

Notice of Meeting for the

TOURISM COMMISSION

to be held on

WEDNESDAY, October 14, 2026 @ 5:00 P.M.

City Council Chambers, 1210 Main Street, Oconto, WI 54153

AGENDA

This is an open meeting and notice was given to the public at least twenty-four hours prior to the meeting and by forwarding the complete agenda to the Oconto County Reporter and to all news media who have requested the same as well as by posting. Copies of the complete agenda were available for inspection at the office of the City Administrator.

Tourism Committee Goals for 2026:

- Enhance visitor experience and satisfaction
- Boost local economy through increased spending by tourists, measured by lodging stays

1. Meeting Called to Order
2. Roll Call
3. Approval of Agenda
4. Public Input
5. Approval of Minutes from 9/9/2026
6. Correspondence
7. Discuss and possibly take action of expenditure limit
8. Discuss and possibly take action on AIM Tournament
9. Discuss and possible take action on Discover Wisconsin segment
10. Grant Applications for Tourism Grant Program
 - a. Review Guidelines
11. Oconto Fly In 2026
12. 2027 Budget
13. Other Tourism Items
14. Next Regular Meeting Date
15. Next Meeting Agenda Items
16. Adjournment

If you are an individual with a disability and need a special accommodation while attending the above meeting as required by the Americans With Disability Act, please notify the City Administrator's Office at 920-834-7711 at least 24 hours prior to the meeting in order to make suitable arrangements. Thank You.

IF YOU AS A MEMBER OF THE COMMISSION CAN NOT ATTEND THE ABOVE STATED MEETING, PLEASE CONTACT THE CITY ADMINISTRATOR'S OFFICE AT 920-834-7711.

Christina Exworthy Mayor Cliff Martin Kim Reifsteck (Vice) Lori Stenstrup Michelle VanCampenhout (Chair)
Michelle Good (Chamber Advisory) Kelly Schwartz (TEDCOR Advisory)

MINUTES OF THE TOURISM COMMISSION
City Hall Council Chambers, 1210 Main St, Oconto, WI 54153
WEDNESDAY, September 9, 2026 - 5:00 PM

Meeting called to order at 5:00 pm by Chairperson Michelle VanCampenhout

Roll Call –

Present: Michelle VanCampenhout, Christina Exworthy, Mayor Martin, Kim Reifsteck, Michelle Good (Chamber Advisory), and Kelly Schwartz (TEDCOR Advisory)

Excused: Lori Stenstrup

Approval of Agenda – MOTION: Mayor / Reifsteck *Motion to approve the agenda as presented for the meeting of the Tourism Commission on September 9, 2026. Voice Vote: 4 ayes M/C*

Approval of Minutes – MOTION: Mayor / Reifsteck *Motion to approve the minutes as presented for the meeting of the Tourism Commission on August 12, 2026. Voice Vote: 4 ayes M/C*

Presentation – TEDCOR presented an annual overview regarding revenue, budget, metrics, events and more.

Public Input

No public input.

Correspondence

No correspondence.

Grant Applications for Tourism Grant Program –

Other Tourism Items –

Next Meeting Date – Wednesday, October 14, 2026 @ 5:00 pm

Next Meeting Agenda Items –

Adjournment – MOTION: Reifsteck / Exworthy *Motion to adjourn at 6:36 pm. Voice Vote: 4 ayes M/C*

Minutes submitted by TEDCOR.

Sec. 2-4-12. - Tourism Development Commission.

- (a) *Commission Created.* There is created a Tourism Development Commission. This Commission shall direct application of the room tax revenue it receives from the City. The Commission shall utilize the room tax revenue that it receives from the City for tourism promotion and tourism development for the City of Oconto, which means promotional development of travel for recreational, business and educational purposes in the area.
- (b) *Composition.*
- (1) The Commission membership shall consist of five (5) members appointed by the Mayor, subject to confirmation of the Council. The Mayor may recommend two (2) members of the Common Council for appointment, which may include the Mayor, and the remaining three (3) members shall be citizen members. One (1) of the five (5) appointed members shall represent the Oconto hotel/motel industry. An advisory member (1) from the Board of the Chamber of Commerce and an advisory member (1) from a tourism entity may be added to the Commission.
 - (2) Council members shall be appointed at the re-organizational meeting each April. The citizen members shall be appointed at the re-organizational meeting in April, to hold office for a staggered term of three (3) years, with one (1) member's term expiring annually.
 - (3) As soon as is possible after their appointment and annually thereafter, the Commission shall elect from among its members a chairperson, vice chairperson and secretary.
 - (4) The members shall receive no compensation, other than personal expenses incurred in the performance of their duties.
- (c) *Powers and Duties.*
- (1) The Tourism Development Commission shall have the powers and duties prescribed by Wis. Stats. § 66.0615, which is incorporated herein and made a part hereof. The Commission shall further be subject to the provisions of the City of Oconto Municipal Code of Ordinances.
 - (2) The Commission shall spend seventy (70) percent of the room tax collected on tourism promotion and tourism development and/or tangible municipal development that is reasonably likely to generate overnight stays in local establishments in the City of Oconto. This can include being forwarded to a tourism entity(s) to use on tourism promotion and tourism development for the City of Oconto.
 - (3) Expenditures in excess of three thousand dollars (\$3,000.00) shall be by contract or written agreement, which shall require the approval of the Common Council.
 - (4) The Commission may utilize the services of the City Administrator and City Attorney, and other City officials, upon terms as can be mutually agreed, or as may be ordered by the Common Council.

(d)

Meetings. The Tourism Development Commission shall meet on a monthly basis. The Commission may meet at other times as deemed necessary by the Commission. A quorum required to conduct business shall be a majority of current Commission members at all Tourism Development Commission meetings.

- (e) *Reporting Obligation.* The Tourism Development Commission shall file, at the end of each month, meeting minutes and a financial statement, including balance sheet and income statement, with the City Administrator.
- (f) *Budget.* The Tourism Development Commission shall present to the Finance Committee its proposal for the annual budget which shall reflect the Commission's recommendations as to expenditures in promoting tourism.
- (g) *Penalties.* The Commission shall comply with reporting set forth by Wis. Stats. § 66.0615(4)(a) to the Wisconsin Department of Revenue, and is subject to nonreporting penalties set forth by Wis. Stats. § 66.0615(4)(c).

(Ord. No. 2024-03, § I, 10-15-24)

Editor's note— Ord. No. 2024-02, § I, adopted Sept. 17, 2024, repealed § 2-4-12, which pertained to Housing Authority and carried no amendatory history.



2027

Mission Statement: To advance anglers from the AIM Weekend Walleye Series to a high level, next level (NXT), field of play through a qualifying process.

How does it work: The series will be made up of 3 qualifying events with a 75 boat maximum. The top 40 teams in points will move to the championship event. All teams will have fished in the Weekend series at some point to have qualified to fish. All teams must fish all 3 qualifiers, or none at all.

The plan: The 3 qualifiers are 2 day events on a Thursday and Friday, we will plan Saturday as a blow day. The Championship is a 3 day event on Thursday Friday and Saturday with Sunday as a blow day. We expect anglers to be there for a week during these events. Furthermore, AIM has social media coverage 2nd to none. Weigh ins will take place daily using our Catch, Record, Release program and streaming the weigh ins daily. Every team and every fish will be on display for everyone to view. This will all be recorded and stored for later viewing.

The opportunity for host sites: The walleye world has been waiting for this for a year, there is buzz through the walleye belt. By hosting the inaugural year event, your tourism board will be getting maximum exposure that will make you a destination among anglers everywhere.

The ROI: Here is what you are buying:

- National sponsorship at 4 events in 2027 that will span at least 30 days of social media presence in total.
- Listed as a host site for 2027 loud and proud on every press release.

- On the week of your event, our social media reach will be tracked and shared at the end. Previous events like these, I.E. our 2 day Weekend Series national championship, from our Facebook account had 2.1 Million views, 18,700 Interactions and a reach of 281,900 users. These are stats from a total of 10 days spanning before till after the event. These are never a guarantee but wanted to show the possibilities.
- **Stored and archived:** All media will be available on the net for many years to come. We will be using Instagram Facebook and You Tube to continuously get your marketing dollars to the people.
- **In summary:** AIM Weekend Walleye Series started in 2014 and we are entering our 14th season. We have built a solid base in 4 divisions in ND, MN, WI, and the Rivers division focused on moving water. The weekend series features 4 qualifiers and a state championship in each division. The series finale? The Warrior Boats National Championship Shootout for a total of 21 events yearly. We have anglers from 9 states including UT, CO IA IL, SD, ND. MN, WI, MI that comprise a base of nearly 1000 membership in total. We are not a startup; we are simply expanding. Our weekend series will fuel this for years to come.



Discover Mediaworks Family of Brands

Discover Mediaworks is a strategic communications & media production company rooted in the heart of the Midwest, born in a fishing boat in 1987. Headquartered in Madison, Discover Mediaworks has grown to a crew of 30+ storytellers that produce five award-winning video brands:



Discover Wisconsin

The nation's longest running tourism series, celebrating everything Wisconsin.



Discover Mediaworks

Custom video and marketing campaigns from branded commercials to documentaries.



Uniquely Wisconsin

A series dedicated to showcasing the culture and passion hidden in Wisconsin Counties.



Into the Outdoors

Educational programming for youth to learn about the outdoors and STEM based curriculum.



***“Hello and Welcome to
Discover Wisconsin”***

About Discover Wisconsin



Centered in the heart of the Midwest, Discover Wisconsin, an Emmy Award-winning series, delves into the natural landscapes, destinations, events, culture, and people of Wisconsin. As the nation's longest-running tourism program, it remains dedicated to engaging diverse audiences across multiple platforms, inviting all who are eager to explore and experience the hidden gems of Wisconsin.



Television

- *625 Episodes*
- *Commercial Spots, featured segments, etc.*
- *28 Emmy Nominations, 7 Wins;*
1-2012, 2-2023, 2-2024, 2-2025

Podcast

- *1,311,000+ podcast downloads*
- *Weekly Production*
- *54% Listenership - Wisconsin*

Social Media

- *Facebook, Instagram, and X*

discoverwisconsin.com

- *12-month placement in Calendar of events*

Blog

- *Dedicated editorials*

eNewsletter

- *Monthly e-Newsletters*
- *24,000+ email recipients*

Digital Streaming

- *Digital series (shorts)*
- *OTT Channels for streaming distribution*
 - *YouTube*



Discover Wisconsin Audience Profile

PLATFORM	FOLLOWERS/ SUBSCRIBERS	VIEWS/ DOWNLOADS	GENDER SPLIT	AGES	TOP LOCATIONS
FACEBOOK	249,000+ Followers	N/A	34.6% Male 65.4% Female	18-34: 11.9% 35-44: 22.2% 45-54: 22.6% 55+: 43.3%	1. Milwaukee 2. Madison 3. Janesville 4. Appleton 5. Green Bay
INSTAGRAM	149,000+ Followers	N/A	32.0% Male 68.0% Female	18-34: 17.9% 35-44: 32.4% 45-54: 23.6% 55+: 26.1%	1. Milwaukee 2. Madison 3. Chicago 4. Appleton 5. Green Bay
YOUTUBE	29,000+ Subscribers	9,468,000+ Views	70.0% Male 30.0% Female	18-34: 28.7% 35-44: 20.5% 45-54: 15.6% 55+: 33.5%	1. Chicago 2. Milwaukee 3. Minneapolis 4. Detroit 5. Madison
TV	N/A	150,730 Weekly Viewers (Q4 2025) 7,339,877+ 2025 Broadcast Viewers	46.0% Male 54.0% Female	Core demo: Ages 35+	1. Milwaukee 2. Green Bay 3. La Crosse/ Eau Claire
PODCAST	379,000+ Unique Listeners	1,311,000+ Downloads 3,000-6,000 Downloads/Week	N/A	N/A	1. Wisconsin (54%) 2. Illinois (10%) 3. Minnesota (5%)

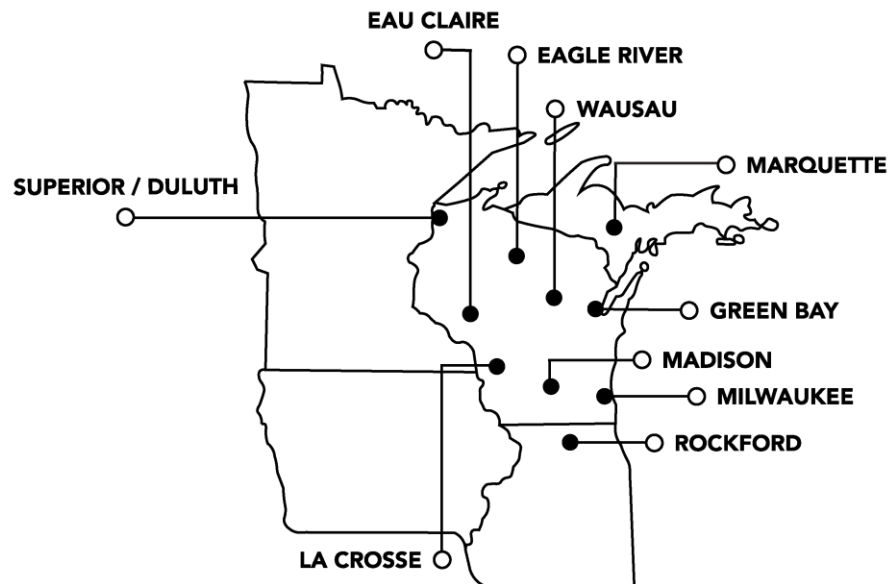
Updated: 10/2026

Regional Television Network

Capitalize on an audience that has followed Discover Wisconsin for 39 years and has built reputation as a reliable and authentic source for Wisconsin destinations, businesses and culture.

Discover Wisconsin Episode Marketing

- Full broadcast episode marketing consists of two (2) show airings across Discover Wisconsin Television Network
 - 4-segment, 20-minute full broadcast episode
 - Documentary style, destination marketing or magazine-style show



WISCONSIN

 WTMJ – Milwaukee	SUN 10:30 AM
 WKOW – Madison	SUN 5:30 PM
 WFRV – Green Bay	SAT 6:30 PM
 WAOW – Wausau	SUN 4:30 PM
 WQOW – Eau Claire	SUN 5:30 PM
 WXOW – La Crosse	SUN 5:30 PM
 WMOW – Eagle River	SUN 4:30 PM
 CBS 3 – Superior/Duluth	SAT 6:30 PM
 CBS KBJR 6 – Superior/Duluth	SAT 5:30 AM

OTHER

WIFR – Rockford, IL	SUN 7:30 AM
WJMN – Marquette, MI	SAT 7:30 PM EST



Episode Deliverables & Summary



Production:

- Pre-production & post-production
- **Shared Episode** (up to four (4) destinations/attractions outside the region): Includes One (1) – Two (2) days of field production per partner/segment
- Discover Wisconsin on-air talent
- Four segments that are 4-5 minutes each in length (full 20 minutes of content)
- Video shared with featured partners via the embedded link for any additional marketing

Episode/Segment Release Schedule:

- Traditional broadcast media, YouTube & OTT placement
 - Two airings on traditional broadcast
 - Lives on discoverwisconsin.com for a minimum of two (2) years
 - Lives on Facebook & YouTube in perpetuity
- Episode edited down to four separate segments for placement on YouTube throughout two years (secondary release)

Marketing:

- Show promotion across all Discover Wisconsin social media platforms (Facebook, Instagram, X, etc.) with an estimated exposure of 350,000 – 500,000 impressions
- One (1) “The Bobber” Blog highlighting the show
- Three (3) e-Newsletter promotions (features or mentions) for the episode
- One (1) traditional news release - Episode announcement to all Wisconsin newspapers and key publications
- Show premier/discussion “Behind the Scenes” segment on The Cabin podcast during a mutually selected timeframe
- Access to the Events Page on discoverwisconsin.com
- One (1) clip of the episode teaser for use on other marketing platforms (*embedded link*)
- Use of the Choice Destination logo and opportunity to host a Premiere Party



Episode Investment



Full Episode Investment (4 segments): \$52,500

Half Episode Investment (2 segments): \$26,250

Breakdown

Destination Door County: \$26,250

Northern Oconto County Room Tax Commission: \$13,125

City of Oconto: \$13,125

Payable over multiple years

Fall 2027 or Spring 2028 Release



Summary of Campaign Deliverables:

- TV Broadcast Airings: **2**
- Streaming Videos Released: **6**
- (1 – episode, 4 –segments, 1 – teaser)
- Social & Digital Impressions: **350k – 500k**
- Social Posts: **6-8**
- Blog: **1**
- E-Newsletters: **3**
- Podcast: **1**



Tourism Grant Program Guidelines

Purpose

The Oconto Room Tax Commission Tourism Grant Program aims to support initiatives that enhance tourism experiences, promote local culture and heritage, and foster economic growth in our community. These grant funds are for projects that align with strategic tourism development goals and demonstrate a measurable impact on visitor attraction and community benefit.

Eligibility Criteria:

Project must provide an economic benefit in the City of Oconto, Wisconsin.

Applicants must meet the following criteria to qualify for funding:

- Nonprofit Organizations: Registered 501(c)(3) organizations focused on cultural, recreational, or tourism activities.
- Government Entity: The City of Oconto
- For-Profit Entities: Businesses engaged in tourism or hospitality, if the project demonstrates significant public benefit.
- Lake Districts: An organization that works to maintain, protect and improve the quality of a lake in the City of Oconto.
- Local recreational clubs

Eligible Projects:

- Tourism Infrastructure: Development or enhancement of facilities that improve visitor experiences.
- Cultural and Heritage Projects: Activities that showcase or preserve local culture and traditions.
- Sustainability Projects: Initiatives that minimize or improve the environmental impact of tourism, including but not limited to stocking lakes and invasive species management.
- Events and Festivals: Events aimed at increasing occupancy of licensed lodging facilities in the City of Oconto.

Ineligible Projects:

- Debt repayment or operational costs unrelated to the proposed project.
- Projects which are fully funded by other sources.
- Political or religious activities.

Funding Details

- Match Requirement: A minimum of 50% matching funds (cash contributions) is required.
- Funding Period: Projects must be completed within 12 months of grant award.

Application Process

1. Application Submission:

- Complete the grant application form.
- Submit required documents, including:
 - o Project proposal with goals, timeline, and budget.
 - o Proof of eligibility (e.g., nonprofit status, business license).
 - o Letters of support from community stakeholders.

2. Deadline: Applications must be submitted at least 90 days prior to event or need. Applications are awarded on a quarterly basis from January to March, April to June, July to September, and October to December.

Evaluation Criteria

Applications will be reviewed based on the following factors:

- Alignment with City of Oconto Tourism Goals: The project's ability to attract visitors and enhance tourism offerings. (30 points)
- Community Impact: Benefits to the local community, including economic growth, environmental or cultural preservation. (30 points)
- Feasibility: Clear and realistic goals, timeline, and budget. (15 points)
- Innovation: Creativity and uniqueness of the proposed project. (15 points)
- Sustainability: Long-term impact and self-sufficiency after the grant period. (10 points)

Grant Payments

Projects selected for this grant must submit invoices and vendor payment information for direct disbursement. Grantees must still show proof of matching grant dollars secured prior to funds being paid out to the vendor.

Reporting and Accountability

- Final Report: Must be submitted within 30 days of project completion, including:
 - Narrative summary of outcomes.
 - Financial report with documentation of expenses.
 - Metrics on tourism impact (e.g., visitor numbers, revenue generated).
- Audit Rights: The program reserves the right to audit grant recipients.

Contact Information

For questions or assistance, contact:

Commission President Michelle VanCampenhout at (920) 680-3656
Advisory Commission Member Kelly Schwartz, TEDCOR at (920) 834-7127

Note: The program may revise these guidelines annually to reflect changing priorities or available funding.

2027 City of Oconto
Room Tax Commission
Annual Budget

Revenue	2027 Budget
Room Taxes	\$ 60,000
Total Revenue	\$ 60,000
Reserves	
Funds Committed for Future Tournaments	\$ 59,000
Total Reserves	\$ 59,000
Expenses	
Administrative	\$ 1,200
Grant Program Events	\$ 8,000
Advertising	\$ 26,200
Content Creation	\$ 4,000
Social Media	\$ 2,000
Website Maintenance	\$ 600
Grant Program Projects	\$ 8,000
Savings	\$ 10,000
Total Expenses	\$ 60,000

Oconto Room Tax Commmission Year to Date 2027						
	Year to Date	Q1 Jan-Mar	Q2 Apr-June	Q3 Jul-Sept	Q4 Oct-Dec	Total Remaining
	Administrative	\$300	\$300	\$300	\$300	\$1,200
	Grant Program Events	\$2,000	\$2,000	\$2,000	\$2,000	\$8,000
Actual/ Allocated						
	Grant Program Events					\$8,000
	Influencer Partnerships	\$1,250	\$1,250	\$1,250	\$1,250	\$5,000
Actual/ Allocated						
	Influencer Partnerships					\$5,000
	Advertising	\$6,550	\$6,550	\$6,550	\$6,550	\$26,200
Actual/ Allocated						
						\$26,200
	Content Creation	\$1,000	\$1,000	\$1,000	\$1,000	\$4,000
	Social Media	\$500	\$500	\$500	\$500	\$2,000
	Website Maintenance	\$150	\$150	\$150	\$150	\$600
	Grant Program Projects	\$2,000	\$2,000	\$2,000	\$2,000	\$8,000
	Savings	\$2,500	\$2,500	\$2,500	\$2,500	\$10,000
	2027 National Walleye Tour*					\$20,000
	2028 National Walleye Tour*					\$20,000
	2027 AIM Weekend Walleye					\$5,000
	Dairyland 2027*					\$15,000
	Future Projects					
	Miscellaneous					
	*event not confirmed					