



## 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**

**8:30 a.m.**

**Thursday, June 9, 2022**

#### \*Remote Meeting Information:

<https://monroecountywi.webex.com/> or **Join by phone: +1-404-397-1516 United States Toll**  
**Meeting Number: 2492 550 5897**      **Access Code: 2492 550 5897**  
**Password: Committee**

#### Agenda

1. Call to order/Roll Call
2. Next Month's Meeting Date/Time
3. Minutes Approval of May 12, 2022
4. Kirsten Finn, Executive Director, Wisconsin Bike Federation – Ride Across Wisconsin (RAW) Online Presentation
5. Upcoming Promotional Events
6. Financials/Invoices
7. ITBEC Monies
8. Go Monroe Guide RFP – Discussion/Action
9. Funding
10. Hidden Valleys Ad Contract – Discussion/Action
11. Photographer
12. Monroe County Outdoor Recreation Plan – Roxie Anderson
  - a. Survey Results
13. Walking Trails and Signs
14. DNR Discussion on Future Vision of Access to Bodies of Water
15. Broadband
16. Uniquely Wisconsin
17. Fishing Easement – Discussion/Action
18. 2022 Visions for the Committee – Discussion/Action
19. Next Month's Agenda Items
20. Adjournment

*Cedric Schnitzler, Committee Chair*

Date notices mailed: June 2, 2022

*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: Cedric Schnitzler, Joey Esterline, Nodji VanWychem

Citizen Members: Tucker Gretebeck, Maila Kuhn, Sean Truskowski

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/>

## Economic Development & Tourism Committee Meeting

May 12, 2022

Present: Cedric Schnitzler, Nodji VanWychen, Joey Esterline

Citizen Members: Maila Kuhn,

Advisory Members: Tonya Townsell

Web Ex: Chris Hardie, Roxie Anderson

Others: Tina Osterberg, Adrian Lockington

Meeting was called to order at 8:30 a.m. by Chair Cedric Schnitzler in the Monroe County Board Assembly Room.

Motion by Joey Esterline second by Cedric Schnitzler to nominate Nodji VanWychen as Vice Chair of the Economic Development and Tourism Committee. Carried.

Citizen Member & Advisory Member Appointments- Terry Green will no longer be a Citizen Member for the 2022-2024 Term.

Meeting Date/Time- 2<sup>nd</sup> Thursday of each Month at 8:30 a.m. in the Monroe County Assembly Room.  
Next Meeting June 9, 2022 at 8:30 a.m.

Motion by Joey Estelline second by Nodji VanWychen to approve the Meeting Minutes for April 14, 2022. Carried

### Upcoming Promotional Events

- Fort McCoy- Tonya Townsell - Armed Forces Day May 21, 2022
- Mississippi Rivers Regional Planning Commission- Dave Bonifas- Updates that Gov. Evers is extending the Bounceback Grant Program
- 7 Rivers Alliance-Chris Hardie gives updates
- ITBEC- Nodji VanWychen & Maila Kuhn update on the recent Wisconsin Rural Summit they attended. Friday June 3, 2022 meeting is cancelled. More information will be available after the WCA meeting on the date above.
- Cedric Schnitzler announces the reopening of the section of bike trail.

Monroe County Outdoor Recreation Plan- Roxie Anderson- provides update

Financials/Invoices- Tina Osterberg provides update

Uniquely Wisconsin- Cedric Schnitzler provides update

Broadband- Cedric Schnitzler updates committee on next meeting. Tina Osterberg comments to status.

Dual Sided Map and QR Codes- Motion by Nodji VanWychen second by Maila Kuhn to obtain quotes for reprinting of the dual sided maps. Carried

2022 Visions for the Committee-

Next Month's Agenda Items-

- Photographer
- Review Recreation Map Survey Results
- DNR Discussion on Future Vision of Access to bodies of water
- Walking Trails and Signs
- Funding
- Fishing Easement Discussion/Action

Motion by Maila Kuhn second by Joey Esterline to adjourn the meeting at 10:16 a.m. carried.

Recorded by Adrian Lockington  
Administrative Office Specialist

# MONROE COUNTY WISCONSIN

## Request for Proposal



### **GO Monroe County**

Monroe County Economic Development Commerce & Tourism Committee (EDCT)  
Sparta, Wisconsin

July 8, 2014

The Monroe County EDCT Committee is seeking a contract publisher for its Tourism and Economic Development Publication. **Go Monroe County** is an annual "official" publication circulated to county and state-wide businesses and organizations.

Proposals are due Tuesday September 2, 2014, at 2:00pm at the office of the Monroe County EDCT Committee, 14345 County Highway B, Suite 3, Sparta WI, 54656. The owner reserves the right to reject any and all proposals and to waive irregularities in the submitted proposals. Fax copies are not acceptable.

Please submit three copies to:

Monroe County EDCT Committee  
14345 County Highway B, Suite 3  
Sparta, Wisconsin 54656  
[georganne.gebhardt@co.monroe.wi.us](mailto:georganne.gebhardt@co.monroe.wi.us)

Questions regarding the proposal  
can be directed to:

Steve Peterson  
Monroe County Economic Development Coordinator  
608-769-9910  
[steve@gomonroecountywi.com](mailto:steve@gomonroecountywi.com)

### **Committee Background**

The Monroe County Economic Development, Commerce and Tourism Committee (EDCT) was created by County Resolution four years ago. Five County Supervisors sit on the committee, along with local representatives. We contract with Steve Peterson to provide economic and tourism development. We host an annual Economic Development conference with over 200 attendees from 7 surrounding counties. The Committee, in collaboration with the Sparta Area Chamber of Commerce, Tomah Convention and Visitors Bureau, and surrounding communities, is presenting this RFP to further advance Monroe County's Economic and Tourism development.

### **Publishing Approach**

The ideal contract publisher is one that will publish and distribute these publications at no cost to the EDCT Committee. Particular preference will be given to publishers whose proposals also demonstrate a willingness and ability to:

1. Develop and explain a distribution strategy and online digital publication.
2. Aggressively expand the revenue base to provide a profit to the publishing company and provide accurate and responsible tourism and economic development information.

### **Copyrights and Ownership**

The Monroe County EDCT Committee maintains full and exclusive rights, including copyrights and usage of the title and all contents considered to be intellectual property. This includes editorial materials, advertisements, advertising contracts, circulation data, and conceptual and finished artwork, photographs (photographs not owned by the EDCT Committee shall receive necessary credit and or byline in the publication), etc. In case of a termination for any reason, the contract publisher would agree to provide these materials to The Monroe County EDCT Committee within 30 days.

### **Editorial Scope/Pre-Production**

The primary purpose of the magazine is to accurately educate and inform readers and promote Monroe County as a great place to live, work and play. The magazine should be 8 ½ X 11 glossy and be co-developed by the publisher and The Monroe County EDCT Committee. The committee provides editorial direction (including an editorial planning guide) and provides approximately 25 percent of editorial content; the balance of the content is the responsibility of the contract publisher. The committee can provide written and verbal guidance, including article abstracts, interview contact information, and other insights to assist writers.

### **Production & Printing**

The publication production is the responsibility of the publisher, but the committee will advise on cover concepts and other artwork used in the magazine and can often provide images that will help in the design process. The Monroe County EDCT Committee will proofread the publication for accuracy before printing.

### **Circulation/Distribution**

It is the responsibility of the publisher to ensure the magazine is mailed/distributed in compliance with USPS regulations and current industry best practices in shipping and handling. Each advertiser or editorial mention will receive copies of the publication. The EDCT Committee expects a minimum of 35,000-45,000 copies of the publication to be distributed over a 12 month period.

### **Advertising Revenue**

Revenue sources for the publisher include advertising in both the printed and online versions of the magazine and directory. The Monroe County EDCT Committee will provide general information about the broad universe of likely advertisers in the industry to help the publisher create a viable advertising database. The publisher is encouraged to add additional prospects from other sources.

### **Page Count and Ad/Editorial Ratio**

The Monroe County EDCT Committee recognizes that the publisher will determine the page count based on advertising sold. Advertisements may comprise up to 50 percent of the magazine. A minimum page count will be established by The Monroe County EDCT Committee.

### **Information Sharing**

This publication serves as development and retention tools, and as such, it is imperative that The Monroe County EDCT Committee and the publisher share information, which must be regarded as proprietary and confidential. The publisher is expected to be proactive in maintaining an accurate prospect database, sharing leads, and communicating potential opportunities for development promptly with the committee.

### **Demonstrated Experience/Expertise**

Preference will be given to publishers that demonstrate experience and expertise with similar publications, and who can illustrate how those publications have grown in the marketplace. Please include at least 3 examples of your related work with your proposal. We expect an outside publisher to exceed the boundaries of traditional, formulaic approaches that tend to limit growth of revenues and circulation. Instead, it is our desire to work with a contract publisher that will demonstrate the flexibility and innovation to expand this publication into an integrated communications instrument that is recognized as a formidable sector leader.

**Budgetary Impact**

There should be no cost to The Monroe County EDCT Committee. Strong preference will be given to publishers that provide an innovative means of covering costs.

**Deadline/Schedule**

Publications will be proofed and ready for publication by the close of the prior calendar year. I.e. the 2015 Traveler's Guide will be ready to print by December 2014 so that the Chambers and committee members may have it in time for ED Conference, trade shows and the 2015 tourist season!

**Basis for Award**

The basis for award of this contract will be on the following criteria:

- Proposed plan for selling ad space
- Proposed timeline for completion
- Ability to meet the proposed deadline
- Distribution plan

Award of contract shall be made on or before September 11, 2014



Fax Service ■ Copies ■ UPS Service ■ Graphic Services

211 N. Black River St  
Sparta, WI. 54656  
www.evansprinting.com  
608-269-9797

Dear Steve Peterson,

**Pricing**

Ad space will be sold at:

- \$2,050 per full page
- \$1,200 per half page
- \$700 per quarter page
- \$400 per eighth page

No more than 50% will be sold as advertising.

**Timeline for Completion**

When the contract is awarded September 11<sup>th</sup>, 2014, an advertising deadline of November 14<sup>th</sup> will be set in place. The first proof will be delivered by the 28<sup>th</sup> of November, and will go to press by December 14<sup>th</sup> providing the timely correspondence of all parties in the approval of proofs. The product will be finished by December 30<sup>th</sup> and distributed by Greg Evans, the owner of Evans Printing, as his sales routes take him around the county, allowing him to distribute and replenish the guides as needed. We will surely have the ability to meet the deadline, as this job would be top priority throughout the fall and winter seasons for our staff.

**Pages and quantity will be printed in accordance with the sales of advertising.**

We look forward to hearing from you and assisting you with your future printing needs.

Sincerely,

A handwritten signature in black ink, appearing to read "Greg Evans", written over a white background.

Greg Evans  
President of Evans Printing