

TOURISM COMMISSION

Monday, August 22, 2022

5:00 P.M.

This meeting will take place in person at Village Hall at 221 E. Cottage Grove Road.

1. Call To Order
2. Determination Of Quorum And That The Agenda Was Properly Posted
3. PUBLIC APPEARANCES-Public's Opportunity To Speak
4. Discuss And Consider The Minutes From The July 14, 2022 Meeting.

Documents:

[07-14-22 TOURCOM MINUTES.PDF](#)

5. Discuss And Consider Tourism Assistance Application Form.

Documents:

[VOCG_TAGFORM_2022-08-19.PDF](#)
[FITCHBURG TOURISM APPLICAITON.PDF](#)
[MONONA TOURISM GRANT PROGRAM](#)
[PACKET_09152020_202009151557456173.PDF](#)

6. Discussion On The Village's Upcoming Centennial Celebration.
7. Workshop Session For Commission To Consider Desired Outcomes Of Working With The Cottage Grove Chamber Of Commerce As A Tourism Entity. The Commission May Discuss And Consider Taking Action On This Agenda Item.
8. Future Agenda Items.
9. Adjournment

This agenda has been prepared by Staff and approved by staff for use at the meeting as listed above. Any item on the agenda is subject to final action. Notice: Persons needing special accommodations should call 608-839-4704 at least 24 hours prior to the meeting. It is possible that members of and possibly a quorum of members of other governmental bodies may be in attendance at the above stated meeting to gather information; no action will be taken by any governmental body at the above-stated meeting other than the governmental body specifically referred to above in this notice.

**VILLAGE OF COTTAGE GROVE
TOURISM COMMISSION
Thursday, July 14, 2022**

MINUTES

1. Call to order

Melissa Ratcliff called the meeting to order at 8:00 a.m. This was an in-person meeting.

2. Determination of quorum and that the agenda was properly posted.

It was determined that there was a quorum of members present and that the agenda was properly posted. In attendance were Britt Leach, Melissa Ratcliff, and John Williams. Paula Severson and Ander Victorine were absent and excused. Staff in attendance were Planning Director Erin Ruth, Deputy Administrator JJ Larson, and Communications Manager Gabe Altenbernd.

3. PUBLIC APPEARANCES – Public’s opportunity to speak. None.

4. Discuss and consider minutes from the June 7, 2022 meeting. Motion by Williams to approve minutes as presented, seconded by Leach. Motion carried with voice vote of 3-0-0.

5. Introduction of New Communications Manager Gabe Altenbernd. Altenbernd introduced himself and provided an overview of his duties.

6. Discussion of the Village’s Upcoming Centennial Celebration. Leach suggested ‘Past, Present, Future’ as a theme and noted that newcomers to the Village don’t know about the history of the Village. Ideas suggested included a website, videos, a time capsule, T-shirts, and a logo. Williams suggested working on a timeline of desired events and working backward to determine a timeline for tasks. Staff will conduct further research to determine the specific date of incorporation.

7. Workshop Session for Commission to Consider Desired Outcomes of Working with the Cottage Grove Chamber of Commerce as a Tourism Entity. Ruth provided an updated matrix that included feedback from the hotel’s general manager which provided more information about the hotel’s current clientele. Staff was directed to work on an application form to request funding and to contact Distillery, the marketing firm used by the CDA, to get a quote for a flyer.

8. Future Agenda Items. Further discussion regarding the centennial and marketing. Discussion occurred regarding the future meeting schedule. No date was selected. Ratcliff will provide some options to Ruth.

9. Adjournment. Motion by Williams to adjourn, seconded by Leach. Motion carried with voice vote of 3-0-0.

**Erin Ruth, Director of Planning & Development.
Village of Cottage Grove
Approved:**

These minutes represent the general subject matter discussed in this meeting but do not reflect a verbatim documentation of the subjects and conversations that took place.



Village of Cottage Grove
221 E Cottage Grove Rd
Cottage Grove, WI 53527

608.839.4704
608.839.4698
www.vil.cottagegrove.wi.gov

VILLAGE OF COTTAGE GROVE TOURISM ASSISTANCE GRANT APPLICATION

The Village of Cottage Grove’s Tourism Commission created the Tourism Assistance Grant to provide assistance to tourism related projects in the Village. The grants are funded by Room Tax dollars collected from local hotels and short-term rentals. Per state law, room tax dollars must be spent on endeavors that are likely to increase overnight stays in the municipality where they are collected.

Applications may be submitted at any time and will be considered at the next available Tourism Commission meeting. The Commission will make a determination on requests based on the likelihood that the project will increase overnight stays, the overall economic impact expected within the Village, and the availability of funds at the time of the request.

Please submit the completed application and any supplemental material you would like the Tourism Commission to consider to Erin Ruth, Director of Planning and Development, at eruth@villageofcottagesgrove.gov, or mail or deliver in person to Village Hall at 221 E. Cottage Grove Road.

APPLICANT INFORMATION	
Organization:	Contact:
Email:	Phone:
Mailing address:	
Event/project name:	
Event/project location:	
Event/project date:	
Date of request:	

EVENT/PROJECT INFORMATION	
Description of event/project:	
Describe how will this project promote overnight stays:	
Number of attendees expected:	Number of volunteers/workers expected:
Number of overnight room nights projected:	Total event/project budget:
Describe other funding sources:	Amount of request:
Applicant signature:	Date:

PROCESS:

- Submit application and any supporting documents no less than one week prior to Tourism Commission meeting.
- Applicant shall appear at the Tourism Commission meeting to present the request and answer any questions.
- Requests will typically be considered for approval at the same meeting.
- As a condition of approval, applicants will likely be requested to appear at a subsequent meeting after the event to report on the success of the event and the efficacy of the grant funding.



FITCHBURG CHAMBER VISITOR + BUSINESS BUREAU

your business community connection

The Fitchburg Chamber Visitor + Business Bureau, (FCVBB), is the City of Fitchburg's Tourism Entity. The FCVBB supports and develops tourism projects, both corporate and leisure, that will contribute to our vibrant local economy.

Fitchburg has currently identified the following opportunities for tourism in our community:
(Opportunities may not be limited to the following)

Cultural: Events/ Activities

Biking: Events /Activities

Corporate: Attraction / Conferences /Training / Special Events

Sporting and Fitness: Events /Activities

Brand Extension: Promotion / Marketing

If you believe your request will enhance our local tourism climate. Please fill out the form for our Tourism Committee to review. Reviews for requests are done quarterly.

We encourage you to contact us for more information and to share your project goals. Thank you for your time and for contributing the Tourism Culture in Fitchburg Wisconsin.

Criteria for consideration: ***Any funded project, service, or development is required to be reasonably likely to generate paid overnight stays at Fitchburg lodging properties, market or promote the City of Fitchburg and extend its brand beyond the region.***

Date of application: _____

Fitchburg Chamber of Commerce Tourism Support Application

Name of event:

Name of individual/group sponsoring event:

Location of the event:

Have you obtained a permit for the location? Yes No N/A

Please list the dates and time for all days of the event:

Day	Date	Start time	End time
<i>Monday</i>	<i>October 30, 2006</i>	<i>10:00 a.m.</i>	<i>5:00 p.m.</i>

Sample

Description of event (activities, etc.):

Purpose of event:

Will this be an annual event? Yes No

Estimated number of attendees? _____

Demographic information on attendees (local/out of town, ages, etc.):

What will be the benefit of this event to the local/regional community?

What are the reasons you have chosen Fitchburg as your site for event / activity?

Will this event or activity generate room nights at our local hotels? If so do you have an estimate of how many?

How is the event funded? (Please provide all funding sources)

What is your total budget for the event/activity that you are requesting Tourism support in Fitchburg? _____

What support is being requested from the Fitchburg Chamber Tourism Committee? If dollars are requested, what will they be specifically be used for?

Please provide any additional information that you think is important for us to know when considering your request.

Thank you for contributing the Tourism Culture in Fitchburg Wisconsin.

Please provide your contact information: Name, Address, Phone, and Email Address:

Please note:

If a request is honored, recipients are required to report back to the committee with details of the success/ challenges/ finances and future of the event or activity. At the time the request is honored an appointment with the committee will be scheduled to report back.

An honored request does not guarantee or imply that the request will be honored again.

All requests are reviewed annually.



5211 SCHLUTER ROAD ■ MONONA, WI 53716-2598
CITY HALL (608) 222-2525
FAX (608) 222-9225
<http://www.mymonona.com>

Re: Monona Tourism Grant Application for 2020-2021

The purpose of the City of Monona Tourism Grant program is to provide financial investments for tourism-related projects, marketing projects, and/or events that promote and develop tourism in the City of Monona which substantially increases overnight stays within the city. Each application to the grant program will be individually reviewed by the Monona Tourism Commission to determine its potential economic impact on local lodging accommodations.

Applications for the 2020-2021 funding cycle must be received by **5:00 p.m. on October 16, 2020**, in order to be eligible for review by the Commission. In lieu of the budget worksheet included with the application form, applicants may submit comparable budgetary documentation. Applicants are **strongly** encouraged to attend a mid-October Tourism Commission meeting (date will be shared with applicants once determined) to review their application(s) and answer any Commissioner questions. The Commission may elect to open a second round of applications at a later date, if funding allows, and will provide notification of any additional funding rounds.

In the event that restrictions due to COVID-19 prevent applicants from completing a proposed project, awarded funds may be carried over to the following year upon approval by the Commission.

Funding Priorities for Monona Tourism Grant Funds:

As required by the Wisconsin Local Room Tax laws, projects must attract visitors to the City of Monona. Priority for funding will be given to unique projects that specifically (among other priorities):

- Generate overnight stays in City of Monona lodging facilities;
- Produce marketing projects, including advertising media buys, creation and distribution of printed or electronic promotional tourist materials, or efforts to recruit conventions, sporting events, or motor coach groups; or
- Provide transient tourist informational services.
- Additional consideration will be given for projects that generate additional tourism-related tax dollars within the City of Monona.

Past successful grant projects have included marketing support for a Lake Monona sailing regatta, the creation of a Visit Monona tourism marketing website, a community music festival, and a pocket guide to area businesses around Lake Monona.

POLICE DEPARTMENT
5211 Schluter Road
222-0463

COMMUNITY CENTER
1011 Nichols Road
222-4167

MONONA SENIOR CENTER
1011 Nichols Road
222-3415

FIRE DEPARTMENT
5211 Schluter Road
222-2528

A copy of the Monona Tourism Grant program application and associated cost worksheet is attached to this letter. For additional questions regarding the Tourism grant program, please contact City Administrator Bryan Gadow, at BGadow@ci.monona.wi.us or 608-222-2525.

Thank you for your interest. We look forward to reviewing your submission!

Sincerely,
Andrew Kitslaar
Monona Tourism Commission Chair

POLICE DEPARTMENT
5211 Schluter Road
222-0463

COMMUNITY CENTER
1011 Nichols Road
222-4167

MONONA SENIOR CENTER
1011 Nichols Road
222-3415

FIRE DEPARTMENT
5211 Schluter Road
222-2528



CITY OF MONONA TOURISM GRANT APPLICATION FORM

For more information, see Monona Municipal Code Title 63, Article III, 66.0615 Wis. Stats., or contact the City Administrator with any questions at (608)222-2525 or bgadow@ci.monona.wi.us

APPLICANT INFORMATION:	
Organization:	Contact:
Email:	Phone:
Mailing Address:	
Event / Project Name:	
Location of Event / Project:	
Date(s) of Event / Project:	
EVENT OR PROJECT INFORMATION:	
Type of Event/Project: <input type="checkbox"/> Performing Arts <input type="checkbox"/> Cultural <input type="checkbox"/> Festival <input type="checkbox"/> Marketing/Info <input type="checkbox"/> Other:	
Description of Project or Event:	
Please describe how this event or project will promote overnight hotel stays:	
Number of Attendees Expected:	Number of Volunteers Expected:
Projected Number of Overnight Hotel Stays:	Number of Hotel Stays Previous Year:
How are you marketing this event or project?	
Event or Project Budget - <i>Attach Budget Worksheet</i>	Amount of Funding Requested:
Use of Tourism Funds:	
Applicant Signature	Date:

APPLICATION PROCEDURES:

- Submit completed application and budget worksheet forms (or similar documentation) by: **October 15, 2020**
- Appear before the Tourism Commission to present request and answer questions about your application.
- Funds available this round: Up to \$52,688.00
- Deadline for expenditure of awarded funds: December 31, 2021

Other requirements:

- Submit electronic (PDF) files of all applications via email to the City Administrator at bgadow@ci.monona.wi.us.

For Tourism Commission Use Only

Date Approved by Commission:

Amount Awarded:

Chair Signature:

Attach conditions for approved grants.

COST ESTIMATE WORKSHEET FOR TOURISM FUNDING

	RATE	#	QTY	TOTAL
LABOR AND SERVICES				
Applicant's Staff Labor / Hour			hours	
Consultant / Contracted Service				
Volunteer Labor			hours	
EQUIPMENT				
SUPPLIES				
CASH (OUT OF POCKET) EXPENSES				
Hired Consultants / Contractors				
Purchased Equipment				
Purchased Supplies				
OTHER FUNDING SOURCES / PROJECT PARTNERS (LIST ALL):				
Grants				
Donations				
ESTIMATED TOTAL				\$