



CITY OF ANTIGO

HOTEL MOTEL COMMISSION MEETING

MULTI-PURPOSE ROOM

Wednesday, November 29, 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. Update from Sarah Repp Regarding the Community Calendar
2. Request from the Historical Society for Consideration of the Welcome Center at their Facility
3. Antigo/Langlade County Chamber of Commerce Funding Request for 2018
4. Consideration to Cancel December 2017 Meeting
5. Financial Statement (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, 2017

BILL BRANDT

Acquisition Overview

Jan 1, 2017 - Nov 19, 2017

All Users

100.00% Sessions

Primary Dimension:

Conversion:

Top Channels

All Goals

Edit Channel Grouping

Top Channels

Sessions

Conversions

Acquisition				Behavior		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
	7,784	50.80%	3,954	46.89%	3.42	00:15:48
1 Direct	5,220			45.57%		
2 Referral	2,213			44.19%		
3 Social	333			83.78%		
4 Organic Search	18			77.78%		

Conversions

Set up a goal.

To see outcome metrics, define one or more goals.

GET STARTED

To see all 4 Channels click [here](#).

PARTNERSHIP PROPOSAL

A recently Destination Assessment of Antigo drew some interesting conclusions about our community, and perhaps some opportunities as well.

The assessment pointed to the need for a community resource center/chamber of commerce location in the downtown core as a way to attract visitors.

The Langlade County Historical Society Museum has the perfect location for such a center, and we have a dire need for funds to make our facility handicapped accessible, increased staffing, and annual operating capital.

I would propose that we approach the Hotel Motel Room Tax Commission and suggest incorporating the offices of the Antigo/Langlade County Chamber of Commerce within the museum, sharing a front desk, meeting rooms and public facilities while providing a separate office space for the chamber director.

Advantages:

- the city has a pool of money toward construction of a new chamber visitor center. A stipulation would be taking that money and using it for museum improvements, greatly boosting our ability to move ahead with our project.
- the chamber and museum could both operate on increased hours due to the availability of increased staffing.
- the chamber could contribute, through its room tax and other funds, toward museum upkeep and operation, easing our cash flow crunch.
- both organizations would benefit from increased exposure at a centralized location.

Disadvantages:

- The historical society would need to give up a portion of its space for chamber operations.
- The AVA Gallery might need to move to another location, due to first-floor space constraints.

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

Name of application Organization: Antigo/Langlade County Chamber of Commerce

Amount requested from Room Tax Commission: \$37,049.00

(Check all that apply)

Business Organization: Corporation__ Partnership__ Non-Profit__ X Tax Exempt__

Person in Charge of Project: Deena Grabowsky

Address: 1005 S. Superior Street E-mail Address: antigocc@frontier.com

City: Antigo State: WI Zip Code: 54409

Home Phone: n/a Business Phone: 715-623-4134

1. Is this a first time event? YES_____ NO_____
2. Was the event successful in the past? YES_____ NO_____
3. By what measurement was the event successful?

National Exposure	_____
Regional	_____
Tourism	<u>X</u>
Local Attendance	_____
Estimated Local Attendees	_____
Total Event Attendance	_____
4. Are the beneficiaries:

Youth	<u>X</u>
Adults	<u>X</u>
Seniors	<u>X</u>
5. Does the event have an admission charge? n/a
6. Is there a discount or waiver for youth? n/a
7. Did the event create a profit? n/a
If yes, how much? \$_____
8. How much time will a visitor spend at your attraction? n/a
9. Project the number of overnight stays visitor attraction will generate in Antigo: n/a

10. Will the profit be re-invested in the community? _____

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	_____
Police	_____
Fire/EMS	_____
Utility	_____

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

2018 Tourism Marketing/Advertising and Visitor Guide Distribution

Describe how the project would be marketed to the visiting public: Print and online advertising to promote Langlade County and attend tradeshows

Project Title: n/a

Total Cost of Project: \$37,049.00

Estimated project start date: 01/01/2018 Estimated Completion Date: 12/31/2018



Signature

Executive Director

Title

11/20/2017

Date

2018 Antigo/Langlade County Chamber of Commerce Tourism Budget

Tourism Print/Online Advertising

Silent Sports	\$ 732.00
Our Wisconsin	\$ 2,658.00
Fun In Wisconsin	\$ 1,600.00
Winter/Holiday Guide	\$ 500.00
Wisconsin ATV/Snowmobile Trails	\$ 1,200.00
Wisconsin Bike Trails	\$ 600.00
Illinois Snowmobiler	\$ 1,160.00
Journeys Trip Planner	\$ 272.00
Journeys	\$ 1,688.00
MN Off Road	\$ 895.00
Wisconsin Bike Fed	\$ 800.00
Experience Wisconsin	\$ 1,080.00
WI Weekender	\$ 1,650.00
Resource Guide	\$ 159.00
Northwoods of Wisconsin	\$ 1,000.00
Total Print/Online Advertising	\$ 15,994.00

Tourism Map/Kiosk

Langlade County Recreation Map	\$ 195.00
Informational Kiosk	\$ 250.00
Total Map/Kiosk	\$ 445.00

Tourism Communication

Total 888 number	\$ 400.00
Total Internet Service	\$ 700.00
Total Communications	\$ 1,100.00

Tourism Website

Website, Subscription and Hosting Services	\$ 2,500.00
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Tourism Visitor Guide Distribution

CTM	\$ 1,760.00
Creative Concepts	\$ 1,200.00
Distribute Langlade County	\$ 1,700.00

Total Distribution	\$ 4,660.00
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<u>Tourism Visitor Guide Mailings</u>	\$ 2,000.00
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Tourism Events

Attachment: 2018 Chamber Tourism Budget (1850 : Chamber Request)

Lakes & Leaves Bike Ride	\$ 1,500.00
Total Tourism Events	\$ 1,500.00
<u>Tourism Tradeshow/Conferences</u>	
Green Bay Camping & RV Show	\$ 400.00
Milwaukee Sports Show	\$ 500.00
Chicago Travel & Adventure Show	\$ 600.00
Spring Tourism	\$ 600.00
Fall Tourism	\$ 250.00
Total Tradeshow/Conferences	\$ 2,350.00
<u>Welcome Center</u>	
Tourism Staff	\$ 6,500.00
Room Tax Total Amount	\$ 37,049.00

**HOTEL/MOTEL TAX
FINANCIAL RECAP
COMPARISON 10/31/16 and 10/31/17**

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		\$87,664.70	
Interest	\$554.47		\$1,779.51	
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		\$89,444.21
Expenditures				
Transfer to General Fund (10% of tax)	(\$6,797.74)		(\$8,766.47)	
Transfer to Economic Dev (20% of tax)	(\$13,595.48)		(\$17,532.94)	
Donations to Date	(\$34,693.00)		(\$70,693.00)	
Miscellaneous Expenses	\$0.00		\$0.00	
Total Expenditures		(\$55,086.22)		(\$96,992.41)
Balance August 31st				
Cash (incl. accts pay)	\$31,061.69		\$44,829.69	
Investment	\$85,128.29		\$67,322.94	*
Reserve for Welcome Center**	\$205,000.00		\$225,000.00	*
Ending Cash/Investment Balance		\$116,189.98		\$112,152.63
Plus Reserves		\$205,000.00		\$225,000.00
Total Balance		\$321,189.98		\$337,152.63
Worksheet Balance (Cross Check)		\$321,189.98		\$337,152.63
*\$5,000 for Welcome Center to be transferred from Investment to Reserve in November for 2017.				
**Beginning April, 2006, \$5,000 will be set aside every quarter for a Welcome Center.				
11/20/17:kmm				

Attachment: Hotel Financial 11-17 (1851 : Financials)

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	\$1,597.00	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)
Calendar Whiz	\$498.00	Community Calendar Program	Correction for 2015/2016
Calendar Whiz	\$249.00	Community Calendar Program	Annual Donation
Langlade County Fair	\$7,000.00	Advertising for Fair	
TOTAL	\$70,942.00		