



CITY OF ANTIGO

HOTEL MOTEL COMMISSION MEETING

COUNCIL CHAMBERS

Wednesday, July 31, 2024

CITY HALL, 700 EDISON STREET

8:30 AM

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

1. Election of a Chairperson (was former member Thomas Bauknecht)
2. Election of Vice Chairperson (was Tom Quinlan)
3. Election of a Secretary (was Brady Koss)
4. Minutes from the December 19, 2023 Meeting
5. Financial Recap as of July 15, 2024
6. Funding Request from Antigo Lions Club for Advertising for Off Road Races

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 clerk treasure's office, 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: July 23,2024

THOMAS BAUKNECHT

**CITY OF ANTIGO
HOTEL MOTEL COMMISSION
MINUTES OF MEETING HELD
DECEMBER 19, 2023**

Hotel Motel Commission of the City of Antigo met in Regular Meeting on the above date at 8:30 AM in the Multi-Purpose Room, City Hall, Ward 4/Chairperson Tom Bauknecht presiding.

Attendee Name	Title	Status	Arrived
Tom Bauknecht	Ward 4/Chairperson	Present	
Brady Koss	Secretary	Present	
David West	Member	Present	
Tom Quinlan	Member	Present	
Tina Hix	Member	Present	

Others in attendance: Karin Derauf, City Administrator; Angie Close and Keri Beck, Langlade County Economic Development Corporation; Deena Grabowsky, Antigo/Langlade County Chamber of Commerce and Visitor Center; Terence Brand, Mayor; Mark Edwards, Alderperson Ward 5; Mark Desotell, Director of Administrative Services; Cheryl Barta, Administrative Assistant; and Michael Winter, City Attorney, arrived at 9:37 AM.

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

1. Minutes from the November 28, 2023 Meeting

This item was moved to item number four on the agenda.

RESULT:	CARRIED [UNANIMOUS]
MOVER:	David West, Member
SECONDER:	Brady Koss, Secretary
AYES:	Bauknecht, Koss, West, Quinlan, Hix

2. Election of Chairperson - Current Chairperson: Thomas Bauknecht

This item was moved to number one on the agenda.

Alderperson Bauknecht recommended the election of officers take place first.

Mr. West nominated Tom Bauknecht for Chairperson.

Upon Alderperson Bauknecht's inquiry if there were any other nominations, and there being none, Alderperson Bauknecht called for a motion to close the nominations and vote a unanimous ballot.

Motion to close nominations and appoint Tom Bauknecht as Chairperson of the Hotel-Motel Commission.

RESULT:	CARRIED [UNANIMOUS]
MOVER:	Brady Koss, Secretary
SECONDER:	David West, Member
AYES:	Bauknecht, Koss, West, Quinlan, Hix

3. Election of Vice Chairperson

This item was moved to item number two on the agenda.

Chairperson Bauknecht announced the election of a Vice Chairperson.

Chairperson Bauknecht nominated Tom Quinlan as Vice Chairperson.

Upon Chairperson Bauknecht inquiring if there were any other nominations, and there being none, Chairperson Bauknecht called for a motion to close the nominations and vote a unanimous ballot.

Motion to close the nominations and appoint Tom Quinlan as Vice Chairperson of the Hotel-Motel Commission.

RESULT:	CARRIED [UNANIMOUS]
MOVER:	Brady Koss, Secretary
SECONDER:	David West, Member
AYES:	Bauknecht, Koss, West, Quinlan, Hix

4. Election of Secretary

This item was moved to item number three on the agenda.

Chairperson Bauknecht announced the election for Secretary.

Chairperson Bauknecht nominated Tina Hix as Secretary. Ms. Hix declined as she has all she can do to be on a commission and she would like to get more fully involved before accepting an officer position. Chairperson Bauknecht explained the position is ceremonial as the City provides a secretary.

David West nominated Brady Koss as Secretary.

Upon Chairperson Bauknecht inquiring if there were any other nominations, and there being none, Chairperson Bauknecht called for a motion to close the nominations and vote a unanimous ballot.

Motion to close the nominations and appoint Brady Koss as Secretary of the Hotel-Motel Commission.

RESULT:	CARRIED [UNANIMOUS]
MOVER:	David West, Member
SECONDER:	Tom Quinlan, Member
AYES:	Bauknecht, Koss, West, Quinlan, Hix

Before the presentations began, Vice Chairperson Quinlan inquired if there had not been a meeting today if the funds would have been distributed as per the decision made at the October 26, 2022 meeting, 75/25 until June of 2024? Chairperson Bauknecht reported that Attorney Winter would be joining the meeting shortly and he would be able to clarify any questions regarding the agreement.

Vice Chairperson Quinlan and Chairperson Bauknecht explained the division of the tourism funds over the last few years, with the current division 75% to Economic Development and 25% to the Chamber.

Upon Vice Chairperson Quinlan's statement that once the tourism entity was named they would be distributing the funds and he did not know if that was still true, Chairperson Bauknecht reported it was still true.

Mark Desotell, Director of Administrative Services, explained that Attorney Winter had called and said he had court and was possibly going to be a little late for the meeting.

5. Presentation by the Langlade County Economic Development Corporation

Angie Close, Langlade County Economic Development Corporation (LCEDC), began the presentation with information on what they are working to accomplish for 2024. Ms. Close reported their main goal is to put "heads in beds."

Attachment: Hotel Motel 12-19-23 (7052 : Minutes)

Keri Beck, LCEDC, began the powerpoint presentation. Ms. Beck reported \$70,800.43 was the amount of tourism funds their office had received and went over a list of where those funds were spent, the list was included in their presentation packet. Ms. Beck noted their two main assets are the County of Trails website or langladedecounty.org and the Welcome Center. Ms. Beck provided statistics that were also provided in the presentation packet.

Ms. Beck reported this year they were building off of the branding and added thirty-three go to spots for information on their play page. Ms. Beck gave an overview of all the different promotions/advertising on social media, websites, travel shows, maps, community calendars, television and magazine ads, as well as signage, including a billboard.

Ms. Beck also went over the proposed 2024 marketing plan.

Upon Ms. Hix's inquiry of why the Welcome Center was created, as prior to her and her husband moving here they were able to obtain information from the Chamber and then the Welcome Center was built and she sees a lot of repetition being done. Ms. Close reported it was a collaborative effort and the Chamber had a chance to be located at the Welcome Center. She also reported people stop for a reason and when you can get them to stop it would be good to have all of the information available in one spot and people stop for the museum and the train.

Ms. Close finished the presentation and spoke on reduced marketing dollars creating confusion and damage to consistency. She also went over collaborative efforts that have not been accomplished and explained the importance of continuing the branding efforts as a County of Trails. She thanked the Commission for allowing them to present today.

Upon Chairperson Bauknecht's inquiry if marketing is moving away from printed information, Ms. Close reported that the visitor guides are good and stated that the Chamber has done a good job on the guide in digital form as most people are using online services to find information for places to visit.

Upon Ms. Hix's inquiry of how the Hotel-Motel tax dollars are promoting/benefiting her business, Ms. Close explained their marketing is not done separately their marketing is all about come to play and stay and her business is on that page. She further explained the number one asset is the City/County's recreation, which they do promote and that is part of the destination marketing.

6. Presentation by the Antigo/Langlade County Chamber of Commerce and Visitor Center

Deena Grabowsky, Antigo/Langlade County Chamber of Commerce and Visitor Center (Chamber), gave her powerpoint presentation. Ms. Grabowsky explained the Chamber and Visitor Center, although two separate entities work in unison. She reported the mission of the Chamber is to champion opportunities that contribute to the prosperity of the businesses and the community. The mission of the Visitor Center is committed to generating economic impact through tourism by positioning Langlade County as an attractive visitor destination to strategically increase the number of overnight stays. Ms. Grabowsky noted the successful events and provided information on their accomplishments in 2023 and the economic impact the Chamber and the Visitor Center have contributed to Langlade County's vitality. She reported the Wisconsin Department of Tourism would be releasing the 2023 tourism impact numbers in 2024. Ms. Grabowsky provided statistics from social media and provided the different avenues of promotional advertising/collaborative marketing, which included trade shows/expos, printed materials, including maps, at the Visitor Center, outdoor kiosks and other outside of Langlade County informational centers, as well as the digital Visitor's Guide. Ms. Grabowsky provided a breakdown of the 2023 Marketing Expenditures, including the room tax budget of \$23,600.14. Ms. Grabowsky explained the Northwoods JEM Grant and that the Northwoods of Wisconsin

(NOW) is a regional consortium composed of destination marketing organizations (DMOs) from six counties: Forest, Iron, Lincoln, Llanglade, Oneida and Price.

Ms. Grabowsky provided clarification of roles between the Chamber and the LCEDC. She stated the role of the Chamber is to promote and market Llanglade County and the role of the LCEDC is to concentrate on economic development. She further detailed what each of those roles entail and why the Chamber should receive 100% of the 70% room tax funds. Ms. Grabowsky outlined their 2024 comprehensive work plan. She provided a breakdown of a proposed 2024 Marketing and Promotion Reduced Budget of \$23,960, as well as breakdown of a 2024 Marketing and Promotion Increased Budget of \$94,000. Ms. Grabowsky explained the advertising/promotion program for 2024.

Ms. Grabowsky thanked the Commission for allowing them to market and promote Llanglade County and also thanked them for their trust and partnership.

Upon Mr. West's inquiry of the number of Chamber members there were in 2023, Ms. Grabowsky reported a little over 200 members.

Upon Chairperson Bauknecht's inquiry if Ms. Grabowsky is asking for 100% of the funds, she answered yes.

Ms. Close noted the roles that were identified by the Chamber is not identified in their role as their strategic plan. She stated she wanted to clarify that.

There was a discussion in regards to there being a clarification of the roles of the two entities. Ms. Hix believed it was closer to how she perceives the two roles as a business owner.

Mr. Koss reported as a Commission their role is quite limited to making sure they are putting heads in beds. Mr. West stated you could see that is happening on both sides by the presentations. Mr. Koss explained the Commission's role is not to decide how the marketing should be done but the Commission was hoping to see more of a collaborative effort between the two.

Ms. Hix noted that they as a Commission are deciding where funds go but if you are making a presentation with \$25,000 and if you had \$70,000 there would be a big difference. She stated the presentations were both wonderful. She further stated that what she wants to take out of it is that Llanglade County is absolutely being promoted. She did note that she was disappointed to hear that the Commission was not able to help decide on how promoting gets done but is great that the Commission can put it on the Chamber and LCEDC to get it done.

Ms. Close noted if this is the direction the Commission is going to go in the future, she feels it is unfair to both of them to have to make presentations every year. She explained that destination marketing is a long term strategy.

Chairperson Bauknecht noted that there are organizations that each collaborate with but for the focus of this group, they are more interested in the collaboration of two entities that are going to be dividing the money. He stated he did not believe that was displayed here, as far as the collaboration between the two entities.

Ms. Grabowsky explained the reason for her stating the roles of the two entities is because she believes there needs to be a clearer definition of the two organizations as to the roles. She reported she was unable to attend the last meeting and did not receive an update as to what had transpired at that meeting. She stated she believes if there is to be collaboration between the two organizations, there should be a bigger conversation on how that can be accomplished.

Mr. Koss reported it is not the responsibility of the Commission to make that happen and that the responsibility of the Commission is to distribute the funds. The Commission did not understand why there would be any difficulty of the two coming together and Ms. Grabowsky

stated both have a strong social media presence and they would not want to lose those contacts.

Discussion was held regarding collaboration - visitor's guide, old history, etc.

7. Closed Session: Pursuant to Section 19.85(1)(e), Wisconsin Statutes, and upon Proper Motion, the Commission will Convene into Closed Session to Discuss Tourism Funding for 2024. Upon Completion of Discussion in Closed Session, the Commission will Reconvene into Open Session to Act on Matters Discussed, If Necessary, and Proceed with the Regular Order of Business. Note: Later Attorney Winter determined a Closed Session was not warranted.

Chairperson Bauknecht reported City Attorney Mike Winter was attending the meeting in case any changes would need to be made to the agreement.

Upon Mr. West's inquiry if the Commission could divide the funds 50/50 and state until another Commission would make a change, Attorney Winter stated the mediated agreement was a 50/50 division for three years and then it would continue 50/50 unless the agreement was terminated. He also stated the Commission could go with either organization or some third party.

Ms. Close reported that Mr. Quinlan had the same question earlier, that when the agreement was terminated the funds were divided 75/25 and the minutes designated Langlade County Economic Development as the tourism entity through June 1, 2024. She inquired about a clarification of that. She also stated that they based their marketing plan and their long term strategy off of that determination.

Mr. Quinlan also stated that there had been a discussion who was to distribute the funds and he was not sure of how close the statutes had to be followed, but that would need to be looked at as well.

Chairperson Bauknecht explained that at the last meeting it was determined that the division of funds would be 75/25, with a unanimous vote, and that he had abstained from voting and Mr. West was absent. He also stated the agreement was voted with a unanimous vote by Council as well.

Ms. Close reported as of June 1, 2024 the LCEDC would then receive 100%. Ms. Grabowsky inquired if that could be revisited due to a new Commission? Attorney Winter read the final paragraph of the minutes from the October 26, 2022 meeting, which stated effective June 1, 2024 the room tax funds "would revert to 100% LCDEC designated use unless the Commission determines that the anticipated collaboration between the LCEDC and the Chamber warrants the continuation of the 75%/25% split of funding." Chairperson Bauknecht stated there has been some collaboration but stated the Commission is still in the dark. Attorney Winter did not believe he could go there.

Attorney Winter did not believe the matter warranted a closed session so the Commission stayed in open session.

Upon Ms. Close's inquiry if there would have to be two separate motions for the tourism entity and the division of the room tax funds, Attorney Winter reported he believed there would need to be two separate motions.

Ms. Grabowsky stated that she believes there is a difference of opinion of the tourism entity between the two entities on how the entity should be chosen and the Chamber still believes that the entity is the Chamber from the beginning. She also stated that according to State Statutes it cannot be changed, further stating if there is already a tourism entity another entity cannot be created.

Attorney Winter explained that was one of the issues of the lawsuit and that the City could choose who the tourism entity would be.

8. Funding of Tourism for 2024

Attorney Winter reported where the Commission is today is to determine whether they want to continue the 75/25 division of room tax funds or to award 100% to the LCEDC.

Upon Ms. Hix's inquiry if the Commission had chosen the LCEDC as the tourism entity, Attorney Winter reported yes.

Upon Ms. Hix's inquiry if the Commission can change to a 50/50 split or if the only choices are the 75/25% or the 100%, Attorney Winter reported at this time those are the only options.

Ms. Hix reported she disagrees with the percentages and Vice Chairperson Quinlan reported she could ask for the matter to be on the next meeting agenda.

Motion to continue the 75/25% split of the room tax funds.

RESULT:	CARRIED [3 TO 1]
MOVER:	Tom Quinlan, Member
SECONDER:	Brady Koss, Secretary
AYES:	Brady Koss, David West, Tom Quinlan
NAYS:	Tina Hix
ABSTAIN:	Tom Bauknecht

Any Other Matters Authorized by Law to be Considered

None.

Adjournment

1. **Motion to:** adjourn at 10:34 AM

RESULT:	CARRIED [UNANIMOUS]
MOVER:	Brady Koss, Secretary
SECONDER:	David West, Member
AYES:	Bauknecht, Koss, West, Quinlan, Hix

Thomas Bauknecht
Tom Bauknecht, Chairperson

1/31/24
Date

Attachment: Hotel Motel 12-19-23 (7052 : Minutes)

HOTEL/MOTEL TAX FINANCIAL RECAP JULY 15, 2024

Beginning Balance January 1			
Cash (less accts payable)	\$77,204.42		
Investment	\$76,272.19		
Reserve for Projects	\$48,163.48		
Accounts Payable	\$0.00		
Total Beginning Balance		\$201,640.09	
Revenue			
Motel Taxes	\$76,692.76		Paid by Motels each quarter
Interest	\$2,715.65		Interest earned year to date
Penalties & Late Payment Interest	\$300.00		\$100 penalty if tax is paid late
Grant Income	\$0.00		If Grants are Received
Donations	\$0.00		Any Donations Received
Miscellaneous Revenue	\$0.00		Does not fit in other categories
Total Revenue		\$79,708.41	Total Collected
70% Revenue to be Distributed at Year-End		\$53,684.93	Percentages Approved by Commission Current-75% LCEDC/25% Chamber
Expenditures			
Transfer to General Fund (10% of tax)	(\$7,669.28)		Administrative Costs
Transfer to City Public Impr (20% of tax)	(\$15,338.55)		City Approves Expenditures
Contributions to Date	(\$118,592.41)		See attached list
Encumbered for Contributions	\$0.00		Commission Approved Expenses
Miscellaneous Expenses	\$0.00		Does not fit in other categories
Total Expenditures		(\$141,600.24)	
Balance July 15, 2024			
Cash (incl. accts pay)	\$12,596.94		
Investment	\$92,224.39		
Reserve for Projects**	\$34,926.93		
Ending Cash/Investment Balance		\$104,821.33	
Plus Reserves		\$34,926.93	
Total Balance		\$139,748.26	
**Encumbered Funds for Reserve include			
No encumbered funds			
HOTEL/MOTEL DONATIONS FOR 2023 AND YEAR TO DATE 2024			
2023			
Antigo/Langlade Co Chamber of Commerce	\$23,600.14	2023 Funding as	25% as approved
Langlade County Economic Development Corpora	\$70,800.43	2023 Funding as	75% as approved
Antigo/Langlade Co Chamber of Commerce	\$9,012.04	2021/2022 Fold C	Appr in 2021 and 2022
Antigo Lions Club	\$7,495.00	2023 Race Advertising	
TOTAL	\$110,907.61		
2024			
Antigo/Langlade County Chamber of Commerce	\$26,338.96	2024 Funding as	25% as approved
Langlade County Economic Development Corpora	\$79,016.90	2024 Funding as	75% as approved
Antigo/Langlade County Chamber of Commerce	\$13,236.55	Visitor Guide Rac	Previously Approved
TOTAL	\$118,592.41		

Attachment: Hotel-Motel 7-15-24 for 23-24 Expenditures and Revenues (7057 : Financials)

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

Name of application organization: **Antigo Lions Club**
Antigo Lions Club Inc., Federal Employee Identification Number: 39-6093777 NAICS code: 813410

Amount requested from Room Tax Commission: **\$9,000.00 (up to)**

(Check all that apply)

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

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

Address: PO Box 427

E-mail Address: zzagar@southsidetire.com

City: **Antigo**

State: **WI**

Zip Code: **54409**

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

Business Phone:

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 X
Tourism X
Local Attendance X
Estimated Local Attendees **3,895**
Total Event Attendance **7,613**

4. Are the beneficiaries:
Youth X
Adults X
Seniors X

5. Does the event have an admission charge? **YES**
If yes, how much? **\$35 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? **YES** _____ **NO**

The Financial

Goals are still not being met due to ever rising costs and infrastructure needs that continue to be a factor.

Attachment: OFF ROAD RACES - Lions Club Roaring Raceway Off Road Race Event 2024 - Funding Request (7056 : Funding Request for Off

8. How much time will a visitor spend at your attraction? **Racers will come in approximately one week prior to the event. The spectators will come Friday and through the weekend.**

9. Project number of overnight stays visitor attraction will generate in Antigo: **Projecting Hotels to be Full in area and surrounding areas; we are hoping to increase spectators from 2023 another 500.**

10. Will the profit be re-invested in the community? Yes
The Antigo Lions Club’s focus is to build relationships and improve the world through kindness. It is our mission to serve and give back. We will be making contribution to various clubs and organizations through this event including but not limited to the Antigo Hockey Association, Langlade County 4-H Association, The Gridiron Club, The Antigo Youth Bowling Club, and other non-profit organizations.

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 X
- Fire/EMS X
- Utility _____

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

The world’s greatest short course off-road races are gearing up for another season of AMSOIL Championship Off-Road. Expect to see top-tier talent, world class venues and battles that are sure to go all of the way down to the wire.

The Amsoil Championship Off-Road race brought to you by the Antigo Lions Club, is an off-road race event featuring several classes of off-road trucks and buggy racing on a dirt track. The series makes the stop in Antigo, Wis. June 8 and 9th and will showcase well over a dozen classes of racers, headlined by strong entry lists across all of the Pro Truck and SXS classes racing for cash and trophies on the half-mile dirt oval. A one-day pass is \$30.00 or a weekend pass is \$50 with free entry for kids 12 years and younger. Advance tickets can be purchased online or from an Antigo Lions Club Member. On-site parking is \$5.00 per day. Off-road racing has an extremely passionate fan base and this series has been growing with record number of visitors each year. This racing event brings hundreds of racers from all over the United States. It is a main event for Langlade County and the businesses, clubs and organization look forward to this huge economic boost to our community each year.

Describe how the project would be marketed to the visiting public:

The 2024 Marketing Campaign target demographic remains the same is Male 25-65 years of age. The Target Area utilizing remains to be Wausau, the Valley (Green Bay and Appleton) along with Northwoods and Upper Peninsula utilizing Radio, Print, and Social Media. The Social Media Campaign using a media company that specializes in Racing podcasts/social media campaigns. Impulse Media <https://www.theimpulsehub.com/> will be doing live podcasts and placement of media to hype up the event with an ultimate goal of increase ticket sales.

WEBSITE: www.antigoracing.com

Project Title: **ANTIGO LIONS CLUB ROARING RACEWAY OFF-ROAD RACING**

Total Cost of Project: **\$330,000.00** Marketing Budget **\$18,500.00**

Estimated project start date: **04/01/2024** Estimated completion date: **06/09/2024**

Required Enclosures:

Project budget: \$18,5000

The 2024 Marketing Campaign Budget is as follows:

Digital: Impulse Media; Social Media Campaign and Live Podcasts \$3,500.00

Radio: Media Buy with NRG Radio, Results Broadcasting, Woodward Radio Group \$13,000.00

Print Media: Langlade County Visitor Guide that is distributed throughout Wisconsin \$1,000.00

Design: Website/ads updates/ecommerce \$1,000.00

See Attached Enclosures of 2023 Evaluation

Antigo Lions Club Jem Evaluation 2023



Antigo Lions Club Final Media Synopsis 2023:

Radio Investment

Woodward Radio Group

WAPL: Green Bay Market \$2,376.00 cash Net Reach= 11,600 Impressions

NRG Radio

WHDG WMQA WRLO WRHN/ WLKD WOBT \$ 6,236.00 \$2,149 Bonus spots

bonus stream spots 420 :30 spots

20 tickets \$2,000.00 promotional value

Live Remote WHDG & WRLO \$660.00

Results Broadcasting WACD WATK WJMQ

Shawano Green Bay Market \$3,912.50

Social Media/Website

Impulse Media Social Media Facebook Campaign \$10,000.00

Website Upgrades Kyle West Media; \$1,000.00

Print/Billboards

Northern Billboard \$3155.00

JRP Media LLC; Off The Clock Print: \$325.00

Antigo/Langlade County Visitors Guide Ad: \$1,020.00: over 20,000 copies of Visitors Guide distributed

Department of Tourism Digital Billboard: \$1,600.00

The Media Campaign projections came in under budget but was considered an effective Media Campaign. Utilizing the new Social Media Firm Impulse Media; Social Impressions and Social Engagements Doubled over 2022 campaign. Social Video views increased by more than 4x and Livestream Viewership almost doubled from 2022. Utilizing Impulse Media who specializes in marketing to fans for the event helped bring more engagement so implementing them this year was a great success and will be utilizing them again in

Antigo Lions Club Jem Evaluation 2023

2024. Target markets remain the same and partnering with the Department of Tourism for the digital billboard increased the visibility for our Valley race fans. This also will be used in 2024 as part of the marketing plan.

Ticket sales by visitors increased by 500 totals from 2022. Ticket prices also increased for Sat and weekend passes in 2023.

SOLD Ticket Breakdown

Friday Night Event Ticket Only	\$10.00 per ticket	625 Sold	\$ 6,250.00
Saturday Only	\$35.00 per ticket	3,270 Sold	\$114,450.00
Weekend Pass	\$50.00 per ticket	<u>3,718 Sold</u>	<u>\$185,900.00</u>
		7,613 Sold	\$306,600.00

Giveaways: 20 Tickets valued at \$2,000.00 as promotional giveaway.

Aprox: Daytrippers: 3,895 ticket holders; = \$276,545.00 we increased from 2022

Overnight Visitors; 3718 ticket holders; \$594,880.00

Total Visitor Spending; \$871,425 for weekend race only

There were 287 Registered Racers for the start of the series; down from last year registration. For each racer and average of 4 members came with the crew giving that at about 1,148 people here for one week.

The tracking of visitors is still overwhelming and needs to continue to be worked on. Lac of volunteers/members continue to be a challenge. The Antigo Lions Club and the organizations that volunteer were wonderful but more communication and better organization needs to continue to happen for 2024 to make this a better event and to meet the ticket sale goal.

The Financial Goals are still not being met due to ever rising costs and infrastructure needs that continue to be a factor.

Attached are some examples of advertising including investments made in banners on the track. Most media placed is on radio, billboard and especially all Social Media Platforms.

On behalf of the Antigo Lion Club members, we truly thank the Wisconsin Department of Tourism for their time and financial support throughout these two years for this event. Our hopes are that we can continue to bring this event and learn from each year to make it better.

Thank you!

ANTIGO OFF-ROAD NATIONAL

ANTIGO LIONS ROARING RACEWAY - ANTIGO, WISCONSIN

6.8 - 6.9



FRIDAY

9:00 AM-11:00 AM DRIVER CHECK-IN
 9:00 AM-1:00 PM TECH INSPECTION
 10:30 AM DRIVERS MEETING (ALL CLASSES)

11:30 AM	PRO BUGGY	PRACTICE
11:40 AM	PRO SPEC	PRACTICE
11:50 AM	PRO STOCK SXS	PRACTICE
12:00 PM	PRO LITE	PRACTICE
12:10 PM	AMSOIL PRO SXS	PRACTICE
12:20 PM	PRO2	PRACTICE
12:30 PM	PRO4	PRACTICE
12:40 PM	MOD KART	PRACTICE
12:50 PM	170/200 SXS	PRACTICE
1:00 PM	SHORT COURSE KARTS	PRACTICE
1:10 PM	570 SXS	PRACTICE
1:20 PM	1600 LIGHT BUGGY	PRACTICE
1:30 PM	STOCK TRUCK	PRACTICE
1:40 PM	1600 SINGLE BUGGY	PRACTICE
1:50 PM	SUPER STOCK TRUCK	PRACTICE
2:00 PM	SPORTMAN SXS	PRACTICE
2:10 PM	PRO AM SXS	PRACTICE
2:20 PM	YOUTH SXS	PRACTICE
2:30 PM	PRO BUGGY	QUALIFYING
2:40 PM	PRO SPEC	QUALIFYING
2:50 PM	PRO STOCK SXS	QUALIFYING
3:00 PM	PRO LITE	QUALIFYING
3:10 PM	AMSOIL PRO SXS	QUALIFYING
3:20 PM	PRO2	QUALIFYING
3:30 PM	PRO4	QUALIFYING

SATURDAY

8:00AM-9:45AM DRIVER CHECK-IN & TECH INSPECTION
 9:00 AM DRIVERS MEETING (ALL CLASSES)

9:45 AM	SPORTSMAN OPENING CEREMONIES	
9:50 AM	SPORTSMAN SXS	RACE
10:20 AM	STOCK TRUCK	RACE
10:50 AM	MOD KART	RACE
11:20 AM	1600 LIGHT BUGGY	RACE
11:40 AM	YOUTH SXS	RACE
12:05 PM	SHORT COURSE KARTS	RACE
12:30 PM	170/200 SXS	RACE
12:55 PM	1600 SINGLE BUGGY	RACE
1:25 PM	SUPER STOCK TRUCK	RACE
1:50 PM	570 SXS	RACE
2:20 PM	PRO AM SXS	RACE
3:30 PM	OPENING CEREMONIES	
3:45 PM	PRO BUGGY	RACE
4:15 PM	PRO SPEC	RACE
4:45 PM	PRO STOCK SXS	RACE
5:15 PM	PRO LITE	RACE
5:45 PM	AMSOIL PRO SXS	RACE
6:15 PM	PRO2	RACE
6:45 PM	PRO4	RACE

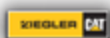
SUNDAY

8:00AM-8:45AM DRIVER CHECK-IN & TECH INSPECTION
 8:00 AM DRIVERS MEETING (ALL CLASSES)

8:45 AM	SPORTSMAN OPENING CEREMONIES	
8:50 AM	SPORTSMAN SXS	RACE
9:20 AM	STOCK TRUCK	RACE
9:50 AM	MOD KART	RACE
10:20 AM	1600 LIGHT BUGGY	RACE
10:40 AM	YOUTH SXS	RACE
11:05 AM	SHORT COURSE KARTS	RACE
11:35 AM	PRO2	RACE
12:05 PM	PRO4	RACE
12:30 PM	170/200 SXS	RACE
12:55 PM	1600 SINGLE BUGGY	RACE
1:25 PM	SUPER STOCK TRUCK	RACE
1:50 PM	570 SXS	RACE
2:20 PM	PRO AM SXS	RACE
2:30 PM	OPENING CEREMONIES	
3:45 PM	PRO BUGGY	RACE
4:15 PM	PRO SPEC	RACE
4:45 PM	PRO STOCK SXS	RACE
5:15 PM	PRO LITE	RACE
5:45 PM	AMSOIL PRO SXS	RACE
6:15 PM	KYLE LEDUC CUP	RACE

UPDATED 5/10/24

LISTED IN LOCAL TIME - SCHEDULE SUBJECT TO CHANGE - VISIT CHAMPOFFROAD.COM



Attachment: OFF ROAD RACES - Lions Club Roaring Raceway Off Road Race Event 2024 - Funding Request (7056 : Funding Request for Off