



CITY OF ANTIGO

HOTEL MOTEL COMMISSION MEETING

MULTI-PURPOSE ROOM

Wednesday, October 26, 2016

CITY HALL

8:30 AM

Call to Order

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

1. Community Calendar Annual Funding Request

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 20,2016

BILL BRANDT

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

Name of Application Organization: Community Activity Connection Group
(CACG)

Project Title: Community Calendar

Total Cost of Project: \$ 249.00

Amount requested from Room Tax Commission: \$ 249.00

Matching Funds: \$

Estimated project start date: On-going; November 9th Estimated completion date: on-going
Renewal Date.

(Check all that apply)

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

Person in Charge of Project: Sarah Repp

Address: 700 EDISON STREET E-mail Address: srepp@antigo-city.org

City: ANTIGO State: WI Zip Code: 54409

Home Phone: 715.623.3633 x-131 Business Phone: 715.623.3633
715.216.5858

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	<u> </u>
Regional	<u>X</u>
Tourism	<u>X</u>
Local Attendance	<u>X</u>
Estimated Local Attendees	<u> </u>
Total Event Attendance	<u> </u>

4. Are the beneficiaries:

Youth	<u>X</u>
Adults	<u>X</u>
Seniors	<u>X</u>

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

6. Is there a discount or waiver for youth? N/A
If yes, how much? \$

7. Did the event create a profit? N/A
If yes, how much? \$

8. How much time will a visitor spend at your attraction? potentially visit calendar on a daily basis
9. Project number of overnight stays visitor attraction will generate in Antigo: unknown
10. Will the profit be re-invested in the community? N/A
If yes, where and when?
- _____
- _____
- If no, do you expect positive net earnings in the future?
N/A
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>Annual calendar fee</u> |
| Police | _____ |
| Fire/BMS | _____ |
| Utility | _____ |

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

A number of local groups and organizations successfully collaborated and created a shared community calendar, which is a resource for families, visitors, groups and organizations.

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

The calendar is listed on a number of community websites. In addition, we have promoted the calendar on the local radio station, Antigo Daily Journal, Shopper, and activity guides.

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

Annah S. Repp
Signature
Park, Recreation and Cemetery
Title Supervisor
10/13/16
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)

www.antigo-city.org/events

What is it?

A community resource that lists programs, meetings, and events on one calendar.

This resource was created to give event planners and the public one place to go that would list much of what is going on in our community.

Where is it located?

The calendar is available on many community websites, or you can type in the direct link:

www.antigo-city.org/events

Success depends on you!

- Let us know if something is incorrect.
- Let us know if we are missing information
- Let us know how we can improve.

How is it Funded?

Hotel / Motel funds the annual calendar subscription; creating a FREE resource with the ability to generate tourism and dollars for our community.

Who Manages the Resource?

- Community members
- Organizational leaders
- Community stakeholders
- You (*submit an event; just click the "submit event" button at the top of the page*)



JUST A CLICK AWAY

A Shared Community Resource

A Collaborative Community Calendar

What the Community Calendar can do for You

- Keeps *you* connected
- Prevents event / program conflicts
- Advertises your hard work for FREE
- Keeps us *all* connected with each other
- Markets our community & generates tourism



- Agriculture & Gardening
- Sports & Leagues
- Youth, Senior & Family Programs
- Community Events & Parades
- Business Events & Promotions
- Music, Arts, Culture and Tours
- Public Meetings
- Screenings, Clinics & Blood Drives
- Fitness & Recreation
- Support Groups

www.antigo-city.org/events

Let us know how we can improve to better serve you.
srepp@antigo-city.org

Approved: 8/30/2012 – CACG

Mission Statement

To promote our local community and tourism as well as the various groups, organizations and businesses, which collectively provide a desirable quality of life within our local area through an on-line collaborative calendar.

Accomplishing the Mission

A vested group of community members collaborated to create a marketing tool (the Community Calendar) that is beneficial on both a local level as well as a broader scale.

The Community Calendar is a free outlet for promoting programs, events and meetings. In addition, it is a great tool for planning and scheduling. The single calendar eliminates confusion and search time for those seeking-out events and those wishing to advertise their event.

The success of the calendar is dependent on the cooperation and collaboration of key community groups. Continued meetings and discussion as well as constant promotion are critical to the success of this program.

The key community groups are responsible for inputting events and promoting the calendar through their websites, guides and various public education opportunities. They serve as both outreach to promote the calendar and also as a resource for those seeking information.

Sarah Repp

From: cwsender@calendarwiz.com on behalf of billing@calendarwiz.com
Sent: Wednesday, October 12, 2016 10:52 AM
To: Sarah Repp
Subject: CalendarWiz-Renewal Receipt: Sarah E Repp

Thank you for renewing your CalendarWiz subscription. This email, contains a receipt of your renewal purchase.

CALENDARWIZ RENEWAL RECEIPT

Order Number: 50570-1610

Order Date: 10/12/16

Item: CalendarWiz Professional (Categories:20 Users:100)

Item: File Storage 100 files

Item: Subscribers 10 subscribers

Calendar Identifier: antigocommunitycalendar

Subscription Term: Annual - Expires: 11/9/2017

Amount: USD \$249

Credit Card: Mastercard (last four digits)

CUSTOMER BILLING INFORMATION

Organization: Antigo Community Calendar

Name: Sarah E Repp

Street:700 Edison Street

City: Antigo, WI 54409

Phone: 715.623.3633

Email: srepp@antigo-city.org

Improvements are coming soon to the Google Analytics UI. Learn more.



Community Calendar

Community Calendar ▾



HOME

REPORTING

CUSTOMIZATION

ADMIN

Search reports & help

+ Add Segment

Dashboards

Shortcuts

Intelligence Events

Real-Time

Audience

Overview

Active Users

Cohort Analysis **BETA**

User Explorer

Audience Insights **NEW**

Demographics

Interests

Geo

Behavior

Technology

Mobile

Custom

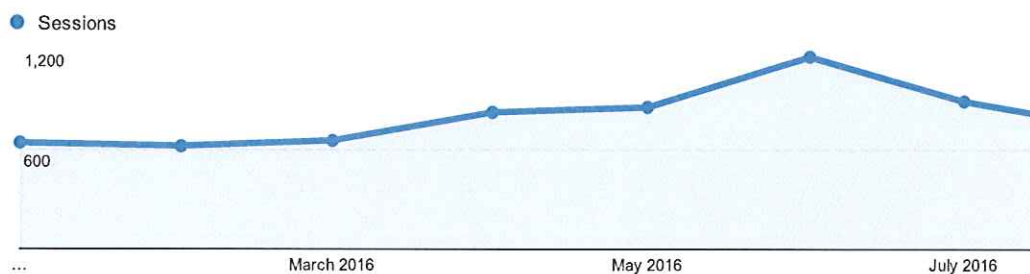
Benchmarking

Users Flow

Overview

Sessions vs. [Select a metric](#)

Hourly Day Week Month



Sessions

7,364

Users

4,614

Pageviews

25,957

Pages / Session

3.52

Avg. Session Duration

New Visitor Returning Visitor

