



CITY OF ANTIGO

HOTEL MOTEL COMMISSION MEETING

MULTI-PURPOSE ROOM

Wednesday, September 27, 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. Black Hawk Hill 2018 Funding Request for Northwoods Triple Crown to be Held August 10-12, 2018
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: September 21, 2017

BILL BRANDT

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

Name of Application Organization: Black Hawk Hill

Project Title: Northwoods Triple Crown

Total Cost of Project: \$ 85,101.00

Amount requested from Room Tax Commission: \$ 23760.00

Matching Funds: \$ 23760.00

Estimated project start date: _____ Estimated completion date: _____

(Check all that apply)

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

Person in Charge of Project: Shangha Novy

Address: N 1760 Novy 485 E-mail Address: SLNovy20@gmail.com

City: Antigo State: WI Zip Code: 53009

Home Phone: 715 610 1065 Business Phone: 715 610 1065

1. Is this a first time event? Yes _____ No / If yes, skip to # 4

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

3. By what measurement was the event successful?

National Exposure _____
 Regional /
 Tourism /
 Local Attendance _____
 Estimated Local Attendees _____
 Total Event Attendance 1142

4. Are the beneficiaries:

Youth X
 Adults _____
 Seniors _____

5. Does the event have an admission charge?

If yes, how much?

Yes
\$10 wk-end (12-Bulls Barrells Rodeo)
Advance at the gate

6. Is there a discount or waiver for youth?

If yes, how much?

10 & Under Free

7. Did the event create a profit?

If yes, how much?

Yes
\$1,300

Attachment: Northwoods Triple Crown (1751 : Triple Crown)

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.

Green Bay / Appleton / St Paul, Minnesota, Eau Claire, WI, U.P. / Oshkosh / Madison / Milwaukee / Illinois

- 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?

Benefit - Yes - plus several other orgs. 2015
4-H, Grid Iron, Hockey, Dail -

- 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? 1

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? *Yes -*

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

8. How much time will a visitor spend at your attraction? 1, 2, or 3 days -
9. Project number of overnight stays visitor attraction will generate in Antigo: 300
10. Will the profit be re-invested in the community? Yes
 If yes, where and when?
Educational Programs - Agri. Tourism -
Equine Tourism -
 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>✓</u> |
| Police | <u>✓</u> |
| Fire/EMS | <u>✓</u> |
| Utility | <u> </u> |

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

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

Direct Mail TV

Visitor Magazines Radio

Social Media Print

Billboards

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

Shaughn Ross
 Signature
President of Black Hawk Hills
 Title
9/20/17
 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)



ABOUT THE EVENT

The Northwoods Triple Crown is three days of fun and entertainment to be held August 10-12, 2018 at the Langlade County Fairgrounds in Antigo.

The event kicks off with equine demonstrations and a salute to the horse racing industry and trainers who began their careers in Wisconsin. The Northwoods picnic and salute will be Friday at 6 pm with keynote speaker Dr. Thecla Helmbrecht-Howard from Kessa Kamp in Kentucky.

Saturday is filled with a morning of equine educational demonstrations from northwoods equestrians, vendor booths, and kids events.

The Northwoods Grillmasters Challenge and tasting will be a favorite on Saturday afternoon.

Saturday evening hosts the Pro Bulls and Barrels at 7 pm. Professional athletes from throughout the Midwest compete for cash in prizes while providing top notch entertainment. Bulls and Barrels events draw a large audience and is a crowd pleaser. The entertainment continues into the evening with a barn dance following the show.

Sunday doesn't slow down with fast paced barrel racing. The Menominee Casino Resort Slot Race and Northwoods Youth Challenge will showcase competitors from across Wisconsin and the U.P.

The Sunday Grillmasters Challenge, sanctioned by the Kansas City BBQ Society, is a competitive event with top notch grilling and over \$1,000 in prize money. This event is judged by the KCBS and will be followed by a tasting.

NorthwoodsTripleCrown.com

**HOTEL/MOTEL TAX
FINANCIAL RECAP
COMPARISON 08/31/16 and 08/31/17**

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	\$67,977.38		\$73,630.13	
Interest	\$554.47		\$1,335.53	
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		\$68,531.85		\$74,965.66
Expenditures				
Transfer to General Fund (10% of tax)	(\$6,797.74)		(\$7,363.01)	
Transfer to Economic Dev (20% of tax)	(\$13,595.48)		(\$14,726.02)	
Donations to Date	(\$34,693.00)		(\$62,977.00)	
Miscellaneous Expenses	\$0.00		\$0.00	
Total Expenditures		(\$55,086.22)		(\$85,066.03)
Balance August 31st				
Cash (incl. accts pay)	\$31,061.69		\$42,721.50	*
Investment	\$85,128.29		\$66,878.96	
Reserve for Welcome Center**	\$205,000.00		\$225,000.00	
Ending Cash/Investment Balance		\$116,189.98		\$109,600.46
Plus Reserves		\$205,000.00		\$225,000.00
Total Balance		\$321,189.98		\$334,600.46
Worksheet Balance (Cross Check)		\$321,189.98		\$334,600.46

*Encumbered funds total \$7,000 as of 8-31-17 (Langlade County Fair).

**Beginning April, 2006, \$5,000 will be set aside every quarter for a Welcome Center.

9/20/17:kmm

Attachment: Hotel Motel Financial (1752 : Financial)

LIST OF DONATIONS			
		2013	
Antigo Area Youth Hockey	\$150.00	Banner at Rink	None Required
Antigo/Langlade County Chamber of Commerce	\$30,301.00	Annual Advertising	Submit Year End Report
On Track Racing Promotions	\$2,000.00	Vintage Snowmobile Race Adv	Copies of Bills
Hollywood Motor Sports	\$3,000.00	Demolition Derby Advertising	Copies of Bills
Antigo Area Youth Hockey	\$180.00	Advertising from 2012 Approval	Copies of Bills
Northwoods Tractor Club	\$694.00	Advertising for Event	Copies of Bills
Antigo Area Youth Hockey	\$125.00	Banner at Rink for 2013-2014	None Required
CalendarWiz - on Repp Mastercard	\$249.00	Community Calendar Donation	None Required
Hollywood Motor Sports	\$5,000.00	Advertising	Did Not Request
Chamber, Ec Dev Corp, & City	\$162.50	Admirals Game Promotion	Approved \$550-Paid 2014
TOTAL	\$41,861.50		
		2014	
Antigo/Langlade County Chamber of Commerce	\$32,729.00	Annual Advertising	Submit Year End Report
Langlade County Forestry & Recreation Dept	\$500.00	Contribution to Trail Maps	
Hollywood Motor Sports	\$5,000.00	Demo Derby Promotion	
Printwear	\$162.50	Admirals Game T-shirts	Approved in 2013
Antigo Area Youth Hockey	\$996.60	Advertising for Tournaments	
Northwoods Tractor Club	\$1,255.00	Plow Days Advertising	
Unified School District of Antigo	\$476.00	Splash N Dash	
Antigo Area Youth Hockey	\$440.00	Advertising for Tournaments	
Northwoods Rabbit Club	\$273.47	Advertising for Rabbit Show	
Antigo Area Youth Hockey	\$125.00	Advertising at Rink	
Calendar Whiz - S. Repp Credit Card	\$249.00	Fee for Community Calendar Program	
TOTAL	\$42,206.57		

		2015	
Antigo/Langlade County Chamber of Commerce	\$34,125.00	Annual Advertising	Submit Year End Report
Northwoods Tractor Club	\$330.00	Advertising Brochures for Plow Days	
TOTAL	\$34,455.00		
		2016	
Antigo/Langlade County Chamber of Commerce	\$34,693.00	Annual Advertising	Submit Year End Report
Langlade County Fair	\$5,000.00	Advertising for Fair	
TOTAL	\$39,693.00		
		2017	
Antigo/Langlade County Chamber of Commerce	\$35,881.00	Annual Advertising	Submit Year End Report
City, Emerg. Mgmt, Chamber, EDC	\$1,379.00	Search 360 LLC for Website Develop.	Paid Direct
			(Appr \$2,343-Website \$109 mo.
Blackhawk Hill - Shaughn Novy	\$14,600.00	Triple Crown Event	Rec'd Receipts-Paid
			(Appr \$16,100-6 Specific Items)
MC Rock Fest - Molly/Chris Held	\$5,249.25	Advertising for Rock Fest	Rec'd Receipts-Paid
			(Appr \$6,000)
MC Country Fest - Molly/Chris Held	\$5,867.75	Advertising for Country Fest	Rec'd Receipts-Paid
			(Appr \$6,000-denied Journal Inv)
\$7,000 Approved for Langlade County Fair - not yet paid			
TOTAL	\$62,977.00		