



CITY OF ANTIGO

HOTEL MOTEL COMMISSION MEETING

MULTI-PURPOSE ROOM

Wednesday, October 25, 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 Economic Development Corporation Funding Request for Antigo/Langlade County Tourism Marketing Campaign 2018

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: October 18,2017

BILL BRANDT

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

Name of Application Organization: Langlade County Economic Development Corporat

Project Title: Antigo Langlade County Tourism Marketing Campaign - 2018

Total Cost of Project: \$ 17,981.44

Amount requested from Room Tax Commission: \$ 8,990.72

Matching Funds: \$ 8,990.72

Estimated project start date: 11/01/2018 Estimated completion date: 12/31/2018

(Check all that apply)

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

Person in Charge of Project: Angie Close - Executive Director

Address: 312 Forrest Avenue

E-mail Address: aclose@cd-langlade.wi.us

City: Antigo

State: WI

Zip Code: 54409

Home Phone: 715-623-5123

Business Phone: 715-610-7118

NO EVENT - Year Marketing Plan - Tourism

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	☒
4. Are the beneficiaries:

Youth	☒
Adults	☒
Seniors	☒
5. Does the event have an admission charge?
If yes, how much? \$
6. Is there a discount or waiver for youth?
If yes, how much? \$
7. Did the event create a profit?
If yes, how much? \$

8. How much time will a visitor spend at your attraction? _____
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?

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 proceeds
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)

See Attachments

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

See Attachments

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

Angie S. Chase
Signature
Executive Director
Title
10/17/17
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?

- 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? 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.



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

Mission & Purpose

The Mission of the Hotel/Motel Room Tax Commission is to encourage overnight stays and tourist spending in Langlade County. The hotel/motel room tax was increased to 6% in November 2005 and is allocated in the following matter: 70% for tourism, 20% to economic development and 10% to the general fund. (Of the 70% identified for tourism, \$5,000 per quarter will be placed in a reserve account until sufficient funds exist for the creation of a "Welcome Center".) A major focus of the Room Tax Commission is to fund local organizations and groups aiming to promote tourism and economic development in the area.

Composition

The Commission consists of the following members as identified in Resolution No. 026-04: Mayor, City Council President, Chamber of Commerce Director, Langlade County Economic Development Committee Chairperson, Chamber of Commerce Member, Citizen at Large and Lodging Representative. Each representative not appointed by position is appointed by the Mayor to serve a three-year term.

Eligibility

Any non-profit organization or group may apply for room tax dollars. Applicants are to request funds allocated for advertising and promotion of tourism. Organized groups must be able to document existence for more than 12 months. Priority will be given to projects that facilitate overnight visits at the lodging establishments within the Antigo city limits.

Fund Distribution Guidelines

Funds shall be distributed as grants, and a matching contribution from the applicant is expected. Grant determinations will be on a first come, first serve basis and the specific distribution formula will be determined for each funded project on an individual basis. The Room Tax Commission will review and discuss all applications at their monthly meeting (normally scheduled the last Wednesday of each month). Application forms are available at the Parks & Recreation Department located in City Hall. Completed applications must be returned by the Wednesday preceding the meeting date in order to be considered by the Commission or the application will be held until the following month. Funds must be used within the current year and the Commission will require accountability for all funds distributed. Copies of invoices or other supporting documentation must be submitted to the Clerk-Treasurer's office within 30 days of the scheduled event.

Application Criteria

A copy of the completed application must be submitted along with a project budget, a copy of meeting minutes approving the project, if applicable, and proof of non-profit status, if applicable.

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

2.1.a

Date: APR 07 2009

LANGLADE COUNTY COMMUNITY
DEVELOPMENT CORPORATION
837 CLEMONT ST
ANTIGO, WI 54409

Employer Identification Number:
26-2179693
DLN:
17053162349028
Contact Person:
ELIZABETH L HOFACRE ID# 31387
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
170(b)(1)(A)(vi)
Form 990 Required:
Yes
Effective Date of Exemption:
November 27, 2007
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, for some helpful information about your responsibilities as an exempt organization.

Letter 947 (DO/CG)

Attachment: 2018 Hotel-Motel Funding Request Packet (1798 : EDC Request)

November 15, 2011

Letter ID: L0870908864

Batch Index: 2012514816-358

LANGLADE COUNTY ECONOMIC DEVELOPMENT CORP
312 FORREST AVE
ANTIGO WI 54409-9108

This is your Wisconsin Sales and Use Tax Certificate of Exempt Status (CES). Purchases made by your organization or entity are taxable unless you provide a properly completed Wisconsin Sales and Use Tax Exemption Certificate (Form S-211), listing the CES number shown below, to your supplier(s).

If your organization makes sales, they may be subject to sales tax collection and you may be required to obtain a Seller's Permit. Information regarding registration requirements can be found in our Publication 206, Sales Tax Exemption for Nonprofit Organizations.

Forms and Publications can be obtained through our web site at www.revenue.wi.gov or through our forms ordering line at (608) 266-1961. Many questions can be answered by reviewing the FAQ pages on our web site. You may also contact us by telephone at (608) 266-2776 or by email at sales10@revenue.wi.gov.



**WISCONSIN SALES AND USE TAX
CERTIFICATE OF EXEMPT STATUS (CES)**
(Governmental, Religious, Charitable, Scientific or Educational Organization)

Sales to this organization or entity are exempt from Wisconsin sales and use tax under sec. 77.54(9a) and 77.55(1), Wis. Stats.

This certificate is valid unless cancelled by the Wisconsin Department of Revenue.

LANGLADE COUNTY ECONOMIC DEVELOPMENT CORP
312 FORREST AVE
ANTIGO WI 54409-9108

CES NUMBER	060232
DATE ISSUED	11/9/2011

IMPORTANT:

Purchases made by your organization are taxable unless you furnish your supplier with the CES number shown above.

Sales by your organization may be subject to tax. If your organization makes taxable sales, it may be required to obtain a seller's permit and remit sales tax to the Department of Revenue.

Questions: Contact the Department of Revenue by telephone at (608) 266-2776, FAX (608) 267-1030, E-mail sales10@revenue.wi.gov, or at our Web site www.revenue.wi.gov

LCEDC Tourism Expenses

Show/Expense	Mileage	Lodging	Other	Total Cost	
Chicagoland Outdoor Show at Tinley Park	\$ 315.65	\$ 450.00		\$ 765.65	3 night stay
Green Bay RV and Camping Show	\$ 105.61	\$ 300.00		\$ 405.61	Two night stay
Milwaukee Journal Sentinel Sports Show	\$ 200.09	\$ 300.00		\$ 500.09	Two night stay
Material Shipping Cost			\$ 60.00	\$ 60.00	
Wisconsin State Fair	\$ 200.09	\$ 300.00	\$ 150.00	\$ 650.09	Two night stay
Langlade County App			\$ 6,000.00	\$ 6,000.00	
Badger Sportsman Magazine - Print			\$ 1,000.00	\$ 1,000.00	
Silent Sports Magazine - Print			\$ 1,200.00	\$ 1,200.00	
Travel Wisconsin Guide for 2018-2019 - Print			\$ 1,200.00	\$ 1,200.00	
ATV Tracks - Web and Banner Presents			\$ 500.00	\$ 500.00	
Snow Tracks - Web and Banner Presents			\$ 500.00	\$ 500.00	
Lake-Link - Web and Banner Presents			\$ 1,200.00	\$ 1,200.00	
langladecounty.org Tourism Website			\$ 2,500.00	\$ 2,500.00	hosting and maintenance
Social Media Campaigns			\$ 1,500.00	\$ 1,500.00	

GRAND TOTAL \$ 17,981.44

Request Amount of 50% \$ 8,990.72

LCEDC Hotel/Motel Application Request Information

Travel Shows

This is a partnership between our North Central Wisconsin Tourism and Business Group called ITBEC hosted by Wisconsin Counties Association. Expenses of show booth are strictly paid by ITBEC, but for the Wisconsin State Fair Day. All other expenses are ours.

- Chicago Travel & Adventure Show we gave out 150 total items. In 2018, ITBEC is going to the Chicagoland Outdoor Show at Tinley Park.
- Green Bay RV & Camping Show we gave out 840 total items.
- Milwaukee Journal Sentinel Sports Show we gave out 625 total items.
- Wisconsin State Fair we gave out 385 total items.

App

- Langlade County App Download from January 1 through October 11, 2017 had 237 downloads.
- The app since launch has had 2,897 downloads.
- The Tourism App will need to be redesigned because of Apple/Android Operating Systems updates and the recent App submission requirement changes that come along with these OS updates. Any new App updates will have to comply with these compatibility App approval requirements. The new Tourism app design will have new capabilities to recognize when the user is arriving in the area (based on Cell towers), and be able to recognize where the user is and what amenity from the chosen directories that are available around them. This app will automatically update and pull in the most recent information when the user is connected via Wi-Fi, to update the App data provided via the website/App server, but will retain the data/content within the App and provide to the Mobile App user the cached tourism data/information when cellular reception or Wi-Fi is not available, so it can be a resource in the remotest areas of the County.

Inquires/Requests

- LCEDC has had 171 total requests with 537 items sent out from January 1 through October 11, 2017.
 - 112 inquiries were from langladecounty.org
 - 10 inquiries were from ATVTracks.com
 - 14 inquiries were from SnowTracks.com
 - 32 inquiries were from Lake-Link.com
 - 22 inquiries were from Northcentralwisconsin.com

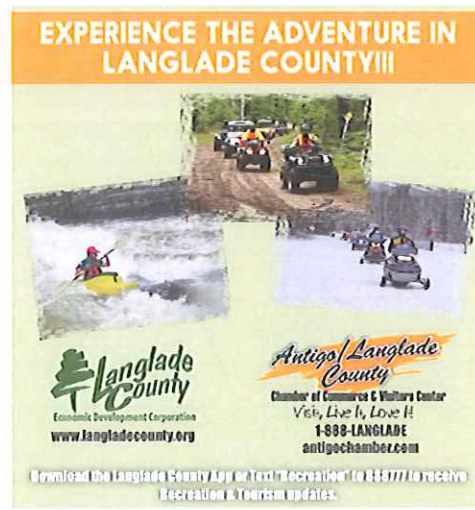
Badger Sportsman Magazine

- Will be submitting information for the January/February "Community Profile." What that entails is a 4-6 page article highlighting and promoting Langlade County to the Badger Sportsman Magazine readers. LCEDC would provide them with the article and pictures.
- Badger Sportsman Magazine currently print about 15,000 copies. Of those about 9,000 are mailed to paid subscribers and their advertisers, compensated list and a long list of waiting rooms, libraries, schools, YMCA's, etc. The rest are sold in stores-Fleet Farm, Shopko, Bass Pro Shops, Woodman's, Festival Foods, Walgreens, Pick n Save, etc and a number of convenience stores throughout WI, Northern Illinois and the U.P. The magazine is used at the 5 sport shows they attend in winter.

- Banner ad on their website, www.badgersportsman.com and www.morningmoss.com. Those two combined are getting a minimum of 30,000 visits a month and a high of 55,000 visits.

Travel Wisconsin Guide

- This is a two year ad in the 2018-2019 Travel Wisconsin Guide that are at shows that Travel Wisconsin attends and are mailed out to people that request them through the TravelWisconsin.com website.
- LCEDC collaborated with the Antigo/Langlade County Chamber of Commerce and Visitor Center to purchase the 1/3 page ad. The amount listed is LCEDC half of the ad.



Silent Sport Magazine

- Silent Sport Magazine is a monthly subscriber-based sports and travel magazine that covers bicycling, cross country skiing, running, paddle sports, hiking/walking, and athletic events. Their editorial focus changes with the changing sports seasons.
- The magazine is circulated in Wisconsin, Minnesota, northern Illinois, Michigan's Upper Peninsula, and portions of lower Michigan, northeastern Iowa and southern Ontario.
- The request is to have a ¼ page ads in a spring, summer, and winter issue.

Langladecounty.org Website

- The www.langladecounty.org website has 24,140 visits from January 1 through October 11, 2017, with 17,933 users during this time.
 - There were 13,476 direct visits to the website. (The user typed in the URL.)
 - ATVTracks.com had 35 users link to the tourism website.
 - Snowtracks.com had 20 users link to the tourism website.
 - Lake-Link had 52 users link to the tourism website.
 - Northcentralwisconsin.com had 300 users link to the tourism website.

Social Media Campaigns

- Ran a Facebook promotional campaign ad for \$250.00 that targeted Green Bay, Fox Valley, Milwaukee, Madison, and Chicago areas with outdoor activity interests from May 22 to June 5, 2017. Results are as follows:
 - Reached 45,502 people
 - 617 post engagements