

Office of Community Services

W240N3065 Pewaukee Road
Pewaukee, WI 53072
(262) 691-7275 Fax (262) 691-1798
woldanski@pewaukee.wi.us

TOURISM COMMISSION MEETING NOTICE AND AGENDA Wednesday, October 17, 2018 1:00 PM

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

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1. Call to Order and Pledge of Allegiance
 2. Discussion Regarding the 2018 Tourism Financials
 3. Discussion and Possible Action Regarding the Request of the City of Pewaukee to Partially Fund a Tourism Director Position in the Amount of \$26,814
 4. Discussion and Possible Action Regarding the Request of Positively Pewaukee in the Amount of \$77,000
 5. Discussion and Possible Action Regarding the Request of the Pewaukee Chamber of Commerce in the Amount of \$16,950
 6. Discussion and Possible Action Regarding the Request of the Pewaukee Kiwanis Club in the Amount of \$10,000
 7. Discussion and Possible Action Regarding the Request of the Waukesha/Pewaukee Convention and Visitor Bureau in the amount of \$365,000
 8. Discussion and Possible Action Regarding the Request of Pewaukee/Waukesha Convention and Visitors Bureau Grant Request in the amount of \$9,000 for "Building Relationships"
 9. Discussion and Possible Action Regarding the Request of Waukesha/Pewaukee Convention and Visitors Bureau for Reimbursement from 2017 Baseball Grant in the Amount of \$4,155.30
 10. Adjournment

Kelley Woldanski, MSRA
Director of Community Services

October 15, 2018

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: October 17, 2018

DEPARTMENT: Clerk/Treasurer

PROVIDED BY:

SUBJECT:

Discussion Regarding the 2018 Tourism Financials

BACKGROUND:

FINANCIAL IMPACT:

RECOMMENDED MOTION:

ATTACHMENTS:

Description

2018 Income & Expenditures

City of Pewaukee
2018 Tourism

Revenue Received:														
Tourism Grants:	2018 Budget	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
Marriot West(CSM)		37,151	35,184	37,910	43,326	45,734	49,143	49,480	55,385					353,313
Holiday Inn (Heart of America)		12,613	11,807	12,539	14,605	16,063	18,108	20,451	21,897					128,083
Wildwood(Heart of America)		6,258	6,155	8,650	8,619	9,211	12,644	12,389	13,996					77,921
Totals =	750,000	56,022	53,146	59,098	66,550	71,008	79,895	82,320	91,278	-	-	-	-	559,317
2016 Totals														
Difference														-

Revenue Received vs. Budget

Monthly Over/(under) =	(6,478)	(9,354)	(3,402)	4,050	8,508	17,395	19,820	28,778	(62,500)	(62,500)	(62,500)	(62,500)	(190,683)
OVER TO DATE													

YTD Revenue by Function:

Establishment	2018 Budget	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
Tourism Fund 250	525,000	39,215	37,202	41,369	46,585	49,705	55,927	57,624	63,895	-	-	-	-	391,522
City General Fund 100	225,000	16,807	15,944	17,730	19,965	21,302	23,969	24,696	27,383	-	-	-	-	167,796
Sports Complex Fund 470	-													-
	750,000	56,022	53,146	59,099	66,550	71,007	79,896	82,320	91,278	-	-	-	-	559,318
Monthly Over/(under) City General Fund=														
		(1,943)	(2,806)	(1,020)	1,215	2,552	5,219	5,946	8,633	(18,750)	(18,750)	(18,750)	(18,750)	(57,204)

YTD Summary-Toursim Fund 250

Tourism Fund 250 Collected	391,522.00	(Collected To Date)
Tourism Dollars Distributed	(485,373.38)	(Total for Year)
Tourism Balance	(93,851.38)	

Total Tourism Distribution:

Establishment	2018 Budget	2018 Approved Requests	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr	Total
Positively Pewaukee General Marketing & Website		13,000	13,000				13,000
Pos. Pew. Grant Taste	35,000	33,000			30,398		30,398
Pos. Pew. Grant Multi-Sport	30,000	30,000	30,000				30,000
Pos. Pew. Food Truck Rally						2,824	2,824
Pos. Pew. King & Queen Marathon	25,000						-
Waukesha-Pewaukee CVB	365,000	365,000	91,250	91,250	91,250	91,250	365,000
Waukesha-Pewaukee CVB Harley Grant	18,000	40,000			18,000		18,000
Waukesha-Pewaukee CVB Baseball Grant		47,000			18,000		18,000
Pewaukee Kiwanis-Advertising		5,000					-
Pewaukee Kiwanis-Beach Party		5,000			5,000		5,000
Chamber-Advertising, Print,Signage,Promotions	15,700	14,000		541			541
Chamber-Farmer's Mkt					2,610		2,610
Midwest-Major Leauge Camping							-
Waukesha-Pewaukee CVB Baseball Grant							-
Chamber-website/mktg.							-
	488,700	552,000	134,250	91,791	165,258	94,074	485,373

2017 Tourism
Revenue Received:

Tourism Grants:	2017 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	34,958	27,079	527,924
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	12,316	10,520	179,288
Wildwood(Heart of America)		8,180	7,520	9,517	8,543	9,556	12,332	13,027	12,372	10,638	9,143	6,145	5,740	112,714
Totals =	750,000	56,217	58,573	67,777	66,784	75,138	87,380	84,046	82,941	72,137	72,176	53,419	43,339	819,926

2016 Tourism
Revenue Received:

Tourism Grants:	2016 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

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

DATE: October 17, 2018

DEPARTMENT: Clerk/Treasurer

PROVIDED BY:

SUBJECT:

Discussion and Possible Action Regarding the Request of the City of Pewaukee to Partially Fund a Tourism Director Position in the Amount of \$26,814

BACKGROUND:

FINANCIAL IMPACT:

RECOMMENDED MOTION:

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

DATE: October 17, 2018

DEPARTMENT: Clerk/Treasurer

PROVIDED BY:

SUBJECT:

Discussion and Possible Action Regarding the Request of Positively Pewaukee in the Amount of \$77,000

BACKGROUND:

FINANCIAL IMPACT:

RECOMMENDED MOTION:

ATTACHMENTS:

Description

2019 Positively Pewaukee



To: City of Pewaukee Tourism Commission
From: Positively Pewaukee

Re: 2019 budget request

We are submitting the following request of \$77,000 for the following items:

Taste of Lake Country - \$31,000

Multisport Weekend - \$12,000

½ Marathon - \$12,000

General Marketing - \$16,000

Website - \$4,000

Total - \$77,000

Thank you for your consideration

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

				TOTAL	
				Jan - Jul 18	Budget
Ordinary Income/Expense					
Income					
501 · CCC sponsorship					
5010 · CCC income				10,421.84	15,000.00
Total 501 · CCC sponsorship				10,421.84	15,000.00
504 · Food Truck Rally income					
5041 · Sales				2,709.00	7,000.00
5042 · Sponsorship				0.00	4,500.00
5043 · tourism grant				0.00	4,400.00
Total 504 · Food Truck Rally income				2,709.00	15,900.00
530 · Waterfront Wednesdays Income					
5310 · sponsorship				12,900.00	12,900.00
5320 · sales				13,594.48	21,000.00
Total 530 · Waterfront Wednesdays Income				26,494.48	33,900.00
532 · Halloween Fun Fest Income				80.00	1,000.00
535 · interest				5.81	10.00
537 · Other sponsorships				10,500.00	10,000.00
543 · Taste of Lake Country Income					
5324 · VIP Sales				2,995.05	5,000.00
5430 · sales income				75,051.67	70,000.00
5431 · tourism funding				0.00	33,000.00
5432 · sponsorship				29,500.00	36,000.00
5433 · restaurant fees				5,425.00	5,000.00
5434 · booth fees				800.00	1,000.00
5436 · tips				5,000.00	5,000.00
5437 · service fees received				44.00	200.00
Total 543 · Taste of Lake Country Income				118,815.72	155,200.00
547 · Miscellaneous Donations				7,239.80	7,000.00
550 · Kings and Queens Race Income					
5501 · Tourism				15,000.00	15,000.00
Total 550 · Kings and Queens Race Income				15,000.00	15,000.00
554 · Multisport Weekend Income					
5542 · Tourism Grant Income				15,000.00	15,000.00
Total 554 · Multisport Weekend Income				15,000.00	15,000.00
555 · Tourism Income				13,000.00	13,000.00
560 · Board donations income				0.00	300.00
Total Income				204,241.55	266,310.00
Gross Profit				204,241.55	266,310.00
Expense					
1050 · food truck expense					
1052 · advertising				78.88	400.00
1053 · printing				350.27	850.00
1054 · food and beverages				709.44	2,500.00
1055 · signage				48.60	1,000.00

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

		TOTAL	
		Jan - Jul 18	Budget
	1056 · misc	0.00	500.00
	1058 · entertainment	75.64	1,000.00
	1059 · rentals	450.00	1,450.00
	Total 1050 · food truck expense	1,712.83	7,670.00
	629 Marking races	30,000.00	30,000.00
	630 · Waterfront Wednesdays Expense		
	6303 · Entertainment	2,900.00	4,800.00
	6304 · beer	2,815.47	5,000.00
	6305 · Misc expenses	1,141.10	250.00
	6307 · wine	175.96	500.00
	6308 · rental	960.00	960.00
	Total 630 · Waterfront Wednesdays Expense	7,992.53	11,510.00
	631 · Downtown beautification	379.97	100.00
	638 · Thank You Expense	71.58	1,000.00
	643 · Taste of Lake Country		
	6331 · soda cups	0.00	400.00
	6430 · electric	2,431.44	5,000.00
	6432 · Table, chairs rentals,tents	0.00	14,500.00
	6434 · online and print ads	0.00	5,000.00
	6436 · printing	2,604.00	3,000.00
	6438 · beer	125.00	17,000.00
	6439 · entertainment	15,250.00	15,500.00
	6440 · meetings, misc, equipment	2,162.42	1,000.00
	6441 · signage	1,254.88	3,000.00
	6442 · portable bathrooms	985.00	1,000.00
	6444 · TOLC payroll	2,350.00	2,500.00
	6445 · staging	7,150.00	7,000.00
	6446 · volunteer t-shirts	829.92	800.00
	6447 · Refrig Truck	0.00	600.00
	6451 · security	0.00	3,000.00
	6452 · clean up	2,875.00	3,000.00
	6453 · Ice	1,067.50	1,200.00
	6454 · Food for workers and volunteers	1,921.00	1,700.00
	6460 · billboard	0.00	500.00
	64611 · Radio	5,000.00	20,000.00
	646114 · hotel rooms	1,199.76	600.00
	646115 · VIP expense	175.68	300.00
	646116 · Shuttle	1,600.00	1,500.00
	6463 · service fees paid	78.00	400.00
	Total 643 · Taste of Lake Country	49,059.60	108,500.00
	645 · Mileage reimbursement	1,774.01	1,500.00
	657 · volunteer and staff expenses	514.72	1,000.00
	658 · marketing expense	6,356.63	10,000.00
	659 · Website	2,628.27	3,000.00

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

				TOTAL	
				Jan - Jul 18	Budget
			710 · Support payroll	2,653.77	6,000.00
			711 · Management payroll	45,571.72	80,000.00
			712 · CCC expenses		
			7121 · clothing	690.95	1,500.00
			7122 · backpacks	500.00	1,500.00
			7123 · School Snacks	50.00	1,500.00
			7124 · Save our students	0.00	9,000.00
			7125 · Emergency Fund	0.00	1,000.00
			7126 · Misc Projects	345.80	500.00
			Total 712 · CCC expenses	1,586.75	15,000.00
			713 · Manager Workshops/Conferences	201.24	1,000.00
			714 · Dues, luncheons	251.52	1,200.00
			715 · Telephone	3,104.86	2,500.00
			716 · Postage	0.00	200.00
			717 · Office Equipment	262.74	500.00
			718 · Office Supplies	492.88	2,000.00
			719 · Office Equipment Repairs	93.75	500.00
			725 · Insurance general	2,793.00	2,597.00
			726 · Accounting Fees	3,170.58	1,500.00
			729 · Miscellaneous	771.85	1,000.00
			733 · Electric - Old Main Street	122.25	200.00
			Total Expense	148,592.15	287,057.00
			Net Ordinary Income	55,649.40	5,253.00
			Other Income/Expense		
			Other Expense		
			QSEHRA	1,708.34	5,979.17
			Total Other Expense	1,708.34	5,979.17
			Net Other Income	-1,708.34	-5,979.17
			Net Income	53,941.06	-726.17

Positively Pewaukee, Inc.
Profit & Loss Budget vs. Actual
January through December 2019

	TOTAL	
	Jan - Dec 19	Budget
Ordinary Income/Expense		
Income		
501 · CCC sponsorship	0.00	3,500.00
503 · Online Auction	0.00	2,500.00
504 · Food Truck Rally income		
5041 · Sales	0.00	3,000.00
5042 · Sponsorship	0.00	4,000.00
Total 504 · Food Truck Rally income	0.00	7,000.00
530 · Waterfront Wednesdays Income		
5310 · sponsorship	0.00	14,000.00
5320 · sales	0.00	21,000.00
Total 530 · Waterfront Wednesdays Income	0.00	35,000.00
532 · Halloween Fun Fest Income	0.00	1,200.00
535 · interest	0.00	25.00
536 · 12 Days Income		
5361 · Sponsorship income	0.00	1,500.00
Total 536 · 12 Days Income	0.00	1,500.00
537 · Other sponsorships	0.00	10,000.00
543 · Taste of Lake Country Income		
5430 · sales income	0.00	78,000.00
5431 · tourism funding	0.00	31,000.00
5432 · sponsorship	0.00	45,000.00
5433 · restaurant fees	0.00	5,625.00
5434 · booth fees	0.00	800.00
Total 543 · Taste of Lake Country Income	0.00	160,425.00
547 · Miscellaneous Donations	0.00	10,000.00
550 · Kings and Queens Race Income		
5501 · Tourism	0.00	12,000.00
Total 550 · Kings and Queens Race Income	0.00	12,000.00
554 · Multisport Weekend Income		
5542 · Tourism Grant Income	0.00	12,000.00
Total 554 · Multisport Weekend Income	0.00	12,000.00
555 · Tourism Income	0.00	22,000.00
560 · Board donations income	0.00	1,000.00
Total Income	0.00	276,150.00
Gross Profit	0.00	276,150.00
Expense		
1050 · food truck expense		
1052 · advertising	0.00	50.00
1053 · printing	0.00	50.00
1054 · food and beverages	0.00	800.00
1055 · signage	0.00	250.00
1056 · misc	0.00	300.00
1058 · entertainment	0.00	600.00

Positively Pewaukee, Inc.
Profit & Loss Budget vs. Actual
January through December 2019

	TOTAL	
	Jan - Dec 19	Budget
Total 1050 · food truck expense	0.00	2,050.00
628 · 12 Days Expense		
6281 · Misc Expense	0.00	100.00
Total 628 · 12 Days Expense	0.00	100.00
629 Marketing races	0.00	24,000.00
630 · Waterfront Wednesdays Expense		
6303 · Entertainment	0.00	4,800.00
6304 · beer	0.00	4,000.00
6305 · Misc expenses	0.00	500.00
6307 · wine	0.00	200.00
6308 · rental	0.00	980.00
Total 630 · Waterfront Wednesdays Expense	0.00	10,480.00
631 · Downtown beautification	0.00	200.00
632 · Halloween Fun Fest Expense	0.00	100.00
638 · Thank You Expense	0.00	1,000.00
643 · Taste of Lake Country		
6331 · soda cups	0.00	100.00
6430 · electric	0.00	5,500.00
6432 · Table, chairs rentals,tents	0.00	13,000.00
6434 · online and print ads	0.00	4,000.00
6435 · other advertising	0.00	2,000.00
6436 · printing	0.00	1,500.00
6438 · beer	0.00	15,000.00
6439 · entertainment	0.00	13,000.00
6440 · meetings, misc, equipment	0.00	2,000.00
6441 · signage	0.00	800.00
6442 · portable bathrooms	0.00	980.00
6444 · TOLC payroll	0.00	3,500.00
6445 · staging	0.00	5,000.00
6446 · volunteer t-shirts	0.00	900.00
6447 · Refrig Truck	0.00	600.00
6451 · security	0.00	2,300.00
6452 · clean up	0.00	2,800.00
6453 · Ice	0.00	1,000.00
6454 · Food for workers and volunteers	0.00	1,500.00
6460 · billboard	0.00	700.00
64611 · Radio	0.00	20,000.00
646114 · hotel rooms	0.00	600.00
646116 · Shuttle	0.00	2,000.00
Total 643 · Taste of Lake Country	0.00	98,780.00
645 · Mileage reimbursement	0.00	1,200.00
657 · volunteer and staff expenses	0.00	800.00
658 · marketing expense	0.00	18,000.00
659 · Website	0.00	4,000.00

Positively Pewaukee, Inc.
Profit & Loss Budget vs. Actual
January through December 2019

	TOTAL	
	Jan - Dec 19	Budget
710 · Support payroll	0.00	4,000.00
711 · Management payroll	0.00	80,000.00
712 · CCC expenses		
7121 · clothing	0.00	500.00
7122 · backpacks	0.00	500.00
7123 · School Snacks	0.00	500.00
7124 · Save our students	0.00	200.00
7125 · Emergency Fund	0.00	300.00
7126 · Misc Projects	0.00	500.00
Total 712 · CCC expenses	0.00	2,500.00
713 · Manager Workshops/Conferences	0.00	1,000.00
714 · Dues, luncheons	0.00	800.00
715 · Telephone	0.00	2,000.00
716 · Postage	0.00	100.00
717 · Office Equipment	0.00	200.00
718 · Office Supplies	0.00	800.00
719 · Office Equipment Repairs	0.00	200.00
725 · Insurance general	0.00	2,800.00
726 · Accounting Fees	0.00	1,000.00
729 · Miscellaneous	0.00	500.00
733 · Electric - Old Main Street	0.00	200.00
Total Expense	0.00	254,810.00
Net Ordinary Income	0.00	21,340.00
Other Income/Expense		
Other Expense		
QSEHRA	0.00	10,240.00
Total Other Expense	0.00	10,240.00
Net Other Income	0.00	-10,240.00
Net Income	0.00	11,100.00

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

DATE: October 17, 2018

DEPARTMENT: Clerk/Treasurer

PROVIDED BY:

SUBJECT:

Discussion and Possible Action Regarding the Request of the Pewaukee Chamber of Commerce in the Amount of \$16,950

BACKGROUND:

FINANCIAL IMPACT:

RECOMMENDED MOTION:

ATTACHMENTS:

Description

2019 Chamber Request

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 Chamber of Commerce Date: 9/7/18

Address: 1285 Sunnyridge Road
Pewaukee, WI Zip: 53073-3897

Phone: (262) 691-8851 Fax: _____

Name of Applicant: Dick Strassburger Title(if applicable): President

Section 2:

Brief Description of Request: We are requesting two grants to be used for marketing efforts associated with the
Pewaukee Farmers Market, and General Marketing through engaging media via the Pewaukee Chamber of Commerce.

Expected Outcome of Event: An increase in outside vendors and shoppers to the Farmers Market. Broader reach

to the Lake Country and Southeast Wisconsin audience through engaging media

Amount Requested: \$ 16,950.00 Date(s) of Event: 1/1/19 - 12/31/19

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:

- ☒ 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: 2

Total amount of grants: \$ 29700

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.

2019 Pewaukee Chamber of Commerce Tourism Promotion Grant Request

We are submitting the following grant request of \$16,950 for your consideration as outlined below:

\$9,450 – Farmers Market: advertising, video, printing, signage and promotion. These funds will be used to promote the Farmers Market to the broader Lake Country and Southeast Wisconsin audience inviting them to shop the Farmers Market, local businesses, and explore the Pewaukee area. New for 2019, with the help of the Tourism Grant, we will create a video, one of the most influential media sources, to further promote the Farmers Market and Pewaukee. Also new, we are considering re-locating the market site to Koepp Park which will bring outside shoppers deeper into the downtown area with spillover traffic to shopping and other retail venues. These funds would be disbursed via receipt reimbursement.

\$7,500 – General Marketing: website, digital marketing, video. We are requesting this amount in a grant to help defray the costs associated with website enhancements, digital advertising and marketing, and social media channels to broaden our reach and better represent the Pewaukee area, both the community and area businesses. New for 2019, with the help of the grant, we will create a video promoting Pewaukee as a most desirable location for start-ups, branches, and headquarters inviting business owners, managers and employees to visit, shop, and stay, and locate in our area.

Please let me know if I can provide more information regarding these two requests.

Thank you,

Dick Strassburger, President
Pewaukee Chamber of Commerce



2019 Projected Budget

	2019 Budget	Tourism Grant	Total
Income			
Membership			
Membership Dues	37,500		37,500
Membership Benefits Income	1,500		1,500
Membership Advertisement/Directories Income	3,750		3,750
	42,750	-	42,750
Travel Program			
Travel Program Revenue	16,000		16,000
	16,000	-	16,000
Community Awards			
Guests	12,500		12,500
Auction	11,500		11,500
Sponsorships	10,250		10,250
<i>Total Community Awards Income</i>	34,250	-	34,250

Chamber Luncheons

Registrations	4,500		4,500
Sponsorships	2,000		2,000
	6,500	-	6,500

Workshops & Seminars

Registrations	250		250
	250	-	250

Biz after Biz

Registrations	1,000		1,000
	1,000	-	1,000

Golf Outing

Golf Outing Income	4,200		4,200
	4,200	-	4,200

Farmers Market

Booth Fees	2,832	-	2,832
Sponsorships	3,000	-	3,000
<i>Tourism Grant</i>	-	9,450	9,450

<i>Total Farmers Market Income</i>	5,832	9,450	15,282
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Marketing

<i>Tourism Grant</i>	-	7,500	7,500
	-	7,500	7,500

Total Income

110,782	16,950	127,732
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Expenses

Membership Services

Chamber Master & Constant Contact	2,500		2,500
Credit Card Processing	2,000		2,000
Membership Exp (Plaques & Folders)	1,100		1,100
<i>Total Membership Services Expense</i>	5,600	-	5,600

Travel Program

Miscellaneous	200		200
<i>Total Travel Program Expense</i>	200	-	200

Community Awards

Food/Beverage/Venue	10,000		10,000
Decorations	800		800
Entertainment	500		500
Printing	500		500
Postage	300		300
Miscellaneous	500		500
<i>Total Community Awards Expense</i>	12,600	-	12,600

Chamber Luncheons

Miscellaneous Expenses	1,200	-	1,200
	1,200	-	1,200

Biz After Biz

Miscellaneous Expenses	300	-	300
	300	-	300

Farmers Market

Signage	-	1,500	1,500
Advertising	-	3,000	3,000
Promotions	-	1,000	1,000
Video		2,500	2,500
Printing	-	500	500
Koepp Park site rental		950	950
<i>Total Farmers Market Expense</i>	-	9,450	9,450

Administration

Administrative Salaries	68,813		68,813
General Insurance	500		500
Payroll Processing	900		900
Professional Fees	2,000		2,000
Meals & Entertainment	200		200
Dues & Subscriptions	100		100
Manager Workshops/Conferences	750		750
Fire Inspection	160		160
Tech Exp	1,500		1,500
	74,923	-	74,923

Marketing

Online Marketing (Website, Social Media, SEM, etc)	-	5,000	5,000
Video		2,500	2,500
	-	7,500	7,500

Office Expenses

Rent	8,700		8,700
Office Supply	500		500
Phone/Internet	2,340		2,340
Postage	100		100
Misc	100		100

11,740	-	11,740
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Total Expenses

105,363	16,950	122,313
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Net Surplus (Deficit)

5,419	-	5,419
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**CITY OF PEWAUKEE
TOURISM COMMISSION AGENDA ITEM 6.**

DATE: October 17, 2018

DEPARTMENT: Clerk/Treasurer

PROVIDED BY:

SUBJECT:

Discussion and Possible Action Regarding the Request of the Pewaukee Kiwanis Club in the Amount of \$10,000

BACKGROUND:

FINANCIAL IMPACT:

RECOMMENDED MOTION:

ATTACHMENTS:

Description

2019 Kiwanis Request

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: 8/31/18

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 Kiwanis Beach

Party to individuals outside the Pewaukee area. Funds would be used for advertising implementing 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 we will need. Additionally this would also benefit local businesses with new customers.

Expected Outcome of Event: We hope to increase the attendance to our events which would increase our

revenue that we use to give back to local charities and community projects.

Amount Requested: \$ 10,000.00 Date(s) of Event: June 21 & 22, 2019

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: 12 Total amount of grants: \$ 16000

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.

Pat Gallagher
Pewaukee Kiwanis Club
Pewaukee Beach Party



August 31, 2018
City of Pewaukee
Tourism Grant Commission

Dear Members of the Tourism Grant Commission,

The 24th Annual Pewaukee Kiwanis Beach Party is the annual summer kick-off in Pewaukee taking place in the heart of our beachfront community. As you know our 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 \$500,000 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 81 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 our events over the past few years. We have brought in new sponsors, activities and entertainment. We are excited to share our events with a broader audience. We especially want to increase traffic during the daylight hours of the Beach Party, which would also benefit the Clean Water Festival which coincides with our event. We'd like to continue to coordinate hotel packages to coincide with the event. Thank you for your \$5,000 grant in 2018. We raised \$54,500 to support Pewaukee community charities and organizations. This year we would like to expand the Stay and Go program with shuttle service to the Beach Party including more area hotels.

We need to continue to get the word out that our event is truly unique and worth the trip. We wish to increase advertising in area newspapers, radio and online media. Providing shuttle service will help reduce the lack of parking in the Village of Pewaukee.

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. This is why we are asking for an increase in the grant amount for 2019. Your assistance will help us advance growth for the Beach Party. 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 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 look forward to another successful year of collaboration with the Tourism Committee.

Sincerely,



Pat Gallagher

Charities and Community Projects Supported in 2018 by the Pewaukee Kiwanis Club

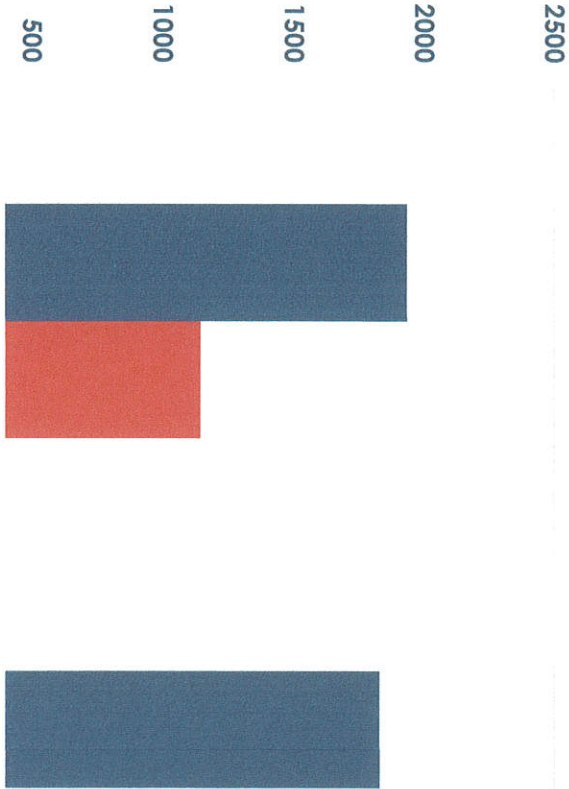
Clearing House Families	Historical Society	PHS Scholarships
Community Connections	July 4 th Fireworks	Pewaukee Lake Ski Club
Cops & Kids	Katie's Closet	Pewaukee Schools
Family Promise	Lake Country Caring	River Partnership
Food Pantry	Life Jacket Program	Robotics
Friends of the Park	Life Striders	School Mini-Grant Program
Healing Hearts	Pewaukee Public Library	Wisconsin Upside Down
Hebron House	PHS Honors Banquet	

Total donated in 2018: \$46,000 including \$11,000 to the Food Pantry, \$8,950 to Pewaukee School projects and scholarships and a gift of \$15,000 to Friends of the Park (Kiwanis Village Park). Projected increased income for next year with the projected growth would yield over \$8,000 in additional revenue.

Pewaukee Kiwanis Beach Party 2018

Profit-Loss Summary

	Estimated	Actual
Total income	\$0.00	\$96,619.04
Total expenses	\$0.00	\$50,712.56
Total profit (or loss)	\$0.00	\$45,906.48



Pewaukee Kiwanis Beach Party 2018

Income

	Estimated	Actual
Total Income	\$0.00	\$96,619.04
Sponsors		
Estimated	Estimated	Actual
Tourism Grant		\$5,000.00
Stage		\$1,000.00
Friday Band		\$2,000.00
Kids Day		\$600.00
Leinie Lodge		\$1,200.00
Food Pantry		\$150.00
Safety		\$600.00
Kid's Activities		\$400.00
Volunteers		\$500.00
Food		\$750.00
Kl Village Park		\$150.00
	\$0.00	\$12,350.00
Donations		
Estimated	Estimated	Actual
LCCWF		\$4,219.09
T-Shirts		\$1,000.00
Misc.		\$1,233.95
	\$0.00	\$6,453.04
Vendors		
Estimated	Estimated	Actual
Large Booth		\$1,541.00
Med Booth		\$1,200.00
Electric		\$75.00
	\$0.00	\$2,816.00
Sale of Items		
Estimated	Estimated	Actual
Beer and Food		\$75,000.00
	\$0.00	\$75,000.00

Pewaukee Kiwanis Beach Party 2018

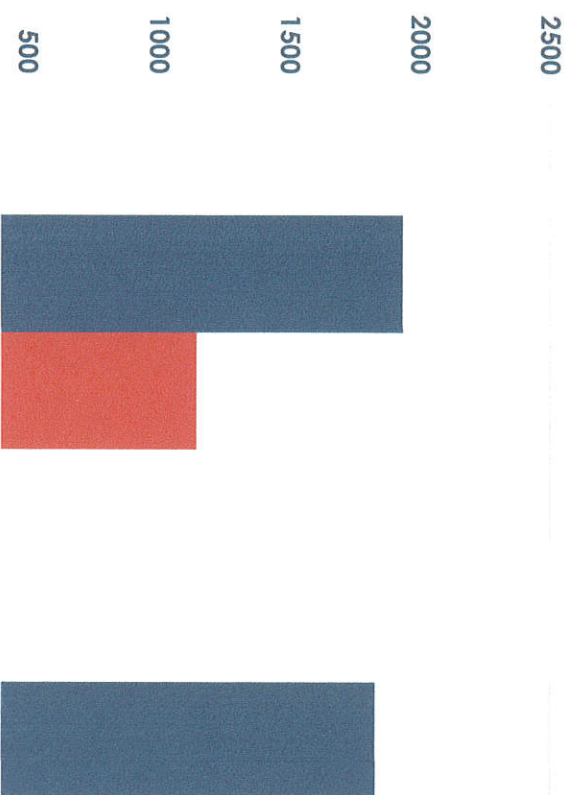
Expenses

	Estimated	Actual
Total Expenses	\$0.00	\$50,712.56
Site	Estimated	Actual
Clean Up		\$885.00
Tents		\$6,090.50
Metros		\$1,430.00
Total	\$0.00	\$8,405.50
Safety	Estimated	Actual
Security Shuttle		\$2,018.79
		\$1,440.00
Total	\$0.00	\$3,458.79
Publicity	Estimated	Actual
T-shirts		\$1,074.85
Advertising		\$2,458.51
Signs		\$886.84
Banners/Playcards		\$629.63
Total	\$0.00	\$5,049.83
Miscellaneous	Estimated	Actual
Misc. Fees		\$150.00
Supplies		\$130.71
Trolier		\$1,400.00
Total	\$0.00	\$1,680.71
Refreshments	Estimated	Actual
Food		\$6,972.11
Beer		\$9,735.90
Wine		\$462.40
Water		\$250.00
Ice		\$176.12
Sarn's		\$100.00
Total	\$0.00	\$17,696.53
Entertainment	Estimated	Actual
Bands		\$3,550.00
VIP Bags		\$158.70
Pull Tabs/Raffles		\$412.50
Total	\$0.00	\$4,121.20
Start Up	Estimated	Actual
Start Up		\$10,300.00
Total	\$0.00	\$10,300.00

Pewaukee Kiwanis Beach Party 2019

Profit-Loss Summary

	Estimated	Actual
Total income	\$103,200.00	\$0.00
Total expenses	\$48,535.00	\$0.00
Total profit (or loss)	\$54,665.00	\$0.00



Pewaukee Kiwanis Beach Party 2019

Income

	Estimated	Actual
Total Income	\$103,200.00	\$0.00
Sponsors		
Estimated	Actual	
Tourism Grant	\$10,000.00	
Stage	\$2,000.00	
Friday Band	\$1,000.00	
Saturday Bands	\$1,500.00	
Kids Day	\$600.00	
Beer/Wine	\$1,200.00	
Food Pantry	\$150.00	
Safety	\$600.00	
Kid's Activities	\$400.00	
Volunteers	\$250.00	
Food	\$750.00	
KI Village Park	\$150.00	
	\$18,600.00	\$0.00
Donations		
Estimated	Actual	
LCCWF	\$4,500.00	
T-Shirts	\$1,000.00	
Misc.	\$1,200.00	
	\$6,700.00	\$0.00
Vendors		
Estimated	Actual	
Large Booth	\$1,600.00	
Med Booth	\$1,200.00	
Electric	\$100.00	
	\$2,900.00	\$0.00
Sale of Items		
Estimated	Actual	
Beer and Food	\$75,000.00	
	\$75,000.00	\$0.00

Pewaukee Kiwanis Beach Party 2019 Budget

Expenses

Total Expenses		Estimated	Actual
Site			
Clean Up	Estimated	\$1,000.00	Actual
Tents		\$6,000.00	
Metros		\$1,600.00	
Total		\$8,600.00	\$0.00
Safety			
Security	Estimated	\$2,000.00	Actual
Shuttle		\$2,000.00	
Total		\$4,000.00	\$0.00
Publicity			
T-shirts	Estimated	\$1,400.00	Actual
Advertising		\$4,500.00	
Postage		\$300.00	
Total		\$6,200.00	\$0.00
Miscellaneous			
Bar License	Estimated	\$30.00	Actual
Village Beer License		\$10.00	
Raffle License		\$25.00	
CFC		\$100.00	
Trailer		\$1,500.00	
Propane		\$100.00	
Electricity		\$50.00	
Misc.		\$500.00	
Total		\$2,315.00	\$0.00
Refreshments			
Sirloin	Estimated	\$2,000.00	Actual
Beer Capital		\$11,000.00	
Performance Foods		\$6,530.00	
Wine		\$600.00	
Water		\$250.00	
Ice		\$300.00	
Sams		\$540.00	
Total		\$21,220.00	\$0.00
Entertainment			
Bands	Estimated	\$3,700.00	Actual
Children's Activities		\$1,000.00	
Total		\$4,700.00	\$0.00
Prizes			
Pull Tabs	Estimated	\$400.00	Actual
Pull Tab Payouts		\$500.00	
Prizes		\$300.00	
Gifts		\$300.00	
Total		\$1,500.00	\$0.00

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

DATE: October 17, 2018

DEPARTMENT: Clerk/Treasurer

PROVIDED BY:

SUBJECT:

Discussion and Possible Action Regarding the Request of the Waukesha/Pewaukee Convention and Visitor Bureau in the amount of \$365,000

BACKGROUND:

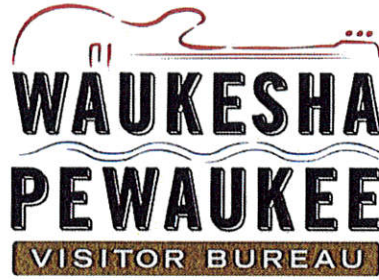
FINANCIAL IMPACT:

RECOMMENDED MOTION:

ATTACHMENTS:

Description

2019 CVB Request



2019 CVB Request: \$365,00.00

Tourism Economy

Tourism is an important component of the local economy for Waukesha Pewaukee businesses and residents. The 2017 Tourism Economic Impact Report for the Waukesha Pewaukee area, performed by Tourism Economics, identified:

- *Visitor spending totaled \$161.2 million, an increase of \$7 million from 2015
- *Visitor spending supported 3,675 jobs in Waukesha Pewaukee in 2017
- *Tourism labor income totaled \$105 million
- *Tourism spending generated \$21.5 million in state and local taxes, saving residents \$563 while maintaining current government services.
- *Waukesha County is the fourth highest county in the state for tourism spending, following Milwaukee, Dane and Sauk Counties.

As stated in the last two years, the competition for meeting and sleeping room business continues to intensify. There are over 16,000 hotel rooms in a 20-minute radius of downtown Milwaukee. Since 2016, over 3,148 hotel rooms have either opened or in the process of being built in the metro Milwaukee area, with announcements of new developments weekly. This number does not include the two proposals the city of Milwaukee is reviewing in conjunction with an expanded convention center, which could add another 506 rooms to the downtown inventory. Aggressive promotions from hotels and destinations range from increasing the number of complimentary sleeping rooms per 10 rooms occupied to rebates for business booked. These promotions, along with the increased sleeping rooms (what's generating these promotions!) will only increase the difficulty in generating business while unfortunately, decreasing the value of booked business. 2018 looks to be the most challenging year yet!

9/7/2018

How room tax dollars are used at the CVB

The CVB (Convention and Visitor Bureau) serves as the official tourism entity for the Waukesha Pewaukee communities. 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 2019 which is the third year of the formula, Waukesha may retain room tax dollars equivalent only to what they kept in 2012, 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 Involvement

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.

Marketing Team-Meeting quarterly, this group of marketing professionals and business owners assist in messaging, placement, and media selection to best serve the needs of the tourism industry based on trends, "need times" and other local impact factors.

Waukesha Pewaukee CVB
2019 Proposed Budget

Income	2018 Proposed	2018 Revised	2019 Proposed	Notes
Projected Room Tax				
City of Waukesha	\$232,248.24	\$232,248.24	\$271,453.49	Increase represents third year of five year funding formula under 2015 reform act for Waukesha; renovations at The Ingleside Hotel.
City of Pewaukee	\$400,000.00	\$365,000.00	\$365,000.00	
Advertising Income				
General Marketing	\$10,118.00	\$10,118.00	\$10,623.00	Co-op advertising programs with partners
Events Council	\$12,000.00	\$12,000.00	\$12,650.00	
Grants				
WI Dept Tourism	\$25,000.00	\$25,000.00	\$25,000.00	Joint Effort Marketing Grant
Sports Rebate				
	\$0.00	\$0.00	\$0.00	
Interest Income				
	\$150.00	\$150.00	\$150.00	
Room Tax Carryover				No carryover expected as Waukesha revenues fell due to The Ingleside renovation schedule.
	\$24,356.00	\$24,356.00	\$0.00	
TOTAL INCOME	\$703,872.24	\$668,872.24	\$684,876.49	

Expenses	2018 Proposed	2018 Revised	2019 Proposed	
ADMINISTRATION				
Salaries & Payroll Taxes	\$258,966.13	\$239,459.76	\$261,853.96	Return sales position to full time hours; reduced to part time in 2018
FUTA, SUTA	\$650.00	\$600.00	\$625.00	
Workers Comp	\$800.00	\$800.00	\$800.00	
Health, Dental & Disability	\$27,010.00	\$21,345.00	\$28,900.70	
Retirement Program	\$6,448.98	\$6,448.98	\$7,768.84	
Business, D&O Insurance	\$3,500.00	\$3,200.00	\$3,200.00	
Professional Development	\$1,000.00	\$1,000.00	\$750.00	
Accounting	\$1,800.00	\$1,800.00	\$1,800.00	
Bank Service Charge	\$300.00	\$250.00	\$280.00	
SUB TOTAL	\$300,475.11	\$274,903.74	\$305,978.50	

ADVERTISING AND MARKETING

Material Devel & Printing	\$63,000.00	\$63,000.00	\$60,000.00	Website Upgrades and Updates; Visitor Guide& Facility Guide updates; Direct Mail & Misc Collateral; Ad Development; E-Blasts; etc. Included in membership sponsorship
Tradeshows	\$2,000.00	\$2,000.00	\$0.00	
Promotional Items	\$3,000.00	\$2,000.00	\$2,000.00	
Convention Services	\$1,500.00	\$1,500.00	\$1,500.00	
Front Office FAM Tours	\$500.00	\$400.00	\$500.00	
PR Writer Boxes	\$250.00	\$150.00	\$250.00	
Sponsorships	\$10,000.00	\$8,000.00	\$4,000.00	
Sales Promotions	\$12,000.00	\$12,000.00	\$15,000.00	
Web Advertising	\$150,000.00	\$150,000.00	\$160,000.00	
Print Advertising	\$85,000.00	\$82,000.00	\$68,550.00	
Economic Impact Report	\$6,000.00	\$6,000.00		Purchased every 2 years
SUB TOTAL	\$333,250.00	\$327,050.00	\$311,800.00	
OFFICE EXPENSES				
Rent	\$40,185.63	\$40,185.63	\$40,989.34	Last year on current lease One year promo rate expires 7/19.
Telephone	\$1,519.73	\$1,519.72	\$2,100.00	
Water Cooler	\$375.00	\$375.00	\$390.00	
Postage	\$5,500.00	\$5,500.00	\$5,000.00	
Supplies	\$1,000.00	\$1,000.00	\$1,000.00	
Miscellaneous	\$500.00	\$500.00	\$500.00	
Office Equipment	\$1,000.00	\$1,000.00	\$1,000.00	
Equipment Mtnce.	\$2,000.00	\$2,000.00	\$2,200.00	

Waukesha Pewaukee CVB
2019 Proposed Budget

Software Licenses	\$2,500.00	\$2,300.00	\$2,000.00	Sales software
SUB TOTAL	\$54,580.36	\$54,380.35	\$55,179.34	
MEETINGS & TRAVEL				
Miscellaneous Mtgs.	\$900.00	\$750.00	\$500.00	Partner Meetings
Lodging	\$1,200.00	\$1,000.00	\$1,000.00	
Meals	\$200.00	\$150.00	\$175.00	Overnight travel meals
Mileage	\$5,000.00	\$4,600.00	\$4,000.00	
Conference Registration	\$1,200.00	\$1,000.00	\$1,000.00	
WMPI Meetings	\$625.00	\$550.00	\$0.00	Annual sponsorship includes meeting registrations
WSAE Meetings	\$500.00	\$450.00	\$0.00	Annual sponsorship includes meeting registrations
HSMAI Meetings	\$500.00	\$500.00	\$500.00	Sales and Marketing Staff
SUB TOTAL	\$10,125.00	\$9,000.00	\$7,175.00	
MEMBERSHIPS				
Religious Conf. Mngrs.	\$225.00	\$225.00	\$225.00	
Reunion Friendly Network	\$225.00	\$225.00	\$225.00	
Alliance of Military Groups	\$250.00	\$250.00	\$250.00	
WACVB	\$2,500.00	\$2,500.00	\$3,250.00	
WI Meeting Professionals	\$625.00	\$0.00	\$0.00	Sponsorship covers membership
WI Society of Assoc. Execs	\$500.00	\$0.00	\$0.00	Sponsorship covers membership
WI Hotel & Lodging Assoc.				
Hotel Sales & Marketing-WI Chapter	\$700.00	\$0.00	\$350.00	
WI Manufactures & Commerce	\$350.00	\$335.00	\$335.00	Employee Benefits Programs
SUB TOTAL	\$5,375.00	\$3,535.00	\$4,635.00	
TOTAL EXPENSES	\$703,805.47	\$668,869.09	\$684,767.84	

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

DATE: October 17, 2018

DEPARTMENT: Clerk/Treasurer

PROVIDED BY:

SUBJECT:

Discussion and Possible Action Regarding the Request of Pewaukee/Waukesha Convention and Visitors Bureau Grant Request in the amount of \$9,000 for "Building Relationships"

BACKGROUND:

FINANCIAL IMPACT:

RECOMMENDED MOTION:

ATTACHMENTS:

Description

2019 CBV Grant

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: 8/23/18

Address: N14 W23755 Stone Ridge D., #225

Waukesha, WI Zip: _____

Phone: 542-0330 Fax: 542-2237

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

Section 2:

Brief Description of Request: With mounting competition in the meeting and sleeping room market, the greatest success in selling comes from strong relationships that are established and trustworthy. Those relationships begin with in-person sales efforts; including sales calls and social interactions. With the proven success of a past holiday reception in the Madison market, the CVB is requesting funds to host four receptions to attract the association

Expected Outcome of Event: Goal would be to book a minimum of 6 meetings/events from these receptions

Amount Requested: \$ 9,000.00 Date(s) of Event: Four times in 2019

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:

 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.

market to the Pewaukee hotels, a segment of business that each are interested in attracting and/or growing.

Based on potential business opportunity, invitations would be sent to 25 qualified associations that host meetings that fit within the space and availability of our Pewaukee properties. A three-hour evening reception (5-8pm) would be held at a location in Madison, food and beverage provided and the opportunity to speak one-on-one with the planners to enhance awareness of capabilities and interest in hosting their meetings/events. Upon departure from the reception, guests would also be given a small gift to share our appreciation of their time.

Sales staff would then follow-up with each association representative and track the business potential and successful bookings. An ROI report would be submitted to the commission upon completion of the receptions.

The CVB is requesting funding for four events in 2019.

BUDGET PER EVENT

(This grant request would be a receipt reimbursement grant)

Facility Rental

Depending upon the facility selected, there may be a rental fee or a food and beverage minimum charge. If no facility rental fee is charged, these dollars will not be spent. \$250.00

Food & Beverage

Commonly a minimum dollar amount is required for food and beverage, again, only the actual dollars spent would be submitted for reimbursement. \$1500.00

Thank You Gift

Gift items will range from a local product to a helpful tool for planners to use when hosting meetings. \$500.00

TOTAL Budget

Facility Rental	\$1,000.00
Food & Beverage	6,000.00
Thank You Gift	<u>2,000.00</u>
TOTAL BUDGET REQUEST	\$9,000.00

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

DATE: October 17, 2018

DEPARTMENT: Clerk/Treasurer

PROVIDED BY:

SUBJECT:

Discussion and Possible Action Regarding the Request of Waukesha/Pewaukee Convention and Visitors Bureau for Reimbursement from 2017 Baseball Grant in the Amount of \$4,155.30

BACKGROUND:

FINANCIAL IMPACT:

RECOMMENDED MOTION:

ATTACHMENTS:

Description

2017 Major League Reimbursement

Tarczewski, Kelly

From: Woldanski, Kelley
Sent: Wednesday, July 25, 2018 8:08 AM
To: Tammy
Cc: Tarczewski, Kelly; Klein, Scott
Subject: Grant reimbursement

Morning Tammy,

We are in receipt of your grant reimbursement requests, one of which is a carryover from 2017. I do specifically recall the discussion that 2017 grant request ***might*** carryover into 2017 however during the 2018 budget discussions, it was not mentioned officially once again. Therefore we do not have approval from the Commission to reimburse this carryover from 2017. We can offer to resurrect this request at our next meeting which would be for the 2019 budget discussions and if they formally approve of that reimbursement, we would be happy to do so at that time.

Please let me know if that is how you would like us to proceed.

Thank you!

Kelley Woldanski, MSRA, CPRP | Director of Parks, Recreation & Community Services

 262.691.7275 or 262.691.9107 |  262.691.6078 |  woldanski@pewaukee.wi.us

 Please don't print this e-mail unless you really need to. Go Green!

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2017 Major League Baseball Campaign Expenditures

The Tourism Commission approved the balance of our \$80,500 2017 request to be used for co-operative marketing opportunities with the Department of Tourism in 2018. Expenditures in 2017 totaled \$66,704.01, leaving a balance of \$13,795.99 for 2018.

The following two invoices are for ads placed in WI Department of Tourism publications that were circulated in the MN, IL and MO markets in 2018.

Madden Media	
WI Official Travel Guide	\$2,482.35

Madden Media	
Spring Summer Events Guide	\$1,672.95

FINAL 2017 REIMBURSEMENT REQUEST	\$4,155.30
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The balance of the 2017 Major League Baseball grant funds will not be used, as the remaining programs for these three markets the CVB had hoped to participate in were again fully funded by 2017 participants, leaving no opportunity for additional 2018 advertising participants to be included.



Invoice

345 E. Toole Ave.
Tucson, Arizona 85701
Phone 520-322-0895 Fax 520-322-9438
FEI # 76-0738649

pd ck
9583
4/13/18

INVOICE #: 201708104
INVOICE DATE: 03/15/2018

BILL TO: Waukesha Pewaukee CVB
N14 W23755 Stone Ridge Drive Suite 225
Waukesha, WI 53188

ADVERTISER: Waukesha Pewaukee CVB
N14 W23755 Stone Ridge Drive Suite 225
Waukesha, WI 53188

REFERENCE #	DATE DUE	PAYMENT TERMS	MESSAGE
WIOTG18 - C55509	04/14/2018	NET 30	

ITEM	DESCRIPTION	SALESPERSON	PROGRAM	QTY	UNIT PRICE	AMOUNT
Half Page Ad - Horizontal	Half Page Ad - Horizontal	Tricia Wisbrock	Wisconsin Official Travel 2018-2019	1	\$2,482.35	\$2,482.35
SUBTOTAL						2,482.35
Salestax						0.00
TOTAL						2,482.35



345 E. Toole Ave.
Tucson, Arizona 85701
Phone 520-322-0895 Fax 520-322-9438
FEI # 76-0738649

Invoice

INVOICE #: 201707383
INVOICE DATE: 01/17/2018

pd ck
9530
2/12/18

BILL TO: Waukesha Pewaukee CVB
N14 W23755 Stone Ridge Drive Suite 225
Waukesha, WI 53188

ADVERTISER: Waukesha Pewaukee CVB
N14 W23755 Stone Ridge Drive Suite 225
Waukesha, WI 53188

REFERENCE #	DATE DUE	PAYMENT TERMS	MESSAGE
WIGSS18 - C55509	02/16/2018	NET 30	

ITEM	DESCRIPTION	SALESPERSON	PROGRAM	QTY	UNIT PRICE	AMOUNT
Half Page Ad - Horizontal	Half Page Ad - Horizontal	Tricia Wisbrock	WIGSS18 Wisconsin Events Guide - Spring/Summer 2018	1	\$1,672.95	\$1,672.95
SUBTOTAL						1,672.95
Sales Tax						0.00
TOTAL						1,672.95