

TOURISM COMMISSION
Wednesday, March 26, 2025 | 8:00am

Mayor Kettenhoven called the meeting of the Tourism Commission to order at 8:00 am. **Members present:** Steve Kettenhoven, Kimberly Linders and Sue Aschliman, Tina Schulke, Gary Moore. **Also present:** City Administrator Caz Muske, Alderman Tom Lederer, DPW Coordinator Michele Herter, Destination Marketing Manager Lisa Meier and Recording Secretary Ryan Rockey.

Aschliman/Moore m/s/c to approve the agenda

Aschliman/Schulke m/s/c to approve the minutes of the November 26, 2024 meeting

Discover Wisconsin Presentation: Lisa Meier, the Destination Marketing Manager for Discover Wisconsin presented a marketing plan to promote the City. The plan was a two year campaign that included an episode on their television broadcast, streaming platforms, social media, blog, e-newsletter, podcast and press release. The cost is \$50K over two years and can be shared with up to 4 partners. There are also options for smaller budgets.

Holiday Décor presentation: Michele Herter, Public Works Coordinator presented options for updating the Holiday décor on Main St. Discussion followed on the various options, fundraising and appropriate use of funds.

Room Tax Funds Request; Clintonville Area Chamber of Commerce, Fox Cities Worth the Drive Magazine: Schulke requested \$1,800 for an ad in the Fox Cities Worth the Drive Magazine. Discussion followed on their coverage area.

Aschliman/Linders m/s/u to approve \$1,800 for an ad in Fox Cities Worth the Drive Magazine.

Room Tax Funds Request; Clintonville Area Chamber of Commerce, Discover Clintonville Guide Program: Funds were requested in the amount of \$480 for the cost of postage for distribution of the booklet as well as funds for a half page ad.

Aschliman/Linders m/s/u to approve funds not to exceed \$480 for the Discover Clintonville Ad and postage costs.

Room Tax Funds Request; Spring Cruise Car Show: A request was submitted for \$2,000 to cover advertising costs for the Spring Cruise Car Show.

Schulke/Linders to approve \$2,000 for Spring Cruise Car Show advertising.

Eligible Expenses: Muske discussed reoccurring expenditures and made a recommendation to approve regular, annual requests to include The Annual Waupaca County Marketing Cooperative and The Discover Clintonville Advertisement as a blanket approval.

Aschliman/Linders m/s/c to approve the Annual Waupaca County Marketing Cooperative Fee and the Discover Clintonville fee and Discover Clintonville ad program provided the budget allows.

Next Meeting: TBD

Adjourn: Kettenhoven/Linders m/s/c to adjourn at 9:56 am

Submitted by,
Ryan Rockey, Recording Secretary

Examples of Wayfinding Signage

*Illustrations are not to scale

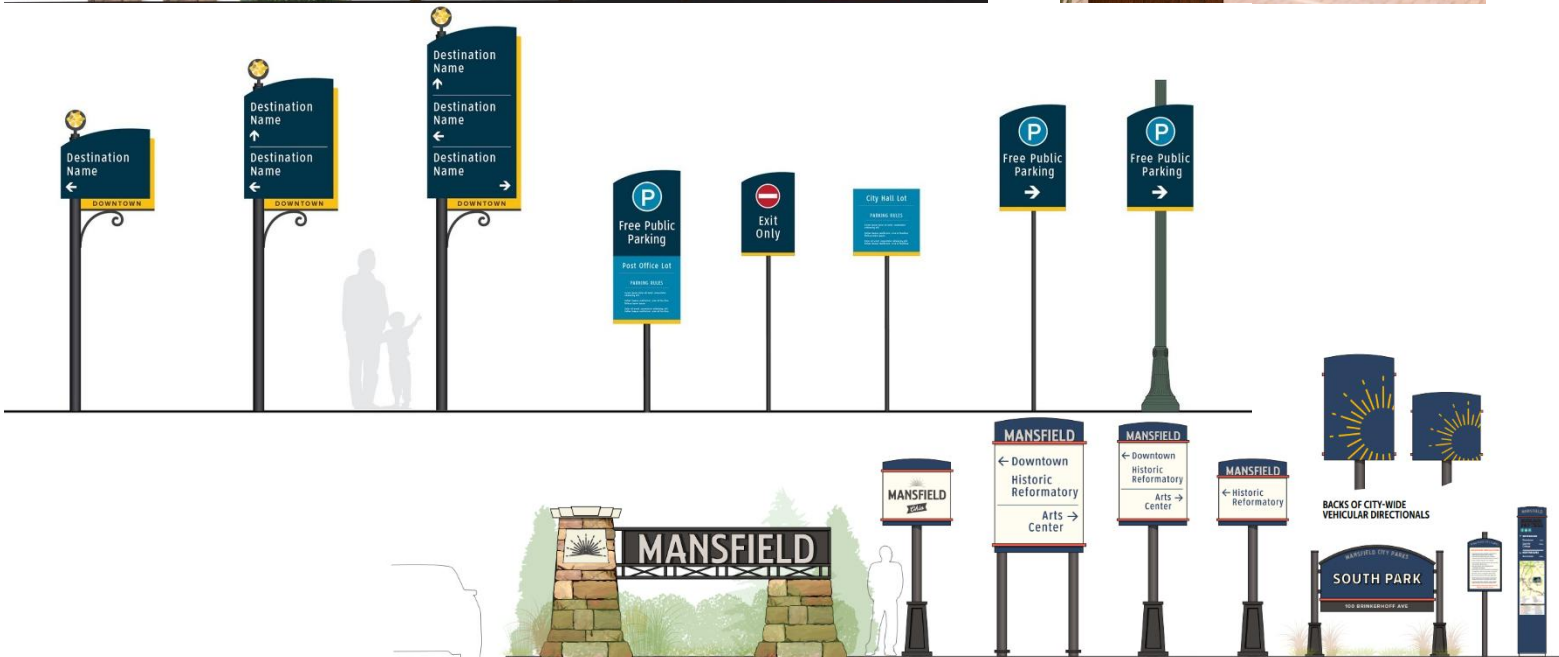


CONCEPT #1A - COLLEGIATE CONTEMPORARY

Clean and simple lines with distinctive University Place colors and materials

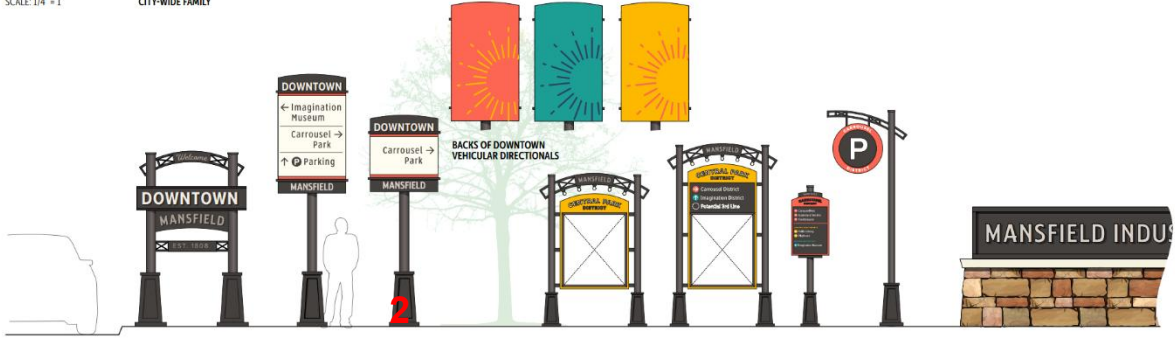


powder coat finish in bronze
powder coat finish in U.P. red + 20%
U.P. casted stone accent



SCALE: 1/4" = 1'

CITY-WIDE FAMILY



SCALE: 1/4" = 1'

DOWNTOWN FAMILY

DOWNTOWN PEDESTRIAN FAMILY

PARKING

INDUSTRIAL PARK

Tourism Commission
APPLICATION FOR ROOM TAX FUNDS

Name of applicant: Clintonville Area Chamber of Commerce

Contact Person: Tina Schuelke

Address: 1 S. Main St. Clintonville WI 54929

Phone: 715-823-4600 FEIN/TAX ID: 39-0770995

Describe what your organization wants to use City Room Tax Funds for. Describe the event in detail and give some budgetary information so the Commission is aware of other funding sources. Include the date of the event, if the date has occurred in the past, forms of advertising, etc. Please attach any information that would be helpful to the Commission in making its decision.

I am asking for \$1600 to cover costs of advertising for our Fall Frenzy & Christmas events. Newspaper - \$500 - Radio \$300.

One important factor in allocating these funds is that there should be more hotel/motel activity in our community due to the funding provided. Explain why you believe that more people will stay in a Clintonville Hotel/Motel if your organization receives funding.

These are two of our biggest events that may require overnight stays for vendors, participants. Advertising allows us to reach more people from out of town.

Amount Requested \$1600.00

All applications must be received and approved prior to the event and prior to funds being spent. The Commission reserves the right to ask for additional information in order to make a final decision.

Date: 5/22/25

Tina Schuelke
Applicant

OFFICE USE ONLY

Tourism Commission Action Date: _____ Dollar Amount Approved: _____ Acct 218-10-56700-3490

CITY OF CLINTONVILLE
Tourism, Marketing and Advertising Council
APPLICATION FOR ROOM TAX FUNDS

Name of applicant: The City of Clintonville

Contact Person: Caz R. Muske, City Administrator

Address: 50 Tenth Street, Clintonville, WI 54929

Phone: 715-823-7600 FEIN/TAX ID: 39-6005415

Describe what your organization wants to use City Room Tax Funds for. Describe the event in detail and give some budgetary information so the Council is aware of other funding sources. Include the date of the event, if the date has occurred in the past, forms of advertising, etc. Please attach any information that would be helpful to the Committee in making its decision.

See memo attached.

One important factor in allocating these funds is that there should be more hotel/motel activity in our community due to the funding provided. Explain why you believe that more people will stay in a Clintonville Hotel/Motel if your organization receives funding.

See memo attached.

Amount Requested \$TBD

All applications must be received and approved prior to the event and prior to funds being spent. The Council reserves the right to ask for additional information in order to make a final recommendation to the City Council.

Date: 06/12/2025

Applicant

OFFICE USE ONLY

~~Council Action Date:~~ _____ **Dollar Amount Approved:** _____ **Acct 100-56700-10-3490**

Onward Clintonville

“Growing Together”

Get Involved | Make a Difference | Revive our Downtown



Board Members

Tom Lederer - President
Vacant - Vice President
Ryan Rockey - Secretary
Laurie Yaeger - Treasurer
Tina Schulke
Shelly Krueger
Branden Schirpke
Vacant
Caz Muske - Ex-Officio

To: Clintonville Tourism Commission

From: Onward Clintonville

Date: June 2025

Subject: Request for Tourism Fund Support – Downtown Holiday Lighting Initiative

Purpose:

This memo outlines the value of investing in downtown holiday lighting as a tourism-driving initiative and formally seeks the Tourism Commission’s guidance on a funding level the Commission could be comfortable supporting.

Why Holiday Lighting?

Holiday lighting enhances the downtown experience and is a qualified use of tourism (room tax) funds as it directly promotes visitation and economic activity during the winter season.

Key Benefits to Clintonville:

1. Boosts Visitor Traffic & Spending

A festive, well-lit downtown encourages more visitors to shop, dine, and enjoy seasonal activities—supporting local business success during the holiday season.

2. Encourages Overnight Stays

- a. Lights are best experienced after dark, naturally extending visitor stays.
- b. When paired with events like strolls, markets, or parades, it incentivizes overnight accommodations.
- c. Lodging partners can build packages centered around the holiday experience.

3. Supports Local Businesses

Increased foot traffic helps retailers and restaurants during a critical economic period.

4. Qualifies for Tourism Funding

Holiday lighting clearly enhances the visitor experience and is a visible investment in tourism promotion.

5. Strengthens Community Identity

The lights help position Clintonville as a charming and welcoming destination during the holidays, building pride among residents and appeal among regional visitors.

Community Commitment:

Onward Clintonville is proud to lead this initiative in partnership with the Chamber of Commerce and other stakeholders. As part of our fundraising efforts, we are organizing a 5K run on September 20, 2025, held the morning of the Chamber’s Fall Frenzy event. All proceeds from the 5K will go directly toward the holiday lighting project.

Request for Support:

Attached are sample lighting designs and pricing options from Main Street Designs. Also, you can see the mockup of the 5K Flyer to be used for the event. Onward Clintonville respectfully requests the Tourism Commission’s input on a feasible investment level the Commission would consider supporting. Your guidance will help us shape the scale of the project and align it with tourism goals.

Conclusion:

Holiday lighting is a strategic, high-visibility investment that enhances Clintonville’s downtown and draws in visitors during the holiday season. With your support, and the help of our community fundraising efforts, we can create a beautiful, memorable experience for both residents and visitors alike.

We appreciate your consideration,

Caz R. Muske

Ex-Officio Member



3rd Annual



ONWARD CLINTONVILLE

Fall Frenzy

**5K
FUN
RUN
WALK**

**Saturday
September 20th, 2025
@ 9:00am**

**Pigeon Lake Wayside Park
Clintonville, WI 54929**

**Proceeds go toward new
christmas lights downtown**

More Information & Registration:



<https://tinyurl.com/2bp3w3m2>
For questions contact

Preregistered
5K Individual Ages
14+ \$25.00
5-13 \$15.00
4 and under Free
\$5 extra for registration after June 1st

Preregister by June 1st to receive a 5K t-shirt

Notes:

Rough draft; would add 'Tourism Commission' on advertisement(s)/Shirts in the event of partnership

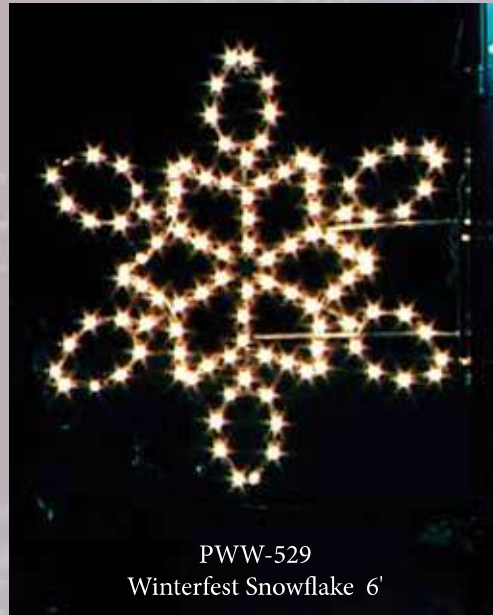
Our pole and lamp post decorations never disappoint with our new or traditional designs



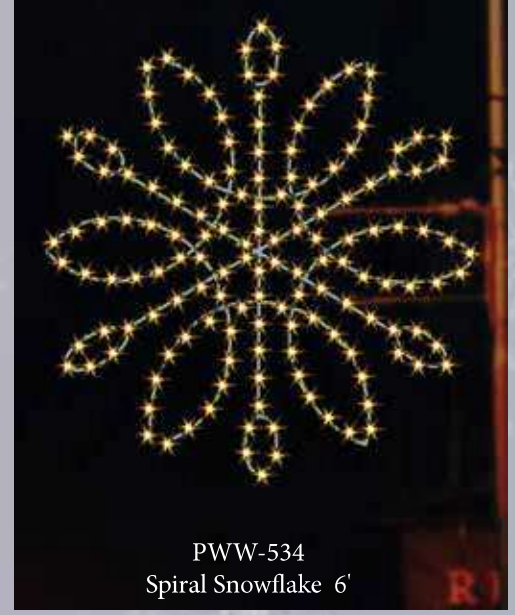
P-655
Silhouette Snowflake 6'



PWW-524
Diamond Snowflake 6'



PWW-529
Winterfest Snowflake 6'



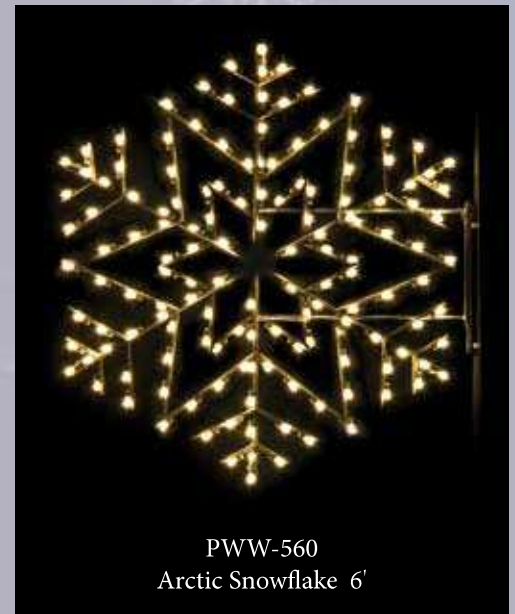
PWW-534
Spiral Snowflake 6'







P-700
Presidential Snowflake 6'



PWW-44
Snowflake Cascade 4 1/2' x 8'



PWW-560
Arctic Snowflake 6'

Diamond Snowflake 3'										
Original	60-Count	30-Count	Before June 30th		60-Count	30-Count	July-August	60-Count	30-Count	
\$ 480.00	\$ 28,800	\$ 14,400	\$ 360.00		\$ 21,600.00	\$ 10,800.00	\$ 408.00	\$ 24,480.00	\$ 12,240.00	
										
Winterfest Snowflake 3'										
Original	60-Count	30-Count	Before June 30th		60-Count	30-Count	July-August	60-Count	30-Count	
\$ 555.00	\$ 33,300	\$ 16,650	\$ 416.25		\$ 24,975.00	\$ 12,487.50	\$ 471.75	\$ 28,305.00	\$ 14,152.50	
										
Presidential Snowflake 4'										
Original	60-Count	30-Count	Before June 30th		60-Count	30-Count	July-August	60-Count	30-Count	
\$ 710.00	\$ 42,600	\$ 42,600	\$ 532.50		\$ 31,950	\$ 15,975.00	\$ 603.50	\$ 36,210	\$ 18,105	
										
Silhouette Snowflake 3'										
Original	60-Count	30-Count	Before June 30th		60-Count	30-Count	July-August	60-Count	30-Count	
\$ 510.00	\$ 30,600	\$ 15,300	\$ 382.50		\$ 22,950	\$ 11,475	\$ 433.50	\$ 26,010	\$ 13,005	
										



Adaptable Photo Frame

Photo frame with PVC mesh and gold garland. Warm white LED mini lights. Add seasonal charms (printed panel and lighted accessory) for each holiday to use this unit year-round.

E. RKPOFR-B
Basic Frame
8'H x 8'W

F. RKPOFR-VDSC
Valentine's Day Seasonal Charm

G. RKPOFR-J4SC
July 4th Seasonal Charm

H. RKPOFR-BCSC
Breast Cancer Awareness Month Seasonal Charm

I. RKPOFR-HWSC
Halloween Seasonal Charm

J. RKPOFR-CHSC
Christmas Seasonal Charm



Star of David Photo Frame

Photo frame with garland, warm white and blue LED mini lights with LED rope light outlines

K. RKPOFR-SD
Star of David Photo Frame
8'H x 8'W

Majestic Snowflakes

5mm Mini lights with garland and rope light outline or clear mesh with twinkle lights. Can be customized to any color garland, rope light or mini lights. Base included.

- E. **RKSFGAR-6**
Garland Snowflake
6'H x 6'W
- F. **RKSSWL-4** **RKSSWL-6**
Twinkle 4' Twinkle 6'
- RKSS2-10** **RKSS2-12**
Twinkle 10' Twinkle 12'



Majestic Ornament

Aluminum frame, gold powder coating, clear mesh with warm white and cool white twinkle mini lights.

- G. **RKSSWL-1** **RKMO-6**
Ornament 4' Ornament 6'
- RKMO-10**
Ornament 10'



Majestic Deer

Aluminum frame, gold powder coating, clear mesh with warm white and cool white twinkle mini lights.

- H. **RKSSWL-2** **RKMD-6**
Majestic Deer 4' Majestic Deer 6'
- RKMD-10**
Majestic Deer 10'

3D Gift Box

Clear and Red Mesh with Warm White and Red Mini Lights

- I. **RKSS-3**
3D Gift Box
10'H x 75'W

Majestic Gift Box

Aluminum frame, gold powder coating, clear mesh, warm white and cool white mini lights. Can be customized to different size specifications, mini light color and powder coat color.

- J. **RKMGP-4** **RKMGP-5**
Majestic Gift Box 4' Majestic Gift Box 6'
- RKMGP-8** **RKMGP-10**
Majestic Gift Box 8' Majestic Gift Box 10'
- RKMGP-12**
Majestic Gift Box 12'



A



Giant Ornament Stack

Four stacked 6ft Classic Sky Ornaments in garland with LED rope light outline on garland covered base. Available in any color garland and rope light combination.

A. 15'H x 13'W x 13'D

Mixed Ornament Group

Mixed size/shape ornaments in garland with LED rope light outline on garland covered base. Available in any color garland and rope light color combination.

B. 6'H x 8'W x 8'D

2-Ornament Tower

Two stacked 3ft Classic Sky Ornaments in garland with LED rope light outline on garland covered base. Available in any color garland and rope light combination.

C. 7'H x 3'W

B



C





A



A

Cage Ornaments

Powder coated steel frame with garland cap and filled with ornamentation. Available in any combination of ornamentation, garland and powder coat color.

- A. **RKCGO-1**
Silver Cage Ornament with Ornamentation



B

3D Trumpeting Angels

Aluminum frame with PVC mesh and mini lights. Shown with gold frames and warm white twinkling mini lights. Can be customized with any color mini lights and frame. Available in multiple sizes.

- B. **RK3DA-12**
Trumpeting Angels 12'
- RK3DA-10**
Trumpeting Angels 10'
- RK3DA-8**
Trumpeting Angels 8'



D



D

C

Spindal Tree

Garland with rope light outline. Available in any combination of garland and rope light colors. 6', 12' And 18' sizes available. Available with ornamentation.

- C. **RKSPT-6**
Spindal Tree 6'
- D. **RKSPT-12**
Spindal Tree 12'
- RKSPT-18**
Spindal Tree 18'



Snowflake Sign Décor with Ornamentation

Glitter Mesh with LED Rope Light Outline and Ornamentation.

- A. **RKRSF-L**
Rising Snowflake (Left)
7'H x 6.5'W
- B. **RKSF-1**
Snowflake Centerpiece
4'H x 9'W
- RKRSF-R**
Rising Snowflake (Right)
7'H x 6.5'W

Standing Snowflake Décor with Ornamentation

Glitter Mesh with LED Rope Light Outline and Ornamentation.

- C. **RKSTSF-5**
Standing Snowflake
5.75'H x 2.5'W
- D. **RKSTSF-4**
Standing Snowflake
4.75'H x 2.5'W

Cascading Fountain

Shown with warm white rope light and cool white mini lights. Can be made with any color combination. Available in various sizes.

- E. **RKCF-20**
Cascading Fountain
20'H x 16.5'W x 16.5'D

Adaptable Photo Frame (page 11)

Basic Frame

July 4th Charm

Halloween Charm

	Original	12% Discount Before June 30th
Basic Frame	\$ 4,900.00	\$ 4,312.00
July 4th Charm	\$ 950.00	\$ 836.00
Halloween Charm	\$ 950.00	\$ 836.00
	\$ 6,800.00	\$ 5,984.00



Majestic Snowflake (page 17)

Garland Snowflake (6ft)

	\$ 7,200.00	\$ 6,336.00
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Twinkle

4ft

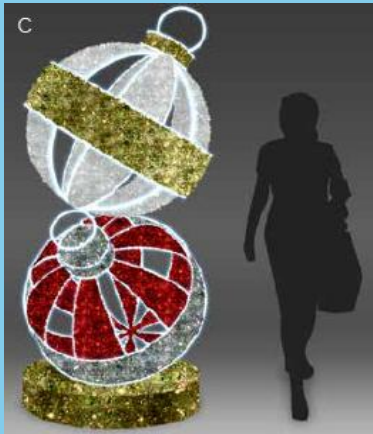
6ft

4ft	\$ 2,800.00	\$ 2,464.00
6ft	\$ 4,300.00	\$ 3,784.00



2-Ornament Tower (page 20)

\$ 4,700.00 \$ 4,136.00



Cage Ornaments (page 22)

\$ 1,470.00 \$ 1,293.60



Standing Snowflake Décor

with Ornamentation (Page 28)

5.75 ft

\$ 3,100.00 \$ 2,728.00

4.75 ft

\$ 2,800.00 \$ 2,464.00

