

**AGENDA
CITY OF MONONA
TOURISM COMMISSION
Monona City Hall – Conference Room
5211 Schluter Road, Monona, WI
Tuesday, August 31, 2021
3:30 p.m.**

NOTICE OF ELECTRONIC MEETING

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

1. Call to Order
2. Roll Call
3. Appointment of Chair, Vice-Chair, and Secretary
4. Approval of Minutes from October 29, 2020 Meeting
5. Appearances
6. Discussion and Possible Action Items:
 - A. New Business
 1. Consideration of Request for Approval of Monona Chili Fest Funding (MESBA)
 2. Approval of 2021-2022 Tourism Grant Applications – Process/Timeline
 3. Approval of 2021-2022 Tourism Grant Application
7. Discussion of Items to include on Future Agendas
8. Upcoming Meetings – October 2021
9. 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 Dane County Order #17, 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 Joan Andrusz at 608-222-2525.

DIRECTIONS TO ATTEND MEETING ELECTRONICALLY

You may attend via videoconference at <https://us02web.zoom.us/j/87909302783> 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: 879 0930 2783.

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

PHONE NUMBER: 1-312-626-6799 / MEETING ID: 879 0930 2783, 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.

**Minutes
Tourism Commission
October 29, 2020**

1. Call to Order - The meeting of the City of Monona Tourism Commission was called to order at 3:30 pm.
2. Roll Call - Present: Andrew Kitslaar, Mike Strigel, Andrew Piec, and Alder Jennifer Kuhr.
Also present: City Administrator Bryan Gadow, Marc Houtakker, Kelly Slack, Eric Redding, and Alder Kristie Goforth.
3. Appearances – None
4. Old Business

a. Request for Approval of Holiday Fantasy in Lights Event Funding

Ms. Kelly Slack provided an overview of the application, indicating that this is the 32nd year that the free Holiday Lights event has been held in Madison's Olin Park. She is looking for Monona to participate, as there is a synergy with people skating at the Monona Bank RiverRink and seeing the Holiday Lights in one outing. She noted that if Monona had a display it may drive hotel stays with other winter friendly activities.

Ms. Slack stated that the City could do a sponsorship of an existing display or custom design display (\$12,000 for Year 1), which could be specific to Monona. After three years (\$24,000) the sponsor can take ownership of the display and use in their own community. She noted that there are 50,000 vehicles that go through the displays in a season. Ms. Kuhr asked if there are any existing displays remaining. Ms. Slack stated that the lowest cost option was a one piece for \$4,000, such as the swan and teddy bear.

Ms. Slack said that they would be able to start doing custom designs starting in the summer of 2021 and would need to know about existing display sponsorships by October 2021. She noted that she could draw up a custom sketch that the City could decide on by spring/summer of 2021.

Motion by Mr. Strigel, second by Ms. Kuhr, to continue review of the Holiday Festival Lights application until June 2021, based on updated financial sponsorship information. Motion carried.

b. Request for Approval of Monona Community Festival 2021

Mr. Eric Redding provided an overview of the international wife carry and strongman competitions that are part of the festival. He indicated that the grant request is for advertising for the festival (social media, radio, digital, print, newspaper). He stated that for hotel room usage, they typically have 250 room rentals, with 30% outside of the Madison area, as art vendors usually stay overnight. The Commission discussed gathering data on where people are staying overnight during the festival. Mr. Redding stated that all event signups could include requests for

information on where individuals were planning on staying overnight. Ms. Kuhr asked about hotel sponsorships and advertising.

Mr. Strigel indicated that he would like to carryover some of the 2021 funds due to the projected decrease in room tax revenue from COVID. Motion by Mr. Strigel, second by Ms. Kuhr, to reserve \$20,000 in available 2021 room tax funds. Motion carried.

Mr. Kitslaar asked Mr. Redding if lowering the request to \$5,000 would hinder any initiatives for the 2021 festival. Mr. Redding indicated that it would not, and the funds would be appreciated. The Commission indicated that they wished to see data on the hotel stays in Monona, with hopes for future larger investment.

Motion by Ms. Kuhr, second by Mr. Strigel, to award the Monona Community Festival \$5,000.00 for the 2021 festival. Motion carried.

5. New Business

a. Review of Tourism Grant Application and Process

Mr. Kitslaar asked to include questions on the application about potential sponsorships with local hotels, a breakdown of local attendees versus outside. The Commission asked about requiring an official report from the applicant after the activities were complete and require the use of the Monona Tourism logo. Mr. Strigel asked for a formal presentation to the Commission on the number of event attendees and how the funds were utilized. Ms. Kuhr asked to include a question on the application that if the event did not receive Commission funding, could you still do the event? Mr. Kitslaar asked about reformatting the budget template form.

6. Adjournment - A motion by Ms. Kuhr to adjourn was made, seconded by Mr. Strigel. The motion carried. (4:26 p.m.).



5211 SCHLUTER ROAD ■ MONONA, WI 53716-2598
CITY HALL (608) 222-2525
FAX (608) 222-9225
<http://www.mymonona.com>

August 24, 2021

To: Tourism Commission Members

From: Bryan Gadow, City Administrator

RE: 2021 Room Tax Held over Funds: MESBA Tourism Fund Request – Chili Fest

Last October, as part of the 2020-2021 Room Tax funding cycle, the Tourism Commission decided to holdover \$20,000 in available 2021 funds due to the projected decrease in room tax revenue from COVID for the 2021-2022 cycle and for potential applications that may come in prior to the end of 2021.

Devin Renner, Executive Director of MESBA, has submitted a tourism funds request for \$5,000.00 for assistance in sponsoring the 38th Monona Chili Fest to be held on October 16th.

A copy of MESBA's application and request details is attached.

POLICE DEPARTMENT
5211 Schluter Road
222-0463

COMMUNITY CENTER
1011 Nichols Road
222-4167

MONONA SENIOR CENTER
1011 Nichols Road
222-3415

FIRE DEPARTMENT
5211 Schluter Road
222-2528



CITY OF MONONA TOURISM GRANT APPLICATION FORM

For more information, see Monona Municipal Code Title 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:	Contact:
Email:	Phone:
Mailing Address:	
Event / Project Name:	
Location of Event / Project:	
Date(s) of Event / Project:	
EVENT OR PROJECT INFORMATION:	
Type of Event/Project: <input type="checkbox"/> Performing Arts <input type="checkbox"/> Cultural <input type="checkbox"/> Festival <input type="checkbox"/> Marketing/Info <input type="checkbox"/> Other:	
Description of Project or Event:	
Please describe how this event or project will promote overnight hotel stays:	
Number of Attendees Expected:	Number of Volunteers Expected:
Projected Number of Overnight Hotel Stays:	Number of Hotel Stays Previous Year:
How are you marketing this event or project?	
Event or Project Budget - <i>Attach Budget Worksheet</i>	Amount of Funding Requested:
Use of Tourism Funds:	
Applicant Signature <i>Devin Renner</i>	Date:

APPLICATION PROCEDURES:

- Submit completed application and budget worksheet forms (or similar documentation) by: **October 15, 2020**
- Appear before the Tourism Commission to present request and answer questions about your application.
- Funds available this round: Up to \$52,688.00
- Deadline for expenditure of awarded funds: December 31, 2021

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			hours	
Consultant / Contracted Service				
Volunteer Labor	10	200	hours	
EQUIPMENT				
wrist bands, sternos, spoons, sample cups, napkins, trophies				1000
Tents/Tables				1000
Marketing Material				1500
Advertising				1500
SUPPLIES				
CASH (OUT OF POCKET) EXPENSES				
Hired Consultants / Contractors				
Purchased Equipment				
Purchased Supplies				
OTHER FUNDING SOURCES / PROJECT PARTNERS (LIST ALL):				
Grants				
Donations				
ESTIMATED TOTAL				\$ 5,000.00

COST ESTIMATE WORKSHEET FOR TOURISM FUNDING

	RATE	#	QTY	TOTAL
LABOR AND SERVICES				
Applicant's Staff Labor / Hour			hours	
Consultant / Contracted Service				
Volunteer Labor	10	200	hours	
EQUIPMENT				
wrist bands, sternos, spoons, sample cups, napkins, trophies				1000
Tents/Tables				1000
Marketing Material				1500
Advertising				1500
SUPPLIES				
CASH (OUT OF POCKET) EXPENSES				
Hired Consultants / Contractors				
Purchased Equipment				
Purchased Supplies				
OTHER FUNDING SOURCES / PROJECT PARTNERS (LIST ALL):				
Grants				
Donations				
ESTIMATED TOTAL				\$ 5,000.00



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Re: Monona Tourism Grant Application for 2021-2022

The purpose of the City of Monona Tourism Grant program is to provide financial investments for tourism-related projects, marketing projects, and/or events that promote and develop tourism in the City of Monona which substantially increases overnight stays within the city. Each application to the grant program will be individually reviewed by the Monona Tourism Commission to determine its potential economic impact on local lodging accommodations.

Applications for the 2021-2022 funding cycle must be received by **5:00 p.m. on October 1, 2021**, in order to be eligible for review by the Commission. In lieu of the budget worksheet included with the application form, applicants may submit comparable budgetary documentation. Applicants are **strongly** encouraged to attend a mid-October Tourism Commission meeting (date will be shared with applicants once determined) to review their application(s) and answer any Commissioner questions. The Commission may elect to open a second round of applications at a later date, if funding allows, and will provide notification of any additional funding rounds.

In the event that restrictions due to COVID-19 prevent applicants from completing a proposed project, awarded funds may be carried over to the following year upon approval by the Commission.

Funding Priorities for Monona Tourism Grant Funds:

As required by the Wisconsin Local Room Tax laws, projects must attract visitors to the City of Monona. Priority for funding will be given to unique projects that specifically (among other priorities):

- Generate overnight stays in City of Monona lodging facilities;
- Produce marketing projects, including advertising media buys, creation and distribution of printed or electronic promotional tourist materials, or efforts to recruit conventions, sporting events, or motor coach groups; or
- Provide transient tourist informational services.
- Additional consideration will be given for projects that generate additional tourism-related tax dollars within the City of Monona.

Past successful grant projects have included marketing support for a Lake Monona sailing regatta, the creation of a Destination Monona tourism marketing website, support for the Monona Community Festival, and a pocket guide to area businesses around Lake Monona.

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DRAFT

A copy of the Monona Tourism Grant program application and associated cost worksheet is attached to this letter. For additional questions regarding the Tourism grant program, please contact City Administrator Bryan Gadow, at BGadow@ci.monona.wi.us or 608-222-2525.

Thank you for your interest. We look forward to reviewing your submission!

Sincerely,
Andrew Kitslaar
Monona Tourism Commission Chair

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Description of Project or Event:	
Please describe how this event or project will promote overnight hotel stays:	
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ESTIMATED TOTAL				\$ -