



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

Meeting of: **TOURISM COMMISSION**

Members: **Ermeling(C), Frederick, Hodell, Schuster & Zeyghami(VC)**

Date/Time: **Monday, September 15, 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.

Attendance: All Village officials are encouraged to attend. Commission members and Department Directors, please indicate if you will, or will not, be attending so we may determine in advance if there will be a quorum.

Questions: **Jessica Trautman**
jtrautman@westonwi.gov
715-241-2605

PLEASE NOTE THE FOLLOWING

This notice was posted at the Municipal Center and was e-mailed to local media outlets (Print, TV, and Radio) on 9/8/25 @ 11:35 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

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, September 15, 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: [July 21, 2025](#)

ACKNOWLEDGE WORK PRODUCT TRANSMITTALS.

5. [CVB Reports](#)

EDUCATIONAL PRESENTATIONS & REPORTS.

NEW BUSINESS.

6. [Grant Request: 2025 Wausau Area Hmong New Year Celebration](#)
7. [Grant Request: Midwest Bowl Fest](#)
8. Post Events Reports:
 - a. [2025 Taste N Glow Balloon Festival](#)

- b. [2025 Wausau Hmong Festival](#)
- c. [2025 Community Fireworks – Wausau Events](#)
- d. [2025 Wings Over Wausau](#)

OLD BUSINESS.

- 9. [Discussion and/or action on Tourism Entity Agreement for 2026 with the Wausau CVB](#)

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, July 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 4 members present.

<u>Member</u>	<u>Present</u>
Ermeling, Barb	YES
Frederick, Kim	NO
Hodell, Renee	YES
Schuster, Fred	YES
Zeyghami, Hooshang	YES

PUBLIC COMMENTS.

NA

MINUTES FROM PREVIOUS MEETING.

- 4 Approval of minutes from previous meeting: April 21, 2025.
Motion by Hodell, second by Zeyghami, to approve previous minutes.

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

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

ACKNOWLEDGE WORK PRODUCT TRANSMITTALS.

- 5 June Budget Status Report.
Motion by Hodell, second by Zeyghami, to acknowledge the Budget Status Report.

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

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

- 6 CVB Report.
Tim White, Director from Visit Wausau, gave a brief summary of what's happening at CVB and

provided an update on the 2026 World-wide Horseshoe Championship. He also comment that the CVB would like to enter into a two to three year contract.

Motion by Zeyghami, second by Schuster, to acknowledge the reports CVB Report.

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

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

EDUCATIONAL PRESENTATIONS & REPORTS.

NEW BUSINESS.

Motion by Schuster, second by Zeyghami, to move agenda items 8-14 ahead of 7.

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

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

8 Grant Request: MC United Fall Cup.

Motion by Zeyghami, second by Hodell to approve Grant Request for \$3,500 to MC United Soccer Club for the MC United Fall Cup.

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

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

9 Grant Request: Splash III Tournament.

Motion by Hodell, second by Zeyghami to approve Grant Request for \$3,000 to DC Everest Area Little League Baseball INC for Splash III.

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

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

10 2027 Midwest Destinations Meeting - Meeting Mean Business.

The commission question why Rothschild will not be contributing to this event.

Maguire, CVB staff, explained that with the newly signed contract with Rothschild, they do not have a substantial Hold Account balance. She also said, if selected as the premier national gathering host, Rothschild will be asked to pay for future added expense. Maguire said Rib Mountain will also be asked to contribute at a later date.

Motion by Zeyghami, second by Hodell to approve Grant Request - Meeting Mean Business Funds of \$35,000 to NorthStar Meeting Group for the 2027 Midwest Destination Meeting.

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

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

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.

Hodell comment again that it would be helpful if there are better ways to track hotel stays.

Motion by Zeyghami, second by Schuster to approve Post Event item 11 - 2025 MC United Winter Classic; Post Event item 12 - 2025 Youth Baseball Indoor Tourney; Post Event item 13 - 2025 USBC State Open Tournament; Post Event item 14 - 2025 GiGi's 5K Fun Run/Walk.

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

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

7 Discussion and/or action on Tourism Entity Agreement for 2026 with the Wausau CVB.

Gebert explained that the reason behind a one year contract is to be coincide with the Metro, all entities who are part of the CVB, will be on the same term.

Zeyghami asked if a representative from one of the municipality sit in a position on the CVB executive committee.

White pointed out that currently there are five executive members, with the fifth member at large. He said he can recommend this request to the Board but they will have to vote on it.

Motion by Schuster, second by Hodell to defer to a future meeting.

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

<u>Member</u>	<u>Voting</u>
Ermeling, Barb	YES

Frederick, Kim	--
Hodell, Renee	YES
Schuster, Fred	YES
Zeyghami, Hooshang	YES

OLD BUSINESS.

REMARKS FROM COMMITTEE MEMBERS.

REMARKS FROM CHAIR.

FUTURE ITEMS.

Next regular meeting date:
 September 15th @ 4pm (Agreement/Contract)
 October 20th @ Time TBD

ADJOURNMENT.

Motion by Schuster, second by Zeyghami, to adjourn the Tourism Commission meeting at 5:03 p.m.

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

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

Ermeling adjourned the Tourism Commission meeting.

Song Lao, Recording Secretary

REQUEST FOR CONSIDERATION

Public Mtg/Date: Tourism Commission, Sept 15, 2025

Description: CVB Room Tax Report

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

Question: Should the Tourism Commission acknowledge the CVB reports?

Background

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

- Total grants approved as of 9/1/25: \$31,000
- Weston Hold Account balance as of 9/1/2025: \$106,818.73
- Meeting Mean Business as of 9/1/2025: \$193,747.40

Attached Docs: 2025 Quarterly Breakdown as of 9/1/2025
2025 Weston Hold Account Grants as of 9/1/2025

Committee Action: None.

FISCAL IMPACT: None.

Recommendation: Finance recommends acknowledgement.

Recommended Language for Official Action

I move to acknowledge the CVB reports.

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

4th 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

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

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

07/31/2025

Approval of Grants at the Tourism Commission Meeting on 7/21/2025

MC United Soccer Fall Tournament 2025 \$3,500.00

DCE Youth Baseball Tournaments (3) 2025 \$3,000.00

2027 Midwest Destination Meeting -Meetings Mean Business \$35,00.00 (Only used if approved)

Total awarded and released out of fund account: \$6,500.00

Ending balance in Hold Account as of 08/31/2025 \$59,351.19

08/15/2025

2nd Quarter Room Tax Received – Weston Hold Account Amount: \$47,467.54

Ending Balance in Hold Account as of 9/01/2025 \$106,818.73

REQUEST FOR CONSIDERATION

Public Mtg/Date: Tourism Commission, September 15, 2025

Description: 2025 Wausau New Year Room Tax Grant Request

From: Wausau/Central WI CVB / Wausau Area Hmong New Year, Inc

Question: Should the Tourism Commission approve the grant request of \$2,000 to Wausau Area Hmong New Year, Inc for 2025 Wausau New Year?

Background

Organization: Wausau Area Hmong New Year, Inc

Event: 2025 Wausau Hmong New Year

Event Date(s): 11/8 – 11/9/2025

Location: Central WI Expo Center

Amount Requested: \$2,000

Participants Expected: 8,000-9,000

Estimated Room Nights: 40

Attached Docs: 2025 Wausau Hmong New Year Room Tax Grant Application

Committee Action: None.

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

Recommendation: None.

Recommended Language for Official Action

I move to approve the grant request of \$2,000 to Wausau Area Hmong New Year, Inc for 2025 Wausau Hmong New Year.

OR

I move to ...

Additional action: None.



Village of Weston Tourism Commission Room Tax Grant Application

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

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

Organization: Wausau Area Hmong New Year, Inc

Name of Applicant: Long Lor

Event Name & Date: 11/8/25-11/9/25

Location of Event: Central Wisconsin Expo Center

Federal ID Number: 82-168-3398 Phone Number: 715-370-3595

Mailing Address: 1819 Rosecranst St City/State/Zip: Wausau, WI 54401

Tax Status of Organization: 501(c) 3

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

Grant Amount Requested: 2000 New or Existing Event: existing

Has the Organization applied for funds in the past? If so, how much and when? _____
Yes in 2024 for \$1000

Event description: _____

The Wausau Area Hmong New Year (WAHNY) is an annual cultural event that celebrates the Hmong community's rich traditions, language, music, dance, food, and customs. With its roots deep in the Hmong people's heritage, this event serves as a bridge between generations, families, and communities, while also promoting cultural understanding to the broader public.

How will the event promote tourism to the Village of Weston: _____
Our goal is to boost tourism in the

area by promoting the Village of Weston and encouraging out-of-town dance groups to stay at the Fairfield Inn. We have reserved 20 rooms at the Fairfield Inn and requested to use their conference rooms for dance practices.

Offering the conference room at no charge will attract dance teams to stay there, encouraging them to spend their time in the Village of Weston.

Please explain how the grant funds will be used: _____

The funds will be used to cover event costs such as the venue and marketing.

How will this event be advertised or promoted?: _____

The New Year will be promoted through social media, digital marketing, email campaigns, television ads, radio, and community partnerships at various New Year celebrations throughout Wisconsin and Minnesota.

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

Expected Number of local athletes/participants or spectators:
100

Expected Number of athletes/participants or spectators from outside 90 miles:
500

Expected Number of Attendees
8000-9000

Hotel Information

Has contact been made with any area hotels? yes

If so, who?: Fairfield By Marriott

If not, can the CVB assist with securing your hotel accommodations and room blocks? 20

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

Date							
Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Rooms					20	20	

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

Will the organization receive any additional funds (grants, donations, entrance fees, etc.)? If yes, please explain: Yes, the Wausau Area Hmong New Year will receive funds from Rothschild.

The funds will be used towards venue cost and marketing.

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

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: Long Lor Date: 07/11/25

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: Long Lor

Failure to submit report may affect future grants.

Wausau CVB Notes and Comments:

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

Wausau Area Hmong New Year: Event Summary Report

Event Overview: The Wausau Area Hmong New Year is an annual cultural celebration that draws thousands of attendees to the region, marking a significant occasion for the Hmong community. The 2024 event was a resounding success, showcasing vibrant cultural traditions, music, dance, food, and community unity. This year, the event attracted over 8,859 participants, with over 3500 attendees traveling from out of town. The celebration was not only a cultural milestone but also a significant economic boost to the local area.

Attendance: A total of 8,859 people attended the 2024 Wausau Area Hmong New Year festivities. Of these, over 3,500 individuals traveled from outside the Wausau region, underscoring the event's importance as a regional and national gathering for the Hmong community. The attendees hailed from various parts of Wisconsin, Minnesota, Missouri, and Alabama, reinforcing the widespread appeal and significance of the event.

Hotel and Lodging: Due to the influx of out-of-town visitors, 480 hotel rooms were booked across multiple local accommodations with an average price of \$139 per night. These hotel rooms were part of our blocked rooms at various hotels. This influx of guests contributed positively to the local economy, with hotels, restaurants, and local businesses benefiting from the increased demand. The need for lodging further emphasized the event's growing scale and the economic impact it has on the Wausau community.

Cultural Programming and Activities: The Hmong New Year celebration featured a variety of traditional cultural activities, including Hmong music and dance performances, Hmong traditional games, food vendors offering a wide range of authentic cuisine, and clothing markets. Additionally, the event included ceremonies honoring ancestors, which are central to Hmong New Year traditions. The festivities also provided a platform for the community to come together, celebrate their heritage, and pass on traditions to younger generations. Furthermore, the Wausau School of Ballet was included in one of the dance shows. The ballerina's performance receives enthusiastic praise from both the audience and parents.

Economic Impact: The event's success extended beyond cultural enrichment, as it generated significant economic activity in the Wausau area. With over 3,000 out-of-town visitors, the demand for hotel rooms, dining, transportation, and local shopping created a considerable boost for the local economy. The economic impact was also felt by local vendors, event organizers, and community organizations involved in the planning and execution of the event.

Community Engagement: The 2024 Wausau Area Hmong New Year also fostered a sense of unity among the Hmong community, both locally and from outside the region. The event allowed attendees to reconnect with family members, make new connections, and celebrate their shared cultural heritage. It also served as an opportunity for the broader Wausau community to learn about and appreciate Hmong traditions, strengthening inter-community relationships.

Conclusion: The 2024 Wausau Area Hmong New Year was a significant cultural event that attracted over 5,000 participants, with a notable portion coming from outside the region. The event provided a vibrant space for cultural celebration while also delivering measurable

economic benefits to the local economy through tourism and increased local spending. The success of this year's celebration highlights the event's growing importance and its potential for continued impact in the years to come.

Wausau Area Hmong New Year: Marketing Efforts and Impact Report

Marketing Overview: For the 2024 Wausau Area Hmong New Year celebration, the event organizers allocated \$5,000 towards marketing efforts to ensure the success of the event and attract attendees from both local and out-of-town areas. The primary marketing channels included 3Hmong TV, Facebook, and printed flyers. This multifaceted marketing strategy helped maximize visibility and effectively promoted the event to a diverse audience.

Marketing Budget and Channels:

- **Total Marketing Spend:** \$4601.67
- **Primary Marketing Channels:**
 - **3Hmong TV:** As a key platform within the Hmong community, 3Hmong TV played a central role in reaching viewers with targeted programming and event promotions. Advertisements and announcements on 3Hmong TV helped spread the word to a wide audience, both regionally and nationally, ensuring that individuals from outside the Wausau area were aware of the upcoming New Year celebration.
 - **Facebook:** Leveraging the power of social media, Facebook ads, and organic posts were used to engage a broad demographic, including younger audiences who are active on the platform. The use of event pages, targeted ads, and shareable content helped to increase awareness and drive attendance, particularly for those who may not be reached through traditional media channels.
 - **Flyers:** Printed flyers were distributed locally, and in cities such as Madison, Green Bay, Oshkosh, Eau Claire, Lacrosse, Saint Paul, and Minneapolis, serving as a tangible marketing tool to capture attention in high-traffic areas. Flyers were strategically placed in areas where the Hmong community gathers, including local businesses, community centers, and summer festivals.

Reach and Effectiveness:

- The combined use of **3Hmong TV, Facebook, and flyers** ensured that the marketing campaign reached a wide audience, including individuals who may not have been exposed to other promotional materials. The targeted advertising on 3Hmong TV and Facebook, in particular, allowed for more precise audience segmentation, reaching people interested in Hmong culture and events.
- The event's broad promotional reach was instrumental in drawing **over 3,500 out-of-town attendees**. This significant out-of-town attendance underscores the effectiveness of the marketing efforts in reaching people beyond the local community, ensuring that the event became a regional gathering point.

Cost Efficiency and Impact:

- With **\$4,601.67 invested** in marketing, the return on investment (ROI) was substantial, given the over **8859 attendees** and the increased local economic activity generated by the event.
- The combined marketing strategy helped increase the visibility of the Hmong New Year, allowing attendees to plan their visits in advance, secure lodging, and engage with the event through various digital and print touchpoints.

Conclusion: The 2024 Wausau Area Hmong New Year marketing efforts, supported by an investment of \$4601.67, were highly effective in attracting attendees from near and far. The strategic use of **3Hmong TV, Facebook, and flyers** ensured a wide-reaching and cost-efficient promotional campaign, resulting in a successful event with significant attendance and economic impact. Moving forward, similar marketing strategies should continue to be leveraged to enhance visibility and reach even more attendees in future years.

Wausau Area Hmong New Year, Inc. - Estimated Budget

◇ REVENUE

Income Source	Estimated Amount
Sponsorships/Donations (local businesses, banks, etc.)	\$10,000
Booth Rentals (food, merchandise, info)	\$10,000
Ticket Sales (if applicable)	\$30,000
Dance Fee	\$3,000
Grants	\$10,000
Total Revenue	\$63,000

◇ EXPENSES

Category	Estimated Amount
Venue Rental & Permits	\$13,000
Equipment Rental (stage, tents, sound system)	\$5,000
Insurance & Security	\$9,000
Marketing & Advertising (radio, flyers, social media)	\$4,000
Entertainment (performers, emcees, cultural groups)	\$8,000
Decorations & Supplies (tables, chairs, signage)	\$4,000
Dance Competition Prizes	\$7,600
Printing (programs, tickets, banners)	\$1,500
Food & Hospitality (volunteers, guests)	\$5,000
Volunteer Stipends or Gifts	\$3,600
Administrative (website, accounting, licenses)	\$2,000
Contingency/Emergency Fund (10%)	\$3,500
Total Expenses	\$66,200



WAUSAU AREA HMONG NEW YEAR, INC.

1819 Rosecrans Street | Wausau, WI 54401

2025 Marketing Plan for Wausau Area Hmong New Year, Inc.

Executive Summary

The Wausau Area Hmong New Year (WAHNY) is an annual cultural event that celebrates the Hmong community's rich traditions, language, music, dance, food, and customs. With its roots deep in the Hmong people's heritage, this event serves as a bridge between generations, families, and communities, while also promoting cultural understanding to the broader public. This marketing plan outlines strategies for increasing awareness, attendance, and community engagement, as well as enhancing the event's visibility and sustainability for future years.

Objectives

1. **Increase Attendance:** Boost event participation by 10% over the next 3 years.
 2. **Build Brand Awareness:** Raise awareness about the Wausau Area Hmong New Year as a major regional cultural event.
 3. **Strengthen Community Engagement:** Foster strong ties within the local Hmong community and with other ethnic and cultural groups in the area.
 4. **Enhance Sponsorship and Partnerships:** Develop long-term sponsorship relationships to secure additional funding and support.
-

1. Market Research & Target Audience

1.1 Demographics & Psychographics

The Wausau Area Hmong New Year primarily targets the following groups:

- **Hmong Community (Primary Audience):**
 - **Age:** All age groups, with a focus on family units and younger attendees (ages 10–50).
 - **Interests:** Cultural preservation, traditional ceremonies, social gatherings, and education.
 - **Needs:** A platform to celebrate their heritage and connect with extended families, along with a space for cultural preservation.
 - **Location:** people from outside of Wausau
- **General Public (Secondary Audience):**
 - **Age:** Families, young professionals, and individuals 18–50 years old.
 - **Interests:** Diversity, cultural exploration, local events, and food festivals.





WAUSAU AREA HMONG NEW YEAR, INC.

1819 Rosecrans Street | Wausau, WI 54401

- **Needs:** Opportunities for exposure to unique cultural experiences, education, and entertainment.

1.2 Competitive Analysis

Other cultural festivals in the region include:

- **Wausau's Balloon and Rib Fest**
- **Central Wisconsin Farm Show**
- **Polish Fest and other ethnic heritage events**

However, WAHNY stands out by offering an authentic Hmong cultural experience, with traditional food, clothing, dance, and music unique to the Hmong community.

1.3 SWOT Analysis

- **Strengths:**
 - Strong cultural significance and community involvement.
 - Growing recognition of the Hmong community in the area.
 - Positive word-of-mouth among attendees.
 - **Weaknesses:**
 - Limited media exposure outside of the Hmong community.
 - Smaller budget for marketing and promotional activities.
 - **Opportunities:**
 - Collaborations with local businesses and schools to increase exposure.
 - Digital engagement through social media and online platforms.
 - **Threats:**
 - Economic conditions affecting event funding.
 - Competition from other events in the region.
-

2. Marketing Strategy

2.1 Brand Positioning

Position the Wausau Area Hmong New Year as:

- **A Cultural Celebration:** Highlight the festival as a vibrant celebration of Hmong traditions, featuring authentic food, dance, arts, and ceremonies.





WAUSAU AREA HMONG NEW YEAR, INC.

1819 Rosecrans Street | Wausau, WI 54401

- **Family-Friendly & Inclusive:** Emphasize the welcoming, family-oriented nature of the event and its open invitation to all ethnic groups to join and learn about the Hmong culture.
- **Community-Centered:** Position WAHNY as an event that brings together people of all ages to create lasting memories and connections.

2.2 Key Messages

1. **“Experience the Hmong Culture”** – a chance to experience traditional food, music, and rituals that are unique to the Hmong people.
2. **“Celebrating Heritage, Building Community”** – highlighting the intergenerational and community aspect of the event.
3. **“Fun for the Whole Family”** – showcasing entertainment, food, and activities that cater to all ages.
4. **“Open to All”** – emphasizing that everyone is welcome to explore and celebrate Hmong culture.

2.3 Tactics

2.3.1 Digital Marketing

- **Website:** Update the WAHNY website with detailed event information, ticket sales, volunteer opportunities, and cultural highlights.
- **Social Media:** Utilize Facebook, Instagram, TikTok, and YouTube to post event teasers, behind-the-scenes content, and live streams. Engage with the local Hmong community through user-generated content, such as testimonials, family stories, and traditional recipes.
- **Email Marketing:** Build an email list to send out event updates, special offers, volunteer opportunities, and stories from the Hmong community.
- **Influencer Marketing:** Collaborate with local influencers or bloggers who have a following among diverse communities to promote the event.

2.3.2 Community Outreach & Engagement

- **School Partnerships:** Partner with local schools and universities to offer students cultural education and free/discounted tickets. Host workshops or school visits to teach students about Hmong culture.
- **Local Business Partnerships:** Work with local restaurants, vendors, and community centers to cross-promote the event. Encourage Hmong-owned businesses to be part of the event as sponsors or participants.
- **Cultural Performances & Pre-Event Activities:** Host smaller community events leading up to the main festival, such as cultural talks, workshops, and live performances in collaboration with local community centers and libraries.





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2.3.3 Traditional Advertising

- **Social media:** Advertise in regional publications, particularly those with a focus on ethnic diversity, family activities, and event listings.
- **Radio & Television:** Partner with local radio stations, especially those that cater to diverse audiences, for event promotion and interviews with organizers.
- **Posters & Flyers:** Distribute colorful posters and flyers at local businesses, libraries, schools, and community centers.

2.3.4 Event-Day Strategies

- **On-Site Engagement:** Create a branded experience at the event with visible signage, booths for information, interactive cultural displays, and free giveaways (e.g., event T-shirts or programs).
 - **Live Streaming & Virtual Participation:** Stream key event segments such as performances, parades, or ceremonies for virtual participants to engage with the festival from afar.
 - **Photo Opportunities:** Set up designated photo booths or areas where attendees can take pictures in traditional Hmong attire or against culturally significant backdrops.
-

3. Budget

The marketing budget will be allocated as follows:

- **Digital Advertising & Social Media Campaigns:** \$4000
- **Traditional Advertising (Print, Radio, TV):** \$1000

Total Marketing Budget: \$5,000

4. Measurement & Evaluation

- **Attendance Numbers:** Track the total number of attendees year-over-year to gauge the effectiveness of marketing efforts.
- **Social Media Engagement:** Monitor social media metrics (likes, shares, comments, hashtag use) to assess engagement levels and audience reach.
- **Survey Feedback:** Distribute post-event surveys to gather feedback on attendee experiences, areas for improvement, and interest in future events.





WAUSAU AREA HMONG NEW YEAR, INC.

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- **Sponsor & Partnership Growth:** Track the number and size of new sponsorships and partnerships secured for future events.
-

5. Timeline

Month	Activity
6 months prior	Website updates, social media strategy, and outreach to sponsors.
4 months prior	Begin advertising through radio, print, and community channels.
2 months prior	Increase social media presence, email marketing, and community outreach.
1 month prior	Launch final push for ticket sales, finalize on-site logistics, and ramp up influencer marketing.
Event Day	Implement on-site strategies and ensure smooth event execution.
Post-Event	Analyze results, gather feedback, and plan for the next year.

6. Direct Economic Contributions

6.1 Attendance and Ticket Sales

- **Estimated Attendance:** The Wausau Area Hmong New Year typically attracts thousands of attendees, both from the local area and from neighboring states. It is common for attendance to range from **8,000 to 9000** people during the event weekend.

6.2 Vendor and Sponsorship Revenue

- **Vendors:** The festival features various food vendors, arts and crafts booths, and cultural displays. Many of these vendors are local Hmong businesses or small enterprises that benefit directly from selling food, merchandise, or services at the event. It's estimated that **20-30 vendors** participate, generating **\$50,000–\$100,000** in combined revenue, depending on vendor sales.





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- **Sponsorships:** The event receives financial support from local businesses and organizations, often in the form of sponsorships or donations. Sponsorship packages range from **\$500 to \$3,000**, and with a diverse range of local businesses, the total sponsorship revenue could add up to **\$15,000**.

6.3 Local Business and Retail Impact

- **Restaurants and Catering:** Hmong cuisine is a major draw at the event, both through food vendors and local restaurants. Attendees are likely to dine at restaurants before or after the event. Restaurants catering to Hmong and Asian food often see an uptick in patronage. Local dining establishments can experience **increased sales of \$50,000–\$100,000** during the event weekend.
 - **Retail Impact:** Retail shops, especially those selling traditional clothing, cultural items, and souvenirs, benefit from the influx of attendees looking to purchase items related to the festival. Sales can surge, especially for businesses offering Hmong-specific items like clothing, jewelry, and art. Retailers in the Wausau area could see an increase of **\$10,000–\$30,000** in sales during the event period.
-

7. Indirect Economic Contributions

7.1 Tourism and Hotel Stays

- **Hotel Bookings:** With attendees traveling from outside the region, especially from areas with large Hmong populations, such as the Twin Cities, Milwaukee, Madison, Green Bay, LaCrosse, and the Fox Valley area, there is a clear impact on local accommodations. The Wausau area has a variety of hotels, motels, and Airbnb rentals that experience increased bookings during the event.
 - **Average Hotel Stay:** Assuming attendees stay an average of 2-3 nights and spend **\$145 per night**, the hotel industry could see **\$200,000–\$500,000** in revenue, depending on the number of out-of-town visitors.
- **Additional Tourist Spending:** In addition to hotel stays, attendees spend money on transportation (gas, car rentals), and retail purchases. This additional tourism-related spending is estimated to be between **\$800,000 and \$1,000,000**.

Conclusion





WAUSAU AREA HMONG NEW YEAR, INC.

1819 Rosecrans Street | Wausau, WI 54401

The Wausau Area Hmong New Year is a celebration of a rich cultural heritage that offers immense value to both the local Hmong community and the broader public. By executing this marketing plan, WAHNY can expand its audience, build stronger partnerships, and continue to grow as a key cultural event in the region for years to come.



REQUEST FOR CONSIDERATION

Public Mtg/Date: Tourism Commission, September 15, 2025

Description: Midwest Bowl Fest 2025 Room Tax Grant Request

From: Wausau/Central WI CVB / Dale's Weston Lanes/Midwest Bowl Fest

Question: Should the Tourism Commission approve the grant request of \$10,000 to Dale's Weston Lanes for the Midwest Bowl Fest 2025?

Background

Organization: Dale's Weston Lanes / Midwest Bowl Fest 2025
Event: Midwest Bowl Fest 2025
Event Date(s): October 10-12, 2025
Location: Dale's Weston Lane
Amount Requested: \$10,000
Participants Expected: 450-500
Estimated Room Nights: 390

Attached Docs: Midwest Bowl Fest 2025 Room Tax Grant Application

Committee Action: None.

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

Recommendation: None.

Recommended Language for Official Action

I move to approve the grant request of \$10,000 to Dale's Weston Lane for Midwest Bowl Fest.

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: Midwest Bowl Fest 2025

Name of Applicant: Dale Elliott

Event Name & Date: Midwest Bowlfest October 10-12th 2025

Location of Event: Dale's Weston Lanes

Federal ID Number: 81-3062765 Phone Number: 715-359-8488

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

Tax Status of Organization: Taxable

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

Grant Amount Requested: \$10,000.00 New or Existing Event: 3rd Year

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

Event description: _____

Midwest Bowling event bringing youth, adults, families into the Weston Area for a four day bowling Event.

This event was a huge hit in 2023 and 2024 our hope is to double the size of this years events!

2025 we have the number one profesional bowler in for the weekend

EJ Tackett (see the flyers attached)

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

Seeing it is a multiple day event bowlers will have to come to the area to stay and play.

Resturants, Groceries, C Stores should all get traffic

Please explain how the grant funds will be used: _____

Host right fees, additional prize funds and marketing

How will this event be advertised or promoted?: _____

Bowling circles

Bowlfest web site , face book and local media

Wausau/Central Wisconsin Convention & Visitors Bureau

P.O. Box 1486

Wausau, WI 54402

Updated: 03/21/2024

715-355-8788 jmaguire@visitwausau.com

Expected Number of local athletes/participants or spectators:
150 Bowlers and 300 spectators

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

Expected Number of Attendees
450-500

Hotel Information

Has contact been made with any area hotels? yes

If so, who?: all

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

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

Date							
Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Rooms				20	150	200	20

Total Number of Room Nights:	390
Average Length of Stay:	2
Estimated Number of Guests Per Room	2

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

We will solicit sponsors for each event . We will get entry fee money for each event

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

Policies and Procedures

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

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

Application Acknowledgement

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

Event Representative: Dale Elliott

Printed Name: Dale Elliott Date: 08/14/2025

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: Dale Elliott

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

MID WEST BOWL FEST



THREE ELITE EVENTS ALL UNDER ONE ROOF

ONE SIMPLE FORMAT



QUALIFYING

A SQUAD - SAT 9AM
B SQUAD - SAT 1PM
6 GAMES
TOP 8 SCORES FROM EACH SQUAD AUTO-ADVANCE.
CUT 1:4 TO CASHERS ROUND

CASHER'S ROUND

SUN 9AM
PINS CARRY OVER
6 GAMES
TOP 5 ADVANCE

STEPLADDER FINALS

SUN 12PM

OPEN

\$100 ENTRY FEE

YOUTH

\$150 ENTRY FEE
INCLUDES FREE MOTIV BALL

LADIES

\$60 ENTRY FEE

\$1,000

\$3,000

\$1,500

U18 BOYS - U18 GIRLS - U15 BOYS - U15 GIRLS

GUARANTEED 1ST PLACE

DALE'S WESTON LANES
5902 SCHOFIELD AVE.

OCTOBER 11-12



SIGN UP ONLINE AT MIDWESTBOWLFEST.COM



BEAT EJ

PRO-AM EVENT

BEGINS FOLLOWING B SQUAD
\$20 ENTRY

2x \$1,000 SCHOLARSHIPS

SPECIAL GUEST
3-TIME & REIGNING
PBA PLAYER OF THE YEAR

EJ TACKETT

MID WEST BOWL FEST



ADULT/YOUTH BAKER DOUBLES



FORMAT

HANDICAP 90% OF 220
8 GAMES

ADULT - RIGHT LANE
YOUTH - LEFT LANE

2 GAMES/PAIR

HIGHEST TOTAL PINFALL WINS

\$50 ENTRY PER TEAM

\$40 OPTIONAL SCRATCH SIDEPOT

ALL PRIZE WINNINGS
DEPOSITED INTO
YOUTH SMART ACCOUNT

1ST PLACE \$500

BASED ON 40 ENTRIES

DALE'S WESTON LANES
5902 SCHOFIELD AVE.

FRIDAY OCTOBER 10TH 7:00PM

SIGN UP ONLINE AT MIDWESTBOWLFEST.COM



2024 Midwest Bowl Fest- Report to the village of Weston Tourism and the CVB

Note: We did have some great weather, which we felt held back numbers of attendees. The event went off great! Thanks to our sponsors.

\$10,000.00 was from the village of Weston Only

We did have 10 other sponsors related from Bowling to Beverage sponsors

Numbers of Players

Friday Team event 64 players

90 Saturday Badger Youth

25 Ladies Badger elite

101 Badger Elite Open

75 Storm Doubles.

356 bowlers Plus spectators of around 125 ish

Hotel room Estimates Hotels in Weston used

Comfort Suites, Holiday Inn Express, Country Inn, and American Inn

90 rooms 1 night

45 rooms 2 nights

19 rooms 3 nights

\$21,560.00

Economic Impact \$89,000

Bowlers use several area restaurants, Taverns, Hotels and some do shop at local stores and attend other functions as well as use the entire Weston Lanes Facility!

Live stream TV Finals

7 hours of live stream

All sponsors were given TV spots in the live stream

150 peak concurrent viewers

52,000 impressions

Over 900 hours watched

Average of 15.5 minutes watched

A survey was sent to all bowlers and their families, we received 45 % feedback, all were very positive.

For future:

We need to spread times out so players can compete in more of the events.

This year we did not have any Pro Bowlers and that was a negative, however last year the Pro Bowlers cost us a ton of money. We have contacted a Bowling Ball company asking for them to sponsor their top pro for the event... Seems it will happen! Youth bowlers will also be able to get a bowling ball which ½ did in 2023

We need to get sign up materials out quicker, Due to Weston Lanes remodeling projects, some items got set up late.

We will GUARENTEE 1 st place prize money in each event

Once Again thank you to Village of Weston, this event is still in infant stages but the bowlers and family that attended enjoyed the family fun

Dale Elliott- Weston Lanes

Taste N Glow Balloon Fest

Post-Event Report – Village of Weston

Amount Received: \$5,000

Event Recap:

The 2025 Taste N Glow Balloon Fest was a successful community event, drawing strong attendance from both local residents and regional visitors. While Friday's weather conditions prevented the balloon glow, many attendees stayed to enjoy the live music and festival atmosphere. Saturday's glow went as planned and received excellent feedback from the community, reinforcing the event's reputation as a unique and enjoyable summer tradition.

Attendance:

- 8,500+ paid attendees (ages 12 and older) across the weekend.
- 2,000–3,000 children under 12 attended free of charge.

Tourism & Lodging Impact:

- The event directly purchased 23 hotel rooms, for a total of 57 nights, at the Fairfield Inn & Suites in Weston for balloon pilots.
- While we do not have exact data on how many additional rooms were booked by event attendees, our marketing strategy was specifically targeted at families outside of the greater Wausau area. Hotel stays and overnight visits were strongly encouraged through our website and regional advertising campaigns.

Grants other municipalities:

- Wausau - \$15,000
- Rib Mountain - \$7,500
- Mosinee - \$2,500

Community & Business Support:

- Although the event did not directly partner with businesses in the Village of Weston, several local businesses contributed in meaningful ways. Notably, one of our Evening Glow sponsors, based in Weston, provided a \$5,000 sponsorship to support the event.

Goals and Improvements for Next Year:

- Increase attendance through expanded regional marketing.
- Grow balloon participation to enhance the event's signature attraction.
- Introduce new activities to broaden the event's appeal for families and visitors of all ages.
- Strengthen business partnerships within Weston to increase local engagement.
- Explore improved tracking of tourism impact, including room nights generated, to better measure the economic benefits.

Submitted by:

Brandon Jilek - President

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

Name of Event: Hmong Wausau Festival
Organization: Hmong American Center, Inc.
Submitted By: Yee Leng Xiong
Amount Received from Village of Weston Tourism Commission: \$10,000

Please include answers to the following questions on the report:

1. Overall recap of your event:
Great event, we had about 12,000 attendees (volunteers, vendors, and attendees). No major issues.
2. How many attendees?
10,929 paid attendees, the rest were volunteers, vendors, and individuals under the ages of 10 or over 65. We est. 12,000 conservatively
3. How many overnight stays in the Village of Weston?
We could not find any open hotel rooms in the surrounding area, Friday - S
4. Of these overnight stays, number of rooms and at which establishments?
All were.
5. Did you work with any other businesses in the Village of Weston for your event? (Restaurants, attractions, shopping centers etc.)
No, we did not. This is something we can work on for next year.
6. Did your organization receive any other Tourism Grants from other municipalities in Marathon County? If so, what was the grant amount and which municipalities did they come from? Please share an overview on what the funds were used for.
\$20,000 from Wausau - Spent on Marketing the Hmong Wausau Festival
\$10,000 from Rib Mountain - Spent on Marketing the Hmong Wausau Festival
\$10,000 from Rothschild - Logistical rentals, venue rentals, etc.
7. Goals or improvements for following year's event.
We are reviewing our programs, competitions, and our security procedures to ensure a more efficient event. We need to look at kids entertainment for better location.

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

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

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

Name of Event: 4th of July 2025
Organization: WAUSAU EVENTS
Submitted By: Alessandra Adenhardt
Amount Received from Village of Weston Tourism Commission: \$5000

Please include answers to the following questions on the report:

1. Overall recap of your event:

7000 + attendees, Fireworks at the airport.

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.

each municipality helps pay for fireworks.

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

N/A

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

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

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

Name of Event: Wings Over Wausau 2025
Organization: Wausau Events
Submitted By: All Adernoldt
Amount Received from Village of Weston Tourism Commission: \$10,000

Please include answers to the following questions on the report:

1. Overall recap of your event:

see attached.

2. How many attendees? 8,403 paid, \$191 free, more viewing from other locations
3. How many overnight stays in the Village of Weston?

- 43 → Holiday Inn express
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.)

- Yes - shuttle service and Airhouse subs.
6. Did your organization receive any other Tourism Grants from other municipalities in Marathon County? If so, what was the grant amount and which municipalities did they come from? Please share an overview on what the funds were used for.

Yes - Rib Man \$10,000, Wausau - \$20,000, Rothschild \$10,000.

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

See attached.

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

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



Wings Over Wausau 2025 Recap:

Marketing:

Item:	Amount:	Locations:	Notes:
Social Media	\$5,080	WI, MI, MN, IA, IL	Boosted event & Ads
TV/OTT	\$7,663	Green Bay, Appleton, Madison, Northwoods, Eau Claire	WSAW paid advertising & email sent to over 50,000 households.
Billboards	\$2,300	Tomahawk, Wausau	
Money Saver	\$1,648	Wausau & Stevens Point	
Printed Advertising	\$1300	Wausau, Stevens Point, Northwoods	Posters & Event Flyers
Online Ads	\$1200	Northwoods, Green Bay, Wausau markets	

Social Media Notes:

- Reach: 592,642 through Facebook/Instagram
- Results/Engagements: 24,279 (website clicks from social media ads)
- Ad Views: 945,020
- Event Responses: 10,127 responded to the event
- Most men between ages 24-45, most women between 29-53 (demographic that responded)

TV & OTT Advertising Notes:

- Reached 20,947 households in the Eau Claire & Fox Valley areas – they saw the commercial an average of 4.37 times and had a 99% viewing completion rate
- Targeted households with adults 25+, children in the HH and an interest in families and/or events
- We had 25,000 emails sent out to WSAW customers 4 different times in the Eau Claire & Fox Valley markets. (total of 100,000 emails)
- 18,355 users opened the emails and 2,373 clicked through to the website for the event

Hotels:

- Wausau Hotel rooms at the JSI booked by vendors & volunteers for the weekend
- Weston Hotel block of 33 Hotel rooms (Holiday Inn Express – WE Pays for & secures)
- Rib Mountain Hotel Block of 56 rooms (Hilton Garden Inn – WE pays & secures)
- Bantr Rothschild Hotel Partnership – donation of 83 hotel rooms for event pilots
- Attendee Hotel Rooms – Estimated 340 hotel rooms for the 2025 event beyond the rooms that Wausau Events secures for the event. This is based on talking to hotel

partners from around the area and their bookings for the weekend, along with an attendee survey that was sent out the week after the event.

Event Overview:

- Total of 8,483 attendees at the event were tracked via numbered wristbands to provide an accurate count. This does not include the free event tickets, vendors or volunteers.
- Waiting on the CVB reports of attendance based on zip codes, the number above was our trackable number at the event, but did not include everyone.
- Both Friday & Saturday event days were able to happen with full airshows & fireworks.
- The weather was gorgeous which meant great crowds each day.
- Chalkfest had a sold out year with artists too!

Municipality Recognition:

- Logos on the event poster, event website, social media thank you post, event flyers, mentions in Radio & TV ads. Examples below.

REQUEST FOR CONSIDERATION

Public Mtg/Date:	Tourism Commission, September 15, 2025
Description:	Discussion and/or action on Tourism Entity Agreement for 2026 with the Wausau CVB
From:	Jami Gebert, Village Administrator
Question:	Would the Tourism Commission like to recommend approval to the Board of Trustees of the Tourism Entity Agreement with the Wausau CVB for 2026?

Background

Below is an excerpt from the draft July 21, 2025, Tourism Commission meeting minutes.

Discussion and/or action on Tourism Entity Agreement for 2026 with the Wausau CVB.

Gebert explained that the reason behind a one-year contract is to be coincide with the Metro, all Entities who are part of the CVB, will be on the same term.

Zeyghami asked if a representative from one of the municipalities sit in a position on the CVB executive committee.

White pointed out that currently there are five executive members, with the fifth member at large. He said he can recommend this request to the Board, but they will have to vote on it.

Motion by Schuster, second by Hodell to defer to a future meeting.

Yes Vote: 4 No Votes:0 Abstain:0 Not Voting: 1 Result: Pass

Attached is a copy of the Wausau/Central Wisconsin Convention & Visitors Bureau, Inc. Bylaws. As noted in the draft minutes above, I have **Section 7. Committees** highlighted in the copy. The section does state that *“Committees shall consist of at least one elected municipal official.”* If an elected municipal official is not currently a part of each committee, I think we can work with the Wausau CVB to align with the bylaws.

There have been no additional amendments to the draft Tourism Entity Agreement presented in July. Again, the agreement is for one-year, to coincide with the other entity agreements in the metro area.

Attached Docs:	Wausau/Central Wisconsin Convention & Visitors Bureau, Inc. Bylaws Draft Tourism Entity Agreement with track changes
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Commission Action:	TBD.
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Fiscal Impact:	None.
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Recommendation:	None.
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REQUEST FOR CONSIDERATION

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.

Bylaws of the Wausau/Central Wisconsin Convention & Visitors Bureau, Inc.

Article I. General

Section 1. Name. The name of the Corporation, herein called "Corporation" shall be the Wausau/Central Wisconsin Convention & Visitors Bureau, Inc.

Section 2. Location. The principal office for the transaction of business of the Corporation shall be in Marathon County, Wisconsin.

Section 3. Registered Agent. The Corporation shall have and continuously maintain in the State of Wisconsin a registered agent as required by the Wisconsin Non-Stock Corporation Law relating to domestic non-stock corporations. The registered agent's address may be, but need not be, identical with the principal office in the State of Wisconsin, and the registered agent may be changed from time to time by a resolution of the Board of Directors and the filing of a statement with the Wisconsin Secretary of State pursuant to the provisions of the Wisconsin Statutes.

Section 4. Limitation of Methods. The Corporation shall observe all local, state and federal laws which apply to a non-profit organization which is exempt from Federal income tax as defined in Section 501 (c) (6) of the Internal Revenue Code of 1986, as amended.

Article II. Purpose

The purpose of the Corporation is to promote Wausau and Central Wisconsin as a convention and tourist destination and to assist municipalities and other entities contracting with the Corporation in promoting tourism and community events.

Article III. Board of Directors

Section 1. Role of Directors. The business and affairs of the Corporation shall be managed by its Board of Directors. Board meeting attendance will be in accordance with the authorized number of board seats.

Section 2. Number, Term and Qualifications. The authorized number of members of the Corporation's Board of Directors may be no more than 18. In the event of the addition of or deletion of an area municipality the board member numbers will be adjusted to correctly represent the communities represented. Board members must maintain primary residence in Marathon County, Wisconsin.

Government: There shall be one Government Board Director member seat available to each of the municipalities that contracts tourism services with the Corporation. This Board seat shall be filled by the highest elected municipal leader of the contracting municipality. If the highest elected municipal leader declines Board membership and fails to appoint another elected official to serve as a Board member, a municipality's Board seat will remain vacant until such time as an eligible elected municipal official agrees to serve on the Board. A municipality may appoint a senior staff member to represent the municipality, but this person shall be approved and/or removed from the seat by the corporation board. A condition precedent to becoming and retaining a Government Board Director seat is that the municipality has a current contract with the Corporation for tourism services.

Lodging Industry: There shall be at least five (5) Board members who own, operate, or hold a senior level position at lodging facilities located within the central Wisconsin region. A condition precedent to becoming and retaining a Lodging Industry Board of Director seat is that there is a current contract between the lodging facility's municipality and the Corporation for tourism services and that the Lodging Industry Board member currently owns, operates, or holds a senior level position at the lodging facility.

- a. **At-Large:** There may be at least eight (8) at large representatives from other tourism-related industries and/or other business owners or operators. (Current or Retired}
- b. **Terms.** Members of the Board of Directors shall be elected for a two (2) year term.

Section 3. Nominations. Each year, the current Board President shall appoint an elected official or designated appointee to the Nominating Committee whose purpose shall be to nominate new candidates for the Board of Directors of the Corporation whenever vacancies occur. A ballot of nominees shall be prepared and distributed to all current Board members along with a list of all Directors whose terms are expiring or who are vacating their seats on the Board for any reason. The Nominating Committee shall secure the consent of all candidates prior to their inclusion on the ballot.

Section 4. Elections. Directors shall be elected by a majority vote.

Section 5. Resignation, Removal and Vacancies. A director may resign at any time by giving written notice to the Executive Director of the Corporation, who shall advise the Board of Directors of such resignation. Such resignation shall take effect at the time specified therein, or, if no time is specified, then upon receipt of the notice. A director may be removed from office by action of a majority of the members then comprising the Board. A vacancy or vacancies in the Board which occurs for any reason, including an increase in the authorized number of directors, may be filled by the action of the majority of Board members in keeping with the specified qualifications set forth in Article 111, Section 2.

Section 6. Meetings. The Board of Directors shall meet not less than once per calendar quarter. All meetings shall be called by the President of the Board or by any three (3) Board Members Upon five (5) days' notice via email or ordinary mail. Agenda and Board Packet will be sent to Board members at least 24 hours prior to the meeting.

- a. **Waiver of notice.** Any members of the Board of Directors may waive notice of any meeting and the attendance at any meeting shall constitute a waiver of notice of any such meeting, except where a member of the Board attends the meeting for the express purpose of objecting to the transaction of any business because the meeting is not lawfully called or convened. Neither the business to be transacted, nor the purpose of any meeting of the Board need be specified in the notice of waiver of such meeting.
- b. **Quorum.** A quorum for conducting business at any meeting shall be fifty-one percent (51%) of the Directors then holding office and the votes of a majority of the Directors present at the meeting at which a quorum is present shall constitute the decision of the Directors. If at any meeting of the Board of Directors there shall be less than a quorum present, a majority of those present may adjourn the meeting from time to time. At any such adjourned meeting at which a quorum is present, any business which might have been transacted at the meeting originally called may be transacted without further notice.

c. **Attendance.** The office of any Board member shall be automatically vacated after such Director has failed to attend 50% of Board of Directors meetings in a calendar year or missed three (3) consecutive meetings of the Board of Directors without an excused absence. Attendance via Video Conferencing is acceptable.

d. **Special Meetings/Meetings or When Board Approval Vote Needed.**

At times there may be a matter that requests a special meeting or vote by the board. When this matter arises the actual meeting confirmation can be taken place via electronic means. Electronic means are and not limited to, Email, Text Messaging, Conference Calling or by direct telephone. All directors need to be notified of such meeting at least 24 hours prior to such meeting. A Quorum is needed for any passage or vote. In the event a board member is unable to attend, that board member may appoint another current board member to cast their proxy vote on their behalf with electronic means listed above as proof.

Section 7. Committees. The President of the Board with the approval of the Board of Directors shall appoint such administrative, standing and project committees as are deemed necessary to fulfill the purposes of the Corporation. These committees shall include but not be limited to an Executive Committee, a Personnel & Finance Committee and a Nominating Committee.

Committees shall consist of at least one elected municipal official. These committees shall report to and operate under the authority and power delegated by the Board of Directors and these bylaws. A committee chair shall be appointed by the President of the Board or by the individual committees at the President's option. Committee meetings may be called at any time by the Board President or by the committee chair, and with whatever frequency is required in order to fulfill their responsibilities. The committee chair shall have the option to have minutes taken at all committee meetings. The Executive Director shall serve as an Ex-Officio member of all committees. Committees shall consist of at least 3 members.

a. **Executive Committee.** The Executive Committee shall consist of the President, Vice President, Treasurer and Secretary of the Board of Directors. The purpose of the Executive Committee shall be to act on behalf of the full Board only in case of an emergency. Actions taken by the Executive Committee shall be ratified by the majority of the Board of Directors at the next regularly scheduled meeting. The Executive Director Job description and salary shall be reviewed annually in the 4th quarter, along with a comprehensive annual job review.

b. **Personnel/Finance Committee.** The role of the Personnel & Finance Committee shall be to discuss and formulate proposals for matters affecting the Corporation's budget or financial welfare. Actions taken by the Personnel/Finance Committee shall be ratified by majority of the Board of Directors at the next regularly scheduled meeting. This committee shall have at least three (3) members. One (1) Government, one (1) Lodging and one (1) At large member.

c. **Nominating Committee.** The purpose of the Nominating Committee shall be to prepare a ballot of nominees for vacancies on the Board of Directors, and to likewise nominate candidates for the seats of Board Officers each year. The nominating committee shall notify and gain the consent of those nominees and present them to the Board for elections when vacancies occur on the Board and at the last meeting of the fiscal year for the Officers. This committee shall have at least three (3) members. One (1) Government, one (1) Lodging and one (1) At large member.

Section 8. Conflict of Interest. The Corporation recognizes that its Government Board members are also representing the interests of their individual municipalities, and, at times, there are issues presented at Board meetings that may be contrary to the interests of their municipality. However, all members of a Board of Directors still owe a duty to act in good faith and fair dealing in conducting the Corporation's business and to do their best to carry out the purposes of the Corporation as they are stated in the Corporation's By-Laws. All information that is created by the Corporation and provided to Board members, whether verbal or written shall remain private and confidential. Any information may only become public with the approval by the Board, its President, or the Executive Director. To the extent any Board member believes their duty to the Corporation conflicts with their duty to the municipality or to some other entity to which they belong, they must immediately advise the Board, and excuse themselves from the meeting. If the Board member feels that a conflict of interest cannot be resolved with their continued presence on the Board of Directors, the Board member must resign.

Article IV. Officers

Section 1. Specified Officers. The principal officers of the Corporation shall be President, Vice President, Treasurer and Secretary. All such officers shall be elected from within membership of the Board. The election of such officers shall take place at the regularly scheduled meeting of the Board of Directors in any calendar year based on nominations presented by the Nominating Committee.

Section 2. Term of Office. Members of the Board of Directors shall be elected for a two (2) year term. Officers of the Corporation shall serve for a period of two (2) years or until their respective successors have been duly elected.

- a. **President.** The President of the Corporation shall serve as Chairman of the Board, presiding at all of its meetings, and shall perform all duties commonly incident to such office. The President shall serve as Chairman of the Executive Committee. With the approval of the Board of Directors, the President shall sign all deeds, contracts and other instruments affecting the operation of the Corporation or any of its properties, except in those cases where the signing and execution thereof shall be expressly delegated by the Board of Directors to some other officer or agent of the Corporation.
- b. **Vice President.** The Vice President of the Corporation shall act in the absence of the President, and in doing so, shall possess all the powers of the Chair.
- c. **Treasurer.** The Treasurer of the Corporation shall be responsible to oversee and manage the finances of the Corporation and to see that all receipts and disbursements of funds are in compliance with its annual budget and the direction of the Board of Directors. Such funds shall be kept on deposit in financial institutions or invested in such a manner as is approved by the Board of Directors. Checks are to be signed according to policy set forth in the bylaws. The Treasurer shall cause a bimonthly financial report to be made to the Board and shall facilitate an annual audit to be completed by May 31st of each year of the Corporation's finances by a qualified certified public accountant in accordance with generally acceptable accounting and auditing standards and procedures.
- d. **Secretary.** The Secretary of the Corporation shall keep minutes of all Board meetings, whether special or regular, attendance records, see that all notices are duly given in accordance with the provisions of these Bylaws or as required by Law, be custodian of

the corporate records and shall perform such other duties as called upon by the President. Secretary may have the assistance of a note taker for meetings.

- e. **Executive Director.** The Executive Director shall be the chief administrative and executive officer responsible for administration of the business and daily operations of the Corporation in accordance with the policies and regulations of the Board of Directors. The Executive Director shall be responsible for hiring, discharging, directing and supervising all employees. The Executive Director shall be responsible for the preparation of an operating budget covering all activities of the Corporation, subject to approval of the Board of Directors, and shall also be responsible for all expenditures within the approved budget allocations by the first of December each year. The Executive Director shall serve as secretary to the Executive Committee and cause to be prepared notices, agenda and minutes of the meeting for the Executive Committee. The Executive Director shall serve as advisor to the President and shall assemble information and data and cause to be prepared special reports as directed.
- f. **Removal of an Officer.** Any officer elected by the Board of Directors may be removed by the Board of Directors, whenever in its judgment the best interests of the Corporation will be served thereby, but such removal shall be without prejudice to the contract rights, if any, of the person so removed. Election or appointment shall not of itself create contract rights.
- g. **Vacancies.** A vacancy in any office because of death, resignation, removal, disqualification or otherwise, may be filled by the Board of Directors for the unexpired portion of the term.
- h. Officers elected by the Board of Directors shall put the best interest of the Corporation first and have such powers and perform such duties as hereinabove described.
- i. Officers elected by the Board of Directors (President, Vice President, Secretary and Treasurer) shall be reimbursed for expenses occurred while representing the Corporation at meetings and other functions of business. Mileage expense will be compensated at the federal per mile rate established at that date. A minimum of 20 miles must be met to qualify for expenses. Approval shall be made by majority vote of the Executive Committee Members (President, Vice President, Treasurer, Secretary) and Executive Director. Mileage reimbursement must be submitted to the Director of Operations within 30 days of travel.

Article V. Finances

Section 1. Funds. All money paid to the Corporation shall be placed in a general operating fund. Funds unused from the current year's budget must be placed in a reserve account as approved by the Board.

Section 2. Disbursements. Upon approval of the budget, the Executive Director is authorized to make disbursements not to exceed \$10,000. Unbudgeted amounts in any amount needs to be approved by the Board of Directors before disbursement.

Section 3. Fiscal Year. The fiscal year of this Corporation shall be the calendar year.

Section 4. Budget. Prior to the end of the Corporation's fiscal year, its Board of Directors shall approve a tentative annual operating budget, setting forth all anticipated revenues and expenses. The budget shall be approved by majority vote of the Board.

Section 5. Financial Statements. A financial statement shall be presented by the Treasurer or other designated agent of the Corporation showing the financial condition of the Corporation. This statement shall be presented to the Board of Directors at their regular meetings. An annual audit shall be conducted by a Certified Public Accountant, or as frequently as the Board deems necessary. In addition, an independent Certified Public Accountant shall prepare all income tax or information returns required to be filed with the Internal Revenue Service and the State of Wisconsin with regard to the activities of the Corporation during such year. All financial statements of the Corporation shall at all times be available for inspection at the offices of the Corporation.

Section 6. Bonds. Officers and employees of the Corporation shall, if required by the Board of Directors, give bonds for the faithful discharge of their duties in such sums and forms and with such sureties as the Board of Directors shall determine. The Board of Directors shall provide for payment of the premiums on any such bonds by the Corporation.

Section 7. No Income to Individuals. No part of the net earnings of the Corporation shall inure to the benefit of or be distributable to a private individual within the meaning of Section 501 (c) (6) of the U.S. Internal Revenue Code, but the Corporation shall be authorized and empowered to pay reasonable compensation for services rendered and to make payments and distributions in furtherance of the purposes set forth in these bylaws.

Section 8. Dissolution. Upon the dissolution of the Corporation, any remaining funds after paying or making provision for payment of all of the Corporation's liabilities, shall be distributed to one or more regularly organized and qualified charitable, educational, scientific or philanthropic organizations to be selected by the Board of Directors as defined in Internal Revenue Code Sections 501 (c) (3), 501 (c) (4) or 501 (c) (6).

Article VI. Corporate Seal

Section 1. Corporate Seal. This Corporation may utilize a corporate seal.

Article VII. Indemnity

Section 1. Action Not in Name of Corporation. The Corporation shall indemnify any person who was or is a party or threatened to be made a party to any threatened, pending or completed action, suit or proceedings, whether civil, criminal, administrative, or investigative other than an action by or in the right of the Corporation by reason of the fact that such person is or was a director, officer, employee or agent of the Corporation, or is or was serving at the request of the Corporation as a director, trustee, officer, member, employee or agent of another Corporation, partnership, joint venture, trust or other enterprise, against expenses, including attorney's fees, judgments, fines and amounts paid in settlement actually and reasonably incurred by such person in connection with such action, suit or proceeding if such person acted in good faith and in a manner he/she reasonably believed to be in or not opposed to the best interests of the Corporation, and, with respect to any criminal action or proceeding,

had no reasonable cause to believe such person's conduct was unlawful. The termination of any action, suit or proceeding by judgment, order, settlement, conviction, or upon a plea of

nolo contendere or its equivalent, shall not, of itself, create a presumption that: (a) the person did not act in good faith and in a manner which the person reasonably believed to be in or not opposed to the best interests of the Corporation; and (b) with respect to any criminal action or proceeding, the person had reasonable cause to believe that their conduct was unlawful. The indemnification provided herein shall be in addition to, and not in lieu of, the indemnification provided in Secs. 181.04-181.053, Wis. Stats

Section 2. Action in Name of Corporation. The Corporation shall indemnify any person who was or is a party or is threatened to be made a party to any threatened, pending or completed action or suit by or in the right of the Corporation to procure a judgment in its favor by reason of the fact that such person is or was a director, officer, employee or agent of the Corporation, or is or was serving at the request of the Corporation as a director, trustee, officer, member, employee or agent of another Corporation, partnership, joint venture, trust or other enterprise against expenses, including attorney's fees, actually and reasonably incurred by such person in connection with the defense or settlement of such action or suit if such person acted in good faith and in a manner such person reasonably believed to be in or not opposed to the best interests of the Corporation and except that no indemnification shall be made in respect of any claim, issue or matter as to which such person shall have been adjudged to be liable for negligence or misconduct in the performance of his duty to the Corporation unless and only to the extent that the court in which such action or suit was brought shall determine upon application that, despite the adjudication of liability but in view of all circumstances of the case, such person is fairly and reasonably entitled to indemnity for such expenses which such court shall deem proper. The indemnification provided herein shall be in addition to, and not in lieu of, the indemnification provided in Secs. 180.041-180.053, Wis. Stats.

Section 3. Authorization of Indemnification Under Section 1 or 2. Any indemnification under Section 1 or 2, unless ordered by a court, shall be made by the Corporation only as authorized in the specific case upon a determination that indemnification of the director, officer, employee or agent is proper under the circumstances because such person has met the applicable standard of conduct set forth in Section 1 or 2. Such determination shall be made:

- By the Board of Directors by a majority vote of a quorum consisting of directors who were not parties to such action, suit or proceeding; or
- If such a quorum is not obtainable, or, even if obtainable, a quorum of disinterested directors so directs, or by independent legal counsel in a written opinion.

Section 4. Advances for Expenses. Expenses, including attorneys' fees, incurred in defending a civil or criminal action, suit or proceeding may be paid by the Corporation in advance of the final disposition of such action, suit or proceeding as authorized in the manner provided in Section 4 upon receipt of an undertaking by or on behalf of the director, officer, employee or agent to repay such amount unless it shall ultimately be determined that such person is entitled to be indemnified by the Corporation as authorized in this Article.

Section 5. Non-exclusive. The indemnification provided by this article shall not be deemed exclusive of any other rights to which those indemnified may be entitled under Chapter 181, Wis. Stats. or under any bylaws, agreement, vote of disinterested directors or otherwise, both as to action in any such person's official capacity and as to action in another capacity while holding such office, and shall continue as to a person who has ceased to be a director, officer, employee or agent and shall inure to the benefit of the heirs, and personal representatives of such a person.

Section 6. Insurance. The Corporation may, upon resolution of its Board of Directors duly

adopted, purchase and maintain insurance on behalf of any person who is or was a director, officer, employee or agent of the Corporation, or is or was serving at the request of the Corporation as a director, trustee, officer, employee or agent of another Corporation, partnership, joint venture, trust or other enterprise against any liability asserted against such person and incurred by such person in any such capacity or arising out of such person's status as such, whether or not the Corporation would have the power to indemnify such person against such liability under this provision of the Corporation's bylaws.

Article VIII. Amendments

Section 1. Implied Amendments. Any action taken or authorized by the Board of Directors which would be inconsistent with the bylaws then in effect but is taken or authorized by affirmative vote of not less than the number of directors required to amend the bylaws so that the bylaws would be consistent with such action, shall be given the same effect as though the bylaws had been temporarily amended or suspended so far, but only so far, as is necessary to permit the specific actions so taken or authorized.

Section 2. Express Amendments. These bylaws, or any portion thereof, may be amended or new bylaws adopted by action of the Board at any regular meeting, or any special meeting called for that purpose, provided at least five (5) days' notice of the proposed amendment or new bylaws has been sent to the members of the Board of Directors. Any such amendment shall require approval by majority of the members present for the Board meeting expressly noticed for such purpose.

Board President: _____ **Date** _____

Executive Director: _____ **Date** _____

NOTICE AMENDMENTS

1. These amended bylaws approved by vote of the Board of Directors on the **15th** day of **December 2021**.

Section 6 - Amendment (d) **Date of Board Vote 7/29/19**

2. These amended bylaws approved by vote of the Board of Directors on the _____ day of **November, 2019**.

Section 8 – Article IV Amendment (i) **Date of Board Vote 7/29/19**

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~~6~~⁵, and ending on December 31, 202~~6~~⁵.
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: _____