

**City of Portage
Tourism Promotion Committee Meeting
Tuesday, September 1, 2015, 5:30 pm
City Municipal Building, 115 West Pleasant Street
Conference Room One
Agenda**

Members: Marty Havlovic, Chairperson; Rick Dodd, Carole LaVigne, Dawn Schneller, Chad Stevenson

1. Roll call
2. Approval of minutes from previous meeting
3. Public comment
4. Discussion and action on claims submitted
5. Discussion and actions on various marketing proposals by Portage Area Chamber of Commerce in 2015 budget
6. 2016 budget deliberations
7. Next meeting date to be determined
8. Adjournment

**City of Portage
Tourism Promotion Committee Meeting
Tuesday, August 4, 2015, 5:30pm
City Municipal Building, 115 West Pleasant Street
Conference Room One
Minutes**

Members Present: Marty Havlovic, Rick Dodd & Carole LaVigne

Members Excused: Dawn Schneller & Chad Stevenson

Others Present: Marianne Hanson, Russ Shaw, Michele Ablor, Sherry Bornick, Lisa Renier Thomas, Vietta Kampen

1. Roll call

The meeting was called to order at 5:30 pm by chairperson Marty Havlovic

2. Approval of minutes from previous meeting

Motion by Carole, second by Rick to approve the previous minutes. Motion carried unanimously on the roll call of 3-0.

3. Public comment

None

4. Discussion and action on claims submitted

A motion was made by Carole, second by Rick to approve claims as submitted in the amount of \$30,236.00. Motion carried unanimously on the roll call of 3-0.

5. Discussion and actions on various marketing proposals by Portage Area Chamber of Commerce in 2015 budget

Discussion on getting students involved at yearly events to conduct impact surveys that the committee could review for future use.

Discussion on murals and two new ones will be completed in 2015. One on the Wilz Drug building and one on the foundation of the area of the former Hill Ford building in downtown. A motion was made by Rick, second by Carole to approve \$1500 toward the projects, as long as the mural on the Wilz Drug building is approved by the City with the new proposed changes to the sign ordinance. Motion carried unanimously on the roll call of 3-0.

Discussion on bicycle loops and the impact we are seeing. We have distributed 30,000 maps over the past 2 years. Another map is scheduled to be produced for 2016 with business advertising spaces. A motion was made by Carole, second by Rick to approve \$600 toward the bicycling loops with a report back to the committee on how the ad sales progress. Motion carried unanimously on the roll call of 3-0.

6. Reports on tourism activities by organizations receiving funds in 2015

- Marianne gave a report on Concert in the Park Independence Celebration that was held on July 3. Great attendance both at the Concert and the fireworks had people

watching from multiple areas including a packed HWY 33 bridge area. The downtown walking tours have concluded and they were held once a month June – August, with close to 20 people attending over the summer.

- Russ gave a report on the Columbia County Fair that was held July 22-26. Great attendance and sold out grandstand shows with the Rodeo. Increased attendance from previous years. They will be looking for a new activity for Sunday.

- Lisa gave a report on the Historic Indian Agency House. They have not asked for funds that were set aside for a possible sign. Marty asked her to let the committee know if they will not be requesting the funds. Rick asked her to make sure she checks with Steve Sobiek about proposed changes to the new sign ordinance.

- Michele gave a report on Surgeons Quarters. Canal Days was successful for them even though it did rain. Flag Day in June had good efforts for getting people to attend. They will be having a Harvest Day on October 14 with descendants from the builders of the Surgeons Quarters site at the event.

-Vietta gave a report on the Curling Club. Previous year activities went well and they received comments that the Portage Club organizes the best level bonspiels. They are trying for a men's event this coming season. They hope to split a Junior Bonspiel into 24 competitive teams. The Pardeeville Lions Club hosted their bonspiel here in Portage with 32 teams and many stayed at hotels locally. They are working on fundraising for a new roof and dehumidification for the building.

7. Beginning discussion and deliberation on 2016 budget

Requests for 2016 will be due to the committee on August 31, 2015. At the next meeting the committee will look at discussing advertising for 2016.

8. Next meeting date to be determined

September 1st at 5:30pm.

9. Adjournment

The meeting was adjourned at 6:25pm with a motion by Rick, second by Carole. Motion carried unanimously on the roll call of 3-0.

Minutes submitted by Marianne Hanson

**City of Portage Tourism Promotion Committee
Grant Request Proposal Form
2016 Budget Year**

The City of Portage Tourism Promotion Committee is charged with promoting tourism activities within the Portage area whose overall goal is bringing in visitors who will provide a positive impact on the economy of the region.

To assist in its evaluation of proposals that come to it, the CPTPC will use the following criteria:

1. What is the projected visitor impact of this proposal with respect to number of visitors, visitor spending and overnight hotel room generation?
2. What is the level of community impact and public benefit of this proposal?
3. What is the uniqueness or attraction of this proposal that differentiates it from others?
4. Is this proposal from a source having the likelihood of following through to accomplish the goals of the proposal?
5. Does this proposal show evidence of clear, thought-out marketing, operational and financial planning?
6. Does this proposal show evidence of financial need and sustainability?

PROJECT/EVENT NAME	DATE OF REQUEST	AMOUNT REQUESTED
a. PCC 2015-2016 BONSPIELS	b.	c.
PROJECT/EVENT DATE(S)	DATE REVIEWED	AMOUNT ALLOCATED
d. 12/10-13; 12/19-20; 12/27-30; 1/16-17		
ORGANIZATION OR GROUP 3/11-12		
e. PORTAGE CURLING ASSOCIATION		
CONTACT PERSON	DAYTIME PHONE	
f. VIETTA KAMPEN	g. 608-697-6510	
CONTACT PERSON EMAIL		
h. vkkampen@gmail.com		

- A. Fill out sections a-b-c-d-e-f-g-h above.
- B. Attach one page briefly explaining the proposal for which funding support is being requested. Be mindful of the criteria listed above.
- C. Fill out and attach the proposed proposal budget sheet to this application.
- D. Submit the 3 pages to the City of Portage Tourism Promotion Committee (CPTPC) at:
 City of Portage Tourism Promotion Committee
 c/o City Clerk
 115 West Pleasant Street
 Portage, WI 53901

NOTE: A brief written report to the CPTPC upon completion of each project is expected. This must be done within 60 days of project completion. Any funds allocated but not expended for the purposes as outlined in the proposal as approved must be returned to the CPTPC within 60 days of project completion.

**City of Portage Tourism Promotion Committee
Grant Request Proposal Form
2016 Budget Year**

Description	Cash	In-Kind	Total
A. Sources of Income			
1. CPTPC Grant	5,500.00		5,500.00
2. ICE FEES	2,400.00		2,400.00
3. ENTRY FEES	3,360.00		3,360.00
4. FOOD / BEVERAGE	1,300.00	1,000.00	2,300.00
5.			
6.			
7.			
8.			
9.			
10.			
Total Income			13,560.00
B. Proposed Expenses			
1. ICE CREW/MAINTENANCE		3,500.00	3,500.00
2. FOOD / BEVERAGES	2,000.00		2,000.00
3. AWARDS / PRIZES	700.00		700.00
4. EVENT T-SHIRTS	700.00		700.00
5. DUES: USCA, WSCA, BWCA, USWCA	5,525.00		5,525.00
6. UTILITIES	450.00		450.00
7. SUPPLIES	150.00		150.00
8.			
9.			
10.			
Total Expenses			13,025.00
Net Profit (Loss)			535.00
<p>Comments: • A PORTION OF OUR DUES PAID TO STATE AND NATIONAL ORGANIZATIONS ALLOWS US TO APPLY TO HOST EVENTS AT THOSE LEVELS. IT ALSO GIVES US THE ABILITY TO LIST OUR EVENTS IN PUBLICATIONS AND WEBSITES.</p> <p>• ENTRY FEES FOR THE ALUMNI BOWSPIEL (\$3,840 IN 2015) GO TO A SCHOLARSHIP FUND. THIS MONEY IS NOT INCLUDED IN THIS PROPOSAL</p> <p>• THE PCC DOES NOT RECEIVE ENTRY FEES FOR STATE AND NATIONAL EVENTS AND ALL WORKERS ARE VOLUNTEERS, INCLUDING OFFICIALS.</p> <p>• THE FIGURES ABOVE DO NOT COMPENSATE FOR DONATED SERVICES OTHER THAN ICE CREW. THOSE FIGURES ARE BASED ON COMPENSATION RATES SET BY THE USCA AND WSCA.</p>			

To: The City of Portage Tourism Promotion Committee
From: Portage Curling Association, Inc.
Date: Thursday, August 27, 2015
Re: 2016 Tourism Funds Request

The Portage Curling Association requests from the City of Portage Tourism Promotion Committee (CPTPC) the amount of \$5,500 for the coming year.

During the 2015-2016 curling season, the Portage Curling Club (PCC) will again have a busy year. We will be hosting two junior bonspiels; the one in December will be for competitive curlers looking to fine tune their game before junior playdowns, and the other will be our annual bonspiel in January. The December bonspiel has the potential of drawing teams from around the Midwest. Two host clubs in the state have declined to host state sanctioned events so we have recently put in bids to host the state men's and women's club championships in the middle of December and junior state playdowns over the holiday break. Both of these events will draw teams from around the state. At the local level, there will be two Tons of Fun Bonspiels for area residents who want to learn to curl, and we will again host our annual alumni bonspiel in March. Tentative plans are also being made to host a women's bonspiel in honor of Sue Weyh, who was a very active curler in our club.

For the junior and state level bonspiels it is estimated that, in addition to their lodging, each of the curlers will spend between \$75-100 locally. For those bonspiels we will provide a variety of materials from the Portage Chamber of Commerce, encouraging them to visit local businesses and attractions.

Event	Dates	Teams	Rooms	Other Info
WI State Men's and Women's Club Championships	Dec. 10-13	12	8	This is tentative, waiting for board approval.
Competitive Junior Bonspiel	Dec. 19-20	12	18	Family members will attend.
WI Junior Playdowns	Dec. 27-30	8	12	This is tentative, waiting for board approval. Family members will attend.
Junior Bonspiel	Jan. 16-17	12	18	Family members will attend.
Alumni	Mar. 11-12	34-40		Curlers often stay with family members, frequenting the restaurants and bars.

The PCC has always looked for ways to bring visitors to the area and to promote the sport of curling. We are very thankful for the support we have received from the CPTPC and want to thank you in advance for your consideration.

Sincerely,

Portage Curling Association, Inc.
Board of Directors
Vietta Kampen, Assistant Treasurer
PO Box 55
Portage, WI 53901



Portage Area Chamber of Commerce

104 West Cook Street, Portage, WI 53901

608-742-6242 www.portagewi.com

August 31, 2015

Portage Tourism Committee
115 West Pleasant Street
Portage, WI 53901



Dear Tourism Committee Members:

The Portage Area Chamber of Commerce is constantly working to promote Portage as a place to visit, live and do business. Our office works to increase Portage Tourism by providing tourist information, relocation packets and organizing quality community events. We are recognized as the resource in the community where people turn for needed information.

Our staff is consistently working with your Tourism Committee to fulfill your needed requests on tourism related activities and coordinating advertising efforts. In addition we promote and advocate for our business members in our community. We are asking for your support to continue to provide these resources.

2016 Direct Allocation Request for the Portage Area Chamber of Commerce

- **Tourism Direct Allocation** **\$35,000**

Many of our activities are made possible by the financial support of the Tourism Committee, membership support and the countless number of volunteers who put forth a great deal of time at the events. We are certainly thankful for your past financial support and we ask that you continue with that support in 2016.

We are looking forward to another great year in Portage, working with your committee to bring in visitors and tourists to Explore Portage and make a significant financial impact in our community.

Please feel free to contact me if you have any questions.

Sincerely,

Marianne Hanson
Portage Area Chamber of Commerce

**City of Portage Tourism Promotion Committee
Grant Request Proposal Form
2016 Budget Year
Concert in the Park/Independence Day Celebration**

The City of Portage Tourism Promotion Committee is charged with promoting tourism activities within the Portage area whose overall goal is bringing in visitors who will provide a positive impact on the economy of the region.

To assist in its evaluation of proposals that come to it, the CPTPC will use the following criteria:

1. What is the projected visitor impact of this proposal with respect to number of visitors, visitor spending and overnight hotel room generation?
2. What is the level of community impact and public benefit of this proposal?
3. What is the uniqueness or attraction of this proposal that differentiates it from others?
4. Is this proposal from a source having the likelihood of following through to accomplish the goals of the proposal?
5. Does this proposal show evidence of clear, thought-out marketing, operational and financial planning?
6. Does this proposal show evidence of financial need and sustainability?

.....

PROJECT/EVENT NAME	DATE OF REQUEST	AMOUNT REQUESTED
a. Concert in the Park/Independence Day	b. 8-31-2015	c. \$7,500.00
PROJECT/EVENT DATE(S)	DATE REVIEWED	AMOUNT ALLOCATED
d. July 2, 2016		
ORGANIZATION OR GROUP		
e. Portage Area Chamber of Commerce		
CONTACT PERSON	DAYTIME PHONE	
f. Marianne Hanson	g. 608-742-6242	
CONTACT PERSON EMAIL		
h. pacc@portagewi.com		

- A. Fill out sections a-b-c-d-e-f-g-h above.
- B. Attach one page briefly explaining the proposal for which funding support is being requested. Be mindful of the criteria listed above.
- C. Fill out and attach the proposed proposal budget sheet to this application.
- D. Submit the 3 pages to the City of Portage Tourism Promotion Committee (CPTPC) at:
City of Portage Tourism Promotion Committee
c/o City Clerk
115 West Pleasant Street
Portage, WI 53901

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Concert in the Park Independence Celebration 7-2-2016

1. What is the projected visitor impact of this proposal with respect to number of visitors, visitor spending and overnight hotel room generation?

This event has been happening in Portage for 23 years. In 2010 we added a spectacular fireworks show to add to the performance and to draw in more visitors from the surrounding communities.

2. What is the level of community impact and public benefit of this proposal?

This upscale summer event has been happening in Portage now for 23 years, with visitors and residents gathering at Pauquette Park to listen to the sounds of the Wisconsin Chamber Orchestra and end the evening with a great fireworks show. Visitors and local residents are delighted that they are to be able to see the Wisconsin Chamber Orchestra in their own backyard.

3. What is the uniqueness or attraction of this proposal that differentiates it from others?

The uniqueness to this event is the ability to provide a classy community celebration enhancing the cultural experience of our residents and visitors to Portage. We are one of only a few communities outside of Madison where the Wisconsin Chamber Orchestra performs an outdoor concert that is free to the public. This event without a doubt brings out the residents and the visitors to Portage.

4. Is this proposal from a source having the likelihood of following through to accomplish the goals of the proposal?

Yes. The proven track record of this event happening for 23 years shows that there is a consistent plan for this event to accomplish the goal of bringing people to Portage.

5. Does this proposal show evidence of clear, thought-out marketing, operational and financial planning?

Yes. We realize this is a costly event to host in Portage and in addition to our grant request from CPTPC we also solicit significant sponsorship dollars from businesses to help with funding costs.

6. Does this proposal show evidence of financial need and sustainability?

Yes. We take the time to plan out this event at least 8 months in advance to make sure we can create a wonderful celebration in the community that is also supported financially and attracting people to Portage. This event hinges on the committees continued contribution.

**City of Portage Tourism Promotion Committee
 Grant Request Proposal Form
 2016 Budget Year
Concert in the Park/Independence Day Celebration**

Description	Cash	In-Kind	Total
A. Sources of Income			
1. CPTPC Grant	\$7,500.00		\$7,500.00
2. Sponsorships/Donations	\$15,000.00		\$15,000.00
3. Food/Beverage	\$1,200.00		\$1,200.00
4.			
5.			
6.			
7.			
8.			
9.			
10.			
Total Income			\$23,700.00
B. Proposed Expenses			
1. Entertainment	\$22,000.00		\$22,000.00
2. Beverage Fees	\$500.00		\$500.00
3. Advertising	\$3,000.00		\$3,000.00
4. City Service Fee	\$122.00		\$122.00
5.			
6.			
7.			
8.			
9.			
10.			
Total Expenses			\$25,622.00
Net Profit (Loss)			(\$1,922.00)
Comments:			

**City of Portage Tourism Promotion Committee
Grant Request Proposal Form
2016 Budget Year
Taste of Portage Market Fair**

The City of Portage Tourism Promotion Committee is charged with promoting tourism activities within the Portage area whose overall goal is bringing in visitors who will provide a positive impact on the economy of the region.

To assist in its evaluation of proposals that come to it, the CPTPC will use the following criteria:

1. What is the projected visitor impact of this proposal with respect to number of visitors, visitor spending and overnight hotel room generation?
2. What is the level of community impact and public benefit of this proposal?
3. What is the uniqueness or attraction of this proposal that differentiates it from others?
4. Is this proposal from a source having the likelihood of following through to accomplish the goals of the proposal?
5. Does this proposal show evidence of clear, thought-out marketing, operational and financial planning?
6. Does this proposal show evidence of financial need and sustainability?

.....

PROJECT/EVENT NAME	DATE OF REQUEST	AMOUNT REQUESTED
a. Taste of Portage Market Fair	b. 8-31-2015	c. \$4,000.00
PROJECT/EVENT DATE(S)	DATE REVIEWED	AMOUNT ALLOCATED
d. August 26 & 27, 2016		
ORGANIZATION OR GROUP		
e. Portage Area Chamber of Commerce		
CONTACT PERSON	DAYTIME PHONE	
f. Marianne Hanson	g. 608-742-6242	
CONTACT PERSON EMAIL		
h. pacc@portagewi.com		

- A. Fill out sections a-b-c-d-e-f-g-h above.
- B. Attach one page briefly explaining the proposal for which funding support is being requested. Be mindful of the criteria listed above.
- C. Fill out and attach the proposed proposal budget sheet to this application.
- D. Submit the 3 pages to the City of Portage Tourism Promotion Committee (CPTPC) at:
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c/o City Clerk
115 West Pleasant Street
Portage, WI 53901

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Taste of Portage Market Fair 8/26 & 8/27 of 2016

1. What is the projected visitor impact of this proposal with respect to number of visitors, visitor spending and overnight hotel room generation?

This event has been happening in Portage for 24 years and has a consistent track record of bringing over 5,000 guests to the community in one weekend. Nine years ago we expanded the event to include being a 2-day activity. With this expansion we have seen an increase in the number of guests and the number of businesses that participate. These businesses are getting more exposure for their business to draw customers back for future sales. This year we had car show and craft show participants' book rooms at local hotels.

2. What is the level of community impact and public benefit of this proposal?

Our food vendors report to us that they have excellent sales on this weekend. Some serve anywhere from 500-1000 customers. In addition, the food businesses have seen customers come to their place of business as a result of tasting their food at the event. The store owners along the event route give us positive feedback in reference to an increase in their sales for the weekend. One business told us "I wish we had Taste of Portage every weekend, our sales are wonderful."

3. What is the uniqueness or attraction of this proposal that differentiates it from others?

The uniqueness is that we try to offer a variety of activities at our event to draw in a larger crowd of people. The main attraction is of course the food samples. People get a chance to visit multiple restaurants and sample food in one weekend. The benefit to the business is to get their name out to a large crowd of people to attract them to return.

4. Is this proposal from a source having the likelihood of following through to accomplish the goals of the proposal?

Yes. The proven track record of this event happening for 24 years shows that there is a consistent plan for this event to accomplish the goal of bringing people to Portage.

5. Does this proposal show evidence of clear, thought-out marketing, operational and financial planning?

Yes. In addition to our grant request from CPTPC we also solicit sponsorship dollars from businesses to help with funding costs.

6. Does this proposal show evidence of financial need and sustainability?

Yes. We take the time to plan out this event at least 8 months in advance to make sure we have a variety of activities to attract people and that we advertise the event in a wide range of places attracting people to Portage.

**City of Portage Tourism Promotion Committee
Grant Request Proposal Form
2016 Budget Year
Taste of Portage Market Fair**

Description	Cash	In-Kind	Total
A. Sources of Income			
1. CPTPC Grant	\$4,000.00		\$4,000.00
2. Sponsorships	\$5,800.00		\$5,800.00
3. Food/Beverage/Exhibitor Income	\$5,500.00		\$5,500.00
4.			
5.			
6.			
7.			
8.			
9.			
10.			
Total Income			\$15,300.00
B. Proposed Expenses			
1. Entertainment	\$5,000.00		\$5,000.00
2. Food/Beverage	\$1,500.00		\$1,500.00
3. Equipment//Insurance/Postage/Printing	\$5,000.00		\$5,000.00
4. Advertising	\$4,000.00		\$4,000.00
5. City Service Fee	\$665.00		\$665.00
6.			
7.			
8.			
9.			
10.			
Total Expenses			\$16,165.00
Net Profit (Loss)			
			(\$865.00)
Comments: This year we had car owners and craft vendors reserve hotel rooms.			

**City of Portage Tourism Promotion Committee
Grant Request Proposal Form
2016 Budget Year
Downtown Walking Tours**

The City of Portage Tourism Promotion Committee is charged with promoting tourism activities within the Portage area whose overall goal is bringing in visitors who will provide a positive impact on the economy of the region.

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4. Is this proposal from a source having the likelihood of following through to accomplish the goals of the proposal?
5. Does this proposal show evidence of clear, thought-out marketing, operational and financial planning?
6. Does this proposal show evidence of financial need and sustainability?

.....

PROJECT/EVENT NAME	DATE OF REQUEST	AMOUNT REQUESTED
a. Downtown Walking Tours	b. 8-31-2015	c. \$500
PROJECT/EVENT DATE(S)	DATE REVIEWED	AMOUNT ALLOCATED
d. June 4, July 2, August 6, 2015		
ORGANIZATION OR GROUP		
e. Portage Area Chamber of Commerce		
CONTACT PERSON	DAYTIME PHONE	
f. Marianne Hanson	g. 608-742-6242	
CONTACT PERSON EMAIL		
h. pacc@portagewi.com		

- A. Fill out sections a-b-c-d-e-f-g-h above.
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Downtown Walking Tours 2016

1. What is the projected visitor impact of this proposal with respect to number of visitors, visitor spending and overnight hotel room generation?

This tour is a way for visitors to the community to learn more about our history in the downtown and Canal area. We are aware that this is not an activity that will generate overnight stays; instead this is an opportunity for the guests that are already here to Explore Portage.

2. What is the level of community impact and public benefit of this proposal?

This activity gives visitors and residents an informative overview of our historic downtown.

3. What is the uniqueness or attraction of this proposal that differentiates it from others?

The ability to have a knowledgeable and passionate local resident as the tour guide.

4. Is this proposal from a source having the likelihood of following through to accomplish the goals of the proposal?

Yes. We are consistent with our advertising and tour dates to accommodate our visitors.

5. Does this proposal show evidence of clear, thought-out marketing, operational and financial planning?

Yes. We are asking for additional funds this year to continue to create signage and advertising.

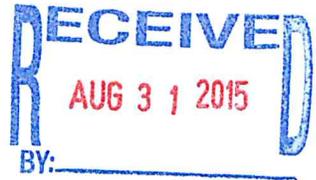
6. Does this proposal show evidence of financial need and sustainability?

Yes. The cost of the tour guide is a very minimal fee.

City of Portage Tourism Promotion Committee
Grant Request Proposal Form
2016 Budget Year
Downtown Walking Tours

Description	Cash	In-Kind	Total
A. Sources of Income			
1. CPTPC Grant	\$500.00		\$500.00
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			
Total Income			\$500.00
B. Proposed Expenses			
1. Tour Guide	\$180.00		\$180.00
2. Signage and Ads	\$320.00		\$320.00
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			
Total Expenses			\$500.00
Net Profit (Loss)			
			0.00
Comments: Projected increase in grant is to help with signage and ads.			

**City of Portage Tourism Promotion Committee
Grant Request Proposal Form
2016 Budget Year**



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6. Does this proposal show evidence of financial need and sustainability?

PROJECT/EVENT NAME	DATE OF REQUEST	AMOUNT REQUESTED
a. Yuletide Events	b. 8-31-2015	c. \$2500.00
PROJECT/EVENT DATE(S)	DATE REVIEWED	AMOUNT ALLOCATED
d. 11/25/16, 11/26/16, 12/10/16		
ORGANIZATION OR GROUP		
e. Downtown Portage Inc		
CONTACT PERSON	DAYTIME PHONE	
f. Sherry Douglas	g. 608-67-5409	
CONTACT PERSON EMAIL		
h. bstdouglas@yahoo.com		

- A. Fill out sections a-b-c-d-e-f-g-h above.
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Date: August 31, 2015

To: Portage Tourism Committee Chairman Marty Havlovi and Committee members

RE: 2016 Grant Request Yuletide Events

In 2014 Downtown Portage Inc. (DPI) stayed with the established Yuletide events (Holiday Parade, Living Reindeer and Historic Living Windows). In 2014 we doubled the entrants to the Parade and expanded the Living Reindeer and Living Windows events. In 2015 and 2016 we will continually work towards increasing the number of entrants of each of these events.

The Yuletide events bring thousands out for a celebration of the holidays. Many individuals spoken to at the 2014 events were from out of town, which has a positive impact on our local hotels, restaurants, gas and retail establishments. The Living Reindeer lined the downtown with shoppers during prime shopping hours. The 2014 change to the hours of this historic living windows coincided with the end of the shopping day to increase sales in the downtown district. We plan to continue this event at that same time in the coming years.

Yuletide is not a revenue generator for DPI, instead it is our way of giving back to the city and drawing consumers into our local businesses. It is for that reason that we are requesting \$2500. This tourism money will be spent on an advertising campaign on gaining attendees from areas 1 ½ to 3 hours away, hoping to increase overnight stays.

Yuletide is an iconic Portage event and we request your increased support to ensure that it is a bigger draw of consumers to the area year over year.

Thank you,

Sherry Douglas, President, DPI, (608)617-5409, bstdouglas@yahoo.com

**City of Portage Tourism Promotion Committee
Grant Request Proposal Form
2016 Budget Year**

Description	Cash	In-Kind	Total
A. Sources of Income			
1. CPTPC Grant			2500
2. <i>Bill Grant</i>			2500
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			
Total Income			5000 -
B. Proposed Expenses			
1. <i>Parade</i>			1500
2. <i>Reindeer</i>			700
3. <i>Advertising (local)</i>			2000
4. <i>Advertising (remote)</i>			3000
5. <i>Banners & Signs</i>			500
6. <i>Printing (HLW Brochures)</i>			800
7. <i>Float</i>			600
8. <i>Radio Broadcast</i>			200
9. <i>City Fees</i>			300
10.			
Total Expenses			9600
Net Profit (Loss)			(4600)
Comments: <i>Yuletide is a non revenue generating series of events meant to give back to the community.</i>			

**City of Portage Tourism Promotion Committee
Grant Request Proposal Form
2016 Budget Year**

The City of Portage Tourism Promotion Committee is charged with promoting tourism activities within the Portage area whose overall goal is bringing in visitors who will provide a positive impact on the economy of the region.

To assist in its evaluation of proposals that come to it, the CPTPC will use the following criteria:

1. What is the projected visitor impact of this proposal with respect to number of visitors, visitor spending and overnight hotel room generation?
2. What is the level of community impact and public benefit of this proposal?
3. What is the uniqueness or attraction of this proposal that differentiates it from others?
4. Is this proposal from a source having the likelihood of following through to accomplish the goals of the proposal?
5. Does this proposal show evidence of clear, thought-out marketing, operational and financial planning?
6. Does this proposal show evidence of financial need and sustainability?

PROJECT/EVENT NAME	DATE OF REQUEST	AMOUNT REQUESTED
a. AD LIT Advertising Campaign	b. 8-31-2015	c. \$2000.00
PROJECT/EVENT DATE(S)	DATE REVIEWED	AMOUNT ALLOCATED
d. April - October 2016		
ORGANIZATION OR GROUP		
e. Downtown Portage Inc		
CONTACT PERSON	DAYTIME PHONE	
f. Sherry Douglas	g. 608-617-5409	
CONTACT PERSON EMAIL		
h. hstdouglas@yahoo.com		

- A. Fill out sections a-b-c-d-e-f-g-h above.
- B. Attach one page briefly explaining the proposal for which funding support is being requested. Be mindful of the criteria listed above.
- C. Fill out and attach the proposed proposal budget sheet to this application.
- D. Submit the 3 pages to the City of Portage Tourism Promotion Committee (CPTPC) at:
 City of Portage Tourism Promotion Committee
 c/o City Clerk
 115 West Pleasant Street
 Portage, WI 53901

NOTE: A brief written report to the CPTPC upon completion of each project is expected. This must be done within 60 days of project completion. Any funds allocated but not expended for the purposes as outlined in the proposal as approved must be returned to the CPTPC within 60 days of project completion.

Date: August 31st, 2015

To: Portage Tourism Committee Chairman Marty Havlovi and Committee members

RE: 2016 Grant for AD LIT Rack Card and Shopping guide funds

Downtown Portage Inc. (DPI) is creates Rack Cards outlining most of the city's events throughout the year. In addition we place an ad in the AD LIT shopping guide directing tourists to Portage. These advertisements are placed in the WI Dells area that is frequented by out of town guests. Our request is for \$2000 in tourism funds (\$1000 to go towards the printing of the Rack Cards, and \$1000 to go towards the advertisement in the shopping guide) to help offset our costs for these advertisements that are meant to increase tourism in Portage.

Thank you,

Sherry Douglas, President, DPI, (608)617-5409, bstdouglas@yahoo.com

**City of Portage Tourism Promotion Committee
Grant Request Proposal Form
2016 Budget Year**

AD LIT AD Campaign

Description	Cash	In-Kind	Total
A. Sources of Income			
1. CPTPC Grant			\$2000-
2. Bid Grant			\$1000-
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			
Total Income			3000-
B. Proposed Expenses			
1. Rack Card Printing			1200-
2. AD LIT Distribution			1000-
3. Shopping Guide Ad			1000-
4. Rack Card Design			0-
5. Shopper Ad Design			0-
6.			
7.			
8.			
9.			
10.			
Total Expenses			3200-
Net Profit (Loss)			(200)
Comments:			

**City of Portage Tourism Promotion Committee
Grant Request Proposal Form
2016 Budget Year**

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To assist in its evaluation of proposals that come to it, the CPTPC will use the following criteria:

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4. Is this proposal from a source having the likelihood of following through to accomplish the goals of the proposal?
5. Does this proposal show evidence of clear, thought-out marketing, operational and financial planning?
6. Does this proposal show evidence of financial need and sustainability?

PROJECT/EVENT NAME	DATE OF REQUEST	AMOUNT REQUESTED
a. Beer Walk	b. 8-31-2015	c. \$1000.00
PROJECT/EVENT DATE(S)	DATE REVIEWED	AMOUNT ALLOCATED
d. 7-15-2016		
ORGANIZATION OR GROUP		
e. Downtown Portage Inc		
CONTACT PERSON	DAYTIME PHONE	
f. Sherry Douglas	g. 608-617-5409	
CONTACT PERSON EMAIL		
h. bstdouglas@yahoo.com		

- A. Fill out sections a-b-c-d-e-f-g-h above.
- B. Attach one page briefly explaining the proposal for which funding support is being requested. Be mindful of the criteria listed above.
- C. Fill out and attach the proposed proposal budget sheet to this application.
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 115 West Pleasant Street
 Portage, WI 53901

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Date: August 31st, 2015

To: Portage Tourism Committee Chairman Marty Havlovi and Committee members

RE: 2016 Grant Request Beer Walk

Downtown Portage Inc. (DPI) is planning its first ever Beer Walk in the summer of 2016. Our first beer walk was to be in 2015, but due to the guidelines passed by the DOR it is now dependent on a new bill being submitted in September of 2015. On the heels of the Fine Vine Wine Walk this event is expected to draw 250 to 300 participants to the downtown district. Due to the nature of the event the expectation is that this will result in increased hotel room utilization as well as having a positive impact on retail, gas and restaurant sales. Our request is for \$1000 in tourism funds that we will plan to use to advertise from areas 1 ½ to 3 hours away, hoping to increase overnight stays.

Thank you,

Sherry Douglas, President, DPI, (608)617-5409, bstdouglas@yahoo.com

**City of Portage Tourism Promotion Committee
Grant Request Proposal Form
2016 Budget Year**

Beer Walk

Description	Cash	In-Kind	Total
A. Sources of Income			
1. CPTPC Grant			1000 -
2. <i>BID Advertising Grant</i>			1000 -
3. <i>Ticket Sales</i>			7500 -
4. <i>Participant Fees</i>			2100 -
5.			
6.			
7.			
8.			
9.			
10.			
Total Income			<i>11,600</i>
B. Proposed Expenses			
1. <i>Advertising (Local)</i>			1500 -
2. <i>Advertising (Remote)</i>			1500 -
3. <i>Tickets</i>			200
4. <i>Brochures</i>			600
5. <i>Glasses</i>			1000
6. <i>Beer</i>			2000
7.			
8.			
9.			
10.			
Total Expenses			<i>6800</i>
Net Profit (Loss)			<i>4800</i>
Comments:			
<i>Profits from this event fund Canal days and yuletide events that are not revenue generating events.</i>			

**City of Portage Tourism Promotion Committee
Grant Request Proposal Form
2016 Budget Year**

The City of Portage Tourism Promotion Committee is charged with promoting tourism activities within the Portage area whose overall goal is bringing in visitors who will provide a positive impact on the economy of the region.

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4. Is this proposal from a source having the likelihood of following through to accomplish the goals of the proposal?
5. Does this proposal show evidence of clear, thought-out marketing, operational and financial planning?
6. Does this proposal show evidence of financial need and sustainability?

PROJECT/EVENT NAME	DATE OF REQUEST	AMOUNT REQUESTED
a. Canal Days	b. 8-31-2015	c. \$2500.00
PROJECT/EVENT DATE(S)	DATE REVIEWED	AMOUNT ALLOCATED
d. June 3 rd - 5 th , 2016		
ORGANIZATION OR GROUP		
e. NewTown Portage Inc		
CONTACT PERSON	DAYTIME PHONE	
f. Sherry Douglas	g. 608-671-5109	
CONTACT PERSON EMAIL		
h. dsdouglas@nptinc.com		

- A. Fill out sections a-b-c-d-e-f-g-h above.
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Date: August 31, 2015

To: Portage Tourism Committee Chairman Marty Havlovi and Committee members

RE: 2016 Grant Request Canal Day Events

Canal Days celebrated its 27th annual event this year, unfortunately due to the weather this event was not as successful as hoped. That being said Downtown Portage Inc. (DPI) did reevaluate how Canal Days fits with its mission, as the old event drew people away from the downtown businesses rather than to them. DPI is worked with the Historic Indian Agency House (HIAH), the Canal Society and the Fox River Historical Society to revamp the event. The new format that included spreading events and vendors throughout the downtown was well liked by vendors and business owners. Had the weather held out the event would have been extremely successful. We already have several out of town vendors lined up for the 2016 canal day event.

We plan to continue the reenactment at the HIAH, Canal and Historic Architecture tours and a Canoe race on the Wisconsin River. We will also continue holding the parade ending in the downtown area, and we will have vendors lining the streets of the downtown district. The Historic aspects of the event drew people from outside the city of Portage. For example, the Mayors Historic tour of the canal had 100% attendance by visitors to our area. Most of the vendors (~60) are from outside the Portage area.

Our request is for \$2500 in tourism funds that we will plan to use to advertise from areas 1 ½ to 3 hours away, hoping to increase overnight stays.

Even though 2015 did not go as planned, we believe our new format for Canal days will be successful in the future and will draw many people from outlying areas.

Thank you,

Sherry Douglas, President, DPI, (608)617-5409, bstdouglas@yahoo.com

**City of Portage Tourism Promotion Committee
Grant Request Proposal Form
2016 Budget Year**

Canal Days

Description	Cash	In-Kind	Total
A. Sources of Income			
1. CPTPC Grant			2500
2. <i>Bid Grant</i>			3000
3. <i>Vendor Fees</i>			1500
4.			
5.			
6.			
7.			
8.			
9.			
10.			
Total Income			7000
B. Proposed Expenses			
1. <i>Advertising (Local)</i>			3500
2. <i>Advertising (Remote)</i>			3000
3. <i>Musue</i>			1500
4. <i>Tents</i>			2000
5. <i>City Fees</i>			1000
6. <i>Banners & Signs</i>			500
7. <i>Printing</i>			750
8. <i>Parade Entrants</i>			1500
9. <i>Entertainment</i>			1000
10.			
Total Expenses			14,750
Net Profit (Loss)			(7,750)

Comments:

Canal Days is an event that has struggled to generate revenue in the past. We've made this a non revenue generating event to give back to the community. Eventually as the new format takes off we will increase vendor fees and try to find other ways to generate revenue.

**City of Portage Tourism Promotion Committee
Grant Request Proposal Form
2016 Budget Year**

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6. Does this proposal show evidence of financial need and sustainability?

PROJECT/EVENT NAME		DATE OF REQUEST	AMOUNT REQUESTED
a. Fine Vine Wine Walk		b. 8-31-2015	c. \$1000.00
PROJECT/EVENT DATE(S)		DATE REVIEWED	AMOUNT ALLOCATED
d. 10/21/2016			
ORGANIZATION OR GROUP			
e. Mountain Portage Inc			
CONTACT PERSON		DAYTIME PHONE	
f. Sherry Douglas		g. 608-617-5409	
CONTACT PERSON EMAIL			
h. bstdouglas@yahoo.com			

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Date: August 31, 2015

To: Portage Tourism Committee Chairman Marty Havlovi and Committee members

RE: 2016 Grant Request Fine Vine Wine Walk

In 2016 Downtown Portage Inc. will host its 4th Annual Fine Vine Wine Walk. This event is planned to draw 300 participants to the city of Portage. With the increased interest in wine participation in this event is expected to grow year over year. Our 2nd wine walk in held in 2014 sold out close to two weeks before the event. There been significant interest from out of town participant, which will have a positive impact on our local hotels, restaurants, gas and retail establishments.

This event is dependent on new legislation being passed in September of 2015.

Our request is for \$1000 in tourism funds that we will plan to use to advertise from areas 1 ½ to 3 hours away, hoping to increase overnight stays.

Thank you,

Sherry Douglas, President, DPI, (608)617-5409, bstdouglas@yahoo.com

**City of Portage Tourism Promotion Committee
Grant Request Proposal Form
2016 Budget Year**

Description	Cash	In-Kind	Total
A. Sources of Income			
1. CPTPC Grant			1000
2. BID Grant			1000
3. Ticket Sales			7500
4. Participant fees			2100
5.			
6.			
7.			
8.			
9.			
10.			
Total Income			11,600
B. Proposed Expenses			
1. Advertising (Local)			1500
2. Advertising (remote)			1500
3. Tickets			200
4. Brochures			600
5. Glasses			1000
6. Wine			2000
7.			
8.			
9.			
10.			
Total Expenses			6800
Net Profit (Loss)			4800
Comments: Profits from this event fund canal days and yuletide events that are not revenue generating events.			



August 28, 2015

City of Portage Tourism Promotion Committee
Martin Havlovic, Chair
115 West Pleasant Street
Portage, Wisconsin 53901

RE: Historic Indian Agency House 2016 Direct Subsidy Request

Dear Chairperson Havlovic and Members of the Tourism Promotion Committee:

The Historic Indian Agency House (HIAH) respectfully requests an investment of \$5,500 from the City of Portage Tourism Promotion Committee, to be applied to operating expenses related to the 2016 season.

Preserving and sharing Portage's long and rich history is why the Historic Indian Agency House exists, and we have been proud to do so for over 83 years. In considering this request, please be aware that this subsidy will help us continue to provide preservation, education and tourist-oriented services that directly benefit the City of Portage.

As of the date of this letter, the Historic Indian Agency House has been staffed by extremely competent and informed tour guides every day of the 2015 season since our customary opening date of May 15. This season we have welcomed visitors from across the state and nation - and even from a few international locations! (Please see Attachment C for a somewhat informal study of where our visitors came from this year, compiled using zip code information gathered when possible by our tour guides).

In addition, in 2015 the HIAH will have offered eleven instances of public programming - the majority free of charge - and public access to a beautiful Nature Trail showcasing HIAH's lush landscape. This 1.2-mile trail may also be explored by snowshoes on HIAH's planned "Snow Days," an event set for every other Saturday beginning December 26, 2015 and ending March 12, 2016. HIAH even has snowshoes, secured by a grant, that can be reserved and used free of charge by "Snow Days" participants.

In short, the Historic Indian Agency House is a reliable and quality destination to which Portage can direct visitors with pride and an assurance that they will receive a welcome reception and the opportunity to take advantage of a wealth of historical knowledge gained through thorough staff training and continued study.

Monies allotted to HIAH by this Committee will be applied to ongoing expenses associated with maintaining and operating a historic destination.

Please note that this \$5,500 request is equal to roughly 6.5% of this year's anticipated expenses, with the majority of HIAH's income typically coming from fundraising and grant-writing efforts. Additionally, the Wisconsin Dames have recently established an endowment with the seed money procured from the recent sale of a conservation easement. Fundraising efforts will continue to build this endowment, which is specifically dedicated to HIAH's ongoing operational expenses.

Although establishing financial sustainability is an ongoing priority of HIAH and the NSCDA-WI, at this time the funding provided by the Tourism Promotion Committee is vital to the continued operation of Portage's longest-running visitor destination.

In closing, the Historic Indian Agency House and The National Society of the Colonial Dames of America in the State of Wisconsin ask the City of Portage Tourism Promotion Committee to again partner with us as we continue our tourism-generating and community-based mission of education and preservation.

Please do not hesitate to contact me by telephone or email with any questions you might have.

Sincerely,



Lisa Renier Thomas, Executive Director
Historic Indian Agency House

Work (608) 742-6362
Cell (608) 355-3779
Email historicindianagencyhouse@gmail.com

ATTACHMENTS

- Open Season Statistical Comparisons (2011-2015)
- 2015 Calendar of Events
- 2015 Visitor Origination Study (current as of 8/28/2015)

HISTORIC INDIAN AGENCY HOUSE

Regular Season Statistical Comparisons

(May-October, 2011-2015)

ATTENDANCE*	2011	2012	2013	2014	2015	2015/2014 COMPARISON	
May	524	653	795	467	520	+53	up 11%
June	475	339	576	403	179	-224	down 56%
July	265	280	301	352	236	-116	down 33%
August	206	351	268	292	n/a	n/a	n/a
September	437	310	552	210	n/a	n/a	n/a
October	244	223	141	269	n/a	n/a	n/a
TOTAL	2,151	2,156	2,633	1,993	n/a	n/a	n/a

*Includes those visitors who did not elect to take a paid tour.

ADMISSIONS REVENUE	2011	2012	2013	2014	2015	2015/2014 COMPARISON	
May	\$1,303.00	\$1,661.00	\$535.20	\$971.50	\$1525.50	+\$554.30	up 57%
June	707.00	411.00	1,050.00	565.00	388.50	-\$176.50	down 31%
July	592.00	522.00	667.00	859.00	378.00	-\$481.00	down 56%
August	791.00	557.00	699.50	725.00	n/a	n/a	n/a
September	611.00	462.50	585.00	370.00	n/a	n/a	n/a
October	505.00	344.00	376.00	597.50	n/a	n/a	n/a
TOTAL	\$4,509.00	\$3,957.50	\$3,912.70	\$4,088.00	n/a	n/a	n/a

GIFT SHOP REVENUE	2011	2012	2013	2014	2015	2015/2014 COMPARISON	
May	\$530.52	\$857.95	\$1,491.05	\$912.42	\$1150.11	+237.69	up 26%
June	707.00	1,179.91	982.19	1,134.17	930.60	-203.57	down 18%
July	729.65	733.41	980.72	1,151.43	951.48	-199.95	down 17%
August	719.66	862.85	844.16	1274.64	n/a	n/a	n/a
Sept.	834.50	701.76	677.77	890.74	n/a	n/a	n/a
October	461.39	555.79	640.57	628.94	n/a	n/a	n/a
TOTAL	\$4,052.62	\$4,891.67	\$5,616.46	\$5992.34	n/a		

Historic Indian Agency House at Fort Winnebago

Wednesday, May 13 "Wau-Bun Dramatic Readings." Watch (and hear) history come to life, via the writings of the Agency's first mistress of the house, Juliette Kinzie.

Friday, May 15-Oct 15 Site open Tuesdays through Sundays 10am to 4pm. Guided tours, Nature Trail, Museum shop.

Sunday, May 17 Opening Day Celebration. Historic Games. Launch of new book "Juliette Kinzie, Frontier Storyteller." Book signing. House tours. Food available for purchase. FREE

Sunday, June 14 Flag Day Event. Luncheon. Girl Scouts flag ceremony. Speaker Kathe Crowley Conn will discuss her new book "Juliette Kinzie, Frontier Storyteller." House tours.

Tuesday, August 25 Summer Speaker Series. Historic Broom Maker Little John Holzwart. Demonstrations starting at noon. Presentation at 6pm. FREE.

Saturday, September 12 7th Annual Living History Weekend. "Wedding at the Portage." Watch as the house and grounds are prepared for a traditional 1830s wedding. Wedding ceremonies morning and afternoon. Learn how to "Run for the Jug." Cake and punch served.



Friday, September 25 Brass Cars at the Agency House. See a large collection of America's earliest automobiles, including one powered by steam. FREE

Tuesday, September 29 Summer Speaker Series. Historic Costumer and Owner of Little Bits LLC Alicia S. Presentation at 6pm. FREE

Saturday, October 3 Fall Festival. Historic hand spinning and weaving demonstrations. FREE.

Saturday, December 12 FREE, always-popular "Kiddie Christmas"--crafts & treats!

Dec 26 – March 12 "Snow Days." Every other Saturday, beginning Dec 26, explore the Nature Trail by snow shoes or cross country skis. Snow shoes available for public use by reservation. FREE.

LIVE NEARBY? Take advantage of **PORTAGE DAYS** (every Wednesday and Sunday, Portage residents tour FREE).
Call for details; proof of residency required.

All events open to the public and subject to change.
For more information, visit www.agencyhouse.org

2015

Historic Indian Agency House

VISITOR ORIGINS through 8/15/15: WISCONSIN

Abbotsford	2	Madison	175	Verona	4
Appleton	4	Malone	2	Watertown	2
Arkansas	1	Manitowoc	5	Waukesha	1
Arlington	1	Mauston	2	Waupaca	3
Baraboo	36	Mazomanie	3	Waupun	3
Beaver Dam	10	Mayville	7	Wautoma	2
Belleville	8	Mellen	2	Wauwatosa	2
Black River Falls	3	Mequon	5	West Allis	2
Blair	5	Merrimac	4	West Bend	3
Briggsville	1	Middleton	5	Westfield	4
Brookfield	2	Milwaukee	29	Wis Rapids	3
Brooks	1	Minocqua	2	Wisconsin Dells	8
Browntown	1	Monroe	6	Wrightstown	1
California	1	Montello	1		
Cambria	3	Muskego	2		
Cambridge	4	Neenah	1		
Cedarburg	9	Nekoosa	1		
Coloma	2	New Berlin	2		
Cottage Grove	4	Oconomowoc	2		
Crivitz	2	Oshkosh	5		
Cudahy	2	Packwaukee	1		
Deforest	5	Pardeeville	26		
Delavan	1	Plain	1		
Dodgeville	1	Platteville	2		
Elkhorn	2	Plover	2		
Endeavor	27	Port Washington	4		
Evansville	3	Portage	124		
Fond du Lac	3	Poynette	2		
Fort Atkinson	3	Prairie du Chien	5		
Green Bay	18	Prairie du Sac	1		
Hancock	1	Racine	1		
Harshaw	2	Randolph	3		
Hartford	2	Reedsburg	1		
Ho-Chunk Nation	8	Rhineland	2		
Kenosha	3	Rio	4		
Kewaskum	1	Sheboygan	3		
Kohler	2	Stevens Point	1		
LaCrosse	3	Sturgeon Bay	2		
Lake Geneva	2	Sun Prairie	1		
Lake Mills	6	Tomah	2		
Lodi	6	Twin Lakes	1		
		Unity	1		

WISCONSIN VISITORS	693
OUT-OF-STATE ""	215
UNKNOWN	27
<hr/>	
TOTAL	935

Historic Indian Agency House

VISITOR ORIGINS through 8/15/15: OUT-OF-STATE

Adel, GA	1	Michigan	1	Winnebago, NE	6
Aiken, SC	1	Minneapolis	5	Winona, MN	1
Arlington, IL	3	Morgantown, WV	1	Winthrop Harbor, IL	2
Arlington Heights, IL	2	Morongo Valley, CA	1		
Asheville, NC	2	Morris, IL	2		
Atlanta, GA	1	Mulvane, KS	2		
Aurora, IL	1	Naperville, IL	2		
Batavia, IL	2	N. Carolina	1		
Billings, MO	5	Omaha, NE	3		
Boston, MA	2	Ottawa, IL	4		
Buffalo, MN	2	Park Ridge, IL	4		
Charles City, IA	2	Philadelphia, PA	4		
Chicago	26	Redlands, CA	2		
China	3	Reed City, MI	2		
Chuobusco (sp?), IN	2	Republic MO	3		
Cincinnati, OH	1	Rockford, IL	2		
Crawfordsville, IN	2	Rockton, IL	2		
Danville, PA	2	Romeoville IL	1		
Darien, IL	3	St. Charles, IL	1		
Delano, MN	1	St. Louis, MO	5		
Denver, CO	1	Salt Lake City UT	1		
Downer's Grove, IL	3	San Antonio TX	3		
Eaton Rapids, MI	2	San Diego, CA	3		
Elk River, MN	1	Santa Fe, NM	2		
Englewood, TN	1	Shorewood, IL	2		
Finland	1	South Carolina	3		
Fort Wayne, IN	3	South Haven, MI	2		
France	2	Springfield, IL	4		
Garrison, TX	2	Stillwater, MN	2		
Germany	6	Sugargrove, IL	2		
Hampton, SC	2	Summersville MO	1		
Hidden Valley Lake, CA	1	Tree Rivers, MI	2		
Independence IA	1	Tucson, AZ	2		
Indiana	4	Urbana, IL	2		
Indianapolis	4	Virginia	2		
Iowa	2	W. Virginia	1		
Jacksonville, FL	1	Walnut Grove, MO	2		
Joliet, IL	3	Warrenton, MO	2		
Lexington, KY	2	Washington	1		
Lisle, IL	1	Waterbury, CT	3		
Lovettsville, VA	2	Watertown, CT	3		
Mandeville LA	2	Wheaton, IL	2		
Maple Grove, MN	2				

For - August 4th, 2015 meeting'

To
PORTAGE TOURISM GROUP - C/O = MARTY HAULOVIC, Chairman

FROM GREATER PORTAGE YOUTH EDUCATION FOUNDATION "LIGHT AND WATER THE FIELDS"

THIS PROJECT IS IN CONJUNCTION WITH THE CITY, SCHOOLS AND GREATER PORTAGE YOUTH EDUCATION FOUND TO LIGHT THE VARSITY SOFTBALL, SOCCER AND BASEBALL DIAMONDS. ALSO, WE WILL BE INSTALLING UNDERGROUND WATERING SYSTEMS FOR THE BASEBALL AND SOFTBALL FIELDS IN ADDITION TO THE PRACTICE FOOTBALL FIELD AND THE MARCHING BAND PRACTICE FIELD.

TOTAL COST OF THE PROJECT - BASEBALL LIGHTS - \$175,000, SOFTBALL LIGHTS - \$100,000, SOCCER LIGHTS - \$100,000 WATERING SYSTEMS - \$50,000 - \$75,000 TOTAL COST OF PROJECT - \$450,000.

- PROJECT TIMETABLE - FUNDRAISER - 2 YEARS

- 2 PHASES TO THE PROGRAM -

Phase I - LIGHTS

Phase II - SPRINKLER SYSTEMS

- ADVANTAGES OF FUNDRAISER

- PLAY MORE GAMES AT NIGHT - MORE INFLEX OF PEOPLE TO OUR CITY
- MORE TOURNAMENTS - TEAMS BY PROVIDING NITE GAMES, LEAGUES & TOURNAMENTS
- MORE PARTICIPANTS AND PLAYERS PARTICIPATING
- BETTER FIELDS AND MAINTENANCE FOR FIELDS
- LONGER LASTING FACILITIES
- NO COST TO TAX PAYER
- NO COST BUILT IN TO A REFERENDUM
- MORE INFLEX OF OUT-OF-TOWNERS TO SPEND MONEY IN PORTAGE.
- STUDENTS ARE PARTICIPATING IN FUNDRAISER
- REQUESTED AMOUNT FROM YOUR GROUP - \$5000 PER YEAR x 2 = \$10,000.

THIS PROJECT WILL BE TOTALLY FUNDED BY DONATIONS, FUNDRAISING AND A BASE AMOUNT FROM THE SCHOOLS OF \$22,500. THE CITY IS CONSTRUCTING THE SOCCER FACILITY; THE OTHER FIELDS ALREADY EXIST AT THE EXPENSE OF THE SCHOOL DISTRICT.

THIS REQUEST COMES WITH A BROCHURE AND A PROJECT SHEET AS PART OF OUR FUNDRAISER. I AM CONTACTING BUSINESSES, GROUPS, CLUBS & ORGANIZATIONS ON AN INDIVIDUAL BASIS. THE SCHOOLS ARE COOPERATIVELY WORKING TOGETHER WITH THE PARK & RECREATION DIRECTOR, HIGH SCHOOL A.D., HIGH SCHOOL SCHOOL BOARD MEMBER FROM AN AD-HOC COMMITTEE WHO I AM A MEMBER OF IT.

ANY QUESTIONS, PLEASE FEEL FREE TO CONTACT ME AT

MIKE HURD

829 RIDGEVIEW CT

PORTAGE, WI 53901

608-742-6130

ALSO, PLEASE LET ME KNOW WHEN AND WHERE TO ANSWER ANY QUESTIONS REGARDING OUR PROJECT. I TRULY BELIEVE THIS WILL BE A HUGE ADDITION TO OUR COMMUNITY & ENHANCE TOURISM & BUSINESS IN PORTAGE!

THANK-YOU FOR YOUR TIME!

Mike Hurd
Project Manager

Phase I

Addition of:
Baseball, Soccer
and Softball Lights



Phase I - All donations will go towards the purchase of lights for:

- Baseball Field \$75,000
 - Soccer Field \$100,000
 - Softball Field \$100,000
- \$375,000

Phase II

Addition of: Band, Baseball,
Football and Softball,
Sprinkler System



Phase II - All donations will go towards the purchase of sprinkler systems for:

- Band (Practice Field)
- Baseball (Varsity)
- Football (Practice Field)
- Softball (Varsity)

\$50,000 - \$75,000

Donations may be made in any denomination and sent to:

GPYEF (Greater Portage Youth Education Fdn.)

Attn: Athletic Office • 301 E. Collins St. • Portage, WI 53901

For more information, contact:

Chad Edwards OR Tim Haak

warriors@portage.k12.wi.us)



Portage Warrior Athletics
 Light and Water the Fields
Athletic Fundraiser

Name _____

Company/Organization _____

Address _____

Phone _____

Email _____

2 year program

Amount of Contribution	
_____	\$ 100,000
_____	\$ 50,000
_____	\$ 25,000
_____	\$ 20,000
_____	\$ 15,000
_____	\$ 10,000
_____	\$ 5,000
_____	\$ 2,000
_____	\$ 1,000
_____	\$ 500
_____	Below \$500

Naming Opportunity Available _____

MY/OUR CONTRIBUTION:

of _____ is enclosed

Signed _____

Date _____

Please make check payable to:

GPYEF (Greater Portage Youth Education Foundation)
 Attn: Athletic Office 608.742.8545 ext. 1012
 301 E. Collins Street • Portage, WI 53901

Your contribution is tax deductible.
THANK YOU!

For more information, contact:
Chad Edwards or Tim Haak
 warriors@portage.k12.wi.us

Portage Warrior Athletics

*CONTACT - MIKE HURD
 742-6130*

Athletic Field Fundraiser



Light and Water the Fields



Portage Warrior Athletics

Light and Water the Fields

Athletic Fundraiser

Name _____

Company/Organization _____

Address _____

Phone _____

Email _____

2 year Program!

Amount of Contribution

- _____ \$ 100,000
- _____ \$ 50,000
- _____ \$ 25,000
- _____ \$ 20,000
- _____ \$ 15,000
- _____ \$ 10,000
- _____ \$ 5,000
- _____ \$ 2,000
- _____ \$ 1,000
- _____ \$ 500
- _____ Below \$500

Naming Opportunity Available _____

MY/OUR CONTRIBUTION:

of _____ is enclosed

Signed _____

Date _____

Please make check payable to:

GPYEF (Greater Portage Youth Education Foundation)

Attn: Athletic Office 608.742.8545 ext. 1012

301 E. Collins Street • Portage, WI 53901

Your contribution is tax deductible.

THANK YOU!

For more information, contact:

Chad Edwards or Tim Haak

warriors@portage.k12.wi.us