

# **TOURISM DEVELOPMENT COMMISSION Agenda**

## **Tuesday, May 16<sup>th</sup>, 2023–4:00 p.m.**

### **Government Center Room 204**

#### [Virtual Link](#)

Meeting ID: 282 850 361 439 Passcode: CWmKru  
Dial-in option: +1 872-242-8028 ID: 620 223 842#

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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.”

COMMITTEE MEMBERS: Lindsey Graskey (Chair), Pattie Soliday (Vice-Chair), Mark Johnson, Trisha Hecimovich, Shannon Olson (Hotel/Motel Rep), Megan Mcgarvey

## **1 ROLL CALL**

- 1.1 Select Chair
- 1.2 Select Vice-Chair

## **2 APPROVAL OF MINUTES**

- 2.1 Tourism Development Commission (Meeting held April 18<sup>th</sup> )

## **3 OLD BUSINESS**

## **4 NEW BUSINESS**

- 4.1 Presentation from SWIM Creative
  - 4.1.1 Winter 2023 Campaign
  - 4.1.2 Summer Videography
  - 4.1.3 Visitor Guide Production (Printing options, quantity, and displays)
  - 4.1.4 Potential Media Buys
    - 4.1.4a Lavender Magazine
    - 4.1.4b That Wisconsin Couple
    - 4.1.4c Any additional offers received

## **5 RECURRING BUSINESS**

- 5.1 Financials
- 5.2 Report from the Chair
- 5.3 Possible Agenda Items for Future Meeting
- 5.4 Select regular meeting time

## **6 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.***

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**In compliance with Wisconsin Open Meetings Law, this agenda was posted on 5/11/2023 at the following locations: Superior Government Center, Douglas County Courthouse, Superior Public Library, and online at <https://www.ci.superior.wi.us/agendacenter>. It was also emailed the Superior Telegram.**

# TOURISM DEVELOPMENT COMMISSION Minutes

## April 18, 2023 Regular Meeting



The meeting was called to order by Chair Lindsey Graskey at 4:10 pm on March 27, 2023 in Government Center Room 270.

### 1 ROLL CALL

**PRESENT:** Lindsey Graskey (Chair), Pattie Soliday (Vice-Chair), Trisha Hecimovich, Mark Johnson

**VIRTUAL:**

**ABSENT:** Shannon Olson

**CITY STAFF PRESENT:** COS Rebecca Scherf

**OTHERS PRESENT:** Shelley Nelson

### 2 APPROVAL OF MINUTES

2.1 Tourism Development Commission (Meeting held March 27, 2023)

MOTION by Johnson to approve. Seconded by Graskey. Minutes filed.

### 3 OLD BUSINESS

### 4 NEW BUSINESS

4.1 Presentation from SWIM Creative

4.1a Financials (2022/2023 Budgets)

4.2b Campaign Metrics

4.2 Gotta Be Superior Brand Launch Party

MOTION by Hecimovich, Second by Soliday to approve launch party budget of \$1000.

4.3 Sponsorship Application

4.3b SLRE National Water Trail Map – St Louis River Alliance – Requesting \$1400

MOTION by Chair Graskey, Second by Hecimovich to hold in committee due to no quorum as Councilor Johnson chose to abstain.

### 5 RECURRING BUSINESS

5.1 Financials

Vice Chair Soliday goes over updated financials. No action taken. COS Scherf to reach out to SWIM to get update on Visitor Guide print costs.

5.2 Report from the Chair

Chair Graskey discussed wanting to revisit mission statement at future meeting.

5.3 Possible Agenda Items for Future Meeting

Budget meeting with finance department present. Legal explanation of hotel motel tax from City Attorney Prell.

**6 ADJOURNMENT**

***MOTION to adjourn by Chair Graskey at 5:42PM***

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*Respectfully submitted by Rebecca Scherf.*



# ESTIMATE

Gotta Be Superior  
Winter Campaign  
March 27, 2023

**Scope:** This is an estimate for a tourism campaign to promote the winter season and includes budget for agency services, production and media. A marketing plan will be created and presented. Following the creation of the plan, a concept will be presented prior to executing against the plan. Flights will run during a time period in a range that is approximately October 2023 - January 2024.

**Cost Table:** This estimate is for agency services that are listed in this table. If you are interested in services beyond what is included, we will gladly provide you with an estimate for additional services.

<b>Agency Services:</b> Services include campaign planning, concepting, creative direction, design, writing, production coordination, research, web updates, digital planning and management and project management.	<b>\$50,000</b>
<b>Production:</b> Includes production costs associated with the creation of deliverables and assets for the campaign (e.g. television videography, recording audio and talent fees)	<b>\$27,500</b>
<b>Media:</b> Includes media costs for the campaign (e.g. television, radio, out of home (OOH) and digital marketing).	<b>\$97,500</b>
<b>TOTAL</b>	<b>\$175,000</b>

**TERMS:** An invoice for a 50% installment will be issued at the time of signing of this document. The project will begin following receipt of the installment. Cost of services will be billed at the beginning of the month. Payment is due within 21 business days and is subject to a 1.5% interest charge starting at 30 days past due. This estimate/proposal is for agency services that are listed in this estimate/proposal only. If you are interested in services beyond what is included in this estimate/proposal, an estimate for additional services will be provided and work will begin following client approval of the additional services estimate. Any outside costs that are processed by Swim Creative are subject to a 15% markup. Media is subject to a 15% commission. If production is necessary, production total can vary by 10% depending on final production details. This proposal and its recommendations are the property of Swim Creative, are valid for 60 days and do not include any sales tax where applicable. For all steps that require client approval, this estimate includes two (2) rounds of revisions. Additional rounds of revisions will incur additional cost to the client. Swim Creative is not responsible for trademark or copyright research, and is not liable for infringement on any existing copyrights or trademarks. Final, approved and paid-for names/taglines/logos/artwork are the sole property of the client. Swim Creative recommends copyright and/or trademark research by an outside legal firm. Swim Creative retains rights to use names/taglines/logos/artwork for promotional uses.

**SIGNATURE** \_\_\_\_\_ **DATE** \_\_\_\_\_  
*The above signatory agrees to project scope, terms, disclaimer and total price, and is authorized to do so.*

**CONFIDENTIAL** The contents of this estimate are the property of Swim Creative, LLC and are not to be shared with any outside entity including, but not limited to, other marketing or advertising agencies or any third-party vendors, consultants or competitors of Swim Creative in any way, shape or form including, but not limited to, spoken, digital or hard copy form, without the written permission of Patrice Bradley, CEO. Thank you.



# ESTIMATE

Gotta Be Superior  
Visitor Guide Brochure Holder  
May 3, 2023

**Scope:** This is an estimate for the production of brochure holders for the visitor guide to promote the City of Superior. This estimate is in addition to the contracted tourism campaign budget as well as any other additional Swim marketing budgets that are approved by the commission.

**Specs:** Below are the recommended specs for 2 different visitor guide brochure holders the client can choose from:

- 1. Large Brochure Holder**
  - a. Size: 27 x 38.9688
  - b. Paper 20.00 pt CIS Board
- 2. Small Brochure Holder**
  - a. Size: 18.5313 x 17.387
  - b. Paper: 20.00 pt CIS Board

*Additional cuts, pockets, and other special specs will require an additional estimate. Swim will inform the client if we recommend adding these at a later date and an estimate will be provided then.*

Check the box of the desired quantity and size brochure the City of Superior would like printed:

Check	Brochure Holder	
<input type="checkbox"/>	<b>Visitor Guide Brochure Holder (large):</b> Includes cost of printing a quantity of <u>150</u> holders. The client will arrange and pay for distribution.	<b>\$2,399</b>
<input type="checkbox"/>	<b>Visitor Guide Brochure Holder (large):</b> Includes cost of printing a quantity of <u>200</u> holders. The client will arrange and pay for distribution.	<b>\$2,526</b>
<input type="checkbox"/>	<b>Visitor Guide Brochure Holder (small):</b> Includes cost of printing a quantity of <u>150</u> holders. The client will arrange and pay for distribution.	<b>\$2,240</b>
<input type="checkbox"/>	<b>Visitor Guide Brochure Holder (small):</b> Includes cost of printing a quantity of <u>200</u> holders. The client will arrange and pay for distribution.	<b>\$2,345</b>

**TERMS:** An invoice for a 50% installment will be issued at the time of signing of this document. The project will begin following receipt of the installment. Cost of services will be billed at the beginning of the month. Payment is due within 21 business days and is subject to a 1.5% interest charge starting at 30 days past due. This estimate/proposal is for agency services that are listed in this estimate/proposal only. If you are interested in services beyond what is included in this estimate/proposal, an estimate for additional services will be provided and work will begin following client approval of the additional services estimate. Any outside costs that are processed by Swim Creative are subject to a 15% markup. Media is subject to a 15% commission. If production is necessary, production total can vary by 10% depending on final production details. This proposal and its recommendations are the property of Swim Creative, are valid for 60 days and do not include any sales tax where applicable. For all steps that require client approval, this estimate includes two (2) rounds of revisions. Additional rounds of revisions will incur additional cost to the client. Swim Creative is not responsible for trademark or copyright research, and is not liable for infringement on any existing copyrights or trademarks. Final, approved and paid-for names/taglines/logos/artwork are the sole property of the client. Swim Creative recommends copyright and/or trademark research by an outside legal firm. Swim Creative retains rights to use names/taglines/logos/artwork for promotional uses.



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# ESTIMATE

Gotta Be Superior  
Visitor Guide Production  
April 19, 2023

**Scope:** This is an estimate for the production of a visitor guide to promote the City of Superior. This estimate is in addition to the contracted tourism campaign budget as well as any other additional Swim marketing budgets that are approved by the commission.

**Specs:** Below are the recommended specs for the visitor guide.

- 5" by 8" folded
- 28 pages
- Saddle stitched
- Paper stock

*Additional cuts, pockets, and other special specs will require an additional estimate. Swim will inform the client if we recommend adding these at a later date and an estimate will be provided then.*

PRODUCTION	
<b>Visitor Guide Printing:</b> Includes cost of printing a quantity of <u>15,000</u> guides. The client will arrange and pay for distribution.	<b>\$11,567</b>
<b>Visitor Guide Printing:</b> Includes cost of printing a quantity of <u>20,000</u> guides. The client will arrange and pay for distribution.	<b>\$14,589</b>

**\*Will send separate estimate for POP, colored pencils, and self mailer**

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# ESTIMATE

Gotta Be Superior  
Visitor Guide Production  
April 19, 2023

**Scope:** This is an estimate for the production of a visitor guide to promote the City of Superior. This estimate is in addition to the contracted tourism campaign budget as well as any other additional Swim marketing budgets that are approved by the commission.

**Specs:** Below are the recommended specs for the visitor guide.

- 5" by 8" folded
- 28 pages
- Map centerfold foldout
- Saddle stitched
- Paper stock

*Additional cuts, pockets, and other special specs will require an additional estimate. Swim will inform the client if we recommend adding these at a later date and an estimate will be provided then.*

PRODUCTION	
<b>Visitor Guide Printing:</b> Includes cost of printing a quantity of <u>15,000</u> guides. The client will arrange and pay for distribution.	<b>\$14,894</b>
<b>Visitor Guide Printing:</b> Includes cost of printing a quantity of <u>20,000</u> guides. The client will arrange and pay for distribution.	<b>\$18,210</b>

**\*Will send a separate estimate for POP, colored pencils, and self-mailer**

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# SWIM

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