



## OFFICIAL NOTICE AND AGENDA

of a meeting of a City Board, Commission, Department, Committee, Agency, Corporation, Quasi-Municipal Corporation, or sub-unit thereof.

Meeting of the: **ROOM TAX COMMISSION**  
Date/Time: **Wednesday, September 20, 2017 @ 5:30 PM**  
Location: City Hall (407 Grant Street) Board Room, 2nd Floor  
Members: Romey Wagner, Lisa Rasmussen, Tom Neal, Tim VanDeYacht, Tom Weaver

### AGENDA ITEMS FOR CONSIDERATION

- 1 Call meeting to order
- 2 Minutes from previous meetings. (2/27/17, 3/08/17 and 4/18/17)
- 2 Discussion and Possible Action regarding 2017 Room Tax Budget Report
- 3 Discussion and possible action regarding Tourism grant applications:
  - Wild Fabrications \$10,000
  - Grand Theater \$10,000
- 4 Discussion and possible action regarding Tourism Summary Reports:
  - Big Bull Falls Blues Fest
  - Balloon Rally
- 5 Discussion and possible action regarding 2018 Tourism Grant Process

Adjourn

***Members, Please Rank Item #4 Grant Request prior to the Meeting!***

Tom Weaver, Chair

**IMPORTANT: THREE (3) MEMBERS NEEDED FOR A QUORUM:** If you are unable to attend the meeting please notify Mary Goede by calling 715-261-6621 or via email [mary.goede@ci.wausau.wi.us](mailto:mary.goede@ci.wausau.wi.us)

This Notice was posted at City Hall and faxed to the Daily Herald newsroom on 9/15/17 @ 2:30 pm.

Please note that, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids & services. For information or to request this service, contact the City Clerk at (715) 261-6620.

Other Distribution: Media, Mayor Mielke, Alderpersons, Schock, Lenz

## **ROOM TAX COMMISSION**

Date and Time: Monday, February 27, 2017 at 5:15 pm, (Board Room)

Members Present: Tom Weaver (C), Tim VanDeYacht, Lisa Rasmussen, Romey Wagner, Tom Neal

Others Present: Mielke, Jacobson, Groat, and other interested parties

The meeting was called to order by Chairperson Weaver at 5:15 pm.

### **Minutes of the previous meeting (11/30/2016)**

Motion by Neal, second by VanDeYacht to approve the minutes of the previous meeting on 2/27/17. Motion carried unanimously.

### **Presentation of 2016 room tax financial results**

Groat the room tax collected for 2016 was \$924,000; the CVB received \$346,000 for their regular allotment and the state games; \$308,000 was allocated to other groups; \$259,000 was retained by the city (\$187,000 to the general fund; \$31,000 to the 400 Block Fund; and \$40,000 to study the bike trail at Sylvan Hill). The profit at the end of the year for this year's operations of just under \$11,000. The fund balance at the end of the year or our reserve is \$90,000. She noted that \$90,000 was earned prior to the new law so there are no stipulations on how we spend it.

### **Discussion and possible action regarding the 2017 Room Tax Budget**

Groat referred to the 2017 budget worksheet in the commission packet. She stated based on an average of the last three years of collection of room tax revenue (about \$860,000), within the Finance Committee's jurisdiction would be \$506,000 and the Room Tax Commission has \$353,000 at its discretion; \$322,000 paid out on a quarterly basis would go to the CVB. If the revenues are more, the CVB get that 37.5%. At this time, what is left to disburse by the Room Tax Commission is \$31,000; the Finance Committee and Common Council would have \$176,000 and the \$90,000 leftover in fund balance at its discretion. She explained based on the law, there is a step down on how much the city can retain, so in 2018 the maximum amount is \$481,000, 2019 \$461,000, in 2020 \$431,000, and in 2021 \$444,000, where it would be frozen until a time where room tax would increase to where 30% is more than that. *Discussion followed.*

### **Discussion and possible action regarding Room Tax Tourism Grant Application, Process and Time Table**

Groat commented in reading the information from the DOR and the statutes, it appears they want the money spent for either marketing, recruiting of conventions/sporting events/motor coach groups, transient tourist information or tangible municipal development. She indicated she did online research of applications in other communities in other states. She noted the thinking from an economic impact point of view is when you are bringing people from 90 miles out, you are bringing new money into the community and they will probably stay overnight.

*Discussion took place with the commission and recipients present regarding marketing and a 90 mile radius and beyond.*

Groat stated we had a ranking matrix that the Finance Committee used years ago that could be reviewed and tweaked. She stated they could give their suggestions to her and she could compile a list of suggested improvements for the application and rating matrix for them to go through at the next meeting.

### **Discussion and possible action on the Meetings Mean Business request from the CVB**

*Withdrawn.*

### **Adjourn**

Motion by Neal, second by VanDeYacht to adjourn the meeting. Motion carried unanimously. Meeting adjourned at 6:45 pm.

## **ROOM TAX COMMISSION**

Date and Time: Wednesday, March 8, 2017 at 5:30 pm, (Board Room)

Members Present: Tom Weaver (C), Tim VanDeYacht, Lisa Rasmussen, Romey Wagner, Tom Neal

Others Present: Mielke, Jacobson, Groat, and other interested parties

The meeting was called to order by Chairperson Weaver at 5:30 pm.

### **Discussion and possible action regarding Room Tax Tourism Grant Application; Process and Time Table**

The Room Tax Commission discussed the application process and the necessary documentation that organizations would need to submit with stakeholders that were present. They discussed the 90 mile radius issue and reviewed the previous application and scoring matrix. It was suggested that documentation was to include receipts and invoices up front to show the incurred expense before actually being funded. The stakeholders requested the commission accept spreadsheets and alternate documentation of entering into arrangements without requiring them to incur the expense before being funded. They indicated it created financial difficulties in doing their marketing of events and created a cash flow crunch.

Following lengthy discussion, consensus was that organizations would provide a final accounting. This would strike any requirement to submit supporting documentation of revenues and expenses including, accounts payable invoices, canceled checks, time cards, paychecks, and deposit slips. It would just be a final accounting, which could be a spreadsheet; provide attendance statistics and how they are going to use any surplus from their events. The accounting records must be maintained for three years after completion of the project and provide copies of promotional materials. If further documentation should ever be necessary, either from an auditing or reporting standpoint, we could go back to those recipients and request supplemental or more detailed information.

There will be a March 30<sup>th</sup> deadline for original applications and there would be a two application process. The commission will have scores in mid-April. It was noted there was no Council approval necessary, commission makes allocations.

### **Adjourn**

Motion by Neal, second by Wagner to adjourn the meeting. Motion carried unanimously. Meeting adjourned at 8:10 pm.

## **ROOM TAX COMMISSION**

Date and Time: Wednesday, April 18, 2017 at 5:30 pm, (Board Room)

Members Present: Tom Weaver (C), Tim VanDeYacht, Lisa Rasmussen, Tom Neal

Members Excused: Romey Wagner

Others Present: Mielke, Groat

The meeting was called to order by Chairperson Weaver at 5:30 pm.

### **Minutes of previous meeting. (2/27/2017)**

*Withdrawn to next meeting.*

### **Discussion and possible action to review Room Tax Tourism Grants applications, grant scoring, finalize funding allocations and award grants.**

#### **1<sup>st</sup> Quarter Room Tax Collection Report**

Weaver indicated there was approximately \$30,000 for the commission to allocate, however, there was a shortfall for the requests submitted. Discussion followed on how to address this shortfall by possibly reducing the amount awarded to all the applicants by a certain percentage or to eliminate a request. Further discussion on events that are unique to Wausau and on events that generate more room nights.

Rasmussen suggested they fund all of the entities that applied, but reduce the two of the largest requests by \$1,500 each, which would be the Balloon Rally request of \$10,000 and the Ginseng Festival request of \$10,000. There would be no carryover of the \$1,500, the grant would be \$8,500 each and they can re-submit in the next allocation process for those funds.

Motion by Rasmussen, second by Neal to award: Wausau Events Balloon Rally - \$8,500; Ginseng Festival - \$8,500; Big Bull Falls Blues Fest - \$5,000; Wausau Kayak & Canoe - \$1,650; Wausau Festival of Arts - \$2,847; CVA State Art Exhibit - \$2,592; and the River District - \$2,840. Motion carried 4-0.

The commission deferred action on the Leigh Yawkey Art Museum's Wild Fabrication Exhibit because it doesn't take place until December and we will be conducting another allocation period in the fall. Wausau Events 5K, which was tied to the Balloon Rally, was not funded.

### **Establish next meeting date.**

Future meetings in June and September, with an application deadline in August.

### **Adjourn**

Motion by Neal, second by VanDeYacht to adjourn the meeting. Motion carried unanimously. Meeting adjourned at 6:35 pm.

**2017 ROOM TAX**

	<u>CITY</u>	<u>COMMISSION</u>	<u>TOTAL</u>
<b>ROOM TAX COMMISSION AWARDS:</b>			
Wausau Events Balloon Rally		\$8,500	
CVB Intl WI Ginseng Festival		8,500	
Wausau Events Big Bull Falls Blues Fest		5,000	
Wausau Kayak/Canoe Corporation		1,650	
Wausau Festival of Arts		2,847	
CVA WI Regional Art and Artist State Art Exhibit		2,592	
Wausau River District		2,840	
CVB (Based upon \$907,842 Room Tax)		340,441	
<b>ROOM TAX RETAINED BY HOTELS</b>		<b>9,078</b>	
 <b>FINANCE COMMITTEE AWARDS:</b>			
Artrageous Weekend	\$3,338		
Wausau Festival of Arts	3,708		
CVB Ginseng Festival	7,417		
Wausau Kayak Canoe Corp	8,900		
Wausau Community Theater	1,854		
Hmong American Center, Inc	3,708		
Jaycees Fourth of July	5,711		
Historical Society of Marathon County	23,123		
Performing Arts - Grand Theater	50,100		
Wausau Concert Band	7,708		
Center for Visual Arts	11,562		
Leigh Yawkey Woodson Art Museum	33,143		
Main Street Program	30,000		
Wausau Area Events	79,004		
Flower Boxes West Side	7,185		
City of Wausau	200,000		
City Park Staffing	45,552		
400 Block \$62,500 Operations/\$6,500 Sidewalk Sealing	69,000		
<b>TOTAL COMMITMENTS</b>	<u>\$591,013</u>	<u>\$381,448</u>	<b>\$972,461</b>
Fund balance Carryover	\$93,087		
City Share of Room Tax	<u>506,526</u>	<u>401,316</u>	<b>\$907,842</b>
<b>CARRYOVER TO 2018</b>	<b>\$8,600</b>		
<b>AVAILABLE FOR ALLOCATION</b>		<b>\$19,868</b>	
<b>REQUESTS:</b>			
LYW Art Museum - Wild Fabrications		\$10,000	
Grand Theater		\$10,000	
<b>ROOM TAX 2017 ACTUAL</b>			
JANUARY - JULY 2017	\$525,452		
AUGUST - DECEMBER 2016	<u>382,390</u>		
<b>2017 PROJECTION</b>	<b>\$907,842</b>		

**City of Wausau  
Room Tax Commission  
Fall 2017  
Room Tax Tourism Grant Ranking Schedule**

	Maximum Points	Grand Theater	LYW Art Museum Wild Fabrications
<b>Financial Request</b>		<b>\$10,000</b>	<b>\$10,000</b>
<b>Quality and completeness of the application</b>	<b>0-10</b>		
<b>The application has a well-developed marketing strategy that can be reasonably expected to generate multiple hotel stays</b>	<b>0-30</b>		
<b>The event and application substantiate a reasonable likelihood of local economic impact from:</b>			
<b>Local visitors</b>	<b>0-5</b>		
<b>Day-trip visitors</b>	<b>0-15</b>		
<b>Overnight visitors</b>	<b>0-30</b>		
<b>The methodology proposed to survey attendees is well developed and will likely generate good quality information regarding the number of attendees and whether they are local or non-local</b>	<b>0-10</b>		
<b>The event is unique, unduplicated and creative</b>	<b>0-20</b>		
<b>The expected/historical annual attendance is:</b>			
<b>0-1,000 attendees - 5 pts, 1,000 to 5,000 attendees 10 pts or 5,000 or more attendees 15 pts</b>	<b>0-15</b>		



**CITY OF WAUSAU ROOM TAX  
COMMISSION ROOM TAX TOURISM  
GRANT APPLICATION**

Name of Organization: Performing Arts Foundation, Inc./The Grand
Authorized Official Name and Title: Melanie Schumann, Director of Marketing and Development
Email Address: mschumann@grandtheater.org
Organization Website URL: www.grandtheater.org
Organization Address: 401 N 4 <sup>th</sup> St., Wausau WI 54403
Daytime Telephone: 715-842-0988

Grant Request Amount: \$10,000
Total Project/Event Budget: \$17,850
Event Date(s) or Date Range: October 11, 2017 – May 2, 2018
Event Location: The Grand Theater, Wausau WI
Projected Number of Attendees : 20,000
Estimated Number of Hotel Stays from the Project/Event: 400+
New Event/Project <input type="checkbox"/> Existing Event/Project <input checked="" type="checkbox"/>

*Project/Event Description:*

The Grand is North Central Wisconsin's most complete event complex, providing a variety of gathering spaces for touring shows, local arts, and rental events including meetings, exhibits and social activities. This year The Grand will present their annual main stage series consisting of 23 shows; the Arts In Education Series consisting of 14 performances for area students; and the new emerging artist concert series: the 10x10 Series. Last year The Grand was in use 315 days of the year, had 132,000 visitors, and held 259 events and performances. The Grand is committed to bringing the best of the performing arts to North Central Wisconsin therefore creating a better place to visit, live, and work. Last year 23,000 ticket holders came from outside Marathon County with 7,900 of those tickets sold to holders outside of 90 minutes from Wausau. The demand for performances at The Grand has already been identified, and we want to expand our current approach to include a wider geographical area. The Grand strives to better the community by raising the profile of the arts and serves as an economic driver. The Grand's regional economic impact is \$4.5 million, while supporting 144 full time jobs.

The Grand is applying for a Tourism Grant to assist with marketing efforts that will expand the reach to new and outlying patrons. Last year The Grand had 4,000 first time ticket buyers. The upcoming 2017-18 Season has earned a combined 10 Grammy Awards, 10 Tony Awards, 3 Emmy Awards, 12 Top 10 Billboard Hits, and 79 million tickets sold worldwide. Over 285 overnight hotel stays last year were booked for artists alone. The season also consists of over half of performances being on a Friday evening providing an opportunity to better promote overnight stays to Wausau.

*Provide a detailed marketing plan or strategy. Complete the marketing budget below that lists each marketing piece, the location of the piece, approximate dates of views, cost, planned distribution of materials etc. Outline specifically how this plan is reasonably likely to generate overnight hotel stays. Additionally, highlight those marketing materials that are outside the City of Wausau and those that are over 90 miles away.*

The Grand has developed the marketing plan below to broaden the reach we are currently marketing to which will encompass an area beyond the Wausau area by at least 100 miles while still serving the area's DMA. Through the use of a marketing mix that includes video, digital, and targeted messages.

**\*Spectrum Reach TV Spots:** The Grand strives to reach new audiences who do not frequent the theater. Currently, we place TV buys through local programming to promote upcoming performances and we see a direct impact in ticket sales during these flights. We would like to expand our audience through purchasing the Thursday and Monday Night Football package through Spectrum Reach. We feel this offer will allow us to reach an audience who may not already be connected to The Grand, and gives us the opportunity to reach an audience outside the Wausau area.

**\*Email Marketing Subscription:** The Grand relies on Tessitura, a software that handles all functions of ticketing, finance, reporting, and CRM for The Grand. Because of the sophistication of the software and new advances in technology, there are many opportunities to market to not only our patrons but those who visit our website even if they do not complete their order. We would like to take advantage of these features by subscribing to WordFly which is an email marketing company that integrates with the Tessitura software. WordFly will also enable us to better survey our patrons to find out more about their visit.

**\*Google Adwords:** As a non-profit, The Grand is eligible to receive a GoogleAd Grant to assist in marketing efforts. We feel by having a planned strategy for the grant and Google Adwords through management by Fill Your Seats, LLC, we will be able to reach the following communities outside of the Wausau area: Green Bay 100 miles, Minocqua 70 miles, Eau Claire 100 miles, and Portage 100 miles. By targeting these areas we will reach new audiences who may not already be included in our marketing efforts and will be offering an entertainment option to an audience where an overnight hotel stay makes sense.

**\*Billboards:** Digital billboards present a unique opportunity to display multiple messages to a variety of travelers both local and from out of town. Digital billboards are a cost effective option to promote a variety of shows through a single buy, which appears 2,220 times a day. This plan includes a four week schedule for digital billboards in Stevens Point, Wausau, and Weston.

**\*Facebook Ads:** Over the past two years we have increased our social media strategy for our mainstage series and have seen the impact this can make in ticket sales, especially in terms of Facebook ads. We would like to expand our reach to cover a 100+ miles radius from Wausau and therefore promote our shows to an audience who are not already engaged with The Grand. We feel the 100 mile radius will encourage ticket holders to make their visit an overnight stay.

Marketing Media Description	Locations covered by the media/publication	Approximate dates	Expected Cost	Grant Request
Spectrum TV Spots	Wausau/Rhineland Market	9/7/17 – 12/25/17	\$3,500	\$1,960
Email Marketing Subscription	52 counties in Wisconsin	10/1/17 – 9/30/18	\$1,500	\$840
Google AdWords	100 mile radius from Wausau	10/1/17 – 9/30/18	\$6,000	\$3,360
Billboard	Stevens Point/Wausau/Weston	10/1/17 – 9/30/18	\$4,850	\$2,720
Facebook Ads	75-100 mile radius	10/1/17 – 9/30/18	\$2,000	\$1,120

Additional information may be attached.

*Detail how your organization/project/event will be reasonably likely to create overnight stays in the City of Wausau lodging facilities. Please explain your methodology for identifying multiple hotel stays generated by the event and surveying event goers.*

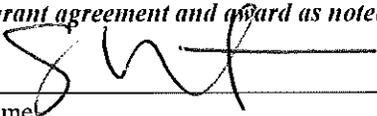
This plan includes marketing to a targeted geographic area of approximate 100+ miles to encourage travelers to visit Wausau and spend the night. Through the new email marketing subscription, we will be able to send a post-event survey to patrons asking whether their visit was overnight. For those who do not complete the survey, we have reporting measures in place where we can reasonable deduct the number of overnight stays that were generated.

If your event/project reserves a block of rooms for this event in a City of Wausau hotel, please provide number of rooms, number of nights and name of the hotel.

OTHER REQUIRED DOCUMENTS:

- ORGANIZATION WIDE BUDGET
- PROJECT OR EVENT BUDGET
- RECENT YEAREND FINANCIAL STATEMENTS
- IRS DETERMINATION
- BOARD OF DIRECTORS

*I understand the restrictions placed on the expenditure of room tax funds governed by the Room Tax Commission and certify that the requested funds will be used for the purposes described in this application or approved by the Commission. I understand that the use of funds is subject to review and a post event reporting is required. Grant recipients will be considered ineligible for future grants until post event reporting is filed. This application will serve as a grant agreement and award as noted below.*

	Executive Director	8/25/17
Name	Title	Date



Grant award amount \_\_\_\_\_

Date of award \_\_\_\_\_

Signed \_\_\_\_\_

Tom Weaver, Room Tax Commission Chair

<b>REVENUE</b>	<b>2016-2017 BUDGET</b>
TICKET SALES	\$719,045
OTHER PERF REVENUE	\$2,100
EVENT GRANTS/SPONSORSHIP	\$113,356
CONCESSIONS REVENUE	\$197,415
BOX OFFICE REVENUE	\$194,500
ARTSBLOCK RENTAL FEES	\$120,000
OTHER RENTAL INCOME	\$63,000
PERF ARTS FUND DRIVE	\$335,000
OTHER GRANTS & DON	\$50,100
INTEREST INCOME	\$500
MISC INCOME	\$500
<b>TOTAL REVENUES</b>	<b>\$1,795,516</b>

<b>EXPENSES</b>	<b>2016-2017 BUDGET</b>
ARTIST FEES	\$416,363
PROD EXPENSE - PAF	\$90,779
MRKTG EXPENSE - PAF	\$65,563
PROD EXPENSE - RENTAL	\$30,000
BOX OFFICE EXPENSE	\$86,000
CONCESSIONS EXPENSE	\$98,000
FUNDRAISING EXPENSE	\$21,500
GENERAL MARKETING EXPENSE	\$36,000
PERSONNEL EXPENSE	\$642,368
ADMINISTRATION	\$50,500
UTILITIES	\$105,000
OCCUPANCY	\$73,250
MISCELLANEOUS	\$0
DEPRECIATION	\$58,000
<b>TOTAL EXPENSES</b>	<b>\$1,773,323</b>
<b>OPERATING MARGIN</b>	<b>\$22,193</b>

**Internal Revenue Service**

**Department of the Treasury**

**P. O. Box 2508  
Cincinnati, OH 45201**

**Date:** May 15, 2001

**Person to Contact:**

Ms. E. Eckert 31-07436  
Customer Service Specialist

**Toll Free Telephone Number:**

8:00 a.m. to 9:30 p.m. EST  
877-829-5500

**Fax Number:**

513-263-3756

**Federal Identification Number:**

23-7240695

Performing Arts Foundation, Inc.  
PO Box 1553  
Wausau, WI 54402-1553

Dear Sir or Madam:

This letter is in response to your telephone call of May 15, 2001, requesting a copy of your organization's determination letter. This letter will take the place of the copy you requested.

Our records indicate that a determination letter issued in February 1973, granted your organization exemption from federal income tax under section 501(c)(3) of the Internal Revenue Code. That letter is still in effect.

Based on information subsequently submitted, we classified your organization as one that is not a private foundation within the meaning of section 509(a) of the Code because it is an organization described in section 509(a)(2).

This classification was based on the assumption that your organization's operations would continue as stated in the application. If your organization's sources of support, or its character, method of operations, or purposes have changed, please let us know so we can consider the effect of the change on the exempt status and foundation status of your organization.

Your organization is required to file Form 990, Return of Organization Exempt from Income Tax, only if its gross receipts each year are normally more than \$25,000. If a return is required, it must be filed by the 15th day of the fifth month after the end of the organization's annual accounting period. The law imposes a penalty of \$20 a day, up to a maximum of \$10,000, when a return is filed late, unless there is reasonable cause for the delay.

All exempt organizations (unless specifically excluded) are liable for taxes under the Federal Insurance Contributions Act (social security taxes) on remuneration of \$100 or more paid to each employee during a calendar year. Your organization is not liable for the tax imposed under the Federal Unemployment Tax Act (FUTA).

Organizations that are not private foundations are not subject to the excise taxes under Chapter 42 of the Code. However, these organizations are not automatically exempt from other federal excise taxes.

Donors may deduct contributions to your organization as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to your organization or for its use are deductible for federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Performing Arts Foundation, Inc.  
23-7240695

Your organization is not required to file federal income tax returns unless it is subject to the tax on unrelated business income under section 511 of the Code. If your organization is subject to this tax, it must file an income tax return on the Form 990-T, Exempt Organization Business Income Tax Return. In this letter, we are not determining whether any of your organization's present or proposed activities are unrelated trade or business as defined in section 513 of the Code.

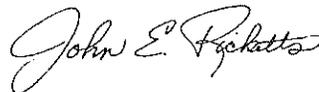
The law requires you to make your organization's annual return available for public inspection without charge for three years after the due date of the return. If your organization had a copy of its application for recognition of exemption on July 15, 1987, it is also required to make available for public inspection a copy of the exemption application, any supporting documents and the exemption letter to any individual who requests such documents in person or in writing. You can charge only a reasonable fee for reproduction and actual postage costs for the copied materials. The law does not require you to provide copies of public inspection documents that are widely available, such as by posting them on the Internet (World Wide Web). You may be liable for a penalty of \$20 a day for each day you do not make these documents available for public inspection (up to a maximum of \$10,000 in the case of an annual return).

Because this letter could help resolve any questions about your organization's exempt status and foundation status, you should keep it with the organization's permanent records.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

This letter affirms your organization's exempt status.

Sincerely,

A handwritten signature in cursive script that reads "John E. Ricketts".

John E. Ricketts, Director, TE/GE  
Customer Account Services

**PERFORMING ARTS FOUNDATION, INC.**

**BOARD OF DIRECTORS  
2016-2017**

**Officers**

**President**

Steve Anderson, Community Consultant

**Vice President**

Cari Logemann, Aspirus, Inc.

**Treasurer**

Denis Crevier, Crystal Finishing Systems

**Corporate Secretary**

Rebecca Sonnentag, County Materials

**Assistant Corporate Secretary\***

Sean Wright, ex officio

**Members at large**

John Evans, Associated Bank

Amy Fazendin Reif, Community Consultant

Jim Kemerling, Riiser Energy/R-Stores

Jamie Lyon, UMR

Dean Nienhuis, Greenheck Fan

Steve Ruppel, Ruppel Chiropractic/Marathon Endurance

Kevin Wolf, Ruder Ware

Consultant: William R. Tehan, Ruder Ware – GTF

**Committee Chairs**

**Advancement Committee**

Vacant

**Building Committee**

Rebecca Sonnentag

**Finance and Budget Committee**

Denis Crevier

**Governance Committee**

Kevin Wolf

**Executive Staff**

Sean Wright, Executive Director

Merry Little, Associate Director/GM

Melanie Schumann, Director of Marketing & Development

- *The executive director serves as Assistant Corporate Secretary, ex officio, but is not a board member.*
- *Officers and Committee Chairs serve as the Executive Committee*

# **Performing Arts Foundation, Inc.**

Wausau, Wisconsin

## **Financial Statements**

Year Ended June 30, 2016 (With Comparative Totals for 2015)



## **Independent Auditor's Report**

Board of Directors  
Performing Arts Foundation, Inc.  
Wausau, Wisconsin

### **Report on the Financial Statements**

We have audited the accompanying financial statements of Performing Arts Foundation, Inc., which comprise the statement of financial position as of June 30, 2016, and the related statements of activities and cash flows for the year then ended, and the related notes to the financial statements.

### **Management's Responsibility for the Financial Statements**

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

### **Auditor's Responsibility**

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with auditing standards generally accepted in the United States. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

### **Opinion**

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Performing Arts Foundation, Inc. as of June 30, 2016, and the changes in its net assets and its cash flows for the year then ended in accordance with accounting principles generally accepted in the United States.



**Report on Summarized Comparative Information**

We have previously audited the Performing Arts Foundation, Inc.'s 2015 financial statements, and we expressed an unmodified audit opinion on those audited financial statements in our report dated December 8, 2015. In our opinion, the summarized comparative information presented herein as of and for the year ended June 30, 2015, is consistent, in all material respects, with the audited financial statements from which it has been derived.

*Wipfli LLP*

Wipfli LLP

January 3, 2017  
Wausau, Wisconsin

# Performing Arts Foundation, Inc.

## Statement of Financial Position

June 30 (With Comparative Totals for 2015)	Unrestricted	Temporarily Restricted	Totals	
			2016	2015
<b>Current assets:</b>				
Cash	\$ 470,667	\$ -	\$ 470,667	\$ 270,700
Pledges receivable - Less allowance for uncollectible pledges of \$2,000	8,315	-	8,315	10,546
Accounts receivable	111,277	-	111,277	106,415
Supplies inventory	18,162	-	18,162	13,356
Prepaid expenses	50,459	-	50,459	51,541
<b>Total current assets</b>	<b>658,880</b>	<b>-</b>	<b>658,880</b>	<b>452,558</b>
<b>Noncurrent asset - Beneficial interest in assets held at Community Foundation</b>				
	-	97,614	97,614	103,807
<b>Building improvements and equipment:</b>				
Building improvements	111,313	-	111,313	87,001
Office equipment	350,782	-	350,782	311,322
Production equipment	348,147	-	348,147	349,835
<b>Totals</b>	<b>810,242</b>	<b>-</b>	<b>810,242</b>	<b>748,158</b>
Accumulated depreciation	(605,395)	-	(605,395)	(562,828)
<b>Net building improvements and equipment</b>	<b>204,847</b>	<b>-</b>	<b>204,847</b>	<b>185,330</b>
<b>TOTAL ASSETS</b>	<b>\$ 863,727</b>	<b>\$ 97,614</b>	<b>\$ 961,341</b>	<b>\$ 741,695</b>

**Performing Arts Foundation, Inc.**  
**Statement of Financial Position (Continued)**

June 30 (With Comparative Totals for 2015)	Unrestricted	Temporarily Restricted	Totals	
			2016	2015
<b>Current liabilities:</b>				
Note payable	\$ -	\$ -	\$ -	\$ 25,000
Accounts payable	60,506	-	60,506	58,639
<b>Accrued and other liabilities:</b>				
Compensation	1,371	-	1,371	18,099
Payroll taxes	794	-	794	742
Sales tax	17,990	-	17,990	12,563
Gift certificates	22,412	-	22,412	21,438
Other	32,008	-	32,008	30,852
<b>Deferred revenue:</b>				
Performances	311,887	-	311,887	222,156
Grants	25,000	-	25,000	5,000
<b>Total current liabilities</b>	<b>471,968</b>	<b>-</b>	<b>471,968</b>	<b>394,489</b>
<b>Net assets:</b>				
Unrestricted	391,759	-	391,759	243,399
Temporarily restricted	-	97,614	97,614	103,807
<b>Total net assets</b>	<b>391,759</b>	<b>97,614</b>	<b>489,373</b>	<b>347,206</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$ 863,727</b>	<b>\$ 97,614</b>	<b>\$ 961,341</b>	<b>\$ 741,695</b>

See accompanying notes to financial statements.

# Performing Arts Foundation, Inc.

## Statement of Activities

Year Ended June 30 (With Comparative Totals for 2015)	Unrestricted	Temporarily Restricted	Totals	
			2016	2015
<b>Support and revenue:</b>				
Support:				
Contributions	\$ 308,166	\$ -	\$ 308,166	\$ 300,152
Government grants	50,100	-	50,100	50,100
Other grants	17,416	-	17,416	13,400
Revenue:				
Sales to the public	704,667	-	704,667	663,583
Rental income	234,117	-	234,117	193,666
Investment income (loss)	388	-	388	330
Service fees	226,841	-	226,841	150,790
Program and ticket advertising	28,200	-	28,200	18,525
Sponsorship	59,000	-	59,000	56,363
Concessions	237,769	-	237,769	175,390
Miscellaneous	5,522	-	5,522	11,294
<b>Total support and revenue</b>	<b>1,872,186</b>	<b>-</b>	<b>1,872,186</b>	<b>1,633,593</b>
<b>Change in beneficial interest in assets held at Community Foundation</b>	<b>-</b>	<b>(6,193)</b>	<b>(6,193)</b>	<b>(3,117)</b>
<b>Expenses:</b>				
Program services - Community programs	1,262,458	-	1,262,458	1,220,868
Supporting services:				
Management and general	392,702	-	392,702	334,226
Fund-raising	68,666	-	68,666	50,005
<b>Total supporting services</b>	<b>461,368</b>	<b>-</b>	<b>461,368</b>	<b>384,231</b>
<b>Total expenses</b>	<b>1,723,826</b>	<b>-</b>	<b>1,723,826</b>	<b>1,605,099</b>
<b>Change in net assets</b>	<b>148,360</b>	<b>(6,193)</b>	<b>142,167</b>	<b>25,377</b>
<b>Net assets at beginning</b>	<b>243,399</b>	<b>103,807</b>	<b>347,206</b>	<b>321,829</b>
<b>Net assets at end</b>	<b>\$ 391,759</b>	<b>\$ 97,614</b>	<b>\$ 489,373</b>	<b>\$ 347,206</b>

See accompanying notes to financial statements.

# Performing Arts Foundation, Inc.

## Statement of Cash Flows

Year Ended June 30 (With Comparative Totals for 2015)	Unrestricted	Temporarily Restricted	Totals	
			2016	2015
Increase (decrease) in cash:				
Cash flows from operating activities:				
Change in net assets	\$ 148,360	\$ (6,193)	\$ 142,167	\$ 25,377
Adjustments to reconcile change in net assets to net cash provided by operating activities:				
Depreciation	44,841	-	44,841	51,501
Provision for bad debt	2,900	-	2,900	1,349
Change in beneficial interest in assets held by Community Foundation	-	6,193	6,193	3,117
Changes in operating assets and liabilities:				
Receivables	(5,531)	-	(5,531)	7,812
Supplies inventory	(4,806)	-	(4,806)	1,299
Prepaid expenses	1,082	-	1,082	(4,121)
Accounts payable	(2,391)	-	(2,391)	(21,900)
Accrued and other liabilities	(9,119)	-	(9,119)	15,975
Deferred revenue	109,731	-	109,731	(6,596)
Total adjustments	136,707	6,193	142,900	48,436
Net cash provided by operating activities	285,067	-	285,067	73,813
Net cash used in investing activities -				
Capital expenditures	(60,100)	-	(60,100)	(12,671)
Net cash provided by (used in) financing activities - Net increase (decrease) in short-term debt				
	(25,000)	-	(25,000)	25,000
Net increase in cash	199,967	-	199,967	86,142
Cash at beginning	270,700	-	270,700	184,558
Cash at end	\$ 470,667	\$ -	\$ 470,667	\$ 270,700

**Supplemental cash flow information:**

Cash paid during the year for interest	\$ 174	\$ -	\$ 174	\$ 2,632
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**Noncash investing and financing activities:**

At June 30, 2016, there was \$4,258 in accounts payable related to fixed assets.

See accompanying notes to financial statements.

# Performing Arts Foundation, Inc.

## Notes to Financial Statements

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### Note 1: Summary of Significant Accounting Policies

#### Principal Activity

Performing Arts Foundation, Inc. (the "Foundation") is a not-for-profit organization whose purpose is to enrich lives through diverse cultural experiences. Through its programs, activities, and services, and those of its affiliates, the Foundation annually reaches more than 150,000 people with performances and instructional programs.

The Foundation benefits the communities we serve in the following ways:

- **Enrichment.** We entertain, educate, and stretch the imagination by (1) bringing a variety of the finest touring attractions from around the world to central Wisconsin, (2) working to enhance the role of the arts in the classroom and in the lives of young people, and (3) helping our neighbors make their own events a reality.
- **Citizenship.** We care about our region and those who share it. We contribute to its stability and progress by (1) cooperating in civic efforts and partnerships throughout the area and (2) reflecting in our activities the community's evolving identity, interests, and tastes.
- **Accessibility.** We believe the arts are for everyone and that shared experiences help build community. Therefore, we work to overcome the physical, financial, geographic, and social barriers that might keep people from participating in our activities.
- **Leadership.** We play a significant role in both the local arts community and the touring event industry, advising, convening, and working with colleagues and partners to foster the arts and bring their benefits to as many people as possible.
- **Stewardship.** We take these responsibilities seriously. The community has entrusted us with ArtsBlock, the events that take place here, and the funds to make them happen.

The active affiliates of the Foundation ("Affiliates") are *Central Wisconsin Children's Theatre, Wausau Community Theatre, Wausau Dance Theatre, Wausau Symphony and Band, Allegro Dance Theater, and Wausau Lyric Choir*. The nonfunded affiliate is *Wausau Conservatory of Music*. All are independent not-for-profit organizations.

Foundation programs serve 17 counties: Clark, Forest, Juneau, Langlade, Lincoln, Marathon, Menominee, Oconto, Oneida, Portage, Price, Shawano, Taylor, Vilas, Waupaca, Waushara, and Wood.

#### Financial Statement Presentation

The Foundation follows accounting standards contained in the Financial Accounting Standards Board Accounting Standards Codification (ASC). ASC is the single source of authoritative accounting principles generally accepted in the United States (GAAP) for nongovernmental entities in the preparation of financial statements in conformity with GAAP.

# Performing Arts Foundation, Inc.

## Notes to Financial Statements

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### **Note 1: Summary of Significant Accounting Policies (Continued)**

#### **Basis of Presentation**

Net assets and revenue, expenses, gains (losses), and other support are classified based on the existence or absence of donor-imposed restrictions. Accordingly, net assets of the Foundation are classified and reported as follows:

- Unrestricted net assets of the Foundation are those assets which are neither temporarily nor permanently restricted by donor-imposed stipulations.
- Temporarily restricted net assets are those whose use by the Foundation has been limited by donors to a specific time period or purpose.
- Permanently restricted net assets have been restricted by donors to be maintained by the Foundation in perpetuity.

At June 30, 2016, the Foundation had no permanently restricted net assets.

#### **Use of Estimates**

The preparation of the accompanying financial statements in conformity with GAAP requires management to make certain estimates and assumptions that directly affect the results of reported assets, liabilities, revenue, and expenses. Actual results may differ from these estimates.

#### **Receivables and Credit Policy**

Receivables are stated at the amount management expects to collect from outstanding balances. Management provides for probable uncollectible amounts through a charge to earnings and a credit to a valuation allowance based on its assessment of the current status of individual accounts. Balances that are still outstanding after management has used reasonable collection efforts are written off through a charge to the valuation allowance and a credit to accounts receivable. Changes in the valuation allowance have not been material to the financial statements.

#### **Support and Revenue**

All contributions are considered available for unrestricted use unless specifically restricted by the donor.

The Foundation has chosen to report any donor-restricted contributions whose restrictions are met in the same reporting period as unrestricted support.

Donated materials, securities, and equipment are reflected as contributions in the financial statements at their estimated fair value at the date of receipt.

# Performing Arts Foundation, Inc.

## Notes to Financial Statements

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### **Note 1: Summary of Significant Accounting Policies** (Continued)

#### **Support and Revenue** (Continued)

No amounts have been reflected for donated services. The Foundation pays for services requiring specific expertise. Volunteers have, however, donated significant amounts of time in the Foundation's program services and administration.

Monies are solicited each year by the Foundation during an "Arts Fund Drive." A portion of the funds are then distributed to the various participating Affiliates.

Federal, state, and local contract revenue represents grants and contracts with the various funding sources. In general, grant revenue is recognized under the following methods:

- Cost reimbursement contracts are reimbursed based on expenses incurred. The revenue is recognized in the accounting period when the expenses are incurred.
- Performance contracts are reimbursed based on accomplishment of contract objectives without regard for expenditures. Performance revenue is recognized in the accounting period when the contracted services have been performed.

#### **Deferred Revenue**

Revenue received for future performances and grant revenue received to fund future programs, including capital expenditures, are presented as deferred revenue on the statement of financial position.

#### **Supplies Inventory**

Inventory of concession supplies is valued at the lower of cost, determined on the first-in, first-out method, or market.

#### **Building Improvements, Equipment, and Depreciation**

The Foundation follows the practice of capitalizing all expenditures for production and office equipment and leasehold improvements with individual costs in excess of \$1,000 per item. The fair market value of donated fixed assets is similarly capitalized. Maintenance and repair costs are charged to expense as incurred. Gains or losses on disposition of production and office equipment and leasehold improvements are reflected in income. Depreciation is computed on the straight-line half-year method based on the estimated useful lives of the assets, whichever is required. The estimated useful lives of production, office equipment, and building improvements range from 3 to 15 years. Depreciation expense for the year ended June 30, 2016, was \$44,841.

The Foundation reports gifts for capital expenditures as restricted support until they are used for the restricted purpose, at which point they are released from restriction.

# Performing Arts Foundation, Inc.

## Notes to Financial Statements

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### Note 1: Summary of Significant Accounting Policies (Continued)

#### Advertising Costs

Advertising costs are expensed as incurred. Advertising expense was \$108,684 for 2016.

#### Comparative Financial Information

The financial statements include certain prior-year summarized comparative information in total but not by net asset class. Such information does not include sufficient detail to constitute a presentation in conformity with GAAP. Accordingly, such information should be read in conjunction with the Foundation's financial statements for the year ended June 30, 2015, from which the summarized information was derived.

#### Income Taxes

The Foundation is a tax-exempt organization as described in Section 501(c)(3) of the Internal Revenue Code (IRC) and is exempt from federal income taxes on related income pursuant to Section 501(a) of the IRC. The Foundation is also exempt from Wisconsin income taxes.

In order to account for any uncertain tax positions, the Foundation assesses whether it is more likely than not that a tax position will be sustained upon examination of the technical merits of the position, assuming the taxing authority has full knowledge of all information. If the tax position does not meet the more likely than not recognition threshold, the benefit of the tax position is not recognized in the financial statements. The Foundation recorded no assets or liabilities for uncertain tax positions or unrecognized tax benefits in 2016.

#### Fair Value Measurements

Accounting standards provide the framework for measuring fair value. That framework provides a fair value hierarchy that prioritizes the inputs to valuation techniques used to measure fair value. The hierarchy gives the highest priority to unadjusted quoted prices in active markets for identical assets or liabilities (Level 1 measurements) and the lowest priority to unobservable inputs (Level 3 measurements). The three levels of the fair value hierarchy are described below.

Level 1 - Inputs to the valuation methodology are unadjusted quoted prices for identical assets or liabilities in active markets that the Foundation has the ability to access.

# Performing Arts Foundation, Inc.

## Notes to Financial Statements

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### **Note 1: Summary of Significant Accounting Policies** (Continued)

#### **Fair Value Measurements** (Continued)

Level 2 - Inputs to the valuation methodology include:

- Quoted prices for similar assets or liabilities in active markets.
- Quoted prices for identical or similar assets or liabilities in inactive markets.
- Inputs, other than quoted prices, that are observable for the asset or liability.
- Inputs that are derived principally from or corroborated by observable market data by correlation or other means.

If the asset or liability has a specified (contractual) term, the Level 2 input must be observable for substantially the full term of the asset or liability.

Level 3 - Inputs to the valuation methodology are unobservable and significant to the fair value measurement.

The asset's or liability's fair value measurement level within the fair value hierarchy is based on the lowest level of any input that is significant to the fair value measurement. Valuation techniques maximize the use of observable inputs and minimize the use of unobservable inputs. See Note 3 for further disclosures regarding fair value measurements of financial instruments.

#### **Subsequent Events**

Subsequent events have been evaluated through January 3, 2017, which is the date the financial statements were available to be issued.

### **Note 2: Beneficial Interest in Assets Held at Community Foundation**

The Foundation entered into an agreement with the Community Foundation of North Central Wisconsin (the "Community Foundation") to establish an endowment fund entitled "Performing Arts Foundation Operating Fund" (the "fund"). Pursuant to the terms of the agreement, the Foundation transferred \$1,000 to the Community Foundation. Annually, the fund has been the recipient of contributions from the Foundation and other individual donors who have adopted the restrictive purposes of the fund. The purpose of the fund is to further carry out the charitable purposes of the Foundation and the Community Foundation. The Community Foundation has all powers necessary to carry out the purposes of the fund including the powers to invest, reinvest, and expend monies.

# Performing Arts Foundation, Inc.

## Notes to Financial Statements

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### Note 2: Beneficial Interest in Assets Held at Community Foundation (Continued)

The Foundation's Board of Directors, based on operating needs, may recommend and request distribution from the fund; however, the ultimate decision on expenditures rests with the Community Foundation. Upon written request, the Community Foundation may distribute an amount not to exceed 100% of the net income of the fund.

The Community Foundation receives an annual fee of 1.5% of the average value of assets managed under \$100,000 and 1% of the average value of assets managed over \$100,000.

In accordance with GAAP, the Foundation has recorded an asset for the fair value of the funds transferred by the Foundation to the Community Foundation to establish the fund for the benefit of the Foundation. The fund's contribution income and related earnings and expenses from other donors, where variance power is not granted to the Community Foundation, is included in the fund.

An analysis of the 2016 activity of the endowment fund is as follows:

Revenue - Net realized and unrealized loss on investments	\$ (4,883)
Expenses - Administrative fees	(1,310)
Net change	(6,193)
Endowment fund receivable at June 30, 2015	103,807
Endowment fund receivable at June 30, 2016	\$ 97,614

Contributions to the fund by individual donors granting variance power to the Community Foundation continue to be recorded as contribution revenue on the books of the Community Foundation. At June 30, 2016, this portion of the fund was \$61,215.

# Performing Arts Foundation, Inc.

## Notes to Financial Statements

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### Note 3: Fair Value Measurements

The following is a description of the valuation methodology used for assets measured at fair value on a recurring basis. There have been no changes in the methodology used at June 30, 2016.

The value of the fund is determined based on the collective fair value accounts of the securities in the Community Foundation's funds.

The method described above may produce fair value calculations that may not be indicative of net realizable value or reflective of future fair values. Furthermore, while the Foundation believes its valuation method is appropriate and consistent with other market participants, the use of different methodologies or assumptions to determine the fair value of certain financial instruments could result in different fair value measurements at the reporting date.

The following table sets forth by level, within the fair value hierarchy, the Foundation's assets at fair value as of June 30, 2016.

	Level 1	Level 2	Level 3	Total
Beneficial interest held at Community Foundation	\$ -	\$ -	\$ 97,614	\$ 97,614

The reconciliation of beneficial interest held at Community Foundation in which significant unobservable inputs (Level 3) were used in determining fair value is disclosed in Note 2.

### Note 4: Line of Credit

The Foundation has a \$250,000 line of credit agreement with a bank, which expires July 26, 2017. At June 30, 2016, there were no borrowings against the line.

### Note 5: Temporarily Restricted Net Assets

Temporarily restricted net assets arise due to donor restrictions placed on contributions.

Temporarily restricted net assets consisted of beneficial interest in assets held at Community Foundation in the amount of \$97,614 at June 30, 2016.

Net assets are released from donor restrictions by incurring expenses satisfying the restricted purpose or by occurrence of other events specified by donors during the year. There were no assets released from restriction during the year ended June 30, 2016.

# Performing Arts Foundation, Inc.

## Notes to Financial Statements

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### **Note 6: Pass-Through Fund**

The Foundation and the Grand Theatre Foundation, Inc. jointly established a pass-through fund with the Community Foundation for the purpose of the ArtsBlock Project. The Foundation and the Grand Theatre Foundation, Inc. agreed that all individual pledges (received or receivable) greater than \$20,000 are to be administered by the Grand Theatre Foundation, Inc. All individual pledges less than \$20,000 will continue to be held in the pass-through fund at the Community Foundation.

The pass-through fund, in addition to the funds transferred to the Grand Theatre Foundation, Inc., are to be used only by the Foundation and the Grand Theatre Foundation, Inc. for the ArtsBlock Project. These two foundations and the ArtsBlock Building Committee recommend and request distribution of all or part of the pass-through fund.

The Grand Theatre Foundation, Inc. is the owner of ArtsBlock. In accordance with GAAP, all pledges received or receivable (whether in the pass-through fund or maintained by the Grand Theatre Foundation, Inc.) are recognized on the books of the Grand Theatre Foundation, Inc.

### **Note 7: Grand Theater**

The Foundation leases the Grand Theater from the Grand Theatre Foundation, Inc. through April 22, 2024. The agreement calls for semiannual payments of \$4,000, plus insurance premiums.

Rent expense for the Grand Theater building totaled \$8,000 for 2016.

### **Note 8: Concentration of Credit Risk**

The Foundation maintains cash balances at financial institutions where the accounts are insured by the Federal Deposit Insurance Corporation (FDIC) for up to \$250,000. The Foundation's cash balances fluctuate on a daily basis to meet operating needs and at June 30, 2016, exceeded FDIC-insured limits by \$243,653. The Foundation places its cash with creditworthy, high-quality financial institutions to mitigate the risk caused by any concentration. Management believes these financial institutions have strong credit ratings and credit risk related to these deposits is minimal.

### **Note 9: Concentration of Contributions or Grants**

In 2016, four contributors accounted for 60%, 27%, 18%, and 12% of net pledges receivable aggregating \$5,000, \$2,250, \$1,500, and \$1,000, respectively.

In 2016, one customer accounted for 17% of accounts receivable aggregating \$18,755.

### **Note 10: Reclassification**

Certain reclassifications have been made to the 2015 financial statements to conform to the 2016 classifications.

August 24, 2017

MaryAnne Groat, Finance Director  
City of Wausau  
407 Grant Street  
Wausau, WI 54403

Dear MaryAnne,

The Woodson Art Museum respectfully resubmits a Tourism Grant application for the upcoming “Wild Fabrications” quilt exhibition, as suggested last spring by the City of Wausau Room Tax Commission. We revised the accompanying materials into a more succinct application for your consideration in this fall round of the semi-annual grant cycle.

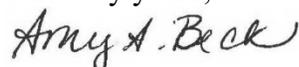
Room Tax dollars are important to the success of the Museum’s ongoing marketing activities, and we proudly acknowledge the City of Wausau’s support in our events calendars, and exhibition and program brochures, and on our website, [www.lywam.org](http://www.lywam.org).

The Tourism Grant application describes the upcoming “Wild Fabrications” quilt exhibition and plans to bring renowned quilter and PBS television co-host Mary Fons to lead artist-residency programs at the Museum. With the extended marketing reach made possible by Wausau Room Tax Commission Tourism Grant funds, the Museum could entice Midwestern quilt and art lovers to travel to Wausau to experience a museum-quality quilt exhibition featuring the star power of this celebrity quilter and TV host. As the City’s premier visual arts facility offering year-round services **free-of-charge**, the Woodson Art Museum plays a significant role in attracting out-of-town visitors to the community. Tourism Grant dollars would extend the Museum’s reach and further multiply the resulting economic impact of additional hotel stays and dollars spent throughout Wausau.

Wausau Tourism Grant dollars would enable marketing beyond the Museum’s 90-mile-radius service area to reach travelers via a social-media advertising campaign targeting quilting and fiber arts enthusiasts throughout Iowa, Wisconsin, the Twin Cities, and Chicago. By specifically targeting women with a fervor for fiber arts, we would propose unique travel ideas – tempting “quilty-pleasure” getaways perfect for sharing via Facebook to the eager household travel planners who have the time, money, and motivation to schedule intergenerational and girls’ weekend getaway trips. Purposefully, the quilt exhibition is accompanied by the concurrent “Explorations in Wood” exhibition, designed to appeal to woodworkers and hobbyists, who will find engaging activities aplenty for friends’ or couples’ weekend getaways. These travelers deliver significant economic impact to Wausau, yielding an impressive return on the investment of room tax dollars.

We appreciate the opportunity to propose this Woodson Art Museum “quilty-pleasure” travel campaign that will more widely extend the invitation to experience the wonders that await – always admission free. Thank you for your consideration, support, and continued enthusiasm for the Woodson Art Museum.

Sincerely yours,



Amy Beck  
Marketing and Communication Manager



## **CITY OF WAUSAU ROOM TAX COMMISSION ROOM TAX TOURISM GRANT APPLICATION**

Beginning January 1, 2017 the State Law mandates the City forward to a tourism commission any room tax revenue exceeding the amount the municipality may retain. The Commission must spend room tax revenue on tourism promotion and tourism development.

Tourism Promotion and Tourism Development is defined in the Wisconsin Statutes to mean any of the following that are significantly used by transient tourists and reasonably likely to generate paid overnight stays at more than one establishment in the municipality on which room tax is imposed:

- Marketing projects, including advertising buys, creation and distribution of printed or electronic promotional tourist materials, or efforts to recruit conventions, sporting events or motor coach groups.
- Transient tourist informational services.
- Tangible municipal development, including a convention center.

Transient tourist means any person residing for a continuous period of less than one month in a hotel, motel or other furnished accommodations.

The Commission is obligated to submit on an annual basis a detail report of its room tax expenditures to the Wisconsin Department of Revenue.

The Room Tax Tourism Grant program is designed to promote tourism related activity within the City of Wausau with specific emphasis on tourism that is reasonably likely to generate overnight stays in hotel facilities.

### **APPLICATION DEADLINES:**

Submit your application electronically to the City of Wausau: [mgroat@ci.wausau.wi.us](mailto:mgroat@ci.wausau.wi.us)

**2017:**

**4:00pm Fri., March 31, 2017**

**4:00pm on the Fourth Friday in August**

**In subsequent years:**

**4:00pm on the Fourth Friday in February**

**4:00pm on the Fourth Friday in August**

### **ELIGIBLE PROJECTS AND USE OF FUNDS:**

- Design, production and placement costs for marketing that targets visitors from outside the City of Wausau and its surrounding communities. This includes but is not limited to: brochures, fliers, posters, direct mail, registration materials, print ads, radio ads, television ads. Website enhancements that are reasonably likely to increase tourism and overnight hotel stay. Web and social media marketing that increase traffic of visitors from outside the City of Wausau and its surrounding communities.
- Purchase of marketing lists, search engine marketing ad words, googlead words.
- Offsite signage such as billboards targeting visitors that live outside the City and its surrounding communities.
- Fees must be payable to a third party vendor. In-kind fees are not eligible.

**ELIGIBLE APPLICANTS:**

- Not for Profit Organizations with an IRS determination.
- Not for Profit Organization is in good standing with the City.
- Event is located within the City of Wausau
- The event or promotional opportunity should demonstrate economic impact as it relates to tourism and is reasonably likely to generate multiple hotel stays.
- Repeat grant applicants have filed timely post event reports.

**GRANT RECOGNITION:**

All awarded marketing projects must include the City of Wausau logo and where space allows, the following grant recognition: “Sponsored in part by the City of Wausau Room Tax.”

**GRANT LIMITS:**

- The maximum grant available is \$10,000.
- Grants will be limited based upon funding.

**ADDITIONAL INFORMATION:**

- All grants will be evaluated on established criteria and ranked competitively by the Commission.
- The grant application will serve as a grant agreement and must be signed by an authorized official within the organization.
- The grant expires one year after awarded by the Room Tax Commission.
- Grantees should request funds via email request to mgroat@ci.wausau.wi.us

**EVALUATION CRITERIA:**

- Completeness and quality of the application. 10 points
- A well-developed marketing strategy that can reasonably be expected to generate multiple hotel stays. 30 points
- The event and application substantiate local economic impact from:
  - local visitors. 5 points
  - day trip visitors. 15 points
  - overnight visitors. 30 points
- The methodology proposed to survey attendees is well developed and will likely generate good quality information regarding event attendees and whether they are local or non-local. 10 points
- The event is unique, unduplicated and creative . 20 points
- Expected/historical event attendance:
  - 0-1,000 attendees annually. 5 points
  - 1,000-5,000 attendees annually. 10 points
  - 5,000+ attendees annually. 15 points

**REVIEW AND AWARD PROCESS:**

- Timely grant requests will be reviewed by staff for completeness.
- The Commission will review, score and rank proposals based upon the Evaluation Criteria.
- Staff will compile ranking for Commission consideration.
- Commission will review and make a final grant determination.
- Grant applicants will be informed of the grant determination.



**CITY OF WAUSAU ROOM TAX  
COMMISSION ROOM TAX TOURISM  
GRANT APPLICATION**

Name of Organization: Leigh Yawkey Woodson Art Museum
Authorized Official Name and Title: Amy Beck, marketing and communications manager
Email Address: abeck@lywam.org
Organization Website URL: <a href="https://www.lywam.org/">https://www.lywam.org/</a>
Organization Address: 700 North Twelfth Street, Wausau, WI, 54403
Daytime Telephone: 715-845-7010

Grant Request Amount: \$10,000.
Total Project/Event Budget: \$22,000
Event Date(s) or Date Range: December 2, 2017 through February 25, 2018
Event Location: Leigh Yawkey Woodson Art Museum, 700 North Twelfth Street, Wausau, WI 54403
Projected Number of Attendees : 5,500
Estimated Number of Hotel Stays from the Project/Event: 192
New Event/Project <input checked="" type="checkbox"/> Existing Event/Project <input type="checkbox"/>

Project/Event Description:  
“Wild Fabrications,” an exhibition comprising more than three dozen vibrant quilts featuring intriguing, whimsical depictions of animals and organized by the Studio Art Quilt Associates in Hebron, Connecticut, will showcase the art of quilting, attracting quilters and fiber-arts enthusiasts to Wausau from throughout Wisconsin, Iowa, the Twin Cities, and Chicago for holiday-season and winter getaways, December 2, 2017 through February 25, 2018.

The Leigh Yawkey Woodson Art Museum – with its robust lineup of changing exhibitions and interactive programs designed to enliven these varied themes – continually works to expand its reach and attract a wide array of visitors. “Wild Fabrications” extends that reach, dynamically connecting with quilters, encouraging them to plan “quilty pleasure” long-weekend getaways and holiday excursions with friends and family members, such as “girls’ weekend” quilt-related getaways and mini-reunions. The Wausau Room Tax Commission’s Tourism Grant support for this project will enable the Woodson Art Museum to carry out a well-structured and focused marketing campaign designed to deliver economic impact to Wausau. The concurrent “Explorations in Wood” exhibition will appeal to woodworkers and hobbyists who will find additional incentive and motivation to accompany quilty enthusiasts for friends’ and couples’ weekend getaways.

Provide a detailed marketing plan or strategy. Complete the marketing budget below that lists each marketing piece, the location of the piece, approximate dates of views, cost, planned distribution of materials etc. Outline specifically how this plan is reasonably likely to generate overnight hotel stays. Additionally, highlight those marketing materials that are outside the City of Wausau and those that are over 90 miles away.

Think about a favorite quilt. Warm thoughts of comfort and the loved ones who stitched and labored to sew treasured family heirlooms are all wrapped up in our favorite quilts. What's a common thread of their appeal? Quilters certainly share a desire to hone the skills necessary to carry on a tradition that links generations. Enthusiasts also share an appreciation of the creativity and ingenuity woven throughout extraordinary quilts. We all can celebrate the quilting-bee concept – the time-tested ways that quilts stitch us together, fostering family and community connections.

The Leigh Yawkey Woodson Art Museum, in a continual quest to meet and surpass its mission to “enhance lives through art,” will present the quilt exhibition “Wild Fabrications” from December 2, 2017 through February 25, 2018. Cozy associations and warm memories will help entice quilt lovers, fiber artists, and others to plan “quilty pleasure” winter getaway excursions to visit Wausau and the Woodson Art Museum.

Complementary programs will attract and involve visitors and participants of all ages – making engaging connections between quilting, sewing, and fiber arts. The Woodson Art Museum will be a must-see destination for quilt lovers and the ideal place to engage and introduce new generations to this art form and the quilting community – as well as to the Wausau-area community – and to encourage shared Museum and quilting experiences.

The Woodson Art Museum, which opened in 1976, is internationally known for its flagship “Birds in Art” exhibition and its esteemed collection that sets the standard for avian art. In addition to the Museum’s collection focused on art of the natural world – which complements the animal theme of this quilt exhibition, the Museum presents varied, temporary exhibitions that change more often than the seasons. From Dale Chihuly glasswork to Rembrandt etchings and from Caldecott-winning children’s book illustrators to the art of guitar design, the Museum – as the only full-service art museum in the northern half of the state and a 2017 National Medal Winner for Museum Service – continually offers a variety of new and engaging art experiences to its fifteen-county, north-central Wisconsin service area. With “Wild Fabrications,” the Museum extends its reach further with a focus on the designs, processes, and intricacies of quilting.

Throughout the twelve-week “Wild Fabrications” exhibition, the Museum will offer multiple programs and a long-weekend artist residency, January 19-21, 2018, featuring renowned quilter and television personality Mary Fons, discussing her work and the role of the quilt in American popular culture. The co-host of Public Broadcasting Service’s long-running show “Fons and Porter’s Love of Quilting,” Mary Fons is well-known as a passionate, vibrant speaker on the subject of quilts. The PBS television series hosted by Mary Fons and Liz Porter is a co-production with Iowa Public Television, which opens that market as a potential source for participants by tapping into a ready-made audience from throughout Iowa in addition to attracting visitors from throughout Wisconsin, the Twin Cities, Chicago, and beyond. Opportunities apply to news coverage, as well, encompassing media outlets throughout the Midwest.

With the emphatic appeal of quilts woven into the fabric of the Midwest, “Wild Fabrications” will attract quilters and art lovers throughout Wisconsin and neighboring states to plan “quilty pleasure” getaways to the Woodson Art Museum. Wausau’s central-Wisconsin location at the crossroads of Highways 29 and 51 allows for easy access from all points, including Green Bay, Milwaukee, Madison, Chicago, Eau Claire, the Twin Cities, and Iowa.

With the goal of attracting new audiences to the Woodson Art Museum and to north-central Wisconsin, the Museum will increase its marketing efforts, especially via social media advertising. This project presents an excellent opportunity for the Wausau Room Tax Commission to invest Tourism Grant dollars in an activity that will bring visitors – and their tourism-spending habits – to Wausau and north-central Wisconsin while generating media coverage throughout the Midwest, too.

Marketing Media Description	Locations covered by media/publication	Approximate dates	Expected Cost	Grant Request
Targeted Facebook ads	beyond 90-mile-radius of Wausau – to reach Wisconsin, Iowa, Chicago, & Twin Cities quilt enthusiasts	beginning in Nov. 2017 to plan trips to Wausau for quilt exhibition, Dec. 2, 2017 – Feb. 25, 2018	\$10,000.	\$10,000.
Museum’s color, 14-page, 8.5” x 11” events calendar with quilt exhibition & program details	distributed to 1,000 Museum members & 3,000 others	designed, printed & distributed in Nov. & during exhibition, Dec. 2, 2017 – Feb. 25, 2018	\$2,000. to be paid by Museum	\$0.
Online advertising – targeted Google search or other online ads	Museum’s service area: Wausau & surrounding 90-mile radius	December 2017 and January 2018 for the “Wild Fabrications” exhibition.	\$4,000. to be paid by Museum	\$0.
Wisconsin Public Radio advertising	WPR’s Wausau-regional service area	December 2017 and January 2018	\$1,500. to be paid by Museum	\$0.
Quilt exhibition & images fee	Museum’s website & promotional-material distribution	Dec. 2, 2017 – Feb. 25, 2018	\$4,500. to be paid by Museum	\$0
			<b>Total costs: \$22,000.</b> Museum pays: \$12,000.	\$10,000.

Detail how your organization/project/event will be reasonably likely to create overnight stays in the City of Wausau lodging facilities. Please explain your methodology for identifying multiple hotel stays generated by the event and surveying event goers. Although we tally the number of visitors daily, please keep in mind that because the Woodson Art Museum is committed to always-free admission, we do not have the opportunity to collect zip codes from all visitors through ticket sales, for example. For this and other reasons, the Woodson developed and installed in the Museum’s main entrance a Digital Guestbook dedicated to collecting survey information given voluntarily by visitors; the collected data enables us to secure representative sample information. After a year of using an iPad, the Museum upgraded to a touchscreen television monitor for a more prominent and enticing invitation to interact with the touchscreen and take this crucial survey. A brief survey asks questions such as “are you a day-trip visitor or overnight visitor?” and “how many are visiting with you today?” These and other vital questions help tell us about our visitors – who they are, where they are from, and what prompted their visit – and also provide data to measure the economic impact the Museum generates in Wausau and north-central Wisconsin. The Woodson Art Museum estimates the “Wild Fabrications” economic impact will be \$135,016, and based on 1,732 day-trip visitors and 192 overnight visitor stays in the Wausau area during the twelve-week period and an overall attendance of about 5,500 visitors.

If your event/project reserves a block of rooms for this event in a City of Wausau hotel, please provide number of rooms, number of nights and name of the hotel.  
Partner hotels – Jefferson Street Inn, Hampton Inn, and the Courtyard by Marriott – offer Woodson Art Museum visitors special discounted room rates; perhaps others will, too . In return, the Museum publicizes these hotel partnerships on the Museum’s “Wild Fabrications” exhibition webpage, displaying each hotel’s

logo, hotlinked to their respective websites.

OTHER REQUIRED DOCUMENTS:

- ORGANIZATION WIDE BUDGET: FY 2017-18 budget attached
- PROJECT OR EVENT BUDGET: quilt exhibition promotional budget attached
- RECENT YEAREND FINANCIAL STATEMENTS: FY 2016-2017 audit delivered in September 2017
- IRS DETERMINATION: attached
- BOARD OF DIRECTORS: attached

*I understand the restrictions placed on the expenditure of room tax funds governed by the Room Tax Commission and certify that the requested funds will be used for the purposes described in this application or approved by the Commission. I understand that the use of funds is subject to review and a post event reporting is required. Grant recipients will be considered ineligible for future grants until post event reporting is filed. This application will serve as a grant agreement and award as noted below.*

__Amy Beck	Woodson Art Museum Marketing and Communications Manager	8-19-17__
Name	Title	Date

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Grant award amount \_\_\_\_\_

Date of award \_\_\_\_\_

Signed \_\_\_\_\_

Tom Weaver, Room Tax Commission Chair

**CITY OF WAUSAU ROOM TAX COMMISSION  
ROOM TAX TOURISM GRANT APPLICATION  
APPLICATION EVALUATION WORKSHEET**

<b>Reviewer Name:</b>
-----------------------

<b>Applicant Organization</b> Leigh Yawkey Woodson Art Museum
<b>Project/Event:</b> Wild Fabrications
<b>Grant Request:</b> \$10,000

Maximum Points	Criteria	Notes	Score
10	Quality and completeness of the application		
30	The applicant has a well-developed marketing strategy that can reasonably be expected to generate multiple hotel stays.		
5 15 30	The event and application substantiate a reasonable likelihood of local economic impact from Local visitors Day-trip visitors Overnight visitors		
10	The methodology proposed to survey attendees is well developed and will likely generate good quality information regarding the number of attendees and whether they are local or non-local		
20	The event is unique, unduplicated and creative.		
15	The expected/historical annual attendance is: 0-1,000 attendees - 5 pts 1,000-5,000 attendees – 10 pts 5,000 or more attendees – 15 pts		

**CITY OF WAUSAU ROOM TAX COMMISSION  
TOURISM GRANT  
SUMMARY REPORT**

<b>Applicant Organization:</b> Leigh Yawkey Woodson Art Museum
<b>Project/Event:</b> Wild Fabrications
<b>Number of Event Attendees:</b> Does this differ from your projected attendance? _____ If yes, Please explain

**Please report actual marketing expenses below:**

Marketing Media Description	Dates Ran	Cost	Is this different than described in the application? If yes, please explain.

**Please detail the methodology used to survey attendees to establish attendance statistics, where they live and overnight stays. You may use the table below or present it on another sheet in a format conducive to your event/project.**

<b>Methodology narrative:</b>
-------------------------------



# Leigh Yawkey Woodson Art Museum

## FY 2017-18 Operating Budget

Income	FY16-17 Budget	Year-end Projection	FY17-18 Budget
<b>Unrestricted Support and Revenue</b>			
Endowment Draws	1,197,000	1,197,000	1,175,000
Sculpture Garden Fund	0	0	14,500
Contributions - Individuals	40,000	46,684	42,000
Contributions - Corporations	34,000	19,500	30,000
Contributions - Government	60,000	83,065	69,000
Contributions - Charitable Foundations	37,500	37,500	30,000
Contributions - Corporate Foundations	10,000	3,000	5,000
Membership - Household/Family \$50	14,000	13,063	14,000
Membership - Partner \$75	15,000	14,825	15,000
Membership - Associate \$150	14,500	16,045	16,000
Membership - Patron \$250	18,500	20,300	19,000
Membership - Friend \$350	26,500	24,810	25,000
Membership - Connoisseur \$500	31,500	34,406	33,500
Membership - Collector \$1000	24,000	25,400	24,000
Membership - Benefactor \$2500	40,000	48,500	45,000
Interest- Operating, MMA, Fidelity	1,750	3,584	3,000
Rentals - touring exhibitions (not BIA)	25,000	17,750	25,000
Sales - catalogues/posters (not BIA)	7,500	16,414	8,000
Miscellaneous income	3,500	6,652	4,500
Revenue - receptions/events	1,500	1,064	2,000
Revenue - group tours	500	259	500
Revenue - garden photography	450	315	450
Revenue - classes and workshops	4,000	7,017	5,000
Revenue - travel program	115,000	175,585	115,000
<b>Sub-total Unrestricted Support and Revenue</b>	<b>1,721,700</b>	<b>1,812,738</b>	<b>1,720,450</b>
<b>Birds in Art</b>			
Contributions - Individuals	26,500	22,910	26,500
Contributions - Corp/Charitable Fnds	15,000	10,000	15,000
Catalogue sales	27,000	18,469	22,000
Dinner - Members' guests	500	725	500
Posters sales	2,000	1,501	1,750
Photography/Catalogue imaging fees	12,000	12,000	12,000
Tour rental fees	65,000	59,567	65,000
Processing/Entry fees	33,000	29,410	32,000
<b>Sub-total Birds in Art</b>	<b>181,000</b>	<b>154,582</b>	<b>174,750</b>
<b>Total Unrestricted Support and Revenue</b>	<b>1,902,700</b>	<b>1,967,320</b>	<b>1,895,200</b>

Income	FY16-17 Budget	Year-end Projection	FY17-18 Budget
<b><u>Temporarily Restricted Revenue</u></b>			
Contributions - Individuals	0	164,818	0
Contributions - Charitable Foundations	0	575,300	0
Contributions - Corporate Foundations	0	31,241	0
Acquisitions	0	450,000	0
Tribute	0	29,780	0
<b>Sub-total Temporarily Restricted Revenue</b>	<b>0</b>	<b>1,251,139</b>	<b>0</b>
<b>Birds in Art</b>			
Contributions- Individuals, Corp, Gov't	0	46,200	0
	<b>0</b>	<b>46,200</b>	<b>0</b>
<b>Total Temporarily Restricted Revenue</b>	<b>0</b>	<b>1,297,339</b>	<b>0</b>
<b>Current Income</b>	1,902,700	1,967,320	1,895,200
<b>Prior Designated Contributions Released / to Be Released</b>	44,798	44,798	0
	<b>1,947,498</b>	<b>3,309,457</b>	<b>1,895,200</b>

Expense	FY15-16 Budget	Year-end Projection	FY16-17 Budget
<b><u>Salaries and Benefits</u></b>			
Administrative	289,474	289,423	304,850
Curatorial	206,837	215,208	226,138
Clerical	75,500	63,661	66,514
Security	51,100	45,377	51,986
Maintenance	107,930	107,345	82,651
Intern/Special Projects	32,864	32,568	33,825
Unemployment taxes	4,800	3,157	4,500
Workers compensation insurance	6,956	8,058	7,445
Health and disability	56,100	58,558	60,854
Employee contribution to health ins	(11,420)	(10,837)	(10,900)
Health Insurance Reimbursement	8,200	6,779	7,500
Social Security and Medicare	53,000	55,085	57,500
Employer Health Savings Acct.	10,800	8,550	10,000
Simple IRA	16,900	17,914	19,500
<b>Total Salaries and Benefits</b>	<b>909,041</b>	<b>900,846</b>	<b>922,363</b>
<b><u>Occupancy and Maintenance</u></b>			
Fuel	20,000	17,938	20,000
Electricity	56,000	48,024	52,500
Water and sewer	4,800	2,749	3,500
Repairs and services	60,000	58,919	58,200
Maintenance supplies	8,000	3,857	6,000
Snow removal	4,000	14,434	16,500
Arboretum	14,500	14,193	17,000
Insurance - liability & property	15,946	16,061	15,726
Tools and equipment	1,200	750	1,200
<b>Total Occupancy &amp; Maintenance</b>	<b>184,446</b>	<b>176,925</b>	<b>190,626</b>

<b>Expense</b>	<b>FY16-17 Budget</b>	<b>Year-end Projection</b>	<b>FY17-18 Budget</b>
<b><u>Education Expense</u></b>			
Printing	3,750	2,750	3,000
Art Park / Interactive space	6,000	6,500	7,500
Volunteers	1,950	3,800	3,000
Programs and materials	14,500	12,500	13,500
Honoraria, travel, lodging & meals	16,500	4,900	12,000
Travel program	95,000	127,000	95,000
<b>Total Education Expense</b>	<b>137,700</b>	<b>157,450</b>	<b>134,000</b>
<b><u>Exhibition Expense</u></b>			
Exhibition supplies	4,000	6,280	5,000
Matting and framing	1,500	2,089	5,800
Exhibition rental fees	100,000	117,528	82,250
Freight and crating	49,200	32,687	28,000
Refreshments and hospitality	1,600	1,327	1,600
Inventory for resale	2,500	1,850	2,000
Professional services	7,000	14,312	7,000
<b>Total Exhibition Expense</b>	<b>165,800</b>	<b>176,073</b>	<b>131,650</b>
<b><u>Collection Expense</u></b>			
Display supplies	2,500	301	2,900
Conservation	3,500	1,059	6,725
Photography	1,600	971	1,500
Printing/labels/signage	1,000	325	750
Insurance	13,002	8,002	8,002
Freight and crating	2,000	1,745	2,000
<b>Total Collection Expense</b>	<b>23,602</b>	<b>12,403</b>	<b>21,877</b>
<b><u>Administrative Expense</u></b>			
Telephone	3,150	3,214	3,150
Dues	3,300	3,514	3,000
Office supplies	4,670	3,914	4,500
Postage	4,000	10,756	5,000
Printing	11,500	18,983	14,500
Advertising and promotions	46,106	46,106	53,106
Professional services	42,500	53,511	42,500
Auto insurance	838	1,087	1,140
Auto repairs, gas, mileage	600	447	500
Miscellaneous admin. expense	3,500	2,142	2,500
Travel, conferences, research	12,500	8,518	10,000
Photography/audio-visual	2,000	2,558	2,000
Library and subscriptions	1,750	1,598	1,700
Office equipment and repairs	28,720	32,284	31,595
Taxes	40,000	56,576	50,000
Bank and credit card fees	5,500	6,022	6,000
Personnel/Employee expenses	4,500	1,529	2,200
Volunteers - VIVA	1,000	350	750
Membership	33,500	29,587	33,500
<b>Total Administrative Expense</b>	<b>249,634</b>	<b>282,696</b>	<b>267,641</b>

<b>Expense</b>	<b>FY16-17 Budget</b>	<b>Year-end Projection</b>	<b>FY17-18 Budget</b>
<b><u>Birds in Art</u></b>			
Exhibition supplies	1,200	1,833	1,200
Freight and crating	69,400	69,598	70,000
Refreshments and hospitality	63,000	62,994	63,500
Education supplies	6,500	4,265	5,500
Honoraria and expenses	14,500	18,650	15,500
Postage	8,000	7,259	8,500
Printing, photography; catalogue	42,175	40,561	43,000
Advertising and promotions	25,500	25,500	25,500
Professional services	16,500	17,664	17,000
<b>Total Birds in Art</b>	<b>246,775</b>	<b>248,324</b>	<b>249,700</b>
<b><u>MWF Sculpture Gallery</u></b>			
Exhibition supplies & services	7,000	2,874	7,000
Freight and crating	1,000	0	1,000
Printing	1,000	0	1,000
Professional services	5,000	5,553	5,000
<b>Total MWF Sculpture Gallery</b>	<b>14,000</b>	<b>8,427</b>	<b>14,000</b>
<b><u>Total Expense</u></b>	<b>1,930,998</b>	<b>1,963,143</b>	<b>1,931,857</b>
<b>Capital Office Equipment</b>	<b>16,500</b>	<b>6,560</b>	<b>0</b>
	<b>1,947,498</b>	<b>1,969,703</b>	<b>1,931,857</b>
<b>Operating Surplus (Deficit)</b>	<b>0</b>	<b>1,339,754</b>	<b>-36,657</b>
<b>2017 / 2018 expenses to be covered by designated funds received previously</b>			<b>36,657</b>
<b>Operating Income / Expenses for Fiscal Year 2017 / 2018</b>			<b>0</b>

**Wild Fabrications Quilt Exhibition  
Wausau Room Tax Commission Tourism Grant  
Promotional Budget**

	<b>Wausau Tourism Grant</b>	<b>Museum pays</b>	<b>Total</b>
<b>Targeted online social-media advertising</b>			
Facebook targeted ads	\$10,000.	\$ 0.	\$10,000.
<b>Museum's printed quilt exhibition materials</b>			
Full-color, glossy, 14-pg, 8.5" x 11" events calendar with exhibition and program details	\$ 0.	\$ 2,000.	\$ 2,000.
<b>Online ads – targeted Google search, other online ads</b>			
Within Wausau's 90-mile radius service area	\$ 0.	\$ 4,000.	\$ 4,000.
<b>Wisconsin Public Radio advertising</b>			
WPR's Wausau-regional service area & Museum's 90-mile-radius service area	\$ 0.	\$ 1,500.	\$ 1,500.
<b>Quilt exhibition and images fee</b>			
Exhibition fee includes images to illustrate & promote exhibition in Museum materials & website	\$ 0.	\$ 4,500.	\$ 4,500.
<b>TOTAL Quilt Exhibition Promotional Budget</b>	<b>\$10,000.</b>	<b>\$12,000.</b>	<b>\$22,000.</b>

Address any reply to: Federal Building and U. S. Court House, 316 North Robert Street, St. Paul, Minnesota 55101

## Department of the Treasury

### District Director Internal Revenue Service

Date:

In reply refer to:

April 30, 1973

StP:EO:73-414 AM:ag

The Leigh Yawkey Woodson Art Museum, Inc.  
602 First American National Bank Building  
Wausau, Wisconsin 54401

EIN # 23-7281913

Gentlemen:

Accounting Period Ending: June 30  
Purpose: Charitable-Educational

Based on information supplied, and assuming your operations will be as stated in your application for recognition of exemption, we have determined you are exempt from Federal income tax under section 501 (c)(3) of the Internal Revenue Code.

We have further determined you are a private foundation within the meaning of section 509(a) of the Code and an operating foundation as defined in section 4942(j)(3) of the Code. Since you have been in existence for less than one taxable year, the determination as to operating foundation status is based on the evidence you submitted that you can reasonably be expected to meet the tests under section 4942(j)(3)(A) and section 4942(j)(3)(B)(1) of the Internal Revenue Code for your first taxable year. If you subsequently fail to qualify as an operating foundation for your first taxable year, you will be treated as a private foundation which is not an operating foundation as of the first day of your second taxable year for purposes of making any determination under the Internal Revenue laws with respect to your organization, until such time as you do meet the requirements of section 4942(j)(3).

Grantors and donors may rely on the determination that you are a private operating foundation for your first tax year, unless notice that you will no longer be treated as a private operating foundation is published in the Internal Revenue Bulletin. However, a grantor or donor may not rely on such determination if he was in part responsible for, or was aware of, the act or failure to act that resulted in your loss of operating foundation status, or acquired knowledge that the Internal Revenue Service had given notice that you would be removed from classification as a private operating foundation.



The Leigh Yawkey Woodson Art Museum, Inc.

You are not liable for social security (FICA) taxes unless you file a waiver of exemption certificate as provided in the Federal Insurance Contributions Act. You are not liable for the taxes imposed under the Federal Unemployment Tax Act (FUTA).

Since you are a private foundation, you are subject to the excise taxes under Chapter 42 of the Code. The initial excise tax imposed by section 4942(a) of the Code will not apply to the undistributed income of a private foundation for any taxable year for which it is an operating foundation as defined in section 4942(j)(3) of the Code.

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes under sections 2055, 2106, and 2522 of the Code.

If your purposes, character, or method of operation is changed, you must let us know so we can consider the effect of the change on your exempt status. Also, you must inform us of all changes in your name or address.

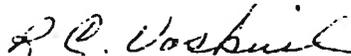
You are required to file Form 990-PF, Return of Private Foundation Exempt From Income Tax, and Form 990-AR by the 15th day of the fifth month after the end of your annual accounting period. The law imposes a penalty of \$10 a day, up to a maximum of \$5,000, for failure to file a return on time.

You are not required to file Federal income tax returns unless you are subject to the tax on unrelated business income under section 511 of the Code. If you are subject to this tax, you must file an income tax return on Form 990-T. In this letter, we are not determining whether any of your present or proposed activities are unrelated trade or business as defined in section 513 of the Code.

You need an employer identification number even if you have no employees. If an employer identification number was not entered on your application, a number will be assigned to you and you will be advised of it. Please use that number on all returns you file and in all correspondence with the Internal Revenue Service.

Please keep this determination letter in your permanent records.

Very truly yours,



R. C. Voskuil  
District Director

## Board of Directors

Jay M. Anliker

President and CEO, UMR; Director: JSI Condo Association; River Valley Bancshares, Inc.

John M. Forester

Director: Vice Chairman, Serious Fun Children's Network

Don Grade

Director: Treasurer, Grand Theatre Foundation; President, North Central Health Care Foundation; B.A. & Esther Greenheck Foundation

Robert S. Hagge, Jr.

Director: President, Minocqua Museum; Marathon County Historical Museum; Oneida County Lakes and Rivers Association

James McIntyre

President and CEO, Greenheck Fan Corporation; Director: Greenheck Group; Wisconsin Manufacturers & Commerce; University of Wisconsin-Stevens Point School of Business & Economics Business Advisory Council; United Way of Marathon County; Woodson YMCA Foundation; Church Mutual Insurance

Lon Roberts

Commissioner, Public Service Commission, State of Wisconsin; Director: Secretary, Grand Theatre Foundation; Secretary/Treasurer, Victor and Helen Geisel Foundation; Secretary, Dwight and Linda Davis Foundation; Chairman, University of Wisconsin-Stevens Point Foundation; Vice President, Medical Risk Management, Inc.; Secretary, Judd S. Alexander Foundation

Neil Slamka, President, Woodson Art Museum Board of Directors

Director: Secretary, North Central Health Care Foundation; Grand Theatre Foundation

Alice W. Smith, Secretary, Woodson Art Museum Board of Directors

Director: Mt. Helix Park Foundation; SIHA Security District

Stephen C. Spire

Director: Woodson YMCA Foundation

Gary E. Tesch, Treasurer, Woodson Art Museum Board of Directors

Director: Treasurer, North Central Health Care Foundation

John Tubbs, Vice-President, Woodson Art Museum Board of Directors

Regional President, Wisconsin North, BMO Harris Bank; Director: Aspirus Health Foundation; Woodson YMCA Foundation; City-County Information Technology Board; United Way of Marathon County

**CITY OF WAUSAU ROOM TAX COMMISSION  
TOURISM GRANT  
SUMMARY REPORT**

<b>Applicant Organization: Wausau Events</b>
<b>Project/Event: Big Bull Falls Blues Fest</b>
<b>Number of Event Attendees: 7,000</b> <b>Does this differ from your projected attendance? <u>No</u> If yes, Please explain</b>

**Please report actual marketing expenses below:**

Marketing Media Description	Dates Ran	Cost	Is this different than described in the application? If yes, please explain.
Rack Cards	April-October	\$750	No
Facebook Ads	April, May, July	\$140	\$60 less than projected
Chamber Pak Mailing	July	\$350	No
Pine Valley Golf Cards	June-October	\$399	Yes, added in marketing plan
Blue Monday Ads	March-August	\$680	No
Flyers	March-August	\$590	Slightly less
Posters	April-August	\$478	Yes, more than projected.
Billboard	July-August	\$3759	Yes, slightly more than projected
TV Ads	August	\$1500	No
City Pages	August	\$910	Yes, slightly less
WXPR Radio Ad	August	\$200	No

**Please detail the methodology used to survey attendees to establish attendance statistics, where they live and overnight stays. You may use the table below or present it on another sheet in a format conducive to your event/project.**

**Methodology narrative:**

This event is a ticketed event and we are able to gather data on presale tickets and where people live. It was found that approximately 75% of those tickets were bought by people who live outside the 90 mile radius of Wausau. We also worked with the nearby hotels to the event to generate counts of how many room nights were generated from attendees for this event. We provided them with cozies to give to the guests as they arrived who stated they were there for blues fest. We also offered a hotel link on our website of local hotels.

We found in our counts with the hotels that **were 275 hotel nights generated** at the 6 hotels we worked with this year. This being our first year, we hope to expand the hotels we work with to count the hotel nights.

We also use Google Analytics on our website. These results from cities are attached as well as the tickets bought and the cities from which the people came.

City	# of People	Hotel Stay?	Other information provided?
SEE ATTACHED	SHEETS		

As the authorized representative for this event and organization, I hereby attest and certify that the information provided in this report is true and correct to the best of my knowledge.

SIGNED: *Laura Dewitt* DATE: 8/30/17

EMAIL ADDRESS: execdir@wausauevents.org

<b>NAME</b>	<b>#</b>	<b>City</b>
Max Murphy	4	Adams
Gryffyn Mather	4	Amherst
Joseph Norris	2	Andover, KS
Mike & Gloria Grauborg	2	Andover, MN
Karen & Wesley Provost	2	Anoka, MN
Nancy Shelley	3	Antigo
Julie McCann	2	Apple Valley, MN
Ronda Prewitt	4	Apple Valley, MN
Kathleen krause	2	Appleton
Paul Cisler	2	Appleton
Steven Vertin	2	Appleton
Michael O'Neil	2	Appleton
Stephen Swanson	4	Appleton
Bill Futymoski	1	Aurora, IL
William Simpson	2	Avon Lake, OH
Brant Moegenburg	4	Baldwin
Karla Schwede	2	Bancroft
William Meyer	2	Beach Park, IL
Thomas Buderer	2	Beaver Dam
Steve Mitchell	4	Beaver Dam
Heidi Johns	2	Beloit
Wesley Case	2	Belvidere, IL
Jeffrey Seefeld	2	Big Bend
Mike Eichorst	2	Blue Mounds
Anthony Schwanda	2	Boulder Junction
Julie Roeglin	2	Braidwood, IL
William Schafer	2	Broadhead
Randall Meyer	2	Brooklyn Park, MN
Jeff Cragg	2	Burlington
Shelly Davies	2	Camanche, IA
Lori Redeker	2	Cato
Jim Manternach	1	Charon, NE
Ken Pallister	2	Chicago, IL
Pamela Tornatore	2	Chicago, IL
Ken Pallister	1	Chicago, IL
Paul Williams	2	Chicago, IL
Walter Kubalanza	2	Chicago, IL
Ronald Marciano	2	Chicago, IL
Gregory Sherlock	2	Clam Lake
Monica Kurschner	2	Clear Lake
Curtis Jacobson	1	Clear Lake, MN
Jon Dummer	1	Cleveland, MN
Janice Wilson	2	Coon Rapids, MN
Winifred Leighton	2	Crystal, MN
Daniel Everson	2	Cudahy
Patricia Pieper	3	Dalton

<b>NAME</b>	<b>#</b>	<b>City</b>
Donna Douglas	2	Darlington
Paul & Molly Spodeck	2	De Pere
David Regazzi	2	De Pere
Todd Thornton	2	Delaven
Mary Lynch	2	Dresser
Joanne Busker	2	Dubuque, IA
Amy Packer	1	Duluth, MN
Robert Flatt	2	Duluth, MN
Jessica Armstrong	2	Eagan, MN
Sandra Kaitchuck	2	Eagle River
Eric Johnson	2	Eau Claire
Mary Dettmann	3	Eau Claire
Carol Anderson	2	Edina, MN
Christine Phillips	2	Elkhorn
Christine Philips	1	Elkhorn
Cynthia Langlois	2	Elmwood Park
Gifts & Gathering	1	Eyota, MN
John Gatt	1	Fort Atkinson
Patricia Horan	3	Fox River Grove, IL
Linda Kupcho	2	Franklin
Kenneth Cheslak	2	Fredonia
Sherri Emmering	2	Fremont
Jill Hughes	2	Gaastra, MI
Dora Gorske	2	Gleason
Gregory Wiley	2	Golden Valley, MN
Robbie Rohacek	2	Grandmarsh
Shoshoni Elbe	1	Green Bay
Karla Piepenberg	2	Green Bay
Christy Maloney	3	Green Bay
Kathryn Russell	2	Green Bay
Jacqueline Felder	1	Green Bay
Marc Charles	1	Green Bay
Deborah Lor	2	Greenville
Nancy Ramsdell	2	Hales Corners
Jeff Howell	2	Hancock
Ken Howell	1	Hancock
Ron Bieber	2	Hayward
Rodney Schwartz	2	Inver Grove Heights, MN
Rhonda Peterson	2	Iron River, MI
Robert Busakowski	2	Iron River, MI
Diane Meager	2	Isanti, MN
Laura Hayne	2	Janesville
Todd Browning	1	Johnson Creek
Linda Collins	2	Kaukauna
Robin Jansen	2	Kaukauna
Steve Schommer	2	Kaukauna

<b>NAME</b>	<b>#</b>	<b>City</b>
Thomas Verebten	2	Kaukauna
Steve Dunphy	2	Kaukauna
Thomas Bay	2	Kaukauna
Brian Granger	3	Kaukauna
Louise Hennes	1	Kaukauna
Tim Giles	4	Kaukauna
Peter Francis	5	Kaukauna
Theresa Floyd	2	Kaukauna
Jennifer Royalty	2	Kaukauna
Todd Boiven	2	Keshena
Pete Valiska	2	Kronenwetter
Linda Schill	2	Lake Elmo, MN
Robert Rice	2	Lake Linden, MI
James McCarthy	2	Lakewood, IL
Melissa Voight	2	Little Chute
Brian Larson	2	Lodi
Tracy Drake	4	Lomira
Lee Dougherty	2	Long Lake, MN
Madelynn Johnson	2	Loves Park, IL
Diane Korzinek	2	Loyal
Lisa Erickson	4	Madison
Robert Melby	2	Madison
Dustin Thompto	2	Madison
Steven Weiford	2	Madison
Gail Rajski	1	Madison
Daniel McGuigan	3	Madison
Nancy Motisi	2	Madison
Liese Harter	1	Madison
Robert Severt	2	Madison
Lisa Hoffman	2	Madison
Ed Wegert	2	Madison
Karen Mecum	2	Madison
Ann Filipis	2	Manawa
Lori Garcia	1	Manitowoc
Ann Larson	2	Manitowoc
David Sprang	2	Manitowoc
Mary Smith	2	Manitowoc
Darwin Wieneke	2	Mankato, MN
Ivan Buhring	4	Maple Grove, MN
Carly Sager	2	Marathon
Wayne Dickinson	2	Marquette, MI
Gail Sauer	1	Marshfield
Kevin Whitford	2	Marshfield
Daniel Nagel	1	Marshfield
Daniel Nagel	1	Marshfield
Michael Haag	2	Mason City, IA

<b>NAME</b>	<b>#</b>	<b>City</b>
William Hoekstra	2	Mason City, IA
Maureen Burke	2	Mausten
Bonnie Bruns	2	McFarland
Robert Smith	4	McFarland
David Kaczmarcik	2	Medford
Donald King	2	Medford
Tom Harkness	2	Mendota heights, MN
Mark Wenzel	1	Menomonie
Nita Farrell	2	Merrill
Mark Handlin	2	Merrill
Donald Dunphy	2	Merrill
Kathryn Pophal	2	Merrill
Reuben Genz	4	Merrimac
Paul Jones	2	Middleton
Jennifer Oertel	2	Milladore
Steve Swick	2	Milton
Jackie Mellor	2	Milwaukee
Kevin Counihan	2	Minneapolis, MN
Pamela Spaulding	2	Minneapolis, MN
Kevin Wisdom	2	Minnetonka, MN
Michael Livermore	6	Moline, IL
Peggy Ivik	4	Monroe
Kenneth Pearson	2	Monroe Center, IL
Gerald Lynch	2	Montello
Mark Burton	4	Montfort
Richard Kjelstad	2	Mosinee
Lori Buckley	2	Mosinee
Al Schmidt	2	Mount Horeb
Jack Saltes	1	Mount Horeb
Herb Jabs	2	Mount Horeb
William Sweda	2	Mountain
William Murphy	2	Mundelein, IL
Kelly Brown	2	Muscatine, IA
Therese Hock	2	Muskego
Mary Olson	2	Neenah
Philip Johnson	3	Neenah
Paula Fellwock	2	Neillsville
Donna Schmalz	2	Nekoosa
James Adams	1	Nekoosa
James Adams	1	Nekoosa
Susan Gaudian	4	Neola, IA
Brenda Bahrke	2	Neola, IA
Douglas Spike	1	Nerstand, MN
Barbara King	2	New Richmond
Andrew Allar	2	Oak Creek
Gerald Peterson	2	Oak Creek

<b>NAME</b>	<b>#</b>	<b>City</b>
Katherine Johnson	2	Oak Creek
Stephen Sotello	1	Omaha, NE
Shelley Munk	2	Omaha, NE
Patty Beck	2	Oregon
Earl Sill	2	Oshkosh
Steve Rand	6	Oshkosh
Mark Dolan	2	Oshkosh
William Bode	2	Oxford, IA
Richard Schaffer	4	Pardeeville
Gary LaLande	2	Pelican Lake
Robert Tishim	2	Plover
Kevin Nelson	2	Plover
Theresa Alhart/Michael Wolf	2	Pompano Beach
Michael Wolf Theresa Alhart	1	Pompano Beach, FL
Angelic Wechet	2	Poplar Grove, IL
Randle Stearns	2	Port Byron, IL
Ken Pelo	2	Port Edwards
Thelma Craig	2	Portage
Tonya Drayden	2	Portland, OR
Renee Thums	2	Prairie du Sac
Jim Meier	1	Prescott
John Gibson	1	Prophetstown, IL
Michael Melton	2	Pulaski
Timothy Bergquist	4	Racine
Kara Happel	4	Readlyn, IA
Dyan Rait	6	Redfronite
Susan Schambureck	3	Reedsburg
Mary Hall	2	Rhineland
Paul Ehlers	2	Rhineland
Robert Nussbaum	1	Rhineland
Jeffery Hall	2	Rhineland
Jim Zunk	2	Rhineland
Kenneth Smith	2	Rhineland
Dave Schrader	2	Rhineland
Jane Banning	2	Rhineland
Joan Hanley	2	Roberts
Craig Brogan	2	Rochester, MN
Mark & Renee Stanchfield	2	Rochester, MN
Lou Meyer	1	Rochester, MN
Keith Krause	2	Rochester, MN
Karen Tappan	2	Rochester, MN
Robert Brillbeck	2	Rockford, IL
Denise Borland	1	Rosholt
Stephen Rivay	2	Rosholt
Raeanne Rowland	2	Rothschild
Aaron Theselius	2	Rubicon

<b>NAME</b>	<b>#</b>	<b>City</b>
Karen Tarras	4	Saint Germain
Randall Blaisdell	1	Sarasota, FL
Kathy Parde	2	Schofield
Reginad Allar	3	Schofield
Nathan Bialecki	2	Schofield
Judy Bar	2	Schofield
Kenneth Merrill	2	Sheboygan
Kerry Nash	2	Sheboygan
Bethany Wisecup	2	Sheboygan
Roxann Brown	3	Somerset
Brian Counihan	1	South Saint Paul, MN
Susan Schupe	3	Spencer
Henry Barth	1	St Charles, IL
Andrea Billings	2	St Germain
Zeb Cruikshank	2	St Paul, MN
Paul Westfall	2	St Paul, MN
Kyle Jones	2	St Paul, MN
Mercedes Mendez	2	St. Germain
Scott & Deb Sauer	2	Stevens Point
Gregory Lindstrom	2	Stevens Point
Matthew Carr	1	Stevens Point
Terese Strauss	2	Stevens Point
Luke Krepsky	2	Stevens Point
William Mitchell	3	Stevens Point
Nerissa Nelson	6	Stevens Point
William Meister	2	Stillwater, MN
Dean Watkins	2	Sturgeon Bay
Kevin Horne	2	Sugar Grove, IL
Kevin Ryan	2	Sugar Hill, GA
Ben Lick	2	Sun Prairie
Joni Posteler	2	Sun Prairie
Victoria Wiersma	2	Sun Prairie
Dennie Plomedahl	1	Sun Prairie
Dennie Plomedahl	1	Sun Prairie
Kym Johnson	2	Sun Prairie
Michael Galo	2	Superior
Mark Luna	2	Taylor Ridge, IL
Stephanie Boivin	2	Tigerton
Rose Block	2	Tomahawk
Gail Sadlier	1	Tomahawk
Cynthia Hegge	3	Tomahawk
Robert Kaczmarek	2	Waterford
Jack Moore	4	Watertown
John Muhich	2	Waukesha
Dawn Baumgardt	2	Waupaca
Patrick Liehti	2	Waupaca

<b>NAME</b>	<b>#</b>	<b>City</b>
Shereen Siewert	2	Wausau
Bob Decker	2	Wausau
Mary McCulloch/Jean Puerne	2	Wausau
Kurt Schubring	2	Wausau
Andrew Kleppe	2	Wausau
Ed Giallombardo	1	Wausau
Everage Dickens	1	Wausau
Marilyn McCann	2	Wausau
Shawn Burk	2	Wausau
Tim Thompson	3	Wausau
Mark Jonely	2	Wausau
Wesley Knox	1	Wausau
Robin LaChance	2	Wausau
Janet Hastreiter	4	Wausau
Stafford Cerny	3	Wausau
Sue Volovsek	3	Wausau
Wesley Knox	2	Wausau
Erica Kohn	3	Wausau
Todd McAllister	1	Wauwatosa
Timothy Counihan	1	Westchester, CA
Scott Christiansen	2	Westfield
Bethany Carr	2	Weston
Margie Takash	2	White Bear Lake, MN
Sarah Corbett	2	White Bear Lake, MN
Rose Hanson	2	White Bear Lake, MN
Anita Ahlborn	2	White Lake
Lacinda Leppla	1	Wi Rapids
Leanne Lessig	1	Wi Rapids
Gregory Haasl	2	Wi Rapids
Jennifer Phelps	2	Wi Rapids
Chuck Carter	4	Wilmot, SD
Mike Reichardt	2	Woodbury, MN

## Google Analytics August

1. Wausau	3,046 (21.54%)	11. Appleton	168 (1.19%)
2. Chicago	2,836 (20.05%)	12. Merrill	154 (1.09%)
3. Weston	984 (6.96%)	13. Schofield	147 (1.04%)
4. Madison	470 (3.32%)	14. Green Bay	140 (0.99%)
5. Marshfield	296 (2.07%)	15. Plover	139 (0.98%)
6. Stevens Point	269 (1.90%)	16. Kronenwetter	131 (0.91%)
7. Milwaukee	242 (1.71%)	17. Mosinee	130 (0.91%)
8. (not set)	199 (1.41%)	18. Rothschild	119 (0.84%)
9. Minneapolis	193 (1.36%)	19. Wisconsin Rapids	116 (0.82%)
10. Rhinelander	192 (1.36%)	20. Antigo	114 (0.81%)

21. Eau Claire	84 (0.59%)	31. Boston	47 (0.35%)
22. La Crosse	73 (0.52%)	32. New York	45 (0.32%)
23. Medford	62 (0.44%)	33. Greenville	41 (0.29%)
24. Lac du Flambeau	60 (0.42%)	34. Fond du Lac	41 (0.29%)
25. Oshkosh	60 (0.42%)	35. Omaha	40 (0.28%)
26. Neenah	59 (0.42%)	36. Wittenberg	40 (0.28%)
27. Schaumburg	57 (0.40%)	37. Saint Paul	39 (0.28%)
28. West Bend	55 (0.39%)	38. San Francisco	37 (0.26%)
29. De Pere	51 (0.36%)	39. Kaukauna	34 (0.24%)
30. Sun Prairie	49 (0.35%)	40. Stratford	34 (0.24%)

41. Shawano	32 (0.23%)
42. Eden Prairie	28 (0.20%)
43. Waukesha	27 (0.19%)
44. Kansas City	26 (0.18%)
45. Dallas	25 (0.18%)
46. Amherst	25 (0.18%)
47. Manitowoc	25 (0.18%)
48. Necedah	25 (0.18%)
49. St. Louis	23 (0.16%)
50. Tomahawk	23 (0.16%)

51. Mukwonago	22 (0.16%)
52. Muskego	22 (0.16%)
53. Waupaca	22 (0.16%)
54. Sheboygan	21 (0.15%)
55. Wauwatosa	21 (0.15%)
56. Janesville	20 (0.14%)
57. Mount Horeb	20 (0.14%)
58. New London	20 (0.14%)
59. Denver	18 (0.13%)
60. Luxemburg	18 (0.13%)

61. Ripon	18 (0.13%)
62. Howard	18 (0.13%)
63. Edgar	17 (0.12%)
64. Mauston	17 (0.12%)
65. Middleton	17 (0.12%)
66. Menomonie	16 (0.11%)
67. Monroe	16 (0.11%)
68. New Berlin	16 (0.11%)
69. Puleski	16 (0.11%)
70. Fresno	15 (0.11%)

71. Arlington Heights	15 (0.11%)
72. Clifton	15 (0.11%)
73. Columbus	15 (0.11%)
74. Ashland	15 (0.11%)
75. Minocqua	15 (0.11%)
76. Wisconsin Dells	15 (0.11%)
77. Fitchburg	15 (0.11%)
78. Los Angeles	14 (0.10%)
79. Houston	14 (0.10%)
80. Beaver Dam	14 (0.10%)

81. Eagle River	14 (0.10%)
82. Woodruff	14 (0.10%)
83. Orlando	13 (0.09%)
84. Duluth	13 (0.09%)
85. Rochester	13 (0.09%)
86. Beloit	13 (0.09%)
87. Menomonee Falls	13 (0.09%)
88. Oak Creek	13 (0.09%)
89. Oconomowoc	13 (0.09%)
90. Oak Brook	12 (0.08%)

91. Owatonna	12 (0.08%)
92. Sparta	12 (0.08%)
93. Bloomington	12 (0.08%)
94. West Allis	12 (0.08%)
95. Davenport	11 (0.08%)
96. Stillwater	11 (0.08%)
97. Portland	11 (0.08%)
98. Seattle	11 (0.08%)
99. Menasha	11 (0.08%)
100. Mequon	11 (0.08%)

**CITY OF WAUSAU ROOM TAX COMMISSION  
TOURISM GRANT  
SUMMARY REPORT**

<b>Applicant Organization: Wausau Events</b>
<b>Project/Event: Balloon &amp; Rib Fest</b>
<b>Number of Event Attendees: 30,000+</b> <b>Does this differ from your projected attendance? <u>  No  </u> If yes, Please explain</b>

**Please report actual marketing expenses below:**

Marketing Media Description	Dates Ran	Cost	Is this different than described in the application? If yes, please explain.
Google Adwords	May-June	\$194	Yes, we bought the website that was the #1 hit so we discontinued the use of AdWords
Chamber E-Ad	July 10	\$75	Yes, added it to our marketing strategy
Rack Cards	April-August	\$750	No
Facebook Ads	April-June	\$200	No. 322,000+ unique people viewed this event on Facebook
Wausau Pilot & Review	June-July	\$225	Yes, added it to our marketing strategy
City Pages Ads	June-July	\$1234	No
Billboards on Hwy 51 & 29	June-July	\$3058	Yes, a little less
City Bus Ads	June-July	\$2000	No
WAOW	June-July	\$1500	Yes, spent more
Posters	June-July	\$64	Yes, a little less

**Please detail the methodology used to survey attendees to establish attendance statistics, where they live and overnight stays. You may use the table below or present it on another sheet in a format conducive to your event/project.**



## Cities from which website visits were from in July

	<b>50,661</b>
	% of Total: 100.00% (50,661)
1. Chicago	<b>11,032</b> (21.76%)
2. Wausau	<b>10,344</b> (20.42%)
3. Weston	<b>3,484</b> (6.89%)
4. Marshfield	<b>2,035</b> (4.02%)
5. Madison	<b>1,567</b> (3.09%)
6. Stevens Point	<b>1,445</b> (2.85%)
7. Plover	<b>795</b> (1.57%)
8. Milwaukee	<b>767</b> (1.51%)
9. Rhinelander	<b>760</b> (1.50%)
10. Merrill	<b>647</b> (1.28%)

11. Wisconsin Rapids	<b>585</b> (1.15%)
12. (not set)	<b>552</b> (1.09%)
13. Green Bay	<b>538</b> (1.05%)
14. Antigo	<b>532</b> (1.05%)
15. Appleton	<b>530</b> (1.05%)
16. Kronenwetter	<b>493</b> (0.97%)
17. Mosinee	<b>460</b> (0.91%)
18. Danver	<b>430</b> (0.85%)
19. Eau Claire	<b>417</b> (0.82%)
20. Minneapolis	<b>378</b> (0.75%)

21. Rothschild	<b>376</b> (0.74%)
22. Schofield	<b>352</b> (0.69%)
23. Medford	<b>348</b> (0.69%)
24. West Bend	<b>271</b> (0.53%)
25. Lac du Flambeau	<b>265</b> (0.52%)
26. New York	<b>258</b> (0.51%)
27. Schaumburg	<b>256</b> (0.51%)
28. Wittenberg	<b>229</b> (0.45%)
29. Amherst	<b>217</b> (0.43%)
30. Shawano	<b>207</b> (0.41%)

31. San Francisco	<b>205</b> (0.40%)
32. La Crosse	<b>203</b> (0.40%)
33. Stratford	<b>182</b> (0.36%)
34. Oshkosh	<b>176</b> (0.35%)
35. De Pere	<b>153</b> (0.30%)
36. Neenah	<b>150</b> (0.30%)
37. Greenville	<b>149</b> (0.29%)
38. Fond du Lac	<b>140</b> (0.28%)
39. Necedan	<b>137</b> (0.27%)
40. Tomahawk	<b>115</b> (0.23%)

41. Houston	<b>114</b> (0.23%)
42. New London	<b>110</b> (0.22%)
43. Plainfield	<b>110</b> (0.22%)
44. Phillips	<b>99</b> (0.20%)
45. Waupaca	<b>87</b> (0.17%)
46. Sun Prairie	<b>85</b> (0.17%)
47. Waukesha	<b>85</b> (0.17%)
48. Arlington Heights	<b>83</b> (0.16%)
49. Omaha	<b>76</b> (0.15%)
50. Woodruff	<b>75</b> (0.15%)

51. Eden Prairie	<b>73</b> (0.14%)
52. Shaboygan	<b>73</b> (0.14%)
53. Suwanee	<b>69</b> (0.14%)
54. Kaukauna	<b>68</b> (0.13%)
55. Menomonee Falls	<b>68</b> (0.13%)
56. Puleski	<b>61</b> (0.12%)
57. Iola	<b>59</b> (0.12%)
58. Astiwaubenon	<b>59</b> (0.12%)
59. Owatonna	<b>58</b> (0.11%)
60. DeForest	<b>57</b> (0.11%)

61. Clintonville	<b>53</b> (0.10%)
62. Neilsville	<b>52</b> (0.10%)
63. Dallas	<b>51</b> (0.10%)
64. St. Louis	<b>50</b> (0.10%)
65. Rochester	<b>48</b> (0.09%)
66. Saint Paul	<b>48</b> (0.09%)
67. Abbotsford	<b>48</b> (0.09%)
68. Manitowoc	<b>48</b> (0.09%)
69. Platteville	<b>48</b> (0.09%)
70. Edgar	<b>47</b> (0.09%)

71. West Allis	<b>47</b> (0.09%)
72. Waunakee	<b>43</b> (0.08%)
73. Janesville	<b>42</b> (0.08%)
74. Hewitt	<b>41</b> (0.08%)
75. Mauston	<b>41</b> (0.08%)
76. New Berlin	<b>41</b> (0.08%)
77. Rockford	<b>40</b> (0.08%)
78. Oconomowoc	<b>40</b> (0.08%)
79. Ashburn	<b>39</b> (0.08%)
80. Beaver Dam	<b>39</b> (0.08%)

81. Rosholt	39 (0.05%)	91. Athens	34 (0.07%)	101. Racine	32 (0.05%)
82. Howard	39 (0.05%)	92. Kenosha	34 (0.07%)	102. Detroit	31 (0.04%)
83. Ironwood	38 (0.05%)	93. Marinette	34 (0.07%)	103. Brockway	31 (0.05%)
84. Luxemburg	38 (0.05%)	94. Oak Creek	34 (0.07%)	104. Mequon	31 (0.05%)
85. Nekoosa	38 (0.05%)	95. Oak Brook	33 (0.07%)	105. Fairfield	30 (0.04%)
86. Wautoma	37 (0.07%)	96. Minocqua	33 (0.07%)	106. Reedsburg	30 (0.05%)
87. Boston	36 (0.07%)	97. Tomah	33 (0.07%)	107. Wauwatosa	30 (0.05%)
88. Auburndale	36 (0.07%)	98. Eagle River	32 (0.04%)	108. Ashland	29 (0.03%)
89. Menomonie	36 (0.07%)	99. Evansville	32 (0.05%)	109. Pittsville	29 (0.05%)
90. Hortonville	35 (0.07%)	100. Onaska	32 (0.06%)	110. Sparta	29 (0.05%)

111. Elmhurst	28 (0.04%)	121. Boise	24 (0.05%)	131. Palatine	22 (0.04%)
112. Baraboo	28 (0.04%)	122. Chippewa Falls	24 (0.05%)	132. Crandon	22 (0.04%)
113. Sturgeon Bay	28 (0.05%)	123. Menawa	24 (0.05%)	133. Westby	22 (0.04%)
114. Los Angeles	27 (0.05%)	124. Sussex	24 (0.05%)	134. Columbus	21 (0.04%)
115. Indianapolis	26 (0.05%)	125. Colby	23 (0.05%)	135. Mukwonago	21 (0.04%)
116. Brookfield	26 (0.05%)	126. Oregon	23 (0.05%)	136. Black River Falls	20 (0.04%)
117. Middleton	26 (0.05%)	127. Watertown	23 (0.05%)	137. Oconto Falls	20 (0.04%)
118. Winona	25 (0.05%)	128. Waupun	23 (0.05%)	138. Spencer	20 (0.04%)
119. Plymouth	25 (0.05%)	129. Fitchburg	23 (0.05%)	139. Cary	19 (0.04%)
120. Verona	25 (0.05%)	130. Sao Paulo	22 (0.04%)	140. Columbus	19 (0.04%)

141. Cincinnati	19 (0.04%)	151. Prescott	18 (0.04%)	161. Rice Lake	17 (0.03%)
142. Greenwood	19 (0.04%)	152. Superior	18 (0.04%)	162. Bloomington	17 (0.03%)
143. Ripon	19 (0.04%)	153. Two Rivers	18 (0.04%)	163. Makati	16 (0.03%)
144. Atlanta	18 (0.04%)	154. Vesper	18 (0.04%)	164. Iron River	16 (0.03%)
145. Cedarburg	18 (0.04%)	155. Phoenix	17 (0.03%)	165. Beloit	16 (0.03%)
146. Hartford	18 (0.04%)	156. Ann Arbor	17 (0.03%)	166. East Troy	16 (0.03%)
147. Hudson	18 (0.04%)	157. Portland	17 (0.03%)	167. Fort Atkinson	16 (0.03%)
148. Muskego	18 (0.04%)	158. San Antonio	17 (0.03%)	168. Kimberly	16 (0.03%)
149. Oxford	18 (0.04%)	159. Hayward	17 (0.03%)	169. Monroe	16 (0.03%)
150. [Redacted]	18 (0.04%)	160. Pardeeville	17 (0.03%)	170. Stoughton	16 (0.03%)

171. Three Lakes	16 (0.03%)	181. Germantown	14 (0.03%)	191. Austin	13 (0.03%)
172. Golden Valley	16 (0.03%)	182. Mondovi	14 (0.03%)	192. River Falls	13 (0.03%)
173. Greenfield	16 (0.03%)	183. Oconto	14 (0.03%)	193. Howards Grove	13 (0.03%)
174. Jackson	15 (0.03%)	184. Toronto	13 (0.03%)	194. Maple Grove	13 (0.03%)
175. Bonduel	15 (0.03%)	185. Washington	13 (0.03%)	195. Aurora	12 (0.02%)
176. Dodgeville	15 (0.03%)	186. Hoffman Estates	13 (0.03%)	196. Libertyville	12 (0.02%)
177. Sauk City	15 (0.03%)	187. Louisville	13 (0.03%)	197. South Beloit	12 (0.02%)
178. Brooklyn Park	15 (0.03%)	188. Houghton	13 (0.03%)	198. Lakeville	12 (0.02%)
179. White Bear Lake	15 (0.03%)	189. Iron Mountain	13 (0.03%)	199. Altoona	12 (0.02%)
180. Kansas City	14 (0.03%)	190. Nashville	13 (0.03%)	200. Bowler	12 (0.02%)