

**AGENDA**  
**CITY OF MONONA TOURISM COMMISSION**  
**Monona City Hall – Conference Room**  
**5211 Schluter Road, Monona, WI**  
**Tuesday, November 13, 2018**  
**5:30 p.m.**

1. Call to Order
2. Roll Call
3. Approval of Minutes from April 30, 2018 Meeting
4. Appearances
5. Staff Brief (Finance Director)
  - A. Financial Status of the Room Tax / Projects Update
6. Discussion and Possible Action Items:
  - A. Unfinished Business
    1. Tourism Grant Applications and Proposed Expenditures – 2018 Process (2019 Funding)
  - B. New Business
    1. Request for Approval of 2019 Monona Community Festival Funding
    2. Request for Approval of Destination Marketing by Tourism Entity
    3. Request for Approval of Rockin Brews Marathon
    4. Request for Lake Monona 20KM Run 5KM Run/Walk
7. Discussion of Items for Future Agenda
8. Upcoming Meetings –
9. Adjournment

**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  
April 30, 2018**

1. Call to Order - The meeting of the City of Monona Tourism Commission was called to order at 5:30 pm.
2. Roll Call - Present: Eric Bunting, Alder Andrew Kitslaar, Mike Strigel and Marc Houtakker.  
Also present: City Administrator April Little.  
  
Excused: Brett Sackett
3. Approval of Minutes from January 31, 2018 Meeting - Motion by Bunting to approve; Seconded by Houtakker. Motion carried.
4. Appearances - Kristie Schilling (MESBA)
5. **Staff Brief (Finance Director)**
  - a. **Financial Status of the Room Tax** - Houtakker provided a year-end overview. The City can keep \$242,868 for room tax collections in 2017. The amount of excess collected in 2017 that is available for tourism expenditures is \$28,454.
6. Unfinished Business
  - a. **Approval of Tourism Grant Application Form** - Strigel: Suggested the form could ask about other partnerships and other funding sources, and include a word limit (250 - 500) to make sure we get the right amount of details. We can also allow attachment of ancillary or supporting materials. The form should also request an attachment of an itemized budget for supplies, labor, contracted expenses, etc. We could draft a simple fill-in form.  
  
Strigel made a motion to approve the form with recommended changes; Seconded by Houtakker. Motion carried.
  - b. **Tourism Grant Applications - Process / Timeline** - [Discussed with item a.]. City Attorney Cole provided a legal memo regarding multiple ways to set up the commission funding mechanism, which Chairman Kitslaar explained. Since we set up a commission, it can decide where dollars go and MESBA has been designated as it's official tourism entity. So, this Commission would like to have an application process. We can project revenue collections, but Kitslaar proposed following a city budget timeline. We would not spend in the red. For 2017, we have \$28,545 to expend for tourism. The commission would utilize the money from the *previous* fiscal year. It would create a timeline for 2019, and would then know what has been collected previously. Anyone could apply. The process would open in August, for a funding decision in October. Then we have a good idea of what fiscal year collection would be. It would be an equitable and open processes. Commission would set the funds available, review requests and

weigh them, and then announce awards in October. There would have to be justification as a tourism expense.

Houtakker: The Commission is under the grandfather rule from law changes in 1994. Under the new law, the City can keep what it was using previously. Each year it can keep what it had in previous years, and the rest goes to tourism. We don't know firm numbers until fourth quarter. Collections are quarterly.

Schilling: Visitor agencies can be nimbler about responding to requests for funding; we would not want to miss opportunities, which would be usually marketing expenses. This would be something that could start small. Funds can be carried over if not needed (as fund balance). There might be situations where money could be approved, but funds would need to be fronted before revenue was collected.

Schilling: how would it work if say grant funds are received (example: for a visitor's center)?

Strigel: are there other funders and partners? This would be a good case for meeting together on a quarterly basis to strategize. There would be a contract with the recipient once a project is approved. The Commission liked the idea of building up a small discretionary fund; that amount will be considered later.

Schilling: Another idea to explore is "group recruitment" and executive tourism. There might be some staff hours dedicated. It was suggested there could be an itemization of MESBA staff time needed on the application, and apply all at once for various projects.

**c. Marketing / Tourism Assessment Project with Wis. Department of Tourism**

Kristie Schilling – Have about 20 signed up so far to participate in the tourism assessment. Goals are to establish a visitor profile – who are they and why do they come here? What might the tourism brand and package look like? The assessment would list assets in priority area, segmented by market. Next three dates are being set up. First meeting is May 15. The goal is to survey attendees at the Memorial Day parade.

**7. New Business**

- a. **Review of March 5, 2018, Legal Memorandum from City Attorney Cole Regarding Tourism Commission Expenditures, and Follow Up Correspondence** – No further questions.
- b. **Request for Approval of 2018 Tourism Guide Funding (MESBA)** – This would be retroactive approval; it is an annual budgeted expense.

Strigel made a motion to approve the expense of \$10,000 for the guide; Seconded by Houtakker. Motion carried.

- c. **Request for Approval of Monona Lake Loop Map Funding (MESBA)** – Schilling: They printed 3000 last year and they nearly all went at Atwood Fest. Madison does not have an

aesthetically pleasing bike map. She would like to make it larger, that might include bike safety information. There is probably not time to solicit ads as she is short of time to do herself. Need to hire a designer. She is moving into an Executive Director role. GMVB may help distribute it. The quantity is 10,000. Houtakker stated some concerns about the dollar amount and limited number of businesses listed (which is restricted to Chamber members). Schilling could scale back print quantity. Cartography costs are a little higher.

Bunting made a motion to approve; Seconded by Strigel. Houtakker requested amending the amount to \$5000. Strigel and Bunting accepted the friendly amendment. Motion carried.

It was noted the new hotel (Avid) will pay room tax at a dollar for dollar and is not grandfathered.

8. **Upcoming Meetings** – The next meeting will likely be sometime in August; a poll will be sent.
9. **Adjournment** - A motion by Strigel to adjourn was made, seconded by Bunting. The motion carried. (6:20 p.m.).

*Respectfully submitted by:  
April Little, City Administrator*



# 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 [alittle@ci.monona.wi.us](mailto:alittle@ci.monona.wi.us)

## APPLICANT INFORMATION:

Organization: <b>Monona Community Festival</b>	Contact: <b>Eric Redding</b>
Email: <b>eredding@mononafestival.com</b>	Phone: <b>(608) 577-2485</b>
Mailing Address: <b>PO Box 6355, Monona, WI 53716</b>	
Event / Project Name: <b>Monona Community Festival</b>	
Location of Event / Project: <b>Winnequah Park</b>	
Date(s) of Event / Project: <b>July 3-4, 2019</b>	

## EVENT OR PROJECT INFORMATION:

Type of Event/Project:  Performing Arts  Cultural  Festival  Marketing/Info  Other:

Description of Project or Event:  
 For almost 40 years, the Monona Festival has given back to the surrounding community while celebrating the 4th of July. The purpose has been to bring together a broad range of visitors to enjoy activities celebrating the 4th of July. Over two days, the festival features a carnival, bands, a children's zone, food, an art fair, fireworks along with many other activities to engage a greater audience, with an estimated 40,000 visitors over the two-day festival.


Please describe how this event or project will promote overnight hotel stays:  
 What started out as just a festival serving the community of Monona, has quickly become a regional destination for the 4th of July. With 40,000 visitors to the City festival, there is a great demand for hotel accommodations. Musicians, vendors, and attendees utilize local accommodations to enhance their experience.

Number of Attendees Expected: <b>40,000</b>	Number of Volunteers Expected: <b>50</b>
Projected Number of Overnight Hotel Stays: <b>500</b>	Number of Hotel Stays Previous Year: <b>Unknown</b>

How are you marketing this event or project?  
 Marketing for this event includes radio, billboards, print and social media. \$15,000 per year is budgeted for advertisement. The heaviest advertisement occurs in the weeks prior to the event.

Event or Project Budget: <b>\$111,726.04</b>	Amount of Funding Requested: <b>\$7500</b>
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Use of Tourism Funds: **Transportation services and wristbands for attendees**

Applicant Signature 	Date: <b>11/9/18</b>
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Monona Tourism Commission  
5211 Schluter Road  
Monona, WI 53716

Dear Commissioners,

On behalf of the Monona Community Festival Board of Directors, I would like to request your consideration of our request of \$7,500 to offset the cost of the Monona Community Festival services, including the transportation services and wristbands that ensure a safe environment for all.

For almost forty years, the Monona Community Festival has given back to the surrounding community while celebrating the 4th of July. Throughout the festival's existence, the purpose has been to bring together a broad range of visitors to enjoy activities celebrating the 4th of July. What started out as just a festival serving the community of Monona, has quickly become a regional destination for the 4th of July. Over two days, the festival features a carnival, bands, a children's zone, food, an art fair, and fireworks along with many other activities to engage a greater audience. An estimated 10,000 visitors attend the festival each day, while over 40,000 come for the fireworks. This is a major impact on residents of the Dane County region and beyond.

Monona Festival's objective throughout the two day event is to provide opportunities for children, adults, and families to come together, have fun and recognize the 4th of July. Events like our free music, children's story time, art fair, keg toss, and the very popular Kids From Wisconsin - our largest attended event at an estimated 2,000 visitors - attract numerous visitors throughout each day of the festival. We work with residents from surrounding independent and assisted living facilities to attend these and other events in growing numbers each year. The Monona Festival continues to be successful even in a challenging time when other community festivals decline. We strive for the Monona Festival to be a premier festival for everyone.

The Monona Community Festival Board of Directors engages volunteers and services to ensure a safe, enjoyable event. The Festival contracts transportation and parking services to ease congestion of traffic near Winnequah Park. Wristbands are a vital part of safety and security, helping event staff and the Monona Police Department avoid underage drinking. This contributes to a safe, family-friendly, community-oriented festival that reflects the values of the City of Monona.

We welcome your support and are excited to bring another successful community festival to the City of Monona in 2019. You can reach me by email ([eredding@mononafestival.com](mailto:eredding@mononafestival.com)) or phone 608-577-2485 if you have any questions.

Sincerely,

Eric Redding  
President, Board of Directors

**APPLICATION PROCEDURES:**

- Submit completed application form before Tourism Commission at least three weeks before meeting date.
- Appear before the Tourism Commission to present request and answer questions about your application.
- Application due date is:
- Funds available this round:
- Deadline for expenditure of awarded funds:

**Other requirements:**

- Submit electronic (PDF) files of all applications via email to the City Administrator at [alittle@ci.monona.wi.us](mailto:alittle@ci.monona.wi.us).

**For Tourism Commission Use Only**

Date Approved by Commission:

Amount Awarded:

Chair Signature:

Attach conditions for approved grants.



# 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 [alittle@ci.monona.wi.us](mailto:alittle@ci.monona.wi.us)

APPLICANT INFORMATION:	
Organization: Monona East Side Business Alliance	Contact: Kristie Schilling
Email: <a href="mailto:kschilling@MononaEastSide.com">kschilling@MononaEastSide.com</a>	Phone: 608-222-8565
Mailing Address: 5900 Monona Drive, Suite 302 Monona, WI 53716	
Event / Project Name: Destination Marketing by Tourism Entity	
Location of Event / Project: MESBA Office - Monona	
Date(s) of Event / Project: 2018/19	
EVENT OR PROJECT INFORMATION:	
Type of Event/Project: <input type="checkbox"/> Performing Arts <input type="checkbox"/> Cultural <input type="checkbox"/> Festival <input checked="" type="checkbox"/> Marketing/Info <input type="checkbox"/> Other:	
Description of Project or Event: As the tourism entity for the City of Monona, MESBA would like to produce publications and promote events and attractions to bolster the heads in beds initiatives for the city.	
Please describe how this event or project will promote overnight hotel stays: The Tourism Task Force committee data collected through 320 online and in person surveys in 2018 demonstrated that Monona visitors are primarily daytrippers. We would partner with Monona hotels to provide room discounts and packages for those coming to existing events to capture more heads in beds. MESBA would produce promotional publications and promote events and attractions to target visitors outside the region leading to increased heads in beds.	
Number of Attendees Expected: N/A	Number of Volunteers Expected: N/A
Projected Number of Overnight Hotel Stays: N/A	Number of Hotel Stays Previous Year: N/A
How are you marketing this event or project? These initiatives will be accomplished by adding one staff person who will dedicate time on a weekly basis for these activities. MESBA will contribute \$22,000 for the staff person supplemented by \$15,000 in room tax dollars. Please review the attached sheet for specifics.	
Event or Project Budget: \$37,000	Amount of Funding Requested: \$15,000
Use of Tourism Funds: cover approximately 45% of an additional employee to perform duties above	
Applicant Signature	Date: 10/22/18



**APPLICATION PROCEDURES:**

- Submit completed application form before Tourism Commission at least three weeks before meeting date.
- Appear before the Tourism Commission to present request and answer questions about your application.
- Application due date is:
- Funds available this round:
- Deadline for expenditure of awarded funds:

Other requirements:

- Submit electronic (PDF) files of all applications via email to the City Administrator at [alittle@ci.monona.wi.us](mailto:alittle@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
<b>LABOR AND SERVICES</b>				
Applicant's Staff Labor / Hour	\$17	882	hours	\$14,994
Consultant / Contracted Service				
Volunteer Labor			hours	
<b>EQUIPMENT</b>				
<b>SUPPLIES</b>				
<b>CASH (OUT OF POCKET) EXPENSES</b>				
Hired Consultants / Contractors				
MESBA contributions for staff	\$17	1,294		\$22,000
Purchased Equipment				
Macintosh Computer-we will purchase used	\$1,100			\$1,100
Adobe Creative Suite-we will purchase used	\$800			\$800
Purchased Supplies				
<b>OTHER FUNDING SOURCES / PROJECT PARTNERS (LIST ALL):</b>				
Grants				
Donations				
<b>ESTIMATED TOTAL</b>				<b>\$38,894 -</b>



**MONONA EAST SIDE  
BUSINESS ALLIANCE**

connections start here

**CITY OF MONONA TOURISM GRANT APPLICATION FORM (addendum)**

**STAFF TIME FOR PUBLICATION DEVELOPMENT AND MARKETING OF EVENTS AND ATTRACTIONS TO INCLUDE BUT NOT LIMITED TO THE FOLLOWING:**

- Signature Monona events like Monona Community Festival, Monona Fall Festival, Monona Memorial Day Parade  
**ESTIMATED COST FOR MESBA: \$2,500/year**
- Promotion of attractions to include Aldo Leopold Nature Center, Historic Dean House, Indian Mounds, area parks, beaches, and recreational opportunities (biking, lake related activities), Yahara Riverfront, Monona Farmers' Market, Concerts at Winnequah and other lakefront concerts or music festivals, and murals or public art  
**ESTIMATED COST FOR MESBA: \$2,500/year**
- Staff time dedicated to the production of printed materials like the Guide to the Monona Area, Monona Lake Loop Map, and other brochures advertising hotel packages for those coming to the area  
**ESTIMATED COST FOR MESBA: \$7,000/year**
- Other opportunities include producing Travel Wisconsin advertisements for Monona in supplements inserted into print publications outside the region  
**ESTIMATED COST FOR MESBA: \$3,000/year**

**A ROOM TAX GRANT OF \$15,000 WOULD COVER THE TOURISM SCOPE OF WORK WITH ALLOTMENTS DETAILED ABOVE.**

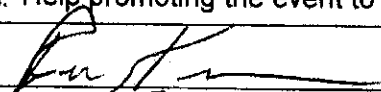
**MESBA WILL CONTRIBUTE \$20,000 TO COVER THE CHAMBER OF COMMERCE SCOPE OF WORK THAT MESBA DOES FOR THE COMMUNITY.**

*Please note that this request is not meant to cover any materials, shipping or mailing costs for the physical promotional materials created. It is to assist with staff time to produce materials.*



# CITY OF MONONA TOURISM GRANT APPLICATION FORM

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<b>APPLICANT INFORMATION:</b>	
Organization: Run Strong Madison, Inc	Contact: Robin Kempfer
Email: <a href="mailto:robin@runstrongmadison.org">robin@runstrongmadison.org</a>	Phone: 608-217-5941
Mailing Address: 5118 Wintergreen Dr. Madison, WI 53704	
Event / Project Name: Rockin Brews Marathon ( <a href="http://www.runmadcity.com">www.runmadcity.com</a> )	
Location of Event / Project: Winnequah Park 5301 Healy Ln, Monona, WI 53716	
Date(s) of Event / Project: 8/31/19	
<b>EVENT OR PROJECT INFORMATION:</b>	
Type of Event/Project: <input type="checkbox"/> Performing Arts <input type="checkbox"/> Cultural <input type="checkbox"/> Festival <input type="checkbox"/> Marketing/Info <input checked="" type="checkbox"/> Other: <b>Marathon</b>	
Description of Project or Event: The Rockin Brews Marathon (formerly the Rockin Chocolate Marathon) combines running with 2 of America's Favorite things, Craft Beer & Music. The event is designed for groups, individuals and serious competitors. There is a Full Marathon, Half Marathon, Half Marathon Walk (timed) and Team Relays. Musicians will play at the Finish Line Festival. The Finish Line Festival will feature unlimited soda, beer (21+) and of course, live music. The course follows paved paths and tree covered streets along the shores of beautiful Lake Monona, providing cooler temperatures throughout 75% of the course. Runners will view the beautiful skyline of Madison, WI and run under the Frank Lloyd Wright Monona Terrace. Full Marathon participants will loop the same course twice which allows them to drop off at 13.1 miles if weather conditions are less than perfect or for any other reason.	
Please describe how this event or project will promote overnight hotel stays: In 2018 the Rockin Chocolate Marathon had registrations from 36 States and Canada including 126 cities in Wisconsin. We would work with area hotels to offer discounts to our runners and their families. We will promote Bars, Restaurants, shopping and other area events to our participants and their families.	
Number of Attendees Expected: 2000	Number of Volunteers Expected: 200
Projected Number of Overnight Hotel Stays: 800	Number of Hotel Stays Previous Year: N/A
How are you marketing this event or project? We plan to promote our event through radio, TV, print, social media and online.	
Event or Project Budget: \$42,000	Amount of Funding Requested: \$12,000
Use of Tourism Funds: Help promoting the event to reach a larger national and international demographic.	
Applicant Signature 	Date: 11/8/2018

**APPLICATION PROCEDURES:**

- Submit completed application form before Tourism Commission at least three weeks before meeting date.
- Appear before the Tourism Commission to present request and answer questions about your application.
- Application due date is:
- Funds available this round:
- Deadline for expenditure of awarded funds:

Other requirements:

- Submit electronic (PDF) files of all applications via email to the City Administrator at [alittle@ci.monona.wi.us](mailto:alittle@ci.monona.wi.us).

**For Tourism Commission Use Only**

Date Approved by Commission:

Amount Awarded:

Chair Signature:

Attach conditions for approved grants.



# 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 mhoutakker@ci.monona.wi.us

APPLICANT INFORMATION:	
Organization: <b>Race Day Events</b>	Contact: <b>Lucas Molloy</b>
Email: <b>Lucas@racedayeventsllc.com</b>	Phone: <b>608-316-5755</b>
Mailing Address: <b>5976 Executive Dr. Suite B, Fitchburg, WI 53719</b>	
Event / Project Name: <b>Lake Monona 20KM Run 5KM Run/Walk</b>	
Location of Event / Project: <b>Winnequah Park, 1041 Nichols Rd., Monona, WI 53716</b>	
Date(s) of Event / Project: <b>Saturday, May 4 2019</b>	
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 checked="" type="checkbox"/> Other: <b>Run</b>	
Description of Project or Event: The Lake Monona 20K Run and 5K Run/Walk presented by SSM Health, taking place on Saturday, May 4th, 2019, offers a beautiful course with springtime temperatures ideal for running, and lots of runners to share the experience with. For those with longer distance ambitions, this "almost" half marathon is a great way to peak your training for your spring race. For those looking for a shorter distance, there is also a 5K run/walk option.	
Please describe how this event or project will promote overnight hotel stays: We would partner with Monona hotels to provide room discounts and packages for those coming to the events. Race Day Events would promote partnered hotels as the preferred hotel while pushing the assigned room discount for the event.	
Number of Attendees Expected: <b>2500</b>	Number of Volunteers Expected: <b>146</b>
Projected Number of Overnight Hotel Stays: <b>100</b>	Number of Hotel Stays Previous Year: <small>100 based off of a survey where 250 people responded with</small>
How are you marketing this event or project? Race Day Events, Director of Marketing, Erin Schleicher will work with a \$2,200 budget currently in place to promote the event via social media, website, local news, ambassadors, mass emails & etc. A month by month plan has been built to guide execution.	
Event or Project Budget - <i>Attach Budget Worksheet</i>	Amount of Funding Requested: <b>\$5,000</b>
Use of Tourism Funds: <b>To enhance the overall marketing budget to help bring in more participants to see what Monona has to offer.</b>	
Applicant Signature <b>Lucas Molloy</b>	Digitally signed by Lucas Molloy Date: 2018.11.08 12:21:10 -06'00' Date: <b>11/08/2018</b>

**APPLICATION PROCEDURES:**

- Submit completed application and budget worksheet forms before Tourism Commission at least three weeks before meeting date.
- Appear before the Tourism Commission to present request and answer questions about your application.
- Application due date is: November 7, 2018
- Funds available this round: \$15,000
- Deadline for expenditure of awarded funds: TBD

**Other requirements:**

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

**For Tourism Commission Use Only**

Date Approved by Commission:

Amount Awarded:

Chair Signature:

Attach conditions for approved grants.