



CITY OF ANTIGO

HOTEL MOTEL COMMISSION MEETING

MULTI-PURPOSE ROOM

Wednesday, February 22, 2017

CITY HALL

8:30 AM

Call to Order

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

1. Chris and Molly Held Funding Request for MC Rock Fest
2. Chris and Molly Held Funding Request for MC Country Fest

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: February 16,2017

BILL BRANDT

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

Name of Application Organization: MC Festival Grounds LLC

Project Title: MC Rock Fest

Total Cost of Project: \$ 30,524

Amount requested from Room Tax Commission: \$ 7000

Matching Funds: \$ _____

Estimated project start date: April 1, 2017 Estimated completion date: June 10, 2017

(Check all that apply) LLC

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

Person in Charge of Project: Molly Held

Address: N5890 County Road H E-mail Address: mollyheld36@gmail.com

City: Gleason, WI 54135 State: WI Zip Code: 54135

Home Phone: 715 216 3215 Business Phone: SAME

1. Is this a first time event? Yes X No _____ formally Fuddfest for 14 yrs.
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 X
 Adults X
 Seniors X
5. Does the event have an admission charge? \$25 a day
 If yes, how much? \$ 35 a weekend
6. Is there a discount or waiver for youth? X
 If yes, how much? \$ 11 and under free with
Camping package w/ 2 tickets \$120
paid adult
7. Did the event create a profit?
 If yes, how much? \$ _____

Attachment: MC Rock Fest (1379 : MC Rock Fest)

8. How much time will a visitor spend at your attraction? 2 days of entertainment, but attendees may camp Thurs. - Sunday June 11, 2017
9. Project number of overnight stays visitor attraction will generate in Antigo: 2 nights
10. Will the profit be re-invested in the community? yes
 If yes, where and when? Attendees will purchase groceries at local grocery stores, gas stations, and c-stores.
 If no, do you expect positive net earnings in the future? Food, beer, ice, gas.
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)

This is a 2-day rock fest with camping, great food and great music in a beautiful country setting outdoors!

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

Event will be marketed through website mcfests.com, print ads radio, TV, printed marketing materials such as brochures, Also social media

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 [Signature]

Title Owner-Organizer

Date 2/14/17

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.

Yes through radio - WRLO Classic
Rock 105.3 Fm
and Big Cheese
107.9 Fm

- 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 through sponsorships

- 4.) Has your organization been in existence for more than 12 months?

No

- 5.) Will your event provide overnight stays?

yes through camping and local hotels.

- 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? when it was funded
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.

Attachment: MC Rock Fest (1379 : MC Rock Fest)

MC Rock Fest 2017 Budget	Estimate
Entertainment	8000
Brochures & post cards	2200
Website	474
tickets	200
parking/camping permits	200
insurance	1500
WPS Electrical	1000
Porta Potty Rental	5000
Golf Cart Rental w/gas	550
Security	2000
Marketing	7000
Draeger Propane	1000
Liquor License permit	150
Camping permit	250
Miscellaneous	1000
Total	30,524

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

Name of Application Organization: MC Festival Grounds LLC

Project Title: MC Country Fest

Total Cost of Project: \$ 35,324

Amount requested from Room Tax Commission: \$ 10,000

Matching Funds: \$ _____

Estimated project start date: June 11, 2017 Estimated completion date: Aug. 13, 2017

(Check all that apply) LLC

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

Person in Charge of Project: Chris and Molly Held

Address: N5890 County Road H E-mail Address: mollyheld36@gmail.com

City: Gleason State: WI Zip Code: 54135

Home Phone: 7152163215 Business Phone: SAME

1. Is this a first time event? Yes X No Formally Fuddfest for 14 yrs.
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 _____

2013 attendance
Weekend passes - 2,310
One day passes
Fri - 352
Sat - 211
Sun - 136

4. Are the beneficiaries:

Youth X
Adults X
Seniors X

5. Does the event have an admission charge? X \$25 a day
If yes, how much? \$ _____ \$50 a weekend
6. Is there a discount or waiver for youth? X Camping package w/ 2 ticket: \$150
If yes, how much? \$ 11 and under
free with paid adult
7. Did the event create a profit?
If yes, how much? \$ _____

Attachment: MC Country Fest (1380 : MC Country Fest)

- Event is 3 days Thurs Aug-10-Aug^{Sun.}
8. How much time will a visitor spend at your attraction? Attendee may camp Wed-Sun
9. Project number of overnight stays visitor attraction will generate in Antigo: 3 camping or hotel
10. Will the profit be re-invested in the community? _____
If yes, where and when?
Yes Through Grocery Store sales, also gas stations etc
- 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? _____
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)

This is a 3 day Country Music Festival
Live music, camping, great food.
Fun atmosphere!

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

Marketed through website of MCFests.com, print TV,
radio, brochures, social media, possible 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 _____

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.

Yes Through mailings and radio

- 2.) Is the funding from this commission to be used strictly for advertising/promotion?

yes *NRG Media
Possible WDEZ.*

- 3.) Will your organization be able to provide matching funds in the amount which you have requested?

yes Through Sponsorships

- 4.) Has your organization been in existence for more than 12 months?

No

- 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-? *Fuddfest*
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.

MC Country Fest 2017 Budget	Estimate
Entertainment	10,000
Grounds upkeep-lawn mowing	2000
Website	474
tickets	200
parking/camping permits	200
insurance	1500
WPS Electrical	1000
Porta Potty Rental	5000
Golf Cart Rental w/gas	550
Security	2000
Marketing	10,000
Draeger Propane	1000
Liquor License permit	150
Camping permit	250
Miscellaneous	1000
Total	35,324