

# VILLAGE OF OSCEOLA ROOM TAX/TOURISM COMMISSION

**Date:** Tuesday, June 11, 2024  
**Time:** 8:30 am  
**Place:** Village Hall/Discovery Center Conference Room 105, Lower Level  
310 Chieftain Street, Osceola, WI 54020

## Agenda

1. Call the Meeting to Order
2. Approval of Agenda
3. Approval of minutes of the March 20, 2024
4. Discussion and possible action re:
  - a. Request for room tax grant funding from Osceola Wheels & Wings Organization for funding (1) half used to offset a portion of Air Show costs, housing and (2) to seeking assistance with continuing to expand their social media and website reach.
5. Future agenda items and updates
6. Adjourn

Carie Krentz  
Village Clerk

**NOTE:** It is possible that members of other governmental bodies of the municipality may be present at the above scheduled meeting to gather information about a subject over which they have decision-making responsibility. No action will be taken by any governmental body at the above-stated meeting other than the governmental body specifically referred to above in this notice.

Please note that, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service, contact Village Hall at (715) 294-3498.

# VILLAGE OF OSCEOLA ROOM TAX COMMISSION PROCEEDINGS

## March 20, 2024

The Village of Osceola Room Tax Commission met on March 20, 2024 at Village Hall. Chair Williams called the meeting to order at 4:31 p.m.

Present: Andrew Carlson, Josiah Williams and Jessica Robinson

Absent: Roxanne Patterson & Mike Malik

Others present: Carie Krentz and Wyatt Yager

Motion by Carlson and seconded by Robinson to approve the agenda.

Ayes-3 Nays-0 Motion carried

Motion by Robinson and seconded by Carlson to approve the minutes of the November 30, 2023 meeting.

Ayes-3 Nays-0 Motion carried

### **Discussion and possible action re:**

#### **Room Tax Collection Report**

Krentz presented the 2023 report filed with the WI DOR. This report shows collection of \$31,452 in room tax and \$10,830 in grants approved by the Commission. The fund balance as of end of 2023 is \$54,309.68.

#### **Requests for room tax grant funding from Osceola Main Street Organization for funding of Website**

Yager started off by saying his main goal is to bring the Chamber, Main Street and the BID together by creating the website for Explore Osceola. Funding is needed for the new website and updated pictures of the area. After website is created, marketing will be created to draw back to website. The site will focus on drawing tourism to the area from May to October. This will also be another way to communicate with residents and visitors when dealing with the bridge closure. The upfront cost to build website is \$12,500 and \$2,000 for photos. The cost to maintain the site will be approx.. \$800/year and that will be covered by Chamber and BID. Discussion with all members and Yager on goals, outreach and usefulness of site. Hoping for site to up and running mid to late June.

Motion by Carlson and seconded by Robinson to approve the requested room tax grant funding from Osceola Main Street Organization for \$7,000 for new website Explore Osceola.

Ayes-3 Nays-0 Motion carried

#### **Requests for room tax grant funding from Osceola Main Street Organization for funding River Valley Shop Hop**

Yager stated this to promote, print materials & advertising, River Valley Shop Hop. This second year for this event. This year is different moving from 2 weekends to one long weekend because (1) harder to follow, more confusing to shoppers and (2) it was double the resources for the businesses involved. The advertiser will focus on booking a stay in Osceola to kick off the weekend. Discussion on print materials and ad in the papers.

Motion by Robinson and seconded by Carlson to approve the requested room tax grant funding from Osceola Main Street Organization for \$450 for River Valley Shop Hop.

Ayes-3 Nays-0 Motion carried

#### **Future agenda items and updates**

n/a

Commission Chair Carlson adjourned the meeting at 5:06 p.m.

Respectively submitted by,

Carie Krentz  
Village Clerk

**ROOM TAX GRANT APPLICATION FORM**

Project Title: Osceola Wheels & Wings Air Show

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Name of Organization: Osceola Wheels & Wings Inc.

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Mailing Address: PO Box 271, Osceola WI 54020

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Contact Person: Kyle Weaver Phone: 317-965-3578 E-Mail: swsman28@yahoo.com

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Grant Amount Requested: \$ 4,000

Total Project Cost: \$ 30,000

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Time Frame in Which Funded Project Will be Completed: From: Friday, Sept. 6  
To: Sunday, Sept. 8

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Time Frame in Which Total Project Will be Completed: From: Same as above  
To:  
*(could be same or different from Funded Project time frame)*

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**QUESTIONS** You may use additional pages to provide information for each question

Was this event/activity funded previously with Room Tax Grant Funding?  YES  NO

If answered Yes , how much was funded? \$ \$2,600 total

Please list all past years funded with room tax funding and the amount

Osceola Wheels & Wings received a \$600 grant for some website redevelopment in 2021.

A Room Tax Grant of \$2,000 was also received in 2023 to assist with housing our Air Show performers.

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**Other Funding:** What efforts have been made since the last time you received funds from the Room Tax Fund to access funding from additional sources?

Our event revenue comes from sponsors, vendor fees, donations, a pancake breakfast and car show participants. We also have received grants from Polk-Burnett Electric Cooperative in 2023.

**Promoting Your Festival/Event/Activity:** Provide a detailed breakdown of your advertising & marketing campaign. Including geographical location as well as projected costs.

All our marketing happens via our website, through social media posts and earned media. We have contracted with Social Cardinal (Connor Grant) to help us with social media and an overhaul of our website. Our Facebook page currently features 5,640 followers, of whom 4,493 (79.6%) reside outside Polk County. Our number of followers is up 26% over last year since Connor began helping us.

## OSCEOLA ROOM TAX/TOURISM GRANT GUIDELINES & APPLICATION

**Project Description:** Detailed description of the proposed project/activity. Include information on the area the project will serve/impact and what the grant funds will be used for. Describe how the project/activity will enhance tourism and/or result in 'heads in beds'-overnight stays.

Osceola Wheels & Wings is in its 43rd year, serving the Osceola community by hosting a car show, fly-in pancake breakfast, air show and other activities at Osceola's L.O. Simenstad Airport. Past years of the event have seen as many as 10,000 people attend the event, including several hotel stays directly booked by Wheels & Wings for our aerial performers and volunteers.

We are asking for \$4,000 to assist us in two areas:

First, half the funding would be used to offset a portion of the Air Show costs, namely the housing and ground transportation of our performing pilots, announcers and air boss. Per our contracts with them, they each need two nights in an area hotel before and after the show on Sept. 7.

Second, we are seeking assistance with continuing to expand our social media and website reach by contracting with Connor Grant of Social Cardinal ([info.socialcardinal.com](http://info.socialcardinal.com)). In exchange for a year of his services and an in-kind sponsorship credit, Connor has offered us a reduced rate of \$250 per month, plus a one-time fee of \$1,500 for overhauling our website ([wheelsandwings.org](http://wheelsandwings.org)).

**Goals/Monitoring:** Describe the goals of the project. Will the project result in an increase in overnight stays by visitors to Osceola? If so, how will this increase be tracked/monitored?

Our goal is to put on a small-but-mighty hour-long Air Show that will bring people to town.

For our Air Show performers and announcer, six rooms for three nights have already been booked in New Richmond at a total cost of \$3,600. We also are required to pay for fuel, smoke oil, and to obtain rental vehicles for the pilots to go between the Osceola airport and the hotel after they fly in for the show.

Our total budget for the Air Show this year is \$30,000.

Connor Grant has been volunteering with us since 2023 and we've already seen a remarkable improvement in our social media traffic. He was able to take a number of ground (and aerial! photos at last year's event and turn them into social media gold. His website work has been top notch as well. Retaining his talents for another year at his proposed discounted rate is an absolute no brainer for us! Our budget for Connor's services is \$4,500, less an in-kind sponsorship.

**Financial Statement:** Your organization's most recent financial statement and/or operating budget.

Current budget and YTD financial statement are attached with this application.

**Project Activity/Performance:** Describe how the project/activity's performance will be measured (How will an increase in tourism be determined? How will an increase in the sale of goods and services as a result of the project be measured? What other short or long term economic benefits will occur as a result of the project and how will that be tracked? Has a feasibility study been conducted?)

As Wheels & Wings is a "free to see" event, we do not sell any tickets, specific goods or services, etc., that we can measure. Our only metrics are website and social media traffic, car show registrations, and estimated attendance at the event, which ultimately is far more dependent on weather than any other factor. Good weather will mean good attendance, especially as it pertains to show cars and general aviation traffic. As such, the short- and long-term economic benefits of our event truly are not ours to measure. The Osceola Chamber of Commerce and the greater business community are the largest economic benefactors of our organization's all-volunteer efforts by far. We need their support to keep Wheels & Wings going!

## OSCEOLA ROOM TAX/TOURISM GRANT GUIDELINES & APPLICATION

**Coordination and Collaboration:** Provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area. You may attach up to three letters of support from these organizations or agencies.

Our revamped website includes a "When You Come" page and a "Places to Stay" page that lists all the Osceola hotels and lodging spaces known to us. We have been approached by a couple of AirBNB-type spaces in the area that are also interested in being sponsors of the event, but are looking for guidance from the Room Tax Commission as to what/how including them may be appropriate.

In 2023 we began a collaboration with the Minnesota Transportation Museum, which operates the Osceola & St. Croix Valley Railway out of the historic Osceola Soo Line Depot. In exchange for a little bit of data sharing, we have offered the MTM folks a free vendor booth space at our event, where their marketing team can chat up our visitors and potentially sell them on a return trip to Osceola to ride the train. They provided us with a visual "pin map" (attached below) of the people who stopped by their booth last year and stuck a pin in the map denoting where they usually reside. We are hoping to improve on this for 2024 and perhaps get a little more granular information. We need a bigger map!

### References

- \* Osceola Auto Body (Key Event Sponsor): Dan Tronrud, owner, (715-294-2165, dan@osceolautobody.com)
- \* J&S General Contracting (Key In-Kind Sponsor): Steve Mueller, owner, (612-987-1389, steve@jsgeneralcontracting.com).
- \* Minnesota Transportation Museum (Key In-Kind Sponsor): Wayne Merchant, president (612-799-9494, waynem@trainride.org)

OSCEOLA ROOM TAX/TOURISM GRANT GUIDELINES & APPLICATION

**Event/Activity Budget Detail:** Provide a detailed budget breakdown of your event/activity. Include both expenses and projected revenue.

**Total Air Show + Marketing budget: \$30,000**

Performer: Susan Dacy \$5,500

Performer: Britt Lincoln/Craig Gifford \$5,000

Performer: Jody Graffunder

Skydive demonstration: \$1,500

T6 Thunder or Department of Defense fly-in: \$2,500

Announcer: Allen Mitchell \$2,000

Air Boss: Sam Huffstetler \$3,000

Hotels: \$3,600

Rental cars: \$500

Aviation fuel: \$1,500

Smoke oil: \$500

Miscellaneous/capital reserve: \$1,900

Social Cardinal/Connor Grant marketing: \$4,500 (less \$2000 in-kind sponsorship)

Certification

"I hereby certify that I represent (organization name) Osceola Wheels & Wings Inc

\_\_\_\_\_, and have the authority to speak for and bind by signature the Organization. I hereby certify that the information supplied in this application is true and correct and that I have read and understood the procedures and guidelines that govern this grant. Further, I acknowledge that any variance to the procedures and guidelines governing this program may result in non-reimbursement of any or all expenditures connected with this grant.

Name (Print): Kyle Weaver

Title: Secretary/Treasurer

Organization: Osceola Wheels & Wings Inc

Signature: *Kyle Weaver*

Date: 5/28/24

OSCEOLA ROOM TAX/TOURISM GRANT GUIDELINES & APPLICATION

For Organization Committee Use Only – Please do not fill out this portion of the application.

**Room Tax Grant Application Score Sheet**

Name of Organization: \_\_\_\_\_

Event/Activity: \_\_\_\_\_ Requested Grant Amount: \$ \_\_\_\_\_

Qualifier	Scoring Criteria	Notes	Points
<b>Tourism Related</b> Yes <input type="checkbox"/> No <input type="checkbox"/> (If no, do not continue)	1 point – Unknown tourism revenue expectations 3 points – Likely to generate mainly tourism revenue 5 points – Likely to generate lodging, visitor spending & tourism revenue		
<b>Number of Days of Event/Activity</b>	1 point – 1 Day 3 points – 2 Days 5 points – 3 Days or more		
<b>Number of Participants Reached</b>	1 point – less than 500 3 points – 500 to 3000 5 points – Over 3,000		
<b>Budget (Line items must be provided to qualify)</b>	1 point – Room Tax = 40% or more of budget 2 points – Room Tax = 20-40% of budget 5 points – Room Tax = Less than 20% of budget		
<b>Promotes out of Polk County Visitor Reach</b>	1 point – Not documented 3 points – Documented out of county visitors 5 points – Documented out of county visitors from 40 + miles		
<b>Promotes outside of Peak Season</b>	1 point-June 15 <sup>th</sup> -September 15 <sup>th</sup> 4 points-Any other date(s)		
<b>Promotes overall tourism businesses -visitor spending</b>	1 point-Partnerships/promotions with at least 2 tourism businesses/packages-special offers) 3 points-Partnerships/promotions with at least 3 5 points-Partnerships/promotions with at least 5		
<b>TOTAL POINTS (Maximum = 35, minimum to qualify = 20)</b>			

Grant Request:  Approved  Denied    Votes: Yes \_\_\_\_\_ No \_\_\_\_\_ Abstained \_\_\_\_\_

In the amount of: \_\_\_\_\_ Date: \_\_\_\_\_

OSCEOLA ROOM TAX/TOURISM GRANT GUIDELINES & APPLICATION

Notes regarding decision: \_\_\_\_\_

# Osceola Wheels and Wings, Inc

## 2024 Budget

	<u>2024 Budget</u>	2023 Actual	2023 Budget
<b>REVENUE</b>			
Sponsorships	\$25,000.00	\$30,579.40	\$30,000.00
Food Vendors	\$3,500.00	\$3,500.00	\$3,500.00
Merchant Vendors	\$1,200.00	\$1,200.00	\$2,000.00
Parking/Entry Donations	\$1,600.00	\$506.00	\$1,000.00
Pancake Breakfast	\$6,000.00	\$5,883.72	\$6,000.00
Car & Motorcycle Show	\$2,500.00	\$10,928.86	\$8,000.00
Grants & Miscellaneous	\$5,600.00	\$2,637.02	\$1,700.00
<b>GROSS REVENUE</b>	<b>\$45,400.00</b>	<b>\$55,235.00</b>	<b>\$52,200.00</b>
<b>EXPENSES</b>			
Air Show/Aviation	\$25,500.00	\$24,098.88	\$25,000.00
Marketing/Social Media	\$4,500.00	\$0.00	\$0.00
Infrastructure	\$10,920.00	\$9,847.31	\$10,020.00
Volunteer Expense	\$2,900.00	\$2,616.84	\$2,400.00
Insurance	\$2,800.00	\$2,747.00	\$2,800.00
General Admin-Misc. Expense	\$1,943.00	\$2,147.10	\$2,602.00
<b>GROSS EXPENSES</b>	<b>\$48,563.00</b>	<b>\$47,457.13</b>	<b>\$49,822.00</b>
<b>TOTAL NET REVENUE</b>	<b>(\$3,163.00)</b>	<b>\$7,777.87</b>	<b>\$2,378.00</b>

MTM Pin Map:

