

VILLAGE OF OSCEOLA ROOM TAX/TOURISM COMMISSION

Date: January 27, 2025
Time: 2:00 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 October 1, 2024
4. Discussion and possible action re:
 - a. Request for room tax grant funding from American Pageants, Inc. for funding regional qualifying pageant event.
 - b. Request for room tax grant funding from Riverwood Canoe & Kayak Rental for website build.
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. 1 of 14

VILLAGE OF OSCEOLA ROOM TAX COMMISSION PROCEEDINGS

October 1, 2024

The Village of Osceola Room Tax Commission met on October 1, 2024 at Village Hall. Chair Williams called the meeting to order at 4:01 p.m.

Present: Andrew Carlson, Josiah Williams, Roxanne Patterson, and Jessica Robinson

Absent: Mike Malik

Others present: Carie Krentz and Jane Maki

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

Ayes-4 Nays-0 Motion carried

Motion by Carlson and seconded by Robinson to approve the minutes of the June 11, 2024 meeting.

Ayes-4 Nays-0 Motion carried

Discussion and possible action re:

Request for room tax grant funding from Mainstreet Retail Group for funding of Doe on the Go 2024 Event.

Maki presented the request from Mainstreet Retail Group for marketing Doe on the Go 2024 Event. This is the largest event held each year and can sustain businesses through the slow periods of the year. 34 businesses participate, each providing \$25 gift card, \$10 gift card, \$50 gift baskets and in store drawings & snacks, with a grand prize of \$850. This is two day event and grant request is for promotion of event. They will let all area chambers aware as well as Polk County tourism. Last year started several posts/Ads on where to stay, since it's a two-day event. 2023 saw an increase in visitors by 118% 0-49 miles and 256% from 50+ miles.

Discussion on where numbers are coming from and breakdown of funds requested.

Motion by Patterson and seconded by Carlson to approve the requested room tax grant funding from Mainstreet Retail Group for \$3,660 as presented.

Ayes-4 Nays-0 Motion carried

Future agenda items and updates

n/a

Commission Chair Carlson adjourned the meeting at 4:20 p.m.

Respectively submitted by,

Carie Krentz
Village Clerk

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

ROOM TAX GRANT APPLICATION FORM

Project Title:

American Pageants Midwest Regional Pageant

Name of Organization:

American Pageants, Inc.

Mailing Address:

PO BOX 717 - Osceola, WI 54020

Contact Person:

Nicole Bartley

Phone: ())

(651) 245-1904

E-Mail:

midwest@americanpageants.org

Grant Amount Requested: \$

\$6,000

Total Project Cost: \$

\$12,400

Time Frame in Which Funded Project Will be Completed:

From: November 9, 2024

To: February 9, 2025

Time Frame in Which Total Project Will be Completed:

From:

To:

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

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? \$ n/a

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

 n/a

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?

n/a, we have never received funding for this event via Room Tax Funds.

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

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

American Pageants Inc. advertises across social media sites including Facebook and Instagram. On our 8 Facebook pages (inclusive of 7 National Titleholders) we have over 9,600 followers, on Instagram (again across 8 pages) we have over 13,800 followers. Advertising will happen across all pages on Facebook and Instagram. These are national accounts, reaching all 50 states, however our primary focus will be on the 12 states defined by the government as "midwest", these states include: Minnesota, Wisconsin, Iowa, Illinois, Indiana, Michigan, Nebraska, Ohio, South Dakota, North Dakota, Kansas, and Missouri. We would plan to spend \$100/month on a combined social marketing plan boosting ads during the months of November 2024 - January 2025, equalling \$300 total spend for social marketing costs.

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.

The Midwest Regional for American Pageants is a regional qualifying pageant for a nationally based organization. There will be a competition to see who will be our regional titleholders that move onto the national competition. Areas of competition include: 3 resume submissions, interviews, and an evening gown/projection & poise presentation. The grant funds would help us offset marketing costs, printing costs, prize packages, and supply costs. We will have contestants and their family members here for a weekend stay during their competition. This will continue to be an annual event and will increase tourism year after year during the slower winter months. We have a handbook with suggested locations to stay overnight during their stay. Many will require lodging as currently 80%+ of our contestants will be coming from out of state.

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?

The goals of this project are to send 7 regional titleholders onto the national competition in July. We currently have 3 of the 7 divisions confirmed with multiple contestants and have 2 more divisions with strong leads and pending applications.

As mentioned above we currently have 80%+ of our registered contestants from out of state. They will require an overnight stay, which would increase overnight stays in Osceola during the slower winter months. Contestants will inform us of their lodging accommodations/arrival times the week leading up to the event. We will be able to track and record which contestants stayed where at that time.

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

As a brand new regional competition, directors Nicole Bartley & Melanie Ladd are fully funding all expenses for this pageant. Current expenses we have paid for include: \$300 Facebook/Instagram Marketing and \$1,400 titleholder hardware (sashes & crowns). The remainder of our expenses that still need to be paid will be listed below in the Event Budget Detail section of this grant.

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?

The increase in tourism will be determined based on the number of contestants and their family members that attend the Midwest Regional pageant. We have an exit meeting and interview scheduled with each contestant upon conclusion of the event. We also have an anonymous feedback survey that will be sent out to all contestants and their family members. The interview & survey will record information regarding their stay in Osceola including where they stayed, how their experience was at their choice of lodging, if they took advantage of our downtown shopping and other local attractions and their experience with these. To track the sale of goods and services we will need to confirm with the hotel and air bnb owners which guests stayed where based on the answers they provide us with the exit interview.

This event is slated to become an annual event and if the venue and location works well for our candidates this year we see no reason to have to move our host city elsewhere. Therefore, if our contestants are happy overall with the venue, lodging, and location of the event we will continue to book this regional pageant here in Osceola over the next several years. As our regional pageant gains traction and more recognition within the pageant community we will only continue to increase our contestant count each year.

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.

We will be utilizing the Staple downtown Osceola for all of our printing needs. Printing needs include: signage, program books, dressing room headshots, judges binders, and backdrops. We also will be using the Stoneroom (lower level event venue) of the Staple to host an information/optional session on Friday, February 7th.

We plan to use the Watershed or another local eatery for our judges dinners and/or lunches.

We also have a handbook featuring a map with all our lodging, downtown shops, dining options, and other local area attractions.

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

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

\$250 venue reservation
\$250 optional night venue reservation
\$1,400 hardware (crown, sashes, medallions)
\$400 Facebook/Instagram marketing advertisements
\$300 event insurance
\$300 floral bouquets
\$300 award plaques
\$750 event photographer
\$750 welcome bags
\$3,500 educational/career scholarships
\$4,200 prize packages

\$12,400 Overall Costs

Certification

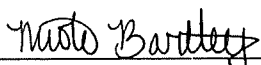
"I hereby certify that I represent (organization name) American Pageants, Inc.

_____ 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): Nicole Bartley

Title: 2024 National Ambassador & AP Midwest Regional Director

Organization: American Pageants, Inc.

Signature: 

Date: January 13, 2025

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: _____

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

JAN 14 2025

INTRODUCTION

Osceola receives funds from room taxes imposed on lodging facilities and is to be used to promote tourism marketing or promotion. A Room Tax Commission is appointed by the Village Board to review applications. These grants are for advertising or promotion of events or activities in a variety of media. The project should draw out-of-area day visitors to the region and/or motivate visitors to stay nights in Osceola lodging establishments.

ELIGIBILITY

Business organizations, volunteer managed organizations and individuals. Projects must have a significant impact on tourism for Osceola and reach markets outside of Polk County.

APPLICATION GUIDELINES

The grant should strive to match on a dollar-for-dollar basis. Matching funds include cash contributions, in-kind contributions or a combination of both. In-kind services include contributions of space, materials, loaned equipment and donated professional services. Applications must be legible and signed by applicant. Only complete applications will be considered. All events must create a positive image of Osceola and the surrounding area.

REVIEW CRITERIA

Projected tourism impact, including visitor spending and room night generation. Level of community impact and public benefit. Uniqueness of project. Quality of the proposed project. Evidence of careful financial planning. Evidence of need and sustainability.

Eligible Expenditures: Multi-media reaches primarily outside of Polk County (newspaper, magazine, TV & radio and internet advertising) Design & print of posters, flyers, brochures, banners and other promotional materials.

Ineligible Expenditures: Administrative costs, salaries capital & operating costs, any newspaper, TV, radio advertising and promotional materials within Polk County.

APPLICATION PROCEDURES

Applications are competitive. Applicants are informed of their funding status approximately four weeks after the application deadline. Upon submission of all required follow-up criteria, the Village of Osceola Room Tax Commission will award payment. Grants are awarded on a reimbursement basis. Proof of expenditures (receipts or cancelled checks) must be submitted no later than 60 days after your event/activity. The Room Tax Commission reserves the right to accept or reject any or all applications.

ROOM TAX GRANT APPLICATION FORM

JAN 15 2025

Project Title: Riverwood: Osceola, Minnesota

Name of Organization: Riverwood Canoe & Kayak Rental

Mailing Address: P.O. Box 333 Osceola, WI 54020

Contact Person: Andrew Carlson Phone: (715) 222-2288 E-Mail: beachcaptain@riverwoodcanoe.com

Grant Amount Requested: \$ 2,750 Total Project Cost: \$ 7,180

Time Frame in Which Funded Project Will be Completed: From: 12/24
To: 04/25 (website build)

Time Frame in Which Total Project Will be Completed: From: 04/25 → 10/25
To: (could be same or different from Funded Project time frame) (promotion period)

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? \$ _____

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

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?

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

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

See Attached Project Description

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.

See Attached Project Description

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?

See Attached Project Description

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

See Attached P&L

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?

See Attached Project Description

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.

See Attached Project Description **Page 3 of 5**

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

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

Website build - \$1200 - Matthew Ryan Digital Consulting
Website hosting/ongoing - \$480 - "
Website Ads - \$4000 - Google Ads
Review Site enhancement - \$1000 - Yelp & Trip Advisor
Social Media boosting - \$500 - Facebook & Instagram

\$7180

Certification

"I hereby certify that I represent (organization name) Riverwood Canoe

& Kayak Rental 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): Andrew Carlson

Title: Partner

Organization: Riverwood Canoe & Kayak Rental

Signature: A.K. [Signature]

Date: 1-15-25

Project Name

Riverwood: Osceola, Minnesconsin

Project Description

Objective: To encourage more Riverway guests to visit the Osceola area by enhancing and expanding Riverwood's website and increasing its advertising reach.

Goal 1: Strengthen the direct link that Riverwood provides to the St. Croix River and Interstate Park

Goal 2: Support Local businesses through increased recognition and advertising

Riverwood Canoe & Kayak Rental has been providing fun on the St. Croix since 2011, serving over 100,000 paddlers. Located in Osceola, our guests experience our charming river town and hear our local stories. Our season runs from mid-May to mid-October for weekend paddling, with daily operations from June through August.

Paddling is a popular activity, and Osceola Landing is frequently visited. According to the Saint Croix National Scenic Riverway, over 50,000 people rent boats and arrive at Osceola Landing each year, but 75%-80% miss out on exploring Osceola as their buses bypass the town.

The Riverway is recognized as a premier destination, and we promote the connection between Osceola and the river. The Wisconsin Department of Tourism's 2023 report states that day visitors spend an average of \$79 per day, while overnight visitors spend \$227. With our average price of \$27 per person, an estimated 5,000 day visitors and 500 overnight guests will have around \$360,000 available to spend during their time here.

We are seeking funds to help execute a marketing plan that involves

- website rebuild (to include a "where to stay, what to do") - \$1200
- website hosting, upkeep and SEO - \$480
- Google Ads campaign - \$4000
- review sites promotions (Yelp, Trip Advisor, Google Listing) - \$1000
- social media boosting/advertising (Facebook, Instagram) - \$500

Geographically Speaking

Riverwood attracts visitors from all over, and it's a common sight to see our parking lot filled with license plates from across the country, especially during the week. On weekends, Minnesota plates take over, with the majority of our guests proudly hailing from the Twin Cities. Our marketing campaigns strategically target a 75-mile radius, focusing on the most populated areas. Key cities within this radius include Apple Valley, Shakopee, Bloomington, and all major suburbs of the Minneapolis/St. Paul Region.

Local Partners

Our new website will feature a dedicated section highlighting local attractions. We will place a strong emphasis on Downtown Osceola, showcasing its vibrant offerings, including a variety of dining and lodging options. This focus will enhance visitors' stay and encourage increased spending in the area.

Tracking Data

Website analytics, Google Ad reports, enhanced tracking with paid review site listings, Social Media post and page analytics

Itemized Categories - Last year

1/1/2024 through 12/31/2024 (Cash Basis)

1/9/2025

Date	Account	Num	Description	Tag	Memo	Clr	Amount
INCOME							121,278.12
Uncategorized							0.60
Sales (Business)							121,277.52
EXPENSES							-127,265.94
Uncategorized							-0.30
Advertising (Business)							-5,340.68
Promotion							-30.00
5/14/2024	Checking	4153	Dayna Prindle			R	-30.00
Other Advertising (Business)							-5,310.68
5/1/2024	Checking	4156	Friends Of In...			R	-200.00
7/4/2024	Checking	4188	Friends Of In...			R	-300.00
10/15/2024	Checking	4337	Friends Of In...			R	-100.00
4/1/2024	Credit Card		Google				-3.69
5/1/2024	Credit Card		Google				-151.72
6/1/2024	Credit Card		Google				-510.85
6/3/2024	Credit Card		Godaddy				-197.64
6/24/2024	Credit Card		Google				-500.00
7/1/2024	Credit Card		Facebook				-9.92
7/20/2024	Credit Card		Google				-500.00
7/28/2024	Credit Card		Yelp				-131.05
7/31/2024	Credit Card		Godaddy				-35.16
8/1/2024	Credit Card		Facebook				-1.08
8/1/2024	Credit Card		Google				-176.15
8/1/2024	Credit Card		Yelp				-72.59
8/14/2024	Credit Card		Yelp				-410.55
8/22/2024	Credit Card		Google				-500.00
8/31/2024	Credit Card		Facebook				-30.00
9/1/2024	Credit Card		Yelp				-339.45
9/1/2024	Credit Card		Google				-337.12
10/2/2024	Credit Card		Google				-478.36
10/2/2024	Credit Card		Yelp				-133.80
11/1/2024	Credit Card	ATM	Google				-191.55
Auto & Transport							-20,534.46
Auto Insurance							-9,415.00
Gas & Fuel							-8,145.99
Registration							-1,083.49
4/18/2024	Checking	ATM	Dmv			R	-50.25
4/3/2024	Credit Card	ATM	Dmv				-424.24
4/16/2024	Credit Card	ATM	Dmv		7 veh		-609.00
Service & Parts							-1,480.11
Towing							-409.87
8/17/2024	Credit Card		Jakd Roadside				-131.88
8/17/2024	Credit Card		Jakd Roadside				-277.99
Bills & Utilities							-5,245.96
Credit Card Payment							-4,923.40
Utilities							-322.56
5/31/2024	Checking	4163	Waste Mana...		trash	R	-149.96
9/4/2024	Checking	4322	Waste Mana...		trash	R	-172.60
Bus Loan							5,600.00
Depreciation							-12,853.20

Itemized Categories - Last year
1/1/2024 through 12/31/2024 (Cash Basis)

1/9/2025

Page 4

Date	Account	Num	Description	Tag	Memo	Clr	Amount
			Sales Tax				-4,841.05
			Social Security				-1,237.00
			State Withholding				0.00
			Unemployment				-318.80
			Utilities (Business)				-1,939.88
			Telephone (Business)				-1,939.88
			Utilities (Rental)				-485.00
9/12/2024	Checking	4331	Kevin Carlson		reimburse d...	R	-485.00
			Wages				-18,826.35
					OVERALL TOTAL		-5,987.82