

CITY OF ANTIGO
HOTEL MOTEL COMMISSION
MINUTES OF MEETING HELD
SEPTEMBER 27, 2017

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, Mayor Bill Brandt presiding.

Attendee Name	Title	Status	Arrived
Tom Bauknecht	Ward 4	Present	
Bill Brandt	Mayor	Present	
Deena Grabowsky	Member	Present	
David West	Member	Present	
Tom Quinlan	Member	Absent	
Leah Antoniewicz	Member	Present	
Cathy LeBrun	Member	Absent	

Others in attendance: Shaughn Novy and Donna Wild, Black Hawk Hill; and Jaime Horswill, Clerical/Utility Assistant.

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

Shaughn Novy, Black Hawk Hill, provided an Application to Solicit Funds for the Northwoods Triple Crown for 2018. The total cost of the project is estimated at \$85,101 and she is requesting \$23,760 from the Commission. This is not a first time event and was successful in the past. They estimate the total event attendance at 1,142. Last year the event created a profit of \$1,300. They believe the event generated approximately 300 overnight stays. They provided an Operational Budget totaling \$61,241 for 2018.

Ms. Novy provided an advertising budget for the amount requested from the Commission. The budget includes Billboard Advertising, Highway 45 New London/Oshkosh and Digital Green Bay/Appleton for \$4,800; Equine Recreation Tourism Guide for \$3,100; Direct Mail for \$3,000; Event TV Advertising for \$2,060; Event Radio Advertising for \$6,000; Tourism Event Website and Marketing for \$1,400; Madison Trade Show for \$800; Tourism Event Print Advertising for \$1,100; and Grill Masters Midwest Event Print Advertising for \$1,500.

Ms. Novy provided a Media Synopsis indicating that based on the media utilized for the 2017 Northwoods Triple Crown, she received 1,142 verified event attendees. Her sample size included 367 individuals of which 172 were staying overnight and 195 were day trips. She feels she utilized the media effectively to reach the intended audience. However, in future years she will shift more dollars to counties in southwestern and southeastern Wisconsin based on the most effective response rates with contestants, vendors and visitors. The ad size and frequency could be greater in the Fox Valley area. Budget constraints may not allow her to increase frequency to an effective level. She will work with media to acquire more promotional mentions as well as additional news and social media exposure. She will continue to explore additional opportunities as well as to use more targeted industry related grilling and BBQ sites and magazines. Based on promotion results, she would increase the Grill Masters goal to 16 teams. Being her first year, her goal was 10 teams in order to provide a positive event experience for competitors and attendees. She will reach more teams through targeted social media and magazine promotion. The Northwoods Triple Crown was a success overall in terms of attendees, competitors, and vendors. The community saw a significant influx of visitors in direct relation to this local event. It was very well received not only by attendee feedback, as

well as local community feedback. She was congratulated by many business leaders and community members for bringing a sustainable event into the area to generate traffic and revenue. The support of the grants and sponsorships made this event possible. She feels this is not only sustainable, but is an event that can bring revenue not only throughout the event weekend, but also awareness to all of the amenities that Langlade County has to offer visitors.

Mayor Brandt noted that the event seem well attended.

Dave West noted that it was difficult to tell how the Hotel stays were as August is the busiest month. Holiday Inn was only three rooms short of being booked. The event did not generate 300 room nights as suggested as there are not 300 room nights available at any of the area hotels in August, not even close.

Mr. West further noted that the advertising budget is high considering only 1,142 attendees with a profit of \$1,300.

Upon inquiry by Mayor Brandt, Ms. Novy noted that they do use Channel 12 for TV advertising because they cover 12 counties, all the way down to Wisconsin Dells.

Mr. West noted that last year they requested \$21,000, \$16,100 was approved and less than that was paid out so they did not spend the full approved amount.

Ms. Novy noted that the 367 overnight stays that were generated were not all at hotels but she did not have a way to document. When she did contact Super 8, they did say they had rodeo people, but was unable to determine how many.

Upon inquiry by Deena Grabowsky, Ms. Novy noted that she did sell advertising for the tourism guide which did cover most of the expense of the guide. She questioned why the group is requesting \$3,100 when the advertising sales covers the guide.

Mr. West commented that he thinks this is a great event, but the cost is huge.

Mayor Brandt does not know if he can justify the \$23,000 request with the number of overnight stays.

Mr. West and Leah Antoniewicz noted that they would like to see exact accounting for 2017, which was only approximately \$14,600.

Ms. Novy noted that they are requesting more money this year to grow the event.

Upon inquiry by Mr. West, Ms. Novy stated that the Black Hawk Hill group is a non-profit organization for families and children through equine.

Mayor Brandt noted that the amount of money requested is a fair amount that would need to be recouped through hotel stays.

Upon inquiry by Mayor Brandt, Ms. Novy noted that the trade show money is for registration and table space.

Upon inquiry by Mayor Brandt, Ms. Novy noted that the direct mailings were invitations.

Upon inquiry by Ms. Antoniewicz, Ms. Novy advised that the local hotels were represented in the Tourism Guide.

Upon inquiry by Mr. West, Ms. Novy stated that it is hard to schedule this event at a different time because of scheduling the event on Triple Crown race times, etc. This is the first time a slot race has been held here. They were approached to possibly hold a sanctioned event in the future.

Mayor Brandt suggested \$17,000 as the advertising seems more aggressive than last year.

Ms. Antoniewicz suggested putting something on the registration form asking what the lodging

will be.

Mr. West advised that he would like to see a detailed accounting of the entire event next year.

Mayor Brandt suggested telling people to mention to the hotels that they are with this event so they can track how many stays are generated by this event.

Upon inquiry by Ms. Antoniewicz, Ms. Novy said that contracts for next year will be signed soon. She has a meeting with the group on Friday already.

Motion to approve up to \$17,000 for the Black Hawk Hill 2018 funding request for Northwoods Triple Crown to be held August 10-12, 2018.

RESULT:	CARRIED [UNANIMOUS]
MOVER:	Bill Brandt, Mayor
SECONDER:	Tom Bauknecht, Ward 4
AYES:	Bauknecht, Brandt, Grabowsky, West, Antoniewicz
ABSENT:	Tom Quinlan, Cathy LeBrun

2. Financial Statement

Kaye Matucheski, Clerk-Treasurer, provided a Financial Recap Comparison 8/31/16 and 8/31/17.

	2016	2017
Beginning Balance January	\$307,744.35	\$344,700.83
Revenue	\$ 68,531.85	\$ 74,965.66
Expenditures	\$ 55,086.22	\$ 85,066.03
Total Balance	\$321,189.98	\$334,600.46

Ms. Matucheski also provided a list of donations from 2013 to present.

Mayor Brandt noted that he believes there will be a request from Langlade County Economic Development Corporation in the near future. Ms. Grabowsky noted that they are not allowed to request money from the Room Tax Commission as their primary focus promotes or services local industry or corporate development.

Upon inquiry by Alderperson Bauknecht, Ms. Grabowsky noted that the bids received for the Welcome Center were at approximately \$300,000 originally. Mayor Brandt again noted that they receive \$5,000 per quarter, which could be applied towards the mortgage if one was taken to start this project. There are over \$200,000 in available funds for this project. Every year they wait, the cost of construction rises.

INFORMATION ONLY

RESULT:	PLACED ON FILE-NO VOTE
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Any Other Matters Authorized by Law to be Considered

NONE

Adjournment

1. **Motion to:** Adjourn at 9:18 am

RESULT:	CARRIED [UNANIMOUS]
MOVER:	Leah Antoniewicz, Member
SECONDER:	David West, Member
AYES:	Bauknecht, Brandt, Grabowsky, West, Antoniewicz
ABSENT:	Tom Quinlan, Cathy LeBrun

Bill Brandt, Chairperson

Date

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

Shaugh 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		