



**Village of Weston, Wisconsin
ATTENTION – NOTICE OF PUBLIC MEETING**

- Meeting of: **TOURISM COMMISSION**
- Members: **Ermeling[C], Frederick, Hodell, Jalowitz, & Zeyghami[VC]**
- Date/Time: **Monday, January 19, 2026 @ 4:00 p.m.**
- Location: **Weston Municipal Center (4747 Camp Phillips Rd) – Board Room**
- Agenda: The agenda packet will be emailed out 3 days prior to the meeting and posted on the Village website at www.westonwi.gov.
- Attendance: All Village officials are encouraged to attend. Commission members and Department Directors, please indicate if you will, or will not, be attending so we may determine in advance if there will be a quorum.
- Questions: **Jessica Trautman**
jtrautman@westonwi.gov
715-359-6114

PLEASE NOTE THE FOLLOWING

This notice was posted at the Municipal Center and was e-mailed to local media outlets (Print, TV, and Radio) on 1/12/26 @ 9:05 a.m.

A quorum of members from other Village governmental bodies (boards, commissions, and committees) may attend the above noticed meeting to gather information. No actions to be taken by any other board, commission, or committee of the Village, aside from the Tourism Commission. Should a quorum of other governmental bodies be present, this would constitute a meeting pursuant to State ex rel. Badke v. Greendale Village Bd., 173 Wis.2d 553,494 N.W.2d 408 (1993).

Wisconsin State Statutes require all agendas for Committee, Commission, or Board meetings be posted in final form, 24 hours prior to the meeting. Any posted agenda is subject to change up until 24 hours prior to the date and time of the meeting.

Any person who has a qualifying disability, as defined by the Americans with Disabilities Act, requiring that meeting or material be in an accessible location or format, must contact the Weston Municipal Center at 715-359-6114, so any necessary arrangements can be made to accommodate each request.



VILLAGE OF WESTON, WISCONSIN OFFICIAL MEETING AGENDA OF THE TOURISM COMMISSION

Weston Municipal Center Board Room
4747 Camp Phillips Road, Weston, WI 54476

TO THE HONORABLE TRUSTEE ERMELING AND FOUR (4) APPOINTED MEMBERS OF THE TOURISM COMMISSION: The following items were listed on the agenda in the Village Clerk's Office, in accordance with Chapter 2 of the Village's Municipal Code and will be ready for your consideration at the Commission's next regular monthly meeting on **Monday, January 19, 2026, @ 4:00 p.m.**, in the Board Room, at the Weston Municipal Center, 4747 Camp Phillips Road, Weston, WI 54476.

A quorum of members from other Village governmental bodies (boards, commissions, and committees) may attend the above-noticed meeting to gather information. If a quorum be other government bodies are present, this would constitute a meeting pursuant to State ex rel. Badke v. Greendale Village Bd., 173 Wis.2d 553,494 N.W.2d 408 (1993). No officials' actions other than those of the Tourism Commission shall take place.

Wisconsin State Statutes require all agendas for Committee, Commission, or Board meetings be posted in final form, 24 hours prior to the meeting. Any posted agenda is subject to change up until 24 hours prior to the date and time of the meeting. All items listed on this agenda may be acted upon by the Tourism Commission.

Join Zoom Meeting by Computer:

<https://zoom.us/j/5445915099>

Join Zoom Meeting by Phone:

+1 312 626 6799 US (Chicago)
Meeting ID: 544 591 5099

AGENDA ITEMS.

1. Call to Order & Welcome.
2. Pledge of Allegiance to the flag.
3. Roll Call by recording secretary.
 - Ermeling (C), Frederick, Hodell, Jalowitz & Zeyghami (VC)

PUBLIC COMMENTS.

MINUTES FROM PREVIOUS MEETING.

4. Approval of minutes from the previous meeting: [October 20, 2025](#)

ACKNOWLEDGE WORK PRODUCT TRANSMITTALS.

5. [Draft December Budget Status Report](#)
6. CVB Reports

EDUCATIONAL PRESENTATIONS & REPORTS.

OLD BUSINESS.

7. [Grant Request: Wausau Pride](#)

NEW BUSINESS.

8. [Grant Request: 2026 Wausau Hmong New Year](#)
9. [Grant Request: MMB World Horseshoe Tournament Banquet](#)

10. [Grant Request: Knights of Columbus Wis State Bowling Tournament](#)
11. [Grant Request: State Lions Bowling Tournament](#)
12. [Grant Request: BCAW State High School Bowling Tournament](#)
13. [Grant Request: Weston Acoustic Concert Series](#)
14. Post Events Reports:
 - a. [2025 MC United Fall Cup](#)
 - b. [2025 Wausau Hmong New Year](#)

REMAKRS FROM STAFF.

REMARKS FROM COMMISSION MEMBERS.

REMARKS FROM CHAIR.

FUTURE ITEMS.

Next regular meeting date:

-April 20, 2026 @ Time TBD

ADJOURNMENT.

Village of Weston, Wisconsin
OFFICIAL PROCEEDINGS OF THE TOURISM COMMISSION
held on Monday, October 20, 2025, at 4:00 p.m.
in the Board Room at the Municipal Center

AGENDA ITEMS.

- 1 Tourism Commission Call to Order & Welcome by Trustee Ermeling.
Meeting called to order at 4:00 p.m. by Trustee Ermeling.
- 2 Pledge of Allegiance to the Flag.
- 3 Roll Call by Recording Secretary.
Roll call of Tourism Commission indicated 5 members present.

<u>Member</u>	<u>Present</u>
Ermeling, Barb	YES
Frederick, Kim	YES
Hodell, Renee	YES
Schuster, Fred	YES
Zeyghami, Hooshang	YES

PUBLIC COMMENTS.

NA

MINUTES FROM PREVIOUS MEETING.

- 4 Approval of minutes from previous meeting: September 15, 2025.
Motion by Zeyghami, second by Schuster, to approve previous minutes.
Yes Vote: 5 No Votes: 0 Abstain: 0 Not Voting: 0 Result: PASS

<u>Member</u>	<u>Voting</u>
Ermeling, Barb	YES
Frederick, Kim	YES
Hodell, Renee	YES
Schuster, Fred	YES
Zeyghami, Hooshang	YES

ACKNOWLEDGE WORK PRODUCT TRANSMITTALS.

- 5 September Budget Status Report.
Motion by Zeyghami, second by Hodell, to acknowledge the Budget Status Report.
Yes Vote: 5 No Votes: 0 Abstain: 0 Not Voting: 0 Result: PASS

<u>Member</u>	<u>Voting</u>
Ermeling, Barb	YES
Frederick, Kim	YES
Hodell, Renee	YES
Schuster, Fred	YES
Zeyghami, Hooshang	YES

- 6 CVB Report.
Tim White, Director from Visit Wausau, gave a brief summary of what's happening at CVB. He is happy to announce that Greenheck Turner is already booking for year 2026 and 2027.

EDUCATIONAL PRESENTATIONS & REPORTS.

NEW BUSINESS.

7 Grant Request: 2026 Alice in Dairyland - Meetings Mean Business.
Ms. Rudolph gave a presentation regarding 2026 Alice in Dairyland.

Motion by Hodell, second by Zeyghami to approve Grant Request - Meeting Mean Business Funds for \$4,500 to Partnership for Progressive Agriculture for Alice in Dairyland - The Briefing 2026.

Yes Vote: 5 No Votes: 0 Abstain: 0 Not Voting: 0 Result: PASS

<u>Member</u>	<u>Voting</u>
Ermeling, Barb	YES
Frederick, Kim	YES
Hodell, Renee	YES
Schuster, Fred	YES
Zeyghami, Hooshang	YES

8 Grant Request: 2026 Wings Over Wausau.
Ms. Adernoldt provided information on 2026 Wings Over Wausau grant application.

Motion by Hodell, second by Frederick to approve Grant Request for \$10,000 to Wausau Events for 2026 Wings Over Wausau.

Yes Vote: 5 No Votes: 0 Abstain: 0 Not Voting: 0 Result: PASS

<u>Member</u>	<u>Voting</u>
Ermeling, Barb	YES
Frederick, Kim	YES
Hodell, Renee	YES
Schuster, Fred	YES
Zeyghami, Hooshang	YES

9 Grant Request: 2026 Fireworks.
Ms. Adernoldt spoke on about the 2026 Fireworks.

Motion by Schuster, second by Frederick to approve Grant Request for \$5,000 to Wausau Events for 2026 Fireworks.

Yes Vote: 5 No Votes: 0 Abstain: 0 Not Voting: 0 Result: PASS

<u>Member</u>	<u>Voting</u>
Ermeling, Barb	YES
Frederick, Kim	YES
Hodell, Renee	YES
Schuster, Fred	YES
Zeyghami, Hooshang	YES

10 Grant Request: 2026 Blue's Fest.
Ms. Adernoldt gave a presentation on 2026 Blue's Fest.

Motion by Hodell, second by Schuster to approve Grant Request for \$5,000 to Wausau Events for 2026 Blue's Fest.

Yes Vote: 5 No Votes: 0 Abstain: 0 Not Voting: 0 Result: PASS

<u>Member</u>	<u>Voting</u>
Ermeling, Barb	YES
Frederick, Kim	YES
Hodell, Renee	YES
Schuster, Fred	YES

Zeyghami, Hooshang YES

11 Grant Request: Wausau Pride.

There was no representative present.

Motion by Schuster, second by Zeyghami to table this agenda item to next meeting.

Yes Vote: 5 No Votes: 0 Abstain: 0 Not Voting: 0 Result: PASS

<u>Member</u>	<u>Voting</u>
Ermeling, Barb	YES
Frederick, Kim	YES
Hodell, Renee	YES
Schuster, Fred	YES
Zeyghami, Hooshang	YES

12 Grant Request: Badger State Games Figure Skating.

Ms. Gauss and Ms. Fogelberg talked about the Badger State Games Figure Skating.

Motion by Hodell, second by Schuster to approve Grant Request for \$6,000 to Timberline Figure Skating Club for Badger State Figure Skating.

Yes Vote: 5 No Votes: 0 Abstain: 0 Not Voting: 0 Result: PASS

<u>Member</u>	<u>Voting</u>
Ermeling, Barb	YES
Frederick, Kim	YES
Hodell, Renee	YES
Schuster, Fred	YES
Zeyghami, Hooshang	YES

13 Post Event Reports.

- a. DCEYB 2025 Splash Tournament
- b. 2025 Wisconsin Valley Fair

Motion by Frederick, second by Zeyghami to acknowledge the post event reports.

Yes Vote: 5 No Votes: 0 Abstain: 0 Not Voting: 0 Result: PASS

<u>Member</u>	<u>Voting</u>
Ermeling, Barb	YES
Frederick, Kim	YES
Hodell, Renee	YES
Schuster, Fred	YES
Zeyghami, Hooshang	YES

OLD BUSINESS.

REMARKS FROM COMMISSION MEMBERS.

Gebert reminded Committee members to fill out the Bike and Pedestrian survey and provided information on the transition to Harter container pick/drop off.

REMARKS FROM CHAIR.

FUTURE ITEMS.

Grant request: Wausau Pride.

Next regular meeting date:

January 19, 2026 @ Time TBD

ADJOURNMENT.

Motion by Schuster, second by Hodell, to adjourn the Tourism Commission meeting at 4:45 p.m.

Yes Vote: 5 No Votes: 0 Abstain: 0 Not Voting: 0 Result: PASS

<u>Member</u>	<u>Voting</u>
Ermeling, Barb	YES
Frederick, Kim	YES
Hodell, Renee	YES
Schuster, Fred	YES
Zeyghami, Hooshang	YES

Ermeling adjourned the Tourism Commission meeting.

Song Lao, Recording Secretary

DRAFT

REQUEST FOR CONSIDERATION

Public Mtg/Date: Tourism Commission, January 19, 2026

Description: DRAFT December Budget Status Report

From: Finance Department

Question: Should the Tourism Commission acknowledge budget status report?

Background

Attached is the budget status report for the Village's room tax fund. It includes 3rd quarter room taxes.

Room taxes for the 4th quarter are currently being accepted by the Finance Department.

Attached Docs: DRAFT December Budget Status Report

Commission Action: None.

FISCAL IMPACT: None.

Recommendation: Finance recommends acknowledgement.

Recommended Language for Official Action

I move to acknowledge the DRAFT December Budget status report.

Additional action: None.

VILLAGE OF WESTON

Room Taxes Fund

12/31/2025

	<u>2025 YTD Actual</u>	<u>2025 Annual Budget</u>
Fund Balance, 1/1/25	\$ 36,797	
<u>Revenues</u>		
Room Taxes Revenue	\$ 507,239	\$ 540,000
	<u>507,239</u>	<u>540,000</u>
<u>Expenditures</u>		
Payment to Wausau Visitor's Convention Bureau (CVB)	\$ 355,067	\$ 378,000
Other Economic Development-Commission Member Pay	534	12,587
Transfer to General Fund	-	5,000
Transfer to facilities Fund	36,797	-
Transfer to Capital Improvement Fund	-	116,595
Transfer to Aquatic Center Fund (Repairs/Capital Equipment)	40,000	40,000
	<u>432,398</u>	<u>552,182</u>
Revenues over (under) Expenditures	<u>74,841</u>	<u>(12,182)</u>

HOTEL-MOTEL ROOM TAX COLLECTIONS:

	2025 Room Receipts	2025 8% Room Tax Collections	<u>Distribution of Collections</u>	
			Tourism Activities	Village of Weston
Comfort Inn & Suite	\$ 848,273	\$ 67,862	\$ 47,503	\$ 20,359
AmericInn & Suites	639,268	51,141	35,799	15,342
Air BNB	33,180	2,654	1,858	796
Priceline	265,943	21,275	14,893	6,383
Homeaway.com	10,986	879	615	264
Booking.com BV	68,470	5,478	3,834	1,643
Expedia	397,405	31,792	22,255	9,538
Fairfield Inn	1,742,667	139,413	97,589	41,824
Holiday Inn Express	2,334,301	186,744	130,721	56,023
TOTALS	<u>\$ 6,340,493</u>	<u>\$ 507,239</u>	<u>\$ 355,067</u>	<u>\$ 152,172</u>

FINANCE

1/13/2026

REQUEST FOR CONSIDERATION

Public Mtg/Date:	Tourism Commission, January 19, 2026
Description:	Wausau Pride Room Tax Grant Request
From:	Wausau/Central WI CVB / Wausau Pride Inc
Question:	Should the Tourism Commission approve the grant request of \$2,000 to Wausau Pride Inc for the Wausau Pride event?

Background

Organization: Wausau Pride Inc
Event: Wausau Pride
Event Date(s): June 6-7, 2026
Location: Downtown Wausau + Central WI Expo Center
Amount Requested: \$2,000
Participants Expected: 8,000
Estimated Room Nights: 150

Attached Docs: Wausau Pride Room Tax Grant Application

Committee Action: None.

FISCAL IMPACT: \$2,000 grant request to come out of the Weston Room Tax Hold Account

Recommendation: None.

Recommended Language for Official Action

I move to approve the grant request of \$2,000 to Wausau Pride Inc for Wausau Pride.

OR

I move to ...

Additional action: None.



Village of Weston Tourism Commission Room Tax Grant Application

Effective January 1, 2017, the State of Wisconsin Room Tax Law requires the Village of Weston to forward room tax funds exceeding the amount the municipality may retain to a Tourism Entity. Since 2017, the Village of Weston established a Tourism Commission made up of Village Trustees, Lodging Representatives, and Community Members to oversee and approve grants that are submitted to the Village of Weston. Funding is devoted to community groups and organizations for tourism development and promotion in the Weston area or surrounding communities. The Tourism Commission will consider applications from organizations that will generate overnight stays and have an overall effect on the economic impact to the Village of Weston.

Applications will be distributed and returned to the Wausau/Central Wisconsin Convention & Visitors Bureau where they will be evaluated. The Wausau CVB will reach out with any additional questions if needed and will be a liaison to make sure qualifications and criteria have met. Once application is completed, the Wausau CVB will forward applications to the Village of Weston. The Tourism Commission will meet quarterly to review applications.

Organization: Wausau Pride, Inc

Name of Applicant: Tiffany Rodriguez Lee

Event Name & Date: Wausau Pride, June 6th and 7th 2026

Location of Event: Downtown Wauau + Central WI Expo Center - Rothschild

Federal ID Number: 33-3528815 Phone Number: 7152125863

Mailing Address: 937 Jefferson Street City/State/Zip: Wausau WI 54403

Tax Status of Nonprofit, tax exempt

Organization:

Wausau/Central Wisconsin Convention & Visitors Bureau
P.O. Box 1486
Wausau, WI 54402

Updated: 03/21/2024

715-355-8788 jmaguire@visitwausau.com

Grant Amount Requested: 2000 New or Existing Event: Existing

Has the Organization applied for funds in the past? If so, how much and when? Yes, 2024

Event description:

Wausau Pride celebrates the LGBTQIA+ community by featuring three events on two huge days. The day will kick off with Family Pride Fest on the 400 Block, featuring live music, story hours, and activities for kids and families to enjoy; in addition, there will be bounce houses and food trucks. This event continues to be extremely popular, featuring almost 50 nonprofit vendors in 2025. In the evening, we transition to a Pride at Night celebration at the Central WI Expo Center in Rothschild, WI. This evening will feature 2 performances: one local performance and one performance featuring national talent. In 2025 Wausau Pride booked an internationally known headliner featuring talent from across the nation that applied to open up for their performance. This event, for the fourth year in a row - SOLD OUT with almost 700 attendees. To drive overnight stays, we will be adding a brunch the next morning in partnership with a local establishment - and offering this brunch only to those who purchase a package that includes a stay in Rothschild, Schofield or Weston. Something that can't be ignored is that as a measure of economic health, inclusion, and equity are as important as job creation and capital investment. Culture and belonging is imperative to retaining a young workforce, attracting new residents, tourism, and more. A recent U.S. Census Bureau data analysis indicates communities promoting greater inclusion typically enjoy more significant economic growth than their less-inclusive peers. The reward is clear — a more vibrant, equitable world. While there is more to learn regarding diversity and the economy, it's clear that a welcoming, inclusive, and LGBT+-friendly community benefits greatly, even when it comes to dollars and cents. Something that should be and continues to be on the minds of leaders in the Greater Wausau area is our economic outlook and future workforce. While many things contribute to a community's economic growth, like unemployment rates, median wages, and taxes, we mustn't ignore how impactful a city's stance on diversity and inclusion can be.

How will the event promote tourism to the Village of Weston: This event has a proven, 4 year track record of Success with almost 7,000 attendees in 2025. Nearly 800 of them visited the Greater Rothschild/Weston Area to the evening event. This means traffic into the Village of Weston for last-minute shopping, dining, and hotel stays.

Please explain how the grant funds will be used:

This year (2026) is bound to be our biggest year yet, we are seeking room tax funds and other sponsorship dollars earlier than usual because we plan to have our headline performer booked before January 2026. We have partnered with Voss Management, an international known booking company who will promote our event on a national scale. We are preparing for a large marketing campaign. These grant funds will be used specifically to promote overnight stays with our new package tickets that include Sunday Brunch.

How will this event be advertised and promoted:

We will be utilizing: radio, television, print publications, press releases, and interviews. Voss Management marketing, Meta, Podcasts, print and SEO Marketing. Market/demographics include double income household ages 18+ in areas like Madison, Green Bay/Appleton, Minneapolis, Eau Claire, and Chicago.

Wausau/Central Wisconsin Convention & Visitors Bureau

P.O. Box 1486

Wausau, WI 54402

Updated: 03/21/2024

715-355-8788 jmaguire@visitausau.com

Expected Number of local athletes/participants or spectators:
8000

Expected Number of athletes/participants or spectators from outside 90 miles:
1000

Expected Number of Attendees
8000

Hotel Information

Has contact been made with any area hotels?

We have confirmed partnership with bantr in Rothschild, and are working to confirm with Weston hotel provider.

If so, who?:

If not, can the CVB assist with securing your hotel accommodations and room blocks? _____

Use the chart below to indicate the number of hotel rooms needed by day:

Date							
Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Rooms							

Total Number of Room Nights:	150
Average Length of Stay:	1.5
Estimated Number of Guests Per Room	2

Will the organization receive any additional funds (grants, donations, entrance fees, etc.)? If yes, please explain: Yes, we are applying for Rothschild and Wausau Room Tax, we also charge for the event and obtain sponsors.

Please attach a copy of your proposed budget for the event. Failure to provide a proposed budget could delay grant application process.

Wausau/Central Wisconsin Convention & Visitors Bureau
P.O. Box 1486
Wausau, WI 54402

Policies and Procedures

Applications must be filled out completely and returned to the Wausau/Central Wisconsin Convention & Visitors Bureau 60 to 90 days before the event date. Applications are reviewed quarterly by the Tourism Commission (January, April, July, October) Event organizers may attend the Tourism Commission meeting to present and answer any questions the Commission may have. Grants will be limited to \$10,000 per event. The Wausau CVB will notify applicants of when the next meeting will be held. If grant is approved by the Village of Weston’s Tourism Commission, recognition of their tourism commission logo is needed on any promotional or marketing material.

*A representative or point of contact should attend the Tourism Commission meeting when grant application will be reviewed. The Wausau CVB will be in communication with the representative or point of contact with information on the date and time of the meeting. Two options for attending the meeting would be in person or virtually. *

Application Acknowledgement

The signature below acknowledges that the above information is true to the best of knowledge at the signing of this application. I understand that information deemed inaccurate or misrepresented could result in a denied application or loss of event funding. I have read the policies and procedures noted above. Funding is not guaranteed by the submission of this application. All grant applications will be evaluated and approved by the Village of Weston’s Tourism Commission. I understand that a post event report will be submitted within 60 days of the completion of the event.

Event Representative: Tiffany Rodriguez-Lee
Printed Name: Tiffany Rodriguez-Lee - Board President Date: 9/6/2025

Post Event Report

A post event report is required 60 days after completion of the event. Please indicate who will be responsible for submitting report: Tiffany Rodriguez-Lee
Failure to submit report may affect future grants.

Wausau CVB Notes and Comments:

Wausau/Central Wisconsin Convention & Visitors Bureau
P.O. Box 1486
Wausau, WI 54402

POST EVENT REPORT

Village of Weston's Room Tax Grant

Name of Event: Wausau Pride

Organization: Wausau River District

Submitted By: Blake Opal-Wahoske

Please include answers to the following questions on the report:

1. Overall recap of your event:

Wausau Pride was hosted on Saturday, June 3rd and featured three events on one big day. The festive day kicked off with Family Pride fest featuring kid's activities from nonprofits, multiple bounce houses and obstacle courses, live entertainment, food trucks, and merchandise vendors until 3pm, followed by the Teen Open Mic event from 3:30-5:30pm for teens to share experiences and create community and at 6:30pm the Wausau Remixed drag show wrapped up the evening with a ticketed two hour show with regional talent. The evening entertainment had to be altered, with the original headliner canceling due to injury.

2. How many attendees?

In total we estimate we had between 2,000-2,500 in attendance throughout the day.

3. How many overnight stays in the Village of Weston?

Based on the survey information collected from event attendees 56 attendees stayed at a hotel in Weston.

4. Of these overnight stays, number of rooms and at which establishments?

Based on the post event survey to attendees:

- Weston Inn & Suites - 4
- Holiday Inn Express - 9
- Baymont - 13
- AmericInn - 11

5. Did you work with any other businesses in the Village of Weston for your event?
(Restaurants, attractions, shopping centers etc.)

We had food and merchandise vendors, along with nonprofits featured from Weston area.

6. Goals or improvements for the following year's event.

Our goal for next year is to continue to grow the event. Improvements will include finding a larger indoor location for rain plans, cross promoting with more local businesses, and facilitating more educational opportunities between area non profits and attendees.

Please submit final Post Event Report to Jodi Maguire, Director of Operations at the Wausau/Central Wisconsin Convention & Visitors Bureau at JMaguire@visitwausau.com

Wausau/Central Wisconsin Convention & Visitors Bureau
227460 Shrike Ave
Wausau, WI 54403

Updated: 11/22/22 715-355-8788 jmaguire@visitwausau.com

REQUEST FOR CONSIDERATION

Public Mtg/Date:	Tourism Commission, January 19, 2026
Description:	2026 Wausau Hmong New Year Room Tax Grant Request
From:	Wausau/Central WI CVB / Wausau Area Hmong New Year, Inc
Question:	Should the Tourism Commission approve the grant request of \$5,000 to Wausau Area Hmong New Year, Inc for the 2026 Wausau Hmong New Year event?

Background

Organization: Wausau Area Hmong New Year, Inc

Event: 2026 Wausau Hmong New Year

Event Date(s): November 14-15, 2026

Location: Central WI Expo Center

Amount Requested: \$5,000

Participants Expected: 10,000

Estimated Room Nights: 140

Attached Docs: 2026 Wausau Hmong New Year Room Tax Grant Application

Committee Action: None.

FISCAL IMPACT: \$5,000 grant request to come out of the Weston Room Tax Hold Account

Recommendation: None.

Recommended Language for Official Action

I move to approve the grant request of \$5,000 to Wausau Area Hmong New Year, Inc for the 2026 Wausau Hmong New Year.

OR

I move to ...

Additional action: None.



Village of Weston Tourism Commission Room Tax Grant Application

Effective January 1, 2017, the State of Wisconsin Room Tax Law requires the Village of Weston to forward room tax funds exceeding the amount the municipality may retain to a Tourism Entity. Since 2017, the Village of Weston established a Tourism Commission made up of Village Trustees, Lodging Representatives, and Community Members to oversee and approve grants that are submitted to the Village of Weston. Funding is devoted to community groups and organizations for tourism development and promotion in the Weston area or surrounding communities. The Tourism Commission will consider applications from organizations that will generate overnight stays and have an overall effect on the economic impact to the Village of Weston.

Applications will be distributed and returned to the Wausau/Central Wisconsin Convention & Visitors Bureau where they will be evaluated. The Wausau CVB will reach out with any additional questions if needed and will be a liaison to make sure qualifications and criteria have met. Once application is completed, the Wausau CVB will forward applications to the Village of Weston. The Tourism Commission will meet quarterly to review applications.

Organization: Wausau Area Hmong New Year, Inc.

Name of Applicant: Long Lor

Event Name & Date: 11/14/26-11/15/26

Location of Event: Central Wisconsin Convention & Expo Center

Federal ID Number: 82-168-3398 Phone Number: 715-370-3594

Mailing Address: 1819 Rosecrans st City/State/Zip: Wausau, WI 54401

Tax Status of Organization: 501(c)3

Wausau/Central Wisconsin Convention & Visitors Bureau
P.O. Box 1486
Wausau, WI 54402

Grant Amount Requested: \$5000 New or Existing Event: Existing

Has the Organization applied for funds in the past? If so, how much and when? Yes in 2025 for \$2000

Event description: The Wausau Area Hmong New Year is a cultural celebration organized by Wausau Area Hmong New Year, Inc. It celebrates Hmong heritage, culture, and community- marking the end of the harvest and welcoming a new year.

The Expo Center in Rothschild serves as the current venue, offering the space necessary for large crowds, performances, and many vendor booths.

The 2026 New Year is scheduled for Saturday & Sunday, November 14–15 at the Expo Center.

How will the event promote tourism to the Village of Weston: To support the community and promote the Village of Weston during the 2026 Wausau Area Hmong New year, we will partner with the Fairfield Inn in Weston to block 70 rooms for participants. This collaboration not only provide a welcoming and comfortable stay for our guests, but also highlights Weston's hospitality and helps drive local economic activity throughout the event weekend.

Please explain how the grant funds will be used: The grant will cover venue and marketing costs.

How will this event be advertised or promoted?: The event will be promoted through social media, digital marketing, email campaigns, Facebook ads, YouTube, and at various Hmong New Year and festivals throughout Wisconsin and Minnesota.

Wausau/Central Wisconsin Convention & Visitors Bureau
P.O. Box 1486
Wausau, WI 54402

Expected Number of local athletes/participants or spectators:
150

Expected Number of athletes/participants or spectators from outside 90 miles:
600

Expected Number of Attendees
10,000

Hotel Information

Has contact been made with any area hotels? yes, at Farfield Inn in Weston.

If so, who?: Mary Hanford

If not, can the CVB assist with securing your hotel accommodations and room blocks? _____

Use the chart below to indicate the number of hotel rooms needed by day:

Date							
Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Rooms					70	70	

Total Number of Room Nights:	70
Average Length of Stay:	2 days
Estimated Number of Guests Per Room	4

Will the organization receive any additional funds (grants, donations, entrance fees, etc.)? If yes, please explain: We are currently in the process of applying for funding support from the municipalities of

Rothschild (\$7500), and Rib Mountain (\$1000) to help strengthen and expand the 2026 Wausau Area Hmong New Year celebration. Also, Great Lakes Cheese has committed to \$5000 in sponsoring the dance competition.

Please attach a copy of your proposed budget for the event. Failure to provide a proposed budget could delay grant application process.

Wausau/Central Wisconsin Convention & Visitors Bureau
P.O. Box 1486
Wausau, WI 54402

Policies and Procedures

Applications must be filled out completely and returned to the Wausau/Central Wisconsin Convention & Visitors Bureau 60 to 90 days before the event date. Applications are reviewed quarterly by the Tourism Commission (January, April, July, October) Event organizers may attend the Tourism Commission meeting to present and answer any questions the Commission may have. Grants will be limited to \$10,000 per event. The Wausau CVB will notify applicants of when the next meeting will be held. If grant is approved by the Village of Weston's Tourism Commission, recognition of their tourism commission logo is needed on any promotional or marketing material.

*A representative or point of contact should attend the Tourism Commission meeting when grant application will be reviewed. The Wausau CVB will be in communication with the representative or point of contact with information on the date and time of the meeting. Two options for attending the meeting would be in person or virtually. *

Application Acknowledgement

The signature below acknowledges that the above information is true to the best of knowledge at the signing of this application. I understand that information deemed inaccurate or misrepresented could result in a denied application or loss of event funding. I have read the policies and procedures noted above. Funding is not guaranteed by the submission of this application. All grant applications will be evaluated and approved by the Village of Weston's Tourism Commission. I understand that a post event report will be submitted within 60 days of the completion of the event.

Event Representative: Long Lor

Printed Name: Long Lor Date: 12/1/2025

Post Event Report

A post event report is required 60 days after completion of the event. Please indicate who will be responsible for submitting report: Long Lor

Failure to submit report may affect future grants.

Wausau CVB Notes and Comments:

Wausau/Central Wisconsin Convention & Visitors Bureau
P.O. Box 1486
Wausau, WI 54402

Wausau Area Hmong New Year, Inc. - Estimated Budget

◇ REVENUE

Income Source	Estimated Amount
Sponsorships/Donations (local businesses, banks, etc.)	\$10,000
Booth Rentals (food, merchandise, info)	\$10,000
Ticket Sales (if applicable)	\$45,000
Dance Fee	\$3,000
Grants	\$12,500
Total Revenue	\$80,500

◇ EXPENSES

Category	Estimated Amount
Venue Rental & Permits	\$14,000
Equipment Rental (stage, tents, sound system)	\$5,000
Insurance & Security	\$15,000
Marketing & Advertising (radio, flyers, social media)	\$3,000
Entertainment (performers, emcees, cultural groups)	\$8,000
Decorations & Supplies (tables, chairs, signage)	\$5,000
Dance Competition Prizes	\$10,000
Printing (programs, tickets, banners)	\$1,500
Food & Hospitality (volunteers, guests)	\$10,000
Volunteer Stipends or Gifts	\$5,000
Administrative (website, accounting, licenses)	\$2,000
Contingency/Emergency Fund (10%)	\$3,000
Total Expenses	\$81,500

2025 Wausau Area Hmong New Year- Post Summary

Event Overview

The Wausau Area Hmong New Year (WAHNY) is an annual cultural celebration that draws thousands of attendees and highlights the heritage, traditions, and unity of the Hmong community. The 2025 celebration was a resounding success, featuring vibrant music, dance, food, ceremonies, and cultural programming. In addition to its cultural significance, the event delivered substantial economic benefits to Marathon County and the greater Wausau area.

Key Highlights

- **Total Attendance:** Over **8900**
 - **Out-of-Town Attendees:** 6,000+ from Wisconsin, Minnesota, Missouri, Alabama, Ohio, New Jersey, and Illinois
 - **Economic Impact:** Approximately **\$1,000,000** generated for Marathon County
 - **Hotel Rooms Booked:** **475**
 - **Vendors:** **45** total vendors (40 from out of town)
 - **Dance Competition Teams:** **36 total** (34 from out of town)
-

Attendance & Lodging

The 2025 WAHNY continued to solidify its reputation as one of the region's leading cultural events. With over 8,900 attendees—more than 6,000 of whom traveled from outside the area—the celebration reinforced its role as a gathering point for both local residents and nationwide visitors.

The event significantly boosted the local hospitality sector. More than **475 hotel rooms** were booked across multiple lodging establishments, including:

Holiday Inn, Bantr, Stoney Creek, Econo Lodge, Hampton Inn, Fairfield Inn, Country Inn & Suites, and Motel 6.

This influx of overnight visitors contributed to an increase in spending in dining, retail, and entertainment.

Cultural Programming

The 2025 celebration offered a robust lineup of traditional Hmong cultural activities, providing meaningful opportunities for education, intergenerational engagement, and community pride. Programming included:

- Music and dance performances
- Traditional Hmong pov pob (ball toss)
- Hmong fashion show
- Authentic food vendors
- Clothing markets and craft vendors

These activities created a vibrant cultural environment and strengthened connections among families, youth, and elders.

Economic Impact

The event contributed approximately **\$1,000,000** to the local economy by:

- Driving tourism, hotel stays, and restaurant visits
- Supporting local and visiting vendors
- Creating paid opportunities for performers, organizers, and service providers
- Increasing economic activity in retail and entertainment sectors

The strong turnout from out-of-town visitors played a key role in this impact, demonstrating WAHNY's value as both a cultural asset and an economic driver.

Community Engagement

The 2025 WAHNY fostered unity and cultural pride throughout the community by:

- Encouraging reconnection among Hmong community members
 - Allowing the broader Wausau community to learn about Hmong traditions and history
 - Strengthening ties between local organizations, businesses, and cultural groups
 - Providing a welcoming environment for attendees from across the country
-

Marketing Efforts

Marketing Investment

A total of **\$1,000** was allocated toward targeted marketing efforts to maximize visibility and attendance.

Marketing Channels

Printed Flyers:

Distributed locally and in key regional cities with large Hmong and multicultural populations, including Madison, Green Bay, Oshkosh, Eau Claire, La Crosse, Saint Paul, and Minneapolis.

Facebook Advertising:

A paid social media campaign reached **over 31,000 viewers**, significantly broadening event awareness and supporting travel planning for out-of-town attendees.

Marketing Effectiveness

- Successfully attracted **6,000+** out-of-town visitors
- Achieved high visibility with minimal expenditure, demonstrating strong return on investment
- Encouraged early travel and lodging arrangements, boosting local economic benefit

Conclusion

The **2025 Wausau Area Hmong New Year** stands as one of the most successful events in its history. With nearly 9,000 attendees, a million-dollar economic impact, extensive vendor participation, and strong cultural programming, the event reaffirmed its importance to the Hmong community and the broader region.

The combination of cultural celebration, community engagement, and strategic marketing allowed WAHNY to strengthen cultural visibility, enhance regional tourism, and unite attendees from across the country. The 2025 event has set a high standard for future celebrations and continues to position Wausau as a central hub for Hmong cultural heritage.

1. Overall recap of your event:

Key Highlights

- **Total Attendance:** Over **8900**
- **Out-of-Town Attendees:** 6,000+ from Wisconsin, Minnesota, Missouri, Alabama, Ohio, New Jersey, and Illinois
- **Economic Impact:** Approximately **\$1,000,000** generated for Marathon County
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-

Attendance & Lodging

- The 2025 WAHNY continued to solidify its reputation as one of the region's leading cultural events. With over 8,900 attendees—more than 6,000 of whom traveled from outside the area—the celebration reinforced its role as a gathering point for both local residents and nationwide visitors.
- The event significantly boosted the local hospitality sector. More than **475 hotel rooms** were booked across multiple lodging establishments, including: Holiday Inn, Bantr, Stoney Creek, Econo Lodge, Hampton Inn, Fairfield Inn, Country Inn & Suites, and Motel 6.
- This influx of overnight visitors contributed to an increase in spending in dining, retail, and entertainment.

2. How many attendees? **8900**

3. How many overnight stays in the Village of Weston? **48 rooms at Fairfield Inn**

4. Of these overnight stays, number of rooms and at which establishments? **48 rooms at Fairfield Inn**

5. Did you work with any other businesses in the Village of Weston for your event? (Restaurants, attractions, shopping centers etc.) **No, we did not.**

6. Did your organization receive any other Tourism Grants from other municipalities in Marathon County? If so, what was the grant amount and which municipalities did they come from? Please share an overview on what the funds were used for. **Yes, we received \$7,500 from Rothschild and \$1,000 from Schofield. These funds were used to cover venue costs and marketing expenses.**

7. Goals or improvements for following year's event-**Our goals are to attract more dance teams from outside the Wausau area, provide additional practice spaces for teams on both Friday and Saturday, and partner with more hotels in Marathon County that can offer ballroom space either free of charge or at a discounted rate. Looking ahead to next year, we aim to reach 10,000 attendees.**

REQUEST FOR CONSIDERATION

Public Mtg/Date:	Tourism Commission, January 19, 2026
Description:	World Horseshoe Tournament Banquet Meetings Mean Grant Request – Meeting Mean Business Funds
From:	Wausau/Central WI CVB / National Horseshoe Pitching Association
Question:	Should the Tourism Commission approve the grant request from Meeting Mean Business Funds, of \$500 to National Horseshoe Pitching Association for World Horseshoe Tournament Banquet?

Background

Organization: National Horseshoe Pitching Association

Event: World Horseshoe Tournament Banquet

Event Date(s): July 25, 2026

Location: Dales Weston Lane, Weston

Amount Requested: \$500

Participants Expected: 200

Estimated Room Nights: NA

Attached Docs: World Horseshoe Tournament Banquet Tax Grant Application

Committee Action: None.

FISCAL IMPACT: \$500 grant request to come out of the Weston Room Tax Hold Account – Meeting Mean Business Funds

Recommendation: None.

Recommended Language for Official Action

I move to approve the grant request of \$500 to National Horseshoe Pitching Association for World Horseshoe Tournament Banquet.

OR

I move to ...

Additional action: None.



Meetings Mean Business

Funding Application

APPLICANT INFORMATION

Organization name: Visit Wausau

Title of person filling out application: Tim White

E-mail: twhite@visitwausau.com

Phone: 715-952-5393 Fax: _____

Address: PO Box 1486

City: Wausau Zip: 54402

FEIN number: _____

EVENT INFORMATION

Event Title: World Horseshoe Tournament Banquet

Event Date: July 25, 2026

Organization hosting event: National Horseshoe Pitching Association

Organization website: <https://www.horseshoepitching.com/>

Type of funding you are applying for:

- | | |
|-----------------------------------------------------------------|-----------------------------------------------------------------------------------|
| <input type="checkbox"/> convention facility rental | <input type="checkbox"/> hospitality services (hosted breakfast, reception, etc.) |
| <input type="checkbox"/> in-community convention transportation | |
| <input type="checkbox"/> guest room rebates | |

Brief description of meeting or convention (format, audience, etc.): This is the international banquet which will feature awards ceremony, hall of fame winners and more. Audience will be members of the NHPA and their families.

Location(s): Weston, WI

Proposed facility(ies): Dale's Weston Lanes

Use the chart below to indicate the number of hotel rooms needed by day:

Date							
Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Rooms							

Total Number of Participants: 200 Total Room Nights: _____ Peak Night: _____

Estimated room rate: _____

Food & Beverage:

Breaks _____ @ \$8 | # Breakfast _____ @ \$10 | # Lunch _____ @ \$15 | # Dinner ^X _____ @ \$20 | Other _____ @ \$ _____

Meeting/Convention History (dates, locations and insight): _____

Previous Location/Date(s): _____

Contact Name/Phone: _____

Out-Of-Area Participants: _____ Room Nights: _____ Peak Night: _____

Economic Impact: _____ Peak Day Attendees: _____

Previous Location/Date(s): _____

Contact Name/Phone: _____

Out-Of-Area Participants: _____ Room Nights: _____ Peak Night: _____

Economic Impact: _____ Peak Day Attendees: _____

Previous Location/Date(s): _____

Contact Name/Phone: _____

Out-Of-Area Participants: _____ Room Nights: _____ Peak Night: _____

Economic Impact: _____ Peak Day Attendees: _____

Meetings Mean Business Funding Application

Wausau/Central Wisconsin Convention & Visitors Bureau

P.O. Box 1486 Wausau, WI 54402 • Phone 715-355-8788 • Fax 715-359-2306 • www.visitwausau.com

ADDITIONAL DOCUMENTATION

What work will need to be done to secure this meeting/convention?

It is already secured - we just need MMB fund for \$500 to pay for banquet facilities.

How will hosting this event stimulate the local economy?

It is a part of the two week World Horseshoe Tournament.

Featuring thousands of visitors using all available hotel rooms in the area.

Everything from restaurants, bars, transportation and retail will be impacted.

What is the overall meeting plan (include schedule, speakers, other known details):

What benefits associated with this meeting/convention will the Wausau/Central Wisconsin Convention & Visitors Bureau receive if a grant is awarded? (Please attach appropriate sponsor benefits list if applicable.)

Are there other sponsors or grants awarded for this conference/meeting? (List if applicable):

No

Are there future implications, spin-offs or related meetings/conventions that will result from hosting this meeting/convention?

PARTICIPATION PROJECTIONS

Total expected participants (attendees, staff, vendors, etc.) 200

Overnight Visitors (over 90 miles) _____

Daytrippers (30-90 miles) _____

Local (under 30 miles) _____

Advisory Committee Voting: Approved: _____ Declined: _____

1. Name: _____

2. Name: _____

3. Name: _____

Administrator:

Signature: _____

Name: _____

Title: _____

Date: _____

REQUEST FOR CONSIDERATION

Public Mtg/Date: Tourism Commission, January 19, 2026

Description: 2026 KC WI State Bowling Tournament Room Tax Grant Request

From: Wausau/Central WI CVB / Wausau Knights of Columbus Council 1069

Question: Should the Tourism Commission approve the grant request of \$2,000 to Wausau Knights of Columbus Council 1069 for the 2026 KC WI State Bowling Tournament?

Background

Organization: Wausau Knights of Columbus Council 1069
Event: 2026 KC WI State Bowling Tournament
Event Date(s): February 21-March 29, 2026
Location: Dales Weston Lane, Weston
Amount Requested: \$2,000
Participants Expected: 700-750
Estimated Room Nights: 800, for 5 wks.

Attached Docs: 2026 KC WI State Bowling Tournament Room Tax Grant Application

Committee Action: None.

FISCAL IMPACT: \$2,000 grant request to come out of the Weston Room Tax Hold Account

Recommendation: None.

Recommended Language for Official Action

I move to approve the grant request of \$2,000 to Wausau Knights of Columbus Council 1069 for the 2026 KC WI State Bowling Tournament.

OR

I move to ...

Additional action: None.



Village of Weston Tourism Commission Room Tax Grant Application

Effective January 1, 2017, the State of Wisconsin Room Tax Law requires the Village of Weston to forward room tax funds exceeding the amount the municipality may retain to a Tourism Entity. Since 2017, the Village of Weston established a Tourism Commission made up of Village Trustees, Lodging Representatives, and Community Members to oversee and approve grants that are submitted to the Village of Weston. Funding is devoted to community groups and organizations for tourism development and promotion in the Weston area or surrounding communities. The Tourism Commission will consider applications from organizations that will generate overnight stays and have an overall effect on the economic impact to the Village of Weston.

Applications will be distributed and returned to the Wausau/Central Wisconsin Convention & Visitors Bureau where they will be evaluated. The Wausau CVB will reach out with any additional questions if needed and will be a liaison to make sure qualifications and criteria have met. Once application is completed, the Wausau CVB will forward applications to the Village of Weston. The Tourism Commission will meet quarterly to review applications.

Organization: Wausau Knights of Columbus Council 1069
Name of Applicant: Terry Pisca Tournament Chairman
Event Name & Date: 109th Annual Knights of Columbus Wis State Bowling
Feb 21 - March 29, 2026 Tournament
Location of Event: Dale's Weston Lanes
Federal ID Number: 39-6062087 Phone Number: 715-359-6946
Mailing Address: 1806 Perry Dr. City/State/Zip: Schofield WI 54476
Tax Status of Organization: Fraternal Charitable Organization

Wausau/Central Wisconsin Convention & Visitors Bureau
P.O. Box 1486
Wausau, WI 54402

Updated: 03/21/2024

715-355-8788 jmaguire@visitwausau.com

Grant Amount Requested: \$2,000 New or Existing Event: Existing 5-7 yr. rotation

Has the Organization applied for funds in the past? If so, how much and when? _____

Yes - \$2000 in Feb, 2023

Event description: See Attached.

How will the event promote tourism to the Village of Weston: Influx of 750 plus bowlers and spectators will boost hotel, restaurant, and shopping business.

Please explain how the grant funds will be used: To cover right to host fee and tournament advertising.

How will this event be advertised or promoted?: _____

- Tournament ad booklet.
- KC State monthly newsletter (Oct. - Jan.)
- 550 plus e-mail blasts to Grand Knights and Financial Secretaries representing 300 KC Councils in Wisconsin.

Wausau/Central Wisconsin Convention & Visitors Bureau
P.O. Box 1486
Wausau, WI 54402

Updated: 03/21/2024

715-355-8788 jmaguire@visitwausau.com

Expected Number of local athletes/participants or spectators:

100

Expected Number of athletes/participants or spectators from outside 90 miles:

600-650

Expected Number of Attendees

700-750 bowlers + spectators

Hotel Information

Has contact been made with any area hotels? Yes

If so, who?: See Attached

If not, can the CVB assist with securing your hotel accommodations and room blocks? _____

Use the chart below to indicate the number of hotel rooms needed by day:

Date					5 Weeks	5 Weeks	
Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Rooms					40/week	120/week	

Total Number of Room Nights:	800
Average Length of Stay:	1-2 days
Estimated Number of Guests Per Room	2

Will the organization receive any additional funds (grants, donations, entrance fees, etc.)? If yes, please explain: 15% of entrance fees

Please attach a copy of your proposed budget for the event. Failure to provide a proposed budget could delay grant application process.

Wausau/Central Wisconsin Convention & Visitors Bureau
P.O. Box 1486
Wausau, WI 54402

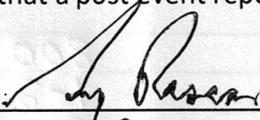
Policies and Procedures

Applications must be filled out completely and returned to the Wausau/Central Wisconsin Convention & Visitors Bureau 60 to 90 days before the event date. Applications are reviewed quarterly by the Tourism Commission (January, April, July, October) Event organizers may attend the Tourism Commission meeting to present and answer any questions the Commission may have. Grants will be limited to \$10,000 per event. The Wausau CVB will notify applicants of when the next meeting will be held. If grant is approved by the Village of Weston's Tourism Commission, recognition of their tourism commission logo is needed on any promotional or marketing material.

*A representative or point of contact should attend the Tourism Commission meeting when grant application will be reviewed. The Wausau CVB will be in communication with the representative or point of contact with information on the date and time of the meeting. Two options for attending the meeting would be in person or virtually. *

Application Acknowledgement

The signature below acknowledges that the above information is true to the best of knowledge at the signing of this application. I understand that information deemed inaccurate or misrepresented could result in a denied application or loss of event funding. I have read the policies and procedures noted above. Funding is not guaranteed by the submission of this application. All grant applications will be evaluated and approved by the Village of Weston's Tourism Commission. I understand that a post event report will be submitted within 60 days of the completion of the event.

Event Representative: 

Printed Name: Terry Pisca Date: 12/22/25

Post Event Report

A post event report is required 60 days after completion of the event. Please indicate who will be responsible for submitting report: Terry Pisca
Failure to submit report may affect future grants.

Wausau CVB Notes and Comments:

Wausau/Central Wisconsin Convention & Visitors Bureau
P.O. Box 1486
Wausau, WI 54402

Updated: 03/21/2024

715-355-8788 jmaguire@visitwausau.com

Event Description:

The annual Knights of Columbus State Bowling Tournament dates back to 1917. This will be our 9th tournament held in the Wausau area, 6th in the last 40 years. Dale's Weston Lanes is an excellent premier 60 lane house centrally located in the state to hold this event. Although bowling peaked in the 1983-1985 tournament era with 3,000 participants, this tournament is expected to rebound upward due to the following:

The KC State Bowling Committee, last spring, voted to make this an **OPEN tournament** for the 1st time. Only 2 members of the 4-man team are required to be KC members; the other 2 can be any other bowler, including women. This action was taken to boost participation and put emphasis on this being a huge opportunity fund raising event for the host council.

Hotel Contacts (so far as of 12/22)

Comfort Inn & Suites
Holiday Inn Express – Weston
Best Western – Wausau
Courtyard
Fairfield

Wausau K of C 2026 State Bowling Tournament

Budget

Host Right Fee	\$ 1,000
Advertising booklet	\$ 2,560
Recap scoresheet printing	\$ 300
Ad in 2025 tournament book	\$ 300
12 ft. Banner	\$ 250
raffle licenses class A & B	\$ 100
raffle tickets - class B 2-part	\$ 200
print raffle tickets - class A	\$ 175
postage costs - booklets	\$ 200
envelopes for book mailing	\$ 35
printing of tournament checks	\$ 85
envelopes for check mailing	\$ 25
opening ceremony meal	\$ 100
merchandise purchases - drawings	\$ 100
liquor purchases - drawings	\$ 130
	<u> </u>
Estimated expenditures	\$ 5,560
share of entry fees estimated	\$ 7,500
Raffle income projection	<u>\$ 10,000</u>
Estimated Revenue	\$ 17,500



Knights of Columbus

Council 1069

1104 S. 9th Avenue, Wausau, WI 54401

Hosts of the 2026 KC Wisconsin State Bowling Tournament

For 5 weekends during February and March of 2026, an anticipated 600 bowlers, along with their families and friends, will visit the Wausau area for the 109th Annual Knights of Columbus State Bowling Tournament. Bowlers will be competing for awards, prizes, and “bragging rights.”

This huge fundraiser by Wausau Council 1069 supports the many good programs that the Knights provide to the greater Wausau area. The **main focus** of this particular project is to secure funds to support the purchase of a new \$27,000 Ultrasound Machine for the Hope Life Center serving Marathon, Lincoln, and Langlade counties. This is a machine so incredibly amazing it can transform someone’s future; a machine that actually saves lives.

Are you willing to help us in this cause?

Would you be willing to support our efforts by a sponsorship, donating merchandise for our raffle drawings or taking an ad in our program booklet? Your involvement would truly be appreciated and also shows your support of local community fundraising efforts.

Terry Pisca
Tournament Chairman
715-359-6946
tppisca@gmail.com

POST EVENT REPORT
Village of Weston's Room Tax Grant

4/20/23

Name of Event: 106th ANNUAL Knights of Columbus Wis. State Bowling TOURNAMENT
Organization: WAUSAU COUNCIL 1069 KOF C
Submitted By: Terry PISA

Please include answers to the following questions on the report:

1. Overall recap of your event:

Very Successful

2. How many attendees?

544 bowlers + spouses + families

3. How many overnight stays in the Village of Weston?

Estimated @ 600 stays overall
with 500 in Weston

4. Of these overnight stays, number of rooms and at which establishments?

} See Attached

5. Did you work with any other businesses in the Village of Weston for your event?
(Restaurants, attractions, shopping centers etc.)

DALE'S, HOLIDAY INN EXPRESS, BAYMONT, FAIRFIELD, Fleet Farm

6. Goals or improvements for following year's event.

See Attached

Please submit final Post Event Report to Jodi Maguire, Director of Operations at the
Wausau/Central Wisconsin Convention & Visitors Bureau at JMaguire@visitwausau.com

Wausau/Central Wisconsin Convention & Visitors Bureau
227460 Shrike Ave
Wausau, WI 54403

Updated: 11/22/22

715-355-8788 jmaguire@visitwausau.com

Notes to post event report

Wisconsin State Knights of Columbus Bowling Tournament

Dale's Weston Lanes

Feb 18th – April 2nd 2023

Overall, our organization felt that event was a huge success for the charitable financial position of our local council. Comments from the attendees were very favorable such as:

"You guys run a very efficient and good tournament"

"Boy, this bowling alley is huge with a lot of activity going on"

"We had a great time in Wausau; you guys should do this again"

"Good job; we had fun"

Many of the attendees stayed local especially at Fairfield, Holiday, Baymont and Americ Inn which were close by. There were those who stayed in the Cedar Creek area. Some did stay downtown but mentioned the number of curlers and skiers staying there as well. Fairfield appeared to be very favorable commented place.

As far as eating establishments, some of the comments received:

"We went over to the Arrow Bar, ate, and stayed there until late"

"We stayed right here at Dale's and ate, drank and played cards"

"Pizza is what we wanted and Sam's was very good"

"We couldn't get into WISH until 9pm so we went to Wausau Mine; had great time"

"Log Cabin is a cool place, good food"

"The wives really enjoyed last night at Tine &Cellar"

Never heard of a story where evening experience was negative

A few takeaways from tournament:

Our goal of 700-750 bowlers fell short by 25%. I personally made 405 contacts throughout the state to encourage councils to send bowlers to the tournament. A couple reasons stated were:

"you're too far of a drive" (Milwaukee area and south west of Platteville)

"since covid, the guys don't want to go any more"

Certain areas and/or cities of the state were troubling to our committee. Only Phillips, Medford and Hudson sent bowlers from north of Hwy 29. Eau Claire, Appleton, De Pere have hosted past tournaments yet sent no bowlers.

Despite these few letdowns, our committee was excited over the positive comments and fun had by attendees and workers. Conversation is already underway to try to secure tournament again in a few years; even earlier if bidding process is light by other cities.

REQUEST FOR CONSIDERATION

Public Mtg/Date: Tourism Commission, January 19, 2026

Description: State Lions Bowling Tournament Room Tax Grant Request

From: Wausau/Central WI CVB / Bevent & EHW Lions Club

Question: Should the Tourism Commission approve the grant request of \$4,000 to Bevent & EHW Lions Club for the State Lions Bowling Tournament?

Background

Organization: Bevent & EHW Lions Club

Event: State Lions Bowling Tournament

Event Date(s): February 28-March 29, 2026

Location: Dales Weston Lane, Weston

Amount Requested: \$4,000

Participants Expected: 400

Estimated Room Nights: 25/wkly

Attached Docs: State Lions Bowling Tournament Room Tax Grant Application

Committee Action: None.

FISCAL IMPACT: \$4,000 grant request to come out of the Weston Room Tax Hold Account

Recommendation: None.

Recommended Language for Official Action

I move to approve the grant request of \$4,000 to Bevent & EHW Lions Club for the State Lions Bowling Tournament.

OR

I move to ...

Additional action: None.



Village of Weston Tourism Commission Room Tax Grant Application

Effective January 1, 2017, the State of Wisconsin Room Tax Law requires the Village of Weston to forward room tax funds exceeding the amount the municipality may retain to a Tourism Entity. Since 2017, the Village of Weston established a Tourism Commission made up of Village Trustees, Lodging Representatives, and Community Members to oversee and approve grants that are submitted to the Village of Weston. Funding is devoted to community groups and organizations for tourism development and promotion in the Weston area or surrounding communities. The Tourism Commission will consider applications from organizations that will generate overnight stays and have an overall effect on the economic impact to the Village of Weston.

Applications will be distributed and returned to the Wausau/Central Wisconsin Convention & Visitors Bureau where they will be evaluated. The Wausau CVB will reach out with any additional questions if needed and will be a liaison to make sure qualifications and criteria have met. Once application is completed, the Wausau CVB will forward applications to the Village of Weston. The Tourism Commission will meet quarterly to review applications.

Organization: Lions

Name of Applicant: Bevent & Easton Hewitt Wausau Lions Clubs

Event Name & Date: 75th Annual Wis State Lions/Leos Bowling Tournament Feb 28 through Mar 29

Location of Event: Dales Weston Lanes

Federal ID Number: _____ Phone Number: 715-574-1323

Mailing Address: 5902 Schofield Ave City/State/Zip: Schofield, WI 54476

Tax Status of Organization: _____

Wausau/Central Wisconsin Convention & Visitors Bureau
P.O. Box 1486
Wausau, WI 54402

Grant Amount Requested: \$4,000 New or Existing Event: New

Has the Organization applied for funds in the past? If so, how much and when? _____

Event description: State Lions Bowling Tournament
Singles, Doubles and Team Bowling.

Feb 28-March 1

March 14-15

March 21-22

March 28-29

How will the event promote tourism to the Village of Weston: _____
Bringing people from all over the state to stay at motels, eat at restaurants.
To patronize businesses in the area.

Please explain how the grant funds will be used: _____
To help defer the cost of advertising the tournament as we have be going to state and district coventions
to promote the tournament putting ads in the convention booklets for the last two years
in the state

How will this event be advertised or promoted?: _____
By a booklet promoting Lions, State Lions Face book page. Lions Newspaper,
the 10 District Governors throughout the state.

Last year's tournament in Sheboygan

Word of mouth.

Wausau/Central Wisconsin Convention & Visitors Bureau
P.O. Box 1486
Wausau, WI 54402

Updated: 03/21/2024

715-355-8788 jmaguire@visitwausau.com

Expected Number of local athletes/participants or spectators:
300 over all weekends

Expected Number of athletes/participants or spectators from outside 90 miles:
200

Expected Number of Attendees
400

Hotel Information

Has contact been made with any area hotels? Yes _____

If so, who?: See Attached List _____

If not, can the CVB assist with securing your hotel accommodations and room blocks? _____

Use the chart below to indicate the number of hotel rooms needed by day:

Date							
Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Rooms					X	X	

Total Number of Room Nights:	25
Average Length of Stay:	2-3 days
Estimated Number of Guests Per Room	2

Will the organization receive any additional funds (grants, donations, entrance fees, etc.)? If yes, please explain: _____

Each club advanced the tournament \$1500.00 for start up

Please attach a copy of your proposed budget for the event. Failure to provide a proposed budget could delay grant application process.

Wausau/Central Wisconsin Convention & Visitors Bureau
P.O. Box 1486
Wausau, WI 54402

Policies and Procedures

Applications must be filled out completely and returned to the Wausau/Central Wisconsin Convention & Visitors Bureau 60 to 90 days before the event date. Applications are reviewed quarterly by the Tourism Commission (January, April, July, October) Event organizers may attend the Tourism Commission meeting to present and answer any questions the Commission may have. Grants will be limited to \$10,000 per event. The Wausau CVB will notify applicants of when the next meeting will be held. If grant is approved by the Village of Weston's Tourism Commission, recognition of their tourism commission logo is needed on any promotional or marketing material.

*A representative or point of contact should attend the Tourism Commission meeting when grant application will be reviewed. The Wausau CVB will be in communication with the representative or point of contact with information on the date and time of the meeting. Two options for attending the meeting would be in person or virtually. *

Application Acknowledgement

The signature below acknowledges that the above information is true to the best of knowledge at the signing of this application. I understand that information deemed inaccurate or misrepresented could result in a denied application or loss of event funding. I have read the policies and procedures noted above. Funding is not guaranteed by the submission of this application. All grant applications will be evaluated and approved by the Village of Weston's Tourism Commission. I understand that a post event report will be submitted within 60 days of the completion of the event.

Event Representative: Louis "Mike" Carter, Linda R. Carter, Duane Bliese

Printed Name: Louis "Mike" Carter, Linda R. Carter, Duane Bliese Date: 1-12-2026

Post Event Report

A post event report is required 60 days after completion of the event. Please indicate who will be responsible for submitting report: Mike & Linda Carter & Duane Bliese

Failure to submit report may affect future grants.

Wausau CVB Notes and Comments:

Wausau/Central Wisconsin Convention & Visitors Bureau
P.O. Box 1486
Wausau, WI 54402

Hotels for the Bowling Convention

Comfort Inn & Suites
5810 Schofield Ave
Weston WI
715-355-9955

Next Door to Weston Lanes

Holiday Inn Express & Suites
4210 Barbican Ave
Weston, WI 54476
715-359-1280

6 minutes for Weston Lanes

Fairfield Inn By Marriott Inn & Suites Wausau
7100 Stone Ridge Dr
Weston, WI 54476
715-241-8400

9 Minutes for Weston Lanes

AmericaInn By Wyndham Wausau
4115 Barbican Ave
Weston, WI 54476
715-301-0758

7 Minutes from Weston Lanes

Country Inn & Suites by Radisson
1520 Metro Dr
Schofield, WI 54476
715-359-1881

9 Minutes from Weston Lanes

75th ANNUAL WISCONSIN STATE LIONS/LEOS BOWLING TOURNAMENT

Experience the Lions Bowling Tournament Camaraderie!

Meet old friends! Make new friends! Enter a raffle! Bowl! Have fun!

Feb 28-March 1, March 14-15, March 21-22, March 28-29, 2026

Hosted by: **Bevent & EHW Lions Clubs**

at

Dale's Weston Lanes

5902 Schofield Avenue, Schofield, WI 54476

Reserved Entries are due February 15, 2026.

After February 15th Entries will be a First Come First Service Basis

Entries close on March 28th. All Reservations will be based on Lane Availability.

ALL BOWLERS MUST BE LIONS OR LEOS IN GOOD STANDING!

TWO DIVISION FORMAT

Divisions based on bowler's average

Singles - 175 and under / Over 175

Doubles - Combined average of 350 / under over 350

Team - Combined average of 700 / under and over 700

Handicap is 90% of 235

BOWLING / SQUAD RELATED QUESTIONS

Bevent Lions Club c/o Lion Mike Carter 7507 Feith Ave, Schofield, WI 54476

llcarter2@charter.net

The Wisconsin Lions State Bowling Tournament is held annually on a rotating basis throughout the Districts of MD27. The tournament is open only to Lions and Leos in good standing. Applications must be completed with all the requested information including the LCI member number. The Wisconsin Lions State Bowling Tournament is a handicap tournament using the formula of 90% of the bowlers established average off of 235. See entry blank for appropriate established average to be used. Team captains are responsible for reporting correct bowler's averages. Failure to record correct averages will disqualify scores. When determining average we will defer to USBC rule 319 for Lions (317 for Leos) for guidance. Champions will be determined by total pinfall with handicap. 100% of prize money will be awarded on at least a 1:7 ratio. All payouts will be mailed to the Team Captain.

OFFICE USE ONLY	
ENTRY NO.	
T	TEAM DATE
M	DOUBLES & SINGLES DATE

The Bevent & EHW Lions Clubs

Present the
**75th Annual Wisconsin State
 Lions Bowling Tournament**

Weston 2026

OFFICE USE ONLY				
Team	Doubles	Singles	All Events	TOTAL
Lane	Scratch Doubles	Lanes	Scratch	Scratch Options TOTAL

BOWLERS ELIGIBLE TO BOWL ONLY ONCE IN EACH EVENT

TEAM NAME		CLUB NAME				
PRINT		PLEASE PRINT FULL NAME AS APPEARS ON USBC CARD NO LINE-UP CHANGES ON SITE IN ANY EVENT.	LAST YEAR'S HIGHEST AVERAGE	USBC ID NUMBER	LCI #	Lion Average
1	NAME					
	HOME ADDRESS					
	CITY/STATE					
	ZIP CODE					
2	NAME					
	HOME ADDRESS					
	CITY/STATE					
	ZIP CODE					
3	NAME					
	HOME ADDRESS					
	CITY/STATE					
	ZIP CODE					
4	NAME					
	HOME ADDRESS					
	CITY/STATE					
	ZIP CODE					

Requested Dates
Team Date _____
Double & Singles Date _____
List two alternative dates: _____ _____

**February 28 to
 March 29, 2026**
 No Bowling March 7-8

Saturday - Singles & Doubles
 Note Singles will be bowled first
Sunday - Team

Squad Times
 Saturday, February 28 only -2pm
 Saturday, March 14, 21, 28 - 11am
 Sunday, March 1, 15, 22, 29 - 11am

Event Fee = \$31
 Prize Money \$7.50
 Bowling Fee \$14.00
 Admin Fee \$6.50
 Lion State Fee \$3.00

Averages to be used are the higher of; Last year's USBC league average, This year's league average where 21 games have been bowled, Lions tournament average, or Non-sanctioned league average. Bowlers without an established average will use the default average. Men will bowl with a 150 average and ladies with a 125. If this year's average is entered, the bowling center and league name must be provided in above spaces.

All payouts will be sent to the Team Captain.

All Events
Dale's Weston Lanes
 5902 Schofield Avenue
 Schofield, WI 54476

↑ EVERY BOWLER MUST FURNISH COMPLETE ADDRESS AND ID NUMBERS ↓

TEAM CAPTAIN	EMAIL
HOME ADDRESS	
CITY, STATE, ZIP	DAYTIME PHONE

Single & Double Events

Entry Calculator

SETS OF DOUBLES & SINGLES (MUST HAVE TWO BOWLERS FOR EACH SET) BOWLERS MUST BOWL BOTH DOUBLES AND SINGLES			
Position Set on team	Handicap Events		
	\$62.00 DBLS	\$31.00 SGLS	\$5.00 AE
1	_____	_____	_____
2	_____	_____	_____

HANDICAP
Team @ \$124 = _____
Doubles @ \$ 62 = _____
Singles @ \$ 31 = _____
All Events @ \$ 5 = _____
GRAND TOTAL _____

Mail checks payable to 'Bevent and EHW Lions' and Entry Form to:

Bevent Lions Club c/o Mike Carter
7507 Feith Avenue Schofield, WI 54476

Entry Forms may be emailed to 'llcarter2@charter.net' but entry is NOT complete until check has been received. Please allow up to 2 weeks for mailed entries and checks.

Bowling Tournament	Income	Expense
Start Up Money	3000.00	
Ads Sold for Booklet	1000.00	
Income from bowlers based on 70 teams \$124 per team	8680.00	
Singles 280 \$31 per bowler	8680.00	
Doubles 140 \$62.00 per doubles	8680.00	
Raffles	10000.00	
Large Raffles	5000.00	
Admin Fee 3.00 per event	5460.00	
Pay out for teams		2100.00
pay out for Singles		2100.00
Pay out for Doubles		2100.00
Payout for Bowling Center		11760.00
Wis Lions State Bowling 3.00 per event		2520.00
Raffles		5000.00
Large Raffles		2500.00
Ads for Convention Booklets		490.00
Gifts for District Governors & State		
Bowling Committee		500.00
Dinner for District Governors &		
Bowling Committee		1000.00
Can Koozeys to hand out at conventions		100.00
Totals	50500.00	30170.00

This is based on 70 teams with 4 bowlers per team
They would be bowling team, singles
and doubles

As this can change depending on how many clubs participate and how many raffles we sell!

If you have any questions feel free to contact me Linda R. Carter at 715-574-1323 or llcarter2@charter.net

REQUEST FOR CONSIDERATION

Public Mtg/Date:	Tourism Commission, January 19, 2026
Description:	BCAW State High School Bowling Tournament Room Tax Grant Request
From:	Wausau/Central WI CVB / Bowling Centers Association of WI
Question:	Should the Tourism Commission approve the grant request of \$2,500 to Bowling Centers Association of WI for the BCAW State High School Bowling Tournament?

Background

Organization: Bowling Centers Association of WI
Event: BCAW State High School Bowling Tournament
Event Date(s): March 6-8, 2026
Location: Dales Weston Lane, Weston
Amount Requested: \$2,500
Participants Expected: 1050
Estimated Room Nights: 200

Attached Docs: BCAW State High School Bowling Tournament Room Tax Grant Application

Committee Action: None.

FISCAL IMPACT: \$2,500 grant request to come out of the Weston Room Tax Hold Account

Recommendation: None.

Recommended Language for Official Action

I move to approve the grant request of \$2,500 to Bowling Centers Association of WI for the BCAW State High School Bowling Tournament.

OR

I move to ...

Additional action: None.



Village of Weston Tourism Commission Room Tax Grant Application

Effective January 1, 2017, the State of Wisconsin Room Tax Law requires the Village of Weston to forward room tax funds exceeding the amount the municipality may retain to a Tourism Entity. Since 2017, the Village of Weston established a Tourism Commission made up of Village Trustees, Lodging Representatives, and Community Members to oversee and approve grants that are submitted to the Village of Weston. Funding is devoted to community groups and organizations for tourism development and promotion in the Weston area or surrounding communities. The Tourism Commission will consider applications from organizations that will generate overnight stays and have an overall effect on the economic impact to the Village of Weston.

Applications will be distributed and returned to the Wausau/Central Wisconsin Convention & Visitors Bureau where they will be evaluated. The Wausau CVB will reach out with any additional questions if needed and will be a liaison to make sure qualifications and criteria have met. Once application is completed, the Wausau CVB will forward applications to the Village of Weston. The Tourism Commission will meet quarterly to review applications.

Organization: Bowling Centers Association of Wisconsin

Name of Applicant: Dale Elliott

Event Name & Date: BCAW State High School Bowling Tournament March 6-8, 2026

Location of Event: Dale's Weston Lanes

Federal ID Number: 81-3062765 Phone Number: 715-302-0684

Mailing Address: 5902 Schofield Ave City/State/Zip: Weston WI 54476

Tax Status of Organization: Taxable

Wausau/Central Wisconsin Convention & Visitors Bureau
P.O. Box 1486
Wausau, WI 54402

Updated: 03/21/2024

715-355-8788 jmaguire@visitausau.com

Grant Amount Requested: \$2500.00 New or Existing Event: Existing

Has the Organization applied for funds in the past? If so, how much and when? 2022 \$2500.00

Event description: The state High School Bowling event has several weekend components

Singles event is held on Friday both Male and female

Team is both Friday- Saturday

Doubles and all finals are held on Sunday

How will the event promote tourism to the Village of Weston: _____

They flock in town for the entire weekend in hotels, food, gas, groceries and resturants

Please explain how the grant funds will be used: _____

Marketing and advertising

How will this event be advertised or promoted?: _____

Pretty much is a win your spot by competing in the regular seasons events much like any other High School Event

Wausau/Central Wisconsin Convention & Visitors Bureau

P.O. Box 1486

Wausau, WI 54402

Updated: 03/21/2024

715-355-8788 jmaguire@visitwausau.com

Expected Number of local athletes/participants or spectators:
100

Expected Number of athletes/participants or spectators from outside 90 miles:
950

Expected Number of Attendees
1050

Hotel Information

Has contact been made with any area hotels? Yes

If so, who?: All Weston

If not, can the CVB assist with securing your hotel accommodations and room blocks? yes

Use the chart below to indicate the number of hotel rooms needed by day:

Date							
Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Rooms					200	250	

Total Number of Room Nights:	200
Average Length of Stay:	2
Estimated Number of Guests Per Room	2-5

Will the organization receive any additional funds (grants, donations, entrance fees, etc.)? If yes, please explain: Yes there are some door gate, entry fees, and add booklet fees

Please attach a copy of your proposed budget for the event. Failure to provide a proposed budget could delay grant application process.

Wausau/Central Wisconsin Convention & Visitors Bureau
P.O. Box 1486
Wausau, WI 54402

Policies and Procedures

Applications must be filled out completely and returned to the Wausau/Central Wisconsin Convention & Visitors Bureau 60 to 90 days before the event date. Applications are reviewed quarterly by the Tourism Commission (January, April, July, October) Event organizers may attend the Tourism Commission meeting to present and answer any questions the Commission may have. Grants will be limited to \$10,000 per event. The Wausau CVB will notify applicants of when the next meeting will be held. If grant is approved by the Village of Weston's Tourism Commission, recognition of their tourism commission logo is needed on any promotional or marketing material.

*A representative or point of contact should attend the Tourism Commission meeting when grant application will be reviewed. The Wausau CVB will be in communication with the representative or point of contact with information on the date and time of the meeting. Two options for attending the meeting would be in person or virtually. *

Application Acknowledgement

The signature below acknowledges that the above information is true to the best of knowledge at the signing of this application. I understand that information deemed inaccurate or misrepresented could result in a denied application or loss of event funding. I have read the policies and procedures noted above. Funding is not guaranteed by the submission of this application. All grant applications will be evaluated and approved by the Village of Weston's Tourism Commission. I understand that a post event report will be submitted within 60 days of the completion of the event.

Event Representative: Dale Elliott

Printed Name: Dale Elliott Date: 12/16/2025

Post Event Report

A post event report is required 60 days after completion of the event. Please indicate who will be responsible for submitting report: _____

Failure to submit report may affect future grants.

Wausau CVB Notes and Comments:

Wausau/Central Wisconsin Convention & Visitors Bureau
P.O. Box 1486
Wausau, WI 54402

POST EVENT REPORT
Village of Weston's Room Tax Grant

Name of Event: Wisconsin High School Bowling Championship
Organization: BCAW @ WESTON LANES
Submitted By: Dale Elliott

Please include answers to the following questions on the report:

1. Overall recap of your event: ONCE AGAIN A VERY SUCCESSFUL EVENT
WESTON LANES WAS PACKED FRIDAY-SUNDAY
2. How many attendees?
1,000 ATHLETES & COACHES
2,220 SPECTATORS
3. How many overnight stays in the Village of Weston?
550-600
4. Of these overnight stays, number of rooms and at which establishments?
EVERY WESTON HOTEL HAD OVERNIGHT STAYS
5. Did you work with any other businesses in the Village of Weston for your event?
(Restaurants, attractions, shopping centers etc.)
BAYMOUNT INN, MID WISCONSIN Beverage, PIZZA RANCH
SPAMS PIZZA, TACO JOHN'S, PALMS, LOG Cabin, CULVERS, CHANG garden
6. Goals or improvements for following year's event.
None

Please submit final Post Event Report to Jodi Maguire, Director of Operations at the
Wausau/Central Wisconsin Convention & Visitors Bureau at JMaguire@visitwausau.com

Wausau/Central Wisconsin Convention & Visitors Bureau
227460 Shrike Ave
Wausau, WI 54403
715-355-8788 jmaguire@visitwausau.com

Updated: 11/22/22

REQUEST FOR CONSIDERATION

Public Mtg/Date:	Tourism Commission, January 19, 2026
Description:	Weston Acoustic Concert Series Room Tax Grant Request
From:	Wausau/Central WI CVB / Weston Acoustic Concert Series
Question:	Should the Tourism Commission approve the grant request of \$2,000 to Weston Acoustic Concert Series for Weston Acoustic Concert Series event?

Background

Organization: Weston Acoustic Concert Series
Event: Weston Acoustic Concert Series
Event Date(s): Tuesdays, June 23-July 28, 2026
Location: Machmueller Park, Weston
Amount Requested: \$2,000
Participants Expected: 100-300
Estimated Room Nights: NA

Attached Docs:	Weston Acoustic Concert Series Room Tax Grant Application
Committee Action:	None.
FISCAL IMPACT:	\$2,000 grant request to come out of the Weston Room Tax Hold Account
Recommendation:	None.

Recommended Language for Official Action

I move to approve the grant request of \$2,000 to Weston Acoustic Concert Series for Weston Acoustic Concert Series event.

OR

I move to ...

Additional action: None.



Village of Weston Tourism Commission Room Tax Grant Application

Effective January 1, 2017, the State of Wisconsin Room Tax Law requires the Village of Weston to forward room tax funds exceeding the amount the municipality may retain to a Tourism Entity. Since 2017, the Village of Weston established a Tourism Commission made up of Village Trustees, Lodging Representatives, and Community Members to oversee and approve grants that are submitted to the Village of Weston. Funding is devoted to community groups and organizations for tourism development and promotion in the Weston area or surrounding communities. The Tourism Commission will consider applications from organizations that will generate overnight stays and have an overall effect on the economic impact to the Village of Weston.

Applications will be distributed and returned to the Wausau/Central Wisconsin Convention & Visitors Bureau where they will be evaluated. The Wausau CVB will reach out with any additional questions if needed and will be a liaison to make sure qualifications and criteria have met. Once application is completed, the Wausau CVB will forward applications to the Village of Weston. The Tourism Commission will meet quarterly to review applications.

Organization: Weston Acoustic concert series

Name of Applicant: Jackson Talowitz

Event Name & Date: Weston Acoustic Concert series / June 23 - July 28 every Tuesday

Location of Event: Machmueller Park Weston WI 6x

Federal ID Number: — Phone Number: 715-560-8215

Mailing Address: 5108 Von Kanel St City/State/Zip: Weston WI 54476

Tax Status of Organization: Sole prop.

Wausau/Central Wisconsin Convention & Visitors Bureau
P.O. Box 1486
Wausau, WI 54402

Updated: 03/21/2024

715-355-8788 jmaguire@visitwausau.com

Grant Amount Requested: \$2000 New or Existing Event: 2nd Annual

Has the Organization applied for funds in the past? If so, how much and when? Nope

Event description: 100-250 people gathering for 6
nights of music, food truck every week At
Machmuller PARK.

How will the event promote tourism to the Village of Weston: Through advertising.
Sponsors + Musicians coming from out of town
+ Food Trucks.

Please explain how the grant funds will be used: Total Budget is \$4400
\$2400 will be raised by local sponsors \$400 x 6 events
There will be \$2800 split between the musicians to
different acts. \$300 organizing fees, \$500 for advertising, etc.
\$200 for lodging + hotel for 2 musicians, rest will be
used as a cushion for following year or if needed for other

How will this event be advertised or promoted?: _____ fees
Village of Weston Special events + FB + Social
Media Posters etc.

Expected Number of local athletes/participants or spectators:

100 - 250

Expected Number of athletes/participants or spectators from outside 90 miles:

50 - 75 +

Expected Number of Attendees

100 - 300

Hotel Information

Has contact been made with any area hotels? n/a

If so, who?: _____

If not, can the CVB assist with securing your hotel accommodations and room blocks? ✓

Use the chart below to indicate the number of hotel rooms needed by day:

Date							
Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Rooms							

Total Number of Room Nights:	
Average Length of Stay:	
Estimated Number of Guests Per Room	

Will the organization receive any additional funds (grants, donations, entrance fees, etc.)? If yes, please explain: _____

as explained \$2400 local Business Sponsors.

Total Budget \$4400

Please attach a copy of your proposed budget for the event. Failure to provide a proposed budget could delay grant application process.

Simple Break down →
See BACK

Wausau/Central Wisconsin Convention & Visitors Bureau
P.O. Box 1486
Wausau, WI 54402
715-355-8788 jmaguire@visitwausau.com

Total Budget \$4,400

\$2000 possible grant.

\$2400 Local Sponsors & Businesses.

~~\$300~~ \$300+ organizing fees.

\$500+ Advertising.

\$200+ 2 nights hotel for 2 of the musicians.

\$600+ as cushion for other expenses on following years event. (possible merch.) T-shirts etc.

\$2800 going to the 6 musical artists.

\$4400

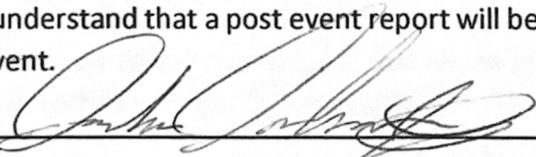
Policies and Procedures

Applications must be filled out completely and returned to the Wausau/Central Wisconsin Convention & Visitors Bureau 60 to 90 days before the event date. Applications are reviewed quarterly by the Tourism Commission (January, April, July, October) Event organizers may attend the Tourism Commission meeting to present and answer any questions the Commission may have. Grants will be limited to \$10,000 per event. The Wausau CVB will notify applicants of when the next meeting will be held. If grant is approved by the Village of Weston's Tourism Commission, recognition of their tourism commission logo is needed on any promotional or marketing material.

*A representative or point of contact should attend the Tourism Commission meeting when grant application will be reviewed. The Wausau CVB will be in communication with the representative or point of contact with information on the date and time of the meeting. Two options for attending the meeting would be in person or virtually. *

Application Acknowledgement

The signature below acknowledges that the above information is true to the best of knowledge at the signing of this application. I understand that information deemed inaccurate or misrepresented could result in a denied application or loss of event funding. I have read the policies and procedures noted above. Funding is not guaranteed by the submission of this application. All grant applications will be evaluated and approved by the Village of Weston's Tourism Commission. I understand that a post event report will be submitted within 60 days of the completion of the event.

Event Representative: 

Printed Name: Jackson Jalonitz Date: 01-09-20

Post Event Report

A post event report is required 60 days after completion of the event. Please indicate who will be responsible for submitting report: Jackson Jalonitz
Failure to submit report may affect future grants.

Wausau CVB Notes and Comments:

Wausau/Central Wisconsin Convention & Visitors Bureau
P.O. Box 1486
Wausau, WI 54402

POST EVENT REPORT
Village of Weston's Room Tax Grant
Please answer questions on a separate form

Name of Event: MC UNITED Fall Cup
Organization: MC UNITED Soccer Club
Submitted By: DAN KUBAT
Amount Received from Village of Weston Tourism Commission: \$ 3,500

Please include answers to the following questions on the report:

1. Overall recap of your event: We had a successful Soccer Tournament Sept 12-14 2025. We had 143 Soccer teams Attend From MN, MI, WI.
2. How many attendees? There were an estimated 1,800 soccer players and between 7,000-10,000 people attending.
3. How many overnight stays in the Village of Weston? Just Weston → Comfort Inn - 23 Room Nights
Fair Field Inn - 47 Room Nights, Holiday Inn 42 Room Nights
4. Of these overnight stays, number of rooms and at which establishments?
See Above.
5. Did you work with any other businesses in the Village of Weston for your event? (Restaurants, attractions, shopping centers etc.) CellCom was a sponsor providing internet services for tournament operations.
6. Did your organization receive any other Tourism Grants from other municipalities in Marathon County? If so, what was the grant amount and which municipalities did they come from? Please share an overview on what the funds were used for. No
7. Goals or improvements for following year's event. We are blessed to have a strong participation from soccer clubs around surrounding states. We plan to continue to meet & exceed expectations.

Please submit final Post Event Report to Jodi Maguire, Director of Operations at the Wausau/Central Wisconsin Convention & Visitors Bureau at JMaguire@visitwausau.com

Wausau/Central Wisconsin Convention & Visitors Bureau
P.O. Box 1486
Wausau, WI 54402

Updated: 03/21/2024

715-355-8788 jmaguire@visitwausau.com

Thank you for your support

Dan Kubat

1. Overall recap of your event:

Key Highlights

- **Total Attendance:** Over **8900**
- **Out-of-Town Attendees:** 6,000+ from Wisconsin, Minnesota, Missouri, Alabama, Ohio, New Jersey, and Illinois
- **Economic Impact:** Approximately **\$1,000,000** generated for Marathon County
- **Hotel Rooms Booked:** **475**
- **Vendors:** **45** total vendors (40 from out of town)
- **Dance Competition Teams:** **36 total** (34 from out of town)
-

Attendance & Lodging

- The 2025 WAHNY continued to solidify its reputation as one of the region's leading cultural events. With over 8,900 attendees—more than 6,000 of whom traveled from outside the area—the celebration reinforced its role as a gathering point for both local residents and nationwide visitors.
- The event significantly boosted the local hospitality sector. More than **475 hotel rooms** were booked across multiple lodging establishments, including: Holiday Inn, Bantr, Stoney Creek, Econo Lodge, Hampton Inn, Fairfield Inn, Country Inn & Suites, and Motel 6.
- This influx of overnight visitors contributed to an increase in spending in dining, retail, and entertainment.

2. How many attendees? **8900**

3. How many overnight stays in the Village of Weston? **48 rooms at Fairfield Inn**

4. Of these overnight stays, number of rooms and at which establishments? **48 rooms at Fairfield Inn**

5. Did you work with any other businesses in the Village of Weston for your event? (Restaurants, attractions, shopping centers etc.) **No, we did not.**

6. Did your organization receive any other Tourism Grants from other municipalities in Marathon County? If so, what was the grant amount and which municipalities did they come from? Please share an overview on what the funds were used for. **Yes, we received \$7,500 from Rothschild and \$1,000 from Schofield. These funds were used to cover venue costs and marketing expenses.**

7. Goals or improvements for following year's event-**Our goals are to attract more dance teams from outside the Wausau area, provide additional practice spaces for teams on both Friday and Saturday, and partner with more hotels in Marathon County that can offer ballroom space either free of charge or at a discounted rate. Looking ahead to next year, we aim to reach 10,000 attendees.**