



CITY OF ANTIGO

HOTEL MOTEL COMMISSION MEETING

MULTI-PURPOSE ROOM

Wednesday, May 31, 2017

CITY HALL, 700 EDISON STREET

8:30 AM

Call to Order

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

1. Langlade County Leaders Association 2017 Funding Request for Langlade County Fair
2. Financial Statement

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 25,2017

BILL BRANDT

**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: \$ 175,000

Amount requested from Room Tax Commission: \$ 7,000

Matching Funds: \$ _____

Estimated project start date: May 1, 2017 Estimated completion date: July 30, 2017

(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

2. Was the event successful in the past? Yes X No _____ If no, go to # 2

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? \$ 40,000 in 2016

Attachment: Fair Request (1560 : Fair Request)

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)

Five 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

Fair Coordinator

Title

5/3/17

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)

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.

Attachment: Fair Request (1560 : Fair Request)

2017

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 fifth 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 1600 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 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.

Below is a breakdown of where advertising dollars will be spent in 2017:

Radio

NRG Media	\$2000
Results Broadcasting	\$2000
Some Antigo, mainly Shawano and Rhinelander stations	

Print

Langlade County Chamber book	\$ 320
Antigo Shoppers Guide (front cover week of before fair)	\$ 450
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

Website

\$ 600

Facebook

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

Total \$15,270

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: Fair Request (1560 : Fair Request)

HOTEL/MOTEL TAX FINANCIAL RECAP COMPARISON 04/30/16 and 04/30/17				
Beginning Balance January 1	2016		2017	
Cash (less accts payable)	\$118,170.53		\$54,157.40	
Investment	(\$5,426.18)		\$80,543.43	
Reserve for Welcome Center	\$195,000.00		\$210,000.00	
Total Beginning Balance		\$307,744.35		\$344,700.83
Revenue				
Motel Taxes	\$41,811.50		\$31,720.48	
Interest	\$199.52		\$557.14	
Penalties & Late Payment Interest	\$0.00		\$0.00	
Grant Income	\$0.00		\$0.00	
Donations	\$0.00		\$0.00	
Miscellaneous Revenue	\$0.00		\$0.00	
Admission Fees	\$0.00		\$0.00	
Total Revenue		\$42,011.02		\$32,277.62
Expenditures				
Transfer to General Fund (10% of tax)	\$0.00		\$0.00	
Transfer to Economic Dev (20% of tax)	\$0.00		\$0.00	
Donations to Date	(\$34,693.00)		(\$47,924.00)	
Miscellaneous Expenses	\$0.00		\$0.00	
Total Expenditures		(\$34,693.00)		(\$47,924.00)
Balance December 31				
Cash (incl. accts pay)	\$125,289.03		\$37,953.88	*
Investment	(\$5,226.66)		\$81,100.57	
Reserve for Welcome Center**	\$195,000.00		\$210,000.00	
Ending Cash/Investment Balance		\$120,062.37		\$119,054.45
Plus Reserves		\$195,000.00		\$210,000.00
Total Balance		\$315,062.37		\$329,054.45
Worksheet Balance (Cross Check)		\$315,062.37		\$329,054.45
**Beginning April, 2006, \$5,000 will be set aside every quarter for a Welcome Center.				
*Encumbered funds total \$17,100 as of 4-30-17.				
05/23/17:kmm				

Attachment: Hotel Motel Statement (1566 : Statement)