



CITY OF ANTIGO

HOTEL MOTEL COMMISSION MEETING

MULTI-PURPOSE ROOM

Wednesday, May 30, 2018

CITY HALL, 700 EDISON STREET

8:30 AM

Call to Order

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

1. TJ Motorsports 2018 Funding Request for Monster Truck Shootout
2. Langlade County Leaders Association 2018 Funding Request for Langlade County Fair

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: May 24, 2018

BILL BRANDT

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

Name of Application Organization: TK Motorsports

Project Title: Monster Truck Shootout

Total Cost of Project: \$ About \$27,000

Amount requested from Room Tax Commission: \$ 2,500

Matching Funds: \$ 2,500

Estimated project start date: June 29th Estimated completion date: June 30th.

(Check all that apply)

Business Organization: Corporation ☒ Partnership _____ Non-Profit _____ Tax Exempt _____

Person in Charge of Project: Darren Miguez

Address: 12245 S Crest Drive E-mail Address: dmiguez01@yahoo.com

City: Olathe State: Kansas Zip Code: 66061

Home Phone: 918-368-2324 Business Phone: 913-742-3071

1. Is this a first time event? Yes _____ 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	<u>3,500</u>
4. Are the beneficiaries:

Youth	☒
Adults	☒
Seniors	☒
5. Does the event have an admission charge? Yes
If yes, how much? \$ \$12 pre-sale, \$25 for VIP
6. Is there a discount or waiver for youth? 2 and under are free
If yes, how much? \$ _____
7. Did the event create a profit? Yes
If yes, how much? \$ Different party did the show last year.

Attachment: Monster Truck Request (2139 : Monster Truck)

8. How much time will a visitor spend at your attraction? 4-5 hours
9. Project number of overnight stays visitor attraction will generate in Antigo: _____
10. Will the profit be re-invested in the community? _____
 If yes, where and when?
It will be reinvested into a show for next year. We do use local business's as vendors to help support the local community.
- If no, do you expect positive net earnings in the future?

11. Are any directors, volunteers, or board members provided compensation or reimbursement from a City donation or event proceeds? No
12. Will the City be expected to provide future support?
 If yes,
 Cash _____
 Police _____
 Fire/EMS _____
 Utility _____

Detailed description of the project: (if necessary complete on separate sheet)

It is a two-night monster truck show. 4-5 monster trucks plus quad racing. Ususally includes a pity party prior to the event. A two-hour event with multiple competitions for the monster trucks and the quads.

Describe where the project will be marketed and how the project would be marketed to the visiting public:
Locally we will be using Antigo radio and newspaper, as well as social media. Surrounding areas will be with print, social media, and possible radio.

Required Enclosures (Check below if include):

- ☐ Completed Application
- ☐ Project Budget
- ☐ For Non-profit organizations--attach a copy of minutes approving the project and proof of non-profit status

Cameron Migues

Signature
 Coordinator

Title
5/22/18

Date

For Office Use Only

Date of Event: _____
 Amount of Grant Approved: \$ _____

Date Check Disbursed: _____
 Date Copies of Documentation Rec'd _____
 (To be received within 30 days of event)

Attachment: Monster Truck Request (2139 : Monster Truck)

Hotel/Motel Commission Advertising/Promotion Guidelines

If the event organizer(s) are able to provide an answer of "No" to any of the questions below then the group would not be eligible to receive funds from this commission. Please contact the City of Antigo to see if other funding is available and to determine eligibility for another program. Thank you.

- 1.) Where outside the community do you plan to advertise/promote your event; will your advertising be at least 100 miles from the City of Antigo to promote the community as a destination? Please note that preference will be given to those events where advertising reaches markets which are 100+ miles away from the Antigo/Langlade County area.

We usually advertise within 50 miles of the venue. Possible city advertising: Wausau, and Rhineland. _____

- 2.) Is the funding from this commission to be used strictly for advertising/promotion?

Yes. _____

- 3.) Will your organization be able to provide matching funds in the amount which you have requested?

Yes. _____

- 4.) Has your organization been in existence for more than 12 months?

Yes. _____

- 5.) Will your event provide overnight stays?

It's possible. _____

- 6.) Will you be able to submit documentation* of the advertising/promotion expenditures within 30 days of the scheduled event to the City Clerk-Treasurer?

Yes _____

- 7.) Number of times this group has requested funds previously? 0

If this is an event that is returning to request funding will you demonstrate where you have advertised previously by providing copies of advertising/promotional invoices?

*Please note that failure to provide this documentation will not allow for reimbursement from this commission.

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

Name of Application Organization: Langlade County Leaders Assn

Project Title: Langlade County Fair

Total Cost of Project: \$ 200,000

Amount requested from Room Tax Commission: \$ 8,500

Matching Funds: \$ _____

Estimated project start date: May 1, 2018 Estimated completion date: July 30, 2018

(Check all that apply)

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

Person in Charge of Project: RHONDA Klement

Address: N3507 Hill Rd E-mail Address: RHONDA@langladecountyfair.com

City: Antigo State: WI Zip Code: 54409

Home Phone: _____ Business Phone: 715-216-2356

1. Is this a first time event? Yes _____ No X If yes, skip to # 4
If no, go to # 2

2. Was the event successful in the past? Yes X No _____

3. By what measurement was the event successful?

National Exposure _____

Regional _____

Tourism _____

Local Attendance X

Estimated Local Attendees _____

Total Event Attendance 10-15,000 approx

4. Are the beneficiaries:

Youth X

Adults X

Seniors X

There are also 7
other non-profits
that utilize the
fair as a fund-
raiser

Lions
FFA
EKS
Hockey
Trapp Club
Optimists
Phlox 4-H

5. Does the event have an admission charge? NO
If yes, how much? \$ _____

6. Is there a discount or waiver for youth? NO
If yes, how much? \$ _____

7. Did the event create a profit? YES
If yes, how much? \$ 30,000 2017

8. How much time will a visitor spend at your attraction? approx 5-8 hours, many return multiple days
9. Project number of overnight stays visitor attraction will generate in Antigo: 20-30
BAND members, performers, vendors, racers + spectators.
10. Will the profit be re-invested in the community? YES
 If yes, where and when?
all profit goes to 4-H program - other 7 organizations are raising funds for local programs, scholarship + community events.
- If no, do you expect positive net earnings in the future?

11. Are any directors, volunteers, or board members provided compensation or reimbursement from a City donation or event proceeds? NO
12. Will the City be expected to provide future support?
 If yes,
- | | | |
|----------|-----------|---|
| Cash | <u>NO</u> | we contract with the ambulance during grandstand shows for a fee. |
| Police | <u>NO</u> | |
| Fire/EMS | <u>NO</u> | |
| Utility | <u>NO</u> | |

Detailed description of the project: (if necessary complete on separate sheet)

Six day event to bring families together to spend quality time - the youth. Adults + seniors can showcase their projects to be judged. We are also working on creating "Did you know" stations to educate public about agriculture + our areas history.

Describe where the project will be marketed and how the project would be marketed to the visiting public:

We are concentrating on a 100 mile radius of Antigo. This was done last year & we saw increased attendance to grandstand shows and overall fair. The sprint races & demo have people attend from the valley, upper Michigan, and Tomahawk area.

Required Enclosures (Check below if include):

- ☐ Completed Application
- ☐ Project Budget
- ☐ For Non-profit organizations--attach a copy of minutes approving the project and proof of non-profit status

Signature

Title

Date

5/16/18

For Office Use Only

Date of Event: _____

Amount of Grant Approved: \$ _____

Date Check Disbursed: _____

Date Copies of Documentation Rec'd _____

(To be received within 30 days of event)

Hotel/Motel Commission Advertising/Promotion Guidelines

If the event organizer(s) are able to provide an answer of "No" to any of the questions below then the group would not be eligible to receive funds from this commission. Please contact the City of Antigo to see if other funding is available and to determine eligibility for another program. Thank you.

- 1.) Where outside the community do you plan to advertise/promote your event; will your advertising be at least 100 miles from the City of Antigo to promote the community as a destination? Please note that preference will be given to those events where advertising reaches markets which are 100+ miles away from the Antigo/Langlade County area.
yes
- 2.) Is the funding from this commission to be used strictly for advertising/promotion?
yes
- 3.) Will your organization be able to provide matching funds in the amount which you have requested?
yes
- 4.) Has your organization been in existence for more than 12 months?
yes
- 5.) Will your event provide overnight stays?
yes
- 6.) Will you be able to submit documentation* of the advertising/promotion expenditures within 30 days of the scheduled event to the City Clerk-Treasurer?
yes
- 7.) Number of times this group has requested funds previously? 2
If this is an event that is returning to request funding will you demonstrate where you have advertised previously by providing copies of advertising/promotional invoices?

*Please note that failure to provide this documentation will not allow for reimbursement from this commission.

2018

Antigo Hotel/Motel Room Tax

Please find enclosed the application for the Langlade County Fair.

As you know, the county fair is held every year as a fundraiser for 4-H. The fair, for the most part, is run by volunteers. To help keep the fair affordable we are asking you to approve this application to help offset costs of advertising. We will be bringing back the IRA Sprint Car races on Friday night. This is our sixth year featuring this event. The sprint car drivers along with family, friends, and pit crew travel for this race from all over Wisconsin. Many stay in hotels, purchase gas, and eat at restaurants in our town before and after the race. The spectators traveling with the race circuit from Michigan, Illinois and lower Wisconsin also utilize these services. We had over 1700 spectators last year for this one event. To increase attendance for the races and the overall fair we will be expanding our advertising coverage areas. We are utilizing a billboard on the south end of town, again this year, to catch attention of travelers heading north to cottages and other destinations. We also want to increase coverage to a broad range of the public by utilizing Facebook boosts on a weekly basis. We revamped our website to allow for better search engines. We also advertised on the Langlade County Recreation Map and in the Up North Action Magazine for 3 months. This magazine will be doing a feature story on the fair in one of the publications.

Below is a breakdown of where advertising dollars will be spent in 2018:

Radio

NRG Media	\$1500
Results Broadcasting	\$1500 (\$500 to each station)
Some Antigo, mainly Shawano and Rhinelander stations	

Print

Langlade County Chamber book	\$ 320
Antigo Shoppers Guide	\$ 450
(front cover week of before fair)	
Summer Guide	\$ 500
Antigo Daily Journal	\$1000
Wittenberg Shopper	\$ 500
Merrill Shopper	\$1000
Wausau Shopper	\$1000
Tomahawk Shopper	\$ 1000
Shawano Shopper	\$ 1000
4500 Brochures	\$ 700
Mailing to area chambers	\$ 200
Up North Magazine May, June, July	\$ 700
Langlade County Recreation Map	\$ 595

Website

\$ 1500

Facebook

5 boost a week from May – July	\$ 600
(reaching between 1500 - 2400 a boost)	

Bill Board\$2400

Total \$16,465

As previous years, we will include Antigo Hotel/Motel as a sponsor of our event by listing your logo/name on the brochures and banners hung during the event.

Langlade County Fair has become a staple event for our city and county because of the help from area business and organizations, such as yours. Please let me know if you have any questions or need additional clarification on any of the information included in this letter.

Thank you in advance for your support of the Langlade County Fair.

Sincerely,

Rhonda Klement
Fair Coordinator

Attachment: Langlade County Fair Request (2126 : LC Fair Request)