

**\*\*\*ATTACHMENTS\*\*\***

**CITY OF SHEBOYGAN**

**REQUEST FOR FINANCE AND PERSONNEL COMMITTEE CONSIDERATION**

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**ITEM DESCRIPTION:** Res. No. 60-21-22 by Alderpersons Mitchell and Filicky-Peneski.

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**REPORT PREPARED BY:** Chad Pelishek, Director of Planning and Development

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**REPORT DATE:** September 21, 2021

**MEETING DATE:** September 27, 2021

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**FISCAL SUMMARY:**

Budget Line Item: N/A  
Budget Summary: N/A  
Budgeted Expenditure: 10110100-521900  
10199021-810103

**STATUTORY REFERENCE:**

Wisconsin Statutes: N/A  
Municipal Code: N/A

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**BACKGROUND / ANALYSIS:**

The City of Sheboygan is collaborating with Sheboygan County and the Sheboygan County Economic Development Corporation (SCEDC) to create a Discover Wisconsin television series production which will contain footage, photography and references spotlighting numerous city amenities, restaurants, local businesses, and special events. This collaborative effort is occurring between the SCEDC, who is paying 25 percent of the overall cost, while the remaining 75 percent of the cost is being split equally between the City of Sheboygan and Sheboygan County. The primary objective is to support and speed the recovery of our local businesses by seeking and recruiting more workers, by highlighting the outstanding local businesses, restaurants, and amenities which the city offers. Funding for this joint venture will be generated from the General Fund's Contingency Reserve account.

**STAFF COMMENTS:**

This collaborative video production supports the city's Strategic Plan S.T.A.I.R.S. Core Values, and its Focus Areas of Economic Development, Quality of Life, Governing and Fiscal Management, and Communication. The Discover Wisconsin productions will serve to augment the economic development and growth the city had been experiencing pre-pandemic.

**ACTION REQUESTED:**

Motion to recommend the Common Council adopt Res. No. 60-21-22.

**ATTACHMENTS:**

- I. Res. No. 60-21-22

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Res. No. 60 - 21 - 22. By Alderpersons Mitchell and Filicky-Peneski.  
September 20, 2021.

A RESOLUTION authorizing the appropriate City officials to make a payment to Sheboygan County for a portion of the costs incurred pursuant to an agreement between Sheboygan County and Discover Mediaworks, Inc. to develop and distribute content related to the City of Sheboygan and Sheboygan County, and authorizing the Finance Director to make a necessary budget adjustment and appropriation in the 2021 budget.

WHEREAS, Sheboygan County has authorized entering into an agreement with Discover Mediaworks, Inc. ("Discover Wisconsin"); and

WHEREAS, the current version of that agreement is attached to this Resolution (the "Agreement"); and

WHEREAS, the Agreement runs through at least November 30, 2022, with an option to extend the Agreement through November 30, 2023; and

WHEREAS, the Agreement is the result of a collaborative effort between the City of Sheboygan (the "City"), Sheboygan County, and the Sheboygan County Economic Development Corporation ("SCEDC"); and

WHEREAS, the goal of the Agreement is to develop content - including at least one episode of Discover Wisconsin - to support and speed the recovery of local businesses by seeking and recruiting more workers by highlighting the numerous local businesses, restaurants, and amenities which the City and Sheboygan County offer to its residents and visitors; and

WHEREAS, the City will contribute \$63,000 toward the Agreement, which includes giving the City the right to use the Discover Wisconsin "Choice Destination" Badge and various video footage and still photography gathered while producing the content identified in the Agreement.

NOW, THEREFORE, BE IT RESOLVED: That the Finance Director is authorized to increase the budgeted appropriation for General Fund - Common Council - Contracted Services (Account No. 10110100-521900) by \$63,000.

BE IT FURTHER RESOLVED: That the revenue to support this increased appropriation comes from the General Fund - Contingency Reserve (Account No. 10199021-810103).

BE IT FURTHER RESOLVED: That the appropriate City officials are authorized to make a payment to Sheboygan County in the amount of \$63,000 as the City's contribution toward Years 1 and 2 of the Agreement.

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BE IT FURTHER RESOLVED: That the City Administrator may, subject to the appropriation of funds, if Sheboygan County and SCEDC also agree to opt into the third year of the Agreement, make a payment to Sheboygan County in 2022 in the amount of \$29,025.

  
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I HEREBY CERTIFY that the foregoing Resolution was duly passed by the Common Council of the City of Sheboygan, Wisconsin, on the \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_.

Dated \_\_\_\_\_ 20\_\_\_\_. \_\_\_\_\_, City Clerk

Approved \_\_\_\_\_ 20\_\_\_\_. \_\_\_\_\_, Mayor



# DISCOVER WISCONSIN MEDIA NETWORK AGREEMENT

CLIENT INFORMATION			
Company Name	<b>Sheboygan County</b> <small>(Company Name as it should appear on invoice)</small>		
Billing Address	<b>508 New York Ave.</b> <small>(Street Address)</small>		<small>(PO Box if applicable)</small>
	<b>Sheboygan</b> <small>(City)</small>	<b>Wisconsin</b> <small>(State)</small>	<b>53081</b> <small>(Zip)</small>
	Billing Contact		
	<b>Adam Payne</b> <small>(Name)</small>		<b>County Administrator</b> <small>(Title)</small>
	<b>920-459-3103</b> <small>Phone #</small>	<small>Cell #</small>	<a href="mailto:adam.payne@sheboygancounty.com">adam.payne@sheboygancounty.com</a> <small>(Email Address)</small>

PARTNERSHIP COST		
<b>Total Investment</b>	<b>Year One: July 1, 2021 – November 30, 2021</b>	<b>\$72,500</b>
	<b>Year Two: December 1, 2021 – November 30, 2022</b>	<b>\$95,500</b>
	<b>Optional Year Three: December 1, 2022 – November 30, 2023</b>	<b>\$77,400*</b>
<small>*Written approval to opt-in for third year to be agreed upon and received by November 15<sup>th</sup>, 2022</small>		

Payment Terms		
_____ <b>\$42,000 due October 15, 2021</b> _____		
_____ <b>\$42,000 due December 15, 2021</b> _____		
_____ <b>\$42,000 due April 15, 2022</b> _____		
_____ <b>\$42,000 due September 15, 2022</b> _____		
_____ <b>Optional Year 3 Payment Terms: \$38,700 due January 15, 2023</b> _____		
_____ <b>Optional Year 3 Payment Terms: \$38,700 due November 15, 2023</b> _____		
<small>*Price does not include applicable taxes*</small>		
<small>*Finance charges of 18% annual percentage rate will be assessed on balances not paid by date due*</small>		
<table border="0" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <b>PROPOSED BY:</b>  <b>Discover Mediaworks, Inc.</b>             _____            Josh Ostermann            Content Marketing &amp; Business Dev.             Date: _____         </td> <td style="width: 50%; vertical-align: top;"> <b>ACCEPTED BY:</b>  <b>Sheboygan County</b>             _____            Adam Payne            County Administrator             Date: _____         </td> </tr> </table>	<b>PROPOSED BY:</b> <b>Discover Mediaworks, Inc.</b>  _____ Josh Ostermann Content Marketing & Business Dev.  Date: _____	<b>ACCEPTED BY:</b> <b>Sheboygan County</b>  _____ Adam Payne County Administrator  Date: _____
<b>PROPOSED BY:</b> <b>Discover Mediaworks, Inc.</b>  _____ Josh Ostermann Content Marketing & Business Dev.  Date: _____	<b>ACCEPTED BY:</b> <b>Sheboygan County</b>  _____ Adam Payne County Administrator  Date: _____	

<b>TOTAL COSTS (REFLECTS YEAR 1 &amp; 2)</b>	<b>\$168,000</b>
<b>TIMELINE / DEADLINE (REFLECTS YEAR 1 &amp; 2)</b>	<b>JULY 1, 2021 – NOV. 30, 2022</b>

## PROJECT LANGUAGE

**Sheboygan County Campaign/Production Agreement - All Years of Campaign**

This Campaign/Production Agreement serves the interests of the Client (Sheboygan County), the goals of the campaign by defining the deliverable content of the campaign and productions as described below. Discover Mediaworks is the parent television production company that produces the Discover Wisconsin entertainment series. This agreement also defines the roles and responsibilities of both parties in achieving the goals of the campaign and productions.

1. **SERVICES AND DELIVERABLES:** Discover Mediaworks shall provide all assets within project scope included in all years of agreement. Discover Mediaworks grants Sheboygan County the opportunity to move video and marketing assets, not including full episode delivery and marketing, within any fiscal years listed in agreement, based on availability. If Discover Mediaworks is unable to deliver any assets by the end of the final year of agreement, those assets will be deducted from the total cost of the partnership or Discover Mediaworks and Sheboygan County will work to find mutually agreeable replacement assets and timeline.
2. **CONTENT DEVELOPMENT AND APPROVALS:** The content and storyline of the production will be developed jointly between Discover Mediaworks and Sheboygan County. Furthermore, the production must be acceptable to Sheboygan County, who reserves the right to request slant, style, edits, revisions, or additions to the production per the terms of this agreement at any time during the development and production process.
  - a) Creative Video Sign-off: Creative outline and direction approval by Sheboygan County must be completed prior to Discover Mediaworks production. Final script and approved edits by Sheboygan County must be completed prior to video distribution.
  - b) Creative Non-Video Sign-off: Graphics, copy, social posts, and editorials must be approved by Sheboygan County prior to Discover Mediaworks (Discover Wisconsin) distribution.
3. **TALENT:** Discover Wisconsin on-air host(s) for all applicable video content to be mutually agreed upon.
4. **PROJECT REVIEW:** Discover Mediaworks will provide Sheboygan County review (impressions, engagements, etc.) updates a minimum of two (2) separate times throughout each project year. Sheboygan County will provide Discover Mediaworks desired demographic information for targeting purposes throughout each project year on Discover Wisconsin platforms.
5. **COMPLIANCE:** Discover Mediaworks will comply with all federal, state and local laws, regulations, ordinances, guidelines, permits and requirements applicable to providing services pursuant to this Agreement, and will be solely responsible for obtaining current information on such requirements.
6. **FORCE MAJEURE:** Neither party shall be liable for any failure or delay in performing its obligations under this Agreement if and to the extent that such failure or delay is caused by a Force Majeure event. A Force Majeure event means, in relation to either party, any event or circumstance beyond the reasonable control of that party including act of God, fire, explosion, flood, epidemic, pandemic, power failure, war or threat of war, acts of terrorism, national emergency, riot, civil disturbance, sabotage, labor disputes. A party affected by the Force Majeure (the "Affected Party") shall immediately notify the other party ("Non-Affected Party") in writing of the event, giving sufficient details thereof and the likely duration of the delay. The Affected Party shall use all commercially reasonable efforts to recommence performance of its obligations under this Agreement as soon as reasonably possible.

PROJECT SCOPE

**Sheboygan County Year One (July 2021 – November 2021)**

**Video Component**

**Digital Short Series:**

- Four (4) part short-form digital Discover Wisconsin video series
  - Up to four (4) days of field-production
  - Includes pre and post-production
  - Discover Wisconsin on-air host(s)
    - Host selection to be mutually agreed upon
  - Placement on Discover Wisconsin streaming platforms and social media
    - Placement of series on Discover Wisconsin's current streaming platforms (Roku, Apple TV, Fire TV, Chromecast, SmartTV, IOS, Android, etc.) for up to five (5) years
    - Placement of series on Discover Wisconsin's YouTube channel in perpetuity
    - Placement of series on Discover Wisconsin's Facebook page in perpetuity
  - Four (4) "The Bobber" editorial blogs
    - Blog content and release date to be mutually agreed upon between Discover Wisconsin and Sheboygan County
  - Four (4) e-newsletter promotions (features or mentions) promoting series
  - Promotion of series on all Discover Wisconsin social media platforms
    - Minimum 600,000 guaranteed impressions in promotion of series
      - Discover Mediaworks will reach this minimum through organic posts/stories, potential added value and paid media, if required

**Know Your Wisconsin:**

- One (1) Know Your Wisconsin ninety (90) – one-hundred twenty (120) second video/story
  - One (1) day of field-production
  - Includes pre and post-production
  - One (1) TV news feature airing during local morning news broadcasts throughout Wisconsin on Discover Wisconsin Television Network
  - Placement on Discover Wisconsin streaming platforms and social media
    - Placement of series on Discover Wisconsin's current streaming platforms (Roku, Apple TV, Fire TV, Chromecast, SmartTV, IOS, Android, etc.) for up to five (5) years
    - Placement of series on Discover Wisconsin's YouTube channel in perpetuity
    - Placement of series on Discover Wisconsin's Facebook page in perpetuity
  - One (1) audio only version of story on one (1) Discover Wisconsin The Cabin podcast
  - One (1) featured article in one (1) monthly Discover Wisconsin e-newsletter
  - One (1) promotion in one (1) Wisconsin Counties Association e-newsletter
  - One (1) article featured in one (1) Wisconsin Counties Association Magazine (print)

**Shared Media**

**Video:**

- Each video from series will be shared with client via a unique URL to embed each video story on their website(s) and/or social media

PROJECT SCOPE

**Sheboygan County Year One (July 2021 – November 2021)**

**The Cabin Podcast**

**Dedicated/Bonus Podcast:**

- Presenting content sponsor of one (1) dedicated/bonus Discover Wisconsin “The Cabin Podcast” episode
  - Discover Wisconsin on-air host(s)
  - Twenty (20) – Twenty-five (25) minute recorded podcast
  - Includes one (1) pre-recorded interview with Sheboygan County representative (TBD)
    - Interview length: three (3) – five (5) minutes
- The Cabin Podcast episode will be promoted across social media (Discover Wisconsin and The Cabin) and discoverwisconsin.com
- One (1) “The Bobber” editorial blog
  - Blog content and release date to be mutually agreed upon between Discover Wisconsin and Sheboygan County

**Official Designation & Use of Mark**

**Logo:**

- Discover Wisconsin “Choice Destination” Badge will be supplied as an icon for placement on your website, and any additional in-home or out-of-home marketing
  - Sheboygan County, City of Sheboygan and Sheboygan County Economic Development Corporation will be granted usage rights

**Video & Still Edits – To Be Owned by Sheboygan County and Participating Partners**

**B-Roll:**

- B-roll video footage provided from all utilized video in each digital short story

**Still Photography:**

- One (1) day photo shoot with Discover Wisconsin professional photographer

**Social Video Edits:**

- Up to four (4) production edits for professional :15 social media video ads
- Two (2) production edits for professional :60 social media video ads

**Broadcast Commercial:**

- One (1) production edit for professional :30 second TV commercial

**Non-Compete**

- It is further understood that Discover Wisconsin is a registered trademark of Discover Mediaworks, any video, electronic or audio reproduction, alteration or rebroadcast of these episodes or any portion thereof, as produced by Discover Wisconsin, without the express written approval of Discover Mediaworks, is strictly prohibited
- Broadcast components are subject to pre-emption and other acts, circumstances or occurrences which are beyond the control of Discover Mediaworks

## PROJECT SCOPE

**Sheboygan County Year Two (December 2021 – November 2022)****Video Component****Discover Wisconsin Season 35 Full Episode**

- One (1) produced one-half hour Discover Wisconsin television episode featuring Sheboygan County
  - Four (4) segments (approx. four (4) – five (5) minutes in length in each segment)
  - Discover Wisconsin on-air host(s)
    - Host selection will be mutually agreed upon
  - Production to take place in 2021-2022
  - Four (4) – six (6) days of field production (video footage acquisition)
  - Two (2) airings on Discover Wisconsin Television Network over multiple fiscal years (2022-2023)
    - First airing scheduled for Season 35 (Nov. 2021 – Oct. 2022)
  - Placement of episode on Discover Wisconsin's current streaming platforms (Roku, Apple TV, Fire TV, Chromecast, SmartTV, IOS, Android, etc.) for up to five (5) years
  - Placement of episode on Discover Wisconsin's YouTube channel into perpetuity
  - Placement of episode on Discover Wisconsin's Facebook page into perpetuity
  - Availability to list select events during weekly broadcasts within two (2) year airing window
  - "Episode Page" on *discoverwisconsin.com* specific for two (2) fiscal years
    - Landing page designed with key episode and production information
  - Logo placement on *discoverwisconsin.com*
  - One (1) "The Bobber" editorial blog
    - Blog to promote episode
  - Three (3) e-newsletter promotions (features or mentions) promoting episode
  - Promotion of episode on all Discover Wisconsin social media and digital platforms
    - 350,000-500,000 estimated impressions in promotion of episode
  - Promotion of Discover Wisconsin episode on one (1) The Cabin Podcast
    - Podcast hosts will promote episode prior to episode premier on broadcast/OTT
  - Logo placement on the Discover Wisconsin 2023 print calendar
    - Ability to include logos for Sheboygan County, City of Sheboygan, and/or Sheboygan Economic Development Corporation
  - Public Relations press release to all Wisconsin newspapers and key publications

## PROJECT SCOPE

**Sheboygan County Year Two (December 2021 – November 2022)****Digital Short Series:**

- Two (2) part short-form digital Discover Wisconsin video series
  - Up to two (2) days of field-production
  - Includes pre and post-production
  - Discover Wisconsin on-air host(s)
    - Host selection to be mutually agreed upon
  - Placement on Discover Wisconsin streaming platforms and social media
    - Placement of series on Discover Wisconsin's current streaming platforms (Roku, Apple TV, Fire TV, Chromecast, SmartTV, IOS, Android, etc.) for up to five (5) years
    - Placement of series on Discover Wisconsin's YouTube channel in perpetuity
    - Placement of series on Discover Wisconsin's Facebook page in perpetuity
  - Two (2) "The Bobber" editorial blogs
    - Blog content and release date to be mutually agreed upon between Discover Wisconsin and Sheboygan County
  - Two (2) e-newsletter promotions (features or mentions) promoting series
  - Promotion of series on all Discover Wisconsin social media platforms
    - Minimum 300,000 guaranteed impressions in promotion of series
      - Discover Mediaworks will reach this minimum through organic posts/stories, potential added value and paid media, if required

**Know Your Wisconsin:**

- Two (2) Know Your Wisconsin ninety (90) – one-hundred twenty (120) second video/stories
  - Two (2) days of field-production
  - Includes pre and post-production
  - Two (2) TV news feature airing during local morning news broadcasts throughout Wisconsin on Discover Wisconsin Television Network
  - Placement on Discover Wisconsin streaming platforms and social media
    - Placement of series on Discover Wisconsin's current streaming platforms (Roku, Apple TV, Fire TV, Chromecast, SmartTV, IOS, Android, etc.) for up to five (5) years
    - Placement of series on Discover Wisconsin's YouTube channel in perpetuity
    - Placement of series on Discover Wisconsin's Facebook page in perpetuity
  - One (1) audio only version of story on two (2) Discover Wisconsin "The Cabin" podcast
  - One (1) featured article in two (2) monthly Discover Wisconsin e-newsletter
  - One (1) promotion in two (2) Wisconsin Counties Association e-newsletters
  - One (1) article featured in two (2) Wisconsin Counties Association Magazines (print)

**Shared Media****Video:**

- Each video from series will be shared with client via a unique URL to embed each video story on their website(s) and/or social media

PROJECT SCOPE

**Sheboygan County Year Two (December 2021 – November 2022)**

**The Cabin Podcast**

**Dedicated/Bonus Podcast:**

- Presenting content sponsor of one (1) dedicated/bonus Discover Wisconsin “The Cabin Podcast” episode
  - Discover Wisconsin on-air hosts
  - Twenty (20) – Twenty-five (25) minute recorded podcast
  - Includes one (1) pre-recorded interview with Sheboygan County representative (TBD)
    - Interview length: three (3) – five (5) minutes
- The Cabin Podcast episode will be promoted across social media (Discover Wisconsin and The Cabin) and discoverwisconsin.com
- One (1) “The Bobber” editorial blog
  - Blog content and release date to be mutually agreed upon between Discover Wisconsin and Sheboygan County

**Chalet Sponsorship:**

- One (1) :30-:60 live read during eight (8) selected The Cabin Podcasts
- One (1) “The Bobber” editorial blog
  - Blog content and release date to be mutually agreed upon between Discover Wisconsin and Sheboygan County
- Three (3) promotions/posts on Discover Wisconsin Instagram stories

**Official Designation & Use of Mark**

**Logo:**

- Discover Wisconsin “Choice Destination” Badge will be supplied as an icon for placement on your website, and any additional in-home or out-of-home marketing
  - Sheboygan County, City of Sheboygan and Sheboygan Economic Development Corporation will be granted usage rights

**Video & Still Edits – To Be Owned by Sheboygan County and Participating Partners**

**B-Roll:**

- B-roll video footage provided from all utilized video in each digital short story and full episode

**Still Photography:**

- One (1) day photo shoot with Discover Wisconsin professional photographer

**Non-Compete**

- It is further understood that Discover Wisconsin is a registered trademark of Discover Mediaworks, any video, electronic or audio reproduction, alteration or rebroadcast of these episodes or any portion thereof, as produced by Discover Wisconsin, without the express written approval of Discover Mediaworks, is strictly prohibited
- Broadcast components are subject to pre-emption and other acts, circumstances or occurrences which are beyond the control of Discover Mediaworks

## PROJECT SCOPE

**Sheboygan County Optional Year Three (December 2022 – November 2023)****Video Component****Digital Short Series:**

- Four (4) part short-form digital Discover Wisconsin video series
  - Up to four (4) days of field-production
  - Includes pre and post-production
  - Discover Wisconsin on-air host(s)
    - Host selection to be mutually agreed upon
  - Placement on Discover Wisconsin streaming platforms and social media
    - Placement of series on Discover Wisconsin's current streaming platforms (Roku, Apple TV, Fire TV, Chromecast, SmartTV, IOS, Android, etc.) for up to five (5) years
    - Placement of series on Discover Wisconsin's YouTube channel in perpetuity
    - Placement of series on Discover Wisconsin's Facebook page in perpetuity
  - Four (4) "The Bobber" editorial blogs
    - Blog content and release date to be mutually agreed upon between Discover Wisconsin and Sheboygan County
  - Four (4) e-newsletter promotions (features or mentions) promoting series
  - Promotion of series on all Discover Wisconsin social media platforms
    - Minimum 600,000 guaranteed impressions in promotion of series
      - Discover Mediaworks will reach this minimum through organic posts/stories, potential added value and paid media, if needed

**Know Your Wisconsin:**

- Two (2) Know Your Wisconsin ninety (90) – one-hundred twenty (120) second video/stories
  - Two (2) days of field-production
  - Includes pre and post-production
  - Two (2) TV news feature airing during local morning news broadcasts throughout Wisconsin on Discover Wisconsin Television Network
  - Placement on Discover Wisconsin streaming platforms and social media
    - Placement of series on Discover Wisconsin's current streaming platforms (Roku, Apple TV, Fire TV, Chromecast, SmartTV, IOS, Android, etc.) for up to five (5) years
    - Placement of series on Discover Wisconsin's YouTube channel in perpetuity
    - Placement of series on Discover Wisconsin's Facebook page in perpetuity
  - One (1) audio only version of story on two (2) Discover Wisconsin "The Cabin" podcast
  - One (1) featured article in two (2) monthly Discover Wisconsin e-newsletter
  - One (1) promotion in two (2) Wisconsin Counties Association e-newsletters
  - One (1) article featured in two (2) Wisconsin Counties Association Magazines (print)

**Shared Media****Video:**

- Each video from series will be shared with client via a unique URL to embed each video story on their website(s) and/or social media

PROJECT SCOPE

**Sheboygan County Optional Year Three (December 2022 – November 2023)**

**The Cabin Podcast**

**Dedicated/Bonus Podcast:**

- Presenting content sponsor of one (1) dedicated/bonus Discover Wisconsin “The Cabin Podcast” episode
  - Discover Wisconsin on-air host(s)
  - Twenty (20) – Twenty-five (25) minute recorded podcast
  - Includes one (1) pre-recorded interview with Sheboygan County representative (TBD)
    - Interview length: three (3) – five (5) minutes
- The Cabin Podcast episode will be promoted across social media (Discover Wisconsin and The Cabin) and discoverwisconsin.com
- One (1) “The Bobber” editorial blog
  - Blog content and release date to be mutually agreed upon between Discover Wisconsin and Sheboygan County

**Chalet Sponsorship:**

- One (1) :30-:60 live read during eight (8) selected The Cabin Podcasts
- One (1) “The Bobber” editorial blog
  - Blog content and release date to be mutually agreed upon between Discover Wisconsin and Sheboygan County
- Three (3) promotions/posts on Discover Wisconsin Instagram stories

**Official Designation & Use of Mark**

**Logo:**

- Discover Wisconsin “Choice Destination” Badge will be supplied as an icon for placement on your website, and any additional in-home or out-of-home marketing
  - Sheboygan County, City of Sheboygan and Sheboygan Economic Development Corporation will be granted usage rights

**Video & Still Edits – To Be Owned by Sheboygan County and Participating Partners**

**B-Roll:**

- B-roll video footage provided from all utilized video in each digital short story

**Social Video Edits:**

- Up to four (4) production edits for professional :15 social media video ads
- Two (2) production edits for professional :60 social media video ads

**Non-Compete**

- It is further understood that Discover Wisconsin is a registered trademark of Discover Mediaworks, any video, electronic or audio reproduction, alteration or rebroadcast of these episodes or any portion thereof, as produced by Discover Wisconsin, without the express written approval of Discover Mediaworks, is strictly prohibited
- Broadcast components are subject to pre-emption and other acts, circumstances or occurrences which are beyond the control of Discover Mediaworks

**CITY OF SHEBOYGAN**

**REQUEST FOR FINANCE AND PERSONNEL COMMITTEE CONSIDERATION**

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**ITEM DESCRIPTION:** Res. No. 63 – 21 – 22 by Alderpersons Mitchell and Filicky-Peneski adopting certain changes to the City’s Medical Benefit Plan and Dental Benefit Plan effective for calendar year 2022 and establishing the monthly premium rates effective January 2022 and after.

**REPORT PREPARED BY:** Vicky Schneider, Director of Human Resources and Labor Relations

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**REPORT DATE:** September 22, 2021

**MEETING DATE:** September 27, 2021

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**FISCAL SUMMARY:**

Budget Line Item: N/A  
Budget Summary: N/A  
Budgeted Expenditure: N/A  
Budgeted Revenue: N/A

**STATUTORY REFERENCE:**

Wisconsin N/A  
Statutes:  
Municipal Code: N/A

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**BACKGROUND / ANALYSIS:**

In partnership with USI insurance brokerage, the City of Sheboygan is presenting the insurance premium rates for Health and Dental plans effective January 1, 2022.

**STAFF COMMENTS:**

The City of Sheboygan has a strong relationship with USI which provides support and analysis of benefit requirements for the employees of the City of Sheboygan. The rates have slightly increased over 2021, with the employee contribution increasing from 8.5% to 8.75% of the premium cost. There will also be an HSA contribution of \$750/1500 depending on the specific tier of plan coverage.

**ACTION REQUESTED:**

Motion to recommend the Finance and Personnel recommend to Common Council to adopt Res. No. 63-21-22 authorizing certain changes to the City’s Medical Benefit and Dental Benefit plans effective January 1, 2022.

**ATTACHMENT**

- I. Res. No. 63-21-22

III

Res. No. 63 - 21 - 22. By Alderpersons Mitchell and Filicky-Peneski.  
September 20, 2021.

A RESOLUTION adopting certain changes to the City's Medical Benefit Plan and Dental Benefit Plan effective for calendar year 2022 coverage and establishing the monthly premium equivalent rates effective for January 2022 coverage and thereafter.

RESOLVED: That the following changes to the City of Sheboygan's Medical Benefit Plan and Dental Benefit Plan effective for calendar year 2022 are hereby adopted\*:

1) 2022 Health Insurance Monthly Premium Rates

a) The monthly premium for health insurance in 2022 shall be as follows:

<u>Coverage</u>	
Single	\$ 914.90
Employee with spouse	\$1,740.56
Employee with children	\$1,577.78
Family	\$2,405.16

b) The monthly employee premium equivalent rates for full-time employees shall be:

<u>Coverage</u>	
Single	\$ 80.04
Employee with spouse	\$ 152.30
Employee with children	\$ 138.06
Family	\$ 210.44

c) The monthly employee premium equivalent rates for part-time, eligible employees shall be:

<u>Coverage</u>	
Single	\$ 457.44
Employee with spouse	\$ 870.28
Employee with children	\$ 788.90
Family	\$1,202.58

\* Nothing in this Resolution shall be interpreted as contradicting any approved collective bargaining agreement. Part time employees will generally pay 50% of the total monthly premium. However, for example, the City's collective bargaining agreement with Amalgamated Transit Union Local 998 provides that certain part-time employees will pay a lower amount of the total monthly premium.

FAP

- d) The monthly employee premium equivalent rates for retirees shall be:

<u>Coverage</u>	
Single	\$ 914.90
Employee with spouse	\$1,740.56
Employee with children	\$1,577.78
Family	\$2,405.16

2) 2022 Dental Insurance Monthly Premium Rates

- a) The monthly premium for dental insurance in 2022 shall be as follows:

<u>Coverage</u>	
Single	\$ 47.52
Employee with spouse	\$ 95.88
Employee with children	\$ 107.14
Family	\$ 157.42

- b) The monthly employee premium equivalent rates for full-time employees shall be:

<u>Coverage</u>	
Single	\$ 7.14
Employee with spouse	\$ 14.38
Employee with children	\$ 16.08
Family	\$ 23.62

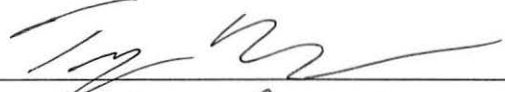

- c) The monthly employee premium equivalent rates for part-time, eligible employees shall be:

<u>Coverage</u>	
Single	\$ 23.76
Employee with spouse	\$ 47.94
Employee with children	\$ 53.57
Family	\$ 78.71

- 3) In 2022, the City will partially fund a Health Savings Account (HSA) for employees and/or family members (eligibility follows IRS guidelines) on the City's Health Insurance Plan as of January 1, 2022. Except in the case of a collective bargaining agreement that states otherwise, the maximum City funding amounts will total \$750 for those with single coverage and \$1,500 for those with employee plus spouse, employee plus child(ren), and full family coverage. Additionally:

- a) The City Administrator shall have the authority to determine the schedule on which the City's HSA contributions will be made, so long as at least half of the total contribution is made in January 2022.
- b) HSA contributions are issued to an employee and/or family member based on eligibility of the employee and/or retiree on January 1. Mid-year changes for an active plan participant after January 1 are not eligible for HSA contributions. In addition, COBRA-only participants are not eligible for the City contribution to the HSA.
- c) For the avoidance of doubt, no contributions will be made for those new to the plan after January 1, 2022.
- d) Employees/retirees are responsible for notifying the Human Resources Department if the employee/retiree is or will be an active participant of a secondary government-issued health insurance, such as Medicare or Tricare, as of January 1 of the Plan year. Following IRS guidelines, neither the City nor the employee may contribute to an HSA account if the employee is also participating in the government plan.
- e) Employees/retirees who elect the family plan, employee plus child(ren) plan, or the employee plus spouse plan remain eligible for the applicable HSA contribution, even if their dependent is on a government issued plan, so long as their spouse is not listed on the employee's HSA account. Once an employee is not eligible for the HSA contribution, no HSA contribution will be provided to spouse and/or dependents on the plan.

- 4) For the sake of clarity, other items relating to the Medical Benefit Plan and the Dental Benefit Plan which are not changed by this Resolution, such as the deductible amount, the co-insurance amount, the maximum out-of-pocket amount, the spousal surcharge, and the opt-out incentive are unchanged for calendar year 2022 coverage. The current status of these items is found in Res. No. 67-20-21.

  
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I HEREBY CERTIFY that the foregoing Resolution was duly passed by the Common Council of the City of Sheboygan, Wisconsin, on the \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_.

Dated \_\_\_\_\_ 20\_\_\_\_. \_\_\_\_\_, City Clerk

Approved \_\_\_\_\_ 20\_\_\_\_. \_\_\_\_\_, Mayor