Visit Stoughton

2020 Budget
& Ad Review

2020 Proposed Budget

Projected Net Balance (2019)	**$7,900**	
2019 Carryover	$12,000	
City of Stoughton Room Tax	$54,000	
Administrative Expenses		$17,983
Operational Expenses		$41,218 ($28,750 marketing/advertising)
Total Expenses		**$59,201**
Net Income	**-$5,201**	
Projected Net Balance (2020)	**$6,799**	

2020 Budget vs Actual

Jan – Oct	2020 Budget	2020 Actual
City of Stoughton Room Tax	$47,000	$30,480
Marketing / Advertising	$28,750	$23,312
Printing	$850	$201
TRAVEL CARES Grant		$7,000
Difference	**$76,600**	**$60,993**

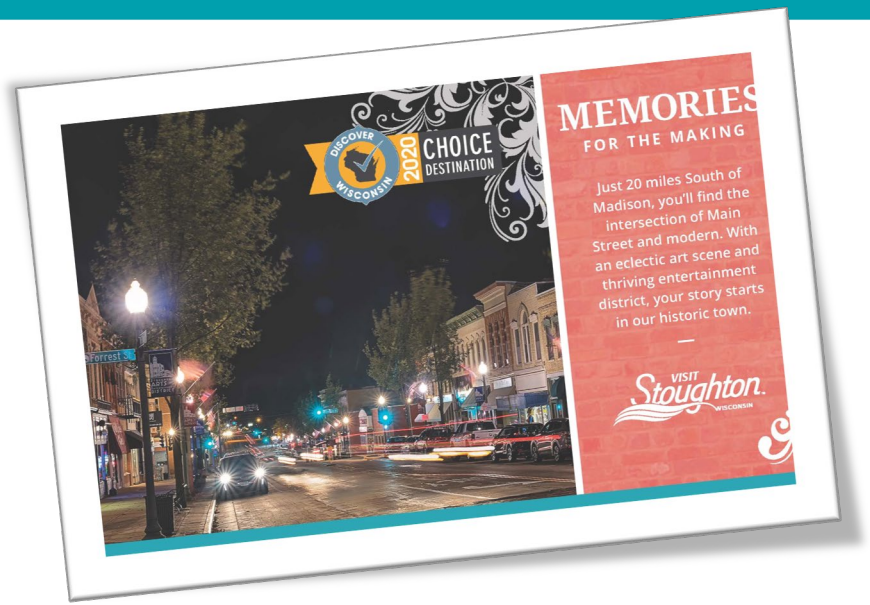
Q1 Marketing & Advertising

Beloit Travel Center

Dining Guide for Visiting Teams

Discover Wisconsin: Aired Spring 2020!

Q2 Marketing & Advertising



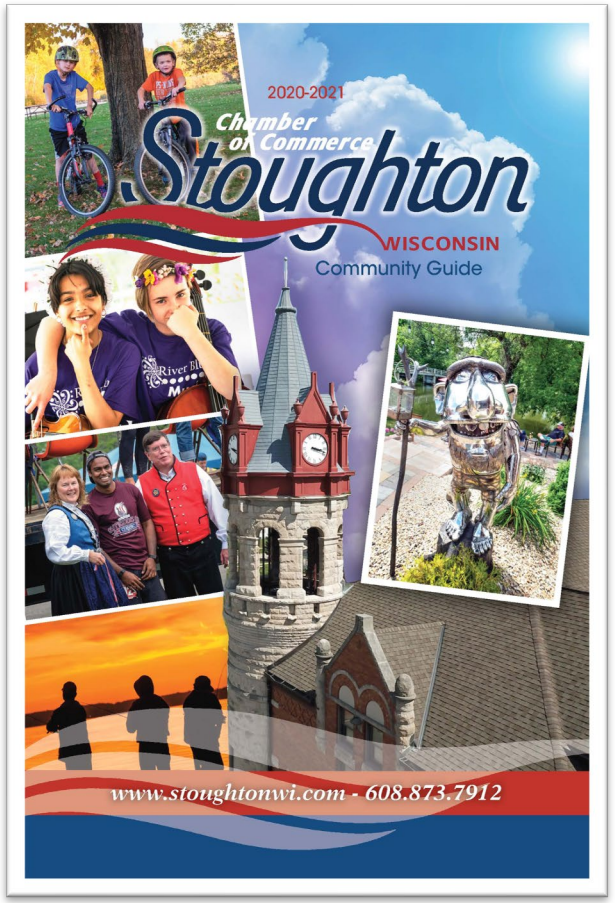
Destination Madison
visitor map

Brava, April's
travel section

Viking Magazine
(Sons of Norway publication)

Q2 Marketing & Advertising

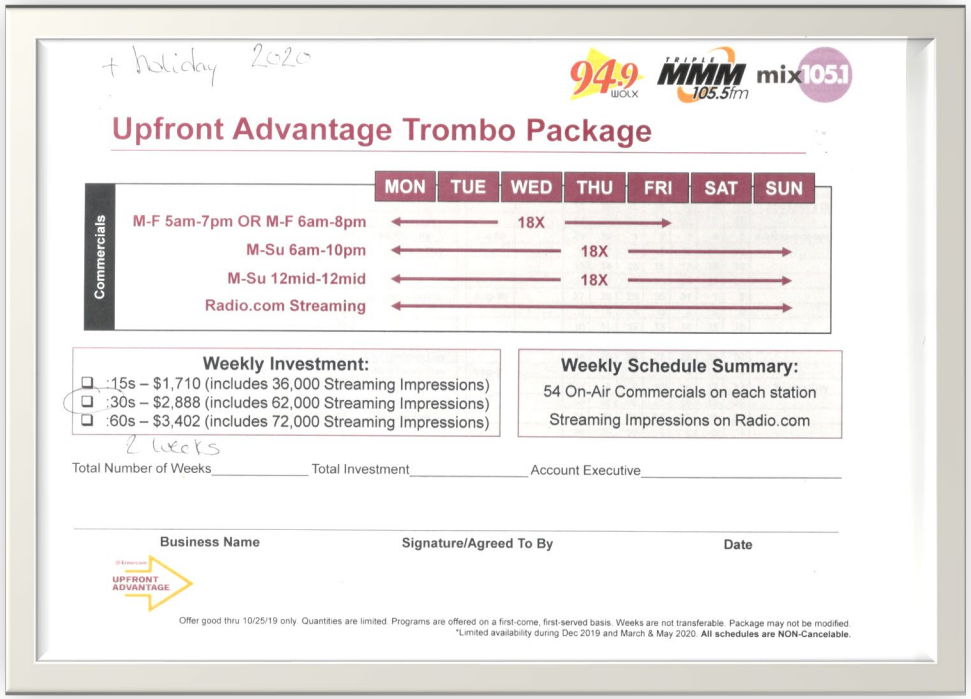
Updated Poster at Beloit Travel Center



Shipped 6,000 Community Guides to other Wisconsin Visitor Bureaus and Chambers.

Q2 Marketing & Advertising

Radio Commitment for Syttende Mai Festival (signed in fall 2019)



+ holiday 2020

94.9 WOLX · TRIPLE MMM 105.5fm · mix 105.1

Upfront Advantage Trombo Package

Commercials	MON	TUE	WED	THU	FRI	SAT	SUN
M-F 5am-7pm OR M-F 6am-8pm			18X				
M-Su 6am-10pm				18X			
M-Su 12mid-12mid				18X			
Radio.com Streaming							

Weekly Investment:
- ☐ :15s – $1,710 (includes 36,000 Streaming Impressions)
- ☐ :30s – $2,888 (includes 62,000 Streaming Impressions)
- ☐ :60s – $3,402 (includes 72,000 Streaming Impressions)

2 weeks

Weekly Schedule Summary:
54 On-Air Commercials on each station
Streaming Impressions on Radio.com

Total Number of Weeks_____ Total Investment_____ Account Executive_____

Business Name Signature/Agreed To By Date

UPFRONT ADVANTAGE

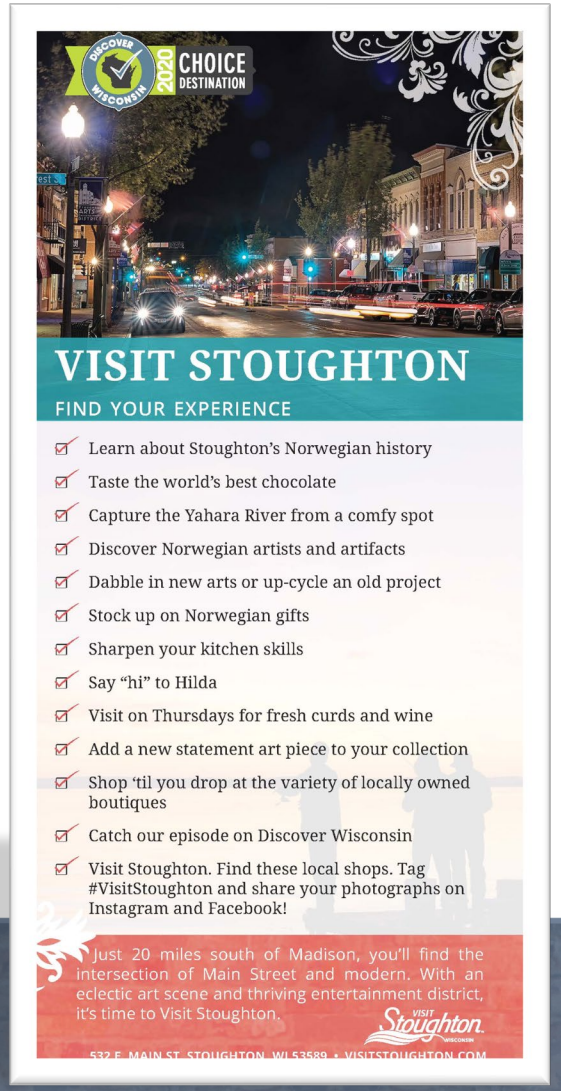
Offer good thru 10/25/19 only. Quantities are limited. Programs are offered on a first-come, first-served basis. Weeks are not transferable. Package may not be modified.
*Limited availability during Dec 2019 and March & May 2020. **All schedules are NON-Cancelable.**

I transferred one week to air May 4 – 10 and highlight the Discover Wisconsin launch.

The second week was transferred to June 30 – July 5 to highlight the Stoughton Fair & Catfish River Music Festival, of which were cancelled, so I marketed the downtown shopping scene to bring in visitors during a major highway project.

Q3 Marketing & Advertising

Brava Sponsored Content (Transferred from a previous Syttende Mai commitment for May)



Q4 Marketing & Advertising

Stoughton Opera House Arts & Community Guide

VISIT Stoughton WISCONSIN

VISIT STOUGHTON
YOUR STORY STARTS HERE

DRIVING DISTANCE IN MILES

Madison	19
Milwaukee	81
Dubuque	99
Chicago	132
Green Bay	149
Wausau	155
Eau Claire	190
Springfield	249
St. Paul	272
Minneapolis	281
Des Moines	301
Indianapolis	317

Stoughton's story starts with Norwegian heritage, but we've grown to include so much more. Explore boutique shopping, locally owned restaurants, and the Stoughton Opera House, known for its sublime acoustics. Come visit our Norwegian Heritage Center, shop, have a bite to eat, and stay for an evening performance.

Located within easy driving distance from Chicago and Milwaukee and just minutes from Madison, Stoughton offers a variety of overnight accommodations to make your weekend memorable.

LOCAL ATTRACTIONS

LAKE KEGONSA STATE PARK
Breathe in the scenery at Lake Kegonsa State Park while you hike, swim, fish, camp, and picnic in the great outdoors.

STOUGHTON OPERA HOUSE
Enjoy an intimate experience in this historic venue with more than 100 various acts each year!

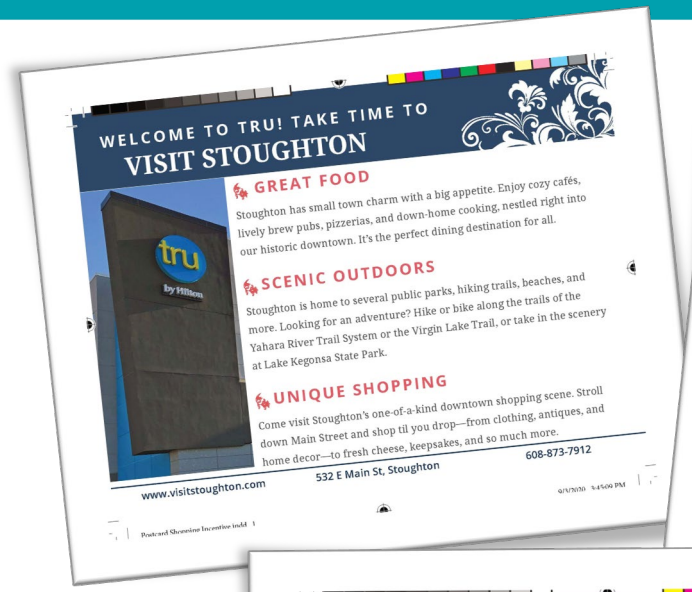
LIVSREISE NORWEGIAN HERITAGE CENTER
Map your own journey from Norway or learn about those who have made the trek before.

DOWNTOWN BOUTIQUE SHOPPING
Antiques and uniques for home and heart and gourmet goods, like cheese so fresh it squeaks!

RESTAURANTS, BARS & PUBS
Discover dining by way of bakeries and brew pubs from dockside to downtown!

532 EAST MAIN ST. STOUGHTON, WI 53589 • 608.873.7912 • VISITSTOUGHTON.COM/STAY-SLEEP

Shopping Incentives for Hotel Guests



WELCOME TO TRU! TAKE TIME TO
VISIT STOUGHTON

GREAT FOOD
Stoughton has small town charm with a big appetite. Enjoy cozy cafés, lively brew pubs, pizzerias, and down-home cooking, nestled right into our historic downtown. It's the perfect dining destination for all.

SCENIC OUTDOORS
Stoughton is home to several public parks, hiking trails, beaches, and more. Looking for an adventure? Hike or bike along the trails of the Yahara River Trail System or the Virgin Lake Trail, or take in the scenery at Lake Kegonsa State Park.

UNIQUE SHOPPING
Come visit Stoughton's one-of-a-kind downtown shopping scene. Stroll down Main Street and shop til you drop—from clothing, antiques, and home decor—to fresh cheese, keepsakes, and so much more.

www.visitstoughton.com 532 E Main St, Stoughton 608-873-7912

WELCOME TO QUALITY INN! TAKE TIME TO
VISIT STOUGHTON

GREAT FOOD
Stoughton has small town charm with a big appetite. Enjoy cozy cafés, lively brew pubs, pizzerias, and down-home cooking, nestled right into our historic downtown. It's the perfect dining destination for all.

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Stoughton is home to several public parks, hiking trails, beaches, and more. Looking for an adventure? Hike or bike along the trails of the Yahara River Trail System or the Virgin Lake Trail, or take in the scenery at Lake Kegonsa State Park.

UNIQUE SHOPPING
Come visit Stoughton's one-of-a-kind downtown shopping scene. Stroll the through the historic Arts & Entertainment District and shop til you drop—from clothing and home decor—to fresh cheese, keepsakes, and more.

www.visitstoughton.com St, Stoughton 608-873-7912

SHOP TILL YOU DROP!
Shop these local businesses during your stay in Stoughton!
Offers valid for one-time use at each store and not valid with other offers.

ALL THROUGH THE HOUSE
160 E Main St · 10% off purchase

CHEESERS LOKAL MARKET
183 E Main St · 10% off purchase

DIAKONOS DESIGNS
187 E Main St · 20% off purchase

DUNE GIFT & HOME
155 W Main St · 10% off purchase

FIRED-UP NUTRITION
177 W Main St · 1/2 Price Smoothie

FOSDAL HOME BAKERY
243 E Main St · 10% off your order or 1 free donut

GEMINI GAMES
193 W Main St · 10% off purchase

GRASSHOPPER GOODS
171 W Main St · 20% off one item

GREEN ROAD POTTERY
261 W Main St · 10% off 1 pottery item

LIVSREISE - NORWEGIAN HERITAGE CENTER
277 W Main St · Reserve Tours at 608-873-7567

NAUTI NORSKE
324 S Water St · 15% off final bill

NORDIC NOOK
176 W Main St · 10% off purchase

SPRY WHIMSY
168 W Main St · 10% off purchase

VIKING BREW PUB
211 E Main St · 15% off final bill

WILDWOOD CAFE
218 S Forrest St · Free 12 oz beverage (coffee or espresso drink) of choice

YAHARA CHOCOLATE
261 W Main St · Free Sjölinds Chocolate Mini

Stoughton ARTS & Entertainment DISTRICT

DISCOVER WISCONSIN 2020 CHOICE DESTINATION

Thank you for Visiting Stoughton. We'll see you again soon!

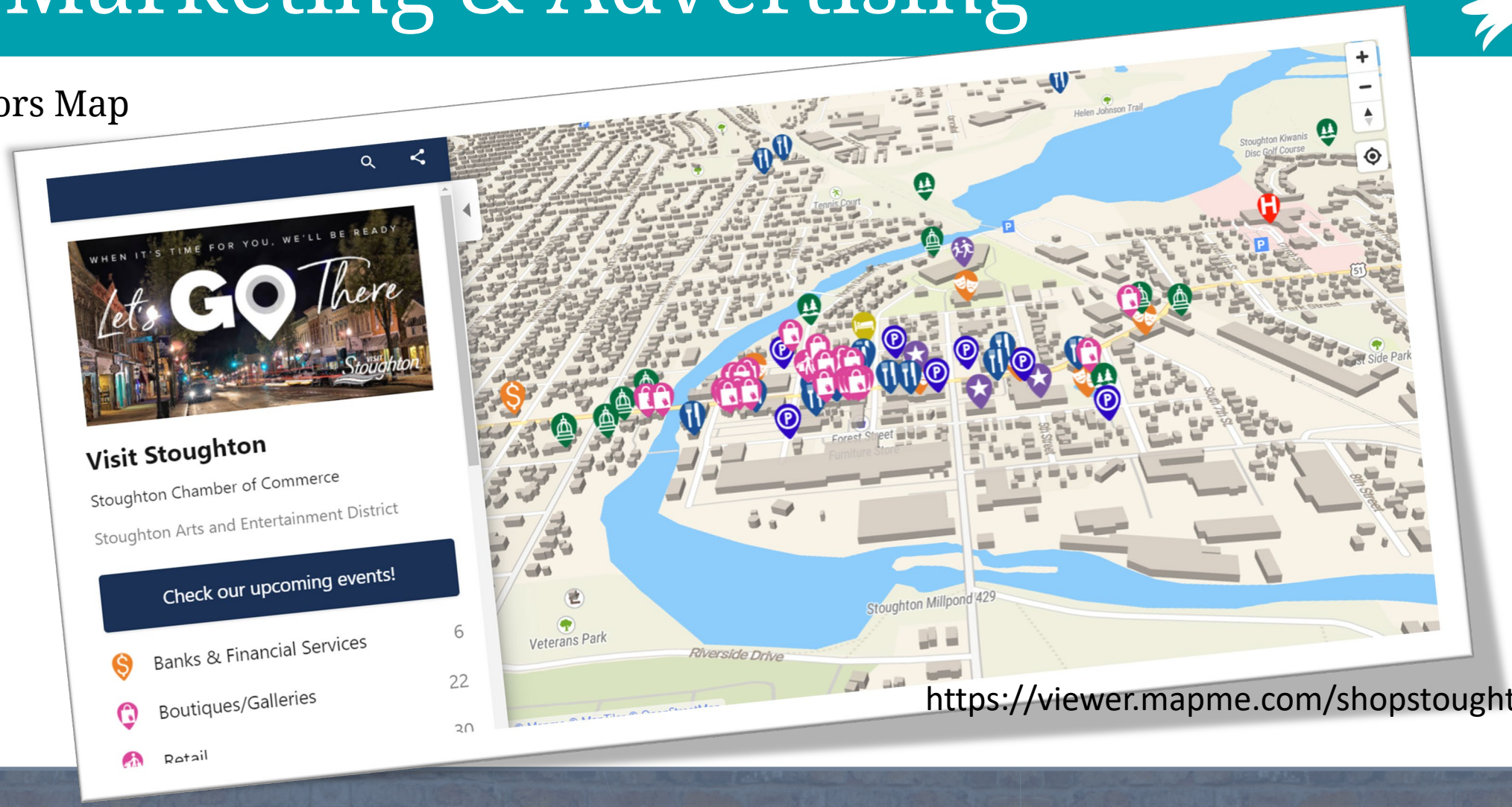
FOR HOTEL USE ONLY:
Check-in date: Check-out date:

VISIT Stoughton WISCONSIN

Postcard Shopping Incentive_Quality Inn.indd 2 9/18/2020 11:30:20 AM

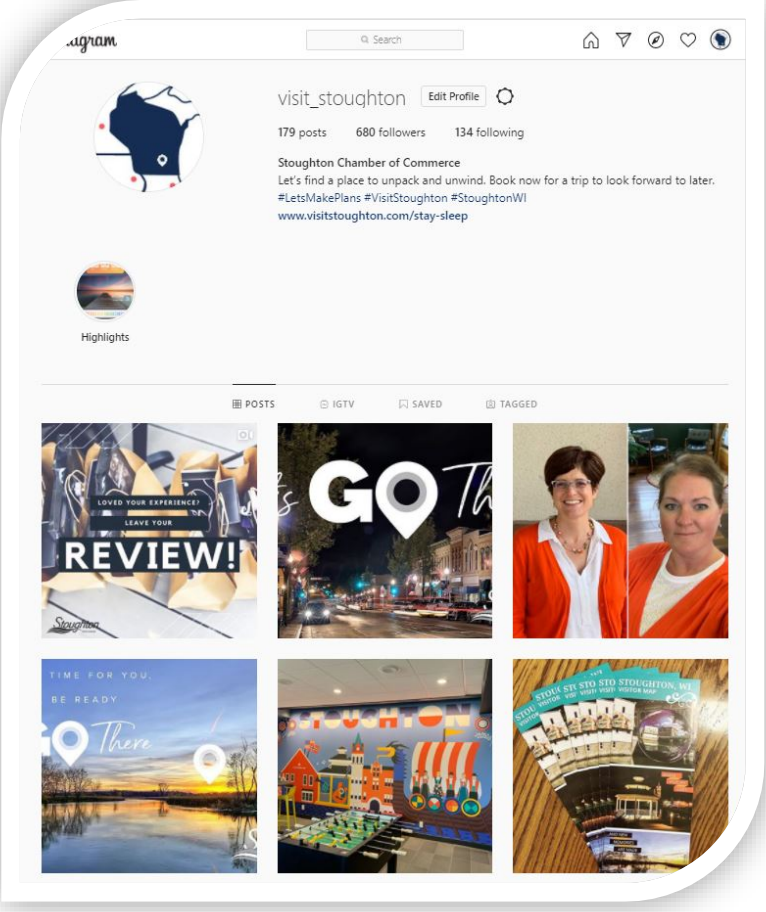
Q4 Marketing & Advertising

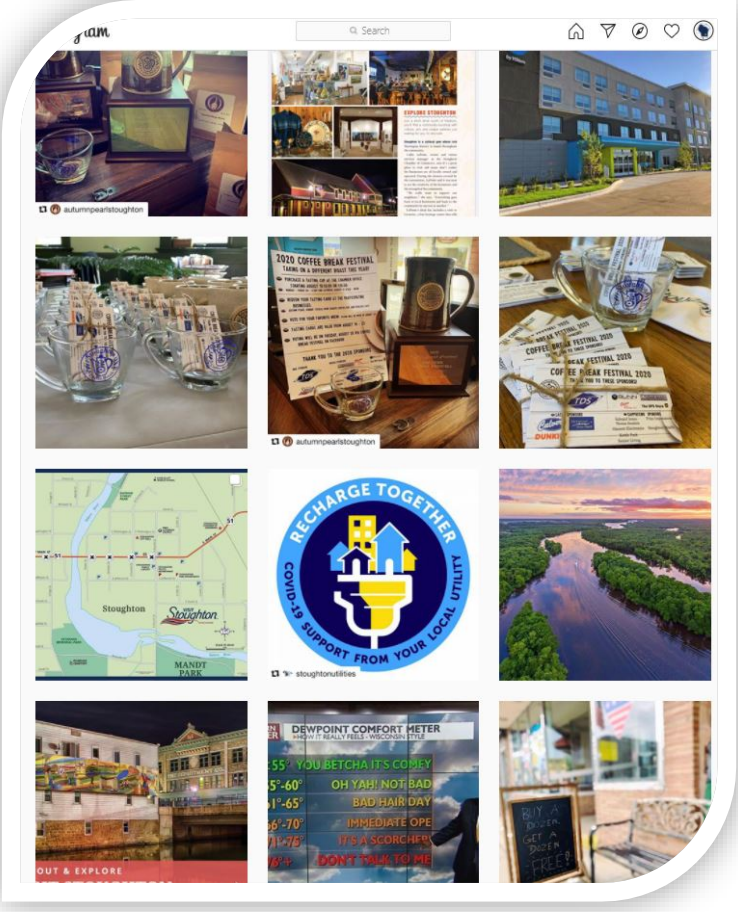
Digital Visitors Map

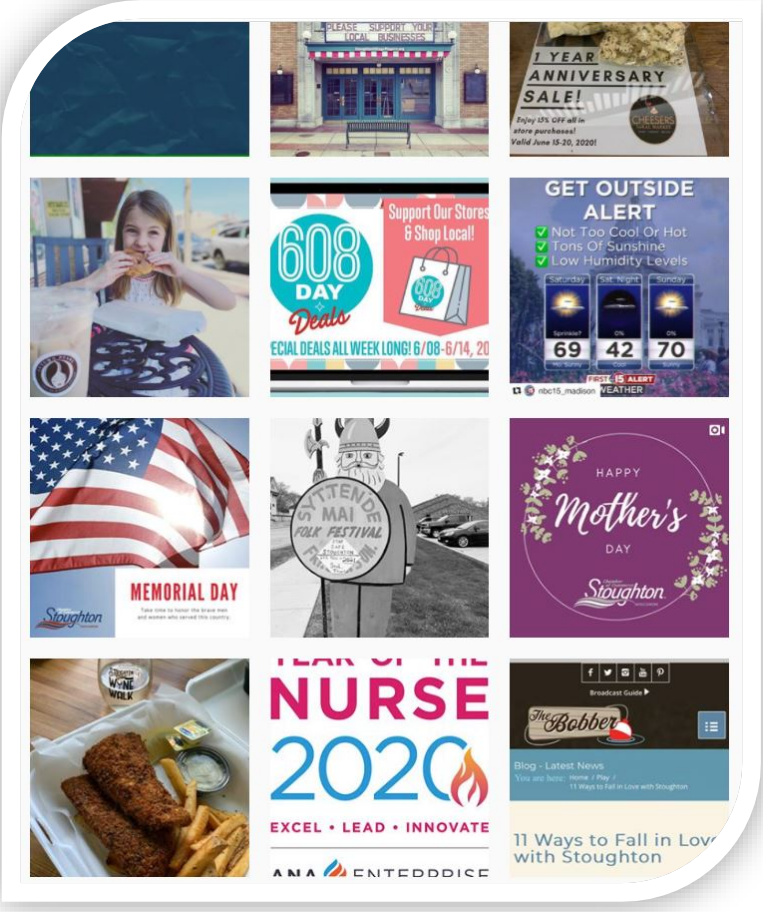


https://viewer.mapme.com/shopstoughton

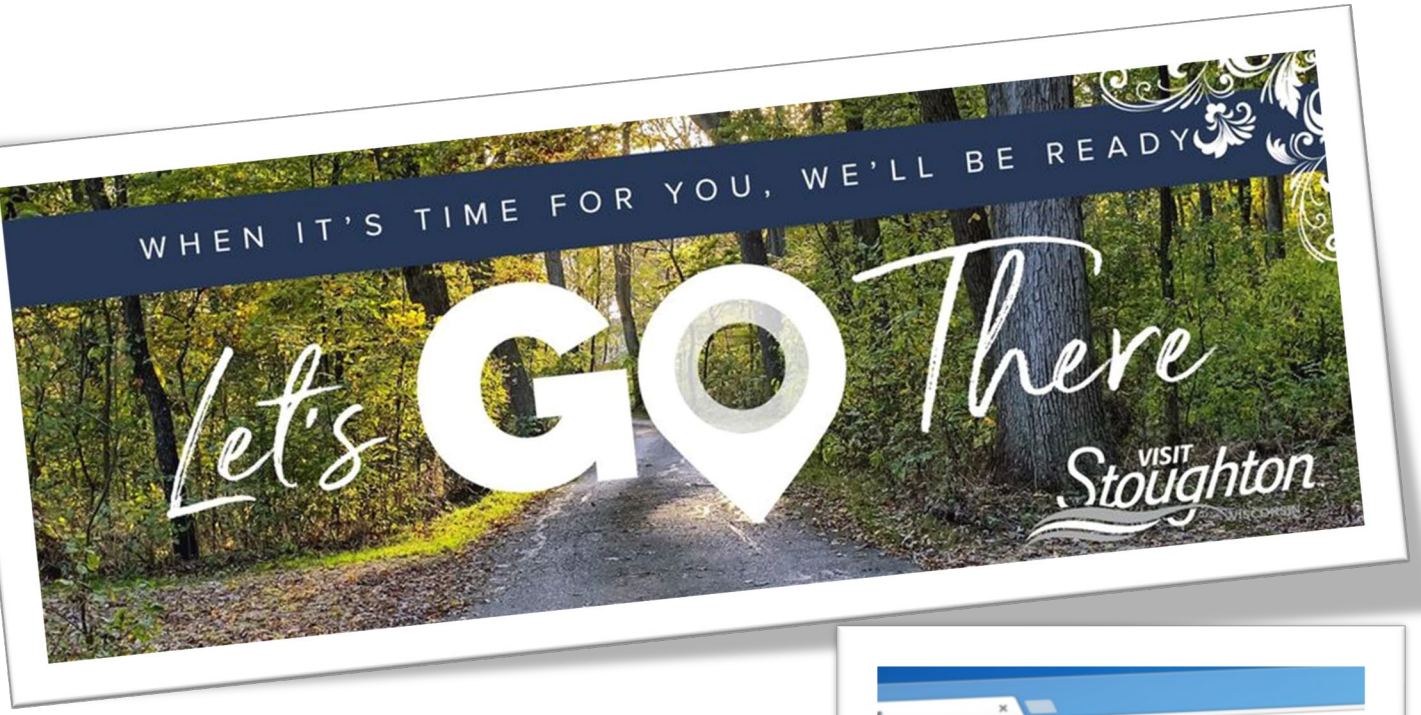
Online Marketing : Instagram







Online Marketing: Facebook



Like us @ VisitStoughton

All Posts Published

Create Post

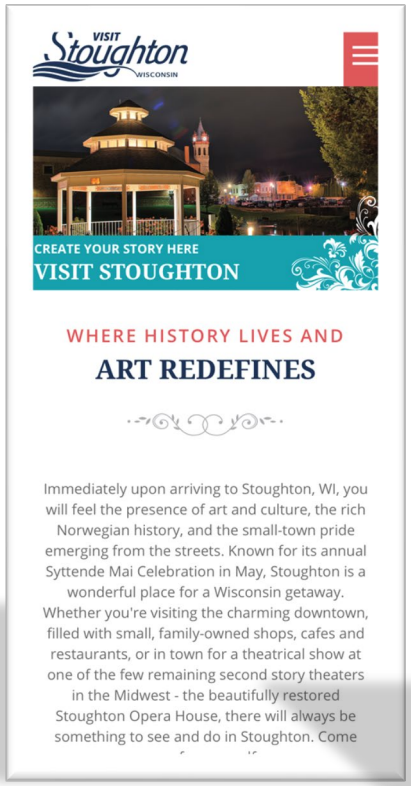
Reach: Organic / Paid | Post Clicks | Reactions, Comments & Shares

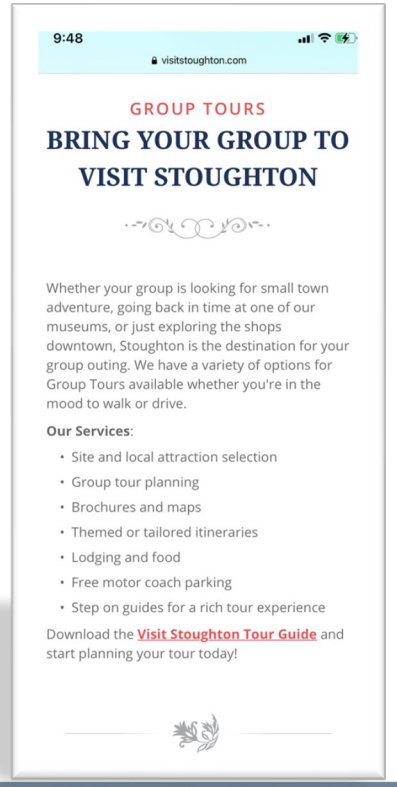
Published	Post	Type	Targeting	Reach	Engagement	Promote
09/19/2020 9:26 AM	Have you Visited any of the shops downtown this			42	6 3	Boost Post
09/16/2020 6:00 AM	Make plans to Visit Stoughton this Thursday -			5.3K	216 255	View Promotion
09/14/2020 6:10 PM	Did someone say cream puff?!			150	8 14	Boost Post
09/12/2020 9:00 AM	Let's reignite our sense of wonder. Book now for a trip			120	3 4	Boost Post
09/11/2020 8:49 AM	#NeverForget			99	4 3	Boost Post
09/10/2020 9:00 AM	Let's make a plan to head for the horizon. Book now			120	3 6	Boost Post
09/09/2020 6:10 PM	IT'S MUSIC TIME!			104	12 1	Boost Post
09/09/2020 10:28 AM	Let's find a place to unpack and unwind. Book now for a			0	1 1	Boost Post
09/06/2020 8:04 PM	Walk Through of Kelli Hoppmann's The Party at			139	4 5	Boost Post
09/05/2020 8:50 AM	Good morning Stoughton! Thanks for the morning fuel			226	48 36	Boost Post
09/04/2020 12:58 PM	Stopped by the Tru by Hilton to drop off some fun			212	24 33	Boost Post
09/03/2020 11:00 AM	Visit Stoughton this September -			75	5 3	Boost Post
09/02/2020 10:07 AM	*Fun Fact* #1: Tourism statistics show that a			141	21 50	Boost Post

Online Marketing

Website + a Monthly Newsletter!

Online Marketing: VisitStoughton.com





Group Tour Travel Guide

2021 Proposed Budget

Projected Net Balance (2020)	$6,799	
2020 Carryover	$0	
City of Stoughton Room Tax	$40,500	
Special Projects	$3,000	
Administrative Expenses		$17,983
Operational Expenses		$25,610 ($14,750 marketing/advertising)
Total Expenses		**$43,593**
Net Income	**-$100.00**	
Projected Net Balance (2020)	**$6,799**	

Thank you!

Callie LaPoint
Events & Visitor Services Manager
Stoughton Chamber of Commerce