

Village of Kohler
Tourism Promotion and Development Committee
January 5, 2010

Chairperson John Egan called the meeting to order at 7:32 pm. Roll call was taken: John Egan, Steve Jaberg, Stephen Beaumont and Lynn Rouse were present. Scott Silvestri was absent. Staff members present: Laurie Lindow.

Public comment – None.

Approve meeting minutes – Motion by Steve Jaberg, second by Stephen Beaumont to approve the meeting minutes from December 16, 2009. Motion carried.

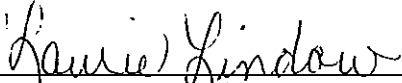
Business

1. Request for funding the Woodlake ice skating rink maintenance expenses for the 2009-2010 winter season at \$3,000 – The ice skating rink is up and running this season, is larger than last year and in very good condition. Last season, the Kohler Co. Woodlake Shops provided maintenance and equipment at a cost of \$4-5,000. No additional equipment needs to be purchased for the 2009-2010 season, only maintenance costs incurred Kohler Co. Landscape. A winterfest celebration, Taste of the Alps is planned for Saturday, January 30 incorporating many events on Woodlake. Motion by John Egan, second by Steve Jaberg to approve funding Woodlake ice skating rink maintenance expenses for the 2009-2010 winter season not to exceed \$3,000. Motion carried.
2. 2009 Food and Wine Experience analysis – Stephen Beaumont provided a book containing media coverage of the 2009 Food & Wine Experience. Copies will be provided to the Village Board at their next meeting. Overall revenues and expenses were up about 15%, a small net loss was realized for the event. It is difficult to measure incremental revenue of a specific event, but it is estimated that approximately \$194,000 in incremental revenue was realized. There were about 100 ticketed events which recorded increased ticket sales along with day trip free events that also increased traffic through the Village. Strong sponsorships have been maintained each year and next year's event may expand to Blackwolf Run and the Waelderhaus. Steve Jaberg questioned whether putting up a permanent structure to house the event has been considered to avoid the cost of tent rentals. Purchasing a large tent is cost prohibitive due to the cost of setting it up. A permanent structure would need to provide access to the Woodlake and the shops but would have to be heated, would take up valuable parking space and the event couldn't be relocated in the future.
3. Update on the effectiveness of approved projects and budget update – Garrett Mersberger gave a recap of the results of four 2009 major projects as follows:
 - a. Kohler Festival of Beer budgeted at \$15,000 – referencing by customer of how they were notified of this first time event produces low end results but 57 room nights were identified as Festival of Beer attendees generating \$31,403 in room revenue and positive net income for the event

- b. Destination Kohler Harvest Days budgeted at \$25,000 – Estimated more than 2400 attendees during the month of October, 18 room nights identified for \$6,700 in revenue
- c. Early season Golf Direct Mailer budgeted at \$40,000 – Views to the website set new records for the month of April, generated 393 rounds of golf without a hotel and 132 hotel booking inclusive of golf
- d. 2009 Kohler Food & Wine Experience at \$75,000 – Sold a record 5384 tickets and a record 37 sold out events resulted in 184 room nights for \$149,762 in total room revenue
- e. Garrett also identified several outstanding projects from 2007-2008 that will not be spent increasing carryover available by \$71,963.84

The next meeting is scheduled for Tuesday, March 2, 2010, at 7:30 a.m.

Adjournment - Motion by Steve Jaberg, second by Lynn Rouse to adjourn. Motion carried. The meeting adjourned at 8:00 a.m.



Laurie Lindow, Clerk-Treasurer