



City of Verona

Tourism Commission Agenda
City Hall – 111 Lincoln Street
Verona, WI 53593-1520

Tuesday – May 21, 2019 – 2:00 P.M.

www.ci.verona.wi.us

1. Call to Order
2. Roll Call
3. Public Comment
4. Discussion and Possible Action: Approval of the April 16, 2019 Tourism Commission minutes.
5. Discussion and Possible Action: 2019 1st Quarter Hotel Room Tax Revenue report
6. Discussion and Possible Action: Tourism Commission Reserve Fund Policy
7. Discussion and Possible Action: Uses for excess room tax funds in reserve.
8. Reports and comments from Tourism Coordinator
9. Reports and comments from Staff
10. Reports and comments from Commission Members
11. Adjournment

Posted: Verona City Hall,
Verona Public Library,
Miller's Market
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Notice is hereby given that a quorum of the members of the City Council or other standing committees of the City Council may be present at the meeting of the Tourism Commission to gather information about a subject over which they have decision-making responsibility. The City Council and any other standing committees will not take formal action at this meeting.

If need an interpreter, materials in alternative formats, or other accommodation to access the meeting, please contact the City Clerk at 845-6495 at least 48-hours preceding the meeting. Every reasonable effort will be made to accommodate your request.

CITY OF VERONA
MINUTES
TOURISM COMMISSION
April 16, 2019
Verona City Hall

1. **Call to Order:** Charlie Eggen called the meeting to order at 2:03 p.m.
2. **Roll Call:** Charlie Eggen, Jason Hunt, Charlotte Jerney, and Pat Wehrley were present. Also present: Adam Sayre, Interim City Administrator/Director of Planning and Development; Dayna Sarver, Economic Development Manager; Brian Lamers, Finance Director; Ellen Clark, City Clerk; Le Jordan, Executive Director of the Verona Area Chamber of Commerce (VACC); Halley Jones, VACC Tourism Coordinator; and Sara Hoechst, co-owner of Hop Haus.
3. **Public Comment:** None
4. **Minutes:** Motion by Jerney, seconded by Wehrley, to approve the March 20, 2019 Tourism Commission minutes. Motion carried 4-0.
5. **Discussion and Possible Action Re: 2018 Room Tax Report submitted to the Wisconsin Department of Revenue (Form SL-304)**

Lamers presented the 2018 Room Tax Report. The report includes the amount of room tax funds the City received in 2018, and how much was paid out to Madison Area Sports Commission and Greater Madison Convention and Visitors Bureau (which is now Destination Madison) and the Verona Area Chamber of Commerce. By May 1st of each year, the entities receiving payments from the City's room tax funds must provide the City with a report listing any expenditure over \$1,000, with the exception of payroll. Verona is only one of many municipalities that make payments to Madison Area Sports Commission and Greater Madison Convention and Visitors Bureau from money collected through room taxes. That information is then reported by Lamers to the Wisconsin Department of Revenue. These lists are included in Lamers' report to the Tourism Commission.

Eggen stated that tourism entities, such as the Wisconsin Hotel and Lodging Association and the Wisconsin Restaurant Association, look at these reports to determine if municipalities are using the room tax money appropriately.
6. **Discussion and Possible Action Re: Tourism Commission Reserve Fund Policy**

Sayre explained that City Staff developed a draft policy providing guidelines for the use of excess room tax dollars collected by the City of Verona Tourism Commission. The policy includes the calculation used to determine the amount to be reserved from the

“Excess to be Retained” account balance: \$100,000, which is approximately 25% of six quarterly payments to the Chamber of Commerce.

Lamers stated in Section 3 of the policy, the consensus of the Commission should be to strive to reserve \$100,000, and the reason for the reserve should include “other appropriate uses.”

Eggen stated that as the amount of room tax money increases, the 25% going to the Chamber will increase, as well. It would be a good idea to say we should strive to reserve \$100,000. He would also like to see “assistance in marketing large unplanned events” listed ahead of “tax exempt development opportunities” in Section 4.

Sayre offered to make the recommended changes and bring them back to the next meeting.

7. Reports and Comments from the Tourism Coordinator

Jones presented a spreadsheet listing detailed information on Verona events. The document includes room tax grant awarded to each event, if any, and outcome information based on interviews with those in charge of the events. An outcome interview was first conducted after the U.S. speed skating championships. It is important to understand from an organizer’s standpoint what they like about having an event in Verona, and what we can do to make it better for them.

Discussion followed regarding the American Family Gold Tournament, using facilities at the new high school for some events, setting up hospitality training, partnering with other communities to provide hotel rooms and dining opportunities for their events, requesting follow-up reports from event organizers, coordinating a group of Verona Area High School students to conduct a tourism survey, and working on a tourism book that includes specialized maps of the area.

The Commission thanked Jones for her hard work on this document.

8. Reports and Comments from Staff

None

9. Reports and Comments from Commission Members

Jerney asked for Common Council members to get a copy of the tourism book when it is finished.

Wehrley reported that The 5th Dimension is coming to the VAPAC in November.

10. Adjournment

Motion by Jerney, seconded by Wehrley, to adjourn at 2:57 p.m. Motion carried 4 -0.

Memorandum

To: Community Development Authority

From: Adam Sayre – Interim City Administrator/Director of Planning & Development
Brian Lamers – Finance Director

Dayna Sarver – Economic Development Manager

Date: May 17, 2019

Re: **Tourism Commission Meeting Summary**

The following items will be discussed at the May 21, 2019 Tourism Commission meeting:

1. Discussion and Possible Action: 2019 1st Quarter Hotel Room Tax Revenue Report

Staff will be discussing the 1st room tax revenue with the Tourism Commission.

2. Discussion and Possible Action: Tourism Commission Reserve Fund Policy

At the meeting on April 16, 2019, the Tourism Commission recommended changes to be made to the draft “Reserve Fund” policy. Attached are both a clean copy and red-line copy of the policy.

3. Discussion and Possible Action: Uses for excess funds in reserve.

With the Tourism Commission moving forward with the reserve fund policy, Staff would like to begin discussions with the Commission on where to target uses of the excess funds in reserve. Staff sees this discussion as an ongoing conversation with the Tourism Commission.

4. Reports and comments from Tourism Coordinator

The Tourism Coordinator has developed a spreadsheet of events for the calendar year and associated grant funds awarded.

**CITY OF VERONA
TOURISM COMMISSION POLICY NO. 1
RESERVE FUNDS**

Title: RESERVE FUNDS	
Policy Source: Tourism Commission	Creation Date: MM/DD/YYYY
Application: Financial Management	Revision Date: MM/DD/YYYY
Indexed as: Reserve Funds	Total Pages: X

1. General Policy and Purpose

This policy provides guidelines for the use of excess room tax dollars collected by the City of Verona Tourism Commission.

2. Background Information

The City of Verona approved a 7% Room Tax to be collected quarterly. Of that 7%, the City retains 30%, Destination Madison receives 16% and the remaining to the Verona Area Chamber of Commerce. In 2008, the Tourism Commission agreed to set a budgeted dollar amount paid to the Verona Area Chamber of Commerce rather than the remaining percentage. With the change to a set dollar amount to the Verona Area Chamber of Commerce, it results in funds that are to be retained into a reserve fund.

3. Reserve Fund Calculation

Of the “Excess to be Retained” account balance, the consensus of the Commission is to strive to reserve a minimum of \$100,000, which is approximately 25% of six quarterly payments to the Chamber, to cover the quarterly payment to the Chamber in the event of an extended economic downturn or other appropriate uses.

4. Fund Uses

The remaining funds in the “Excess to be Retained” account may be used to market large unplanned events that meet the definition of tourism promotion and tourism development and tax exempt development opportunities as defined in [Wisc. State Stat 66.0615\(1\)\(f\)](#):

“Tourism promotion and tourism development” means any of the following that are significantly used by transient tourists and reasonably likely to generate paid overnight stays at more than one establishment on which a tax under sub. [\(1m\) \(a\)](#) may be imposed, that are owned by different persons and located within a municipality in which a tax under this section is in effect; or, if the municipality has only one such establishment, reasonably likely to generate paid overnight stays in that establishment:

1. Marketing projects, including advertising media buys, creation and distribution of printed or electronic promotional tourist materials, or efforts to recruit conventions, sporting events, or motorcoach groups.
2. Transient tourist informational services.

3. Tangible municipal development, including a convention center.

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~~2. _____~~

~~In 2018, it was agreed to set a budgeted dollar amount to go to the Chamber as the City's Tourism Entity rather than a fluctuating dollar amount based on percentage of the revenue. This resulted in funds labeled "Excess to be Retained." Portions of the room tax revenue is allocated to Destination Madison (6.007%), the Chamber (\$70,000/quarter) and the City (30%). In 2018, it was agreed to set a budgeted dollar amount to go to the Chamber as the City's Tourism Entity rather than a fluctuating dollar amount based on percentage of the revenue. This resulted in funds labeled "Excess to be Retained."~~

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3. Reserve Fund Calculation

Of the "Excess to be Retained" account balance, the consensus of the Commission is to strive to reserve a minimum of \$100,000, which is approximately 25% of six quarterly payments to the Chamber, to cover the quarterly payment to the Chamber in the event of an extended economic downturn or other appropriate uses.

4. Fund Uses

The remaining funds in the "Excess to be Retained" account ~~could be put toward~~ may be used to market large unplanned events that meet the definition of tourism promotion and tourism development and tax exempt development opportunities and assistance in marketing large unplanned events that meet the definition of tourism promotion and tourism development as defined in Wisc. State Stat 66.0615(1)(f):

"Tourism promotion and tourism development" means any of the following that are significantly used by transient tourists and reasonably likely to generate paid overnight stays at more than one establishment on which a tax under sub. [\(1m\)\(a\)](#) may be imposed, that are owned by different persons and located within a municipality in which a tax under this section is in effect; or, if the municipality has only one such establishment, reasonably likely to generate paid overnight stays in that establishment:

1. Marketing projects, including advertising media buys, creation and distribution of printed or electronic promotional tourist materials, or efforts to recruit conventions, sporting events, or motorcoach groups.
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**City of Verona
Room Tax Report**

	TOTAL	Chamber	Convention Bureau 6%	Madison Sports Commission 10%	Excess to be Retained	City 30%
1st Quarter 2016	81,334.55	43,920.66	4,880.07	8,133.46	-	24,400.37
2nd Quarter 2016	110,537.19	59,690.08	6,632.23	11,053.72	-	33,161.16
3rd Quarter 2016	110,608.50	59,728.59	6,636.51	11,060.85	-	33,182.55
4th Quarter 2016	103,140.05	55,695.63	6,188.40	10,314.01	-	30,942.02
Total 2016	405,620.29	219,034.96	24,337.21	40,562.04	-	121,686.09
1st Quarter 2017	77,987.31	42,113.15	4,679.24	7,798.73	-	23,396.19
2nd Quarter 2017	128,024.36	50,000.00	7,681.47	12,802.44	19,133.16	38,407.31
3rd Quarter 2017	174,023.52	50,000.00	10,441.41	17,402.35	43,972.70	52,207.06
4th Quarter 2017	139,078.57	53,333.00	8,344.71	13,907.86	21,769.43	41,723.57
Total 2017	519,113.76	195,446.15	31,146.83	51,911.38	84,875.29	155,734.13
1st Quarter 2018	119,939.01	70,000.00	7,196.34	11,993.90	(5,232.93)	35,981.70
2nd Quarter 2018	175,176.54	70,000.00	10,810.59	17,517.65	24,295.33	52,552.96
3rd Quarter 2018	201,210.34	70,000.00	12,072.62	20,121.03	38,653.61	60,363.08
4th Quarter 2018	143,904.30	70,000.00	8,634.26	14,390.43	7,708.32	43,171.29
Total 2018	640,230.19	280,000.00	38,713.81	64,023.01	65,424.33	192,069.04
1st Quarter 2019	131,235.57	70,000.00	7,874.13	13,123.56	867.21	39,370.67
2nd Quarter 2019	-	-	-	-	-	-
3rd Quarter 2019	-	-	-	-	-	-
4th Quarter 2019	-	-	-	-	-	-
Total 2019	131,235.57	70,000.00	7,874.13	13,123.56	867.21	39,370.67

Cumulative 151,166.83

Event	Location	Event Dates	Contact Person	Event Website	Anticipated Out-of-town Visitors	Visitor Profile	Room Tax Grant Awarded	Significant Visitors Before/After Event?	Annual Event?	Estimated Hotel Nights	Outcome (please enter comments with your initials)
Mite Hockey Showdown	Verona Ice Rink	3/2-3/3	Verona Youth Hockey		0	youth hockey players, coaches, families	\$2,000	no	maybe		
PeeWee A State Tourney	Verona Ice Rink	3/9-3/10	Verona Youth Hockey		0	youth hockey players, coaches, families	included in above	no	maybe		
U.S. Speedskating Championships	Verona Ice Rink	3/22-3/24	Bob Neville (bob.neville@hotmail.com)	https://www.teamusa.org/US-Speedskating/Events/2019/March/22/US-Short-Track-Age-Group-Nationals-and-AmCup-3	400-600	Chinese, Canadian & U.S. athletes & their families	\$5,000	Chinese team- 2 weeks before	maybe	100	Met with Bob Neville on 3/29 to recap event. He counted 230 skaters plus families that used 500 room nights in Verona for the event. Attendees were very pleased with accommodations and hospitality in Verona and at the ice rink. Verona Ice Rink is great for this event because it is Olympic-size, has plenty of seating, and has a nice set-up in the lobby area. Cascade (speedskating vendor) had plenty of room to set up and sell without being in the way. The only thing that Bob said they could use help with is securing donations(food for skaters) from local businesses before the event and selling ads in the program. (I would like to see a schedule in the program.) There were not as many local attendees as last time, but it was also at the beginning of Verona's spring break. There was also a Speedskating Alumni Banquet at Boulders that Bob wasn't aware of on Friday night. I asked about securing this event for 2020, but Bob said it was already set for Green Bay. We can try to get it for 2021, and he will let organizers know we are interested again. US Speedskating loves having the event in Verona because we are "so accommodating". (HAJ)
VAPAS-The Canadian Brass	PAC	4/5/2019	Pat Wehrley (wehrley@tds.net)	https://vapas.org/	200-300	regional visitors of various ages	\$3000 (year)	no	no	25	
Reddan Spring Shootout	Reddan Soccer Park	4/5-4/7	Cory Mace 608-662-3654	https://www.maysa.org/page/show/2403673-tournaments-at-reddan-soccer-park	400-500	youth soccer players and families	\$0	no	yes	100	
The Rock Spring Classic	VAC	4/12-4/14	Amy Slaby (amys@seastoughton.com)	https://www.seasportsfacilities.com/page/show/3191274-2019-rock-spring-classic		basketball players, coaches, families	??	no			
USJN Basketball Tournament	VAC	4/20-4/21	US Junior Nationals	http://www.usjn.com/xmtournament_info_new.php?which=533		basketball players, coaches, families, college scouts		no			
Prep Hoops Tournament	VAC	4/26-4/28	Prep Hoops Circuit	https://events.prephoops.com/e/21		basketball players, coaches, families, college scouts		no			
Epic XGM 2019	Epic Corp	4/29-5/10	eventreg@epic.com	https://xgm.epic.com/		Analysts & trainers					
Word on the Street 5k run/walk	Verona Public Library	4-May		https://www.veronapubliclibrary.org/5k	0	Locals	\$1,000	no	yes	0	
Hoops 4 A Cause	VAC	5/4-5/5	Amy Slaby (amys@seastoughton.com)	https://www.seasportsfacilities.com/page/show/3191320-2019-girls-hoops-4-a-cause		basketball players, coaches, families		no			
MAYSA Cup	Reddan Soccer Park	5/17-5/19	Cory Mace 608-662-3654	https://www.maysa.org/page/show/2403673-tournaments-at-reddan-soccer-park		soccer players, coaches, families					
Mother's Day Tournament	Verona Little League	11-May				Youth baseball players & families	\$2,000				
Verona Hometown Days Festival	Hometown Festival Grounds	5/30-6/1	Le Jordan (ljordan@veronawi.com)	https://veronahometowndays.com/	50-100	mostly local families with kids, some older adults for music acts	??	no	yes	0	
Reddan Thunder	Reddan Soccer Park	5/31-6/2	Cory Mace 608-662-3654	https://www.maysa.org/page/show/2403673-tournaments-at-reddan-soccer-park		soccer players, coaches, families					
Hometown Days Tournament	Verona Little League	6/1-6/2				youth baseball players & families	\$2,000				
June Jam Tournament	VAC	6/8-6/9	Amy Slaby (amys@seastoughton.com)	https://www.seasportsfacilities.com/page/show/3195498-2019-june-jam-tournament		baskeball players, coaches, families		no			
Madtown Showdown	VAC	6/15-6/16	Amy Slaby (amys@seastoughton.com)	https://www.seasportsfacilities.com/page/show/3191569-2019-madtown-showdown-presented-by-eastbay		basketball players, coaches, families		no			

Am Fam Champions Golf Tour	University Ridge	6/21-6/23	Nate Pokrass (npokrass@amfam.com)	https://www.pgatour.com/champions/tournaments/american-family-insurance-championship/tickets.html	1000-2000	golf pros, media & spectators	??	yes	yes	100	
Wisconsin Triterium Triathlon		22-Jun		https://www.wisconsintriterium.com/		triathletes	\$2,000				
Best of the Midwest Tournament	VAC	6/22-6/23	Amy Slaby (amys@seastoughton.com)	https://www.seasportsfacilities.com/2017bestofthemidwest		basketball players, coaches, families		no			
Midsummer Bash Tournament	Verona Little League	6/29-6/30				youth baseball players & families	\$2,000				
Summer Slam	VAC	13-Jul	Amy Slaby (amys@seastoughton.com)	https://www.seasportsfacilities.com/page/show/3211359-2019-summer-slam-tournament		basketball players, coaches, families		no		0	
July Jamboree	VAC	14-Jul	Amy Slaby (amys@seastoughton.com)	https://www.seasportsfacilities.com/page/show/3211584-2019-girls-july-jamboree		basketball players, coaches, families		no			
Capitol City Classic LaCrosse Tournament	Reddan Soccer Park	7/18-7/19	La Crosse America	https://lacrosseamerica.com/site/register/register.aspx?EventID=2564&PageName=Event+Lodging		Boys 10U to high school players, coaches & families	\$2,500	no	yes		
Reebok Crossfit Games 2019	Alliant Energy Center	7/31-8/4		https://www.visitmadison.com/crossfit/getting-around/		crossfit competitors, exhibitors & spectators					
The Loop Pursuit Triathlon	Fireman's Park	4-Aug	Jessica Laufenburg (velofitmsn@gmail.com)	https://www.thelooppursuittriathlon.com/		triathletes	\$2,500				
11th Annual Vortex Open	Blackhawk Bowhunters Club	17-Aug		https://www.facebook.com/pg/Blackhawk-Bowhunters-Archery-Club-MadisonVerona-Wisconsin-219741218125/events/?ref=page_internal	100	bow hunters	\$1,500				
Ironman Wisconsin	The Loop	8-Sep		http://www.ironman.com/triathlon/events/americas/ironman/wisconsin.aspx#axzz5jUn4qHre		Ironman Triathletes	\$2,500		yes		