



CITY OF ANTIGO

HOTEL MOTEL COMMISSION MEETING

MULTI-PURPOSE ROOM

Wednesday, November 28, 2018

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 2019 Funding Request for Northwoods Triple Crown
2. Financial Re-Cap (Information Only)

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: November 20, 2018

BILL BRANDT

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

Name of Application Organization: Black Hawk Hill Horse Park

Project Title: Northwoods Triple Crown

Total Cost of Project: \$ 74,000

Amount requested from Room Tax Commission: \$ 23,760.00

Matching Funds: \$ 23,760

Estimated project start date: 1/15/19 Estimated completion date: 8/25/19

(Check all that apply)

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

Person in Charge of Project: Shaughn Navy

Address: N1760 Hwy 45S E-mail Address: _____

City: Antigo, W. State: W. Zip Code: 54409

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

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? yes
If yes, how much? \$ 12.00 / \$10.00

6. Is there a discount or waiver for youth? yes
If yes, how much? \$ 8 & under Free

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

Attachment: Northwoods Triple Crown 2019 (2419 : Triple Crown)

8. How much time will a visitor spend at your attraction? 2-3 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?
We offer family and youth programs that also draw visitors to the area
 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>X</u> |
| Police | <u>X</u> |
| Fire/EMS | <u>X</u> |
| Utility | <u>X</u> |

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

A 3 day Event targeting visitors from outside a 100 mile radius to feature the Areas Equine Activities, Trails, and History, as well as food tasting, and Educational Clinics

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

NE Wisconsin, Upper Michigan, Southern Illinois, Minnesota,

1, Social Media, Trade Magazines, TV 2, 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

Signature

Title

Date

Shaugh Novy
Organizer
10/31/18

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.

- 2.) Is the funding from this commission to be used strictly for advertising/promotion?
*Appleton Green Bay Madison, Eau Claire
Milwaukee Upper Michigan Illinois, Minnesota*

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?

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? 2
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.

2019 Northwoods Triple Crown

Billboard Advertising	\$4,800.00
Hwy 45 New London/Oshkosh	
Digital - Green Bay/Appleton	
Equine Recreation Tourism Guide	\$3,100.00
4,000 Distribution and Mailing	
Direct Mail	\$3,000.00
Event TV Advertising	\$2,060.00
Event Radio Advertising	\$6,000.00
Tourism Event Website and Marketing	\$1,400.00
Trade Show - Madison	\$800.00
Tourism Event Print Advertising	\$1,100.00
Grill Masters Midwest Event Print Advertising	\$1,500.00
<u>Amount Requested</u>	<u>\$23,760.00</u>

HOTEL/MOTEL TAX FINANCIAL RECAP COMPARISON 10/31/17 and 10/31/18				
Beginning Balance January 1	2017		2018	
Cash (less accts payable)	\$54,157.40		\$60,833.44	
Investment	\$80,543.43		\$62,851.76	
Reserve for Welcome Center	\$210,000.00		\$230,000.00	
Accounts Payable	\$0.00		(\$109.00)	
Total Beginning Balance		\$344,700.83		\$353,576.20
Revenue				
Motel Taxes	\$87,664.70		\$89,965.88	
Interest	\$1,779.51		\$4,078.62	
Penalties & Late Payment Interest	\$0.00		\$200.00	
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		\$89,444.21		\$94,244.50
Expenditures				
Transfer to General Fund (10% of tax)	(\$7,363.01)		(\$7,447.15)	
Transfer to Economic Dev (20% of tax)	(\$14,726.02)		(\$14,894.31)	
Donations to Date	(\$70,693.00)		(\$55,030.00)	
Miscellaneous Expenses	\$0.00		\$0.00	
Total Expenditures		(\$92,782.03)		(\$77,371.46)
Balance October 31				
Cash (incl. accts pay)	\$49,040.07		\$73,518.86	*
Investment	\$67,322.94		\$51,930.38	
Reserve for Welcome Center**	\$225,000.00		\$245,000.00	**
Ending Cash/Investment Balance		\$116,363.01		\$125,449.24
Plus Reserves		\$225,000.00		\$245,000.00
Total Balance		\$341,363.01		\$370,449.24
Worksheet Balance (Cross Check)		\$341,363.01		\$370,449.24
**Beginning April, 2006, \$5,000 will be set aside every quarter for a Welcome Center.				
*Encumbered funds as of 10-31-18	\$69,079.72			
One motel is 2 quarters behind in filing - City Attorney is working on this as				
was 4 quarters behind and have paid 2.				
11/20/18:kmm				

Attachment: Copy of Hotel-Motel 10-31-18 (2455 : Financials)