



OFFICIAL PUBLIC NOTICE

MEETING OF THE TOURISM COMMISSION

MONDAY, JUNE 10, 2024 AT 4:00 PM

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

Join the meeting now by clicking on this link:

https://teams.microsoft.com/l/meetup-join/19%3ameeting_NzQ3MGVkyZgtYmU3NC00ZDQ0LThiY2QtYjA3YjZiYTEzYTc2%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: 294 942 102 608

Passcode: RULUFd

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. March Meeting Minutes

DISCUSSION AND ACTION ITEMS

2. Election of Tourism Commission Chairperson
3. Election of Tourism Commission Vice-Chair
4. Election of Tourism Commission Secretary
5. 2024 Wisconsin High School Rodeo Finals Grant Request
6. Friends of the Pine LLC Grant Request
7. Gray Media Streaming Advertising Discussion and Possible Action
8. Destination Wisconsin membership discussion and possible action

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

ADJOURNMENT

Posted this 7th day of June, 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.

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 \$4,500 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
WHSRA - website - www.whsra.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

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

Bring people in that follow Rodeo
Barrels, Bareback, Roping etc.

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:

Between \$2000 - \$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 there hometown
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 5.

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

**Advance
Tickets on
Sale!**

| | | | |
|----------------------|-----|-----|-----|
| 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 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

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. Grant applications will be measured, and awards approved based on one of three important criteria as set out by state law:

- A. Is this expenditure reasonably likely to generate paid overnight stays in multiple lodging properties, with different owners, collecting and remitting the room tax to Greater Richland Tourism?
- B. Is this expenditure on something that is significantly used by transient tourists?
- C. Is the expenditure on a: Marketing project, Transient tourist informational service, or a Tangible municipal development?

II. Funding

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

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.

III. Eligible Applicants

To be eligible for funding, events must be held within the Greater Richland Area and/or in a municipality that has contracted with Greater Richland Tourism to provide marketing services. 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 1st 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/Greater Richland Tourism for information about available grant balances. The City of Richland Center/Greater Richland Tourism 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@richlandcenterwi.gov or (608) 647-3466.

V. Review of Applications:

The Richland Center 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 or activities:

- 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. Improvements to transient tourist experiences that support the activities in section I.
4. Photography, postage, and printing related to the event promotion

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 digital or print ad, or provide updates regarding their event or activity to marty.richards@richlandcenterwi.gov so it can be placed on the www.greaterrichlandtourism.com web site and placed in with the Tourism’s advertising.

Tourism Event Sponsorship Grant Program Application

Project Title: **Annual and Recurring Clean-up of the Pine River**

Full Legal Name of Applicant/Organization: **Friends of the Pine 501c3/Southwest Partners**

Applicant's Address: **1313 W Seminary St, Ste 100, Richland Center, WI 53581**

Name of Primary Contact: **Dale Bender/Mark McCauley**

Telephone: **(608) 604-4947**

Email: **dale.bender63@gmail.com**

Website: **richlandcenterwi.gov/tourism/page/city-county-parks**

Location of Project: **15 Miles of the Pine River from Rockbridge County Park to Wedgewood Park in Richland Center.**

Event Date(s): **May 2024 thru September 2024**

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

Kayaking the Pine River has become one of the top 5 activities our guests and visitors enjoy in the Richland County area. During flooding and high-water events the Pine River becomes congested with downed trees, shrubs, and other debris. It is required each year to clean a safe channel of the Pine River for visiting kayakers and canoers to provide a safe and enjoyable experience.

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

The potential for overnight stays is almost unlimited with over 13 million residents living within a 300-mile radius of the Greater Richland Area. Kayaking has become an extremely popular activity for outdoor enthusiasts and with our rock formations and serene experience the Pine River has become an attraction that draws visitors to our area. The Pine River is also a focal point of Greater Richland Tourism's marketing campaign for the spring, summer, and early fall seasons.

Target Audience: **All residents living within a 300 mile radius of Richland Center.**

| | | | |
|---------------------|---------|-------------------------|---------|
| Total Event Budget: | \$5,500 | Amount for Advertising: | \$0 |
| In-Kind Value: | \$3,500 | Grant Request: | \$2,000 |

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. 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.)

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. _____

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. _____

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:

Contact Name:

Phone:

Email:

Event Date:

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.)

-
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.

3. Provide a copy of all flyers/posters.

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

5. Approximate attendance at your event. _____

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



7. Any further comments:

Destination Wisconsin Full Membership

Full membership is open to an officially-designated marketing organization (DMO) of a given municipality (or municipalities in a zone perceived by the traveling public as a single destination within the State of Wisconsin), organized on a non-profit basis, to solicit and service convention and visitors, and recognized as the sole organization performing that function in the destination. Membership is limited to one organization per destination. The DMO must devote no less than 75% of its operating budget to tourism promotion and development and the organization maintains the services of a paid executive who has the full authority to represent its bureau in Destinations Wisconsin activities and affairs. In the case of a DMO existing under the umbrella of a parent organization, the DMO division maintains the services of a paid executive who has the full authority to represent the bureau in Destinations WI activities and affairs. Destinations WI Board Seats are reserved for the CEO of the member organization and regular attendance at board meetings is highly encouraged to maintain membership status. Annual member investment in Destinations Wisconsin is based upon bureau budget and are as follows:

Budget Dues

\$250,000 & Under \$1750

\$250,001 - \$500,000 \$2500

New Members are required to pay a one-time application fee of \$250. Destinations Wisconsin Benefits include:

Communication link to the Wisconsin Department of Tourism, Governor's Council on Tourism, Tourism Federation of Wisconsin, Upper Midwest CVB Association, Destinations International.

Joint Marketing Initiatives, including Homepage link and presence on www.MeetinWisconsin.com, www.DestinationWisconsin.com and www.SportsWisconsin.com; Access to leads and coop tradeshow and advertising participation for meetings and convention, sports marketing efforts if/when applicable.

Education & Research such as CEO & Staff Educational Forums, Room Tax Utilization, Internal DMO Practices/Policies, Travel Trends Research

Government Affairs assistance from a contracted government affairs firm that provides legislative updates and lobbying on state tourism issues.

DMO & Tourism Industry Advocacy efforts such as the Tourism Trailblazer Awards, Gov. Conference on Tourism Visibility, Destination Marketing Organization Accreditation and Networking.