



OFFICIAL PUBLIC NOTICE

MEETING OF THE TOURISM COMMISSION

MONDAY, MAY 06, 2024 AT 4:00 PM

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

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 regular March Meeting.

DISCUSSION AND ACTION ITEMS

2. 2024 Wisconsin High School Rodeo Finals Grant Request

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

ADJOURNMENT

Posted this DD day of MONTH, 20YY by 4:30 PM.
Copy to the official newspaper the Richland Observer.

Aaron Joyce, City Clerk/Treasurer

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

Regular March Richland Center Tourism Commission Meeting, March 4, 2024

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

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

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

Tourism Grant Applications:

There were no Tourism Grant applications.

Lamar Digital Advertising Discussion and Possible Action:

Director Richards brought forward the proposal to renew our digital billboard advertising with Lamar Advertising in 2024. There were three proposals, one to spread the advertising through Milwaukee and Chicago. The Commission rejected that idea as Milwaukee traffic will be much different this summer with a heavy national aspect due to the DNC Convention. The commission reached consensus to approve the 4th proposal, which is to utilize 5 billboards in the Northern Chicagoland area that matches up well with our new streaming advertising messaging. A motion was made by Christy Adsit to accept the proposal from Lamar Advertising to utilize 5 digital billboards, at \$900 per 4 weeks, at a total cost of \$3,600 per period for 4 consecutive, 4-week periods, for a total expenditure of \$14,400. A roll call vote was held: Lenny Schaub-yes, Dennis Fry-yes, Christy Adsit-yes, Candace Fagerlind-yes.

Director Richards offered updates and reports on several efforts:

1. Director Richards updated that the new 2024 Visitor Guide has been received and is in circulation. The design and the final printed product is sharper than the previous edition and of course up-to-date with information.
2. Director Richards offered a review of the budgeting process for Greater Richland Tourism. Stressing that all expenditures must be approved by one of the Tourism Commissions, within their room tax receipts limits. Therefore, it is possible one commission may not approve an expenditure, but another commission may, allowing the expenditure to occur as long as that commission has sent on an amount of room tax exceeding the individual expenditure.

The motion was made to adjourn the meeting by Fagerlind, 2nd by Adsit. Motion Carried. The meeting was adjourned at 5:00pm.

Tourism Event Sponsorship Grant Program Application

Project Title: 65th 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
wtsra - website - www.wtsra.org

Website: Facebook - Richland center Rodeo Committee

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

Event Date(s): June 14, 15, 16 2024

Intended Ad Placement (List Publication and Location with Sample wording/ad Layout): Shopping News - Richland Observer, Flyers
WRCO, WRJC Radio mauston, Complimentary Tickets
Bull Riding
Barrels
Bareback, Roping etc.

Description of event or activity and how it relates to tourism: Bring people in that follow Rodeo

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

Target Audience: Between 1,500 - 2000

Total Event Budget: \$60,000 Amount for Advertising: \$2,000 - \$3,000

In-Kind Value: _____ Grant Request: \$2,000⁰⁰

Our Flyers go all over IL, IA, WI, MN,
Our Contestants Put them up in there home town
Our Committee members Page 3 of 7 put some up too.

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?
*Wisconsin High School Rodeo State Finals
 Richland County Fairgrounds - 23630 Co. Hwy AA Richland Center*
2. 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.)
June 14, 15, 16 2024 - Rodeo Events, listed on Flyer.
3. 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.
6.5 years Just our Rodeo Committee run this event
4. 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. _____

65th Wisconsin High School

Item 2.

RODEO

STATE FINALS

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

PRESENTED BY **CINCH**

JUNE 14, 15, 16, 2024

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



Rodeo Queen 2023
Carley Gukenberger ★ Marshfield
2023 Saddle Sponsor Compeer Financial



All Around Cowgirl 2023
Josie Laue ★ Richland Center
2023 Saddle Sponsor Schreiber Foods



All Around Cowboy 2023
JB Bound ★ Fort Atkinson
2023 Saddle Sponsor Jones

**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 15 - 10:30 a.m.

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



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Cowboy Church | Sunday, June 16 at 8:30 a.m.

THREE TICKET INFORMATION

Performances!

	ADVANCE Fri. & Sat. Night	AT THE GATE Fri. & Sat. Night	AT THE GATE Sunday Finals
Adults (18-59)	\$7	\$8	\$9
Children (6-12)	\$4	\$4	\$4
Student (13-17)	\$6	\$7	\$8
Senior Citizen (60+)	\$6	\$7	\$8

**Advance
Tickets on
Sale!**

Advance Tickets available from
8:30 AM until Noon
Friday, June 14 at Fairgrounds
in Building H
Children under 6 - Free

➡ **WEEKEND PASS \$25** ◀

ADVANCE TICKETS AVAILABLE STARTING MAY 18 UNTIL 12 PM ON JUNE 14TH 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