



156 East First Street
New Richmond, WI 54017
Ph 715-246-4268 Fax 715-246-7129
www.newrichmondwi.gov

March 28, 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, April 4, 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) Tourism Promotion and Development Funding Application**
- 6) Funding Request – Packer Tailgate Event**
- 7) Communications and Miscellaneous**
- 7) Adjournment**

Rae Ann Ailts
Finance Director

cc:
The News
Northwest Cable
City Website

TOURISM COMMITTEE MEETING

February 7, 2019

3:00 p.m.

Members Present: Jim Jackson, Angela Logan, Judy Roettger, Jessi Mishler, Jeremy Poole

Members Absent: None

Others Present: Rae Ann Ailts, Mike Darrow, Lori Brinkman

Jim Jackson called the meeting to order at 3:00 p.m.

Judy Roettger moved to adopt the agenda as presented, seconded by Jeremy Poole and carried.

Judy Roettger moved to approve the minutes from the previous meeting (October 11, 2018), seconded by Jeremy Poole and carried.

Robert's Rules of Order

Rae Ann Ailts noted there will be upcoming presentations on Robert's Rules of Order for public meetings. She encouraged committee members to attend to familiarize themselves with rules for open and closed meetings.

Room Tax Collections

Rae Ann gave an overview of the 2018 Room Tax Collections. The total was \$108,758, which was over the projected amount, due in large part to the Best Western Plus opening in 2018. Growth has increased over the past four years. Room tax monies are used to promote tourism in New Richmond and help fund events such as the Heritage Hillside Series, Fun Fest, police salaries for special events/parades, downtown enhancements, and more.

Funding Request Application

Rae Ann explained the need to provide a process and application to assist in reviewing funding requests that come in to the City to appropriate room tax revenue. Seventy percent of room tax expenditures will be funneled through the Tourism Committee. Rae Ann briefly reviewed the draft "Tourism Promotion and Development Funding Request Application". The process would be to accept applications from January 1 to June 30 and then the Committee will review the applications and later make their recommendations to the City Council. Discussion followed. Suggested items to add to the application are: how many attendees do you expect at your event, where will you advertise for your event, provide a statement of need; along with stating applicants can attach a letter with more details if they'd like. Members will send further feedback by e-mail to Rae Ann. At this time, Staff is seeking recommendation of the following timeline:

January 1 – June 30 – request/application period

August/September – review period

September/October – funding recommendations made to City Council

November/December – adopting of budget including the funding recommendations

Jessi Mishler moved to accept the recommended timeline as presented, seconded by Angela and carried.

Funding Request – Heritage Hillside Series

The Heritage Center holds a summer concert series which runs for seven weeks (called the Heritage Hillside Series). In 2015, the City approved funding of \$3,000 per year for three years to support this series. During the October meeting, the Tourism Committee recommended \$3,000 in funding for the Heritage Hillside Series for 2019, which 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. Staff recommends reviewing this request at the September meeting.

Judy Roettger moved to accept Staff's recommendation to review the Heritage Center's 2020 and 2021 funding request at the September 2019 meeting at which time all 2020 funding requests will be reviewed as part of the budgeting process, seconded by Jeremy Poole and carried.

Communications/Miscellaneous

- Mike Darrow won the temperature guessing contest.
- Jim Jackson reached out to KQRS as they are looking for a Western Wisconsin city to host them during their summer tour.
- There may be a Tourism Meeting held on March 21; Rae Ann will send out follow-up details.

Judy Roettger moved to adjourn the meeting, seconded by Jeremy Poole and carried.

Meeting adjourned at 3:29 p.m.



TO: Tourism Committee

FROM: Rae Ann Ailts, Finance Director

DATE: April 4, 2019

RE: Robert's Rule of Order

Background

On February 28, the City Attorney, Nick Vivian provided training sessions to board and commission members and staff. Recently, Tanya Batchelor, City Clerk distributed the PowerPoint presentation, parliamentary procedure tips and public hearing procedures to all members. Additionally, a link to the recorded session was distributed.

Action requested

Tourism Committee members who did not attend one of the two training sessions are asked to review the presentation material and view the recorded session prior to the next meeting, June 13, 2019.



TO: Tourism Committee

FROM: Rae Ann Ailts, Finance Director

DATE: April 4, 2019

RE: Tourism Promotion and Development Funding Application

Background

During the February meeting, the Tourism Committee reviewed the proposed “Tourism Promotion and Development Funding Process and Application”. The purpose of the application is to assist the Tourism Committee in the review of funding requests, which would utilize room tax revenue. The process and application provides further insight on how funds will be used to promote and develop tourism within the City.

At the last meeting, the Tourism Committee approved the application process timeline but requested additional criteria be included in the application. Based upon that feedback the application has been updated to include the following additional criteria for evaluation:

- Funding/project description and nexus to development and promotion of tourism.
- Target market, promotion and/or advertisement and effectiveness of project.
- Budget of proposed project and other sources of funding being targeted.

Attached to this memo is the proposed application for consideration.

Recommendation

Staff recommend approval of the Tourism Promotion and Development Funding Application as attached.



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 June 30 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 rails@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.



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.

Name of Applicant: _____

Organization: _____

Federal ID Number: _____

Tax Status of Applicant (Corporation, Non-Profit, Governmental body, etc)

Mailing Address: _____

City, State, Zip: _____

Telephone: Cell _____ Work _____

Email Address(es): _____

DESCRIPTION OF THE FUNDING REQUEST

Describe in detail the proposed project (attach additional sheets if necessary):

How will the project promote tourism in New Richmond?

What market is the project targeting and why? Provide anticipated number of attendees.

How will the measure the effectiveness of this project?

How will this event be advertised or promoted?

PROJECT BUDGET

Project funding request: \$ _____

Total project cost: \$ _____. Please attach copy of proposed budget if available.

Will applicant receive any additional funds (grants, donations, event fee, etc)? If yes, please outline the sources and timing of additional funds to be received.

Please provide a timeline for this project including when you wish to receive funding:

Name and address of person responsible for accounting for the funds?

Please indicate individual responsible for providing feedback (Post Event Report) regarding the effectiveness of this project - even if it does not take place.

Name: _____

Address: _____

Relationship to applicant: _____

In case the event is cancelled reimbursement of funds maybe required.

I declare that I have read the above application and that it is a true, correct and complete statement of the intended use of the requested funds.

Applicant's Name: _____

Signature: _____ Date: _____

Email address: _____

Submit application to:

**Mail: City of New Richmond
Attn: Finance Director
156 E 1st Street
New Richmond, WI 54017**

Email: rails@newrichmondwi.gov

**Fax: 715-246-7129
(Included Cover Sheet Attn: Finance Director)**



TO: Tourism Committee

FROM: Rae Ann Ailts, Finance Director

DATE: April 4, 2019

RE: Funding Request – Packer Tailgate Event

Background

The Packer Tailgate Party will be taking place on April 11. Having the event take place in our City Beautiful is certainly exciting and provides a great opportunity to help support the work of Grace Place. The event is expected to draw more than 3,000 attendees from various communities with positive economic impact on our local economy.

However, a significant amount of City resources will be necessary to ensure the safety, health and general welfare of those in attendance. The cost associated with providing these services was not included as a budgeted expenditure in 2019. To address future issues like this, the City is working collaboratively with organizations such as the Chamber and Grace Place to have agreements in place well in advance of an event. These agreements would ensure costs, such as city services, are sufficiently outlined and budgeted for.

The Tourism Committee is being asked to consider the allocation of \$10,000 in room tax revenue collections to cover soft costs and/or overtime costs related to the Packer Tailgate event that will be incurred by the city. We believe there is a direct correlation between this event and tourism within our community.

Recommendation

Staff recommend approval to allocate room tax revenue to cover soft costs and/or overtime costs for City staff time attributable to the Packer Tailgate Event in an amount not to exceed \$10,000.