



## Office of Community Services

W240N3065 Pewaukee Road  
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woldanski@pewaukee.wi.us

### **TOURISM COMMISSION MEETING NOTICE AND AGENDA**

**Monday, September 16, 2024**

**1:00 PM**

Common Council Chambers ~ Pewaukee City Hall  
W240 N3065 Pewaukee Road ~ Pewaukee, Wisconsin

- 
1. Call to Order and Pledge of Allegiance
  2. Public Comment - Please limit your comments to 2 minutes, if further time for discussion is needed please contact your local Alderperson prior to the meeting.
  3. Discussion and Possible Action Regarding the Tourism Commission Meeting Minutes Dated May 3, 2024
  4. Discussion Regarding the Anticipated 2024 Income and Expenditures and Projections for 2025
  5. Discussion and Possible Action to Reprogram 2024 Beach Party Funds to Reimburse River Run Expense in the Amount of \$896.50
  6. Update Related to the Artificial Turf Installation at the Sports Complex
  7. Discussion and Possible Action Related to the Requests of the City of Pewaukee (\$240,000)
    - 7.1 Supplement the Salaries of the Tourism Director and Additional Staff Members Request in the Amount of \$40,000
    - 7.2 Reimburse the City for Synthetic Turf in the Amount of \$200,000
  8. Discussion and Possible Action Regarding the Request of the Waukesha/Pewaukee Convention and Visitors Bureau (\$326,260)
    - 8.1 Annual Operational Expenses in the Amount of \$286,260
    - 8.2 Baseball Campaign in the Amount of \$40,000
  9. Discussion and Possible Action Regarding the Request of Positively Pewaukee (\$52,000)
    - 9.1 General Marketing in the Amount of \$23,000
    - 9.2 Website Maintenance in the Amount of \$4,000
    - 9.3 Taste on the Lake in the Amount of \$25,000
  10. Discussion and Possible Action Regarding the 2025 Funding Requests of the Pewaukee Kiwanis Club (\$11,000)
    - 10.1 Pewaukee Beach Party in the Amount of \$10,000
    - 10.2 River Run in the Amount of \$1,000
  11. Public Comment - Please limit your comments to 2 minutes, if further time for discussion is needed please contact your local Alderperson prior to the meeting.
  12. Adjournment

Kelley Tarczewski  
Clerk/Treasurer

September 13, 2024

**NOTICE**

It is possible that members of other governmental bodies of the municipality may be in attendance to gather information that may form a quorum. At the above stated meeting, no action will be taken by any governmental body other than the governmental body specifically referred to above in this notice.

Any person who has a qualifying disability under the Americans with Disabilities Act that requires the meeting or materials at the meeting to be in an accessible format must contact the Clerk/Treasurer, Kelly Tarczewski, at (262) 691-0770 three business days prior to the meeting so that arrangements may be made to accommodate your request.

**CITY OF PEWAUKEE  
TOURISM COMMISSION AGENDA ITEM 3.**

**DATE:** September 16, 2024

**DEPARTMENT:** Clerk/Treasurer

**PROVIDED BY:**

***SUBJECT:***

Discussion and Possible Action Regarding the Tourism Commission Meeting Minutes Dated May 3, 2024

***BACKGROUND:***

***FINANCIAL IMPACT:***

***RECOMMENDED MOTION:***

**CITY OF PEWAUKEE  
TOURISM COMMISSION AGENDA ITEM 4.**

**DATE:** September 16, 2024

**DEPARTMENT:** Clerk/Treasurer

**PROVIDED BY:**

***SUBJECT:***

Discussion Regarding the Anticipated 2024 Income and Expenditures and Projections for 2025

***BACKGROUND:***

***FINANCIAL IMPACT:***

***RECOMMENDED MOTION:***

**ATTACHMENTS:**

Description

Letter from CVB

Financial Review



August 16, 2024

TO: Pewaukee Tourism Commission Members

FROM: Tammy Tritz  
Waukesha Pewaukee CVB

RE: State of the Industry

Wisconsin boasted yet another record setting year for tourism spending in 2023. According to the economic impact study the CVB purchased from Tourism Economics for our destination, 2023 was record setting here as well! Over \$179 million in visitor spending; 3,043 tourism related jobs and \$20 million generated in state and local taxes! Waukesha County remains the fourth highest county in the state for tourism spending, following Milwaukee, Dane and Sauk counties respectively.

At the start of the year, predictions for 2024 from various trade associations were not as promising. While the RNC in Milwaukee provided a significant opportunity in July, the rest of the calendar year has shown its challenges. Leisure travel continues to appear stable, business and meeting/convention travel remains just as challenging as last year, with hybrid (remote and on-site) employment and virtual meetings still challenging the traditional meeting and conference experience. We continue to see the trend of smaller meetings in length and attendance and the booking window continues to shrink. Transient business travel remains inconsistent, with some weeks at near sold-out status and others minimal volume.

As we look to 2025, we don't see much changing. Election years always cause concern, like many industries and the vulnerable state of the economy remains a concern for many. Consistent and frequent messaging and sales outreach remain so important in our efforts to keep our destination in the forefront of our traveling guests. Taking advantage of the technology available to help us best understand who our leisure visitor is, where they are coming from and how they spend their money when in our destination is key to finding and bringing more of those like visitors here. Expanding into some targeted tradeshow opportunities and more one-on-one selling opportunities to our group/meeting planner clients, along with providing them service like no where else, will help us maintain our market share as we compete with more hotels opening in the metro Milwaukee area.

I look forward to reviewing our 2024 initiatives with you and sharing plans for 2025, as we work with our hotel partners to ensure the strongest year possible.

*Meetings* **meet** *Success*

City of Pewaukee  
2024 Tourism

Revenue Received:

|                                | 2024<br>Budget | Jan    | Feb    | Mar    | Apr    | May    | Jun     | Jul     | Aug | Sep | Oct | Nov | Dec | YTD     |
|--------------------------------|----------------|--------|--------|--------|--------|--------|---------|---------|-----|-----|-----|-----|-----|---------|
| Tourism Grants:                |                |        |        |        |        |        |         |         |     |     |     |     |     |         |
| Marriot West(CSM)              |                | 42,681 | 47,083 | 49,571 | 60,309 | 57,376 | 71,221  | 89,817  |     |     |     |     |     | 418,058 |
| Holiday Inn (Heart of America) |                | 10,162 | 8,441  | 8,684  | 12,015 | 15,955 | 19,500  | 36,137  |     |     |     |     |     | 110,893 |
| Wildwood (Heart of America)    |                | 4,655  | 4,138  | 6,477  | 6,184  | 8,493  | 11,725  | 15,146  |     |     |     |     |     | 56,817  |
| The Inn of the Olde Homestead  |                | 53     | -      | 13     | 79     | 58     | 132     | 391     | 313 |     |     |     |     | 1,040   |
| Airbnb Inc (Avalara)           |                | -      | -      | 6,458  | -      | -      | 7,900   | -       | -   |     | -   | -   |     | 14,358  |
| HomeAway.com (Avalara)         |                | -      | -      | 370    | -      | -      | 3,932   | -       | -   |     | -   | -   |     | 4,302   |
| Expedia/Vertex                 |                | -      | -      | 7,893  | -      | -      | 11,029  | -       | -   |     | -   | -   |     | 18,922  |
| Avalara (Agoda International)  |                | -      | -      | 224    | -      | -      | 171     | -       | -   |     | -   | -   |     | 395     |
| Totals =                       | 785,750        | 57,551 | 59,661 | 79,689 | 78,587 | 81,882 | 125,610 | 141,491 | 313 | -   | -   | -   | -   | 624,784 |

-

Revenue Received vs. Budget

|                        |           |           |           |           |           |           |           |           |   |   |   |   |  |
|------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---|---|---|---|--|
| Monthly Over/(under) = | (728,199) | (668,538) | (588,849) | (510,262) | (428,380) | (302,770) | (161,279) | (160,966) | - | - | - | - |  |
| OVER TO DATE           |           |           |           |           |           |           |           |           |   |   |   |   |  |

YTD Revenue by Function:

| Establishment           | 2024<br>Budget | Jan    | Feb    | Mar    | Apr    | May    | Jun     | Jul     | Aug | Sep | Oct | Nov | Dec | YTD     |
|-------------------------|----------------|--------|--------|--------|--------|--------|---------|---------|-----|-----|-----|-----|-----|---------|
| Tourism Fund 250        | 555,025        | 40,286 | 41,763 | 55,783 | 55,011 | 57,318 | 87,927  | 99,044  | 219 | -   | -   | -   | -   | 437,351 |
| City General Fund 100   | 235,735        | 17,265 | 17,898 | 23,907 | 23,576 | 24,565 | 37,683  | 42,447  | 94  | -   | -   | -   | -   | 187,435 |
| Sports Complex Fund 470 |                |        |        |        |        |        |         |         |     |     |     |     |     | -       |
|                         | -              | 57,551 | 59,661 | 79,690 | 78,587 | 81,883 | 125,610 | 141,491 | 313 | -   | -   | -   | -   | 624,786 |

|   |         |         |       |       |       |        |        |          |          |          |          |          |          |
|---|---------|---------|-------|-------|-------|--------|--------|----------|----------|----------|----------|----------|----------|
| Monthly Over/(under) City General Fund= | (2,380) | (1,747) | 4,262 | 3,931 | 4,920 | 18,038 | 22,802 | (19,551) | (19,645) | (19,645) | (19,645) | (19,645) | (48,305) |
|---|---------|---------|-------|-------|-------|--------|--------|----------|----------|----------|----------|----------|----------|

YTD Summary-Toursim Fund 250

|                             |           |                     |
|-----------------------------|-----------|---------------------|
| Tourism Fund 250 Collected  | 437,351   | (Collected To Date) |
| Tourism Dollars Distributed | (204,557) | (Total for Year)    |

|                 |         |
|-----------------|---------|
| Tourism Balance | 232,794 |
|-----------------|---------|

Total Tourism Distribution:

| Establishment  | 2024<br>Budget Requests | 2024<br>Approved<br>Requests | 1st Qtr | 2nd Qtr | 3rd Qtr | 4th Qtr | Total   |
|--|-------------------------|------------------------------|---------|---------|---------|---------|---------|
| Pos. Pew. General Marketing                                      | 23,000                  | 23,000                       |         | 1,995   | 4,462   |         | 6,457   |
| Waukesha-Pewaukee CVB  | 275,250                 | 255,250                      | 63,813  | 63,812  | 63,813  | 63,812  | 255,250 |
| Waukesha-Pewaukee CVB<br>Major League Baseball                   | 20,000                  | 40,000                       | -       |         |         | 40,000  | 40,000  |
| Pewaukee Kiwanis-Beach Party                                     | 10,000                  | 10,000                       | -       | -       | 6,662   | -       | 6,662   |
| Pewaukee Kiwanis-River Run                                       | 800                     | -                            | -       | -       | -       |         | -       |
| Transfer to General Fund for Tourism<br>Director                 | 30,000                  | 30,000                       | -       | -       | -       | 30,000  | 30,000  |
| City of Pewaukee - Sports Complex<br>Turf (CC Meeting 3/20/2023) | 400,000                 | 400,000                      |         |         |         |         | -       |
|  | 822,050                 | 758,250                      | 63,813  | 65,807  | 74,937  | 133,812 | 338,369 |

\$200,000 from Fund Balance

**CITY OF PEWAUKEE  
TOURISM COMMISSION AGENDA ITEM 5.**

**DATE:** September 16, 2024

**DEPARTMENT:** Clerk/Treasurer

**PROVIDED BY:**

***SUBJECT:***

Discussion and Possible Action to Reprogram 2024 Beach Party Funds to Reimburse River Run Expense in the Amount of \$896.50

***BACKGROUND:***

***FINANCIAL IMPACT:***

***RECOMMENDED MOTION:***

**ATTACHMENTS:**

Description

2024 River Run Request



# Kiwanis<sup>®</sup>

## CLUB OF PEWAUKEE

I am submitting the following invoices from the Pewaukee Kiwanis RiverRun for approval towards our 2024 Tourism Grant.

### Advertising

|                                    |                 |
|------------------------------------|-----------------|
| Conley Media 4/13/24               | \$170.00        |
| Buttons                            | \$ 39.00        |
| Website design and update 03/09/24 | \$187.50        |
| Website design and update 06/09/24 | \$500.00        |
| <b>Total submitted</b>             | <b>\$896.50</b> |

Please contact me with any questions or concerns. Thank you for your continued support of the Kiwanis Club of Pewaukee.

**Linda Wittmann**

**Kiwanis Club of Pewaukee, Secretary**



**CITY OF PEWAUKEE  
TOURISM COMMISSION AGENDA ITEM 6.**

**DATE:** September 16, 2024

**DEPARTMENT:** Clerk/Treasurer

**PROVIDED BY:**

***SUBJECT:***

Update Related to the Artificial Turf Installation at the Sports Complex

***BACKGROUND:***

***FINANCIAL IMPACT:***

***RECOMMENDED MOTION:***

**CITY OF PEWAUKEE  
TOURISM COMMISSION AGENDA ITEM 7.**

**DATE:** September 16, 2024

**DEPARTMENT:** Clerk/Treasurer

**PROVIDED BY:**

***SUBJECT:***

Discussion and Possible Action Related to the Requests of the City of Pewaukee (\$240,000)

***BACKGROUND:***

***FINANCIAL IMPACT:***

***RECOMMENDED MOTION:***

**ATTACHMENTS:**

Description

P&R Request



W240 N3065 Pewaukee Road  
Pewaukee, Wisconsin 53072  
Phone (262) 691-0770 Fax (262) 691-1798

## **City of Pewaukee 2025 Tourism Application**

### **Operational Request**

The City has received \$30,000 annually to help fund the Tourism Director's and additional staff salaries for 2024. With the growth of the Sports Complex and synthetic turf conversion occurring currently, there will be a significant uptick in facility usage for tournaments. We had shared at the 2024 Tourism Budget meeting we would be requesting \$40,000 as we expect a full year of work with tournament execution and support to scheduling and reservation.

We look forward to working with vendors on tournament scheduling and team registration. We're currently working on the 2025 tournament schedule and stay-to-play contract models with our tournament vendor. We hope to have this wrapped up in September to go live in October for tournament registrations and hotel booking opportunities.

### **Synthetic Turf Project Request**

Previous verbal commitment from the Tourism Commission was to commit \$400,000 from Tourism Fund balance towards the project with up to \$200,000 annual commitments until the remaining balance was paid in full. There was also verbal commitment to begin funding a capital replacement of turf upon completion of the installation payments.

In the turf bidding and purchase process, City staff have found cost savings on the project by working to complete purchasing direct for items such as bases, portable pitching mound systems, anchor plugs, locks, etc.

Per previous Tourism meetings, the approved annual payments were scheduled to be:

|  |                    |
|--|--------------------|
| 2024 Tourism Fund Balance Request                | \$400,000          |
| 2025 - Until Finished Turf Balance Reimbursement | \$200,000 annually |

**CITY OF PEWAUKEE  
TOURISM COMMISSION AGENDA ITEM 8.**

**DATE:** September 16, 2024

**DEPARTMENT:** Clerk/Treasurer

**PROVIDED BY:**

***SUBJECT:***

Discussion and Possible Action Regarding the Request of the Waukesha/Pewaukee Convention and Visitors Bureau (\$326,260)

***BACKGROUND:***

***FINANCIAL IMPACT:***

***RECOMMENDED MOTION:***

**ATTACHMENTS:**

Description

Waukesha Pewaukee 2025 Operational Request

2025 Midwest Baseball Campaign

Waukesha Pewaukee CVB  
2025 PROPOSED Budget

|                           |                     |                     |  |
|---------------------------|---------------------|---------------------|--|
|                           |                     |                     |  |
|                           |                     |                     |  |
| <b>Income</b>             | <b>2024</b>         | <b>2025</b>         | <b>2025 Notes</b>  |
| Projected Room Tax        |                     |                     |  |
| City of Waukesha          | \$355,284.65        | \$384,153.88        | Growth projected due to home rental collections and city room tax cap.                                     |
| City of Pewaukee          | \$255,250.00        | \$286,260.00        |  |
|                           |                     |                     |  |
| <b>Advertising Income</b> |                     |                     |  |
| General Marketing         | \$9,000.00          | \$12,500.00         | Co-op advertising programs   |
| Events Council            | \$7,500.00          | \$8,250.00          | Co-op advertising programs   |
|                           |                     |                     |  |
| <b>Grants</b>             |                     |                     |  |
| City of Pewaukee          | \$40,000.00         | \$40,000.00         | Major League Baseball campaign request   |
| WI Department of Tourism  |                     | \$9,250.00          | Meetings Mean Business grants to support facility rental fees and transportation fees for two conferences. |
|                           |                     |                     |  |
| <b>Interest Income</b>    | \$50.00             | \$50.00             | 50   |
|                           |                     |                     |  |
|                           |                     |                     |  |
| <b>TOTAL INCOME</b>       | <b>\$667,084.65</b> | <b>\$740,463.88</b> |  |
|                           |                     |                     |  |
|                           |                     |                     |  |
|                           |                     |                     |  |
|                           |                     |                     |  |

Waukesha Pewaukee CVB  
2025 PROPOSED Budget

|                                      |                     |                     |   |
|--------------------------------------|---------------------|---------------------|---|
| <b>Expenses</b>                      |                     |                     |   |
| <b>ADMINISTRATION</b>                |                     |                     |   |
| Salaries, Retirement & Payroll Taxes | \$244,012.99        | \$258,047.50        |   |
| FUTA, SUTA                           | \$499.00            | \$478.00            |   |
| Workers Comp                         | \$765.00            | \$815.00            |   |
| Health, Dental & Disability          | \$37,154.32         | \$39,688.42         | Estimate as premiums will be confirmed in Q4  |
| Business, D&O Insurance              | \$3,835.00          | \$4,183.00          |   |
| Professional Development             | \$1,000.00          | \$750.00            |   |
| Accounting                           | \$2,000.00          | \$2,000.00          |   |
| <b>SUB TOTAL</b>                     | <b>\$289,266.31</b> | <b>\$305,961.92</b> |   |
| <b>ADVERTISING AND MARKETING</b>     |                     |                     |   |
| Material Devel & Printing            | \$42,000.00         | \$45,000.00         | Website upgrades; visitor guide; blogger; group tradeshow collateral  |
| Tradeshows                           |                     | \$5,000.00          | Co-op with hotel partners   |
| Promotional Items                    | \$500.00            | \$500.00            | Sales call leave behind items   |
| Convention Services                  | \$1,000.00          | \$750.00            | Bags, Folders, Namebadges   |
| Sponsorships                         | \$5,600.00          | \$9,800.00          | Sales sponsorships/incentives to support in market groups/conferences   |
| Sales Promotions                     | \$15,000.00         | \$18,000.00         | Meeting Planner Sales Blitz; Planner Receptions; FAM Tour   |
| Web Advertising                      | \$124,500.00        | \$166,400.00        | SEM & SEO; Digital and E-blast marketing  |
| Print Advertising                    | \$91,025.00         | \$90,000.00         |   |
| Economic Impact Report               | \$3,500.00          | \$0.00              | Purchased every 2 years   |
| Arrivalist                           | \$15,000.00         | \$15,000.00         | Data driven marketing program allowing us to know who is visiting, for how long and where they go when in the destination         |
| Air DNA                              | \$8,500.00          | \$8,500.00          | Data driven marketing program allowing us to know who is renting Air BnB properties and providing trip data for us to market from |
| Cobalt Community Research Grants     |                     | \$7,500.00          | Grant program for event owners to learn more about the demographics of their guests   |
| <b>SUB TOTAL</b>                     | <b>\$306,625.00</b> | <b>\$366,450.00</b> |   |

Waukesha Pewaukee CVB  
2025 PROPOSED Budget

|                              |                     |                     |   |
|------------------------------|---------------------|---------------------|---|
| <b>OFFICE EXPENSES</b>       |                     |                     |   |
| Rent                         | \$44,386.32         | \$45,495.65         |   |
| Telephone                    | \$4,651.20          | \$4,680.00          |   |
| Water Cooler                 | \$500.00            | \$384.00            |   |
| Postage                      | \$3,965.00          | \$3,655.00          | Lease, permit, inquiry fulfillment & shipping |
| Supplies                     | \$500.00            | \$500.00            |   |
| Miscellaneous                | \$250.00            | \$250.00            |   |
| Office Equipment             | \$1,000.00          | \$750.00            |   |
| Equipment Mtnce.             | \$1,950.00          | \$2,500.00          |   |
| Software Licenses            | \$2,635.00          | \$2,895.00          | Sales; Zoom & Virus programs                  |
| <b>SUB TOTAL</b>             | <b>\$59,837.52</b>  | <b>\$61,109.65</b>  |   |
|                              |                     |                     |   |
| <b>MEETINGS &amp; TRAVEL</b> |                     |                     |   |
| Miscellaneous Mtgs.          | \$350.00            | \$300.00            | Partner Meetings                              |
| Lodging                      | \$650.00            | \$500.00            | Mtngs/Conference Attendance                   |
| Meals                        | \$125.00            | \$125.00            | Overnight travel meals                        |
| Mileage                      | \$4,750.00          | \$5,000.00          | Sales Calls; Meetings/Conferences             |
| Conference Registration      | \$810.00            | \$765.00            |   |
| WMPI Meetings                | \$0.00              | \$0.00              | Annual sponsorship includes most meetings     |
| WSAE Meetings                | \$0.00              | \$0.00              | Annual sponsorship includes most meetings     |
| <b>SUB TOTAL</b>             | <b>\$6,685.00</b>   | <b>\$6,690.00</b>   |   |
|                              |                     |                     |   |
| <b>MEMBERSHIPS</b>           |                     |                     |   |
| Religious Conf. Mngrs.       | \$295.00            | \$295.00            |   |
| Reunion Friendly Network     | \$275.00            | \$285.00            |   |
| WACVB                        | \$3,250.00          | \$3,250.00          |   |
| MPI/WI Chapter               | \$525.00            | \$550.00            |   |
| WI Manufactures & Commerce   | \$585.00            | \$600.00            | Employee Benefits Programs                    |
| <b>SUB TOTAL</b>             | <b>\$4,930.00</b>   | <b>\$4,980.00</b>   |   |
|                              |                     |                     |   |
|                              |                     |                     |   |
| <b>TOTAL EXPENSES</b>        | <b>\$667,083.83</b> | <b>\$745,191.57</b> |   |



## **2025 Midwest Baseball Campaign**

**Grant Request:** \$40,000.00

**Geographic Targets:** Wrigley Field (IL), Target Field (MN); Busch Stadium (MO); Great American Ball Park (OH)

### **Digital Marketing Campaign Components:**

Working with a digital marketing agency, we will implement similar marketing tactics, targeting desktop, mobile and tablet users, as with past baseball campaigns using: Retargeting; Contextual Targeting; Hyperlocal Mobile Targeting and Mobile Location Retargeting. We will also allocate dollars for campaigns on Facebook and Trip Advisor

All campaigns will begin about 4 weeks prior to games at American Family Field. Each campaign will include a landing page on the back of the CVB website that will include Pewaukee hotel information, things to see & do, events and dining options, in an effort to create a destination experience when coming to a Brewer's game in Milwaukee.

In both 2023 and 2024, these campaigns were the highest-ranking marketing initiatives completed by the CVB, based on the CTR (click through rate) to our website and the time spent on our website (1:03), all tracked through the campaign and Google analytics. In part, that success comes from focusing on a very targeted demographic and geographic market. We feel strongly this is an campaign to continue and grow.



**CITY OF PEWAUKEE  
TOURISM COMMISSION AGENDA ITEM 9.**

**DATE:** September 16, 2024

**DEPARTMENT:** Clerk/Treasurer

**PROVIDED BY:**

***SUBJECT:***

Discussion and Possible Action Regarding the Request of Positively Pewaukee (\$52,000)

***BACKGROUND:***

***FINANCIAL IMPACT:***

***RECOMMENDED MOTION:***

**ATTACHMENTS:**

Description

PP Letter

PP 2025 Request

PP Marketing Detail



To: City of Pewaukee Tourism Commission  
From: Positively Pewaukee

This year Positively Pewaukee brought out a brand-new event called Taste on the Lake. It was a tremendous success. Lots of people stayed at the hotels. The community engagement was great to see. With the new event we started it at noon instead of at 4pm. This was designed to help engage families to attend. This event brought people from all over to see Pewaukee. I would like to add a shuttle service to the hotels to help increase stays.

The general marketing money was an incredible help. We were able to help market all of our events. This helps increase the foot traffic to Pewaukee.

Positively Pewaukee would love to redesign our website this would include taking new pictures. I have gotten a few verbal quotes.

Thank you  
Liz Unruh  
Executive Director



To: City of Pewaukee Tourism Commission

From: Positively Pewaukee

Re: 2025 budget request

We are submitting the following request of \$52,000 for the following items:

Taste on the Lake - \$25,000

General Marketing - \$23,000

Website - \$4,000

Total ask - \$52,000

Please let me know if you need further information.

Thank you

Liz Unruh

Executive Director



## General Marketing:

Facebook ads

Advertising with Lake Country Family Fun

Advertising with the Waukesha Pewaukee CVB

Signs for our events

Canva

Adobe

Constant Contact

Social Media Flyers

Social Media Post Creations

Marketing Consulting

Other marketing items that come up

**CITY OF PEWAUKEE  
TOURISM COMMISSION AGENDA ITEM 10.**

**DATE:** September 16, 2024

**DEPARTMENT:** Clerk/Treasurer

**PROVIDED BY:**

***SUBJECT:***

Discussion and Possible Action Regarding the 2025 Funding Requests of the Pewaukee Kiwanis Club (\$11,000)

***BACKGROUND:***

***FINANCIAL IMPACT:***

***RECOMMENDED MOTION:***

**ATTACHMENTS:**

Description

Kiwanis Request 2024



# Kiwaniis®

## CLUB OF PEWAUKEE

Linda Wittmann  
Pewaukee Kiwanis Club, Secretary  
Pewaukee Kiwanis Club Beach Party  
Pewaukee Kiwanis RiverRun

August 26, 2024  
City of Pewaukee  
Tourism Grant Commission

Requested grant for Beach Party 2025 - \$10,000  
Requested grant for RiverRun 2025 - \$1,000

Dear members of the Tourism Grant Commission,

The Pewaukee Kiwanis largest fundraiser for 2025 will be the 29<sup>th</sup> Annual Pewaukee Kiwanis Beach Party. It is the annual summer kick-off in Pewaukee taking place in the heart of our beachfront community. Our event is important to the community. The Beach Party offers an opportunity to showcase the Pewaukee community, our beachfront and local businesses to many tourists. We do this in concert with the Lake Country Clean Water Festival.

The Pewaukee Kiwanis RiverRun is our second fundraiser, celebrating 51 years in 2025. Over the years families have joined the fun and competition of our seven-mile canoe/kayak race on the Pewaukee River from Penny's Bridge to Frame Park. Many family members have moved away but return to participate in this event.

We have been challenged at the Beach Party with a shrinking footprint due to businesses expanding out into the roadway. That being said we are proud of the wonderful relationships that we have grown with the businesses. They are some of our best supporters and we are lucky to be able to showcase their work. One highlight was during our Kids Day activities, over 200 life jackets were given away by a water patrol partnership with National Marine Manufacturers Association. The Waukesha Freeman covered that give away. While North Shore Bank took on the "Integrated Name Sponsorship" in 2024, that sponsorship helped us financially while the actual event was a near total rain out with severe weather closing us down on Saturday evening.

In contrast the 50<sup>th</sup> RiverRun had near perfect weather and we consider it a great success. We were able to secure a live on-air feature story on WTMJ4 news program in advance of the event. We also made 3D



# Kiwanis®

## CLUB OF PEWAUKEE

model canoes which were placed at local businesses. Anyone who found and turned in a canoe was granted free registration. Social media made that possible.

These two events are just part of our annual fundraising that allows us to donate generously to organizations that make Pewaukee a vital community.

We are asking for a grant amount of \$10,000 for the Beach Party and \$1,000 for the RiverRun. We look forward to bringing in more people to see just what a fantastic place Pewaukee is and to continue the success and future of our great traditions. Your help can also ensure that we can continue to successfully raise funds for our community needs. Below you will see a list of organizations that we support. We look forward to a successful year of collaboration with the Tourism Committee.

Sincerely,

Linda Wittmann

Charities and community projects supported in 2024 by the Pewaukee Kiwanis Club

|                           |                             |                           |
|---------------------------|-----------------------------|---------------------------|
| Pewaukee Scholarship Fund | Pewaukee Schools            | Pewaukee Public Library   |
| Pewaukee Park & Rec       | Pewaukee Historical Society | Pewaukee Lake Ski Club    |
| Pewaukee Food Pantry      | PHS Robotics Club           | School Mini-grant program |
| Family Promise            | Lake Country Caring         | Hebron House              |
| Cops & Kids               | Life Jacket Program         | River Partnership         |
| Friends of the Park       | Life Striders               | Katie's Closet            |
| Healing Hearts            | Community Connections       | Clearing House Families   |

Total projected donations in 2024: \$67,650 including:

\$12,000 to the Food Pantry

\$20,300 to Friends of the Fine Arts for Performing Arts Wall of Fame at PHS

\$12,000 to Pewaukee Scholarship Fund