



# Sawyer County

## Agenda

Economic Development & UW Extension Committee Meeting  
Monday, May 11, 2020 @ 8:30 AM  
Assembly Room

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### **1. PUBLIC ACCESS TO VIRTUAL MEETING**

- a. From computer, iPad, Android device, click on this link to join the webinar: <https://zoom.us/j/95744123379>
- b. Or dial this number for listen only: 312-626-6799
  - i. Webinar ID: **95744123379**

### **2. CALL TO ORDER - ROLL CALL**

### **3. CERTIFICATION OF COMPLIANCE WITH THE OPEN MEETINGS LAW**

### **4. MEETING AGENDA**

### **5. MINUTES FROM PREVIOUS MEETING**

- a. [Econ Dev 3-9-2020](#)

### **6. ELECTION OF CHAIRPERSON AND VICE CHAIRPERSON**

### **7. PUBLIC COMMENTS**

- a. If you are on a computer, click the "Raise Hand" button and wait to be recognized.
- b. If you are on a telephone, dial \*9 and wait to be recognized.

### **8. CHAIRPERSON'S REMARKS**

### **9. SAWYER COUNTY AGRICULTURAL FAIR ASSOCIATION**

### **10. UNIVERSITY OF WISCONSIN-EXTENSION DEPARTMENT**

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**11. HAYWARD AREA VISITORS & CONVENTION BUREAU**

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- a. [Sawyer County HLVCB Marketing- May 20](#)
- b. [Sawyer County Economic Impact 2019](#)

**12. NORTHWEST REGIONAL PLANNING COMMISSION**

**13. ECONOMIC DEVELOPMENT CORPORATION**

- a. Economic Development Report
- b. COVID-19 Update - Discussion and Possible Action

**14. FUTURE AGENDA ITEMS**

**15. CORRESPONDENCE, REPORTS FROM CONFERENCES AND MEETINGS, OTHER MATTERS FOR DISCUSSION ONLY**

*A quorum of the County Board of Supervisors or of any of its committees may be present at this meeting to listen and observe. Neither the Board nor any of the committees have established attendance at this meeting as an official function of the Board or committee(s) or otherwise made a determination that attendance at the meeting is necessary to carry out the Board or committee's function. The only purpose for other supervisors attending the meeting is to listen to the information presented. Neither the Board nor any committee (other than the committee providing this notice and agenda) will take any official action with respect to this noticed meeting.*

If you wish to view the meeting and are unable to access Zoom, contact Sawyer County Clerk's office prior to the meeting at 715-634-4866

Draft Minutes of the meeting of the Economic Development and UW-Extension Committee  
Sawyer County Board of Supervisors  
March 9, 2020; 8:30 a.m.; Assembly Room; Sawyer County Courthouse

Members present: Tom Duffy, Troy Morgan, James Schlender,

Others present: Carol Williamson, Tom Hoff, Sherry Beckman, Lori Baltrusis, Janice Snider, Don Mrotek, Bridget Rongner

Chair Tom Duffy called the meeting to order 8:30 am

Motion by Schlender, 2<sup>nd</sup> by Morgan, to approve the agenda. Motion carried

Motion by Schlender, 2<sup>nd</sup> by Morgan, to approve the minutes of the February 10, 2020 meeting. Motion carried

Janice Snider from the Sawyer County Agricultural Fair Association reported to the committee. Large event planned for the Fair on Friday night. Committee discussed events held on the fair grounds and how the Sawyer County fair compares to other county fairs. Administration working on an updated MOU between the Fair and Sawyer County.

Area Extension Director Lori Baltrusis reported to the Committee.

Community Natural Resource Economic Development Educator Ariga Grigoryan updated the Committee on the days and times of the local farmers markets. Hayward will hold the market at the Lumberjack Bowl on Wednesday 11:00 to 4:00 with 20 vendors and on Saturday 9:00 to 1:00 with 40 vendors. The LCO market is located between the grocery store and gas station on Co Hwy K on Friday 10:00 to 2:00.

Baltrusis introduced the new Food Wise Coordinator Bridget Rongner. Rongner provided a handout showing a snapshot of events from 2019. The Committee and guests introduced themselves.

Sherry Beckman, Executive Director for the Hayward Lakes Visitors and Convention Bureau provided a written marketing report to the Committee. Wisconsin Indian Head Governors fishing opener is May 2. Free Fish fry and free entrance to the museum at the Hall of Fame on Friday, May 1.

Supervisor Troy Morgan updated the Committee on the Economic Development Corporation. The EDC is conducting interviews for an admin/marketing person. Working on filling the Executive Director position. Received donations for computers for the jail training program. May 12 business symposium at the Senior Center 7:30 am to 11:00 am.

The regular meeting day in September falls on Labor Day. Motion by Schlender, 2<sup>nd</sup> by Morgan, to hold the September meeting on Tuesday, September 8, 2020. Motion carried

Adjourned

Minutes prepared by Carol Williamson

May 11, 2020  
Hayward Lakes VCB Marketing Report

<b>Sport Show</b>	<b>Date</b>	<b>PD</b>	<b>Contract Dates</b>
Wisconsin State Fair	Aug 6-16 , 2020		
Snowmobile USA	Oct 16-18, 2020	Yes	Done
St Paul Ice Fishing Show	Dec 4-6, 2020	Yes	Done
Muskie Expo (St Charles, IL)	Jan 8-10, 2021		Different dates and moving to Kane County Fairgrounds.
Chicagoland Fish-Schaumburg	Jan 28-31, 2021		
Cedar Rapids Boat & RV Sport Show	Jan 31- February 2 last year		Recommend something different for Iowa. Poor attendance. Waterloo?
LaCrosse Sport Show	Feb ?		No date published yet
WI Fishing Expo-Madison	Feb 26-28,2021		June 1st
Milwaukee Journal Sentinel	Mar 3-7, 2021	Yes	Done
Canoecopia-Madison, WI	Mar 12-14, 2021		
Eau Claire Wisconsin	Mar 19-21, 2021		
Northwest Sports/Mpls	Mar 25-28, 2021		
MN Golf Show	Feb 19-21, 2021		

Only renewing sport show contracts that are refundable.

**ITBEC-Redesigning the Outdoor Trail Guide**

**Wisconsin Department of Tourism-**

- Top 20 Fish Fry Contest. Pine Ridge was nominated and voting until May 21<sup>st</sup>.
- Governor’s Conference on Tourism was cancelled and they are working on a new date (Madison)
- Applied for a JEM Grant “Sledding in Sawyer County: A Snowmobile Friendly Community”

**WI Indian Head Country’s Governors Fishing Opener** was cancelled this year but Hayward will remain the host site in May 2021.

**Discover Wisconsin-** Passport to Adventure Promotion started May 1<sup>st</sup>. Prize package of \$800 includes 2 nights lodging at Holiday Inn Express & Suites, 4 passes to Fishing Hall of Fame, 4 tickets to LWC, one Birkie Registration and \$100 in Chamber Bucks for dining courtesy of Hayward Area Chamber of Commerce.

**Midwest Living-**named our area as the “Best of the Midwest” for another year. (reached over 5000 on FB)

**Since March 13<sup>th</sup> vs. previous year-Marketing Stats:**

Website users down 4%  
 Website Sessions up 3.7 %  
 Website Pageviews are down 42%  
 Webcam views up 23%  
 360 Tour views up 11.8%

Instagram followers up 7%  
 Facebook engagement is up 51%  
 Twitter followers up 1.5%

# Tourism Matters to Wisconsin



## ECONOMIC IMPACT: 2019

**\$22.2 BILLION**

Total Business Sales



**202,000+**

Full-time & Part-time Jobs

**\$1.6 BILLION**

State & Local Taxes



**\$13.7 BILLION**

In Tourism Spending



**1 IN 18**

Jobs Sustained By Tourism

**\$1.3 BILLION**

Federal Taxes



**113 MILLION**

Visitors to Wisconsin

**\$687**

Amount each Wisconsin household would need to pay to maintain the current level of government services generated by tourism.



## SAWYER COUNTY SNAPSHOT

### TOTAL BUSINESS SALES

Total business sales in Sawyer County was \$124.6 million in 2019.

### JOBS

993 jobs with a total personal income of \$ 24.4 million were supported by visitors to Sawyer County last year.

### TAX REVENUE

Visitors to Sawyer County generated \$ 10.3 million in state and local taxes during 2019.

Direct Visitor Spending was \$92 million to Sawyer County

### Impacts of State Tourism Advertising

**\$8 TO \$1**     **\$95 TO \$1**

Tax Revenue Per Promotional Spend

Visitor Spending Per Promotional Spend

Sources: Tourism Economics, Longwoods International