



**CITY OF MERRILL  
TOURISM COMMISSION**

**AGENDA • TUESDAY, OCTOBER 28, 2025**

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**Regular Meeting**

**Merrill Area Chamber of Commerce  
705 N Center Avenue**

**12:00  
PM**

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- I. Call to Order**
- II. Public Comment**
- III. Minutes from Previous Meeting**
  - 1. Consider placing the minutes from the July 29th meeting on file
- IV. 2025 Budget**
  - 1. 2025 Budget Update
- V. 2026 Budget Discussion and approval**
- VI. Set date/time for next meeting**
- VII. Adjournment**

The Merrill Area Chamber of Commerce is accessible to the physically disadvantaged. If special accommodations are needed, please contact the Chamber at 715-536-9474.

**CITY OF MERRILL  
TOURISM COMMISSION  
TUESDAY, JULY 29, 2025 MINUTES  
REGULAR MEETING MERRILL AREA CHAMBER OF COMMERCE  
705 N CENTER AVENUE 12:00 PM**

- I. **Call to Order** Dan Wendorf called the meeting to order at 12:00 pm  
Present: Parks Director Wendorf, Sue Kunkel, Gary Schwartz, D7 Alderperson Weix Jr.  
Present Not Voting: Clyde Nelson, Sarah Brooks, Sarah Sturm  
Absent: Sara Gilbert
- II. **Public Comment** None
- III. **2025 Budget**
  1. **2025 Budget Update** - Clyde gave current financials. The only approved grants that still need to be reimbursed is Food-Trucka-Palooza, City of Merrill fireworks, and Lincoln County Fair. Carry the Cross event was canceled.
  2. **Discussion about 2026 Budget Priorities** - Visitor Guide, trade shows, possibility of an influencer to come and showcase Merrill. Would like to see more events and spread the same budget amount among more approved organizations
  3. **2026 Grant Application Process** - Update the wording on the grant application so that it is understood that this is a reimbursable grant. The bills must be paid by the organization prior to submitting their paid invoices. The 2026 Grant will be due Sept. 19, 2025.
- IV. **Review Travel Wisconsin 2024 Tourism Information** Clyde shared the 2024 Economic Impact report for Lincoln County of \$113 million dollars. That is a 3.3% increase in direct spending.
- V. **Set date/time for next meeting** Oct. 28, 2025 at the Merrill Chamber of Commerce
- VI. **Adjournment** Sue Kunkel made a motion to adjourn. Mark Weix seconded. Motion passes, all in favor at 12:55pm.

Tourism Budget Fiscal Year 2026

Jan - Dec 2026

(Effective 10/21/2025)

	Budget 2025 Jan-Dec	Actual 2025 Jan-Sept	Budget Requests 2026 Jan-Dec	Approved 2026 Jan-Dec	Actual
<b>Room Tax Collected (1)</b>	<b>\$87,500.00</b>	<b>\$54,550.42</b>	<b>\$85,400.00</b>		
<b>Promote Festivals &amp; Events (2)</b>	<b>\$57,975.00</b>	<b>\$54,445.31</b>	<b>\$69,850.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
Merrill Lion's Car Show	\$1,400.00	\$845.31 c	\$1,400.00		\$0.00
Lincoln County Fair	\$21,000.00	\$21,000.00	\$21,000.00		\$0.00
Wisconsin River Pro Rodeo	\$21,000.00	\$21,000.00 c	\$28,000.00		\$0.00
Concertina Festival	\$425.00	\$425.00 c	n/a		
Merrill Ice Drags(8)	\$7,500.00	\$5,525.00 c	\$7,500.00		\$0.00
Black Squirrel Scurry	\$1,000.00	\$1,000.00	\$1,000.00		\$0.00
Underdown Trail Ride	\$900.00	\$900.00 c	\$600.00		
Snowbound in the Underdown(2026)/Underdown					
Fat Bike Races(2025)	\$250.00	\$250.00 c	\$350.00		\$0.00
Carry the Cross(9)	\$1,000.00	\$0.00 c	n/a		
Merrill's Food Truck-a-Palooza	\$1,500.00	\$1,500.00	\$2,000.00		
Mud 'N Jams	\$2,000.00	\$2,000.00 c	\$5,000.00		
Everything Goes Sales Event	\$0.00	\$0.00			
Merrill Youth Hockey - Summer Classic			\$1,000.00		
2026 World Horseshoe Tournament			\$1,500.00		
Rib Mountain Adventure Challenge - Winter Edition			\$500.00		
<b>Other Promotions</b>	<b>\$26,000.00</b>	<b>\$17,250.72</b>	<b>\$20,500.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
Other Promotions(3)	\$13,000.00	\$8,000.00	\$16,000.00		\$0.00
Tradeshows (4)	\$12,500.00	\$9,250.72	\$4,500.00		\$0.00
Visitor's Literature Display/Gude	\$500.00				\$0.00
<b>Contingency</b>	<b>\$1,500.00</b>	<b>\$204.54</b>	<b>\$1,500.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Conferences</b>	<b>\$1,000.00</b>	<b>\$2,007.44</b>	<b>\$1,200.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
WIGCOT - 2026 Milwaukee Area					
<b>Additional Advertising (5)</b>	<b>\$15,000.00</b>	<b>\$19,429.00</b>	<b>\$12,500.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Administration &amp; Rent</b>	<b>\$25,000.00</b>	<b>\$18,750.00</b>	<b>\$25,000.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Marketing Support</b>	<b>\$5,600.00</b>	<b>\$4,161.64</b>	<b>\$5,300.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
Telephone	\$800.00	\$900.00	\$500.00	\$0.00	\$0.00
Postage (6)	\$1,800.00	\$1,011.64	\$1,800.00	\$0.00	\$0.00
Website/Computers	\$3,000.00	\$2,250.00	\$3,000.00	\$0.00	\$0.00
<b>GRAND TOTALS</b>	<b>\$132,075.00</b>	<b>\$116,248.65</b>	<b>\$135,850.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
	(\$44,575.00)	(\$61,698.23)	(\$50,450.00)	\$0.00	\$0.00

date	amount
2024 4th	17,923.13
2025 1st	16,682.51
2025 2nd	19,944.78
2025 3rd	0
dep	\$54,550.42

Checkbook balance 9/30/2025 \$341.30

Tourism Budget Fiscal Year 2026  
Jan - Dec 2026  
(Effective 10/21/2025)

Anticipate receiving 29,000 in  
4th qtr - of which 7,400 to  
Chamber for last qtr payment  
and \$1,300 for reimburse 1/2  
cost of bags given out at State  
Fair. Balance carried forward  
will be approximately \$20,500  
into 2026.

Footnotes

(1) - Room Tax collected - the projection of \$85,400 is based upon the City collecting a total of \$122,000 in total room tax.

This is the number supplied to the Chamber from the City Treasurer for 2026 Budgeting purposes.

*For budgeting purposes it is anticipated that the 3rd quarter 2025 room tax collected will be ~ \$29,000*

*This would then mean the total \$ collected for the Tourism commission would be ~ \$83,500.*

*If that is the case it would be ~ (\$4,000) less than was budgeted or 5% lower.*

(2) - Promote Festivals and events - this represents requests/applications made in their entirety

(3) - The City of Merrill request for \$16,000 relating to fireworks

(4) - Tradeshows - this represents the cost of space, hotel, mileage of employees attending.

This will represent We have registrar for 4 trade shows in 2025 - LaCrosse, WI; Cedar Falls, IA; Madison, WI; Duluth, MN

In addition to these shows we also participate in the Green Bay Sport and Vacation show through North Central Tourism,

WJQ show in Tomahawk and the WI State Fair.

*Special note - \$2,400 has been dispersed for trade show booths for 2025 in 2024- Iowa, LaCrosse, Madison and Duluth. In addition \$520.62 was also spent for giveaways - pens -for a total of \$2,920.62 for 2025 from the 2024 budget and if this is to continue would be expended in 2025 for 2026.*

(5) - Additional Advertising - We advertise in various magazines throughout WI. In addition, this pays for distribution of the Destination Guide with various companies at sites throughout WI. May use influencers to write about Merrill

(6) - Additional postage with the USPS anticipated rate hike and additional distribution of Destination guides

Update 7/17/2025

(8) - Merrill Ice Drags - no more funds will be disbursed in 2025

(9) - Carry The Cross - Organizers "were not able to obtain the support from the community so the event is cancelled"

(3) - The City's 2025 contract for the fireworks was \$16,000 so Tourism's share of this was \$8,000.

## Year 2025 Expenditures

### Expenditures:

Promote Festivals & Events	\$54,445.31
Design and Promote Website	\$2,250.00
Telephone (800#)	\$900.00
Tradeshows	\$9,250.72
Cedar Falls	\$1,392.98
Lacrosse	\$2,218.79
Duluth	\$2,833.95
Madison	\$2,497.59
Visitor Literature Display/Guide Distribution	\$0.00
Discover Wisconsin	\$0.00
Conferences	\$0.00
WISGOTourism	\$2,007.44
Clyde and Sarah enrollment	\$740.00
Reimburse for mileage	\$239.40
Hotels	\$1,028.04
Other Promotions	\$8,000.00
Additional Advertising	\$19,429.00
Postage	\$1,011.64
Administration & Rent	\$18,750.00
Contingency	\$204.54
<b>Total Expenditures</b>	<b>\$ 116,248.65</b>

Budget \$

Promote Festivals & Events

<u>Grant</u>	<u>Date</u>	<u>Check To</u>	<u>Reason</u>	<u>Check Amt</u>
\$1,400.00	<b>Merrill Lion's Car Show</b>	Color Creations	brochures	\$448.01
		VIP Office Products	registration forms and ballot	\$140.05
		USPS	mailing of notices	\$257.25
	<b>Total</b>			<b>\$845.31</b>
\$21,000.00	<b>Lincoln County Fair</b>			\$21,000.00
	<b>Total</b>			<b>\$21,000.00</b>
\$21,000.00	<b>Wisconsin River Pro Rodeo</b>	Lincoln County Rodeo Associati	advertising	\$21,000.00
	<b>Total</b>			<b>\$21,000.00</b>
\$425.00	<b>Merrill Concertina Festival</b>	World Concertina Congress	Various Advertising	\$425.00
	<b>Total</b>			<b>\$425.00</b>
\$7,500.00	<b>Merrill Ice Drags:</b>	WOZZ-FM	Radio Spots	\$768.00
		Drip Media	Advertising	\$2,500.00
		MMC	Paper advertising	\$593.00
		Hillsboro Drag A Way	Sponsor in booklet	\$300.00
		Sunrise Broadcasting	Radio Spots	\$1,364.00
			<b>Total</b>	<b>\$5,525.00</b>
\$1,000.00	<b>Black Squirrel Scurry</b>	City of Merrill Pars and Rec	Various Advertising	\$1,000.00
			<b>Total</b>	<b>\$1,000.00</b>
\$900.00	<b>Underdown Trail Ride</b>	Iron Bull	Various advertising	\$900.00
			<b>Total</b>	<b>\$900.00</b>
\$250.00	<b>Underdown Fat Bike Races</b>	Iron Bull	Advertising	\$250.00
			<b>Total</b>	<b>\$250.00</b>
\$1,000.00	<b>Carry the Cross</b>			

Budget \$			Total	\$0.00
\$1,500.00	Merrill's Food Truck-a-Palooza			\$1,500.00
			Total	\$1,500.00
\$2,000.00	Mud 'N Jams 2025	Midwest Communications	Radio spots	\$2,000.00
	Total			\$2,000.00
\$0.00	Everything Goes Sales Event			
	<b>Total</b>			\$0.00
\$57,975.00	<b>Total:</b>			\$54,445.31

Other Promotions  
Budget

Other Promotions  
(not for advertising/ads...use for other promotional items & JEM's)

<u>Date</u>	<u>Check To</u>	<u>Reason</u>	<u>Check Amt</u>	<u>Check #</u>
7/29/2025	City of Merrill	1/2 4th of July Fireworks	\$8,000.00	
			\$8,000.00	

Other Promotions  
Budget

Tradeshows

<u>Date</u>	<u>Check To</u>	<u>Reason</u>	<u>Check Amt</u>	<u>Check #</u>
		Iowa		
12/26/2024	R&D Promotions	rent table and parking	\$35.00	2367
12/26/2024	R&D Promotions	Electricity for booth	\$50.00	2368
1/31/2025	Brickners Park City	Van rental for Iowa	\$550.71	2401
1/31/2025	Merrill Chamber	reimburse meals and fuel	\$239.22	2402
1/31/2025	Clyde Nelson	reimburse for meals paid in cash	\$60.25	2403
1/31/2025	Merrill Chamber	reimburse for hotel	\$457.80	2404
		booth rental - \$575, paid 10/26/24		
	1 person	Total Iowa	\$1,392.98	\$1,967.98
2/4/2025	Lacrosse Graphics	shipping costs of guides to LaCrosse and Duluth	\$436.76	2405
2/11/2025	Kendall Krueger	reimburse give aways - LaCrosse	\$46.86	2408
2/28/2025	Brickners Park City	van rental for LaCrosse	\$550.71	2414
3/19/2025	Merrill Chamber	LaCrosse reimbursement for expenses	\$1,621.22	2423
		booth rental LaCrosse - \$700, pd 6/24		
	3 people	Total LaCrosse	\$2,218.79	\$2,918.79
3/19/2025	Merrill Chamber	reimburse Duluth show	\$2,145.56	2424
		booth rental Duluth - \$800, pd 7/2/24		
2/28/2025	Brickners Park City	van rental for Duluth	\$688.39	2414
	4 people	Total Duluth	\$2,833.95	\$3,633.95
2/28/2025	Brickners Park City	van rental for Madison	\$550.71	2414
2/28/2025	Korey Bloch	mileage and meals - madison	\$251.75	2418
	Merrill Chamber	reimburse Madison Show	\$1,308.18	2428
		booth rental Madison - \$325, pd 5/28/24		
		Total Madison	\$2,110.64	\$2,435.64
3/19/2025	Merrill Chamber	Show supplies reimburse	\$444.36	2422
	Wisconsin Department of Tourism	State Fair Booth Rental	\$250.00	2449
8/13/2025				
		Total	\$9,250.72	\$10,956.36

Contingency  
Budget

Contingency

<u>Date</u>	<u>Check To</u>	<u>Reason</u>	<u>Check Amt</u>	<u>Check #</u>
1/15/2025	Merrill House of Musi	1/2 remaining bill for TV and stand	\$204.54	2374

TOTAL \$204.54

Additional Advertising  
Budget

Additional Advertising  
(only advertising)

<u>Date</u>	<u>Check To</u>	<u>Reason</u>	<u>Check Amt</u>	<u>Check #</u>
1/15/2025	Close Publications	Draft Guide publication	\$1,800.00	2373
2/4/2025	WJJQ	Monthly radio	\$125.00	2407
2/28/2025	Close Publications	Summer publication - 100,000	\$2,600.00	2410
2/28/2025	WJFW	Christmas Message	\$420.00	2416
2/28/2025	COZI TV	Christmas Message	\$24.00	2417
3/18/2025	WJJQ	Monthly radio	\$125.00	2421
5/9/2025	Close Publications	Fun In WI 5/1-4/1/26	\$600.00	2431
6/9/2025	WJJQ	Monthly radio	\$375.00	2436
7/7/2025	On Wisconsining Outdoors	Fall publication	\$600.00	2442
7/7/2025	WJJQ	Monthly radio	\$125.00	2443
7/17/2025	Close Publications	WI Special Events - Winter '25 Issuee	\$1,385.00	2445
2/4/2025	MMC - Foto News	Guide Distribution - 5,000	\$1,800.00	2406
3/7/2025	Vector and Ink	Guide Distribution - North - 9,000	\$3,000.00	2420
5/9/2025	Vector and Ink	Guide Distribution - North - 9,000	\$3,000.00	2432
8/14/2025	WJJQ	Monthly radio	\$125.00	2452
8/14/2025	Close Publications	Fun In WI Winter	\$3,200.00	2451
9/23/2025	WJJQ	Monthly radio	\$125.00	2454
TOTAL			\$19,429.00	

Administration & Rent

<u>Date</u>	<u>Check To</u>	<u>Reason</u>	<u>Check Amt</u>	<u>Check #</u>
1/2/2025	Merrill Chamber		\$6,250.00	2364
4/15/2025	Merrill Chamber		\$6,250.00	2427
7/7/2025	Merrill Chamber		\$6,250.00	2440
		TOTAL	\$18,750.00	

Marketing Support  
Budget

Telephone

<u>Date</u>	<u>Check To</u>	<u>Reason</u>	<u>Check Amt</u>	<u>Check #</u>
1/2/2025	Merrill Chamber	1st qtr phone	\$300.00	2364
4/15/2025	Merrill Chamber	2nd qtr phone	\$300.00	2427
7/7/2025	Merrill Chamber	3rd qtr phone	\$300.00	2440

Total

~~\$900.00~~

Note - disbursed \$100 more  
than budget -

Re: Used wrong qtrly  
amount - used 2024  
budgeted number →

No more disbursements to be made  
to Chamber for phone - JM  
9/30/25

Postage

<u>Date</u>	<u>Check To</u>	<u>Reason</u>	<u>Check Amt</u>	<u>Check #</u>
1/31/2025	SpeeDee Delivery	Deliver guides	\$462.75	2400
2/28/2025	SpeeDee Delivery	Deliver guides	\$111.58	2415
5/9/2025	LaCrosse Graphics	Guide Shipping to Merrill	\$287.20	2432
5/9/2025	SpeeDee Delivery	Deliver guides	\$113.99	2433
7/7/2025	SpeeDee Delivery	Deliver guides	\$36.12	2441

TOTAL \$1,011.64

Website/Computers

<u>Date</u>	<u>Check To</u>	<u>Reason</u>	<u>Check Amt</u>	<u>Check #</u>
1/2/2025	Merrill Chamber		\$750.00	2364
4/15/2025	Merrill Chamber		\$750.00	2427
7/7/2025	Merrill Chamber		\$750.00	2440
		TOTAL	\$2,250.00	

**City of Merrill 2026 Proposed Budget**

Payroll calculation

**Fund 24 Merrill Fair Grounds**

	2020	2021	2022	2023	2024	2025	06/30/2025	2025	2026	% Change	Notes:
	Actual	Actual	Actual	Actual	Unaudited	Adopted	Actual	Projection	Proposed		
<b>BEGINNING FUND BALANCES</b>											
24-31-5224	N/L - MFG Improvements	500	500	500	-	-	-	-	-		
24-34-0000	Fund Balance - Festival	21,725	26,143	(5,535)	(20,068)	17,789	164,787	164,787	164,787	23,109	
<b>TOTAL</b>		<b>22,225</b>	<b>26,643</b>	<b>(5,035)</b>	<b>(20,068)</b>	<b>17,789</b>	<b>164,787</b>	<b>164,787</b>	<b>164,787</b>	<b>23,109</b>	
<b>Room Tax</b>											
<b>REVENUES</b>											
24-45304-41210	Room Tax	63,998	91,915	121,043	120,451	124,027	125,000	49,549	120,000	122,000	-2% 3yr ave \$121,850
<b>Subtotal Room Tax Revenues</b>		<b>63,998</b>	<b>91,915</b>	<b>121,043</b>	<b>120,451</b>	<b>124,027</b>	<b>125,000</b>	<b>49,549</b>	<b>120,000</b>	<b>122,000</b>	
<b>EXPENSES</b>											
24-55304-03-41000	MARC - PR/Marketing	3,965	7,781	10,060	10,173	10,741	10,000	-	9,600 *	9,760	-2% 8% to MARC
24-55304-03-50000	Tourism Committee-Chamber	44,798	64,270	84,647	84,032	86,493	87,500	34,606	84,000 *	85,400	-2% 70% to Tourism
<b>Subtotal Room Tax Expenses</b>		<b>48,763</b>	<b>72,051</b>	<b>94,707</b>	<b>94,206</b>	<b>97,234</b>	<b>97,500</b>	<b>34,606</b>	<b>93,600</b>	<b>95,160</b>	
<b>Net Room Tax to MFG</b>		<b>15,235</b>	<b>19,864</b>	<b>26,336</b>	<b>26,245</b>	<b>26,793</b>	<b>27,500</b>	<b>14,943</b>	<b>26,400</b>	<b>26,840</b>	



**Merrill Area Chamber of Commerce  
Tourism Promotion Application  
For Events from January 1, 2026, to December 31, 2026**

The Merrill Area Chamber of Commerce, the Merrill Tourism Commission and the City of Merrill have established a program to encourage and promote the expansion of tourism in the Merrill area. Organizations interested in promoting tourism in the Merrill area (this covers Merrill and rural Merrill areas) may apply for assistance in marketing their event to attract visitors from outside our local area, with the purpose of promoting tourism and creating paid overnight stays.

Applicants are required to disclose their advertising plan, **COMPLETE ORGANIZATION BUDGET** (not just marketing/advertising) and the sources of advertising that the grant will reimburse. Reimbursement of qualifying expenditures will be issued only to the organization, formally approved by the Tourism Commission. Non-complete forms will not be considered for funding.

This application must be returned by **12:00 Noon on September 19, 2025**, to:  
Merrill Area Chamber of Commerce  
705 North Center Avenue  
Merrill, WI 54452

**The Commission reserves the right to deny or modify requests.**

Approved applicants will be notified via a letter from the Merrill Chamber of Commerce stating the approved amount and further instructions regarding the allocation of approved dollars. You will be required to help promote the Merrill Area by including the following line on all advertising:  
"For Visitor Information call the Merrill Area Chamber of Commerce at 715-536-9474 or visit [www.merrillchamber.org](http://www.merrillchamber.org)"

Please call the Chamber with any questions about the application process at 715-536-9474.

Your application must be completed, or it will not be considered for funding.

Name of project or event: Merrill Lions Labor Day Car Show

Date of project or event: Sept 7th 2026

Applicant Organization name: Merrill Lions Club

Employer ID number: \_\_\_\_\_

Mailing address or P.O. Box: Po Box 622

Physical address (if different from mailing): \_\_\_\_\_

City: Merrill State: WI Zip: 54452

Organization Phone: 715 536 7422 Fax: \_\_\_\_\_ Email: glporath@frontier.com

Name/title of person filling out application: Gary Porath Event Chairman

Telephone: 715 536 7422 Fax: \_\_\_\_\_ Email: glporath@frontier.com

Amount of Request: \$ 1,400.-

Describe event or project and include dates and times: Car Show held at Merrill Fair Ground  
on Labor Day from 8AM - 4PM Sept 7th 2026

List your goals of the event or project, including the economic impact it will have on our area: Attract classic  
and unique Cars & Trucks from central Wisconsin to show  
to the public and award trophies to the best in over 20 classes

Please list the number of projected overnight stays that your event will generate: 25 or more

Present last year's **complete** financial information for the event which shows your expenses and income from the previous year. If this is a new event, list your 2026 proposed financial information. **This information must be included to be considered for funding:**

	Income	Expenses	Profit
2025	\$6,650.-	\$2,463.50	\$4,186.50
2026 Projected	\$6,000.-	\$2,500.-	\$3,500.-

Present your advertising plan, including the types of media used and their costs. Also, indicate how you plan to use the funds you are requesting, (Keep in mind your request needs to be used to attract out of town visitors and to generate **overnight stays**):

Ads in Car magazines and Face book and internet  
Posters displayed in business through out central wis.  
Handouts distributed at other car shows and a mass mailing  
to past car show participants

If necessary, attach any other information.

- We are requiring your complete/entire budget for the event you are requesting funding for this round. In the past we only required your complete marketing/advertising plan. Due to the competitiveness of this grant, we must now see the entire budget for the event. Without it, your application will not be reviewed by the commission.

Chamber funds to be used for posters, flyers, mailers and postage. Copy cash to print registration form and ballots for voting.

# 2025 Labor Day Car Show

## Income

Registrations 264 cars @ \$15. = \$3960. -

\$1500. -

Cory of Merrill

\$810. -

Trophy Sponsors

\$200. -

Flea Market Vendors

\$120. -

50/50 Raffle

Total

\$6650. -

## Expenses

Trophies

\$2463.50

Total Income

\$4186.50



**Merrill Area Chamber of Commerce  
Tourism Promotion Application  
For Events from January 1, 2026, to December 31, 2026**

The Merrill Area Chamber of Commerce, the Merrill Tourism Commission and the City of Merrill have established a program to encourage and promote the expansion of tourism in the Merrill area. Organizations interested in promoting tourism in the Merrill area (this covers Merrill and rural Merrill areas) may apply for assistance in marketing their event to attract visitors from outside our local area, with the purpose of promoting tourism and creating paid overnight stays.

Applicants are **required** to disclose their advertising plan, **COMPLETE ORGANIZATION BUDGET** (not just marketing/advertising) and the sources of advertising that the grant will reimburse. Reimbursement of qualifying expenditures will be issued only to the organization, formally approved by the Tourism Commission. Non-complete forms will not be considered for funding.

This application must be returned by **12:00 Noon on September 19, 2025**, to:  
**Merrill Area Chamber of Commerce**  
**705 North Center Avenue**  
**Merrill, WI 54452**

**The Commission reserves the right to deny or modify requests.**

Approved applicants will be notified via a letter from the Merrill Chamber of Commerce stating the approved amount and further instructions regarding the allocation of approved dollars. You will be required to help promote the Merrill Area by including the following line on all advertising:  
**"For Visitor Information call the Merrill Area Chamber of Commerce at 715-536-9474 or visit [www.merrillchamber.org](http://www.merrillchamber.org)"**

Please call the Chamber with any questions about the application process at 715-536-9474.

Your application must be completed, or it will not be considered for funding.

Name of project or event: Lincoln County Fair

Date of project or event: August 5<sup>th</sup> through the 9<sup>th</sup>, 2026

Applicant Organization name: Lincoln County Fair Association

Employer ID number: 45-4839000

Mailing address or P.O. Box: P.O. Box 921, Merrill, WI 54452

Physical address (if different from mailing): 2001 E. 2<sup>nd</sup> St.

City: Merrill State: Wisconsin Zip: 54452

Organization Phone: 715-536-5212 Fax: NA Email: lincolncofair@gmail.com

Name/title of person filling out application: Susan Kunkel, Treasurer

Telephone: 715-536-3209 Fax: NA Email: mikee1k@frontier.com

Amount of Request: \$21,000

Describe event or project and include dates and times: The Lincoln County Fair dates are August 5<sup>th</sup> through the 9<sup>th</sup>, 2026. We have a signed contract with Mr. Ed's carnival.

List your goals of the event or project, including the economic impact it will have on our area: Our goal as a fir association is to (inclusively invite all families, community members, and other Lincoln Co. residents and surrounding areas the opportunity to learn and grow with projects they bring. (open class includes all youths and people of any age) Historically the fair has promoted positive economic growth throughout the city and county and surrounding areas. These are all goals the Fair holds dear and would like to continue this positive impact on the community.

Please list the number of projected overnight stays that your event will generate: Several families plan their family reunions during the fair. Many class reunions are planned during the fair. This last year a family planned a 100 year old's birthday party for someone and held it at the fair. People came from out of state and stayed at the motels in the area. There was also a hockey tournament planned for the fair week for families to have something to do during the night. Several vendors people coming to the fair, stay at the motels in the area.

Present last year's complete financial information for the event which shows your expenses and income from the previous year. If this is a new event, list your 2026 proposed financial information. **This information must be included to be considered for funding:**  
See attached sheets

Present your advertising plan, including the types of media used and their costs. Also, indicate how you plan to use the funds you are requesting. (Keep in mind your request needs to be used to attract out of town visitors and to generate overnight stays):  
We are using two TV stations, several radio stations. Drip media, and out of the area print newspapers/booklets

If necessary, attach any other information.

- **We are requiring your complete/entire budget for the event you are requesting funding for this round. In the past we only required your complete marketing/advertising plan. Due to the competitiveness of this grant, we must now see the entire budget for the event. Without it, your application will not be reviewed by the commission.**

# LINCOLN COUNTY FAIR

PO Box 921 Merrill, WI 54452  
715-536-5212 lincolncofair.com



## 2025 Fair Financial

### INCOME

Sponsorship	\$66,650.00
Grandstand	\$19,353.00
Wrestling Alumni Tent	\$26,256.00
Parking	\$24,335.00
Commercial Vendors	\$11,585.00
Food Vendors	\$16,005.00
	<hr/>
	\$164,184.00

### EXPENSES

Judges	\$3482.40
Grounds	\$39,119.95
Advertising	\$22,242.90
Beer Cost	\$21,678.33
Wrestling Alumni Tent	\$24,700.00
Exhibition	\$1628.01
Donation to City	\$20,000.00
Premiums	\$6294.75
Insurance (week of)	\$9,183.00
	<hr/>
	\$148,329.34

\$15,854.66



**Merrill Area Chamber of Commerce  
Tourism Promotion Application  
For Events from January 1, 2026, to December 31, 2026**

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Please call the Chamber with any questions about the application process at 715-536-9474.

Your application must be completed, or it will not be considered for funding.

Name of project or event: Wisconsin River Pro Rodeo

Date of project or event: June 19, 20, 21, 2026

Applicant Organization name: Lincoln County Rodeo Association

Employer ID number: 39-1836726

Mailing address or P.O. Box: 906 N. Center Avenue

Physical address (if different from mailing): \_\_\_\_\_

City: Merrill State: Wisconsin Zip: 54452

Organization Phone: 715-257-7645 Fax: \_\_\_\_\_ Email: bryanbloch@hotmail.com

Name/title of person filling out application: Gail Bloch Secretary and Ashley Baeseman Marketing Committee

Telephone: 715-257-7645 Fax: \_\_\_\_\_ Email: gailbloch@hotmail.com

Amount of Request: \$28,000

# Merrill Chamber of Commerce Tourism Promotion Application

## **Describe event or project include dates and times:**

The mission of the Lincoln County Rodeo Association (LCRA) is to provide quality family entertainment and promote the sport of professional rodeo, as well as create a public event that benefits the local businesses, groups, and organizations in the surrounding communities. Professional rodeo is a highly ranked sporting event, ranking seventh in overall attendance, with 40 million fans nationwide. The contestants who participate in our rodeo also compete in numerous local, regional, and national events, including the National Finals Rodeo in Las Vegas, Nevada. We are a professional rodeo. We are entering our 37<sup>th</sup> year as a Professional Rodeo Cowboy Association (PRCA) sanctioned event. We are also sanctioned by the Women's Professional Rodeo Association (WPRA). Our rodeo will be held June 19, 20, 21, 2026. Our performances on the 19<sup>th</sup> and 20<sup>th</sup> will be at 7:00 pm, and on the 21st at 1:00 pm at the Merrill Fairgrounds. Each performance has a distinct focus: Friday night is Military Appreciation Night, Saturday night is Cancer Awareness Night, and Sunday is Family Day.

## **List your goals of the event or project, including the economic impact it will have on our area.**

Our goal is to continue to grow our event by providing the best professional rodeo entertainment. In 2026, we have moved our rodeo to a week later than in previous years. The reason for this move is to attract more competitors to our rodeo. The opportunity presented that we could have our rodeo on the same weekend as another rodeo close by which will allow the contestants to participate in both rodeos. In addition, the College Finals Rodeo will also be over, and we have the opportunity to attract the young and upcoming competitors. This is consistent with the other steps we continue to take to build our contestants. We continue to offer a Sunday performance, we have increased our added money to be competitive with other rodeos, and we provide the contestants, our sponsors, and local VIPS with the best hospitality in the country. Our hospitality uses local food suppliers, some donated and some purchased, which has an economic impact.

Committee members participate annually in the PRCA convention, where they build skills and knowledge to give quality to our performances and attract top-name competitors. Another goal is to continue to offer three performances. Many rodeos do not offer a Sunday performance, but we have found that to be a popular day for contestants. We have focused on building our Sunday attendance over the past couple of years, and we have been successful with attendance reaching the same level as Friday and Saturday nights. We depend on community groups to help us put on the rodeo; without their help, we would not be able to get everything done. In 2025, we increased the amount we "pay" our volunteer groups, and we paid out over \$11,000 to the groups that helped. In addition, we donated to Marshfield Clinic and Aspirus Hospital for cancer care.

We have partnered with our community, investing in improvements to the grounds that other groups can utilize and help attract other events to the area. After the 2024 rodeo, we purchased beautiful fencing to enclose the festival grounds and add an attractive look to the area. Although

the fencing didn't get installed for our rodeo in 2025, it is installed now and looks very attractive. This was accomplished by partnering with the City of Merrill, which installed the fencing, and the Fair, which helped finance the installation.

With an overall estimate of 17,000 people passing through the fairgrounds over the three days and over 8000 tickets purchased and donated, to the rodeo, the economic impact can reach over \$450,000. This is based on an average day tripper spending \$75 on dining, shopping, entertainment, and lodging. From the data we receive from online ticket sales, we cover most of the state with ticket sales, and many tickets are sold throughout the country. (See attached heat map). We also had 1931 first-time buyers online in 2025.

**Please list the number of projected overnight stays that your event generates.**

The number of overnight stays can be a difficult number to determine. We know that the rodeo directly books over 30 rooms for the weekend for rodeo personnel and committee members. Taking a modest 5% of the 8000 ticket sales estimates about 400 overnight stays. In addition, there are many vendors, contestants, and families that stay in the area, and that increases the number of overnight stays to well over 400. This contributes to the overall economic impact in the Merrill Community and the surrounding area. Again, see the heat map for the area that we sold tickets to online.

**Present last year's complete financial information for the event, which shows your expenses and income from the previous year. If this is a new event, list your 2025 proposed financial information. This information must be included to be considered for funding.**

See attached 2025 financial information. Note; we are changing our fiscal year to October 1st through September 30<sup>th</sup> to better align with our event.

**Present your advertising plan, including the types of media used and their costs. Also, indicate how you plan to use the funds you are requesting. (Keep in mind your request needs to be used to attract out-of-town visitors and to generate overnight stays):**

We will again utilize Digital Billboards in the Appleton and Green Bay areas. With the locations we have used in the past, we are getting approximately 2 million views of those two billboards and capturing residents and those traveling from the larger cities to the south. We will be adding another billboard in Green Bay and another one in the Appleton area. An additional new billboard will be in the Irma area to capture those traveling to the Northwoods. We will have a billboard on Hwy 29 by Wausau that has high traffic and captures those traveling from the western part of the state. We believe these six billboards give us the best value. The billboard cost is increasing for 2026; we will pay \$11,630 this year.

**Radio coverage** will be in the following areas:

WACD-FM in Antigo covers Antigo and Shawano.

K99 WKEB in Medford covers Medford and the surrounding areas

Sunrise Broadcasting covers Merrill with Bluejay 96.3 and Wausau with WAVE 100.

NRG Media Northwoods 97.3 covers the Rhinelander and surrounding area.

WCWB B-104.9 covers Stevens Point and the surrounding area.

WJQJ covers Tomahawk and the surrounding areas.

WDEZ 101.9 covers Wausau and the surrounding areas.

WNCY Y100 Covers Green Bay and the surrounding area.

WYTE 106.5 Stevens Point

The total value of the radio advertising is \$30,043.

### **TV Stations:**

WJFW – 12 Rhinelander

WSAU – 7 Wausau

The total value of TV advertising is \$18,171

### **Print**

Foto News includes all 20 of their markets covering the upper 2/3 of the state, print and online.

Chamber tourist book.

The total value of print ads is \$3,830.00

At the rodeo, we sell sponsorship for the program, or it is included in a package sponsorship, but spectators are not charged for the program. This helps raise awareness of services that are available in the Merrill area.

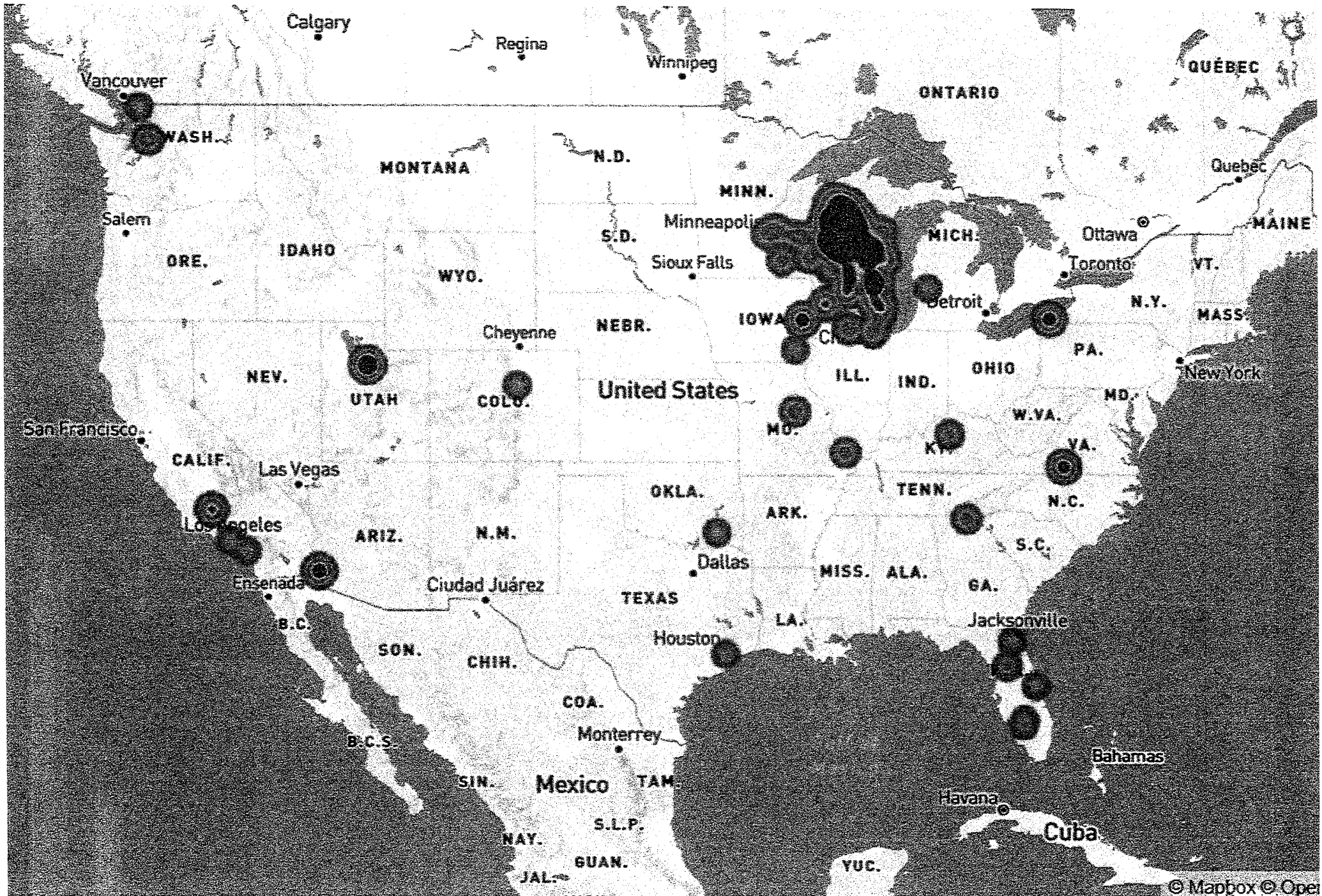
### **Miscellaneous**

The High School Score Board for inside events was unable to raise the full amount needed to fund the scoreboard. The rodeo stepped up and paid the amount needed to bring this advertising to athletic events. This will bring attention to our rodeo to all visiting teams and raise awareness locally. The cost is \$14,000 over multiple years.

We also supported the Eagles Tent at the Fair, Baseball's golf outing, 4H Horse barn, and Mounted Shooting. All increase exposure to people outside our area.

We trade sponsorships with many of these organizations to keep our costs within the amount we budget. We went over budget by about \$5000 in 2025.

# Online Ticket Sales



# LCRA - Lincoln County Rodeo Association

## Profit and Loss

January 1 - September 16, 2025

	TOTAL
<b>Income</b>	
1010 Administration	10,498.73
1060 Cancer Awareness	2,103.00
1060-01 Quilt Tickets	3,900.00
1060-02 Merchandise	2,944.42
<b>Total 1060 Cancer Awareness</b>	<b>8,947.42</b>
1070 Entertainment	
1070-01 Beer	27,504.00
<b>Total 1070 Entertainment</b>	<b>27,504.00</b>
1080 Tickets	
1080-01 Advanced Ticket Sales	39,703.45
1080-04 Tickets	61,384.00
<b>Total 1080 Tickets</b>	<b>101,087.45</b>
1090 Events	
1090-10 50/50 Raffle income	5,336.50
<b>Total 1090 Events</b>	<b>5,336.50</b>
1100 Grounds	8,001.13
1110 Hospitality	
1110-02 Food Donation In Kind	4,200.00
<b>Total 1110 Hospitality</b>	<b>4,200.00</b>
1120 Marketing	
1120-05 Programs/Banner/Signs	300.00
1120-08 Chamber Grant	21,000.00
<b>Total 1120 Marketing</b>	<b>21,300.00</b>
1130 Production	1,600.20
1130-142 Static Replay	1,200.00
1130-17 Time/Score	2,200.00
<b>Total 1130 Production</b>	<b>5,000.20</b>
1140 Queens	
1140-01 Banquet	936.00
<b>Total 1140 Queens</b>	<b>936.00</b>
1150- Sponsorship Income	3,000.00
1150-02 Banner Sponsor	6,200.00
1150-05 Full Page	2,125.00
1150-06 Half Page Ad	450.00
1150-08 Jumbo Tron	3,000.00
1150-09 Leaderboard	1,000.00
1150-12 Quarter Page	300.00
1150-13 Time Clock	4,000.00
1150-16 Announcer Sponsorship	1,700.00
1150-17 Arena Sponsor	1,600.00

# LCRA - Lincoln County Rodeo Association

## Profit and Loss

January 1 - September 16, 2025

	TOTAL
1150-19 Time Stand Sponsorship	1,500.00
1150-20 Children's Events Sponsor	2,800.00
1150-22 Gate/Chute Sponsor	11,300.00
1150-23 Clown Sponsor	2,035.00
1150-24 Corporate Sponsor Seating	2,300.00
1150-25 Event Sponsor	15,500.00
1150-26 Gold Corporate Sponsor	7,265.00
1150-27 Couple's Dash Sponsor	700.00
1150-30 Platinum Partnership	11,350.00
1150-31 Queen Sponsor	1,400.00
1150-32 Rodeo Ticket Sponsor	420.00
1150-33 Shirt Sponsor	2,100.00
1150-34 Silver Corporate Sponsor	35,400.00
1150-36 Womans Diamond Dash	1,000.00
<b>Total 1150- Sponsorship Income</b>	<b>118,445.00</b>
1170 Vendor Food	450.00
1175 Vendor Merchandise	5,060.00
<b>Total Income</b>	<b>\$316,766.43</b>
<b>GROSS PROFIT</b>	<b>\$316,766.43</b>
<b>Expenses</b>	
6010 Administration	12,311.29
6010-02 Contribution/Condolences	417.20
6010-03 Chamber/Dues/Membership	200.00
6010-04 Office Supplies	3,390.52
6010-05 Postage	292.00
6010-06 Insurance	6,338.92
6010-07 Website	4,700.00
6010-09 License	201.60
<b>Total 6010 Administration</b>	<b>27,851.53</b>
6010-01 Computers/Printers	1,596.69
6030 Committee Expense	56.90
6030-01 Las Vegas Conventions	6,010.85
<b>Total 6030 Committee Expense</b>	<b>6,067.75</b>
6040 Committee Recognition Expense	
6040-01 Diner	1,467.98
<b>Total 6040 Committee Recognition Expense</b>	<b>1,467.98</b>
6050 TETWP Donations	106.16
6060 Cancer Awareness Expense	
6060-01 Quilt Tickets	1,183.55
6060-02 Merchandise	1,283.50
<b>Total 6060 Cancer Awareness Expense</b>	<b>2,467.05</b>

# LCRA - Lincoln County Rodeo Association

## Profit and Loss

January 1 - September 16, 2025

	TOTAL
6070 Entertainment	212.40
6070-01 Beer	8,451.58
6070-02 Soda	1,965.60
6070-03 Water	580.35
6070-04 Band	4,000.00
6070-05 Tickets	91.02
6070-06 Ice	194.70
6070-07 Equipment	44.52
6070-08 Donation to vendor	2,400.00
<b>Total 6070 Entertainment</b>	<b>17,940.17</b>
6080 Tickets	55.55
6090 Events Expense	
6090-02 Men's Dash	44.25
6090-03 Couples Dash	72.90
6090-05 Children's Event Candy Toss	469.31
<b>Total 6090 Events Expense</b>	<b>586.46</b>
6100 Grounds	3,758.06
6100-01 Tents	4,824.52
6100-02 Electrical Work/Gift Gorde	3,145.20
6100-03 City Water/Utilities/Paper	1,391.30
6100-04 Fuel	1,007.91
6100-05 Panels/Gates	14,785.93
6100-06 Dirt Work	101.28
6100-07 Pop-ups/Canopies	2,137.53
6100-09 Garbage	878.81
6100-10 Grounds Rental	1,000.00
6100-11 Porta Potties	1,055.00
<b>Total 6100 Grounds</b>	<b>34,085.54</b>
6110 Hospitality	110.30
6110-01 Food	1,418.01
6110-02 Food Donation In Kind	-700.00
6110-03 Supplies	1,575.60
6110-04 Equipment	252.72
6110-05 Beverages	207.68
6110-06 Rent of Storage of Trailer	200.00
<b>Total 6110 Hospitality</b>	<b>3,064.31</b>
6120 Marketing Expense	335.00
6120-01 TV	5,045.75
6120-02 Radio	12,436.50
6120-03 Billboard	9,898.00
6120-04 Print Ads	3,260.59
6120-05 Signage/Banners	2,975.44

# LCRA - Lincoln County Rodeo Association

## Profit and Loss

January 1 - September 16, 2025

	TOTAL
6120-06 Programs	7,922.65
6120-07 Sponsorship of Other Groups	600.00
6120-08 Market Animal Sales/Processing	2,669.92
<b>Total 6120 Marketing Expense</b>	<b>45,143.85</b>
6130 Production	4,655.68
6130--04 Clowns	5,000.00
6130-01 Announcer	5,200.00
6130-03 Dues (Prof Radio, Etc.)	32,950.00
6130-05 Camera Operator	1,700.00
6130-07 Drill Team	1,000.00
6130-08 Flags	487.28
6130-09 Judges/Secretary	965.04
6130-11 Sound	4,000.00
6130-13 Hotel for Production Staff	428.76
6130-14 Video Board (Jumbo Tron)	10,600.00
6130-20 Stock Contractor	32,336.28
<b>Total 6130 Production</b>	<b>99,323.04</b>
6140 Queens Expense	76.11
6140-01 Banquet	662.23
6140-03 Tack	414.43
6140-04 Sashes/Crown	89.25
6140-08 Prints/Photo	557.55
<b>Total 6140 Queens Expense</b>	<b>1,799.57</b>
6160 Tickets Expense	710.28
6180 Volunteers	13,403.82
6190 Accounting	5,050.09
In Kind Donation	14,100.00
<b>Total Expenses</b>	<b>\$274,819.84</b>
<b>NET OPERATING INCOME</b>	<b>\$41,946.59</b>
Other Income	
7010 Interest Income	1,619.35
<b>Total Other Income</b>	<b>\$1,619.35</b>
<b>NET OTHER INCOME</b>	<b>\$1,619.35</b>
<b>NET INCOME</b>	<b>\$43,565.94</b>

Tourism Promotion Application

World Championship Merrill Ice Drags

Merrill Ice Draggers Inc.

Event Dates - Saturdays from January 17<sup>th</sup> - February 21<sup>st</sup> Banquet- February 28<sup>th</sup> 2026

4305 Falcon Dr. Wausau WI 54401

Cindy Opichka -Board of Directors- Merrill Ice Draggers Inc.

Cindynlarry3@hotmail.com

715-846-3574

Amount Requested-\$7,500.00

Merrill Ice Draggers Inc. puts on a family-friendly racing experience like no other. As an established organization since 1965 in the Merrill community, we strive to bring a positive example of North Woods hospitality and an automotive drag race experience you will find no place else. There are no other events like this, at least none that have continued for 60 years! Our event will run on Saturdays in January- February 2026, weather permitting.

Last year our club celebrated yet another milestone, our 60<sup>th</sup> Anniversary! A feat for any organization but especially motorsports is one of the toughest to keep going. There has been no shortage of interest in our event and in fact it is more popular than ever and continues to draw national attention.

The goal of our event is to showcase the beautiful City of Merrill and host a family-friendly winter automotive drag race event that you can't find anywhere else! As a club we have been giving back to the community annually. Over the last several years we have started charity drives and donated hundreds of dollars in money and items to Merrill area Nursing homes, Shelters and community events. We have also started an Endowment Scholarship at NTC in the Automotive fields.

World Championship Merrill Ice Drags were featured on-You know you're from Merrill... and over the years, our event has gained popularity from national television shows such as Street Outlaws and RoadKill. Also, Internet venues such as RockDog Productions, 1320 Video and Motor Mania Pod cast. Rockdog, 1320 and Roadkill were all able to attend 2018 events. Last year we were featured on Mayhem Motorsports and 1320 video returned for the second time. We have received thousands of views on our web site, Facebook and been linked to numerous other sites from fans and production staff alike. With all this in play, Merrill has been put on the map as THE place to get a drag racing fix in the cold Wisconsin winter. It has been quite awesome how we have grown! Feb 10<sup>th</sup> 2018 Roadkill made the trip from St Louis Missouri in their drag car and made our biggest pit gate/spectator day with numbers reaching above 400 NEW spectators. Fans followed their entire trip. Some came from as far as South Dakota, Michigan and Illinois. We had so many people in need of lodging they had to extend to neighboring communities due to other events that weekend in Merrill. With that being said, we had over 50 individuals that we are aware of who were in need of overnight lodging. Most were for 2 nights. That includes racers and their crew.

2019 brought visitors from across the U.S again. One spectator turned Ice drag fan drove 5 days from North Pole Alaska because he saw us on the internet. Minnesota, Montana, Illinois and Indiana are a few of the States spectators and racers traveled from to attend at least one of our events. There is a team that has come from Indiana for several years. Another traveled twice from Ohio. Another team started in 2022 attending 5 of our 6 events and even drove up from Illinois to run in the First Lincoln County Fair Mud Drags and brought 2 teams with him. We also had a new club make the journey from Tennessee. The SEGA (South East Gasser Association) 5 racers brought cars and each had a crew for a total of approx. 45 people. They rented a house in Tomahawk for the weekend. They plan to return again with more people.

This year we are expecting Cleatus McFarland, Drag racer and NASCAR driver and his crew. Even as spectators we expect 20 or more people to travel with him. If they bring cars to race that can triple. As you can see with that many new people we will have a large financial impact on Merrill.

Merrill Ice Dragers Inc. has been a part of this community since 1965, and we plan on continuing for another 60 Years. As with anything, there have been highs and lows. But we hope you can see we have been taking positive steps forward. We are respectful of the environment and leave the area better than we found it. We give people a reason to go through the beautiful Council Grounds State Park and enjoy nature and motor sports together. We help the community by donating our time and money to the ones who need it most. The generous Tourism Grant is one of our most important tools that we use throughout the year to determine our advertising budget. Without that it would be difficult to continue in the positive forward manner we are striving for. Every year we grow a little more in popularity and advertising in the right areas has been huge! We will continue to create a positive environment for racers and fans alike and showcase the beautiful city we call home.

I have enclosed our Annual Report. Last year was great for the club. We were able to pay off our legal fees and purchase a new timing system. This will attract more racers and make our event more mainstream and up to date. This system is one of the best, most professional drag race software programs available and will catapult us to the next level for our racers and spectators alike! The impact will be felt throughout Merrill with this new reason for more serious racers coming from far and wide to race on our one of a kind drag strip!

If we were to receive a Tourism Grant again this year, we will use it to continue our Tv commercials. Television is the most expensive of our advertising and usually the most beneficial. We filmed new footage and presented our event very well. There are many more areas which we could utilize to draw more people to the area such as the Lodging and Dining Guide for tables in Northern Wisconsin Eateries. Radio will continue to promote the event in Merrill on WJMT- I realize is not applicable to this grant- and WAVL- WAVE 100.5 Wausau. Last year for the first time we were also able to purchase Midwest Communications for another precise focus to the male demo in our area and we garnered more attention from spectators who came for the first time. Social media and specialty Apps will be utilized as well. Past years we used a new company to maximize our FB and other social media, and the

response was amazing! I set our budget by the award of this grant. I will use every dollar we are given to promote Merrill and the Ice Drags. Last year proved to be one of our biggest seasons, being the 60<sup>th</sup> Anniversary. I have included our most recent Treasures report and last year's report as requested. We pride ourselves on being transparent and will gladly show our accounts.

Again, Racers from as far as Michigan, Illinois, Indiana and Ohio have been present for the past 2 years and plan to return again. This alone will generate up to 25 rooms per week counting family members and crew. The Tennessee Crew was 35 people and several racers from Southern Wisconsin stayed in town as well. In the 2022 season in just three race days, we hosted upwards of 9000 spectators and racers total. It was bigger than our previous seasons with less race days. Although it is very difficult for us to know exactly how many of our racers and spectators stay over in Merrill, it isn't a stretch to say we do bring in many more people than a regular weekend in January-February. We have been told by many the hotels were full when they tried to book!

As always, we thank you for your consideration and welcome any amount we could be awarded. We are doing our best to continue this event and our club in the most positive manner. We strive to put on a spectacular show and keep everyone safe and excited. We love Merrill and will do our best to make the city proud to be our home.

Thank you for your consideration!

Sincerely,

A handwritten signature in black ink that reads "Cindy Opichka". The signature is written in a cursive, flowing style.

Cindy Opichka

Board of Directors- World Championship Merrill Ice drags

# 2025 Merrill Ice Draggers Annual Report

## Misc expenses:

Stamps	\$29.20
Website renew fee	\$312.00
Weebly domain license	\$53.90
Nonstock filing fee	\$25.00
Merrill chamber dues	\$200.00
Raffle licenses renew	\$51.00
Sponsor signs/printing items	\$1,698.02
990N filling fee	\$54.99
Trophies and awards	\$2,281.90
Lawyer payoff	\$15,409.00
Prior 2024 advertising	\$25.00
Photo news ad	\$170.00
Corning Fire Dept	\$600.00
Drivers Payout	\$6,690.00
Fall Raffle Payout	\$400.00
Winter Raffle Payout	\$2,950.00
<b>Total</b>	<b>\$30,950.01</b>

## Equipment/Truck/Track expenses:

Truck fuel pump	\$473.14
Truck mirror	\$130.90
Truck blower motor resistor	\$36.02
Truck oil change	\$47.52
Truck reg.	\$134.08
Truck washes	\$40.25
Fuel	\$1,429.48
Toilets	\$981.15
Zip ties	\$113.81
Radio headsets	\$421.96
Radio batteries	\$168.60
Garbage bags	\$31.61
Pump/ hose for flooding	\$94.94
Oil dry/napa misc.	\$75.72
<b>Total</b>	<b>\$4,179.18</b>

## Insurance: **\$6,373.40**

Track	\$5080.40
Truck	\$967.94
Property	\$325.06

## Merch: **\$4,204.18**

Hoodies/T-shirt's	
-------------------	--

<b>Banquet:</b>	<b>\$1,324.01</b>
Hall/Pizzas \$732.82	
Decorations/food/misc. \$591.19	
<b>Total expenses</b>	<b>\$47,030.78</b>

**Income**

Chamber Grant	\$3,707.50
Chris Deposit	\$355.00
Harley boss sign	\$33.76
Merch Sales	\$6,858.20
38 paid sponsors	\$11,300.00
69 paid members	\$1,481.36
donations	\$634.00
50/50 meetings	\$369.00
50/50 race day	\$1,277.00
50/50 banquet	\$400.00
pit gate 6 events	\$10,003.79
registration	\$11,040.00
banquet basket raffles	\$2,070.00
bambino food truck	\$600.00
fall raffle income	\$1,800.00
winter raffle income	\$6,000.00
<b>Total Income</b>	<b>\$57,929.61</b>
<b>Total Expenses</b>	<b>\$47,030.78</b>
<b>2025 Profit</b>	<b>\$10,898.83</b>

Merrill Ice Draggers  
2025 SEASON RACE TOTALS

MONEY CLASSES

Week 1- 41 x \$30=\$1230  
 Week 2- 37 x \$30=\$1110  
 Week 3- 37 x \$30=\$1230  
 Week 4- 33 x \$30=\$ 990  
 \_\_\_\_\_  
 total 148 x \$30=\$4440

Money class average entries=37/week

Total average entries=109/week

total cash received \$4440+\$5670=\$10,110

$\$4440/\$10,110 = 44\%$  of total cash received

TROPHY CLASSES

Week 1- 56 x \$10=\$ 560  
 Week 2- 85 x \$20=\$1700  
 Week 3- 68 x \$20=\$1360  
 Week 4- 79 x \$20=\$1580  
 \_\_\_\_\_  
 total 288x \$20=\$5670

Trophy class average entries=72/week

$\$5670/\$10,110 = 56\%$  of total cash received

Total Insurance Paid

Week 1 - 97 entries x \$10=\$ 970  
 Week 2 - 122 entries x \$10=\$1220  
 Week 3 - 105 entries x \$10=\$1050  
 Week 4 - 112 entries x \$10=\$1120  
 \_\_\_\_\_  
 Total 436 entries x \$10=\$4360

Total Racers

Week 1-54

Week 2-59

Week 3-54

Week 4-56

Average racers =56/week

Different racers total=79

Total money class entries – 148

Total trophy class entries – 288

Total race entries 148 + 288 = 436

148/436=34% of racers

288/436=66% of racers

### TOTAL PAYOUTS

Week 1 payout total \$ 845.00  
Week 2 payout total \$ 830.00  
Week 3 payout total \$ 640.00  
Week 4 payout total \$ 675.00  
Championship payout \$3700.00  
Championship trophies \$ 496.00  
Total payout \$7186.00

Weekly trophies \$ 929.00  
  
Championship trophies \$ 855.00  
total payout \$1784.00

Grand total payout \$8,970.00

$\$7186/\$8970 = \underline{80\%}$  of total payout

$\$1784/\$8970 = \underline{20\%}$  of total payout

Total payouts=\$8,970.00

Total racer money received=\$10,110.00

$\$8970/\$10110 = \underline{89\%}$  payout for the 2025 season

**PORTATREE TIMING SYSTEMS, INC.**  
**ELIMINATOR NEXT GEN COMPETITION**

*at 3 - Sue*

**Economy Track System - Use Stand Alone or Connect to a Computer**  
**660 Foot Ice Drag Track System - January 29, 2025**  
**Merrill Ice Draggers**

MI-1	MI-2	ITEM DESCRIPTION	MI-1	MI-2
1	1	ELIMINATOR NEXT GEN -- Competition Track Timer \$850.00	\$850.00	\$850.00
1	1	Basic Database Software \$1,500.00	\$1,500.00	\$1,500.00
		Basic Database Software with Announcer & Live Timing \$2,000.00		
		Economy Software (Basic Database, Announcer, Qualifying, and Ladders) \$3,500.00		
		Professional Software Suite \$5,500.00		
		Track Messenger Software & Encryption Key \$600.00 / \$500.00 with purchase of Basic DB Standalone E-Mail and Text Message Notification System		
		Track Simulator Box -- Used to Train Technicians on PC Software \$350.00		
1	1	Track Interface Box \$550.00	\$550.00	\$550.00
1	1	Track Power Supply \$80.00 each	\$80.00	\$80.00
4	4	Start Line Emitter/Receiver Infrared Sensors ( Prestage & Stage ) \$650/pair	\$2,600.00	\$2,600.00
2	2	Power Connectors for Emitters (Center Track Only) \$75.00 each	\$150.00	\$150.00
8	10	Retroreflective Infrared Photo Sensors \$370 each	\$2,960.00	\$3,700.00
		Foam Blocks with Silver Reflectors \$75 each		
8	10	Silver Reflectors \$12.00 each	\$96.00	\$120.00
1	1	National Event Tree with Incandescent Bulbs & Tree Cable \$1,025.00	\$1,025.00	\$1,025.00
		National Event Tree with 6 Amber LED Bulbs & Tree Cable \$1,350.00		
		Professional Christmas Tree with 6 Amber LED Bulbs \$2,270.00		
		Professional Tree Cable - Start Line to Tree \$200.00		
1	1	Shop Labor	\$750.00	\$750.00
1	1	Starter's Switch with Heavy Duty Cable \$175.00 each	\$175.00	\$175.00
1	1	Tower Extension 100 Feet -- Start Line to Tower	\$675.00	\$675.00
1	1	Temporary Track - 1" Convolute Tube for Tower Extension Cable \$1.25/ft	\$125.00	\$125.00
		Temporary Track -- Tower Swap Setup for Left or Right side of Track \$150.00 Optional		
1	1	Finish Line Cable Center Track 600ft @ \$1.00/ft	\$600.00	\$600.00
1	1	Finish Line Junction Cable - Cable Center Track Only \$150.00	\$150.00	\$150.00
		Cable to Downtrack Junction Boxes 665ft @ \$1.00/ft		
		Finish Line Crossover Cable \$260.00		
		Cable for 330 Foot Sensors (E.T. Only NO Mid MPH) \$350 / \$450		
		Cable to 60 Foot sensors \$110 / \$140		
		MPH / Finish / Win Light Junction Box with 66 Foot MPH Cable \$200.00		
		4 Inch x 16 Character Outdoor Brite L.E.D. Dial-In Display 100ft Cable and USB to Comport Adapter Optional \$1,550 each		
1	1	Time Slip Printer \$400.00	\$400.00	\$400.00
		Cable for Timeslip Printer \$.55/ft		
	2	Dual Beam Finish - Y Splitters \$75.00 each		\$150.00
		Heavy Duty Start Line Racks 1 - Center of Track and 2 - Sides of Track \$550.00		
1	1	Temporary System Cable Connector Pkg	\$275.00	\$275.00
		Scoreboards Available -- Contact Portatree with your Requirements		
		<b>Total Estimated Amount</b>	<b>\$12,961.00</b>	<b>\$13,875.00</b>

**PRICES SUBJECT TO CHANGE -- PLEASE CONSULT FACTORY ESTIMATE ONLY -- CALL FACTORY FOR FINAL QUOTE**

**System MI-1:** Start Line (Pre-Stage - Stage - Guard), 60', MPH, & Finish ET (Cable Center Track)

**System MI-2:** Start Line (Pre-Stage - Stage - Guard), 60', MPH, & Finish ET with Dual Beam Finish (Cable Center Track)

**Note: All systems are built to order. Let us Quote on your Timing Requirements by emailing or faxing us your Track Layout and answering our Track Question Form (download the forms online at: [www.portatree.com](http://www.portatree.com))**

Metal Connectors

- Software - Ladders

Dual beam

see new

⊕ Less than 50' get extension

# Merrill Ice Draggers Treasurer's Report

8/19/2025

<b>Beginning Balance</b>	<b>\$24,892.53</b>
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<b>Deposits</b>	<b>\$1,390.00</b>
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Merrill Equipment sponsorship	\$250.00
Van Ert Electric sponsorship	\$500.00
H/O Racing sponsorship	\$100.00
Chris Huitfeldt membership	\$20.00
Smith Automotive Sponsorship	\$500.00
Cameron Ross membership	\$20.00

<b>Disbursements</b>	<b>\$12,636.07</b>
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Sun Printing - Season Pit Pass cards	\$38.51
Merrill Eagels Club - Beer Garden sponsorship	\$250.00
PortaTree - timing system downpayment	\$6,000.00
Nicolet Bank - wiring fee for PortaTree	\$25.00
Pine Ridge Mobile Club - club truck gas	\$40.00
Going Postal - shipping for eliminators	\$87.63
Going Postal - shipping for sensors	\$181.00
Walmart - file boxes	\$18.93
PortaTree - timing system payoff	\$5,970.00
Nicolet Bank - wiring fee for PortaTree	\$25.00

<b>Ending Available Balance</b>	<b>\$13,646.46</b>
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**Merrill Area Chamber of Commerce  
Tourism Promotion Application  
For Events from January 1, 2026, to December 31, 2026**

The Merrill Area Chamber of Commerce, the Merrill Tourism Commission and the City of Merrill have established a program to encourage and promote the expansion of tourism in the Merrill area. Organizations interested in promoting tourism in the Merrill area (this covers Merrill and rural Merrill areas) may apply for assistance in marketing their event to attract visitors from outside our local area, with the purpose of promoting tourism and creating paid overnight stays.

Applicants are required to disclose their advertising plan, COMPLETE ORGANIZATION BUDGET (not just marketing/advertising) and the sources of advertising that the grant will reimburse. Reimbursement of qualifying expenditures will be issued only to the organization, formally approved by the Tourism Commission. Non-complete forms will not be considered for funding.

This application must be returned by **12:00 Noon on September 19, 2025**, to:  
**Merrill Area Chamber of Commerce**  
**705 North Center Avenue**  
**Merrill, WI 54452**

**The Commission reserves the right to deny or modify requests.**

Approved applicants will be notified via a letter from the Merrill Chamber of Commerce stating the approved amount and further instructions regarding the allocation of approved dollars. You will be required to help promote the Merrill Area by including the following line on all advertising:  
**"For Visitor Information call the Merrill Area Chamber of Commerce at 715-536-9474 or visit [www.merrillchamber.org](http://www.merrillchamber.org)"**

Please call the Chamber with any questions about the application process at 715-536-9474.

**Your application must be completed, or it will not be considered for funding.**

Name of project or event: Black Squirrel Scurry Triathlon

Date of project or event: July 25, 2026

Applicant Organization name: City of Merrill Park & Rec

Employer ID number: \_\_\_\_\_

Mailing address or P.O. Box: 1100 MARC Dr

Physical address (if different from mailing): \_\_\_\_\_

City: Merrill State: WI Zip: 54452

Organization Phone: 715-536-6187 Fax: \_\_\_\_\_ Email: \_\_\_\_\_  
 dan.wendorf@ci.merrill.wi.us

Name/title of person filling out application: Greg Eichelkraut

Telephone: 715-409-9703 Fax: \_\_\_\_\_ Email: \_\_\_\_\_  
 Blacksquirrelscurry@gmail.com

Amount of Request: \$1000

Describe event or project and include dates and times: Paddling triathlon (kayak/canoe, bike, run) held July 25, 2026. 8:30 am start.  
Beneficiaries: All proceeds are donated to Friends of River Bend Trail, VFW Post 1638 along with Troop 538 and MARG Radio Group.

List your goals of the event or project, including the economic impact it will have on our area: Based on past years: 50-65  
participants (1/2 drive greater than 1 hour) compete for about 2-3 hours with awards following at Cenotaph Park. About 1/3 stay  
overnight at least 1 night staying at Council Grounds, Merrill Hotels, & AirB&B. Ballyhoos offers a post race meal and beverage  
discount. Rentals for Coaster's Cycle Works – Tomahawk.

Please list the number of projected overnight stays that your event will generate: 15-20 participants + spouse, children, etc.

Present last year's complete financial information for the event which shows your expenses and income from the previous year. If  
this is a new event, list your 2026 proposed financial information. **This information must be included to be considered for funding:**  
See attached. Check in for race starts Friday evening, encouraging people to stay the night. Locals tend to check in Sat am.

Present your advertising plan, including the types of media used and their costs. Also, indicate how you plan to use the funds you are  
requesting. (Keep in mind your request needs to be used to attract out of town visitors and to generate overnight stays):

- 1) Race flyers printed by Reindl Printing that are distributed to a group of race directors who cross promote for each other. Some of these races are in So. WI, Minnesota, and Iowa. Flyers will also be posted at relevant business (ie -YMCA's, gyms, bike shops, etc.). A print ad in Silent Sports Magazine that targets likely participants throughout all of Wisconsin and its neighbors. 3) FB advertising that reaches all of WI and neighboring states. 4) Looking to expand advertising to Chamber's tourism catalog.

If necessary, attach any other information.

- **We are requiring your complete/entire budget for the event you are requesting funding for this round. In the past we only required your complete marketing/advertising plan. Due to the competitiveness of this grant, we must now see the entire budget for the event. Without it, your application will not be reviewed by the commission.**

Start Acct Pre race as of 1/1/24		\$743.00	Balance Post Race 12/31/25		\$708.00
INCOME		EXPENSES			
Riverside Athletic Club 2/25	\$500.00	50.00	State of WI DNR 2/15 \$50?		
Mitchell Metal Products 1/25	\$1,000.00	632.00	Baja's T shirts		
Koss Memorial	\$100.00	1,352.00	Socks		
Breaman Ford	\$250.00	75.00	EVWNT (Ch. 12)		
Merrill Foundation	\$1,000.00	245.00	Reindt Printing - Flyers		
Brickner's Park City Motors (2/25)	\$100.00	758.00	Silent Sports		
Merrill Area Chamber of Commerce Grant	\$1,000.00	200.00	FB Ads		
Funds Transfer #7232403: \$484.00 4/8	\$484.00	2,438.00	T&H Timing Services		
Funds Transfer #7379917: \$275.00	\$275.00	\$343.00	Premier awards		
Funds Transfer #7505577: \$830.00	\$830.00	\$120.00	Volunteer Beverages		
Sweeter Times	\$99.00				
Culvers	\$250.00	\$250.00	Wendorf Bus		
Funds Transfer #7574804	\$1,169.00	\$100.00	Black River Transport (Porta Potty)		
Funds Transfer #7704708: \$895.00	\$895.00		Sweet Surprise Cookies \$80 donated		
Raffle/Sales	\$256.00		Postage Flyers		
Voluneer beverages - Silverman	\$120.00		paper P & Rec office		
	\$8,328.00				
			<b>Race Expenses subtotal</b>		<b>\$6,563.00</b>

1/1/24 - 12/31/25

500	Donations
1000	FORBT
100	Northwoods Veterans Post
100	MARG
100	Troop 503
100	VFW Aux



**Merrill Area Chamber of Commerce  
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For Events from January 1, 2026, to December 31, 2026**

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Applicants are required to disclose their advertising plan, COMPLETE ORGANIZATION BUDGET (not just marketing/advertising) and the sources of advertising that the grant will reimburse. Reimbursement of qualifying expenditures will be issued only to the organization, formally approved by the Tourism Commission. Non-complete forms will not be considered for funding.

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Approved applicants will be notified via a letter from the Merrill Chamber of Commerce stating the approved amount and further instructions regarding the allocation of approved dollars. You will be required to help promote the Merrill Area by including the following line on all advertising:  
**"For Visitor Information call the Merrill Area Chamber of Commerce at 715-536-9474 or visit [www.merrillchamber.org](http://www.merrillchamber.org)"**

Please call the Chamber with any questions about the application process at 715-536-9474.

**Your application must be completed, or it will not be considered for funding.**

Name of project or event: Underdown Trail Races

Date of project or event: August 15, 2026

Applicant Organization name: IRONBULL, INC.

Employer ID number: EFIN 83-2671005

Mailing address or P.O. Box: PO Box 957 Wausau, WI 54402

Physical address (if different from mailing): \_\_\_\_\_

Organization Phone: 715-848-5949 Fax: \_\_\_\_\_ Email: info@ironbull.org

Name/title of person filling out application: Andrea Larson

Telephone: 715-574-4440 Fax: \_\_\_\_\_ Email: andrea@ironbull.org

Amount of Request: \$600

Describe event or project and include dates and times: Epic running & biking event on the Underdown and Prairie Dells trails taking place all day with six races (60K, marathon, and half-marathon run and 16, 37, and 111 mile bike) over hills, through heavy forest, and across Ice Age landscapes making this a thoroughly scenic and challenging race. Since 2021, the run and biking events were combined which saves volunteer resources and costs for the two previously separate events. More details on the website: <https://www.ironbull.org/underdown-details>

List your goals of the event or project, including the economic impact it will have on our area: \_\_\_\_\_  
This event reached its capacity at the Prairie Dells in 2025, even with the expanded parking lot. So the goal is to see them returning to visit the trails throughout the year. We have marketed largely with social media outside of Wisconsin with about 2/3 of racers traveling beyond 90 miles for the event the past two years. Additionally, many runners travel from outside Wisconsin (24%-2025, 39%-2024, and 19%-2023) for this grassroots event. A food truck, local beer, live music, and custom awards for all racers are positives in addition to the amazing trail system we have to showcase. We attracted a diverse range of racers with ages 12 to 73 this year and a similar range last year.

Please list the number of projected overnight stays that your event will generate: Estimated 25 camping & 45 hotel\_\_\_\_\_

Present last year's complete financial information for the event which shows your expenses and income from the previous year. If this is a new event, list your 2026 proposed financial information. **This information must be included to be considered for funding:** We are still finalizing the 2025 P&L for the event since it was held just a couple of weeks ago. 2025 P&L attached – 2025 gross registration fees = \$7977.00. 2025 expenses are attached including \$869.41 in marketing with Facebook ads. Additionally, the event was included in IRONBULL series event flyers that received other sources of funding. Proceeds go back to the Underdown Trails including Grip Strips from last year's event and building Heinamania the prior year.

Present your advertising plan, including the types of media used and their costs. Also, indicate how you plan to use the funds you are requesting. (Keep in mind your request needs to be used to attract out of town visitors and to generate **overnight stays**): Specific marketing for this event will utilize digital media ads such as Facebook, You Tube, Instagram & Google, targeting audiences outside Lincoln County (\$500). We also distribute a flyer at similar events listing all IRONBULL series events (which we divide up the cost among all the events), send text & email blasts to prospective racers, maintain active social media platforms, and for the first time plan to retarget past racers through a mailer (\$100).

If necessary, attach any other information.

- **We are requiring your complete/entire budget for the event you are requesting funding for this round. In the past we only required your complete marketing/advertising plan. Due to the competitiveness of this grant, we must now see the entire budget for the event. Without it, your application will not be reviewed by the commission.**

**Underdown PRELIMINARY BUDGET 2026**

INCOME					
43400	Direct Public Support				
		43410	Corporate Contributions	\$ -	
		43440	Gifts In Kind - Goods	\$ -	
		43450	Individual Contributions	\$ -	
46000	Other Types				
		46100	Online Merchandise	\$ 500	
		46430	Miscellaneous Revenue	\$ -	
47200	Race Revenue				
		47220	Event Sponsorships	\$ -	
		47240	Event Fees	\$ 8,363	
		47260	Event Concessions	\$ -	
		47280	Event Merchandise	\$ 200	
		47290	Event Camping	\$ -	
		47295	Event Other	\$ -	
				<b>Total</b>	\$ 9,063
EXPENSES					
61000	Event Expenses				
		61100	Awards	\$ 650	
		61150	Partner Distribution	\$ 1,561	
		61200	Event Management	\$ 1,050	
		61300	Volunteers	\$ -	
		61310	Food / Drink	\$ 1,880	
		31320	Merchandise	\$ -	
		61330	Event Activity	\$ 825	
		61340	Miscellaneous	\$ -	
		61550	Promotion	\$ 600	
			0% contingency	\$ -	
				<b>Total</b>	\$ 6,566
				<b>Net Income</b>	\$ 2,496

note that staff/overhead expenses are not included

**Ironbull, Inc.**  
**Profit and Loss Statements for Underdown**  
All Transactions

	Underdown Trail Run 2023 (Underdown)	Underdown Trail Run 2024 (Underdown)	Underdown Trail Run 2025 (Underdown)	Total Underdown	TOTAL
<b>Ordinary Income/Expense</b>					
<b>Income</b>					
41000 • Donor Restricted Contributions	79.00	133.50	160.49	372.99	372.99
42000 • Government Grants	850.00	850.00	900.00	2,600.00	2,600.00
43400 • Direct Public Support					
43450 • Individ, Small Business Contrib	49.00	18.50	112.00	179.50	179.50
<b>Total 43400 • Direct Public Support</b>	<b>49.00</b>	<b>18.50</b>	<b>112.00</b>	<b>179.50</b>	<b>179.50</b>
47200 • Race Income					
45100 • Online Merchandise	0.00	0.00	25.00	25.00	25.00
47240 • Event Fees	5,533.28	6,998.62	7,977.00	20,508.90	20,508.90
47280 • Event Merchandise	233.00	540.00	807.00	1,580.00	1,580.00
<b>Total 47200 • Race Income</b>	<b>5,766.28</b>	<b>7,538.62</b>	<b>8,809.00</b>	<b>22,113.90</b>	<b>22,113.90</b>
<b>Total Income</b>	<b>6,744.28</b>	<b>8,540.62</b>	<b>9,981.49</b>	<b>25,266.39</b>	<b>25,266.39</b>
<b>Cost of Goods Sold</b>					
50000 • Cost of Goods Sold					
50002 • Merchandise Sales Fee	2.56	4.95	10.62	18.13	18.13
<b>Total 50000 • Cost of Goods Sold</b>	<b>2.56</b>	<b>4.95</b>	<b>10.62</b>	<b>18.13</b>	<b>18.13</b>
<b>Total COGS</b>	<b>2.56</b>	<b>4.95</b>	<b>10.62</b>	<b>18.13</b>	<b>18.13</b>
<b>Gross Profit</b>	<b>6,741.72</b>	<b>8,535.67</b>	<b>9,970.87</b>	<b>25,248.26</b>	<b>25,248.26</b>
<b>Expense</b>					
61000 • Program Expenses					
61100 • Awards	190.95	0.00	0.00	190.95	190.95
61150 • Partner - Distribution	79.00	1,898.65	160.49	2,138.15	2,138.15
61200 • Event Management	81.42	0.00	596.85	678.27	678.27
61310 • Food / Drink	1,668.14	1,633.04	682.10	3,983.28	3,981.28
61320 • Merchandise	0.00	360.00	554.67	914.67	914.67
61330 • Event Activity	862.75	1,408.12	785.00	3,055.87	3,055.87
61550 • Promotion					
61552 • Promotion (Reimbursed)					
61554 • Promotion Merrill					
61554.2 • Promotion Merrill Fall 24	0.00	850.00	0.00	850.00	850.00
61554 • Promotion Merrill - Other	850.00	0.00	0.00	850.00	850.00
<b>Total 61554 • Promotion Merrill</b>	<b>850.00</b>	<b>850.00</b>	<b>0.00</b>	<b>1,700.00</b>	<b>1,700.00</b>
<b>Total 61552 • Promotion (Reimbursed)</b>	<b>850.00</b>	<b>850.00</b>	<b>0.00</b>	<b>1,700.00</b>	<b>1,700.00</b>
61550 • Promotion - Other	0.00	0.00	869.41	869.41	869.41
<b>Total 61550 • Promotion</b>	<b>850.00</b>	<b>850.00</b>	<b>869.41</b>	<b>2,569.41</b>	<b>2,569.41</b>
<b>Total 61000 • Program Expenses</b>	<b>3,730.26</b>	<b>6,149.82</b>	<b>3,648.52</b>	<b>13,528.60</b>	<b>13,528.60</b>
65100 • Other Types of Expenses					
65120 • Insurance - Liability, D and O	184.80	110.80	110.90	406.50	406.50
<b>Total 65100 • Other Types of Expenses</b>	<b>184.80</b>	<b>110.80</b>	<b>110.90</b>	<b>406.50</b>	<b>406.50</b>
66000 • Payroll Expenses					
66100 • Salaries and Wages	0.00	0.00	2,396.00	2,396.00	2,396.00
<b>Total 66000 • Payroll Expenses</b>	<b>0.00</b>	<b>0.00</b>	<b>2,396.00</b>	<b>2,396.00</b>	<b>2,396.00</b>
<b>Total Expense</b>	<b>3,915.06</b>	<b>6,260.62</b>	<b>6,155.42</b>	<b>16,331.10</b>	<b>16,331.10</b>
<b>Net Ordinary Income</b>	<b>2,826.66</b>	<b>2,275.05</b>	<b>3,815.45</b>	<b>8,917.16</b>	<b>8,917.16</b>
<b>Net Income</b>	<b>2,826.66</b>	<b>2,275.05</b>	<b>3,815.45</b>	<b>8,917.16</b>	<b>8,917.16</b>



**Merrill Area Chamber of Commerce  
Tourism Promotion Application  
For Events from January 1, 2026, to December 31, 2026**

The Merrill Area Chamber of Commerce, the Merrill Tourism Commission and the City of Merrill have established a program to encourage and promote the expansion of tourism in the Merrill area. Organizations interested in promoting tourism in the Merrill area (this covers Merrill and rural Merrill areas) may apply for assistance in marketing their event to attract visitors from outside our local area, with the purpose of promoting tourism and creating paid overnight stays.

Applicants are required to disclose their advertising plan, COMPLETE ORGANIZATION BUDGET (not just marketing/advertising) and the sources of advertising that the grant will reimburse. Reimbursement of qualifying expenditures will be issued only to the organization, formally approved by the Tourism Commission. Non-complete forms will not be considered for funding.

This application must be returned by **12:00 Noon on September 19, 2025**, to:  
**Merrill Area Chamber of Commerce**  
**705 North Center Avenue**  
**Merrill, WI 54452**

**The Commission reserves the right to deny or modify requests.**

Approved applicants will be notified via a letter from the Merrill Chamber of Commerce stating the approved amount and further instructions regarding the allocation of approved dollars. You will be required to help promote the Merrill Area by including the following line on all advertising:  
**"For Visitor Information call the Merrill Area Chamber of Commerce at 715-536-9474 or visit [www.merrillchamber.org](http://www.merrillchamber.org)"**

Please call the Chamber with any questions about the application process at 715-536-9474.

**Your application must be completed, or it will not be considered for funding.**

Name of project or event: Snowbound in the Underdown

Date of project or event: 2/21/26

Applicant Organization name: IRONBULL, INC.

Employer ID number: EEIN 83-2671005

Mailing address or P.O. Box: PO Box 957 Wausau, WI 54402

Physical address (if different from mailing): \_\_\_\_\_

Organization Phone: 715-848-5949 Fax: \_\_\_\_\_ Email: info@ironbull.org

Name/title of person filling out application: Andrea Larson

Telephone: 715-574-4440 Fax: \_\_\_\_\_ Email: andrea@ironbull.org

Amount of Request: \$350

Describe event or project and include dates and times: Event info at: [www.ironbull.org/snowbound-in-the-underdown](http://www.ironbull.org/snowbound-in-the-underdown)  
Fat biking and snowshoing races on the scenic and challenging Prairie Dells & Underdown Recreation Area trails over hills, through forests, and across Ice Age landscapes.

List your goals of the event or project, including the economic impact it will have on our area: \_\_\_\_\_  
We would like to continue growing this event, attracting racers from a wider geographic area, with racers coming back to visit the trails throughout the year. In 2024, IRONBULL helped market and organize the event for the first time. With marketing improvements, we had more racers and grew the number of women at the event each year (38%-2025, 31%-2024, 19%-2023, 14%-2022). In 2023, nearly all the racers were local. In 2024, 43% traveled beyond 90 miles for the event and we grew to 62% in 2025, so the efforts are working!

Despite limited winters over the past two years, we not only held the event, but received excellent feedback from racers with the average experience rating 4.9 out of 5.0 (based on an anonymous post-event survey provided to all racers). All respondents also said they'd return to the trails with half of respondents being first-time visitors.

Please list the number of projected overnight stays that your event will generate: Estimated 15 hotel \_\_\_\_\_

Present last year's **complete** financial information for the event which shows your expenses and income from the previous year. If this is a new event, list your 2026 proposed financial information. **This information must be included to be considered for funding:** 2025 P&L attached – 2025 gross registration fees = \$4200.00. 2025 expenses are attached including \$307.32 in marketing with Facebook ads. Additionally, the event was included in IRONBULL series event flyers that received other sources of funding. Proceeds go back to the Underdown Trails.

Present your advertising plan, including the types of media used and their costs. Also, indicate how you plan to use the funds you are requesting. (Keep in mind your request needs to be used to attract out of town visitors and to generate **overnight stays**): Specific marketing for this event will utilize digital media ads such as Facebook, You Tube, Instagram & Google, targeting audiences outside Lincoln County (\$250). We also distribute a flyer at similar events listing all IRONBULL events (which we divide up the cost among all the events), send text & email blasts to prospective racers, maintain active social media platforms, and for the first time plan to retarget past racers through a mailer (\$75).

If necessary, attach any other information.

- **We are requiring your complete/entire budget for the event you are requesting funding for this round. In the past we only required your complete marketing/advertising plan. Due to the competitiveness of this grant, we must now see the entire budget for the event. Without it, your application will not be reviewed by the commission.**

## Snowbound in the Underdown Preliminary BUDGET 2026

INCOME				
43400	Direct Public Support			
		43410	Corporate Contributions	\$ -
		43440	Gifts In Kind - Goods	\$ -
		43450	Individual Contributions	\$ -
46000	Other Types			
		46100	Online Merchandise	\$ -
		46430	Miscellaneous Revenue	\$ -
47200	Race Revenue			
		47220	Event Sponsorships	\$ -
		47240	Event Fees	\$ 4,500
		47260	Event Concessions	\$ -
		47280	Event Merchandise	\$ -
		47290	Event Camping	\$ -
		47295	Event Other	\$ -
<b>Total</b>				<b>\$ 4,500</b>
EXPENSES				
61000	Event Expenses			
		61100	Awards	\$ 600
		61150	Partner Distribution	\$ 100
		61200	Event Management	\$ 717
		61300	Volunteers	\$ -
		61310	Food / Drink	\$ 625
		31320	Merchandise	\$ -
		61330	Event Activity	\$ 100
		61340	Miscellaneous	\$ -
		61550	Promotion	\$ 325
			Contingency (0%)	\$ -
<b>Total</b>				<b>\$ 2,467</b>
<b>Net Income</b>				<b>\$ 2,033</b>

note that staff/overhead expenses are not included

## Ironbull, Inc. Profit & Loss Budget vs. Actual for Snowbound 25

	Mar '24 - Dec 25	Budget
<b>Ordinary Income/Expense</b>		
<b>Income</b>		
41000 · Donor Restricted Contributions	50.00	
42000 · Government Grants	250.00	250.00
43400 · Direct Public Support		
43450 · Individ, Small Business Contrib	45.00	
<b>Total 43400 · Direct Public Support</b>	45.00	
47200 · Race Income		
47240 · Event Fees	4,200.00	3,375.00
47280 · Event Merchandise	525.00	
<b>Total 47200 · Race Income</b>	4,725.00	3,375.00
<b>Total Income</b>	5,070.00	3,625.00
<b>Cost of Goods Sold</b>		
50000 · Cost of Goods Sold		
50002 · Merchandise Sales Fee	4.69	
<b>Total 50000 · Cost of Goods Sold</b>	4.69	
<b>Total COGS</b>	4.69	
<b>Gross Profit</b>	5,065.31	3,625.00
<b>Expense</b>		
61000 · Program Expenses		
61100 · Awards		600.00
61150 · Partner - Distribution	55.00	100.00
61200 · Event Managment	24.25	717.00
61310 · Food / Drink	553.24	625.00
61320 · Merchandise	350.00	
61330 · Event Activity	1,013.50	100.00
61550 · Promotion		
61552 · Promotion (Reimbursed)		
61554 · Promotion Merrill		
61554.3 · Promotion Merrill Spring 25	250.00	
<b>Total 61554 · Promotion Merrill</b>	250.00	
<b>Total 61552 · Promotion (Reimbursed)</b>	250.00	
61550 · Promotion - Other	57.32	250.00
<b>Total 61550 · Promotion</b>	307.32	250.00
<b>Total 61000 · Program Expenses</b>	2,303.31	2,392.00
65100 · Other Types of Expenses		
65120 · Insurance - Liability, D and O	110.80	
<b>Total 65100 · Other Types of Expenses</b>	110.80	
66000 · Payroll Expenses		
66100 · Salaries and Wages	1,205.00	1,205.00
<b>Total 66000 · Payroll Expenses</b>	1,205.00	1,205.00
<b>Total Expense</b>	3,619.11	3,597.00
<b>Net Ordinary Income</b>	1,446.20	28.00
<b>Net Income</b>	1,446.20	28.00



**Merrill Area Chamber of Commerce  
Tourism Promotion Application  
For Events from January 1, 2026, to December 31, 2026**

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This application must be returned by **12:00 Noon on September 19, 2025**, to:  
Merrill Area Chamber of Commerce  
705 North Center Avenue  
Merrill, WI 54452

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"For Visitor Information call the Merrill Area Chamber of Commerce at 715-536-9474 or visit [www.merrillchamber.org](http://www.merrillchamber.org)"

Please call the Chamber with any questions about the application process at 715-536-9474.

**Your application must be completed, or it will not be considered for funding.**

Name of project or event: Merrill's Food Truck-a-Palooza 2026

Date of project or event: May 16<sup>th</sup>, 2026

Applicant Organization name: City of Merrill

Employer ID number: \_\_\_\_\_

Mailing address or P.O. Box: 1004 E. First Street Merrill, WI 54452

Physical address (if different from mailing): 2001 E. Second Street

City: Merrill State: WI Zip: 54452

Organization Phone: 715-536-5594 ext 255 Fax: \_\_\_\_\_ Email: Hallie.Savall@ci.Merrill.Wi.us

Name/title of person filling out application: Hallie Savall

Telephone: 715-307-7917 Fax: \_\_\_\_\_ Email: Hallie.Savall@Ci.Merrill.Wi.Us

Amount of Request: \$2000.00

Describe event or project and include dates and times: May 16<sup>th</sup>, 2026 11am-7pm Merrill's Food Truck-a-Palooza will have 20 Food Trucks, a Craft and Vendor Show, Bounce Houses and Live Music for people to enjoy.

List your goals of the event or project, including the economic impact it will have on our area: The Food Truck-a-Palooza will have a positive impact on our community. The event will bring people from all over to enjoy Food, Music and Fun for the entire family. People will have the opportunity visit other areas of town with the city wide garage sales and visit local shops as well. Local Food trucks and craft vendors will see a positive impact from attendees shopping and eating throughout the day.

Please list the number of projected overnight stays that your event will generate: 1-2 Nights

Present last year's **complete** financial information for the event which shows your expenses and income from the previous year. If this is a new event, list your 2026 proposed financial information. **This information must be included to be considered for funding:**  
Please See Attached

Present your advertising plan, including the types of media used and their costs. Also, indicate how you plan to use the funds you are requesting. (Keep in mind your request needs to be used to attract out of town visitors and to generate **overnight stays**):  
Please see attached

If necessary, attach any other information.

- We are requiring your complete/entire budget for the event you are requesting funding for this round. In the past we only required your complete marketing/advertising plan. Due to the competitiveness of this grant, we must now see the entire budget for the event. Without it, your application will not be reviewed by the commission.

Present last year's complete financial information for the event which shows your expenses and income from the previous year. If this is a new event, list your 2026 proposed financial information. This information must be included to be considered for funding:

Revenues

Donations/Sponsorships	\$7000
Tourism Grant	\$1500
Food Truck Spot Rental	\$650
Craft Spot Rental	\$1525
Event Wristband	\$1277
<b>Revenue Total</b>	<b>\$11,952 From 2025</b>

Expenses

Entertainment

Music	\$1900	(2 bands and a DJ)
Bounce House	\$660	
Tents	\$3950	

Advertisement

Foto News	\$1487
WJMT	\$512
WDEZ	\$500
Banners	\$366.40

<b>Total Expense</b>	<b>\$9375.40</b>
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**Revenues Over/(Under) Expenditures – (\$2575.60) which goes into a non-lapsing account.**

**Present your advertising plan, including the types of media used and their costs. Also, indicate how you plan to use the funds you are requesting. (Keep in mind your request needs to be used to attract out of town visitors and to generate overnight stays)**

For 2026, I plan on using radio, newspaper, tourism guides, social media, and banners to advertise. Using the expense sheet from last year will give me an idea on what we will be spending for marketing and advertising. Last year we spent \$2865.60 on advertising and feel that it worked. People came from all over to the event and that really helped boost the attendance numbers. We will continue to grow our paper locations and our radio stations. I feel that we did a great job this year but it can always be more. I also think the radio will be more expensive next year as the City doesn't currently have a contract with Midwest Communications.

If you have any questions please let me know. Thanks!

Hallie Savall



**Merrill Area Chamber of Commerce  
Tourism Promotion Application  
For Events from January 1, 2026, to December 31, 2026**

The Merrill Area Chamber of Commerce, the Merrill Tourism Commission and the City of Merrill have established a program to encourage and promote the expansion of tourism in the Merrill area. Organizations interested in promoting tourism in the Merrill area (this covers Merrill and rural Merrill areas) may apply for assistance in marketing their event to attract visitors from outside our local area, with the purpose of promoting tourism and creating paid overnight stays.

Applicants are required to disclose their advertising plan, COMPLETE ORGANIZATION BUDGET (not just marketing/advertising) and the sources of advertising that the grant will reimburse. Reimbursement of qualifying expenditures will be issued only to the organization, formally approved by the Tourism Commission. Non-complete forms will not be considered for funding.

This application must be returned by **12:00 Noon on September 19, 2025**, to:  
Merrill Area Chamber of Commerce  
705 North Center Avenue  
Merrill, WI 54452

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**"For Visitor Information call the Merrill Area Chamber of Commerce at 715-536-9474 or visit [www.merrillchamber.org](http://www.merrillchamber.org)"**

Please call the Chamber with any questions about the application process at 715-536-9474.

Your application must be completed, or it will not be considered for funding.

Name of project or event: Mud 'N Jams 2026: ATV/SxS Ride and Poker Run Fundraiser

Date of project or event: 06/20/2025

Applicant Organization name: Merrill Area Community Rides Charity

Employer ID number: 84-3669674

Mailing address or P.O. Box: PO Box 99

Physical address (if different from mailing): N/A

City: Merrill State: WI Zip: 54452

Organization Phone: (715) 409-8963 Fax: \_\_\_\_\_ Email: RideWithUs54452@gmail.com

Name/title of person filling out application: Jeremy M. Ratliff

Telephone: Same as above Fax: \_\_\_\_\_ Email: Same As Above

Amount of Request: \$ 5,000

Describe event or project and include dates and times: 2026 marks the 10th anniversary of the establishment of the Charity and the 9th year of Mud 'N Jams. The event will be hosted once again by Z's Fork Horner's Bar and Grill and will feature live music and raffles.

List your goals of the event or project, including the economic impact it will have on our area: The sole goal of the annual Mud 'N Jams event is to raise funds for families, individuals and NPO's in Lincoln County. To date, the event has raised over \$80,000 for our support recip

The event continues to grow every year in terms of attendance and in turn brings economic stimulus to the Merrill area, while showcasing the renowned Harrison Hills ATV trail system and surrounding area(s)

Please list the number of projected overnight stays that your event will generate: 20-50

Present last year's complete financial information for the event which shows your expenses and income from the previous year. If this is a new event, list your 2026 proposed financial information. **This information must be included to be considered for funding:** 2025 was another record setting year! We were hoping for rebound year due to last summer being a cold, rainy washout. We hosted

approximately 90 participants throughout the day and approximately 60 machines of all sizes. It was truly MUDDY day!

Once again, our overhead expenses of live music entertainment, and new events; bounce house, face painting and hot dogs prepared by FFW Post Auxillary were new partnerships and covered by generous local sponsors! (The Aux ladies were so very generous in volunteering Present your advertising plan, including the types of media used and their costs. Also, indicate how you plan to use the funds you are requesting. (Keep in mind your request needs to be used to attract out of town visitors and to generate **overnight stays**):




We hope to expand on the advertising campaign from last year (Midwest Communications/WDEZ Radio) to include a "geofencing" campaign as well as partner with WJFW TV-Rhinelanders to expose our event to more of the "ATV

Friendly/Fanbase" and in turn increase the draw and economic stimulus to the Merrill business community

If necessary, attach any other information.

- **We are requiring your complete/entire budget for the event you are requesting funding for this round. In the past we only required your complete marketing/advertising plan. Due to the competitiveness of this grant, we must now see the entire budget for the event. Without it, your application will not be reviewed by the commission.**

Every year we facilitate and nurture new partnerships in the Lincoln County business community, while striving to assist local neighbors (both families and individuals) and NPO's in need. This past June, we donated \$1,635 to the Erickson Family of Gleason. As always, this event is a lot of work as all three of us have lives/jobs etc outside of MACR, but the emotion/unspoken gratitude when we present that donation to our recipients continues to make our efforts worthwhile, rewarding and a "Labor of Love" per se. Many of our participants advised they heard of the event via WDEZ Radio, which was very promising, hence our excitement in capitalizing on that success in 2026! Our Fiscal Activity from this year is attached: Returning Sponsor: Westside Market \$350/New Sponsor: Salvo's Pub and Pizzeria \$250. Remaining revenue was generated via raffles, poker run/ride participation donations.


07/07/2025	Check #0: WITHDRAWAL  ✓	-1,635.00	\$200.03
07/01/2025	RTP Credit from STP FBO BETTER WORLD COLLECTIVE INC.	\$152.56	\$1,835.03
06/25/2025	Deposit: Deposit  ✓	\$1,642.00	\$1,682.47
06/23/2025	XX4262 PURCHASE VIP OFFICE PRODU MERRILL WI 10628968 498416	-\$3.37	\$40.47
06/23/2025	XX4262 PURCHASE DOLLAR GENERAL # MERRILL WI 22835648 991275	-\$1.06	\$43.84
06/20/2025	Check #0: WITHDRAWAL  ✓	-\$760.00	\$44.90
06/20/2025	Check #0: WITHDRAWAL  ✓	-\$87.00	\$804.90
06/10/2025	Deposit: Deposit  ✓	\$250.00	\$891.90
06/02/2025	Check #0: WITHDRAWAL  ✓	-\$160.00	\$641.90
05/29/2025	Deposit: Deposit  ✓	\$350.00	\$801.90
05/28/2025	NICOLET NATIONAL VENDOR PMT 0008674	\$250.00	\$451.90
04/30/2025	Service Charge	-\$15.00	\$201.90
04/16/2025	XX4296 PURCHASE USPS PO BOXES ON 800-3447779 DC 07100590 652058	-\$60.00	\$216.90

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**FW: Tourism Grant**

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**From** Sarah Brooks <manager@merrillchamber.org>  
**Date** Mon 10/6/2025 12:55 PM  
**To** Clyde Nelson <cnelson@merrillchamber.org>

 2 attachments (1 MB)

2026 Funding Application-MACR Mud N Jams.pdf; Mud N Jams FY 2025.jpg;

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**From:** Merrill Area Community Rides Charity <ridewithus54452@gmail.com>  
**Sent:** Sunday, September 21, 2025 7:40 PM  
**To:** Sarah Brooks <manager@merrillchamber.org>  
**Subject:** Re: Tourism Grant

Good Evening Sarah,

I am well aware we are way past the deadline with the application submission, but due to a very unexpected/unfortunate chain of events, this was really out of my control.

In summary, I basically run the charity and event on my own with the help of two volunteers on the day of the event. I completed the app to the best of my ability Tuesday after work, but had issues logging into our online account with Nicolet. That issue was not able to be resolved until Wednesday afternoon. I worked far later than expected Wednesday and was not feeling well, that progressed into Thursday.

The "Grand Finale" I was diagnosed with a large Pneumonia mass on my right lung which led to extensive care (fun stuff)

Attached is the app and financial information. I sincerely hope on behalf of our organization and those we have assisted over the last decade, our application may still meet consideration.

If not, completely understood.

Thank you ma'am.

On Tue, Sep 16, 2025 at 7:39 AM Sarah Brooks <[manager@merrillchamber.org](mailto:manager@merrillchamber.org)> wrote:

Jeremy,

Here you go.

Thank you,  
Sarah Brooks  
Executive Director



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**From:** Merrill Area Community Rides Charity <[ridewithus54452@gmail.com](mailto:ridewithus54452@gmail.com)>

**Sent:** Monday, September 15, 2025 8:56 PM

**To:** Sarah Brooks <[manager@merrillchamber.org](mailto:manager@merrillchamber.org)>

**Subject:** Tourism Grant

Good Evening!

On behalf of the Merrill Area Community Rides Charity-Mud 'N Jams Annual ATV/SXS Ride Fundraiser, I am requesting a tourism grant application.

Thank you!

—  
**Merrill Area Community Rides Charity**  
**Jeremy M. Ratliff-Founder/Board Chair**  
**(715) 297-8347**  
**PO Box 99 Merrill, WI 54452**  
<https://www.facebook.com/RideMerrill/>

—  
**Merrill Area Community Rides Charity**  
**(715) 297-8347**  
**PO Box 99 Merrill, WI 54452**  
<https://www.facebook.com/RideMerrill/>



**Merrill Area Chamber of Commerce  
Tourism Promotion Application  
For Events from January 1, 2026, to December 31, 2026**

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Please call the Chamber with any questions about the application process at 715-536-9474.

Your application must be completed, or it will not be considered for funding.

Name of project or event: Summer Classic

Date of project or event: July 31st-Aug 2nd & Aug 7th-9th

Applicant Organization name: Merrill Youth Hockey Association

Employer ID number: \_\_\_\_\_

Mailing address or P.O. Box: PO BOX 764

Physical address (if different from mailing): \_\_\_\_\_

City: Merrill State: WI Zip: 54452

Organization Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Name/title of person filling out application: Dan Schaupp/VP Merrill Youth hockey

Telephone: 715-409-9239 Fax: \_\_\_\_\_ Email: danschaupp31@gmail.com

Amount of Request: \$1,000

Describe event or project and include dates and times: \_\_\_\_\_

Merrill Youth Hockey has been hosting two hockey tournaments, one for children and one for adults during the last three years 2023,2024,2025. This tournament pulls from the surrounding areas as well as across neighboring states. We currently run three different levels of youth hockey (squirts, peewees, bantams). With the intent of adding a lower-level mite tournament, as well as a possible high school tournament. Along with the youth level, we host an adult tournament during these. Currently we are planning on two weekends July 31<sup>st</sup>-Aug 2<sup>nd</sup> and Aug 7<sup>th</sup>-9<sup>th</sup>. Also, due to the growth over the past two years, consideration to adding a third weekend is currently being discussed. The hockey community has a long history of traveling great distances in order to get more ice time for their kids.

List your goals of the event or project, including the economic impact it will have on our area: \_\_\_\_\_

The main goals for MYHA summer classic are:

- Fundraising
- Providing ice time/game play for MYHA kids during the summer

The summer classic in Merrill is expected to provide a substantial economic boost to the community by attracting athletes and their families, who will spend money locally on accommodation, food, fuel, shopping and entertainment. Statics show that traveling youth sport families spend on average between \$700-\$1,000 per month on tournament related travel, much of which benefits host communities.

Please list the number of projected overnight stays that your event will generate: 4-6 nights. This depends if we extend to include a 3<sup>rd</sup> weekend.

Present last year's complete financial information for the event which shows your expenses and income from the previous year. If this is a new event, list your 2026 proposed financial information. **This information must be included to be considered for funding:**

See attachment

Present your advertising plan, including the types of media used and their costs. Also, indicate how you plan to use the funds you are requesting. (Keep in mind your request needs to be used to attract out of town visitors and to generate overnight stays):

please see attachment

If necessary, attach any other information.

Please see attachment

- We are requiring your complete/entire budget for the event you are requesting funding for this round. In the past we only required your complete marketing/advertising plan. Due to the competitiveness of this grant, we must now see the entire budget for the event. Without it, your application will not be reviewed by the commission.

Below is an advertising plan for the MYHA Summer Classic, focusing on Facebook outreach, rink flyers, and other relevant media. Each media type is paired with estimated costs based on 2025 rates.

### **Facebook Advertising**

- Use Facebook for targeted event ads, posts in WI, MN, IL hockey and community groups, and regular updates via the MYHA page.
- Budget: \$50–\$250 for CPM-based ad campaigns should buy 4,000–20,000 local impressions (current CPM averages around \$8–\$13).
- Typical cost-per-click (CPC): \$0.69–\$0.70 for traffic-focused campaigns.
- Plan: Run campaigns two -three months out and boost posts during launch week to maximize reach.

### **Flyers at Hockey Rinks**

- Distribute bright, event-focused flyers at other WI, MN, IL ice rinks, hockey pro shops, and skate rental counters.
- Printing cost: \$0.10–\$0.30 per flyer depending on paper and color quantity (for 500 flyers, budget \$50–\$150).
- Many rinks allow free flyer drop-offs if event is youth/community-oriented. Some may charge a \$10–\$25 posting fee.

### **Other Media for Consideration**

- Instagram: Often bundled with Facebook via the Meta platform, using the same ad dashboard and targeting options. CPM rates are similar (\$8–\$13).
- Community email newsletter: If rinks, schools, or the chamber of commerce have newsletters, purchasing a spot may cost \$25–\$100 per send.
- Local youth sports websites: Banner ads or event listings often cost \$25–\$150 per week, reaching families who visit for sport schedules.
- Press release: Submitting event details to local news or park district social media is usually free; paid mentions or posts may cost \$50–\$200 depending on outlet.

## MYHA Summer Classic budget

### **Revenue Categories**

Individual Registration Fees -\$11,300  
Sponsorships/Donations -\$1,500  
Concessions Sales -\$12,000  
Merchandise Sales (T-shirts, souvenirs) -\$100  
Raffle or Fundraiser Income -\$500  
Other Income -\$0

**Total Revenue- \$25,450**

### **Expense Categories**

#### **Ice and Facility**

Ice Time Rental/Facility expense-\$4,300

#### **Staff and Officials**

Referee Fees / Officials- \$2,500

#### **Teams & Participants**

Awards (trophies, medals, banners) -\$500  
Jersey and printing-\$4,500

#### **Marketing & Promotion**

Printing (flyers, posters, signs) -\$200  
Digital Advertising (social media ads, local media)- \$1500

#### **Concessions & Events**

Food/Beverage Supplies -\$5,000  
Vendor/Concession Stand Rental -\$300  
Live Band-\$500  
Raffle expenses-\$300

#### **Administrative / General**

Office Supplies/Postage-\$20

**Total Expenses-\$20,100**

Transaction

6/1/2025 through 8/31/2025

Date	Account	Num	Description	Memo	Category	Tag	Clr	Amount
BALANCE 5/31/2025								88,607.40
6/2/2025	merrill hockey			Name change			R	-10.00
6/3/2025	merrill hockey			Cortney Desjarlais Insufficient Funds	Registration	2025 Summer Classic	R	-240.00
6/3/2025	merrill hockey				Registration	2025-2026 MYHA Season	R	342.05
6/3/2025	merrill hockey		Crossbar HQ Inc		6/1/2025 Buisness Expenses:Web Page		R	-69.00
6/4/2025	merrill hockey				Registration	2025 Summer Classic	R	48.02
6/6/2025	merrill hockey		Facebook	Summer classic AD	Advertising (Business)		R	-2.90
6/7/2025	merrill hockey				Registration	2025-2026 MYHA Season	R	342.05
6/9/2025	merrill hockey				Registration	2025 Summer Classic	R	48.02
6/11/2025	merrill hockey				Registration	2025 Summer Classic	R	192.08
6/12/2025	merrill hockey				Registration	2025 Summer Classic	R	48.02
6/13/2025	merrill hockey				Registration	2025-2026 MYHA Season	R	512.58
6/13/2025	merrill hockey				Registration	2025 Summer Classic	R	192.08
6/14/2025	merrill hockey				Registration	2025 Summer Classic	R	96.04
6/15/2025	merrill hockey				Registration	2025 Summer Classic	R	192.06
6/15/2025	merrill hockey				Registration	10,000 Puck Club	R	37.22
6/16/2025	merrill hockey				Registration	2025 Summer Classic	R	96.03
6/17/2025	merrill hockey				Registration	2025 Summer Classic	R	48.02
6/18/2025	merrill hockey				Registration	2025 Summer Classic	R	48.02
6/19/2025	merrill hockey				Registration	2025 Summer Classic	R	48.02
6/20/2025	merrill hockey				Registration	2025 Summer Classic	R	48.02
6/21/2025	merrill hockey				Registration	2025 Summer Classic	R	48.02
6/21/2025	merrill hockey				Registration	2025 Summer Classic	R	48.02
6/23/2025	merrill hockey	6127	Chad Koehler	Bartender licenses	Buisness Expenses:Fees		R	-94.90
6/23/2025	merrill hockey				Registration	2025 Summer Classic	R	48.02
6/23/2025	merrill hockey		Square		Operating Income:concession		R	18.88
6/24/2025	merrill hockey				Registration	2025 Summer Classic	R	48.02
6/25/2025	merrill hockey				Registration	2025 Summer Classic	R	48.02
6/26/2025	merrill hockey				Registration	2025 Summer Classic	R	144.06
6/26/2025	merrill hockey		Square		Registration	Athenas Hockey Camp	R	28.41
6/26/2025	merrill hockey				Operating Income:concession		R	10.34
6/27/2025	merrill hockey				Registration	2025 Summer Classic	R	96.04
6/28/2025	merrill hockey				Registration	2025-2026 MYHA Season	R	120.53
6/28/2025	merrill hockey				Registration	Athenas Hockey Camp	R	28.41
6/29/2025	merrill hockey		Deb card Amazon				R	-70.02
6/30/2025	merrill hockey		Facebook	Summer classic AD-month of June	Advertising (Business)		R	-358.37
6/30/2025	merrill hockey		dividend	June	_IntInc		R	0.42
6/30/2025	merrill hockey	S			--Split--	--Split--	R	308.17
7/2/2025	merrill hockey		Crossbar HQ Inc		7/1/2025 Buisness Expenses:Web Page		R	-69.00
7/2/2025	merrill hockey	S			--Split--	--Split--	R	1,100.19
7/3/2025	merrill hockey	S			--Split--	--Split--	R	145.04
7/4/2025	merrill hockey	S			--Split--	--Split--	R	759.47
7/5/2025	merrill hockey				Registration	2025 Summer Classic	R	96.04
7/7/2025	merrill hockey				Registration	2025 Summer Classic	R	96.03
7/8/2025	merrill hockey				Registration	2025 Summer Classic	R	48.02
7/9/2025	merrill hockey	S			--Split--	--Split--	R	326.33
7/10/2025	merrill hockey		Deb card Amazon				R	-31.64
7/11/2025	merrill hockey		Facebook	Summer classic AD-	Advertising (Business)		R	-78.00
7/11/2025	merrill hockey	S			--Split--	--Split--	R	182.27
7/12/2025	merrill hockey	S			--Split--	--Split--	R	239.10
7/13/2025	merrill hockey				Registration	2025 Summer Classic	R	384.16

7/14/2025	merrill hockey	EFT	Mid Wisconsin Beverage (Pepsi)	Acct #5528-0503	Concession Expenses		R	-236.00
7/14/2025	merrill hockey	S			--Split--	--Split--	R	182.26
7/15/2025	merrill hockey		Hockeytron.com	jerseys	Misc. Expense (Business):Practice Jersey	Summer Classic 2025	R	-872.23
7/15/2025	merrill hockey				Registration	Athenas Hockey Camp	R	85.23
7/16/2025	merrill hockey		Department Of Financial Insitutions	Annual Report Fee	Buisness Expenses:Fees		R	-50.00
7/16/2025	merrill hockey	S			--Split--	--Split--	R	278.31
7/17/2025	merrill hockey		Hockeytron.com	jerseys	Misc. Expense (Business):Practice Jersey	Summer Classic 2025	R	-1,108.89
7/17/2025	merrill hockey	S			--Split--	--Split--	R	145.04
7/17/2025	merrill hockey	S			--Split--	--Split--	R	-127.34
7/17/2025	merrill hockey	EFT	Mid Wisconsin Beverage (Pepsi)	Acct #5528-0503 Invoice 2157498	Concession Expenses		R	-431.28
7/18/2025	merrill hockey		Hockeytron.com	jerseys	Misc. Expense (Business):Practice Jersey	Summer Classic 2025	R	-1,097.50
7/18/2025	merrill hockey				Registration	2025 Summer Classic	R	432.18
7/20/2025	merrill hockey		Hockeytron.com	jerseys	Misc. Expense (Business):Practice Jersey	Summer Classic 2025	R	-238.36
7/21/2025	merrill hockey		Crown Awards		Tournament Expenses:awards	2025 Summer Classic	R	-387.56
7/21/2025	merrill hockey	S			--Split--	--Split--	R	242.06
7/21/2025	merrill hockey						R	96.02
7/22/2025	merrill hockey				Registration	2025 Summer Classic	R	96.04
7/23/2025	merrill hockey				Registration	2025 Summer Classic	R	336.13
7/24/2025	merrill hockey				Registration	2025 Summer Classic	R	48.01
7/25/2025	merrill hockey	Deb card	Kwik Trip		Concession Expenses		R	-20.94
7/25/2025	merrill hockey		Geiss Meats	burgers & dogs	Concession Expenses		R	-112.91
7/25/2025	merrill hockey	Deb card	Wal Mart		Concession Expenses		R	-37.40
7/26/2025	merrill hockey		Facebook	Summer classic AD-	Advertising (Business)		R	-23.28
7/27/2025	merrill hockey	Deb card	Sams Club		Concession Expenses	2025 Summer Classic	R	-438.67
7/28/2025	merrill hockey				Registration	2025 Summer Classic	R	48.01
7/28/2025	merrill hockey		Square		Operating Income:concession		R	16.58
7/28/2025	merrill hockey		Square		Operating Income:concession		R	27.38
7/28/2025	merrill hockey		Square		Operating Income:concession		R	87.30
7/29/2025	merrill hockey	Deb card	Hockeytron.com		Misc. Expense (Business)	Summer Classic 2025	R	-237.43
7/29/2025	merrill hockey	Deb card	Amazon				R	-73.84
7/29/2025	merrill hockey		Square		Operating Income:concession		R	217.27
7/30/2025	merrill hockey	6133	Sarah Brooks	Vinyl for Koozies	Misc. Expense (Business):reimbursement		R	-22.42
7/30/2025	merrill hockey	6135	City Of Merrill	July 2025 Rent	Buisness Expenses:Bus. Utilities		R	-300.00
7/30/2025	merrill hockey	6132	Merrill Distributing	Merrill Distributing	Concession Expenses		R	-220.60
7/30/2025	merrill hockey	6136	Lee Beverage	Invoice B-4553684	Concession Expenses:Alcohol		R	-116.35
7/30/2025	merrill hockey				Registration	2025-2026 MYHA Season	R	243.05
7/30/2025	merrill hockey		Square		Operating Income:concession		R	36.68
7/31/2025	merrill hockey		Walmart	envelopes	Buisness Expenses:Office		R	-6.29
7/31/2025	merrill hockey		Cash Withrdawal	Change, refs, band		2025 Summer Classic	R	-2,400.00
7/31/2025	merrill hockey		Share Dividend-Park City		Misc. Income:Interest		R	0.48
7/31/2025	merrill hockey				Registration	2025 Summer Classic	R	192.08
7/31/2025	merrill hockey		Square		Operating Income:concession		R	727.72
8/1/2025	merrill hockey	Deb card	Wal Mart		Concession Expenses		R	-126.67
8/1/2025	merrill hockey	Deb card	Kwik Trip		Concession Expenses		R	-12.98
8/1/2025	merrill hockey				Registration	2025 Summer Classic	R	48.02
8/1/2025	merrill hockey		Square		Operating Income:concession		R	2.04
8/2/2025	merrill hockey	Deb card	County Market		Concession Expenses		R	-226.72
8/2/2025	merrill hockey	Deb card	Wal Mart		Concession Expenses		R	-139.10
8/2/2025	merrill hockey	Deb card	Walm				R	-277.14
8/2/2025	merrill hockey	Deb card	Wal Mart		Concession Expenses		R	-13.74
8/3/2025	merrill hockey	Deb card	County Market		Concession Expenses		R	-68.17
8/3/2025	merrill hockey	Deb card	County Market		Concession Expenses		R	-226.72
8/3/2025	merrill hockey	Deb card	Wal Mart		Concession Expenses		R	-171.55
8/3/2025	merrill hockey	Deb card	Kwik Trip		Concession Expenses		R	-20.94
8/4/2025	merrill hockey	6139	Sarah Brooks	Dollar Tree-Summer Classic	Misc. Expense (Business):reimbursement		R	-26.38
8/4/2025	merrill hockey	6140	Liz Rominski	Reimbursement	Concession Expenses		R	-73.07
8/4/2025	merrill hockey		Square		Operating Income:concession		R	983.75
8/4/2025	merrill hockey		Square		Operating Income:concession		R	144.45

8/4/2025	merrill hockey	Square			Operating Income:concession	R	1,543.86	
8/4/2025	merrill hockey	Deb card	Wal Mart		Concession Expenses	R	-107.33	
8/5/2025	merrill hockey	Square			Operating Income:concession	R	69.29	
8/5/2025	merrill hockey		Crossbar HQ Inc		8/1/2025 Business Expenses:Web Page	R	-69.00	
8/5/2025	merrill hockey	Deb card	Sams Club		Concession Expenses	2025 Summer Classic	R	-398.11
8/6/2025	merrill hockey	S			--Split--	--Split--	R	929.12
8/6/2025	merrill hockey		Square		Operating Income:concession	R	33.78	
8/6/2025	merrill hockey	Deb card	Kwik Trip		Concession Expenses	R	-34.90	
8/7/2025	merrill hockey	EFT	S Mid Wisconsin Beverage (Pepsi)	Acct #5528-0503	--Split--	--Split--	R	-1,105.56
8/7/2025	merrill hockey	S			--Split--	--Split--	R	213.64
8/7/2025	merrill hockey		Square		Operating Income:concession	R	1,226.29	
8/7/2025	merrill hockey	Deb card	Wal Mart		Concession Expenses	R	-117.80	
8/7/2025	merrill hockey			2 refunds	Registration	2025 Summer Classic	R	-101.30
8/8/2025	merrill hockey		Square		Operating Income:concession	R	43.63	
8/8/2025	merrill hockey	Deb card	Geiss Meats	burgers & dogs	Concession Expenses	R	-322.44	
8/9/2025	merrill hockey	Deb card	Grand BP		Concession Expenses	R	-28.47	
8/9/2025	merrill hockey	Deb card	Kwik Trip		Concession Expenses	R	-30.90	
8/10/2025	merrill hockey	Deb card	Amazon		Concession Expenses	R	-128.52	
8/11/2025	merrill hockey		Square		Operating Income:concession	R	815.07	
8/11/2025	merrill hockey		Square		Operating Income:concession	R	204.38	
8/11/2025	merrill hockey		Square		Operating Income:concession	R	667.86	
8/11/2025	merrill hockey				Registration	2025-2026 MYHA Season	R	146.03
8/11/2025	merrill hockey				Registration	2025 Summer Classic	R	48.01
8/12/2025	merrill hockey		Square		Operating Income:concession	R	45.88	
8/13/2025	merrill hockey		Square		Operating Income:concession	R	31.13	
8/15/2025	merrill hockey	6142	Michelle Livingston	County market, walmart	Concession Expenses	2025 summer ice	R	-94.28
8/15/2025	merrill hockey			Titan Ice Time	Operating Income:Rent	2025 summer ice	R	300.00
8/15/2025	merrill hockey			Donation for Band	Fundraisers:Donations	2025 Summer Classic	R	250.00
8/15/2025	merrill hockey			summer ice, summer classic	Misc. Income	R	7,772.85	
8/21/2025	merrill hockey		Square		Operating Income:concession	R	29.26	
8/23/2025	merrill hockey	6144	City Of Merrill	August Rent	Buisness Expenses:Bus. Utilities		R	-300.00
6/1/2025 - 8/31/2025								9,050.47
BALANCE 8/31/2025								97,657.87
TOTAL INFLOWS								26,309.09
TOTAL OUTFLOWS								-13,703.95
NET TOTAL								12,606.09

City	State	Zip
Abbotsford	WI	54405
Amherst	WI	54406
Amherst Junction	WI	54407
Antigo	WI	54409
Antigo	WI	54409
Antigo	WI	54409
Antigo	WI	5.44E+08
Antigo	WI	5.44E+08
Antigo	WI	5.44E+08
Appleton	WI	5.49E+08
Appleton	WI	54915
Appleton	WI	54915
Arbor Vitae	WI	54568
Arbor Vitae	WI	54568
Arbor Vitae	WI	54568
Baraboo	WI	53913
Baraboo	WI	5.39E+08
Beaver Dam	WI	53916
Bessemer	MI	49911
Black River Falls	WI	54615
Bryant	WI	54418
Bryant	WI	54418
Calumet	MI	49913
Catawba	WI	54515
Chassell	MI	49916
Chippewa Falls	WI	54729
Chippewa Falls	WI	54729
Chippewa Falls	WI	54729
Chippewa Falls	WI	54729
Chippewa Falls	WI	54729
Chippewa Falls	WI	54729
Chippewa Falls	WI	54729
Conover	WI	54519
Conover	WI	5.45E+08
Cottage Grove	MN	55016
Cross Plains	WI	53528
Dorchester	WI	54425
Dorchester	WI	54425
Dubuque	IA	52001
Eau Claire	WI	54701
Edgar	WI	5.44E+08
Eland	WI	54427
Elkhart Lake	WI	53020
Gleason	WI	54435

registrations  
over 1 hr away.  
Some local/near by  
town participants  
did stay local for  
the weekend as  
well.

Gleason	WI	54435
Gleason	WI	54435
Grafton	WI	53024
Green Bay	WI	5.43E+08
Green Bay	WI	5.43E+08
Green Bay	WI	5.43E+08
Green Bay	WI	5.43E+08
Gresham	WI	54128
Hewitt	WI	54441
Houghton	MI	49931
Irma	WI	54442
Iron River	MI	49935
Junction City	WI	54443-9664
Kaukauna	WI	54130
Kenosha	WI	53142
KRONENWETTER	WI	54455-
Kronenwetter	WI	5.45E+08
Kronenwetter	WI	54455
Kronenwetter	WI	5.45E+08
La Valle	WI	53941
Laurium	MI	49913
Laurium	MI	4.99E+08
Laurium	MI	4.99E+08
Lit-Suamico	WI	54141
Madison	WI	53704
Manitowoc	WI	5.42E+08
Manitowoc	WI	5.42E+08
Manteno	IL	6.1E+08
Marquette	WI	54143
Marion	WI	54950
Marquette	MI	49855
Marshfield	WI	54449
MARSHFIELD	WI	54449
Marshfield	WI	54449
Marshfield	WI	54449
Marshfield	WI	54449
Marshfield	WI	54449
Marshfield	WI	54449
Marshfield	WI	5.44E+08
MEDFORD	WI	54451
Medford	WI	54451
Medford	WI	54451-8904
Medford	WI	54451
Medford	WI	54451



Merrill	WI	54452
Merrill	WI	54452
Merrill	WI	54452
Merrill	WI	5.45E+08
Merrill	WI	5.45E+08
Merrill	WI	54452
Merrill	WI	54452
Merrill	WI	54452
Merrill	WI	54452
Merrill	WI	54452
Merrill	WI	54452
Merrill	WI	54452
Merrill	WI	54452
Merrill	WI	5.45E+08
Minocqua	WI	54548
Minocqua	WI	54548
Mosinee	WI	5.45E+08
Mosinee	WI	54455
Mosinee	WI	54455
Necedah	WI	54646
Neenah	WI	54956
New London	WI	54961
New London	WI	54961
Oconto Falls	WI	54154
Oneida	WI	5.42E+08
Pleasant Prairie	WI	53158
Plover	WI	54467
Reedsburg	WI	53959
Reedsburg	WI	53959
Reedsburg	WI	53959
Reedsburg	WI	53959
Reedsburg	WI	53959
Rhineland	WI	54501
Rhineland	WI	54501
Rhineland	WI	54501
Rhineland	WI	54501
Rib Lake	WI	54470
Rib Lake	WI	54470
Rothschild	WI	54474
Rothschild	WI	54474
Rothschild	WI	54474
Schofield	WI	54476

StouxCity	IA	51106
Spencer	WI	54479
Spencer	WI	5.45E+08
Stetsonville	WI	54480
Stevens Point	WI	54482
Stevens Point	WI	54482
Stevens point	WI	54482
Stevens Point	WI	54481
Stevens Point	WI	54482
Stevens Point	WI	54481
Stevens Point	WI	54481
Stevens Point	WI	54482
Stratford	WI	54484
Stratford	WI	54484
Suamico	WI	5.42E+08
Suamico	WI	54313
Suamico	WI	54313
Suamico	WI	5.42E+08
Suamico	WI	5.42E+08
SUMMIT LAKE	WI	54485
Sun prairie	WI	53590
Tomahawk	WI	54487
Tomahawk	WI	54487
Tomahawk	WI	54487
Tomahawk	WI	54487
Tomahawk	WI	54487
Tomahawk	WI	54487
Tomahawk	WI	54487
Wakefield	MI	49968
Waterloo	WI	53594
Waterloo	WI	53594
Wausau	WI	54403
Wausau	WI	54401
Wausau	WI	54401
Wausau	WI	54401
Wausau	WI	54403
WAUSAU	WI	54403
Wausau	WI	54401
Wausau	WI	54401
Wausau	WI	5.44E+08
Wausau	WI	54403
Wausau	WI	54401
Wausau	WI	54403
Wausau	WI	54403

Wausau	WI	54401
Wausau	WI	54403
Wausau	WI	54403
Wausau	WI	5.44E+08
Wausau	WI	5.44E+08
Wausau	WI	54401
Wausau	WI	5.44E+08
Wausau	WI	54401
Wausau	WI	5.44E+08
Wausau	WI	54403
Wausau	WI	54401
Wausau	WI	5.44E+08
Wausau	WI	54401
Wausau	WI	5.44E+08
Wausau	WI	5.44E+08
Wausau	WI	54403
Wausau	WI	54401
Wausau	WI	54403
Wausau	WI	54403
Wausau	WI	54401
Wausau	WI	54401
Wausau	WI	54401
Wausau	WI	5.44E+08
Wausau	WI	5.44E+08
Westby	WI	54667
Weston	WI	54476
Weston	WI	54476
Weston	WI	54476
Weston	WI	54476
Weston	WI	5.45E+08
Weston	WI	5.45E+08
Weston	WI	54476
Weston	WI	5.45E+08
Weston	WI	54476
Weston	WI	54476
Weston	WI	5.45E+08
WHITE LAKE	WI	54491
Winneconne	WI	54986
Winslow	IL	61089
Wisconsin Dells	WI	53965
Wisconsin Rapids	WI	54494
Woodruff	WI	54568
Woodruff	WI	54568



**Merrill Area Chamber of Commerce  
Tourism Promotion Application  
For Events from January 1, 2026, to December 31, 2026**

The Merrill Area Chamber of Commerce, the Merrill Tourism Commission and the City of Merrill have established a program to encourage and promote the expansion of tourism in the Merrill area. Organizations interested in promoting tourism in the Merrill area (this covers Merrill and rural Merrill areas) may apply for assistance in marketing their event to attract visitors from outside our local area, with the purpose of promoting tourism and creating paid overnight stays.

Applicants are required to disclose their advertising plan, COMPLETE ORGANIZATION BUDGET (not just marketing/advertising) and the sources of advertising that the grant will reimburse. Reimbursement of qualifying expenditures will be issued only to the organization, formally approved by the Tourism Commission. Non-complete forms will not be considered for funding.

This application must be returned by **12:00 Noon on September 19, 2025**, to:  
**Merrill Area Chamber of Commerce**  
**705 North Center Avenue**  
**Merrill, WI 54452**

**The Commission reserves the right to deny or modify requests.**

Approved applicants will be notified via a letter from the Merrill Chamber of Commerce stating the approved amount and further instructions regarding the allocation of approved dollars. You will be required to help promote the Merrill Area by including the following line on all advertising:  
**"For Visitor Information call the Merrill Area Chamber of Commerce at 715-536-9474 or visit [www.merrillchamber.org](http://www.merrillchamber.org)"**

Please call the Chamber with any questions about the application process at 715-536-9474.

Your application must be completed, or it will not be considered for funding.

Name of project or event: 2026 World Horseshoe Touranment

Date of project or event: July 9, 2026 to July 26, 2026

Applicant Organization name: Wausau/Central Wisconsin Sports Authority Inc.

Employer ID number: 81-1937746

Mailing address or P.O. Box: P.O. Box 1486

Physical address (if different from mailing): 11 Scott Street Wausau, WI 54403

City: Wausau State: Wisconsin Zip: 54402

Organization Phone: 715-355-8788 Fax: \_\_\_\_\_ Email: info@visitwausau.com

Name/title of person filling out application: Jodi Maguire Director of Operations

Telephone: 715-355-8788 Fax: \_\_\_\_\_ Email: JMaguire@visitwausau.com

Amount of Request: \$ 1,500.00

Describe event or project and include dates and times: Visit Wausau & Sports Authority Inc won the bid to host the 2026 & 2029 World Horseshoe Tournament at Greenheck Turner Community Center. Bid was won with two other states completing (Lansing, Michigan & Grand Island, Nebraska

List your goals of the event or project, including the economic impact it will have on our area: We are anticipating 1,100 to 1,200 athletes and their families to attend for a duration three to four nights to compete in the tournament They will be staying in area hotels and camping grounds. Projected economic impact is 8 to 9 million dollars

Please list the number of projected overnight stays that your event will generate: 9,000 room night stays of the course of the tournament.

Present last year's complete financial information for the event which shows your expenses and income from the previous year. If this is a new event, list your 2026 proposed financial information. **This information must be included to be considered for funding:**  
New event - please see attached proposed budget.

Present your advertising plan, including the types of media used and their costs. Also, indicate how you plan to use the funds you are requesting. (Keep in mind your request needs to be used to attract out of town visitors and to generate **overnight stays**):  
Funding will be used to help offset a grant through Wisconsin Economic Development Corp. Visit Wausau applied for \$60,000 of funding and the Village of Weston provided a promissary note for the matching funds. We are asking the neighboring communities to contribute to lower the funding the Village of Weston would provide.

If necessary, attach any other information.

- **We are requiring your complete/entire budget for the event you are requesting funding for this round. In the past we only required your complete marketing/advertising plan. Due to the competitiveness of this grant, we must now see the entire budget for the event. Without it, your application will not be reviewed by the commission.**

Listed below are the amounts each community will contribute as of September 2026.

City of Wausau \$10,000 towards the grant \$4,500 towards marketing  
City of Schofield \$7,500  
Village of Rib Mountain \$10,000  
Village of Rothschild (asking \$5,000 - will be approved by the end of 9/2026)  
City of Mosinee - will be submitting application in the amount of \$5,000 to \$7,500

We have successfully secured a \$25,000 "Ready, Set, Go" grant through Travel Wisconsin. These funds will contribute to the facility expense.

Events History:

2024 - Kennewick, Washington 500 athletes attended  
2023 - Lansing, Michigan 965 athletes attended  
2022 - Monrow, Louisiana 649 athletes attended  
2021 - Winnemucca, Nevada 730 athletes attended  
2019 Wichita Falls, Texas 971 athletes attended  
2018 Florence, South Carolina 1,026 athletes attended  
2017 St. George, Utah 1,040 athletes attended

Our anticipated number of athletes are 1,100 to 1,200 because it is back in the midwest and since the announcement of it coming to Central Wisconsin, we have had a lot of interest and inquiries. We attended the 2025 World Tournament in Sandy, Utah. Central Wisconsin was the topic of discussion and how excited athletes are to come to Wisconsin.

Funding from the grant will be used to help cover facility cost and marketing efforts to attract players and their families. We will be offering business specials and activities for community involvement while players are staying in Central Wisconsin.

We would like to feature the City of Merrill's hotels and campground on our 2026 World Horseshoe Tournament page. <https://www.visitwausau.com/world-horseshoe-tournament/>

**Wausau/Central Wisconsin Sports Authority Inc.**  
**World Horseshoe Tournament**  
 2026

	Budget
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
420 · Sponsorship	60,000.00
430 · Resale/Misc Revenue	200.00
432 · Interest Income	100.00
434 · Print & Design Income	6,000.00
441 · Grant Revenue	145,000.00
444 · Vendor Income	2,000.00
	213,300.00
	213,300.00
499 · Trade Out	0.00
500 · Conference Expenses	4,500.00
534 · Print & Design Expenses	6,500.00
564 · Participant Supplies	6,000.00
565 · Event Supply	6,000.00
565 · Facility Fees	130,000.00
576 · Outside Services	1,500.00
607 · Advertising Expenses	20,000.00
608 · Marketing Expenses	5,000.00
Total 609 · Website	150.00
Gross Pl 612 · Grant Expense	0.00
Exp 705 · Computer & Software Expense	0.00
707 · Legal & Accounting	500.00
708 · Dues & Subscriptions	500.00
710 · Office Expenses	88.06
715 · Bank & Credit Card Fees	200.00
718 · Registration Fees Expense	0.00
720 · Vehicle Expense	1,500.00
721 · Seminars & Training	0.00
732 · Meals & Entertainment	1,200.00
733 · Insurance	1,000.00
750 · Interest Expense	0.00
755 · Telephone Expenses	0.00
756 · Equipment Lease	5,000.00
760 · Postage	1,000.00
770 · Rent/Storage Expense	0.00
800 · Salary & Wages	15,000.00
810 · Payroll Taxes	1,000.00
	206,638.06
	6,661.94
	<b>6,661.94</b>



**Merrill Area Chamber of Commerce  
Tourism Promotion Application  
For Events from January 1, 2026, to December 31, 2026**

The Merrill Area Chamber of Commerce, the Merrill Tourism Commission and the City of Merrill have established a program to encourage and promote the expansion of tourism in the Merrill area. Organizations interested in promoting tourism in the Merrill area (this covers Merrill and rural Merrill areas) may apply for assistance in marketing their event to attract visitors from outside our local area, with the purpose of promoting tourism and creating paid overnight stays.

Applicants are **required** to disclose their advertising plan, **COMPLETE ORGANIZATION BUDGET** (not just marketing/advertising) and the sources of advertising that the grant will reimburse. Reimbursement of qualifying expenditures will be issued only to the organization, formally approved by the Tourism Commission. Non-complete forms will not be considered for funding.

This application must be returned by **12:00 Noon** on **September 19, 2025**, to:  
**Merrill Area Chamber of Commerce**  
**705 North Center Avenue**  
**Merrill, WI 54452**

**The Commission reserves the right to deny or modify requests.**

Approved applicants will be notified via a letter from the Merrill Chamber of Commerce stating the approved amount and further instructions regarding the allocation of approved dollars. You will be required to help promote the Merrill Area by including the following line on all advertising:  
"For Visitor Information call the Merrill Area Chamber of Commerce at 715-536-9474 or visit [www.merrillchamber.org](http://www.merrillchamber.org)."

Please call the Chamber with any questions about the application process at 715-536-9474.

Your application must be completed, or it will not be considered for funding.

Name of project or event: Rib Mountain Adventure Challenge - Winter Edition

Date of project or event: 12/5/26

Applicant Organization name: IRONBULL, INC.

Employer ID number: FEIN 83-2671005

Mailing address or P.O. Box: PO Box 957 Wausau, WI 54402

Physical address (if different from mailing): \_\_\_\_\_

Organization Phone: 715-848-5949 Fax: \_\_\_\_\_ Email: executivedirector@ironbull.org

Name/title of person filling out application: Andrea Larson, race director

Telephone: 715-574-4440 Fax: \_\_\_\_\_ Email: andrea@ironbull.org

Amount of Request: \$500

Describe event or project and include dates and times: Event info at: <https://www.ironbull.org/winter-rmac>  
Wisconsin's only winter adventure race where teams or soloists adventure through a short or long course using a map and compass. The course changes every year and remains a secret until race day highlighting recreational opportunities in different areas. The event is not snow dependent and started in 2021 as a spin off our summer event which sells out. The race attracts a range of experience levels with 30% of racers in their first or second ever adventure race and 15% having done more than nine adventure races.

List your goals of the event or project, including the economic impact it will have on our area: \_\_\_\_\_  
Our goal is to get people recreating during the winter months and grow the event. To appeal to a wider audience, we made changes in 2024: 1) offering a foot only, non-bike option 2) creating a longer course option to draw racers from a wider geographical area (most competitive racers will not travel to a shorter race) and 3) allowing GPS to make the event more beginner-friendly. Most racers travel to the race each year, with 71% traveling beyond 90 miles last year, typically representing 5-7 states. We estimated an average of 38 nights of hotel stays based on polling every registrant with an estimated local economic impact of more than \$10,000 in past years. We want to maintain a high-quality event: racers had a phenomenal experience, rating 4.8 out of 5.0 overall race experience based on our anonymous post-event survey each year.

Please list the number of projected overnight stays that your event will generate: Estimated 45 hotel

Present last year's **complete** financial information for the event which shows your expenses and income from the previous year. If this is a new event, list your 2026 proposed financial information. **This information must be included to be considered for funding:** 2024 P&L attached – 2024 gross registration fees = \$10095.96. 2024 expenses are attached including \$444.11 in marketing with \$51.35 in Facebook ads, \$149 for event flyers, \$143.76 for Google/YouTube ads, and \$100 for Wisconsin Adventure Racing Series promotion.

Present your advertising plan, including the types of media used and their costs. Also, indicate how you plan to use the funds you are requesting. (Keep in mind your request needs to be used to attract out of town visitors and to generate **overnight stays**):  
Specific marketing for this event will utilize digital media ads on Facebook, You Tube, Instagram & Google targeting adventure races and similar audiences outside Lincoln County (\$250). We also distribute a flyer at similar events listing all IRONBULL events (which we divide up the cost among all the events), promote to other racers in the Wisconsin Adventure Racing Series (\$100), send text & email blasts to prospective racers, maintain active social media platforms, and for the first time retarget past racers through a mailer (\$150).

If necessary, attach any other information.

- **We are requiring your complete/entire budget for the event you are requesting funding for this round. In the past we only required your complete marketing/advertising plan. Due to the competitiveness of this grant, we must now see the entire budget for the event. Without it, your application will not be reviewed by the commission.**

09/09/25  
Accrual Basis

Ironbull, Inc.  
Winter RMAC Dec. 24 Profit & Loss

	Dec 1, 25
Ordinary Income/Expense	
Income	
42000 · Government Grants	210.21
43400 · Direct Public Support	
43450 · Individ, Small Business Contrib	30.00
Total 43400 · Direct Public Support	30.00
47200 · Race Income	
46100 · Online Merchandise	190.00
47240 · Event Fees	10,095.96
47280 · Event Merchandise	350.00
Total 47200 · Race Income	10,635.96
Total Income	10,876.17
Cost of Goods Sold	
50000 · Cost of Goods Sold	
50002 · Merchandise Sales Fee	7.04
Total 50000 · Cost of Goods Sold	7.04
Total COGS	7.04
Gross Profit	10,869.13
Expense	
61000 · Program Expenses	
61100 · Awards	617.67
61200 · Event Management	895.09
61310 · Food / Drink	541.68
61320 · Merchandise	1,933.33
61330 · Event Activity	638.00
61550 · Promotion	
61552 · Promotion (Reimbursed)	
61552.3 · Promotion (Wausau Spring 25)	210.21
Total 61552 · Promotion (Reimbursed)	210.21
61550 · Promotion - Other	329.23
Total 61550 · Promotion	539.44
Total 61000 · Program Expenses	5,165.21
65000 · Operations	
65020 · Postage, Mailing Service	50.00
Total 65000 · Operations	50.00
Total Expense	5,215.21
Net Ordinary Income	5,653.92
Net Income	5,653.92

# Rib Mountain Adventure Challenge Winter Edition 2026

Preliminary					
43400	Direct Public Support				
		43410	Corporate Contributions	\$ -	
		43440	Gifts In Kind - Goods	\$ -	
		43450	Individual Contributions	\$ -	
46000	Other Types				
		46100	Online Merchandise	\$ 300	
		46430	Miscellaneous Revenue	\$ -	
47200	Race Revenue				
		47220	Event Sponsorships	\$ -	
		47240	Event Fees	\$ 13,500	
		47260	Event Concessions	\$ -	
		47280	Event Merchandise	\$ 500	
		47290	Event Camping	\$ -	
		47295	Event Other	\$ -	
				<b>Total</b>	\$ 14,300
EXPENSES					
61000	Event Expenses				
		61100	Awards	\$ 1,100	
		61150	Partner Distribution	\$ -	
		61200	Event Management	\$ 1,000	
		61300	Volunteers	\$ 200	
		61310	Food / Drink	\$ 900	
		31320	Merchandise	\$ 1,600	
		61330	Event Activity	\$ 1,550	
		61340	Miscellaneous	\$ -	
		61550	Promotion	\$ 550	
			0% contingency	\$ -	
				<b>Total</b>	\$ 6,900
				<b>Net Income</b>	\$ 7,400

Note that staff/overhead expenses are not included.



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Applicants are required to disclose their advertising plan, COMPLETE ORGANIZATION BUDGET (not just marketing/advertising) and the sources of advertising that the grant will reimburse. Reimbursement of qualifying expenditures will be issued only to the organization, formally approved by the Tourism Commission. Non-complete forms will not be considered for funding.

This application must be returned by **12:00 Noon** on **September 19, 2025**, to:  
Merrill Area Chamber of Commerce  
705 North Center Avenue  
Merrill, WI 54452

**The Commission reserves the right to deny or modify requests.**

Approved applicants will be notified via a letter from the Merrill Chamber of Commerce stating the approved amount and further instructions regarding the allocation of approved dollars. You will be required to help promote the Merrill Area by including the following line on all advertising:  
"For Visitor Information call the Merrill Area Chamber of Commerce at 715-536-9474 or visit [www.merrillchamber.org](http://www.merrillchamber.org)"

Please call the Chamber with any questions about the application process at 715-536-9474.

**Your application must be completed, or it will not be considered for funding.**

Name of project or event: Fireworks for the City of Merrill

Date of project or event: July of 2026

Applicant Organization name: City of Merrill

Employer ID number: \_\_\_\_\_

Mailing address or P.O. Box: 1004 E. First Street

Physical address (if different from mailing): \_\_\_\_\_

City: Merrill State: WI Zip: 54452

Organization Phone: 715-536-5594 Fax: \_\_\_\_\_

Email: steve.hass@ci.merrill.wi.us

Name/title of person filling out application: Mayor

Telephone: 715-536-5594 Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Amount of Request: \$16,000.00

Describe event or project and include dates and times: Fireworks at the MARC, hoping to get it changed to the 3<sup>rd</sup>, or 4<sup>th</sup> this year as the 5<sup>th</sup> is a Sunday

List your goals of the event or project, including the economic impact it will have on our area: The tradition of the City fireworks brings people to the area, creating revenue for convenience stores and local organizations.

Please list the number of projected overnight stays that your event will generate: N/A

Present last year's **complete** financial information for the event which shows your expenses and income from the previous year. If this is a new event, list your 2026 proposed financial information. **This information must be included to be considered for funding:** Last years budget was \$16,000.00 for the event. The commission gave the City \$8,000.00.

Present your advertising plan, including the types of media used and their costs. Also, indicate how you plan to use the funds you are requesting. (Keep in mind your request needs to be used to attract out of town visitors and to generate **overnight stays**):  
City Facebook ads

If necessary, attach any other information.

- **We are requiring your complete/entire budget for the event you are requesting funding for this round. In the past we only required your complete marketing/advertising plan. Due to the competitiveness of this grant, we must now see the entire budget for the event. Without it, your application will not be reviewed by the commission.**

**City of Merrill**  
**2025 Community/Events Budget**

\* Payroll calculation

	2019	2020	2021	2022	2023	2024	06/30/2024	2024	2025	% Change	Notes:
	Actual	Actual	Actual	Actual	Actual	Adopted	Actual	Projection	Adopted		
<b>REVENUES</b>											
45301-46500	Historical Sign Fees	-	-	-	-	-	-	-	-		NA
<b>TOTAL</b>		-	-	-	-	-	-	-	-		NA
<b>EXPENSES</b>											
<b>Personnel Services</b>											
55301-01-21000	Wages - Perm - Regular	2,486	1,111	1,969	2,945	2,738	3,000	-	-	-100%	
55301-01-22000	Overtime	8	-	113	72	-	150	-	-	-100%	
55301-01-25000	Wages - Temp - Regular	-	-	11	100	47	100	-	-	-100%	
55301-01-51000	Social Security	180	81	149	228	206	249	-	-	-100%	
55301-01-52000	Retirement (WRS)	165	75	141	196	186	207	-	-	-100%	
55301-01-54000	Health Insurance	253	224	333	672	610	400	-	-	-100%	
55301-01-55000	Life Insurance	12	12	5	4	2	9	-	-	-100%	
<b>Supplies &amp; Expenses</b>											
55301-03-22000	Merrill Marketing	279	-	279	478	-	349	-	-		NA
55301-03-39100	Labor Day Celebration	9,302	-	4,813	5,130	5,419	5,000	5,000	5,000	0%	
55301-03-39200	Fireworks-July 4th	8,901	216	9,050	8,778	14,000	8,000	16,000	8,000	-50%	50% Split with Tourism
55301-03-39550	Historical Preservation	-	-	-	32	500	500	-	500	0%	
55301-03-40000	Operating Supplies	471	-	-	-	-	-	-	-		NA
55301-03-41000	Council Public Relations	-	49	-	-	-	-	-	-		NA
55301-03-45000	Promoting Govt Services	217	582	149	1,710	155	700	-	700	0%	
<b>TOTAL</b>		22,274	2,350	17,010	20,346	23,863	26,315	8,349	22,200	-46%	
<b>Levy Impact:</b>		22,274	2,350	17,010	20,346	23,863	26,315	8,349	22,200	14,200	
<b>% Change from Prior year</b>		1.0%	-89.5%	623.9%	19.6%	17.3%	10.3%			-46.0%	