

Date: Tuesday, July 26, 2016
Time: 11:00 am
Place: City Hall

VISITOR & PROMOTION BOARD

A. CALL TO ORDER AND ROLL CALL

B. ELECTION OF OFFICERS

- a. Chairperson
- b. Vice-Chairperson
- c. Secretary

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

C. CORRECTION OF MINUTES

D. APPEARANCES FROM THE PUBLIC

E. REVIEW FINANCIAL STATEMENT

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

Documents:

[*Tourism good ongoing.pdf*](#)

F. CONSIDERATION OF FUNDING REQUESTS FROM:

- a. Main Street Monroe - requesting up to \$1,300 to print brochures
- b. Asst. Admin. Martin Shanks - requesting \$4,800 plus an ongoing annual \$500 maintenance fee for an online interactive bike trail map
- c. ARC of Green County - submitted bills and meets eligibility requirements for a reimbursement up to \$6,158.94 for balloon rally advertising

Individual Requesting Item	City Clerk/DOGG
Expected Length of Discussion	30 min.

Documents:

[*ballon.pdf*](#)
[*Main Street Brochure.pdf*](#)
[*shanks biketrails.pdf*](#)

G. BUSINESS BY MEMBERS

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

H. 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: Art Bartsch, Bill Ross, Tom Miller, Chris Sachs, and Randy Haglund

Updated 3/31/2016

Monroe Visitor and Promotion Funding Request

April 4, 2016

MONROE BALLOON AND BLUES FESTIVAL

Nick F & Co
revisit
meeting
1-12-16

Contact: Nic Faessler

Address: W1156 Stateline Road, Juda 53550

Phone Number: 608.214.3852

Amount Requested: \$6430

(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, with reimbursement not exceeding a total contribution by Visitor and Promotion of \$10,000.00.)

Project: The Monroe Balloon and Blues Festival will be held on June 17-18, 2016. The Monroe Balloon Rally has been a favorite not only in the community for many years, but also with tourists and bus groups who made Monroe their destination of choice in mid-June. After a one-year hiatus, the event is back under new leadership with fresh ideas. Event organizers are teaming up with various entities to form strategic partnerships – not only to improve the festival but also to generate increased economic impact by growing the audience.

The event will appeal to two diverse audiences: the Blues aficionado, and the traveler who is looking for a fun and family-friendly weekend event in Southern Wisconsin. New this year will be combining those two interests when attendees will have the opportunity to listen to music while enjoying the popular and visually appealing evening Balloon Glow on both Friday and Saturday evening.

Friday, June 17

- 4 pm - Gates open at Green County Fairgrounds, Monroe (no admission, but fee for parking onsite)
- 6 pm - Balloon Launch
- 7 pm – The Lemon Quartet
- 8:30 pm – Birddog Blues Band
- 8:30 pm - Balloon Glow (tethered balloons lighting up the night sky)

Saturday, June 18

- 5 am - Gates open at Green County Fairgrounds, Monroe (no admission, but fee for parking onsite)
- 6 am - Balloon Launch
- 11 am - 4 pm - Car show
- Great lineup of Blues bands from 2 – 11 pm!*
- 2 pm - Left Wing Bourbon Band
- 4:30 pm - The Jimmys
- 6 pm - Balloon Launch
- 6:30 - Brent Johnson and the Call Up
- 8:30 pm - Balloon Glow (tethered balloons lighting up the night sky)
- 8:30 pm - Nick Moss Band

This year's Balloon and Blues Festival is being organized by ARC of Green County, a group that assists people with disabilities – with education, independent living, social experiences and general enjoyment of life. One of ARC's goals, in hosting the festival, is to build awareness for their group. They also hope to make some money which will allow them to further their cause. Event organizers are reaching out to new sponsors as well as those who supported the event in the past.

The two main features of the weekend will be a chance for the public to see ballooning in action and to experience an outstanding lineup of blues musicians. Other activities include a car show, craft show, food vendors, and a bike tour. All events will take place at the Green County Fairgrounds.

HOW WILL THIS PROJECT PROMOTE MONROE AND INCREASE TOURISM?

The leverage, historically, of this popular festival will help to draw people to visit Monroe for the weekend. Balloon flights and glows offer a unique attraction that can only be experienced during special events like this. In addition, Blues fans will be tempted by the outstanding lineup put together by local bluesman Jimmy Voegeli.

MEASURABLE GOALS

The goal of marketing the event is to increase attendance/spending at the event and in Monroe at lodging and dining establishments. We expect that the event will generate overnight stays by balloonists, Blues fans, and general tourists.

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

Radio ads will reach broad audiences (focused on female household decision makers ages 25-54) in Northern Illinois and Southern Wisconsin; TV ads in the Madison and Rockford regions will emphasize the visual appeal of ballooning. Targeted Facebook advertising will also reach audiences from a distance that will encourage overnight stays. All advertising will emphasize the idea of making Monroe your weekend destination. The website "monroeballoonrally.com" will be referenced, and the "guest guide" on that site points to a directory of lodging accommodations.

MARKETING PLAN – MONROE BALLOON AND BLUES

BUDGET

- Radio - \$2480
- TV - \$5000
- Online/Social - \$360

TOTAL - \$7840

Details:

WSJY (southern Wisconsin – based out of Fort Atkinson – adult contemporary)

Weekdays – 6 am – 3 pm.

Week of June 6

20 spots @\$33 = \$660

B103 (Rockford and beyond – adult contemporary)

Week of June 13

25 spots @\$20=\$500

WMSE (Milwaukee)

Wednesday and Friday Blues Show (during drive time) – 8 spots @ \$50 – run June 10 and June 15

Saturday AM Blues Show – 8 spots @ \$40 – run June 4

\$400

\$320

WNIJ – Northern Public Radio

Saturday afternoon Blues show – run June 11

\$600

NBC15 – Madison – divide between week prior and week of event

\$3200

40 spots on WMTV and 250 spots on GMTV (antenna TV)

Charter Spectrum TV – Illinois (Rockford/Chicago) – week prior

\$1800

Facebook – targeted post boost June 2: focus on ballooning event

\$30

Facebook – targeted post boost June 9: focus on Blues lineup

\$30

Featured Facebook post with TravelWisconsin.com

\$300

TOTAL 7840

V&P to fully fund \$5000

Balance remaining - \$2840

Balloon Festival to fund balance remaining at 50% - \$1420

V&P to match with that same amount - \$1420

PUBLIC RELATIONS

Media alert to TV stations about 2 weeks in advance. Invite them to attend Friday night glow.

General news release to newspapers and features editors – a month in advance.

If you can have a writer do a spin on “balloons over cheese country/dairy land” you might be able to get the ag newspapers to pick up the story. Could tie this in with Jimmy Voegeli the dairy farmer/piano man.

Get event and band lineup listed on various calendars (radio stations, tv stations, newspapers, etc.)

Create Facebook event for each one of the bands (or if they are already doing this, then just share theirs)

Not reimbursable through visitor and promotion, but necessary:

Basic schedule of events or mini poster with events – distribute around Monroe and to downtown stores, Main Street office, banks, library, etc. Also include references of where to go for info (website, phone contact person)

*Area of Green County
Nick Faessler, Pres.*

**VISITOR AND PROMOTION BOARD
FUNDING APPLICATION**

DATE: 7/15/2016

NAME OF BUSINESS/ORGANIZATION: Main Street Monroe

CONTACT PERSON: Jordan Nordby

ADDRESS: 1717 10th Street Monroe, WI 53566

PHONE NUMBER: (608) 328-4023

AMOUNT REQUESTED: \$1,300 - 5000 brochures
total cost for

AMOUNT BEING REQUESTED UNDER WHICH PROMOTION GUIDELINE:
(See attached) Community Marketing - brochures

PLEASE EXPLAIN PROJECT: Comprehensive downtown guide brochure
which will include historical and fun facts, restaurant, retail,
and hotel guides.

BEGINNING DATE: August 15th 2016

ENDING DATE: Continuing

HOW WILL THIS PROJECT PROMOTE MONROE AND INCREASE
TOURISM? Allow visitors to see number of things to visit, see and
experience in the community. Provide incentives to make a
longer return trip.

PLEASE LIST MEASURABLE GOALS AND EXPLAIN HOW YOU WILL
DETERMINE ACHIEVEMENT OF THOSE GOALS? Brochures will be dispersed
to brewery, distillery, Monroe Arts Center, allowing us to track who
receives them and in what quantities. Goal is to reach and
attract visitors throughout the downtown.

HOW WILL THIS PROJECT BE REASONABLY LIKELY TO GENERATE
PAID OVERNIGHT STAYS AT MORE THAN ONE HOTEL/MOTEL
ESTABLISHMENT IN THE CITY OF MONROE? Hotels will be identified and
the breadth of things to do in the city will be clearly defined.
Main Street Monroe, Green County Tourism, and Monroe Chamber
will include brochure in tourist fulfillment packets.

Distribution Guidelines

Distributions can only be made for any of the following tourism promotion and development projects that will be significantly used by transient tourists and reasonably likely to generate paid overnight stays at more than one hotel/motel establishment in the City of Monroe:

- 1. Marketing projects, including advertising media buys, creation and distribution of printed or electronic promotional tourist materials, or efforts to recruit conventions, sporting events, or motorcoach groups.**
- 2. Transient tourist informational services**
- 3. Tangible municipal development, including a convention center**

Guidelines for the distribution of City of Monroe Visitor and Promotion Funds. The following approaches for the distribution of funds will be considered when reviewing different categories of proposals:

1. Community Marketing activities designed to reach an audience outside of Monroe to promote the community as a destination will be funded at 100 percent.

2. Special Event Advertising designed to boost attendance at a one time or annual event will be funded based on size of project.

Small Projects (total operational budget less than \$25,000) will be funded fully up to \$500.00.
Advertising expenses higher than \$500.00 will require matching funds on the remaining amount.

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

3. Funding for Tourism infrastructure projects and tangible municipal development will be funded at 100 percent. Projects which benefit only a specific organization would not qualify. Example: signs promoting a specific business or organization and not the overall community would not qualify for funding.

4. One-Time-One-Of-A-Kind Promotions which contains elements which serve in promoting Monroe. A grant for a project could only be awarded once. Repeated programs or annual events would not continually qualify. The grants would be reviewed based on the following criteria:

A maximum of \$15,000.00 of combined annual requests could be funded in any one year with a maximum of \$10,000.00 given to any one project. After the first \$500.00 in Visitor and Promotion funds, the remaining request would have to be supported with matching funds.

The following definitions should be used as guidelines:

- Media Advertising –** Includes newspapers, TV, magazines, and radio. To qualify for funds the audience has to be at least 60 miles from the City of Monroe
- Brochures –** Cost of creation and distribution could qualify for funds. Distribution of printed materials should be 60 miles from the City of Monroe. A copy of the brochure will be required when submitting requests for funds.
- Distribution cost could also include a booth, i.e., a trade show. But no funds will be paid for an individual's time or expense while at said trade show.
- Web sites -** The setting up and updating of a web site may qualify for funds. A copy of materials on the web site has to be presented to Committee prior to the approval and distribution of any funds.
- Web sites should provide information of the event, which should include places to stay.
- Committee could also request information regarding the distance individuals are traveling to attend.
- Conventions, sporting events and bus tours –**
- Submission of cost, distance traveled by participants and/or spectators to the event will be required prior to the approval of funds.
- Transient tourist information services –**
- Flyers and/or brochures, which promote the City of Monroe. These items should contain places to stay, dine, visit, and shop.
- Municipal development–**
- Could include convention center or other structures, which will promote tourism in the City of Monroe.
- Project -** An activity for the purpose of increasing tourism. "Project" includes the development of publicity, the development and media placement of advertising or direct mail, which is a part of the advertising plan of the applicant.

Procedure for Visitor & Promotion Board Funding

- **Fully completed funding requests must be submitted to the City Clerk's office to be put on an agenda for a future meeting of the Visitor & Promotion Board.**
- **Visitor Board will give preliminary approval for funding requests up to a specific dollar amount which must be stated in the minutes.**
- **After pre-approval, payment requests with copies of bills issued by actual vendor must be turned into the City Clerk's office by the applicants in order to be reimbursed. Copies of cancelled checks and generalized statements will not be accepted.**
- **If funding is for labor for tourist related purposes, a report must be turned in outlining who person was, how many hours person worked, and documentation breaking down type of work done and quantity of work**
- **Clerk will give approval for payment of straightforward bills presented that were pre-approved by the Board, but reserves right to ask for more information or clarification or refer to the Visitor Board for approval at a future meeting. Clerk will use discretion and refer any questionable bills to the Visitor Board for action at a future meeting.**
- **Clerk will forward payment requests, once reviewed and approved, to the Comptrollers' Office as soon as practical.**

Adopted by the Visitor & Promotion Board on January 24, 2012

When life gives you Limburger, make a sandwich.

Back in 1931, Emil Baumgartner opened a store on the west side of the Square to sell cheesemaking supplies to area factories. Times were tough during the Depression years, and if customers were unable to pay cash, they paid with cheese. Soon Emil began offering customers a complimentary cheese sandwich, and then a local brew to go along with it. And that is how the legendary Baumgartner's Cheese Store and Tavern was born.



An iconic landmark in Monroe, "Baumies" holds bragging rights as oldest cheese store in Wisconsin. It's the place to go if you have a hankering for the quintessential Limburger sandwich—served up with mustard and onion on rye; a mint on the side.

Downtown - Tours & Visits

Green County Courthouse

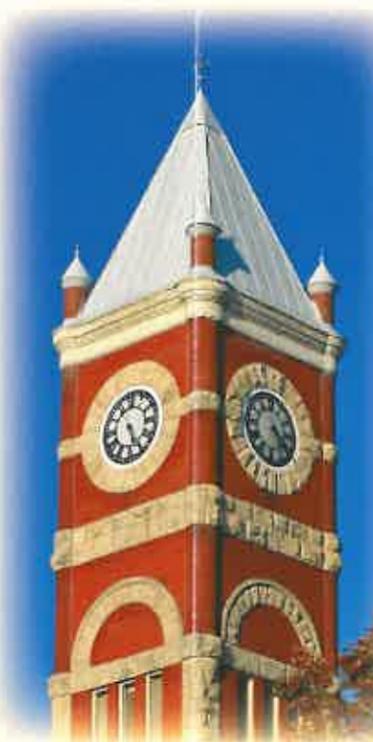
greencountywisconsin.info
1016-16th Ave • 608.328.1838
Self-guided tour and "you be the judge" photo opp. Weekdays 8 am - 4:30 pm. Groups by appointment.

Green County Historical Museum

greencountyhistoricalsociety.org
1617-9th St. Local history and one-room schoolhouse; genealogy information. Open Sat-Sun in summer 1 - 4 pm.

Minhas Craft Brewery

minhasbrewery.com
1208-14th Ave • 608.325.3191
Tour & tasting, visitor center & store, beer memorabilia museum. Mon 11 am, Tues-Thurs 1 pm, Fri 1 & 3 pm, Sat 11 am, 1 & 3 pm, Sun 1 & 3 pm. Groups by appointment.



Minhas Micro Distillery

minhasdistillery.com
1404-13th St • 608.328.5550
Tour and tasting. Tours Mon 1 pm, Tues-Thurs 11 am & 3 pm, Fri - Sun 11:30 am, 1:30 & 3:30 pm. Groups by appointment.

Monroe Arts Center

monroeartscenter.com
1315-11th St • 608.325.5700
Gallery exhibits and performance hall in restored historic church. Visit website for upcoming shows and exhibits. Gallery hours Tues-Sat 10 am-5 pm.

Monroe Theatre Guild

monroetheatre.com
910-16th Ave • 608.325.1111
Performing arts. Visit website for shows.

Visit the Green County Tourism website GreenCounty.org for more to do throughout the area.

More in Monroe

National Historic Cheesemaking Center & Imobersteg Farmstead Cheese Factory

nationalhistoriccheesemakingcenter.org
2108-6th Ave • 608.325.4636
Guided tour exploring legacy of dairy farming and cheesemaking in Green County. Tours daily May - October, 9 am - 4 pm. Groups by appointment.

Emmi Roth USA (Alp and Dell Cheese)

alpanddellcheese.com
657-2nd St • 608.328.3355
See cheese being made. Weekday mornings. Groups by appointment.

Badger State Trail

friendsofbadgerstatetrail.org • dnr.wi.gov
Trailhead parking near intersection of 14th Ave & 6th St. Traveling south: connects with Jane Addams Trail at the Illinois border. Traveling north: Monticello, Belleville, and connection with Capital City Trail in Fitchburg area.

Brewing up some history.

We started making beer right here in downtown Monroe way back in 1845. Take a tour to learn about brews of the past (famous brands like Augsburger and Berghoff) and get a taste of the present at Minhas Craft Brewery. Try one of their new hard sodas. Just across the street - spirits and liqueurs at Minhas Micro Distillery.



Everyone loves a parade!



"Panorama of Cheeseland" was the theme for the first Cheese Days Parade in 1916. The festival takes place in downtown Monroe on the third weekend of September in even years.

Crimson and clover, over and over.

Tommy Jackson's first gigs took place in the "Blue Room" at the former Eugene Hotel building just off the southwest corner of the Square. As a middle schooler who sang and played guitar, Jackson entertained at the hotel that was managed by his parents. Later he changed his name and added the band: Tommy James and the Shondells. Over the years James racked up more than a hundred million records sold with his music featured in movies, TV shows and advertising campaigns.



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MAIN STREET MONROE

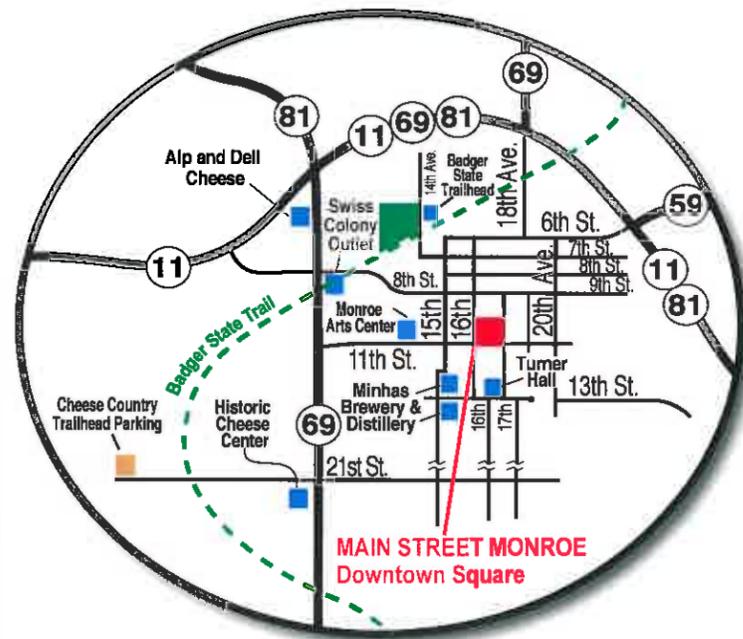
Shop

Black Tie Tuxedos	1218-17th Ave • 325.2924
Burington Shoes	1013-16th Ave • 325.4464
Dilly Bean	1000-17th Ave • 328.2326
Down Home Upcycle & Antiques	1111-16th Ave • 815.266.9719
Eclectic ArtCrafts	504-11th St • 482.1876
Edelweiss Gifts	1522-11th St • 325.4438
Fireside Books	1110-15th Ave • 329.7323
Genthe's Clearance Center	904-16th Ave • 328.4249
Green Chicks Studio	1606 ^{1/2} -11th St • 325.3766
Green Door	1606-11th St • 325.2424
Heartland Graphics	1715-12th St • 328.4404
House to Home Designs	1628-11th St • 325.4710
JoAnne's Dress Shop	1618-11th St • 325.3900
Julie's Bridal Gallery	1019-16th Ave • 325.4553
Eleventh Street Boutique	1626-11th St • 325.5171
Frame N Color	1119-16th Ave • 325.4135
Luecke's Diamond Center	1029-16th Ave • 325.2600
Martin's Sport Shop	1016-17th Ave • 325.3370
Marv's Farm Toys	1512 ^{1/2} -11th St • 558.2185
Max's Threads	1020-17th Ave • 295.9331
Misfits	1107-17th Ave • 778.4096
Monroe Antique Mall	1001-16th Ave • 328.8000
Now and Then Antiques	1516-11th St • 482.1695
Orange Kitten Yarns	1620-11th St • 328.4140
Schultz Pharmacy	1008-17th Ave • 325.2151
Sequel's Interiors	1024-17th Ave • 325.1101
Stonehall Bicycle	921-15th Ave • 328.3278
The Pet Spot	1027-16th Ave • 312.9646
The Wooden Trooper	1015-16th Ave • 207.0091
Toy Haus	1017-16th Ave • 325.1277

All phone numbers area code 608 unless noted.

Events

First Thursday Shopping Nights - stores open late
 St. Patrick's Day Parade - March 17
 Monroe Farmers Market - May through October: Saturday morning and Wednesday afternoon
 Concerts on the Square - Summer Series June, July, August
 Cars on the Square - 1st Friday in June; last Friday in August
 Maxwell Street Days - first weekend in August
 Halloween Parade and Trunk or Treat - October 31
 Small Business Saturday - Thanksgiving Weekend
 Green County Cheese Days (September - even years)
 Lighted Christmas Parade - 1st Friday in December



Stay Awhile

MOTELS

AmericInn • 424-4th Ave • 608.328.3444
 Gasthaus Motel • 685-30th St • 608.328.8395
 Super 8 Motel • 500-6th St • 608.325.1500

BED & BREAKFAST

Ludlow Mansion • 1421 Mansion Dr • 608.325.5500
 Victorian Garden • 1720-16th St • 608.328.1720

CAMPING

Green Co. Fairgrounds • 2600-10th St • 608.325.9655

Visit the website for information on spas and salons, professional services, and a complete directory of all businesses in the Main Street Monroe district.

MAIN STREET MONROE

1717-10th Street
 PO Box 544
 Monroe, WI 53566

608.328.4023 • monroemainstreet@tds.net

MAINSTREETMONROE.ORG

DOWNTOWN MAP

MAIN STREET Monroe | Wisconsin

the essential guide



SHOPPING DINING TOURS ENTERTAINMENT

Eat & Drink

Amy's Corner Cafe - cakes and eggs, daily lunch specials, pie & cinnamon rolls. 1127-16th Ave • 608.325.3768 (B,L)

Bartels & Co. Tap - 1012-17th Ave • 608.325.7252 (F,O)

Baumgartner's Cheese Store & Tavern - sandwiches, chili, cheese, soup. 1023-16th Ave • 608.325.6157 (L,D,F,O)

Buggy Works - burgers, salads, fried curds, pasta, steaks, mac-n-cheese, wings. 1015-18th Ave • 608.426.6445 (L,D,F)

Bullet's Restaurant & Doyle's Irish Pub - steak, seafood, salad bar, pizza. 1301-15th St • 608.325.7777 (L,D,F,O)

Chocolate Temptation - artisan chocolates, specialty drinks, ice cream, desserts. 1004-17th Ave • 608.328.2462 (B,L)

Chop Sticks - Chinese and American cuisine, dine in or carry out. 1021-16th Ave • 608.329.7900. (L,D)

Frank's Franks - Chicago style hot dogs, Italian beef, tamales. 1117-16th Ave. • 608.325.3647. (L,D,O)

Green County Smokeshack - Wisconsin BBQ, burgers, mac-n-cheese. 1609-10th St • 608.426.2331 (L,D,F,O)

Jailhouse Tap Bar & Grill - burgers, daily specials, local brews on tap. 1403-12th St • 608.325.6462 (L,D,F)

Little Maya - authentic Mexican cuisine, dine in or carry out, margaritas. 1014-17th Ave • 608.325.1288 (L,D,BW,O)

Pancho & Lefty's - hickory BBQ, seafood, burgers, burritos, salads, margaritas. 1018-17th Ave • 608.426.6116 (L,D,BW,O)

Rainbow Confections - popcorn (many flavors), candy, ice cream, gourmet fudge. 1600-11th Ave • 608.325.2635 (L,D)

Suisse Haus - burgers, sandwiches, chili, pizza, shrimp, fish, fried curds, wings. 1602-12th St • 608.325.3220 (L,D,F,O)

The French Quarter - 1201-17th Ave • 608.328.2332 (L,D,F)

The Garden Deli - sandwiches & baked potatoes to order, salads, wraps, ice cream. 1624-11th St • 608.325.3526 (L,D)

Turner Hall Ratskeller - Swiss & American specialties, fish fry, lunch buffet. 1217-17th Ave • 608.325.3461 (L,D,F,O)

B-Breakfast • L-Lunch • D-Dinner
 F-Full Bar • BW-Beer & Wine
 O-Outside Seating Available

rev'd
5-31-16

**VISITOR AND PROMOTION BOARD
FUNDING APPLICATION**

DATE: 5/31/2016

NAME OF BUSINESS/ORGANIZATION:

City of Monroe

CONTACT PERSON:

Martin Shanks, Assistant Administrator

ADDRESS:

1110 18th Ave, Monroe, WI 53566

PHONE NUMBER:

(608) 329-2521

AMOUNT REQUESTED:

\$5,300 (includes annual maintenance fee)

AMOUNT BEING REQUESTED UNDER WHICH PROMOTION GUIDELINE:

Community marketing activities designed to reach an audience outside of Monroe to promote the community as a destination.

PLEASE EXPLAIN PROJECT:

The goal of the project is to create an online interactive map showing all of the bike trails in Monroe. This will be accomplished by incorporating “connecting and scenic routes” data from work done previously by UW Platteville students. This data was created to connect different places of interest and different trails in the community. Additional data will be used from a recent Green County Leaders group that identified County-wide bike routes on lightly traveled roads adjacent to Green County communities. The proposal that was presented as it relates to Monroe is \$4,800 to create the interactive map plus PDF versions of the map with an annual \$500 maintenance fee. The interactive map would then be posted on the City’s web page and available to anyone or any website to be linked to. The printed versions of the map will be printed and provided/made available to groups and businesses in the community to advertise.

In addition to the work being completed for Monroe, the proposal also includes a component for identical work to be completed in New Glarus. The portion of those costs would be covered by the New Glarus community. The data from both communities would be shared and placed on the same online map.

BEGINNING DATE:

End of June/July 2016

ENDING DATE:

Initial project completion will be September 2016 with ongoing annual maintenance of GIS platform.

HOW WILL THIS PROJECT PROMOTE MONROE AND INCREASE TOURISM?

The objective is to increase bicycle and pedestrian access and safety across the city, increase recreational trail usability and connectivity, and improve trail-to-trail connectivity. This project will clearly identify and promote Monroe's bike trail system.

Furthermore, the map will also promote local amenities, points of interest and businesses, including food and lodging opportunities on or nearby the existing trails and identified connecting routes.

Bicycle tourism is estimated to generate over \$1.5 billion for Wisconsin's economy. Further identifying bike routes throughout Monroe in an easy-to-use and accessible web application will help promote not just those facilities, but also help those bicyclists in finding local food, shops and lodging. Ultimately, the information made readily available upon the completion of this project will lead to further promotion of Monroe and its assets.

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

- Website hits/number of linked websites – website analytics will be used to measure this.
- Business transacted on the nearby identified routes – survey businesses on frequency of biking-related patrons.
- Lodging stays – survey proprietors on stays because of biking

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

The online interactive map will help identify and increase the visibility of Monroe's bike system as well as on-route and adjacent amenities, such as lodging, food and points of interest. The map will help demonstrate to users and potential users that Monroe is not just a community to travel through on the trail, but that an entire bike system exists that provides connectivity to all of the destinations that makes one want to spend time in, including overnight.

Furthermore, the share-ability of the web address will enable the interactive map to be linked out on an unlimited number of websites, including the City, the Chamber of Commerce, Main Street, Green County Tourism, local and State bike groups, business websites and more.

The partnership with the Village of New Glarus will tie together the bike system and trails of both communities into one comprehensive online map allowing tourists and visitors to easily plan their trips between the two municipalities and enjoy the amenities and trails of both communities.

The PDF and printable versions of the map can be shared with local tourist destinations and businesses to provide to patrons and visitors as well.

The accessible, easy-to-use and readily available information will allow bicyclists to easily identify overnight stays at any one of Monroe's hotels/motels.



20 S. Court St.
Platteville WI 53818
p: 608.342.1636 • f: 608.342.1220
e: info@swwrpc.org
www.swwrpc.org

May 27, 2016

Martin Shanks, Assistant Administrator
City of Monroe
1110 18th Avenue
Monroe, WI 53566

Mr. Shanks:

The Southwestern Wisconsin Regional Planning Commission (SWWRPC) is pleased to submit for your consideration our proposal to create an online interactive bike map for the City of Monroe and Green County. For over 40 years, SWWRPC has been assisting communities develop tools to meet the needs of their citizens, and we would be proud to bring this experience to the City.

About SWWRPC

As an extension of local government, SWWRPC offers the communities it serves a flexibility and accountability not found in other organizations. As an organization, we answer to elected and appointed officials from our 5-county region and work hard to form close personal relationships with those we serve. We have the ability to find unique and inventive means of project delivery that can meet the needs of our partner organizations.

Scope of Work

The recently completed Monroe Comprehensive Plan identified the development and promotion of increased biking and bike routes as goals in need of implementation. Specifically, the plan's recommendations for biking are as follows:

- Transportation Goal 1: Increase bicycle and pedestrian access and safety across the city.
 - Objective 1: Create a safe riding experience for cyclists on the trails and on the streets.
 - Strategy 1: Create a map illustrating current and future bike paths, connecting points of interest throughout the city.
- Parks, Recreation, and Natural Resource Goal 3: Increase recreational trail usability and connectivity.
 - Objective 2: Ensure that the public is aware of the existing bike trails.
 - Strategy 1: Develop a map that identifies where the bike trails are.
 - Strategy 3: Market the trails as economic development and tourism assets.
 - Objective 3: Improve trail-to-trail connectivity.
 - Strategy 1: Identify and map where trails should connect if no connection currently exists.



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As can be seen from these planning priorities, developing a map as proposed would result in direct implementation of the Comprehensive Plan. SWWRPC proposes to deliver an on-line mapping experience that will provide informative access to bikers both within and outside of the community. As such, it will be an amenity for Monroe citizens and serve as a tourism draw to the City.

SWWRPC has already initiated this effort by coordinating University of Wisconsin-Platteville students to develop draft city bike maps during the winter of 2015 and 2016. In addition, SWWRPC provided technical assistance to a Green County Leaders cohort developing county bike routes. This proposal will build on those previous efforts and tie them together in a single unified storyboard map. Printable maps will also be provided in PDF format for each route. Examples of the style of the final interactive map can be found at [Swamp Rabbit Trail](#) and [Bike Tallassee Routes](#).

SWWRPC will also provide hosting of the site and annual maintenance and updating as needed. This will include any changes to routes, as well as the inclusion of photographs of the trails and points of interest along the bike routes.

Fee and Project Schedule

Online and PDF format mapping – labor and software included, to provide mapping services for Monroe, Green County, and New Glarus

- Total Cost: \$6,000

Annual Maintenance and Updating

- Total Cost: \$750

Schedule

- Project timeline will run through fall 2016 if begun immediately

Thank for your interest in this project, and for thinking of SWWRPC for your community's needs. I would be happy to meet and talk about any aspect of the project or this proposal.

Please feel free to contact me if you have any questions. I look forward to speaking with you soon.

Sincerely,

Troy
Maggied

Digitally signed by Troy Maggied
DN: cn=Troy Maggied, o=SWWRPC,
ou, email=tmaggied@swwrpc.org,
c=US
Date: 2016.05.27 14:46:02 -05'00'

Troy Maggied
Executive Director
Southwestern Wisconsin Regional Planning Commission