CITY OF NEW RICHMOND
THE CITY BEAUTIFUL

156 East First Street
New Richmond, WI 54017
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www.newrichmondwi.gov

January 31, 2019

TO ALL TOURISM COMMITTEE MEMBERS:

Jim Jackson **Jessie Mishler**
Angela Logan **Jeremy Poole**
Judy Roettger

This is to notify you that there is a Tourism Committee meeting scheduled for Thursday, February 7, 2019, at 3:00 p.m. in the EDC Lab at the Civic Center, 156 East First Street, City of New Richmond, WI.

AGENDA:

1) **Call to order**
2) **Adoption of Agenda**
3) **Approval of previous committee meeting minutes**
4) **Robert's Rules**
5) **2018 room tax collection and disbursements report**
6) **Funding Request Application**
7) **Funding Request – Heritage Hillside Series**
8) **Communications and Miscellaneous**
7) **Adjournment**

Rae Ann Ailts
Finance Director

cc:
The News
Northwest Cable
City Website

TOURISM COMMITTEE MEETING
October 11, 2018
3:00 p.m.

Members Present: Jim Jackson, Judy Roettger, Jessie Mishler, and Jeremy Poole
Members Absent: Angela Logan
Others Present: Rob Kreibich, Rae Ann Ailts, and Mike Darrow

Jim Jackson called the meeting to order at 3:00 p.m. Roll call was taken.

Judy Roettger moved to adopt the agenda as presented, seconded by Jim Jackson and carried.

Rae Ann Ailts thanked everyone for attending. Rae Ann provided an overview and highlighted the purpose and responsibilities of the committee, which included:

- Stimulate, promote, advertise, develop, and publicize tourism and development of the City and hotel/business community.
- Develop, review and approve expenditures (70% of room tax collected) based upon collection of room tax as imposed by the City of New Richmond
- Provide budget and expenditure updates to City Council

The committee will meet 3-4 times annually with the next meeting to be held in February.

Rae Ann provided an overview of room tax collection and reporting. Outlining room tax was adopted in 1996 with 5% tax collected on gross lodging revenues. Room tax is due on or before 30 following the close of the quarter. Room tax revenue have been used to support events and marketing from the Chamber of Commerce, community events such as Fun Fest, Hillside Series, Parades and downtown beautification projects. Room tax revenues have been steadily increasing as outlined below:

- Revenue Collection Trend
    - 2015 - $67,398
    - 2016 - $68,388
    - 2017 - $75,339
    - 2018 YTD - $47,977
    - 2018 B - $75,000
    - 2019 B $90,000

Staff indicated 2019 room tax collections are projected to be $90,000 with proposed the following expenditures be supported in 2019:

- $50,000 Chamber of Commerce (Fun Fest, Hometown Holiday, marketing)
- $5,000 Special Events
- $10,000 City Beautiful Art Improvements (Projects promoting art, tourism and creating unique sense of place)
- $5,000 City of New Richmond Promotional Video

Jim Jackson moved to approve the 2019 budget at presented, seconded by Jeremy Poole, and carried.

Communications and Miscellaneous
The next meeting is scheduled for February 7, 2019 at 3:00 p.m.

Judy Roettger moved to adjourn the meeting, seconded by Jessie Mishler and carried.

Meeting adjourned at 3:30 p.m.

Minutes submitted Marie Bannink

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TO: Tourism Committee

FROM: Rae Ann Ailts, Finance Director

DATE: February 7, 2019

RE: 2018 Room Tax Collection and Disbursement Report

Background

Staff will provide an overview of room tax collected in 2018 and associated expenditures during the meeting.

Recommendation

No action is required at this time.

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TO: Tourism Committee

FROM: Rae Ann Ailts, Finance Director

DATE: February 7, 2019

RE: Draft Funding Request Application

Background

During the October meeting, the Tourism Committee recommended development of a funding request application. The purpose of the application is to assist the Tourism Committee in review of funding requests, which would appropriate room tax revenue. The process and application provide further information on how funds will be used to promote and develop tourism within the City.

Attached to this memo is the draft funding request process and application for consideration.

Recommendation

Staff recommend approval of the timeline as outlined in the application process. The application criteria is anticipated to be discussed further and refined over the next 60-90 days.

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Tourism Promotion and Development Funding Request Process

Objective

Since 1996, the City of New Richmond has collected a lodging tax under Wisconsin State Statute 66.0615. Lodging tax receipts are used to stimulate, promote, advertise, develop and publicize tourism and development of the City and hotel and business community.

The Tourism Committee is responsible to develop, review and providing funding recommendations to the City Council which are related to tourism promotion and development.

Funding Request Process

Funding Request Applications will be accepted January 1 through July 31 of each year for the subsequent budget year. For example, funding applications for budget year 2020 will be accepted January 1, 2019 – June 30, 2019.

Funding Request Applications can be obtained on the City's website at www.newrichmondwi.gov. Applications must be completed in entirety and received no later than June 30 to be considered for funding. Completed applications can be mailed to City of New Richmond, Attn: Finance Director, 156 E 1st Street, New Richmond, WI 54017 or email to railts@newrichmondwi.gov.

Applications will be reviewed during the Tourism Committee's August or September meeting. The Tourism Committee will make funding recommendations to the City Council in September or October of each year. Funding requests will be authorized as part of the City's budget hearing typically held in November or December of each year. Disbursement of approved funding requests shall not occur prior to January 1 of the year in which the expenditure has been budgeted.

DRAFT

CITY OF NEW RICHMOND
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Tourism Promotion and Development Funding Request Application

Please provide the following information to assist the Tourism Committee in understanding the funding requested and how the funding will stimulate, promote, advertise, develop and publicize tourism and/or develop tourism within the City and hotel and business community.

Date Form Completed: _____

Requestor Information:
Name:_____
Mailing Address:_____
City, State, Zip: _____
Telephone: Cell_____ Work _____
Email Address(es):_____

Funding Request:

Please describe how funding will be used to promote, develop and stimulate tourism within the City of New Richmond:

_____
_____
_____
_____
_____
_____

Amount of Funding Request: $_____

Calendar Year of Requested Funding: _____

Signature of Individual Submitting Request:

_____
Signature

_____
Printed Name

_____
Date Signed

Completed forms can be mailed or emailed to:
City of New Richmond, Attn: Finance Director, 156 E 1st Street, New Richmond, WI 54017
Email: railts@newrichmondwi.gov

DRAFT

CITY OF NEW RICHMOND
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TO: Tourism Committee

FROM: Rae Ann Ailts, Finance Director

DATE: February 7, 2019

RE: Heritage Hillside Series – Grant Request

Background

In 2015, the City approved funding of $3,000 per year for three years to support the Heritage Hillside Series. The Heritage Hillside Series is a summer concerts series, which runs for seven weeks where residents and visitors can enjoy free concerts.

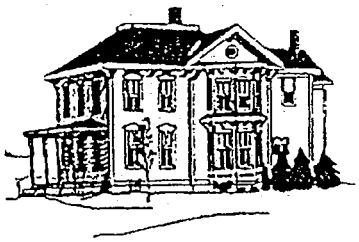
During the October meeting, the Tourism Committee recommended funding of the Heritage Hillside Series for $3,000 for 2019. The funding recommendation was approved by the City Council and adopted as part of the 2019 budget.

The Heritage Center is requesting funding through 2021 in the amount of $3,000 per year to continue to support the Heritage Hillside Series. Attached to this memo is the funding request from the New Richmond Heritage Center.

Recommendation

Staff recommend review of the funding request for calendar years 2020 and 2021 during the September 2019 meeting at which time all 2020 funding requests will be reviewed as part of the budgeting process. This further allows time to finalize the Funding Request Application.

New Richmond Heritage Center
1100 Heritage Drive
New Richmond, WI 54017



January 14, 2019

Ms. Rae Ann Ailts
Finance Director, City of New Richmond
156 East First Street
New Richmond, WI 54017

Dear Ms. Ailts,

This summer is our 14th year of the Heritage Hillside Series at the New Richmond Heritage Center. Hundreds of visitors from New Richmond, as well as the surrounding communities, come and enjoy the free concerts every Wednesday for seven weeks. These are family friendly events where they can enjoy great music in a beautiful spot.

Your financial support has had a very positive impact on the entertainment we can provide by providing a consistent base for us to build on each year, allowing us to make each series better and better. This series of concerts has provided a successful way for bringing families together, many of them new to New Richmond, and many of them new to the Heritage Center.

In 2015, the City approved a three year grant of $3,000 per year to support the concerts. We are now at the end of that grant award and are requesting an additional three year grant for $3,000 per year for a total of $9,000 that would carry us through 2021. We will continue to give the City credit as a sponsor in all printed materials, articles and PR as we have done each year.

Please contact me if you have any questions about the Heritage Center or about the concert series at 715-246-3276. We hope you will continue the tradition of supporting this event, and thank you for your consideration.

Best Regards,

Beverly Peirson

Beverly Peirson
Executive Director
New Richmond Heritage Center.

New Richmond Preservation Society, Inc.
Phone: 715-246-3276
www.NRHeritageCenter.org info@NRHeritageCenter.org