

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

**November 14, 2024
Minutes**

Members Present: Deb Jenny, Deb Rice, Kathy Kopp and Terry Malliet

Others Present: Wayne Wodarz, Michael Walsh, Cody Grabhorn, Bill Kloster, Doug Bartlett and Jodie Richards

1. Call to order: Deb Jenny called the meeting to order at 4:00 p.m.
2. August 27, 2024 minutes: Motion by Malliet, second by Rice to approve. Motion carried.
3. Old Business: None.
4. New Business:
 - A. Third Quarter Room Tax Report: Deb Jenny presented.
5. Tourism Entity Report: Wayne Wodarz presented.
6. Partner Organization Reports:
 - A. Main Street Program:
 - Taste of Platteville – mirrored last year’s results. Will hold again in 2025.
 - Sweet Treats on Main was successful. Approximately 1,200 people in attendance.
 - Shop Small begins Saturday, November 30. Working on guide for Main St. businesses.
 - Holiday Discount Card promotion. Chance to win a gift basket after receiving 10 punches (one from each participating business). Ends December 22, Drawing December 23.
 - Jolly Jingle Promotion – November 29 through December 14, 2024.
 - Holiday Magic on Main Street to be held Friday, December 13 from 5-8 p.m.
 - Friday, December 13 – Holiday Magic on Main Street
 - B. Museums:
 - Recently welcomed journalists from the BBC. Came from Madison to meet with Museums staff and walk around the facility. Will be featured in upcoming hour-long segment.
 - Haunted Mine Tours took place on Saturday, October 26.
 - Tour Season: Approximately 3,000 people came to the museums for tours (1,300 school visitors).
 - Approximately 2,500 people attended the Historic Re-enactment. Platteville is on an upward trend with this event.
 - Plans for the December 13 Holiday Magic on Main event are in the works.
 - Miners Ball will be held Saturday, February 15.
 - In the process of scheduling Winter Lyceum presenters.

C. UW-Platteville: None.

7. Public Comments:

- Airport Commission Chairman, Bill Kloster and Airport Commission member & International Aerobatic Club - Chapter 1 (Chicagoland) member, Doug Bartlett shared information about an upcoming Aerobatic Competition event/contest to be held at the Platteville Airport July 17-20, 2025.

8. Next Meeting: Thursday, February 13 at 4:00 p.m.

9. Adjournment: Motion by Malliet, second by Rice. Meeting adjourned at 4:46 p.m.

Respectfully submitted, Jodie Richards

3RD QUARTER 2024
CITY OF PLATTEVILLE ROOM TAX

TOTAL RECEIPTS	\$ 1,416,047.36
LESS EXEMPT RECEIPTS	<u>\$ (208,745.11)</u>
TAXABLE RECEIPTS	\$ 1,207,302.25
ROOM TAX RATE (5%)	<u>X 5%</u>
TOTAL ROOM TAX	\$ 60,364.61

2% MOTEL ADMINISTRATIVE FEE	\$ 1,207.30
28% CITY OF PLATTEVILLE PORTION	\$ 16,902.08
70% VISITOR & TOURISM PROMOTION COMMISSION (PAY PLATTEVILLE REGIONAL CHAMBER)	<u>\$ 42,255.23</u>
TOTAL ROOM TAX	\$ 60,364.61

ACCOUNT #100.56600.650.000

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

TOTAL RECEIPTS	\$ 3,563,508.49
LESS EXEMPT RECEIPTS	<u>\$ (548,652.21)</u>
TAXABLE RECEIPTS	\$ 4,112,160.70
ROOM TAX RATE (5%)	<u>X 5%</u>
TOTAL ROOM TAX	\$ 150,737.30

2% MOTEL ADMINISTRATIVE FEE	\$ 3,014.86
28% CITY OF PLATTEVILLE PORTION	\$ 42,206.34
70% VISITOR & TOURISM PROMOTION COMMISSION	<u>\$ 105,516.11</u>
TOTAL ROOM TAX	\$ 150,737.30

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%)	<u>X 5%</u>
TOTAL ROOM TAX	\$ 170,330.67

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

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.	\$ 16,902.08	\$ 42,255.23	\$ 1,207.30	\$ 60,364.61
	4TH QTR.				\$ -
		<u>\$ 42,206.34</u>	<u>\$ 105,516.11</u>	<u>\$ 3,014.86</u>	<u>\$ 150,737.30</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>



PLATTEVILLE REGIONAL CHAMBER

TOURISM ENTITY REPORT

TO THE CITY OF PLATTEVILLE TOURISM COMMITTEE

November 14, 2024

1. Wisconsin Welcome Center fall/winter hours began on November 1st: Mon to Fri, 8AM – 5PM.
2. Through October 31st, we have had a 13% increase in visitors coming through the Welcome Center compared with last year, surpassing 3,000 year-to-date. 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 2024 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. Our Discover Platteville, WI Facebook page has reached over 41,759 views since its inception. We have 739 followers and have had over 600 link clicks and over 6,200 page visits. Some of our highest performing posts were the M Lighting last year with a reach of over 14,000, and our Day on the Farm event from last November with a reach of over 5,200. Dena Nechkash also created an art scavenger hunt brochure and assisted with our Fall Color Leaf Reporting. Recently we were interviewed for a Wisconsin Beat TV episode out of Green Bay that was put on our Facebook page yesterday. We are excited to expand our tourism efforts with her talent and guidance.
5. Grant County Tourism Council continues to be active. Our monthly meetings are well attended and rotate around the county. Our final meeting of the year will take place on November 21st. On the agenda will be a Chicago Trade show and the NFL Draft which will take place in Green Bay and should draw over 750,000 people into our great state. Work is beginning on the 2025 Activity Guide.
6. We have continued the usage of a billboard in Dyersville, changing the messaging quarterly. This contract was renewed in October and will run through October of 2025.
7. We collaborated with Main Street and our economic partners to once again host the Taste of Platteville in late September. We are presently working on our collaborative efforts towards the Magic on Main event, and hope to make it a bigger, better, and more festive event than last year.

Date: November 11, 2024

From: Doug Bartlett, Member, International Aerobatic Club, Chapter 1(Chicagoland)

To: Platteville Airport Commission

Subj: International Aerobatic Club (IAC) Sanctioned Aerobatic Contest at KPVB, July 17-20, 2025

IAC Chapter 1 (Chicagoland) is requesting formal approval from the Platteville Airport Commission to conduct an aerobatic contest at KPVB on July 17-20, 2025.

The IAC is a division of the EAA headquartered in Oshkosh, WI with chapters throughout the United States. The purpose of the IAC is to promote precision flying skills and aerobatic competition to its members. The IAC holds the United States National Aerobatic Championships each year in Salina, KS. The IAC also selects and supports the United States Advanced and Unlimited Aerobatic Teams for international competitions. The IAC conducts about 40 regional contest per year and has been running rules-based competitions for over 50 years.

The event would consist of Thursday/Friday practice days and Saturday/Sunday competition days. An estimate of 15 to 25 pilots would attend the competition the first year. These pilots will buy food, fuel, and hotel rooms during their stay. An aerobatic competition is not an air show. The community is encouraged to attend but attendance fees are not allowed per FAA regulations. If successful, Chapter 1 would like to make this contest an annual event.

As Contest Director, I will be responsible for obtaining the proper FAA waivers to conduct the practice and competition flights. There is no paperwork required by the Airport Manager. I am requesting the commissions support for the following:

- An aerobatic practice area above the KPVB airport to be used throughout CY2025 and CY2026. This area will be defined in detail to the FAA but will generally be west of Runway 15/33 and down to the surface. Doug Bartlett would be the responsible party for conducting safe operations within the FAA guidelines when this practice area is in use. It is expected the area would be active about 4 times per month.
- An aerobatic practice box for July 17-18, 2025, to support the aerobatic contest.
- An aerobatic competition box for July 19-20, 2025, to support the aerobatic contest.

Keeping costs to a minimum and providing an atmosphere that encourages comradery and future participation is important. Therefore, I am asking for the following support from the airport:

- Allowing pilots to hangar their aircraft in available space at no cost from July 17- July 21.
- Allow the Contest Director to use the courtesy cars available at the airport during the contest as needed.
- Allow the participating pilots and volunteers to get a \$0.50 reduction off the 100LL gas price during the July 17-21 period of the contest. I understand from the Airport Manager that this is a standard practice for all pilots during AirVenture at Oshkosh.
- Allow the Contest Director to use the two conference rooms for administration of the contest.
- Allow the Contest Director to use the hangar attached to the office for briefings, meals and hangar space as needed in support of the event.
- Allow the Contest director to use the airport's tables and chairs in support of the contest.
- Allow the Contest Director to place Port-a-Potties (rented by the chapter) in appropriate areas in support of the contest.
- Provide a waiver to the airport's policy allowing participating pilots and volunteers to consume alcohol on the airport from July 17 – July 20, 2025.

- Allow the Contest Director to place box markers on the airport property to define the aerobatic box (west of RWY 15/33). Some markers will need to be placed in the fields and the Contest Director will coordinate with the appropriate farmers requesting their approval.
- Allow the Contest Director to use ATVs on the airport property to maneuver personnel as needed to the judging lines and boundary judges.

For planning purposes, I am estimating 20 pilots for the competition. In its first year. Below are the expected expenses for the pilots (revenues to the area):

Fuel

Pilots keep a minimum amount of fuel in their airplanes (as allowed by an FAA waiver) for competition. If the weather is good, I would expect each pilot to practice 2 times and fly three competition flights. They would use about 3 gallons per flight or 15 gallons of 100LL for the event. Upon leaving for home or AirVenture, the pilots would fill their tanks upon leaving. I estimate this to be 30 gallons per plane. This gives a best guess of fuel at 900 gallons at \$5 per gallon or \$4,500 for the event.

Hotels

Some pilots are from the same family or will share hotel rooms to keep costs down. I anticipate 15 rooms on Friday and Saturday. I expect a few pilots to come early and stay late with 5 rooms on Thursday and Sunday. This gives me a total of 40 room/nights at the lowest cost \$109 plus tax, or approximately \$4,800 (40 X \$120).

Rental Cars

There are no rental cars available close to Platteville. This will be a problem for some pilots and may reduce participation. I have minimized this problem largely by getting 12-seat vans donated for our use by Rundee Auto Group of Platteville.

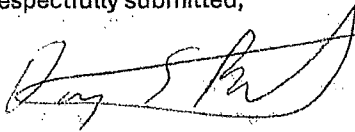
Restaurants

The pilots will support the restaurants close to the hotels because they will have limited transportation. I expect they will spend \$40 per person per day for food. My best guess with partial attendance on Thursday and Sunday, is that the total money spent at local establishments for food will be \$2,000.

As the Contest Director, I will be responsible for coordinating the event with the Airport Manager, IAC National and local organizations, and the FAA (including required NOTAMs). The Safety Plan will be reviewed and coordinated with the Airport Manager using the airport's current safety plan as the basis of the plan developed for the aerobatic contest. Each pilot is required to have appropriate insurance and the IAC has an insurance policy for such events. A copy of the insurance documents will be provided to the Airport Manager upon request.

I am asking for your support by approving the above requests.

Respectfully submitted,



Doug Bartlett
IAC Chapter 1 Member, IAC Director, IAC President Emeritus