



## OFFICIAL PUBLIC NOTICE

### MEETING OF THE TOURISM COMMISSION

MONDAY, OCTOBER 07, 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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Microsoft Teams Virtual Meeting:

This is for the regular meeting of the Richland Center Tourism Commission. Agenda and supporting information is available at <https://www.richlandcenterwi.gov/bc-tourism/page/tourism-commission-6>

Microsoft Teams Need help?<<https://aka.ms/JoinTeamsMeeting?omkt=en-US>>

Join the meeting now<[https://teams.microsoft.com/l/meetup-join/19%3ameeting\\_NWRhMDYyOGUtMWVjMS00ZTcwLWJkMzQtODVhNzYyNzE3ZGZl%40thread.v2/0?context=%7b%22Tid%22%3a%2214038f70-880a-4544-99f2-5408da444e94%22%2c%22Oid%22%3a%22de4acf0c-a016-4bef-a777-2688f84b7755%22%7d](https://teams.microsoft.com/l/meetup-join/19%3ameeting_NWRhMDYyOGUtMWVjMS00ZTcwLWJkMzQtODVhNzYyNzE3ZGZl%40thread.v2/0?context=%7b%22Tid%22%3a%2214038f70-880a-4544-99f2-5408da444e94%22%2c%22Oid%22%3a%22de4acf0c-a016-4bef-a777-2688f84b7755%22%7d)>

Meeting ID: 279 912 913 912

Passcode: 7q4hot

#### **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. August Meeting Minutes

#### **DISCUSSION AND ACTION ITEMS**

2. Gray Media 4th and 1st Quarter discussion and possible action.
3. Driftless Area Deer Classic Grant Discussion and Possible Action
4. Hidden Valley's Publication discussion and possible action

#### **DEPARTMENT REPORT**

5. Room Tax Expansion Update
6. Center Colorfest Recap
7. Potential Intern Discussion

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

**Discuss next meeting date and potential topics for that meeting.**

#### **ADJOURNMENT**

Posted this 4th day of October, 2024 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.*

1. Meeting called to order by Chairperson Ron F at 4:02 pm
2. Members present, Ron Fruit, Jayme Walsh, Karin Tepley, Candace Fagerlind, and Dennis Fry.
3. A motion was made by Dennis F and 2<sup>nd</sup> by Jayme W to approve the meeting minutes from the June, 10, 2024. A voice vote was held and passed unanimously.
4. Chair Fruit cited the legislation that governs room tax and Tourism Commissions, requires we have an elected Secretary. Chair Fruit opened nominations for the Secretary position. Karin T nominated Candace Fagerlind as Secty, Jayme Walsh 2<sup>nd</sup> the motion. No other nominations were made, Dennis Fry made a motion to close nominations and cast a unanimous ballot for Candace Fagerlind, Jayme Walsh seconded that motion. Upon a voice vote the motion passed, unanimously.
5. The Wheels of Time Grant Application was presented which is a recurring application. Director Richards advised this event tends to fill hotel rooms and do not seem to struggle with volunteers. Online adverts are running now, banners are in locations over 60 miles away, it's in the National Truckers Magazine and attendees come from at least 4 states. Member Tepley made the motion to approve the grant application in the amount of \$2000. Motion was seconded by Member Fry. Roll call vote held, and motion carried unanimously.
6. Director Richards supplied the 2023 County by County Tourism Spending Report to discuss how our efforts could be imparting spending in the area. Spending was also compared to website views since 2019 when the new website was started. Website views went from 15k in 2019 to 47k YTD July; while spending in Richland county went from 22MM in 2019 to 27MM in 2023. With digital our digital billboards deployed in 2022 and streaming ads in 2023, the seems to be translating to website views, and then to spending in the area. Richland had a higher percentage of increase between 2021 and 2023 than 58 other counties. Director Richards asked Member Fagerlind if this helped to answer her question from a prior meeting regarding if website views was a good way to measure effectiveness of marketing. Member Fagerlind advised this is a great start. Would also like to see feedback from short-term stay rentals to ensure we're getting people into rooms. Member Fry asked if spending and marketing views were expected to climb for the remainder of the year. Member Richards answered it will, as we're not saturated by views yet so there are audiences that have not seen our ads. However, economic down turns could cause issues and another hotel in the area would be of benefit, especially for groups. Member Walsh asked if there were other needs for tourists. Richards replied with another night-time dining option.

7. Director Richards provided an update on the Pine River status: Mark is concerned about the effort required to keep it navigable. John Collins is going to discuss with the county about assisting, and possibly the city parks commission. This continues to be one of our top 5 attractions.
8. Director Richards provided an update on Color Fest 2024: The parade application is in for October 5<sup>th</sup> with a route shortened by 2 blocks from prior years. The change in route will be marketed.
9. Director Richards provided an update on the Ithaca Tourism Commission: Airbnb calculated room tax back to July 2022, when Ithaca adopted the room tax ordinance. The first check has been received and additional funds will be coming shortly. We now have direct contacts to Airbnb to assist with the process of remitting tax in arrears, going back to when townships adopt the tax. This has historically been difficult to work through with Airbnb.
10. No public comment
11. Topics for future meetings:
  1. Member Tepley: Requested to bring back discussion regarding tracking of short-term rentals and cross check lists with the clerk to ensure proper licensure, and which entity would be best for this.
  2. Member Fry: No topics
  3. Member Walsh: No topics
  4. Candace: agreed to Karins topic suggestion.
  5. Chair Fruit: No topics.
12. Motion was made to adjourn the meeting by Tepley; 2<sup>nd</sup> by Fry. Motion carried. The meeting adjourned at 5:04 PM.



## Richland Center Tourism Commission Guidelines for Tourism Event Sponsorship Grants

### I. Purpose

The purpose of this grant program is to support tourism in Richland County. Events that generate paid overnight stays in multiple lodging properties in Richland Center will receive highest priority for funding.

### II. Funding

Grant funds are made available through the assessment of a 5% room tax on overnight stays at lodging facilities in Richland Center.

Applicants will be eligible to be reimbursed for up to \$5000.00 for an event. These are matching funds.

**Applicants must show evidence of ability to provide 50% of proposed project expenses through in-kind or cash contributions.**

***A minimum of 15% of the project expenses must be spent on advertising.***

### III. Eligible Applicants

To be eligible for funding, events must be held in Richland County. Established for-profit or non-profit organizations/businesses or a group of supporting individuals may apply.

Applicants that discriminate by gender, religion, race, sexual orientation, or creed will not be funded.

### IV. Application Procedures

**Tourism Event Sponsorship Grant applications are due on the 1<sup>st</sup> of each month, prior to the event, to be considered at the next monthly meeting.**

To apply for project funds, organizations/businesses must submit the following documents by the deadline indicated.

1. Tourism Event Sponsorship Grant Project Cover Page
2. Tourism Event Sponsorship Grant Application Narrative

Applications will be accepted on an ongoing basis until all grant funds have been allocated. Applications will be reviewed until all grant funds are awarded. Interested applicants applying for funding may contact the City of Richland Center for information about available grant balances. The City of Richland Center shall supply interested entities and the public with application guidelines upon request. Technical assistance in completing the application is available by contacting Marty Richards at [marty.richards@richlandcenter.com](mailto:marty.richards@richlandcenter.com) or (608) 647-3466.

### V. Review of Applications:

The Richland County Tourism Commission of the City of Richland Center will serve to oversee the administration of this program and will review all applications within sixty (60) days from the application submission date. Grant applicants will be notified as to their proposal status.

### VI. Committee Recognition

**The grantee must acknowledge the granting agency as a sponsor of the event on all printed materials, promotional items and advertisements promoting the event. Recommended language on promotional materials: "Paid for, in part, by Greater Richland Tourism".**



**VII. Eligible Event Activities**

Activities eligible for funding may include the following costs associated with attracting, hosting, and implementing community, commerce, or tourism based events:

1. Advertising, marketing and promotional items directed toward increasing overnight motel stays. **Advertising reimbursement must be from ads in locations farther than 60 miles from Richland Center.**
2. Building or equipment rental necessary to host the event
3. Photography, postage and printing related to the event promotion
4. Audiovisual product development

**IX. Matching Funds**

The grantee shall provide matching cash or in-kind contributions to support at least 50% of the total event cost. Matching funds must be:

1. Identified in the application budget
2. Not less than an amount equal to the grant award
3. Irrevocably obligated to the event applied for

Unallowable matches include event costs not included in the budget of the grant contract, normal operational expenses, wages and salaries of staff, or travel expenses of event organizers.

**X. Grant Award Disbursement and Reporting**

Grants will be distributed upon receipt of paid invoices and a final report providing full disclosure of project expenditures, project outcomes, and documentation tracking attendees’ home cities and the number of days stayed in Richland Center. If invoice is for printed advertising, a copy of the ad must be attached to each invoice. Reimbursements requests must be turned in to the City Clerk by November 30, of each year to be eligible.

**XI. Additional Advertising:**

Every applicant must email a copy of their ad (digital or printed) to [marty.richards@richlandcenter.com](mailto:marty.richards@richlandcenter.com) so it can be placed on the [www.richlandcentertourism.com](http://www.richlandcentertourism.com) web site and placed in with the Tourism’s advertising.

**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

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,MUSCODAY  
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 ENTHUISIATS 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 ENTHUSIASTES FROM ACROSS WISCONSIN, MINISOTA AND IOWA		
Total Event Budget:	\$8,346.85	Amount for Advertising:	\$1,797
In-Kind Value:	\$4,000	Grant Request:	\$1,500

To be completed by the Richland Center Tourism Commission:

Award  NO Explanation:

YES Amount of Award:

Tourism Meeting Agenda Date: Date of Approval:

Signature of Commission Chair

### 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 GOOD AND WHAT NEEDS IMPROVED. WE THEN DECIDE IF THE RICHLAND CENTER ARCHERY CLUB WHOULD LIKE TO DO A DEER SHOW THE FOLLOWING YEAR. I THAN GO THROUGH OUR SUPPLYLS 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 FEBUARY TO GET EVERYTHING FINALIZD AND MAKE SURE WE HAVE PEOPLE SIGED 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 BEGAIN 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 WINTER TIME WE HAVE SHOT INDOORES AT DIFFERENT LOCATION 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 FLYERS ACROSS WISCONSIN,MINISOTA & IOWA, RADIO & NEWSPAPER ADS, FACEBOOK, SHOOT CARDS FROM LOWER WISCONSIN AREA AND E-MAIL LIST OF PEOPLE THAT HAVE ATTENDED OUR SHOOTS IN THE PAST, VENDERS AND SPONSORS WE SEND EMAILS AND LETTERS TO. EVENT LISTINGS IN WISCONSIN BUCK AND BEAR MAGAZINE AND THERE WEBSITE. \_\_\_\_\_

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**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:**

DRIFTLESS AREA DEER CLASSIC

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**Contact Name:**

JAMES BIRCH

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**Phone:**

1 (608) 475-4963

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**Email:**

jimbirch@hotmail.com

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**Event Date:**

2/24/2024

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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.)



2024 DRIFTLESS AREA DEER CLASSIC 92/ 136 121 DEER HEADS 532/488 509 PEOPLE 2024 2020 2022 2023

13 NEW QUALIFIED HEADS 68/ 63 HEADS/24/32 EURO/SKULL/5 1 BEAR 1 ELK

<b>EXPENCES</b>		COMMUNITY CENTER RENT	\$335.49	\$335.49	\$519	\$519
		BUCK & BEAR	\$250	\$250	\$250	\$250
		BUCK & BEAR STAND RENT	\$150	\$150	\$250	\$250
4 GUNS	\$830.70	HENERY BIG BOY 357	\$1065	HENRY 30 30		
	\$470.70	WINCHESTER SXP LB 12GA 3.5"	\$850	HOWA 6.5		
	\$425.70	CVA WOLF MUZZELOADER	\$523	WINCHESTER 12 GA. PISTOL GRIP		
	\$616.5	GLOCK GEN 5 9MM TAX \$128.9	\$596	GLOCK 9MM		
		\$535 CVA OPTIMA MUZZELOADER	\$1981	\$1913.25	\$2472.5	\$3436.77
		3 MOTEL ROOMS WHITE HOUSE	\$216.58	\$216.58	\$216.58	\$240.76
		FOOD & DRINK	\$502.68	\$459.54	\$845	\$1032.49
		SUPPLYS STAMPS \$132/CARDSTOCK \$15/TIXROLL \$17	\$52	\$70.99	\$315.41	\$164
		SUPPLIES \$56.95TAGS/\$17.58 TICKETS				\$74.53
		ADVERTISING	\$1643.8	\$1573.05	\$2023.32	\$1725.58
		RAFFLE LICENCE	\$25	\$25	\$25	\$25
		BEN KOELSCH NOVA VIDIO	\$50	\$50	\$50	\$50
<b>EXPENCES</b>			<b>\$5401.66</b>	<b>\$6487.05</b>	<b>\$6966.49</b>	<b>\$7768.13</b>
<hr/>						
INCOME 2023		VENDER BOOTHS	\$480	\$440	\$720	\$800
		334 374 388 ADULTS/80 47 45 YOUTH, 40/ 32 30 WORKERS,	\$1556	\$1880	\$1670	\$1940
		39/3932 VENDERS,8/6 9 SCORERS 5 5 SPONSORS				
		HENERY BIG BOY 457		138/156 TICKETS		
		WINCHESTER SXP LONGBEARD 12 GA 3.5" 24" 131/98 TICKETS				
		GLOCK GEN 5 9MM		75/119 TICKETS		
		CABELAS BIG COOLER PELLET GRILL		18/ 55/60 TICKETS		
		MILWAKEE TOOL SET		60/ TICKETS		
		BUCKET RAFFLE	\$3200	\$4472	\$4425	\$5270
		FOOD & DRINK	\$614	\$431	\$592	\$577.20
		SILENT AUCTION	\$265	\$50	\$0	
		SPONCERS	\$2710	\$3150	\$3010	\$3900
<b>INCOME</b>			<b>\$8825</b>	<b>\$10423</b>	<b>\$10417</b>	<b>\$12487.2</b>
<hr/>						
<b>PROFIT</b>			<b>\$3423.34</b>	<b>\$3935.95</b>	<b>\$3450.51</b>	<b>\$4719.07</b>



## 2024 ADVERTISING DEER SHOW

\$206.78	SHOPPING NEWS RC 3X2 ADD 2 WEEKS WEEK OF FEB 6 & 13, AND PDC WEEK OF FEB 13
\$478.80	WRCO 50 ADDS FM 50 ADDS AM + BRONZE WRESTLING PACKAGE 105.9 KPO 45 ADDS
\$360	VIROQUA
\$123	BOSCOBEL DIAL/RICHLAND OBSERVER/CROWFORD COUNTY INDEPENDENT MUSCODA 2X3 1 WEEK WEEK OF FEB 15 50 FLYERS & 700 5X8 PADS OF 50
\$218	FLYERS
\$124	BANNORS FOR HIGHWAY
\$119	SPONCER BANNOR
\$96	FACE BOOK BLAST DEREK GOPLEN
<b>\$1,725.58</b>	<b>2024 TOTAL</b>
\$2,023.32	2023 TOTAL
	SOCIAL MEDIA
	MORNING SHOW WED FEB 23 ?
WRCO	96 ADDS FEB 8-23 6/DAY, FEB 24 2 ADDS
105.9 KPO	45 ADDS FEB 9-23 3/DAY ERNIE BETTS (608) 606-0988 <a href="mailto:erniemorningradioshow@yahoo.com">erniemorningradioshow@yahoo.com</a>



ITEM NO.	DATE	DESCRIPTION OF TRANSACTION	PAYMENT/ DEBIT (-)	FEE	✓ T	DEPOSIT/ CREDIT (+)	BALANCE
	9/7	Deposit					2314 00
1477	9/7	Climbing BEE TREE WORK				1500 00	2594 94
1479	9/7	STEVE WELTBID				2000 00	2492 94
1480	9/25	Jim BIRCH BROADHEAD				2000 00	2249 94
1481	9/25	STEVE WELTMAN Lumber				67 00	2242 94
1482	9/25	TRUX BOX Containers				3587 00	1883 94
1483	9/25	Decker Excavating				500 00	1833 94
1484	9/26	CIVIC MEDIA				126 00	1821 94
1485	9/26	RICHLAND LOCKER				18 00	1803 94
1486	10-2	WI DNR AAD - BOAZ				500 00	1761 94
1487	10-2	WI DNR AAD - RC				500 00	1711 94
1488	10-2	WI DNR AAD - Ithaca				500 00	1661 94
1489	10-4	Osborn Stump Grinding				500 00	1611 94
1490	10-17	ACR ADW.				37 95	1607 99
1	11-17	Deposit				170 00	1624 99
	12-11	Deposit - RC TOURISM				1500 00	1774 99
1491	12-11	Hynek PRINTING Dumpster signs/ DC				370 57	1737 95



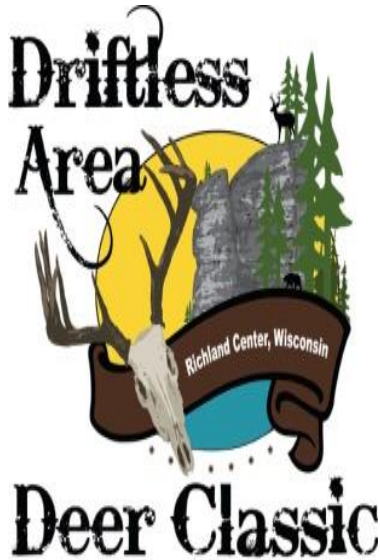
ITEM NO.	DATE	DESCRIPTION OF TRANSACTION	PAYMENT/ DEBIT (-)	FEE	✓ T	DEPOSIT/ CREDIT (+)	
	1-8	DEPOSIT				660 <sup>00</sup>	17373.95
						660 <sup>00</sup>	660 <sup>00</sup>
1492	2-9	Open Season Hunting Outlet	3436	77			18033.95
1493	2-9	RICHLAND LOCKER VOID	100	47			14597.18
						100	14496.71
	2-12	DEPOSIT				7532 <sup>00</sup>	22028.71
1494	2-12	Dept. of Adm. - GAMING				25	22003.71
1495	2-18	KAMADA INN				240	21762.95
1496	2-18	Midwest Archery Champ				25	21737.95
1497	2-18	HYNEK PRINTING				130	21607.13
1498	2-18	OL BUCHT BEER				500	21107.13
1499	2-18	Ben Koelsch				96	21057.13
1500	2-18	Derek Goplin				700	20961.01
1501		Cash				700	20261.01
1502	2-18	RC COMM CTR Renta				519	19742.01
	2-28	DEPOSIT				8807	28549.26
		Deer Show - 24				760	27788.8
1503	2-28	JIM BIRCH				96	27692.7
1504	2-28	Derek Goplin				100	27793
		CK 1493 VOID					



ITEM NO.	DATE	DESCRIPTION OF TRANSACTION	PAYMENT/ DEBIT (-)	FEE	✓ T	DEPOSIT/ CREDIT (+)
						2778 20
1505	3-7	RICHLAND LOCKER				27793 20
						49 10
1506	3-14	WOODWARD COMM. MEDIA				27744 10
						287 12
1507	3-14	CNIC MEDIA RADIO ADV				27456 98
						490 00
1508	3-14	MORTON NEWS PAPER ADV				129 00
						26837 98
1509	3-14	VICKIE CLER - CC Form 990-N IRS - 21-23				150 00
	3-20	DEPOSIT				150 00
						26837 98
1510	4-19	RICHLAND LOCKER				272 77
						26565 21
1511	4-19	HYNEK PRINTING				120 80
						26444 41
1512	4-19	JIM BIRCH				594 00
						25,850 41
1513	4-19	OPEN SEASON HUNTING				5631 07
						20219 34
1514	4-26	WEST BEND INS Club Ins				555 02
						19664 34
1515	4-26	JIM BIRCH				323 50
						19340 7
	4-26	DEPOSIT - APR SHOUT				1495 00
						20835 00



# 2024 SPONSORS



PLATINUM LEVEL	RICHLAND CENTER TOURISM	\$1,500	
	RICHLAND CENTER ARCHERY CLUB	\$6000 IN KIND	
	CABELAS	\$1000 IN KIND	
	PREM MEATS	\$500	
GOLD LEVEL	OPEN SEASONS HUNTERS OUTLET	\$100+\$150 IN KIND	
	KRAEMERES WATER STORE	\$250	
	AIR AND HEAT DOCTORS	\$500 IN KIND	
SILVER LEVEL	<b>RICHLAND LOCKER</b>	\$100	
	<b>RAMADA</b>	\$120	
	<b>RIDGE "N" VALLEY CHAPTER OF RMEF</b>	\$100 IN KIND	
	<b>BOAZ SUNRISE SEPTIC</b>	\$250	
	FILLBACK FAMILY OF DEALERSHIPS	\$100	
	<b>DECKERT EXCAVATING</b>	\$250 IN KIND	
	AUGELLI CONCRETE & EXCAVATING	\$100	
	MILLER ELECTRIC	\$100	
	ROYAL BANK	\$100	
	TECH COM	\$100	
	S & S CYCLE	\$100	
	INTERTWINED BASKETRY	\$100	
	VETESNIK POWER SPORTS	\$100 IN KIND	
	BRONZE LEVEL	<b>MAXI RACK</b>	\$50 IN KIND
		NARROW VALLEY SUPPLIES	\$50 IN KIND
<b>HITCHNDRAG</b>		\$100 IN KIND	
<b>WILSON'S WILD WORKS</b>		\$100 IN KIND	
<b>ESSENTIAL DEER PLOTS</b>		\$50 IN KIND	
ALLEN BRADLY		\$50 IN PRODUCT	
WERTZ PLUMBING & HEATING		\$50	
RICHLAND COUNTY BANK		\$50	
TM DESIGNS		\$50	
UNITED COUNTRY MIDWEST LIFESTYLE PROPERTIES		\$50	
DRIFTLESS OUTDOORS		\$50	
EDWARD JONES		\$50	
MIDWEST MASS OUTDOORS	\$50 IN KIND		





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 2024 ADVERTISING DEER SHOW ABOVE

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3. Provide a copy of all flyers/posters.

**PLEASE TAKE ONE**

**Driftless Area**

**Deer Classic**

**SATURDAY**  
**FEBRUARY 24<sup>th</sup>**  
**9 AM - 5 PM**  
**RICHLAND CENTER**  
**COMMUNITY CENTER**

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- Pre-registration Opens Friday from 5-9 pm
- Registration Saturday from 9 am-Noon
- Wisconsin Buck and Bear Club Official Scoring
- Gun Raffles & Bucket Raffles
- Trail Camera Photo Contest
- Vendor Booths Available
- Food & Beverages
- Sheds are welcomed but not scored

**BRING YOUR DEER HEAD TO BE ENTERED FOR A CHANCE TO WIN A GUN**

**\$5 ADMISSION**  
**KIDS 12-UNDER FREE!**

Entries will not be released until 5 pm after the show.

For information contact Jim Birch (608) 475-4063  
 Richland Center Indoor Outdoor Archery



4. Document attendees' home cities and the number of nights they stayed in Richland Center.

WE GOT 3 HOTEL ROOMS FOR THE WISCONSIN BUCK AND BEAR SCORERS FROM NORTHERN WISCONSIN. DONT KNOW HOW MANY VENDERS OR ATTENDES STAYED IN HOTEL ROOMS. DURING DEER, TURKEY, AN TROUT SEASONS I BELEAVE THE HOTELS ARE VERY BUSY . HUNTERS FROM OUTSIDE ARE AREA OFTEN CHECK RECORD BOOK ENTRIES TO SEE WERE THEY WANT TO HUNT. DEER HEAD ENTRIES ARE SCORED AND ENTERED INTO THE RECORED BOOK FROM OUR DEER SHOW.

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5. Approximate attendance at your event. 509 PEOPLE \_\_\_\_\_

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

YES WE PLAN ON DOING ANOTHER EVENT NEXT YEAR. THE RICHLAND CENTER ARCHERY CLUB LIKES TO PROMOTE THE SPORT OF HUNTING AND GET ADULTS AND YOUTH OUTDOORS TO ENJOY THE GREAT OUTDOORS IN OUR AREA.

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7. Any further comments:

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## Hidden Valley Magazine Proposal

Previously was paid for by Richland County for 15-20 years. Richland County dropped their sponsorship when they went through the budget crunch of 2020-21.

For the Sponsorship, we receive:

- Inclusion in their Top 10 Destination listings
- Rotation to the front of the magazine
- Our Calendar of Events are included
- We can have better control over the images and text content in the magazine
- This will also give us control over the website content at <https://www.hiddenvalleys.com/>

Annual contribution = \$1,200