

**REGULAR MEETING**  
**Tourism Commission**

October 10, 2016  
Rec Center  
2442 Sims Ave.  
Meeting Room  
2:15 p.m.

**AGENDA**

***Discussion and Possible action on:***

1. Roll Call
2. Approval of the September 17, 2016 Minutes
3. Approval of Contract with Steven Point Area Convention & Visitors Bureau
4. Recommendation on 2017 Funding requests
5. Review of past Application form
6. Adjournment

Meeting Rider

Any person who has special needs while attending this meeting or needing agenda materials for this meeting should contact the City Clerk as soon as possible to ensure a reasonable accommodation can be made. The City Clerk can be reached by telephone at (715) 346-1569, TDD # 346-1556 or by mail at 1515 Strongs Ave., Stevens Point, WI 54481.

Copies of ordinances, resolutions, reports and minutes of the committee meetings are on file at the office of the City Clerk for inspection during normal business hours from 7:30 a.m. to 4:00p.m.

**SPECIAL NOTICE**

**Please take notice that a quorum of the Common Council, City Boards/Commissions may attend this meeting.**

## Willett Arena

The Willett is general open from the first week in September until the second week in April. An average year we will have around 180,000 people through the front doors of the building. The Willett also doubles as the facility providing amenities for the Community Stadium. The staff consists of two fulltime and 15 – 20 seasonal. Below I've listed some of our major users of the Willett and Stadium

User Groups:

### Willett Arena

UW-SP – Men's Hockey, Intramurals  
SAPSH – Men's Hockey (varsity & JV), Women's Hockey  
Crystal Ice Figure Skating Club  
Grand Masters  
Whitetail Women's Hockey  
Learn to Skate Program  
Ice Show  
WAHC Tryouts

### Community Stadium

UW-SP – football, soccer  
SPASH – football, track  
Pacelli  
YMCA  
Youth Area Football  
Track Meets – Invites, Regions, Sectionals

## Riverfront Arts Center

The Riverfront Arts Center hosts seven exhibits every year, ending the year with the annual Gift gallery. The exhibits feature local, region and sometime national artist. The Center also hosts workshops from time to time. It is staff by one part-time person, with all other help being provided by volunteers. The Center is open year around Tuesday- Friday 10:00am – 5:00pm and Saturday & Sunday 10:00am – 3:00pm.

## Riverfront Rendezvous

An annual three to four day event that happens around the July 4<sup>th</sup> weekend every year in Piffner Pioneer Park. The event draws over 50,000 people every year for a weekend of music, food, games and fireworks. Music is the main attraction of the event featuring local, regional and national acts all free of charge.



Stevens Point - *Your community art gallery*

## 2016 Exhibit Schedule

*(Dates/details may change slightly as the year unfolds.)*

### **Jan 22—Feb 21 ..... Winter's Garden**

Juried exhibition of floral/botanical/garden related art, featuring fresh blooming plants, fundraiser sale.

Reception, Fri, Jan 22, 5 - 7 pm \* Submissions due Mon, Jan 4 or Tue, Jan 5, (also pick up Gift Gallery)

### **Mar 1—Mar 22 ..... Emerging Artists**

Area student artwork grades 7 - 12 Reception, Sunday, March 6, 1 - 3pm Submissions due Mon, Feb 22

### **Mar 25—Apr 5 ..... Peeps Art Show**

Fun artwork made from candy Peeps \* submit up to 2 pieces (plus entry fee) \* Submissions due, Tue, Mar 22 - Fri, Mar 27, 11am - 4pm. Closed EASTER, April 3 Must pick up on Apr 6 & 7

### **Apr 22—Jun 2 ..... All About Tress**

\* Photos of online submissions due, Mon, Mar 21. Juried and Invitational Art Duo Tue/Wed, Apr 5 & 6, Reception, Apr 22, 5 - 7 pm. End of show pickup, Sun, Jun 5, 2-4pm & Tues, Jun 7, 11-4pm.

### **Jun 23—Jul 24 ..... Visions XVIII**

17th annual juried exhibit, open medium, Theme: Artist's Vision \*Submissions due June 5 & 7 for jury \* submit up to 2 pieces (plus entry fee per piece) Reception, Thu, Jun 23, 5 - 7pm. End of Show pick up, Sun, 7/24 & Tues 7/26

### **Aug 4—Sep 4 ..... Community Photo Exhibit**

Theme: Shapes, Shadows, and Reflections \* submit up to 3 pieces (plus \$7 per entry) Non-juried, 8"x10" prints only, (matted by RAC) only theme related photos please. \* Submit between Jun 30 - July 7 Reception, Thu, Aug 4, 5 - 7pm End of show pick up, 9/4 & 9/5

### **Sep 16—Oct 23 ..... TBA**

Invitational exhibit Reception, Fri, Sep 16, 5 - 7pm

### **Nov 11—Dec 23 ..... Gift Gallery**

By invitation, submissions due Oct 27 & 28, (plus \$10 entry fee) Reception, Fri, Nov 11, 4 - 7:30 pm

715-343-6251 sprac@fibernetcc.com

Face book: Riverfront Arts Center (updated 11/11/15)

Account Number	Account Title	2015 Prior year Budget	2016 Current year Budget
<b>WILLETT ICE ARENA FUND</b>			
<b>PUBLIC CHARGES FOR SERVICE</b>			
249.46.50950.55	(T) ICE FACILITY GEN REV	.00	15,000
249.46.50953.55	(NT) SKATING LESSON REV	.00	25,500
249.46.50955.55	(NT) HOCKEY LESSON REV	.00	.00
249.46.50956.55	(T) ICE FACILITY RENTAL REV	.00	17,000
249.46.50957.55	(NT) ICE FACILITY RENTAL REV	.00	140,000
249.46.50958.55	(T) PRO SHOP SALES REV	.00	100
249.46.50960.55	(NT) ICE CONCESSION REV	.00	500
249.46.50961.55	(T) ICE SKATE SHARPENING REV	.00	2,000
249.46.50963.55	ICE FACILITY-AMUSEMENT DEV	.00	750
249.46.50964.55	(T) ICE SKATE RENTAL REV	.00	6,500
249.46.50966.55	(T) ICE SHOW ADMISSION REV	.00	14,000
249.46.50967.55	(T) NON ICE/FACILITY REV	.00	2,500
249.46.50968.55	(NT) NON ICE FACILITY REV	.00	500
249.46.50969.55	(T) ICE FACILITY MISC REV	.00	500
249.46.50970.55	(NT) MISC ICE FACILITY REV	.00	.00
249.46.50971.55	ARENA CONCESSION REVENUE	.00	90,000
249.46.50972.55	ARENA ADVERTISING	.00	12,000
Total PUBLIC CHARGES FOR SERVICE:		.00	326,850
<b>OTHER FINANCING SOURCES</b>			
249.49.19202.59	TRANSFER FROM FUND 202	.00	80,000
Total OTHER FINANCING SOURCES:		.00	80,000
<b>CULTURE, RECREATION &amp; EDUCATION</b>			
<b>WILLETT ICE ARENA</b>			
249.55.50450.1400	SEASONAL EMP WAGES	.00	86,600
249.55.50450.1450	SKATING INSTRUCTOR WAGES	.00	12,250
249.55.50450.1900	EMPLOYER CONTRIB/WISC RET	.00	2,836
249.55.50450.1910	EMPLOYER CONTRIB/S.S. TAX	.00	1,433
249.55.50450.1920	EMPLOYER CONTRIB/LIFE INSUR	.00	7
249.55.50450.1930	WORKERS COMPENSATION PREM	.00	3,361
249.55.50450.1940	I.C. INSURANCE PREMIUM	.00	75
249.55.50450.2200	GENERAL UTILITY CHARGE	.00	92,617
249.55.50450.2204	WATER/SEWER UTIL CHARGES	.00	19,443
249.55.50450.2601	ICE EQUIP MAINT/REPAIRS	.00	17,000
249.55.50450.2702	GENERAL EQUIPMENT REPAIRS	.00	20,000
249.55.50450.3000	GENERAL OFFICE SUPPLIES	.00	1,500
249.55.50450.3008	SAFETY EQUIPMENT/SUPPLIES	.00	500
249.55.50450.3202	MEMBERSHIP DUES	.00	1,000
249.55.50450.3301	MILEAGE EXPENSES	.00	200
249.55.50450.3450	GENERAL PROMOTIONAL SUPPLIES	.00	4,500
249.55.50450.3505	TOOLS & RELATED SUPPLIES	.00	500
249.55.50450.3551	GEN JANITORIAL SUPPLIES	.00	5,000
249.55.50450.5000	MISCELLANEOUS EXPENSES	.00	7,000
249.55.50450.5854	RECREATION SPEC EVENT EXP	.00	8,000
249.55.50450.5865	ARENA WAGE EXPENSE	.00	49,228
249.55.50450.5910	GEN SEMINAR/EDUCATION EXP	.00	1,000
Total WILLETT ICE ARENA:		.00	334,050

Account Number	Account Title	2015 Prior year Budget	2016 Current year Budget
ARENA CONCESSIONS			
249.55.50451.1400	SEASONAL EMP WAGES	.00	16,500
249.55.50451.1900	EMPLOYER CONTRIB/WISC RET	.00	.00
249.55.50451.1910	EMPLOYER CONTRIB/S.S. TAX	.00	239
249.55.50451.1930	WORKERS COMPENSATION PREM	.00	561
249.55.50451.3001	GENERAL SUPPLIES	.00	40,000
249.55.50451.3025	GENERAL EQUIP PURCHASE	.00	1,500
249.55.50451.5970	COMMISSION PAYMENTS	.00	14,000
Total ARENA CONCESSIONS:		.00	72,800
Total CULTURE,RECREATION & EDUCATION:		.00	406,850
WILLETT ICE ARENA FUND Revenue Total:		.00	406,850
WILLETT ICE ARENA FUND Expenditure Total:		.00	406,850
Net Total WILLETT ICE ARENA FUND:		.00	.00

Account Number	Account Title	2015 Prior year Budget	2016 Current year Budget
<b>ROOM TAX FUND</b>			
<b>TAXES</b>			
202.41.00210.55	HOTEL/MOTEL TAXES	675,000	740,000
202.41.00215.55	ROOM TAX SPLIT FOR GRANT'S	.00	.00
202.41.00810.55	INT/PENALTY DELINQ. ROOM TAX	.00	.00
Total TAXES:		675,000	740,000
<b>MISCELLANEOUS REVENUE</b>			
202.48.00100.51	INV. INTEREST REVENUE	20,000	20,000
202.48.00208.55	PARKS CONST REIMB/DONATIONS	2,000	2,000
202.48.00210.55	ARTS CENTER BLDG RENTAL REVENUE	500	500
202.48.00300.55	ARTS CENTER SALES	22,000	21,500
202.48.00310.55	ARTS - ENTRY FEES	4,500	6,000
202.48.00540.55	ARTS - SPONSORSHIP REVENUE	100	100
202.48.00550.55	ARTS CENTER - MISC DONATION \$	3,000	3,000
202.48.00551.55	ARTS CENTER CAP PROJ DONATIONS	100	100
202.48.00900.55	ARTS CENTER - MISC REVENUE	100	100
202.48.00950.55	CAPITAL (GAIN)/LOSS ON INVEST	.00	.00
202.48.00954.55	UNREALIZED (GAIN)/LOSS ON INV	.00	.00
Total MISCELLANEOUS REVENUE:		52,300	53,300
<b>OTHER FINANCING SOURCES</b>			
202.49.00310.55	FUND BALANCE USEAGE ACCOUNT	40,357	27,912
Total OTHER FINANCING SOURCES:		40,357	27,912
<b>WEED HARVESTOR MAINT.</b>			
<b>WEED HARVESTOR MAINT.</b>			
202.53.00642.1300	MECHANIC'S WAGES	2,000	.00
202.53.00642.1900	EMPLOYER CONTRIB/WISC RET.	136	.00
202.53.00642.1910	EMPLOYER CONTRIB/S.S. TAX	153	.00
202.53.00642.1930	WORKERS COMPENSATION PREM	179	.00
202.53.00642.3501	VEHICLE PARTS & SUPPLIES	.00	.00
Total WEED HARVESTOR MAINT.:		2,468	.00
Total WEED HARVESTOR MAINT.:		2,468	.00
<b>ARTS EXPENDITURES</b>			
<b>FIREWORKS/CELEBRATION</b>			
202.55.00340.7100	FIREWORKS SUBSIDY DISB	10,000	10,000
Total FIREWORKS/CELEBRATION:		10,000	10,000
<b>RIVERFRONT CELEB. PROGRAM</b>			
202.55.00360.7100	RIVERFRONT SUBSIDY DISB	25,000	25,000
Total RIVERFRONT CELEB. PROGRAM:		25,000	25,000
<b>ARTS COUNCIL</b>			
202.55.00375.1470	PART TIME EMPLOYEE WAGES	22,735	22,901
202.55.00375.1900	EMPLOYER CONTRIB/WISC RET.	1,546	1,511
202.55.00375.1910	EMPLOYER CONTRIB/S.S. TAX	1,739	1,752

Account Number	Account Title	2015 Prior year Budget	2016 Current year Budget
202.55.00375.1930	WORKERS COMPENSATION PREM	39	30
202.55.00375.1950	MEDICAL INSURANCE PREM	.00	.00
202.55.00375.2200	GENERAL UTILITY CHARGES	245	2,194
202.55.00375.2203	TELEPHONE UTILITY CHARGES	585	524
202.55.00375.3006	POSTAGE	1,000	1,000
202.55.00375.3550	GENERAL BUILDING MAINT SUPPL	1,000	1,000
202.55.00375.5000	MISCELLANEOUS EXPENSES	800	800
202.55.00375.5856	ARTS EXHIBITION EXP.	25,000	22,000
202.55.00375.5930	ARTS CNTR CAP PROJ DONATION EX	.00	.00
<b>Total ARTS COUNCIL:</b>		<b>54,689</b>	<b>53,712</b>
<b>SPECIAL EVENTS</b>			
202.55.00380.5000	MISCELLANEOUS EXPENSES	12,500	12,500
<b>Total SPECIAL EVENTS:</b>		<b>12,500</b>	<b>12,500</b>
<b>Total ARTS EXPENDITURES:</b>		<b>102,189</b>	<b>101,212</b>
<b>CONVENTION &amp; TOURISM</b>			
<b>CONVENTION &amp; TOURISM</b>			
202.56.00710.7100	CONV & TOURISM SUBSIDY DISB	315,000	345,000
<b>Total CONVENTION &amp; TOURISM:</b>		<b>315,000</b>	<b>345,000</b>
<b>Total CONVENTION &amp; TOURISM:</b>		<b>315,000</b>	<b>345,000</b>
<b>CAPITAL OUTLAY</b>			
<b>CENT WIS CHILDREN'S MUSEUM</b>			
202.57.55121.5000	CENTRAL WI CHILDRENS MUSEUM	20,000	.00
<b>Total CENT WIS CHILDREN'S MUSEUM:</b>		<b>20,000</b>	<b>.00</b>
<b>OUTLAY - WILLETT ARENA</b>			
202.57.70646.2918	CONTRACTED PAINTING CHARGES	.00	.00
202.57.70646.8670	RENOVATE BLEACHERS	75,000	.00
202.57.70646.8673	LOCKER ROOM PROJECTS	18,000	7,500
202.57.70646.8675	REPLACE SOUND SYSTEMS	.00	.00
202.57.70646.8677	REPLACE FLOORING	17,000	.00
202.57.70646.8688	ADA WHEELCHAIR LIFT	28,000	.00
202.57.70646.8713	RESURFACING PROJECTS	40,000	10,500
<b>Total OUTLAY - WILLETT ARENA:</b>		<b>178,000</b>	<b>18,000</b>
<b>ARTS CENTER CAPITAL PROJECT</b>			
202.57.70807.8909	BUILDING MAINT PLAN UPGRADES	.00	7,000
<b>Total ARTS CENTER CAPITAL PROJECT:</b>		<b>.00</b>	<b>7,000</b>
<b>Total CAPITAL OUTLAY:</b>		<b>198,000</b>	<b>25,000</b>
<b>CAPITAL OUTLAY</b>			
<b>TRANSFER TO DEBT SERV FUNDS</b>			
202.59.70230.9500	OPERATING TRANSFERS	50,000	50,000

RIVERFRONT RENDEZVOUS 2017

EXPENSES	Sheet1	Budgeted exp.	Actual Expenses
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PROGRAM RELATED			
PR1 FIREWORKS		-\$10000.00	
PR2 ENTERTAINMENT (INCL. PROD.)		-\$73025.00	
PR3 WATER SKI SHOW		\$0.00	
PR4 COMMUNITY WALK		\$0.00	
PR5 BIKE RACE		\$0.00	
PR6 DUNK/GAMES		-\$125.00	
PR7 KIDS DAY PRIZES		-\$650.00	
PR8 CANDY			
-----			
TOTAL		-\$83800.00	\$0.00
OPERATION RELATED			
OR1 BEER SUPPLIES		-\$22000.00	
OR2 TENT RENTALS		-\$3000.00	
OR3 STAGE MATERIALS		\$0.00	
OR4 ADVERTISING		-\$3000.00	
OR5 SECURITY		-\$4300.00	
OR6 STAFF SHIRTS		-\$900.00	
OR7 CONCESSION REBATES		-\$5500.00	
OR8 MISC.		-\$2000.00	
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TOTAL		-\$40700.00	\$0.00
TOTAL EXPENSES (PROG./OPER.)		-\$124500.00	\$0.00
=====			

REVENUE	Budgeted income	Actual income
-----		
CORP. SPONSORS	\$23000.00	
CITY CONTRIBUTION (INCL.FIREWORKS)	\$35000.00	
BEER SALES	\$54000.00	
CONCESSION STAND RENTALS	\$11000.00	
TICKET SALES KIDS DAY	\$400.00	
MERCHANDISE SALES	\$800.00	
CARP CLASSIC/ATM	\$300.00	
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TOTAL INCOME	\$124500.00	\$0.00
=====		

TOTAL EXPENSES (PROG./OPER.)		\$0.00
TOTAL INCOME		\$0.00
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NET PROFIT/(NET LOSS)	\$0.00	

## **2007-2011 LONG RANGE ROOM TAX FUNDING REQUEST GUIDELINES**

1. As a Committee, our commitment will be to serve the City of Stevens Point. A priority will be given to projects/programs which will attract visitors to the community, along with serving the residents.
2. Funds are usually granted to non-profit organizations exempt from Federal Taxation under Section (3) of the Internal Revenue code or service/civic/organizations.
3. The Committee may provide challenge funds or matching funds at their discretion, in an attempt to stimulate increased response from other sources.
4. The Committee encourages projects/programs developed in consultation with other planning groups and those which promote coordination, cooperation, and sharing among organizations, which in turn may help eliminate duplication of projects/programs.
5. Funds may not be used to offset general operating or funding of an organization.
6. The Committee will operate without discrimination as to age, race, religion, gender, national origin or sexual orientation in the consideration of funding request and will award funding only to organizations which do not discriminate as to age, race, religion, gender, national origin or sexual orientation.
7. The Committee will review applications and will make a recommendation to the Park Commission, Finance Committee, and Common Council base on the quality of the application submitted.
8. The **deadline for funding requests is February 16, 2007**. Actual funding will be awarded after the projects/programs have been rated, ranked and selected by the Committee. Funding of selected projects/programs will be as per outlined by the Committee and as funds become available.
9. **Twenty (20) copies** of the complete application (including support materials) must be submitted to: Long Range Room Tax Committee, 2442 Sims Avenue, Stevens Point, WI 54481. *All submitted documents must be on paper no larger than 8½" X 11"*.



3. Explain how the proposed project/program will impact our community's ability to attract visitors/tourists.

4. Describe how the quality of life in our community will be enhanced by the completion of this project/program.

5. Estimate how many people and/or what market segments will be served by this project/program.

6. Will the proposed project/program generate revenue? Yes \_\_\_\_\_ No \_\_\_\_\_  
If the revenue is to be generated, estimate the amount and explain who you see as the recipient of this revenue.



**BUDGET INFORMATION**

Project Name \_\_\_\_\_

Contact Person \_\_\_\_\_ Telephone # \_\_\_\_\_

Address \_\_\_\_\_

Capital Expenditures Necessary \_\_\_\_\_

Breakdown  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Services and Supplies \_\_\_\_\_

Breakdown  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Personnel for Project Development \_\_\_\_\_

Breakdown  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Total Expenditures Necessary for Project/Program \_\_\_\_\_

Other Revenue (matching funds, grants, private fundraisers,  
or other sources) \_\_\_\_\_

AMOUNT REQUESTED \_\_\_\_\_

Would this project/program be developed incrementally? If the project would have incremental needs, please breakdown your request by year.

Need all support at once

Need incremental support

07 \_\_\_\_\_

08 \_\_\_\_\_

09 \_\_\_\_\_

10 \_\_\_\_\_

11 \_\_\_\_\_

Please include other information, renderings or materials you believe will help the evaluating committee better understand your request.

PLEASE RETURN TWENTY COPIES OF YOUR COMPLETED REQUEST ALONG WITH ATTACHMENTS TO THE STEVENS POINT PARKS AND RECREATION DEPARTMENT BEFORE FEBRUARY 16, 2007

THANK YOU FOR YOUR INTEREST IN THE STEVENS POINT AREA AND ITS PEOPLE