

**CITY OF PLATTEVILLE
TOURISM COMMITTEE MEETING
COUNCIL CHAMBERS – 4:00 p.m.**

**February 1, 2024
Minutes**

Members Present: Deb Jenny, Michael Breitner, Terry Malliet and Deb Rice

Others Present: Angie Wright, Wayne Wodarz and Jodie Richards

1. Call to order: Deb Jenny, Chairperson, called the meeting to order at 4:00 p.m.
2. November 16, 2023 minutes: Motion by Malliet, second by Rice to approve.
Motion carried.
3. Old Business: None.
4. New Business: None.
5. Tourism Entity Report: Wayne Wodarz presented and shared proposed Tourism Action Plan for 2024.
6. Partner Organization Reports:
 - A. Main Street Program:
 - CEC Conference coming up on May 30-31
- Will mostly take place on Main Street, City Auditorium and Museum/tents
 - B. Museums:
 - Museum Director search in progress, hoping to have new director on board in March
 - Miners Ball is February 17, registrations are looking good
 - Outreaching to schools for upcoming field trip season
 - Opening Day is May 1
 - C. UW-Platteville:
 - First round of layoffs begin January 26
 - Spring Break is March 11-15
 - April Break is March 29 - April 1
 - Hosting Board of Regents April 3 - 5, with Chancellor Investiture Celebration on April 4
 - Commencement will be held May 11 (all on one day)
8. Public Comments: None.
9. Next Meeting: Thursday, May 23 at 4:00 p.m.
10. Adjournment: Motion by Breitner, second by Malliet. Meeting adjourned at 4:45 p.m.

Respectfully submitted, Jodie Richards

PLATTEVILLE REGIONAL CHAMBER TOURISM ENTITY REPORT FOR THE YEAR 2023

The Platteville Regional Chamber's marketing plan for the community of Platteville had seven major components:

1. The Wisconsin Welcome Center-Platteville
2. Destination Marketing of Platteville
3. Website and Social Media
4. Calendar of Events
5. Public Relations
6. Events/Projects
7. Contract Administration

The results for 2023 continued to show growth and impact from some of the promotions we were able to bring forward by utilizing the Destination Marketing Organization Grant from the Wisconsin Department of Tourism we received in 2022. This grant allowed us to key in on some opportunities we had never had the funds to do previously and presented us with some markets that we had never explored. And some of these opportunities were prepaid and ran through the spring of 2023.

With Wisconsin winter weather, we once again had a quiet spring, but as the summer approached, we had increases in our numbers as happenings and events occurred. When fall came, we noticed a lot of travelers moving about to take advantage of outdoor recreation and leaf looking. We continued to promote many of the wonderful opportunities in our own community. And we focused our social media posts to convey outdoor recreation and events in our tourism themes.

Probably the most notable expenditure from our Tourism budget was the hiring of a Tourism Marketing Coordinator. Dena Nechkash was hired in September to assist us with our tourism promotion. One of the first projects completed with her assistance was the creation of a new Facebook page, Discover Platteville WI. The Discover page will be devoted **only** to tourism. This will allow us to better track the analytics as to who is following our page and what information they find the most useful or interesting. Details of the success of the new page will be found on the website and social media section of this report. We will still be able to duplicate tourism posts on the Chamber page as well.

Our hotel tax revenue once again had a noticeable increase over the previous year. We are certain that by expanding our reach with advertising into new locations, ad placements in the Midwest Living publication, and other efforts in promoting our community, that we have given great motivation to come, visit and stay in our lodging properties. But it should be mentioned that we have also been fortunate to have some long-term construction stays that have benefited us as well. And just so we do not forget, there is still one lodging

property that continues to be closed since a fire in October of 2019. It is hoped to have this property opened sometime in 2024.

Please remember that this report is based on our Tourism Action Plan from the revenues generated from the hotel tax. The following are the ways we were able to promote Platteville and local tourism in 2023, divided into the seven components:

1. WISCONSIN WELCOME CENTER-PLATTEVILLE

(\$60,000 Budgeted, 50% of total budget, Spent \$64,800)

This line item within our tourism budget includes rent (utilities, computers, phones, copy machines, supplies, postage & shipping, maintenance of building & equipment, etc.) and staffing for the Welcome Center.

Statistics from the Welcome Center for 2023:

- **Number of Visitors:** 4,807 -- up from 3,409 in 2022
 - department tracking change & Katie's Garden events (40% increase)
- **E-mails & Tourism Related Calls:** thousands of emails & calls were received.
 - Tourism-related inquiries, press releases, fulfillment of questions relating to lodging, events, meetings, information sharing, brochures, etc.
- **Tourism Packets mailed:** 57 – up from 34 in 2022
1,066 packets from Midwest Living postcard requests. This was new in 2022 and was slightly less than 1,207 from last year but distributed later in spring.
- **Bundled Packets:** 415 packaged bundles distributed off the porch (531 in 2022)
 - Many visitors choose to come inside now to explore more!
- **Publication Distribution:** Over 36,000 brochures, maps and publications were disbursed through the Platteville Welcome Center during 2023. (28,200 last year)
- **EV Charging Stations:** 77 vehicles utilized our charging stations for 1705 KWH of power consumption. This should continue to grow as time goes on.
- **Hours of Operation:** Welcome Center maintained our open hours of 8 a.m.-5 p.m. Monday-Friday, January 1st through December 31st. May 1st through October 31st expanded to be open weekend hours of Saturday, 10 a.m. to 4 p.m., and Sunday, 10 a.m. to 2 p.m. for the tourism season.

We are one of only six Wisconsin Welcome Centers throughout the State of Wisconsin. A refresh and new look make us more recognizable as one of the Centers, although we are all unique in appearance. Our purpose will remain to greet visitors and “sell Platteville and Southwest Wisconsin” through promotion of the hotels, restaurants, attractions, events, and retail outlets. We will continue to stock and order brochures; give directions; track visitors; answer phones; distribute maps and brochures; and assist all travelers with itineraries, history and any other need they may have. We want to be the leader in customer service and information.

We provide information to those traveling throughout Southwest Wisconsin. We are also a local tourism resource for our community and many community members visit our location each year to gather travel information.

2. DESTINATION MARKETING OF PLATTEVILLE

(\$27,600 Budgeted, 23% of total budget, Spent \$35,000)

The Platteville Regional Chamber uses a variety of advertising mediums to promote our community to visitors in more distant locations, including the following:

- Platteville Community Guide
 - Produced **17,500** copies and thus far distributed **15,100** of the annual Platteville Community Guide throughout the State of Wisconsin and tri-state area. This year we did insert it into the local shoppers to make sure all households received one.
 - This guide is the publication we use when visitors request information about our community.
 - It is also a tool used by other partners to market relocation of families and businesses for economic development reasons.
- Dubuque Travel Planner
 - We promote the Platteville community through a paid advertisement in the Dubuque Travel Planner, produced by Travel Dubuque.
 - Over **100,000** copies produced and distributed throughout the United States.
- Grant County Activity Guide
 - The Platteville Chamber purchased the inside cover of the Grant County Activity Guide in 2023 for an ad featuring Platteville events and Wisconsin Welcome Center.
 - Over **37,500** total copies of this tourism publication were produced and distributed in 2023 throughout Wisconsin, Illinois, and Iowa, plus shipped to many areas within the United States. (**21,000** inserted in Shopping News)
- Print and Distribute 2023 Platteville Community Event Posters
 - Hometown Festival Week including Southwest Music Festival
 - Dairy Days
 - Day on the Farm event
 - Holiday Events/Promotions
- Department of Tourism Official Travel Guides
 - Information and photos are submitted to the Department of Tourism for their website and for use in their publications.
 - We purchased a full-page ad in the official Travel Wisconsin Guide.
- Radio Advertising
 - In 2023, the Chamber coordinated radio advertising in an effort to promote the Platteville community throughout the tri-state area for several community events, which included Hometown Festival Week including the Southwest Music Festival, Day on the Farm and Holiday Promotions.
 - Also did several Tourism related campaigns to encourage travel including National Tourism Week and Fall Color Leaf touring.

3. WEBSITE/SOCIAL MEDIA

(\$7,200 Budgeted, 6% of total budget, Spent \$7,500)

- **Platteville.com**
 - Platteville Regional Chamber’s website, promoting Platteville attractions and events for the community, continues to be an up-to-date tourism resource.
 - The website has about 30,000 users versus 27,000 last year.
- **TravelWisconsin.com**
 - The Platteville Regional Chamber updates entries on the Wisconsin Department of Tourism website, adding local information to the state-wide database for lodging, dining, attractions and events, allowing us to get visibility from across the state. The Chamber is an official Extranet Partner with the Department, the responsibilities of which are to update the Department about Platteville and area events/promotions.
- **GrantCounty.org**
 - Platteville also contributes significant information to the Grant County website, including events, tourism businesses and community updates. The website also serves as the official tourism hub for the county.
- **Facebook.com/Platteville Regional Chamber**
 - The Chamber has actively improved its presence on Facebook this year.
 - 298 posts in 2023 (364 in 2022; a 19% decrease due to staffing)
 - Posts included a mix of images, graphics and shares.
 - Saw an increase in Facebook followers – 3,462 followers in 2023, up 515 from 2022.
 - Our reach was 48,652 – up 2% over 2022.
 - 110 Instagram posts.
- **Facebook.com/Discover Platteville WI**
 - In September created a new Facebook account to better focus on and promote tourism. This new page will allow us to better track our visitors and allow us to focus more on what they are interested in visiting. Just since September here is what we have accomplished:
 - 29 posts
 - Posts included a mix of videos, images, graphics, and shares.
 - Facebook visits- 2,660
 - Facebook reach- 23,712
 - New Page likes- 302
 - Highest reaching post- “M” Lighting reached 14,193 people
 - 7 posts reached over 1,000 people

4. CALENDAR OF EVENTS

(\$2,400 Budgeted, 2% of total budget, Spent \$2,400)

The Platteville Regional Chamber compiles and maintains a calendar of events for the community and promotes these local events through various platforms. The process of promoting local events continued to remain a high priority throughout 2023 as many

events came back bigger than ever. A great deal of attention was given to ensuring that our ongoing community events were listed in all of the various venues available to us, helping to ensure each event's success. These included:

- www.platteville.com
- Platteville Community Guide
- www.TravelWisconsin.com
- Hidden Valleys of Southwest Wisconsin publication
- Telegraph Herald's Vacationland print publication
- The Shopping News' Day Tripper digital publication
- The Platteville Journal's Exploring the Tri-States print publication
- www.grantcount.org
- Platteville Regional Chamber's monthly Newsletter and weekly News In A Nutshell, both e-mailed to all Chamber members
- Holiday Calendar of Events distributed on posters around Platteville, on our website and e-mailed to Chamber members
- Radio Guest Spotlights featuring National Tourism Week, Hometown Festival Week, Day on the Farm, Taste of Platteville & Pickleball Tournament, and Holiday Events
- City of Platteville 53818 Magazine

5. PUBLIC RELATIONS

(\$4,800 Budgeted, 4% of total budget, Spent \$5,000)

- The Platteville Regional Chamber writes press releases, produces media kits and maintains a very successful relationship and actively participates with its tourism partners:
 - Wisconsin Department of Tourism
 - Southwest Wisconsin Chamber Alliance
 - Grant County Tourism
 - City of Platteville
 - Regional Attractions
 - Regional Media
 - Travel Dubuque
- We provided editorial for several publications including, but not limited to:
 - The Galenian
 - Vacationland
 - Grant County Activity Guide
 - Hidden Valleys
- We issued press releases and specific articles on events and special promotions to our area media sources including radio.
- We worked with the Department of Tourism on various projects.
- We served as an official Fall Color Coordinator for Grant County for the Department of Tourism.

- We attended the Wisconsin Governor’s Conference on Tourism (WIGCOT), which is one of the nation’s premier tourism conferences. We were able to get updates on state and national tourism trends, learn about upcoming programs and changes in the industry, as well as network with regional and state leaders. We also submitted and presented local nominees for the awards to make Platteville a visible tourism advocate.
- We attended informative webinars on outdoor tourism and quarterly tourism updates, including the Fall Tourism Conference put on by Travel Wisconsin.
- We maintained a tourism information center with over 500 tourism publications.
- We represented the community of Platteville through active participation with Grant County Tourism Council, The Southwest Chamber Alliance, and Travel Dubuque.
- Staff attended the monthly Grant County Tourism Council meetings and assisted with the development of the annual Grant County Activity Guide.
- Space has been identified within our Welcome Center for displays by the Mining & Jamison Museums and UW-Platteville to promote their athletic and cultural events.
- We shared regional tourism partners’ attractions, events and information on our Facebook page.
- We created a new tourism Facebook page, Discover Platteville, WI, to better focus and promote tourism opportunities in our community and region.

6. EVENTS/PROJECTS

(\$14,400 Budgeted, 12% of total budget, Spent \$16,600)

This year we had a full schedule of local events that were promoted. The Southwest Music Festival and Annual Dairy Days activities are long-standing events that offer a great opportunity to bring guests to town. Here is a brief highlight of our local events:

- **Hometown Festival Week**

This weeklong celebration, held in July each year, celebrates our community as a wonderful place to live, work and play. The Hometown Festival returned many of our usual events. Some of these included:

- Southwest Berry Fest
- Platteville Family Resource Center Benefit Bicycle Race
- Southwest Auto Club’s Car Cruise In on Main
- An Evening in Katie’s Garden
- Party in the Park “Salute to Volunteers”
- Art & Craft Fair in City Park with live Music
- Southwest Christian Music Festival

- **Southwest Music Festival**

This year’s event was built in a bigger and better fashion, allowing us to showcase this as a “tourism” event for the region, held in Platteville. We promoted this event in a broader fashion to bring more visitors and guests into our community that could enjoy the event, as well as spend their dollars in our community. The event time was extended to a longer day and incorporated a two-stage event with four bands playing from 11:30 am to midnight.

- **Ag-Tourism Events**

In 2023 we were pleased to offer the “Day on the Farm” event held at UW-Platteville’s Pioneer Farm. The event date was much later than prior year’s but always coordinates with Family Weekend at the University. We had a beautiful day that made for a wonderful showcasing of farm products and offerings. There was a petting zoo, dog agility exhibition, self-guided tour of the robotic milking system, and many student activities held to educate all ages on how things continue to change regarding agriculture and technology. Attendance was estimated at 600 to 700 people. This event will alternate every other year with the Farm to Table Dinner event, which will be held on August 9, 2024.

- **Mining and Rollo Jamison Museum**

As the Tourism entity, we collaborated with the Mining & Rollo Jamison Museums to promote events and tours that showcased the museums. Museum events such as the Heritage Day, STEM events, and special presentations including lyceums and virtual tours were highlighted and promoted. We devoted several months of billboard advertising in rotating locations to represent the Mining Museum and have worked with the museum to coordinate advertising opportunities with Grant County Tourism. We have continued to promote The Mining & Rollo Jamison Museums in national media publications such as Midwest Living, Woman’s Day and Good Housekeeping. And we will continue to be a major sponsor for the “M” Ball.

- **Historic Re-Enactment**

We have also continued our partnership with The Mining & Rollo Jamison Museums and the Historic Re-Enactment Committee to help promote this event that captures much of the history of the region from the 1750’s to the 1800’s. This year’s attendance was very good and attracted many schools and visitors to our community.

- **Taste of Platteville and Pickleball Tournament**

For the second year in a row, the Platteville Regional Chamber has partnered with the City of Platteville, Platteville Main Street Program, and Grant County to host a Taste of Platteville event in conjunction with a Pickleball Tournament. This has realized fantastic participation for both in number of vendors as well as attendees wanting to taste small portion samples at an affordable price. The Tournament has had success in drawing folks to our amazing facility and has gotten the word out that we have great amenities in our community.

7. CONTRACT ADMINISTRATION

(\$3,600 Budgeted, 3% of total budget, Spent \$3,700)

Staff prepared routine reports and produced financial statements per the Tourism Entity Agreement to the City’s Tourism Committee in 2023. Staff also attended regular meetings of the Tourism Committee. The Chamber’s financials prepared by our accountant and the year-end financial report is made part of this report.

**PLATTEVILLE REGIONAL CHAMBER
SERVING AS THE TOURISM ENTITY
FOR THE CITY OF PLATTEVILLE**

PROPOSED TOURISM ACTION PLAN 2024

**(approved by the Chamber Tourism Council 12-14-2023)
(approved by the Chamber Board 12-20-2023)**

Campaign Philosophy

The Platteville Regional Chamber continues to expand its reach to promote local, regional, and state tourism into 2024. Over the past several years, we have developed a more rounded program that has allowed us to stretch our reach into neighboring states. We are confident that we have developed a strong promotional marketing campaign, taking into account that our funding will likely continue to trend upwards for the upcoming year through room tax revenues. Conversations with our lodging properties have led us to believe that a 5% increase in our budget for next year is a conservative goal, as there are still many unknowns with fuel prices, inflation, long-term construction stays, etc. This 5% increase over 2023 room tax collections is what we have targeted as our goal. We are anticipating the opening of the Cobblestone Inn & Suites at some point in 2024, but no date has been set.

The Tourism Entity dedicated funding in 2023 to draw tourists from Iowa, Illinois, and Eastern Wisconsin to Platteville and Southwest Wisconsin. We continue to recruit regional visitors to the Platteville community while they are visiting the tri-state area for other reasons and attractions. And we will continue to collaborate with neighboring tourism entities to promote our local events, attractions and businesses, and prepare messages in a variety of formats to reach a broader audience. We will keep a watchful eye on and adjust our spending as revenue numbers dictate.

The Wisconsin Welcome Center-Platteville is a vital asset to our community, welcoming over 12,000 visitors in 2023. Signage along Hwy. 151 directs traffic from the four-lane highway to our tourism information center, allowing us to showcase the best of our region upon arrival. Trained staff are available to give directions, make suggestions for dining, lodging, and attractions; and provide free maps and brochures for future travel opportunities. Our brochure collection continues to grow as we add more resources for visitors each month. The EV

Charging stations have been a welcome addition during 2023 as travelers learn of this new offering at our Welcome Center.

Collaborating with tourism entities in Galena, IL, and Dubuque, IA, whose combined budgets are in excess of \$2.5 million, allows us to attract visitors they are already targeting from Chicago, Milwaukee, Madison, Des Moines, Cedar Rapids, Iowa City, Quad Cities, St. Louis and beyond. Opportunities to collaborate with other neighboring partners can reduce cost and still run an effective campaign in major markets and will also allow for marketing in multiple areas. These partnerships have proven effective.

Our marketing plan is based on traditional methods, including print and radio advertising, press releases, event listings, and outdoor signage, as well as website and social media to promote our local events and attractions. We have recently created a Tourism Marketing Coordinator position which will allow us additional support to better promote our tourism assets, attractions and region. With the addition of the new Facebook page, Discover Platteville WI, we will be better able to track results as well. We will continue to spread funding into multiple platforms to effectively use the room tax money to promote the region as a destination and attract new visitors.

Last year we were fortunate to have benefited from a Department of Administration Destination Marketing Organization grant. We did not have this opportunity during 2023, although some of our tourism marketing promotions were prepaid with this award. Here is our proposed plan:

SUPPORTING DOCUMENTATION

1. VISITOR CENTER -- \$72,500 (50% of budget)

The Tourism Entity will continue to operate a year-round visitor center – known as Wisconsin Welcome Center-Platteville, one of six such official locations throughout the State of Wisconsin. Winter hours of operation will be Monday-Friday from 8AM-5PM from November 1st through April 30th, and summer hours of Monday-Friday 8AM-5PM, Saturdays 10AM-4PM and Sundays from 10AM-2PM from May 1st through October 31st.

Expenses include rent of a portion of the Chamber office, staffing, equipment (such as phones, computers, copy machine), supplies, postage (for sending out visitor packets and Platteville Community Guides), free wifi to visitors and assistance with internet searches for the convenience of our visitors. Many visitors complement our staff and facilities.

Staff continue to be trained to greet visitors and “sell Platteville” by promoting hotels, restaurants, attractions, events, and retail in our community. Additional duties include general housekeeping, stocking and ordering brochures, giving directions, tracking visitors, answering phones, distributing maps, helping with itineraries, sharing history and current events.

Rent (includes utilities, equipment usage) =	\$13,800
Office supplies/Postage/Dues/Subscriptions =	\$5,000
Staffing = 40 hours per week November 1 st -April 30 th and 50 hours per week May 1 st through October 31 st) =	<u>\$53,700</u>
	\$72,500

2. **DESTINATION MARKETING — \$33,350 (23% of budget)**

- **Lamar Advertising-Dyersville Billboard** (\$8,000) 72,000 views weekly
- **Midwest Living Magazine** (\$6,000-half page) audience of 2.2 million in the US, includes reader response program & editorial
- **Department of Tourism Travel Wisconsin Travel Guide** – (\$5,400-full page) - 200,000 copies distributed annually
- **Advent Media Group (AMG)-Woman’s Day & Good Housekeeping** (\$3,500-full-page) Readership 38,591, Subscribers 9219
- **Platteville Community Guide-** (\$3,000) 17,500 copies w/6,200 inserted into Grant & Lafayette County Shopping News
- **On Wisconsin Outdoors-** (\$500 x 6 publications = \$3,000-1/4 pg) 100,000 total copies w/ 50,000 distributed in 440 Kwik Trip Stores, 35,000 subscribers, 15,000 to outdoorsmen
- **The Galenian** (\$1,600 x 2 editions full page) – Published by the Galena Gazette in Galena, IL. Over 47,000 copies are printed in each spring and fall edition.
- **Dubuque Travel Guide-** (\$1,970-1/2 page) – 70,000 copies are produced and distributed at travel shows and are available to the 1.5 million visitors to the Dubuque area each year
- **Great River Road** publication – (\$1,850-full page)
- **Grant County Activity Guide** – (\$1,400-full page inside cover) 37,000 copies published and distributed throughout the Midwest.
- **Shopping News “Day Tripper”** – (\$600x 2) Spring & Fall Editions-Full page
- **Northwoods Map (WI Travel Atlas)-** (\$1,100-1/8 page and listing, also on map)
- **TH Vacationland-**(\$500 x 2 editions 1/2 page for spring, full page for fall)
- **Quad City Times 101 Things to Do-**(\$600 x 2 editions-1/8 page spring & fall)

- **Joint Effort Marketing w/Platteville Economic Partners**-(1,000)
- **Miner’s Ball sponsorship** (The Mining & Rollo Jamison Museums)-(\$1,00)
- **Dining & Destinations**-(500 x 2, full page) Beloit/Janesville market spring & fall publication
- **Platteville Journal “Exploring the Tri-States”** – (525 full page)
- **Southwest Wisconsin Chamber Alliance Joint Effort Marketing** (500)
- **PCA Trail Map**-(500)
- **Grant County Tourism Marketing support** – (500)
- **TH Farm Life magazine**-(450 full page)
- **DBQ 365 Magazine**-(399-1/2 page)
- **Super 8 Motel & Luxury Suites**-(300) in-room publication
- **Along the River**- (300 -1/8 page)
- **Hidden Valleys**- (300 1/8 page)

3. WEBSITE/SOCIAL MEDIA – \$8,700 (6% of budget)

The Tourism Entity plans to maintain and update the Chamber’s website – www.Platteville.com – to help promote attractions and events for the whole community in an effort to encourage tourism. This information is available 24 hours a day, 365 days a year and is consistently monitored and updated.

The Tourism Entity will put a major emphasis on utilizing social media venues such as Facebook and Instagram marketing and has created the new Facebook Page, Discover Platteville WI. This new venture has drawn over 14,000 views in its first month. This will also help us to utilize video and drone footage that we have already produced and should allow us more opportunity to explore potential digital marketing programs.

The Tourism Entity is an official Extranet Partner with the Wisconsin Department of Tourism, the responsibilities of which are to update the Department about Platteville and area events/promotions. As such, the Tourism Entity will continue to provide updates onto the Wisconsin Department of Tourism website – www.travelwisconsin.com. This statewide database has information on lodging, dining, attractions and events for our community. The Tourism Entity also provides the Department of Tourism with updates on the fall color, snow, hiking, and biking trails, local photos and details about attractions and upcoming events.

The Tourism Entity will also contribute marketing information (events, attractions, lodging, etc.) to the Grant County website, www.grantcounty.org.

Staffing = 255 hours + freelance assistance	\$6,700
Chamber website maintenance	\$2,000

Wish List Items:

- Staffing for additional website/social media outreach including digital
- Add Platteville destinations and attractions to other platforms (Tripadvisor, etc.)

4. CALENDAR OF EVENTS/PUBLIC RELATIONS -- \$8,700 (6% of budget)

The Tourism Entity will continue to advertise local events through their website online calendar, the Platteville Community Guide, Department of Tourism publications, area newspapers & tourism publications – Hidden Valley publication, Telegraph Herald Vacationland, Day Tripper and Exploring the Tri-States. In addition, the Tourism Entity includes events in their monthly newsletter calendar and produces a “Holiday Calendar of Events” for the community. The Tourism Entity will also utilize print, radio, website and social media advertising for community events. All of our events and promotions will be submitted to the Department of Tourism’s website – www.travelwisconsin.com. Plans are to increase the ‘free’ submissions to sites that allow them. We have also been sending UW-Platteville weekly calendar of events notifications to promote to all athletes families attending Home Games.

The Tourism Entity will also write and distribute press releases, produce media kits and continue to maintain a very successful relationship with the Wisconsin Department of Tourism. We provide editorial for many publications as well, including Vacationland, the Grant County Travel Planner, our own Platteville community guide, plus many others. We also have radio interviews as necessary during which we promote the Welcome Center and community events. Travel and training expenses will also be allocated under this category. We intend to foster partnerships to develop day trips and tours to promote our community and region.

Staffing =	\$6,700
Travel/training expenses	\$2,000

5. EVENT LISTINGS & PROJECTS -- \$17,400 (12% of budget)

As the Tourism Entity, we realize that events and miscellaneous projects are a great draw for visitors. The Chamber’s efforts to create, organize and host multiple events each year have created annual events/festivals that are becoming increasingly popular and attendance has been on the upswing across the board. The Platteville Regional Chamber’s signature events include:

- *Southwest Music Festival (Saturday, July 20, 2024)
- *Bi-Annual Ag-tourism “Farm to Table Dinner” event (Date TBD)
- *77th Dairy Days Parade (Saturday, September 14, 2024)

We will continue to locally promote other community events such as Dairy Days, 4th of July, and all events hosted and coordinated by The Mining & Jamison Museums, including a top tier sponsorship to the Miner’s Ball. And we will also promote events hosted and coordinated by UW-Platteville’s Center for The Arts and Athletic Department. This promotion will be done by way of print, social media, and email notices. Moving forward, we plan to promote these signature events to areas outside our local area to reach farther. We wish to broaden our advertising area to partner more with Dubuque, Dyersville, Galena, and other regional communities and entities.

Staffing = \$17,400

7. CONTRACT ADMINISTRATION -- \$4,350 (3% of budget)

These are costs specifically allocated to the cost to administer the tourism entity contract. It includes staff attendance at monthly City Tourism Committee meetings and designated City Council meetings, monthly reports, cost of accountant and legal fees, and compilation and production of the annual report.

Staffing = \$2,150

Accounting/Legal Fees = \$2,200

WISH LIST ITEMS IF REVENUES EXCEED BUDGET (in no particular order):

- Digital Marketing
- Drone videos
- Billboard Continuation
- ATV/UTV trail videos
- UW-Platteville Athletics & CFA
- Social Media boosting

PROPOSED 2024 TOURISM BUDGET

	2022	2023	2024*
1. Visitor Center (50%)	\$57,500	\$60,000	\$72,500
2. Destination Marketing (23%)	26,000	27,600	33,350
3. Website/Social Media (6%):	7,000	7,200	8,700
4. Public Relations & Events Calendar (6%):	6,900	7,200	8,700
6. Events/Projects (12%):	14,150	14,400	17,400
7. Contract Administration (3%):	<u>3,450</u>	<u>3,600</u>	<u>4,350</u>
TOTAL EXPENDITURES	\$115,000	\$120,000	\$145,000*

*This year's budget calculation is based on a 5% increase over the actual realized room tax revenue from 2023 rather than over last year's budget as has been done the past several years.