

CITY OF TWO RIVERS
Room Tax Commission
Wednesday, April 1, 2021
5:00 PM
Council Chambers, City Hall

1. Call to Order

The meeting was called to order by Commission member Mark Bittner at 5:05 PM.

2. Roll Call

Committee Members present: Curt Andrews, Mark Bittner, Bill LeClair, Jim VanLanen, Jr., and Greg Buckley.

Also present: Manitowoc Area Visitor and Convention Bureau (MAVCB) Director Jason Ring.

3. Review 2020 Room Tax Revenues and Spending

Commission member Andrews, who also chairs the City's Branding and Marketing Committee, reviewed 2020 Tourism Marketing activities funded through Fund 258. He noted that the report he was presenting was prepared by the City's Finance Department.

That report showed 2020 City Tourism Marketing revenues totaling \$22,920.25: \$15,000 from room taxes retained by the City, \$2,000 from private donations (for Celebrate Two Rivers event) and \$5,920.25 from TR Logowear sales.

Related spending for 2020 totaled \$19,518.10, for various activities related to advertising City Parks and Rec concerts and movies, the first Celebrate Two Rivers event, TR Logowear wholesale purchases, and various advertising and promotion activities.

4. Review 2021 City Room Tax Budget and Consider 2021 Tourism Marketing Plan for City Use of Room Tax Dollars

Mr. Andrews then reviewed plans for utilizing \$20,000 in 2021 Room Tax funds retained by the City in Fund 258, Tourism Marketing,

He first highlighted progress made over the past year, and plans for the coming year, relative to the EXPLORETWORIVERS.COM website and implementation of the City's branding project.

He then reviewed details for a 2021 Marketing and Advertising Plan that would supplement \$20,000 in room tax funds with an anticipated \$2,200 in private donations, and would spend a total of \$21,950.

Major activities identified included support for City Parks and Rec Events, including Bands on the Beach, Movies on the Beach and Concerts in the Park. Also, the second annual Celebrate Two Rivers event, continued purchases of TR logowear for resale through local retail outlets, continued support for the EXPLORETWORIVERS.COM website, and various advertising and marketing initiatives.

Both Mr. Andrews and Mr. Buckley noted that, while the budget shows expenses associated with the purchase of more logowear for resale, there is no corresponding revenue number shown for logowear sales. This means that, as logowear sales continue, there will be additional net revenues available for the City to use in support of tourism promotion.

(A copy of the detailed budget, as presented by Mr. Andrews, is attached.)

Following discussion, Mark Bittner moved, supported by Bill LeClair, to approve the 2021 City Marketing and Advertising Budget, using City-retained room tax funds, as presented.

The motion was approved by voice vote, without dissent.

Jason Ring left the meeting at this point.

5. Closed Executive Session

At 6:00 PM, Mark Bittner moved, supported by Bill LeClair, to enter into closed session per Wisc. Stats. Section 19.85(1)(e), deliberating or negotiating the purchasing of public properties, the investing of public fund, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session.

Topic: Discuss upcoming negotiations with the City of Manitowoc and the Manitowoc Area Visitor and Convention Bureau, related to a successor to the current Tourism Services Agreement—Current Agreement Expires December 31, 2021

The motion was approved by the following roll call vote. Voting yes: Curt Andrews, Mark Bittner, Greg Buckley, Bill LeClair and Jim VanLanen, Jr. Voting no: none.

6. Reconvene in Open Session—Possible Action in Follow-Up to Closed Session Discussions

Bill LeClair moved, supported by Mark Bittner, to adjourn the closed session and reconvene in open session at 7:17 PM. The motion was approved by voice vote, without dissent. No further action was taken.

7. Set Date and Time for Next Meeting of Room Tax Commission

It was agreed that at least one additional meeting would be needed, in advance of the planned joint meeting with the Manitowoc Room Tax Commission and MAVCB Board, regarding a new Tourism Services Agreement. That meeting will be held on Tuesday, April 13 at 5:30 PM at Manitowoc City Hall.

8. Adjournment

Jim VanLanen, Jr. moved, supported by Curt Andrews, to adjourn the meeting at 7:17 PM. The motion was approved by voice vote, without dissent.

Respectfully Submitted,


Gregory E. Buckley
City Manager

City of Two Rivers

Marketing and Advertising Report

As of 4/9/2021

	REVENUES		FORECAST 2021	Thru 4/9/2021 2021	TOTAL
	2020				
Room Tax Fund	\$ 15,000.00		\$ 20,000.00	\$ 20,000.00	\$ 35,000.00
Private Donations	\$ 2,000.00		\$ 2,200.00	\$ -	\$ 2,000.00
TR Logowear Sales	\$ 5,920.25		\$ -	\$ 1,578.00	\$ 7,498.25
TOTAL REVENUES	\$ 22,920.25		\$ 22,200.00	\$ 21,578.00	\$ 44,498.25
EXPENSES					
Support City Parks & Rec Events					
Bands on the Beach	\$ 200.00		\$ 500.00	\$ -	\$ 200.00
Movies			\$ 300.00	\$ -	\$ -
Music In The Park			\$ 500.00	\$ -	\$ -
Banners on Beach/Memorial Drive	\$ 1,059.50		\$ 1,000.00	\$ -	\$ 1,059.50
Celebrate TR Event					
Speilbauer Fireworks	\$ 1,500.00		\$ 1,500.00	\$ -	\$ 1,500.00
Face Painting Artist	\$ 337.50		\$ 350.00	\$ -	\$ 337.50
Band			\$ 1,600.00	\$ -	\$ -
Staging Costs			\$ 400.00	\$ -	\$ -
Event Facebook and Social media			\$ 100.00	\$ -	\$ -
Event Giveaways	\$ 1,108.53		\$ 500.00	\$ -	\$ 1,108.53
Krahn-Balloons for event	\$ 162.47		\$ -	\$ -	\$ 162.47
Games & Prizes	\$ -		\$ 300.00	\$ -	\$ -
Logowear Purchases	\$ 8,000.90		\$ 2,000.00	\$ 1,766.08	\$ 9,766.98
Other					
MAVCB Travel Guide Ad	\$ 1,200.00		\$ 1,200.00	\$ 1,200.00	\$ 2,400.00
USA Today ads - Power Play Mktg	\$ 1,650.00		\$ -	\$ -	\$ 1,650.00
Banners on Water Treatment Plant	\$ -		\$ 1,500.00	\$ 437.42	\$ 437.42
New Logo on City Hall	\$ -		\$ 700.00	\$ -	\$ -
New Sign/Logo on Rotary Pavillion	\$ -		\$ 400.00	\$ -	\$ -
Civic Brands -T2T videos	\$ 1,500.00		\$ -	\$ 1,600.00	\$ 3,100.00
TR Clothing-Downtown Banners	\$ 2,088.00		\$ -	\$ -	\$ 2,088.00
Bus Advertising	\$ -		\$ 1,500.00	\$ -	\$ -
Ads on sites throughout Wisconsin	\$ -		\$ 700.00	\$ -	\$ -
Stamps/Supplies/Window decals/stickers	\$ -		\$ 900.00	\$ -	\$ -
Kiosk/Main Street	\$ -		\$ 2,000.00	\$ -	\$ -
GODADDY.com Domain/Calendar Work	\$ 711.20		\$ 800.00	\$ 569.51	\$ 1,280.71
Update TR.org with new logo/Made in TR	\$ -		\$ 1,200.00	\$ 293.31	\$ 293.31
Update Explore TR Site/Maintain	\$ -		\$ 2,000.00	\$ -	\$ -
TOTAL EXPENSES	\$ 19,518.10		\$ 21,950.00	\$ 5,866.32	\$ 25,384.42
Revenues less Expenses	\$ 3,402.15		\$ 250.00	\$ 15,711.68	\$ 19,113.83