

## Office of Community Services

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

**Friday, December 8, 2017**

**9:00 AM**

City of Pewaukee ~ Common Council Chambers  
W240 N3065 Pewaukee Road, Pewaukee, WI

- 
1. Call to Order and Pledge of Allegiance
  2. Approval of meeting minutes dated February 3, 2017.
  3. Discussion Related to Hotel Tax Income History and the 2018 Projected Revenue.
  4. Discussion and Possible Action Regarding 2018 Budget Proposals and Requests.
    - 4.1 Pewaukee Kiwanis
    - 4.2 Pewaukee Chamber of Commerce
    - 4.3 Positively Pewaukee
    - 4.4 Waukesha Pewaukee Convention & Visitors Bureau
  5. Adjournment

Kelley Woldanski, MSRA  
Director of Community Services

Posted: [12/1/2017]

#### **NOTICE**

It is also 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 Director of Community Services, Kelley Woldanski, at (262) 691-7275 by 12:00 p.m. the Friday prior to the meeting so that arrangements may be made to accommodate your request.

**CITY OF PEWAUKEE  
TOURISM COMMISSION AGENDA ITEM 2.**

**DATE:** December 8, 2017

**DEPARTMENT:** Tourism

**PROVIDED BY:** Kelley Woldanski

***SUBJECT:***

Approval of meeting minutes dated February 3, 2017.

***BACKGROUND:***

Please see the attached document.

***FINANCIAL IMPACT:***

***RECOMMENDED MOTION:***

approve of the February 3, 2017 meeting minutes as written.

**ATTACHMENTS:**

Description

Meeting Minutes

In attendance: K Kramar, Alderman C Brown, Alderman R Grosch, Acting Mayor S Bierce.

1. Call to Order and Pledge of Allegiance
2. Review of the Tourism Commission Duties & Responsibilities  
*The Commission reviewed the updated documents and K. Kramar explained more detail about what the changes in the law mean – essentially all tourism money needs to go to items that will create heads in beds and/or for marketing the area to bring people here as a destination which could in turn create heads in beds as well.*
3. Discussion Related to Hotel Tax Income History and the 2017 Projected Revenue  
*The projected income for 2017 for tourism funds was put in at \$525,000. K. Kramar noted that the number will likely be higher due to the golf tournament coming into town this summer.*
4. Discussion Regarding 2016 Revenue Collection and Final Distribution of Hotel Tax Revenue as of December 31, 2016  
*Discussion included that the fund has a zero balance as of 12/31/2016 and therefore fund reimbursements will not be able to occur until the money is collected from the hotel tax. C. Brown suggested perhaps the City could lend the funds to the tourism committee for reimbursements until the tax is collected. (This is something that would need Common Council approval, there was no recommendation to ask their approval at this meeting)*
5. Discussion and Possible Action Regarding 2017 Budget Proposals
  - 5.1. Pewaukee Chamber of Commerce  
**A motion was made and seconded (K Kramar, Ray Grosch) to approve of the request of the Chamber of Commerce for \$15,700 in the form of a grant; funds to be reimbursed to them by submitting receipts. (Request includes funds for advertising, printing, signage, promotions, website and general marketing)**  
**Motion Passed For: 4; Against: 0; Abstain: 0; Absent: 1**
  - 5.2. Positively Pewaukee  
**A motion was made and seconded (K Kramar, C Brown) to approve of the request of Positively Pewaukee for \$104,000 in the form of a grant; funds to be reimbursed to them by submitting receipts. (Request includes marketing funds to include \$31,000 for Taste of Lake Country, \$35,000 for multi-sport weekend, \$25,000 for king and queen 1/2 marathon, \$10,000 general marketing, and \$3,000 for website)**  
**Motion Passed For: 4; Against: 0; Abstain: 0; Absent: 1**
  - 5.3. Waukesha Pewaukee Convention & Visitors Bureau  
**A motion was made and seconded (K Kramar, C Brown) to approve of the request of the Waukesha/Pewaukee Convention Visitor's Bureau in the amount of \$365,000. (Funds to be paid quarterly)**  
**Motion Passed For: 4; Against: 0; Abstain: 0; Absent: 1**
6. Set Next Meeting Date – *Date to be set in the future, not determined at the meeting.*

7. Adjournment

**A motion was made and seconded (Ray Grosch, C Brown) to adjourn at 11:26 am.**

**Motion Passed For: 4; Against: 0; Abstain: 0; Absent: 1**

Respectfully Submitted,  
Kelley Woldanski, MSRA  
Director of Community Services

DRAFT

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

**DATE:** December 8, 2017

**DEPARTMENT:** Tourism

**PROVIDED BY:** Kelley Woldanski

***SUBJECT:***

Discussion Related to Hotel Tax Income History and the 2018 Projected Revenue.

***BACKGROUND:***

The attached documents include the disbursements/budget for 2017, the revenues collected thus far for 2017 and the historical collections from 2007-2016 when the Tourism Fund was started.

The 2018 budget was set at \$530,000 for tourism ~ this portion to be given out to tourism entities with Tourism Commission approval.

***FINANCIAL IMPACT:***

***RECOMMENDED MOTION:***

no action to be taken

**ATTACHMENTS:**

Description

2017 Collections and Disbursements

**YTD Summary-Toursim Fund 250**

|                             |              |                     |
|-----------------------------|--------------|---------------------|
| Tourism Fund 250 Collected  | 506,218.00   | (Collected To Date) |
| Tourism Dollars Distributed | (536,899.01) | (Total for Year)    |

|                 |             |
|-----------------|-------------|
| Tourism Balance | (30,681.01) |
|-----------------|-------------|

**Total Tourism Distribution:**

| Establishment                                      | 2017<br>Budget | 1st Qtr | 2nd Qtr | 3rd Qtr | 4th Qtr | Total   |                 |
|--|----------------|---------|---------|---------|---------|---------|-----------------|
| Positively Pewaukee<br>General Marketing & Website | 13,000         |         |         | 9,750   | 3,250   | 13,000  |                 |
| Waukesha-Pewaukee CVB                              | 365,000        | 91,250  | 91,250  | 91,250  | 91,250  | 365,000 |                 |
| Pos. Pew. Grant Taste                              | 6,000          |         |         | 31,000  |         | 31,000  | * Receipts Req. |
| Pos. Pew. Grant Multi-Sport                        | 35,000         | 35,000  |         |         |         | 35,000  | * Receipts Req. |
| Pos. Pew. King/Queen Marathon                      | 25,000         | 25,000  |         |         |         | 25,000  | * Receipts Req. |
| Chamber-Advertising,<br>Print, Signage, Promotions |                | -       | -       | -       |         | -       | * Receipts Req. |
| Pos. Pew. Transp for Taste                         |                |         |         | 2,000   |         | 2,000   | * Receipts Req. |
| Waukesha-Pewaukee CVB<br>Baseball Grant            |                | -       | -       | -       | 65,899  | 65,899  | * Receipts Req. |
| Chamber-website/mktg.                              | 15,700         | -       | -       | -       | -       | -       | * Receipts Req. |
|  | 459,700        | 151,250 | 91,250  | 134,000 | 160,399 | 536,899 |                 |

City of Pewaukee  
2017 Tourism

| Revenue Received:              |                |        |        |        |        |        |        |        |        |        |        |     |     |         |
|--------------------------------|----------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-----|---------|
| Tourism Grants:                | 2017<br>Budget | Jan    | Feb    | Mar    | Apr    | May    | Jun    | Jul    | Aug    | Sep    | Oct    | Nov | Dec | YTD     |
| Marriot West(CSM)              |                | 35,781 | 39,174 | 42,579 | 43,284 | 48,965 | 58,563 | 53,137 | 53,079 | 44,798 | 46,527 |     |     | 465,887 |
| Holiday Inn (Heart of America) |                | 12,255 | 11,878 | 15,681 | 14,957 | 16,616 | 16,485 | 17,881 | 17,491 | 16,701 | 16,506 |     |     | 156,452 |
| Wildwood(Heart of America)     |                | 8,180  | 7,520  | 9,517  | 8,543  | 9,556  | 12,332 | 13,027 | 12,372 | 10,638 | 9,143  |     |     | 100,829 |
| Totals =                       | 750,000        | 56,217 | 58,573 | 67,777 | 66,784 | 75,138 | 87,380 | 84,046 | 82,941 | 72,137 | 72,176 | -   | -   | 723,168 |
| 2016 Totals                    |                |        |        |        |        |        |        |        |        |        |        |     |     |         |
| Difference                     |                |        |        |        |        |        |        |        |        |        |        |     |     | -       |

Revenue Received vs. Budget

|                        |         |         |       |       |        |        |        |        |       |       |  |  |  |        |
|------------------------|---------|---------|-------|-------|--------|--------|--------|--------|-------|-------|--|--|--|--------|
| Monthly Over/(under) = | (6,283) | (3,927) | 5,277 | 4,284 | 12,638 | 24,880 | 21,546 | 20,441 | 9,637 | 9,676 |  |  |  | 98,169 |
| OVER TO DATE           |         |         |       |       |        |        |        |        |       |       |  |  |  |        |

YTD Revenue by Function:

| Establishment                           | 2017<br>Budget | Jan     | Feb     | Mar    | Apr    | May    | Jun    | Jul    | Aug    | Sep    | Oct    | Nov | Dec | YTD     |
|---|----------------|---------|---------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-----|---------|
| Tourism Fund 250                        | 525,000        | 39,352  | 41,001  | 47,444 | 46,749 | 52,596 | 61,166 | 58,832 | 58,059 | 50,496 | 50,523 | -   | -   | 506,218 |
| City General Fund 100                   | 225,000        | 16,865  | 17,572  | 20,333 | 20,035 | 22,541 | 26,214 | 25,214 | 24,882 | 21,641 | 21,653 | -   | -   | 216,950 |
| Sports Complex Fund 470                 | -              |         |         |        |        |        |        |        |        |        |        |     |     | -       |
|   | 750,000        | 56,217  | 58,573  | 67,777 | 66,784 | 75,137 | 87,380 | 84,046 | 82,941 | 72,137 | 72,176 | -   | -   | 723,168 |
| Monthly Over/(under) City General Fund= |                |         |         |        |        |        |        |        |        |        |        |     |     |         |
|   |                | (1,885) | (1,178) | 1,583  | 1,285  | 3,791  | 7,464  | 6,464  | 6,132  | 2,891  | 2,903  |     |     | 29,450  |
| SHORTFALL IN GEN. FUND TO DATE          |                |         |         |        |        |        |        |        |        |        |        |     |     |         |

2016 Tourism

| Tourism Grants:                | 2016<br>Budget | Jan    | Feb    | Mar    | Apr    | May    | Jun    | Jul    | Aug    | Sep    | Oct    | Nov    | Dec    | YTD     |
|--------------------------------|----------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|
| Marriot West(CSM)              | 415,715        | 33,803 | 38,501 | 39,052 | 47,727 | 49,579 | 50,428 | 55,306 | 52,989 | 44,877 | 47,413 | 35,607 | 27,570 | 522,852 |
| Holiday Inn (Heart of America) | 159,357        | 12,357 | 12,928 | 13,907 | 14,988 | 18,196 | 18,750 | 18,789 | 18,630 | 17,067 | 17,777 | 10,985 | 11,600 | 185,974 |
| Wildwood(Heart of America)     | 117,786        | 6,456  | 7,859  | 9,189  | 9,754  | 11,618 | 12,814 | 14,509 | 12,254 | 10,975 | 12,207 | 9,648  | 7,988  | 125,270 |
| Totals =                       | 692,858        | 52,616 | 59,287 | 62,148 | 72,469 | 79,393 | 81,992 | 88,604 | 83,872 | 72,920 | 77,396 | 56,239 | 47,157 | 834,096 |

2015 Tourism

| Tourism Grants:                | 2015<br>Budget | Jan    | Feb    | Mar    | Apr    | May    | Jun    | Jul    | Aug        | Sep    | Oct    | Nov    | Dec | YTD     |
|--------------------------------|----------------|--------|--------|--------|--------|--------|--------|--------|------------|--------|--------|--------|-----|---------|
| Marriot West(CSM)              | 415,715        | 27,461 | 29,771 | 35,810 | 37,013 | 38,752 | 44,576 | 51,318 | 54,178     | 46,368 | 44,269 | 34,713 | -   | 444,228 |
| Holiday Inn (Heart of America) | 159,357        | 11,880 | 12,588 | 14,547 | 14,526 | 15,699 | 18,155 | 18,297 | 20,418     | 15,877 | 17,211 | 12,192 | -   | 171,390 |
| Wildwood(Heart of America)     | 117,786        | 7,655  | 7,731  | 10,314 | 9,576  | 9,923  | 12,889 | 13,938 | 13,322     | 8,971  | 10,455 | 6,491  | -   | 111,265 |
| Totals =                       | 692,858        | 46,996 | 50,090 | 60,671 | 61,115 | 64,373 | 75,620 | 83,553 | 87,917     | 71,216 | 71,935 | 53,396 | -   | 726,883 |
| YTD Thru August                |                |        |        |        |        |        |        |        | 530,336.00 |        |        |        |     |         |

2014 Tourism

Revenue Received:

| Tourism Grants:                | 2014<br>Budget | Jan    | Feb    | Mar    | Apr    | May    | Jun    | Jul    | Aug        | Sep    | Oct    | Nov    | Dec    | YTD     |
|--------------------------------|----------------|--------|--------|--------|--------|--------|--------|--------|------------|--------|--------|--------|--------|---------|
| Marriot West(CSM)              | 415,715        | 30,319 | 36,516 | 32,076 | 37,487 | 37,957 | 46,875 | 48,560 | 44,660     | 36,685 | 43,665 | 27,372 | 22,905 | 445,077 |
| Holiday Inn (Heart of America) | 159,357        | 11,729 | 11,839 | 11,680 | 12,867 | 14,012 | 16,744 | 17,188 | 18,839     | 15,733 | 17,251 | 10,704 | 9,958  | 168,545 |
| Wildwood(Heart of America)     | 117,786        | 5,372  | 6,795  | 7,724  | 7,458  | 8,606  | 11,785 | 11,969 | 12,829     | 9,848  | 9,877  | 6,732  | 6,288  | 105,283 |
| Totals =                       | 692,858        | 47,420 | 55,150 | 51,480 | 57,813 | 60,575 | 75,404 | 77,717 | 76,328     | 62,266 | 70,794 | 44,808 | 39,151 | 718,904 |
| YTD Thru August                |                |        |        |        |        |        |        |        | 501,886.05 |        |        |        |        |         |

2013 Tourism

Revenue Received:

| Tourism Grants:                | 2013<br>Budget | Jan    | Feb    | Mar    | Apr    | May    | Jun    | Jul    | Aug        | Sep    | Oct    | Nov    | Dec    | YTD     |
|--------------------------------|----------------|--------|--------|--------|--------|--------|--------|--------|------------|--------|--------|--------|--------|---------|
| Marriot West(CSM)              | 420,000        | 34,428 | 32,662 | 32,812 | 37,209 | 42,698 | 41,599 | 48,533 | 54,778     | 39,506 | 41,119 | 28,044 | 27,680 | 461,069 |
| Holiday Inn (Heart of America) | 161,000        | 10,665 | 10,340 | 10,853 | 11,956 | 14,549 | 16,894 | 17,373 | 20,318     | 13,300 | 16,857 | 10,571 | 9,753  | 163,428 |
| Wildwood(Heart of America)     | 119,000        | 5,695  | 5,672  | 7,781  | 7,676  | 9,579  | 10,265 | 10,055 | 13,700     | 8,736  | 8,900  | 5,954  | 5,453  | 99,467  |
| Totals =                       | 700,000        | 50,789 | 48,675 | 51,446 | 56,841 | 66,826 | 68,757 | 75,961 | 88,796     | 61,542 | 66,876 | 44,570 | 42,886 | 723,964 |
| YTD Thru August                |                |        |        |        |        |        |        |        | 508,090.85 |        |        |        |        |         |

2012 Tourism

Revenue Received:

| Tourism Grants:            | 2012<br>Budget | Jan    | Feb    | Mar    | Apr    | May    | Jun    | Jul    | Aug        | Sep    | Oct    | Nov    | Dec    | YTD     |
|----------------------------|----------------|--------|--------|--------|--------|--------|--------|--------|------------|--------|--------|--------|--------|---------|
| Marriot West(CSM)          | 420,000        | 29,476 | 33,564 | 29,331 | 33,780 | 40,220 | 41,243 | 41,811 | 45,620     | 36,071 | 36,621 | 24,758 | 22,516 | 415,009 |
| Radisson-Holiday Inn       | 161,000        | 9,173  | 10,870 | 10,501 | 11,101 | 12,928 | 16,182 | 15,238 | 18,010     | 12,291 | 14,987 | 10,480 | 9,125  | 150,885 |
| Wildwood(Heart of America) | 119,000        | 8,166  | 8,860  | 9,200  | 6,229  | 8,731  | 10,284 | 10,911 | 9,646      | 7,419  | 7,967  | 4,745  | 5,763  | 97,922  |
| Totals =                   | 700,000        | 46,815 | 53,293 | 49,033 | 51,110 | 61,878 | 67,709 | 67,960 | 73,275     | 55,781 | 59,575 | 39,983 | 37,404 | 663,816 |
| YTD Thru August            |                |        |        |        |        |        |        |        | 471,073.51 |        |        |        |        |         |

2011 Tourism

Revenue Received:

| Tourism Grants:   | 2011<br>Budget | Jan    | Feb    | Mar    | Apr    | May    | Jun    | Jul    | Aug        | Sep    | Oct    | Nov    | Dec    | YTD     |
|-------------------|----------------|--------|--------|--------|--------|--------|--------|--------|------------|--------|--------|--------|--------|---------|
| Marriot West(CSM) | 390,000        | 31,711 | 32,335 | 40,399 | 35,065 | 39,013 | 44,241 | 41,616 | 45,878     | 43,251 | 43,000 | 29,003 | 19,889 | 445,400 |
| Radisson          | 149,500        | 10,107 | 9,105  | 11,640 | 11,534 | 12,266 | 15,130 | 14,547 | 17,789     | 13,540 | 13,232 | 9,754  | 7,676  | 146,319 |
| Comfort Suites    | 110,500        | 8,771  | 9,481  | 11,664 | 9,613  | 10,926 | 12,667 | 11,779 | 14,115     | 10,771 | 11,170 | 7,511  | 6,554  | 125,022 |
| Totals =          | 650,000        | 50,588 | 50,921 | 63,704 | 56,212 | 62,205 | 72,038 | 67,941 | 77,782     | 67,561 | 67,401 | 46,268 | 34,119 | 716,740 |
| YTD Thru August   |                |        |        |        |        |        |        |        | 501,390.47 |        |        |        |        |         |

2010 Tourism

Revenue Received:

| Tourism Grants:   | 2010<br>Budget | Jan    | Feb    | Mar    | Apr    | May    | Jun    | Jul    | Aug        | Sep    | Oct    | Nov    | Dec    | YTD     |
|-------------------|----------------|--------|--------|--------|--------|--------|--------|--------|------------|--------|--------|--------|--------|---------|
| Marriot West(CSM) | 348,000        | 29,248 | 27,759 | 33,204 | 32,674 | 35,659 | 45,858 | 39,704 | 48,259     | 38,618 | 39,793 | 30,951 | 22,608 | 424,335 |
| Radisson          | 133,400        | 7,908  | 8,119  | 9,470  | 8,016  | 9,665  | 12,086 | 13,365 | 14,548     | 12,362 | 9,743  | 10,293 | 5,937  | 121,512 |
| Comfort Suites    | 98,600         | 8,099  | 9,286  | 7,954  | 8,215  | 9,136  | 12,173 | 11,577 | 13,631     | 11,422 | 10,506 | 7,986  | 5,909  | 115,894 |
| Totals =          | 580,000        | 45,255 | 45,164 | 50,628 | 48,905 | 54,460 | 70,117 | 64,646 | 76,438     | 62,402 | 60,042 | 49,230 | 34,454 | 661,741 |
| YTD Thru August   |                |        |        |        |        |        |        |        | 455,613.00 |        |        |        |        |         |

2009 Tourism

Revenue Received:

| Tourism Grants:   | 2009<br>Budget | Jan    | Feb    | Mar    | Apr    | May    | Jun    | Jul    | Aug        | Sep    | Oct    | Nov    | Dec    | YTD     |
|-------------------|----------------|--------|--------|--------|--------|--------|--------|--------|------------|--------|--------|--------|--------|---------|
| Marriot West(CSM) | 478,335        | 22,791 | 23,601 | 25,650 | 26,834 | 28,668 | 43,884 | 36,479 | 37,367     | 34,191 | 33,810 | 30,279 | 26,700 | 370,254 |
| Radisson          | 180,733        | 9,510  | 10,674 | 10,893 | 10,259 | 8,663  | 11,439 | 13,418 | 11,953     | 10,950 | 11,760 | 9,837  | 7,198  | 126,556 |
| Comfort Suites    | 140,933        | 8,218  | 8,798  | 10,875 | 10,000 | 9,534  | 12,347 | 11,765 | 11,800     | 9,810  | 9,912  | 7,865  | 6,564  | 117,486 |
| Totals =          | 800,000        | 40,518 | 43,073 | 47,418 | 47,094 | 46,865 | 67,670 | 61,662 | 61,120     | 54,951 | 55,482 | 47,981 | 40,462 | 614,296 |
| YTD Thru August   |                |        |        |        |        |        |        |        | 415,419.96 |        |        |        |        |         |

2008 Tourism

Revenue Received:

| Tourism Grants:   | 2008<br>Budget | Jan    | Feb    | Mar    | Apr    | May    | Jun    | Jul    | Aug        | Sep    | Oct    | Nov    | Dec    | YTD     |
|-------------------|----------------|--------|--------|--------|--------|--------|--------|--------|------------|--------|--------|--------|--------|---------|
| Marriot West(CSM) | 463,821        | 31,430 | 28,393 | 33,287 | 37,042 | 35,247 | 48,209 | 49,071 | 59,012     | 43,101 | 37,794 | 27,404 | 20,136 | 450,126 |
| Radisson          | 177,719        | 12,288 | 11,367 | 9,865  | 11,560 | 14,193 | 17,849 | 18,215 | 21,204     | 15,917 | 16,621 | 10,180 | 10,659 | 169,918 |
| Comfort Suites    | 139,902        | 9,132  | 11,111 | 10,914 | 12,107 | 12,193 | 15,067 | 14,644 | 19,239     | 13,361 | 13,300 | 8,849  | 8,625  | 148,541 |
| Totals =          | 781,442        | 52,849 | 50,870 | 54,065 | 60,710 | 61,632 | 81,125 | 81,930 | 99,455     | 72,380 | 67,715 | 46,434 | 39,420 | 768,586 |
| YTD Thru August   |                |        |        |        |        |        |        |        | 542,637.61 |        |        |        |        |         |

2007 Tourism

Revenue Received:

| Tourism Grants:   | 2007<br>Budget | Jan    | Feb    | Mar    | Apr    | May    | Jun    | Jul    | Aug        | Sep    | Oct    | Nov    | Dec    | YTD     |
|-------------------|----------------|--------|--------|--------|--------|--------|--------|--------|------------|--------|--------|--------|--------|---------|
| Marriot West(CSM) | 463,821        | 31,856 | 33,928 | 37,291 | 32,720 | 42,903 | 45,619 | 49,043 | 52,713     | 42,339 | 40,720 | 31,073 | 27,517 | 467,722 |
| Radisson          | 177,719        | 11,290 | 12,207 | 13,702 | 11,785 | 15,526 | 17,637 | 17,385 | 20,616     | 15,608 | 14,310 | 10,776 | 8,748  | 169,589 |
| Comfort Suites    | 139,902        | 10,285 | 10,324 | 10,295 | 9,439  | 11,025 | 13,299 | 13,820 | 15,050     | 12,086 | 11,396 | 8,634  | 8,363  | 134,016 |
| Totals =          | 781,442        | 53,431 | 56,458 | 61,288 | 53,944 | 69,454 | 76,555 | 80,248 | 88,378     | 70,033 | 66,426 | 50,483 | 44,628 | 771,327 |
| YTD Thru August   |                |        |        |        |        |        |        |        | 539,756.40 |        |        |        |        |         |

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

**DATE:** December 8, 2017

**DEPARTMENT:** Tourism

**PROVIDED BY:** Kelley Woldanski

***SUBJECT:***

Discussion and Possible Action Regarding 2018 Budget Proposals and Requests.

***BACKGROUND:***

All applications and required information has been attached for your review. Please note there are several documents, be sure to read through them all.

Notable requests:

- New grant request from the Pewaukee Kiwanis for \$5,000 for their annual beach party.
- New joint grant request from Positively Pewaukee and the Waukesha Pewaukee CVB for a Harley Davidson event in the amount of \$40,000.
- The Waukesha Pewaukee CVB is requesting \$35,000 more for their general operations from the City of Pewaukee.
- The Waukesha Pewaukee CVB is requesting another Midwest Baseball grant for an additional \$70,000.

***FINANCIAL IMPACT:***

The City of Pewaukee budgeted \$530,000 in revenue for tourism promotion/grants. The total of requests being made for 2018 is \$639,400; \$109,400 more than budgeted.

***RECOMMENDED MOTION:***

**ATTACHMENTS:**

Description

Kiwanis Request Letter

Kiwanis Grant Application

Pewaukee Chamber Request

Positively Pewaukee Request

CVB General Funding Request

CVB Harley Davidson Grant

CVB Midwest Baseball Grant

Pat Gallagher  
Pewaukee Kiwanis Club  
Pewaukee Beach Party



November 10, 2017  
City of Pewaukee  
Tourism Grant Commission

Dear Members of the Tourism Grant Commission,

The 23<sup>rd</sup> Annual Pewaukee Kiwanis Beach Party is the annual summer kick-off in Pewaukee taking place in the heart of our beachfront community. The event has a huge importance to our local community. Not only does it offer an opportunity to showcase our beachfront and local businesses to tourists, the Pewaukee Kiwanis have raised enough money to donate over \$450,000 to local charities and community projects. Kiwanis is a global organization of volunteers dedicated to improving the world one child and one community at a time. The Pewaukee Kiwanis volunteers have been improving Pewaukee for 80 years.

The Pewaukee Kiwanis Beach Party has been a huge success over the years, but like any annual event, you need to breath in some fresh air occasionally. We have been actively evaluating and changing the party over the past couple years. We have brought in new sponsors, activities and entertainment. We are excited to share the event with a broader audience. We especially want to increase traffic during the daylight hours of the event, which would also benefit the Clean Water Festival which coincides with our event. We'd like to coordinate hotel packages to coincide with the event - a Stay and Go style program with shuttle service to the Beach Party and back. This program should make it easier to track hotel rooms impacted by the Beach Party.

We have not spent funds on advertising other than about 100 flyers, word of mouth and a few street signs in the recent past. We have been fortunate to get "free" advertising in local publications, but as their budgets have tightened, we find that it is necessary to look to purchasing advertising. Though we have maintained good numbers the past few years, it

has been due to higher levels of sponsorship, not attendance. We need to get the word out that this event is truly a local gem and worth the trip.

Though we recognize the need for advertising and planning for a larger crowd by supplying shuttle service to the event, we don't want to take away funds from the charities we support. So, we are asking the Tourism Commission for help. Your assistance can help us grow the event to a well-attended family focused festival during the day and our traditional evening bash. 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 a great tradition. Your help can also insure that we can continue to successfully raise funds for our community needs. Below you will see a list of organizations that we support. We would hate to have to cut back due to lower attendance or because we have increased our costs.

Sincerely,

Pat Gallagher

#### **Charities and Community Projects Supported in 2017 by the Pewaukee Kiwanis Club**

|                                  |                                |                               |
|----------------------------------|--------------------------------|-------------------------------|
| 180 Juvenile Diversion           | Camp Wawbeek                   | Clearing House Families       |
| Community Connections            | Cops & Kids                    | Family Promise                |
| <b>Food Pantry</b>               | Healing Hearts                 | Hebron House                  |
| Historical Society               | July 4 <sup>th</sup> Fireworks | Katie's Closet                |
| Lake Country Caring              | Life Jacket Program            | Life Striders                 |
| Pewaukee Park Partnership        | <b>Pewaukee Public Library</b> | Pewaukee Water Ski Club       |
| <b>Pewaukee Schools</b>          | River Partnership              | Safe Babies, Healthy Families |
| Waukesha Community Dental Clinic |                                | Wisconsin Upside Down         |

Total donated in 2017: \$46,000 including \$11,000 to the Food Pantry, \$8,950 to Pewaukee School projects and scholarships and an annual gift of \$5000 to Kiwanis Village Park. Projected increased income for next year with the projected growth would yield over \$10,000 in additional revenue.

# Pewaukee Kiwanis Beach Party 2018

## Expenses

### TOTAL EXPENSES

| Estimated   | Actual |
|-------------|--------|
| \$45,760.00 | \$0.00 |

| Site         | Estimated         | Actual |
|--------------|-------------------|--------|
| Barricades   | \$900.00          |        |
| Clean up     | \$1,000.00        |        |
| Tents        | \$6,000.00        |        |
| Metros       | \$1,500.00        |        |
| <b>Total</b> | <b>\$9,400.00</b> |        |

| Safety       | Estimated         | Actual        |
|--------------|-------------------|---------------|
| Security     | \$1,800.00        |               |
|              |                   | \$0.00        |
| Shuttles     | \$1,000.00        |               |
| <b>Total</b> | <b>\$2,800.00</b> | <b>\$0.00</b> |

| Publicity    | Estimated         | Actual        |
|--------------|-------------------|---------------|
| T-shirts     | \$1,600.00        |               |
| Advertising  | \$4,000.00        |               |
| Postage      | \$250.00          |               |
| <b>Total</b> | <b>\$5,850.00</b> | <b>\$0.00</b> |

| Miscellaneous     | Estimated         | Actual        |
|-------------------|-------------------|---------------|
| Bar License       | \$15.00           |               |
| Village Beer Lic. | \$10.00           |               |
| Raffle Lic        | \$25.00           |               |
| CFC               | \$100.00          |               |
| misc              | \$500.00          |               |
| electric covers   | \$300.00          |               |
| gas               | \$50.00           |               |
| <b>Total</b>      | <b>\$1,000.00</b> | <b>\$0.00</b> |

| Refreshments | Estimated          | Actual        |
|--------------|--------------------|---------------|
| BBQ          | \$2,125.00         |               |
| Beer Capitol | \$11,000.00        |               |
| US Foods     | \$6,545.00         |               |
| Wine         | \$600.00           |               |
| water        | \$190.00           |               |
| ice          | \$300.00           |               |
| Sam's        | \$450.00           |               |
| <b>Total</b> | <b>\$21,210.00</b> | <b>\$0.00</b> |

| Entertainment      | Estimated         | Actual |
|--------------------|-------------------|--------|
| Bands              | \$3,500.00        |        |
| Bounce House       | \$500.00          |        |
| Luv Bug Face Paint | \$150.00          |        |
| Children's Show    | \$400.00          |        |
| Other              |                   |        |
| <b>Total</b>       | <b>\$4,550.00</b> |        |

| Prizes            | Estimated       | Actual |
|-------------------|-----------------|--------|
| pull tabs         | \$300.00        |        |
| pull tabs pay-out | \$250.00        |        |
| Prizes            | \$200.00        |        |
| Gifts             | \$200.00        |        |
| <b>Total</b>      | <b>\$950.00</b> |        |

# City of Pewaukee

## Tourism Promotion Grant Application

The Pewaukee Tourism Grant program is designed to assist local and regional non-profit organizations, associations, or individuals in their role of promoting the Pewaukee area. Grants are intended to encourage tourism in the City of Pewaukee or to fund area events that will have a significant impact on businesses located within the City of Pewaukee. Applicants will provide all the information requested. Any applications that are not complete will be returned.

### Section 1:

Name of Organization or Group: Pewaukee Kiwanis Club Date: 11/10/17

Address: PO Box 131

Pewaukee, WI 53072 Zip: \_\_\_\_\_

Phone: (262) 695-1492 Fax: \_\_\_\_\_

Name of Applicant: Pat Gallagher Title(if applicable): Pewaukee Beach Party Chairperson

### Section 2:

Brief Description of Request: We are requesting funds to be used to promote the Pewaukee Beach Party to individuals outside of the Pewaukee Area. Funds would be used for advertising implementing billboard, radio, on-line and print media

Advertising would increase attendance. We would also use part of these funds to provide a shuttle to and from remote parking which find we will need. Additionally this would also benefit local businesses by bringing in new customers.

Expected Outcome of Event: We hope to increase the attendance which would increase our revenue which we use to give back to local charities and community projects. To Date we have given \$450,00.00+

Amount Requested: \$ 5,000.00 Date(s) of Event: June 22-23, 2018

### Section 3:

Please provide a detailed plan for the event or program that you are requesting funds. Include the following:

1. Objective of the event.
  - How will this event benefit the community? Is this a first time event or annual event?
  - Where will the event or activity take place?
  - What geographic areas are you bringing event participants from?
  - How will the grant dollars be utilized to promote tourism in the City of Pewaukee?
  - What would the impact be on your event if the request is denied?
2. Evaluation of a "successful" event.
  - Provide a profit/loss statement 30 days after the event has ended.
  - Provide the number of event participants.
  - Provide the number of room nights this event added to area hotels.
3. Detailed Budget
  - Including - Advertising, permits...etc.

### Section 4:

yes This event will be promoted to out of town visitors.

yes Application is submitted by a non-profit organization.

yes This event/organization has received previous grants

Number of grants received: 10 Total amount of grants: \$ 10000

Official Use Only

Date Received: \_\_\_\_\_ Received by: \_\_\_\_\_

Note: All grants are reviewed by the Tourism Committee for recommendation to the Common Council for final approval.

## 2018 Pewaukee Chamber of Commerce Request

We are submitting the following grant request of \$14,000 for your kind consideration as outlined below.

**\$9,000 – Advertising, printing, signage and promotions.** Ongoing promotion and advertising will continue to expand our reach for the community farmers market to attract a broader audience to Pewaukee to spend their money not only at the market but in local businesses. With the help from the tourism grant, the Chamber will have opportunity to purchase additional advertising space, run promotions and obtain more signage to increase our visibility outside of the Pewaukee area. These funds would be disbursed via receipt reimbursement.

**\$5,000 – Ongoing website and general marketing grant.** We are requesting this amount in a grant to help cover the cost of continued enhancements to the Chamber's website and social media channels to better represent and serve Pewaukee, both the community and area businesses. In addition, these funds would be used to expand our marketing efforts to draw more people to Pewaukee events from surrounding areas. These funds would be disbursed via receipt reimbursement.

Please let me know if you need further information.

Thank you,

Nancy Waters, President  
Pewaukee Chamber of Commerce



To: City of Pewaukee Tourism Commission  
From: Positively Pewaukee

Re: 2018 budget request

We are submitting the following request of \$110,400 for the following items:

Taste of Lake Country - \$33,000  
Multisport Weekend - \$35,000  
King and Queen Marathons - \$25,000  
General Marketing - \$10,000  
Website - \$3,000  
Total received = \$106,000.00

We are continuing to improve our events and here are some of the updates for 2018:

1. We are adding a 4 mile race to the King and Queen ½ Marathon to include people who are not quite ready for a ½ Marathon.
2. Taste of Lake Country was a huge success in 2017 and we will again be partnering with FM 106 on advertising and bringing in higher caliber entertainment. We are currently in negotiations with an artist that FM106 feels will bring in as many people for 2018. We have booked the same band out of Chicago for our Friday night headliner to bring in the Northern Illinois crowd as we did this year.

One other large improvement would be the expansion of the grounds. We are working out the details to expand the event north to Lakefront Park. This would allow us to bring in more vendors and entertainment.

3. All of the races for MultiSport Weekend were sold out this year and the event continues to bring in people from all over the Midwest.

Attached you will find our 2018 budget as of October, the 2017 budget and a report from the Wisconsin Main Street on Taste of Lake Country.

Please let me know if you need further information.

Thank you  
Elaine Kroening  
Executive Director

**Positively Pewaukee, Inc.**  
**Profit & Loss Budget vs. Actual**  
January through December 2017

|  | TOTAL        |            |
|--|--------------|------------|
|  | Jan - Dec 17 | Budget     |
| Ordinary Income/Expense                  |              |            |
| Income                                   |              |            |
| 501 · CCC sponsorship                    |              |            |
| 5010 · CCC income                        | 6,095.27     | 6,000.00   |
| Total 501 · CCC sponsorship              | 6,095.27     | 6,000.00   |
| 502 · Main Street Open House Income      |              |            |
| 503 · Online Auction                     |              |            |
| 2031 · Sponsorship                       | 1,000.00     | 1,000.00   |
| 2034 · auction sales                     | 3,698.24     | 2,500.00   |
| Total 503 · Online Auction               | 4,698.24     | 3,500.00   |
| 504 · Food Truck Rally income            |              |            |
| 5041 · Sales                             | 2,935.00     | 2,000.00   |
| 5042 · Sponsorship                       | 2,000.00     | 2,000.00   |
| Total 504 · Food Truck Rally income      | 4,935.00     | 4,000.00   |
| 530 · Waterfront Wednesdays Income       |              |            |
| 5310 · sponsorship                       | 7,500.00     | 7,500.00   |
| 5320 · sales                             | 16,421.57    | 21,000.00  |
| 5323 · tips                              | 0.00         | 0.00       |
| Total 530 · Waterfront Wednesdays Income | 23,921.57    | 28,500.00  |
| 536 · 12 Days Income                     |              |            |
| 5361 · Sponsorship income                | 2,000.00     | 2,000.00   |
| Total 536 · 12 Days Income               | 2,000.00     | 2,000.00   |
| 537 · Other sponsorships                 | 10,000.00    | 10,000.00  |
| 543 · Taste of Lake Country Income       |              |            |
| 5324 · VIP Sales                         | 4,010.53     | 5,000.00   |
| 5430 · sales income                      | 76,301.00    | 62,000.00  |
| 5431 · tourism funding                   | 33,000.00    | 33,000.00  |
| 5432 · sponsorship                       | 32,660.00    | 32,500.00  |
| 5433 · restaurant fees                   | 7,475.00     | 7,475.00   |
| 5434 · booth fees                        | 1,116.00     | 800.00     |
| 5436 · tips                              | 5,000.00     | 4,800.00   |
| Total 543 · Taste of Lake Country Income | 159,562.53   | 145,575.00 |
| 547 · Miscellaneous Donations            | 10,149.32    | 10,000.00  |
| 550 · Kings and Queens Race Income       |              |            |
| 5501 · Tourism                           | 25,000.00    | 25,000.00  |
| 5503 · Race Income                       | 22,300.00    | 23,000.00  |
| Total 550 · Kings and Queens Race Income | 47,300.00    | 48,000.00  |
| 551 · race income                        |              |            |
| 554 · Multisport Weekend Income          |              |            |
| 5540 · Sponsorship                       | 2,000.00     | 2,000.00   |
| 5542 · Tourism Grant Income              | 35,000.00    | 35,000.00  |
| 5543 · Race Income                       | 51,809.09    | 50,000.00  |
| Total 554 · Multisport Weekend Income    | 88,809.09    | 87,000.00  |
| 555 · Tourism Income                     | 13,000.00    | 13,000.00  |

**Positively Pewaukee, Inc.**  
**Profit & Loss Budget vs. Actual**  
January through December 2017

|   | TOTAL        |            |             |
|---|--------------|------------|-------------|
|   | Jan - Dec 17 | Budget     |             |
| 560 · Board donations income              | 100.00       | 900.00     |             |
| Total Income                              | 370,571.03   | 358,475.00 |             |
| Gross Profit                              | 370,571.03   | 358,475.00 |             |
| Expense                                   |              |            |             |
| 1050 · food truck expense                 |              |            |             |
| 1052 · advertising                        | 49.90        | 100.00     |             |
| 1054 · food and beverages                 | 622.19       | 1,300.00   |             |
| 1056 · misc                               | 559.98       | 600.00     |             |
| Total 1050 · food truck expense           | 1,232.07     | 2,000.00   |             |
| 628 · 12 Days Expense                     |              |            |             |
| 6281 · Misc Expense                       | 929.23       | 1,000.00   |             |
| Total 628 · 12 Days Expense               | 929.23       | 1,000.00   |             |
| 630 · Waterfront Wednesdays Expense       |              |            |             |
| 6303 · Entertainment                      | 4,800.00     | 4,800.00   |             |
| 6304 · beer                               | 3,455.90     | 4,200.00   |             |
| 6305 · Misc expenses                      | 710.45       | 400.00     |             |
| 6306 · printing                           | 0.00         | 0.00       |             |
| 6307 · wine                               | 1,000.00     | 1,000.00   |             |
| 6308 · rental                             | 960.00       | 960.00     |             |
| 6309 · WW insurance                       | 0.00         | 0.00       |             |
| Total 630 · Waterfront Wednesdays Expense | 10,926.35    | 11,360.00  |             |
| 631 · Downtown beautification             | 4,512.53     | 2,500.00   |             |
| 638 · Thank You Expense                   | 784.21       | 1,500.00   |             |
| 642 · King and Queen expense              |              |            |             |
| 6410 · marketing and advertising          | 25,000.00    | 25,000.00  | \$25,000.00 |
| 6411 · LH payment and insurance           | 14,793.10    | 15,000.00  |             |
| 6428 · Insurance                          | 0.00         | 0.00       |             |
| Total 642 · King and Queen expense        | 39,793.10    | 40,000.00  |             |
| 643 · Taste of Lake Country               |              |            |             |
| 6331 · soda cups                          | 1,086.13     | 400.00     |             |
| 6430 · electric                           | 4,831.20     | 5,000.00   |             |
| 6432 · Table, chairs rentals,tents        | 12,343.76    | 13,500.00  |             |
| 6434 · online and print ads               | 697.31       | 1,500.00   | \$697.31    |
| 6436 · printing                           | 5,254.00     | 5,000.00   | \$5,254.00  |
| 6438 · beer                               | 16,700.89    | 16,000.00  |             |
| 6439 · entertainment                      | 11,450.00    | 11,150.00  |             |
| 6440 · misc                               | 1,115.10     | 500.00     |             |
| 6441 · signage                            | 850.00       | 800.00     | \$850.00    |
| 6442 · portable bathrooms                 | 925.00       | 900.00     |             |
| 6444 · TOLC payroll                       | 3,305.85     | 6,000.00   |             |
| 6445 · staging                            | 6,089.00     | 7,000.00   |             |
| 6446 · volunteer t-shirts                 | 895.04       | 1,800.00   |             |
| 6447 · Refrig Truck                       | 0.00         | 400.00     |             |
| 6451 · security                           | 2,930.52     | 3,000.00   |             |

**Positively Pewaukee, Inc.**  
**Profit & Loss Budget vs. Actual**  
January through December 2017

|  | TOTAL        |            |
|--|--------------|------------|
|  | Jan - Dec 17 | Budget     |
| 6452 · clean up                        | 2,875.00     | 3,000.00   |
| 6453 · Ice                             | 797.05       | 1,600.00   |
| 6454 · Restaurant reimbursement        | 1,486.00     | 2,000.00   |
| 6460 · billboard                       | 480.00       | 600.00     |
| 64611 · Radio                          | 25,410.00    | 25,000.00  |
| 646115 · VIP expense                   | 531.90       | 0.00       |
| 646116 · Shuttle                       | 2,000.00     | 2,000.00   |
| 648 · wine                             | 1,120.00     | 1,500.00   |
| Total 643 · Taste of Lake Country      | 94,627.18    | 98,950.00  |
| 645 · Mileage reimbursement            | 2,690.84     | 2,000.00   |
| 646 · Multisport Weekend Expense       |              |            |
| 6461 · marketing and advertising       | 35,000.00    | 35,000.00  |
| 6462 · Lh payment and insurance        | 39,185.00    | 39,000.00  |
| 6475 · Insurance                       | 0.00         | 0.00       |
| Total 646 · Multisport Weekend Expense | 74,185.00    | 74,000.00  |
| 657 · volunteer and staff expenses     | 1,950.21     | 1,500.00   |
| 658 · marketing expense                | 10,230.00    | 10,000.00  |
| 659 · Website                          | 3,227.60     | 3,000.00   |
| 710 · Support payroll                  | 15,232.00    | 20,000.00  |
| 711 · Management payroll               | 72,627.04    | 79,000.00  |
| 712 · CCC expenses                     |              |            |
| 7121 · clothing                        | 1,201.90     | 2,500.00   |
| 7122 · backpacks                       | 747.37       | 1,500.00   |
| 7123 · School Snacks                   | 650.00       | 500.00     |
| 7124 · Food Pantry                     | 290.70       | 200.00     |
| 7125 · Emergency Fund                  | 597.84       | 500.00     |
| 7126 · Misc Projects                   | 995.62       | 800.00     |
| Total 712 · CCC expenses               | 4,483.43     | 6,000.00   |
| 713 · Manager Workshops/Conferences    | 1,524.46     | 1,800.00   |
| 714 · Dues, luncheons                  | 1,273.83     | 800.00     |
| 715 · Telephone                        | 3,510.55     | 4,000.00   |
| 716 · Postage                          | 75.26        | 100.00     |
| 717 · Office Equipment                 | 1,071.61     | 500.00     |
| 718 · Office Supplies                  | 1,625.93     | 1,800.00   |
| 719 · Office Equipment Repairs         | 374.19       | 500.00     |
| 725 · Insurance general                | 5,908.00     | 5,500.00   |
| 726 · Accounting Fees                  | 1,258.25     | 800.00     |
| 729 · Miscellaneous                    | 2,358.43     | 1,300.00   |
| 733 · Electric - Old Main Street       | 226.20       | 200.00     |
| Total Expense                          | 356,637.50   | 341,110.00 |
| Net Ordinary Income                    | 13,933.53    | 17,365.00  |

**Positively Pewaukee, Inc.**  
**Profit & Loss Budget vs. Actual**  
January through December 2018

| Ordinary Income/Expense                  | TOTAL        |            |
|--|--------------|------------|
|  | Jan - Dec 18 | Budget     |
| <b>Income</b>                            |              |            |
| 501 · CCC sponsorship                    |              |            |
| 5010 · CCC income                        | 0.00         | 2,500.00   |
| Total 501 · CCC sponsorship              | 0.00         | 2,500.00   |
| 503 · Online Auction                     |              |            |
| 2031 · Sponsorship                       | 0.00         | 1,000.00   |
| 2034 · auction sales                     | 0.00         | 2,500.00   |
| Total 503 · Online Auction               | 0.00         | 3,500.00   |
| 504 · Food Truck Rally income            |              |            |
| 5041 · Sales                             | 0.00         | 7,000.00   |
| 5042 · Sponsorship                       | 0.00         | 9,500.00   |
| 5043 · tourism grant                     | 0.00         | 4,400.00   |
| Total 504 · Food Truck Rally income      | 0.00         | 20,900.00  |
| 530 · Waterfront Wednesdays Income       |              |            |
| 5310 · sponsorship                       | 0.00         | 15,000.00  |
| 5320 · sales                             | 0.00         | 21,000.00  |
| Total 530 · Waterfront Wednesdays Income | 0.00         | 36,000.00  |
| 532 · Halloween Fun Fest Income          | 0.00         | 1,000.00   |
| 536 · 12 Days Income                     |              |            |
| 5361 · Sponsorship income                | 0.00         | 3,500.00   |
| Total 536 · 12 Days Income               | 0.00         | 3,500.00   |
| 537 · Other sponsorships                 | 0.00         | 10,000.00  |
| 543 · Taste of Lake Country Income       |              |            |
| 5324 · VIP Sales                         | 0.00         | 5,000.00   |
| 5430 · sales income                      | 0.00         | 65,000.00  |
| 5431 · tourism funding                   | 0.00         | 33,000.00  |
| 5432 · sponsorship                       | 0.00         | 36,000.00  |
| 5433 · restaurant fees                   | 0.00         | 6,325.00   |
| 5434 · booth fees                        | 0.00         | 1,000.00   |
| 5436 · tips                              | 0.00         | 5,000.00   |
| Total 543 · Taste of Lake Country Income | 0.00         | 151,325.00 |
| 547 · Miscellaneous Donations            | 0.00         | 5,000.00   |
| 550 · Kings and Queens Race Income       |              |            |
| 5501 · Tourism                           | 0.00         | 25,000.00  |
| 5503 · Race Income                       | 0.00         | 28,000.00  |
| Total 550 · Kings and Queens Race Income | 0.00         | 53,000.00  |
| 554 · Multisport Weekend Income          |              |            |
| 5542 · Tourism Grant Income              | 0.00         | 35,000.00  |
| 5543 · Race Income                       | 0.00         | 50,000.00  |
| Total 554 · Multisport Weekend Income    | 0.00         | 85,000.00  |
| 555 · Tourism Income                     | 0.00         | 13,000.00  |
| 560 · Board donations income             | 0.00         | 500.00     |
| <b>Total Income</b>                      | 0.00         | 385,225.00 |

**Positively Pewaukee, Inc.**  
**Profit & Loss Budget vs. Actual**  
January through December 2018

|   | TOTAL        |           |
|---|--------------|-----------|
|   | Jan - Dec 18 | Budget    |
| Gross Profit                              | 0.00         |           |
| Expense                                   |              |           |
| 1050 · food truck expense                 |              |           |
| 1052 · advertising                        | 0.00         | 300.00    |
| 1053 · printing                           | 0.00         | 800.00    |
| 1054 · food and beverages                 | 0.00         | 2,500.00  |
| 1055 · signage                            | 0.00         | 800.00    |
| 1056 · misc                               | 0.00         | 500.00    |
| 1058 · entertainment                      | 0.00         | 1,000.00  |
| 1059 · rentals                            | 0.00         | 1,000.00  |
| Total 1050 · food truck expense           | 0.00         | 7,400.00  |
| 628 · 12 Days Expense                     |              |           |
| 6281 · Misc Expense                       | 0.00         | 400.00    |
| Total 628 · 12 Days Expense               | 0.00         | 400.00    |
| 630 · Waterfront Wednesdays Expense       |              |           |
| 6303 · Entertainment                      | 0.00         | 4,800.00  |
| 6304 · beer                               | 0.00         | 5,000.00  |
| 6305 · Misc expenses                      | 0.00         | 500.00    |
| 6307 · wine                               | 0.00         | 1,000.00  |
| 6308 · rental                             | 0.00         | 1,000.00  |
| Total 630 · Waterfront Wednesdays Expense | 0.00         | 12,300.00 |
| 631 · Downtown beautification             | 0.00         | 400.00    |
| 632 · Halloween Fun Fest Expense          | 0.00         | 100.00    |
| 638 · Thank You Expense                   | 0.00         | 1,500.00  |
| 642 · King and Queen expense              |              |           |
| 6410 · marketing and advertising          | 0.00         | 25,000.00 |
| 6411 · LH payment and insurance           | 0.00         | 20,000.00 |
| Total 642 · King and Queen expense        | 0.00         | 45,000.00 |
| 643 · Taste of Lake Country               |              |           |
| 6331 · soda cups                          | 0.00         | 400.00    |
| 6430 · electric                           | 0.00         | 5,000.00  |
| 6432 · Table, chairs rentals,tents        | 0.00         | 16,000.00 |
| 6434 · online and print ads               | 0.00         | 1,000.00  |
| 6436 · printing                           | 0.00         | 4,900.00  |
| 6438 · beer                               | 0.00         | 17,000.00 |
| 6439 · entertainment                      | 0.00         | 16,000.00 |
| 6440 · misc                               | 0.00         | 1,000.00  |
| 6441 · signage                            | 0.00         | 500.00    |
| 6442 · portable bathrooms                 | 0.00         | 1,500.00  |
| 6444 · TOLC payroll                       | 0.00         | 3,000.00  |
| 6445 · staging                            | 0.00         | 7,000.00  |
| 6446 · volunteer t-shirts                 | 0.00         | 1,200.00  |
| 6447 · Refrig Truck                       | 0.00         | 600.00    |
| 6451 · security                           | 0.00         | 3,000.00  |

**Positively Pewaukee, Inc.**  
**Profit & Loss Budget vs. Actual**  
January through December 2018

|  | TOTAL        |            |             |
|--|--------------|------------|-------------|
|  | Jan - Dec 18 | Budget     |             |
| 6452 · clean up                        | 0.00         | 3,000.00   |             |
| 6453 · Ice                             | 0.00         | 1,500.00   |             |
| 6454 · Restaurant reimbursement        | 0.00         | 2,000.00   |             |
| 6460 · billboard                       | 0.00         | 600.00     | \$600.00    |
| 64611 · Radio                          | 0.00         | 24,000.00  | \$24,000.00 |
| 646115 · VIP expense                   | 0.00         | 1,000.00   |             |
| 646116 · Shuttle                       | 0.00         | 2,000.00   | \$2,000.00  |
| 648 · wine                             | 0.00         | 1,500.00   |             |
| Total 643 · Taste of Lake Country      | 0.00         | 113,700.00 | \$33,000.00 |
| 645 · Mileage reimbursement            | 0.00         | 2,000.00   |             |
| 646 · Multisport Weekend Expense       |              |            |             |
| 6461 · marketing and advertising       | 0.00         | 35,000.00  | \$35,000.00 |
| 6462 · Lh payment and insurance        | 0.00         | 39,000.00  |             |
| Total 646 · Multisport Weekend Expense | 0.00         | 74,000.00  |             |
| 657 · volunteer and staff expenses     | 0.00         | 1,500.00   |             |
| 658 · marketing expense                | 0.00         | 10,000.00  | \$10,000.00 |
| 659 · Website                          | 0.00         | 3,000.00   | \$3,000.00  |
| 710 · Support payroll                  | 0.00         | 20,000.00  |             |
| 711 · Management payroll               | 0.00         | 79,000.00  |             |
| 712 · CCC expenses                     |              |            |             |
| 7121 · clothing                        | 0.00         | 700.00     |             |
| 7122 · backpacks                       | 0.00         | 800.00     |             |
| 7125 · Emergency Fund                  | 0.00         | 500.00     |             |
| 7126 · Misc Projects                   | 0.00         | 500.00     |             |
| Total 712 · CCC expenses               | 0.00         | 2,500.00   |             |
| 713 · Manager Workshops/Conferences    | 0.00         | 2,000.00   |             |
| 714 · Dues, luncheons                  | 0.00         | 800.00     |             |
| 715 · Telephone                        | 0.00         | 2,000.00   |             |
| 716 · Postage                          | 0.00         | 200.00     |             |
| 717 · Office Equipment                 | 0.00         | 500.00     |             |
| 718 · Office Supplies                  | 0.00         | 2,000.00   |             |
| 719 · Office Equipment Repairs         | 0.00         | 500.00     |             |
| 725 · Insurance general                | 0.00         | 6,000.00   |             |
| 726 · Accounting Fees                  | 0.00         | 800.00     |             |
| 729 · Miscellaneous                    | 0.00         | 1,000.00   |             |
| 733 · Electric - Old Main Street       | 0.00         | 200.00     |             |
| Total Expense                          | 0.00         | 384,500.00 |             |
| Net Ordinary Income                    | 0.00         | 725.00     |             |
| Net Income                             | 0.00         | 725.00     |             |

# 2017 TASTE OF LAKE COUNTRY EVENT IMPACT

Positively Pewaukee produced the North Shore Bank Taste of Lake Country, a 2-day festival of food and music, for the 14th time in 2017. This year, an estimated 38,000 visitors flocked to Pewaukee's waterfront to hear music from five bands, sample food from 13 local restaurants and appreciate all that downtown Pewaukee offers. The 2017 festival represented roughly a 15 percent increase over prior year attendance.

## VISITOR PROFILE

The event attracted an estimated 20,000 visitors on the first night based on a significant following for the headlining band. Saturday had a slightly smaller turnout, with 18,000 visitors. New this year was the VIP section, which afforded 75 lucky individuals the chance to experience the festival in comfort and style.

The festival attracted interest from a broad geographic area, spanning Southeast and Central Wisconsin, as well as the Chicagoland area. Estimates are that roughly 18 percent of attendees traveled from more than 60 miles distant to attend the festival, with 47 percent traveling between 10-60 miles, and 35 percent of attendees primarily local. All three local hotels reported selling out their 310 rooms during the event.

Based on social media demographics, the festival was slightly more popular with men than women (57% to 42%). Social media advertising reached more than 28,000 individuals, in addition to coverage in radio spots and billboard placements.

## BUSINESS PROFILE

Many local businesses benefitted from the event, including 13 local restaurants and 9 service and retail vendors operating within the festival grounds as well as the 20 retail and 8 restaurants located within the downtown Pewaukee area that were open to serve customers during the event period. This spending occurred as visitors visited gas stations or purchased convenience items during their trip or restaurants for pre-concert dining. The estimated 5,000 overnight guests attending the festival contributed additional dollars locally, purchasing additional meals, lodging and making additional retail purchases on Saturday or Sunday pre- and post-festival. In total, outside visitor spending attracted to local businesses from destination traffic is estimated at nearly \$650,000.

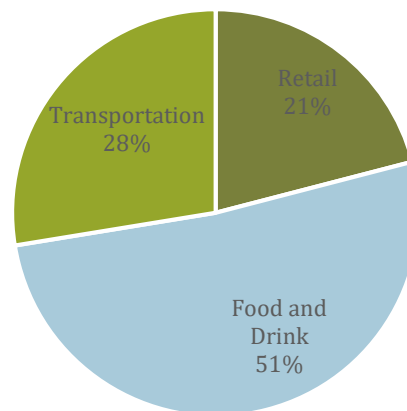
## SPENDING

Based on national music and food festival event studies, and supported by known sales figures at the Taste of Lake Country, attendees spend an average of \$47 per person as part of the event outing. Of this \$47, 40 percent can be assumed to be spent on purchases related to the

festival itself, while the remaining 60 percent includes transportation costs, outside retail and restaurant sales and lodging for overnight guests.

The breakdown of spending per visitor includes \$13.44 per person spent within the festival grounds, as well as \$33.61 in outside spending. The chart below indicates the breakdown of total spending per attendee. Although an estimated 18 percent of attendees traveled more than 60 miles to the event, beyond the 310 local rooms, it is unknown how many of these estimated 5,000 or so individuals stayed in hotels versus with friends and relatives, or elected to drive home following the event. Because of this, an estimate of lodging spending was not included in this breakdown.

Spending Breakdown per Attendee



## IMPACT

Total direct economic impact generated by the North Shore Bank Taste of Lake Country event is estimated to represent \$2.2 million for the Pewaukee area. This total includes the \$647,222 in spending at downtown area businesses and \$1,800 in sales and lodging taxes, together with festival sales and regional spending.

Errin Welty, CEcD  
Downtown Development Account Manager  
Wisconsin Economic Development Corporation





**2018 CVB Request:** \$400,00.00

**How room tax dollars are used at the CVB**

The Waukesha & Pewaukee CVB serves as the official tourism entity, also known as Convention and Visitor Bureau, (CVB) for our destination. The role of the CVB is to:

- provide dedicated sales and marketing staff to market and sell our destination to leisure, group and business travelers.
- assist in long-term development of the destination with a travel and tourism strategy.

The CVB focuses its efforts entirely on clients who use the travel industry for leisure or meeting/business travel. In turn, the CVB exclusively represents businesses serving those clients, being hotels, restaurants, shops and attractions, by marketing and selling their product/services to our shared client base.

All room tax funds are directly invested into the sales and marketing of our destination:

- Dedicated sales staff making sales calls, both in person and on the telephone; sales blitz's with hotel partners for meeting and convention business, hosting in-market and out-of-market sales events for qualified meeting planners.
- Active involvement in professional trade organizations that focus on association and corporate meeting planners (WI Society of Association Executive, WI Chapter Meeting Professionals International, Reunion Friendly Network, Alliance of Military Groups)
- Complimentary services to meetings using our hotel facilities for their meetings and events (namebadges; welcome folders, financial sponsorship of services and events, transportation referrals/sponsorship, registration assistance, off site activity planning)
- Industry tradeshow participation

-Dedicated marketing staff responsible for the development and maintenance of website; strategy, development and placement of print, mobile and digital advertising for all market segments in existing and expansion markets in the Midwest; development and distribution of annual visitor guide; management of social media platforms; development of monthly subscriber based newsletter.

### **CVB Funding History**

The CVB is funded by room tax dollars from the City of Waukesha and the City of Pewaukee. The funding model, based on state statute, continues to be different for each community. Because the city of Waukesha had implemented room tax prior to 1994, they were grandfathered when new room tax legislation passed in that year. However, under state legislation passed in 2016 that created a five-year funding formula for all previously grandfathered municipalities, in 2018 which is the second year of the formula, Waukesha may retain room tax dollars equivalent only to what they kept in 2013, with the balance forwarded to its tourism entity, which is the CVB. Because the city of Pewaukee implemented room tax after the 1994 room tax reform bill, by state statute they are required to use 70% of all room tax for tourism promotion and tourism development, although under the 2016 legislation, there are revised requirements on how all tourism promotion and tourism development dollars are spent.

### **CVB Partner Opportunities**

The CVB hosts several working committees, allowing our tourism partners to be involved in the direction and annual plan of work. They include:

Accommodations Team-This group of hoteliers meets bi-monthly to address and advise on the sales and marketing of the meeting and leisure markets. They also assist in planning and hosting sales blitz's and meeting planner familiarization tours.

Events Council-This group of area special event planners meet monthly to participate in education events that will assist them in growing their events and audience base. In addition, they participate in co-operative advertising programs, allowing them to buy into billboards and other print and digital media opportunities they would not be able to afford on their own.

Sports Team-Meeting quarterly, this group of interested sports enthusiasts assist the CVB in identifying and pursuing sporting events that can be hosted in our area. They also assist with the sponsorship and services required to host these events.

**WPCVB 2018  
Proposed  
Budget**

| <b>Income</b>                                  | <b>2017</b>         | <b>2018</b>         | <b>Notes</b>   |
|--|---------------------|---------------------|--|
| Projected Room Tax                             |                     |                     |  |
| City of Waukesha                               | \$198,033.00        | \$232,248.24        | Second year of five-year funding formula under 2015 reform act for Waukesha                                |
| City of Pewaukee                               | \$365,000.00        | \$400,000.00        |  |
| <b>Advertising Income</b>                      |                     |                     |  |
| General Marketing                              | \$20,000.00         | \$10,118.00         | Decreased interest in print-co-op<br>Fewer programs may impact<br>advertising revenue in Events<br>Council |
| Events Council                                 | \$15,000.00         | \$12,000.00         |  |
| <b>Grants</b>                                  |                     |                     |  |
| WI Dept Tourism                                | \$25,000.00         | \$25,000.00         | Third and final destination JEM application  |
| <b>Sports Rebate</b>                           | \$500.00            | \$0.00              |  |
| <b>Interest Income</b>                         | \$150.00            | \$150.00            |  |
| <b>2017 Carryover</b>                          |                     | \$24,356.00         | Estimated carryover from first of five-year funding formula under 2015 reform act for Waukesha             |
| <b>TOTAL INCOME</b>                            | <b>\$623,683.00</b> | <b>\$703,872.24</b> |  |
| <b>Expenses</b>                                | <b>2017</b>         |                     |  |
| <b>ADMINISTRATION</b>                          |                     |                     |  |
| Salaries & Payroll Taxes                       | \$221,384.10        | \$258,966.13        | First full year of full time SMERF sales position.   |
| FUTA, SUTA                                     | \$600.00            | \$650.00            |  |
| Workers Comp                                   | \$850.00            | \$800.00            |  |
| Health, Dental & Disability Retirement Program | \$15,199.72         | \$27,010.00         | Estimated 5% increase over 2017 rates; 1 additional staff on benefits 4 of 5 staff eligible                |
| Business, D&O Insurance                        | \$5,845.42          | \$6,448.98          |  |
| Professional Development                       | \$3,200.00          | \$3,500.00          |  |
| Accounting                                     | \$1,000.00          | \$1,000.00          |  |
| Bank Service Charge                            | \$1,700.00          | \$1,800.00          |  |
| <b>SUB TOTAL</b>                               | <b>\$250,029.24</b> | <b>\$300,475.11</b> |  |

## ADVERTISING AND MARKETING

|                           |                     |                     |  |
|---------------------------|---------------------|---------------------|--|
| Material Devel & Printing | \$75,000.00         | \$63,000.00         | Website Upgrades and Updates;<br>Visitor Guide; Direct Mail & Misc<br>Collateral; Ad Development; E-<br>Blasts; etc. |
| Tradeshows                | \$2,000.00          | \$2,000.00          | Industry Association Shows<br>(WMPi; WSAE)   |
| Promotional Items         | \$1,200.00          | \$3,000.00          | Two sales staff to support   |
| Convention Services       | \$1,500.00          | \$1,500.00          | Bags, Folders, Namebadges  |
| Front Office FAM Tours    | \$500.00            | \$500.00            |  |
| PR Writer Boxes           | \$150.00            | \$250.00            |  |
| Sponsorships              | \$10,000.00         | \$10,000.00         | Sales Sponsorship  |
| Sales Promotions          | \$7,000.00          | \$12,000.00         | Sales Blitz; FAM Tour, etc.  |
| Web Advertising           | \$130,000.00        | \$150,000.00        |  |
| Print Advertising         | \$76,255.00         | \$85,000.00         |  |
| Economic Impact Report    |                     | \$6,000.00          | Purchased every 2 years  |
| <b>SUB TOTAL</b>          | <b>\$303,605.00</b> | <b>\$333,250.00</b> |  |

## OFFICE EXPENSES

|                   |                    |                    |   |
|-------------------|--------------------|--------------------|---|
| Rent              | \$39,012.65        | \$40,185.63        |   |
| Telephone         | \$4,250.00         | \$1,519.73         | Reduction based on new service<br>vendor with two year reduced rate<br>contract |
| Water Cooler      | \$350.00           | \$375.00           |   |
| Postage           | \$6,500.00         | \$5,500.00         |   |
| Supplies          | \$1,200.00         | \$1,000.00         |   |
| Miscellaneous     | \$500.00           | \$500.00           |   |
| Office Equipment  | \$1,000.00         | \$1,000.00         |   |
| Equipment Mtnc.   | \$2,000.00         | \$2,000.00         |   |
| Software Licenses | \$2,300.00         | \$2,500.00         | Sales and proposal software   |
| <b>SUB TOTAL</b>  | <b>\$57,112.65</b> | <b>\$54,580.36</b> |   |

## MEETINGS & TRAVEL

|                         |                   |                   |                                       |
|-------------------------|-------------------|-------------------|---------------------------------------|
| Miscellaneous Mtgs.     | \$750.00          | \$900.00          | Sales Clients and Partner<br>Meetings |
| Lodging                 | \$1,000.00        | \$1,200.00        |                                       |
| Meals                   | \$150.00          | \$200.00          | Overnight travel meals                |
| Mileage                 | \$4,600.00        | \$5,000.00        |                                       |
| Conference Registration | \$1,000.00        | \$1,200.00        |                                       |
| WMPi Meetings           | \$550.00          | \$625.00          |                                       |
| WSAE Meetings           | \$450.00          | \$500.00          |                                       |
| <b>SUB TOTAL</b>        | <b>\$8,500.00</b> | <b>\$9,625.00</b> |                                       |

**MEMBERSHIPS**

|                             |                   |                   |                            |
|-----------------------------|-------------------|-------------------|----------------------------|
| Religious Conf. Mngrs.      | \$200.00          | \$225.00          |                            |
| Reunion Friendly Network    | \$200.00          | \$225.00          |                            |
| Alliance of Military Groups | \$200.00          | \$250.00          |                            |
| WI Assoc. of CVB's          | \$2,500.00        | \$2,500.00        |                            |
| WI Meeting Professionals    | \$550.00          | \$625.00          |                            |
| WI Society of Assoc. Execs  | \$450.00          | \$500.00          |                            |
| Hotel Sales & Marketing-WI  |                   |                   |                            |
| Chapter                     |                   | \$1,200.00        | New Chapter for WI in 2017 |
| WI Manufacturers & Commerce | \$335.00          | \$350.00          | Employee Benefits Programs |
| <b>SUB TOTAL</b>            | <b>\$4,435.00</b> | <b>\$5,875.00</b> |                            |

|                       |                     |                     |
|-----------------------|---------------------|---------------------|
| <b>TOTAL EXPENSES</b> | <b>\$623,681.89</b> | <b>\$703,805.47</b> |
|-----------------------|---------------------|---------------------|

Waukesha Pewaukee CVB

2011-2016

Booking History

| Year<br>As of<br>10/31/2017 | Funding*            |                    | Rooms Actualized* |  | Group Sleeping Room<br>Revenue Generated* |            | Sleeping<br>Room ROI |
|-----------------------------|---------------------|--------------------|-------------------|--|---|------------|----------------------|
|                             | TOTAL: \$           | % of Total Funding | TOTAL: 6,491      |  | TOTAL: \$690,953                          | % of Total |                      |
|                             | Pewaukee: \$365,000 |                    | Pewaukee: 4,966   |  | Pewaukee: \$539,109                       | 78.02%     | 147.70%              |
|                             | Waukesha: \$        |                    | Waukesha: 1,525   |  | Waukesha: \$151,844                       | 21.98%     |                      |
| 2016                        | TOTAL: \$534,115    | % of Total Funding | TOTAL: 6,284      |  | TOTAL: \$631,923                          | % of Total |                      |
|                             | Pewaukee: \$365,000 | 68.34%             | Pewaukee: 4,524   |  | Pewaukee: \$466,105                       | 73.76%     | 127.70%              |
|                             | Waukesha: \$169,115 | 31.66%             | Waukesha: 1,759   |  | Waukesha: \$165,818                       | 26.24%     | 98.05%               |
| 2015                        | TOTAL: \$526,519    |                    | TOTAL: 6,500      |  | TOTAL: \$627,597                          | % of Total |                      |
|                             | Pewaukee: \$365,000 | 69.32%             | Pewaukee: 4,763   |  | Pewaukee: \$458,663                       | 73.08%     | 125.66%              |
|                             | Waukesha: \$161,519 | 30.68%             | Waukesha: 1,737   |  | Waukesha: \$168,934                       | 26.92%     | 104.59%              |
| 2014                        | TOTAL: \$515,655    |                    | TOTAL: 5,932      |  | TOTAL: \$572,730                          | % of Total |                      |
|                             | Pewaukee: \$365,000 | 70.78%             | Pewaukee: 4,279   |  | Pewaukee: \$412,069                       | 71.95%     | 112.90%              |
|                             | Waukesha: \$150,655 | 29.22%             | Waukesha: 1,652   |  | Waukesha: \$160,661                       | 28.05%     | 106.64%              |
| 2013                        | TOTAL: \$499,874    |                    | TOTAL: 6,372      |  | TOTAL: \$624,443                          | % of Total |                      |
|                             | Pewaukee: \$350,000 | 70.02%             | Pewaukee: 4,724   |  | Pewaukee: \$460,684                       | 73.78%     | 131.62%              |
|                             | Waukesha: \$149,874 | 29.98%             | Waukesha: 1,648   |  | Waukesha: \$163,759                       | 26.22%     | 109.26%              |
| 2012                        | TOTAL: \$488,653    |                    | TOTAL: 6,412      |  | TOTAL: \$628,325                          | % of Total |                      |
|                             | Pewaukee: \$340,000 | 69.58%             | Pewaukee: 4,786   |  | Pewaukee: \$466,812                       | 74.29%     | 137.29%              |
|                             | Waukesha: \$148,653 | 30.42%             | Waukesha: 1,626   |  | Waukesha: \$161,513                       | 25.71%     | 108.65%              |

\* Actualized room

nights rarely happen in the same year that they are booked, most of the groups the CVB works with are on a 2-5 year planning cycle. This number does NOT include the leisure/transient traveler that stays outside of any group room blocks.

\*Pewaukee is post 1994 room tax law, thus 70% must be invested in tourism marketing and tourism development. Waukesha is pre-1994 law, thus they were grandfathered at 25% tourism promotion and tourism development until the end of 2016.

\*\* Sleeping room revenue generated does NOT include food and beverage revenue; meeting room rental revenue; AV rental and spending that takes place outside the hotel in our communities... thus the actual revenue generated is significantly higher than based solely on sleeping rooms.

# City of Pewaukee

## Tourism Promotion Grant Application

The Pewaukee Tourism Grant program is designed to assist local and regional non-profit organizations, associations or individuals in their role of promoting the Pewaukee area. Grants are intended to encourage tourism in the City of Pewaukee or to fund area events that will have a significant impact on businesses located within the City of Pewaukee. Applicants will provide all the information requested. Any applications that are not complete will be returned.

### Section 1:

Name of Organization or Group: Positively Pewaukee & WPCVB Date: 11/9/2017

Address: N14 W23755 Stone Ridge Dr., #225

Waukesha Zip 53188

Phone: 262-542-0330 Fax: 262-542-2237

Name of Applicant: Elaine Kroening & Tammy Tritz Title(if applicable): Executive Director(s)

### Section 2:

Brief Description of Request: In 2018 Harley-Davidson will be hosting their 115th anniversary celebration.

In light of the increase in the number of sleeping rooms developed in the last five years, as well as not being sold-out for the 110th celebration, we are proposing an aggressive marketing campaign and event development to create a celebration destination in Pewaukee.

Expected outcome of Event: Increased overnight stays at Pewaukee hotels, over Labor Day weekend, from

Harley-Davidson riders around the midwest, here to celebrate and explore.

Amount Requested: \$40,000.00 Date(s) of Event: Aug 30-Sept 3, 2018

### Section 3:

Please provide a detailed plan for the event or program that you are requesting funds. Include the following:

1. Objective of the event.
  - How will this event benefit the community? Is this a first time event or annual event?
  - Where will the event or activity take place?
  - What geographic areas are you bringing event participants?
  - How will the grant dollars be utilized to promote tourism in the City of Pewaukee?
  - What would the impact be on your event if the request is denied?
2. Evaluation of a "successful" event.
  - Provide a profit/loss statement 30 days after the event has ended.
  - Provide the number of event participants.
  - Provide the number of room nights this event added to area hotels.
3. Detailed Budget
  - Including - Advertising, permits...etc.

### Section 4:

☒ This event will be promoted to out of town visitors.

☒ Application is submitted by a non-profit organization.

☒ This event/organization has received previous grants

Number of grants received: \_\_\_\_\_ Total amount of grants: \$ \_\_\_\_\_

Official Use Only

Date Received: \_\_\_\_\_

Received by: \_\_\_\_\_

Note: All grants are reviewed by the Tourism Committee for recommendation to the Common Council for final approval.

WPCVB will work with the three Pewaukee hotels to create a campaign to market their hotels to midwest Harley-Davidson riders. Using the services of Lift Digital, messages will be served directly to the demographics of the reunion visitor, encouraging them to book their rooms for the 115<sup>th</sup> in Pewaukee, beginning in the first quarter of 2018. A special page will be created on the back-end of the CVB website, that all targeted users will link to, that will include accommodations, things to see/do, dining, rides, etc. The CVB will also target HOG chapters across the Midwest, marketing directly to them through their websites, newsletters and working with dealerships wherever possible.

Positively Pewaukee will be hosting their second annual Food Truck Rally and Car Show on Friday, August 31, offering a great opportunity to build on the anniversary celebration experience for those riders staying in Pewaukee. Building on the success of the 2017 event, Positively Pewaukee will incorporate a bike show, live entertainment and a vendor area into the show, that will be held at Kiwanis Village Park to ensure the availability of additional space that will be needed.

A 115th anniversary celebration program booklet will be created to assist attendees with a variety of service information, landmarks (Harley Davidson Museum, etc), schedules, events, dining, special offers, etc. This piece will be included in a welcome bag that will be given at check-in to all participants who booked their rooms through this campaign.

#### **Budget Request**

WPCVB

|                                  |                    |
|----------------------------------|--------------------|
| <b>Marketing &amp; Promotion</b> | <b>\$35,600.00</b> |
|----------------------------------|--------------------|

Using the services of Lift Digital, Harley-Davidson riders will be digitally targeted and re-targeted in the first and second quarters of 2018. The length of the campaign will be dictated by the available occupancy at the three Pewaukee hotels. In addition, the CVB will identify and target Midwest HOG chapters, to advertise on their websites and newsletters, creating awareness and room sales information and links. Then, during the course of the anniversary celebration, the riders will be geo-fenced and served information when at their hotels, promoting the Food Truck Rally and Car Show, as well as local dining establishments.

Anniversary Celebration Program printing, hotel lobby signage promoting Food Truck Rally.

Positively Pewaukee

|                      |                    |
|----------------------|--------------------|
| <b>Event Hosting</b> | <b>\$ 4,400.00</b> |
|----------------------|--------------------|

Hosting the event at Kiwanis Village Park, expenses will be incurred for this event that were not previously needed, based on the growth and audience that will be attending. Funding for the following items is requested: Printing/Signage; Advertising; Entertainment; Tent Rental.

|                      |                    |
|----------------------|--------------------|
| <b>TOTAL REQUEST</b> | <b>\$40,000.00</b> |
|----------------------|--------------------|

# City of Pewaukee

## Tourism Promotion Grant Application

The Pewaukee Tourism Grant program is designed to assist local and regional non-profit organizations, associations or individuals in their role of promoting the Pewaukee area. Grants are intended to encourage tourism in the City of Pewaukee or to fund area events that will have a significant impact on businesses located within the City of Pewaukee. Applicants will provide all the information requested. Any applications that are not complete will be returned.

### Section 1:

Name of Organization or Group: Waukesha Pewaukee CVB Date: 10/26/2017

Address: N14 W23755 Stone Ridge Dr., #225

Waukesha Zip 53188

Phone: 262-542-0330 Fax: 262-542-2237

Name of Applicant: Tammy Tritz Title(if applicable): Executive Director

### Section 2:

Brief Description of Request: The CVB is always in search of demand generators that will bring out of area/

state visitors into our area and hotels. With the intense growth of sleeping rooms and meeting space developing

in our area, we MUST take advantage of every opportunity we can that will bring leisure travelers into the area.

In July of 2017 the CVB received funding to develop a digital marketing campaign focused on major league

Expected outcome of Event: Increased overnight stays at Pewaukee hotels from visiting fans from MN,

St. Louis and Chicago baseball fans, as well as the ancillary tourism spending that comes with a visit.

Amount Requested: \$70,000.00 Date(s) of Event: March-September 2018

### Section 3:

Please provide a detailed plan for the event or program that you are requesting funds. Include the following:

1. Objective of the event.
  - How will this event benefit the community? Is this a first time event or annual event?
  - Where will the event or activity take place?
  - What geographic areas are you bringing event participants?
  - How will the grant dollars be utilized to promote tourism in the City of Pewaukee?
  - What would the impact be on your event if the request is denied?
2. Evaluation of a "successful" event.
  - Provide a profit/loss statement 30 days after the event has ended.
  - Provide the number of event participants.
  - Provide the number of room nights this event added to area hotels.
3. Detailed Budget
  - Including - Advertising, permits...etc.

### Section 4:

☒ This event will be promoted to out of town visitors.

☒ Application is submitted by a non-profit organization.

☒ This event/organization has received previous grants

Number of grants received: \_\_\_\_\_ Total amount of grants: \$ \_\_\_\_\_

Official Use Only

Date Received: \_\_\_\_\_ Received by: \_\_\_\_\_

Note: All grants are reviewed by the Tourism Committee for recommendation to the Common Council for final approval.

baseball. Targeting the MN Twins, Chicago Cubs and St. Louis Cardinals, with the Cubs representing our core visitor market and both the Twins and Cardinals located in identified expansion markets for our destination, the campaign was a success in increasing awareness about the overnight options available near Miller Park, as well as additional recreation and dining opportunities. The activity measured on our website, through the measure analytics of our digital partner, Lift, reflected significant increases of traffic on both the “where to stay” and “things to do” pages on the CVB website. Those statistics, along with anecdotal data from the Pewaukee hotels, will be provided at the commission meeting.

The WI Department of Tourism reported an overwhelming response to their return to the St. Louis market in 2017, after several years away from that geographical market. Measured responses came from increased website traffic, social media engagement and other statistical data shared by tourism industry partners. And the Department of Tourism has for years invested in the Chicago and Minneapolis/St. Paul market and will continue doing so in the future, as well as returning to St. Louis in 2018 based on tourism industry feedback. So it only makes sense for us to capitalize on the investments and momentum they are making in markets that are also key markets to our destination!

In addition to the digital advertising first implemented in 2017, in 2018 we would like to also incorporate transportation to and from Miller Park on specific game dates, as an occupancy building tool. For example, the Minnesota Twins are in town Monday, July 2 through Wednesday, July 4. These dates are terrific examples of times when our hotels have significant room inventory available and offering transportation could be a very helpful value-added tool to build occupancy.

The 2018 Brewers schedule reflects 10 home games against the St. Louis Cardinals in April, May and June; 10 home games against the Chicago Cubs in April, June and September; and three home games against the Minnesota Twins, over the July 4<sup>th</sup> holiday week.

“The **2018 Midwest Major League Campaign**” proposal includes:

-With the services of Lift Digital, we will again digitally market to the baseball fan demographic using sports travel pattern history and household incomes as the primary target. In each of the three markets, we will spend up to \$15,000 on this campaign during the baseball season, in conjunction with the Department of Tourism’s advertising investment. Messaging will start first in mid-March, where we will geo-fence baseball fans, allowing us to place an ad to everyone with a smartphone that fits the above behavioral patterns and is attends baseball game(s) in each of these three markets. We will continue to focus our digital messaging around the Brewers home schedule for each of the three visiting teams when at Miller Park. Ads will appear on fans mobile and desktop devices thru social media platforms (facebook, etc.), and next to relevant content being viewed by the fan, based on their key word searches. Then re-targeting strategies will be implemented to maintain the message/awareness building on pages the targeted fan continues to search on. In each of these messaging scenarios, the ad will offer a link to the CVB website where they will find detailed information about the games, things to do and places to eat when visiting Pewaukee. In addition, once in Pewaukee, the fans will again be geo-fenced, leading them to specific Pewaukee information. **Total estimated cost: \$52,000**

-ASC Interactive Marketing will work with CVB staff to broadcast email baseball fans in these three markets a targeted message about our area when traveling to a game at Miller Park. Again, using specific demographics regarding travel habits, household income, etc., we will reach the targeted

consumer who will link to the CVB website where they will find detailed information about the games, things to do and places to eat when visiting in Pewaukee. **Total estimated cost: \$8,000**

-Transportation will be provided, based on advanced hotel/CVB planning to targeted dates, to and from Miller Park. **Total Estimated Cost: \$10,000**

-The WI Department of Tourism is offering several co-operative marketing opportunities, allowing us to advertise in all three geographic markets at discounted rates in a variety of publications that we would normally not be able to participate in due to budget limitations. (This component of the campaign will be covered with pre-approved funds from the 2017 campaign. Total Estimated Cost: \$12,500)