



CITY OF ANTIGO

HOTEL MOTEL COMMISSION MEETING

COUNCIL CHAMBERS

Wednesday, April 28, 2021

CITY HALL, 700 EDISON STREET

8:30 AM

Call to Order

Discussion and Action May Occur on Any of the Following Agenda Items:

1. Hotel/Motel Tax Financial Recap as of April 21, 2021
2. Correction to 2021 Funding Amount to the Langlade County Economic Development Committee and Antigo/Langlade County Chamber of Commerce from \$49,291.56 to \$34,504.10
3. Langlade County Economic Development Corporation Welcome Center Update
4. Langlade County Economic Development Corporation Request to Transfer \$4,000 from Original Welcome Center Lease Budget to Welcome Center Build Out Budget due to Welcome Center Not Opening Until June
5. Langlade County Economic Development Corporation Request of Addition Funding of \$9,500 from Hotel/Motel Reserves Account to Fund Part-Time Travel Information Aide and to Fund the Over Expenditure of the Build Out of the Welcome Center
6. Langlade County Economic Development Corporation Digital Campaign and Event Co-Op Update
7. Langlade County Economic Development Corporation Request of Additional Funding of \$3,710 from the Hotel/Motel Reserves Account to Market the Upcoming Antigo Lions Club Roaring Raceway Off-Road Race Event

Any Other Matters Authorized by Law to be Considered

Adjournment

Upon reasonable notice, efforts will be made to accommodate disabled individuals through appropriate aids and services. For additional information, contact Jaime Horswill, 700 Edison Street, Antigo, Wisconsin 54409. (715) 623-3633 extension 100. Members of and possibly a quorum of members of other governmental bodies may be in attendance to gather information. Any governmental body other than that specifically referred to above will take no action.

DATE MAILED: April 22,2021

TOM BAUKNECHT

HOTEL/MOTEL TAX				
FINANCIAL RECAP				
APRIL 21, 2021				
Beginning Balance January 1				
Cash (less accts payable)	\$16,763.27			
Investment	\$74,147.12			
Reserve for Welcome Center	\$97,500.00			
Accounts Payable	\$0.00			
Total Beginning Balance		\$188,410.39		
Revenue				
Motel Taxes	\$30,898.94			
Interest	\$35.84			
Penalties & Late Payment Interest	\$300.00			
Grant Income	\$0.00			
Donations	\$0.00			
Miscellaneous Revenue	\$0.00			
Admission Fees	\$0.00			
Total Revenue		\$31,234.78		
Expenditures				
Transfer to General Fund (10% of tax)	(\$3,089.89)			
Transfer to Economic Dev (20% of tax)	(\$6,179.79)			
Contributions to Date	(\$69,008.20)			
Encumbered for Contributions	(\$23,329.48)			
Miscellaneous Expenses	\$0.00			
Total Expenditures		(\$101,607.36)		
Balance December 31, 2020 (not yet balanced/audited)				
Cash (incl. accts pay)	\$1,354.85			
Investment	\$42,512.44			
Reserve for Welcome Center**	\$74,170.52			
Ending Cash/Investment Balance		\$43,867.29		
Plus Reserves		\$74,170.52		
Total Balance		\$118,037.81		
Worksheet Balance (Cross Check)			\$118,037.81	
4/21/21:kmm				

Attachment: Hotel-Motel 04-21-21 (3928 : Financial Recap)



To: Mayor and City Council
From: Kaye Matucheski, Clerk/Treasurer
Date: April 28, 2021
Re: Correction to 2021 Funding Amount to the Langlade County Economic Development Committee and Antigo/Langlade County Chamber of Commerce from \$49,291.56 to \$34,504.10

When I was getting the checks ready for the Langlade County Economic Development Corporation (LCEDC) and the Antigo/Langlade County Chamber of Commerce (Chamber), I realized I had made a mistake in the amount originally provided. I had stated the amount for each would be \$49,291.56 (\$98,583.12 total). However, this is the gross tax amount for 2020 and the distribution should only be 70% of the tax or \$69,008.20 (\$34,504.10 each).

Each entity was issued a check for \$34,504.10 and I did communicate to the LCEDC and the Chamber that I had made an error when calculating the amount available. This is a decrease of \$14,787.46 for each one. I also apologized for this mistake.

It will be up to the Commission how they want to handle this mistake. Some options are:

- Ask each entity to lower the 2021 budget to reflect the actual payment
- Advance funds from 2021 payments and 2022 funding will be less
- Use additional funds from the remaining fund balance
- A combination of these ideas

Included in the agenda packet is a financial recap as of April 21, 2021.

Again, I sincerely apologize for my error.

Welcome Center Buildout					
Expense Category	Expense Description	Need to be paid/Estimate Cost	Amount Paid	Total Cost for Line Item	Date Invoice was Paid
Indoor Kiosk	Tom Gallenberg's building of kiosk		\$ 7,481.00	\$ 10,727.22	1/4/2021
	One 10 Graphics logo and maps design				
	September 2020 Invoice		\$ 1,250.00		10/13/2020
	October 2020 Invoice		\$ 855.00		11/9/2020
	November 2020 Invoice		\$ 218.75		12/7/2020
	December 2020 Invoice		\$ 78.75		1/4/2021
	Icons		\$ 87.50		4/12/2021
	Acrylic Kiosk Maps for City & County		\$ 606.22		3/2/2021
	Material for Kiosk top wording	\$ 350.00			
	Wording on top of Kiosk - Jason Swartz		\$ 150.00		3/16/2021
Brochure Racks	Welcome Center Brochure Rack	\$ 1,091.20		\$ 4.74	
	Welcome Center Brochure Signs	\$ 10.00	\$ 4.74		3/28/2021
Furniture	End Tables with USB Ports		\$ 178.00	\$ 1,374.00	1/18/2021
	4 Chairs		\$ 1,196.00		
TV	TV and TV mount		\$ 177.00	\$ 177.00	11/13/2020
Interiro Decorating	Photos for wall	\$ 500.00		\$ -	
Computer	HP Computer Monitor		\$ 75.99	\$ 75.99	11/20/2020
Vestibule	Vestibule Brochure Racks			\$ 875.71	
	Slatwall Boards		\$ 35.36		2/1/2021
	Brochure Holders		\$ 273.38		1/19/2021
	Vestibule Brochure Signs	\$ 495.26			
	White Board & Double Sided Tape		\$ 4.74		3/28/2021
	Acrylic Vestibule Maps for City & County		\$ 246.18		3/2/2021
	Vestibule Map Screws and Washers		\$ 6.05		2/11/2021
Outdoor Sign	Tourist Information Neon Sign		\$ 310.00	\$ 12,028.00	2/2/2021
	Supplies for Mock Up of Outdoor Sign				
	Spray Paint		\$ 3.96		10/16/2020
	Jason Swartz CNC		\$ 100.00		10/27/2020
	Paint, Zipties, supplies		\$ 25.68		10/9/2020
	Outdoor Sign				
	75% Down Payment		\$ 8,726.25		1/19/2021
	Final Payment		\$ 3,301.75		3/2/2021
	Electrical Hook Up	\$ 500.00			
	Tree Trimming	\$ 200.00			
Supplies to Open	Sign Permit - \$50 fee was waived		\$ -	\$ 70.50	
	Supplies (paper, ink, cleaning supplies)	\$ 300.00			
	Apparel				
	Name Badges	\$ 229.50	\$ 41.25		
Insurance	Face Masks		\$ 29.25		
	Insurance for Outdoor Sign & additional personal property coverage	\$ 336.00		\$ -	
		\$ 4,011.96		\$ 25,462.80	Total Expenses
			TOTAL		
			\$ 29,474.76	\$ 2,706.38	2020 Expenses
				\$ 24,181.18	2021 Expenses as of 4/12/21
				\$ 26,887.56	This includes Rent
Approved By H/M	Building Rent	\$ 12,000.00	Asking H/M Commission to allow \$3,000 (Jan-March rent) to be used for buildout and for April & May interior Welcome Center Rent of \$1,000		
	Buildout of Welcome Center	\$ 22,500.00			
		\$ 34,500.00			
	Amount left to spend for Buildout	\$ (6,974.76)	We would be short \$2,974.76 even if we are approved to have rent paid for build out		
Welcome Center Rent	April - June 2021 Vestibule Rent	\$ 1,500.00	3/30/2021		

Attachment: Copy of Welcome Center Buildout Expenses (3921 : Build out Budget)

PART-TIME TRAVEL INFORMATION AIDE LANGLADE COUNTY ECONOMIC DEVELOPMENT CORPORATION

Job Details

Salary: \$12.50 Hour

Job Type: Part-time

Full Job Description

Introduction

The Langlade County Economic Development Corporation is seeking qualified applicants for a part-time Travel Information Aide position. This position is located at the Langlade County Welcome Center Superior Street in Antigo. The Welcome Center is open daily, 6 days per week, Monday-Wednesday from 10-4, Thursday 10-6, Friday 10-7 and Saturday 9-4 with adjusted hours as needed. The incumbent will work 3 - 4 days a week (30 hours bi-weekly). This part-time position is offered with no-benefits at this time but could lead into a benefited position with additional hours.

Main Purpose of Job

The primary function of the position will be to provide inspirational travel information to Langlade County visitors along with other administrative/tourism assistant duties.

POSITION DUTIES

Individuals will inform the traveling public about Langlade County attractions, accommodations, recreational facilities, and services; inform travelers about current events and activities; read maps and give specific directions to Langlade County destinations; preparing tourism inquiry mailings, as well as aiding in updating and creating content for social media platforms and websites. Inventory and supply management may also be required: this may include lifting bulk packaging.

Qualifications

MINIMUM QUALIFICATIONS

Necessary Knowledge, Skills and Abilities:

- A. Ability to work safely
- B. Ability to work alone
- C. Ability to communicate effectively verbally and in writing
- D. Ability to work effectively with fellow employees, other departments and the public
- E. Ability to understand and carry out written and oral instructions

Must have a working knowledge or ability and willingness to obtain a working knowledge of the following: Windows operating systems and programs with an emphasis on Microsoft office; and ability to navigate web applications and have an understanding of other emergent technologies and peripherals

SELECTIVE QUALIFICATIONS

Candidates should be able to relate to the public in a friendly and competent manner; and must be able to interpret maps. Applicants must be able to work weekends since the center is open 6 days per week, year-round. Knowledge of Langlade County history, geography and tourist attractions is a plus. Candidates must be computer literate and also be able to frequently lift and/or move up to 50 pounds.

LIMITATIONS ON SELECTION

Applicants must be willing to accept non-benefited part-time employment at 3-4 days a week (30 hours bi-weekly) including working nights and weekends. This position could lead into a benefited position with additional hours.

LCEDC 2021 WAGES AND FRINGE SUMMARY

2021 BUDGET

Res#	NAME	POSITION	Reg Hrs	2018	2%COLA	1.5% COLA	NO COLA	Salaried	0.062	0.0145	83.24%	40.00%		6.60%	50.00%	TOTAL WAGES & FRINGES	
					2019	2020	2021	Total Ann. Wages	Soc Sec	Medicare	Health Insurance	Life Ins.	Workers Comp	Retirement	Dental		
		Travel Aide	780				\$ 12.50	\$9,750	\$605	\$141			\$200			\$10,696	2022
			465				\$ 12.50	\$5,813	\$360	\$84			\$200			\$6,457	2021
TOTAL Part-TIME																	
ECO DEV Projected Total								\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	

Attachment: Copy of Salary Budget For Travel Aide (3922 : Travel Information Aide)

**CITY OF ANTIGO
HOTEL/MOTEL ROOM TAX COMMISSION
APPLICATION TO SOLICIT FUNDS**

Name of application organization: **Antigo Lions Club**

Amount requested from Room Tax Commission: **\$3,710.00**

(Check all that apply)

Business Organization: Corporation _____ Partnership _____ Non-Profit **X** Tax Exempt

Person in Charge of Project: **Zach Zagar**

Address: **1635 Neva Road**

E-mail Address: **zzagar@langladeford.com**

City: **Antigo**

State: **WI**

Zip Code: **54409**

Home Phone: **715-216-5507**

Business Phone: **715-627-2200**

1. Is this a first time event? Yes **X** No _____ If yes, skip to # 4
If no, go to # 2
2. Was the event successful in the past? Yes _____ No _____
3. By what measurement was the event successful?

National Exposure	_____
Regional	_____
Tourism	_____
Local Attendance	_____
Estimated Local Attendees	_____
Total Event Attendance	_____
4. Are the beneficiaries:

Youth	<u>X</u> _____
Adults	<u>X</u> _____
Seniors	<u>X</u> _____
5. Does the event have an admission charge? **YES**
If yes, how much? **\$30 one day/\$50 Weekend**
6. Is there a discount or waiver for youth? **YES**
If yes, how much? **12 AND UNDER FREE**
7. Did the event create a profit? _____
If yes, how much? \$ _____
8. How much time will a visitor spend at your attraction? **Racers will come in on Wednesday, June 2nd
Spectators starting on Friday June 4th**

- Attachment: Antigo Lions Club Signed Application (3924 : Lions Club Request)**

Signature: Zeh Title: Race Director Date: 4-14-21

Antigo Lions Club Roaring Raceway Marketing Budget

Advertiser	Media	Amount
Northern Advertising	Billboard-Hwy 45	\$ 2,400.00
Results Broadcasting	Radio-Antigo/Shawano/GreenBay	\$ 2,010.00
WSAW-CBS/WAZW/ESAW	TV Broadcast	\$ 2,010.00
Social Media Platforms	Social Media/Website	<u>\$ 1,000.00</u>
		\$ 7,420.00

Attachment: Copy of Antigo Lions Club Marketing Budget (3924 : Lions Club Request)

