

VILLAGE OF OSCEOLA ROOM TAX/TOURISM COMMISSION

Date: October 1, 2024
Time: 4:00 pm
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 June 11, 2024
4. Discussion and possible action re:
 - a. Request for room tax grant funding from Mainstreet Retail Group for funding Doe on the Go 2024 event.
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

June 11, 2024

The Village of Osceola Room Tax Commission met on June 11, 2024 at Village Hall. Chair Williams called the meeting to order at 8:30 a.m.

Present: Andrew Carlson, Josiah Williams and Mike Malik

Absent: Roxanne Patterson & Jessica Robinson

Others present: Carie Krentz and Kyle Weaver

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

Ayes-3 Nays-0 Motion carried

Motion by Carlson and seconded by Malik to approve the minutes of the March 20, 2024 meeting.

Ayes-3 Nays-0 Motion carried

Discussion and possible action re:

Requests for room tax grant funding from Osceola Wheels & Wings Organization for funding of (1) offset portion of Air Show costs; and (2) assistance with continuing to expand their media reach

Weaver reviewed grant requests in the past, first one being for website, second to assist with housing for Air Show performers which went well. This year adding the services of Social Cardinal (Connor Grant, Osceola alum and has a marketing degree from UW-River Falls) to help with social media and overhaul their website. Committee asked what expenses are related to Air Show and most of the costs are related to that. Weaver went through the costs associated with performers stay while here for show.

Committee discussed and determined expenses to consider for application were Hotels, Rental cars and Marketing should be considered for total budget which is a total of \$8,100. Suggested to plan ahead to have pilots to stay in town, organization would like to do that but hasn't been able to find any place with availability. Committee when through the checklist on qualify for grant funds and scored 21 points, which qualified for approval.

Motion by and seconded by to approve the requested room tax grant funding from Osceola Wheels & Wings Organization for \$4,000 as presented

Ayes-3 Nays-0 Motion carried

Future agenda items and updates

n/a

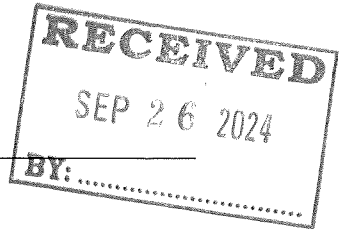
Commission Chair Carlson adjourned the meeting at 8:57 a.m.

Respectively submitted by,

Carie Krentz
Village Clerk

2024

ROOM TAX GRANT APPLICATION FORM



Project Title:

DOE ON THE GO 2024

Name of Organization:

MAINSTREET RETAIL GROUP

Mailing Address:

Contact Person:

Phone: (715) 417-0791

E-Mail:

JANE MAKI / WYATT YAGER

JANEMAKI5@gmail.com

Grant Amount Requested: \$ 3660

Total Project Cost: \$ 3660

Time Frame in Which Funded Project Will be Completed:

From: OCT. 2024

To: NOV. 2024

Time Frame in Which Total Project Will be Completed:

From: NOV. 22 + 23, 2024

To:

(could be same or different from Funded Project time frame)

EVENT DAYS

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? \$ 2425

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

2023 \$2425

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?

EACH BUSINESS PROVIDES THE FOLLOWING FOR THIS EVENT:

- \$25 STORE GIFT CARD
- \$10 STORE GIFT CARD
- \$50 GIFT BASKET (SOME BUSINESSES PROVIDE MORE THAN 1)
- IN STORE DRAWINGS
- IN STORE SNACKS

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

FACEBOOK MARKETING \$125 BAG STUFFERS \$110 YARD SIGNS \$200
THE SUN \$250 POSTERS IN AREA COMMUNITIES \$200 MPLS/ST. PAUL
THE YELLOW PAPER \$575 MAGAZINE \$1000
SAVE THE DATE CARDS IN PART. BUSINESSES \$200

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.

DOE ON THE GO IS AN ANNUAL TWO DAY EVENT USING THE THEME 'SHOP. EAT. PLAY. REPEAT.' WE WILL INCLUDE FB POSTS & ADS THAT FOCUS ON WHERE TO STAY. WE PARTNER WITH RETAIL BUSINESSES, RESTAURANTS, BARS AND THE ST. CROIX RIVER INN TO OFFER AN EVENT

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? **WORTHY OF AN OVERNIGHT STAY.**

1. PROVIDE SUPPORT TO OUR LOCAL BUSINESSES THROUGH INCREASED ADVERTISING
2. PROVIDE CUSTOMERS WITH AN OUTSTANDING EXPERIENCE SO THE WILL WANT TO RETURN & SPEND MORE TIME HERE.

(TRACKING/MONITORING DATA BELOW)

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

THE RETAIL GROUP DOES NOT HAVE A FINANCIAL STATEMENT.

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?

NUMERS FROM 2021	2022	2023
21 BUSINESSES	25 BUSINESSES	34 BUSINESSES
14500 PEOPLE REACHED VIA FB	17000 PEOPLE REACHED	23500 BUSINESSES REACHED BY FB
1419 FB FOLLOWERS	1900 FB FOLLOWERS	2100 FOLLOWERS
	3100 PEOPLE SEARCHED FOR OUR PAGE	

W MAIN STREET PROVIDED US WITH THE FOLLOWING ZOC DATA ABOUT

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.

OUR EVENT : WE HAD A 118% INCREASE IN VISITORS 0-49 MILES AND A 250% INCREASE IN VISITORS FROM 50+ MILES. WE WILL WE WILL TARGET THOSE COMMUNITIES WITH ADS. ALL RETAIL BUSINESSES, BARS & RESTAURANTS IN OSCEOLA ARE INVOLVED WITH THIS EVENT.

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

DUE ON THE GO IS THE PREMIER RETAIL EVENT IN OSCEOLA. IT PROVIDES MANY OF OUR SMALL BUSINESSES WITH THEIR STRONGEST FINANCIAL DAYS OF THE YEAR. OUR BUSINESSES WILL BE SUPPORTED BY THE ADVERTISING DOLLARS IN THIS GRANT.

ADS

FB \$125
THE SUN \$250
YELLOW PAPER \$575

PRINT MATERIALS

BAG STUFFERS \$110
SAVE THE DATE \$200
WHERE TO EAT/SHOP CARDS \$500
POSTERS \$200
YARD SIGNS \$200
DETAGS & STAMP CARDS \$1200
STAMPERS \$250
GIFT CARD GIVE AWAY \$50

Certification

"I hereby certify that I represent (organization name) OSCEOLA WI


RETAIL GROUP

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): JANE MAKI

Title: BUSINESS OWNER, DUE ON THE GO ORGANIZER

Organization: RETAIL GROUP

Signature: 

Date: 9/24/2024

OSCEOLA ROOM TAX/TOURISM GRANT GUIDELINES & APPLICATION
 Village of Osceola Room Tax Commission (Revised 01-03-18)

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
Tourism Related 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		
Number of Days of Event/Activity	1 point – 1 Day 3 points – 2 Days 5 points – 3 Days or more		
Number of Participants Reached	1 point – less than 500 3 points – 500 to 3000 5 points – Over 3,000		
Budget (Line items must be provided to qualify)	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		
Promotes out of Polk County Visitor Reach	1 point – Not documented 3 points – Documented out of county visitors 5 points – Documented out of county visitors from 40 + miles		
Promotes outside of Peak Season	1 point-June 15 th -September 15 th 5 points-Any other date(s)		
Promotes overall tourism businesses -visitor spending	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		
TOTAL POINTS (Maximum = 35, minimum to qualify = 20)			

Grant Request: Approved Denied Votes: Yes _____ No _____ Abstained _____

In the amount of: _____ Date: _____

Notes regarding decision: _____