



VILLAGE OF MOUNT HOREB

E. Main Street

Mount Horeb, WI 53572

Phone: (608) 437-6884 Fax: (608) 437-3190

Email: [mhinfo@mounthorebwi.info](mailto:mhinfo@mounthorebwi.info) Web: [mounthorebwi.info](http://mounthorebwi.info)

**TOURISM COMMISSION AGENDA**  
**Wednesday, August 28, 2024 at 5:00 PM**

Municipal Building Board Room  
138 E. Main Street  
Mount Horeb, WI

- 1) Call to order
- 2) Agenda Items
  - a. Consideration of March 13, 2024 Meeting Minutes
- 3) Report on Room Tax Collections
  - a. 2024 Room Tax Collection Report
- 4) Update from Tourism Entity
  - a. Update on 2024 Advertising Plan
  - b. Ideas for 2025 Marketing Campaign
- 5) Set date and agenda items for next meeting
- 6) Meeting adjournment.

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**TOURISM COMMISSION AGENDA**  
**Wednesday, March 13, 2024 at 5:00 PM**

**DRAFT MEETING MINUTES**

- 1) Call to order  
Vice-Chair Jones called the meeting to order at 5:00 p.m. Members Present: Jones, Philips, Brass and McGree. Also present: Administrator Owen and Chamber of Commerce President/CEO La Casse-Ford.
- 2) Agenda Items
  - a. Consideration of July 11, 2023 Meeting Minutes  
Motion by Brass to approve the July 11, 2023 minutes as presented, second by Mc Gree. Motion carried.
  - b. 2023 Room Tax Collections Report  
Administrator Owen reviewed the 2023 room tax collection report, noting that revenues have now returned to pre-pandemic numbers.
- 3) Update from Tourism Entity
  - a. 2024 Room Tax Marketing Plan and Budget  
LaCasse Ford reviewed the 2023 budget and metrics. Metrics show that the programming has been producing more views and traffic than in 2022. LaCasse Ford then reviewed the 2024 budget, noting a slight increase in anticipated revenue and the 2024 advertising plan. The plan maintains the same priorities as in prior years and adds spending for Travel Wisconsin. The chamber also continues their marketing partnership, Sugar River Valley, with Verona and New Glarus.
- 4) Set date and agenda items for next meeting  
The next meeting was set for Wednesday, June 12th at 5:00 p.m. The committee will review the year-to-date collections, updates on the 2024 advertising plan and ideas for 2025.
- 5) Meeting adjournment.  
Motion by McGree to adjourn, second by Phillips. Motion carried at 5:45 p.m.

**Village of Mount Horeb  
Room Tax Graph data - Q2**

	April - June						
	2018	2019	2020	2021	2022	2023	2024
Taxable Receipts	426,572	432,184	144,111	376,150	441,181	463,985	480,522
Total Tax Collection	21,329	21,609	7,206	18,807	22,059	23,199	24,026
Gross Room Receipts	453,615	486,883	201,998	435,991	487,426	529,526	518,819
Exempt Room Receipts	27,043	54,699	57,887	59,841	46,245	65,540	38,297

