

City of Platteville

Tourism Committee Meeting

November 16, 2023 Minutes

4:00 PM

Council Chambers

Members present: Deb Jenny, Deborah Rice, Michael Breitner, and Terry Malliet

Others present: Wayne Wodarz, Jodie Richards, Erik Flesch, and Michael Walsh

1. Call to order: Deb Jenny, Chairperson, called the meeting to order at 4:02pm
2. Minutes of previous meeting. Breitner motioned to approve, 2nd by Rice.
3. Old Business—none.
4. New Business: Tax Report included.
5. Tourism Entity Report: Wayne Wodarz presented have attached with financial report. Day on farm had roughly 600-700 people. New facebook page Discover Platteville, WI
6. Partner Organization Reports:
 - A. Main Street Program:
 - Sweet treats had roughly 1500.
 - Taste of Platteville was Oct 8th, good turnout
 - CEC conference on main
 - B. Museum:
 - Tour season was great.
 - Pasty sales around 2000
 - PBS- WI Life program featured museum.
 - C. UWP:
 - Winter Commencement December 16th and 3 ceremonies
 - Spring Commencement May 11th, one ceremony
 - Enrollments are up by transfer students
 - D. Other:
 - none
7. Public Comments: None
8. Next Meeting: January 25th, 2024 at 4:00PM
9. Adjournment: Motion by Malliet, 2nd by Breitner. Meeting adjourned at 4:33PM

Respectfully submitted, Terry Malliet

3RD QUARTER 2023
CITY OF PLATTEVILLE ROOM TAX

TOTAL RECEIPTS	\$ 1,641,322.92
LESS EXEMPT RECEIPTS	<u>\$ (296,636.98)</u>
TAXABLE RECEIPTS	\$ 1,344,685.94
ROOM TAX RATE (5%)	X 5%
TOTAL ROOM TAX	<u>\$ 67,234.30</u>

2% MOTEL ADMINISTRATIVE FEE	\$ 1,344.69
28% CITY OF PLATTEVILLE PORTION	\$ 18,825.59
70% VISITOR & TOURISM PROMOTION COMMISSION (PAY PLATTEVILLE REGIONAL CHAMBER)	<u>\$ 47,064.01</u>
TOTAL ROOM TAX	\$ 67,234.29

ACCOUNT #100.56600.650.000

JANUARY 1, 2023 - SEPTEMBER 30, 2023
CITY OF PLATTEVILLE ROOM TAX

TOTAL RECEIPTS	\$ 4,146,752.83
LESS EXEMPT RECEIPTS	<u>\$ (740,139.41)</u>
TAXABLE RECEIPTS	\$ 4,886,892.24
ROOM TAX RATE (5%)	X 5%
TOTAL ROOM TAX	<u>\$ 170,330.67</u>

2% MOTEL ADMINISTRATIVE FEE	\$ 3,355.67
28% CITY OF PLATTEVILLE PORTION	\$ 46,503.02
70% VISITOR & TOURISM PROMOTION COMMISSION	<u>\$ 120,471.97</u>
TOTAL ROOM TAX	\$ 170,330.66

JANUARY 1, 2022 - SEPTEMBER 30, 2022
CITY OF PLATTEVILLE ROOM TAX

TOTAL RECEIPTS	\$ 3,786,692.22
LESS EXEMPT RECEIPTS	<u>\$ (637,138.66)</u>
TAXABLE RECEIPTS	\$ 4,423,830.88
ROOM TAX RATE (5%)	X 5%
TOTAL ROOM TAX	<u>\$ 157,477.69</u>

2% MOTEL ADMINISTRATIVE FEE	\$ 3,149.55
28% CITY OF PLATTEVILLE PORTION	\$ 42,921.45
70% VISITOR & TOURISM PROMOTION COMMISSION	<u>\$ 111,406.68</u>
TOTAL ROOM TAX	\$ 157,477.69



PLATTEVILLE REGIONAL CHAMBER

TOURISM ENTITY REPORT

TO THE CITY OF PLATTEVILLE TOURISM COMMITTEE

November 16, 2023

1. Wisconsin Welcome Center fall/winter hours: Mon to Fri, 8AM – 5PM.
2. We have had a 13% increase in visitors coming through the Welcome Center as compared with last year, surpassing 3,000 at the end of October. Our Guests come from many states with Iowa and Illinois leading the way, followed by Missouri, Kansas, Minnesota, and Nebraska. We have had 10 international visitors representing Germany, Australia, Puerto Rico, Russia, and the UK.
3. Midwest Living Magazine was a prioritized budget item again this year. As you might remember, over 1,500 requests were made from last year's ad for packets of information on our community, including The Mining and Jamison Museums. So far for 2023 we have mailed out almost 900 packets of requested information about our community. The magazine went out a little later this year, but we anticipate hitting the same numbers by spring. We are hopeful that this will encourage folks to come, visit, and explore.
4. The Southwest Wisconsin Chamber Alliance is collaborating on a Historical Site Day Trip map which will depict historical sites in the communities of Prairie du Chien, Cassville, Potosi, Dickeyville, Fennimore, Lancaster, Mineral Point, Dodgeville, and Platteville. The cost is being shared between the partners with approximately 5,000 copies to be printed in 2024.
5. Grant County Tourism Council continues to be active. Our monthly meetings are well attended and rotate around the county. There has been an outdoor recreation focus along with events. They are utilizing signage with QR Codes and placing them in restaurants and bars to get more visibility to their website, events, and activity page. They have a very limited budget and have sent out a request to their neighbors, partners, and businesses for some financial assistance to continue the great work they have been doing on social media. Work is beginning on the 2024 Activity Guide.
6. Dena Nechkash was hired as a part-time Tourism Marketing Coordinator in September. We have created a second Facebook page, Discover Platteville WI which has had reached over 17,500 people in its first month, with 5 posts reaching over 1,000 people. We are excited to expand our tourism efforts with her talent and guidance.
7. Our Moving Billboard campaign ended in mid-year, but we have signed a yearlong contract for a billboard in Dyersville which began in October. The Moving billboard campaign was paid for with the DOA DMO grant we received last year.
8. We are collaborating with Main Street to present our Platteville Hometown Christmas and Magic on Main Street events.
9. Financial report is attached.