



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

- Meeting of: **TOURISM COMMISSION**
- Members: **Ermeling(C), Frederick, Hodell, Schuster & Zeyghami(VC)**
- Date/Time: **Monday, October 20, 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 10/13/25 @ 10:00 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, October 20, 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 be other government bodies are present, this would constitute a meeting pursuant to State ex rel. Badke v. Greendale Village Bd., 173 Wis.2d 553,494 N.W.2d 408 (1993). No officials' actions other than those of the Tourism Commission shall take place.

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

Join Zoom Meeting by Computer:

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

Join Zoom Meeting by Phone:

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

AGENDA ITEMS.

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

PUBLIC COMMENTS.

MINUTES FROM PREVIOUS MEETING.

4. Approval of minutes from the previous meeting: [September 15, 2025](#)

ACKNOWLEDGE WORK PRODUCT TRANSMITTALS.

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

EDUCATIONAL PRESENTATIONS & REPORTS.

NEW BUSINESS.

7. [Grant Request: 2026 Alice in Dairyland - Meetings Mean Business](#)
8. [Grant Request: 2026 Wings Over Wausau](#)
9. [Grant Request: 2026 Fireworks](#)
10. [Grant Request: 2026 Blue's Fest](#)

11. [Grant Request: Wausau Pride](#)
12. [Grant Request: Badger State Games Figure Skating](#)
13. [Post Events Reports:](#)
 - a. [DCEYB 2025 Splash Tournament](#)
 - b. [2025 Wisconsin Valley Fair](#)

OLD BUSINESS.

REMARKS FROM COMMITTEE MEMBERS.

REMARKS FROM CHAIR.

FUTURE ITEMS.

Next regular meeting date:

-January 19, 2026 @ Time TBD

ADJOURNMENT.

Village of Weston, Wisconsin
OFFICIAL PROCEEDINGS OF THE TOURISM COMMISSION
held on Monday, September 15, 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 4:01 p.m. by Trustee Ermeling.
- 2 Pledge of Allegiance to the Flag.
- 3 Roll Call by Recording Secretary.
Roll call of Tourism Commission indicated 5 members present.

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

PUBLIC COMMENTS.

NA

MINUTES FROM PREVIOUS MEETING.

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

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

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

ACKNOWLEDGE WORK PRODUCT TRANSMITTALS.

- 5 CVB Report.
Tim White, Director from Visit Wausau, gave a brief summary of what's happening at CVB and status of the 2027 Midwest Destination Meeting. He expressed that the CVB would like to enter into a two year contract.

Motion by Hodell, second by Zeyghami, to acknowledge the CVB Report.

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

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

EDUCATIONAL PRESENTATIONS & REPORTS.

NEW BUSINESS.

6 Grant Request: 2025 Wausau Area Hmong New Year Celebration.

Motion by Zeyghami, second by Frederick to approve Grant Request for \$2,000 to Wausau Area Hmong New Year Inc for 2025 Wausau New Year.

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

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

7 Grant Request: Midwest Bowl Fest 2025.

Motion by Hodell, second by Schuster to approve Grant Request for \$10,000 to Dale's Weston Lanes for the Midwest Bowl Fest 2025.

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

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

8 Post Event Reports.

- a. 2025 Taste N Glow Balloon Festival
- b. 2025 Wausau Hmong Festival
- c. 2025 Community Fireworks - Wausau Events
- d. 2025 Wings Over Wausau

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

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

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

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

Gebert addressed the commission of the Wausau/Central Wisconsin Convention & Visitors Bureau, Inc. Bylaws. She also explained that the reason behind a one year contract is to be coincide with the Metro, but the commission can choose to do a two year contract if they prefer.

White informed the commission and staff that the bylaw is on their Board September agenda.

Motion by Zeyghami, second by Frederick to recommend approval of the Tourism Entity Agreement as provided, changing from one year ending in 2026, to two years ending in 2027.

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

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

OLD BUSINESS.

REMARKS FROM COMMITTEE MEMBERS.

REMARKS FROM CHAIR.

FUTURE ITEMS.

Next regular meeting date:
October 20th @ Time TBD

ADJOURNMENT.

Motion by Schuster, second by Hodell, to adjourn the Tourism Commission meeting at 4:42 p.m.

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

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

Ermeling adjourned the Tourism Commission meeting.

Song Lao, Recording Secretary

REQUEST FOR CONSIDERATION

Public Mtg/Date: Tourism Commission, October 20, 2025

Description: Monthly Budget Status Report

From: Finance Department

Question: Should the Tourism Commission acknowledge budget status report?

Background

Attached is the budget status report for the Village's room tax fund. It includes 2nd quarter room taxes.

Attached Docs: September 2025 Budget Status Report

Commission Action: None.

FISCAL IMPACT: None.

Recommendation: Finance recommends acknowledgement.

Recommended Language for Official Action

I move to acknowledge the Budget status report.

Additional action: None.

VILLAGE OF WESTON

Room Taxes Fund

9/30/2025

	<u>2025 YTD Actual</u>	<u>2025 Annual Budget</u>
Fund Balance, 1/1/25	\$ 36,797	
 <u>Revenues</u>		
Room Taxes Revenue	\$ 325,760	\$ 540,000
	<u>325,760</u>	<u>540,000</u>
 <u>Expenditures</u>		
Payment to Wausau Visitor's Convention Bureau (CVB)	\$ 220,040	\$ 378,000
Other Economic Development-Commission Member Pay	-	12,587
Transfer to General Fund	-	5,000
Transfer to facilities Fund	36,797	-
Transfer to Capital Improvement Fund	-	116,595
Transfer to Aquatic Center Fund (Repairs/Capital Equipment)	40,000	40,000
	<u>296,837</u>	<u>552,182</u>
 Revenues over (under) Expenditures	 <u>28,923</u>	 <u>(12,182)</u>

HOTEL-MOTEL ROOM TAX COLLECTIONS:

	2025	2025	<u>Distribution of Collections</u>	
	Room	8%	Tourism	Village of
	Receipts	Room Tax	Activities	Weston
		Collections		
Comfort Inn & Suite	\$ 568,604	\$ 45,488	\$ 31,842	\$ 13,647
AmericInn & Suites	378,524	30,282	21,197	9,085
Air BNB	26,362	2,109	1,476	633
Priceline	208,936	16,715	11,700	5,014
Homeaway.com	10,836	867	607	260
Booking.com BV	32,538	2,603	1,822	781
Expedia	229,620	18,370	12,859	5,511
Fairfield Inn	1,119,942	89,595	62,717	26,879
Holiday Inn Express	1,496,640	119,731	83,812	35,919
 TOTALS	 <u>\$ 4,072,002</u>	 <u>\$ 325,760</u>	 <u>\$ 228,032</u>	 <u>\$ 97,728</u>

FINANCE

10/13/2025

REQUEST FOR CONSIDERATION

Public Mtg/Date: Tourism Commission, Oct 20, 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 10/10/25: \$33,000
- Weston Hold Account balance as of 10/10/2025: \$104,818.73
- Meeting Mean Business as of 10/10/2025: \$193,747.40

Attached Docs: 2025 Quarterly Breakdown as of 10/10/2025
2025 Weston Hold Account Grants as of 10/10/2025

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.

Weston									
2025 Quarterly Breakdown	Prev. Yr Carryover	1st Qtr	2nd Qtr	3rd Qtr	4Qtr	Total	Notes	QTR	Received
Total Room Tax		\$109,282.21	\$110,757.60					1	5/15/2025
CVB		\$62,446.98	\$63,290.06					2	8/14/2025
Sports Authority								3	
Meeting Mean Business	\$193,747.40							4	
Municipal Hold Account	\$34,015.96	\$46,835.23	\$47,467.54			\$104,818.73			
Municipal Hold Acct Funds used in 2023	-\$158,166.66								
Municipal Hold Acct Funds used in 2024	-\$249,166.68								
Municipal Hold Acct Funds used in 2025	-\$33,000.00								Dale's West Lanes Bowl Fest Cancelled - Check VOIDED

**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

09/30/2025

Approval of Grants at the Tourism Commission Meeting on 9/15/2025

Dale’s Weston Lanes Bowl Fest 2025 \$10,000.00

Wausau Hmong New Year Celebration 2025 \$2,000.00

Total awarded and released out of fund account: \$12,000.00

Ending balance in Hold Account as of 09/30/2025 \$94,818.73

10/02/25

Notification of the Dale’s Weston Lanes Bowl Fest is cancelled for 2025 – will VOID out check and send back to the CVB

Ending balance in Hold Account as of 10/10/25: \$104,818.73

REQUEST FOR CONSIDERATION

Public Mtg/Date:	Tourism Commission, October 20, 2025
Description:	Alice in Dairyland – The Briefing 2026 – Meeting Mean Business Funds
From:	Wausau/Central WI CVB / Partnership for Progressive Agriculture
Question:	Should the Tourism Commission approve the grant request from Meeting Mean Business Funds, of approximately \$3,500 to \$4,500 or amount up for discussion to Partnership for Progressive Agriculture for Alice in Dairyland – The Briefing 2026?

Background

Organization: Partnership for Progressive Agriculture
Event: Alice in Dairyland – The Briefing 2026
Event Date(s): March 5-7, 2026
Location: Fairfield Inn & Suites, Weston
Amount Requested: Up for discussion or roughly \$3,500 to \$4,500
Participants Expected: 300-400
Estimated Room Nights: 25

Attached Docs: Alice in Dairyland – The Briefing 2026 Tax Grant Application

Committee Action: None.

FISCAL IMPACT: ≈\$3,500-\$4,500 grant request to come out of the Weston Room Tax Hold Account – Meeting Mean Business Funds

Recommendation: None.

Recommended Language for Official Action

I move to approve the grant request of \$X,XXX to Partnership for Progressive Agriculture for Alice in Dairyland – The Briefing 2026.

OR

I move to ...

Additional action: None.



Meetings Mean Business

Funding Application

APPLICANT INFORMATION

Organization name: Partnership for Progressive Agriculture - Alice In Dairyland 2026

Title of person filling out application: Jeni Rudolph

E-mail: alicehost2026@gmail.com

Phone: 715-218-1504 Fax: _____

Address: 1000 North Campus Drive

City: Wausau, Wisconsin Zip: 54401

FEIN number: 30-0578781 501(c)3 organization

EVENT INFORMATION

Event Title: Alice in Dairyland - The Briefing 2026

Event Date: March 5-7, 2026

Organization hosting event: Partnership for Progressive Agriculture

Organization website: marathonppa.org alicelandairyland.com

Type of funding you are applying for:

- convention facility rental
- in-community convention transportation
- guest room rebates

- hospitality services (hosted breakfast, reception, etc.)

Brief description of meeting or convention (format, audience, etc.): The Alice in Dairyland program brings together agricultural professionals, community leaders, and media partners to highlight Wisconsin's diverse agricultural industry. The format typically

includes educational presentations, panel discussions, networking sessions, and promotional showcases that emphasize agricultural advocacy and public relations. Attendees engage with past and current Alice in Dairyland representatives, learn about program updates, and explore opportunities for community involvement and partnership in promoting Wisconsin agriculture.

Location(s): Village of Weston

Proposed facility(ies): Fairfield Inn & Suites 7100 Stone Ridge Drive Weston, WI 54476

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

Date				3-5-26	3-6-25	3-7-25	
Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Rooms				10	10	5	

Total Number of Participants: 10-20 Total Room Nights: 25 Peak Night: _____

Estimated room rate: \$135.00

Food & Beverage:

Breaks 30 @ \$8 | # Breakfast 20 @ \$10 | # Lunch 22 @ \$15 | # Dinner 30 @ \$20 | Other _____ @ \$_____

Meeting/Convention History (dates, locations and insight): The Alice in Dairyland briefing is the start of the unique selection

process that Alice candidates undergo each year. The selection process is divided into three steps and the briefing is step two. Alice in

Dairyland is the most recognizable agriculture advocate, offering a dynamic voice for the promising future of Wisconsin Agriculture. During the briefing at the hotel, there will be a press conferences and media interviews, combined with a local agritour and an agricultural related dinner.

Previous Location/Date(s): Crawford County March 6-8, 2025

Contact Name/Phone: DATCP, Debbie Gegare 608-224-5116 debbie.gegare@wisconsin.gov

Out-Of-Area Participants: 10 Room Nights: 20 Peak Night: _____

Economic Impact: _____ Peak Day Attendees: _____

Previous Location/Date(s): Door County - March 2024

Contact Name/Phone: Denise Plassmeyer - Door County Farm Bureau

Out-Of-Area Participants: 10 Room Nights: 20 Peak Night: _____

Economic Impact: _____ Peak Day Attendees: _____

Previous Location/Date(s): _____

Contact Name/Phone: _____

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

Economic Impact: _____ Peak Day Attendees: _____

Meetings Mean Business Funding Application

Wausau/Central Wisconsin Convention & Visitors Bureau

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

ADDITIONAL DOCUMENTATION

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

Planning stages for the 2026 Alice In Dairyland started in June of 2024. Fairfield Inn & Suites for the briefing has been secured. Finales will be held in May of 2026 at the Hilton Garden Inn - where we will welcome 300 attendees to the Finale.

How will hosting this event stimulate the local economy?

Being part of the historic AID Program is an exciting opportunity that will allow our county to promote it's businesses throughout the State of Wisconsin via television, radio and social media. Alice has begun visiting Marathon County monthly since June 2025 and will continue till May 2026, showcasing our diverse agricultural businesses from Ginseng to Christmas trees to Whiskey. These new opportunities will bring new visitors to our great County and the cities within it to explore our wide array of agricultural events.

To date, Alice has visited Colby Cheese Days, Athen's World Fair, Edgar Tractor Steam Engine Show, Food for America. She is also scheduled to be part of the Outstanding Young Farmer Banquet being held in January of 2026 at the Fairfield Inn. What is the overall meeting plan (include schedule, speakers, other known details):

The briefing has an education agenda (which will include speakers from out of town) along with media/press conference (interviews, live stream, etc) schedule, photographs to be taken in the community or at the hotel (weather dependent) A local agricultural tour and an agribusiness dinner, which will invite local leaders, Alice Host steering committee members, the current Alice and DATCP employees as well as the Alice candidates.

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

The primary benefit s the 300 plus visitors that will come to the area for the Alice in Dairyland Briefing and Finale. Many of these visitors have not been to the region before and will likely return once they experience the wide array of diverse agri-businesses, the wide reaching county support and unique mix of rural and urban residents. The secondary benefit will be the range of people that the social media posting will reach. Each time ALice comes to our County for a visitor, as well as the updates posted by Alice committee. Lastly, the keepsake booklet that each person who attends the Finale will receive as well as the future Alice host Counties. The booklet showcases Alice's visit throughout the year, six Finale agritours, a Welcome to Marathon County message as well as future agricultural events.

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

Notable grants to date include: Marathon County \$5,000; Village of Rib Mountain \$3,000. To date we have 27 sponsors for a total of \$45,750 and \$9,980 in-kind.

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

Any time you bring patrons into your County for an event of this magnitude, you are providing an opportunity for future visits and events.

Local media has attended approximately 75% of Alice's visits to Marathon County.

PARTICIPATION PROJECTIONS

For the combined Alice in Dairyland Finale & Briefing

Total expected participants (attendees, staff, vendors, etc.) 300-400

Overnight Visitors (over 90 miles) 150-200

Daytrippers (30-90 miles) 50-75

Local (under 30 miles) 50-75

Advisory Committee Voting: Approved: _____ Declined: _____

1. Name: _____

2. Name: _____

3. Name: _____

Administrator:

Signature: _____

Name: _____

Title: _____

Date: _____

Alice in Dairyland 2026- Estimated Budget

<u>Income Sources</u>		Estimated Amount
Sponsorships	\$	37,750.00
In kind donations	\$	9,980.00
Ticket sales (showcase and Finale)		
Grants	\$	8,000.00
DATCP reimbursement	\$	3,292.00
TOTAL REVENUE	\$	59,022.00
<u>Expenses</u>		
Briefing		
hotel/ meals	\$	4,230.00
photographer/name tags/transportation	\$	2,366.00
venue room rental	\$	700.00
Showcase		
venue rental/décor/AV needs	\$	5,306.75
food	\$	3,120.00
transportation		\$700.00
Finale		
hotel	\$	9,856.00
Food	\$	3,570.00
venue rental	\$	2,640.00
transportation	\$	1,400.00
finale food/room/AV/videographer	\$	21,745.00
Other		
office supplies/website/advertising	\$	3,500.00
printing/logo	\$	3,500.00
keepsake booklets	\$	3,500.00
insurance	\$	500.00
welcome to MC video	\$	4,000.00
monthly in county events	\$	4,800.00
graphic design	\$	2,000.00
invites/FB page	\$	1,000.00
TOTAL EXPENSES	\$	78,433.75



GHIDORZI HOTEL GROUP SALES AND CATERING AGREEMENT

7100 STONE RIDGE DRIVE
WESTON, WI 54476
TEL. 715.241.8400

The following represents an agreement between: Ghidorzi Hotel Group referenced herein as GHG and ALICE IN DAIRYLAND and outlines specific conditions and services to be provided.

Organization: ALICE IN DAIRYLAND/ Partnership for Progressive Agriculture
 Contact: Jeni Rudolph
 Email: alicehost2026@gmail.com
 Phone:
 Address:

Event Name: Press Conference/ Education Training 2026

MEETING SPACE

Based on the requirements outlined by ALICE IN DAIRYLAND, the Hotel has reserved the function space set forth on the below Function Information Agenda/Event Agenda.

DATE	SPACE	START TIME	END TIME	FUNCTION	SETUP	NUMBER OF PEOPLE	RENTAL
Fri, 3/6/26	1 Boardroom	8:00 AM	5:00 PM	Educational Training	Classroom	12	\$700
Fri, 3/6/26	King Suite	8:00 AM	5:00 PM	Press Conference		2	
Fri, 3/6/26	1 Boardroom	8:00 AM	9:00 AM	Continental Breakfast		12	
Fri, 3/6/26	1 Boardroom	12:00 PM	1:00 PM	Boxed Lunch		12	
Sat, 3/7/26	1 Boardroom	8:00 AM	5:00 PM	Educational Training	Classroom	12	
Sat, 3/7/26	1 Boardroom	8:00 AM	9:00 AM	Breakfast		12	
Sat, 3/7/26	1 Boardroom	12:00 PM	1:00 PM	Lunch		12	

All meeting room, food and beverage, and related services are subject to applicable taxes (currently 5.5%) and service charge (currently 20%) in effect on the date(s) of the event.

GUEST ROOM COMMITMENT

The Hotel agrees that it will provide, and ALICE IN DAIRYLAND agrees that it will be responsible for utilizing, outlined number of room nights in the pattern set forth below (such number and such pattern, the "Guest Room Commitment"):

DATE	STANDARD	RATE	TOTAL ROOMS
Thurs, 3/5/26	5	Prevailing State Rate at Time of Event	5
Fri, 3/6/26	5	Prevailing State Rate at Time of Event	5
Sat, 3/7/26	5	Prevailing State Rate at Time of Event	5

DATE	STANDARD	RATE	TOTAL ROOMS
Thurs, 3/5/26	6	Regular Rate	6
Fri, 3/6/26	6	Regular Rate	6
Sat, 3/7/26	6	Regular Rate	6



GHIDORZI HOTEL GROUP SALES AND CATERING AGREEMENT

CUTOFF DATE

Reservations by attendees must be received on or before **2/6/26** (the "Cutoff Date"). At the Cutoff Date, Hotel will review the reservation pickup for the Event, release the unreserved rooms for general sale, and determine whether it can accept reservations based on a space- and rate-available basis at the ALICE IN DAIRYLAND group rate after this date.

Release of rooms for general sale following the Cutoff Date does not affect ALICE IN DAIRYLAND's obligation, as discussed elsewhere in this Agreement, to utilize guest rooms.

ROOM ACCOMMODATION

ALICE IN DAIRYLAND will advise its attendees that the hotel's conference space temperature is kept seasonally at 68 degrees to 72 degrees. Attendees should dress accordingly as the hotel will not adjust or change the temperature of the conference space unless specifically requested by the site or booking contact prior to the event.

COMMISSION

The group room rates listed above are net non-commissionable. ALICE IN DAIRYLAND will advise its designated agency(ies) of these rates and address any resulting agency compensation issues directly with the management of the appropriate agency.

MASTER ACCOUNT

Hotel must be notified in writing at least seven (7) days prior to arrival of the authorized signatories and the charges that are to be posted to the Master Account. Any cancellation or attrition fees will be billed to the Master Account.



GHIDORZI HOTEL GROUP SALES AND CATERING AGREEMENT

METHOD OF PAYMENT FOR MASTER ACCOUNT

The method of payment of the Master Account will be established upon approval ALICE IN DAIRYLAND's credit. If credit is approved, the outstanding balance of ALICE IN DAIRYLAND Master Account (less any advance deposits and exclusive of disputed charges) will be due and payable upon receipt of invoice.

ALICE IN DAIRYLAND will raise any disputed charge(s) within 7 days after receipt of the invoice. The Hotel will work with ALICE IN DAIRYLAND in resolving any such disputed charges, the payment of which will be due upon receipt of invoice after resolution of the dispute. If payment of any invoice is not received within thirty (30) days of the date on which it was due, Hotel will impose a finance charge at the rate of the lesser of 1.5% per month (18% annual rate) or the maximum allowed by law on the unpaid balance commencing on the invoice date.

ALICE IN DAIRYLAND has indicated that it has elected to use the following form of payment:

- Credit card (We accept all major credit cards)
Name on Card: _____
Card Number: _____
Expiration: _____
- Electronic Funds Transfer
- Direct Bill (Invoice) *008-1028214171-04*
- Tax Exempt Tax Exempt Number: *1* (Please also attach copy of Tax Exempt Form)

In the event that credit is not approved, ALICE IN DAIRYLAND agrees to pay an advance deposit in an amount to be determined by the Hotel in its reasonable discretion, with the full amount due prior to the start of the group's event.

GUEST ROOM BILLING ARRANGEMENTS

The following billing arrangements apply:

- Individual to pay all charges (cash-paying guests may be asked to leave a cash or credit card deposit to guarantee payment)
- Room and tax charges to Master Account
- All charges to Master Account

**GHIDORZI HOTEL GROUP
SALES AND CATERING AGREEMENT**

FOOD AND BEVERAGE ATTRITION/CANCELLATION

The Hotel is relying upon the food and beverage functions outlined on the Function Information Agenda/Event Agenda]. ALICE IN DAIRYLAND agrees that a loss will be incurred by Hotel if there is a cancellation or reduction in the number of food and beverage functions and the number of food and beverage covers. All food and beverage must be purchased through hotel. There will be a penalty fee of \$150.00 for all outside meals brought into the hotel.

ALICE IN DAIRYLAND agrees that it will provide Hotel total Event food and beverage revenue of \$1, exclusive of taxes and service charges ("Agreed Event F&B Revenue"), subject to change(s) by ALICE IN DAIRYLAND no later than 72 hours prior to each function of the Event. ALICE IN DAIRYLAND shall provide Hotel with 72 hours advance notice of the date(s), time(s), and number of covers with respect to each function it wishes to schedule for the Event. ALICE IN DAIRYLAND shall provide Hotel this information no later than 72 hours prior to the scheduled time for each such function. The net number of covers resulting from this notice shall be referred to herein as a "Guaranteed Function".

If ALICE IN DAIRYLAND fails to (i) provide Hotel with the full Agreed Event F&B Revenue; or (ii) use all of the covers at any Guaranteed Function; or (iii) provide Hotel with any increase in the Agreed Event F&B listed in the Banquet Event Order, ALICE IN DAIRYLAND will pay Hotel within thirty (30) days, as liquidated damages and not as a penalty, the following amount:

1. The full per-guest price of any unused cover at any Guaranteed Function; plus
2. 30% of the difference between the Agreed Event F&B Revenue and the actual Event food and beverage revenue received by Hotel (including any payment due under subparagraph (1), above); plus

* If applicable, state and local taxes will be added to all attrition and cancellation fees. Hotel agrees that after receipt of this amount, it will not seek further damages resulting from the cancellation or attrition of such catered functions.

FOOD AND BEVERAGE CUTOFF

A final guarantee of private banquet attendance is required three (3) business days prior to the date of each function. If fewer persons are served than the number indicated in the guarantee, ALICE IN DAIRYLAND will be charged based on the number of persons indicated in the guarantee.

A service charge of 20% plus applicable taxes (currently 5.5 %) will be applied to all private banquet functions. There will be a \$150.00 fee for all outside catering brought into hotel.

CANCELLATION

ALICE IN DAIRYLAND acknowledges that if it cancels or otherwise essentially abandons its planned use of the Room Night Commitment (a "Cancellation"), this action would constitute a breach of ALICE IN DAIRYLAND's obligation to Hotel and Hotel would be harmed. Because Hotel's harm (and ALICE IN DAIRYLAND's obligation to compensate Hotel for that harm) is likely to increase if there is a delay in notifying Hotel of any Cancellation, ALICE IN DAIRYLAND agrees to notify Hotel, in writing, within five (5) business days of any decision to Cancel. In addition, if a Cancellation occurs, the parties agree that:

- a) It would be difficult to determine Hotel's actual harm.
- b) Due to the short period of time between the execution of this Agreement and the Event dates, and/or the projected non-capacity occupancy of the Hotel over the Event dates, Hotel is unlikely to be able to resell rooms or function space on a "last-sale" basis in the event of a Cancellation.
- c) The amount set forth below reasonably estimates Hotel's harm for a Cancellation.

**GHIDORZI HOTEL GROUP
SALES AND CATERING AGREEMENT**

ALICE IN DAIRYLAND therefore agrees to pay Hotel, within thirty (30) days after any Cancellation, as liquidated damages and not as a penalty, **\$700**, plus applicable taxes. Provided that ALICE IN DAIRYLAND timely notifies Hotel of the Cancellation and timely pays the above liquidated damages, Hotel agrees not to seek additional damages from ALICE IN DAIRYLAND relating to the Cancellation.

IMPOSSIBILITY

The performance of this Agreement is subject to termination without liability upon the occurrence of any circumstance beyond the control of either party – such as acts of God, war, acts of terrorism, government regulations, disaster, strikes, civil disorder, or curtailment of transportation facilities – to the extent that such circumstance makes it illegal or impossible for the Hotel to provide, or for groups in general to use, the Hotel facilities. The ability to terminate this Agreement without liability pursuant to this paragraph is conditioned upon delivery of written notice to the other party setting forth the basis for such termination as soon as reasonably practical - but in no event longer than ten (10) days - after learning of such basis.

CHANGES, ADDITIONS, STIPULATIONS, OR LINING OUT

Any changes, additions, stipulations, or deletions, including corrective lining out by either Hotel or ALICE IN DAIRYLAND, will not be considered agreed to or binding on the other unless such modifications have been initialed or otherwise approved in writing by the other.

LITIGATION EXPENSES

The parties agree that, in the event litigation relating to this Agreement is filed by either party, the non-prevailing party in such litigation will pay the prevailing party's costs resulting from the litigation, including reasonable attorneys' fees.

LIQUOR LICENSE

ALICE IN DAIRYLAND understands that Hotel's liquor license requires that beverages only be dispensed by Hotel employees or bartenders. Alcoholic beverage service may be denied to those guests who appear to be intoxicated or are under age.

COMPLIANCE WITH LAWS

Hotel shall comply with all applicable laws, statutes, rules, ordinances, codes, orders and regulations of all federal, state, local and other governmental and regulatory authorities and of all insurance bodies applicable to the Hotel premises in performing its obligations under this Agreement.

**GHIDORZI HOTEL GROUP
SALES AND CATERING AGREEMENT**

ACCEPTANCE

When presented by the Hotel to ALICE IN DAIRYLAND, this document is an invitation by the Hotel to ALICE IN DAIRYLAND to make an offer. Upon signature by ALICE IN DAIRYLAND, this document will be an offer by ALICE IN DAIRYLAND. Only upon signature of this document by all parties will this document constitute a binding agreement. Unless the Hotel otherwise notifies ALICE IN DAIRYLAND at any time prior to ALICE IN DAIRYLAND's execution of this document, the outlined format and dates will be held by the Hotel for ALICE IN DAIRYLAND on a first-option basis until **10/31/24**. If ALICE IN DAIRYLAND cannot make a commitment prior to that date, this invitation to offer will revert to a second-option basis or, at the Hotel's option, the arrangements will be released, in which case neither party will have any further obligations.

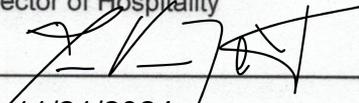
Upon signature by both parties, ALICE IN DAIRYLAND and the Hotel shall have agreed to and executed this Agreement by their authorized representatives as of the dates indicated below.

SIGNATURES

Approved and authorized by ALICE IN DAIRYLAND

Name: (Print) Jennifer Rudolph
Title: (Print) PBA-Secretary
Signature: 
Date: 11-18-2024

Approved and authorized by Hotel:

Name: (Print) Tim Van De Yacht
Title: (Print) Director of Hospitality
Signature: 
Date: 11/21/2024



WISCONSIN DEPARTMENT OF REVENUE
PO BOX 8902
MADISON, WI 53708-8902

Contact Information:

2135 RIMROCK ROAD PO BOX 8902
MADISON, WI 53708-8902
ph: 608-266-2776 fax: 608-327-0235
email: DORRegistration@wisconsin.gov
website: revenue.wi.gov

000608

Letter ID L0570560048

PARTNERSHIP FOR PROGRESSIVE AGRICULTURE INC
1000 W CAMPUS DR
WAUSAU WI 54401-1880

May 1, 2024

Batch Index: 738437632-608

This is your Wisconsin Sales and Use Tax Certificate of Exempt Status (CES). Purchases made by your organization or entity are taxable unless you provide the seller a fully completed Wisconsin sales and use tax exemption certificate (Form S-211 or S-211E), listing the CES number shown below.

If your organization makes sales subject to sales tax, it may need a seller's permit. Information on registration requirements can be found in Publication 206, Sales Tax Exemption for Nonprofit Organizations.

Forms and publications can be obtained through our website at revenue.wi.gov or through our forms ordering line at (608) 266-1961. Many questions can be answered by reviewing the Common Questions pages on our website. You may also contact us by telephone at (608) 266-2776 or by email at DORRegistration@revenue.wi.gov.



**WISCONSIN SALES AND USE TAX
CERTIFICATE OF EXEMPT STATUS (CES)**
(Governmental, Religious, Charitable, Scientific or Educational Organization)

Sales to this organization or entity are exempt from Wisconsin sales and use tax under sec. 77.54(9a) and 77.55(1), Wis. Stats.

This certificate is valid unless cancelled by the Wisconsin Department of Revenue.

PARTNERSHIP FOR PROGRESSIVE AGRICULTURE INC
1000 W CAMPUS DR
WAUSAU WI 54401-1880

CES NUMBER	008-1028214171-04
DATE ISSUED	4/14/2015

IMPORTANT:

Purchases made by your organization are taxable unless you furnish your supplier with the CES number shown above. Sales by your organization may be subject to tax. If your organization makes taxable sales, it may be required to obtain a seller's permit and remit sales tax to the Department of Revenue.

Questions: Contact the Department of Revenue by telephone at (608) 266-2776, FAX (608) 327-0235, email DORRegistration@wisconsin.gov, or at our website revenue.wi.gov



Dear Friends of Marathon County,

The Partnership for Progressive Agriculture is excited to welcome the **79th Alice in Dairyland Finals to Marathon County on May 15–16, 2026**. Our county is proud of our rich agricultural heritage—and of two former Alices: Deborah Moser and Katie Wirkus. Throughout the year leading up to the finals, the current Alice in Dairyland will make monthly visits to highlight local agribusinesses, tourism destinations, and community events. The eyes of the Badger State—and beyond—will be in the place we’re proud to call home.

The **Alice in Dairyland program** has been a cherished part of Wisconsin’s history since its inception in celebration of our state’s centennial. Over the decades, Alice has evolved into Wisconsin’s premier marketing ambassador role, representing the varied food, fiber, and natural resource industries that define our state. From **June 2025 through May 2026**, Marathon County will serve as the statewide hub for Alice’s outreach and media efforts.

We invite you to **join us as a supporting sponsor** of this incredible event. Your contribution will help fund the promotion, planning, and success of the 79th Alice in Dairyland Finals—and provide your business with high-visibility benefits, including recognition through social media, the event website, and other marketing channels. This is more than a sponsorship—it’s an opportunity to align your business with Wisconsin’s agricultural legacy and future. The enclosed sponsorship form outlines the available levels and benefits. A letter acknowledging your tax-deductible gift will be provided upon receipt.

Please return your completed sponsorship form to:

Partnership for Progressive Agriculture
Attn: Alice
1000 W. Campus Drive
Wausau, WI 54401

We would be happy to answer any questions or discuss available sponsorship opportunities further. Our “Alice” Committee members look forward to connecting with you to make this a meaningful and memorable partnership.

Thank you for helping us showcase the strength, innovation, and beauty of **Marathon County agriculture**. Together, let’s celebrate the enduring tradition of the Alice in Dairyland program and help crown the 79th Alice right here at home.

Warm regards,

79th Alice in Dairyland—Marathon County Contacts

Jennifer Rudolph, Event Co-Chairperson, 715.218.1504

Julie Bohr, PPA President and Finance Sub-Committee Chair, 715.581.1254

Email: alicehost2026@gmail.com

BENEFITS TO SPONSORS

- Be associated with the historic Alice program, that educates consumers on Wisconsin agriculture and **promotes product sales** ranging from ginseng and beef to Christmas trees and whiskey.
- **Show your customers you care about their business** by helping Alice promote agriculture in Wisconsin.
- **Build bridges between farmers and consumers.** It's important to educate school children and the public about where their food comes from.
- Exhibit your **community involvement.**
- Promote your business **throughout the state of Wisconsin** via television, radio, and social media.

IMPORTANT DATES

2026

- May 15th - Friday Night Showcase**
- 5 pm - Top Candidates Interactive Booths
 - 6 pm - Appetizers and Cash Bar
 - 7:30 pm - Top Candidates Q+A
- May 16th - Saturday Night Finale**
- 5 pm - Social Hour
 - 6 pm - Dinner
 - 7:30 pm - Finale Presentations
 - Selection of next Alice in Dairyland

Contact Information

79th Alice Host

Email: alicehost2026@gmail.com

Contact Information

PPA

Website: marathonppa.org



79th Alice in Dairyland

Sponsorship
Information

HOSTED BY:



79TH ALICE IN DAIRYLAND SPONSORSHIP LEVELS

MARATHON COUNTY - FINALS MAY 2026

Be a part of this exciting event promoting agriculture in our community, hosted by Partnership for Progressive Agriculture.



PLATINUM \$10,000 +

8 Tickets (Full Table) to the Finale Banquet on Saturday Night

8 Tickets (Full Table) to the Showcase on Friday Night

Plaque Presentation at the Finale

Prominent Logo Placement on Signage at The Showcase and Finale Banquet

Top Listing/Logo on Official Alice Program and News Releases

Prime Logo Placement on Event Website and Social Media

Top Candidates & VIP Meet and Greet - Specifics TBD



DIAMOND \$5,000-\$9,999

4 Tickets to the Finale Banquet on Saturday Night

4 Tickets to the Showcase on Friday Night

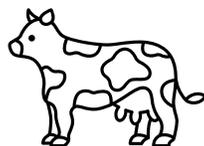
Plaque Presentation at the Finale

Prominent Logo Placement on Signage at The Showcase and Finale Banquet

Top Listing/Logo on Official Alice Program and News Releases

Prime Logo Placement on Event Website and Social Media

Top Candidates & VIP Meet and Greet - Specifics TBD



GOLD \$2,500-\$4,999

2 Tickets to the Finale Banquet on Saturday Night

2 Tickets to the Showcase on Friday Night

Signage at The Showcase and Finale Banquet

Logo/Listing in Official Alice Program

Logo on Event Website and Social Media

Top Candidates & VIP Meet and Greet - Specifics TBD



SILVER \$1,000-\$2,499

2 Tickets to the Finale Banquet on Saturday Night

Signage at The Showcase and Finale Banquet

Logo/Listing in Official Alice Program

Listing on Event Website and Social Media



BRONZE \$500-\$999

Signage at The Showcase and Finale Banquet

Listing in Official Alice Program

Listing on Event Website and Social Media



FRIEND OF AGRICULTURE \$100-\$499

Listing in Official Alice Program

Listing on Event Website and Social Media



79th Alice in Dairyland Sponsorship Form



Company Name: _____

Contact Person: _____

Address: _____

Phone: _____ Email: _____

Sponsorship Levels:

- Platinum (\$10,000 +)*
 - 8 Showcase Tickets: Use Donate**
 - 8 Finale Tickets: Use Donate**
- Silver (\$1,000 to \$2,499)
 - 2 Finale Tickets: Use Donate**
- Diamond (\$5,000 to \$9,999)*
 - 4 Showcase Tickets: Use Donate**
 - 4 Finale Tickets: Use Donate**
- Bronze (\$500 to \$999)
- Gold (\$2,500 to \$4,999)*
 - 2 Showcase Tickets: Use Donate**
 - 2 Finale Tickets: Use Donate**
- Friend of Agriculture (\$100 to \$499)

Enclosed is a check for \$ _____ or Please Invoice me for \$ _____

In Kind Donations & Monetary Value: _____

Checks made payable to: Partnership for Progressive Agriculture (Put "Alice" on Memo Line)

Mail Checks and this form to: **Partnership for Progressive Agriculture**
Attn: Alice
1000 W Campus Drive
Wausau, WI 54401

Questions? Please Contact Jeni Rudolph (715) 218-1504, Julie Bohr (715) 581-1254
or email Alicehost2026@gmail.com

*These sponsorship levels include having your logo included in our publications and advertising, please send logo in jpg format to alicehost2026@gmail.com

**Donated Tickets will be used for Local Students, and Top Candidates Families

The Partnership for Progressive Agriculture (PPA) 501c3 Tax Identification Number 30-0578781

REQUEST FOR CONSIDERATION

Public Mtg/Date: Tourism Commission, October 20, 2025

Description: Wings Over Wausau Room Tax Grant Request

From: Wausau/Central WI CVB / Wausau Events

Question: Should the Tourism Commission approve the grant request of \$15,000 to Wausau Events for the Wings Over Wausau?

Background

Organization: Wausau Events

Event: Wings Over Wausau

Event Date(s): June 26-27, 2026

Location: Wausau Airport

Amount Requested: \$15,000

Participants Expected: 12,000-17,000

Estimated Room Nights: 135

Attached Docs: Wings Over Wausau Room Tax Grant Application

Committee Action: None.

FISCAL IMPACT: \$15,000 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 \$15,000 to Wausau Events for Wings Over Wausau.

OR

I move to ...

Additional action: None.

*request for 4th quarter meeting, Not fall.



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 Events
Name of Applicant: Alissandra Adernoldt
Event Name & Date: Wings over Wausau - June 26/27, 2026
Location of Event: Wausau Airport
Federal ID Number: _____ Phone Number: 715-297-9531
Mailing Address: 316 Scott St. City/State/Zip: Wausau, WI 54403
Tax Status of Organization: Tax exempt (501-c3)

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

Updated: 03/21/2024

715-355-8788 jmaguire@visitwausau.com

Grant Amount Requested: \$15,000 New or Existing Event: Existing

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

Yes - \$10k in 2024 and 2025

Event description: Wings over Wausau is a two-day event held at the Wausau Airport. It produces professional airshows each day, with kids activities, food vendors, Beverage tents, military displays, a 5k on Saturday morning and fireworks at night. We are one of the only events that can track exact attendance through numbered wristbands. 2025 had 9,403.

How will the event promote tourism to the Village of Weston: _____
Wausau Events reserves room blocks in Weston at the Holiday Inn express for pilots. We also promote Weston hotels on our website.

Please explain how the grant funds will be used: _____
The grant will be used to market the event through TV ads, social media and other ads.
(see attached)

How will this event be advertised or promoted?: _____
TV ads, billboards, OTT advertising, social media, magazines, newspapers and online.

Expected Number of local athletes/participants or spectators:

12,000 - 17,000 people

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

5,000 - 7,000

Expected Number of Attendees

2025 had 9,493 paid attendees, 191 free attendees, does not include vendors/volunteers or those watching at other locations.

Hotel Information

Has contact been made with any area hotels?

yes - Holiday Inn express

If so, who?:

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

NO

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

Date		6/23	6/24	6/25	6/26	6/27	6/28
Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Rooms		5	10	30	40	40	10

*rooms we book - depends on acts booked

Total Number of Room Nights:	<u>136</u>	<u>(JUST PILOTS)</u>
Average Length of Stay:	<u>2-3 days</u>	
Estimated Number of Guests Per Room	<u>~ 2</u>	

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

yes, we apply for room tax through WAUSAU, NESTON, RIB MTH, POTNSCHILD.

we also charge admission to help cover event costs.

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

Wausau/Central Wisconsin Convention & Visitors Bureau

P.O. Box 1486

Wausau, WI 54402

715-355-8788 jmaguire@visitwausau.com

Updated: 03/21/2024

Policies and Procedures

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

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

Application Acknowledgement

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

Event Representative: Alissandra Ademoldt
Printed Name: Alissandra Ademoldt Date: 07/24/2025

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: Ali Ademoldt / WE
Failure to submit report may affect future grants.

Wausau CVB Notes and Comments:

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



WINGS OVER WAUSAU MARKETING PLAN

Target Audience & Strategy:

The target audience for Wings Over Wausau includes families. We work with a professional airshow company to bring in the very best airshow entertainment for our event. Many of these performers are recognized regionally and nationally and bring in their own crowds from across the state and country. We target attendees through ads on local and regional radio stations, regional TV stations and billboards across the region. We have a multi-year agreement with WSAW TV to match our marketing dollars for this event to expand our reach for all events in 2026. In addition, we target other areas that have airshows throughout the year such as Eau Claire, Minneapolis, Milwaukee and Chicago. Social Media (facebook & instagram) are used to target additional attendees throughout Wisconsin and surrounding states by allowing us to narrow or expand our targeted audience radius. Many of our ads can see direct results, allowing us to change our strategy or markets for future event years.

Our marketing outside of 90 miles includes: billboard ads, social media targeted ads, regional radio ads and TV ads. These wider focused ads allow us to reach those traveling through the area and those from outside the immediate area, drawing in tourists for the event.

Unique Event/Selling Strategy:

Wings Over Wausau is a unique event as it creates community in our local area, while hosting larger performing acts that reach those outside the area too. We have created a great experience for visitors by offering a hotel shuttle service to various municipalities and hotels. In addition, the event grounds have been expanded to fit in with other aviation events. The Wausau Airport provides a great venue with enough room to hold our event.

Position Strategy: Wings Over Wausau is one of the only airshows in the state.

Hotel Stays: In 2022 we were able to track over 213 hotel stays through our partners, including pilots that flew into the event. 2023 saw over 321 hotel stays and 2024 had rooms booked by Wausau Events and an additional 180 hotel stays from outside attendees. In 2025, WE booked rooms at the Jefferson St. Inn in Wausau, 33 rooms at the Holiday Inn Express in Weston, 56 hotel rooms at the Hilton Garden Inn in Rib Mountain and 83 hotel rooms at Bantr in Rothschild, this does not include an approximate 340 hotel stays beyond the ones that were directly booked by our organization.



Mission: "To Create Community Through Events"

2025 Board of Directors

President – Peter Valiska

Vice President – Bailey Sleeper

Treasurer – MaryAnne Groat

Secretary – Tori Fischer

London Krautkramer

Joseph Mella

Dave Brula

Eric Lemirand

Thomas Turner

Chad Franzen

Mindy Dunwoody

Josh Lee

Emily Xiong

Retired Board of Directors Members:

Steve Busha

WINGS OVER WAUSAU BUDGET 2025

	2022	2023	2024	2025 BUDGET	2025 ACTUAL	2026 BUDGET
EXPENSES	\$ 145,762.00	\$ 165,157.00	\$ 182,105.00	\$ 213,694.00	\$ 264,496.65	\$ 253,750.00
ENTERTAINMENT	4,850		3,500	5,000	6,000	4,500
OTHER ENTERTAINMENT		3,991		3,000	1,400	1,500
SODA EXPENSE	5,234	10,022	2,938	3,000	10,084	10,000
BEER EXPENSE	4,695	-	2,862	6,000	10,473	10,500
ICE EXPENSE	1,125			450	951	1,000
FOOD SERVICES/ WELCOME DINNER		5,153	2,737	2,600	4,831	4,000
EQUIPMENT RENTAL	4,430	10,793	4,914	5,200	4,130	4,150
FIREWORKS	24,000		20,000	20,000	20,000	14,000
GARBAGE AND RECYCLING	1,100	1,637	1,500	1,500	1,500	1,500
SET UP/CLEAN UP						
PROPANE/FUEL/SMOKE OIL	7,694	12,614	1,880	6,500	12,381	10,000
ACCOMODATIONS	4,116	5,085	11,553	8,200	11,331	10,500
SECURITY	3,519	3,920	4,375	4,200	5,390	6,000
KIDS AREA			10,956	7,000	10,821	10,500
ADVERTISING & SIGNAGE	11,683	13,716	6,661	16,000	18,228	18,000
SOUND/LIGHTS	1,500			-	-	-
STAGE MANAGER/EMCEE				-	-	-
TENT RENTAL	3,375		5,440	6,729	7,049	12,000
TOILET RENTAL	2,635		2,680	3,300	2,500	3,200
VOLUNTEER RECOGNITION	2,776	3,494	2,100	2,500	3,300	2,500
PHONE/RADIOS						
AIRSHOW EXPENSES	55,250	89,075	79,900	90,325	97,525	
AIRSHOW PRODUCTION						19,150
MILITARY ACTS						19,000
AIRSHOW ACTS						56,850
TRANSPORTATION	1,512		129	1,500	3,654	3,800
RAIN INSURANCE				5,000	6,869	6,800
PHOTOGRAPHY		500	500		500	-
CITY OF WAUSAU PERMITS				340	684	400
PARKS DEPT PERMITS	260	350		650	1,900	1,100
PUBLIC SAFETY FEE				10,000	8,483	9,000
POSTAGE						
PRINTING	728	1,665	908	500	416	500
SUPPLIES			12,647	1,200	2,152	2,300
5K WALK/RUN EXPENSES/BREAKFAST	3,030	3,142	3,925	2,000	6,607	6,000
MISCELLANEOUS EXPENSE	2,250			1,000	338	
DONATIONS TO OTHER ORGANIZATIONS					5,000	5,000

REVENUES	\$ 146,940.00	\$ 136,886.00	\$ 107,101.00	\$ 212,700.00	\$ 266,193.00	\$ 283,500.00
SPONSORSHIPS	60,000	41,000	35,917	55,000	73,510	88,000
SPONSORSHIPS-5K WALK/RUN	3,000		-	-	Incl. above	
GRANTS	38,500	34,000	49,000	62,000	69,500	67,000
REGISTRATION FEES-5K WALK/RUN	4,810	3,790	3,980	5,500	10,785	10,000
BEER SALES	20,208	16,583	7,424	25,000	17,671	16,500
SODA SALES	combined w/beer			4,400	COMBINED	
MERCHANDISE SALES					-	
VENDOR FEES	6,887	9,440	8,910	11,500	7,650	8,000
VENDOR FEES SODA	4,700		1,870	4,300	13,670	13,000
VENDOR FEES ICE			-	-		
PARKING REVENUE						3,000
VIP AREA TICKET SALES						3,000
GATE ADMISSIONS REVENUE	8,835	32,073		45,000	73,407	75,000

NET PROFIT/LOSS	\$ 1,178.00	\$ (28,271.00)	\$ (75,004.00)	\$ (994.00)	\$ 1,696.35	\$ 29,750.00
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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

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

4. Of these overnight stays, number of rooms and at which establishments?
43 → Holiday Inn express

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.
Yes - shuttle service and Airhouse subs.

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, October 20, 2025

Description: July 4th Fireworks Room Tax Grant Request

From: Wausau/Central WI CVB / Wausau Events

Question: Should the Tourism Commission approve the grant request of \$5,000 to Wausau Events for the July 4th Fireworks?

Background

Organization: Wausau Events

Event: July 4th Fireworks

Event Date(s): 7/4/26

Location: Wausau Airport

Amount Requested: \$5,000

Participants Expected: 7,000 inside gates

Estimated Room Nights: NA

Attached Docs: July 4th Fireworks Room Tax Grant Application

Committee Action: None.

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

Recommendation: None.

Recommended Language for Official Action

I move to approve the grant request of \$5,000 to Wausau Events for July 4th Fireworks.

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 EVENTS
Name of Applicant: Missandra Adenoldt
Event Name & Date: 4th of July FIREWORKS
Location of Event: WAUSAU AIRPORT
Federal ID Number: _____ Phone Number: 715-297-9931
Mailing Address: 316 SCOTT ST. City/State/Zip: WAUSAU, WI 54403
Tax Status of Organization: Tax exempt/ 501C3

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

Updated: 03/21/2024

715-355-8788 jmaguire@visitwausau.com

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

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

Yes - 2024 \$2500, 2025 - \$5000

Event description: _____

Municipalities come together every year to help fund the joint fireworks display. We are opening the gates for free admission, will have a band, food vendors and beverage tent.

We are expecting increased costs due to

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

This event is to help pay for the area fireworks

Please explain how the grant funds will be used: _____

To help pay for the fireworks.

How will this event be advertised or promoted?: _____

Radio, TV, social media and posters

Expected Number of local athletes/participants or spectators:

7000 inside gates, many on lake/surrounding area.

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

Expected Number of Attendees

Hotel Information

Wausau events doesn't book rooms for this event.

Has contact been made with any area hotels? N/A

If so, who?: _____

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

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

Date							
Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Rooms							

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

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

yes - each municipality contributes.

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

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

Policies and Procedures

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

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

Application Acknowledgement

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

Event Representative: Alessandra Adernoldt
Printed Name: Alessandra Adernoldt Date: 7/24/2025

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: Ali Adernoldt / WE
Failure to submit report may affect future grants.

Wausau CVB Notes and Comments:

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



Mission: "To Create Community Through Events"

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Steve Busha

4TH OF JULY BUDGET

	2024	2025 BUDGET	2025 ACTUAL	2026 BUDGET
EXPENSES	\$ 29,923.00	\$ 44,070.00	\$ 36,353.00	\$ 52,050.00
ENTERTAINMENT	25000	25,000	25,000	35,000
OTHER ENTERTAINMENT		2,000	1,600	1,500
GARBAGE AND RECYCLING	200	1,150	1,350	1,400
SECURITY	1,005	1,200	1,470	1,400
TENT RENTAL	-	1600	2277	2200
TOILET RENTAL	1,440	1600	1600	1600
EQUIPMENT RENTAL	590	500	597	700
BEER PAYMENT		5,000		3,500
SODA PAYMENT		2,500		2,000
PRINTING	59			
ADVERTISING	600	2,000	1,237	1,500
CITY OF WAUSAU PERMITS		320	747	750
SUPPLIES	1,029	1,200	475	500

REVENUES	31,865	\$ 53,000.00	\$ 46,326.00	\$ 59,600.00
SPONSORSHIPS	15,000	15,000	15,000	25,000
GRANTS	15,000	26,000	21,000	25,000
VENDOR FEES	-	1,000	1,800	1,600
TICKET SALES	-		0	0
BEER SALES	-	9,500	8,092	7,500
OTHER EVENT INCOME	1,865	1,500	434	500

NET PROFIT/LOSS	\$ 1,942.00	\$ 8,930.00	\$ 9,973.00	\$ 7,550.00
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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

715-355-8788 jmaguire@visitwausau.com

Updated: 03/21/2024

REQUEST FOR CONSIDERATION

Public Mtg/Date: Tourism Commission, October 20, 2025

Description: Blue Fest Room Tax Grant Request

From: Wausau/Central WI CVB / Wausau Events

Question: Should the Tourism Commission approve the grant request of \$5,000 to Wausau Events for the Blues Fest?

Background

Organization: Wausau Events

Event: Blues Fest

Event Date(s): August 21-22, 2026

Location: Fern Island, Wausau

Amount Requested: \$5,000

Participants Expected: > 4,000

Estimated Room Nights: 45

Attached Docs: Blues Fest Room Tax Grant Application

Committee Action: None.

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

Recommendation: None.

Recommended Language for Official Action

I move to approve the grant request of \$5,000 to Wausau Events for Blues 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: WAUSAU EVENTS
Name of Applicant: ALISSANDRA ADEMOLDT
Event Name & Date: BLUES FEST → AUG. 21-22, 2020
Location of Event: FERN ISLAND, WAUSAU
Federal ID Number: _____ Phone Number: 715-297-9531
Mailing Address: 316 SCOTT ST. City/State/Zip: WAUSAU, WI 54403
Tax Status of Organization: TAX EXEMPT | 501C3

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

Updated: 03/21/2024

715-355-8788 jmaguire@visitwausau.com

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

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

2024 → \$5000 , Not in 2025 *Our record shows 2022 not 2024

Event description: _____

Big Bull Falls Blues Fest is held at Fern Island every year and is a 2-day music festival.

We book nationally recognized performers and are Wisconsin's longest running Blues Fest. We are also one of the only ones left in the state.

This is a ticketed event.

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

We typically reserve a block in Weston for performers and promote Weston hotels on our website.

Please explain how the grant funds will be used: _____

To help pay for marketing expenses of event.

How will this event be advertised or promoted?: _____

Radio, TV, social media and printed ads.

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:

None

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

Expected Number of Attendees

4000 over the weekend

Hotel Information

Has contact been made with any area hotels? Yes

If so, who?: will be contacting Holiday Inn

If not, can the CVB assist with securing your hotel accommodations and room blocks? NO

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

Date					9/21	9/22	
Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Rooms					15	30	

Total Number of Room Nights:	<u>45 that we book</u>
Average Length of Stay:	<u>1 night</u>
Estimated Number of Guests Per Room	<u>1</u>

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

yes - room tax through Warsaw.

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

Wausau/Central Wisconsin Convention & Visitors Bureau

P.O. Box 1486

Wausau, WI 54402

715-355-8788 jmaguire@visitwausau.com

Policies and Procedures

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*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: Alessandra Ademordt
Printed Name: Alessandra Ademordt Date: 07/24/2025

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: AI Ademordt / WE
Failure to submit report may affect future grants.

Wausau CVB Notes and Comments:

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



Mission: "To Create Community Through Events"

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Retired Board of Directors Members:
Steve Busha

BIG BULL FALLS BLUES FEST BUDGET

	2022	2023	2024	2025 BUDGET	2025 ACTUAL	2026 BUDGET
EXPENSES	\$ 128,068.00	\$ 126,801.00	\$ 122,300.00	\$ 126,550.00	\$ 114,727.00	\$ 128,550.00
ENTERTAINMENT	39,670	45,280	36,300	38,100	36,100	38,000
SODA EXPENSE			2,795	2,500		2,700
BEER EXPENSE		15,065	8,081	10,500		11,500
ICE EXPENSE				600	1,330	1,200
SOUVLNIR EXPENSE	5,478		8,022	2,200	6,541	2,000
EQUIPMENT RENTAL	3,530	17,010		3,600	2,892	3,200
GARBAGE AND RECYCLING	1,500		1,500	1,500	1,500	1,500
ACCOMODATIONS	3,904	2,585	1,456	400	0	400
SECURITY	3,680		5,775	5,600	6,160	5,500
SOUND/LIGHTS/BACKLINE	7,900		9,710	10,000	12,510	12,000
VIDEO			1,500	1,500	1,500	1,500
STAGE MANAGER/EMCEE			300	300	300	300
TENT RENTAL	4,985		9,670	6,800	6,600	6,000
TOILET RENTAL	2,705		4,315	2,500	2,500	2,500
VOLUNTEER RECOGNITION	2,450	2,925	2,550	2,200	1,900	2,000
VIP EXPENSES	9,874		11,673	12,200	12,200	12,000
SHUTTLE TRANSPORTATION	2,418	1,550	3,360	3,000	3,360	3,400
ADVERTISING	11,369	11,810	10,394	8,000	8,000	9,000
PARKS DEPT PERMITS		260	2,846	1,600	1,492	1,500
PUBLIC SAFETY FEE				4,500		3,000
PRINTING		1,298	1,189	800	800	800
SUPPLIES		5,176	864	900	900	900
SALES TAX				2,000	2,000	1,500
MISCELLANEOUS EXPENSE		23,842	-	750	750	750
INSURANCE			4,816	4,500	5,392	5,400

	2022	2023	2024	2025 BUDGET	2025 ACTUAL	2026 BUDGET
REVENUE	\$ 132,365.00	\$ 132,671.00	\$ 154,942.00	\$ 143,400.00	\$ 52,135.00	\$ 137,100.00
SPONSORSHIPS	20,000	13,625	18,000	15,000	10,500	17,000
GRANTS	24,000	9,926	13,071	16,500	12,500	16,500
GATE RECEIPTS		73,955	19,612	28,000		34,500
ADVANCED SALES	31,581		44,593	47,200	26,335	35,000
BEER SALES		30,330	23,635	27,500		26,500
VENDOR FEES		1,875	2,700	3,500	2,800	3,500
VENDOR FEES SODA				1,200		1,500
SOUVENIR SALES		2,960	3,219	2,900		2,600
RAFFLE INCOME				1,000		
OTHER INCOME			30,112	600		

NET PROFIT/LOSS	\$ 4,297.00	\$ 5,870.00	\$ 32,642.00	\$ 16,850.00	\$ (62,592.00)	\$ 8,550.00
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NOTES ON 2025 ACTUAL: EVENT HASN'T HAPPENED YET, SO THERE ARE STILL MANY UNKNOWNNS FOR INCOME.

REQUEST FOR CONSIDERATION

Public Mtg/Date: Tourism Commission, October 20, 2025

Description: Wausau Pride Room Tax Grant Request

From: Wausau/Central WI CVB / Wausau Pride Inc

Question: Should the Tourism Commission approve the grant request of \$2,000 to Wausau Pride Inc for the Wausau Pride event?

Background

Organization: Wausau Pride Inc

Event: Wausau Pride

Event Date(s): June 6-7, 2026

Location: Downtown Wausau + Central WI Expo Center

Amount Requested: \$2,000

Participants Expected: 8,000

Estimated Room Nights: 150

Attached Docs: Wausau Pride Room Tax Grant Application

Committee Action: None.

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

Recommendation: None.

Recommended Language for Official Action

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

OR

I move to ...

Additional action: None.



Village of Weston Tourism Commission Room Tax Grant Application

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

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

Organization: Wausau Pride, Inc

Name of Applicant: Tiffany Rodriguez Lee

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

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

Federal ID Number: 33-3528815 Phone Number: 7152125863

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

Tax Status of Nonprofit, tax exempt

Organization:

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

Updated: 03/21/2024

715-355-8788 jmaguire@visitwausau.com

Grant Amount Requested: 2000 New or Existing Event: Existing

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

Event description:

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

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

Please explain how the grant funds will be used:

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

How will this event be advertised and promoted:

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

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

Updated: 03/21/2024

715-355-8788 jmaguire@visitausau.com

Expected Number of local athletes/participants or spectators:
8000

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

Expected Number of Attendees
8000

Hotel Information

Has contact been made with any area hotels?

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

If so, who?:

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

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

Date							
Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Rooms							

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

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

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

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

Policies and Procedures

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

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

Application Acknowledgement

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

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

Post Event Report

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

Wausau CVB Notes and Comments:

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

POST EVENT REPORT

Village of Weston's Room Tax Grant

Name of Event: Wausau Pride

Organization: Wausau River District

Submitted By: Blake Opal-Wahoske

Please include answers to the following questions on the report:

1. Overall recap of your event:

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

2. How many attendees?

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

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

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

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

Based on the post event survey to attendees:

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

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

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

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

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

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

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

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

REQUEST FOR CONSIDERATION

Public Mtg/Date: Tourism Commission, October 20, 2025

Description: Badger State Figure Skating Room Tax Grant Request

From: Wausau/Central WI CVB / Timberline Figure Skating Club

Question: Should the Tourism Commission approve the grant request of \$6,000-\$10,000 to Timberline Figure Skating Club for Badger State Figure Skating?

Background

Organization: Timberline Figure Skating Club
Event: Badger State Figure Skating
Event Date(s): January 29 – February 1st, 2026
Location: Greenheck Turner Community Center
Amount Requested: \$6,000 - \$10,000
Participants Expected: 600 - 800
Estimated Room Nights: 200 - 275

Attached Docs: Badger State Figure Skating Room Tax Grant Application

Committee Action: None.

FISCAL IMPACT: \$6,000 - \$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 \$X,XXX to Timberline Figure Skating Club for Badger State Figure Skating.

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: Timberline Figure Skating Club

Name of Applicant: Chad Karsnia

Event Name & Date: January 29th - February 1st 2026

Location of Event: Greenheck Turner Community Center

Federal ID Number: 39-1601169 Phone Number: 715-903-6491

Mailing Address: PO Box 2082 City/State/Zip: Wausau, WI 54402

Tax Status of Organization: 501c3

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

Grant Amount Requested: \$6000-10000 New or Existing Event: existing

Has the Organization applied for funds in the past? If so, how much and when? No

Event description: Badger State Games is a USFSA-Sanctioned Olympic-Style figure skating competition.

The competition has been hosted in Mosinee in recent years, and in 2026 will be held in the Wausau/Weston area.

Our 4 day event of figure skating individual and team events at Marathon Park Ice Arena and Greenheck-Turner Community Center

will draw hundreds of enthusiastic skaters and spectators from across Wisconsin and neighboring states.

The event is well-known for fostering athletic development, promoting community engagement and showcasing amateur talent.

How will the event promote tourism to the Village of Weston: Inviting over 15 teams
from over 90 miles from the Weston area, we will showcase the greater Wausau/Weston area.

We would like to highlight local restaurants and businesses through our hospitality guide presented to all skaters, and will reach out to Weston hotels to be listed as "preferred" or "host" hotels for the competition.

Please explain how the grant funds will be used: Grant funds will be used to cover ice costs
at Greenheck Turner Community Center, further contributing to the Weston and DC Everest community.

How will this event be advertised or promoted?: Social media, internal figure skating
marketing, email network for Wisconsin Figure Skating Clubs, and
promotion on figure skating competition registration system.

We will also be reaching out to local media outlets for promotion of the event.

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

Updated: 03/21/2024

715-355-8788 jmaguire@visitwausau.com

Expected Number of local athletes/participants or spectators:
175 participants/ 300 spectators

Expected Number of athletes/participants or spectators from outside 90 miles:
175 participants / 300 spectators

Expected Number of Attendees
600-800

Hotel Information

Has contact been made with any area hotels? Yes

If so, who?: Holiday Inn and Suites, 23 rooms booked for officials

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

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

Date	1/28/26						
Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Rooms				50-75	75-100	75-100	

Total Number of Room Nights:	3
Average Length of Stay:	2-3
Estimated Number of Guests Per Room	2-4

Will the organization receive any additional funds (grants, donations, entrance fees, etc.)? If yes, please explain: We are soliciting additional donations for food, as well as grants from Wisconsin Sports Authority. We are working with Brickner's for use of transport vehicle, as well as searching for a donation for use of 2 refrigerators for the event.

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

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

Policies and Procedures

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*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: Chad Karsnia

Printed Name: Chad Karsnia Date: 10/14/2025

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: Chad Karsnia

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

Badger State Games Projected Budget				Running Total Costs	31480
Item	Description	Quantity	Unit Cost	Total	
Marathon Park Ice	Jan 28-30	34	135	4590	
GTCC Ice	Jan 31-Feb 1	30	135	4050	
Officials Lodging	Jan 31-Feb 27	24	360	8640	
Officials Airfare	to be billed indivi	23	400	9200	
Officials meals	3 meals per day,	500	4	2000	
Club photograph	Photograph even	500	4	2000	
Decorations	Backdrop, decor	1000	1	1000	
Internet hotspot for Marathon park	pending quote				

Post Event Report
Village of Weston's Room Tax Grant

Name of Event: Badger State Games Figure Skating

Organization: Mosinee Silverblades Figure Skating Club

Submitted By: Dawn Johnson

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

1. Overall recap of your event:

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

2. How many attendees:

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

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

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

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

Unknown

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

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

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

City of Mosinee - \$7,500.00

Village of Rothschild - \$5,000.00

City of Schofield - \$2,500.00

Funds were used for location rental and marketing.

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

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

POST EVENT REPORT

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

Name of Event: Splash III- July 25-26-27, 2025

Organization: DCE Youth Baseball

Submitted By: Jimmy Olafson, youth president

Amount Received from Village of Weston Tourism Commission: \$3,000.00

Please include answers to the following questions on the report:

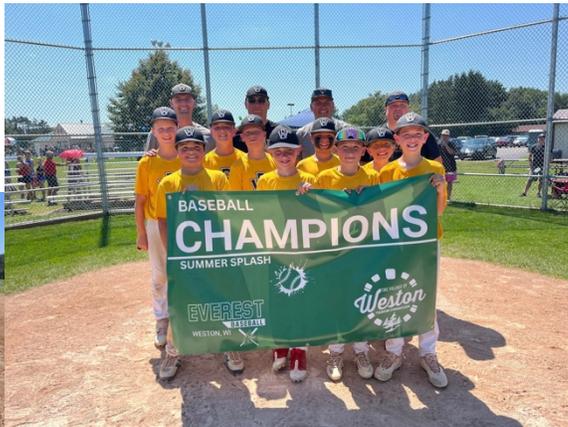
Overall recap of your event: Excellent. We are lucky to have a fantastic weekend with sunshine and tons of volunteers. We welcomed teams from Marshfield, Wausau, Rhinelander, WI Rapids, Eau Claire, Altoona, Marathon, Antigo, Fall Creek, DeForrest, and our own 8U, 11U and 14U teams. **We had 19 teams which is the largest tournament we have ever run. Each team has 10-14 players, plus parents, and families.** Umpires alone cost us \$3,200 plus field supplies, awards, concession stand product, and banners.

1. How many attendees? Hundreds
2. How many overnight stays in the Village of Weston? We don't ask participants to verify hotel nights. Families from many teams spent the weekend in hotels.
3. Of these overnight stays, number of rooms and at which establishments? We don't ask.
4. Did you work with any other businesses in the Village of Weston for your event? (Restaurants, attractions, shopping centers etc.) Weston Aquatic Center pool passes to every team.
The American Legion Post 492 presented colors two days which is always a big celebration.
5. 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. NA
6. Goals or improvements for following year's event.

Our tournament rules state no "club" team should register allowing local municipalities to join us. We included the Village of Weston's logo on Championship Banners this year. We had excellent weather and no delays. Our volunteer pool was lower on Sunday. We lost an umpire due to sickness and had to improvise for one game. We ran out of popsicles so many times because it was hot. We will ask the village of Schofield or Rothschild for support next summer in addition.

For SPLASH I, it rained two days before the tournament and the league, softball and the village spent HOURS and money preparing the field with manpower and quick dry. We're so luck Splash III was hot and sunny.





The Marathon County Agricultural Society held their annual event, the Wisconsin Valley Fair from July 29-August 3, 2025. The fair is held annually in Marathon Park, in Wausau, WI. We experienced an excellent year, with near-perfect weather. Sawyer Brown played in the grandstand on Tuesday night to a great crowd, followed by Parmalee on Wednesday night and Night Ranger's "rain check" appearance on Thursday night. We had our family-friendly rodeo on Friday and Saturday nights and an all new Demo Derby Dirt Dash on Sunday night. All together, we estimate about 125,000 people attended our event over the six days.

We greatly appreciate the \$5000 tourism grant that we received from the Village of Weston Tourism Commission. While we do not have exact lodging numbers for Weston, we know that fair patrons travel from over 100 different cities across the country. Our grandstand concerts typically draw the largest number of out-of-town guests, though many visitors simply love the Wisconsin Valley Fair and return year after year. This year, we had visitors from New York, Florida, Indiana, Michigan, Iowa, Minnesota, Illinois, North Dakota, Texas, Colorado and California!

The Wisconsin Valley Fair has built strong relationships with several Weston-based businesses over the years. Auto Select, County Materials, TommyDocks, Dun-Rite, Pizza Ranch, Kozlovsky Dairy Equipment, and Schierl Tire are among our event sponsors. Avenue 117 Candy, Lamers, and PhoZone are long-time vendors. We also work with Waste Management, Sunbelt Rentals, and Fabick Rentals for services and equipment. Additionally, the DCE Everest Wrestling Team and a group from Highland Community Church assist with parking and ticket-taking at the fair. These partnerships are an important part of the fair's continued success.

This year was the first year that we had sought after any Tourism Grants. We did receive money from Rib Mountain as well. Due to the timing of that award, that grant of \$5000 will be forwarded to use in 2026. We use these grant funds to continue and improve this important community event. Marathon County is known for its agricultural history. It is important to preserve that legacy while keeping fair offerings relevant and engaging. We support youth organizations throughout the county, allowing them a place to showcase their talents, from livestock to cooking to woodworking. We hold one of the largest fairs in the state, allowing people to come and see high-quality grandstand entertainment and while also checking out animals and crops.

While we work hard to maintain our existing offerings, we also strive to improve each year. One of our priorities for the future is digitizing our fair entry process. Each year, over 800 youth and 100 adults submit more than 10,000 entries. Adopting technology to streamline registration and data entry would make the process more efficient and user-friendly, but such upgrades require significant investment. We also aim to introduce at least one new program or attraction annually, balancing education, entertainment, and community impact. The off-season provides us with valuable time to evaluate our offerings and plan for future enhancements.

Thank you again for awarding us this year's grant. We look forward to remaining under consideration in the future as we continue to strengthen and expand the community relationships that have been established.

Respectfully submitted by Diane Lotter and Jodi Langenhahn