



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

Meeting of: **TOURISM COMMISSION**

Members: **Corvino, Ermeling, Frederick, Hodell & Zeyghami**

Date/Time: **Monday, April 21, 2025 @ 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](http://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](mailto:jtrautman@westonwi.gov)  
**715-241-2605**

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**PLEASE NOTE THE FOLLOWING**

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**This notice was posted at the Municipal Center and was e-mailed to local media outlets (Print, TV, and Radio) on 4/14/25 @ 11:40 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 government 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, MARATHON COUNTY, WISCONSIN  
OFFICIAL MEETING AGENDA OF THE TOURISM COMMISSION**

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

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TO THE HONORABLE TRUSTEE \_\_\_\_\_ 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, April 21, 2025, @ 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 of other governmental 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.
  - Corvino, Ermeling, Frederick, Hodell & Zeyghami
4. Election of Officers:
  - a. Chair
  - b. Vice Chair
  - c. Secretary

**PUBLIC COMMENTS.**

**MINUTES FROM PREVIOUS MEETING.**

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

**ACKNOWLEDGE WORK PRODUCT TRANSMITTALS.**

(Work products listed in this section should be moved as "Acknowledge receipt and place in file.")

6. [March Budget Status Report](#)
7. [CVB Reports](#)

## **EDUCATIONAL PRESENTATIONS & REPORTS.**

(Work products identified in this section ask the government body a policy question. Items listed in this section should be moved as "Approve/Not approve . . .")

## **NEW BUSINESS.**

8. [Grant Request: 2025 Hmong Wausau Festival](#)  
2024 Hmong Wausau Festival Recaps
9. [Grant Request: Taste N Glow Fest 2025](#)
10. [Post Event Report: Badger State Game Figure Skating 2024](#)
11. [Use the Fund balance left in Room Tax for Kennedy \\$36,796.72](#)

## **OLD BUSINESS.**

## **REMARKS FROM COMMITTEE MEMBERS.**

## **REMARKS FROM CHAIR.**

## **FUTURE ITEMS.**

Next regular meeting date:

-July 21, 2025 @ Time TBD

## **ADJOURNMENT.**

**Village of Weston, Wisconsin**  
**OFFICIAL PROCEEDINGS OF THE TOURISM COMMISSION**  
held on Monday, January 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 President Maloney.  
Meeting called to order at 4:00 p.m. by President Maloney.
- 2 Pledge of Allegiance to the Flag.
- 3 Roll Call by Recording Secretary.  
Roll call of Tourism Commission indicated 4 members present.

<u>Member</u>	<u>Present</u>
Ermeling, Barb	YES
Maloney, Mark	YES
Frederick, Kim	YES
Weiland, Jamie	NO - EXCUSED
Zeyghami, Hooshang	YES

**PUBLIC COMMENTS.**

Jim Pinsonneault, questions why the transfer to Capital Improvement Fund and General Fund was not completed as budgeted. Also, the \$194,000 balance in Meeting Mean Business fund, what can this money be used for? How can it be allocated or spent? He comment that some of the applications appears to not be professionally completed. Can the application be changed to a fillable PDF to correct this? He asked why Village of Weston is taken on the financial burden of the promissory note.

**MINUTES FROM PREVIOUS MEETING.**

- 4 Approval of minutes from previous meeting: December 16, 2024.  
*Motion by Ermeling, second by Zeyghami, to approve previous minutes.*

Yes Vote: 4    No Votes: 0    Abstain: 0    Not Voting: 0    Result: PASS

Member	Voting
Ermeling, Barb	YES
Maloney, Mark	YES
Frederick, Kim	YES
Weiland, Jamie	--
Zeyghami, Hooshang	YES

President Maloney commented that agenda item #7 in the minutes, regarding WI Valley Fair should be change. Her name is Diane not Joanne. It should be, Keith and Diane not Keith and Joanne.

In respect to the many youths in the audience, President Maloney would like to change the order of the agenda and start with agenda item #9, in New Business ahead at this time.

**NEW BUSINESS.**

- 9 Grant Request: 2025 White & Red Minimalist Baseball Tournament.

The White & Red Minimalist Baseball Tournament is a new event that will be held at Greenheck Turner on March 14-15. This event has teams coming from Green bay, Luxemburg, Plover, Appleton, Janesville, Merrill and Stevens Point. The requested amount is \$2,000.

*Motion by Zeyghami, second by Frederick to approve Grant Request for \$2,000 to DC Everest Area Little League Baseball Inc. for the White & Red Minimalist Baseball Tournament.*

Yes Vote: 4    No Votes: 0    Abstain: 0    Not Voting: 0    Result: PASS

<u>Member</u>	<u>Voting</u>
Ermeling, Barb	YES
Maloney, Mark	YES
Frederick, Kim	YES
Weiland, Jamie	--
Zeyghami, Hooshang	YES

7 Grant Request: Winter Classic

Mr. Benell summarized the Winter Classic as a soccer club's inaugural indoor soccer tournament. It will be held at the Greenheck Turner center on March 8-9. At this time, registration is closed and have met the capacity for number of teams, about 65 teams. The awarded funds will go back to the team players to help them continue their soccer journey. The grant request amount is \$5,000.

*Motion by Ermeling, second by Frederick to approve Grant Request for \$5,000 to MC United Soccer Club for Winter Classic.*

Yes Vote: 4    No Votes: 0    Abstain: 0    Not Voting: 0    Result: PASS

<u>Member</u>	<u>Voting</u>
Ermeling, Barb	YES
Maloney, Mark	YES
Frederick, Kim	YES
Weiland, Jamie	--
Zeyghami, Hooshang	YES

8 Grant Request: GiGi's 5K Glow Run/Walk

GiGi's 5K Run/Walk is entering their 5th annual event this year. It features a 5K run/walk, a kids' dash, an obstacle course, and glow-themed activities. All funds raised from this event will be utilized to support the increasing needs of the Playhouse. The requested amount is \$2,500.

*Motion by Zeyghami, second by Ermeling to approve Grant Request for \$2,500 to GiGi's Playhouse Wausau for GiGi's 5K GLOW Fun Run/Walk.*

Yes Vote: 4    No Votes: 0    Abstain: 0    Not Voting: 0    Result: PASS

<u>Member</u>	<u>Voting</u>
Ermeling, Barb	YES
Maloney, Mark	YES
Frederick, Kim	YES
Weiland, Jamie	--
Zeyghami, Hooshang	YES

10 Promissory Note Request: 2026 World Horseshoe Tournament

Maguire, Director of Operations from Visit Wausau provided a brief timeline of when Visit Wausau won the bid to when they discovered the air conditioning and flooring concern at Greenheck Turner.

She explains that CVB is in the process of applying for the Wisconsin Economic Development "Opportunity Attraction Fund" grant. The grant offers up to \$100,000 for bid-related expenses and \$5 million for hosting expenses, requiring a non-state matching fund. To secure this first-come, first served grant before the funds are exhausted, Visit Wausau is asking the Village of Weston Tourism Commission to consider a funding letter for \$60,000–\$80,000 to include with the grant application as matching funds. This would act as a promissory note and not obligate Weston to the full amount, as other communities are also committed to contributing.

Due to the concerns mentioned above at Greenheck Turner, Maguire received the impression from the Board President at NHPA, National Horseshoe Pitching Association, that they will pull back the awarded bid to Visit Wausau and give it to the second bidder if the concerns are not addressed.

Aaron, from Greenheck, reassures the commission members that Greenheck is not asking for funds to pay for the air conditioning or the flooring, Greenheck will fund it separately. They are willing to help with the process to correct the concerns to hold this event in 2026.

President Maloney agrees and states that the event will be held in Weston and Weston should be the municipality to provide the promissory note. The Village should help CVB's with the process of the grant. He reiterates that this is a world class event that will drive community engagement and have million dollar economic impact.

President Maloney said Kennedy Park will be used as an entertainment place due to no tobacco/alcohol use at Greenheck Turner, zone as school grounds.

*Motion by Frederick, second by Zeyghami to approve a funding letter.*

Yes Vote: 4    No Votes: 0    Abstain: 0    Not Voting: 0    Result: PASS

<u>Member</u>	<u>Voting</u>
Ermeling, Barb	YES
Maloney, Mark	YES
Frederick, Kim	YES
Weiland, Jamie	--
Zeyghami, Hooshang	YES

Zeyghami told Aaron that the issue with the humidity inside the building is not unusual; with the amount of concrete they put in there, sealed a lot of moisture, lost of painting, lost of all the other water they used in the building, that's what caused the problem. It's good to use a large dehumidifier by the construction area but it probably didn't happened.

11 Post Event: 2024 Wausau Hmong New Year

Gebert, Village Administrator asked Maguire to reach out to the applicant requestor to resubmit the post event on Weston's approved post event form or it will affect future funding.

*Motion by Ermeling, second by Zeyghami to knowledge the post event report.*

Yes Vote: 4    No Votes: 0    Abstain: 0    Not Voting: 0    Result: PASS

<u>Member</u>	<u>Voting</u>
Ermeling, Barb	YES
Maloney, Mark	YES
Frederick, Kim	YES
Weiland, Jamie	--
Zeyghami, Hooshang	YES

**ACKNOWLEDGE WORK PRODUCT TRANSMITTALS.**

5    Draft December Budget Status Report

Trautman, Finance Director, summarized that the budget status report is a draft. Quarter four room taxes are not due until the end of January. Also without knowing the quarter four room tax amount, we are unable to do the transfer.

Trautman also explained that after receiving quarter 4 room tax and the completing the transfer, there will be a slight balance of about \$3,000 in the fund balance. She plans to bring the balance back to future meetings to zero out the fund account.

Zeyghami steps out of the Board room at 4:44p.m.

Gebert question if the amount can be committed to Kennedy.

Trautman said yes, as long as she gets permission and approval to move the funds.

*Motion by Ermeling, second by Frederick, to acknowledge the Budget Status Report.*

Yes Vote: 4    No Votes: 0    Abstain: 0    Not Voting: 0    Result: PASS

<u>Member</u>	<u>Voting</u>
Ermeling, Barb	YES
Maloney, Mark	YES
Frederick, Kim	YES
Weiland, Jamie	--
Zeyghami, Hooshang	--

6    CVB Report

Tim White, Director from Visit Wausau, gave a brief summary of what's happening at CVB. He also congratulated Kim Frederick, as the new secretary of the Central Wisconsin Lodging Association.

Zeyghami walks in at 4:47p.m.

President Maloney ask for the total balance in Meeting Mean Business Account and directions on how to access the funds.

Maguire said the balance is \$193K after awarding \$9,315 to Mission of Mercy at the last meeting. She also explained that this is a separate account and the qualifications is to fund/offset meetings, conventions, regional or national conference.

President Maloney question if future grant requests can be taken out of the Meeting Mean Business account.

White said yes, as long as they meet the qualifications.

**EDUCATIONAL PRESENTATIONS & REPORTS.**

**OLD BUSINESS.**

**REMARKS FROM COMMITTEE MEMBERS.**

**REMARKS FROM CHAIR.**

Maloney congrats Kim Frederick as the new secretary of the Central Wisconsin Lodging Association.

**FUTURE ITEMS.**

Next regular meeting date:  
- April 21, 2025 @ Time TBD

**ADJOURNMENT.**

*Motion by Frederick, second by Zeyghami, to adjourn the Tourism Commission meeting at 4:57 p.m.*

Yes Vote: 4    No Votes: 0    Abstain: 0    Not Voting: 0    Result: PASS

<u>Member</u>	<u>Voting</u>
Ermeling, Barb	YES
Maloney, Mark	YES
Frederick, Kim	YES
Weiland, Jamie	--
Zeyghami, Hooshang	YES

Maloney adjourned the Tourism Commission meeting.

Song Lao, Recording Secretary

# REQUEST FOR CONSIDERATION

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**Public Mtg/Date:** Tourism Commission, April 21, 2025

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**Description:** Monthly Budget Status Report

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**From:** Finance Department

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**Question:** Should the Tourism Commission acknowledge budget status report?

## Background

Through March 2024 there was no activity for the Room Tax fund. Payments for 1<sup>st</sup> quarter are not due until the end of April. We have included the final report for Room Tax for 2024. \$40,000 was transferred to the Aquatic Center and \$144,763 was transferred to our CIP Fund. \$426,715 was sent to the CVB.

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**Attached Docs:** 2024 Budget Status Report

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**Commission Action:** None.

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**FISCAL IMPACT:** None.

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**Recommendation:** Finance recommends acknowledgement.

## Recommended Language for Official Action

**I move to acknowledge the 2024 Budget status report.**

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**Additional action:** None.

**VILLAGE OF WESTON**

**Room Taxes Fund**

**12/31/2024**

	<u>2024 YTD Actual</u>	<u>2024 Annual Budget</u>
<b><u>Revenues</u></b>		
Room Taxes Revenue	\$ 615,803	\$ 517,674
	<u>615,803</u>	<u>517,674</u>
<b><u>Expenditures</u></b>		
Payment to Wausau Visitor's Convention Bureau (CVB)	\$ 426,715	\$ 356,682
Legal Services	4,100	-
Other Economic Development-Commission Member Pay	216	690
Other Economic Development (Wayfinding signs)	10	-
Transfer to General Fund	-	5,000
Transfer to Capital Improvement Fund	144,763	115,302
Transfer to Aquatic Center Fund (Repairs/Capital Equipment)	40,000	40,000
	<u>615,803</u>	<u>517,674</u>
<b>Revenues over (under) Expenditures</b>	<u>0</u>	<u>-</u>

**HOTEL-MOTEL ROOM TAX COLLECTIONS:**

	<b>2024</b>	<b>2024</b>	<b>Distribution of Collections</b>	
	<b>Room</b>	<b>8%</b>		
	<b>Receipts</b>	<b>Room Tax</b>	<b>Tourism</b>	<b>Village of</b>
		<b>Collections</b>	<b>Activities</b>	<b>Weston</b>
Comfort Inn & Suite	\$ 740,874	\$ 59,270	\$ 41,489	\$ 17,781
AmericInn & Suites	881,050	70,484	49,339	21,145
Air BNB	60,045	4,804	3,362	1,441
Priceline	72,047	5,764	4,035	1,729
Homeaway.com	5,061	405	283	121
Booking.com BV	13,105	1,048	734	315
Expedia	474,450	37,956	26,569	11,387
Fairfield Inn	2,336,180	186,894	130,826	56,068
Holiday Inn Express	3,114,732	249,179	174,425	74,754
<b>TOTALS</b>	<u>\$ 7,697,544</u>	<u>\$ 615,803</u>	<u>\$ 431,062</u>	<u>\$ 184,741</u>

FINANCE

4/14/2025

# REQUEST FOR CONSIDERATION

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**Public Mtg/Date:** Tourism Commission, April 21, 2025

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**Description:** CVB Room Tax Report

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**From:** Wausau/Central WI Convention & Visitor's Bureau (CVB)

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**Question:** Should the Tourism Commission acknowledge the CVB reports?

## Background

The CVB sent two room tax report for the Tourism Commission's review: a general breakdown of the room taxes forwarded to the CVB and a detailed grant listing.

- Total grants approved as of 2/28/25: \$9,500
- Weston Hold Account balance as of 2/28/2025: \$34,015.96

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**Attached Docs:** 2025 Quarterly Breakdown as of 2/28/2025  
2025 Weston Hold Account Grants as of 2/28/2025

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**Committee Action:** None.

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**FISCAL IMPACT:** None.

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**Recommendation:** Finance recommends acknowledgement.

## Recommended Language for Official Action

**I move to acknowledge the CVB reports.**

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**Additional action:** None.

**2025 Village of Weston's Hold Account  
Grants Awarded and Account Balance**

**Ending Balance in Hold Account as of 12/31/2024: \$8,279.00**

02/02/25 & 03/06/25

Approval of Grants at the Tourism Commission Meeting on 01/20/2025:

MC United Soccer Tournament at GTCC \$5,000.00

DCE Youth Baseball Tournament at GTCC \$2,000.00

GiGi's Playhouse 2025 Run/Walk \$2,500.00

**Total awarded and released out of fund account: \$9,500.00**

**Ending Balance in Hold Account as of 01/31/25: -\$1,221.00**

02/15/25

4<sup>th</sup> Quarter Room Tax Received – Weston Hold Account Amount: \$32,736.96

02/28/25

Return of Grant Funds from the Rib Knights Snowmobile Club due to the event being cancelled for 2025. \$2,500.00 received back.

**Ending Balance in Hold Account as of 02/28/25 \$34,015.96**

<b>Weston</b>										
<b>2024 Quarterly Breakdown</b>	<b>Prev. Yr Carryover</b>	<b>1st Qtr</b>	<b>2nd Qtr</b>	<b>3rd Qtr</b>	<b>4Qtr</b>	<b>Total</b>	<b>Notes</b>	<b>QTR</b>	<b>QTR</b>	<b>Received</b>
Total Room Tax		\$99,456.93	\$108,683.16	\$124,686.41	\$93,888.59				1	05/03/2024 & 05/11/2024
CVB		\$46,176.44	\$50,460.05	\$57,890.12	\$46,385.83				2	8/15/2024
Sports Authority		\$8,880.08	\$9,703.85	\$11,132.72	\$8,382.91				3	11/6/2024
Meeting Mean Business	\$173,345.75	\$8,880.08	\$9,703.85	\$11,132.72	\$8,382.91	\$193,747.40			4	Mission of Mercy Grant Awarded \$9,315.00 on 12/16/24 02/14/2025 & 03/01/2025
Municipal Hold Account	\$138,579.08	\$35,520.33	\$38,815.41	\$44,530.86	\$30,736.94					02/25 Rib Knights Snowmobile Club returned funds
Municipal Hold Acct Funds used in 2023	-\$158,166.66									awarded in 2024 due to event being cancelled (\$2,500)
Municipal Hold Acct Funds used in 2024	-\$249,166.68									
Municipal Hold Acct Funds used in 2025	-\$9,500.00									
						<b>\$34,015.96</b>				

# REQUEST FOR CONSIDERATION

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**Public Mtg/Date:** Tourism Commission, April 21, 2025

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**Description:** Hmong Wausau Festival – Hmong American Center, Inc. Room Tax Grant Request

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**From:** Wausau/Central WI CVB / Hmong American Center, Inc.

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**Question:** Should the Tourism Commission approve the grant request of \$25,000 to Hmong American Center, Inc. for the Hmong Wausau Festival?

## Background

**Organization:** Hmong American Center, Inc.

**Event:** Hmong Wausau Festival

**Event Date(s):** 7/26/2025 – 7/27/2025

**Location:** People's Sports Complex

**Amount Requested:** \$25,000

**Participants Expected:** ~12,000-14,000

**Estimated Room Nights:** 3,500

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**Attached Docs:** Hmong Wausau Festival Room Tax Grant Application

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**Committee Action:** None.

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**FISCAL IMPACT:** \$25,000 grant request to come out of the Weston Room Tax Hold Account

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**Recommendation:** None.

## Recommended Language for Official Action

**I move to approve the grant request of \$25,000 to Hmong American Center, Inc. for the Hmong Wausau Festival.**

**OR**

**I move to ...**

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**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: Hmong American Center, Inc.

Name of Applicant: Yee Leng Xiong

Event Name & Date: Hmong Wausau Festival - July 26-27

Location of Event: People's Sports Complex

Federal ID Number: 39-1459824 Phone Number: 7158428390

Mailing Address: 1109 N 6th Street City/State/Zip: Wausau, WI 54403

Tax Status of Organization: Tax Exempt 501(c)(3)

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

Grant Amount Requested: \$25,000.00 New or Existing Event: Existing

Has the Organization applied for funds in the past? If so, how much and when? Yes, \$15,000 in 2023

Event description: The Hmong Wausau Festival is the largest Hmong Festival  
In the State of WI. With over 14,000 attendees, every year, we book out all the hotel  
rooms in the local area. This festival will have a variety of vendors, music, sports  
competitions, and food. We expect people to be coming to Central WI from all  
across the United States.

How will the event promote tourism to the Village of Weston: We place the logos  
throughout the event, social media recognitions and promotions. In addition  
we also share the variety of hotel rooms available on our website. Filling Hotel rooms  
is not a problem, and we expect that it will be like several years.

Please explain how the grant funds will be used: The funding will go towards marketing and  
also ensuring that the event occurs by renting the necessary equipments, such as tents, tables, chairs  
stages, garbage containers and more. The funding is used to ensure the  
necessities to ensure this event is possible.

How will this event be advertised or promoted?: We will promote this event on several  
platforms. The local media, radio etc. But we also tap into the Hmong and Southeast  
Asian Medias as well, such as Suab Hmong News, 3HmoobTV, Nyob Zoo Milwaukee  
and more. This is crucial as it will be able to tap into our target audience outside of the 90 minute  
radius. We will also focus on going out to the other Hmong events across the midwest and outreach.

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

Updated: 03/21/2024

715-355-8788 [jmaguire@visitwausau.com](mailto:jmaguire@visitwausau.com)

Expected Number of local athletes/participants or spectators:  
1,500 +

Expected Number of athletes/participants or spectators from outside 90 miles:  
1200 +

Expected Number of Attendees  
12,000 (underestimate)

### Hotel Information

Has contact been made with any area hotels? We've worked with some hotels, but we are sure we will have

If so, who?: no problem booking out all the hotel rooms.

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

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

Date							
Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Rooms					1500	2000	1000

Total Number of Room Nights:	3000 +
Average Length of Stay:	1 - 2 Nights
Estimated Number of Guests Per Room	4

Will the organization receive any additional funds (grants, donations, entrance fees, etc.)? If yes, please explain: Yes, we will be charging admission fees. This will help offset the prize dollars for competition and also help address the additional cost.

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: Yee Leng Xiong

Date: 3/31/2025

## 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

Updated: 03/21/2024

715-355-8788 [jmaguire@visitwausau.com](mailto:jmaguire@visitwausau.com)

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

Name of Event: \_\_\_\_\_

Organization: \_\_\_\_\_

Submitted By: \_\_\_\_\_

Amount Received from Village of Weston Tourism Commission: \_\_\_\_\_

Please include answers to the following questions on the report:

1. Overall recap of your event:
  
2. How many attendees?
  
3. How many overnight stays in the Village of Weston?
  
4. Of these overnight stays, number of rooms and at which establishments?
  
5. Did you work with any other businesses in the Village of Weston for your event?  
(Restaurants, attractions, shopping centers etc.)
  
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.
  
7. Goals or improvements for following year's event.

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

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# 2025 Hmong Wausau Festival Budget

## Income

Sponsorships	\$50,000.00
Vendors	\$20,000.00
Admissions	\$40,000.00
Registration Fees	\$3,000.00
Grants	\$37,000.00
Total Income	\$150,000.00

## Expenses

Contractors (security, garbage etc.)	\$60,000.00
Prizes and Performers	\$35,000.00
Rentals (Place, lights, etc.)	\$20,000.00
Marketing Budget	\$35,000.00
Total Expense	\$150,000.00

# REQUEST FOR CONSIDERATION

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**Public Mtg/Date:** Tourism Commission, April 21, 2025

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**Description:** Taste N Glow Balloon Fest Room Tax Grant Request

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**From:** Wausau/Central WI CVB / Taste N Glow Balloon Fest

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**Question:** Should the Tourism Commission approve the grant request of \$10,000 to Taste N Glow Balloon Fest for the annual Taste N Glow Balloon Fest?

## Background

**Organization:** Taste N Glow Balloon Fest

**Event:** Taste N Glow Balloon Fest

**Event Date(s):** 7/11/ - 7/12/2025

**Location:** 140914 Stettin Drive Marathon City, WI 54448

**Amount Requested:** \$10,000

**Participants Expected:** 15,000

**Estimated Room Nights:** 65

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**Attached Docs:** Taste N Glow Balloon Fest Room Tax Grant Application

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**Committee Action:** None.

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**FISCAL IMPACT:** \$10,000 grant request to come out of the Weston Room Tax Hold Account

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**Recommendation:** None.

## Recommended Language for Official Action

**I move to approve the grant request of \$10,000 to Taste N Glow Balloon Fest for the annual Taste N Glow Balloon Fest.**

**OR**

**I move to ...**

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**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: TASTE N GLOW BALLOON FEST

Name of Applicant: JENNIFER JOHNSON

Event Name & Date: TASTE N GLOW BALLOON FEST (07/11/2025 – 07/12/2025)

Location of Event: 140914 STETTIN DR MARATHON CITY, WI 54448

Federal ID Number: 92-1288510 Phone Number: 715-630-0017

Mailing Address: PO BOX 1772 City/State/Zip: WAUSAU, WI 54402-1772

Tax Status of Organization: 501(C)3

Grant Amount Requested: \$10,000 New or Existing Event: EXISTING

Has the Organization applied for funds in the past? If so, how much and when: YES, 2024 (\$10,000)

Wausau/Central Wisconsin Convention & Visitors Bureau  
P.O. Box 1486  
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Updated: 03/21/2024

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### **Event Description:**

The TASTE N GLOW BALLOON FEST is an annual non-profit event that brings in thousands of people from around the United States.

People of all ages are able to enjoy hot air balloons, various foods, and a variety of entertainment that includes live music, an evening balloon glow, lumberjack shows, log rolling shows, chain saw carving demonstrations, Badger State Dirt Flingers, and a car/truck show to name a few. There are also kids activities and a craft show/resale market on the show grounds.

With the large economic impact within Wausau and the surrounding area, it not only helps the community, but also helps our non-profit organization be able to donate to over 15 other different non-profits annually.

### **Event History:**

TASTE N GLOW BALLOON FEST is an annual event that has been held at the current location since 2021.

In 2021, cell phone data was tracked and there was representation from all but 2 states.

Each year the event adds or changes the entertainment to keep the audience growing.

In 2024, flight for life demonstrations were added along with a lighted drone show at night.

The weekend event brings in many people and fills the hotel market for multiple nights.

### **How will the event promote tourism to the Village of Weston:**

- Weston lodging would be utilized along with shopping and dining for the balloon pilots, crew members and general public attendees

### **Please explain how the grant funds will be used:**

- Advertising
- Potential Shuttles
- Rooms expenses for Balloon Pilots and Crew Members

### **How will this event be advertised or promoted?:**

- Website
- Social Media
- Television
- Radio
- Printed Ads
- Digital Marketing Campaign
- Posters

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

**Expected Number of local athletes/participants or spectators:** 120-150 Balloon Pilots/Crew Members

**Expected Number of athletes/participants or spectators from outside 90 miles:** 120

**Expected Number of Attendees:** 15,000 (Estimating 6,000 from outside 90 miles)

**Hotel Information**

**Has contact been made with any area hotels?** In process

If so, who?:

1. AmericInn by Wyndham Wausau
2. Holiday Inn Express & Suites Wausau
3. Fairfield Inn & Suites Wausau

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

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

Date				07/10/25	07/11/25	07/12/25	
Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Rooms				5	30	30	

Total Number of Room Nights:	65
Average Length of Stay:	2-3 Nights
Estimated Number of Guests Per Room	2-3 People

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

We are seeking grants from the below municipalities:

- City of Wausau
- Visit Wausau/Sports Authority
- Village of Rib Mountain (\$7,500 received)
- City of Schofield
- City of Mosinee

We are also seeking sponsorships from local businesses.

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  
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## 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: Jennifer Johnson Date: 03/28/2025

## 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: Taste N Glow Balloon Fest Board  
Failure to submit report may affect future grants.

## Wausau CVB Notes and Comments:

Wausau/Central Wisconsin Convention & Visitors Bureau  
P.O. Box 1486  
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**POST EVENT REPORT**  
**Village of Weston's Room Tax Grant**  
**Please answer questions on a separate form**

Name of Event: \_\_\_\_\_

Organization: \_\_\_\_\_

Submitted By: \_\_\_\_\_

Amount Received from Village of Weston Tourism Commission: \_\_\_\_\_

Please include answers to the following questions on the report:

1. Overall recap of your event:
  
2. How many attendees?
  
3. How many overnight stays in the Village of Weston?
  
4. Of these overnight stays, number of rooms and at which establishments?
  
5. Did you work with any other businesses in the Village of Weston for your event?  
(Restaurants, attractions, shopping centers etc.)
  
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.
  
7. Goals or improvements for following year's event.

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

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Updated: 03/21/2024

715-355-8788 [jmaguire@visitwausau.com](mailto:jmaguire@visitwausau.com)

Company name: Taste N Glow Balloon Fest

Budget name: Budget\_FY25\_P&L

Budget type: Profit and loss

Period: FY 2025 (Jan 2025 - Dec 2025)

Consolidated

Accounts	Budget totals
Contributed income	\$0.00
Corporate & foundation grants	\$65000.00
<b>Total Contributed income</b>	<b>\$65000.00</b>
Event Income	\$25000.00
Admissions	\$75000.00
Chainsaw Carvings	\$900.00
<b>Total Event Income</b>	<b>\$100900.00</b>
Investment income	\$750.00
<b>Total Income</b>	<b>\$166650.00</b>
<b>Total Cost of Goods Sold</b>	<b>\$0.00</b>
Advertising & marketing	\$17000.00
Listing fees	\$1000.00
Social media	\$500.00
<b>Total Advertising &amp; marketing</b>	<b>\$18500.00</b>
Chainsaw Carving Shows	\$2000.00
Contract & professional fees	\$0.00
Accounting fees	\$500.00
<b>Total Contract &amp; professional fees</b>	<b>\$500.00</b>
Donations	\$10000.00
Equipment Rental	\$17500.00
Event Entertainment	\$10000.00
Event Supplies	\$1500.00
Garbage Disposal	\$2000.00
Hot Air Balloon Pilots	\$0.00
Hot Air Balloon Pilot Fees	\$35000.00
Pilot & Volunteer Meals	\$2500.00
Propane	\$500.00
<b>Total Hot Air Balloon Pilots</b>	<b>\$38000.00</b>
Insurance	\$10000.00
<b>Total Insurance</b>	<b>\$10000.00</b>
Log Roller Expense	\$1000.00
Lumberjack Show	\$10000.00
Occupancy	\$0.00
Utilities	\$800.00
<b>Total Occupancy</b>	<b>\$800.00</b>
Office expenses	\$50.00
Bank fees & service charges	\$50.00
Internet & TV services	\$500.00
Memberships & subscriptions	\$65.00
Office supplies	\$150.00
Printing & photocopying	\$600.00
Shipping & postage	\$250.00
Small tools & equipment	\$500.00
Software & apps	\$750.00
<b>Total Office expenses</b>	<b>\$2915.00</b>
<b>Total Payroll expenses</b>	<b>\$0.00</b>
Portable Toilets Rental	\$12000.00
Repairs & maintenance	\$350.00
Sales Tax	\$3500.00
Sound System	\$2500.00
Sponsor Logos	\$4000.00

Accounts	Budget totals
<b>Total Supplies</b>	<b>\$0.00</b>
Tractor Pull	\$800.00
Travel	\$0.00
Hotels	\$7000.00
<b>Total Travel</b>	<b>\$7000.00</b>
Website	\$2000.00
<b>Total Expense</b>	<b>\$156865.00</b>
<b>Total Vehicle expenses</b>	<b>\$0.00</b>
<b>Total Other Expense</b>	<b>\$0.00</b>
<b>Total Net Income</b>	<b>\$9785.00</b>

Tuesday, April 1, 2025 at 7:38 PM CDT

# REQUEST FOR CONSIDERATION

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**Public Mtg/Date:** Tourism Commission, April 21, 2025

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**Description:** Badger State Games Figure Skating Post Event

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**From:** Wausau/Central WI CVB / - Mosinee Silverblades Figure Skating Club

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**Question:** N/A

## Background

Attached is the post event for 1/23-1/26/25 Badger State Games Figure Skating.

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**Attached Docs:** Badger State Games Figure Skating Post Event Report

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**Committee Action:** None.

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**FISCAL IMPACT:** None.

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**Recommendation:** None.

## Recommended Language for Official Action

**For review, no action needed**

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**Additional action:** None.

Post Event Report  
Village of Weston's Room Tax Grant

**Name of Event:** Badger State Games Figure Skating

**Organization:** Mosinee Silverblades Figure Skating Club

**Submitted By:** Dawn Johnson

**Amount Received from Village of Weston Tourism Commission:** \$2,500.00

**1. Overall recap of your event:**

Badger State Games Figure Skating in Mosinee has had another successful year! This year, we had the privilege of hosting 665 individual skaters from 32 different figure skating clubs spanning three states, participating in over 900 entries in the various events. On Saturday night, 25 synchronized skating teams took to the ice, while enthusiastic spectators filled the stands to support their favorite teams. We were pleased to welcome 22 US Figure Skating judges and officials, the majority of whom traveled from outside the state, thereby offering figure skaters an opportunity to qualify for the State Games of America. We are happy to report almost all of the 200-plus volunteer positions necessary for the successful execution of an event of this magnitude were filled this year.

**2. How many attendees:**

Although determining attendance is extremely difficult as the event is admission free, we are happy to report that the unique athlete count increased 31.9% from the previous year bringing a significant increase in foot traffic to the greater Wausau area.

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

The Weston hoteliers reported no pickups from this event. The Mosinee Silverblades conducted a voluntary poll of attendees during registration (see attachment), which showed that three attendees stayed in overnight accommodations in Weston. Additionally, we had approximately 70 participants traveling from outside the 90-mile radius of Mosinee.

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

Unknown

**5. Did you work with any other business in the Village of Weston for your event?**

Shuttle service was provided to Tine and Cellar for the returning judges that enjoy the restaurant every year.

**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.**

City of Mosinee - \$7,500.00

Village of Rothschild - \$5,000.00

City of Schofield - \$2,500.00

Funds were used for location rental and marketing.

**7. Goals or improvements for following year's event.**

Following multiple meetings held over the course of the year with the Convention and Visitors Bureau, and a debriefing with their representative on the Sunday evening of the event, we've learned that we will not be hosting this event in the upcoming year. Instead, the event will be relocated to a community that is associated with the Conventions and Visitors Bureau. We are confident that the economic benefits of this event have positively impacted each of your communities. The backing the communities have provided us, not only this year but throughout the 16 years we have hosted this event has been greatly appreciated. Although it saddens us that after 16 years, we will no longer be hosting this fundraiser for our club, it has been our honor to develop Badger State Figure Skating into the premier event that it is today.

# Weston, WI

Weston

<del>1</del>	<del>2</del>	<del>3</del>	4	5	6	7	8	9	10	11	12	13	14
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57	58	59	60	61	62	63	64	65	66	67	68	69	70
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169	170	171	172	173	174	175	176	177	178	179	180	181	182
183	184	185	186	187	188	189	190	191	192	193	194	195	196
197	198	199	200	201	202	203	204	205	206	207	208	209	210
211	212	213	214	215	216	217	218	219	220	221	222	223	224
225	226	227	228	229	230	231	232	233	234	235	236	237	238

AmericInn - 4115 Barbican Ave.  
 Holiday Inn Express - 4210 Barbican Ave.

Fairfield Inn - 7100 Stone Ridge  
 Comfort Inn - 5810 Schofield Ave.

# REQUEST FOR CONSIDERATION

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<b>Public Mtg/Date:</b>	Tourism Commission, April 21, 2025
<b>Description:</b>	Use of fund balance for Kennedy Park renovations
<b>From:</b>	Finance Department
<b>Question:</b>	Should the Tourism Commission give the fund balance of \$36,796.72 to the Village for Kennedy Park Renovations?

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## Background

The Room Tax fund has a balance of \$36,796.72 that is left over from 2019 when the Village did not belong to the CVB.

The Village is partnering with the DC Everest Youth Baseball Friends group on renovating Kennedy Park adding baseball fields and outbuildings. After the renovations it is expected that the park will draw baseball teams from throughout Wisconsin for baseball tournaments, creating many overnight stays at our local hotels.

### State statute excerpt:

increased amount of room tax that it begins collecting after May 1, 1994, on tourism promotion and development. Any amount of room tax collected that must be spent zone if the municipality has created a commission, or forwarded to a tourism entity.

3. A commission shall use the room tax revenue that it receives from a municipality for tourism promotion and tourism development in the zone or in the municipality.
4. The commission shall report annually to each municipality from which it receives room tax revenue the purposes for which the revenues were spent.
5. The commission may not use any of the room tax revenue to construct or develop a lodging facility.

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<b>Attached Docs:</b>	None.
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<b>Committee Action:</b>	None.
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<b>FISCAL IMPACT:</b>	None.
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<b>Recommendation:</b>	None.
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## Recommended Language for Official Action

**I move to allow the Room Tax fund balance of \$36,796.72 be used toward Kennedy Park renovations**

**Or**

**I move to**

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<b>Additional action:</b>	None.
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