

**RESOLUTION
ROCK COUNTY BOARD OF SUPERVISORS**

Wisconsin Counties
Association
INITIATED BY



Josh Smith, County Administrator
DRAFTED BY

Finance Committee
SUBMITTED BY

November 15, 2021
DATE DRAFTED

**Authorizing Participation in the Uniquely Wisconsin Tourism Campaign and
Amending the 2021 Budget**

1 **WHEREAS**, during the COVID-19 pandemic, tourism is an area that has been adversely affected as
2 fewer people have traveled; and
3
4 **WHEREAS**, the Wisconsin Counties Association (WCA) has initiated a “Uniquely Wisconsin”
5 tourism campaign in partnership with Discover Wisconsin to highlight interesting facts about
6 Wisconsin to begin to attract tourists back to Wisconsin counties; and
7
8 **WHEREAS**, in addition to potential full-length Discover Wisconsin episodes, the campaign may
9 include social media, television network commercials, podcasts, WCA publications, and more; and
10
11 **WHEREAS**, interested counties are being asked to participate with an investment of \$60,000 each, in
12 anticipation that up to 20 counties will choose to participate, creating a \$1.2 million campaign; and
13
14 **WHEREAS**, prior to the pandemic, in 2019 Rock County had tourism expenditures of \$263.6 million,
15 and Rock County has historically ranked near the top 10 in total tourism expenditures for counties
16 statewide; and
17
18 **WHEREAS**, the American Rescue Plan Act (ARPA) includes aid to the tourism industry as an
19 allowable use of funds; and
20
21 **WHEREAS**, participating in this campaign would allow Rock County to promote tourism at a lower
22 cost than engaging with Discover Wisconsin in its own campaign, while partnering with other counties
23 to maximize exposure and leverage a unique marketing opportunity.
24
25 **NOW, THEREFORE, BE IT RESOLVED**, that the Rock County Board of Supervisors duly
26 assembled this 19th day of November, 2021, does authorize participation in the Uniquely
27 Wisconsin tourism campaign at a commitment of \$60,000 using American Rescue Plan Act (ARPA)
28 funding.

29
30 **BE IT FURTHER RESOLVED**, that the 2021 budget be amended as follows:

<u>ACCOUNT</u>	<u>BUDGET</u> <u>11/1/2021</u>	<u>INCREASE</u> <u>(DECREASE)</u>	<u>AMENDED</u> <u>BUDGET</u>
<u>Source of Funds</u>			
19-1980-0000-42100			
ARPA Funding	\$10,983,060	\$60,000	\$11,043,060
<u>Use of Funds</u>			
19-1980-2111-64604			
Program Expense	-0-	\$60,000	\$60,000

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Authorizing Participation in the Uniquely Wisconsin Tourism Campaign and Amending the 2021 Budget
Page 2

Respectfully submitted,

FINANCE COMMITTEE

/s/Mary Mawhinney
Mary Mawhinney, Chair

/s/Wes Davis
Wes Davis, Vice Chair

/s/Stephanie Aegerter
Stephanie Aegerter

/s/Richard Bowstick
Richard Bostwick

/s/Brent Fox
Brent Fox

LEGAL NOTE:

The County Board is authorized to take this action pursuant to §§ 59.01 and 59.51, Wis. Stats. As an amendment to the adopted 2021 County Budget, this Resolution requires a 2/3 vote of the entire membership of the County Board pursuant to § 65.90(5)(a), Wis. Stats.

/s Richard Greenlee

Richard Greenlee
Corporation Counsel

FISCAL NOTE:

These payments will be funded by the County's APRA allocation. The County Board has allocated \$10,983,060 of the Countywide allocation. This amount includes what was allocated in the 2022 budget.

/s/Sherry Oja

Sherry Oja
Finance Director

ADMINISTRATIVE NOTE:

Using ARPA dollars for this project would be an appropriate use of funding.

/s/ Josh Smith

Josh Smith
County Administrator