

**AGENDA**  
**TOURISM DEVELOPMENT COMMISSION**  
**FRIDAY, January 21, 2022, 12:00 P.M. – 1:00 P.M.**  
**Government Center 270**



Video call link: <https://meet.google.com/mrg-qyha-ahw>  
Or dial: (US) +1 617-675-4444 (PIN: 748 150 271 0548#)

**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), Keith Kern (Council Representative), Bruce Barron, JoAnn Jardine, Emerson Sloane, and Pattie Soliday

1. **Roll Call**
2. **Approve Minutes from 12/10/21**
3. **Update on Marketing RFP schedule & deadline**
4. **Report & discussion on sub-committee for TDC Grant application**
5. **Report & discussion on sub-committee for Superior Travel Guide**
6. **2022 Superior Douglas County Welcome Center (Visitors Center) Proposed expended budget update**
7. **Discussion on next meeting dates & details**
8. **New business by commissioners**
9. **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.*

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*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 1/14/2022 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.

**PROCEEDINGS**  
**TOURISM DEVELOPMENT COMMISSION**  
**FRIDAY, DECEMBER 10, 2021**

*The meeting was called to order by Chair Graskey at 12:00pm in Government Center 270.*

**2.Roll Call**

Members Present: Lindsey Graskey (chair), Keith Kern, Bruce Barron, JoAnn Jardine, Emerson Sloan, Pattie Soliday

City Staff Present: Mayor Paine, Chief of Staff, Deputy Clerk Becken

Members of Public: Yan Jerf, Knute Peterson, Terry Lundberg, Jeff Cushman

**3.Approve Minutes from previous commission meeting 12/03/2021:**

**MOTION** for approval by Councilor Kern, seconded by Commissioner Barron and carried to approve all three minutes submissions.

**4. Grand Program Document Review & Discussion**

Mayor explained the grants that were present and how they usually work. The new grant process for 2022, including application, will be sent to commissioners post meeting. Commissioner Soliday asked if groups could apply for more than one grant and if the grants were limited to nonprofits. Mayor replied yes, but that on the applications there are notes about if they've received others and for what amounts. Commissioner Kern addressed the nonprofit—saying that requirement had been left off the TDF grant process in the last review, having it more open to businesses as well. Commissioner Soliday proposed a subcommittee go through the grant applications and make adjustments to make a new one for the group, to be presented and discussed.

**MOTION** for creation of a subcommittee to review grants and come up with a proposed format for the Tourism Development Commission, consisting of Chair Graskey and Commissioner Soliday by Commissioner Soliday. Seconded by Commissioner Barron. Discussion—Commissioner Soliday requests every commissioner look over grants and send feed back on what they see as important to Chair Graskey, so they can take input into account. Motion was carried to appoint Chair Graskey and Commissioner Soliday to subcommittee tasked with reviewing and making a Tourism Development Commission grant application to be reviewed at a later date by the commission.

**5.Funding for Travel Superior & Discussion by Commissioner Sloan**

Discussion no longer needed.

## 6. Travel Guide & Discussion by Commissioner Sloane

Commissioner Sloane pointed out some issues with the current guide she'd like to see done differently, and proposed a subcommittee to look into what the group actually wants to have for a travel guide, noting the people on the commission are well qualified to put together a travel guide, if that's what they'd like.

Commissioner Soliday agreed the guide needed a clearer scope and purpose—including Douglas County as well, so an RFP can be put out to have someone else do the travel guide—but didn't think the commission would be best served to spend the time doing the actual travel guide. Mayor Paine said it was possible for the group to do their own, if they wanted to. Commissioner Barron added a clear set of expectations of what is wanted in a travel guide, through the eyes of those who have the skills Commissioner Sloane mentioned might serve the group well. Commissioner Soliday agreed and said the current Travel Superior standards can't be what the commission follows and mentioned the regional draw as well.

**MOTION:** Commissioner Barron motioned for a subcommittee to be appointed to develop updated criteria for an RFP of a travel guide, made up of Commissioner Sloan and Commissioner Jardine. Both commissioners were willing to take on the task. Motion carried and passed. Discussion—Mayor Paine explained the travel guide process as multi step and something his office had seen things on and he would pass on to the subcommittee. Commissioner Jardine brought up the importance of having good distribution as well, as this may be an issue locally in her experience, as Superior is often under represented within the actual city.

## 7. Budget Update

Chair Graskey asked for input on the updated budget.

**MOTION:** Chair Graskey asked to add 'Marketing' in front of the current RFP line, as there will most likely be more RFPs to add in the near future.

Commissioner Soliday seconded motion, carried, and approved.

Commissioner Soliday asked about the public record status of the budget, and asked if all numbers needed to be removed like the Visitor Center. Commissioner Barron reminded group that they'd changed that one specifically as they didn't want to have an open number out to sway RFPs, whereas the marketing one, the number was more pertinent.

Commissioner Soliday asked about payment methods with the way money comes into the

commission (multiple times per year). Mayor Paine said the group could approach finances in a few ways—1 with a budget on projection—entering in agreements and payments based on finance team’s projections and make adjustments throughout the year based on actual income—will be more after the summers seasons. Or, they can wait until the money has been deposited and then work through a spend down process—this may mean a lean first year, but following years would have an account balance to work out of. Commissioner Barron asked if within this funding, groups like hotels, could request a grant for something. Commissioner Kern said at that point, the group would decide which silo the money would be best pulled from if they decide to fund the request.

### **8. Art Video by Commissioner Jardine**

Group watched a short video about the arts commission of Sheridan, WY. Positively met by the group.

### **9. New Business by Commissioners for Future Meetings**

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Commissioner Barron brought up Superior-Opoly game—thought it was interesting, and asked about the Ice Festival. Chair Graskey shared the city parks and rec staff were largely in charge of the Ice Festival and did a great job. The role of an Arts Commission was addressed, and Chair Graskey shared there is more to come, as City Council has approved funding for Arts in 2022. Commissioner Jardine would like to bring a geocaching expert in for a meeting, as there are lots of geocashes in Superior and surrounding area—she will contact and make arrangements and let Chair Graskey know. Commissioner Soliday asked about the DOR contact. Mayor Paine shared he was still working with the DOR to get questions answered and hopefully have someone speak if appropriate. Mayor Paine mentioned the National Water Trail mapmakers as another exciting thing about Superior.

### **10. Schedule upcoming meeting**

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Next meeting TBD after the New Year, as subcommittees are working. Chair will contact group about scheduling.

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Respectfully submitted by Stephanie Becken, Deputy City Clerk



Draft 1  
1/12/22

## **Tourism Development Commission**

### **Grant Program 2022-2023**

The Tourism Development Commission (TDC) Marketing Grant Program offers marketing funding and guidance to make a tourism related event or idea come to fruition. The grant reimburses organizations for qualified marketing costs. The following is an overview of the grant program as well as the requirements of applying and receiving grant funding.

#### **Why you should apply:**

- Organizations may receive thousands of dollars in marketing reimbursement.
- A TDC grant is often a catalyst for organizations, giving them the means and funding to tap into the power of tourism to make a solid impact on Superior's economy.
- The TDC can reimburse up to 100% of the marketing costs for a given grant applicant.
- Eligible expenses include digital marketing, print and broadcast ads, direct mail, publicity, and billboards.

#### **Next Steps:**

- Read through the application materials and requirements.
- Determine if your event/project is a fit.
- Apply! Don't forget to read about tracking your project expenditures and providing follow-up reporting.

#### **About the Tourism Development Commission:**

The City of Superior has instituted a hotel/motel rooms tax to raise revenue for tourism development. The City's Tourism Development Commission (TDC) receives 70% of this rooms tax generated on a quarterly basis, the remaining 30% is distributed to other entities and funds within Superior. The program is based on state statutes and administrative rules. The TDC meets at least once a quarter but may meet at other times during the year as needed.

## **TDC Fund Grant Program Application Grant Deadlines and Follow-up**

Applications must be received by the first of the month and must also be submitted at least 90 days prior to the first day of advertising that will be paid using the grant funds; for example, if your first grant-funded ad runs on November 15, your application must be submitted by August 1. It is permissible to email applications but the time/date stamp on the email must show that it was received by midnight on the first of the month. For all applications being considered, the TDC may request that a representative make a presentation at the soonest committee meeting following the submission of their application. For all grants awarded, the TDC expects a post-event summary outlining how the event went, including estimated attendance. This summary must be provided within 60 days following the event, along with all receipts for expenditures.

### **Payment and Re-Payment of Awarded Grant Funds**

For all grants awarded, it may be requested in the application process that 50% of the awarded funds be disbursed to the applicant at least 30 days prior to the event/project. The remaining 50% will be awarded once the reporting requirement is met which is required to be submitted within 60 days following the completion of the event/project. Payment of these funds may take up to one month, so it is advantageous to submit your report as soon after the event/project as possible. Should the event/project not take place it is expected that 100% of funds disbursed to applicant be repaid to the TDC, within 30 days of when the event/project was scheduled to be completed.

### **Grant Requirements and Details**

The TDC reserves the right to fund or deny all grant requests submitted. Grant funds may be awarded in full or partial of the requested amount of a project's marketing related costs. **[Priority will be given to Superior based events ((???)],** The TDC will judge on a case-by-case basis for all applications received, however applicants must demonstrate that the funds requested will impact hotel stays and tourism in Superior, WI. **[No organization or event may receive funds for more than three years in total.]** For multiple year events, granting funds may be subject to a sliding scale for subsequent years. All grant recipients are required to fill out a new grant application for each subsequent grant they wish to receive beyond the first year. No grant applications will be carried over into subsequent years. To be funded, projects must show that they will generate an increase in visitors and make a positive economic impact in the local area. **[The advertising plan must target markets outside the City of Superior, unless the event will be held elsewhere in Douglas County, WI.]** We encourage projects that are creative and beyond the scope of what are normally offered. A qualified candidate may apply for a grant at any point whether it's a first-year event or event that has been running for years.

Examples of eligible TDC promotional expenses include e-mail marketing campaigns, magazines, newspapers, radio, TV, internet/social media, direct mail, PR/media kits, professional marketing/consulting services and billboards, etc.

Examples of expenses the TDC will not reimburse are operational costs, (staff salaries, travel costs, facility rental, insurance, etc.), advertising within the City of Superior, posters and flyers that are not direct-mailed or street banners.

## **Application Process**

All applications are requested to be submitted in essay format and must include a cover sheet as well as the following information:

- Date of Application
- Event/Project Title
- Amount of funding requested
- Name and dates of project or event
- What type of project or event is this
- Name of Applicant Organization
- Federal Identification Number of Applicant Organization if Available
- Name and contact information of person in charge of project or event, (phone/cell numbers, mailing address, email, website, and fax (if available).
- Name and contact information of person filling out application (if different from above).
- Name of advertising agency used (if any)
- Description of the event/project. (Add visuals if they will aid in the project description.)
- Purpose/Goal of the event/project.
- Detailed Marketing and Budget plans, including target audience, target markets, promotional budget (with ad schedule, size, insertion dates, mockups, media and PR plan), operational budget, other contributions/sponsorships received.
- How will other funds be raised to complete your event/project?
- Are there other community organizations, groups or attractions with which you will collaborate with? If yes, explain how your partnership with them will work.

## Grant Recipient Requirements

- Include the “Superior Tourism Development Commission” as a sponsor of the event/project. **[(tag line)]**. Or list how you plan to recognize the support of the TDC.
- Email all specific information of the event/project to City's marketing contract holder for inclusion in advertising, calendar of events, web sites, etc.

**For all grants awarded, the TDC expects a post-event summary of operating expenses, including an estimate of the number of people who attended.**

This summary must be provided within 60 days following the event/project, along with copies of all paid receipts and invoices for expenditures in order to receive the second half of granted funds. The TDC may ask for additional information if necessary. If you have any questions with this reporting requirement, please ask at time of application.

If grant funds are awarded, 50% of the awarded amount may be requested at least 30 days prior to the start of the event/project. The remaining 50% of the awarded funds will only be dispersed once the post-event summary is received and approved.

Drop off or mail completed applications and all materials to:

City of Superior Attn: Tourism Development Commission, Chairperson

1419 Hammond Ave

Superior, WI 54880

If you do not receive a confirmation email or call within a week of submitting your application, please follow up with **[WHO??]** as your application may not have been received. Please refrain from sending applications/evaluations in binders. **Call 715-???-????** for more information.