

TRAVEL NORTHWEST WISCONSIN									
2025 UPDATED BUDGET 12-5-24									
Total Board Approved Spending Amount: \$62,177.20									
REVENUE									
		Dues		\$36,000					
		Fishing Opener		\$2,000					
		Interest							
		2024 BALANCE - UNALLOCATED REVENUE		\$25,000.00					
		2024 UNDERSPENDING		\$12,000					
TOTAL PROJECTED REVENUE				\$75,000					
EXPENDITURES									
Marketing Plan	Person Assigned	Project		Billing Entity	Revised 2025 Budget	Amt. Expended	Date Paid	Balance Remaining	
PRINT PUBLICATIONS (ITBEC)									
		DISTRIBUTION OF PUBLICATIONS							
	Mary Motiff	Distribution (external)			\$5,000.00	\$0.00		\$5,000.00	
			Corridor Map Distribution/Trail Guide Distribution	5 Star Marketing, LLC					
	Mary McP	Brochure Distributiion (internal)		Ashland Area Chamber	\$1,500.00	\$387.88		\$1,112.12	
			Postage	2025 Q1		\$198.33	5/1/25		
			Postage	2025 Q2		\$96.41	9/18/25		
			Supplies						
			TracPhone (or other digital voice mail)	2025 Q1		\$46.56	5/1/25		
			TracPhone (or other digital voice mail)	2025 Q2		\$46.58	9/18/25		
		ITBEC PUBLICATION PRINTING							
	Kaitlin	Outdoor and Trail Guide		Advanced Printing	\$13,233.00	\$0.00		\$13,233.00	25,000 guides for \$13,233; 40,000 guides is \$19,070 - Advanced Printing
	Brandi/Mary Mo	Corridor Maps		Johnson Litho	\$9,000.00	\$0.00		\$9,000.00	Johnson Litho quote to print 60,000 maps - \$7,260 plus a one-time set up/design fee (\$45/hr at 30-60 hours) - \$1350-\$2700
PRINT PUBLICATIONS (PURCHASED)									2021 -55,000 maps \$7440 - UPDATE AND REPRINT TO NWRPC
	Melissa	MN SnoMo Magazine	DECEMBER PAYMENT		\$1,846.00	\$0.00		\$1,846.00	
	Melissa	WI SnoMo Magazine	DEC 25/JAN 26	MSPN	\$2,104.20	\$0.00		\$2,104.20	
	Melissa	Midwest Rider	MAY/JUNE 25 - AUG/SEPT 25	MSPN	\$2,940.00	\$2,940.00		\$0.00	
			May/June 2025			\$1,470.00	6/12/25		
			Aug/Sept 2025			\$1,470.00	9/18/25		
	Mary McP	On Wisconsin Outdoors		On Wisconsin Outdoors	\$2,880.00	\$1,440.00		\$1,440.00	
			March/April 2025			\$1,440.00	3/20/25		
			November/December25???						
	Kaitlin	Wisconsin Travel Guide	2026 Guide (OCTOBER PAYMENT)	Madden Media	\$3,500.00	\$0.00		\$3,500.00	
		Print Ad Design							
WEB PUBLICATIONS (PURCHASED)		Web Publications							
	Sue (Kaitlin)	Snowtracks.com / ATV Tracks.com	Banner ad header	JRVBR, Inc./Outdoor Network (July)	\$1,000.00	\$1,500.00	9/18/25	(\$500.00)	
	Sue (Kaitlin)	WATVA	WATVA Trail Ad Fall /Website Banner	National Motorsports	\$0.00	\$0.00		\$0.00	
WEBSITE									
	Mary Motiff	Website							
		Website Updates		North of Eight Design	\$500.00	\$0.00		\$500.00	

		ISSUU		Bayfield County Tourism	\$600.00	\$252.00	5/1/25	\$348.00		
		Web Hosting/Maintence	April - March contract	North of Eight	\$700.00	\$516.79		\$183.21		
			Domain renewal	North of Eight		\$20.88	5/15/25			
			Website Hosting 4/2025-3/2026	North of Eight		\$495.91	8/26/25			
SOCIAL MEDIA										
	Melissa	Facebook Advertising (internal)		Mercer Area Chamber of Commerce	\$800.00	\$95.92		\$704.08		
			Spring 2025 Facebook advertising			\$95.92	6/12/25			
	Marketing Cee	Contracted Services			\$5,300.00	\$1,949.00		\$3,351.00		
		Social media contract - N of 8 \$1949		North of Eight		\$1,949.00	1/9/25			
	Mary McP	Blogging Contract	September - August	North of Eight						
	Mary McP	Ad Words (SEO)		North of Eight /APG						
	Mindy	Department of Tourism Co-op			\$1,050.00	\$1,050.00		\$0.00		
		Footer Ad: \$600	2/10-23/2025	Laughlin Constable		\$600.00	4/17/25			
		Traveler Email - first row: \$450	Week of 8/7/2025	Laughlin Constable		\$450.00	6/12/25			
FISHING OPENER										
		Governor's Fishing Opener Sponsorship		NWRPC - WI Gov's Fishing Opener	\$1,000.00	\$1,000.00	3/20/25	\$0.00		
		ITBEC Booth			\$500.00	\$0.00		\$500.00		
SUBSCRIPTIONS										
	Mary McP	Constant Contact	PREPAYS SEPTEMBER	Ashland Chamber	\$600.00	\$0.00		\$600.00		
		CANVA	JULY BILLING	Ashland Chamber	\$150.00	\$0.00		\$150.00		
		JotForm	FEBRUARY RENEWAL	Ashland Chamber	\$325.00	\$288.00	3/20/25	\$37.00		
Total Marketing Plan					\$54,528.20	\$11,419.59		\$43,108.61		
Other Expenses										
		Travel Overage			\$0.00					
		Planning Commission Expenses			\$0.00					
		Chair's Account			\$0.00					
		Add'l Approved Marketing Plan \$\$			\$7,249.00	\$0.00		\$7,249.00		
		Bank Charges			\$400.00	\$173.49	1/2025-8/2025	\$226.51		
Total Other Expenses					\$7,649.00	\$173.49		\$7,475.51		
Total Budget					\$62,177.20	\$11,593.08		\$50,584.12		

TRAVEL NORTHWEST WISCONSIN						
2026 WORKING TENTATIVE BUDGET						
Total Board Approved Spending Amount: \$						
REVENUE						
		Dues	\$36,000			
		Fishing Opener				
		Interest				
		2025 BALANCE - UNALLOCATED REVENUE	\$18,961.97			
		2025 UNDERSPENDING				
TOTAL PROJECTED REVENUE						
EXPENDITURES						
Marketing Plan	Person Assigned	Project		Proposed 2026 Budget	Amt. Expended	Date Paid
PRINT PUBLICATIONS (ITBEC)						
		DISTRIBUTION OF PUBLICATIONS				
	Mary Motiff	Distribution (external)		\$7,000.00		
			Corridor Map Distribution/Trail Guide Distribution			
	Mary McP	Brochure Distribution (internal)		\$1,500.00		
			Postage			
			Supplies			
			TracPhone (or other digital voice mail)			
PRINT PUBLICATIONS (PURCHASED)						
	Melissa	MN SnoMo Magazine	DECEMBER PAYMENT	\$1,846.00		
	Melissa	WI SnoMo Magazine	DEC 25/JAN 26	\$2,104.20		
	Melissa	Midwest Rider	MAY/JUNE 26 - AUG/SEPT 26	\$2,940.00		
	Mary McP	On Wisconsin Outdoors		\$3,000.00		
			March/April 2026			
			November/December 26			
	Brad (Kaitlin)	Wisconsin Travel Guide	2027 Guide (OCTOBER PAYMENT)	\$7,000.00		

WEB PUBLICATIONS (PURCHASED)		Web Publications				
	Kaitlin	Snowtracks.com/ATVtracks	Banner ad header	\$1,500.00		
WEBSITE						
	Mary Motiff	Website				
		Website Updates		\$500.00		
		ISSUU		\$372.00		
		Web Hosting/Maintence	April - March contract 4/26 - 3/27	\$480.00		
			Domain renewal	\$25.00		
SOCIAL MEDIA						
	Melissa	Facebook Advertising (internal)		\$800.00		
	Marketing Cee	Contracted Services		\$2,500.00		
		Social media contract - N of 8 \$1949	Not in 2026			
		SEO APG				
	Mindy	Department of Tourism Co-op		\$1,500.00		
FISHING OPENER						
		Governor's Fishing Opener Sponsorship		\$1,000.00		
		ITBEC Booth		\$500.00		
SUBSCRIPTIONS						
	Mary McP	Constant Contact	PREPAYS SEPTEMBER	\$600.00		
		CANVA	JULY BILLING	\$150.00		
		JotForm	FEBRUARY RENEWAL	\$325.00		
Total Marketing Plan				\$35,642.20		
Other Expenses						
		Travel Overage		\$0.00		
		Planning Commission Expenses		\$0.00		
		Chair's Account		\$0.00		
		Add'l Approved Marketing Plan \$\$				
		Bank Charges		\$400.00		
Total Other Expenses				\$400.00		
Total Budget				\$36,042.20		