



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

- Meeting of: **TOURISM COMMISSION**
- Members: **Ermeling, Frederick, Hodell, Schuster & Zeyghami**
- Date/Time: **Monday, July 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 7/14/25 @ 9:15 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 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, July 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.
  - Ermeling (C), Frederick, Hodell, Schuster & Zeyghami (VC)

**PUBLIC COMMENTS.**

**MINUTES FROM PREVIOUS MEETING.**

4. Approval of minutes from the previous meeting: [April 21, 2025](#)

**ACKNOWLEDGE WORK PRODUCT TRANSMITTALS.**

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

5. [June Budget Status Report](#)
6. [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.**

7. [Discussion and/or action on Tourism Entity Agreement for 2026 with the Wausau CVB](#)
8. [Grant Request: MC United Fall Cup](#)
9. [Grant Request: Splash III Tournament](#)
10. [Grant Request: 2027 Midwest Destinations Meeting – Meeting Mean Business](#)
11. [Post Event: 2025 MC United Winter Classic](#)
12. [Post Event: 2025 Youth Baseball Indoor Tourney](#)
13. [Post Event: 2025 USBC State Open Tournament](#)
14. [Post Event: 2025 GiGi's 5K Fun Run/Walk](#)

**OLD BUSINESS.**

**REMARKS FROM COMMITTEE MEMBERS.**

**REMARKS FROM CHAIR.**

**FUTURE ITEMS.**

Next regular meeting date:

-October 20, 2025 @ Time TBD

**ADJOURNMENT.**

**Village of Weston, Wisconsin**  
**OFFICIAL PROCEEDINGS OF THE TOURISM COMMISSION**  
held on Monday, April 21, 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>
Corvino, Dino	YES
Ermeling, Barb	YES
Frederick, Kim	YES
Hodell, Renee	YES
Zeyghami, Hooshang	YES

**4 Election of officers.**

**A. Chair**

*Motion by Zeyghami, second by Corvino, for Ermeling as Chairperson.*

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

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

**B. Vice Chair**

*Motion by Hodell, second by Corvino, for Zeyghami as Vice-Chairperson.*

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

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

**C. Secretary**

*Motion by Ermeling, second by Corvino, for Hodell as Secretary.*

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

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

**PUBLIC COMMENTS.**

Jamie Weiland, 7010 Janelle Street, expressed disappointment of her removal from the Tourism Commission. She also mentioned agenda item 10 for not following policy.

Morgan Woodraft, 6607 Lang Lane, talked about how Weston needs to have more digital advertisement along with exposure.

Jim Pinsonneault, 5002 Arrow Street, stated that the grant requests are still not following the adopted policy of filling out the Post Event Report. He also questioned agenda item 10, why the requested amount is \$25,000; \$15,000 more then their awarded amount in 2024 with no changes to their expenses.

**MINUTES FROM PREVIOUS MEETING.**

- 5 Approval of minutes from previous meeting: January 20, 2025.  
*Motion by Zeyghami, second by Ermeling, to approve previous minutes.*

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

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

**ACKNOWLEDGE WORK PRODUCT TRANSMITTALS.**

- 6 **March Budget Status Report**  
Trautman, Director of Finance, shared the final report for Room Tax for 2024. There is no activity in the Room Tax fund being payments for 1st quarter are not due until the end of April.  
*Motion by Zeyghami, second by Weiland, 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>
Corvino, Dino	YES
Ermeling, Barb	YES
Frederick, Kim	YES
Hodell, Renee	YES
Zeyghami, Hooshang	YES

- 7 **CVB Report**  
Tim White, Director from Visit Wausau, gave a brief summary of what's happening at CVB and shared the website traffic summary. He also mentioned the Badger State Game Figure Skating, previously held in Mosinee, will relocate their event to Greenheck Turner Community Center the following year.

*Motion by Ermeling, second by Weiland, to acknowledge the reports CVB Report.*

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

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

## EDUCATIONAL PRESENTATIONS & REPORTS.

### NEW BUSINESS.

#### 8    **Grant Request: 2025 Hmong Festival. 2024 Hmong Wausau Festival Recaps.**

Mr. Xiong presented the Hmong Wausau Festival.

Trautman explained why there was a request limit of \$10,000 for the Village of Weston after there were discussions to waive or remove the limit.

*Motion by Ermeling, second by Corvino to approve Grant Request for \$10,000 to Hmong American Center Inc for the Hmong Wausau Festival.*

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

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

#### 9    **Grant Request: Taste N Glow Balloon Fest 2025**

Mr Jilek presented the Taste N' Glow Fest. He explained the numbers presented on the grant application for "rooms booked" are actual numbers they pay for the pilots.

Corvino is requesting staff include the prior post event report with new grant request applications.

*Motion by Frederick, second by Zeyghami to approve Grant Request for \$5,000 to Taste N Glow Fest for the annual Taste N Glow Balloon Fest.*

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

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

**10 Post Event Report: Badger State Game Figure Skating 2024**

Gebert, Village Administrator, shared a grab bag that was given to the Village from Badger State Game Figure Skating.

**11 Use the Fund balance left in Room Tax for Kennedy \$36,796.72**

Trautman said 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. She is seeking direction to use it toward Kennedy Park renovations.

Corvino, also a member of the Parks Committee member, is recommending the donation request be delayed until there are more active updates from Friends of Kennedy Park.

*Motion by Zeyghami, second by Frederick to allow the Room Tax fund balance of \$36,796.72 to be used toward Village portion expense of the Kennedy Park Project.*

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

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

**OLD BUSINESS.**

**REMARKS FROM COMMITTEE MEMBERS.**

Zeyghami comment how he was appointed on this committee for the year prior.

**REMARKS FROM CHAIR.**

**FUTURE ITEMS.**

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

**ADJOURNMENT.**

*Motion by Corvino, second by Hodell, to adjourn the Tourism Commission meeting at 5:14 p.m.*

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

<u>Member</u>	<u>Voting</u>
Corvino, Dino	YES
Ermeling, Barb	YES
Frederick, Kim	YES
Hodell, Renee	--
Zeyghami, Hooshang	YES

Ermeling adjourned the Tourism Commission meeting.

Song Lao, Recording Secretary

# REQUEST FOR CONSIDERATION

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**Public Mtg/Date:** Tourism Commission, July 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 the budget status report?

## Background

Attached is the budget status report for the Village's room tax fund. It includes 1<sup>st</sup> quarter room tax

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**Attached Docs:** June 2025 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 Budget status report.**

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**Additional action:** None.

VILLAGE OF WESTON

Room Taxes Fund

6/30/2025

	<u>2025 YTD Actual</u>	<u>2025 Annual Budget</u>
<b>Fund Balance, 1/1/25</b>	\$ 36,797	
<b><u>Revenues</u></b>		
Room Taxes Revenue	\$ 156,117	\$ 540,000
	<u>156,117</u>	<u>540,000</u>
<b><u>Expenditures</u></b>		
Payment to Wausau Visitor's Convention Bureau (CVB)	\$ 109,282	\$ 378,000
Other Economic Development-Commission Member Pay	-	12,587
Transfer to General Fund	-	5,000
Transfer to Capital Improvement Fund	-	116,595
Transfer to Aquatic Center Fund (Repairs/Capital Equipment)	-	40,000
	<u>109,282</u>	<u>552,182</u>
<b>Revenues over (under) Expenditures</b>	<u>46,835</u>	<u>(12,182)</u>

**HOTEL-MOTEL ROOM TAX COLLECTIONS:**

	<b>2025 Room Receipts</b>	<b>2025 8% Room Tax Collections</b>	<b><u>Distribution of Collections</u></b>	
			<b>Tourism Activities</b>	<b>Village of Weston</b>
Comfort Inn & Suite	\$ 291,035	\$ 23,283	\$ 16,298	\$ 6,985
AmericInn & Suites	194,121	15,530	10,871	4,659
Air BNB	16,485	1,319	923	396
Priceline	32,049	2,564	1,795	769
Homeaway.com	9,802	784	549	235
Booking.com BV	13,431	1,074	752	322
Expedia	114,464	9,157	6,410	2,747
Fairfield Inn	549,899	43,992	30,794	13,198
Holiday Inn Express	730,182	58,415	40,890	17,524
<b>TOTALS</b>	<u>\$ 1,951,468</u>	<u>\$ 156,117</u>	<u>\$ 109,282</u>	<u>\$ 46,835</u>

FINANCE

7/15/2025

# REQUEST FOR CONSIDERATION

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**Public Mtg/Date:** Tourism Commission, July 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 reports 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 6/30/25: \$24,500
- Weston Hold Account balance as of 6/30/2025: \$65,851
- Meeting Mean Business as of 6/30/2025: \$193,747

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**Attached Docs:** 2025 Quarterly Breakdown as of 6/30/2025  
2025 Weston Hold Account Grants as of 6/30/2025

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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**

05/01/25

Approval of Grants at the Tourism Commission Meeting on 4/21/2025:

2025 Wausau Hmong Festival \$10,000.00

2025 Taste N' Glow Balloon Festival \$5,000.00

**Total awarded and released out of fund account: \$15,000.00**

**Ending balance in Hold Account as of 05/01/25 \$19,015.96**

05/15/2025

1<sup>st</sup> Quarter Room Tax Received – Weston Hold Account Amount: \$46,835.23

**Ending balance in Hold Account as of 6/30/2025 \$65,851.19**



# REQUEST FOR CONSIDERATION

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<b>Public Mtg/Date:</b>	<b>Tourism Commission, July 21, 2025</b>
<b>Description:</b>	<b>Discussion and/or action on Tourism Entity Agreement for 2026 with the Wausau CVB</b>
<b>From:</b>	<b>Jami Gebert, Village Administrator</b>
<b>Question:</b>	<b>Would the Tourism Commission like to recommend approval to the Board of Trustees of the Tourism Entity Agreement with the Wausau CVB for 2026?</b>

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## Background

Below is an excerpt from the December 16, 2024, Board of Trustees's meeting minutes for the approval of a one-year Tourism Entity Agreement with Visit Wausau.

### **Discussion and/or action on updated Tourism Entity Agreement for 2025 with the Wausau CVB**

Maloney stated that the Tourism Commission voted 3/1 for a total of 40%. The Village was paying 45%. Pinsonneault asked a few questions which included when the annual CVB meeting is held, and he feels that paying the CVB two and a half percent to administer the grants is not in the best interest of the Village as this could be done at a much lesser amount by the Village hiring a temp service. Discussion was then held that a suggestion similar to that came up in the past and was not a viable way of handling the process.

*Motion by Cronin, second by Ermeling to approve the Resolution of the Tourism Entity Agreement as presented by the Tourism Commission.*

Yes Vote: 5 No Votes: 2 Abstain:0 Not Voting: 0 Result: Pass

<u>Trustee</u>	<u>Present</u>
Cronin, Steve	YES
Ermeling, Barb	YES
Jordan, Joe	YES
Maloney, Mark	YES
Pinsonneault, Jim	NO
Weiland, Jamie	NO
Zeyghami, Hooshang	YES

Several revisions were completed to the agreement last year. As the Tourism Commission typically meets four times annually, I wanted to discuss early if the existing agreement is working well or if there were thoughts of any additional amendments. Attached is a track changes agreement noting again a one-year term until December 31, 2026.

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**Attached Docs:** **Draft Tourism Entity Agreement with track changes.**

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**Commission Action:** **TBD.**

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# REQUEST FOR CONSIDERATION

Fiscal Impact: None.

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Recommendation: None.

## Recommended Language for Official Action

I move to recommend approval of the Tourism Entity Agreement until December 31, 2026, to the Village Board of Trustees.

I move to recommend approval of the Tourism Entity Agreement until December 31, 2026, to the Village Board of Trustees with the following changes \_\_\_\_\_.

I move for the Tourism Entity Agreement to return to the Tourism Commission for further discussion with the following changes to be made \_\_\_\_\_.

Or something else.

## TOURISM ENTITY AGREEMENT

This TOURISM ENTITY AGREEMENT (“Agreement”) is entered into by and between the Village of Weston (“Village”), a Wisconsin municipal corporation, the Weston Tourism Commission (“Commission”), and the Wausau Central Wisconsin Convention & Visitors Bureau, Inc. (“CVB”), a Wisconsin Non-Profit 501(c)(6) Non-Stock Corporation, effective January 1, 202~~6~~5.

**WHEREAS**, pursuant to Wis. Stat. § 66.0615 (“Room Tax Act”), the Village is authorized by the laws of the State of Wisconsin to impose a tax on “the sales price from selling or furnishing, at retail, except sales for resale, rooms or lodging to transients by hotelkeepers, motel operators, marketplace providers, owners of short-term rentals, and other persons or retailers selling or furnishing accommodations that are available to the public, irrespective of whether membership is required for use of the accommodations” (“Room Tax”); and

**WHEREAS**, pursuant to the Room Tax Act, the Village has enacted Village Ordinance Section 78.102 imposing an eight percent (8%) Room Tax (“Village’s Room Tax”); and

**WHEREAS**, the Village has created the Commission to monitor the collection of the Village’s Room Tax and to oversee the proper expenditures of the Village’s Room Tax in accordance with the requirements of the Room Tax Act; and

**WHEREAS**, the Village, the Commission and the CVB desire to enter into a non-exclusive contract whereby the CVB shall perform the functions of a tourism entity in the Village as required by Wis. Stat. § 66.0615(1m)(b) 1. and ensure that the Village’s Room Tax is spent in accordance with the requirements of the Room Tax Act; and

**WHEREAS**, since the Village is a single municipality and not part of a “zone” as defined by the Room Tax Act, the parties agree and understand that the Room Tax Act requires all of the Village’s Room Tax provided to the CVB to be used for Tourism Promotion and Tourism Development in the Village.

**NOW, THEREFORE**, in consideration of mutual promises, covenants, and agreements herein contained, and other good and valuable consideration, the sufficiency of which is acknowledged, the parties hereby agree as follows:

1. RECITALS. The foregoing Recitals are hereby incorporated in, and made a part of, this Agreement.
2. DEFINITIONS:
  - a. “Agreement” shall mean this Tourism Entity Agreement entered into by and between the Village of Weston, the Weston Tourism Commission, and the Wausau Central Wisconsin Convention & Visitors Bureau, Inc., effective January 1, 202~~6~~5.
  - b. “Commission” shall mean the Weston Tourism Commission.

- c. “CVB” shall mean the Wausau Central Wisconsin Convention & Visitors Bureau, Inc., a Wisconsin Non-Profit 501(c)(6) Non-Stock Corporation.
  - d. “Remitted Room Taxes” shall mean the amount of the Village’s Room Tax that is provided to the CVB under this Agreement.
  - e. “Room Tax” shall mean the tax authorized by Wis. Stat. § 66.0615 on “the sales price from selling or furnishing, at retail, except sales for resale, rooms or lodging to transients by hotelkeepers, motel operators, marketplace providers, owners of short-term rentals, and other persons or retailers selling or furnishing accommodations that are available to the public, irrespective of whether membership is required for use of the accommodations.”
  - f. “Room Tax Act” shall mean Wis. Stat. § 66.0615, as amended during the term of this Agreement.
  - g. “Tourism Promotion and Tourism Development” is defined by the Room Tax Act and means any of the following that are significantly used by transient tourists and reasonably likely to generate paid overnight stays in the Village at more than one establishment on which a Room Tax may be imposed, that are owned by different persons:
    - i. Marketing projects, including advertising media buys, creation and distribution of printed or electronic tourist materials, or efforts to recruit conventions, sporting events, or motor coach groups.
    - ii. Transient tourist informational services.
    - iii. Tangible municipal development, including a convention center.
  - h. “Village” shall mean the Village of Weston.
  - i. “Village’s Room Tax” shall mean the eight percent (8%) tax imposed by the Village pursuant to Village Ordinance Section 78.102.
3. PURPOSE. The purpose of this Agreement is to set forth the respective duties and obligations of the parties hereto as to the allocation and use of Remitted Room Taxes. All of the Remitted Room Taxes shall be used for Tourism Promotion and Tourism Development which benefits the Village.
  4. ROOM TAX REVENUES. The Village has imposed, and will collect, an eight percent (8%) Room Tax on transient visitors who stay at lodging properties subject to the Village’s Room Tax.
    - a. Of the total amount of the Village’s Room Tax revenue that is collected, the Village shall retain thirty percent (30%) and provide seventy percent (70%) to the Commission.

- b. Of the seventy percent (70%) amount of the Village's Room Tax revenue that is collected, the Commission shall forward forty percent (40%), quarterly, to the CVB.
    - i. Of the forty percent (40%) amount of the Village's Room Tax revenue that is forwarded quarterly to the CVB, two and one-half percent (2.5%) is specifically for the administration of the Weston Tourism Commission Room Tax Grant program.
  - c. Of the seventy percent (70%) amount of the Village's Room Tax revenue that is collected, the Commission shall forward thirty percent (30%), quarterly, to the CVB to be held in the "Weston Commission Room Tax Account."
  - d. All of the Remitted Room Taxes shall be used for Tourism Promotion and Tourism Development which benefits the Village. None of the Remitted Room Taxes shall be spent on marketing projects or transient tourist informational services that are not reasonably likely to generate paid overnight stays in the Village.
5. CVB RESPONSIBILITIES. The CVB shall be responsible for the following:
- a. Annual Meeting. The CVB shall hold an annual meeting in which the Village trustees, Commission, and other community leaders shall be invited. During the annual meeting, the CVB Board shall present reports on:
    - i. The use of all Remitted Room Taxes for the previous year with supporting documentation showing that each dollar was used for Tourism Promotion and Tourism Development in the Village.
    - ii. Goals and plans for the upcoming year.
    - iii. Financial plans and results.
    - iv. Proposed changes, if any, to this Agreement.
  - b. Administrative Support. The CVB shall obtain staff, support services, and assistance in developing and implementing strategies for Tourism Promotion and Tourism Development in the Village. Any notices or documentation required to be provided to the Village or the Commission shall be forwarded to the Village Administrator and Chairperson of the Commission. The CVB shall attend all meetings called by the Village or the Commission to discuss issues pertaining to the Village's Room Tax collection and expenditures and to otherwise cooperate to achieve the purposes of the Room Tax Act. A concentrated effort will be made to ensure tourism amenities in the Village are on the Visit Wausau website and promoted through marketing projects and transient tourist informational services. All applications for grant funds require formal Commission approval prior to releasing grant funds. Grant funds may be released after the event if there is insufficient time for Commission approval before the event. All events funded through the Weston Commission Room Tax Account shall be entered into the CVB events calendar and promoted by the CVB. Within sixty (60) days of the completion of a funded event, the CVB shall provide to the Village and Commission a post-

event report on the paid overnight stays in the Village because of the event as well as a post-event report from the event coordinator. Failure to provide a post-event report on the supplied form will influence award of future grant requests.

- c. Accounting. The CVB shall provide the Weston Tourism Commission, Village Board, and Finance Department with an accounting of the activities and expenditures of all Remitted Room Taxes, on a quarterly basis. This quarterly accounting shall provide an itemized breakdown of the use of all Remitted Room Taxes during that quarter with supporting documentation showing that each dollar was used for Tourism Promotion and Tourism Development in the Village. Additionally, the CVB shall provide to the Village and the Commission, a copy of its annual audit immediately upon its receipt. The Village and the Commission shall have the right to examine the CVBs records at all reasonable times. Progress reports and reviews by the Village and the Commission may be called for at any time.
- d. Department of Revenue. The CVB agrees to prepare all documents and reports required by the Room Tax Act, including forms required by the Wisconsin Department of Revenue. The CVB shall provide all such completed forms and reports to the Village at least thirty (30) days before they are due.
- e. Compliance. The CVB agrees to strictly comply with the Room Tax Act. The Village and other surrounding municipalities have not created a tourism zone. Therefore, all of the Remitted Room Taxes must be used for Tourism Promotion and Tourism Development which benefits the Village.
  - i. The CVB agrees to make every effort to monitor and keep up to date its web site and print materials with the most current directory of Village of Weston amenities, attractions, and businesses, including hotels and restaurants.
- f. Complete Transparency. The CVB agrees to comply with applicable laws pertaining to its non-profit status. The CVB also recognizes that it is contracting with a municipality that is subject to Wisconsin Open Meeting and Public Records Laws. Consistent with maintaining a high level of transparency, the CVB agrees to:
  - i. Post its meeting agenda and meeting minutes on its web site, which may include closed session as permitted by the open meetings law.
  - ii. Provide the Village's clerk with an electronic copy of all meeting notices, agendas and minutes at the same time each is distributed to CVB Board members.
  - iii. Post the names and contact information of CVB Board members on the CVB web site.
  - iv. Meeting agendas shall include an item near or at the end of the meeting where CVB Board members can suggest agenda items for an upcoming meeting.

- v. Maintain a position on the CVB Board for a Village of Weston representative, appointed by the Village President and confirmed by the Board of Trustees.
6. ROOM TAX DELINQUENCIES. The parties agree that they shall work together toward the collection of any delinquent Room Tax owed to the Village.
7. TERM. This Agreement shall remain in effect for a period of one year, beginning on January 1, 202~~65~~, and ending on December 31, 202~~65~~.
8. TERMINATION.
  - a. For Cause. The Village or the Commission may immediately terminate this Agreement for cause if the CVB has committed a material breach of this Agreement, including but not limited to, the use of Remitted Room Taxes for purposes other than Tourism Promotion and Tourism Development in the Village, or releasing grant funds without prior Commission approval.
  - b. Without Cause. Any party may terminate this Agreement, without cause, upon thirty (30) days' written notice to the other parties.
  - c. In the Event of Termination. Upon termination of this Agreement, the Village and Commission shall make no further remittances to the CVB and all Remitted Room Taxes that have not yet been used for Tourism Promotion and Tourism Development in the Village shall be the property of the Commission. Within thirty (30) days of termination, the CVB shall provide the Commission with a final accounting of the activities and expenditures of all Remitted Room Taxes and a check made payable to the Commission or its new tourism entity for all unused Remitted Room Taxes.
9. INDEMNIFICATION. The CVB shall indemnify, save and hold harmless the Village, Commission, and their officers, agents, and employees from any and all claims, demands, actions, or causes of action of whatever nature and character arising out, or by reason of, the execution or performance of work or services provided herein, except upon the sole negligence or willful misconduct of the Village or its Commission, and further agrees to defend, at its sole cost and expense, any action or proceeding commenced for the purpose of asserting any claim(s) of whatever character arising hereunder.
10. MODIFICATION. This Agreement shall not be modified without an express written agreement executed by the parties.
11. SEVERABILITY. If any provision or provisions of this Agreement shall be held to be invalid, such holding shall not, in any way whatsoever, affect the validity of the remainder of this Agreement.

12. GOVERNING LAW. This Agreement has been drawn and executed and shall be performed in the State of Wisconsin and shall be governed by the laws of the State of Wisconsin.
13. WAIVER. No delay or omission by any party in exercising any right or power arising out of any default under any of the terms or conditions of this Agreement shall be construed to be a waiver of the right or power. A waiver by a party of any of the obligations of the other party shall not be construed to be a waiver of any breach of any other terms or conditions of this Agreement.
14. ENFORCEMENT. Enforcement of this Agreement may be proceedings at law or in equity against any person or persons violating or attempting or threatening to violate any term or condition in this Agreement, either to restrain or prevent the violation or to obtain any other relief. If a suit is brought to enforce this Agreement, the prevailing party shall be entitled to recover its costs, including reasonable attorney fees, from the non-prevailing party.
15. ENTIRE AGREEMENT. This Agreement sets forth the entire understanding of the parties hereto and supersedes any and all prior agreements, arrangements, and understandings relating to the subject matter hereof. There are no representations, arrangements, understandings, or agreements, either oral or written, not contained herein.
16. AUTHORITY. In signing this Agreement, the parties represent and warrant that the terms herein have been approved by their respective governing bodies, and that appropriate authority rests in the signatories on behalf of the parties.

**IN WITNESS WHEREOF**, the parties have executed this Agreement.

VILLAGE OF WESTON

By: \_\_\_\_\_  
Mark Maloney, Village President

Dated: \_\_\_\_\_

Countersigned: \_\_\_\_\_  
Pamela Brehm, Clerk

Dated: \_\_\_\_\_

VILLAGE OF WESTON TOURISM COMMISSION

By: \_\_\_\_\_  
\_\_\_\_\_, Chair

Dated: \_\_\_\_\_

Attest: \_\_\_\_\_  
\_\_\_\_\_, Vice Chair

Dated: \_\_\_\_\_

WAUSAU CENTRAL WISCONSIN CONVENTION & VISITORS BUREAU, INC.

By: \_\_\_\_\_  
\_\_\_\_\_, Executive Director

Dated: \_\_\_\_\_

Attest: \_\_\_\_\_  
\_\_\_\_\_, Secretary

Dated: \_\_\_\_\_

# REQUEST FOR CONSIDERATION

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

---

**Description:** MC United Fall Cup – MC United Soccer Club Room Tax Grant Request

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**From:** Wausau/Central WI CVB / MC United Soccer Club

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**Question:** Should the Tourism Commission approve the grant request of \$3,500 to MC United Soccer Club for the MC United Fall Cup?

## Background

**Organization:** MC United Soccer Club

**Event:** MC United Fall Cup

**Event Date(s):** Sept 12–14, 2025

**Location:** Marathon County Peoples Complex, Airport park, and Greenheck Turner

**Amount Requested:** \$3,500

**Participants Expected:** ~5,000-6,500

**Estimated Room Nights:** 600

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**Attached Docs:** MC United Fall Cup Room Tax Grant Application

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**Committee Action:** None.

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**FISCAL IMPACT:** \$3,500 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 \$3,500 to MC United Soccer Club for the MC United Fall Cup.**

**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: MC United Soccer Club  
Name of Applicant: Dan Kubat (Tournament Director)  
Event Name & Date: MC United Fall Cup Sept. 12-14, 2025  
Location of Event: Marathon County Peoples Complex, Airport park, and GTCC (Greenheck)  
Federal ID Number: 26-1444638 Phone Number: (715) - 574-3736  
Mailing Address: PO Box 1071 City/State/Zip: Wausau, WI 54402  
Tax Status of Organization: Non-profit

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)

Grant Amount Requested: \$3,500 New or Existing Event: Existing

Has the Organization applied for funds in the past? If so, how much and when? Yes  
\$5,000 March 8-9, 2025 for Winter Classic Soccer indoor Tournament.

Event description: This is MC United's annual Fall Soccer tournament at Marathon County's People's Complex and Airport park/Greenheck Turner Community Center (if needed). Games will be played on both Saturday & Sunday (September 13th and 14th), for kids ranging from U9 to High School (both boys and girls). Registration for this tournament is now open and we expect met the capacity for number of teams. A total of approx. 200 games will be playing over the weekend. Teams from all over Wisconsin (Madison area, Milwaukee, Eau Claire, Appleton, Green Bay) will be in central Wisconsin to play, as well as teams from out-of-state (Illinois and Minnesota).

How will the event promote tourism to the Village of Weston: \_\_\_\_\_  
This event is hosting around 120 teams, approximately 1,700 players, and likely thousands of spectators. This event will be one of the largest outdoor soccer tournament in Central Wisconsin and I would project the biggest event in the area this weekend.

Please explain how the grant funds will be used: \_\_\_\_\_  
Grant funds from Village of Weston would be used to help offset some of our know expenses that will be very costly (facility rental fees, referee fees, medical trainers, and a variety of other expenses).  
I will attach a P&L for your review. Remaining earnings from this event will also help to support our club's youth soccer programing in the Spring, Summer, and Winter.

How will this event be advertised or promoted?: \_\_\_\_\_  
This event is being advertised on our Facebook page and has been very widely promoted among dozens of youth soccer clubs across Wisconsin. During the event and after the event we will post content on our website and Facebook page. The website will be updated after the tournament to help with future promotion.

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:

850-900 players

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

500-600 players

Expected Number of Attendees

5,000 - 6,500

**Hotel Information**

Has contact been made with any area hotels? I'm working with Jodi Maguire.

If so, who?: Jodi Maguire

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					100	500	

Total Number of Room Nights:	600
Average Length of Stay:	1-2
Estimated Number of Guests Per Room	4

Will the organization receive any additional funds (grants, donations, entrance fees, etc.)? If

yes, please explain: Team registration fee (\$400, \$500, or \$600 / team depending on age bracket), concession stand, and

potentially 50/50 raffle.

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

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

Updated: 03/21/2024

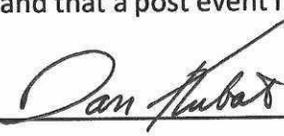
**Policies and Procedures**

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: Dan Kubat Date: 6/12/2025

**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: Dan Kubat

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

# MC United 2025 Fall Cup Preliminary Budget

2025 Fall Cup Revenue	\$ 52,600	2025 Fall Cup Expenses		Revenue Total	\$ 62,695
Registrations	\$ 52,600	Ref money	\$ 23,183		
		County rent	\$ 7,940		
		Golf carts (x to c)	\$ 1,532		
<u>Vendors</u>		Garbage	\$ 1,262		
Picture Pros	\$ 800	Green Valley	\$ 5,207		
Keggers	\$ 150	Sports Trainer	\$ 2,398		
Bee	\$ 150	Tents	\$ 1,562		
Touly	\$ 150	GTCC rent	\$ 1,430		
Jamaican	\$ 150	Ref assignor	\$ 4,079		
Green Food Trailer	\$ 150		<u>\$ 48,592</u>		
Blue Barn	\$ 150	Signage	\$ 2,000		
Top Tier	\$ 150	Crown Awards	\$ 2,200		
Tier 1	\$ 1,400	Other supplies	\$ 1,000		
	<u>\$ 3,250</u>	Stewe hotel	\$ 151		
		Cordinator stipend	\$ 1,200		
<u>Concession</u>	\$ 6,000	Ref food	\$ 503		
50/50 raffle	\$ 274	Soccer dart rental	\$ 200		
		Hastys awards	\$ 2,868		
<u>Soccer darts</u>	\$ 571		<u>\$ 10,122</u>		
		WYSA application	\$ 500		
<u>Grants</u>		WYSA post tournamnt	\$ 1,350		
Village of Weston	\$ -		<u>\$ 1,850</u>		
		<b>Total Expense</b>	<b>\$ 60,564</b>		
<b>Total Revenue</b>	<b>\$ 62,695</b>			<b>Expense Total</b>	<b>\$ 60,564</b>
				<b>P&amp;L Total</b>	<b>\$ 2,131</b>

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

Name of Event: Winter Classic Indoor Soccer Tournament

Organization: MC United Soccer Club

Submitted By: Colin Benell

Amount Received from Village of Weston Tourism Commission: \$5,000

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)**

Wausau/Central Wisconsin CVB  
P.O. Box 1486  
Wausau, WI 54402

Updated 3/21/24

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

## 1. **RECAP**

The tournament was a huge success. The tournament was sold out, with all available field space used for the entire weekend. 65 total teams registered for the event. Teams traveled from as far away as Minneapolis, Milwaukee, Madison, Eau Claire, Appleton, and Rockford (Illinois) for the event.

We conducted a satisfaction survey following the event. The results of this survey supports the club's reflection on the event. A few highlights:

**Overall satisfaction: 4.72 (of 5)**

**Facility: 85% Excellent (5 of 5)**

Over the course of the weekend, we received tons of compliments from visitors about the event. The most common compliment was regarding the Greenheck Turner Community Center. Everyone LOVED IT and raved about how fortunate our community is to have something like it.

Due to the positive feedback and strong interest in this inaugural event, it is suspected that interest and demand in this tournament will increase for 2026. The popularity of this event is anticipated to grow and will be positioned to be the premier indoor youth soccer event in the entire state.

## 2. **Attendees**

Approximately 700 youth players participated in the weekend tournament. Players ranged in age from 8-13 years old (boys and girls)

Multiple thousands of spectators were at the event as well. We made approximately \$6,500 on admission fees alone (\$5/ adult).

## 3. **Overnight stays (#)**

Of the 47 responses in the survey; 6 entries stated that they overnighted in the area for the event.

Wausau/Central Wisconsin CVB

P.O. Box 1486

Wausau, WI 54402

Updated 3/21/24

715-355-8788 JMaguire@visitwausau.com

4. **Overnight stays (location)**

It is unclear what area hotel our attendees stayed at.

5. **LOCAL BUSINESSES**

We did not work with any local businesses for this event. This could be explored with future events at this venue. Either an official hotel or restaurant sponsor.

6. **GRANTS**

MC United did not receive grants from any other municipality for this event. We did receive some monies from corporate sponsors to help offset tournament costs.

The funds from the Village of Weston grant helped cover the high costs of renting the GTCC facility for an entire weekend. The fund also helped cover the high costs of running a quality sporting event; including: licensed medical trainers and certified referees.

7. **Goals for 2026**

Given the success of the inaugural tournament, MC United will plan to host this event again in 2026 on the same weekend in March. We anticipate even higher interest in this tournament in 2026. This demand will likely be from soccer clubs across the state that have heard about the tournament and want to travel to Wausau to experience it. Unfortunately, our demand will significantly exceed our availability of field space. It's unclear at this time how we could structure the tournament to make it even bigger, without renting the GTCC facility for an additional weekend. The goal is to make this tournament the biggest and best indoor youth soccer tournament in the state; that attracts teams and clubs from across WI and neighboring states.

One area of feedback is that we need to improve the goals we use for the tournament. The hope is that we can acquire high-quality goals that reside at GTCC. These goals could be used for future tournaments or other soccer events. These goals would then be more consistent with the amazing facility and the top-notch soccer experience that we are promoting.

Wausau/Central Wisconsin CVB

P.O. Box 1486

Wausau, WI 54402

Updated 3/21/24

715-355-8788 JMaguire@visitwausau.com

# REQUEST FOR CONSIDERATION

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

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**Description:** Splash III Room Tax Grant Request

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**From:** Wausau/Central WI CVB / DC Everest Area Little League Baseball INC

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**Question:** Should the Tourism Commission approve the grant request of \$3,000 to DC Everest Area Little League Baseball INC for Splash III?

## Background

**Organization:** DC Everest Area Little League Baseball INC

**Event:** Splash III

**Event Date(s):** July 25-27 2025

**Location:** Kennedy Park

**Amount Requested:** \$3,000

**Participants Expected:** 700-900

**Estimated Room Nights:** 150

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**Attached Docs:** Splash III Room Tax Grant Application

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**Committee Action:** None.

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**FISCAL IMPACT:** \$3,000 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 \$3,000 to DC Everest Area Little League Baseball INC for Splash III.**

**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: DC Everest Area Little League Baseball Inc.

Name of Applicant: Jim Olafson

Event Name & Date: Splash III- July 25-26-27

Location of Event: Kennedy Park, Weston

Federal ID Number: 39-1825007 Phone Number: 715-870-1467

Mailing Address: PO Box 31 City/State/Zip: Schofield, WI 54476

Tax Status of Organization: Nonprofit

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

Grant Amount Requested:

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

Y\_e\_s, 2\_0\_2\_4 \$3,000 New or Existing Event: Existing

## Event description: Youth Baseball Tournament

### Three (3) ages 8U, 11U, 14U

Teams from Altoona, Eau Claire, Marathon, Rhinelander  
WI Rapids, Antigo, Marshfield, Oshkosh, Shawano, Wausau,  
Deforest, Fall Creek, and Medford

Each division will have teams from outside the area staying in hotels,  
eating at restaurants, purchasing gas and enjoying the Weston area.

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

**Out of area teams are staying in hotels.**

**Each team has an average of 12 players,  
traveling with at least three people per family.**

Please explain how the grant funds will be used: \_\_\_\_\_

**1 banner, umpires, awards, concession stand,  
requesting \$3,000 (total expected \$8,800)**

How will this event be advertised or promoted?: \_\_\_\_\_

**Website advertising through the local site. Social media blitz.**

**Press release for local audience. Social media.**

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:  
19 total teams, 700-850 spectators

Expected Number of athletes/participants or spectators from outside 90 miles:  
Could be half, least 8 teams

Expected Number of Attendees  
700-900

### Hotel Information

Has contact been made with any area hotels? yes

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: 2 3

Estimated Number of Guests Per Room

Will the organization receive any additional funds (grants, donations, entrance fees, etc.)? If yes, please explain: Each team pays a registration fee and families utilize the concession stand.

Registration fees range from \$150-425 depending on the age.

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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: Jim Olafson

Printed Name: Jim Olafson, Presiden DCEYB

Date: 6/30/25

**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: Jim and Sarah Olafson

Failure to submit report may affect future grants.

**Wausau CVB Notes and Comments:**

Grant application was received 7/14/2025 - Didn't have the opportunity to review application due to timing of when grant applications need to be submitted in order to be included in meeting packet.

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)

## Budget for Splash III tournament

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Umpires \$3,000 (\$50 each game)

Awards \$500.00

Banner \$200.00

Baseballs \$300.00

Supplies \$300.00

Concession Stand \$4,500.00

19 teams paying registration \$150-425 per division

Concession Stand profits- \$3,000

Total income: \$ 6,000 + concessions

Total expenses: \$8,800

## Jodi Maguire

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**From:** Sarah Hahn <shahn585@yahoo.com>  
**Sent:** Sunday, October 6, 2024 8:24 PM  
**To:** DC Everest Youth Baseball League - DCEYB Registration Cordinator; Jim Olafson; Jodi Maguire; Jamie Weiland; Sarah Hahn; Jami Gebert  
**Subject:** Re: Tourism dollar request for DCEYB Summer 2024- follow up

DCEYB follow-up from summer 2024

DCEYB hosted two tournaments this past summer. The third tournament was rained out. The rain delay canceled most games, but two teams did travel and spend the night, and two games were played as friendly baseball vs tournament style.

Teams visited from Stratford, Marathon, Marshfield, Oconomowoc, Shawano, Janesville, Plover, Stevens Point, Edgar, Kimberly, Medford, Whittlesey, Mosinee, Neenah, Wausau, DeForrest, Wisconsin Rapids, and Portage.

Each team brings a minimum of 12 players, up to 18 players. Each player brings a parent, and most bring families. These families utilize the Weston area for hotels, gas, restaurants, and entertainment.

All players are given pool passes to spend time at the Weston Aquatic Center. Most of these families spend money at the pool concession stand.

We know families visited Dales Weston Lanes to bowl, the movie theatre at Cedar Creek, and at the Escape Room.

Ballplayers on average bring three people per player, but it is very common to bring an entire extended family including grandparents.

Local veterans helped raise the flag for the National Anthem at both tournaments showcasing great community support.

DCEYB has more than 500 kids in the program, and families live in the greater Marathon County area.

Children are from schools throughout the area including DCE, Wausau, Mosinee, Birnamwood, and parochial schools.

All funds given by the hotel tourism board were used to host these two tournaments including paying the umpires, printing banners, field supplies, and awards.

DCEYB is an all-volunteer organization and does not pay any coaches, board members, or volunteers.

Thank you!

*Sarah Olafson*

On Wednesday, October 2, 2024 at 12:23:03 PM CDT, Jodi Maguire <jmaguire@visitwausau.com> wrote:

Hi Everyone,

Happy Fall! Just wanted to circle back around about the Village of Weston's Tourism grant that was awarded back in the month of July. Included on the grant application was a post event summary; just wanted to send a friendly reminder this would be due. Please feel free to reach out with any questions or if you need another copy of the post event summary questions. Please send post event summary back to me to be included in the next tourism commission meeting packet.

Thanks, and have a great Wednesday,

Jodi

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**From:** Sarah Hahn <shahn585@yahoo.com>  
**Sent:** Friday, July 5, 2024 1:33 PM  
**To:** Jodi Maguire <jmaguire@visitwausau.com>; DC Everest Youth Baseball League - DCEYB Registration Cordinator <dceyb.registrations@yahoo.com>; Jim Olafson <jolaf757@yahoo.com>  
**Subject:** Tourism dollar request for DCEYB Summer 2024

Good afternoon,

Thank you for considering our request. DCEYB will host a total of three tournaments this summer. One, was two weeks ago and rained out. There are two more planned.

The state tournament is in collaboration with the State of WI Cal Ripken Tournament and the Regional Cal Ripken organization out of Ohio Valley. {They} control the registration and we were just notified of the final teams. (July 1, 2024) If a team from the 8u and 12u win at our tournament, they are eligible to move on to the Regional game in Indiana or Kentucky.

Teams average 12-14 players per team, plus 2 coaches.

Each family averages 3 people, up to 5.

Teams are traveling from all over Wisconsin and Illinois.

Two weeks ago, when we canceled due to weather, a few teams came to the area anyway. Spent the night in hotels, and scrimmaged the next day. We know these teams ate in area restaurants, went to the movies, and shopped at Target.

If you have any questions please let me know.

***Sarah Olafson***

**POST EVENT REPORT**  
**Village of Weston's Room Tax Grant**

Name of Event: DCE Youth Baseball Indoor Tourney – March 14-15

Organization: DCE Youth Baseball

Submitted By: Jimmy Olafson

Amount Received from Village of Weston Tourism Commission: \$2,000

Please include answers to the following questions on the report:

1. Overall recap of your event: A very successful tournament was hosted indoor at Greenheck Turner Community Center. The first ever indoor baseball tournament with two age divisions and 14 teams played ball in Weston. Both 9u and 11u were successful hosting this event with teams as far away as Janesville. We began set-up on Friday afternoon at 3:00 PM. Games lasted until 10PM on Friday night and started again at 8:00 AM on Saturday. Volunteers helped set-up the field, run concession stand, run scoreboards, and tear down at the end of the event. Teams were already asking when they could pre-register for next year's event.
2. How many attendees? 1,000 +
3. How many overnight stays in the Village of Weston? Exact unknow. Teams that were 50 miles away were: DePere, Janesville, Green Bay, Appleton.
4. Of these overnight stays, number of rooms and at which establishments? Unknown
5. Did you work with any other businesses in the Village of Weston for your event? (Restaurants, attractions, shopping centers etc.) Greenheck Turner Community Center was the host site, including a concession stand.
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? No
7. Please share an overview on what the funds were used for.  
Awards \$512  
Turf Rental \$5,200  
Umpires \$1,495  
Equipment \$350  
Marketing \$200 FB posts reaching 2,000 people.
8. Goals or improvements for following year's event. We were limited to only two days. Next year we have requested a tournament with three days in March. We hope to expand to reach more teams and have a larger bracket play.

**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)**



# REQUEST FOR CONSIDERATION

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<b>Public Mtg/Date:</b>	Tourism Commission, July 21, 2025
<b>Description:</b>	Midwest Destinations Meeting Grant Request – <b>Meeting Mean Business Funds</b>
<b>From:</b>	Wausau/Central WI CVB / Northstar meeting Group
<b>Question:</b>	Should the Tourism Commission approve the grant request from Meeting Mean Business Funds, of \$35,000 to Northstar Meeting Group for the 2027 Midwest Destination Meeting?

---

## Background

**Organization:** Northstar Meeting Group

**Event:** 2027 Midwest Destination Meeting

**Event Date(s):** Mid-August 2027, preferred dates of August 16-19 or August 23-26

**Location:** Greenheck Turner Community Center and Central WI Expo (Rothschild)

**Amount Requested:** \$35,000

**Participants Expected:**

**Estimated Room Nights:**

---

**Attached Docs:** 2027 Midwest Destination Meeting Grant Application Meeting Mean Business Funds

---

**Committee Action:** None.

---

**FISCAL IMPACT:** \$35,000 grant request to come out of the Weston Hold Account - Meeting Mean Business Funds

---

**Recommendation:** None.

---

## Recommended Language for Official Action

**I move to approve the grant request - Meeting Mean Business Funds of \$35,000 to Northstar Meeting Group for the 2027 Midwest Destination Meeting.**

**OR**

**I move to ...**

---

**Additional action:** None.

---



July 8, 2025

Village of Weston Tourism Commission Members  
4747 Camp Phillips Roads  
Weston, WI 54476

Dear Tourism Commission Members,

On behalf of Visit Wausau, I am writing to formally request the Village of Weston's support in submitting a proposal to host the 2027 Midwest Destinations Meeting, a premier national gathering that brings together meeting planners (buyers) and destination representatives (sellers) from across the United States. This influential conference helps communities secure future meetings, conventions, and events—offering an exceptional opportunity to position Central Wisconsin as a top-tier meeting destination.

The Midwest Destinations Meeting is planned for mid-August 2027, with preferred dates of either August 16–19 or August 23–26. If selected, the Greenheck Turner Community Center in Weston will serve as the primary host venue for conference sessions and one-on-one appointments. The opening and closing receptions would be held at the Central Wisconsin Expo Center, just a short five-minute commute away, showcasing multiple community assets in our region.

This event delivers both immediate and long-term economic benefits. Attendees, who will either fly in or drive depending on their location, will utilize local hotels, restaurants, and amenities. The exposure Weston would receive by hosting will also help open the door for future conferences and meetings, directly contributing to the area's growth in group travel and tourism.

To support this effort, I respectfully request a contribution of **\$35,000** from the Village of Weston's Meetings Mean Business restricted account held by the CVB. These funds were specifically set aside to attract and support business-related group travel. As of this writing, the fund holds approximately \$194,000, making this an ideal and strategic use of those dollars. A similar, proportionate request is being made to the City of Schofield.

Enclosed is the official RFP from Northstar Meetings Group, which outlines detailed expectations for host destinations, room block projections, marketing value, and testimonials from past hosts. Beyond the three-day event, the return on investment includes long-term visibility and the potential for repeat business.

Thank you for considering this important opportunity to showcase Weston on a national stage.

Sincerely,  
Jodi Maguire  
Director of Operations  
Visit Wausau

**Northstar**  
MEETINGS GROUP

DESTINATION  
**CALIFORNIA**  
BY NORTHSTAR

DESTINATION  
**CARIBBEAN  
& ISLANDS**  
BY NORTHSTAR

DESTINATION  
**EAST**  
BY NORTHSTAR

DESTINATION  
**HAWAII**  
BY NORTHSTAR

DESTINATION  
**MEXICO & LATIN  
AMERICA**  
BY NORTHSTAR

DESTINATION  
**MIDWEST**  
BY NORTHSTAR

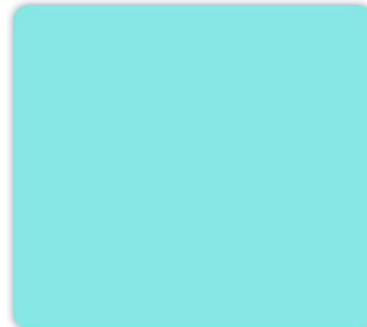
DESTINATION  
**SOUTHEAST**  
BY NORTHSTAR

DESTINATION  
**SOUTHWEST**  
BY NORTHSTAR

DESTINATION  
**WEST**  
BY NORTHSTAR

# Request for Proposals

**CONFIDENTIAL**





## Event Agenda

Over the course of the program, Northstar Meetings Group will provide the opportunity for buyers/planners to network with suppliers and schedule one-on-one appointments with them to discuss their upcoming meetings or incentive trips.

The event will also offer the opportunity for the planners to see and experience the host destination, the host hotel, and nearby properties first-hand.

We are also open to pre and/or post-fams at other destinations or hotels nearby.

### Saturday

10:00–24hrs Office  
10:00–12:00pm Pre-con & Walk Thru

### Sunday

All Day Office  
All Day Planner & Supplier Hotel Check-In  
AM General Session Set-up  
AM Appointment Room Set-up  
2:00–5:30pm Registration and Gifting Lounge  
2:00–5:30pm Exhibitor Set-Up (optional)  
5:30–6:30pm Planners: Site Inspection of *Host Hotel*  
6:30–8:30pm Welcome Reception

### Monday

All Day Office  
7:30–8:00am Breakfast  
8:00–9:15am Opening Remarks & General Session  
9:30–12:00pm One-on-One Meetings (9 w/ break at 10:45am)  
12:30–2:00pm Lunch  
2:00–5:00pm Freetime & Activities  
6:00pm Departure for Dinner  
6:45–9:15pm Reception & Dinner hosted off-site

### Tuesday

All Day Office  
7:30–8:00am Breakfast  
8:00–9:15am Educational Session  
9:30–12:30pm One-on-One Meetings (11 w/ break at 11am)  
12:30pm Lunch  
(If a 2.5 day program, this is a Farewell Lunch)

### Continuation for 3 Day program

PM Activities or Education or Appointments  
6:30–9:30pm Offsite Closing Dinner

### Wednesday

All Day Departures



# Sample Sleeping Room Block Required

*(varies by event)*



## Sample Sleeping Room Block

	Pre	Day 1	Day 2	Day 3	Total
Planners / Staff (comp / discounted)	5	50	50	45	150
Suppliers (paid by suppliers)	2	30	30	20	82
<b>TOTAL Rooms</b>	<b>7</b>	<b>80</b>	<b>80</b>	<b>65</b>	<b>232</b>

Bring together suppliers and buyers from North America (including Canada) who have future programs in the destinations in which these events are held. All buyers undergo a comprehensive application and interview with our dedicated Buyer Relations teams to verify past and future programs.


 DESTINATION  
CALIFORNIA  
BY NORTHSTAR


 DESTINATION  
CARIBBEAN  
& ISLANDS  
BY NORTHSTAR


 DESTINATION  
EAST  
BY NORTHSTAR


 DESTINATION  
HAWAII  
BY NORTHSTAR


 DESTINATION  
MEXICO & LATIN  
AMERICA  
BY NORTHSTAR


 DESTINATION  
MIDWEST  
BY NORTHSTAR


 DESTINATION  
SOUTHEAST  
BY NORTHSTAR


 DESTINATION  
SOUTHWEST  
BY NORTHSTAR


 DESTINATION  
WEST  
BY NORTHSTAR

Destination Event	Time	Length of Program	# of Rooms on Peak	Est. # of Planners	Appointment Room Min. Size (sqft)	General Session Room Min. Size (sqft)
Destination West	May	2.5 Days	130	75	10,000	3,500
Destination Hawaii	May or Sept	2.5 Days	80	50	7,500	3,000
Destination Caribbean & Islands	June - Aug	3 Days	105	50	7,500	2,500
Destination Southeast	Aug - Sept	2.5 Days	150	80	10,000	4,000
Destination Midwest	Aug - Sept	2.5 Days	75	40	7,500	2,500
Destination California	Sept	2.5 Days	115	65	7,500	3,000
Destination East	Sept - Oct	2.5 Days	130	75	10,000	4,500
Destination Mexico & Latin America	Nov - Dec	3 Days	80	45	7,500	3,500
Destination Southwest	Nov - Dec	2.5 Days	75	40	7,500	3,500



## What Is Involved with Hosting a Northstar Event?

It's a partnership.

We bring the buyers and promote your destination to our vast audience.

In exchange, we ask you to host them.

*It's that simple.*



# Attendee / Buyer Vetting Process

Buyers/planners who are invited to attend each event and undergo an extensive screening and vetting process, conducted by our dedicated Buyer Relations Directors. The pre-qualification process includes interviews, verification of past and future programs, and travel purchasing power.



We will recruit buyers/planners from North America (US/Canada).

The approved planner profiles, including open programs for all events with appointments, are then shared with the attending suppliers.

Hosting destinations can add a question or two to the registration process by working with our Buyers Relation Team if they choose.



# Tour of Host Venues

As an added benefit, each hosting party will have the opportunity to give all of the highly-qualified buyers/planners a guided tour of their property.

# Host to Provide...

Comp rooms for planners and staff.

---

Complimentary/hosted food & beverage to include:

- Opening Reception with opportunity to welcome group.
  - (2) breakfasts on property at hosts choosing of restaurant/ballroom. We suggest departure day breakfast to be a breakfast voucher at existing restaurant rather than banquet function.
  - (3) coffee breaks.
- 

Complimentary audio visual.

---

Meeting room and equipment for one-on-one appointments on day 2 and 3 with enough space for up to draped tabletops. Tables, chairs, electrical for laptops at each table and free- wifi internet access to be provided by host hotel as well.

---

Complimentary meeting space for breakfasts and general sessions held in room near appointment room. Same room may be used for lunch if held on-property.

---

Complimentary office space (300sqft min)

---

Utilize NTM contract that does not include attrition.

*\*This is a negotiable list.*



# Host to Provide...

Day 2 (and 3 if applicable) evening receptions will be held off-property. Northstar event staff to work with host city and other hotels to determine offsite functions.

---

Special welcome gift for buyers (either to be included in welcome bag or room dropped at no charge to NTM).

---

Northstar Meetings Group will market host destination and hotel in all pre and post event communication and other venues where applicable.

---

Day 2 (& 3 if applicable) evening receptions will be held off-property. Northstar event staff to work with host city and other hotels/venues to determine offsite functions.

---

Day 2 & 3 lunches may be held on property and could be revenue generating for host property.

---

Destination Management Company assistance with transfers

*\*This is a negotiable list.*



## If Selected, Host **Receives...**



**Multi-Channel Amplification  
of Northstar Meetings  
Group's In-Market Hosted  
Buyer Events!**

- Uninterrupted logo identification in marketing and promotional materials and event announcements throughout all channels of NMG including sponsorship mentions on-site.
- Participation of 2 staff representatives at the full event, including 1 set of one-on-one appointments for the host property in the year of the event.
- Contact information for all (opted in) attendees post event for follow-up and database enrichment (numbers vary by event).
- Opportunity to incorporate local vendors, speakers, key stakeholders into the program where applicable.
- Pre / Post Social posts across Northstar social channels and 1 article promoting pre-event and all accompanying distribution.
- Opportunity to invite your customers to the event with custom promotion (subject to Northstar qualification review and approval).
- On-Site Promotions
  - 2X daily editorial posts across FB, IG and LI
- Off-Site Promotions
  - 1 NMG article recapping event, including photos / videos taken by content / photographer
  - 2 months social access to promote the post-fam article (est 160k impressions split between pre / post)
  - 2 organic LinkedIn Posts

## If Selected, Host **Receives...**



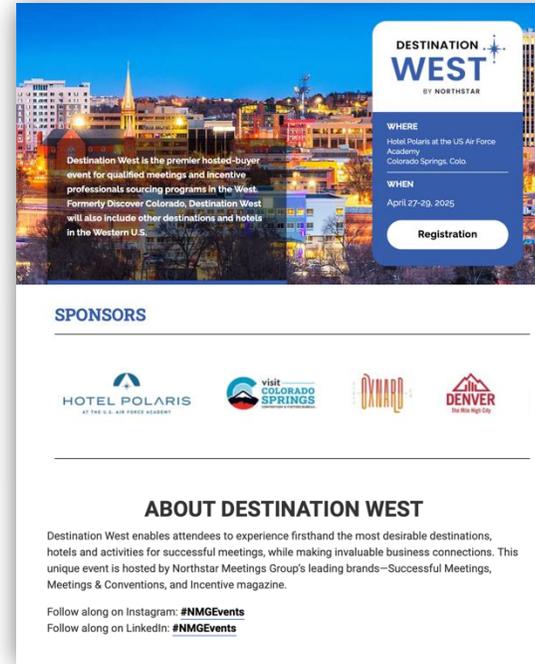
- Each venue that hosts a meal receives one (1) complimentary registration and one (1) appointment table
- Opportunity to host pre- or post-fam to buyers attending the event at participating properties
- Ability to bring in one or more DMCs to showcase their décor, entertainment and transportation expertise.
- Opportunity to showcase activities unique to the destination/hotel/resort
- Ability to invite VIP planners to the event, subject to Northstar's vetting requirements.

# Additional Event Marketing to Buyers

*Images will be similar to those pictured*

- 1 Dedicated landing page optimized for event and venue; featured in event calendar
- 2 Run of network banner including MeetingNews distribution 10x's to 40k+ highly engaged MICE professionals referencing Your Property & Host Destination
- 3 Dedicated email mention of Your Destination & Hosting Property a minimum 3xs targeted to 40k+ MICE professionals that have indicated an interest in the destination

1



**DESTINATION WEST**  
BY NORTHSTAR

**WHERE**  
Hotel Polaris at the US Air Force Academy  
Colorado Springs, Colo.

**WHEN**  
April 27-29, 2025

Registration

Destination West is the premier hosted-buyer event for qualified meetings and incentive professionals sourcing programs in the West. Formerly Discover Colorado, Destination West will also include other destinations and hotels in the Western U.S.

**SPONSORS**

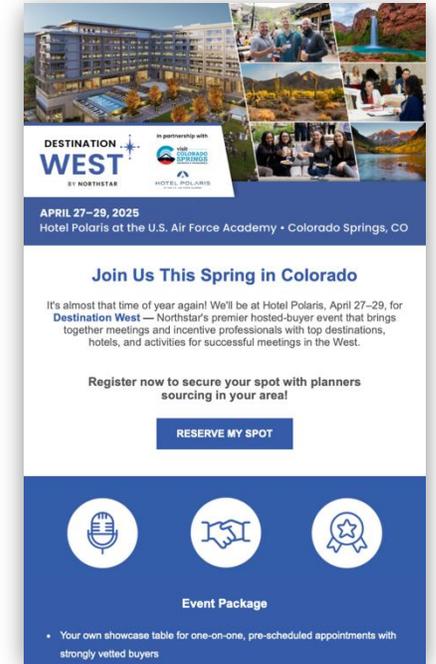
HOTEL POLARIS AT THE U.S. AIR FORCE ACADEMY | VISIT COLORADO SPRINGS CONVENTION & VISITORS BUREAU | OXNARD | DENVER

**ABOUT DESTINATION WEST**

Destination West enables attendees to experience firsthand the most desirable destinations, hotels and activities for successful meetings, while making invaluable business connections. This unique event is hosted by Northstar Meetings Group's leading brands—Successful Meetings, Meetings & Conventions, and Incentive magazine.

Follow along on Instagram: [#NMGEvents](#)  
Follow along on LinkedIn: [#NMGEvents](#)

3



**DESTINATION WEST**  
BY NORTHSTAR

APRIL 27-29, 2025  
Hotel Polaris at the U.S. Air Force Academy • Colorado Springs, CO

**Join Us This Spring in Colorado**

It's almost that time of year again! We'll be at Hotel Polaris, April 27-29, for Destination West — Northstar's premier hosted-buyer event that brings together meetings and incentive professionals with top destinations, hotels, and activities for successful meetings in the West.

Register now to secure your spot with planners sourcing in your area!

RESERVE MY SPOT

**Event Package**

- Your own showcase table for one-on-one, pre-scheduled appointments with strongly vetted buyers

2



**DESTINATION WEST**  
BY NORTHSTAR

visit COLORADO SPRINGS CONVENTION & VISITORS BUREAU

HOTEL POLARIS AT THE U.S. AIR FORCE ACADEMY

**JOIN US APRIL 27-29, 2025!**

Hotel Polaris  
Colorado Springs, CO

# Additional Event Marketing to Buyers

*Images will be similar to those pictured*

- 1 Social Media Marketing
- 2 Banner Ads in MeetingNews
- 3 Email Marketing

1



3


 An email marketing graphic with a teal header and a collage of photos showing people at a meeting. The text provides details about the event and a call to action.
 

Small & Boutique MEETINGS BY NORTHSTAR HOTEL CHAMPLAIN

SPRING • JUNE 1-3, 2025  
Hotel Champlain Burlington • Burlington, VT

**Connect With Suppliers Who Have Solutions for Your Small & Boutique-Sized Meetings!**

Join Northstar Meetings Group for Small & Boutique Meetings: Spring, June 1-3 in Burlington, VT. This hosted-buyer event designed specifically to bring together highly qualified meeting buyers with destinations, hotels, DMCs and other suppliers ready to welcome smaller events.

Hosted-buyers will be welcomed at the Hotel Champlain and can make the most of their time out of office by participating in one-on-one pre-scheduled appointments, gaining industry insights from our guest speakers and networking with this exclusive group. Looking for creative solutions to elevate your small meetings? Apply today.

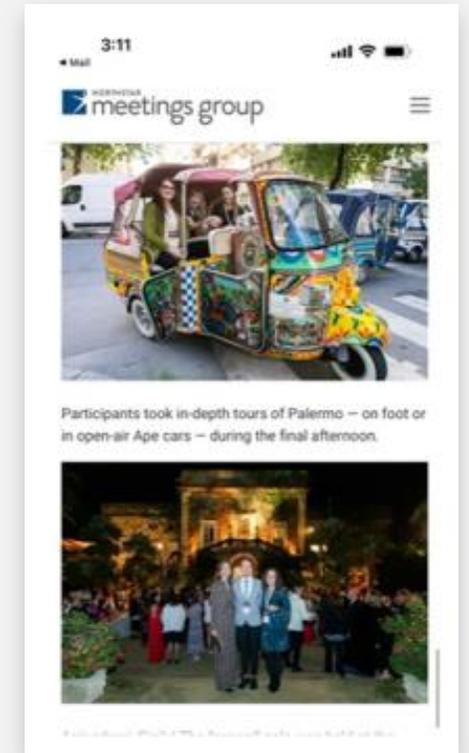
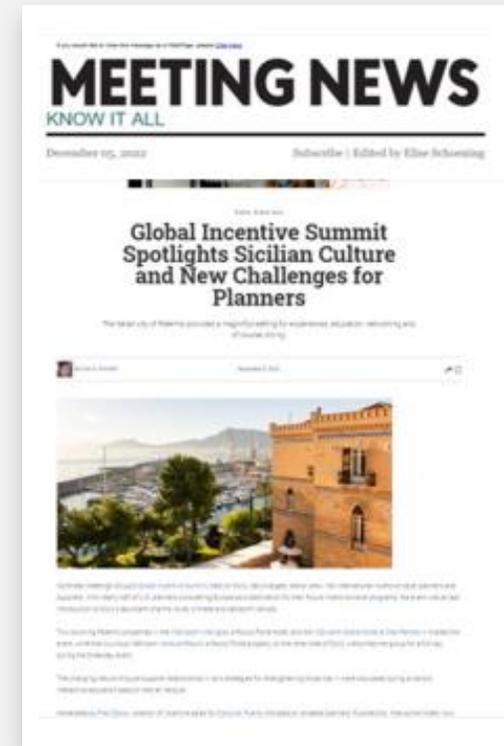
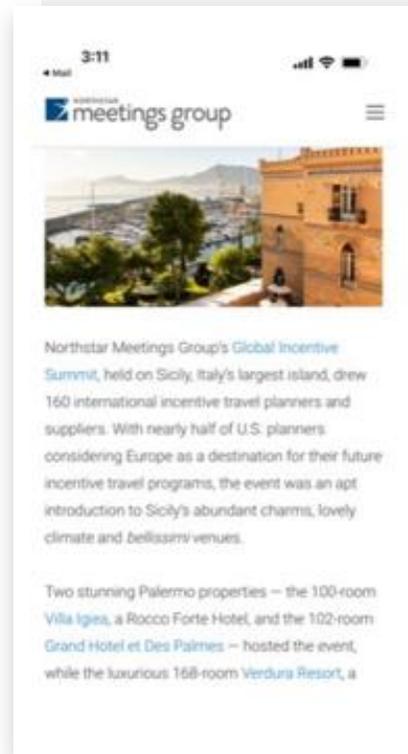
[APPLY NOW](#)

2



# Additional Event Marketing Reaching Over 40K Subscribers

*Images will be similar to those pictured*



# Past Host Testimonial



AUTOGRAPH COLLECTION®  
HOTELS



October 21, 2024

Re: Destination Southeast 2024

Please accept this letter as a testimonial to the partnership we experienced with Northstar Meetings Group when Destination Southeast was recently held at our resort, The Grand Hotel Golf Resort and Spa, on August 18-20, 2024.

Angela Cox, Samantha Hammer, Shalise DeMott, and the entire Northstar Meetings Group team were a pleasure to work with from beginning to end – highly organized, professional and responsive. It was a true partnership which included the ability to suggest planners to invite based on potential business, pre-event Marketing efforts, and post-event Marketing efforts. The NMG staff allowed us to showcase the resort in the best possible way, including local vendors, CVB, and entertainers that introduced planners who were not familiar with our area to experience the best our area and our resort had to offer. The end result thus far has been 8 RFP's with three definite bookings total.

My past attendance to Destination Southeast events has been a good investment that has paid high dividends over the past four years.

I would recommend partnering with Northstar Meetings Group as they represent niche markets and planners within the industry through their wide database and years of event planning, high quality planner education and execution.

With Gratitude,

Genelle Fountain, CMP

Assistant Director of Sales



## Where Meetings Business Gets Done



**Angela Cox**  
*Group Director, Meetings & Events*



[acox@ntmlc.com](mailto:acox@ntmlc.com)



703-489-1331

*We look forward to hearing from you and discussing these unique opportunities to partner with Northstar Meetings Group and showcase your destination.*

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

Name of Event: Winter Classic Indoor Soccer Tournament

Organization: MC United Soccer Club

Submitted By: Colin Benell

Amount Received from Village of Weston Tourism Commission: \$5,000

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)**

Wausau/Central Wisconsin CVB  
P.O. Box 1486  
Wausau, WI 54402

Updated 3/21/24

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

## 1. **RECAP**

The tournament was a huge success. The tournament was sold out, with all available field space used for the entire weekend. 65 total teams registered for the event. Teams traveled from as far away as Minneapolis, Milwaukee, Madison, Eau Claire, Appleton, and Rockford (Illinois) for the event.

We conducted a satisfaction survey following the event. The results of this survey supports the club's reflection on the event. A few highlights:

**Overall satisfaction: 4.72 (of 5)**

**Facility: 85% Excellent (5 of 5)**

Over the course of the weekend, we received tons of compliments from visitors about the event. The most common compliment was regarding the Greenheck Turner Community Center. Everyone LOVED IT and raved about how fortunate our community is to have something like it.

Due to the positive feedback and strong interest in this inaugural event, it is suspected that interest and demand in this tournament will increase for 2026. The popularity of this event is anticipated to grow and will be positioned to be the premier indoor youth soccer event in the entire state.

## 2. **Attendees**

Approximately 700 youth players participated in the weekend tournament. Players ranged in age from 8-13 years old (boys and girls)

Multiple thousands of spectators were at the event as well. We made approximately \$6,500 on admission fees alone (\$5/ adult).

## 3. **Overnight stays (#)**

Of the 47 responses in the survey; 6 entries stated that they overnighted in the area for the event.

Wausau/Central Wisconsin CVB

P.O. Box 1486

Wausau, WI 54402

Updated 3/21/24

715-355-8788 JMaguire@visitwausau.com

4. **Overnight stays (location)**

It is unclear what area hotel our attendees stayed at.

5. **LOCAL BUSINESSES**

We did not work with any local businesses for this event. This could be explored with future events at this venue. Either an official hotel or restaurant sponsor.

6. **GRANTS**

MC United did not receive grants from any other municipality for this event. We did receive some monies from corporate sponsors to help offset tournament costs.

The funds from the Village of Weston grant helped cover the high costs of renting the GTCC facility for an entire weekend. The fund also helped cover the high costs of running a quality sporting event; including: licensed medical trainers and certified referees.

7. **Goals for 2026**

Given the success of the inaugural tournament, MC United will plan to host this event again in 2026 on the same weekend in March. We anticipate even higher interest in this tournament in 2026. This demand will likely be from soccer clubs across the state that have heard about the tournament and want to travel to Wausau to experience it. Unfortunately, our demand will significantly exceed our availability of field space. It's unclear at this time how we could structure the tournament to make it even bigger, without renting the GTCC facility for an additional weekend. The goal is to make this tournament the biggest and best indoor youth soccer tournament in the state; that attracts teams and clubs from across WI and neighboring states.

One area of feedback is that we need to improve the goals we use for the tournament. The hope is that we can acquire high-quality goals that reside at GTCC. These goals could be used for future tournaments or other soccer events. These goals would then be more consistent with the amazing facility and the top-notch soccer experience that we are promoting.

Wausau/Central Wisconsin CVB

P.O. Box 1486

Wausau, WI 54402

Updated 3/21/24

715-355-8788 JMaguire@visitwausau.com

**POST EVENT REPORT**  
**Village of Weston's Room Tax Grant**

Name of Event: DCE Youth Baseball Indoor Tourney – March 14-15

Organization: DCE Youth Baseball

Submitted By: Jimmy Olafson

Amount Received from Village of Weston Tourism Commission: \$2,000

Please include answers to the following questions on the report:

1. Overall recap of your event: A very successful tournament was hosted indoor at Greenheck Turner Community Center. The first ever indoor baseball tournament with two age divisions and 14 teams played ball in Weston. Both 9u and 11u were successful hosting this event with teams as far away as Janesville. We began set-up on Friday afternoon at 3:00 PM. Games lasted until 10PM on Friday night and started again at 8:00 AM on Saturday. Volunteers helped set-up the field, run concession stand, run scoreboards, and tear down at the end of the event. Teams were already asking when they could pre-register for next year's event.
2. How many attendees? 1,000 +
3. How many overnight stays in the Village of Weston? Exact unknow. Teams that were 50 miles away were: DePere, Janesville, Green Bay, Appleton.
4. Of these overnight stays, number of rooms and at which establishments? Unknown
5. Did you work with any other businesses in the Village of Weston for your event? (Restaurants, attractions, shopping centers etc.) Greenheck Turner Community Center was the host site, including a concession stand.
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? No
7. Please share an overview on what the funds were used for.  
Awards \$512  
Turf Rental \$5,200  
Umpires \$1,495  
Equipment \$350  
Marketing \$200 FB posts reaching 2,000 people.
8. Goals or improvements for following year's event. We were limited to only two days. Next year we have requested a tournament with three days in March. We hope to expand to reach more teams and have a larger bracket play.

**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)**



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

Name of Event: 2025 USBC State Open Tournament

Organization: Wausau USBC- Dale's Weston LANes

Submitted By: Dale Elliott- Proprietor Weston Lanes

Amount Received from Village of Weston Tourism Commission: \$10,000.00

Please include answers to the following questions on the report:

1. Overall recap of your event: **The event ran for a total of 16 weekends from January to May 4th**
2. How many attendees? **10,000 bowlers and 2500 spectators**
3. How many overnight stays in the Village of Weston? **3200**
4. Of these overnight stays, number of rooms and at which establishments? **Every Weston hotel had overnight stays for the entire event**
5. Did you work with any other businesses in the Village of Weston for your event? (Restaurants, attractions, shopping centers etc.) **all the local bars, restaurants, gas and groceries reported brisk visits**
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. **\$10,000 from the Sports Authority, \$2500 from Village of Rothschild and Schofield. The host fee for this event is \$23,000.00 which goes to USBC Wisconsin and used directly for their**

Wausau/Central Wisconsin CVB

P.O. Box 1486

Wausau, WI 54402

Updated 3/21/24

715-355-8788 JMaguire@visitwausau.com

running, organizing and prize fund additions

7. Goals or improvements for the coming year's event. **This is a 5-year rotation so we will be ready again in 2030**

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

Name of Event: GiGi's 5K GLOW Fun Run/Walk  
Organization: GiGi's Playhouse Wausau  
Submitted By: Erica Erdman  
Amount Received from Village of Weston Tourism Commission: \$2,500

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

## 1. Overall recap of your event:

On June 14th, 2025, GiGi's Playhouse proudly hosted our 5th Annual 5K GLOW Fun Run/Walk at the Aspirus YMCA. Despite inclement weather impacting overall attendance, the event was a tremendous success, raising **\$68,904.94** toward our **\$70,000 goal**—a remarkable achievement that does not yet include the value of in-kind contributions.

This inclusive celebration brought together families and supporters from across **Wisconsin, Michigan, Minnesota, and Indiana**, demonstrating the regional impact and reach of GiGi's Playhouse. The event was designed to be accessible and enjoyable for individuals of all ages and abilities, reflecting our mission of acceptance and empowerment for individuals with Down syndrome.

### Event Highlights:

- **All-Ages, All-Abilities Obstacle Course:** A fun and inclusive challenge that encouraged participation from everyone, regardless of ability.
- **Kids & Mascot Dash:** A crowd favorite where every young participant received a medal, celebrating their effort and enthusiasm.
- **Face Painting & Trishaw Rides:** Provided joyful, interactive experiences for attendees of all ages.
- **Generation G Photo Opportunity:** A large-scale Generation G logo was painted on the ground and captured via drone photography, creating a powerful visual symbol of our commitment to acceptance.
- **Red Carpet Showcase & Speech:** Playhouse participants were honored with a red-carpet moment and the opportunity to share their voices with the community.
- **Foam Launcher & Black Light Tunnels:** Three creatively decorated tunnels along the route added excitement and visual flair to the run.
- **Food Truck Vendors:** A variety of local food trucks offered refreshments, adding to the festive atmosphere.

This event not only served as a critical fundraiser but also as a celebration of inclusion, community, and the limitless potential of individuals with Down syndrome. The funds raised will directly support free educational, therapeutic, and career development programs offered at GiGi's Playhouse.

We are deeply grateful to our sponsors, volunteers, families, and community partners who made this event possible. Their support ensures that GiGi's Playhouse can continue to change lives and spread the message of acceptance for all.

2. How many attendees?

3. We estimate between 575 – 600 for this years event, which includes attendees from the teams for Trail Blazers and myTeam Triumph.

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

Unknown

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

Unknown

6. Did you work with any other businesses in the Village of Weston for your event?

Our tent and stage rental was through Everest Party Rentals. Our entertainment was through Pitlik Entertainment. We receive water and fruit for those in attendance through Festival Foods.

7. Did your organization receive any other Tourism Grants from other municipalities in Marathon County?

NO

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

Volunteer Coordination Plan: To ensure smooth operations for setup, takedown, and post-event logistics, we are developing a comprehensive Volunteer Engagement Strategy. Given the scale of the event, we aim to secure large volunteer groups, such as local high school or college football teams, to assist with labor-intensive tasks.

Addition of a 4th GLOW Tunnel: This feature is contingent on securing sufficient volunteer support for setup and takedown. Will enhance the visual experience and engagement along the route.

Potential ATM Installation: Exploring the feasibility of having an on-site ATM to facilitate: Raffle ticket purchases and food and merchandise sales. Will coordinate with vendors and local banks for setup and security.

Potential Adjusted Run/Walk Start Time: Considering moving the start time one hour earlier to accommodate walkers who finish later in the evening. This change aims to improve participant experience and reduce late-night logistical challenges.