

**AGENDA
TOURISM DEVELOPMENT COMMISSION
SPECIAL MEETING
MONDAY, August 22nd , 2022, 1:00 P.M.
Government Center 204**



Video call link: <https://meet.google.com/vmv-gvfi-cew>
Or dial: (US) +1 475-328-0645 PIN: 795 600 703#

Mission Statement: *“The Superior Tourism Commission will develop, market, and promote Superior as a destination for visitors to stay and enjoy our natural landscape, culture, arts, parks, and businesses.”*

Commissioners: Lindsey Graskey (Chair), Mark Johnson (Council Representative), Steven Pool, JoAnn Jardine, Melissa LaTour, and Pattie Soliday (Vice Chair)

- 1. Call to Order**
- 2. Roll Call**
- 3. Financials**
- 4. Film Incentive Presentation by UMFO**
- 5. Marketing Coordinator Position – Discuss Ideas and Alternatives**
- 6. Discuss Deadlines for Grant Applications for 2023**
- 7. Update on TDF**
- 8. Adjournment**

Notice is hereby given that a majority of the members of the Common Council may be present at the meeting, and although this may constitute a quorum of the Common Council, the Council will not take any action at this meeting.

Pursuant to the Americans with Disabilities Act of 1990, if you are in need of an accommodation to participate in the public meeting process, please call (715) 395-7200 by 4:30 p.m. on the day prior to the scheduled meeting date (OR dial 711 for Telecommunications Relay Service). The City will attempt to accommodate any request depending on the amount of notice received.

In compliance with Wisconsin Open Meetings Law, this agenda was posted on 8/19/2022 at the following locations: Superior Government Center, Douglas County Courthouse, and online at <https://www.ci.superior.wi.us/agendacenter>. It was also emailed to the Superior Public Library and the Superior Telegram, and PACT.

**Tourism Development Commission
Working Budget/Commitments
As of August 17, 2022**

Projected Funds	= 70% of the Total Hotel-Motel Tax Collected	= \$ 688,417.39
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<u>Category</u>	<u>Budgeted</u>	<u>Approved</u>	<u>Remaining</u>		
Tourism Grants	\$ 75,000.00	\$ -	\$ 75,000.00		
Related Tourism Partners (Museums, Visitor Center, etc.)	\$ 200,000.00				
Visitor Center		\$ 40,000.00			
Bong Museum		\$ 164,243.00			
Total Related Tourism Partners (Museums, Visitor Center, Etc.)	<u>\$ 200,000.00</u>	<u>\$ 204,243.00</u>	<u>\$ (4,243.00)</u>		
SWIM Creative	\$ 250,000.00	\$ 250,000.00	\$ -		
Visitor Guide	\$ 55,000.00	\$ -	\$ 55,000.00		
Contingency	\$ 15,000.00		\$ 15,000.00		
Film Incentives	\$ -	\$ 20,000.00	\$ (20,000.00)		
Total Contingency	<u>\$ 15,000.00</u>	<u>\$ 20,000.00</u>	<u>\$ (5,000.00)</u>		
Reserves	\$ 46,450.94	\$ -	\$ 46,450.94		
Miscellaneous (Advertising for RFP)	\$ 31,966.45	\$ 108.25	\$ 31,858.20		
	<u>\$ 688,417.39</u>	<u>\$ 290,108.25</u>	<u>\$ 194,066.14</u>		
<u>Collections 2022 (70%)</u>	<u>Q1 2022</u>	<u>Q2 2022</u>	<u>Q3 2022</u>	<u>Q4 2022</u>	<u>Total 2022</u>
Hotel-Motel Tax Collections	\$ 132,904.36	\$ 204,198.19 **	\$ 726.79	\$ -	\$ 337,829.34
<u>Collections 2021 (70%)</u>	<u>Q1 2021</u>	<u>Q2 2021</u>	<u>Q3 2021</u>	<u>Q4 2021</u>	<u>Total 2021</u>
Hotel-Motel Tax Collections	\$ 114,692.19	\$ 175,407.15	\$ 251,028.22	\$ 147,289.83	\$ 688,417.39
Change:	\$ 18,212.17	\$ 28,791.04	\$ (250,301.43)	\$ (147,289.83)	\$ (350,588.05)

**Collections missing from Q2 include VRBO, 1 local hotel

Deb Kamunen 08/17/2022