



OFFICIAL NOTICE & AGENDA
REGULAR MEETING

MEETING: Room Tax Commission
DATE/TIME: Monday, April 27, 2026, at 4:00 PM
LOCATION: Wausau City Hall — Council Chambers
407 Grant Street, Wausau WI, 54403

MEMBERS:
Michael Marens (C) Carol Lukens
Tim VanDeYacht (VC) Lindsey Lewitske
Tom Neal

- 1 Update from the Wausau/Central Wisconsin Convention & Visitors Bureau.**
- 2 Consideration of the minutes of the preceding meeting(s).**
February 9, 2026 Regular Room Tax Commission Minutes
- 3 Discussion and possible action.**
 - a. Tourism Grant request from Taste N' Glow Balloon Fest for Taste N Glow Fest.
 - b. Tourism Grant request from Hmong American Center for Hmong Wausau Festival.
 - c. Tourism Grant request from EAA Chapter 640 for AirVenture Cup Race.
 - d. Tourism Grant request from Wausau Events for Big Bull Falls Blues Fest.
 - e. Tourism Grant request from Central Wisconsin Offroad Cycling Coalition (CWOCC) for Sylvan Hill Bike Trail Maintenance.
 - f. Tourism Grant request from the City of Wausau for event portable security bollards.
- 4 Adjournment.**

Michael Martens, Chair

**NOTICE POSTED AT CITY HALL (407 GRANT STREET) AND
TRANSMITTED TO THE OFFICIALLY DESIGNATED NEWSPAPER**

DATE: 04/24/2026
TIME: 2:30 PM
POSTED BY: Kody Hart



This meeting may be viewed on
YouTube and Channel 981 on Cable TV

In accordance with the requirements of Title II of the Americans with Disabilities Act of 1990 (ADA), the City of Wausau will not discriminate against qualified individuals with disabilities on the basis of disability in its services, programs or activities. If you need assistance or reasonable accommodations in participating in this meeting or event due to a disability as defined under the ADA, please call the ADA Coordinator at (715) 261-6622 or ADAServices@wausauwi.gov to discuss your accessibility needs. We ask your request be provided a minimum of 72 hours before the scheduled event or meeting. If a request is made less than 72 hours before the event the City of Wausau will make a good faith effort to accommodate your request.



City of Wausau
(715) 261-6500 | clerk@wausauwi.gov
wausauwi.gov





OFFICIAL MINUTES
REGULAR MEETING

MEETING: Room Tax Commission
DATE/TIME: Monday, February 9, 2026 at 3:00 PM
LOCATION: Wausau City Hall — Council Chambers
407 Grant Street, Wausau WI, 54403

MEMBERS:
Michael Martens Tim VanDeYacht
(C)
Lisa Rasmussen Lindsey Lewitzke
Chad Henke

Members Present: Michael Martens, Lisa Rasmussen, Chad Henke, Tim VanDeYacht, Lindsey Lewitzke
Members Not Present:
Members Excused:
Present 5, Not Present 0, Excused 0

Noting the presence of a quorum, the Chairperson called the meeting to order at 03:00 PM.

1 Update from the Wausau/Central Wisconsin Convention & Visitors Bureau.

Time White, Executive Director at Wausau/Central Wisconsin Convention & Visitors Bureau, presented on the organization.

Rasmussen stated excitement for the continued use of data tools to help gather information for economic development and stated support for a 3-year contract due to those improvements. It was further stated that the increase of 5% funding needed to be discussed. Rasmussen stated that the cost of doing business has increased for all parties.

Martens questioned if the room tax allocation could shoulder the increase in funding.

Lewitzke stated that other municipalities had also increased their funding from previous years. It was further stated opposition to a flat 5% increase from the city of Wausau until the funding sources from the other municipalities are realized and utilized. Lewitzke stated support for an increase of 1% each year for a 3-year contract.

Rasmussen stated support for scaling the increase year over year due to potential flat room tax collections.

Martens requested a joint meeting with the Finance Committee to discuss a contract that includes a scaled-up approach on the dollar end.

2 Consideration of the minutes of the preceding meeting(s).

Motion by VanDeYacht, seconded by Henke, to approve all items outlined below. Motion Passed, 5-0.

October 27, 2025 Regular Room Tax Commission Minutes

3 Discussion and possible action.

a. Partnership for Progressive Agriculture for the Alice in Dairyland Finale.

Rasmussen stated this focuses on agriculture and agricultural history, which is different from events which normally receive room tax allocations, and is a new event for partnership funding. It was further stated support for the allocation.

Motion by Lewitzke, seconded by Rasmussen, to approve the full amount. Motion Passed 5-

0.

b. Ironbull Inc. for Red Granite Grinder and Rib Mountain Trail Races.

Lewitzke questioned if the Wausau/Central Wisconsin Convention & Visitors Bureau commits money into Ironbull as well as other room tax allocations. It was further stated that the City of Wausau should not have to bare the brunt of the full amount of marketing for the event.

VanDeYacht questioned if this event keeps attracting repeat event goers and not expanding further. It was stated that the marketing for the event seeks to expand on event goers.

Rasmussen stated support for rider-focused events in general for the events to flow into other venues for better marketability of the greater area.

Motion by Rasmussen, seconded by Lewitzke, to approve the full amount. Motion Passed 5-0.

4 Discussion.

a. Preferences for receiving tourism grant summary reports.

Rasmussen stated support for an end of the year report on these.

Martens stated support for collecting the data.

5 Adjournment.

Motion by VanDeYacht, seconded by Henke, to adjourn. Motion carried. Meeting adjourned at 03:52 PM.

**The recording of this meeting may be viewed on
YouTube [@CityofWausauMeetings](#)**



City of Wausau
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wausauwi.gov





COMMISSION ROOM TAX TOURISM GRANT APPLICATION

Getting Started

Beginning January 1, 2017 the State Law mandates the City forward to a tourism commission any room tax revenue exceeding the amount the municipality may retain. The Commission must spend room tax revenue on tourism promotion and tourism development.

Tourism Promotion and Tourism Development is defined in the Wisconsin Statutes to mean any of the following that are significantly used by transient tourists and reasonably likely to generate paid overnight stays at more than one establishment in the municipality on which room tax is imposed:

- Marketing projects, including advertising buys, creation and distribution of printed or electronic promotional tourist materials, or efforts to recruit conventions, sporting events or motor coach groups.
- Transient tourist informational services.
- Tangible municipal development, including a convention center.

Transient tourist means any person residing for a continuous period of less than one month in a hotel, motel or other furnished accommodations.

The Commission is obligated to submit on an annual basis a detail report of its room tax expenditures to the Wisconsin Department of Revenue.

The Room Tax Tourism Grant program is designed to promote tourism related activity within the City of Wausau with specific emphasis on tourism that is reasonably likely to generate overnight stays in hotel facilities.

APPLICATION DEADLINES:

Applications are considered on a rolling cycle.

The room tax commission meets at 4 PM on the 4th Monday of these months:

- October
- January
- April
- July

Applications must be submitted by the **2nd Monday** of these months to be considered.

ELIGIBLE PROJECTS AND USE OF FUNDS:

- Design, production and placement costs for marketing that targets visitors from outside the City of Wausau and its surrounding communities. This includes but is not limited to: brochures, fliers, posters, direct mail, registration materials, print ads, radio ads, television ads. Website enhancements that are reasonably likely to increase tourism and overnight hotel stay. Web and social media marketing that increase traffic of visitors from outside the City of Wausau and its surrounding communities.
- Purchase of marketing lists, search engine marketing ad words, google ad words.
- Offsite signage such as billboards targeting visitors that live outside the City and its surrounding communities.
- Fees must be payable to a third party vendor. In-kind fees are not eligible.

ELIGIBLE APPLICANTS:

- Not for Profit Organizations with an IRS determination.
- Not for Profit Organization is in good standing with the City.
- Event is located in or near the City of Wausau and offers verifiable economic benefits to the City of Wausau through increased room nights.
- The event or promotional opportunity should demonstrate economic impact as it relates to tourism and is reasonably likely to generate multiple hotel stays.
- Repeat grant applicants have filed timely post event reports.

GRANT RECOGNITION:

All awarded marketing projects must include the City of Wausau logo and where space allows, the following grant recognition: "Sponsored in part by the City of Wausau Room Tax."

GRANT LIMITS:

- Grants will be limited based upon funding.

ADDITIONAL INFORMATION:

- All grants will be evaluated on established criteria and ranked competitively by the Commission.
- The grant application will serve as a grant agreement and must be signed by an authorized official within the organization.
- The grant expires one year after awarded by the Room Tax Commission.
- Grantees should request funds via email request to finance@ci.wausau.wi.us
- The Room Tax Summary Compliance reporting should be submitted timely to finance@ci.wausau.wi.us

EVALUATION CRITERIA:

- Completeness and quality of the application. 10 points
- A well-developed marketing strategy that can reasonably be expected to generate multiple hotel stays. 30 points
- The event and application substantiate local economic impact from:
 - local visitors. 5 points
 - day trip visitors. 15 points
 - overnight visitors. 30 points
- The methodology proposed to survey attendees is well developed and will likely generate good quality information regarding event attendees and whether they are local or non-local. 10 points
- The event is unique, unduplicated and creative . 20 points
- Expected/historical event attendance:
 - 0-1,000 attendees annually. 5 points
 - 1,000-5,000 attendees annually. 10 points
 - 5,000+ attendees annually. 15 points
- Event located within the City of Wausau. 5 points

REVIEW AND AWARD PROCESS:

- Timely grant requests will be reviewed by staff for completeness.
- The Commission will review, score and rank proposals based upon the Evaluation Criteria.
- Staff will compile ranking for Commission consideration.
- Commission will review and make a final grant determination.
- Grant applicants will be informed of the grant determination.

Organization Info**Name of Organization ***

Taste

Authorized Official First Name *

Jennifer

Authorized Official Last Name *

Johnson

Authorized Official Title *

Fundraising

Email Address *

jennifer.johnson@tastenglowfest.com

Organization Website URL *

<https://tastenglowfest.com/>

Street Address *

PO BOX 1772

City *

WAUSAU

State *

WI

Zip *

54402

Daytime Telephone *

(715) 630-0017

Grant Information

Grant Request Amount *

\$20,000.00

Total Project/Event Budget *

\$161,565.00

Event Title *

Taste N Glow Fest

Event Date(s) or Date Range *

07/10/2026 - 07/11/2026

Projected Number of Attendees *

15,000

Event Location *

140914 STETTIN DR MARATHON CITY, WI 54448

Have you applied or been awarded room tax or other public funding for this event? *

Yes No

Please Describe *

Applied at: Village of Rib Mountain, Rothschild and Weston, Sports Authority, City of Mosinee

Estimated Number of Hotel Stays from the Project/Event *

85

New Event/Project

Existing Event/Project

Project/Event Description *

*** 85 Hotel stays are just the amount that Taste N Glow organization pays for. Many others will be generated from visitors from outside the area.

The TASTE N GLOW BALLOON FEST is an annual non-profit event that brings in thousands of people from around the United States. People of all ages are able to enjoy hot air balloons, various foods, and a variety of entertainment that includes live music, an evening balloon glow, lumberjack shows, log rolling shows, chain saw carving demonstrations, Badger State Dirt Flingers, and a car/truck show to name a few. There are also kids activities and a craft show/resale market on the show grounds. With the large economic impact within Wausau and the surrounding area, it not only helps the community, but also helps our non-profit organization be able to donate to over 15 other different non-profits annually.

Event History:

TASTE N GLOW BALLOON FEST is an annual event that has been held at the current location since 2021.

In 2021, cell phone data was tracked and there was representation from all but 2 states.

Each year the event adds or changes the entertainment to keep the audience growing.

In 2024, flight for life demonstrations were added along with a lighted drone show at night.

In 2025, there were approx. 12,000 attendees. K-9 demonstrations were added which were a huge hit. Despite the rain on Friday, our event managed to stay open, and attendees still came out to enjoy the event.

The weekend event brings in many people and fills the hotel market for multiple nights.

Optional: Upload Project/Event Details

Marketing Plan

Provide a detailed marketing plan or strategy. Complete the marketing budget below that lists each marketing piece, the location of the piece, approximate dates of views, cost, planned distribution of materials etc. Outline specifically how this plan is reasonably likely to generate overnight hotel stays. Additionally, highlight those marketing materials that are outside the City of Wausau and those that are over 90 miles away.

Marketing Plan Description *

Social Media with sponsored ads, radio, television

Marketing Media Description *

Social Media with sponsored ads, radio, television

Locations covered by the media/publications *

Local and outside 90 mile radius

Approximate dates *

4 weeks prior to event

Expected Cost *

\$18,500.00

Grant Request *

\$20,000.00

Total Plan Requested Amount

\$20,000.00

Difference between grant requested and planned

\$0.00

Additional information may be attached

Hotel Stays

Detail how your organization/project/event will be reasonably likely to create overnight stays in the City of Wausau lodging facilities. Please explain your methodology for identifying multiple hotel stays generated by the event and surveying event goers. *

45 room nights paid for by Taste N Glow at LaQuinta in Wausau.

We have been discussing doing quick surveys of where people are from and if they stayed overnight at a hotel.

Repeat events are required to provide evidence of historic room nights. *

Each year Taste N Glow pays for/provides the hotel stays for the Hot Air Balloon Pilots/crew to bring them to the area to make the show great.

Is your event/project reserving a block of rooms for this event in a City of Wausau hotel *

Yes No

Please provide number of rooms, number of nights and name of the hotel. *

45 room nights paid for by Taste N Glow at LaQuinta in Wausau

Required Documents

ORGANIZATION WIDE BUDGET *

Taste N Glow - 2026 Budget.pdf

33.05KB

PROJECT OR EVENT BUDGET *

Taste N Glow - 2026 Budget.pdf

33.05KB

RECENT YEAREND FINANCIAL STATEMENTS *

Taste N Glow - 2026 Budget.pdf

33.05KB

IRS DETERMINATION *

IRS Letter.pdf

131.77KB

BOARD OF DIRECTORS *

Board of Directors.pdf

32.29KB

Submit

I understand the restrictions placed on the expenditure of room tax funds governed by the Room Tax Commission and certify that the requested funds will be used for the purposes described in this application or approved by the Commission. I understand that the use of funds is subject to review and a post event reporting is required. Grant recipients will be considered ineligible for future grants until post event reporting is filed. This application will serve as a grant agreement and award as noted below.

Applicant Full Name *

Jennifer Johnson

Applicant Title *

Fundraising

Date Time

03/24/2026

TASTE N' GLOW BOARD OF DIRECTORS

Brandon Jilek – *President*
president@tastenglowfest.com

Randy Thurs – *Vice President*
randy.thurs@tastenglowfest.com

Jennifer Drabek – *Treasurer*
treasurer@tastenglowfest.com

Chris Jilek – *At Large Member*
chris.jilek@tastenglowfest.com

COMMISSION ROOM TAX TOURISM GRANT APPLICATION



[Getting Started](#) | [Organization Info](#) | [Grant Information](#) | [Marketing Plan](#) | [Hotel Stays](#) | [Required Documents](#) | [Submit](#)

Name of Organization *

Hmong American Center, Inc.

Authorized Official First Name *

Yee Leng

Authorized Official Last Name *

Xiong

Authorized Official Title *

Committee Chair

Email Address *

yeelengxiong12@gmail.com

Organization Website URL *

hmongwausaufestival.org

Street Address *

1109 N 6th Street

City *

Wausau

State *

WI

Zip *

54403

Daytime Telephone *

(715) 348-6214

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COMMISSION ROOM TAX TOURISM GRANT APPLICATION

- [Getting Started](#)
- [Organization Info](#)
- [Grant Information](#)**
- [Marketing Plan](#)
- [Hotel Stays](#)
- [Required Documents](#)
- [Submit](#)

Grant Request Amount *

\$20,000.00

Total Project/Event Budget *

\$150,000.00

Event Title *

Hmong Wausau Festival

Event Date(s) or Date Range *

8/1/2026 - 8/2/2026

Projected Number of Attendees *

12000 +

Event Location *

People's Sports Complex, 602 E. Kent Street, Wausau, WI 54403

Have you applied or been awarded room tax or other public funding for this event? *

Yes No

Please Describe *

Village of Rothschild - \$10,000

Estimated Number of Hotel Stays from the Project/Event *

2,000

*

- New Event/Project
- Existing Event/Project

Project/Event Description *

The Hmong Wausau Festival, hosted annually in Central Wisconsin, stands as a vibrant testament to the rich cultural heritage of the Hmong community. This lively celebration is not just an event; it's a gathering that brings together individuals and families from all walks of life to engage in a weekend filled with joy, unity, and cultural expression.

The festival features an array of activities that cater to various interests, including sports like flag football, soccer, and cornhole, alongside captivating performances in dancing and singing. There are also pageants that showcase the talents and beauty of our community, adding an extra layer of excitement to the festivities. As the festival has grown, it has attracted vendors from across the United States and Wisconsin, showcasing delicious food, crafts, and unique products that reflect multi culture and traditions.

In 2023, the Hmong Wausau Festival achieved a remarkable milestone, becoming the largest Hmong festival in Wisconsin, drawing in an impressive 14,000 attendees. This achievement is particularly significant, especially in a time when many events throughout the state and the country have experienced a decline in vendor participation. For instance, Oshkosh reported a loss of more than 33% of its vendors over the past five years.

Unlike these other events, the Hmong Wausau Festival took proactive measures to adapt to changing circumstances. By implementing a targeted grassroots marketing strategy, the festival organizers prioritized connecting with people where they are, creating relationships within the community. This approach has led to a noticeable increase in vendor participation, demonstrating the effectiveness of genuine engagement.

Additionally, the festival is focusing on outreach to the Southeast Asian community, ensuring that the Hmong culture is represented and celebrated. To further enrich the festival experience, the organizers are also introducing an Under-18 division for volleyball and soccer. This initiative is inspired by successful models in the Twin Cities, which have seen participation levels grow, attracting anywhere from 80-100 teams. With expectations of welcoming an additional 400 to 500 young athletes conservatively, many accompanied by their parents, the festival is set to increase its community impact.

As the Hmong Wausau Festival continues to evolve and grow, it remains committed to maintaining connections within the community and promoting cultural understanding. This celebration not only highlights the beauty of Hmong and other cultural traditions but also serves as an example of resilience and innovation in the face of challenges. With each passing year, the festival strengthens its role as a vital event for cultural celebration, unity, and the shared joy of community life.

Optional: Upload Project/Event Details

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COMMISSION ROOM TAX TOURISM GRANT APPLICATION

Getting Started	Organization Info	Grant Information	Marketing Plan	Hotel Stays	Required Documents	Submit
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Provide a detailed marketing plan or strategy. Complete the marketing budget below that lists each marketing piece, the location of the piece, approximate dates of views, cost, planned distribution of materials etc. Outline specifically how this plan is reasonably likely to generate overnight hotel stays. Additionally, highlight those marketing materials that are outside the City of Wausau and those that are over 90 miles away.

Marketing Plan Description *

The marketing strategy for the Hmong Wausau Festival (HWF) focuses on diverse outreach methods to engage different demographics and ensure broad participation.

Grassroots Marketing

We will establish a network of trusted coordinators who will:

- Attend Hmong Events: Participate in local gatherings to share festival information and build relationships.
- Serve as Points of Contact: Provide reliable information and resources for potential vendors and teams.
- Attract Teams and Vendors: Leverage their networks to enhance participation.

Hmong News Stations

Our outreach will focus on:

- Elders and Vendors: Connecting with the Hmong community in MN, MI, WI, CA, OK, and NC to emphasize their role in the festival.

Social Media Marketing

We aim to engage younger athletes and participants through HWF's extensive social media platforms.

Hmong Radio Marketing

This channel will also target our elders and vendors, ensuring they remain informed about the festival.

Mainstream Market Marketing

We will utilize Midwest Communication to reach communities outside the Southeast Asian demographic, broadening our audience.

Marketing Media Description *	Locations covered by the media/publications *	Approximate dates *	Expected Cost *	Grant Request *
Grassroots Marketing	WI, MN, MI, CA, OK, NC	Ongoing	\$10,000.00	\$3,500.00
Hmong News Station	WI, MN, CA, OK, NC	April - July	\$12,000.00	\$12,000.00
Social Media	MN, MI, WI< CA, OK, NC	May - July	\$3,000.00	\$1,000.00
Hmong Radio Marketing	MI, WI, MN	April - July	\$2,000.00	\$2,000.00
Mainstream marketing	Northcentral WI	May - July	\$3,000.00	\$1,500.00
Total Plan Requested Amount	Difference between grant requested and planned			
\$20,000.00	\$0.00			

Additional information may be attached

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COMMISSION ROOM TAX TOURISM GRANT APPLICATION



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Detail how your organization/project/event will be reasonably likely to create overnight stays in the City of Wausau lodging facilities. Please explain your methodology for identifying multiple hotel stays generated by the event and surveying event goers. *

All our competitions and tournaments are two days event. This forces many of them to stay at hotels and local airbnbs. All hotels in the past has always been sold out. The problem we have seen is there not being enough hotel in the local area, which results in attendees staying at other hotels 30-60 minutes outside of Wausau.

Repeat events are required to provide evidence of historic room nights. *

From years past, all hotels are booked. We have no trouble filling out the hotel rooms.

Is your event/project reserving a block of rooms for this event in a City of Wausau hotel *

Yes No

Please provide number of rooms, number of nights and name of the hotel. *

We are currently working with local hotels to reserve a block of hotels rooms for volunteers. Hampton Inn Wausau

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COMMISSION ROOM TAX TOURISM GRANT APPLICATION

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I understand the restrictions placed on the expenditure of room tax funds governed by the Room Tax Commission and certify that the requested funds will be used for the purposes described in this application or approved by the Commission. I understand that the use of funds is subject to review and a post event reporting is required. Grant recipients will be considered ineligible for future grants until post event reporting is filed. This application will serve as a grant agreement and award as noted below.

Applicant Full Name *

Yee Leng Xiong

Applicant Title *

Committee Chair

Date Time

04/01/2026

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Hmong American Center, Inc. Board of Directors 2026-2027

Vang Yang, Board President, Supervisor
Zong Moua, Board Vice President, Self-Employed
Nou Vang Xiong, Board Treasurer, Medical Transporter
Doug Hosler, Board Member, Retired
Keng Lee, Board Member, Self-Employed

Income

Sponsorships	\$50,000.00
Vendors	\$20,000.00
Admissions	\$40,000.00
Registration Fees	\$3,000.00
Grants	\$37,000.00
Total Income	\$150,000.00

Expenses

Contractors (security, garbage etc.)	\$60,000.00
Prizes and Performers	\$35,000.00
Rentals (Place, lights, etc.)	\$25,000.00
Marketing Budget	\$30,000.00
Total Expense	\$150,000.00



Statement of Financial Position - 2025

Hmong American Center Inc
As of December 31, 2025

	Total
<hr/>	
Assets	
Current Assets	
Bank Accounts	
10000 Cash and Cash Equivalents	\$0.00
10300 Petty Cash	2,205.66
10400 Office Checking - PSB 9093	32,690.51
10500 H2N Grants	180,401.18
10900 FEMA Account - 5984	17,740.99
11140 Business Savings - 2375	0.00
11200 Hmong History - 4448	0.00
11220 Summer Sports Fest - 0922	19,230.42
11240 WNRB Radio - 1529	710.39
11260 HMONG Youth Savings - 6526	1,397.15
11280 Ed. Scholarship - 6105	0.00
11290 Mr. Hmong Royalty Court - 1414	14,517.02
11300 Account - 8137	67,814.62
11310 Soul Lock - 9478	2,502.85
11330 3601	10,212.52
11360 Temporary Savings Acct. - 5024	10.00
11390 0073	154,454.15
Total for 10000 Cash and Cash Equivalents	\$503,887.46
11900 Certificates of Deposit	
11901 CD CoVantage 126466.02	0.00
Total for 11900 Certificates of Deposit	\$0.00
Total for Bank Accounts	\$503,887.46
Accounts Receivable	
12000 Grants Receivable	
12102 AR - Miscellaneous	309,838.54
12103 AR - Interpreting	-3,876.86
12105 AR - Radio	0.00
12106 AR - Grants	171,649.08
12107 AR - WFS	0.00
Total for 12000 Grants Receivable	\$477,610.76
Total for Accounts Receivable	\$477,610.76

Statement of Financial Position - 2025

Hmong American Center Inc
As of December 31, 2025

	Total
<hr/>	
Other Current Assets	
13000 Undeposited Funds	400.00
13500 Prepaid Taxes	840.33
14000 Property Held for Resale	
14096 102 S 5th Ave	0.00
14098 919 21st Street	0.00
Total for 14000 Property Held for Resale	\$0.00
QuickBooks Tax Holding Account	1,935.29
Total for Other Current Assets	\$3,175.62
Total for Current Assets	\$984,673.84
Fixed Assets	
15000 Office Equipment	
15001 Office Equipment - Cost	18,984.58
15100 Allowance for Depr-Office Equip	-18,931.98
Total for 15000 Office Equipment	\$52.60
15200 Automobiles & Trucks	
15201 Automobiles & Trucks - Cost	17,721.00
15300 Allowance for Depr - Auto & Trk	-17,248.10
Total for 15200 Automobiles & Trucks	\$472.90
15400 Building	
15401 Building - Cost	269,953.86
15500 Allowance for Depr - Bldg	-155,667.54
Total for 15400 Building	\$114,286.32
16000 Land	15,000.00
Total for Fixed Assets	\$129,811.82
Other Assets	
17400 Mortgage Receivable	
17450 1212 S 5th Avenue Mortgage	0.00
17451 102 S 5th Avenue	0.00
Total for 17400 Mortgage Receivable	\$0.00
17500 2nd Mortgages	321,800.00
Total for Other Assets	\$321,800.00
Total for Assets	\$1,436,285.66

Statement of Financial Position - 2025

Hmong American Center Inc
As of December 31, 2025

	Total
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 Accounts Payable	\$14,434.47
20100 Trade Payables	69,047.59
Total for 20000 Accounts Payable	\$83,482.06
Total for Accounts Payable	\$83,482.06
Credit Cards	
21000 Credit Card Payable	
21005 Walmart Community Card	0.00
21100 Roundy's Business Card	0.00
21200 Menards Card	0.00
21300 Peoples State Bank Visa	0.00
Total for 21000 Credit Card Payable	\$0.00
Total for Credit Cards	\$0.00
Other Current Liabilities	
20300 Short-Term Note - 0837	0.00
20301 Peoples LOC - 0838	29,540.99
20302 Peoples LOC 0839	-56,101.76
20400 Security Deposit	500.00
22000 Accrued Liabilities	
22100 Payroll Liabilities	
22120 Fed W/H & FICA Tax Payable	-1,810.94
22220 State Withholding Payable	404.76
22230 State Unemployment Payable	443.71
22240 Federal Unemployment Payable	0.00
22250 Child Support & Garnishment Pay	-253.84
22260 401k Withholding Payable	0.00
22270 United Way Deduction Payable	0.00
22280 Employee Advance	500.00

Statement of Financial Position - 2025

Hmong American Center Inc
As of December 31, 2025

	Total
Total for 22100 Payroll Liabilities	-\$716.31
22500 Other Current Liabilities	-\$4,314.43
22543 WNRB Radio	0.00
22546 Hmong History Month A/C	0.00
22547 New Year A/C	0.00
22548 Education Scholarship A/C	0.00
22549 Hmong Tapestry A/C	0.00
22560 HMONG Youth A/C	0.00
Total for 22500 Other Current Liabilities	-\$4,314.43
Total for 22000 Accrued Liabilities	-\$5,030.74
23000 Accrued Payroll	
23100 Accrued Wages	0.00
23200 Accrued Vacation	0.00
Total for 23000 Accrued Payroll	\$0.00
25000 Deferred Revenue	
25245 WFS Deferred Revenue	0.00
Total for 25000 Deferred Revenue	\$0.00
27500 Deferred Income - 2nd Mortgages	321,800.00
Payroll Liabilities	-\$633.40
Child Support	318.84
Federal Taxes (941/943/944)	0.01
Toufue Xiong Wage Garnishment	0.00
WI Income Tax	1,321.34
WI SUI Employer	-2,243.91
Total for Payroll Liabilities	-\$1,237.12
Total for Other Current Liabilities	\$289,471.37
Total for Current Liabilities	\$372,953.43
Long-term Liabilities	
29520 City of Wausau 2002 CDB	0.00
29530 Note Payable - Hmong New Year	0.00
Total for Long-term Liabilities	\$0.00
Total for Liabilities	\$372,953.43
Equity	
29000 Opening Balance Equity	16,448.85
29310 Net Investment in Prop & Equip	151,549.79
29510 Designated-Wausau Fresh Program	0.00

Statement of Financial Position - 2025

Hmong American Center Inc
As of December 31, 2025

	Total
29999 Unrestricted Net Assets	969,978.89
Net Income	-74,645.30
Total for Equity	\$1,063,332.23
Total for Liabilities and Equity	\$1,436,285.66

You will notice that it says we have a remaining balance of \$19,230.42 in the “Summer Sports Festival” account.

\$9,230.42 was transferred in the FY2026 to the Hmong American Center, Inc. to reimburse for their staff time, leaving a remaining balance of \$10,000. to start this year as cash flow.



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Grant Request Amount *

\$10,000.00

Total Project/Event Budget *

\$124,000.00

Event Title *

AirVenture Cup Race

Event Date(s) or Date Range *

July 17-20, 2026

Projected Number of Attendees *

3000

Event Location *

Wausau Downtown Airport

Have you applied or been awarded room tax or other public funding for this event? *

Yes No

Estimated Number of Hotel Stays from the Project/Event *

170

*

- New Event/Project
- Existing Event/Project

Project/Event Description *

The AirVenture Cup Cross-Country Air Race (AVC) is the world's premier amateur open-circuit air race open to all experimental and factory-built aircraft. The AVC seeks to recreate the spirit of the great air races of the Golden Age of Aviation, such as the famed Bendix Trophy. It is held annually on the opening weekend of the EAA AirVenture Oshkosh fly-in and convention in late July, and most participants fly into Oshkosh at the race's conclusion.

In 2025, the race brought approximately 265 racers and families to Wausau, filling the Jefferson Street Inn and other surrounding hotels. AVC has signed a contract with the Jefferson Street Inn through 2027. Participants come from across the world currently including the United States, Canada, Australia, and England.

The AirVenture Cup Race is more than an event; it is a community experience. We are committed to open access for all, ensuring that Wausau residents can attend open houses, meet pilots, and explore unique aircraft. This year will include an open house at Wausau Flying Service and even more access for the general public, encouraging even wider spectators interest than previous years. The event serves as a powerful outreach opportunity for local youth, inspiring future generations through hands-on experiences with aviation.

Additionally, we promote education and aviation career pathways by introducing youth and families to the multiple aviation-related programs throughout Wausau, fostering community pride and positioning Wausau as a hub for family-friendly events that support tourism and local business.

Optional: Upload Project/Event Details

[2026 AVC WAUSAU IMPACT REPORT \(1\).pdf](#)

10.25MB

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Provide a detailed marketing plan or strategy. Complete the marketing budget below that lists each marketing piece, the location of the piece, approximate dates of views, cost, planned distribution of materials etc. Outline specifically how this plan is reasonably likely to generate overnight hotel stays. Additionally, highlight those marketing materials that are outside the City of Wausau and those that are over 90 miles away.

Marketing Plan Description *

An amount of \$10,000 is being requested through the Wausau room tax tourism grant. This amount will allow campaigns to effectively yield measurable results. The allocation of these funds will be split between the following campaigns: growing event attendance (\$5,000), promotion at EAA AirVenture Oshkosh (\$2,000), and print media (\$3,000).

Targeted marketing enables us to focus outreach on audience segments most likely to engage with and benefit from the AirVenture Cup Race— such as pilots, aviation enthusiasts, families, and industry professionals. By aligning content with the specific interests and behaviors of each group, we can increase campaign effectiveness, improve participation, and reduce wasted resources. This strategic approach ensures that tourism dollars are used efficiently while building lasting awareness of Wausau as a destination. See attached document for more details.

Marketing Media Description *

See attached marketing plan. Facebook, IG, EAA Oshkosh, and Print Media will be used.

Locations covered by the media/publications *

Locations 1. Green Bay 2. Eau Claire 3. Madison 4. Fox Valley 5. Duluth 6. Minneapolis/St. Paul

Approximate dates *

May-July

Expected Cost *

\$10,000.00

Grant Request *

\$10,000.00

Total Plan Requested Amount

\$10,000.00

Difference between grant requested and planned

\$0.00

Additional information may be attached

[2026 Wausau Tourism Grant Marketing Plan \(c\).pdf](#)

23.96MB

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Detail how your organization/project/event will be reasonably likely to create overnight stays in the City of Wausau lodging facilities. Please explain your methodology for identifying multiple hotel stays generated by the event and surveying event goers. *

In 2025, the AirVenture Cup race brought nearly 265 people (race teams and AVC staff) to Wausau filling the Jefferson Street Inn and other surrounding hotels. AirVenture Cup has signed a contract with the Jefferson Street Inn through 2027. We are able to track hotel stays through event registrations.

Repeat events are required to provide evidence of historic room nights. *

2024: estimated 120 hotel rooms booked, most at Jefferson St Inn
2025: 145 hotel rooms book, including all of Jefferson St Inn

Is your event/project reserving a block of rooms for this event in a City of Wausau hotel? *

Yes No

Please provide number of rooms, number of nights and name of the hotel. *

100+ or all available rooms at Jefferson Street Inn, most stay 3 nights.

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I understand the restrictions placed on the expenditure of room tax funds governed by the Room Tax Commission and certify that the requested funds will be used for the purposes described in this application or approved by the Commission. I understand that the use of funds is subject to review and a post event reporting is required. Grant recipients will be considered ineligible for future grants until post event reporting is filed. This application will serve as a grant agreement and award as noted below.

Applicant Full Name *

Jessica L Schaefer

Applicant Title *

Secretary, EAA Chapter 640

Date Time

04/10/2026

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AirVenture Cup Race – Project/Event Budget

Host Organization: EAA Chapter 640, Inc.

Event: AirVenture Cup Race –

Race Start/Finish at Wausau Downtown Airport, Race hotel - Jefferson Street Inn

AVC Project Budget Summary (2024-2026)

Category	2024 Budget (\$)	2025 Budget (\$)	2026 Budget (\$)
Golf Carts (funding tbd)	1,500.00	1,700.00	1900
Buses (funding tbd)	2,990.00	3,600.00	3600
Promotional Items	5,000.00	10,000.00	10000
<u>Food / Soda / Water</u>	1,800.00	2,200.00	3000
Ice	500.00	500.00	500
Gas (for golf carts)	120.00	150.00	150
Total Budgeted Expenses	11,910.00	18,150.00	19150

Additional Notes:

- Golf carts and buses are included in the project budget to show their relevance to tourism logistics, though they are directed as city funded.
- Promotional items in 2024 included race pylons, which were later displayed at AirVenture with exposure to ~650,000 attendees. The 2025 budget expanded this visibility with enhanced advertising and media targeted to racers and spectators. The 2026 budget targets primarily spectators and visitors from out of area.
- Total donations in 2024 and 2025 included in-kind and monetary contributions covering buses, golf carts, and local sponsor support.

EAA Chapter 640 – Year-End Financial Statement Template

Organization Name: EAA Chapter 640, Inc.

Fiscal Year Ending: December 31, 2025

Prepared By: Theresa Conrad

Date Prepared: 6 April 2026

I. Income (Revenue)

Category	Amount (\$)
Membership Dues	7154
Donations (Individual & Corporate)	5000
Sponsorships	-
Fundraising Event Income	21500
Grant Income	10,000
Merchandise Sales	-
Program Fees (Workshops, Tours, etc.)	-
Interest/Investment Income	100
Scholarships	600
Other (please specify)	-
Total Income	44,354

II. Expenses

Category	Amount (\$)
Program/Project Costs	-
AVC Cup Race Expenses	19127
Event Expenses (All other)	5200 (PB4Y-2)
Facility Costs (Rental, Utilities)	-
Insurance	330

Supplies & Equipment	500
Marketing & Promotion	10250
Website & Communications	184
Administrative Costs	400
Scholarships Paid (other)	1725
Scholarships Paid (Ray Scholarship)	6000
Travel & Mileage (Board/Event-related)	50
Food for Monthly Gatherings	3600
Total Expenses	47366

III. Net Income (Surplus/Deficit)

Calculation	Amount (\$)
Total Income	44,354
Total Expenses	(47,366)
Net Income	-(3,012)

IV. Year-End Bank Balances

Checking	Amount (\$)
----------	-------------

Beginning Bank Balance (Jan)	6829
Ending Bank Balance (Dec)	2900

Special Events Account	Amount (\$)
Beginning Bank Balance (Jan)	11656
Ending Bank Balance (Dec)	25079

Savings	Amount (\$)
Beginning Bank Balance (Jan)	55304
Ending Bank Balance (Dec)	49388

V. Notes or Explanations

\$10,000 Travel and Tourism funds granted were used for AirVenture Cup Race Marketing.

EAA Chapter 640 – 2026 Organizational Budget

Organization: Hay Meadow Fliers Inc, dba EAA Chapter 640 | Fiscal Year: 2026

Purpose: This budget outlines expected revenue and expenses for 2026 across all organizational operations, including EAA 640's role as the local host of the AirVenture Cup (AVC) Race.

I. Projected Income

Income Source	Projected Amount (\$)
Membership Dues	7,000
Donations (Individual & Corporate)	28,000
Grant Income (Tourism / Community Foundation)	8,000
Interest Income	100
Other Income (Merch, Program Fees)	0
Total Income	43,100

II. Projected Expenses

Expense Category	Projected Amount (\$)
Event Expenses (e.g., Armed Forces Day)	25,000 (major expenses transferred from weather cancellations in 2025)
AVC Local Host Expenses (subset of AVC total)	6,500
Insurance	350
Supplies & Equipment	2,000
Marketing & Promotion	5,000
Admin & Communications (Website, etc.)	600
Food for Monthly Gatherings	3,000
Total Expenses	42,450

III. Net Budget Projection

Total Projected Income	43,100
Minus Total Projected Expenses	42,450
Projected Deficit/Profit	+650

*****Notes:*****

- This organizational budget focuses only on EAA Chapter 640’s internal and host-related activities, separate from broader AVC National expenses.
- AirVenture Cup organizational budget for 2025 was approximately \$149,000 separate of EAA 640’s contribution.
- AVC-related expenditures are anticipated to be partially offset through city tourism funding, donations, and in-kind support.
- Any operating deficit is expected to be covered by reserves, continued donor engagement, or additional grant applications.

EAA Chapter 640 – Board of Directors (Current as of 4 April 2026)

Organization Name: EAA Chapter 640, Inc.

Mailing Address: 1711 Kickbusch St, Wausau, WI 54403

Phone: (715) 680-9022

Email: hello@eaa640.com

Federal EIN: 40-00004525

Board Members:

Name	Board Title	Affiliation/Occupation	City, State	Email and Phone
Peter Kanikula	President	Corporate Pilot	Weston, WI	pete@eaa640.com 520-204-3411
Scott Feldbruegge	Interim Vice President	Personal Care and Services	Wausau, WI	youngeagles@eaa640.com 715-722-9133
Theresa Conrad	Treasurer	Retired, Accountant	Wausau, WI	membership@eaa640.com 715-432-9706
Jessica Schaefer	Secretary	Nonprofit Marketing Director, IRONBULL	Wausau, WI	hello@eaa640.com 201-890-9688
Dennis Seitz	Ex Officio	Engineer, Private Pilot	Wausau, WI	dennis@eaa640.com 520-204-3411
Rande Paquin-Stanton	Scholarship Coordinator	Doctor of Pharmacy, Market Director	Wausau, WI	rayscholars@eaa640.com 507-327-2532

Certifying Statement:

I certify that the above information is true and correct to the best of my knowledge and reflects the current Board of Directors for EAA Chapter 640.



Name: Jessica Schaefer

Title: Secretary

Date: 4 April 2026



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Beginning January 1, 2017 the State Law mandates the City forward to a tourism commission any room tax revenue exceeding the amount the municipality may retain. The Commission must spend room tax revenue on tourism promotion and tourism development.

Tourism Promotion and Tourism Development is defined in the Wisconsin Statutes to mean any of the following that are significantly used by transient tourists and reasonably likely to generate paid overnight stays at more than one establishment in the municipality on which room tax is imposed:

- Marketing projects, including advertising buys, creation and distribution of printed or electronic promotional tourist materials, or efforts to recruit conventions, sporting events or motor coach groups.
- Transient tourist informational services.
- Tangible municipal development, including a convention center.

Transient tourist means any person residing for a continuous period of less than one month in a hotel, motel or other furnished accommodations.

The Commission is obligated to submit on an annual basis a detail report of its room tax expenditures to the Wisconsin Department of Revenue.

The Room Tax Tourism Grant program is designed to promote tourism related activity within the City of Wausau with specific emphasis on tourism that is reasonably likely to generate overnight stays in hotel facilities.

APPLICATION DEADLINES:

Applications are considered on a rolling cycle.

The room tax commission meets at 4 PM on the 4th Monday of these months:

- October
- January
- April
- July

Applications must be submitted by the **2nd Monday** of these months to be considered.

ELIGIBLE PROJECTS AND USE OF FUNDS:

- Design, production and placement costs for marketing that targets visitors from outside the City of Wausau and its surrounding communities. This includes but is not limited to: brochures, fliers, posters, direct mail, registration materials, print ads, radio ads, television ads. Website enhancements that are reasonably likely to increase tourism and overnight hotel stay. Web and social media marketing that increase traffic of visitors from outside the City of Wausau and its surrounding communities.
- Purchase of marketing lists, search engine marketing ad words, google ad words.
- Offsite signage such as billboards targeting visitors that live outside the City and its surrounding communities.
- Fees must be payable to a third party vendor. In-kind fees are not eligible.

ELIGIBLE APPLICANTS:

- Not for Profit Organizations with an IRS determination.
- Not for Profit Organization is in good standing with the City.
- Event is located in or near the City of Wausau and offers verifiable economic benefits to the City of Wausau through increased room nights.
- The event or promotional opportunity should demonstrate economic impact as it relates to tourism and is reasonably likely to generate multiple hotel stays.
- Repeat grant applicants have filed timely post event reports.

GRANT RECOGNITION:

All awarded marketing projects must include the City of Wausau logo and where space allows, the following grant recognition: "Sponsored in part by the City of Wausau Room Tax."

GRANT LIMITS:

- Grants will be limited based upon funding.

ADDITIONAL INFORMATION:

- All grants will be evaluated on established criteria and ranked competitively by the Commission.
- The grant application will serve as a grant agreement and must be signed by an authorized official within the organization.
- The grant expires one year after awarded by the Room Tax Commission.
- Grantees should request funds via email request to finance@ci.wausau.wi.us
- The Room Tax Summary Compliance reporting should be submitted timely to finance@ci.wausau.wi.us

EVALUATION CRITERIA:

- Completeness and quality of the application. 10 points
- A well-developed marketing strategy that can reasonably be expected to generate multiple hotel stays. 30 points
- The event and application substantiate local economic impact from:

- local visitors. 5 points
- day trip visitors. 15 points
- overnight visitors. 30 points
- The methodology proposed to survey attendees is well developed and will likely generate good quality information regarding event attendees and whether they are local or non-local. 10 points
- The event is unique, unduplicated and creative . 20 points
- Expected/historical event attendance:
 - 0-1,000 attendees annually. 5 points
 - 1,000-5,000 attendees annually. 10 points
 - 5,000+ attendees annually. 15 points
- Event located within the City of Wausau. 5 points

REVIEW AND AWARD PROCESS:

- Timely grant requests will be reviewed by staff for completeness.
- The Commission will review, score and rank proposals based upon the Evaluation Criteria.
- Staff will compile ranking for Commission consideration.
- Commission will review and make a final grant determination.
- Grant applicants will be informed of the grant determination.

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Name of Organization *

Wausau Events

Authorized Official First Name *

Peter

Authorized Official Last Name *

Valiska

Authorized Official Title *

Board of Directors President

Email Address *

petervaliska@wausauevents.org

Organization Website URL *

https://wausauevents.org/

Street Address *

316 Scott Street

City *

Wausau

State *

WI

Zip *

54403

Daytime Telephone *

(715) 297-9531

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Grant Request Amount *

\$ 20,000.00

Total Project/Event Budget *

\$ 168,550.00

Event Title *

Big Bull Falls Blues Fest

Event Date(s) or Date Range *

August 21-22 2026

Projected Number of Attendees *

6,000

Event Location *

Isle of Ferns Park, 500 River Dr, Wausau, WI 54403

Have you applied or been awarded room tax or other public funding for this event? *
 Yes
 No
Please Describe *

We have applied to the Village of Weston too.

Estimated Number of Hotel Stays from the Project/Event *

314

*

- New Event/Project
 Existing Event/Project

Project/Event Description *

Big Bull Falls Blues Fest is Wisconsin's longest running Blues Festival, and will be celebrating its 35th anniversary in August of 2026. Located on Fern Island in the Heart of Downtown Wausau, Wisconsin, Wausau Events hosts attendees on the island to come listen to incredible nationally-recognized Blues performers, drawing in statewide, national, and even international audiences to visit Wausau Wisconsin. This is our largest ever lineup, featuring currently nominated and award-winning artists Ronnie Baker Brooks, Ana Popovic, The Devon Allman Project and more. We are partnering with numerous local businesses and hotels in the City of Wausau, Village of Weston, Village of Rothschild, and Village of Rib Mountain to bring a wave of tourism to the greater Wausau area. In doing so, we are supporting the local Great Northern Blues Society as well as multiple Non-Profit organizations such as Open Door Inc., the Wausau West Football booster, the Wausau West Baseball booster, local Boy Scout troops, and more, as well as providing business avenues for local food vendors. Our event will include a free shuttle to and from the event grounds to the following Wausau hotels; the Jefferson Street Inn, Holiday Inn Express & Suites Wausau, Best Western Plus Wausau Tower Inn, Super 8 by Wyndham Wausau, Hampton Inn Wausau, Courtyard by Marriott Wausau, as well as the Campgrounds in Marathon Park.

Optional: Upload Project/Event Details

Drag and drop up to **10** files here to upload or [Choose files](#)

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Provide a detailed marketing plan or strategy. Complete the marketing budget below that lists each marketing piece, the location of the piece, approximate dates of views, cost, planned distribution of materials etc. Outline specifically how this plan is reasonably likely to generate overnight hotel stays. Additionally, highlight those marketing materials that are outside the City of Wausau and those that are over 90 miles away.

Marketing Plan Description *

Please see the attached full marketing plan.

Marketing Media Description *	Locations covered by the media/publications *						
Nationwide Social Media	American Midwest including Wisconsin Northwoods, Minneapolis, Chicago						
<table style="width:100%; border:none;"> <tr> <td style="width:33%;">Approximate dates *</td> <td style="width:33%;">Expected Cost *</td> <td style="width:33%;">Grant Request *</td> </tr> <tr> <td>June, July, August</td> <td>\$ 5,000.00</td> <td>\$ 5,000.00</td> </tr> </table>	Approximate dates *	Expected Cost *	Grant Request *	June, July, August	\$ 5,000.00	\$ 5,000.00	✕
Approximate dates *	Expected Cost *	Grant Request *					
June, July, August	\$ 5,000.00	\$ 5,000.00					
OTT & TV	Northwoods, Minneapolis, Chicago, Eau Claire, Madison, Milwaukee & UP I						
<table style="width:100%; border:none;"> <tr> <td style="width:33%;">Approximate dates *</td> <td style="width:33%;">Expected Cost *</td> <td style="width:33%;">Grant Request *</td> </tr> <tr> <td>June, July, August</td> <td>\$ 10,000.00</td> <td>\$ 10,000.00</td> </tr> </table>	Approximate dates *	Expected Cost *	Grant Request *	June, July, August	\$ 10,000.00	\$ 10,000.00	✕
Approximate dates *	Expected Cost *	Grant Request *					
June, July, August	\$ 10,000.00	\$ 10,000.00					
Printed/Magazine Ads distributed statewide	State of WI						
<table style="width:100%; border:none;"> <tr> <td style="width:33%;">Approximate dates *</td> <td style="width:33%;">Expected Cost *</td> <td style="width:33%;">Grant Request *</td> </tr> <tr> <td>July, August</td> <td>\$ 5,000.00</td> <td>\$ 5,000.00</td> </tr> </table>	Approximate dates *	Expected Cost *	Grant Request *	July, August	\$ 5,000.00	\$ 5,000.00	✕
Approximate dates *	Expected Cost *	Grant Request *					
July, August	\$ 5,000.00	\$ 5,000.00					
Statewide Radio Advertisement	State of WI						
<table style="width:100%; border:none;"> <tr> <td style="width:33%;">Approximate dates *</td> <td style="width:33%;">Expected Cost *</td> <td style="width:33%;">Grant Request *</td> </tr> <tr> <td>June, July, August</td> <td>\$ 9,000.00</td> <td>\$ 0.00</td> </tr> </table>	Approximate dates *	Expected Cost *	Grant Request *	June, July, August	\$ 9,000.00	\$ 0.00	✕
Approximate dates *	Expected Cost *	Grant Request *					
June, July, August	\$ 9,000.00	\$ 0.00					

[+ Add](#)

Total Plan Requested Amount	Difference between grant requested and planned
\$ 20,000.00	\$ 0.00

Additional information may be attached

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Detail how your organization/project/event will be reasonably likely to create overnight stays in the City of Wausau lodging facilities. Please explain your methodology for identifying multiple hotel stays generated by the event and surveying event goers. *

Please refer to the last section of the attached Marketing Plan

Repeat events are required to provide evidence of historic room nights. *

2021- 315 Hotel Stays
2022- 290 Hotel Stays
2023- 300+ (partnered with some new hotels who weren't able to track as accurately as others)
2024 - 218 Hotel Stays tracked (more were seen, but the weather impacts made it hard to track)
2025 - Estimated 368 Hotel Stays

Is your event/project reserving a block of rooms for this event in a City of Wausau hotel *

Yes No

Please provide number of rooms, number of nights and name of the hotel. *

Total projected rooms booked by Wausau Events is 50+. In discussion with several Wausau hotels. We will be booking rooms at the Jefferson Street Inn.

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ORGANIZATION WIDE BUDGET *

Drag and drop up to **10** files here to upload or [Choose files](#)

Value is required.

PROJECT OR EVENT BUDGET *

Drag and drop up to **10** files here to upload or [Choose files](#)

Value is required.

RECENT YEAREND FINANCIAL STATEMENTS *

Drag and drop up to **10** files here to upload or [Choose files](#)

Value is required.

IRS DETERMINATION *

Drag and drop up to **10** files here to upload or [Choose files](#)

Value is required.

BOARD OF DIRECTORS *

Drag and drop up to **10** files here to upload or [Choose files](#)

Value is required.

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- Submit**

I understand the restrictions placed on the expenditure of room tax funds governed by the Room Tax Commission and certify that the requested funds will be used for the purposes described in this application or approved by the Commission. I understand that the use of funds is subject to review and a post event reporting is required. Grant recipients will be considered ineligible for future grants until post event reporting is filed. This application will serve as a grant agreement and award as noted below.

Applicant Full Name *

Applicant Title *

Date Time



Big Bull Falls Blues Fest Marketing Plan - 2026

Target Audience:

The target audience for the Big Bull Falls Blues Fest includes people that love blues music and who travel to attend festivals. We contract with regional and national acts to bring a variety of blues artists to the event and have recently expanded to bringing in more “rock” blues bands, including Ronnie Baker Brooks, currently nominated for the “Instrumentalist – Guitar Award” and the “BB King Entertainer of the Year Award” (the top honor presented at the annual Blues Music Awards), Ana Popovic for the “Blues Rock Artist Award”, and Devon Allman for the “Blues Rock Artist Award” (a prestigious recognition presented by the Memphis-based Blues Foundation) to draw in the Millennial crowd. The bands that we bring usually draw a significant crowd from throughout Wisconsin as well as surrounding Midwest states, with 18 states being tracked to the event by ticket sales in 2025. In its 35th year, we expect higher audience numbers than ever.

We target this group of people by:

- Advertisements in the Blues Monthly Magazine - distributed to blues fans throughout the Midwest
- Money Saver Magazine Ad – distributed to all households in Wausau, Stevens Point and Green Bay markets
- TV Advertisements & OTT Advertising (streaming commercials) through Gray Media to Wisconsin-wide market households.
- Radio Advertisements throughout the region by our radio partners – Midwest Communications and NRG Media. Through our new radio agreement, we will have a Friday Blues Special promoting Big Bull Falls Blues Fest on Duffer’s Blues Blast hosted by Duff Damos.
- Targeted Social Media Marketing – targeting multiple locales throughout the American Midwest including the Wisconsin Northwoods, Minneapolis, Chicago, Eau Claire, Green Bay, Madison, Milwaukee & UP Michigan, as well as nationwide Meta advertisement reach.

- Printed Advertising & posters distributed to other state and nationwide festivals and throughout the local area
- In-person promotion at other Blues Music Festivals in Eau Claire, La Crosse, and Northern Wisconsin.
- Promotional partnerships with Blues societies throughout the Midwest including Minneapolis, Minnesota, Chicago, Illinois, Iowa, and the Thunder Bay Blues Society.

Unique Selling Position:

Big Bull Falls Blues Fest is billed as a unique event in that it is Wisconsin's longest running Blues Fest. This creates a credibility of the event among people looking to attend for the first time. We have created an optimal experience for the fans by bringing in musical acts that are unique to the state. We also hold the event at the unique venue of Fern Island – this is the only community event held on Fern Island. The island creates an atmosphere that feels secluded but if you step off the island, you are only blocks from downtown Wausau.

Hotel Stays:

This event has consistently proven to book hotel stays. In 2021, we were able to track over 315 hotel stays and 290 hotel stays in 2022. Our 2023 hotel stays surpassed 300 due to a record-breaking year in ticket sales. The 2024 event had some weather impacts which resulted in at least 218 hotel stays in the area. The 2025 event saw significant growth in out-of-town attendance, with an estimated 368 hotel stays. Wausau Events books and pays for the musician's hotels, and we will be booking nearly 50 different stays this year between various hotels. We are targeting additional hotel stays from those coming from outside the area through our strategic placement of hotel links on our website and by working with local hotel partners. We also have a shuttle for this event to 3 different communities and can track this by who rides the shuttle as well.

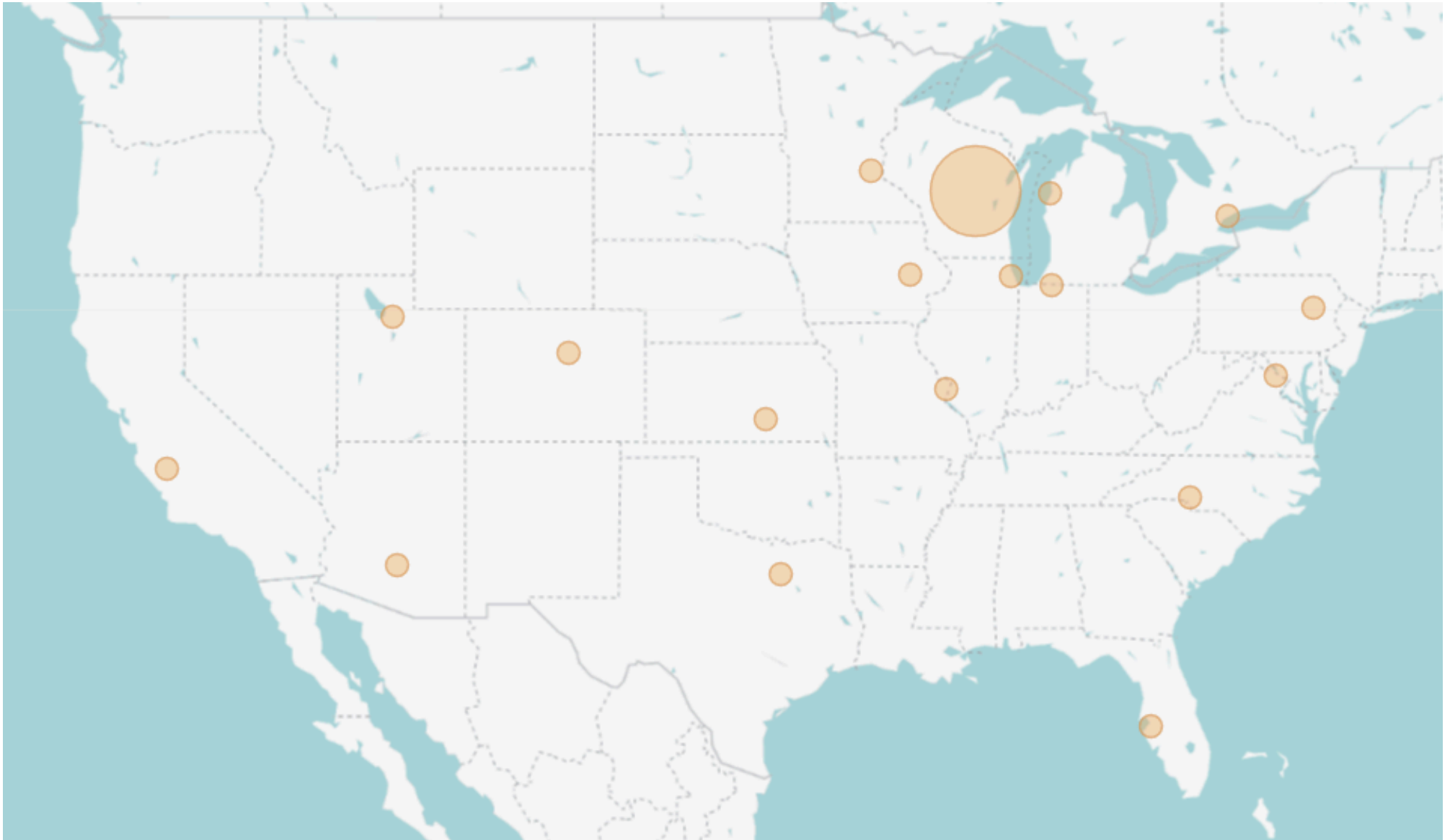
BIG BULL FALLS BLUES FEST BUDGET

	2023	2024	2025 BUDGET	2025 ACTUAL	2026 BUDGET
EXPENSES	\$ 126,801.00	\$ 122,300.00	\$ 126,550.00	\$ 114,727.00	\$ 168,550.00
ENTERTAINMENT	45,280	36,300	38,100	36,100	58,000
SODA EXPENSE		2,795	2,500		2,700
BEER EXPENSE	15,065	8,081	10,500		11,500
ICE EXPENSE			600	1,330	1,200
SOUVENIR EXPENSE		8,022	2,200	6,541	2,000
EQUIPMENT RENTAL	17,010		3,600	2,892	3,200
GARBAGE AND RECYCLING		1,500	1500	1500	1500
ACCOMODATIONS	2,585	1,456	400	0	400
SECURITY		5,775	5,600	6,160	5,500
SOUND/LIGHTS/BACKLINE		9,710	10,000	12,510	12,000
VIDEO		1,500	1,500	1,500	1,500
STAGE MANAGER/EMCEE		300	300	300	300
TENT RENTAL		9,670	6,800	6,600	6,000
TOILET RENTAL		4,315	2,500	2,500	2,500
VOLUNTEER RECOGNITION	2,925	2,550	2,200	1,900	2,000
VIP EXPENSES		11,673	12,200	12,200	12,000
SHUTTLE TRANSPORTATION	1,550	3,360	3,000	3,360	3,400
ADVERTISING	11,810	10,394	8,000	8,000	29,000
PARKS DEPT PERMITS	260	2,846	1,600	1,492	1,500
PUBLIC SAFETY FEE			4,500		3,000
PRINTING	1,298	1,189	800	800	800
SUPPLIES	5,176	864	900	900	900
SALES TAX			2,000	2,000	1,500
MISCELLANEOUS EXPENSE	23,842	-	750	750	750
INSURANCE		4,816	4,500	5,392	5,400

REVENUE	\$ 132,671.00	\$ 154,942.00	\$ 143,400.00	\$ 52,135.00	\$ 169,750.00
SPONSORSHIPS	13,625	18,000	15,000	10,500	30,000
GRANTS	9,926	13,071	16,500	12,500	16,500
GATE RECEIPTS	73,955	19,612	28,000		34,500
ADVANCED SALES		44,593	47,200	26,335	35,000
BEER SALES	30,330	23,635	27,500		26,500
VENDOR FEES	1,875	2,700	3,500	2,800	3,150
VENDOR FEES SODA			1200		1500
SOUVENIR SALES	2,960	3,219	2,900		2,600
RAFFLE INCOME			1000		
OTHER INCOME		30,112	600		20,000

NET PROFIT/LOSS	\$ 5,870.00	\$ 32,642.00	\$ 16,850.00	\$ (62,592.00)	\$ 1,200.00
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This map gives a read of nationwide ticket sales for Big Bull Falls Blues Fest 2025



Big Bull Falls Blues Fest 2025 sales reach by state

	State
1	Ontario (Canada)
2	Arizona
3	California
4	Colorado
5	Florida
6	Iowa
7	Illinois
8	Indiana
9	Kansas
10	Michigan
11	Minnesota
12	Missouri
13	North Carolina
14	Pennsylvania
15	Texas
16	Utah
17	Virginia
18	Wisconsin

2026 BUDGET			
	REVENUE	EXPENSES	PROFIT (LOSS)
General	\$ 76,070.00	\$ 130,460.00	\$ (54,390.00)
Winter Fest	\$ -	\$ -	\$ -
Winter Brew Fest	\$ 8,465.00	\$ 7,645.00	\$ 820.00
Concerts on the Square	\$ 48,950.00	\$ 37,075.00	\$ 11,875.00
Wings Over Wausau	\$ 283,500.00	\$ 272,250.00	\$ 11,250.00
Chalkfest	\$ 19,600.00	\$ 13,780.00	\$ 5,820.00
4th Of July	\$ 59,600.00	\$ 52,050.00	\$ 7,550.00
Big Bull Falls Blues Fest	\$ 137,100.00	\$ 128,550.00	\$ 8,550.00
Boos & Booze	\$ 15,500.00	\$ 12,750.00	\$ 2,750.00
Harvest Fest	\$ 8,800.00	\$ 6,850.00	\$ 1,950.00
Holiday Parade	\$ 8,000.00	\$ 2,750.00	\$ 5,250.00
			\$ 1,425.00

GENERAL FUND BUDGET

	2023	2024	2025 BUDGET	2025 ACTUAL	2026 BUDGET
EXPENSES	\$ 105,232.00	\$ 116,232.00	\$ 122,670.00	\$ 38,470.00	\$ 130,460.00
ENTERTAINMENT			100		1000
SALARIES	55,922	59,133	76,000		70,000
FICA/MEDICARE EXPENSE	3,513	3,666	3,350		5,355
WORKERS COMPENSATION	446	419	450		600
SUITA/FUTA	822	857	900		2,555
ACCOUNTING AUDIT EXPENSES	737	153			750
FINANCIAL/BANKING EXPENSES	40		50		200
PHONE	2,986	3,194	2,450		2,450
UTILITIES					1,800
INTERNET EXPENSE		incl. above	Incl. above		780
MOTOR VEHICLES EXPENSES	292	74			
WEB PAGE DESIGN					
OTHER PROFESSIONAL SERVICES	468	2,118	450		450
MARKETING EXPENSES			450		450
ADVERTISING		2,250			
INSURANCE		21,263	22,000	22,000	26,000
PERMITS		264			
POSTAGE			100	100	400
PRINTING-GENERAL	626	1,660	300	300	300
FOOD EXPENSES	782	1,125			
SUPPLIES		8,956	1500	1500	1500
COMPUTER/SOFTWARE/EQUIPMENT					
OFFICE EXPENSE			500	500	500
TECHNOLOGY EXPENSES	436	15	4,200	4,200	2,500
RENT		10,240	6,720	6,720	6,720
CHAMBER ADMINISTRATION					
ADMINISTRATION			300	300	300
STRATEGIC PLANNING					3000
MEETING/TRAVEL/EDUCATION		709	400	400	400
DUES & SUBSCRIPTIONS		136	450	450	450
WEBSITE EXPENSES			500	500	500
FINANCE CHARGES					
MISCELLANEOUS			1500	1500	1500
GRANTS TO OTHERS					
MISCELLANEOUS					

REVENUE	\$ 70,321.00	\$ 78,146.00	\$ 76,070.00	\$ 76,070.00	\$ 76,070.00
GRANTS	70,026	70,026	74,000	74,000	74,000
CONTRIBUTIONS	155				
INTEREST INCOME	100	81	70	70	70
OTHER INCOME	40	8,039	2,000	2,000	2,000

NET PROFIT/LOSS	\$ (34,911.00)	\$ (38,086.00)	\$ (46,600.00)	\$ 37,600.00	\$ (54,390.00)
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WINTER FEST BUDGET

	2023	2024	2025 BUDGET	2025 ACTUAL	2026 BUDGET
EXPENSES	\$ 5,267.00	\$ 3,983.00	\$ 6,050.00	\$ 6,464.00	**2026 EVENT CANCELLED
ENTERTAINMENT	2,987	225	200	1,700	-
OTHER ENTERTAINMENT		1,300	3,750	2,250	-
SALARIES					
GARBAGE/CLEAN-UP	272				
ACCOMODATIONS					
ADVERTISING EXPENSE					
LICENSES & PERMITS	200			355	
PRINTING					
SUPPLIES	1,080	1,958			
VENUE RENTAL	728		200	260	-
FOOD		500	1,900	1,899	-
REVENUE	\$ 6,125.00	\$ 500.00	\$ 1,500.00	\$ 3,562.00	\$ -
SPONSORSHIPS	6,125	500	1,500	2,982	-
GRANTS			-	-	-
MISCELLANEOUS REVENUE	-	-	-	580	-
NET PROFIT/LOSS	\$ 858.00	\$ (3,483.00)	\$ (4,550.00)	\$ (2,902.00)	#VALUE!

WINTER BREW FEST BUDGET

	2023	2024	2025 BUDGET	2025 ACTUAL	2026 BUDGET
EXPENSES	\$ 4,894.00	\$ 8,376.00	\$ 8,752.00	\$ 7,436.00	\$ 7,645.00
ENTERTAINMENT	500	1000	1200	1200	850
EXPENSES					
BEER EXPENSE	1,673	2812	3000	2535	2,400
ADVERTISING	433	1403	750	793	1,200
PRINTING					
SUPPLIES	1,888	986	842		1,083
SALES TAX					
FOOD EXPENSE	400	440	1460	1078	1,992
VENUE EXPENSE		1735	1500	1830	120
REVENUES	\$ 8,630.00	\$ 10,838.00	\$ 12,000.00	\$ 5,991.00	\$ 8,965.00
SPONSORSHIPS	0		1000		2,500
TICKET SALES	8,630	7838	8,000	4,491	4,965
ROOM TAX		3000	3,000	1,500	1,500
Net Profit/Loss	\$ 3,736.00	\$ 2,462.00	\$ 3,248.00	\$ (1,445.00)	\$ 1,320.00

CONCERTS ON THE SQUARE BUDGET

	2023	2024	2025 BUDGET	2025 ACTUAL	2026 BUDGET
EXPENSES	\$ 37,707.00	\$ 40,045.00	\$ 42,204.00	\$ 43,800.00	\$ 37,075.00
ENTERTAINMENT	23,100	16,775	18,800	20,200	15,500
GARBAGE/CLEAN UP	1,860	3,480	2,800	2,800	2,800
ADVERTISING & SIGNAGE					
SOUND/LIGHTS	7,560	14,400	14,400	15,600	13,000
TOILET RENTAL	4,700	5,040	4,000	5,200	5,200
ADVERTISING	-	-	-		
CITY OF WAUSAU PERM	400	350	350		
PARKS DEPT PERMITS			1,854		
SUPPLIES	87	-	-		575
REVENUES	\$ 45,120.00	\$ 62,400.00	\$ 58,950.00	\$ 50,450.00	\$ 48,950.00
SPONSORSHIPS	40,000	57,450	54,000	45,500	44,000
GRANTS					
VENDOR FEES	5,120	4,950	4,950	4,950	4,950
NET PROFIT/LOSS	\$ 7,413.00	\$ 22,355.00	\$ 16,746.00	\$ 6,650.00	\$ 11,875.00

WINGS OVER WAUSAU BUDGET 2026

	2023	2024	2025 BUDGET	2025 ACTUAL	2026 BUDGET
EXPENSES	\$ 165,157.00	\$ 182,105.00	\$ 213,694.00	\$ 264,496.65	\$ 265,250.00
ENTERTAINMENT		3,500	5,000	6,000	4,500
OTHER ENTERTAINMENT	3,991		3,000	1,400	1,500
SODA EXPENSE	10,022	2,938	3,000	10,084	10,000
BEER EXPENSE	-	2,862	6,000	10,473	10,500
ICE EXPENSE			450	951	1,000
FOOD SERVICES/ WELCOME DINNER	5,153	2,737	2,600	4,831	4,000
EQUIPMENT RENTAL	10,793	4,914	5,200	4,130	4,150
FIREWORKS		20,000	20,000	20,000	14,000
GARBAGE AND RECYCLING	1,637	1,500	1,500	1,500	1,500
SET UP/CLEAN UP					
PROPANE/FUEL/SMOKE OIL	12,614	1,880	6,500	12,381	10,000
ACCOMODATIONS	5,085	11,553	8,200	11,331	10,500
SECURITY	3,920	4,375	4,200	5,390	6,000
KIDS AREA		10,956	7,000	10,821	10,500
ADVERTISING & SIGNAGE	13,716	6,661	16,000	18,228	18,000
SOUND/LIGHTS			-	-	-
AIRSHOW INSURANCE POLICY			-	-	5,500
TENT RENTAL		5,440	6,729	7,049	12,000
TOILET RENTAL		2,680	3,300	2,500	3,200
VOLUNTEER RECOGNITION	3,494	2,100	2,500	3,300	2,500
PHONE/RADIOS					
AIRSHOW EXPENSES	89,075	79,900	90,325	97,525	
AIRSHOW PRODUCTION					19,150
MILITARY ACTS					19,000
AIRSHOW ACTS					56,850
TRANSPORTATION		129	1,500	3,654	3,800
RAIN INSURANCE			5,000	6,869	6,800
PHOTOGRAPHY	500	500		500	-
CITY OF WAUSAU PERMITS			340	684	400
PARKS DEPT PERMITS	350		650	1,900	1,100
PUBLIC SAFETY FEE			10,000	8,483	9,000
SHERIFF'S DEPARTMENT					6,000
PRINTING	1,665	908	500	416	500
SUPPLIES		12,647	1,200	2,152	2,300
5K WALK/RUN EXPENSES/BREAKFAST	3,142	3,925	2,000	6,607	6,000
MISCELLANEOUS EXPENSE			1,000	338	
DONATIONS TO OTHER ORGANIZATIONS				5,000	5,000

REVENUES	\$ 136,886.00	\$ 107,101.00	\$ 212,700.00	\$ 266,193.00	\$ 283,500.00
SPONSORSHIPS	41,000	35,917	55,000	73,510	88,000
SPONSORSHIPS-5K WALK/RUN		-	-	Incl. above	
GRANTS	34,000	49,000	62,000	69,500	67,000
REGISTRATION FEES-5K WALK/RUN	3,790	3,980	5,500	10,785	10,000
BEER SALES	16,583	7,424	25,000	17,671	16,500
SODA SALES			4,400	COMBINED	
MERCHANDISE SALES				-	
VENDOR FEES	9,440	8,910	11,500	7,650	8,000
VENDOR FEES SODA		1,870	4,300	13,670	13,000
VENDOR FEES ICE		-	-		
PARKING REVENUE					3,000
VIP AREA TICKET SALES					3,000
GATE ADMISSIONS REVENUE	32,073		45,000	73,407	75,000

NET PROFIT/LOSS	\$ (28,271.00)	\$ (75,004.00)	\$ (994.00)	\$ 1,696.35	\$ 18,250.00
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CHALKFEST BUDGET

	2023	2024	2025 BUDGET	2025 ACTUAL	2026 BUDGET
EXPENSES	\$ 19,287.00	\$ 16,946.00	\$ 15,700.00	\$ 13,341.00	\$ 13,780.00
ENTERTAINMENT	750	800	1,200	1,000	1,000
GARBAGE/CLEAN UP	1,200	1,100	1,100	1,150	1,200
SECURITY	1,400	1,680	1,600	1,680	1,680
TOILET RENTAL	1,749	980	800	650	800
VOLUNTEER RECOGNITION		261	200		200
ADVERTISING AND SIGNAGE	313		3,000	500	450
PUBLIC SAFETY FEE			750		
PERMITS	250	350	800	1,018	1,100
PRINTING	475	440	400	313	400
SUPPLIES	10,256	8,062	4,000	4,038	5,500
PROJECT COST COORDINATION		32			
MISCELLANEOUS EXPENSE	2,526	3,241	1,500	2,867	1,200
EQUIPMENT COSTS					
FOOD	368	138	350	125	250

REVENUES	\$ 18,230.00	\$ 16,902.00	\$ 15,500.00	\$ 20,354.00	\$ 19,600.00
SPONSORSHIPS	3,000	3,000	1,000	1,000	2,000
GRANTS	2,551		3,000	3,000	2,500
ON-SITE SALES	1,713		3,400	4,976	3,800
REGISTRATIONS	7,279	13,302	7,500	11,128	11,000
VENDOR FEES	750	600	600	250	300
OTHER INCOME	2,937				

NET PROFIT/LOSS	\$ (1,057.00)	\$ (44.00)	\$ (200.00)	\$ 7,013.00	\$ 5,820.00
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4TH OF JULY BUDGET

	2024	2025 BUDGET	2025 ACTUAL	2026 BUDGET
EXPENSES	\$ 29,923.00	\$ 44,070.00	\$ 36,353.00	\$ 52,050.00
ENTERTAINMENT	25000	25,000	25,000	35,000
OTHER ENTERTAINMENT		2,000	1,600	1,500
GARBAGE AND RECYCLING	200	1,150	1,350	1,400
SECURITY	1,005	1,200	1,470	1,400
TENT RENTAL	-	1600	2277	2200
TOILET RENTAL	1,440	1600	1600	1600
EQUIPMENT RENTAL	590	500	597	700
BEER PAYMENT		5,000		3,500
SODA PAYMENT		2,500		2,000
PRINTING	59			
ADVERTISING	600	2,000	1,237	1,500
CITY OF WAUSAU PERMITS		320	747	750
SUPPLIES	1,029	1,200	475	500

REVENUES	31,865	\$ 53,000.00	\$ 46,326.00	\$ 59,600.00
SPONSORSHIPS	15,000	15,000	15,000	25,000
GRANTS	15,000	26,000	21,000	25,000
VENDOR FEES	-	1,000	1,800	1,600
TICKET SALES	-		0	0
BEER SALES	-	9,500	8,092	7,500
OTHER EVENT INCOME	1,865	1,500	434	500

NET PROFIT/LOSS	\$ 1,942.00	\$ 8,930.00	\$ 9,973.00	\$ 7,550.00
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BIG BULL FALLS BLUES FEST BUDGET

	2023	2024	2025 BUDGET	2025 ACTUAL	2026 BUDGET
EXPENSES	\$ 126,801.00	\$ 122,300.00	\$ 126,550.00	\$ 114,727.00	\$ 148,550.00
ENTERTAINMENT	45,280	36,300	38,100	36,100	58,000
SODA EXPENSE		2,795	2,500		2,700
BEER EXPENSE	15,065	8,081	10,500		11,500
ICE EXPENSE			600	1,330	1,200
SOUVENIR EXPENSE		8,022	2,200	6,541	2,000
EQUIPMENT RENTAL	17,010		3,600	2,892	3,200
GARBAGE AND RECYCLING		1,500	1500	1500	1500
ACCOMODATIONS	2,585	1,456	400	0	400
SECURITY		5,775	5,600	6,160	5,500
SOUND/LIGHTS/BACKLINE		9,710	10,000	12,510	12,000
VIDEO		1,500	1,500	1,500	1,500
STAGE MANAGER/EMCEE		300	300	300	300
TENT RENTAL		9,670	6,800	6,600	6,000
TOILET RENTAL		4,315	2,500	2,500	2,500
VOLUNTEER RECOGNITION	2,925	2,550	2,200	1,900	2,000
VIP EXPENSES		11,673	12,200	12,200	12,000
SHUTTLE TRANSPORTATION	1,550	3,360	3,000	3,360	3,400
ADVERTISING	11,810	10,394	8,000	8,000	9,000
PARKS DEPT PERMITS	260	2,846	1,600	1,492	1,500
PUBLIC SAFETY FEE			4,500		3,000
PRINTING	1,298	1,189	800	800	800
SUPPLIES	5,176	864	900	900	900
SALES TAX			2,000	2,000	1,500
MISCELLANEOUS EXPENSE	23,842	-	750	750	750
INSURANCE		4,816	4,500	5,392	5,400

REVENUE	\$ 132,671.00	\$ 154,942.00	\$ 143,400.00	\$ 52,135.00	\$ 156,750.00
SPONSORSHIPS	13,625	18,000	15,000	10,500	17,000
GRANTS	9,926	13,071	16,500	12,500	16,500
GATE RECEIPTS	73,955	19,612	28,000		34,500
ADVANCED SALES		44,593	47,200	26,335	35,000
BEER SALES	30,330	23,635	27,500		26,500
VENDOR FEES	1,875	2,700	3,500	2,800	3,150
VENDOR FEES SODA			1200		1500
SOUVENIR SALES	2,960	3,219	2,900		2,600
RAFFLE INCOME			1000		
OTHER INCOME		30,112	600		20,000

NET PROFIT/LOSS	\$ 5,870.00	\$ 32,642.00	\$ 16,850.00	\$ (62,592.00)	\$ 8,200.00
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BOOS & BOOZE (PREVIOUS BEER & BACON FEST)

	2023	2024	2025 BUDGET	2025 ACTUAL	2026 BUDGET
EXPENSES:	\$ 24,424.00	\$ 16,007.00	\$ 20,950.00	\$ 11,650.00	\$ 12,750.00
ENTERTAINMENT	1,500	1,400	2,000	-	1,500
OTHER ENTERTAINMEN	2,610	2,400	1,000	-	
SALARIES	200	500	350	-	350
FICA EXPENSE					
SODA EXPENSE		-	-	-	-
BEER EXPENSE	6,482	5,995	6,000	3,600	4,000
EQUIPMENT RENTAL	2,250	In other categ.	200		
GARBAGE/CLEAN UP		300	450		
SECURITY	455		750	750	
TENT RENTAL			2,000	-	
TOILET RENTAL		650	700		
ADVERTISING & SIGNA	8,848	796	4,000	3,000	3,000
PERMITS/VENUE			400	1,500	1,300
POSTAGE					
PRINTING		-	300	300	300
SUPPLIES	2,079	1,072	1,500	1,500	1,500
SALES TAX			1,300	1,000	800
		2,894			

REVENUE	\$ 31,030.00	\$ 22,866.00	\$ 21,500.00	\$ 4,000.00	\$ 15,500.00
SPONSORSHIPS	6,000	4,982	4,500	4,000	4,000
GRANTS	7,000	6,000	3,000		1,500
BEER SALES					
TICKET SALES	18,030	11,884	14,000		10,000

NET PROFIT/LOSS	\$ 6,606.00	6,859.00	\$ 550.00	\$ (7,650.00)	\$ 2,750.00
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HARVEST FEST BUDGET

	2023	2024	2025 BUDGET	2025 ACTUAL	2026 BUDGET
EXPENSES	\$ 5,023.00	\$ 6,738.00	\$ 5,910.00	\$ 6,410.00	\$ 6,850.00
ENTERTAINMENT	500.00	350.00	350.00	500.00	500.00
EQUIPMENT RENTAL		212.00			
GARBAGE/CLEAN UP	240.00	450.00	150.00	150.00	150.00
ADVERTISING & SIGNAGE					
VOLUNTEER RECOG.				300.00	400.00
TOILET RENTAL	160.00	100.00	210.00	100.00	150.00
ADVERTISING		-	-		
PERMITS	200.00	200.00	400.00	400.00	450.00
PRINTING					
SUPPLIES	3,923.00	5,426.00	4,800.00	4,960.00	5,200.00

REVENUES	\$ 8,570.00	\$ 5,325.00	\$ 8,250.00	\$ 8,950.00	\$ 8,800.00
GRANTS					
SPONSORSHIPS	8,500.00	5,075.00	8,000.00	8,750.00	8,500.00
VENDOR FEES	70.00	250.00	250.00	200.00	300.00

NET PROFIT/LOSS	\$ 3,547.00	\$ (1,413.00)	\$ 2,340.00	\$ 2,540.00	\$ 1,950.00
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HOLIDAY PARADE BUDGET

	2023	2024	2025 BUDGET	2025 ACTUAL	2026 BUDGET
EXPENSES	\$ 1,009.00	\$ 550.00	\$ 6,500.00	\$ 1,000.00	\$ 2,750.00
ENTERTAINMENT	300	300	300	-	
SALARIES		250	200	-	
EQUIPMENT RENTAL					
ADVERTISING & SIGNAGE					
TOILET RENTAL	418		200	200	200
HOSPITALITY/ACCOMODATIONS			-		
ADVERTISING AND SIGNAGE					
INSURANCE					
PERMITS	200		300	300	300
PUBLIC SAFETY FEE			2,000		-
PRINTING	91		1,750		1,000
SUPPLIES			1,000		750
HOT CHOCOLATE					
P.A. SYSTEM			500	500	500
Misc.			250		

REVENUES:	\$ 5,836.00	\$ 6,844.00	\$ 8,000.00	\$ 4,500.00	\$ 8,000.00
SPONSORSHIPS	2,250	4,500	3,000	1,500	3,000
GRANTS					
PARADE LINEUP REVENUE					1,500
VENDOR FEES	3,586	2,344	5,000	3,000	3,500

NET PROFIT/LOSS	\$ 4,827.00		\$ 1,500.00	\$ 3,500.00	\$ 5,250.00
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2026 Board of Directors

Pete Valiska – President
Mindy Dunwoody – Vice President
London Krautkramer – Secretary
MaryAnne Groat – Treasurer
Steve Busha
Joe Mella
Tori Fischer
Dr. Thomas Turner
Dave Brula
Sadie Fisher
Josh Lee
Chad Franzen
Mark Craig
Eric Lemirand

City of Wausau Tourism Grant Application

Title: Sylvan Hill Bike Trail Maintenance

Organization: Central Wisconsin Offroad Cycling Coalition (CWOCC)

Request Amount: \$25,000 for Tangible municipal development at Sylvan Hill Bike Park. This includes \$20,000 for professional contract trail work and materials and \$5,000 for tools and supplies for volunteer work days.

Project Description

Sylvan Hill Bike Park is one of Wisconsin's only dedicated gravity-focused mountain bike parks and has become a defining outdoor recreation asset for the City of Wausau. Since its construction, Sylvan Hill has attracted both new residents and thousands of visitors annually, contributing to Wausau's reputation as a premier outdoor recreation destination.

The system currently requires significant maintenance due to grass, weed, and moss overgrowth; eroded jumps and berms; displaced rock features creating safety hazards; and a pump track requiring reshaping and redesign.

In 2025, CWOCC expanded its volunteer maintenance crew and established a structured trail stewardship program. However, the scale of work required exceeds volunteer capacity alone. To fully restore Sylvan Hill to a high-quality destination standard for the 2026 season, we must invest in professional contractor support and essential equipment to restore the high quality expectations of our visitors and ensure ongoing maintenance for the volunteer crew is sustainable for the long term. Our volunteer crew will continue to support the project and we aim to grow our crew with training and progressive projects to equip them to support a greater scope of work in the future.

Scope of Work

- Rebuilding berms and jumps impacted by erosion
- Selective rock removal and surface rebalancing
- Vegetation clearing to restore sightlines and ride quality
- Pump track reshaping and flow improvements
- Purchase of a trackbarrow and trail mower
- Contractor support for heavy equipment operation

Additionally, we aim to improve a small section of each trail where the bike trails cross the sylvan hiking trails. There are features that can be built such as bridges to improve safety for

trail crossings of hikers and bikers improving Sylvan's ability to be friendly to all trail users. Our Board of Directors will work with the Park Department to ensure all trail adjustments are approved prior to executing the project.

With a volunteer crew in 2025 we were able to refurbish most of the Twisted Oak Trail but all 6 trails, the skills area and the pump track require this type of maintenance. As an example of the work to be done please review the before and after pictures below.

BEFORE:



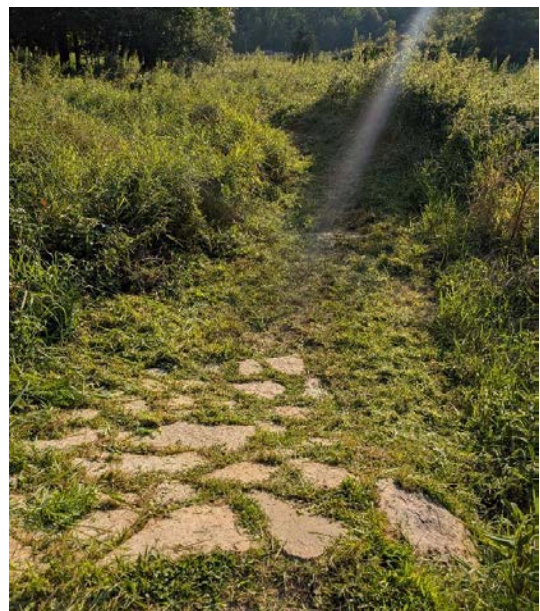
AFTER:



In particular, a section of each trail near the bottom where there's lack of tree coverage is susceptible to grass overgrowth and needs attention in the spring of 2026.

Current Condition:

These sections of trail must be reworked to return the dirt surface.



Tourism Impact & Economic Benefit

Sylvan Hill is a significant tourism driver for Wausau. According to data from Visit Wausau, Sylvan attracts approximately 10,000 unique riders annually. Roughly 30% (3,000 riders) are visitors from outside the area, primarily from Milwaukee, Madison, Green Bay, the Fox Valley, Minneapolis, Chicago, and the Upper Peninsula of Michigan.

If one-third of out-of-town visitors stay overnight, this equates to approximately 1,000 hotel stays annually directly connected to Sylvan Hill usage.

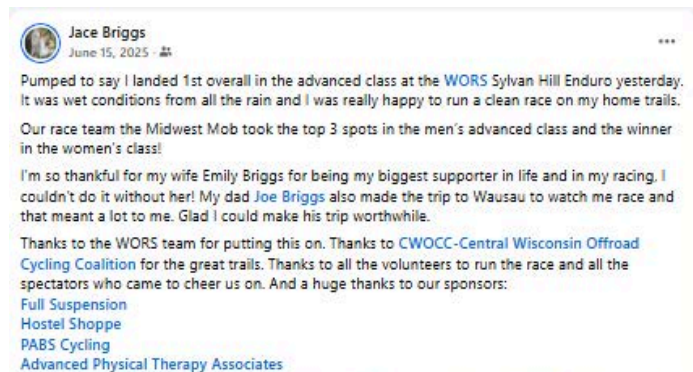
Marketing Plan

Our trails are promoted through various trail apps and map platforms and Sylvan Hill is highly rated which include Trailforks 4.5 star rating and AllTrails 4.3 star rating. Additionally, social media promotion will reach mountain biking communities in Milwaukee, Madison, Fox Valley, Minneapolis, Chicago, and the Upper Peninsula of Michigan. By promoting trail projects and conditions through our existing platforms with more than 3,500 followers we will increase overnight visits as riders seek to visit trail systems after maintenance projects are completed to assess the improvements and consider adding the trail system to their regular summer riding calendar.

Promotion like this was done after the last maintenance project in 2021 in partnership with the City of Wausau as seen in this video of the park which was shared through our social media channels. <https://www.youtube.com/watch?v=KwLJDWoyY7k>

The new double vision tech trail referenced in the video was completed in 2024. Because of the addition of this trail, a new local downhill bike team formed in our area in 2025. These riders train at Sylvan Hill and promote the trail across the region as they travel for downhill and enduro races.

They also promote the WORS enduro which will be hosted in June 2026 at Sylvan Hill for the 2nd time. (See social media posts from the team's official account and individual team members →)





Long-Term Impact

Investing in Sylvan Hill now protects the City’s previous investments to ensure visitors continue to come to Wausau as other regional parks aim to compete with Sylvan by building gravity style trails within their existing systems. Sylvan Hill is unique as it is dedicated to downhill riding and continues to position Wausau as a leading Midwest gravity riding destination. By restoring trail quality CWOCC enables partners such as Trek WORS and Iron Bull to host tourism-focused events such as the 2nd annual WORS enduro at Sylvan hill in 2026 and will continue to attract recreational overnight visitors for downhill riding. This project will sustain and grow overnight visitation, increase room night generation, support local businesses, and enhance Wausau’s outdoor recreation reputation.



Room tax grant application - CWOCC

1 message

Ashley Bethke <abethke38@gmail.com>
To: MaryAnne Groat <Maryanne.Groat@wausauwi.gov>
Cc: Season Welle <Season.Welle@wausauwi.gov>, Aaron Ruff <aruff06@gmail.com>

Tue, Mar 31, 2026 at 8:18 PM

Hello MaryAnne,

Thank you for your guidance on submitting a grant application for trail maintenance at Sylvan hill.

Please find the attached application for our non-profit Central Wisconsin Off-road Cycling Coalition - CWOCC.

Please let me know if you have any questions or if there is anything else you need to consider our application during the April review meeting.

Sincerely,

Ashley Bethke
CWOCC Board Member

On Tue, Feb 3, 2026, 9:48 AM MaryAnne Groat <Maryanne.Groat@wausauwi.gov> wrote:

Hi Ashley

Maintenance of the trail system is an eligible expense. The current room tax law allows expenditures of room tax dollars for tourism promotion and tourism development, including tangible municipal development. Since the city owns Sylvan Park the development and improvements to the bike trails would fit the requirements.

Unfortunately, our current tourism grant application focuses on event marketing expenses and does not support tangible municipal development requests. I have attached the letter that Carrie Edmondson submitted to the Room Tax Commission last October regarding the Riveredge Trail development. I would suggest the CWOCC use a similar format. If you can add pictures, the visitor statistics, and links to videos of the course, that would be great. You could show a video to the commission during their meeting if you would like. The course has great ratings on the various trail apps, I would include that too.

You could also increase trail marketing by applying for the [tourism grant application](#).

Please have the submission go to Kody.Hart@wausauwi.gov and me. I will try to develop an application for municipal development that can be used for future requests. The next application deadline is April 13th.

Thanks!

To: MaryAnne Groat <Maryanne.Groat@wausauwi.gov>
Subject: FW: Room tax grant inquiry - CWOCC

Hi MaryAnne,

Would you mind getting back to Ashley? Or sending me your thoughts so I can get back to her? Thanks!

Season Welle, MBA

Assistant Finance Director

City of Wausau

From: Ashley Bethke <abethke38@gmail.com>
Sent: Monday, February 2, 2026 8:57 AM
To: Season Welle <Season.Welle@wausauwi.gov>
Subject: Room tax grant inquiry - CWOCC

You don't often get email from abethke38@gmail.com. [Learn why this is important](#)

Hello Season,

My name is Ashley Bethke and I volunteer with Aaron Ruff on the CWOCC Board of Directors and with Sylvan Bike Park. I wanted to reach out before applying to learn if you believe this proposal would be worth submitting to the city for consideration and gain any insight or guidance as I know there have been some recent changes to the types of requests the city would like to support.

We have applied for and received room tax Grant funding in the past for maintenance and trail development at Sylvan Bike Park and we are hoping to apply again this year.

While we do host some group rides through CWOCC, events are partnered with other organizations and our role is to maintain the trails throughout the years so that the events are possible and also so that the trails attract visitors to the city for biking on a regular basis as mountain bikers travel on weekends to destinations for weekend trips where they ride with groups of friends at their own pace, not just for events.

I've received data from Tim White at the Visitor Center about the number of visitors to the bike park from Chicago, Minneapolis and other areas that show the park does attract overnight guests.

The park is overdue for maintenance and we are in need of funding to support the cost of materials and a contractor to work with volunteers to rehab the trail conditions to ensure mountain bikers continue to choose sylvan hill as their destination over other trail systems that are continuing to develop their downhill trail systems in Minocqua and Stevens Point. Sylvan has been the destination of choice for travelers seeking a downhill bike park but we are on the cusp of losing those visitors to nearby neighbors due to the declining conditions.

Please let me know if you have any guidance or if there is someone else you recommend me speaking with


Sincerely,

Ashley Bethke, CWOCC Board Member

715-572-6197

abethke38@gmail.com

===== Statement of Confidentiality This email and any files transmitted with it are confidential and intended solely for the use of the individual or entity to whom they are addressed. If you are not the intended recipient of this email, any use, dissemination, forwarding, printing, or copying of this email is prohibited. Please notify the sender of this email of the error and delete the email. =====

 **CWOCC_Sylvan_Trail_Maintenance_Tourism_Grant_Narrative.docx.pdf**
2.9 MB



Engineering
Eric Lindman, Public Works Director, Matthew Barnes, Police Chief

DATE: April 27, 2026
TO: Room Tax Commission
SUBJECT: - Tourism Grant request from the City of Wausau for event portable security bollards.

PURPOSE

To request funding for event portable security bollards

BACKGROUND

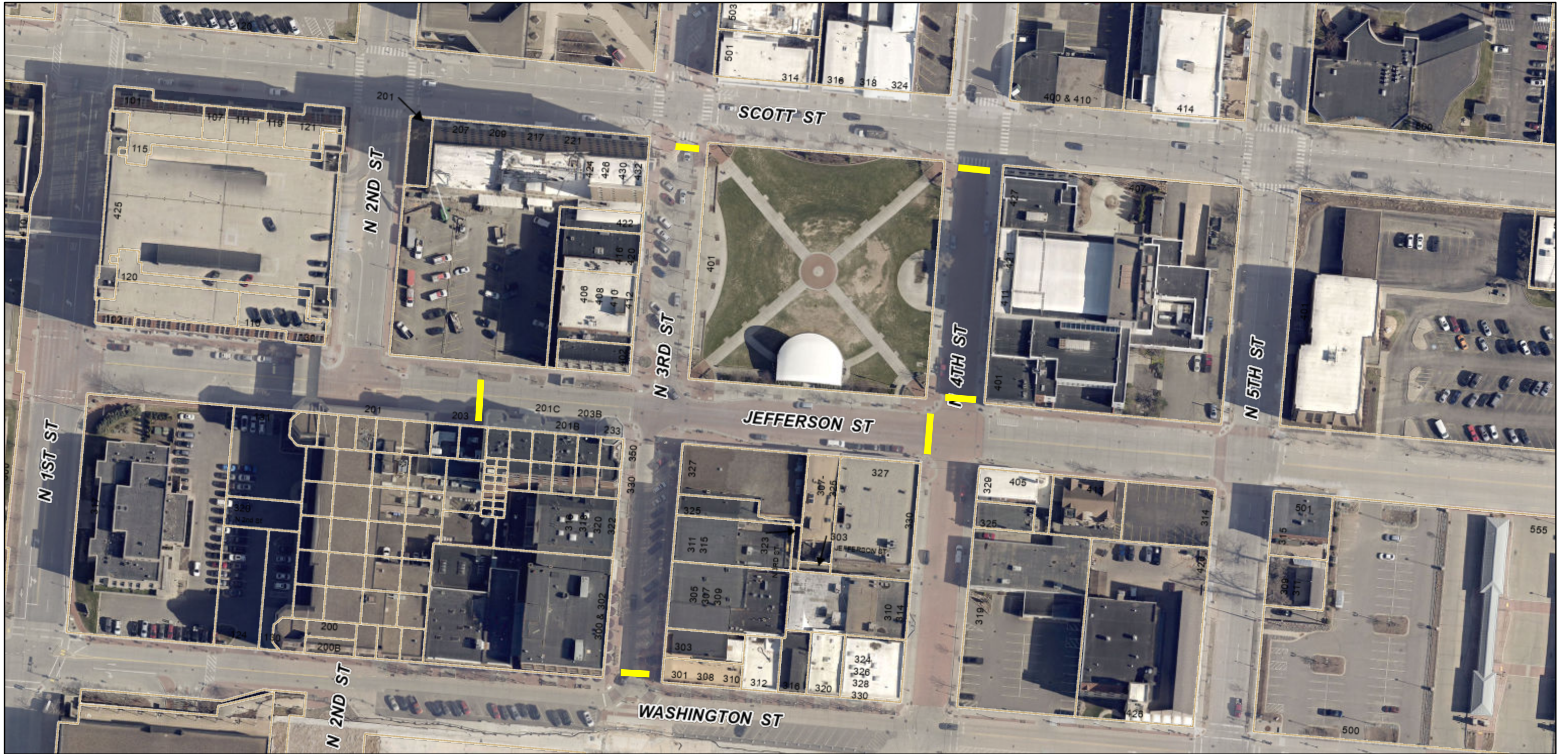
We have received a quote for \$15,288 for the purchase of water-filled barriers to enhance safety at our upcoming events. Water-filled barriers are a cost-effective solution that provides reliable crowd control and protection. They are also easily stored when not in use and portable, allowing us to utilize them at multiple venues as needed. Investing in these barriers will help ensure the safety and well-being of attendees, staff, and participants at all our events.

The proposed funding from room tax dollars is recommended, as these protective barriers will be used at events that generate hotel stays in our community and deployed at City-owned event facilities. This approach supports both public safety and the continued economic benefit these events bring to our area.




RECOMMENDATION

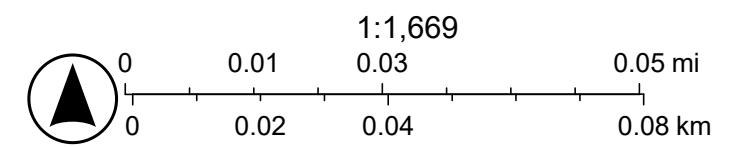
Approve a transfer from room tax funds to finance the purchase of the bollards.

ArcGIS Web Map



4/13/2026, 2:32:53 PM

-  Parcel
-  Right Of Way
-  Municipal Boundaries





139751 Stettin Dr.
Marathon, WI 54448

Quote

Date	Quote #
4/15/2026	3986

Name / Address
Wausau City Of 400 Myron St Wausau, WI 54401

Ship Via	Project

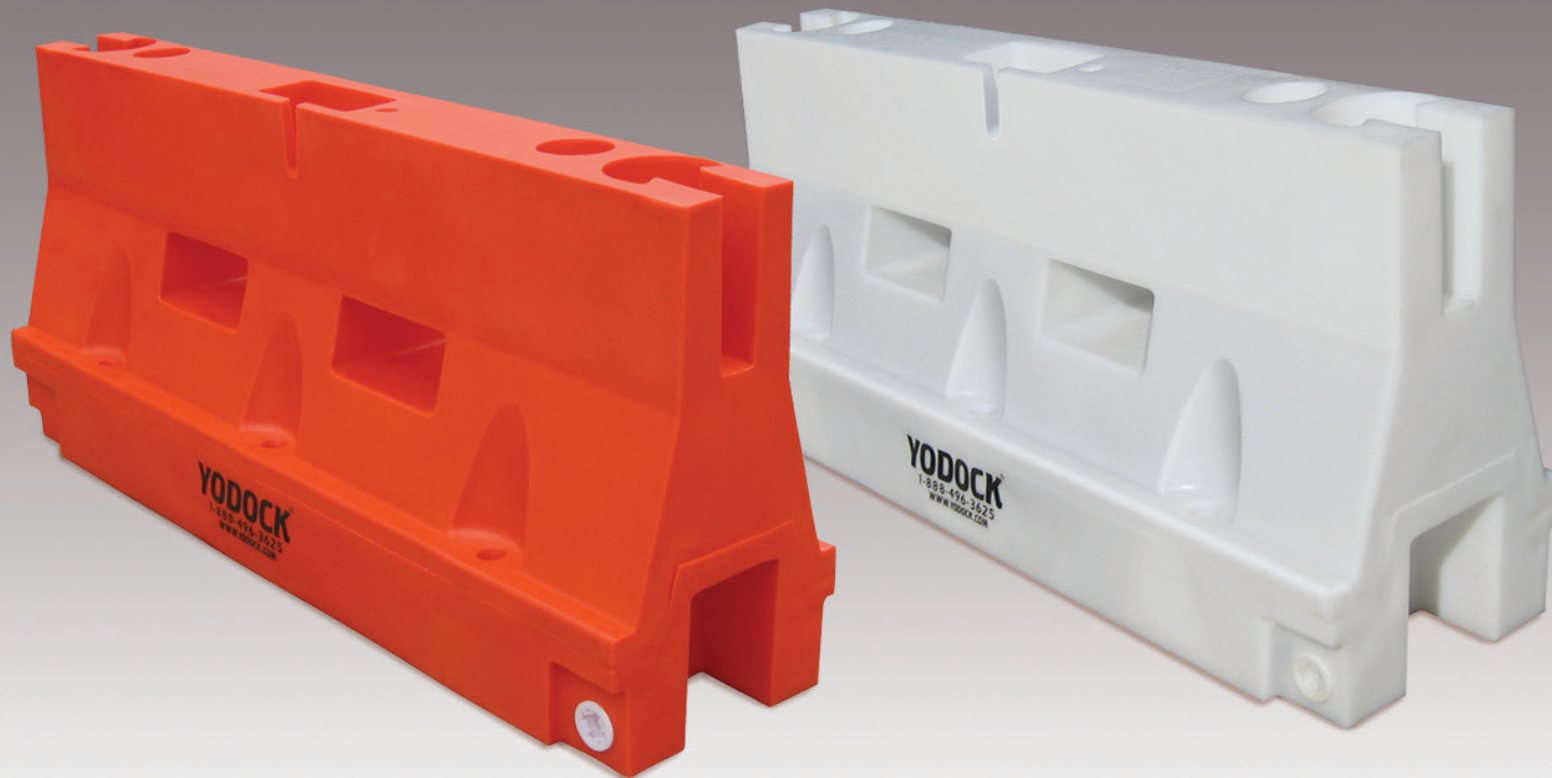
Item	Description	Qty	Cost	Total
*	Yodock 2001MB 72in L x 18in W x 32in H 7ea) Orange , 7ea) White	14	412.00	5,768.00
*	Yodock 2001 72in L x 18in W x 32in H 7ea) Orange , 7ea) White	14	505.00	7,070.00
FREIGHT		1	2,450.00	2,450.00

QUOTES ARE VALID FOR 14 DAYS	Subtotal	\$15,288.00
	Sales Tax (0.0%)	\$0.00
	Total	\$15,288.00

SALES 1-800-472-7446 TRAFFIC CONTROL 1-715-842-5225
FAX 1-715-842-4489

Yodock® 2001M

LONGITUDINAL CHANNELIZING DEVICE



MASH

Yodock® 2001 M

The Yodock® 2001M Barricade is a plastic, water-filled Longitudinal Channelizing Device (LCD) used for traffic and pedestrian channelization, road and street closures, or perimeter fencing for vertical construction. When deployed as an LCD, the units are attached end-to-end using a plastic coupler.

Additional application specific accessories are also available for the Yodock® 2001M Barricade.

APPLICATIONS

- Construction & Temporary Work Zones
- Longitudinal Channelizer
- Temporary Sign Support
- Perimeter Fencing
- Airport Construction & Maintenance
- Parking Facilities
- Municipal & Public Utilities
- Security Checkpoints
- Events & Crowd Control
- Parks & Recreational Facilities

FEATURES

- Lightweight system enables convenient positioning by hand.
- Can be accessorized for longitudinal barrier, perimeter fencing, road closure, and temporary sign support applications.
- Stackable for more efficient transportation and storage.
- Made of Low Density Polyethylene (LDPE).
- Convenient forklift access for maneuverability.
- Available in custom colors.

FHWA ELIGIBILITY

MASH

- Longitudinal Channelizing Device (LCD); Test Level 2

NCHRP 350

- Longitudinal Channelizing Device (LCD)
- Work Zone Barricade
- Temporary Sign Support
- Longitudinal Barrier
(When used with Steel Rail Kit)

- ① Interlocking Coupler
- ② Light Box Recess
- ③ Fill Hole
- ④ Drain Hole
- ⑤ Forklift Access
- ⑥ Ground Mounting Ports

SPECIFICATIONS

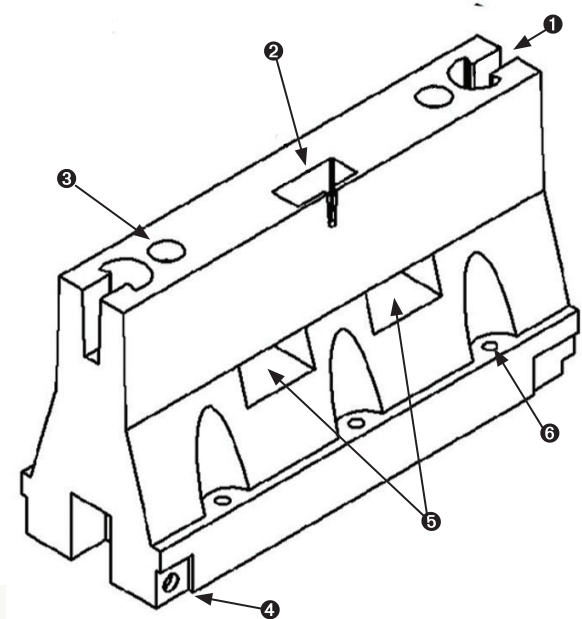
- 6' Length
- 18" Width
- 32" Height
- Empty Weight: 75 lbs.

MASH

- Ballast Capacity: 55 gal.
- Ballasted Weight: 534 lbs.

NCHRP 350

- Ballast Capacity: 80 gal.
- Ballasted Weight: 750 lbs.



DISTRIBUTED BY

Yodock[®] 2001MB

LONGITUDINAL CHANNELIZING DEVICE



Yodock® 2001MB

The Yodock® 2001MB Barricade is a plastic, water-filled Longitudinal Channelizing Device (LCD) used for traffic and pedestrian channelization, road and street closures, or perimeter fencing for vertical construction. When deployed as an LCD, the units are attached end-to-end using a plastic coupler.

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APPLICATIONS

- Construction & Temporary Work Zones
- Longitudinal Channelizing Device
- Perimeter Fencing
- Airport Construction & Maintenance
- Parking Facilities
- Municipal & Public Utilities
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- Made of High Density Polyethylene (HDPE).
- Convenient forklift access for maneuverability.
- Available in custom colors.

FHWA ELIGIBILITY

MASH

- Longitudinal Channelizing Device (LCD); Test Level 2

NCHRP 350

- Longitudinal Channelizing Device (LCD)
- Work Zone Barricade
- Temporary Sign Support
- Longitudinal Barrier (When used with Steel Rail Kit)

- 1 Interlocking Coupler
- 2 Light Box Recess
- 3 Fill Hole
- 4 Drain Hole
- 5 Forklift Access
- 6 Tie Down Flanges

SPECIFICATIONS

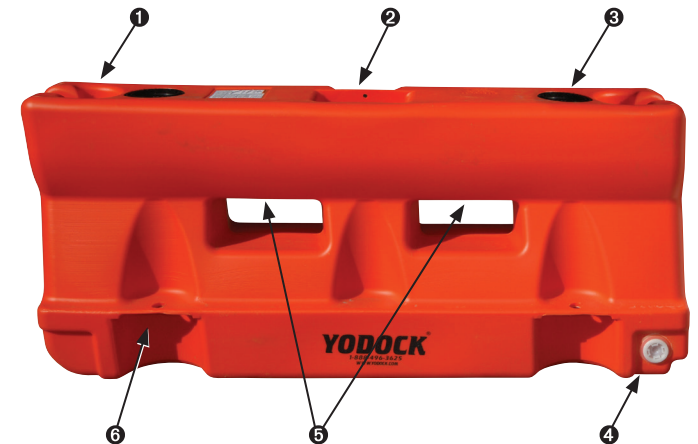
- 6' Length
- 18" Width
- 32" Height
- Empty Weight: 85 lbs.

MASH

- Ballast Capacity: 60 gal.
- Ballasted Weight: 583 lbs.

NCHRP 350

- Ballast Capacity: 100 gal.
- Ballasted Weight: 900 lbs.



DISTRIBUTED BY

10-22
WWW.VALTIR.COM
 1.888.496.3625

2026 ROOM TAX

	<u>ROOM TAX COMMISSION</u>
Carryover from Prior Year	701,900
Room Tax Revenue 2026 PROJECTION	606,000
Room Tax Retained by Hotels	10,501
Available	<u>1,297,398</u>
 ROOM TAX COMMISSION AWARDS:	
CVB	420,053
IRONBULL events	20,000
Grand Theater	30,000
4th of July	10,000
Wings over Wausau	20,000
Sports Authority - World Corn Hole Tournament	14,500
Chalkfest	2,500
Alice Partnership in Agriculture	5,000
Trail Development	398,678
Riverlife Piers	6,900
	<u>927,631</u>
 Total Allocated	 <u>927,631</u>
 BALANCE AVAILABLE FOR ALLOCATION	 369,767
 <hr/> 2026 Requests - Tourism Event Requests <hr/>	
Taste and Glow	20,000
Bull Fall Bluesfest	20,000
Venture Cup	10,000
Hmong Festival	20,000
 <hr/> City of Wausau Destination Development Requests <hr/>	
Water-Filled Bollards	15,288
Slyvan Hill Trail Development	25,000
	<u>110,288</u>
 TOTAL REQUESTS	 <u>110,288</u>
 BALANCE AVAILABLE	 259,479