

**TOURISM DEVELOPMENT COMMISSION SPECIAL MEETING Agenda**  
**Monday, June 5<sup>th</sup> , 2023–3:00 p.m.**  
**Government Center Room 204**

[Virtual Link](#)

Meeting ID: 222 878 045 942 Passcode: ZPhVny  
Dial-in option: +1 872-242-8028 ID: 360 533 801#

---

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**
- 2 APPROVAL OF MINUTES**
- 3 OLD BUSINESS**
- 4 NEW BUSINESS**
  - 4.1 Full overview of TDC Financials
  - 4.2 Budget
- 5 RECURRING BUSINESS**
- 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.*

\*\*\*\*\*

**In compliance with Wisconsin Open Meetings Law, this agenda was posted on 6/1/2023 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.

<b>TDC Working Budget Document</b>		<b>2023 Collections</b>	
		As of 4/30/23	<b>\$ 148,341.01</b>
<b>Rollover 2022</b>	\$ 505,159.93		
<b>2023 Budget</b>	\$ 500,000.00		
<b>Total</b>	<b>\$ 1,005,159.93</b>		
<b>2023 Approved</b>			
Film Incentive	\$ 20,000.00		
SWIM Contract	\$ 250,000.00		
SW-V Guide	\$ 53,910.00		
SW-Winter	\$ 77,500.00		
SW- Lavender	\$ 2,290.85		
SW - AG&Prod	\$ 35,000.00	Ag Services & Prod done in '23 for Summer '24 Campaign	
Bong - V Center	\$ 94,435.00	Yr 1	
Misc - Launch Eve	\$ 390.44		
Salary Research	\$ 275.00		
<b>Total Approved</b>			
<b>as of 5/16/23</b>	<b>\$ 533,801.29</b>		
<b>NOT Approved but Requested 2023</b>			
Bong (3yr contract)	\$ 150,000.00	Year 1	
Bong CI Reserve	\$ 250,000.00		
Swim Winter Media	\$ 97,500.00	Media Buys	
<b>Total</b>	<b>\$ 497,500.00</b>		
<b>Total</b>	<b>\$ 1,031,301.29</b>	<b>Approved and Requested</b>	
<b>Balance</b>	<b>\$ (26,141.36)</b>		
<b>Silos to consider '23</b>			
Grants	\$ 30,000.00		
Tourism Coor	\$ -		
Add'l MISC	\$		
<b>2024 Reserves</b>			
Swim	\$ 250,000.00		
(Less AG & Prod in Summer 23 for '24)		-35,000	
Tourism Coord	\$ 90,000.00		
Bong -Yr 2	\$ 150,000.00		
Bong TIC	\$ 94,435.00		
<b>Total</b>	<b>\$ 584,435.00</b>		
<b>2025 Reserves</b>			

## Fund 823 Tourism Commission

This fund accounts for collection and distribution of the 70% of hotel motel taxes directed to be sent to a tourism commission per ordinance and statute.

updated 5.11.23 - bring back for approval

Account	2022 Actual	2023 Original	2023 Proposed
823-0000-110.10-00/CASH & MARKETABLE SECURIT / CASH + A/R - A/P	505,159.93	491,218.11	274,340.93

823-0000-412.10-00/SALES AND USE / PUBLIC ACCOM. TAXES	(798,103.15)	(500,000.00)	(500,000.00)
823-0000-481.10-00/INTEREST / INTEREST	-	-	
823-0000-487.10-00/OTHER MISC REVENUE / OTHER MISC REVENUE	(106,177.20)	-	
823-0000-281.10-00/REVENUE SUMMARY / REVENUE SUMMARY	(904,280.35)	(500,000.00)	(500,000.00)

823-5970-597.11-10/REGULAR SALARIES	-	54,678.00	-
823-5970-597.15-10/SOCIAL SECURITY	-	4,184.00	-
823-5970-597.15-20/EMPLOYEE WRS	-	3,718.00	-
823-5970-597.15-25/RETIREMENT FUNDING	-	2,734.00	-
823-5970-597.15-40/HEALTH INSURANCE	-	24,190.00	-
823-5970-597.15-50/LIFE INSURANCE	-	160.00	-
823-5970-597.15-60/WORKERS COMP	-	70.00	-
823-5970-597.29-90/COMMUNITY PROMOTION/OTHER CONTRACTUAL SERVICES	250,000.00	332,000.00	605,701.00
Swim - Original Contract			250,000.00
Swim- Visitors Guide			53,910.00
Swim - Winter			77,500.00
Swim- Lavender			2,291.00
Swim - Winter Media			52,000.00
Bong Contract			150,000.00
Film Incentive			20,000.00
823-5970-597.32-10/COMMUNITY PROMOTION/PUBS, SUBS, DUES	108.25		-
823-5970-597.39-10/OTHER SUPPLIES & EXPENSE/OTHER SUPPLIES & EXPENSE	-		675.00
823-5970-597.72-11/GRANTS & DONATIONS/TRAVEL SUPERIOR	-		-
823-5970-597.72-16/GRANTS & DONATIONS/BONG MUSEUM	149,012.17	94,443.00	94,443.00
823-5970-597.72-22/GRANTS & DONATIONS/TOURISM GRANTS	-		30,000.00
823-5970-597.72-23/GRANTS & DONATIONS/UNALLOCATED	-		-
823-5970-597.72-23/GRANTS & DONATIONS/UNALLOCATED-FOR PRIOR TDF FUNDS?	-		-
	-		-
820-0000-282.10-00/EXPENDITURE SUMMARY / EXPENDITURE SUMMARY	399,120.42	516,177.00	730,819.00