



**MONROE COUNTY ECONOMIC DEVELOPMENT AND TOURISM COMMITTEE**

202 South K Street, RM 1

Sparta, WI 54656

Phone: 608-269-8705

Fax: 608-269-8747

**Regular Monthly Meeting  
Monroe County Board Assembly Room  
1<sup>st</sup> Floor / Room 1200**

*\*Please use Oak Street/South Side Entrance\**

**Sparta, WI 54656**

**9:00 a.m.**

**Thursday, September 9, 2021**

**\*\*PUBLIC: Due to the COVID-19 Pandemic, please access this meeting remotely:**

**<https://monroecountywi.webex.com/> or Join by phone: +1-404-397-1516 United States Toll**

**Meeting Number: 2494 957 0834**

**Access Code: 2494 957 0834**

**Password: Meeting**

**Agenda**

1. Call to order/Roll Call
2. Minutes Approval of August 12, 2021
3. 5 Minute Reports
  - \*NOTE: Upcoming events/activities around the county should be mentioned along with your 5 minute Report\**
  - Monroe County Land Use Planner – Roxie Anderson
  - 7 Rivers Alliance – Chris Hardie
  - Mississippi River Regional Planning Commission – Dave Bonifas
  - Hidden Valleys – Rob Wilson
  - Fort McCoy – Tonya Townsell
  - Sparta Chamber – Heidi Prestwood
  - City of Sparta – Todd Fahning / Mark Sund
  - Tomah Chamber – Tina Thompson
  - City of Tomah – Bradley Hanson
  - Local History Room – Jarrod Roll
  - ITBEC - International Trade, Business and Economic Development Council – Nodji VanWychen
  - Additional Area Events
4. At Approximately 10:00 a.m. - Wisconsin Public Radio Sponsorship Presentation – Jane Ritger
5. Financials/Invoices
6. County Administrator Report
7. Hidden Valley Ad/Design – Discussion/Action
8. Go Monroe County Guide/Distribution Fees/Design – Discussion/Action
9. 2021 Budget – Discussion/Action
10. 2022 Budget – Discussion/Action
11. Broadband Resolution(s) Update - Discussion
12. Meeting Location Outside Monroe County Assembly Room – Discussion/Action
13. Next Month’s Meeting Date/Time/Location
14. Next Month’s Agenda Items
15. Adjournment

Ron Luethe, Committee Chair

Date Posted: September 3, 2021

*The Mission of the Economic Development and Tourism Committee is to grow Monroe County’s economy through the coordination and promotion of its resources.*

Committee Members: Ron Luethe, Nodji VanWychen, Brett Larkin

Citizen Members: Terry Green, Tucker Gretebeck, Maila Kuhn

Advisory Members: Heidi Prestwood, Jarrod Roll, Tonya Townsell, Tina Thompson, Roxie Anderson, Chris Hardie, Rob Wilson

[www.gomonroecountywi.com](http://www.gomonroecountywi.com)

[www.gomonroecounty.com](http://www.gomonroecounty.com)

<http://www.co.monroe.wi.us/committees/economic-development-commerce-tourism-committee/>

# Monroe County Economic Development and Tourism Committee Meeting

Monroe County Board Assembly Room Thursday, August 12, 2021

Present: Ron Luethe, Brett Larkin,

Citizen Members: Maila Kuhn, Tucker Gretebeck, Terry Green

Advisory Members: Jarrod Roll, Tonya Townsell, Rob Wilson

Others: Tina Osterberg, Adrian Lockington, Greg Evans, Richard Folkedahl, Cedric Schnitzler

Web Ex: Chris Hardie, Tina Thompson

Absent: Roxie Anderson, Heidi Prestwood, Nodji VanWychen

The meeting was called to order by Chair Ron Luethe at 9:01 a.m. in the Monroe County Board Assembly Room.

Motion by Brett Larkin second by Cedric Schnitzler to approve of the Meeting Minutes of the July 8, 2021 meeting. Carried

Greg Evans- Evans Printing, Topic: Go Monroe Guide

- Will be printing a guide for 2022- Ad Deadline November 15, 2021- Printing/Distribution Early January 2022. EDT purchased Full Page ad in previous years. Provides Price Sheets- cost has increased. Final Ad Proof could be on agenda for December meeting.
- Price for 2 Full Page Ad Center Fold= \$3000
- Can assist with design at no additional cost
- Question is who will pay for the shipping? \$1100 is a typical annual cost, Local Distribution is done by Greg Evans- ships by speedy as that is most economical.

## 5 minute reports

- Chris Hardie- Updates on Grant Funding and Economic Development – workforce challenges. Gov. announced the Badger Bounceback Grants, Housing and needs for Monroe County. Launched the rising stars programs- nominations of people under age 40 doing great things- annual event in October and November.
- Tina Thompson- Tomah Chamber- updates – concert series- Military appreciation night, Business after 5, Fire department Anniversary, Night Market, Still looking for extra staff.
- Hidden Valleys- Rob Wilson, Hidden Valley Updates- just completed time at the Wisconsin State Fair with Travel Wisconsin. In their booth they have additional organization comes in. Sparta Chamber was there the same day as Hidden Valley. Currently in the Middle of Advertisement sales. Advertisements- some new this year, as well as new sales representatives. Cost for ads- did not increase this year. Have not increased in the last 11years. Contract Due September 30<sup>th</sup> with Design due by end of October.
- Tonya Townsell- Fort McCoy Update- Gives updates on recent visitors- Community Appreciation Night August 26<sup>th</sup> from 5-7 pm. Decade update- completed – will have printed and available in few months. Commemorative area still open for summer. Camping has been great, doing tours to base from campground.
- Jarrod Roll- Local History Room Update- Pop up History along the bike trail. Brought to Wilton and Norwalk bike trail. Will do again next year. Visitation has been high on Saturdays

when it rains. Middle of the scavenger hunt with the Kiwanis club, Wegner Grotto- Art Outdoors this Saturday- this is year #7

- ITBEC-Ron Wilson attended—update on topics:
  - Broadband
  - Wisconsin Counties Association Conference Sept 26,27,28
  - Opioid lawsuit
  - American Rescue Act Funds

Financials/Invoices- Tina Osterberg- nothing to report this month

2021 Budget-

- Brochures- approved at July Meeting
- Maps- Spoke with Jeremiah in Land Records. Will be creating Maps as previously discussed. Gave a November 1 Deadline (fishing, kayak- ATV & Routes. Can work with Greg Evans and get estimate. Maps will be tri-fold and still need to be scaled.
- WPR Advertisements- Discussion/Action
  - Tina hands out price sheets from 2020 presentations.
  - Suggestion to have WPR come in and discuss the advertisement costs.

Line Item Transfer-

- Hidden Valleys Mileage- Asking \$510 from EDT marketing to Hidden Valley mileage to cover the rest of the year. Motion by Cedric Schnitzler second by Ron Luethe to move the \$510.00 Carried.

2022 Budget-

Discussion/Action-

Motion by Ron Luethe to approve the presented 2022 budget second by Cedric Schnitzler to approve the 2022 budget. Carried.

Monroe County Broadband Consultant RFP – Discussion/Action-

Monroe County Broadband Assessment Study RFP- Discussion/Action-

Chair Ron Luethe discusses the purpose of both of these RFP's and reason for those. Adrian Lockington provides overview of timeline and process.

Motion by Ron Luethe second by Cedric Schnitzler to approve both RFP's for the Consultant and Assessment Study to move forward and publish. Carried.

County Administrators Report- Tina Osterberg- Updates-

- Rolling Hills Building Project- recent weather has delayed project, will have 6 RFP's being released and at the September County Board Meeting. County Board members will tour project site before the September County Board meeting pending weather/conditions.
- Information on Opioid settlement- one approved in July and another one coming forward soon. Still no dollar amount for Monroe County, it is more statewide amounts at this time.
- Highway Department- presentation at the August County Board meeting for 5 road improvement projects over the next 3-4 years. There is a total of 4 projects with 1 alternate.

EDT Meeting locations outside of the Monroe County Board Assembly Room.

Discussion- Suggestion to have meetings at other locations quarterly. Chair requests location submittals to be sent to him. Continue discussion at next month's meeting.

Next month meeting will be Thursday September 9, 2021 in the Monroe County Board Assembly Room

Next Month Agenda Items

- WPR presentation
- Offsite meeting location
- Broadband Consultant and Broadband Assessment Study RFP's Resolution- Discussion/Action
- Go Monroe Guide, distribution fees, Design- Discussion/Action
- Hidden Valley Ad, Design- Discussion/Action

Motion by Ron Luethe to adjourn the meeting at 11:17 a.m. Carried.

Recorded by: Adrian Lockington  
Administrative Office Specialist



**WISCONSIN**  
PUBLIC RADIO



# Sponsorship

ON WISCONSIN PUBLIC RADIO

Good for your community and your bottom line.

**Your Representative:**

**Jane Ritger, Business Sponsorships**

[jane.ritger@wpr.org](mailto:jane.ritger@wpr.org)

625 Stewart Ave.

Wausau, WI 54401

Office: 715 261-6176

Cell: 715 348-9377



## Where Wisconsin Connects

For more than 100 years, Wisconsin Public Radio has enriched life in the state with free and independent content that informs and inspires individuals and communities.

**We share the best of the nation and the world with Wisconsin.**

**425,500 Listeners<sup>1</sup>**

Weekly statewide listeners

**961,000 Visitors<sup>2</sup>**

Monthly reach of wpr.org

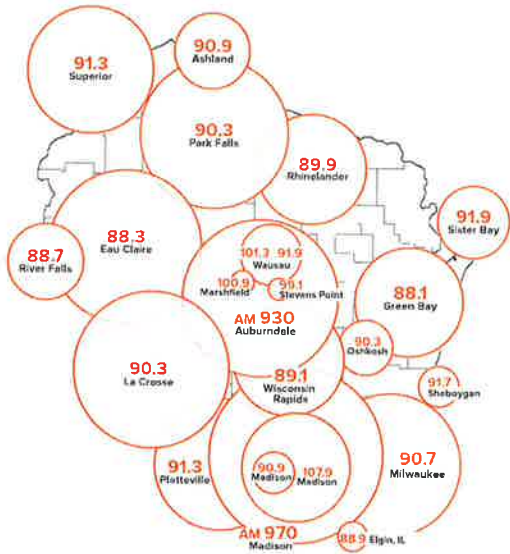
**47,000 Inboxes**

Monthly reach of email newsletters

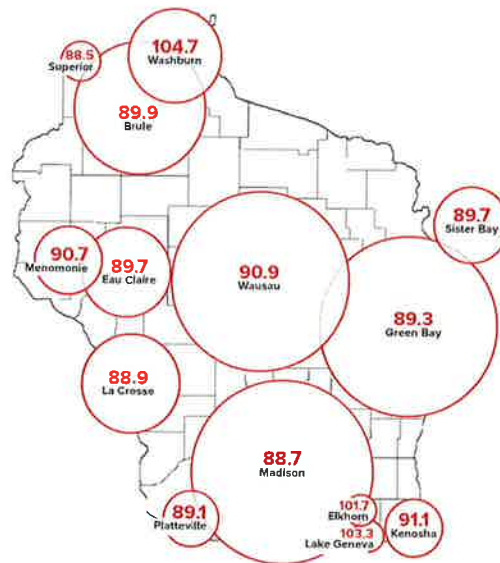
1) 2019 Ranker Report Export from TAPSCAN Web

2) Average monthly pageviews to wpr.org, January – December 2019

### The Ideas Network



### NPR News and Music



The best state and national talk, news and entertainment from WPR and NPR.



WISCONSIN PUBLIC RADIO

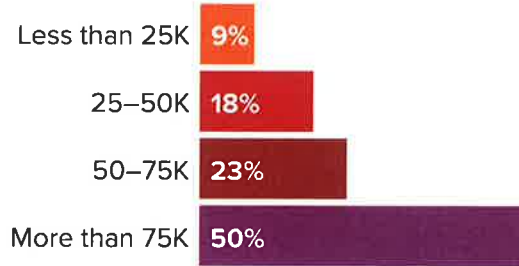




## Demographics

**48%** Female   **52%** Male   **64%** College Graduates

### INCOME



### Our listeners are...

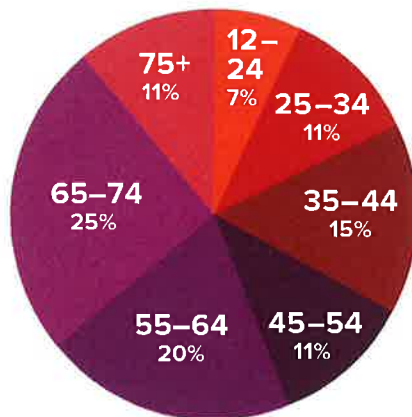
179% more likely to have a **post-graduate degree\***

79% more likely to earn a **household income of \$250K+\***

91% more likely to hold a **position in upper management\***

\* Source: 2019 NPR Audience Profile

### AGE



Source for all but starred data: Nielsen Company SP20/FA20 Weekly Cume 6a-12m NPR News & Music and The Ideas Network

The best state and national talk, news and entertainment from WPR and NPR.



WISCONSIN  
PUBLIC RADIO







## The Halo Effect

Create a bond with WPR listeners.

The partnership between corporate underwriters and listeners is a bond that is unique to public broadcasting. **Our listeners prefer to do business with companies that support public radio.**

71% of listeners hold a **more positive opinion** of a company that supports public radio

77% of listeners **take action** in response to a public radio sponsorship announcement

56% of listeners find public radio sponsors to be **more credible companies**



“We love it when our guests tell us they heard about us on the radio. It’s a great partnership!”

**Stacey Kalas**  
Communications/  
Marketing Coordinator  
Franciscan Spirituality Center

Source: 2019 NPR Audience Profile

---

The best state and national talk, news and entertainment from WPR and NPR.



WISCONSIN  
PUBLIC RADIO







WISCONSIN  
PUBLIC RADIO

## Audience



## Interests and Buying Habits

Public radio listeners are **connected** and highly **engaged** in their community

### They Have Buying Power

**\$96,600** median household income

**\$425,000** median home value

### They're Engaged

**133%** more likely to attend art galleries or shows

**206%** more likely to contribute to arts and cultural organizations

### They Invest

**60%** more likely to purchase financial investments

**103%** more likely to enlist services of a personal money manager

### They Influence

**200%** more likely to be influencers\* in the community

*\*An influencer is a person that participates in 3 or more community or public service activities on a regular basis.*



“This is the first year that we used WPR to promote Jazz at the Trout and it is the first year we sold out every show!”

**Christina Turner**  
President  
Trout Museum of Art

Source: 2019 NPR Audience Profile

The best state and national talk, news and entertainment from WPR and NPR.



WISCONSIN  
PUBLIC RADIO





Public radio  
is a clutter-  
free oasis for  
sponsors

On WPR sponsor  
announcements air for  
**no more than  
2 min/hour**

and we run  
**no more than  
2 in a row**

## Broadcast Your Message in a Clutter Free Environment

WPR airs no more than 2 minutes of sponsor  
announcements per hour and no more than 2  
announcements in a row, compared to commercial radio,  
which runs up to 18 minutes of commercials per hour.

Our account executives work together with you to craft  
messages that our listeners want to hear. Your unique  
15-second message will be clear, concise and informative  
— the kind of message listeners have been shown to  
respond to.

**WPR listeners act on the messages they hear and do  
business with those who support the station.**

---

The best state and national talk, news and entertainment from WPR and NPR.



WISCONSIN  
PUBLIC RADIO





## Expand Your Reach with Digital Sponsorships

Digital sponsorship is the perfect complement to your on-air campaign. Reach **even more** of WPR's great audience.

### DIGITAL SPONSORSHIP OPPORTUNITIES

#### Audio Content

Include your sponsorship message on our live streams at wpr.org and ttbook.org. Every month there are over 1 million audio sessions.

**Geo-targeted: \$35\***

**Statewide: \$30\***

#### Web Tiles

Rotate your web tile on wpr.org and ttbook.org, some of the most used websites in public broadcasting. Our sites receive over 1 million pageviews per month.

Tiles will also appear on the WPR operated mobile sites.

**Geo-targeted: \$15 – \$20\***

**Statewide: \$12.50 – \$15\***

\*Price listed are per 1,000 Impressions. Prices of web tiles vary based on placement on page.

#### Email Newsletter Ad

Our email newsletters contain only **two** sponsorship messages per issue, offering you exclusive exposure to the WPR audience.

- **RadioWaves** (Statewide Newsletter)  
Monthly Rate: \$500  
Approximate Recipients: 44,000

- **Regional R2** (Regional Newsletter)

Region	Rate	Recipients (approx.)
South Central	\$250	15,000
Southeastern	\$175	9,000
Northeastern	\$140	7,000
Central	\$85	4,000
Western	\$70	3,000
Southwestern	\$70	3,000
Northern	\$35	1,500

The best state and national talk, news and entertainment from WPR and NPR.



WISCONSIN  
PUBLIC RADIO





## Digital Sponsorship Guidelines

### Digital Audio Content

Digital audio copy must follow our on air broadcast guidelines.

### Web Tiles

Copy in web tiles is not governed by the FCC, but in order to keep in line with WPR's best practices and our overall character, we ask that it adhere to the same rules as on-air copy. It generally falls under a more liberal interpretation of the on-air guidelines, however. Copy that contradicts on-air guidelines may be approved on a case-by-case basis.

Web tiles are to be provided by the client and are subject to approval by WPR. They should meet the following specifications:

- 300 x 250 pixels (width x height) must be exact size
- .gif, .png, or .jpeg format only
- RGB color mode
- No transparency

### Email Newsletter Ads

Copy in email newsletter ads does not need to follow on air broadcast guidelines as it is not governed by the FCC.

Email newsletter ads are to be provided by the client and are subject to approval by WPR. They should meet the following specifications:

- 300 x 250 pixels (width x height)
- .gif, .png, or .jpeg format
- RGB color mode
- No transparency

R2 (regional newsletter) and Radiowaves (statewide newsletter) each contain only two sponsorship messages per issue, offering you exclusive, call-to-action exposure to the WPR audience. For this reason, there is a limit of 3 months per year purchase per client.

---

The best state and national talk, news and entertainment from WPR and NPR.



WISCONSIN  
PUBLIC RADIO







## Broadcast Guidelines

Announcements on WPR are different than those you hear on commercial radio. Some of the differences are required by the Federal Communications Commission (FCC), and some are policies of WPR, but the sound of the station is one of the reasons our announcements are so successful for clients. With fewer ads, higher standards and a large and loyal audience, your message won't just be played, it will be noticed and heard. WPR has established the following guidelines and retains final editorial authority over all announcement copy.

### Each announcement **MUST:**

- Be limited to 15 seconds in length
- Begin with either "Support for WPR comes from..." or "Support also comes from..."
- Contain the name of the business sponsor

### Announcement copy **MAY contain:**

- **Contact Information** — Location, phone number and/or website of business
- **Description** — A value-neutral description of no more than three major products and/or services
- **Slogan** — An established company slogan is usually allowable with documented use

### Announcement copy **may NOT contain:**

- **Value** — Price and sales information or value of any kind, such as "free," "specials," and "affordable"
- **Calls to action** such as "call," "visit," or "learn more"
- **Qualitative, comparative and subjective or promotional language** such as "unique," "oldest," and "enjoyable". This includes awards, endorsements and certifications among other things
- **First-person references** "I, our, my, we" and **second-person references**, such as "you, your, you're"

---

The best state and national talk, news and entertainment from WPR and NPR.



WISCONSIN  
PUBLIC RADIO





WISCONSIN  
PUBLIC RADIO

## Sample Language



## Sample Language

The following examples will help you prepare your message for broadcast. If you have questions, please contact us at any time.

### Port Washington Tourism

Support for WPR comes from Port Washington Tourism, with gourmet dining, boutique shopping, hiking, and more. Nestled on the shores of Lake Michigan. Visitor guide and events are at [Visit-Port-Washington-dot-com](http://Visit-Port-Washington-dot-com).

### Oneida Nation

Support for WPR comes from the Oneida Nation Tourism Department, providing reservation tours and an array of cultural experiences, including dance performances, storytelling and hands-on demonstrations. Explore-[Oneida-dot-com](http://Oneida-dot-com).

### Minnesota Marine Art Museum

Support for WPR comes from the Minnesota Marine Art Museum in Winona, exhibiting "Christy Lee Rogers: Baroque Water Worlds" - large scale color photos of individuals and groups underwater in Baroque style. [M-M-A-M-dot-org](http://M-M-A-M-dot-org)

### Quilt Peddler

Support for WPR comes from The Quilt Peddler in Fennimore Wisconsin, specializing in quilting fabrics and supplies, offering a nostalgic shopping experience. More about the Quilt Peddler in Fennimore is at [Quilt-Peddler-L-L-C-dot-com](http://Quilt-Peddler-L-L-C-dot-com)

---

The best state and national talk, news and entertainment from WPR and NPR.



WISCONSIN  
PUBLIC RADIO

