



OFFICIAL PUBLIC NOTICE

MEETING OF THE RESCHEDULED NOVEMBER RICHLAND CENTER TOURISM COMMISSION

THURSDAY, NOVEMBER 09, 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. Approval of Regular August Meeting Minutes

MONTHLY BUDGET REPORT

2. Review 2023 Budget and Revenue
3. Discussion and possible approval of 2024 Annual Budget of Regular Operation Expenses/Revenue

DISCUSSION AND ACTION ITEMS

4. Discussion and possible action on 2024 Travel Guide
5. Trailhead Sign Project-Karen Tepley

DEPARTMENT REPORT

6. 2023 Center Colorfest & Pumpkinfest
7. 2024 3 Sheeps Label
8. Website/Streaming Advertising
9. Lodging Update
10. Richland County Resiliency Project
11. Future Meeting Topics

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 7th day of November, 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 August Richland Center Tourism Commission Meeting, August 28, 2023

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

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

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

Tourism Grant Applications:

The Wheels of Time-Hill Country Classic Power Show submitted a grant application for \$1,500 to support its October 2023 show at the Richland County Fairgrounds. Their application indicated they attract an audience from a Midwestern multi-state area and have been long-time recipients of a Tourism Grant. Member Christy Adsit made the motion to approve this grant, Member Dennis Fry seconded that motion. A roll call vote was held: Chair Schaub-yes, Dennis Fry-yes, Karen Tepley-yes, Christy Adsit-yes.

La Fritanga Latin America Restaurant applied for a grant of \$1,500 to support their 09/30 Nicaraguan Concert at the White House/Ramada Inn Hotel. Their application stated the event would attract visitors from a 3-state area for this cultural event. Director Richards pointed out the organizers of the event, and the purpose of the event, are concerning a for-profit business. Several members of the Commission expressed concern with approving a grant request for a for-profit entity and their wish that the grant program remain committed to non-profit organizations. After much discussion, this request was tabled for lack of a motion.

Gray Media Streaming Advertising Discussion and Possible Action:

Gray Media Representative Brady Nordenstrom attended the meeting and reviewed the results of our streaming advertising campaign so far. The streaming advertising campaign has focused primarily on the Riverwest and Walker's Point areas of Milwaukee. The completion rate of those ads by viewers has been extremely high and the saturation point of potential viewers is still low, meaning there is still more room to continue targeting these areas as people who do see the advertising are reacting positively but there are more potential visitors to yet get this messaging.

Brady then moved on to show our website traffic history since we have switched to our new website. The website traffic for Greater Richland Tourism has taken drastic upswings since the inception of streaming advertising and since the rollout of our new website. After some explanation, it was pointed out that our current year-to-date increase in traffic from 2022 is over 122%. This relates directly to the inception of our streaming advertising.

Commission member Tepley had previously had the question, "Should the streaming advertising target be broadened, or should new locations be added to the effort?" Brady was able to explain that we have not hit a point of saturation in our target area. More people have not heard the message often enough to expand the target area at this time.

With all of this discussion in place Director Richards asked the Commission to commit another \$5,000 towards streaming advertising with Gray Media. Our summer and fall occupancy rates are very strong

for our lodging businesses. However, there is more room for improved lodging occupancy rates in the winter and a move to a 4-seasons destination brand.

Member Tepley made the motion to approve the additional \$5,000 investment in digital billboard advertising with Lamar Advertising, and member Fry 2nd that motion. A roll call vote was taken, Schaub-yes, Fry-yes, Tepley-yes, Adsit-yes. The motion unanimously passed.

2024 Wisconsin Tourism Travel Guide Ad Placement

Director Richards brought forward the opportunity to be included in the Wisconsin Tourism Travel Guide that is sent to anyone who contacts Wisconsin Tourism directly for travel information. It is a standard bearer for everything Wisconsin tourism related. Richards presented two options, #1. ¼ Page placement at \$2,145 for the year or #2. A ½ page placement at \$3,185 for the year. There was significant discussion regarding the second option. Member Christy Adsit mentioned the break between ½ page to ¼ page was not as significant as expected and suggested that would be the best investment.

Adsit made a motion to approve the ½ page placement in the Wisconsin Tourism Travel Guide at \$3,185 for the year, Member Tepley seconded the motion. A roll call vote was held: Schaub-yes, Fry-yes, Tepley-yes, Adsit-yes.

Director Richards offered updates and reports on several efforts:

1. Richards discussed there has been an ongoing, intensive, effort to get Airbnb, VRBO, HomeAway, and other third-party rental platforms to confirm they are aware of Eagle, Ithaca, and Forest Township's Room Tax Ordinances, and their responsibility to collect room tax in those municipalities. After an 8-month effort it has been confirmed by these STR platforms and their contractors that retro-active to the date of the ordinance's adoption in the respective townships they indeed are to collect and remit the room tax.
2. Richards also provided a very quick update that Center Colorfest planning and parade registration was well underway. Also, there was a brief update regarding a new event for late October, Pumpkifest. Director Richards mentioned that he will be helping with marketing and planning of the new event.

The motion was made to adjourn the meeting by Tepley, 2nd by Fry. Motion Carried. The meeting was adjourned at 5:08pm.

Approved Annual Budget For 2023 with Actual Expenditures as of 10/31/23

(Tentative-10/31/2023)

1. \$1,500 Marketing cost for the Dairy Days/Rodeo Parade
 - a. Actual Spent: \$560
2. \$1,500 Marketing for Center Colorfest
 - a. Actual Spent: \$960.38
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= \$3,982.23
8. \$4,000 Online social media advertising and video work
 - a. Actual= \$3,954.00
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 Approved Grant Applications as of 10/31/2023 = \$9,000

Advertising:

Lamar Advertising-Digital Billboards

Approved Expenditure = **\$8,800/Actual Expenditure= \$8,800**

Grey Media Online Streaming Advertising
Approved Expenditures = **\$15,000**/Actual Expenditures=**\$8,750**

2023 Richland Center Room Tax Estimated Revenue

City of Richland Center= **\$35,064** (Est 2023) Actual received 2023= **\$43,970.78**
Actual 2022= **\$51,188.57**

Town of Eagle= **\$25,000** (Est 2023) Actual received 2023 = **\$31,861.72**
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 a 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 = **\$40,752**

\$60,064 Estimated income from known sources as of 11/15/2022.

Proposed Annual Budget For 2024

1. \$1,500 Marketing cost for the Dairy Days/Rodeo Parade
 - a. 2023 = \$1500
2. \$1,500 Marketing for Center Colorfest
 - a. 2023 = \$1500
3. \$1,000 Marketing for Christmas Decoration Contest
 - a. 2023= \$1000
4. \$3,500 Travel and conference expenses
 - a. 2023=\$3,500
5. \$200 Postage
 - a. 2023=\$200
6. \$400 Copier maintenance agreement
 - a. 2023 - was included in Visitor Center supplies at \$400
7. \$2000 Visitor Center supplies, print, and volunteer support
 - a. 2023 - was included in Depot Materials at \$1,600
8. \$5,000 Incidental print advertising
 - a. 2023= \$4,000
9. \$1,000 Cooperative Marketing Options with Travel Wisconsin
 - a. 2023 = \$0 budgeted directly but the same amount was paid through the Social Media budget.
10. \$5,000 Online social media advertising and video work
 - a. 2023 =\$4,000
11. \$1,500 Tri-Lite Entertainment advertising/Starlite14/Center Cinema
 - a. 2023=\$1,500

Total 2023 Basic Budget Expenses Projected = \$22,600

Budget Increase = \$4,100

2024 Tourism Director Salary and Benefits Estimated @ 50%= \$30,028 Estimated 3% increase

Amount Proposed for Annual Operating Budget= \$52,628.00

Potential Grants 2024 (not included in this budget)

Rodeo Committee **\$2000**

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

Wheels of Time Truck and Tractor Show-**\$1,500**

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

Total 2024 anticipated grants=\$7,000

Total Approved Grant Applications as of 10/31/2023 = \$7,000

2023 Greater Richland Tourism Room Tax Estimated Revenue

City of Richland Center = **\$57,970** (Est 2024)

Actual 2023=**\$60,582.17** = (Last 4 quarters)

Actual 2022=**\$51,188.57**

Town of Eagle

Eagle 2024 = **\$42,000** (Estimated 2024)

Actual 2023 = **\$42,162.18**= (Last 4 quarters)

Actual 2022 = **\$14,796.08**

Town of Ithaca= Unknown. No revenue as of 11/03/2023, however, they have received notice from Airbnb that they will be remitting room tax effective their adoption date of 07/01/22.

Town of Forest= Unknown. It has proven to take a minimum 4 quarters for 3rd Marketplace remittances to be received. Forest Township adopted the ordinance effective July 1 2023.

The current balance in Greater Richland Tourism = **\$57,363. 46**

\$99,970 Projected revenue from known sources as of 11/09/2023.

\$60,064 Was the projected revenue for 2023

The projected total amount available for additional marketing efforts above the regular budgeted items in 2024 =**\$40,342** Digital advertising/Lamar and streaming advertising/Gray Media.

1st Travel Guide Print Option: no design included in the quote, there will need to be design costs included. Glossy paper for 8 pages, non-gloss for 24. Will have a minimum of 8 pages of ads, this does not reduce our cost.

I did give you the wrong print number for last year. It looks like we only printed 2,500.

Here are some quotes for printing and delivery only, this does not include any design work at \$32 an hour nor an e-edition.

2023 RC Tourism Guide

8.375 x 10.875

32 Total Pages:

4 page cover 80# gloss text - 4 color process with varnish on both sides

4 page center spread 80# gloss text - Map - 4 color process

24 page interior 50# offset - 4 color process

Send-it files / print / fold / stitch / trim / boxed / delivered to RC

1,000 copies - \$3105.14

2,500 copies - \$3983.39

5,000 copies - \$5555.66

All quotes are good for 30 days from date of quote.

We do need to up the page count, as there was an uneven amount of pages inside, which caused 2 tabs to be hanging out.

Richland Center Shopping News

2nd Option, design, printing all pages on gloss paper, no advertising, just a travel guide. I will sell the back page to a local advertiser, this will reduce the cost shown to print.

Total Cost for 2,000 copies = \$2,880.17-see those estimates on the next page.

QUOTATION

LA CROSSE GRAPHICS INC.
 3025 East Avenue South
 La Crosse, WI 54601

Phone: 608-788-2500
 Fax: 608-788-2660

Quotation No: 138761
 Quotation Date: 10/26/2023
 Sales Rep: STEVE MARSOLEK
 Estimator: Clif Youngbauer

Customer Account: GREATRICHLAND
 Name: GREATER RICHLAND TOURSIM
 Address: 397 W SEMINARY STREET
 RICHLAND CENTER WI 53581
 Contact: MARTY RICHARDS
 Phone: Fax:

Job Description: TOURISM GUIDE 24 PAGE SELF COVER
 FLAT-- 11 X 8.5 FINISH-- 5.5 X 8.5
 FILES FURNISHED
 LOW RES AND HIGH RES PROOFS
 BINDERY: FOLD, STITCH, TRIM
 DELIVERY TO 53581 INCLUDED

Component: OPTION 2: 80#
 Size: 5 1/2 X 8 1/2 Stock Description: GLOSS TEXT
 Front Colors: 4 Color: WHITE
 Back Colors: 4 BWT: 80
 Bleed: Yes Thickness: .0000

Quantity	Price
1,000	\$1,708.47
2,000	\$2,040.17
3,000	\$2,365.42



Forward Media Digital
 United States
 amanda@forwardmediadigital.com

Price Quote: #0000001
 Issued on: Oct 27, 2023
 Expiry Date: Dec 1, 2023

Local Travel Guide

To: Marty Richards
 Greater Richland Tourism
 marty.richards@richlandcenterwi.gov
 397 W. Seminary St.
 Richland Center, 53581
 608-649-3376

Product or Service	Price	Quantity	Line Total
Travel Guide Page	\$35.00	24	\$840.00
Subtotal			\$840.00
Total Price:			\$840.00

BL Signs LLC
19330 Cribben Hill Rd.
Richland Center, WI 53581
Phone: 608-647-0149

Item 5.

blsignage@gmail.com

11/2/2023

City of Richland Center
450 S. Main Street
Richland Center, WI 53581

Sign Proposal

RE: Trail Signs

Sign Panel Only:

Manufacture (1) 18" x 24" single-faced aluminum sign panel with 3M IJ35 printed, laminated graphics applied to sign face according to approved art proof. **Total: \$70.00 each**

Post Options:

8' treated post, sanded and stained: **\$47.00 each**

4" x 4" x .125 aluminum post & cap, painted with automotive paint: **\$223.00 each**

4" x 4" x .125 aluminum post & cap, powder coated: **\$233.00 each**

Design Time: \$65.00

BL Signs requires 50% deposit with signed proposal and signed drawing in order to proceed. Proposal is good for 30 days. Permit, permit acquisition fee and taxes are not included. A 3% processing fee will be charged if paying by credit card. This bid is subject to further clarification between the parties and does not constitute an offer to perform the aforementioned services.

Approved By: _____ Date: _____

B-L Signs _____ Date: _____