

CITY OF ANTIGO
HOTEL MOTEL COMMISSION
MINUTES OF MEETING HELD
FEBRUARY 22, 2017

Hotel Motel Commission of the City of Antigo met in Regular Meeting on the above date at 8:30 AM in the Multi-Purpose Room, City Hall, Mayor Bill Brandt presiding.

Attendee Name	Title	Status	Arrived
Tom Bauknecht	Aldersperson, Ward 4	Present	
Bill Brandt	Mayor	Present	
Sam Hardin	Member	Present	
Deena Grabowsky	Member	Present	
David West	Member	Present	
Tom Quinlan	Member	Present	
Rick LeBrun	Member	Absent	

Others in attendance: Molly and Chris Held, McFestival Grounds, LLC; Angel Zimmerman; and Jaime Horswill, Utility/Clerical Assistant.

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

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

Molly Held provided a Hotel/Motel Room Tax Commission Application to Solicit Funds for MC Rock Fest to be held June 10-11, 2017. Ms. Held's application advised that this event is a two day rock fest with camping, great food and great music in a beautiful country setting outdoors. The event will be marketed through website mcfests.com, print ads, radio, TV , printed marketing materials such as brochures and social media. Ms. Held provided a proposed budget which includes Entertainment \$8,000, Brochures and post cards \$2,200, Website \$474, tickets \$200, parking/camping permits \$200, insurance \$1,500, WPS electrical \$1,000, Porta potty rental \$5,000, Golf cart rental \$550, Security \$2,000, Marketing \$7,000, Draeger Propane \$1,000, Liquor license permit \$150, camping permit \$250, and miscellaneous \$1,000 for a total of \$30,524.

Ms. Held provided a memo noting that she and her husband, Chris have had 14 years' experience working with the Fuddfest. She booked the entertainment, the vendors, security, sold the tickets and camping, and organized the workers and more! Chris was in charge of the stage crew for the national and local acts as well as in charge of the bar and ticket machines throughout the event. It is their passion to keep this tradition going for their own family. They have worked hard the last two and a half years trying to purchase the property and it is finally theirs. They now own the 40 acres that joins the 20 they live on. They plan to bring many music events to the community along with providing another venue for weddings, reunions, and company events.

Ms. Held's memo noted that in 2013 Fuddfest sold 2,210 weekend passes and 699 day passes. They had 43 sponsors including Mole Lake Casino and the Title Sponsor for \$10,000. They were partnered with Muzzy Broadcasting, Mid-West Communications, Results Broadcasting, Pepsi, Central Beer Distributors, Zastow the Beer Man, Dean Distributing, and many more. They had the support of the Langlade County Sheriff's Department for security, Langlade County Tavern League Safe Ride, and Aspirus Langlade Memorial Hospital for the EMT service on grounds. These relationships have and will continue.

She is requesting money to help promote her event and bring more people to the Antigo area. In the past Fuddfest worked with Holiday Inn Express, Super 8 and America's Best Inn. She

worked closely with Tori at Holiday Inn Express. The National Artists stayed there. On their Fuddfest website, she listed hotels in Antigo and linked to each website. She has recently asked Tori if she remembered how many people stayed at the hotel that attended Fuddfest 2013. She approximated the stays at 30-45 per weekend at one hotel. She will do her best to promote the hotels in the Antigo area from now and throughout her events. She will again have an accommodations page on her website listing the hotels in the area making it easy for customers to book rooms if they do not want to camp.

Upon inquiry by Mayor Brandt, Ms. Held estimated 45 people utilizing hotel rooms per weekend or 90 nights. Mayor Brandt indicated that this commission cannot consider the campers, the group is concerned with heads in beds.

Mayor Brandt suggested having customers mention MC Rock when they book the rooms so that hotels are aware of the number of stays. He further noted that if the commission does help fund this event, they will request she come back after the first year and give a report.

Mayor Brandt noted that the commission would only help with advertisement outside of a 100 mile radius of the city.

Upon inquiry by Mayor Brandt, Ms. Held advised that approximately \$1,000 of the brochure expense will be outside of the 100 mile radius.

Mayor Brandt advised that the \$474 expense for the website would be a qualifying expense.

Upon inquiry by Mayor Brandt, Ms. Held advised that approximately \$5,000 of the marketing expense will be outside of the 100 mile radius.

Upon inquiry by Tom Quinlan, Ms. Held advised that she had 730 campsites booked that last year of Fuddfest. Because this is a new event, her goal is smaller, around 300 campsites to be booked.

Deena Grabowsky, advised that the 100 mile radius rule is in place to generate overnight stays. People within a 100 mile radius typically do not utilize hotel rooms. If the room tax funds are not replenished, there is no money to give.

Upon inquiry by Alderperson T. Bauknecht, Ms. Held advised that she does not have the same sponsors as she did with Fuddfest. She is going about her sponsorships a different way this time. She would rather a few large sponsors than several small.

Mr. Quinlan noted concern with little financial gain going to the area hotels and the majority of financial gain going to the Helds.

Sam Hardin noted that he hopes to help start an event that could continue.

Dave West indicated that they would only reimburse for the receipts provided that would be a qualifying expense.

Mayor Brandt requested that the Hotel Motel Commission receive some recognition on brochures or other printing.

Motion to approve the request for MC Rock Fest for a total of \$6,000.

RESULT:	CARRIED [UNANIMOUS]
MOVER:	Sam Hardin, Member
SECONDER:	Tom Bauknecht, Alderperson, Ward 4
AYES:	Bauknecht, Brandt, Hardin, Grabowsky, West, Quinlan
ABSENT:	Rick LeBrun

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

Molly Held provided a Hotel/Motel Room Tax Commission Application to Solicit Funds for MC Country Fest to be held August 11-13, 2017. Ms. Held's application advised that this event is a three day country music festival with live music, camping, great food and fun atmosphere. The event will be marketed through website mcfests.com, print, TV, radio, brochures, social media and possible billboards. Ms. Held provided a proposed budget which includes Entertainment \$10,000, grounds upkeep \$2,000, Website \$474, tickets \$200, parking/camping permits \$200, insurance \$1,500, WPS electrical \$1,000, Porta potty rental \$5,000, Golf cart rental \$550, Security \$2,000, Marketing \$10,000, Draeger Propane \$1,000, Liquor license permit \$150, camping permit \$250, and miscellaneous \$1,000 for a total of \$35,324.

Ms. Held indicated that this is the same type of activity, but will include one additional day. The first event is rock and roll and this event will be country.

Mayor Brandt indicated that according to her proposed budget, there are approximately \$10,474 that would qualify. Ms. Held indicated that approximately \$6,000 of this would be outside of the 100 mile radius.

Mayor Brandt suggested tracking the hotel usage for these first year events. Mayor Brandt explained the process to obtain the funding from the Clerk-Treasurer's office.

Motion to approve the request for MC Country Fest for a total of \$6,000.

RESULT:	CARRIED [UNANIMOUS]
MOVER:	Sam Hardin, Member
SECONDER:	Tom Bauknecht, Alderperson, Ward 4
AYES:	Bauknecht, Brandt, Hardin, Grabowsky, West, Quinlan
ABSENT:	Rick LeBrun

Any Other Matters Authorized by Law to be Considered

NONE

Adjournment

1. Motion to: Adjourn at 9:00 am

RESULT:	CARRIED [UNANIMOUS]
MOVER:	Tom Quinlan, Member
SECONDER:	Tom Bauknecht, Alderperson, Ward 4
AYES:	Bauknecht, Brandt, Hardin, Grabowsky, West, Quinlan
ABSENT:	Rick LeBrun

Bill Brandt, Chairperson

Date

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
Camping package w/ 2 tickets \$120
6. Is there a discount or waiver for youth? X
 If yes, how much? \$ 11 and under free with 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

Title

Date

Spencer Held
Owner-Organizer
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.

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 tickets
If yes, how much? \$ 11 and under #150
7. Did the event create a profit?
If yes, how much? \$ _____ free with paid adult

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