



CITY OF ANTIGO

HOTEL MOTEL COMMISSION MEETING

MULTI-PURPOSE ROOM

Wednesday, January 25, 2017

CITY HALL

8:30 AM

Call to Order

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

1. City of Antigo, Emergency Management, Antigo/Langlade County Chamber of Commerce, and Langlade County Economic Development Corporation Funding Request for Professional Website Development
2. City of Antigo, Emergency Management, Antigo/Langlade County Chamber of Commerce, and Langlade County Economic Development Corporation Funding Request for 2017 Advertising

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: January 17,2017

BILL BRANDT

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

City of Antigo, Emergency Management,
Name of Application Organization: Antigo/Langlade County Chamber of Commerce, Langlade County
Project Title: Professional Development of community resource website: alcinfo.com through search 360 media.com Economic Development
Total Cost of Project: \$948.00 - Development & Design fee (one-time)
\$2,343.00 \$110.00/month - Maintenance, hosting, marketing, security... etc.
\$80.00 annual - SSL Certificate
Amount requested from Room Tax Commission: \$2,343.00

Matching Funds: \$ _____

Estimated project start date: End of January Estimated completion date: Beginning of March

(Check all that apply)

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

Person in Charge of Project: Angie Close, Keri Beck, Jim Pike, Brad Henricks, Deena Grabowski,

Address: 700 EDISON ST ^{Sarah Repp} E-mail Address: _____

City: ANTIGO State: WI Zip Code: 54409

Home Phone: _____ Business Phone: 715.623.3633

1. Is this a first time event? Yes _____ No ☒ If yes, skip to #4

2. Was the event successful in the past? Yes ☒ No _____ If no, go to #2

3. By what measurement was the ^{website} event successful?

National Exposure _____

Regional ☒

Tourism ☒

Local Attendance ☒

Estimated Local Attendees _____

Total Event Attendance _____

} unsure at this time, but Search 360 will be able to run analytics to track usage, users, and platforms of use.

4. Are the beneficiaries:

Youth ☒

Adults ☒

Seniors ☒

5. Does the event have an admission charge?

If yes, how much? \$ N/A

6. Is there a discount or waiver for youth?

If yes, how much? \$ N/A

7. Did the event create a profit?

If yes, how much? \$ N/A

8. How much time will a visitor spend at your attraction? 15 seconds — 5 minutes
9. Project number of overnight stays visitor attraction will generate in Antigo: unknown
10. Will the profit be re-invested in the community? No profit generated
 If yes, where and when? however, cohesive marketing of our community and resources may potentially generate revenues for local businesses.
 If no, do you expect positive net earnings in the future? See above
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>Yes annual marketing request</u> |
| Police | _____ |
| Fire/EMS | _____ |
| Utility | _____ |

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

* See attached

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

* See attached

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

David S. R...
Park, Recreation & Cemetery

Title

Director

1/17/17

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)

Professional Website Development Proposal of alcinfo.com by Search360

- 1) Domain Name (currently have this already – www.alcinfo.com)
- 2) I would suggest a SSL Certificate (about 40-80 dollars a year) - not absolutely necessary bow, but maybe in the future as the project grows.

Services Include many elements, including, but not limited to: Maintenance, Marketing, Hosting, Mobile Optimization, Ongoing Consulting, Security, and of course the design/development and content management, etc (see more explanations on my website).

Rates are a one-time set Design/Development Fee, and then a monthly fee for hosting, maintenance, marketing, SEO, etc.

The Cost To Recreate the current website and Everything I do would be:

\$943.00 One Time (development & design fee) {25 pages}

\$110.00 / month (maintenance, hosting, marketing, changes, consulting, security, etc.)

\$40.00-\$80.00/year (SSL Certificate)

At The end of the year, it would be month to month for life (negotiable as needs change). If you decide to cancel my services after one year, you own the website (all files provided to you upon request).

I also offer pay in advance/full discounts, and would have room to change this quote depending on the needs of your project.

Here are some of my standard services

- 1) **Unlimited Changes** to your site (You can email me changes and I will make them in 24 hours or less, or I can assign admins you choose that can login to make changes to the content)
- 2) **Ongoing Consulting** as needed (Help plan and execute traffic strategies, content ideas, etc.)
- 3) **On Page SEO** (back end technical Search Engine Optimization to your site [title, meta, & alt tag optimizations], Site Maps & Search Engine submission, etc.)
- 4) **Off Page SEO** (I will claim and manage your listings on Google, Yahoo, Bing, Social Links, etc., as needed)
- 5) **Social Media Set Up & Integration** (I will set up and link social profiles if need be, or help plan social media plans to build & leverage social audiences)
- 6) **Hosting** (Web hosting Included as long as I service your site)
- 7) **Full Website Analytics**
- 8) **Mobile Optimization** (all pages optimized for all screen sizes using fluid layouts/Google's Preferred Methods)
- 9) Almost Anything Else Needed to Get The Job Done

Please let me know if you have questions, or need anything else. I look forward to potentially being a part of this project.

Thanks,

PS - *Average Completion Time* from Deposit to Completion/Publish is 25-35 days (depending on your needs & responsiveness)



Chad Cornelius | Owner ▪ [715-216-3585](tel:715-216-3585)

search360media.com

The following organizations have partnered to create a community resource website: www.alcinfo.com

- Langlade County Economic Development
- Emergency Management
- The City of Antigo
- Antigo/Langlade County Chamber of Commerce

The goal of the website is to provide the community, visitors, businesses, and new residents with community resource information that is consolidated in one location. Everyone continues to maintain their individual web presence, but www.alcinfo.com provides logical headings and links to relevant community webpages.

The website also promotes:

- **The Community Calendar:** one calendar that is utilized by various community organizations to promote events and programs. The Community Calendar can be found on a variety of community websites. Information is updated by a variety of community individuals. This is an extremely useful tool for visitors and tourists.
- **Everbridge:** Antigo / Langlade County Emergency Alert & Information System (right now if you text: RECREATION to 888777 you will receive updates about ski trail conditions, rink conditions, park openings and closings...ect. If you text: COMMUNITY to 888777 you will receive Music in the Park updates (during Music in the Park Season) and also general community information for upcoming weekly events and programs.

The web presence and community calendar are great tools that require the user to proactively search and utilize the resource. Everbridge and Facebook allow us to actively reach registered users with current updates and relevant information through e-mail, text, and phone calls.

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

Name of Application Organization: City of Antigo, Emergency Management, Antigo / Langlade County Chamber of Commerce, Langlade County Economic Development Corp.

Project Title: 2017 Advertising Budget for print media and promotional materials for alcinfo.com and Everbridge

Total Cost of Project: \$ 1,200.00

Amount requested from Room Tax Commission: \$ 1,200.00

Matching Funds: \$

Estimated project start date: January 2017 Estimated completion date: December 31, 2017

(Check all that apply)

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

Person in Charge of Project: Deena Grabowski, Sarah Repp, Angie Close, Keri Beck, Brad Henricks, Jim Pike

Address: 700 EDISON ST E-mail Address:

City: ANTIGO, WI 54409 State: WI Zip Code: 54409

Home Phone: Business Phone: 715.623.3633

1. Is this a first time ^{program} event? Yes No ☒ If yes, skip to #4

2. Was the ^{program} event successful in the past? Yes ☒ No If no, go to #2

3. By what measurement was the ^{program} event successful?

National Exposure

Regional

Tourism

Local Attendance

Estimated Local Attendees

Total Event Attendance

^{reach}
^{program reach}

4. Are the beneficiaries:

Youth

Adults

Seniors

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

6. Is there a discount or waiver for youth? No
If yes, how much? \$

7. Did the event create a profit? No
If yes, how much? \$

local community through print media, radio, internet marketing

→ Unsure, however tourists and non-residents are reached through trade show attendance and print marketing in visitor guides as well as internet searches.

8. How much time will a visitor spend ^{per advertisement} at your attraction? 15 seconds — 1 minute
9. Project number of overnight stays visitor attraction will generate in Antigo: unknown
10. Will the profit be re-invested in the community? No profit generated.
 If yes, where and when? However, cohesive marketing of our community and resources may potentially generate revenues for local businesses.
 If no, do you expect positive net earnings in the future?
See above.
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>Yes, annual marketing request</u> |
| Police | _____ |
| Fire/EMS | _____ |
| Utility | _____ |

Detailed description of the project: (if necessary complete on separate sheet) Marketing at info.com and Garbridge to tourists and visitors.
Funding would be used for print media including: Antigo Daily Journal, Antigo Times, Visitor Guide, Langlade County Resource Guide... etc. Additional advertising would include radio. Promotional materials such as pens and magnets would be distributed at various events and trade shows.

Describe where the project will be marketed and how the project would be marketed to the visiting public:
The project will be marketed in local media as well as publications that reach beyond our county. Trade shows throughout the state will be attended and promotional material distributed. Cohesive marketing of our community and its resources is paramount for providing tourists and visitors relevant information. Resource promotion to our local community assists with increasing awareness of resource tools and information to share with visitors and tourists.

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

David S. [Signature]
 Signature
Park, Recreation & Cemetery Director
 Title
1/17/17
 Date

For Office Use Only

Date of Event: _____
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