

**AGENDA
CITY OF MONONA
TOURISM COMMISSION
Monona City Hall – Conference Room
5211 Schluter Road, Monona, WI
Tuesday, June 28, 2022
4:00 p.m.**

NOTICE OF ELECTRONIC MEETING

Note: Tourism Commission Members will meet remotely via Zoom virtual meeting. Additional details below.

1. Call to Order
2. Roll Call
3. Appearances
4. Membership Disclosure of Any Potential Conflicts of Interest [*If Necessary*]
5. Discussion and Possible Action Items:
 - A. New Business
 1. Request for Approval of 2022 Monona Community Festivals (City of Monona).
6. Discussion of Items to include on Future Agendas
7. Upcoming Meetings – To be Determined
8. Adjournment

ELECTRONIC MEETING INFORMATION NOTICE

Due to the current state of emergency because of the COVID-19 pandemic, this meeting will be conducted via electronic videoconferencing/teleconferencing. As such, it is likely that some or all members of, and a possible quorum, may be in attendance via electronic means and not physically present. In accordance with Wisconsin law, the meeting will remain open to the public. The public may still attend in person at the location stated in this agenda. However, due to the need to maintain social distancing in accordance with Emergency Order #12 (Safer At Home Order) and the limited physical space available, the public is encouraged and requested to also attend via electronic means. Directions to do so are listed at the bottom of this agenda. Upon reasonable notice, the needs of disabled individuals will be accommodated through auxiliary aids or services. For additional information or to request this service, contact Alene Houser at 608-222-2525.

DIRECTIONS TO ATTEND MEETING ELECTRONICALLY

You may attend via videoconference at <https://us02web.zoom.us/j/88407058976> or by downloading the free Zoom program to your computer at <https://zoom.us/download>. At the date and time of the meeting log on through the Zoom program and enter Meeting ID: 884 0705 8976.

You may attend via telephone conference by calling the following phone number:

PHONE NUMBER: 1-312-626-6799 / MEETING ID: 884 0705 8976, FOLLOWED BY #
Please Mute Your Phone When Not Speaking To Ensure Best Possible Audio Quality.

Note: Upon reasonable notice, the City of Monona will accommodate the needs of disabled individuals through auxiliary aids or services. For additional information or to request this service, contact Joan Andrusz at (608) 222-2525 (not a TDD telephone number), FAX (608) 222-9225, or through the City Police Department TDD telephone number 441-0399. The public is notified that any final action taken at a previous meeting may be reconsidered pursuant to the City of Monona ordinances. A suspension of the rules may allow for final action to be taken on an item of New Business. It is possible that members of and a possible quorum of members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information or speak about a subject, over which they have decision-making responsibility. Any governmental body at the above stated meeting will take no action other than the governmental body specifically referred to above in this notice.



CITY OF MONONA TOURISM GRANT APPLICATION FORM

For more information, see Monona Municipal Code Chapter 63, Article III; 66.0615 Wis. Stats; or contact the City Administrator with any questions at (608) 222-2525 or bgadow@ci.monona.wi.us

APPLICANT INFORMATION:	
Organization: City of Monona	Contact: Mayor O' Connor
Email: moconner@ci.monona.wi.us	Phone: 608-222-2525
Mailing Address: 5211 Schluter Road Monona WI	
Event / Project Name: Monona Community Festivals 2022	
Location of Event / Project: Winnequah Park	
Date(s) of Event / Project: July 2-4, 2022	
EVENT OR PROJECT INFORMATION:	
Type of Event/Project: <input type="checkbox"/> Performing Arts <input type="checkbox"/> Cultural <input checked="" type="checkbox"/> Festival <input type="checkbox"/> Marketing/Info <input type="checkbox"/> Other:	
Description of Project or Event: The City of Monona is requesting funds for Police and Fire/EMS overtime related to the Monona Community Festival. The estimated cost is approx \$20,000. The Fire/EMS overtime would guarantee both ambulances fully staffed throughout the event, which is the biggest challenge we face. This approx \$10,000. The Police overtime is related to crowd and traffic control. Approx \$10,000.	
Please describe how this event or project will promote overnight hotel stays and how you calculated the number of projected hotel stays: The festival has the Wisconsin Wife Carrying Championship, Strong Man competition and an Art Fair. All three events bring competitors and vendors from outside the Dane County area and the State.	
Number of Attendees Expected: 30,000	Number of Volunteers Expected:
Projected Number of Overnight Hotel Stays: 350	Number of Hotel Stays Previous Year: n/a
How are you marketing this event or project? Marketing is done by the Festival Committee. This is not a City committee.	
Event or Project Budget - Attach Budget Worksheet	Amount of Funding Requested: up to \$20,000
Use of Tourism Funds: City of Monona Police and Fire Overtime cost related to event	
Applicant Signature:	Date: 6/2/22

ADDITIONAL APPLICATION QUESTIONS:

Does your Project or Event have any sponsorships with local hotels?
N/A

Please provide demographic information on attendees (local/out of town, ages etc.).
This is a regional festival that brings in people outside of dane county.

In the event that your event/project does not receive Tourism funding, could you still do the event?
Yes

If awarded Tourism funding, what specifically would the funds be spent on?
Police and Fire overime

What will be the benefit of this event/project to the local/regional community?
To provide a safe environment for the attendees.

APPLICATION PROCEDURES:

- Submit completed application and budget worksheet forms (or similar documentation) by: **October 7, 2021.**
- Appear before the Tourism Commission to present request and answer questions about your application.
- Funds available this round: Up to \$45,714.
- Deadline for expenditure of awarded funds: December 31, 2022
- Funded projects must utilize the Monona Tourism logo in official marketing and sponsorship information.
- Funded project will be required to provide a report and presentation to the Tourism Commission on number of attendees and how the funds were utilized after the event is completed

Other requirements:

- Submit electronic (PDF) files of all applications via email to the City Administrator at bgadow@ci.monona.wi.us.

For Tourism Commission Use Only

Date Approved by Commission:

Amount Awarded:

Chair Signature:

Attach conditions for approved grants.

COST ESTIMATE WORKSHEET FOR TOURISM FUNDING

	RATE	#	QTY	TOTAL
LABOR AND SERVICES				
Applicant's Staff Labor / Hour	<i>up to</i>		hours	<i>\$20,000</i>
Consultant / Contracted Service				
Volunteer Labor			hours	
EQUIPMENT				
SUPPLIES				
CASH (OUT OF POCKET) EXPENSES				
Hired Consultants / Contractors				
Purchased Equipment				
Purchased Supplies				
OTHER FUNDING SOURCES / PROJECT PARTNERS (LIST ALL):				
Grants				
Donations				
ESTIMATED TOTAL				\$ -