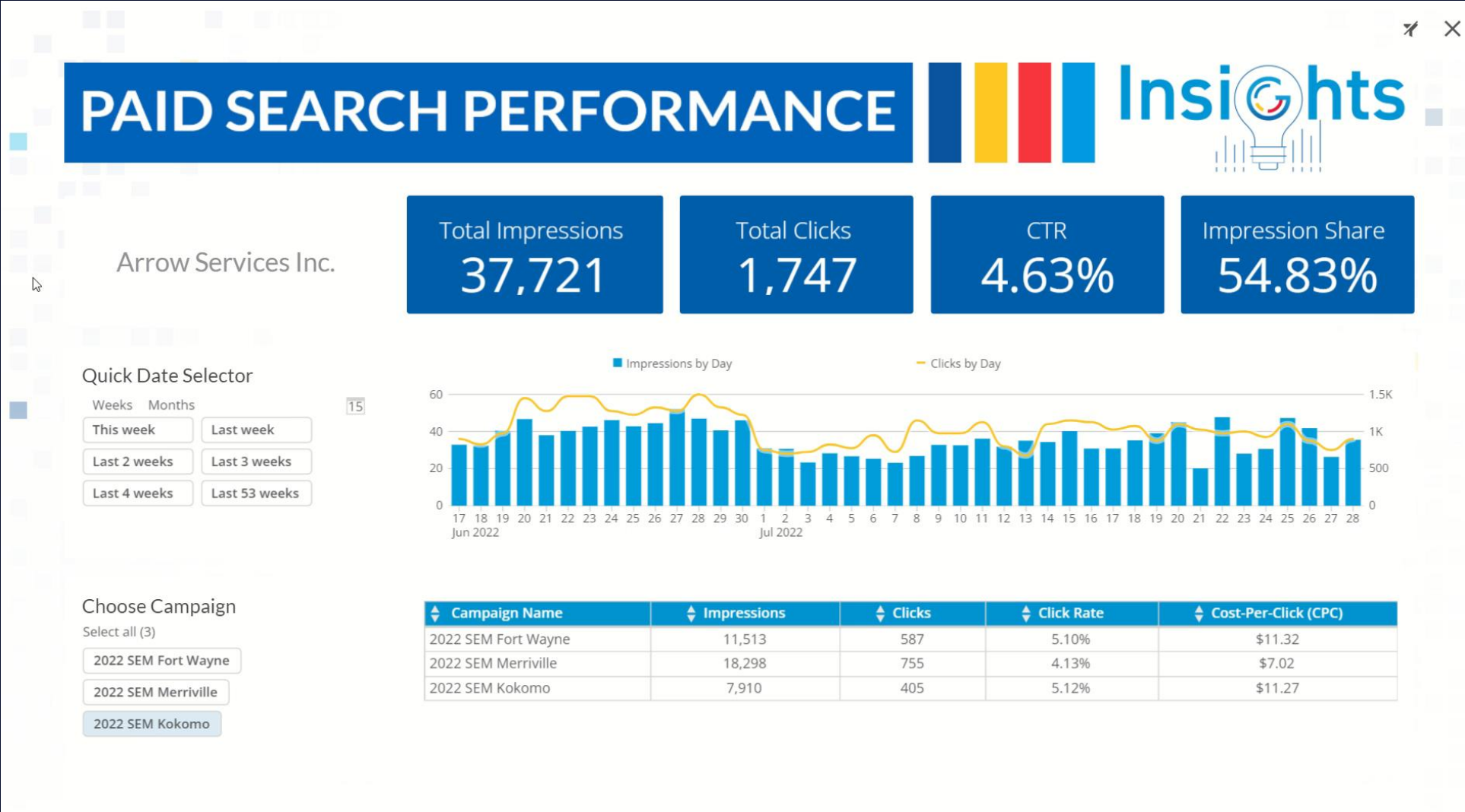
Voted < 12 Months 60%

MRI-Simmons 2021 Fall Local Flex Study; Base A18+, Target OTT Viewer

PREMIER

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# GDM Dashboard Example:



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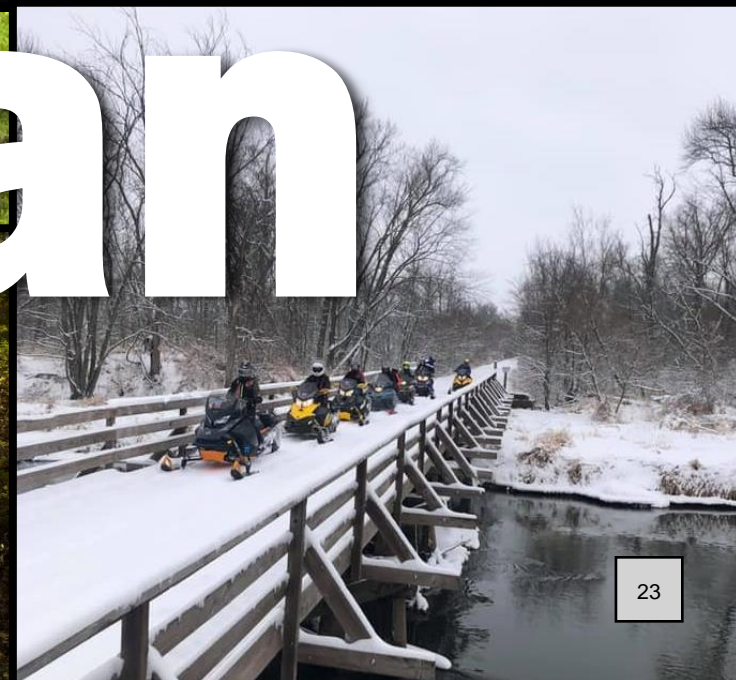
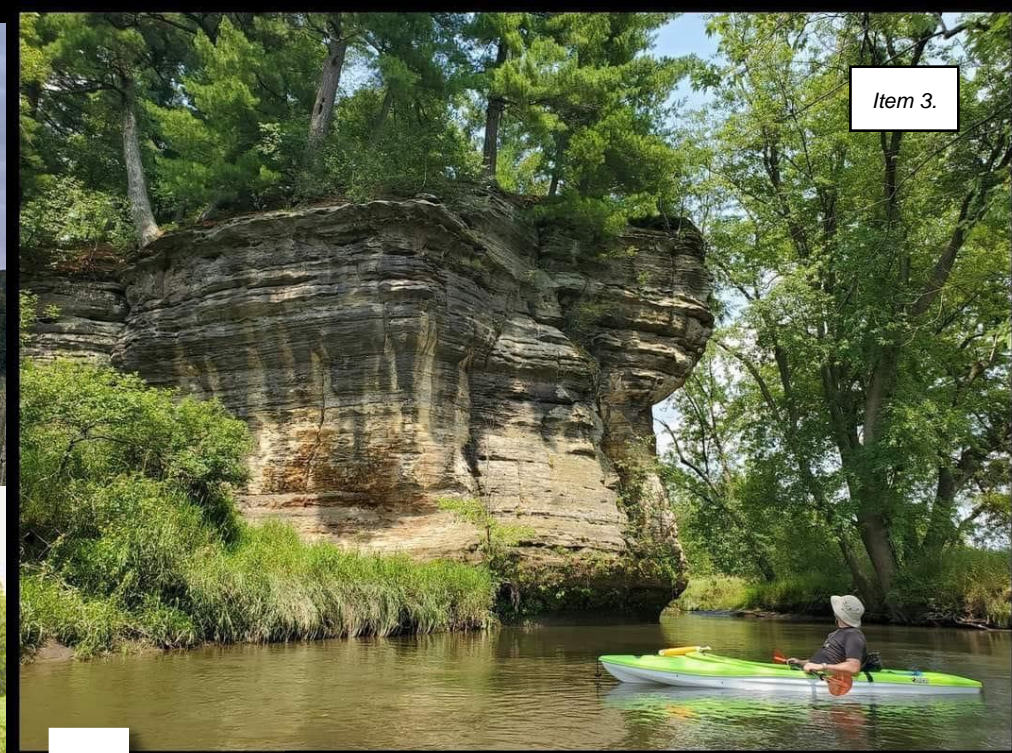
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# The Plan



# Marketing Opportunities

## March – December 2024

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### MILWAUKEE AREA:

**TARGETED OTT CAMPAIGN – \$1250/MO.**

33,000+ IMPRESSIONS/COMMERCIALS  
FOODIES TARGET / OUTDOOR ADVENTURERS

### NORTH CHICAGO AREA:

**TARGETED OTT CAMPAIGN – \$2500/MO.**

67,000+ IMPRESSIONS/COMMERCIALS  
FOODIES TARGET / OUTDOOR ADVENTURERS

**\$3750 TOTAL MONTHLY INVESTMENT**  
**100,000+ MONTHLY IMPRESSIONS**

Client Signature

Date

When completed and signed, this contract authorizes your participation and financial obligation in this campaign. Digital advertising is a fluid product and is subject to change as technology matures. All agreements require 30-day written cancelation notice after the first 90-days. All targeting platform services are governed by the IAB/AAAA Terms and Conditions v3.0. Due to the nature of this campaign client/agency unconditionally assumes an obligation for payment. Gray Television, Inc. and its stations do not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected.





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Jay Miller  
Account Executive

608-443-0204

[Jay.Miller@nbc15.com](mailto:Jay.Miller@nbc15.com)

Heather Franklin  
Digital Sales Manager

608-443-0277

[Hfranklin@nbc15.com](mailto:Hfranklin@nbc15.com)



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# Why Work With Gray Digital Media?

- You work directly with a team of local experts with the support of national product strategists
- We have proven success of nationwide, statewide and local multi-platform campaigns
- GDM has a digital portfolio that encompasses the industry's top ranked products
- Gray Digital Media is a division of Gray Television, the second largest broadcaster in the country