

Date: Thursday, March 3, 2016
Time: 2:00 pm
Place: City Hall

VISITOR & PROMOTION BOARD

A. CALL TO ORDER AND ROLL CALL

B. ELECTION OF OFFICERS

1. Chairperson
2. Vice-Chairperson
3. Secretary

Individual Requesting Item	City Clerk/DOGG
Expected Length of Discussion	10 min.

C. CORRECTION OF MINUTES

D. APPEARANCES FROM THE PUBLIC

E. BUSINESS

1. REVIEW FINANCIAL STATEMENT

Individual Requesting Item	City Clerk/DOGG
Expected Length of Discussion	5 min.

2. OVERVIEW OF 2015 COOPERATIVE ADVERTISING AND PREVIEW OF 2016

Individual Requesting Item	Noreen Rueckert
Expected Length of Discussion	20 min.

Documents: [joint advertising.pdf](#)

3. CONSIDERATION OF FUNDING REQUESTS FROM:

A. Green County Model Railroaders - submitted bills meet eligibility requirements for a reimbursement up to \$1,057.50

B. Monroe Arts Center - requesting \$5,000 - no bills submitted

C. Alpine Curling Club

1. Men's Bonspiel - submitted bills meet eligibility requirements for a reimbursement up to \$637.25

2. Mixed Bonspiel - submitted bills meet eligibility requirements for a reimbursement up to \$550.00

D. Green County Cheese Days - requesting up to \$10,000

E. Joint Application (Monroe Chamber, Main Street Monroe, Green County Tourism, including advertising with Big Radio) - requesting up to \$47,000

Individual Requesting Item	City Clerk/DOGG
Expected Length of Discussion	1 hour

Documents: [Green County Railroaders.pdf](#), [Monroe Arts Center.pdf](#), [mens bonspiel.pdf](#), [mixed bonspiel.pdf](#), [Cheese Days.pdf](#), [joint application.pdf](#)

4. CONSIDERATION OF PAYMENT REQUEST FROM MAIN STREET MONROE FOR RADIO AND MISC. ADVERTISING

Committee will need to decide if these bills fit within the Visitor & Promotion Board Distribution Guidelines and meet statutory requirements. (Is this specific advertising reasonably likely to generate paid overnight stays at more than one hotel/motel establishment in the City of Monroe?)

Individual Requesting Item	City Clerk/DOGG
Expected Length of Discussion	10 min.

Documents: [Main Street misc. bills.pdf](#)

F. BUSINESS BY MEMBERS

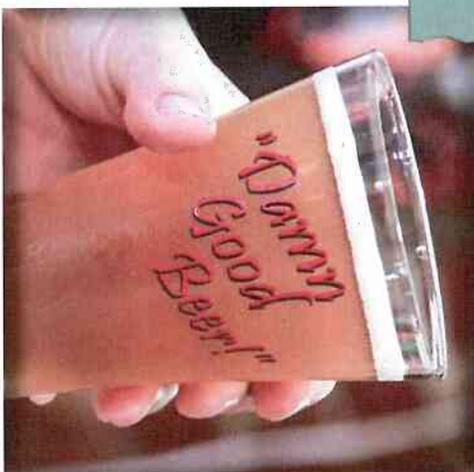
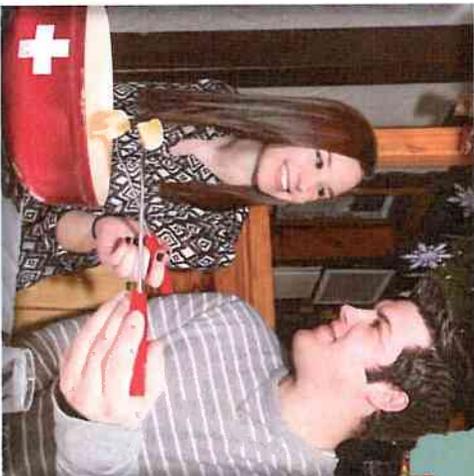
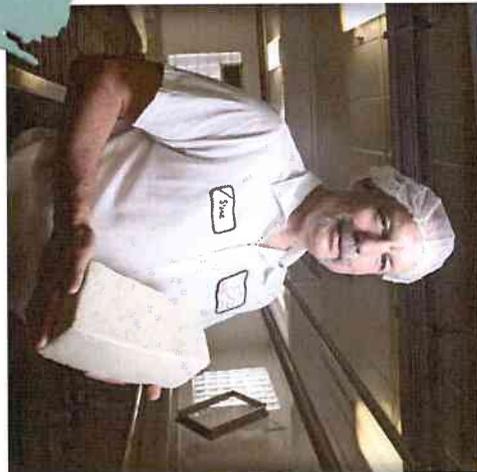
May make brief, informative statements or bring up items to be discussed at a future meeting.

G. ADJOURNMENT

This Board may take any action it considers appropriate related to any item on this agenda.

Request from person with disabilities who need assistance to participate in this meeting, including need for an interpreter, materials in alternate formats, or other accommodations, should be made to the Office of the City Clerk at (608) 329-2564 with as much advance notice as possible so that proper arrangements can be made.

Members: Bill Ross, Richard Thoman, Tom Miller, Chris Sachs, and Randy Haglund



Creameries crafting award-winning artisan cheeses.

Breweries producing favorites like Spotted Cow and Huber Bock.

Chefs infusing their menus with local flavors and heritage cuisine.

What's so special about Green County cheese and beer? Both are made from a handful of ingredients that yield infinite delicious possibilities. Both are nurtured and aged to perfection.

Our master cheesemakers and brewers are artists who pour their personal passion, attention to detail and craftsmanship into every wedge, wheel and block of cheese; every bottle and keg of beer. From their palate—to your palette.

Because when it comes to living...when it comes to experiencing all of life's rich bounty the right way...we believe there's an art to it.

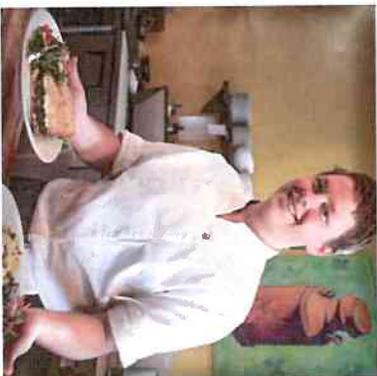
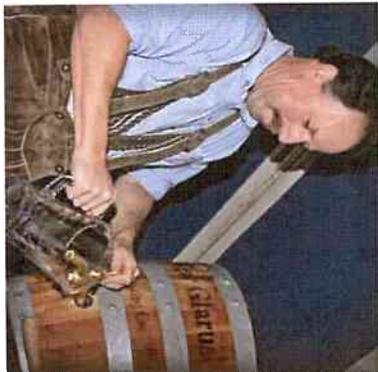
There's an art to it.

**GREEN
COUNTRY
WISCONSIN**

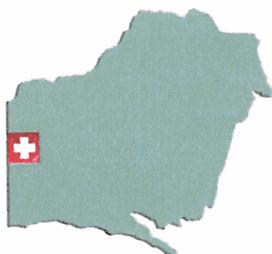


1.888.222.9111
GREENCOUNTY.ORG

Daily Herald (Chicago) – Wisconsin Travel Section (spring)



**GREEN
COUNTRY
WISCONSIN**
there's an art to it.



**1.888.222.9111
GREENCOUNTRY.ORG**

What's so special about Green County cheese and beer? Both are made from a handful of ingredients that yield infinite delicious possibilities. Both are nurtured and aged to perfection.

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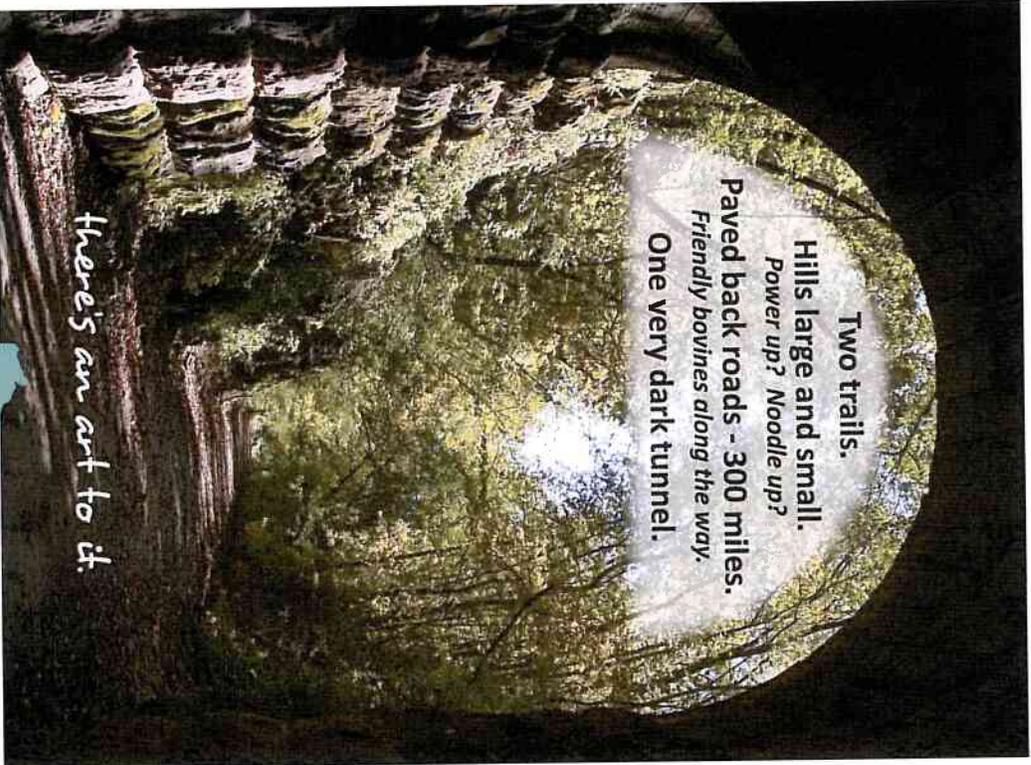
New Glarus
WISCONSIN'S FINEST PRODUCTIONS

Because when it comes to experiencing all of life's rich bounty the right way...we believe there's an art to it.

Wisconsin State Journal – travel section (spring)



Grilled Cheese Competition in Dodgeville



Two trails.
Hills large and small.
Power up? Noodle up?
Paved back roads - 300 miles.
Friendly bovines along the way.
One very dark tunnel.

There's an art to it.

**GREEN
COUNTY
WISCONSIN**

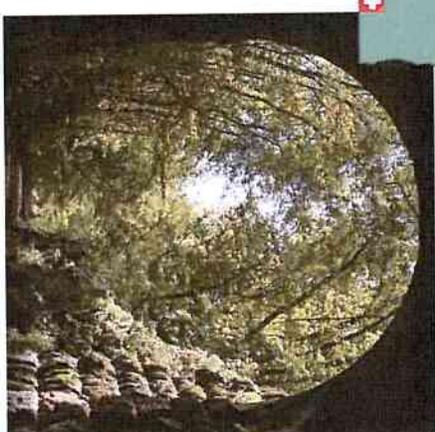
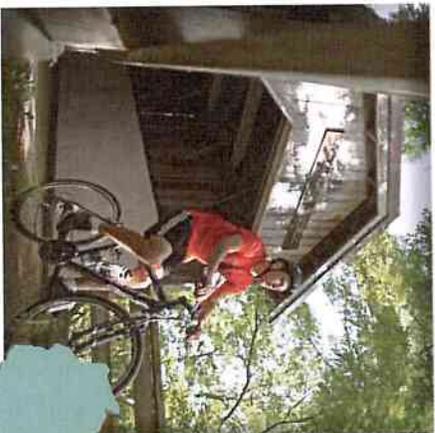


New Glarus
A HISTORY OF SWISSESSIAN



GREENCOUNTY.ORG 1.888.222.9111

Bike Guide



Big hills. Two trails.

One dark tunnel.

Paved back roads.

150 Barn Quilts.

Eat. Drink. Bike. Yodel.



GREEN COUNTY WISCONSIN

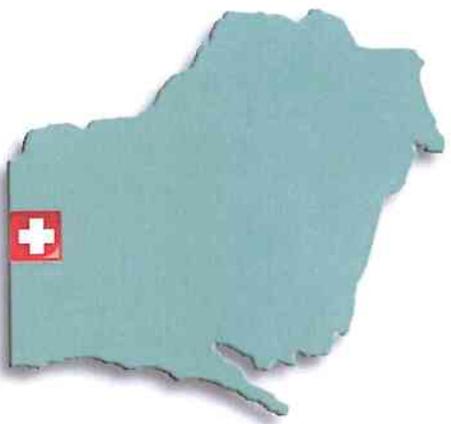
there's an art to it.

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GREENCOUNTY.ORG

Silent Sports Magazine

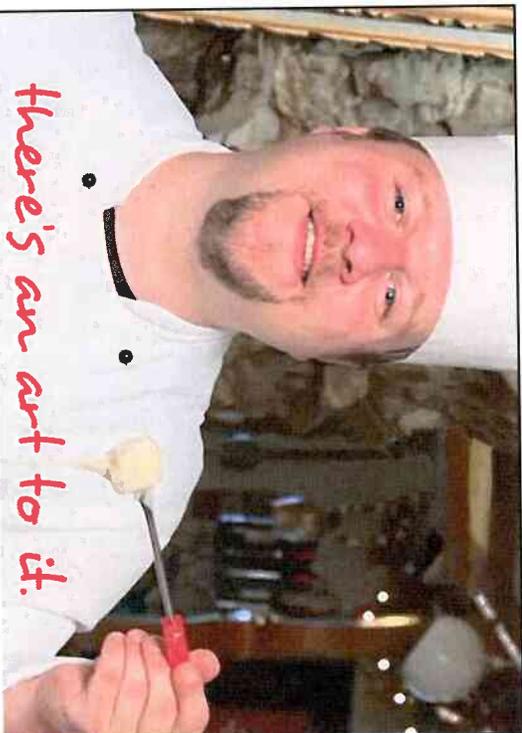
**eat.
drink.
yodel.**



**GREEN
COUNTY
WISCONSIN**
there's an art to it.

GREENCOUNTY WISCONSIN.INFO

Billboard



Creameries crafting award-winning artisan cheeses.

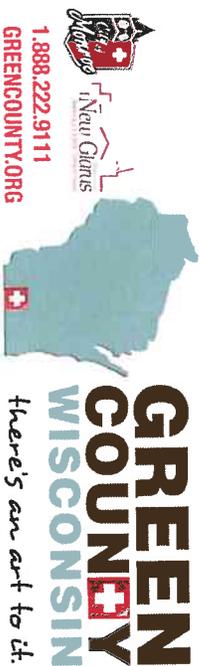
Breweries producing favorites like Spotted Cow and Huber Bock.

Chefs infusing menus with local flavors and heritage cuisine.

What's so special about Green County cheese and beer? Both are made from a handful of ingredients that yield infinite delicious possibilities. Both are nurtured and aged to perfection.

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Because when it comes to living...when it comes to experiencing all of life's rich bounty the right way...we believe there's an art to it.



Cheese and Wine Guide (spring)

**eat.
drink.
yodel.**

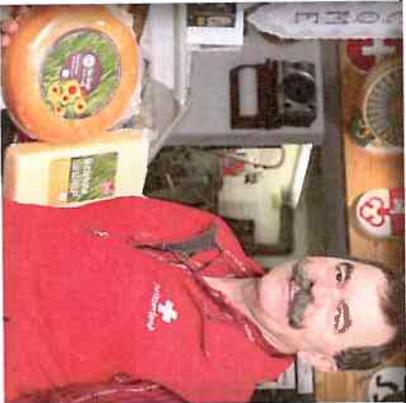
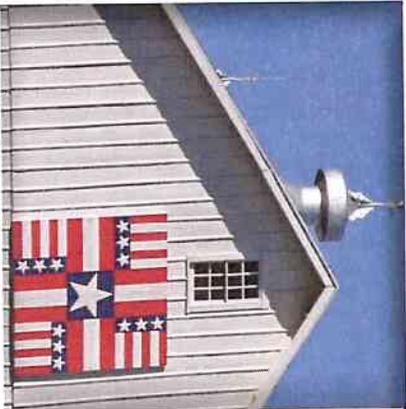
**GREEN
COUNTY
WISCONSIN**



there's an art to it.

GREENCOUNTY.ORG 888.222.9111

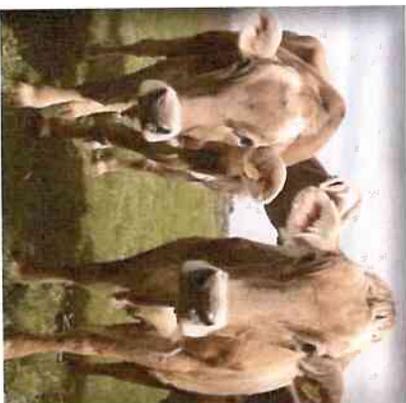
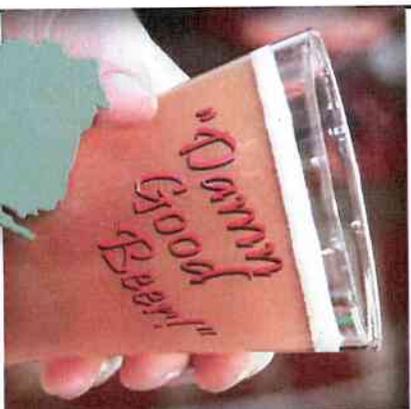
Cheese and Wine Guide (fall)



Eat. Drink. Yodel.
 Creameries churning out artisan cheese. Breweries crafting favorites like Spotted Cow in New Glarus and Huber Bock in Monroe. And a proud Swiss heritage celebrated in festivals and cuisine.

Take the roads less traveled.
 150 barn quilts. Dairy herds grazing the lush, green pastures. Small towns and friendly natives.

Join the fun.
 Ice cream for breakfast? You bet! Don't miss the **BREAKFAST ON THE FARM** on Saturday, May 30. For all the festivals and fun events on the calendar this summer, go to greencounty.org.



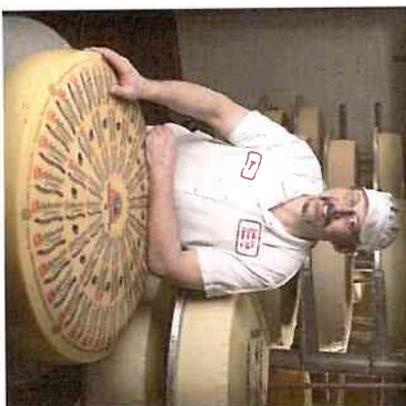
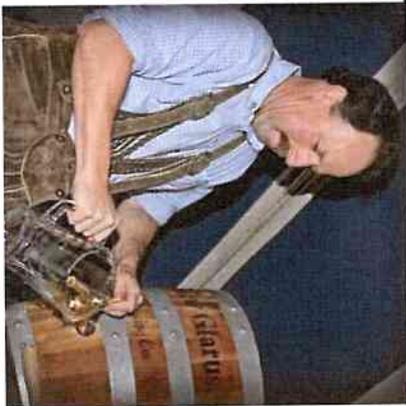
There's an art to it.

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GREENCOUNTY.ORG



GREEN
GO JUNY
WISCONSIN

Country Today (statewide newspaper)



Eat. Drink. Yodel.
 Creameries churning out artisan cheese. Breweries crafting favorites like Spotted Cow in New Glarus and Huber Bock in Monroe. And a proud Swiss heritage celebrated in festivals and cuisine.

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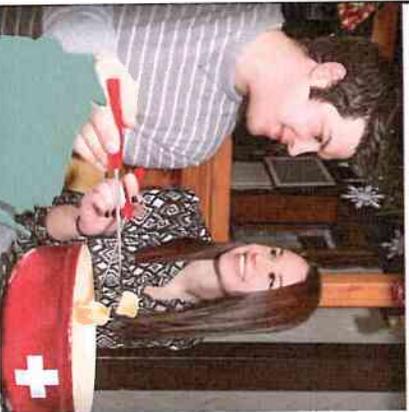
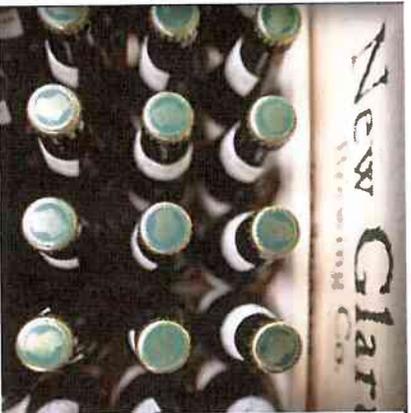
Join the fun.
 TRACTOR & TOY SHOW in Albany on August 30. PICKERS FLEA MARKET in Monroe Sept. 12-13. For details on all the festivals and fun events this fall, go to greencountry.org.



GREEN
GO
WISCONSIN

There's an art to it.

Country Today (statewide newspaper)



Eat. Drink. Yodel.

Creameries churning out artisan cheese. Breweries crafting favorites like Spotted Cow in New Glarus and Huber Bock in Monroe. And a proud Swiss heritage celebrated in festivals and cuisine.

Take the roads less traveled.

150 barn quilts. Dairy herds grazing the lush, green pastures. Small towns and friendly natives.

Join the fun.

Get your yodel on! Join us for the 49th annual SWISS FEST at Turner Hall of Monroe on November 1. For details on all the festivals and fun events coming up, go to greencountry.org.



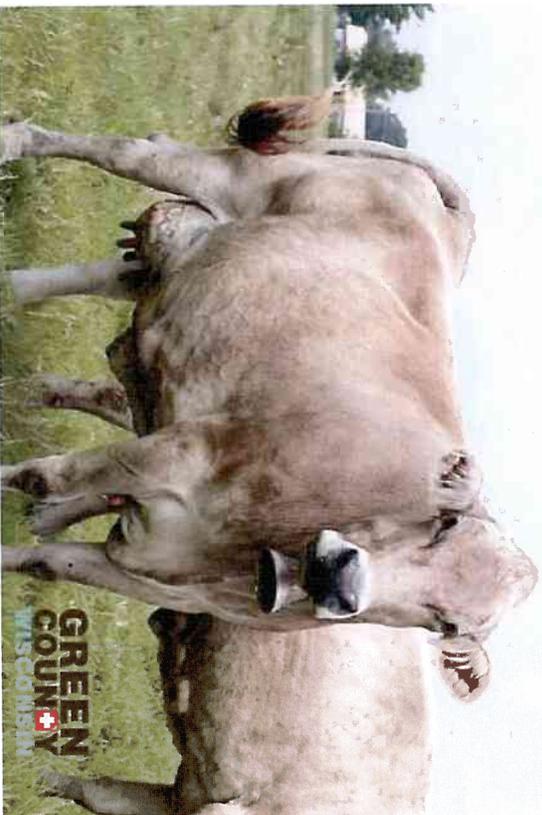
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GREENCOUNTRY.ORG

GREEN
GO
WISCONSIN

there's an art to it.

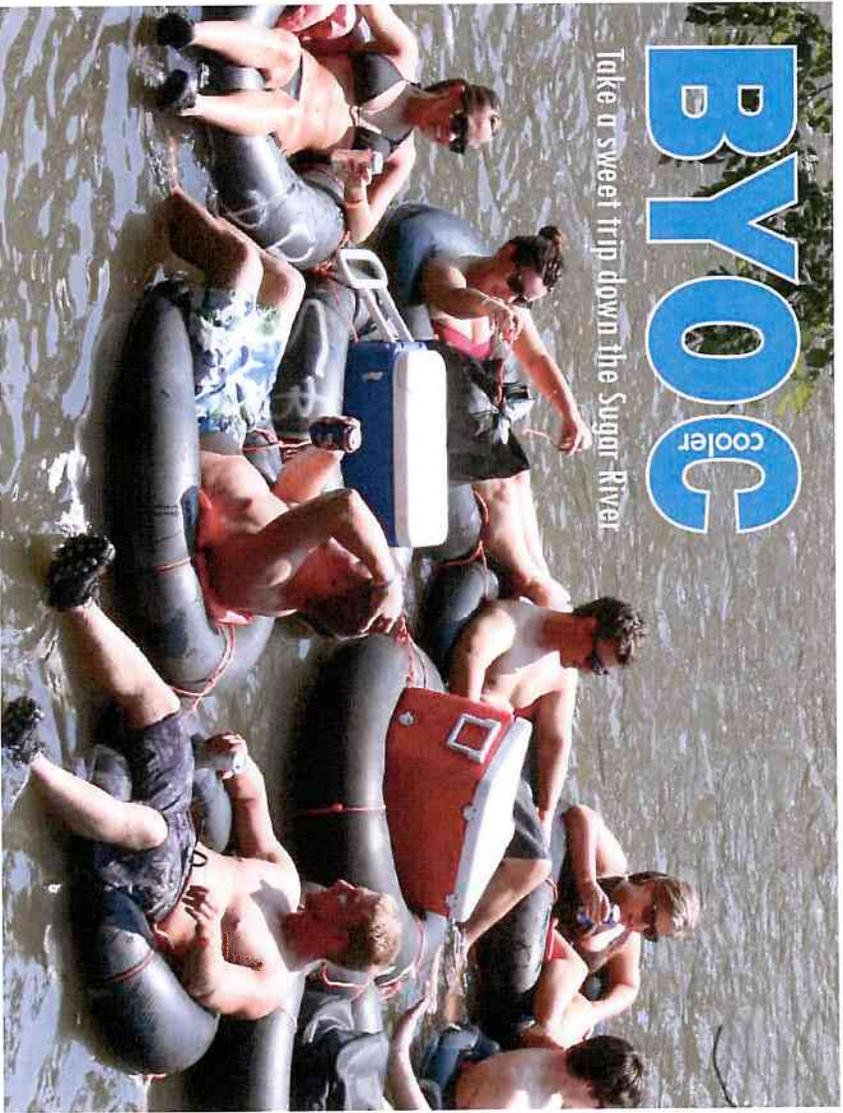
Country Today (statewide newspaper)

Ja, die hügel gseh us wi die daheim!

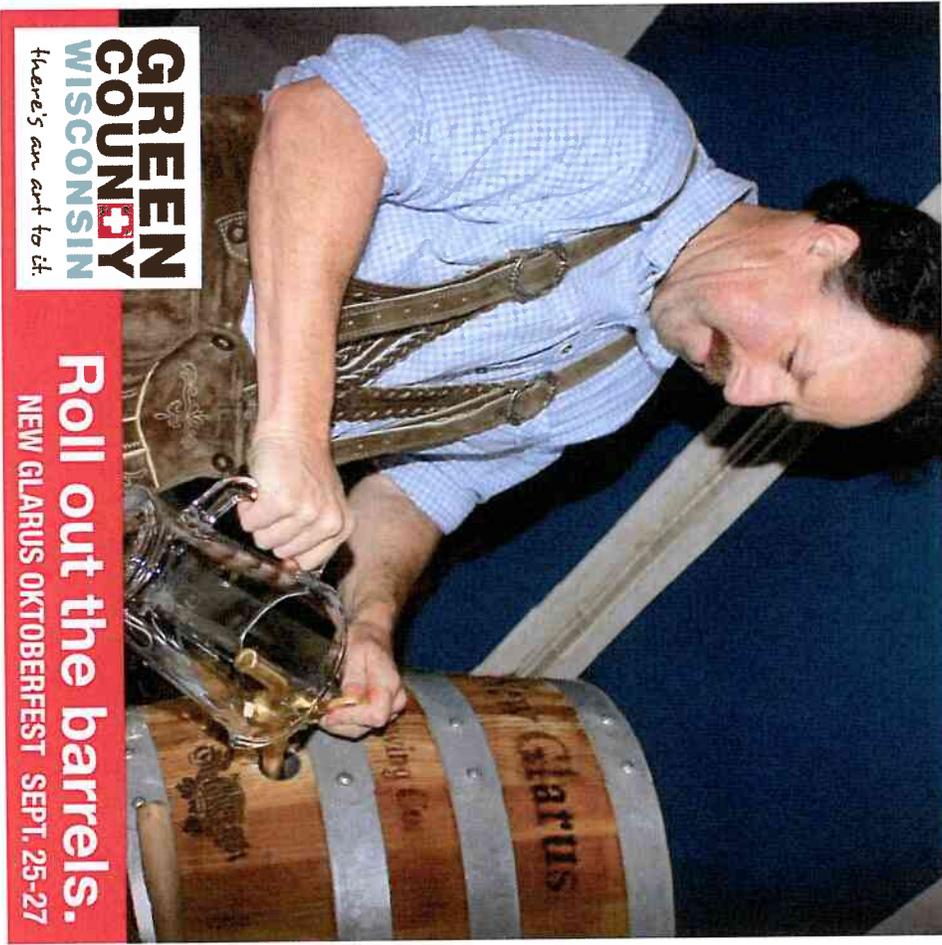


“Yes, these hills do look a bit like home.” We’d like to think that’s what the original Swiss settlers said when they arrived in Green County, Wisconsin more than 150 years ago. Learn about their epic journey and how cows grazing the hillsides turned into a thriving cheese industry that continues today. Best bets for a quick history lesson: Swiss Historical Village & Museum and National Historic Cheesemaking Center.

Facebook



Facebook



**GREEN
COUNTRY
WISCONSIN**
there's an art to it.

Roll out the barrels.
NEW GLARUS OKTOBERFEST SEPT. 25-27

Facebook

Shops & Hops

- brewery tours
- specialty shops
- artisan cheese
- historic pubs
- small towns
- good eats

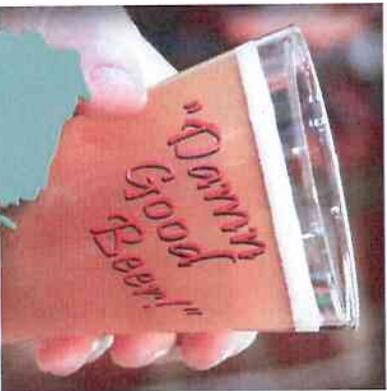
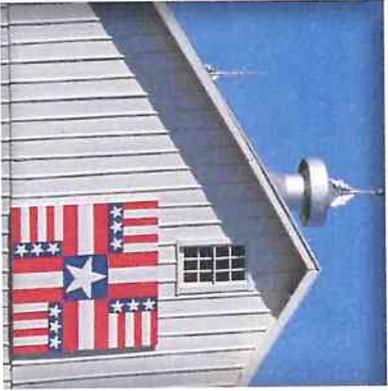
NEW GLARUS & MONROE

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there's an art to it.

GREEN COUNTY WISCONSIN

Facebook



Barn Quilts, Bovines and Beer. Throw in some artisan cheese and mix it up with alphorns and yodeling. Now you've got the perfect mix for fun in Southern Wisconsin's Green County!

Where's Green County? We're close enough to Illinois that if you give us a kick we'll be over the border. Perhaps you've heard of Huber beer. It's made right here in Monroe. Sure the entire state is known for cheese, but Green County is famous as the epicenter of Wisconsin cheesemaking—with 50 varieties ready for your group to savor, and an epic cheese festival every other year.

From cheesemaking to brewing—to the finest in authentic Swiss hospitality. Our legacy, our way of life in Green County. Because when it comes to living, when it comes to experiencing all of life's rich bounty the right way...we believe there's an art to it.

there's an art to it.
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Itineraries Magazine (group tours)



Live music on Monroe's Historic Square: Denny Diamond & the Family Jewels cover Neil Diamond, oldies. Free beverage for anyone named Caroline.



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GREEN COUNTY
WISCONSIN

MONROE • NEW GLARUS
there's an art to it.

Brava Magazine

PICNIC PICKS

8:00 AM - 8:00 PM

Scenic spots & best picks for the picnic basket.

All yes, it's finally summer! That sweet, fleeting season marked by flip-flops and festivals, grills and chillin' on the porch. Picnic, anyone? Here in Green County we can recommend some scenic spots and local flavors to fill that picnic basket.

Shore Lunch

Downtown Catic Springs Recreation Area, 11231 Catic Springs Road, Downton. Life's a beach! Two lakes, ideal for canoes, kayaks and fishing (including accessible platform). Nice playground area courtesy of the Friends group. Best bet for the basket: Purple Mann wine from Hawk's Mill Winery just southeast of the park at W8170 Pic Road.

Downtown Dining

Historic Green County Courthouse, 101E - 16th Avenue, Moneta. Picnic in the shadow of an icon that has graced the Square with its presence since 1991. Wander and see if you can figure out where builders placed the original cornerstone. You'll be the judge! photo opp upstairs in the former courtroom. Best bet for the basket: burgers to go from nearby Suisse Haus or the classic Limburger with onion and mustard on rye from Baumgartner's Cheese Store and Tavern.

Catch and Release

Lake Montezano, Highway 69, Montezello. Lyle's eating, compete with a ketaiga to the island on this small lake. Bring your fishing pole. Don't bother to wrangle with the whole - he's a permanent resident here. Best bet for the basket: Wisconsin State Fair award-winning Bork cheese from nearby SilverLinx Cheese Cooperative (W3075 County EE) and Sour Cream Raspberry pie from M&M Cafe at downtown Montezello.

Rustic Retreat

Devotur Park, N3769 Park Road, Brodhead. Rustic Road #27 (Park Road) leads the way to this picnic spot. Best bet for the basket: Gated cheese to go! At nearby Devotur Dairy (W11663 County F) you can choose your cheese and they'll toast it up while you wait. Chippy golden on the outside and gooey goodness in the inside. Or keep it really simple and just grab a bag of squeaky-fresh curds.

Cows on the Hilltop

New Glarus Brewing Company, 2103 Highway 69, New Glarus. Choose your brews and enjoy the panoramic view overlooking the countryside from the outdoor courtyard beer garden. Feel free to copy in a lunch or snails, but remember to pick up after yourself and please don't use the fountain to wash your feet - yes, it has happened! Best bet for the basket: New Glarus Brewing Company's flagship beer Spotted Cow, of course!

Search



POPULAR POSTS

Cheese Days - One Hundred

Eight to Eat

35th Breakfast on the Farm





<http://www.channel3000.com/entertainment/Green-County-offers-visitors-beer-cheese-fun/34129052>

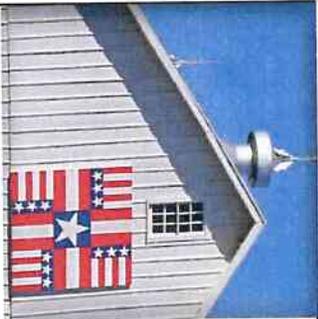
Shops & Hops

**GREEN MONROE and
COUNTY NEW GLARUS
WISCONSIN**

brewery tours
historic pubs
specialty shops
Swiss cuisine

GREENCOUNTY.ORG • 888.222.9111

Shops and Hops – Clear Channel Radio



Barn Quilts, Bovines and Beer.
Toss in artisan cheese; mix it up with alphorns and yodeling. Now you've got the perfect recipe for fun in Southern Wisconsin's Green County!

Where's Green County? We're close enough to Illinois that you just have to step over the border. Perhaps you've heard of Huber beer. It's made right here in Monroe. And New Glarus Spotted Cow, only in Wisconsin! Pair 'em both up with your choice of more than 50 varieties of artisan cheese.

From cheesemaking to brewing, to the finest in authentic Swiss hospitality. Our legacy, our way of life in Green County.

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GREEN COUNTY WISCONSIN

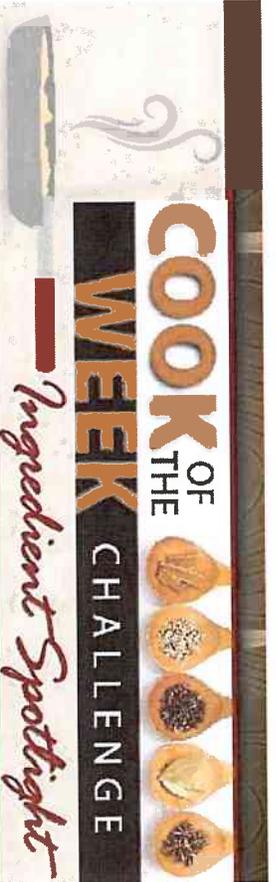


there's an art to it.

GREENCOUNTY.ORG
1.888.222.9111

**WIN A GREEN COUNTY
GETAWAY!**
Tasting, Dining & Lodging package
valued at \$250.
Enter at:
dailyherald.com/contest/greencounty

Cook of the Week Promotion with Daily Herald



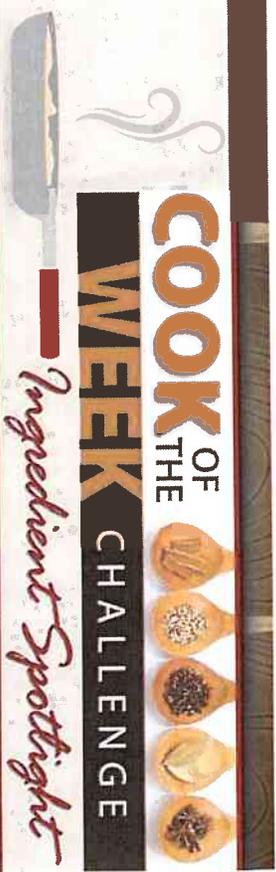
COOK OF THE WEEK CHALLENGE

Ingredient Spotlight

Challenge Seven

- Blumer's Moonshine

Located in Green County, Wisconsin, the Minhas Micro Distillery uses only the finest ingredients to produce artisan spirits and liqueurs: Whiskey, Rum, Horchata, Gin, Tequila, Fish Cream, Vodka, and more. Blumer's Original Moonshine harkens to the era of Prohibition when Chicago gangsters made Monroe a stop on their way to the north woods of Wisconsin. Distillery tours are available daily and there is a great photo opp with "godzilla" - the 45 foot tall, 1000 gallon still. The Minhas Family also welcomes guests to tour their brewery located just across the street. **To find out more, go to minhasdistillery.com**



COOK OF THE WEEK CHALLENGE

Ingredient Spotlight

Challenge Three

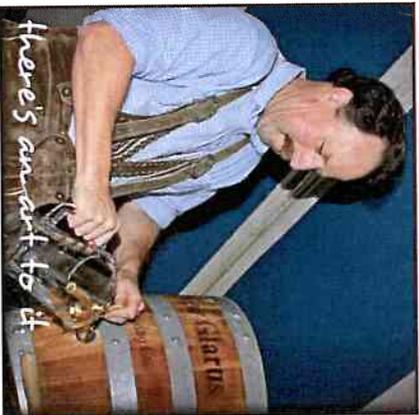
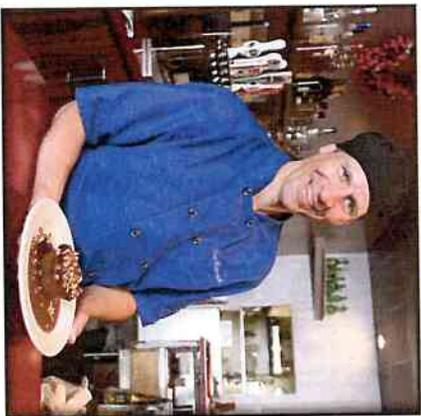
- English Hollow Cheddar

Crafted by Wisconsin Master Cheesemaker Jeff Wideman at Maple Leaf Cheese Cooperative near Monroe. The region that is home to the Maple Leaf creamery is known as "English Hollow" because of the large number of dairy farms started by English immigrants. English Hollow Cheddar is made in wheels, with each creamy wheel the result of a patient process of repeatedly turning the original curds. The smooth result is obviously worth the effort, and resulted in awards from the American Cheese Society and Wisconsin State Fair. English Hollow Cheddar is available at Maple Leaf Cheese Store in Juda. The store stocks more than 150 varieties of locally made cheese. **Order online at www.mapleleafcheesestore.com or call 608.934.1237.**

GREEN GOUNEY WISCONSIN

there's an art to it.

**eat.
drink.
yodel.**



New Glarus
Cheese
Capitol
Wisconsin



**GREEN
COUNTRY
WISCONSIN**

1.888.222.9111
GreenCounty.org



GREEN COUNTRY WISCONSIN

In Green County, we believe there's artistry in using the great life—a way of life built on a proud Swiss heritage, with creativity and passion as hallmarks of everything we do.



From showcasing to harvest, from the rural setting of farm visits to the art of fine dining and landscapes, promote—artistic, working areas, like milk, cheese, wine, and more.

From the beauty and harvest of our industry, community of master producers, to the art of fine dining and landscapes, promote—artistic, working areas, like milk, cheese, wine, and more.

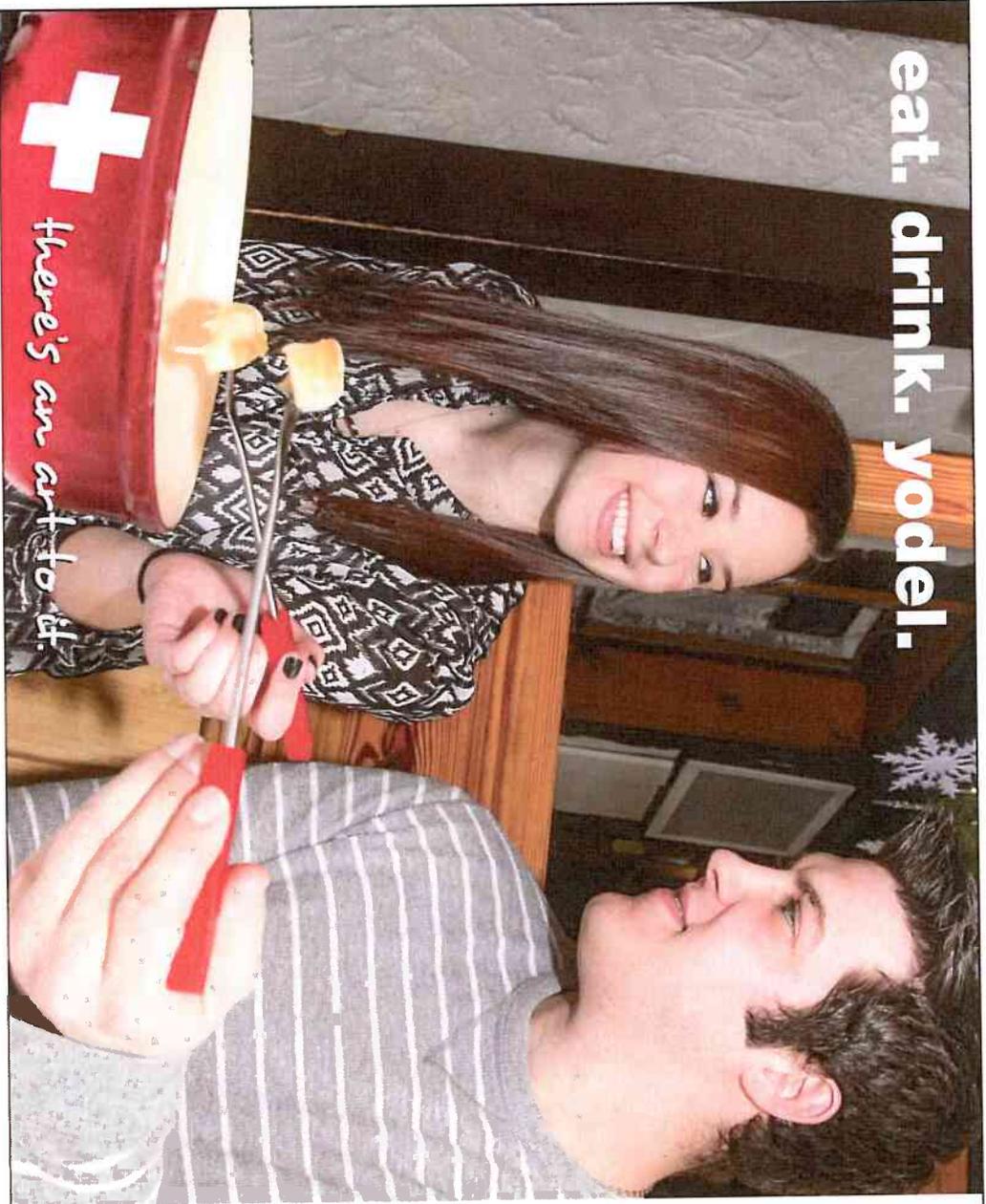
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GREEN COUNTRY WISCONSIN

Hand's-on-ef to it

eat. drink. yodel.



**GREEN
COUNTY**
WISCONSIN

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GREENCOUNTY.ORG

Edible Milwaukee (fall)

**VISITOR AND PROMOTION BOARD
FUNDING APPLICATION**

DATE: 9/28/15

NAME OF BUSINESS/ORGANIZATION: GREEN COUNTY MODEL RAILROADERS IN

CONTACT PERSON: NEWTON KEENEN

ADDRESS: 2023 15TH ST MONROE

PHONE NUMBER: 325-9577

AMOUNT REQUESTED: WE WILL SPEND APPROX. \$3000.00 ON ADVERTISING

AMOUNT BEING REQUESTED UNDER WHICH PROMOTION GUIDELINE:

(See attached) SPECIAL EVENT ADVERTISING

PLEASE EXPLAIN PROJECT: WE ARE PUTTING ON OUR 37TH ANNUAL TRAIN SHOW AND SWAP MEET, THERE WILL BE OPERATING EXHIBITS AND VENDORS FOR THE PUBLIC TO VIEW AND PURCHASE TRAINS AND RELATED ITEMS FROM.

BEGINNING DATE 9/26/15

ENDING DATE: 9/27/15

HOW WILL THIS PROJECT PROMOTE MONROE AND INCREASE

TOURISM? OUR PAST SHOWS HAVE AVERAGED OVER 1000 PEOPLE, THESE PEOPLE BRING FAMILY AND FRIENDS WITH THEM TO SHOP, DINE AND STAY IN AREA MOTELS AND SPEND MONEY IN THE MONROE AND GREEN COUNTY AREA.

PLEASE LIST MEASURABLE GOALS AND EXPLAIN HOW YOU WILL DETERMINE ACHIEVEMENT OF THOSE GOALS?

WE COUNT EACH PERSON AS THEY ENTER THE SHOW AND ASK THEM TO SIGN UP FOR OUR DOOR PRIZES. THAT WAY WE CAN TELL WHERE THEY ARE FROM AND WHERE OUR ADVERTISING IS WORKING.

HOW WILL THIS PROJECT BE REASONABLY LIKELY TO GENERATE PAID OVERNIGHT STAYS AT MORE THAN ONE HOTEL/MOTEL ESTABLISHMENT IN THE CITY OF MONROE?

WE HAVE SHOW ATTENDEES AND VENDORS AND DISPLAY PEOPLE THAT NEED LODGING IN THE MONROE AREA, WE ARE EXPANDING OUR ADVERTISING TO TELEVISION ON CHANEL 15 IN MADISON AND CHANEL 23 IN ROCKFORD IL.



December 18, 2015

Advertising expenses for Train Show on September 26th & 27th, 2015.

Big Radio	\$435.00 ✓
WMTV	\$500.00 ✓
WIFR-TV	\$420.00 ✓
WSLD-FM	\$225.00 ✓
Kalmbach Publishing	\$35.00 ✓
	<hr/>
Total	\$1615.00

Amount Paid: _____

Big Radio
WFKZ

WISCONSIN COUNTY MODEL RAILROADERS
7 SEVENTH STREET
WAUKESHA WI 53566

PLEASE PAY UPON RECEIPT

Date	Reference	Description	Product	
09/01/2015		Previous Balance		-10.00
09/30/2015	10150-1			195.00
09/30/2015	10150-2			180.00
09/30/2015	10150-3			70.00
Please Pay This Amount				435.00

0 Days	31-60 Days	61-90 Days	91-120 Days	121+ Days	Total Due
435.00	0.00	0.00	0.00	0.00	435.00

DD CK# ~~1726~~ 1726
\$435.00

Green County Model Rail Roaders (37377)		Order #	Alt Order #
Agency Green County Model Rail Roaders (37377)		206331	
Flight Dates 09/21/15 - 09/27/15		Billing Calendar Broadcast	Billing Type Cash
Advertiser Code	Product Code	Estimate Number	
Product Description 2015 Show			

000756
Green County Model Rail Roaders
 77th Street
 Greg Griffin
 Tallahassee FL 32317-4200

Send Payment To:
 WMTV
 P.O. Box 14200
 Tallahassee FL 32317-4200

For Billing Inquiries Call: (608) 274-1515

Start/End Time	MTWTFSS	Length	Spots / Week	Rate	Type			
M-Sa 5a-105a/Su5a-130a	M-Sa 5a-105a/Su5a-130a	MTWTFSS- -130a	:30	18	\$25.00			
Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
V M	09/21/15	01:13 pm	M-Sa 5a-105a/Su5a-130a	M-Sa 5a-105a/Su5a-130a	:30	GCMRR-MOTS-0915-00-HD	\$25.00	NM
V M	09/21/15	03:39 pm	M-Sa 5a-105a/Su5a-130a	M-Sa 5a-105a/Su5a-130a	:30	GCMRR-MOTS-0915-00-HD	\$25.00	NM
V T	09/22/15	03:58 pm	M-Sa 5a-105a/Su5a-130a	M-Sa 5a-105a/Su5a-130a	:30	GCMRR-MOTS-0915-00-HD	\$25.00	NM
V T	09/22/15	11:27 am	M-Sa 5a-105a/Su5a-130a	M-Sa 5a-105a/Su5a-130a	:30	GCMRR-MOTS-0915-00-HD	\$25.00	NM
V W	09/23/15	02:36 pm	M-Sa 5a-105a/Su5a-130a	M-Sa 5a-105a/Su5a-130a	:30	GCMRR-MOTS-0915-00-HD	\$25.00	NM
V W	09/23/15	11:21 am	M-Sa 5a-105a/Su5a-130a	M-Sa 5a-105a/Su5a-130a	:30	GCMRR-MOTS-0915-00-HD	\$25.00	NM
V T	09/24/15	01:22 pm	M-Sa 5a-105a/Su5a-130a	M-Sa 5a-105a/Su5a-130a	:30	GCMRR-MOTS-0915-00-HD	\$25.00	NM
V T	09/24/15	01:46 pm	M-Sa 5a-105a/Su5a-130a	M-Sa 5a-105a/Su5a-130a	:30	GCMRR-MOTS-0915-00-HD	\$25.00	NM
V T	09/24/15	02:25 pm	M-Sa 5a-105a/Su5a-130a	M-Sa 5a-105a/Su5a-130a	:30	GCMRR-MOTS-0915-00-HD	\$25.00	NM
V T	09/24/15	03:38 pm	M-Sa 5a-105a/Su5a-130a	M-Sa 5a-105a/Su5a-130a	:30	GCMRR-MOTS-0915-00-HD	\$25.00	NM
V F	09/25/15	01:39 pm	M-Sa 5a-105a/Su5a-130a	M-Sa 5a-105a/Su5a-130a	:30	GCMRR-MOTS-0915-00-HD	\$25.00	NM
V F	09/25/15	02:09 pm	M-Sa 5a-105a/Su5a-130a	M-Sa 5a-105a/Su5a-130a	:30	GCMRR-MOTS-0915-00-HD	\$25.00	NM
V F	09/25/15	02:58 pm	M-Sa 5a-105a/Su5a-130a	M-Sa 5a-105a/Su5a-130a	:30	GCMRR-MOTS-0915-00-HD	\$25.00	NM
V F	09/25/15	03:52 pm	M-Sa 5a-105a/Su5a-130a	M-Sa 5a-105a/Su5a-130a	:30	GCMRR-MOTS-0915-00-HD	\$25.00	NM
V S	09/26/15	02:33 pm	M-Sa 5a-105a/Su5a-130a	M-Sa 5a-105a/Su5a-130a	:30	GCMRR-MOTS-0915-00-HD	\$25.00	NM
V S	09/26/15	06:58 pm	M-Sa 5a-105a/Su5a-130a	M-Sa 5a-105a/Su5a-130a	:30	GCMRR-MOTS-0915-00-HD	\$25.00	NM
V S	09/26/15	08:47 pm	M-Sa 5a-105a/Su5a-130a	M-Sa 5a-105a/Su5a-130a	:30	GCMRR-MOTS-0915-00-HD	\$25.00	NM
V S	09/26/15	12:03 am	M-Sa 5a-105a/Su5a-130a	M-Sa 5a-105a/Su5a-130a	:30	GCMRR-MOTS-0915-00-HD	\$25.00	NM

Start/End Time	MTWTFSS	Length	Spots / Week	Rate	Type			
M-Sa 5a-105a/Su5a-130a	5:00 AM-2:00 PM	-----S	:30	2	\$25.00			
Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
V S	09/27/15	11:30 am	M-Sa 5a-105a/Su5a-130a	5:00 AM-2:00 PM	:30	GCMRR-MOTS-0915-00-HD	\$25.00	NM
V S	09/27/15	12:29 pm	M-Sa 5a-105a/Su5a-130a	5:00 AM-2:00 PM	:30	GCMRR-MOTS-0915-00-HD	\$25.00	NM

Total Spots 20

Net Terms 30 days US Funds Only Due Date: 10/27/2015

Gross Total \$500.00
Agency Commission \$0.00
Net Amount Due \$500.00

PO CK# 1731 \$500.00

Green County Model Rail Roaders (37377)		
Agency	Order #	Alt Order #
Green County Model Rail Roaders (37377)	207693	
Flight Dates	Billing Calendar	Billing Type
09/14/15 - 09/25/15	Calendar	Cash
Advertiser Code	Product Code	Estimate Number
Product Description		
Sept 26 & 27, 2015		

000597

Send Payment To:
WIFR
P.O. Box 14200
Tallahassee FL 32317-4200

For Billing Inquiries Call: (815) 987-5300

Green County Model Rail Roaders
77th Street
Greg Griffin
Tallahassee FL 32317-4200

End Date	Description	Start/End Time	MTWTFSS	Length	Spots / Week	Rate	Type	
09/16/15	09/18/15	All Day Rotator	5:00 AM-9:30 AM --WTF--	:30	:30	3	\$40.00	
Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
W	09/16/15	09:29 am	All Day Rotator	5:00 AM-9:30 AM	:30	Model Train Show 2015	\$40.00	NM
T	09/17/15	08:57 am	All Day Rotator	5:00 AM-9:30 AM	:30	Model Train Show 2015	\$40.00	NM
F	09/18/15	05:43 am	All Day Rotator	5:00 AM-9:30 AM	:30	Model Train Show 2015	\$40.00	NM

End Date	Description	Start/End Time	MTWTFSS	Length	Spots / Week	Rate	Type	
09/24/15	09/25/15	All Day Rotator	5:00 AM-9:30 AM ---TF--	:30	:30	2	\$40.00	
Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type

End Date	Description	Start/End Time	MTWTFSS	Length	Spots / Week	Rate	Type	
09/21/15	09/25/15	M-F 5p-1137p/Sa 5p-11p/Su 5p-1135p	5:00 PM-10:30 PM	:30	:30	5	\$40.00	
Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
M	09/21/15	06:43 pm	M-F 5p-1137p/Sa 5p-11p/Su 5p-1135p	5:00 PM-10:30 PM	:30	Model Train Show 2015	\$40.00	NM
F	09/25/15	03:49 pm	M-F 3p-4p	3p-4p	:30	Model Train Show 2015	\$40.00	NM
MG for 3.3 09/24								
F	09/25/15	04:10 am	All Day Rotator	All Day Rotator	:30	Model Train Show 2015	\$40.00	NM
MG for 3.5 09/25								
F	09/25/15	09:16 am	23 Morning Blend	9a-930a	:30	Model Train Show 2015	\$40.00	NM
MG for 3.2 09/23								
F	09/25/15	09:28 am	23 Morning Blend	9a-930a	:30	Model Train Show 2015	\$40.00	NM
MG for 3.1 09/22								

Total Spots 8

Terms 30 days	US Funds Only	Due Date: 10/30/2015	Gross Total	\$320.00
			Agency Commission	\$0.00
			Net Amount Due	\$320.00

Pa ck# 1732
\$320.00

We warrant that the actual broadcast information shown on this invoice was taken from the program log.

WSLD-TV
 PO Box 709
 Whitewater WI 53190-0709
 Phone: 608-883-6677
 Fax: 608-883-2054

PAGE: 1
 ACCOUNT: 47159
 CONTRACT: 27157
 PRODUCT: 6927

Salesperson: Brad Deschner

EN COUNTY MODEL RAILROADERS
 7 7TH STREET
 ROE, WI 53566

Terms: NET 30 DAYS

PAY THIS AMOUNT:

\$225.00

BY:

10/30/15

minutes.

Times are approximate within 10

WSLD-FM Times

Number	Time	Time	Time
3	11:51a	7:50p	10:38p
3	7:50p	9:50p	11:51p
3	5:18a	9:38p	11:38p
3	6:52p	8:51p	10:52p
3	11:51a	7:52p	10:50p

Units	Gross
15	\$225.00

Contract #0027157 9/21/15 to 9/25/15
 \$15 SPOT BUY
 A: 9/30 15 30's @ \$15.00
 BALANCE OF INVOICE #37720

\$225.00
 \$225.00

*pd ck# 1730
 \$225.00*

Station does not discriminate in the sale of advertising time, and will accept no advertising, which is placed with intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin or ancestry.

Announcements were broadcast as indicated above.

Advertising Confirmation

Kalmbach Publishing Co.
21027 Crossroads Circle
PO Box 1612
Waukesha, WI 53187-1612
Phone: 1-888-558-1544 x 815
Fax: 262-796-0126

TOM MOORE
GREEN COUNTY MODEL RAILROADERS
PO BOX 104
ARGYLE WI 535040104

Sales Rep Holstine, Jill

Account Number 882000005063
Payment Method CC
Invoice Frequency Lump Sum
Phone: 608-543-3669
FAX:
Date: 4/13/2015

Ad Description	First Issue	Last Issue	Runs	Per ad	Extras	Totals
Model Railroader Schedule of Events 1X	10/01/2015	10/01/2015	1	\$35.00		\$35.00

Credit Card Information: file
Type Last 4 Expire
Prepaid
Check Number: _____ Total Due \$35.00

Ad Ref Number 28609

This is how your ad will appear in the magazine.

Content enlarged for easier proofreading.

WI, MONROE: Green County Model Railroaders 37th Annual Model Train Show & Swap Meet. The Stateline Ice and Community Expo, 1632 4th Avenue West. Saturday & Sunday, September 26-27, 2015. 10:00am-4:00pm. For information contact Kevin Johnson 608-325-9779, www.gcmrrinc.org

WI, MONROE: Green County Model Railroaders 37th Annual Model Train Show & Swap Meet. The Stateline Ice and Community Expo, 1632 4th Avenue West. Saturday & Sunday, September 26-27, 2015. 10:00am-4:00pm. For information contact Kevin Johnson 608-325-9779, www.gcmrrinc.org

To the left is a proof of your ad as it will appear in the next issue. Please check the text over carefully for accuracy.
If we do not hear from you, your ad will run as it appears on this confirmation.
Thank you for your business! 1-888-558-1544 x 815

VISITOR AND PROMOTION BOARD
FUNDING APPLICATION

DATE: 7-10-15

NAME OF BUSINESS/ORGANIZATION: Monroe Arts Center, Inc.

CONTACT PERSON: Richard Daniels

ADDRESS: 1315 11th Street, P.O. Box 472

PHONE NUMBER: 325-5700

AMOUNT REQUESTED: \$5,000

AMOUNT BEING REQUESTED UNDER WHICH PROMOTION GUIDELINE:

#2 Large ^(See attached) Project - budget is \$100,095.

PLEASE EXPLAIN PROJECT: The Monroe Arts Center's Wisconsin Music Art Festival is held over 3 days with nightly concerts and a day of free concerts and workshops.

BEGINNING DATE: May 14, 2015

ENDING DATE: May 16, 2015

HOW WILL THIS PROJECT PROMOTE MONROE AND INCREASE TOURISM? WI Dept of Tourism committed \$28,100 to direct mail, internet, print media, and radio. MAC matched this. For example, 50,000 brochures were mailed to households in a 50 mile radius of Monroe.

PLEASE LIST MEASURABLE GOALS AND EXPLAIN HOW YOU WILL DETERMINE ACHIEVEMENT OF THOSE GOALS? Our goal was to have 2,500 festival attendees. Because of rain the Thursday night concert was moved indoors affecting attendance by at least 1,000. Total festival attendance was 1,622.

HOW WILL THIS PROJECT BE REASONABLY LIKELY TO GENERATE PAID OVERNIGHT STAYS AT MORE THAN ONE HOTEL/MOTEL ESTABLISHMENT IN THE CITY OF MONROE?

Based on Saturday night's concert audience, 24% of the audience was from out of state or lived 2 hours or more from Monroe. We, therefore, estimate that close to 400 people could have spent one or more nights in Monroe.

**VISITOR AND PROMOTION BOARD
FUNDING APPLICATION**

DATE: February 1, 2016

NAME OF BUSINESS/ORGANIZATION: Alpine Curling Club

CONTACT PERSON: Robert Rufi

ADDRESS: W4819 Greenbush Rd. Monroe, Wi. 53566

PHONE NUMBER: 325-6365

AMOUNT REQUESTED \$774.50 for The Fiftieth Annual Alpine Men's Bonspiel

**AMOUNT BEING REQUESTED UNDER WHICH PROMOTION
GUIDELINE:**

Special Event Advertising
(Small Projects)

PLEASE EXPLAIN PROJECT: Fiftieth Annual Alpine Men's Bonspiel
(Men's teams from other clubs)

BEGINNING DATE: December 4, 2015

ENDING DATE: December 6, 2015

**HOW WILL THIS PROJECT PROMOTE MONROE AND INCREASE
TOURISM?**
(See attached)

**PLEASE LIST MEASURABLE GOALS AND EXPLAIN HOW YOU
WILL DETERMINE ACHIEVEMENT OF THOSE GOALS?**
(See attached)

**HOW WILL THIS PROJECT BE REASONABLY LIKELY TO
GENERATE PAID OVERNIGHT STAYS AT MORE THAN ONE
HOTEL/MOTEL ESTABLISHMENT IN THE CITY OF MONROE?**
(See attached)

Please return this form to the City Clerks Office. The funding request will then be acted upon by the Visitor & Promotion Board. After approval, bills may be presented to the Comptrollers Office for reimbursement up to the approved amount.

How will this project promote Monroe and Increase Tourism?

While these out of town participants are in Monroe, Friday and Saturday nights and most of the day on Sunday, they visit many local restaurants and taverns and shop in stores and spend their money.

We receive many donations, such as from the Huber Brewery and cheese products from the various cheese factories, various motels, etc. and are handed out during the weekend event and by doing so, are advertising these products and others.

There is 500 estimated volunteer person-hours are needed to put on such a project.

Measurable Goals:

It is easy to measure because we know the number of out-of-town Teams that participate each year in this event because we know where all teams are staying.

The Alpine Curling Club Men's Bonspiel has 16 teams entered each year.

That is a total of 64 participants are from out of town for two nights in different motels, meaning that many motel rooms are rented each year for this event.

Teams travel from Bowling Green, OH, Chicago, Arlington, Lodi, Janesville, Milwaukee, Madison, Racine and St Paul, MN.



Robert L Rufi
 W4819 Greenbush Road
 Monroe, Wisconsin 53566
 608-325-6365
 bob@alpinecurling.com

Invoice:

Date: 12/6/15

Alpine Curling Club
 1319 31st Ave
 Monroe, WI. 53566

Quantity	Description	Unit Price	Total
Internet communication fees for securing teams for Bonspiels and communication with other out of town groups wanting to visit Monroe and Alpine Curling Club. Web maintenance includes revisions, updates to content, and repair for web site and Facebook presence.			
2015	Men's Bonspiel	\$35.00 per Mo. x 12 Mo.	\$420.00
	Internet Access	\$15.00 per month x 12 Mo.	\$180.00
Subtotal			\$600.00
Tax			
Shipping			
Miscellaneous			
Balance Due			\$600.00

To Pay By Check click on this link :
<https://secure.compknowhow.com/AlpineCurling/order.htm>
 A Secure Web Site.
 Complete Form and submit.

Or you can send a check to:
 Alpine Curling Supply
 W4819 Greenbush Road
 Monroe, WI. 53566

Or you can pay by phone, 608-325-6365

I do not take Credit Cards.

Thanks Bob.

From: billing@ckhweb.com
To: bob@alpinecurling.com
Subject: Invoice
Date: Monday, February 01, 2016 4:23:02 PM



702 21st Street
Brodhead, WI 53520

Account ID: AlpineCurlingClubUser

INVOICE DATE	DUE DATE
02/01/2016	02/21/2016

BILL TO
Bob Ruff W4819 Greenbush Road Monroe, WI 53566

AMOUNT DUE	ENCLOSED
\$0.00	

Please detach top portion and return with your payment.



702 21st Street
Brodhead, WI 53520

Account ID: AlpineCurlingClubUser

INVOICE DATE	DUE DATE
02/01/2016	02/21/2016

DATE	DESCRIPTION	AMOUNT
06/08/2015	Credit Card Payment	(\$25.00)
05/01/2015	Domain Name Annual-alpinecurlingclub.com (expires 7/12)	\$25.00
04/08/2015	Credit Card Payment	(\$149.50)
03/16/2015	Web Hosting Basic Plan Annual	\$149.50

Subtotal	\$0.00
Tax	\$0.00
Previous Balance	\$0.00
AMOUNT DUE	\$0.00

VISITOR AND PROMOTION BOARD FUNDING APPLICATION

DATE: February 1, 2016

NAME OF BUSINESS/ORGANIZATION: Alpine Curling Club

CONTACT PERSON: Robert Rufi

ADDRESS: W4819 Greenbush Rd. Monroe, Wi. 53566

PHONE NUMBER: 325-6365

AMOUNT REQUESTED \$600.00 for the Fifty First Annual Alpine Mixed
Bonspiel

**AMOUNT BEING REQUESTED UNDER WHICH PROMOTION
GUIDELINE:**

Special Event Advertising
(Small Projects)

PLEASE EXPLAIN PROJECT: Fifty First Annual Alpine Mixed Bonspiel
(Mixed teams from other clubs)

BEGINNING DATE: January 29, 2016

ENDING DATE: January 31, 2016

**HOW WILL THIS PROJECT PROMOTE MONROE AND INCREASE
TOURISM?**

(See attached)

**PLEASE LIST MEASURABLE GOALS AND EXPLAIN HOW YOU
WILL DETERMINE ACHIEVEMENT OF THOSE GOALS?**

(See attached)

**HOW WILL THIS PROJECT BE REASONABLY LIKELY TO GENERATE
PAID OVERNIGHT STAYS AT MORE THAN ONE HOTEL/MOTEL
ESTABLISHMENT IN THE CITY OF MONROE?**

(See attached)

Please return this form to the City Clerks Office. The funding request will then be acted upon by the Visitor & Promotion Board. After approval, bills may be presented to the Comptrollers Office for reimbursement up to the approved amount.

How will this project promote Monroe and Increase Tourism?

The Alpine Curling Club Mixed Bonspiel has 16 teams entered each year. This is the Fifty First year that visitors have been coming to Monroe. That is a total of 64 participants or 32 couples are out of town, meaning that many motel rooms are rented each year for this event.

While these out of town participants are in Monroe for the weekend, they visit many local restaurants and taverns and shop in stores and spend a lot of money.

We receive many donations, such as from the Huber Brewery and cheese products from the various cheese factories, various motels, etc. are handed out during the weekend event and by doing so, are advertising these products and others.

In addition to all of the above, \$1700.00 is spent for the Banquet at the Idle Hour Mansion. 500 estimated volunteer person-hours are needed to put on such a project.

Measurable Goals:

It is easy to measure because we know the number of out-of -town teams that participate each year in this event and because we know where all teams are staying.

The Alpine Curling Club Mixed Bonspiel has 16 teams entered each year.

That is a total of 64 participants are from out of town for two nights and some teams are staying three nights in different motels, meaning that many motel rooms are rented each year for this event.

Teams are traveling from Appleton, Black River Falls, Chicago, Racine, Janesville, Milwaukee, Wauwatosa and Madison.



Robert L Ruffi
 W4819 Greenbush Road
 Monroe, Wisconsin 53566
 608-325-6365
 bob@alpinecurling.com

Invoice:

Date: 2/5/16

Alpine Curling Club
 1319 31st Ave
 Monroe, WI. 53566

Quantity	Description	Unit Price	Total
Internet communication fees for securing teams for Bonspiels and communication with other out of town groups wanting to visit Monroe and Alpine Curling Club. Web maintenance includes revisions, updates to content, and repair for web site and Facebook presence.			
2016	Mixed Bonspiel	\$35.00 per Mo. x 12 Mo.	\$420.00
	Internet Access	\$15.00 per month x 12 Mo.	\$180.00
Subtotal			\$600.00
Tax			
Shipping			
Miscellaneous			
Balance Due			\$600.00

To Pay By Check click on this link:

<https://secure.compknowhow.com/AlpineCurling/order.htm>

A Secure Web Site.

Complete Form and submit.

Or you can send a check to:
 Alpine Curling Supply
 W4819 Greenbush Road
 Monroe, WI. 53566

Or you can pay by phone, 608-325-6365

I do not take Credit Cards.

Thanks Bob.

Monroe Visitor and Promotion Funding Request

December 2, 2015

Green County Cheese Days

Contact: Noreen Rueckert, Coordinator

PO Box 606, Monroe WI

608.325.7771, cheesedays@tds.net

(From the guidelines, I believe this falls under Special Event Advertising - Large Projects (total operational budget greater than \$25,000) will be funded fully up to \$5000.00. Advertising expenses higher than \$5000.00 will require matching funds on the remaining amount. Note: granting of requests for special event advertising reimbursement will not exceed a total contribution by Visitor and Promotion of \$10,000.00.)

HOW WILL THIS PROJECT PROMOTE MONROE AND INCREASE TOURISM?

As the largest and best-known event in the area, Green County Cheese Days "opens the doors" to Monroe not only during the festival itself, but also prior to and after the event. The publicity generated by the 100th anniversary continues to have a positive impact.

MEASURABLE GOALS

The goal of marketing Cheese Days is to increase attendance and spending at the event and in Monroe. Since admission to the event itself is not charged, we track other items. All of the following saw significant increases in 2014:

- food vendor sales
- web site visits
- requests for information via email and phone
- number of bus groups attending
- Facebook "likes"

HOW WILL THIS PROJECT BE REASONABLY LIKELY TO GENERATE PAID OVERNIGHT STAYS AT MORE THAN ONE HOTEL/MOTEL ESTABLISHMENT IN THE CITY OF MONROE?

Many people stay in Monroe in the days leading up prior to the festival itself. In addition, many people learn about Monroe due to the publicity that results from Cheese Days, and return in the "off year" or at other times of any year. We work hard to make a good impression to encourage repeat visits and positive word of mouth. The festival is an opportunity for the entire community to shine. Many businesses and non-profit organizations benefit from the work that Cheese Days does to promote Monroe and the event.

Phone and email requests for information on Cheese Days are responded to by both the Cheese Days office and the Green County Tourism office. When sending out the Cheese Days rack card, the Green County Visitor Guide is also included in the mailing - therefore providing general information on Monroe, as well as a city map, and details on lodging as well as other upcoming events.

MARKETING

- **Print**
 - Rack Cards – printing (35,000) and drop ship - **\$2000**
 - Distribution (various costs for shipping and mailing) - **\$250**
 - Highway rest stops, chambers, welcome centers, etc., using Green County Tourism Distribution List
 - Country Today newspaper (print ad) - **\$200**
 - Edible Milwaukee magazine (print ad) - **\$1500**

- **Radio**
 - Rockford – B103 (adult contemp) - **\$500**
 - Madison - Clear Channel - **\$2105**
 - WIBA, Z104, 96.3 Star Country, 92.1 the MIC, iheart Radio

- **Outdoor**
 - design, posters, and board rental - **\$3800**
 - Janesville – 2 digital locations
 - Sun Prairie – poster
 - Rockford – one digital, one poster
 - Woodstock, IL – poster

- **Online/Social**
 - Developing interactive online map with schedules of events at various locations, and optimize for mobile – **\$2000**
 - Featured Facebook post with travelwisconsin.com - **\$300**
 - Develop video clips for various uses - **\$1000**

SUMMARY

Print - \$3950

Radio - \$2605

Outdoor - \$3800

Online - \$3300

TOTAL - \$13,655

TO: Monroe Visitor and Promotion

FROM: Monroe Chamber (Cara Carper), Main Street Monroe (Jordan Nordby), Green County Tourism (Noreen Rueckert)

SUBJECT: 2016 room tax request

DATE: December 2, 2015

In the interest of providing a solid, coordinated foundation for the marketing efforts for Monroe, (and Monroe as a part of Green County), the Monroe Chamber, Main Street Monroe, and Green County Tourism would like to present this plan for 2016. Following is an overview of funding/initiatives – with each organization bringing their strengths to the table. Collectively we feel this plan offers an excellent return on investment of room tax funds in Monroe.

MONROE CHAMBER - REQUESTING \$2000 IN 2016

The Monroe Chamber will assist walk-in visitors, answer phone calls and email inquiries from potential visitors and media, send fulfillment packets by mail, and publicize events through various means including the email newsletter. With the website monroechamber.org as first point of contact for potential visitors (and a resource for shopping, dining and lodging options), Monroe Chamber will provide timely updates to the website and increase functionality as needed.

New initiative for 2016:

- Monroe Chamber will explore the idea of opt-in text message alerts for events and updates.

MAIN STREET MONROE - REQUESTING \$25,000 IN 2016

Main Street Monroe will promote Downtown Monroe as a destination, focusing on the downtown district as the community's center for shopping, dining, arts and events. Main Street will also use funding to highlight events throughout the year as well as special shopping promotions.

The 2016 downtown theme "Super Hero Cows" will feature cows as popular super heroes. This theme will appeal to both children and adults, and offers a fun spin on the importance of agriculture in the area (cows as super heroes – fueling the cheese and dairy industries). A summer kick-off will be held in June. The popular Concerts on the Square series will continue with six shows. Main Street will again also host two car shows in 2016. Main Street will also use grant funding to further the development of the Farmer's Market and related programming. Main Street will work with Green County Tourism on ideas for packaging the concerts and car shows with other events throughout the county to attract visitors for weekend stays. Main Street will promote their social media presence with targeted Facebook post boosts and cooperative advertising with the Wisconsin Department of Tourism.

Advertising plans include:

- TV advertising in Madison (NBC15), Rockford (WREX) and North Chicago (Comcast Spot Cable)
- Outdoor advertising with billboards in Dane and Sauk County (Wisconsin Dells area) as well as Northern Illinois and Dubuque, IA area
- Radio advertising – focused on Rockford and North Chicago areas; as well as Southern Wisconsin
- Increased social/online media
- Print – "Trails" magazine and Green County Visitor Guide

New media for 2016:

- Featured Facebook posts with Wisconsin Department of Tourism – travelwisconsin.com
- 8-panel brochure: Main Street Monroe – the essential guide (map, points of interest, list of shops and restaurants)

GREEN COUNTY TOURISM REQUESTING \$15,000 IN 2016

Green County Tourism will focus on target markets of North Chicago suburbs/northern Illinois, Milwaukee, and Southern Wisconsin in general - including Madison. The media mix will include print, online, outdoor, radio and tv. All advertising will be based on the brand "there's an art to it" with major topics including foodie focus (cheese, beer, "brew-cation", specialty restaurants, field to plate), outdoor recreation (bike, hike, ATV, canoe), and festivals/events. Green County Tourism will take part in cooperative marketing opportunities provided through the Wisconsin Department of Tourism (both online and print), and will again coordinate cooperative destination marketing with New Glarus as well as Monroe. Green County Tourism will continue investing in photography and video as a key element in illustrating the Green County brand. Green County Tourism will again produce and distribute 52,000 copies of the popular Green County Visitor Guide – including an updated map showing the 140+ barn quilt sites throughout the county. Green County Tourism will also continue to market to group tours and will coordinate itineraries with attractions and restaurants.

New initiatives for 2016:

- The Green County Guide will be changed to an “activity guide” format, focused on experiences – including sample itineraries, feature articles, checklists, etc.
- Investment in “content marketing” by bringing in several travel writers to create content related to experience- based topics. This content will be used various ways – website, Green County Guide, Facebook. Examples of topics include:
 - Downtown for a Day (Monroe – a one day itinerary with lunch, shopping, tours...)
 - Naturally Green County (spots to get in touch with nature, camping, trails)
 - That’s the Spirit (Minhas Micro Distillery)
 - Shops and Hops (ladies day out – shopping and beer tasting/tour)

New media for 2016:

- Radio spots on 96.1 The Lake (coverage extending in all directions from Lake Geneva, including northern Illinois to the Crystal Lake area)
- Experience Wisconsin – magazine inserted with Chicago Tribune
- Wisconsin Travel and Activity Guide – produced by Wisconsin Department of Tourism

DESTINATION MARKETING THROUGH RADIO SPOTS WITH BIG RADIO - \$5000

In the past, Big Radio has presented a separate proposal for funding, and given the reach of the stations, we feel this is a solid appropriation of funds.

However, in our roles as the destination marketing organizations of the area (and our knowledge of other existing promotions in our marketing plans), we would like to recommend that the funding for Big Radio instead be requested as part of our joint proposal – and specifically earmarked for Big Radio. The three of us would then cooperatively direct the development of spots promoting Monroe and Green County as a destination. We would also work together to set up a promotional schedule/calendar to develop radio spots to highlight key events throughout the seasons. This approach allows us to speak in one, consistent voice that would be reflective of our overall marketing plans for the year.

Thank you for your consideration.

Cara, Jordan, and Noreen

Invoice # 9165-1



WEKZ-AM
 PO Box 807
 Freeport IL 61032
 815.235.7191

Date 08/31/15
 Sales Person Jim Bruce
 Estimate # MAXWELL STREET
 Terms Net 30
 Balance Due 200.00

MONROE MAIN STREET
 P O BOX 544
 MONROE WI 53566

9/15/15
PAID
#1140
Oct 2017

Date	Description	Times	Qty	Rate	Total
08/04/15	MAXWELL STREET (00:30)	9:40a 10:25a 2:40p 3:45p 5:49p	5	10.00	50.00
08/05/15	MAXWELL STREET (00:30)	9:48a 12:42p 2:27p 4:35p 5:22p	5	10.00	50.00
08/06/15	MAXWELL STREET (00:30)	7:07a 10:25a 2:51p 4:12p 5:38p	5	10.00	50.00
08/07/15	MAXWELL STREET (00:30)	8:14a 10:16a 2:26p 3:42p 5:37p	5	10.00	50.00
Subtotal (Spot:20)					200.00
Balance Due					200.00



WEKZ-FM
 PO Box 807
 Freeport IL 61032
 815.235.7191

Date 08/31/15
 Sales Person Jim Bruce
 Estimate # MAXWELL STREET
 Terms Net 30
 Balance Due 340.00

MONROE MAIN STREET
 P O BOX 544
 MONROE WI 53566

Date	Description	Times	Qty	Rate	Total
08/04/15	MAXWELL STREET (00:30)	11:23a 2:06p 5:20p 6:04p 7:06p	5	17.00	85.00
08/05/15	MAXWELL STREET (00:30)	11:21a 1:47p 3:48p 5:19p 7:02p	5	17.00	85.00
08/06/15	MAXWELL STREET (00:30)	7:13a 10:47a 1:49p 4:19p 6:24p	5	17.00	85.00
08/07/15	MAXWELL STREET (00:30)	8:50a 11:18a 1:34p 4:05p 5:23p	5	17.00	85.00
Subtotal (Spot:20)					340.00
Balance Due					340.00

MAIN STREET MONROE, INC.

2085

Midwest Family Broadcasting Rockford
summer 2015

9/15/2015

480.00

Wisconsin Community

480.00

MID-WEST FAMILY BROADCASTING ROCKFORD
 2830 SANDY HOLLOW RD
 ROCKFORD, IL 61109
 815-874-7861

Statement Date
8/31/2015

Charges or Payments received after this date will appear on next statement
 Terms: NET 30

MONROE MAIN STREET
 Attn: JORDAN NORDBY
 1717 10TH ST.
 MONROE, WI 53566

Date				Amount
7/31/2015	514-00002-4-0002	Invoice: SUMMER 2015	\$500.00	
8/17/2015	2057-1	Payment, Thank You	(\$500.00)	\$0.00
7/31/2015	514-00003-2-0002	Invoice: SUMMER 2015 MIGHTY	\$250.00	
8/17/2015	2057-2	Payment, Thank You	(\$250.00)	\$0.00
8/31/2015	514-00002-4-0003	* Invoice: SUMMER 2015	\$480.00	\$480.00

PAID 9/15/15
285

Terms: NET 30 days

Please contact us at (815) 874-7861 with any questions regarding your invoice. Thank you for advertising with Mid-West Family Broadcasting - Rockford.

NET 30				Please pay this amount
Aug	Jul	Jun	May +	
\$ 480.00	\$ 0.00	\$ 0.00	\$ 0.00	\$480.00

MID-WEST FAMILY BROADCASTING ROCKFORD
 2830 SANDY HOLLOW RD
 ROCKFORD, IL 61109
 815-874-7861

MONROE MAIN STREET

Advertiser ID: 514 Amount Paid

514-00002-4-0003	8/31/2015	1
Official Invoice	Date	Page

DETACH AND RETURN WITH PAYMENT

514-00002-4-0003 O 8/31/2015 1

MONROE MAIN STREET
 Attn: JORDAN NORDBY
 1717 10TH ST.
 MONROE, WI 53566

Purchase Order Number:
 Est. Number:
 Co-Op:
 Description: SUMMER 2015
 Salesperson: Frank, Scott

Date	Day	Length		Qty	Rate	Total
Copy: MAXWELL ST						
8/3/2015	Mon	:30	WGFB-FM 10:47:48 AM 01:47:19 PM 02:42:48 PM 05:47:35 PM	4	\$20.00	\$80.00
8/4/2015	Tue	:30	WGFB-FM 11:47:47 AM 12:47:35 PM 01:45:09 PM 03:49:25 PM	4	\$20.00	\$80.00
8/5/2015	Wed	:30	WGFB-FM 10:44:02 AM 03:48:22 PM 06:27:40 PM 07:42:53 PM	4	\$20.00	\$80.00
8/6/2015	Thu	:30	WGFB-FM 11:49:56 AM 01:47:23 PM 04:50:34 PM 06:56:59 PM	4	\$20.00	\$80.00
8/7/2015	Fri	:30	WGFB-FM 11:45:00 AM 03:47:30 PM 04:46:00 PM 05:45:30 PM 06:46:30 PM	5	\$20.00	\$100.00
8/8/2015	Sat	:30	WGFB-FM 06:24:00 AM 03:22:30 PM 06:24:00 PM	3	\$20.00	\$60.00

Please contact us at (815) 874-7861 with any questions regarding your invoice. Thank you for advertising with Mid-West Family Broadcasting - Rockford.
 Terms: NET 30 days

This station does not discriminate in the sale of advertising time, and will accept no advertising that is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, national origin, or ancestry.

Quantity	24	Total	\$480.00
Total Due			\$480.00

INVOICE

Invoice # 11680-1



WEKZ-AM
 PO Box 807
 Freeport IL 61032
 815.235.7191

Date 12/31/15
 Sales Person Jim Bruce
 Estimate # CHRISTMAS PARADE
 Terms Net 30

Balance Due 100.00

MONROE MAIN STREET
 P O BOX 544
 MONROE WI 53566

Date	Description	Times	Qty	Rate	Total
12/01/15	CHRISTMAS PARADE (00:30)	9:39a 10:24a 2:43p 5:44p	4	10.00	40.00
12/02/15	CHRISTMAS PARADE (00:30)	9:39a 2:44p 3:47p	3	10.00	30.00
12/03/15	CHRISTMAS PARADE (00:30)	7:06a 10:24a 3:42p	3	10.00	30.00
Subtotal (Spot:10)					100.00
Balance Due					100.00

*PAID \$1713.00
 Ck# 2184*

Invoice # 11680-2



WFPS-FM
 PO Box 807
 Freeport IL 61032
 815.235.7191

Date 12/31/15
 Sales Person Jim Bruce
 Estimate # CHRISTMAS PARADE
 Terms Net 30

Balance Due 156.00

MONROE MAIN STREET
 P O BOX 544
 MONROE WI 53566

Date	Description	Times	Qty	Rate	Total
12/01/15	CHRISTMAS PARADE (00:30)	9:40a 10:42a 3:38p 4:39p	4	13.00	52.00
12/02/15	CHRISTMAS PARADE (00:30)	8:42a 10:43a 1:40p 5:39p	4	13.00	52.00
12/03/15	CHRISTMAS PARADE (00:30)	8:42a 11:42a 1:21p 3:40p	4	13.00	52.00
Subtotal (Spot:12)					156.00
Balance Due					156.00

Invoice # 11680-3



WEKZ-FM
 PO Box 807
 Freeport IL 61032
 815.235.7191

Date 12/31/15
 Sales Person Jim Bruce
 Estimate # CHRISTMAS PARADE
 Terms Net 30
 Balance Due 204.00

MONROE MAIN STREET
 P O BOX 544
 MONROE WI 53566

Date	Description	Times	Qty	Rate	Total
12/01/15	CHRISTMAS PARADE (00:30)	8:51a 1:21p 4:50p 6:37p	4	17.00	68.00
12/02/15	CHRISTMAS PARADE (00:30)	9:02a 11:32a 1:22p 2:39p	4	17.00	68.00
12/03/15	CHRISTMAS PARADE (00:30)	7:00a 1:24p 2:39p 6:45p	4	17.00	68.00
Subtotal (Spot:12)					204.00
Balance Due					204.00



WFPS-FM
 PO Box 807
 Freeport IL 61032
 815.235.7191

Date 12/31/15
 Sales Person Jim Bruce
 Estimate # HOLIDAY SHOPPING
 Terms Net 30

Balance Due 288.00

MONROE MAIN STREET
 P O BOX 544
 MONROE WI 53566

Date	Description	Times	Qty	Rate	Total
12/07/15	HOLIDAY SHOPPING (00:30)	12:47p 2:08p	2	12.00	24.00
12/08/15	HOLIDAY SHOPPING (00:30)	8:11a 1:07p 2:38p	3	12.00	36.00
12/09/15	HOLIDAY SHOPPING (00:30)	8:39a 11:44a 12:43p 4:10p	4	12.00	48.00
12/10/15	HOLIDAY SHOPPING (00:30)	7:19a 10:43a 4:20p	3	12.00	36.00
12/14/15	HOLIDAY SHOPPING (00:30)	7:33a 2:08p 4:36p	3	12.00	36.00
12/15/15	HOLIDAY SHOPPING (00:30)	9:10a 1:09p 2:08p	3	12.00	36.00
12/16/15	HOLIDAY SHOPPING (00:30)	8:40a 1:45p 2:42p	3	12.00	36.00
12/17/15	HOLIDAY SHOPPING (00:30)	7:35a 1:19p 4:20p	3	12.00	36.00
Subtotal (Spot:24)					288.00
Balance Due					288.00

Invoice # 11774-2



WEKZ-AM
 PO Box 807
 Freeport IL 61032
 815.235.7191

Date 12/31/15
 Sales Person Jim Bruce
 Estimate # HOLIDAY SHOPPING
 Terms Net 30
 Balance Due 200.00

MONROE MAIN STREET
 P O BOX 544
 MONROE WI 53566

Date	Description	Times	Qty	Rate	Total
12/08/15	HOLIDAY SHOPPING (00:30)	8:42a 12:40p 2:10p 5:42p	4	10.00	40.00
12/09/15	HOLIDAY SHOPPING (00:30)	9:39a 11:17a 3:36p	3	10.00	30.00
12/10/15	HOLIDAY SHOPPING (00:30)	9:39a 10:25a 5:45p	3	10.00	30.00
12/15/15	HOLIDAY SHOPPING (00:30)	7:11a 9:38a 2:44p 5:44p	4	10.00	40.00
12/15/15	HOLIDAY SHOPPING (00:30)	8:38a 10:25a 5:40p	3	10.00	30.00
12/16/15	HOLIDAY SHOPPING (00:30)	7:11a 9:38a 3:44p	3	10.00	30.00
12/17/15	HOLIDAY SHOPPING (00:30)				
Subtotal (Spot:20)					200.00
Balance Due					200.00

Invoice # 11968-1



WEKZ-AM
 PO Box 807
 Freeport IL 61032
 815.235.7191

Date 12/31/15
 Sales Person Jim Bruce
 Estimate # DECEMBER FARMER'S MARKET
 Terms Net 30

MONROE MAIN STREET
 P O BOX 544
 MONROE WI 53566

Date	Description	Times	Qty	Rate	Total
12/01/15	DECEMBER FARMER'S MARKET (00:30)	8:13a 3:45p 4:34p	3	0.00	0.00
12/03/15	DECEMBER FARMER'S MARKET (00:30)	8:26a 9:38a 2:42p 4:36p	4	0.00	0.00
12/04/15	DECEMBER FARMER'S MARKET (00:30)	8:13a 12:37p 5:17p	3	0.00	0.00
Subtotal (Spot:10)					0.00
Balance Due					0.00

Invoice # 11968-2



WEKZ-FM
 PO Box 807
 Freeport IL 61032
 815.235.7191

Date 12/31/15
 Sales Person Jim Bruce
 Estimate # DECEMBER FARMER'S MARKET
 Terms Net 30

Balance Due 170.00

MONROE MAIN STREET
 P O BOX 544
 MONROE WI 53566

Date	Description	Times	Qty	Rate	Total
12/01/15	DECEMBER FARMER'S MARKET (00:30)	10:09a 11:36a 3:18p	3	17.00	51.00
12/03/15	DECEMBER FARMER'S MARKET (00:30)	11:06a 11:36a 3:19p 4:17p	4	17.00	68.00
12/04/15	DECEMBER FARMER'S MARKET (00:30)	8:55a 12:19p 5:39p	3	17.00	51.00
Subtotal (Spot:10)					170.00
Balance Due					170.00

Invoice # 12244-1



WEKZ-AM
 PO Box 807
 Freeport IL 61032
 815.235.7191

Date 12/31/15
 Sales Person Jim Bruce
 Estimate # FARMERS MARKET
 Terms Net 30

MONROE MAIN STREET
 P O BOX 544
 MONROE WI 53566

Date	Description	Times	Qty	Rate	Total
12/15/15	FARMERS MARKET (00:30)	8:40a 10:23a 3:45p	3	0.00	0.00
12/17/15	FARMERS MARKET (00:30)	8:37a 10:24a 2:45p 5:44p	4	0.00	0.00
12/18/15	FARMERS MARKET (00:30)	8:37a 9:37a 2:41p 3:37p	4	0.00	0.00
Subtotal (Spot:11)					0.00
Balance Due					0.00

Invoice # 12244-2



WEKZ-FM
 PO Box 807
 Freeport IL 61032
 815.235.7191

Date 12/31/15
 Sales Person Jim Bruce
 Estimate # FARMERS MARKET
 Terms Net 30

Balance Due 187.00

MONROE MAIN STREET
 P O BOX 544
 MONROE WI 53566

Date	Description	Times	Qty	Rate	Total
12/15/15	FARMERS MARKET (00:30)	9:10a 1:21p 4:34p	3	17.00	51.00
12/17/15	FARMERS MARKET (00:30)	7:25a 9:34a 12:17p 6:12p	4	17.00	68.00
12/18/15	FARMERS MARKET (00:30)	7:23a 10:21a 3:25p 4:35p	4	17.00	68.00
Subtotal (Spot:11)					187.00
Balance Due					187.00

Invoice # 11774-3



WEKZ-FM
 PO Box 807
 Freeport IL 61032
 815.235.7191

Date 12/31/15
 Sales Person Jim Bruce
 Estimate # HOLIDAY SHOPPING
 Terms Net 30

Balance Due 408.00

MONROE MAIN STREET
 P O BOX 544
 MONROE WI 53566

Date	Description	Times	Qty	Rate	Total
12/08/15	HOLIDAY SHOPPING (00:30)	8:05a 3:15p 6:41p	3	17.00	51.00
12/09/15	HOLIDAY SHOPPING (00:30)	8:10a 3:20p 6:41p	3	17.00	51.00
12/10/15	HOLIDAY SHOPPING (00:30)	7:15a 2:39p 5:51p	3	17.00	51.00
12/11/15	HOLIDAY SHOPPING (00:30)	8:29a 11:35a 5:05p	3	17.00	51.00
12/15/15	HOLIDAY SHOPPING (00:30)	7:22a 11:37a 3:17p	3	17.00	51.00
12/16/15	HOLIDAY SHOPPING (00:30)	8:01a 3:20p 4:47p	3	17.00	51.00
12/17/15	HOLIDAY SHOPPING (00:30)	10:08a 3:20p 4:36p	3	17.00	51.00
12/18/15	HOLIDAY SHOPPING (00:30)	11:37a 2:04p 6:53p	3	17.00	51.00
Subtotal (Spot:24)					408.00
Balance Due					408.00

Invoice # 11681-2



WEKZ-FM
 PO Box 807
 Freeport IL 61032
 815.235.7191

Date 11/30/15
 Sales Person Jim Bruce
 Estimate # SHOP SMALL SATURDAY
 Terms Net 30
 Balance Due 255.00

MONROE MAIN STREET
 P O BOX 544
 MONROE WI 53566

Date	Description	Times	Qty	Rate	Total
11/24/15	SHOP SMALL SATURDAY (00:30)	9:16a 11:35a 2:22p 4:48p 7:37p	5	17.00	85.00
11/25/15	SHOP SMALL SATURDAY (00:30)	7:31a 1:39p 4:50p 6:43p 7:37p	5	17.00	85.00
11/27/15	SHOP SMALL SATURDAY (00:30)	10:02a 11:36a 2:39p 4:42p 5:10p	5	17.00	85.00
Subtotal (Spot:15)					255.00
Balance Due					255.00

Invoice # 11681-1



WEKZ-AM
 PO Box 807
 Freeport IL 61032
 815.235.7191

Date 11/30/15
 Sales Person Jim Bruce
 Estimate # SHOP SMALL SATURDAY
 Terms Net 30

MONROE MAIN STREET
 P O BOX 544
 MONROE WI 53566

*PAID #255.00
 12/1/15 #2104*

Date	Description	Times	Qty	Rate	Total
11/24/15	SHOP SMALL SATURDAY (00:30)	8:36a 9:39a 10:24a 2:42p 3:46p	5	0.00	0.00
11/25/15	SHOP SMALL SATURDAY (00:30)	7:12a 9:37a 10:24a 4:09p 5:41p	5	0.00	0.00
11/27/15	SHOP SMALL SATURDAY (00:30)	8:50a 10:23a 2:38p 3:40p 5:38p	5	0.00	0.00
Subtotal (Spot:15)					0.00
Balance Due					0.00