



CITY OF ANTIGO

HOTEL MOTEL COMMISSION MEETING

MULTI-PURPOSE ROOM

Wednesday, April 25, 2018

CITY HALL, 700 EDISON STREET

8:30 AM

Call to Order

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

1. MC Festival Grounds LLC 2018 Funding Request for MC Country Fest
2. MC Festival Grounds LLC 2018 Funding Request for MC Classic Rock Fest
3. Financial 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: April 19,2018

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 Country Fest August 9-11, 2018

Total Cost of Project: \$ 37,000-

Amount requested from Room Tax Commission: \$ 7,000

Matching Funds: \$ 7000

Estimated project start date: 3/19/18 Estimated completion date: 8/11/18

(Check all that apply)

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

Person in Charge of Project: Molly Held

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

City: Gleason State: WI Zip Code: 54935

Home Phone: 7152163215 Business Phone: SAME

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

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

3. By what measurement was the event successful?

National Exposure	_____
Regional	<u>X</u>
Tourism	<u>X</u>
Local Attendance	<u>X</u>
Estimated Local Attendees	<u>909</u>
Total Event Attendance	<u>949</u>

4. Are the beneficiaries:

Youth	<u>X</u>
Adults	<u>X</u>
Seniors	<u>X</u>

5. Does the event have an admission charge? yes

If yes, how much?

\$ 25 a day

\$50 for a weekend pass

6. Is there a discount or waiver for youth?

If yes, how much?

\$ 11 and under

are free #150 for camping package

7. Did the event create a profit?

If yes, how much?

\$ 24K

Attachment: MC Classic Country Fest (2047 : Country Fest)

8. How much time will a visitor spend at your attraction? 3-4 days
9. Project number of overnight stays visitor attraction will generate in Antigo: 3-4 days
10. Will the profit be re-invested in the community? Yes
 If yes, where and when?
Same week as event August 4-11, 2018
Gas stations, Grocery store, Hotels
- 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)

3 day Country Music Festival in the beautiful northwoods
of WI. Music is local, Regional and Out of
State. We offer fun things to do along with
food vendors & Merchandise vendors on site.

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

We will offer a ticket discount to all customers
at Langlade County Hotels the week of our event.
We will promote our event 100+ miles away
through Radio, Social media, internet ads, TV & print

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.

Internet ads, Radio, Newspaper, Posters to be distributed, Social media

- 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?

Yes

- 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 time
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 2018 Budget	Estimate
Alcohol License	150
Ambulance Calls Down Payment	300
Antigo Candy Bar supplies	120
Antigo Daily Journal/Shopper	800
Beer/Alcohol/soda	8076
Bina Impression Printing	300
Draeger Propane	350
Entertainment	1100
Frontier Phone Line	94.34
Golf Cart Rental	1900
INDIANA TICKET COMPANY	355
Kerber Rose Accounting	645
LAB TECH SERVICES/h2o test	35
LANGLADE COUNTY ZONING	350
Lawn Mowing Gas	1800
Porta Potty Rental/Cleaning	2040
Postage	120
PRINTWEAR Apperel	2400
Property Taxes	1853.1
Radio Advertising	5950
Sales Tax/Dep of Rev	3100
SECURA INSURANCE	1614
Security	1500
South Side DesignOutdoor signs	500
Tickets	200
WDATCP	415
Website	385
WPS	565
Total	37017.44

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

Name of Application Organization: McFestival Grounds LLC
 Project Title: Mc Classic Rock Fest
 Total Cost of Project: \$ 36,000
 Amount requested from Room Tax Commission: \$ 6000
 Matching Funds: \$ 6000
 Estimated project start date: 3/19/18 Estimated completion date: 6/9/18
 (Check all that apply)
 Business Organization: Corporation X Partnership _____ Non-Profit _____ Tax Exempt _____
 Person in Charge of Project: Molly Held
 Address: 15890 County Road H E-mail Address: mcfests@gmail.com
 City: Okeechobee State: WI Zip Code: 54435
 Home Phone: 7152163215 Business Phone: SAME

1. Is this a first time event? Yes _____ No X If yes, skip to # 4
If no, go to # 2
2. Was the event successful in the past? Yes X No _____
3. By what measurement was the event successful?
 National Exposure _____
 Regional _____
 Tourism _____
 Local Attendance _____
 Estimated Local Attendees 405
 Total Event Attendance 435
4. Are the beneficiaries:
 Youth X
 Adults X
 Seniors X
5. Does the event have an admission charge? yes
 If yes, how much? \$ 25 aday, \$ 35 weekend
6. Is there a discount or waiver for youth? yes
 If yes, how much? \$ 11 and under free Camping \$120-
 package
7. Did the event create a profit? yes
 If yes, how much? \$ 12K

8. How much time will a visitor spend at your attraction? 2.3 days
9. Project number of overnight stays visitor attraction will generate in Antigo: 20
10. Will the profit be re-invested in the community? yes
 If yes, where and when?
Same weekend as event June 8-9, 2018
Gas stations, grocery stores, Hotels
- 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? NONE
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)

2 day Classic Rock Festival located in the beautiful
Northwoods! Featuring Regional and local bands from
Wisconsin. Merchandise and food vendors on-grounds

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

We will promote our festival 100 miles + through radio,
internet and print. We will offer a discount to all
customers staying in Langlade County Hotels the weekend
of our event.

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

Melissa M. M. M.
Owner
4-3-18

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.

Internet ads, Radio, Newspaper, Posters to be distributed, social media

- 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?

Yes

- 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 time
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 Classic Rock Fest 2018 Budget	Estimate
Alcohol License	150
Ambulance Calls Down Payment	300
Antigo Candy Bar supplies	120
Antigo Daily Journal/Shopper	738
Beer/Alcohol/soda	4853
Bina Impression Printing	603
Draeger Propane	247
Entertainment	8700
Frontier Phone Line	94.34
Golf Cart Rental	500
INDIANA TICKET COMPANY	355
Kerber Rose Accounting	645
LAB TECH SERVICES/h2o test	35
LANGLADE COUNTY ZONING	350
Lawn Mowing Gas	500
Porta Potty Rental/Cleaning	1786
Postage	120
PRINTWEAR Apperel	1300
Property Taxes	1853.1
Radio Advertising	5730
Sales Tax/Dep of Rev	2700
SECURA INSURANCE	1614
Security	1000
South Side DesignOutdoor signs	500
Tickets	200
WDATCP	355
Website	385
WPS	400
Total	36133.44

HOTEL/MOTEL TAX				
FINANCIAL RECAP				
COMPARISON 03/31/17 and 03/31/18				
Beginning Balance January 1	2017		2018	
Cash (less accts payable)	\$54,157.40		\$60,833.44	
Investment	\$80,543.43		\$62,851.76	
Reserve for Welcome Center	\$210,000.00		\$230,000.00	
Accounts Payable	\$0.00		(\$109.00)	
Total Beginning Balance		\$344,700.83		\$353,576.20
Revenue				
Motel Taxes	\$24,450.01		\$26,115.75	
Interest	\$255.90		\$884.26	
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		\$24,705.91		\$27,100.01
Expenditures				
Transfer to General Fund (10% of tax)	\$0.00		(\$2,611.58)	
Transfer to Economic Dev (20% of tax)	\$0.00		(\$5,223.15)	
Donations to Date	(\$36,824.00)		(\$38,667.00)	
Miscellaneous Expenses	\$0.00		\$0.00	
Total Expenditures		(\$36,824.00)		(\$46,501.73)
Balance December 31				
Cash (incl. accts pay)	\$41,783.41		\$40,438.46	*
Investment	\$80,799.33		\$58,736.02	
Reserve for Welcome Center**	\$210,000.00		\$230,000.00	
Ending Cash/Investment Balance		\$122,582.74		\$99,174.48
Plus Reserves		\$210,000.00		\$235,000.00
Total Balance		\$332,582.74		\$334,174.48
Worksheet Balance (Cross Check)		\$332,582.74		\$334,174.48
**Beginning April, 2006, \$5,000 will be set aside every quarter for a Welcome Center.				
*Encumbered funds as of 3-31-18	\$34,590.72			
4/17/18:kmm				

Attachment: Hotel-Motel 03-31-18 (2074 : Financial Stmt)