



CITY OF ANTIGO

HOTEL MOTEL COMMISSION MEETING

MULTI-PURPOSE ROOM

Wednesday, November 30, 2016

CITY HALL

8:30 AM

Call to Order

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

1. Triple Crown Festival Funding Request
2. Antigo/Langlade County Chamber of Commerce Request
3. Hotel Motel Statement

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 23,2016

BILL BRANDT

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

Name of Application Organization: Blackhawk Hill + (4-H) Norway, Wis. Tax Sale

Project Title: Triple Crown Festival

Total Cost of Project: \$ 61,900

also
Aug 11, 12, 13

Amount requested from Room Tax Commission: \$ 21,600

Matching Funds: \$ 21,600

Estimated project start date: Feb 2017 Estimated completion date: Set 2017

(Check all that apply)

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

Person in Charge of Project: Shaughn Novy

Address: N 1760 Hwy 45 S

E-mail Address: s1Novy20@gmail.com

City: Antigo, WI

State: WI 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? \$ 10 per day \$17.00 Weekend
6. Is there a discount or waiver for youth? Yes
 If yes, how much? \$ Free - 10 & under
7. Did the event create a profit?
 If yes, how much? \$ _____

Attachment: Triple Crown Festival (1253 : Triple Crown Festival)

8. How much time will a visitor spend at your attraction? Up to 3 days
9. Project number of overnight stays visitor attraction will generate in Antigo: 200
10. Will the profit be re-invested in the community? Yes
 If yes, where and when? Clinics & Educational Programs to impact the tourism development in Langlade (Equine Industry).
 If no, do you expect positive net earnings in the future? We do.
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)

Not Answered

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

Not Answered

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 Will - have at Meeting -

Shaugh Novy
 Signature
Board Member / Volunteer
 Title
11/17/14
 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.

St Paul Mn., U.P. Mi. Eau Claire Wi, Appleton Wi, Green, Madison

- 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?

*(Ancillary Non Profits) Several organizations will be involved
One is new -*

- 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?

*Please note that failure to provide this documentation will not allow for reimbursement from this commission.

Northwoods Triple Crown Festival

August 2017

Event Description

The Northwoods Triple Crown Festival is a multi-day event developed to promote tourism and equine recreation.

Friday night the event will kick off with a Grillmasters Challenge Televised Barbeque event. Top regional Grillmasters will battle for top honors and to be named Northwoods Grill Master 2017.

Saturday's feature event is a tour stop for professional bull riders and barrels racers from throughout the Midwest at the Bulls and Barrels event.

Sunday features a day of fast horses with the Northwoods Barrel Racing Slot Race. Top competitors throughout the midwest will compete in this shootout event. Following the barrel racing will be a throwback to the wild west with mounted shooting. Competitors race through various patterns of barrels and poles within in an area while firing 45 caliber pistols loaded with black powder blanks at balloon targets.

Tentative Event Schedule ()

Friday

Grillmasters Challenge Barbeque
Barn Dance & Tribute/ Award Presentation

Saturday

Bulls & Barrels
Youth Stick Horse Challenge

Sunday

Cowboy Church Service
Mounted Shooting
Slot Race & Youth Challenge

Additional Activities (all weekend)

Kids Corral
Riding Demonstrations
Building Confidence Through Horses
Art Show & Auction
Vendor Booths
4-H Tack Swap/Sale

Northwoods Triple Crown Event Budget

Expenses

Grillmasters Barbeque Televised Event	\$2,500.00
Barrels & Bulls	\$15,500.00
Event Website, Social Media & Internet Marketing	\$4,500.00
Event/Recreation Tourism Visitor Guides Distribution & Mailings	\$2,500.00
Direct Mail / Event Requests	\$3,000.00
Tourism Event Billboard	\$4,600.00
Event TV Advertising	\$3,000.00
Event Radio Advertising	\$4,000.00
PR Event Media Kits	\$12,000.00
Langlade County Fairground Rental	\$4,800.00
Event Branding Development/Design (logo, posters)	\$750.00
Booth - Event Guide Distribution	\$850.00
Timers / Headsets	\$1,200.00
Shavings & Horse Barn Prep	\$200.00
Music Talent - Barn Dance	\$500.00
Insurance	\$1,500.00

Total Event Budget	\$61,400.00
---------------------------	--------------------

**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: \$35,881.00

(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 X

Local Attendance _____

Estimated Local Attendees _____

Total Event Attendance _____

4. Are the beneficiaries:

Youth X

Adults X

Seniors X

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

Attachment: 2017 Hotel Motel Application (1259 : Chamber Request)

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)

2017 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 tradeshow

Project Title: n/a

Total Cost of Project: \$35,881.00

Estimated project start date: 01/01/2017 Estimated Completion Date: 12/31/2017

	<u>Executive Director</u>	<u>11/22/2016</u>
Signature	Title	Date

2017 Antigo/Langlade County Chamber of Commerce Tourism Budget

Tourism Print/Online Advertising

Silent Sports	\$ 837.00
Our Wisconsin	\$ 2,658.00
Fun In Wisconsin	\$ 800.00
Winter/Holiday Guide	\$ 500.00
Wisconsin ATV/Snowmobile Trails	\$ 1,200.00
Wisconsin Bike Trails	\$ 600.00
Illinois Snowmobiler	\$ 1,160.00
101 Things to do in Northern Wisconsin	\$ 396.00
Journeys	\$ 1,640.00
MN Off Road	\$ 895.00
Wisconsin Bike Fed	\$ 800.00
Experience Wisconsin	\$ 1,080.00
WI Weekender	\$ 1,650.00
WISCO Bikers Resource Guide	\$ 150.00
Northwoods of Wisconsin	\$ 1,000.00
Total Print/Online Advertising	\$ 15,366.00

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
--	-------------

Tourism Visitor Guide Distribution

CTM	\$ 1,720.00
Creative Concepts	\$ 1,200.00
Distribute Langlade County	\$ 1,700.00

Total Distribution	\$ 4,620.00
--------------------	-------------

<u>Tourism Visitor Guide Mailings</u>	\$ 2,000.00
---------------------------------------	-------------

Tourism Events

12 th Annual Lakes & Leaves Bike Ride	\$ 1,500.00
Total Tourism Events	\$ 1,500.00
<u>Tourism Tradeshows/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 Tradeshows/Conferences	\$ 2,350.00
<u>Welcome Center</u>	
Tourism Staff	\$ 6,000.00
Room Tax Total Amount	\$ 35,881.00

**HOTEL/MOTEL TAX
FINANCIAL RECAP
COMPARISON 10/31/15 and 10/31/16**

Beginning Balance January 1	2015		2016	
Cash (less accts payable)	\$70,560.06		\$118,170.53	
Investment	\$14,145.34		(\$5,426.18)	
Reserve for Welcome Center	\$175,000.00		\$195,000.00	
Total Beginning Balance		\$259,705.40		\$307,744.35
Revenue				
Motel Taxes	\$112,923.55		\$107,971.24	
Interest	\$356.83		\$759.58	
Penalties & Late Payment Interest	\$0.00		\$100.00	
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		\$113,280.38		\$108,830.82
Expenditures				
Transfer to General Fund (10% of tax)	(\$7,853.23) *		(\$10,797.12)	
Transfer to Economic Dev (20% of tax)	(\$15,706.46) *		(\$21,594.25)	
Donations to Date	(\$34,455.00)		(\$39,693.00)	
Miscellaneous Expenses	\$0.00		\$0.00	
Total Expenditures		(\$58,014.69)		(\$72,084.37)
Balance October 31				
Cash (incl. accts pay)	\$125,468.92		\$54,157.40	
Investment	\$4,502.17		\$80,333.40	
Reserve for Welcome Center**	\$185,000.00		\$210,000.00	
Ending Cash/Investment Balance		\$129,971.09		\$134,490.80
Plus Reserves		\$185,000.00		\$210,000.00
Total Balance		\$314,971.09		\$344,490.80
Worksheet Balance (Cross Check)		\$314,971.09		\$344,490.80
*Transfer made in Third Quarter 2015				
**Beginning April, 2006, \$5,000 will be set aside every quarter for a Welcome Center.				
11/23/16:kmm				

Attachment: Hotel Motel Statement (1260 : Hotel Motel Statement)