

AGENDA
TOURISM DEVELOPMENT COMMISSION
TUESDAY, July 26th , 2022, 3:00 P.M.
Government Center 204



Video call link: <https://meet.google.com/nyy-tmpe-zmx>
Or dial: (US) +1 609-429-5930 PIN: 646 782 673#

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. Determine the Process for SWIM Discovery Meeting**
- 5. Update on Press Release for Marketing Grant**
- 6. Marketing Coordinator Position – Alternatives & Discussion**
- 7. Future Agenda Items**
- 8. Next Meeting Time**
- 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 5/4/2022 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 July 21, 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.)	\$ 200,000.00	\$ 204,243.00	\$ (4,243.00)
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	\$ 15,000.00	\$ 20,000.00	\$ (5,000.00)
Reserves	\$ 46,450.94	\$ -	\$ 46,450.94
Miscellaneous (Advertising for RFP)	\$ 11,966.45	\$ 108.25	\$ 11,858.20
	\$ 688,417.39	\$ 290,108.25	\$ 194,066.14

<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	\$ 227,096.52 **	\$ -	\$ -	\$ 360,000.88
 <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	\$ 51,689.37	\$ (251,028.22)	\$ (147,289.83)	\$ (328,416.51)

**Collections missing from Q2 include AirBnb, Expedia, some hotels and smaller vacation rentals

Job Description: City of Superior Marketing & Tourism Coordinator

Created by Pattie Soliday June 2022

Paid 50/50 by City & TDC (suggest \$25,000-\$30,000 each with all Benefits, etc.)

TDC Duties

- Liaison with Ad Agency of Record, TDC, Public, other City Staff
Takes ALL calls for Marketing Tourism and refers appropriate items to ad agency for consideration
- Helps/Edits website in areas that are created as 'self – managed'
- Creates positive network with stakeholders of Rooms Tax: Hotel/Motels, restaurants, attractions and businesses interested in tourism traffic.
- Contacts/Visits area businesses to obtain 'listing' info for web site, visitor guides, etc. (Agency doing this will cost too much and be billed hourly.)
- Does Ad sales for website and visitor guide (if TDC decides to have ads.)
- Monitors Contractors & Vendors who receive Rooms Tax Funds from TDC.
- Contacts Chamber, Dev Assn, BID on NEW businesses to contact/add
- Assists chair with agendas and attends TDC meetings and takes minutes.
- Participates in WI Tourism Conference or other pertinent conferences (as approved by TDC).
- Is contact for Statewide organizations and designated as 'OFFICIAL Tourism Rep of City of Superior'.
- Decides Membership affiliations and maintains contact. (WACVB, ITBEC, etc.)
- Assists ad agency in local vendors and providers to use for services (photographers, video, etc.)
- Helps with Visitor Guide production and events funded by TDC
- does initial review of TDC grant applications
- Collaborates with Visitor Center when/if needed.