

**CITY OF PLATTEVILLE
TOURISM COMMITTEE MEETING
FIRST FLOOR CONFERENCE ROOM – 4:00 p.m.**

**August 27, 2024
Minutes**

Members Present: Deb Rice, Kathy Kopp and Michael Breitner

Others Present: Wayne Wodarz, Michael Walsh, Cody Grabhorn and Jodie Richards

1. Call to order: Deb Rice called the meeting to order at 4:00 p.m.
2. Election of Officers
 - A. Chair: Breitner nominated Deb Jenny as Chairperson. Rice second. Motion carried.
 - B. Secretary: Kopp nominated Terry Malliet as secretary. Breitner second. Motion carried.
 - C. Vice Chair: Rice volunteered to serve as Vice Chair. Breitner second. Motion carried.
3. June 6, 2024 minutes: Motion by Breitner, second by Kopp to approve. Motion carried.
4. Old Business: None.
5. New Business:
 - A. Second Quarter Room Tax Report: Wayne Wodarz presented.
6. Tourism Entity Report: Wayne Wodarz presented.
7. Partner Organization Reports:
 - A. Main Street Program:
 - Last Music in the Park of the season to take place on Thursday (August 29)
 - Music in the Park attendance is up 30% to previous years. Approximately 500 people a night have been attending.
 - Sunday, September 29 - Taste of Platteville
 - Saturday, October 5 - Fall Pub Crawl beginning at 3:00 p.m.
 - Saturday, October 26 - Sweet Treats on Main from 11 a.m. – 1:00 p.m.
 - Friday, December 13 – Holiday Magic on Main Street
 - B. Museums:
 - Mine Day and Bluegrass Fest coming up on August 10 – Would like to bring in more 20-40 year-olds, along with families.
 - Historic Re-enactment at Moundview Park to be held September 6-8.
 - Working with Elizabeth Osterholz from UW-Platteville on their tour guide training to include the mine/museums.
 - Haunted Mine Tours to take place on Saturday, October 26.
 - Researching options for carriage rides in December.

C. UW-Platteville:

- Welcome Weekend begins Saturday, August 31.
- Students are already returning, especially those in extra-curricular activities.
- First home football game will be Saturday, September 7.
- Career Fair on campus will take place September 24, 25 & 26.
- Homecoming is Saturday, October 12.
- Marching Pioneers will perform at halftime of the Green Bay Packers game on Sunday, October 20.
- Michael Breitner announced his relocation and resignation from UW-Platteville, which also includes his resignation from the Tourism Committee.

8. Public Comments: None.

9. Next Meeting: Thursday, November 14 at 4:00 p.m.

10. Adjournment: Motion by Breitner, second by Rice. Meeting adjourned at 4:44 p.m.

Respectfully submitted, Jodie Richards



PLATTEVILLE REGIONAL CHAMBER

TOURISM ENTITY REPORT

TO THE CITY OF PLATTEVILLE TOURISM COMMITTEE

August 20, 2024

1. Wisconsin Welcome Center summer hours: Mon to Fri, 8AM – 5PM, Sat 10AM – 4PM, and Sun 10AM – 2PM.
2. Visitors are coming through the Welcome Center at a steadier pace than last year, with numbers 8% over last year through July (1810 vs 1675). Many travelers have come from Nebraska, Kansas, Missouri, Texas, Colorado, and most certainly Illinois and Iowa.
3. Midwest Living Magazine was a prioritized budget item again this year. Through May, over 1,400 requests were made from last year's ad for packets of information on our community. Here is a copy of this year's ad. We have already mailed out over 450 packets of requested information. We are hopeful that this will encourage folks to come, visit, and explore.
4. The Southwest Wisconsin Chamber Alliance printed and distributed the 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 was shared between the partners with 5,000 copies printed.
5. Grant County Tourism 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.
6. The Grant County Tourism Council spent Tuesday, August 6th at the Wisconsin State Fair assisting Travel Wisconsin with passing out brochures specific to Grant County and our Communities during this day. Dena Nechkash represented the Platteville Regional Chamber, along with Denise Tolzman representing Platteville. Cassville and Lancaster were also represented. Drew Nussbaum was also on hand representing the Department of Tourism.
7. The Southwest Music Festival was a successful event once again. Attendance was slightly down but the event was just as profitable. Efforts are underway for next year's event.
8. We have continued the usage of a billboard in Dyersville, changing the messaging quarterly. This contract expires in October. Discussion on renewal will be taking place soon.
9. Financial report is attached.

2ND QUARTER 2024
CITY OF PLATTEVILLE ROOM TAX

TOTAL RECEIPTS	\$ 1,269,739.16
LESS EXEMPT RECEIPTS	<u>\$ (173,533.06)</u>
TAXABLE RECEIPTS	\$ 1,096,206.10
ROOM TAX RATE (5%)	X 5%
TOTAL ROOM TAX	<u>\$ 54,810.30</u>

2% MOTEL ADMINISTRATIVE FEE	\$ 1,096.21
28% CITY OF PLATTEVILLE PORTION	\$ 15,346.88
70% VISITOR & TOURISM PROMOTION COMMISSION	
(PAY PLATTEVILLE REGIONAL CHAMBER)	<u>\$ 38,367.21</u>
TOTAL ROOM TAX	\$ 54,810.30

ACCOUNT #100.56600.650.000

JANUARY 1, 2024 - JUNE 30, 2024
CITY OF PLATTEVILLE ROOM TAX

TOTAL RECEIPTS	\$ 2,147,461.13
LESS EXEMPT RECEIPTS	<u>\$ (339,907.10)</u>
TAXABLE RECEIPTS	\$ 2,487,368.23
ROOM TAX RATE (5%)	X 5%
TOTAL ROOM TAX	<u>\$ 90,372.69</u>

2% MOTEL ADMINISTRATIVE FEE	\$ 1,807.55
28% CITY OF PLATTEVILLE PORTION	\$ 25,304.25
70% VISITOR & TOURISM PROMOTION COMMISSION	\$ 63,260.88
TOTAL ROOM TAX	<u>\$ 90,372.69</u>

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

TOTAL RECEIPTS	\$ 2,505,429.91
LESS EXEMPT RECEIPTS	<u>\$ (443,502.43)</u>
TAXABLE RECEIPTS	\$ 2,948,932.34
ROOM TAX RATE (5%)	X 5%
TOTAL ROOM TAX	<u>\$ 103,096.38</u>

2% MOTEL ADMINISTRATIVE FEE	\$ 2,010.98
28% CITY OF PLATTEVILLE PORTION	\$ 27,677.43
70% VISITOR & TOURISM PROMOTION COMMISSION	\$ 73,407.97
TOTAL ROOM TAX	<u>\$ 103,096.38</u>

SUMMARY OF ROOM TAX COLLECTIONS:

(Past 8 Years)

<u>YEAR</u>	<u>QUARTER</u>	<u>CITY</u>	<u>TOURISM COMM</u>	<u>MOTEL ADM</u>	<u>TOTAL</u>
2024	1ST QTR.	\$ 9,957.37	\$ 24,893.68	\$ 711.35	\$ 35,562.40
	2ND QTR.	\$ 15,346.88	\$ 38,367.21	\$ 1,096.21	\$ 54,810.30
	3RD QTR.				\$ -
	4TH QTR.				\$ -
		<u>\$ 25,304.25</u>	<u>\$ 63,260.88</u>	<u>\$ 1,807.55</u>	<u>\$ 90,372.69</u>
2023	1ST QTR.	\$ 11,550.89	\$ 28,749.86	\$ 770.48	\$ 41,071.23
	2ND QTR.	\$ 16,126.54	\$ 44,658.11	\$ 1,240.50	\$ 62,025.15
	3RD QTR.	\$ 18,825.59	\$ 47,064.01	\$ 1,344.69	\$ 67,234.29
	4TH QTR.	\$ 14,061.08	\$ 35,152.69	\$ 1,004.36	\$ 50,218.13
		<u>\$ 60,564.10</u>	<u>\$ 155,624.66</u>	<u>\$ 4,360.03</u>	<u>\$ 220,548.79</u>
2022	1ST QTR.	\$ 9,113.74	\$ 22,784.35	\$ 650.98	\$ 32,549.07
	2ND QTR.	\$ 15,239.94	\$ 42,202.90	\$ 1,172.30	\$ 58,615.14
	3RD QTR.	\$ 18,567.78	\$ 46,419.44	\$ 1,326.27	\$ 66,313.48
	4TH QTR.	\$ 14,454.72	\$ 36,136.80	\$ 1,032.48	\$ 51,624.00
		<u>\$ 57,376.17</u>	<u>\$ 147,543.48</u>	<u>\$ 4,182.03</u>	<u>\$ 209,101.69</u>
2021	1ST QTR.	\$ 7,736.28	\$ 19,340.73	\$ 552.60	\$ 27,629.61
	2ND QTR.	\$ 14,516.05	\$ 36,290.15	\$ 1,036.86	\$ 51,843.07
	3RD QTR.	\$ 17,183.03	\$ 42,957.59	\$ 1,227.36	\$ 61,367.98
	4TH QTR.	\$ 13,133.78	\$ 32,820.35	\$ 932.08	\$ 46,886.21
		<u>\$ 52,569.15</u>	<u>\$ 131,408.81</u>	<u>\$ 3,748.90</u>	<u>\$ 187,726.86</u>
2020	1ST QTR.	\$ 7,674.21	\$ 19,185.56	\$ 548.17	\$ 27,407.94
	2ND QTR.	\$ 5,218.53	\$ 13,046.33	\$ 372.75	\$ 18,637.61
	3RD QTR.	\$ 10,617.63	\$ 26,544.06	\$ 758.40	\$ 37,920.09
	4TH QTR.	\$ 8,041.98	\$ 20,104.97	\$ 574.43	\$ 28,721.38
		<u>\$ 31,552.35</u>	<u>\$ 78,880.92</u>	<u>\$ 2,253.75</u>	<u>\$ 112,687.02</u>
2019	1ST QTR.	\$ 9,179.86	\$ 22,950.50	\$ 656.07	\$ 32,786.43
	2ND QTR.	\$ 14,002.11	\$ 35,004.42	\$ 999.78	\$ 50,006.31
	3RD QTR.	\$ 14,763.10	\$ 36,906.55	\$ 1,053.99	\$ 52,723.64
	4TH QTR.	\$ 12,333.53	\$ 30,832.96	\$ 880.60	\$ 44,047.09
		<u>\$ 50,278.60</u>	<u>\$ 125,694.43</u>	<u>\$ 3,590.44</u>	<u>\$ 179,563.47</u>
2018	1ST QTR.	\$ 9,828.76	\$ 24,573.26	\$ 702.64	\$ 35,104.65
	2ND QTR.	\$ 13,492.74	\$ 33,731.47	\$ 963.60	\$ 48,187.81
	3RD QTR.	\$ 15,762.04	\$ 39,405.08	\$ 1,125.85	\$ 56,292.97
	4TH QTR.	\$ 13,179.40	\$ 32,949.29	\$ 941.73	\$ 47,070.42
		<u>\$ 52,262.93</u>	<u>\$ 130,659.10</u>	<u>\$ 3,733.82</u>	<u>\$ 186,655.85</u>
2017	1ST QTR.	\$ 6,213.24	\$ 15,532.73	\$ 443.64	\$ 22,189.61
	2ND QTR.	\$ 10,012.50	\$ 25,031.89	\$ 715.45	\$ 35,759.84
	3RD QTR.	\$ 10,592.26	\$ 26,480.48	\$ 756.52	\$ 37,829.26
	4TH QTR.	\$ 9,989.08	\$ 24,972.49	\$ 713.42	\$ 35,674.99
		<u>\$ 36,807.08</u>	<u>\$ 92,017.59</u>	<u>\$ 2,629.03</u>	<u>\$ 131,453.70</u>
2016	1ST QTR.	\$ 5,814.45	\$ 14,536.31	\$ 415.40	\$ 20,766.16

2ND QTR.	\$ 8,512.06	\$	21,284.86	\$	610.02	\$	30,406.94
3RD QTR.	\$ 10,709.95	\$	26,772.82	\$	764.12	\$	38,246.89
4TH QTR.	\$ 8,049.68	\$	20,124.36	\$	575.04	\$	28,749.08
	<u>\$ 33,086.14</u>	\$	<u>82,718.35</u>	\$	<u>2,364.58</u>	\$	<u>118,169.07</u>