Wis. Dells Business Improvement District (BID) Committee Meeting Agenda

Wednesday, September 5, 2018 at 8:30AM

Wisconsin Dells Municipal Building Council Chambers – 300 La Crosse Street – Wisconsin Dells

Members: Kelli Trumble-Chair, Ald. Jesse DeFosse-Vice Chair, Mark Sweet-Secretary
Tara Anchor, Justin Draper, Dan Gavinski, Adam Makowski, Jackie Morse, Kevin Ricks, Kyler Royston

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1. Call to Order
2. Approval of the August 22, 2018 Meeting Minutes (attached)
3. Discussion – Master Plan – Traffic, Parking & Transportation — Kevin Ricks
4. Discussion/Decision – 2019 Print Advertising Proposals (attached) — Tara Anchor
5. Discussion– Recruitment Materials (attached) — Tara Anchor
6. Discussion – Coordination 2019 Farmers Market & July 4th — Kelli Trumble
7. Discussion – 2019 Budget (members -please bring 2019 budget handout) — All
8. Discussion – Relocation of 2018 Downtown Farmers Market — All
9. Items for Next Agenda — All
10. Adjournment

The Committee may take action on any of the above listed agenda items.

Kelli Trumble, Chairperson
Agenda Posted & Distributed: August 30, 2018

Upcoming BID Meetings:

- Wednesday, September 19, 2018 at 8:30am
- Wednesday, October 3, 2018 at 8:30am
- Wednesday, October 17, 2018 at 8:30am

Open Meetings Notice: If this meeting is attended by members of the Common Council who are not members of this committee, their attendance may create a quorum of another city commission, board or committee under the Wisconsin Open Meetings Law; However, no formal action will be taken by any governmental body at the above stated meeting other than the body, committee, commission, or board identified in this meeting notice. Please be advised that upon reasonable notice, the City of Wisconsin Dells will furnish appropriate auxiliary aids and services to afford individuals with disabilities an equal opportunity to participate in meeting activities..

ITEM 2

BID Committee
August 22, 2018

Attending: Kelli Trumble; chairwoman
Justin Draper; BID
Kevin Ricks; BID
Adam Makowski; BID
Jesse DeFosse; BID
Kyler Royston; BID
Jackie Morse; BID
Tara Anchor; BID
Mark Sweet; BID
Nancy Holzem; City Clerk
Karen Terry; City Treasurer
Mayor Ed Wojnicz
Chris Tollaksen; Public Works
Jenifer Dobbs; WDVCB
Katie Fermanich; WDVCB
Lydia Fulwiler
Dakota Juno
Jenna Loda Eddy
Jim Decker
Brian Holzem
Gail Jermier

Meeting called to order by Chairwoman Kelli Trumble.
Motion to approve August 11 minutes made by Jesse DeFosse. Second by Adam Makowski. Approved.

2019 BUDGET PROCESS:
City Treasurer Karen Terry reviewed the process for submission of the 2019 BID budget. Estimated assessed property valuation in the district will be down $1.4 million due mostly to reassessment of the Woodside complex and Wisconsin Dome properties. Based on the current mill rate, the BID budget would be $325,948 which would be a reduction of $1416 from the current year. Committee members asked for the following items to be considered in budget deliberations: River Walk surveillance camera system already installed by Parks and Recreation Department, collateral materials for business recruitment, on line marketing presence, display of two Boat Company anchors. Budget needs to be submitted to the City Treasurer's office by October 1st.

USE OF DRAD LOGO BY DOWNTOWN DELLS COMMITTEE:
Mark Sweet asked for BID to consider a request by the Downtown Dells Committee to use the Dells River Arts District logo on their Facebook page which promotes events in the downtown district. Facebook would work in tandem with a rack card approved by BID on August 11 with use of the logo and possibly other marketing materials for other events. Concerns were expressed about what type of process was in place now and in the future to assure that the information on the Facebook page represented the River Arts District in the best way. Committee was assured that controls are currently in place so that individuals can only comment on posts and are not able to post items themselves. Kevin Ricks made a motion to approve the request by Downtown Dells to use the DRAD logo on the Facebook page for a period of one year. Second by Jesse DeFosse. Approved with Mark Sweet and Tara Anchor abstaining.

RELOCATION OF 2018 FARMERS MARKET:
The removal of Duchess Plaza on Oak Street will begin after the Wo Zha Wa Festival in mid September. This will necessitate a change of venue for the final weeks of the 2018 season of the Farmers Market. Possible short term alternatives that have been suggested include the flex space parking areas on the 700 Oak Street block, the vacant Trumble lot, patio area at The Frozen Bear and seeing if the curbside area in the present location could still be used. Final discussion and decision will be made at the September 5th meeting.

Adam Makowski made a motion for committee to convene in closed session. Second by Jesse DeFosse. Approved.
Adam Makowski made a motion for committee to reconvene in open session. Second by Tara Anchor. Approved. No action taken during the closed session.

AGENDA: SEPTEMBER 5th MEETING: Items will include the 2019 BID Budget, report on Collateral Business recruitment materials, relocation of Farmers Market, on line marketing ideas, suggestions for traffic flow through downtown.

Motion to adjourn made by Kevin Ricks. Second by Adam Makowski. Approved.

ITEM 4

2019 BID Print Advertising Summary

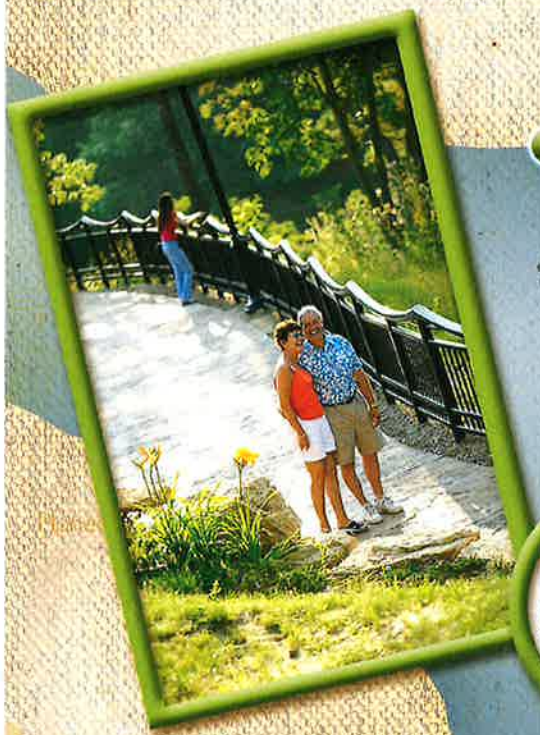
2018 Cost		**2019 Costs, if approved**
$11,500	Ad Travel Guide Full Page	$11,800 or
		$5,925 half page
$2,500	Ad Lit Check In Packet	$5,000
	WDVCB Guide, full page	$4,850 or
		$2,925 half page

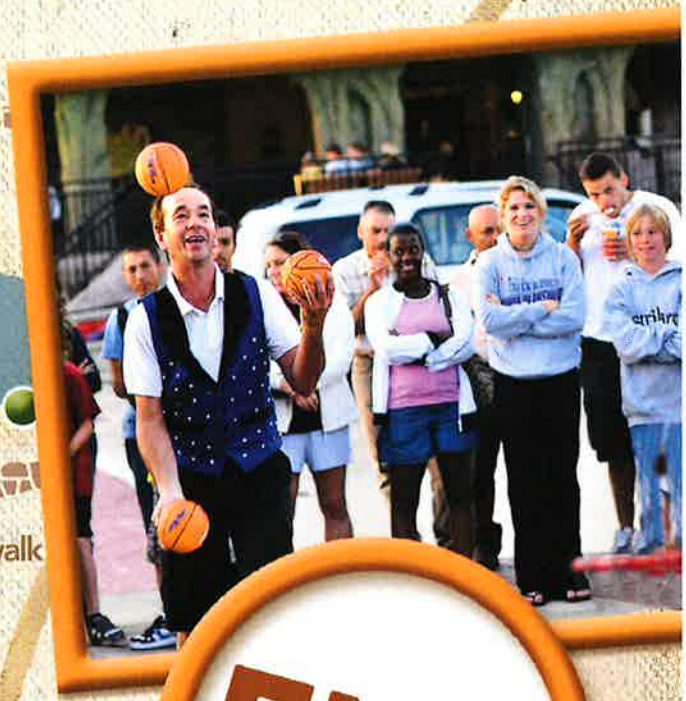
$14,000 – 2018 TOTAL

IT'S ALL DOWNTOWN

WISCONSIN DELLS

DELLS RIVER ARTS DISTRICT™





NATURAL SPLENDOR

FUN

FREE ENTERTAINMENT

UNIQUE SHOPPING

FANTASTIC FOOD

NIGHT LIFE

WISCONSIN RIVER

Riverwalk

Broadway

OVER THE BRIDGE

13 16 23

wisdellsdowntown.com

2019 WISCONSIN DELLS TRAVEL & ATTRACTION GUIDE® SHOPPING & SERVICES ADVERTISING AGREEMENT

EARLY BIRD DUE DATE: 07/15/18

YOUR ADVERTISING SPACE FROM 2018

Full Page

ADVERTISING SPACE

	EARLY BIRD RATES	
☒ FULL PAGE	$11,850	~~$12,000~~
☐ 1/2 PAGE	$5,925	~~$6,000~~
☐ 8X4	$4,740	~~$4,800~~
☐ 4X6	$3,555	~~$3,600~~
☐ 1/4 PAGE	$2,965	~~$3,000~~
☐ 4X4	$2,370	~~$2,400~~
☐ 4X2	$1,185	~~$1,200~~
☐ 4X1	$593	~~$600~~

CHECK ONE

☐ Keep my ad the same as 2018 *(see 2018 edition)*.

☐ Vector & Ink to make changes/prepare a new ad at $110/hour.
Half page and smaller ad material to be supplied no later than 9/10/18.
Full page and larger ad material to be supplied no later than 11/12/18.

☐ Another ad agency will be preparing my ad *(complete below)*.
Half page and smaller ads to be supplied with proof no later than 10/1/18.
Full page and larger ads to be supplied with proof no later than 12/1/18.

Ad Agency _____

Contact _____

Phone _____ Email _____

Account Number BUS000

Entity Name _____

D/B/A Business Improvement District - City of Wis Dells

Contact Name Kelli Trumble

Mailing/Billing Address 300 La Crosse St

City, State, Zip Wisconsin Dells WI 53965

Physical Address 300 La Crosse St

City, State, Zip Wisconsin Dells WI 53965

Contact Phone 608-963-2354 Cell Phone _____ *(office use only)*

E-mail ktrumble@dellscitygov.com

Fax _____

PAYMENT DUE DATES

First Payment $ _____
50% - Due September 1, 2018

Second Payment $ _____
50% - Due January 1, 2019

TOTAL DUE FOR AD SPACE $ _____

Notes: _____

I HAVE READ AND AGREE TO THE TERMS & CONDITIONS AS SET FORTH ON THE REVERSE SIDE OF THIS AGREEMENT.

Signed _____ *Guarantor*

Full Name Kelli Trumble *(please print)*

Date _____ Vector & Ink Rep Phil Helley

06/27/18

IT'S ALL DOWNTOWN WISCONSIN DELLS

wisdellsdowntown.com

2019 CHECK-IN PACKET ADVERTISING AGREEMENT

DUE DATE: 08/01/18

BOOKLET

Account Number BUS000

- ☐ **Inside Front** ☐ Right ☐ Left — **SOLD**
  (Includes FREE coupon on the ad)
- ☐ **Inside Back** ☐ Right ☐ Left — **SOLD**
  (Includes FREE coupon on the ad)
- ☐ **Back Cover** — **SOLD**
  (Includes FREE coupon on the ad)
- ☐ **Center Spread** — **SOLD**
  (Includes FREE coupon on the ad)
- ☒ **Full Page Ad** — $5,000
  (Includes FREE coupon on the ad)
- ☐ **Coupon** — $1,400

KEY CARD JACKET

- ☐ **Back Cover** — **SOLD**
  (Includes TWO FREE coupons on the ad)
- ☐ **Inside Back Cover** — **SOLD**
  (Includes FREE coupon on the ad)

CHECK ONE

- ☐ Keep my ad the same as 2018 *(see 2018 edition)*.
- ☐ Vector & Ink to make changes/prepare a new ad at $110/hour.
  Ad material to be supplied with signed agreement or no later than 11/1/18
- ☐ Another ad agency will be preparing my ad *(complete below)*.
  Ads to be supplied with proof no later than 12/1/18

Ad Agency _____

Contact _____

Phone _____ Email _____

Ad Dimensions

FULL PAGE
trim: 4" x 9"
live area: 3.5" x 8.5"
bleed: 4.25" x 9.25"

BOOKLET COUPON
3.5" x 1"
(dotted lines will be provided)

CENTER SPREAD
(trim 8" x 9," bleed 8.25" x 9.25")

Entity Name _____

D/B/A Business Improvement District - City of Wis Dells

Contact Name Kelli Trumble

Mailing/Billing Address 300 La Crosse St

City, State, Zip Wisconsin Dells WI 53965

Physical Address 300 La Crosse St

City, State, Zip Wisconsin Dells WI 53965

Contact Phone _____ Cell Phone 608-963-2354
(office use only)

E-mail ktrumble@dellscitygov.com

Fax _____

PAYMENT DUE DATES

TOTAL DUE FOR AD SPACE $ 5,000.00
100% Due June 1, 2019

Notes: _____

I HAVE READ AND AGREE TO THE TERMS & CONDITIONS AS SET FORTH ON THE REVERSE SIDE OF THIS AGREEMENT.

Signed _____
Guarantor

Full Name _____
(please print)

Date _____ Vector & Ink Rep *Phil Helley*

08/20/18

TERMS AND CONDITIONS

1. The word "Advertiser" as used herein describes and represents the business and this Agreement, its terms and conditions are binding thereon. This document represents the entire agreement of the parties and this Agreement may not be modified, expanded or contracted by any oral agreement or representation. In the event of any inconsistency between this Agreement and the terms of any other materials received by Advertiser prior to execution of this Agreement, this Agreement shall control.

   Advertiser must comply with acceptable standards of advertising and final approval of ad content or layout shall be at the determination of Ad-Lit Inc. d/b/a Vector & Ink, hereinafter referred to as Vector & Ink.

2. This Agreement shall be assignable by Vector & Ink and shall be binding on the parties hereto and on their heirs, personal representatives, administrators, successors and assigns.

3. Vector & Ink may, in its sole discretion, terminate this Agreement without incurring any liability to advertiser other than for the return of any advertising materials, etc., and the refund of any payments made by Advertiser to Vector & Ink, less, if any, incurred costs by Vector & Ink prior to termination of the Agreement.

4. Vector & Ink may terminate this agreement if Advertiser fails to adhere to the payment terms. Such failure may, at Vector & Ink's option, result in the forfeiture of any and all payments previously made by Advertiser and, at Vector & Ink's sole discretion, may result in the deletion of your ad from the Publication.

5. This Agreement may not be cancelled by the Advertiser without the prior written consent of Vector & Ink.

6. To secure Advertiser's promise to pay according to the terms of this Agreement, Advertiser hereby grants to Vector & Ink a security interest in, and lien upon, all of Advertiser's personal property and Advertiser authorizes Vector & Ink to file a financing statement to perfect such security interest. Advertiser shall be responsible and agrees to pay for all costs and charges, including attorneys fees, Vector & Ink incurs in enforcing any rights of Vector & Ink under this Agreement.

7. A $50.00 fee will be charged each time a check is returned for insufficient funds. Advertiser agrees to pay interest at the rate of 1.5% per month (18% per year), on any delinquent charges computed through the time of payment. Payments made by the Advertiser to Vector & Ink will be applied first to any finance charge due, and second to any principal, on any outstanding balance owed Vector & Ink by the Advertiser on any prior contract between the parties, then to any finance charge due on this contract, and then to the principal balance due on this contract, provided, however that in the event of a bona fide dispute, the Advertiser may specify that payment be applied in a different manner.

8. The design and content of Advertiser's advertisement shall be determined by the Advertiser and shall be the property of the Advertiser. Advertiser warrants that all advertising materials submitted for inclusion in the Publication shall be and are the Advertiser's property, that all representations in the advertising are true and correct, and that inclusion of such material in the Publication shall not constitute a violation of any copyright or trademark or cause harm or damage to any person or entity. Advertiser shall indemnify and hold Vector & Ink harmless from any damages, expenses, or liabilities incurred by Vector & Ink, including reasonable attorney's fees and court costs, as a result of claims by third parties against Vector & Ink for the content of Advertiser's advertisement.

9. Advertiser agrees that it will hold harmless, defend and indemnify Vector & Ink, any personnel or agent of either of them from any liability or expense (including reasonable attorneys' fees) that they may incur as a result of the publication of any materials submitted by Advertiser.

10. Vector & Ink shall maintain fire and extended coverage insurance against the loss or destruction of any advertising materials in its possession; provided, however, that such insurance shall be limited to the replacement value of the materials. Vector & Ink shall not be responsible for any other, consequential damages sustained by the Advertiser by reason of loss or destruction of advertising materials, including but not limited to loss of business opportunities, and Advertiser hereby releases and waives all such claims. For the purpose of this agreement, advertising materials in the possession of Vector & Ink shall mean only those materials located on Vector & Ink's business premises or in the possession of any personnel, agent or assign.

11. If Vector & Ink is delayed in the performance of any act required of it hereunder by any act or omission of Advertiser, labor troubles, inability to procure materials or services, failure of power, restrictive governmental regulations (including act or regulation of any state, federal, regional or local agency, group or organization), riots, insurrection, war, or like reason not within Vector & Ink's control, then the period of performance of the act shall be extended for a period equivalent to the period of delay.

12. Vector & Ink shall be the owner of the Publication, its copyright and content and has Advertiser's consent to publish Advertiser's advertisement(s). Final Advertisement remains the property of Vector & Ink and Advertiser may obtain a duplicate of the advertisement at its own cost.

13. Advertiser agrees to comply with the "Mechanical Requirements", "Advertising Dimensions" standards and "Digital Design Guidelines" established by Vector & Ink, receipt of which is hereby acknowledged and the terms of which are incorporated herein by reference as if set forth in full. It is preferred that all ads be supplied to Vector & Ink on disk with 2 proof(s). Digital files(s) will be used as authorized proof for Advertiser's ad(s) submitted on disk or via email without a supplied proof. Advertiser is responsible for any and all production costs to prepare its ad, including services provided by Vector & Ink. Advertiser is responsible for any and all production costs for digitally prepared ads which require correction or manipulation. Any ad supplied to Vector & Ink which has problems will be subject to additional system labor charges and production costs, payable by Advertiser ($110 an hour). All production costs herein are due and payable to Vector & Ink at the time of delivery of the proof(s) to Advertiser.

14. Advertiser acknowledges that Vector & Ink has a policy against comparative advertising. Accordingly, Advertiser acknowledges and agrees that it will not propose any comparisons to any other businesses in its advertising, whether or not the other business or businesses advertise in the Publication.

DISCLAIMER

THE ADVERTISEMENT TO BE PUBLISHED & DISTRIBUTED BY VECTOR & INK IS PROVIDED "AS IS" FOLLOWING ADVERTISER'S PROOF OF THE ADVERTISEMENT IN ACCORDANCE WITH THE TERMS OF THIS CONTRACT & VECTOR & INK SPECIFICALLY DISCLAIMS ALL OTHER WARRANTIES, EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY & FITNESS FOR A PARTICULAR PURPOSE, FOR THE ADVERTISING PRODUCT PROVIDED UNDER THE TERMS OF THIS AGREEMENT. LIMITATION OF LIABILITY ERRORS & OMISSIONS SOMETIMES OCCUR WITH ADVERTISING. THE ADVERTISER AGREES THAT VECTOR & INK IS NOT AN INSURER OF THE ADVERTISER'S BUSINESS & THAT THE ADVERTISER WILL INDEPENDENTLY OBTAIN SUCH INSURANCE, IF ANY, THAT MAY BE AVAILABLE. PRICES CHARGED BY VECTOR & INK TO THE ADVERTISER ARE BASED SOLELY UPON THE ADVERTISEMENT TO BE PUBLISHED AND ARE UNRELATED TO THE VALUE OF, OR INVESTMENT IN, THE ADVERTISER'S BUSINESS. ADVERTISER ALSO AGREES THAT VECTOR & INK SHALL NOT BE LIABLE FOR ANY LOST PROFITS, LOST SALES, OR OTHER INCIDENTAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES ARISING OUT OF ERRORS OR OMISSIONS & THAT VECTOR & INK IS NOT RESPONSIBLE FOR ERRORS OR OMISSIONS CAUSED BY ACTS OF GOD, GOVERNMENTAL AUTHORITY, OR OTHER ACTS BEYOND VECTOR & INK'S REASONABLE CONTROL. ADVERTISER FURTHER ACKNOWLEDGES & AGREES THAT IT IS IMPRACTICAL & EXTREMELY DIFFICULT TO IDENTIFY ANY ACTUAL DAMAGES THAT MAY BE SUSTAINED AS A RESULT OF AN ERROR OR OMISSION BY VECTOR & INK &, THEREFORE, UNLESS A GREATER LIMIT ON VECTOR & INK LIABILITY HAS BEEN NEGOTIATED BETWEEN VECTOR & INK & THE ADVERTISER IN EXCHANGE FOR AN ADDITIONAL AMOUNT TO BE CHARGED BY VECTOR & INK FOR TAKING A GREATER RISK OF LOSS, VECTOR & INK'S LIABILITY FOR ANY ERROR OR OMISSION WILL NOT EXCEED THE TOTAL PRICE THAT HAS BEEN ACTUALLY PAID TO VECTOR & INK FOR THE ADVERTISING. ADVERTISER FURTHER AGREES THAT VECTOR & INK DOES NOT HAVE ANY OBLIGATION TO RECALL, SUPPLEMENT OR OTHERWISE AMEND A PUBLICATION CONTAINING AN ERROR OR OMISSION OF ANY TYPE.

IF ADVERTISER DESIRES TO NEGOTIATE ONE OR MORE DIFFERENT TERMS, OR HIGHER LIABILITY LIMITS, THEN ADVERTISER MAY DO SO. HOWEVER, THE NEGOTIATION OF HIGHER LIABILITY LIMITS IN EXCHANGE FOR ADDITIONAL CHARGES MUST BE SET FORTH IN A WRITTEN ADDENDUM TO THIS AGREEMENT & MUST BE EXECUTED BY BOTH ADVERTISER & VECTOR & INK SPECIFICALLY DEFINING THE TERMS & CONDITIONS OF SUCH INCREASED LIABILITY.

This agreement represents the entire contract between the parties and specifically supersedes any and all other oral or written communications, memoranda, notes, letters, e-mails or other electronic communications between the parties.

All ads and coupons will appear in approximately 200,000 accommodation Check-In Packets (2018 Totals).
An additional 200,000 coupon booklets will be printed and placed in Vector & Ink distribution racks throughout the area.

PARTICIPANT LIST:

CAMPGROUNDS

Arrowhead Resort Campground
Baraboo Hills Campground
Bass Lake Campground
Bonanza Campground & RV Park
Camp Delton Club Inc.
Castle Rock Resort, Mauston
Dell Boo Family Campground
Eagle Flats Campground
Edge-O-Dells Camping & RV Resort
Fox Hill RV Park
Holiday Shores Camp-Resort
Merry Mac's Campground
Mirror Lake State Park
Point Bluff Resort
Red Oak Campground
Rocky Arbor State Park
Shangri-La Campground
Sherwood Forest Camping & RV Park
Smokey Hollow Campground
Stand Rock Campground
Wanna Bee Campground & RV Resort

HOTELS/MOTELS

Alakai Hotel & Suites
All Star Inn & Suites
Aloha Beach Resort & Suites
Ambers Hideaway
Americas Best Value Inn - WD
Atlantis Waterpark Hotel & Suites
Baker's Sunset Bay Resort
Baymont Inn & Suites
Best Western Ambassador Inn
Best Western Baraboo Inn
Birchcliff Resort
Black Hawk Motel & Suites
Bluegreen Odyssey
Campus Inn, Baraboo
Caribbean Club Resort
Cedar Lodge & Settlement
Christmas Mtn Village
Cliffside Resort & Suites
Comfort Suites, Portage
Day's End Motel
Days Inn of Portage
Deer Trail Motel
Dell Creek Motel
Delton Oaks Resort on Lake Delton
Flamingo Motel & Suites
Hilton Garden Inn
Holiday Inn Express
Island Pointe Resort
Log Gables
Motel 6
Olympia Motel
The Paradise Motel & Suites
Park Motel
Polynesian Waterpark Resort
Quality Inn & Suites, Lodi
Quality Inn & Suites, Wis Dells
Ramada
Rivers Edge Resort
River Road Motel
Sandrift Resort
Summer Breeze Resort
Super 8 - Portage
Thunderbird Motor Inn, Baraboo
Trails End Motel
Travelodge
Umbrella Vacations,
Condos at 530 E Hiawatha
Wintergreen Resort & Conference Center

WDVCB Vacation Guide 2018.jpeg - Windows Photo Viewer
File Print E-mail Burn Open

ADVERTISING RATES AND DEADLINES

Ad Size	Bleed Availability	Rate	Ad Materials Deadline***
Enhanced Grid Listing	Not available	$150	October 3, 2018
1/6 Page Vertical - P&C	Not available	$925	October 31, 2018
1/6 Page Vertical - Display	Not available	$925	October 31, 2018
1/3 Page Square - P&C	Not available	$1,775	October 31, 2018
1/3 Page Square - Display	Not available	$1,775	October 31, 2018
1/2 Page Horizontal - Display	Not available	$2,925	November 19, 2018
2/3 Page Vertical - Display	Not available	$4,000	November 19, 2018
Full Page Vertical - Display	See Below**	$4,850	December 3, 2018
Full Page Horizontal - Display	All bleed	$5,550	December 3, 2018

BID Business Recruitment Collateral Piece

Working Notes 8.21.18

ITEM 5

Roger Brooks indicates we need:

- Community Profile Piece
- Opportunities Brochure
- Quick Stats, renderings, visisions, market analysis and/or listings
- ESRI Marketplace Profile - $50 report – population demographic
    - 2nd report - $50 – Retail needs & surpluses
    - ESRI.com and/or claritas.com

Information We Have:

WDVCB Website –

- Visitor Spending
    - Annual totals
    - Category breakouts
    - Seasonal Breakout (est visitor expenditure compared season to season)
    - Total of supported jobs (16,020)
    - Taxes generated
    - General information:
        - 19.5 square miles, 5,570 permanent resident
        - More hotel rooms than any other WI city – 8000. Also has 19 campgrounds and 3200 campsites.
        - Over 400 businesses in the area. In the last 3 years, business owners have pumped hundreds of millions of dollars in new attractions and expansions.
        - Discusses waterpark facts – largest parks, # of gallons, size.
        - Dining fun facts
        - Includes history timeline with photos
        - Meetings & convention facts – 2500 meetings annually.
        - Includes mention of meeting & convention space, 400,000 sq ft of meeting space
        - No mention of youth sports facilities – need this.
- River Arts Website
    - Introduction which includes economic impact and annual spending budget/bureau
    - References/links to the following:
        - Licenses & Permits
        - Development Resources – City Codes, Design Standards, Parcel/Zoning Maps, Comprehensive Plan (2003)
        - Funding Sources – City Programs, WDVCB Grant, Count, State, Federal
        - Contact Director

Working Ideas/Samples:

1. Branson, MO website as sample – includes 3 categories - Community Profile, Demographics, Tourism
2. DeKalb County – strong opening layout and copy – discusses strong economic impact, smart investment. Also have a 10 year history of tourisms chart.
3. Tourims Matters Flyer – Lufkin CVB sample – review for statistics we want to zero in on.
4. Rockport Analytics – LBI tourism and what it means to Ocean County
5. The Visitor Economy of Peak District and Derbyshire – British destination – layout and ideas for information to provide
6. Community Profile Sample

   York, PA - http://www.ycea-pa.org/wp-content/uploads/2015/04/Community-Profile-2016.pdf

   (42 pages)

7. St Maries, ID
8. Lake County, CA

Top 10 Things in Junk Draw - clean it out so our community can move forward and build economic vitality and sustainability. - Destination Development Association Webinar Notes April 2018

1. Entryway clutter
2. Roads
3. Chain restaurants
4. Absentee landlords
5. Vacant downtown storefronts
6. Parking rules
7. Early last calls
8. Uninviting impressions
9. Limited business mix
10. Rules and regulations

Thriving Downtown - Part 1: What's included in the perfect business mix.

- Tenant mix - what's inside matters as much as facade improvements and streetscaping.
- Only need one block to get started!
- Always about locals first.
- Downtown must have a focus prior to invitation to retail mix.
- To get 500 residents to come downtown: core one block - coffee shop with breakfast items; 2 sit-down restaurants; casual clothing; ice cream & sweets; home accents; deli; speciality store fits brand focus. Mix of retail in one building "a mercantile", and changes by time of day (coffee in morning, wine in evening).
- Towns of 1,500 - 2,500 "hang out set": 2 blocks
    - Coffee shop | book store combo
    - Bakery & breakfast house
    - Four sit-down restaurants (two casual, one fine dining, micro-brewery)
    - Burgers & shakes
    - Casual clothing shop
    - Ice cream shop | confectionary | party goods store
    - Home accents & gifts
    - Deli (or bakery | deli)
    - Garden store (with outside services)
    - Three specialty stores (fits your brand | residential mix)
    - Antique store (not second hand)
    - Gift shop | Florist
    - Outfitter | casual shoes | sports gear | bikes
    - Pharmacy | gifts | cards

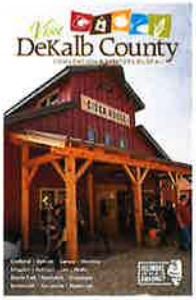
Visit DeKalb County
CONVENTION & VISITORS BUREAU

STRONG ECONOMIC IMPACT, SMART INVESTMENT

Our mission is to generate economic impact and promote DeKalb County as a premier destination for business and leisure travel.

The DeKalb County Convention & Visitors Bureau is the official first point of contact for meeting planners, tour operators, special event planners, and leisure travelers.

We focus our marketing, advertising, and promotional efforts 50 miles outside DeKalb County to attract visitors and new dollars.



30,000

DeKalb County Visitors Guides Printed

In 2016, DCCVB's efforts resulted in record braking results:

$93.88 Million

Direct Visitor Spending in DeKalb County

$1.58 Million

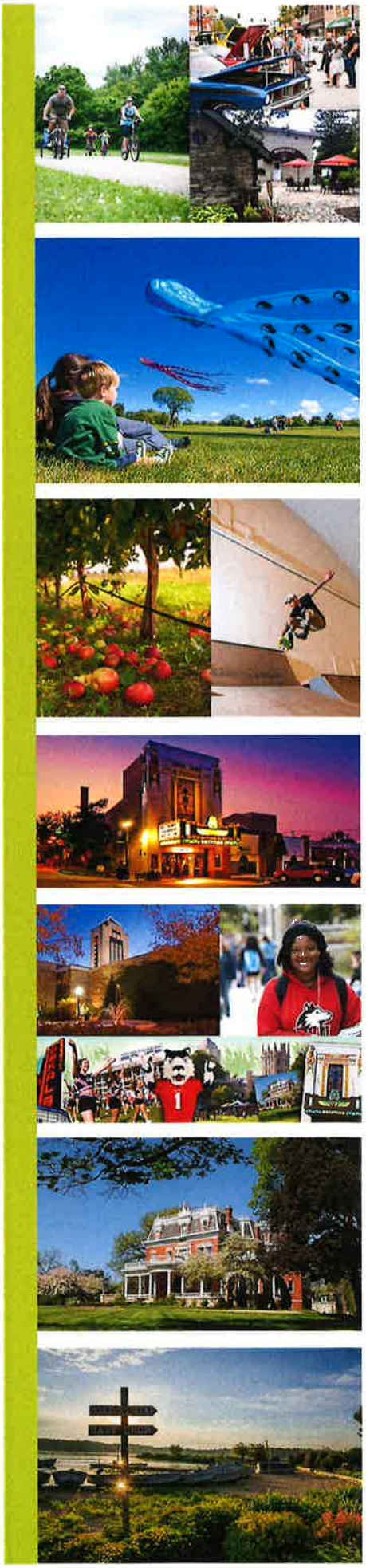
In DeKalb County Tax Receipts

$6.31 Million

In State Tax Receipts collected in DeKalb County

570

DeKalb County Tourism Related Jobs Supported



COMMUNITY PROFILE

Topeka and Shawnee County, Kansas

January 2016

Demographics

POPULATION

MSA* (5 counties)	234,195
City of Topeka	127,660
Shawnee County	178,600
State of Kansas	2,885,905

*Metropolitan Statistical Area: Shawnee, Jackson, Jefferson, Wabaunsee and Osage Counties

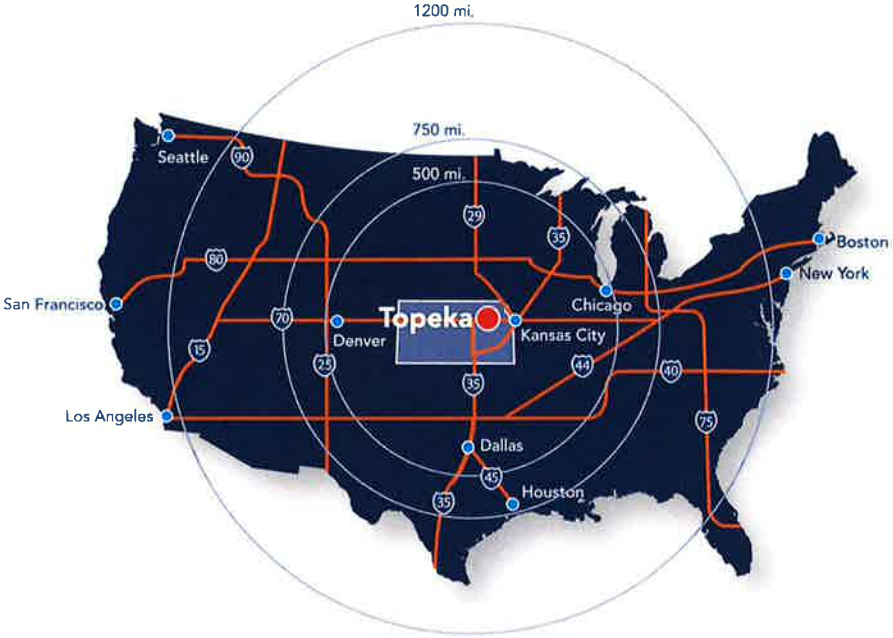
Source: 2014 Quick Facts, US Census Bureau

SHAWNEE COUNTY ETHNIC POPULATION DISTRIBUTION

White	82.0%
Black/African-American	8.0%
American Indian/Alaskan Native	0.9%
Asian	1.1%
Native Hawaiian or other Pacific Islander	0.02%
Two or more races	5.2%

Note: People of Hispanic or Latino origins represent 11.3% of the population which is included in each of the above racial distributions. Hispanics may be of any race.

Source: 2014 Quick Facts, US Census Bureau



Location Data

LAND AREA

City of Topeka	62.39 sq. miles
Shawnee County	554.6 sq. miles

ELEVATION

The elevation ranges from 876 feet above sea level in the valley to 971 feet in the southwest part of the City.

CLIMATE

Average Daily Temperatures (mean)	
January 2015	32 degrees
April 2015	58 degrees
July 2015	79 degrees
October 2015	59 degrees

Precipitation	
2015 rainfall	49.39"
2014 - 15 winter snowfall	2"
Avg winter snowfall	17.8"

DISTANCE

Kansas City	60 miles
Omaha	170 miles
St. Louis	315 miles
Dallas	505 miles
Chicago	550 miles
Denver	560 miles
Houston	740 miles

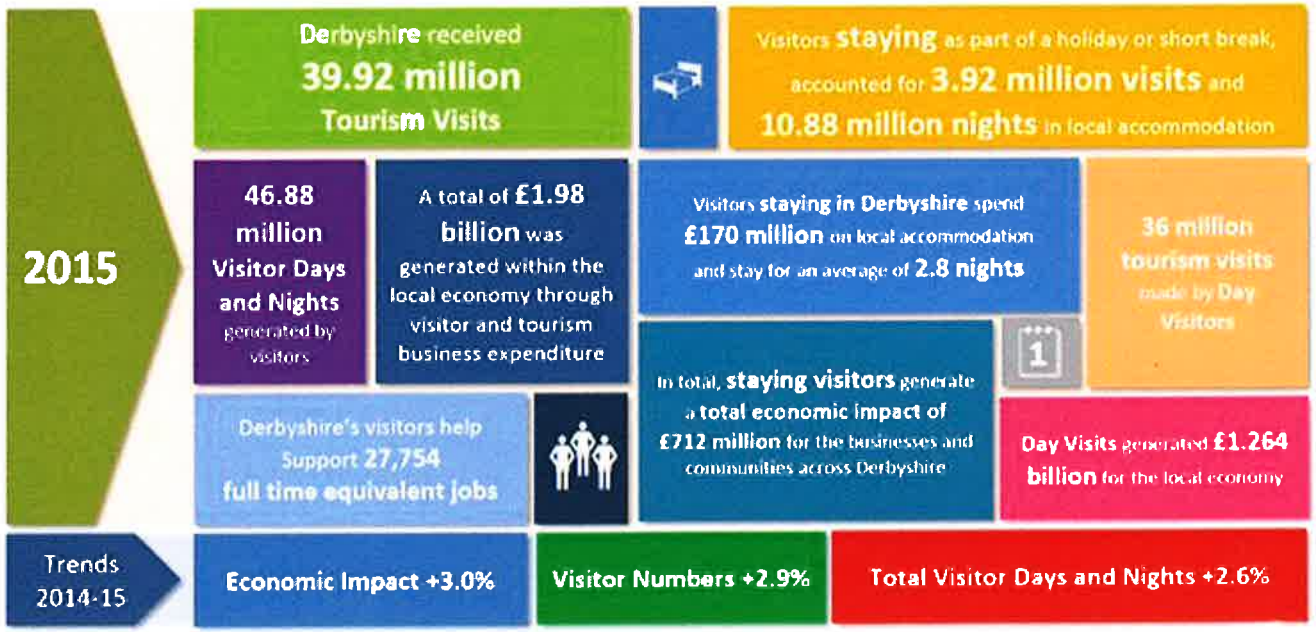
TOPEKA/SHAWNEE COUNTY MSA POPULATION BY AGE GROUP

Age	Shawnee	Jackson	Jefferson	Osage	Wabaunsee	Totals
0 to 9 years	24,111	1,777	2,442	2,101	1,006	32,319
10 to 19 years	24,290	2,006	2,783	2,215	900	34,427
20 to 44 years	55,009	3,635	4,866	4,154	1,850	70,024
45 to 64 years	48,401	3,878	4,335	4,801	2,138	64,872
65+ years	26,969	2,195	2,934	2,861	1,147	32,787
Totals	178,600	13,464	18,932	16,165	7,034	234,195
Median Age	38.6	41.4	43.5	42.7	41.8	

Source: 2014 Quick Facts, US Census Bureau

The Visitor Economy of Peak District and Derbyshire

This is a summary of the STEAM tourism economic impact research undertaken for Marketing Peak District and Derbyshire by Global Tourism Solutions (UK) Ltd. This report covers the county of Derbyshire, including Derby City and all references to *Derbyshire* in this report include Derby City.



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ROCKPORT ANALYTICS

Impact Perspectives

WHAT DOES LBI TOURISM MEAN TO OCEAN COUNTY?

- ✓ **Visitors to LBI Region generated over $1.2 billion in area spending at hotels, restaurants, retail shops, and other Southern Ocean County businesses in 2011**
- ✓ **Ocean County receives a total of $1.18 in economic impact from LBI Region tourism, $356 million of which goes to businesses that do not directly "touch" the visitor**
- ✓ **83¢ of each dollar spent by LBI Region visitors is kept within Ocean County**
- ✓ **LBI Region tourism supports 14% of all employment in Ocean County**
- ✓ **If LBI Region tourism did not exist, each household in Ocean County would have to pay an additional $826 in state & local taxes in order to maintain current levels of tax receipts**

*Person-Stays; the number of visitors is estimated using New Jersey state averages of spend per trip

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TOURISM MATTERS

LUFKIN CONVENTION & VISITORS BUREAU
visitlufkin.com

NATIONAL TRAVEL & TOURISM WEEK

THE WHO, WHAT, WHERE, WHY AND HOW MUCH OF ANGELINA COUNTY TOURISM

ECONOMIC IMPACT

Tourists spent **$128.7 million** in Angelina County.

The average travel party spent **$216.89** each night they stayed in Lufkin.

Tourism added **$1.6 million** in local tax receipts.

Tourism supported **1,320 jobs** and resulted in more than **$25 million** in annual earnings.

Tourist dollars saved taxpayers an average of **$78** per household in property taxes.

A CLOSER LOOK AT OUR VISITORS

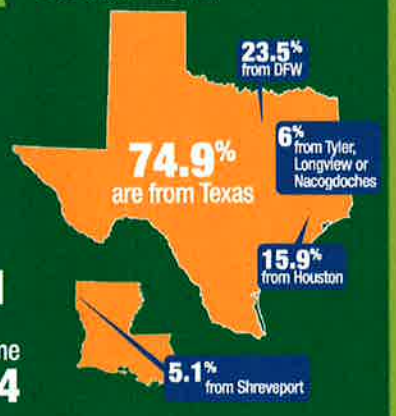
The average visitor travels 302 miles - by car.

The average visitor to the Piney Woods:

46.9 years old

Married

Household income of **$73,714**



WHY THEY CAME, WHAT THEY DID

WHAT THEY BOUGHT

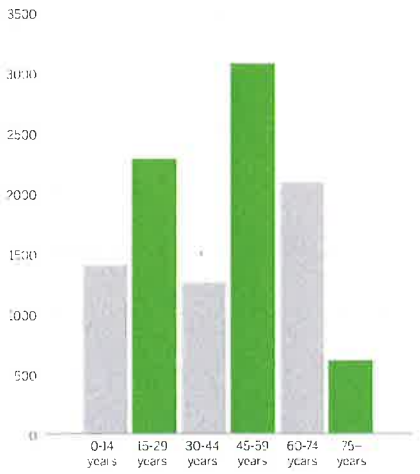
46.4% of visitors to the Piney Woods paid to stay in a hotel, motel or bed and breakfast.

39.3% Transportation

Source: The Economic Impact of Travel in Texas, Dean Runyan Associates, 2011.

POPULATION

AGE DISTRIBUTION



Average age of Population	42
% of Population aged 15+	86%
Population Density per km²	36
Land Area km²	297.75

Average people per household	2.82
Married/Common-law couples	6203
with no children at home	1370
with children at home	1597
Lone-parent families	341
Average children per family at home	1.09
Average household income	$144,063
Dominant building type	Single Detached

Population

2011
11,890

2016
12,490

2021
13,510
(predicted)

76th on the MoneySense list of *Canada's Best Places to Live*

$144,063
Average Family Income

76.32%
Labour Force Participation Rate

$576,460
Average House Sale Price

2.98%
Unemployment Rate

Work Force Education

54% of the eligible work force have attained a post-secondary level of education

Working Aged Residents

70% of residents are between the ages of 16-65

TOWN OF ERIN
FAST FACTS

www.erin.ca

EMPLOYMENT

EMPLOYMENT BY SECTOR

Management	18%
Business, Finance & Administration	15%
Natural & Applied Science	5%
Health	5%
Education, Law and Government	12%
Arts, Culture, Recreation & Sport	3%
Sales & Service	15%
Trades, Transportation & Equipment	20%
Primary Industries	3%
Processing, Manufacturing & Utilities	4%

Industry of Employment	Erin	Ontario
Manufacturing	14%	10%
Construction	9%	6%
Retail trade	8%	11%
Educational services	8%	7%
Professional, scientific & technical services	8%	7%
Health care and social services	7%	10%
Wholesale trade	5%	4%
Agriculture	5%	1%

71% of Erin residents fall in the top half of the Canadian distribution of adjusted after tax family income

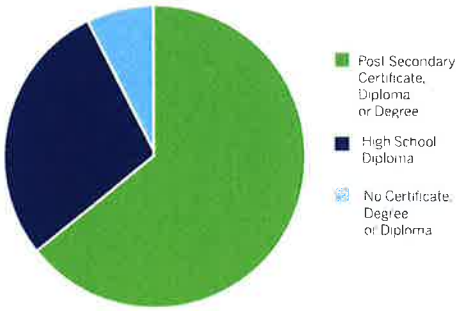
LARGEST EMPLOYERS

Employer	# of Employees
Denny's Bus Lines	120
Angelstone Farm Inc	90
Foodland	65
Town Of Erin	61
East Wellington Family Health	50
Pintar	50
Erin District High School	46

LANGUAGES

Language	# of People
French	440
German	135
Polish	95
Portuguese	90
Dutch	65
Italian	65
Croatian	45
Spanish	45

EDUCATION



90,900 Residents reside in the County of Wellington

CONTACT

www.erin.ca

Town of Erin @TownofErin

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