

Office of Community Services

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TOURISM COMMISSION MEETING NOTICE AND AGENDA

Friday, October 18, 2019

10:00 AM

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

-
1. Call to Order and Pledge of Allegiance
 2. Discussion and Possible Action to Approve the Meeting Minutes Date October 17, 2018
 3. Discussion Regarding the 2019 Tourism Financials and Predictions for 2020
 4. Discussion and Possible Action Regarding the Requests of Positively Pewaukee
 - 4.1 Taste of Lake Country in the Amount of \$30,000
 - 4.2 Balloon Rally in the Amount of \$26,000
 - 4.3 General Marketing in the Amount of \$18,000
 - 4.4 Website Maintenance in the Amount of \$4,000
 5. Discussion and Possible Action Related to the Requests of the Pewaukee Chamber of Commerce
 - 5.1 Farmers Market in the Amount of \$9,450
 - 5.2 General Marketing in the Amount of \$7,500
 6. Discussion and Possible Action Regarding the Request of the Pewaukee Kiwanis Club for the Pewaukee Beach Party in the Amount of \$10,000
 7. Discussion and Possible Action Regarding the Request of Waukesha/Pewaukee Convention and Visitors Bureau
 - 7.1 Annual Operational Expenses in the Amount of \$365,000
 - 7.2 Wednesday Night Bus Service from Local Hotels in the Amount of \$6,000
 - 7.3 Meeting Planning Partner Receptions in the Amount of \$4,500
 8. Discussion and Possible Action to Create a Pewaukee Tourism Director Position
 9. Adjournment

Kelley Tarczewski
Clerk/Treasurer

October 16, 2019

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 Clerk/Treasurer Office at (262) 691-0770 by 12:00 p.m. three working days prior to the meeting so that arrangements may be made to accommodate your request.

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

DATE: October 18, 2019

DEPARTMENT: Clerk/Treasurer

PROVIDED BY:

SUBJECT:

Discussion and Possible Action to Approve the Meeting Minutes Date October 17, 2018

BACKGROUND:

FINANCIAL IMPACT:

RECOMMENDED MOTION:

ATTACHMENTS:

Description

Tourism 10/17/2018

In attendance:

In Attendance: Mayor S. Bierce, Alderman C. Brown, R. Grosch, J. Wamser (1:04 p.m.) and F. Dorsey.

Also Present: Community Services Director K. Woldanski, and Clerk/Treasurer K. Tarczewski.

1. Call to Order and Pledge of Allegiance

Mayor Bierce called the meeting to order at 1:00 p.m.

2. Discussion Regarding the 2018 Tourism Financials

Mayor Bierce stated we started 2018 with \$122,000 in the fund and are estimating an additional \$450,000 in revenues for a total of \$572,000.

Ms. Tarczewski stated the 2018 budget anticipated \$750,000 of revenues and as of August \$559,317 was received.

Mr. Dorsey commented that September and October are typically good months for the hotel business but November and December are not.

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

Mayor Bierce suggested hearing all the funding requests prior to taking action to make sure everyone gets a fair opportunity to get the funds they need. All commission members agreed.

Ms. Woldanski stated the City Administrator was interested in proposing a partially funded position to oversee the tourism function and sports complex. It was his hope that this person could bring in tournaments. She said there was also discussion to get more involved with the other local tourism promoters and send a representative to their meetings so that the City has a better understanding of how they spend their grant money. Ms. Woldanski stated this would be part of her new position.

Mr. Dorsey asked if this person would work with the Waukesha/Pewaukee Visitor's Bureau as a liason. Ms. Woldanski stated yes. He said he doesn't want to see duplicate efforts.

Mayor Bierce stated he was in favor of this position but not sure on all of it at this time. He asked how much of this position would be dedicated to the sports complex. He said he was concerned about pulling out Park and Recreation's responsibility. Ms. Woldanski stated they would still have the responsibility, she would just be the main contact for these events. Mayor Bierce asked who would have the ultimate decision on who is allowed to use the facility. Ms. Woldanski stated it would be the Park and Recreation Department.

Ms. Woldanski stated the job description is currently being worked on. It is anticipated that this would only be 20% of her job responsibilities.

Mayor Bierce stated this hasn't been approved by the Common Council yet, he said we could earmark the funds if approved.

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

Elaine Kroening from Positively Pewaukee was present. She stated the dollar amount she was actually requesting was \$75,000. She stated she is asking the City to sponsor Taste of Lake Country, the Multi-Sport Weekend – Half Marathon, general marketing and website upgrades.

Mayor Bierce commented that all her events are held in the Village of Pewaukee. Ms. Kroening agreed and stated she hoped that would change next year when the Sports Complex is completed.

Ms. Brown asked if an effort is made to showcase the City restaurants and the bars located on the lake during those events. Ms. Kroening stated they have a “Where To” section on their website and it lists options in both the City and the Village. Ms. Brown asked if there was any way Positively Pewaukee could reach out to the City’s businesses and ask for coupons to promote their business. Ms. Kroening stated they have done that in the past. She said Thunder Bay Grill, Machine Shed and Edgewater have participated in the Taste of Lake Country events.

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

Dick Strausberger from the Pewaukee Chamber of Commerce was present. He said they have a two-part request, one is for subsidizing the Farmers Market and the other is for business marketing.

Mayor Bierce stated the Chamber is asking for a total of \$16,950 this year. He also commented that the Chamber is moving the Farmer’s Market to the Village of Pewaukee. Mr. Strausberger stated the church that they previously used will be going through some major renovations, so they had to find a different location. He said they will be moving to the parking lot at Koepp Park.

Ms. Brown stated she didn’t like them moving out of the City. She said we have wonderful parks and churches that they can utilize. Mr. Strausberger stated drive by traffic is important to them. Ms. Brown stated she feels they have a great following for this event and feels properly advertising this event would be key to its success no matter if it was in a high traffic area or not.

Mr. Dorsey stated that he doesn't believe the Farmer’s Market is putting heads in beds.

Mayor Bierce asked what the matrix of Chamber’s membership was. Lisa Oman from the Pewaukee Chamber of Commerce was also present. She stated she doesn’t have the actual percentage but estimated the Village is a small number at approximately 20%. She guessed the City was around 55-60% and the rest of the members were outside the area.

Mr. Strausberger stated this year they intend to create a video for general marketing to get business interested in the area.

Mayor Bierce stated the Commission struggles annually giving the Chamber funding because there is never proof that heads are going into beds with any of the their events, but feels it is important to promote the business of Pewaukee.

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

Robin Lions from Pewaukee Kiwanis was present. She said this year they provided a shuttle service to the Beach Party with pick up locations at WCTC and the Marriott Hotel. She said their event was linked to Positively Pewaukee. She said thanks to the City grant, they increased their advertising for the event and saw an increase in attendance. She said next year they would like to add another shuttle stop and work more with additional hotels in the area and would like to do more with advertising.

Ms. Brown stated the Beach Party is ultimately a fundraising event for the Kiwanis with 98% of the funds going to Village charities. She asked if there was some thought to find City of Pewaukee charities to give some of the funds to. Ms. Lions stated the list that was provided was not all inclusive. Ms. Lions stated their basic mission was to support children. She said people need to ask them for funds.

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

Tammy Tritz from the Waukesha/Pewaukee Convention and Visitor Bureau was present. She stated filling hotels has been challenging due to all the new hotel development in the area. Promotions for the various different properties have gotten very competitive too. She said Air BNBs have become a bigger issue as are the online hotel booking organizations. Ms. Tritz stated her 2019 focus is going to be group sales.

Ms. Tritz stated the City of Waukesha will begin contributing more towards tourism funding due to the changes related to the room tax laws and the five-year formula. Ms. Tritz spoke about all the new measures they have in store.

Mayor Bierce stated the City's current hotel tax rate is 6% and that we can increase it to a maximum of 8%. He asked if that would be more beneficial. Mr. Dorsey stated corporate customers probably won't mind but the seasonal travelers would have an issue with the higher rate.

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"

Ms. Tritz stated they hosted an event last December in the Madison area for very targeted meeting planners and it went very well. She would like to hold four quarterly receptions outside of the area to highlight the hotels here. The grant would include room rental, food and beverages and a gift from the local businesses here. She said it is their goal to book at least six meetings from the four events.

Ms. Brown asked which of the communities Ms. Tritz would push. She said in the past they have used the funds specifically to promote the areas that the money came from, but it isn't her preferred way of doing things. Ms. Brown asked if Ms. Tritz considered doing this activity in other parts of the State. Ms. Tritz stated Madison is the headquarters for all the State associations.

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

Ms. Woldanski stated in 2017 the CVB had made a request for a baseball grant. She said at the time it was stated that the CVB could go over into 2018. Ms. Woldanski stated there was official motion by the Tourism Commission to carry the funds over.

Mayor Bierce warned the petitioners that this year the Commission has been very vocal about wanting these organizations to be more City of Pewaukee business centric and told them not to be surprised next year if they are denied funds because the Commission felt the organizations weren't doing enough for the City.

Tourism Director – **A motion was made and seconded, (J. Wamser, R. Grosch) to approve partially funding the Tourism Director contingent upon the Commission members receiving the job description and Common Council approving the position.** Motion Passed: 5-For, 0-Against.

Positively Pewaukee – **A motion was made and seconded, (C. Brown, J. Wamser) to approve the request for \$75,000.** Ms. Kroening asked for clarification regarding the grant. She stated in the past the City has paid for the marketing and website updates up front and has requested receipts for everything else. The members agreed that was fine. Motion Passed: 5-For, 0-Against.

Pewaukee Chamber of Commerce – **A motion was made and seconded, (J. Wamser, C. Brown) to approve the request up to \$16,950, to be reimbursed when receipts are submitted.** Motion Passed: 4-For, 1-Against (F. Dorsey)

Pewaukee Kiwanis Club – **A motion was made and seconded, (R. Grosch, J. Wamser) to approve the request up to \$10,000, to be reimbursed when receipts are submitted.** Motion Passed: 5-For, 0-Against.

Waukesha/Pewaukee Convention and Visitors Bureau – **A motion was made and seconded, (J. Wamser, F. Dorsey) to approve the request of \$365,000 paid in quarterly installments.** Motion Passed: 5-For, 0-Against.

Waukesha/Pewaukee Convention and Visitors Bureau – **A motion was made and seconded, (F. Dorsey, J. Wamser) to approve the request of up to \$9,000, to be reimbursed when receipts are submitted.** Motion Passed: 5-For, 0-Against.

Waukesha/Pewaukee Convention and Visitors Bureau – **A motion was made and seconded, (R. Grosch, F. Dorsey) to approve the request of \$4,155.30 to be reimbursed when receipts are submitted.** Motion Passed: 5-For, 0-Against.

10. Adjournment – **A motion was made and seconded, (J. Wamser, R. Grosch) to adjourn the meeting at 2:39 p.m.** Motion Passed: 5-For, 0-Against.

Respectfully Submitted,

Kelly Tarczewski
Clerk/Treasurer

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

DATE: October 18, 2019

DEPARTMENT: Clerk/Treasurer

PROVIDED BY:

SUBJECT:

Discussion Regarding the 2019 Tourism Financials and Predictions for 2020

BACKGROUND:

FINANCIAL IMPACT:

RECOMMENDED MOTION:

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

DATE: October 18, 2019

DEPARTMENT: Clerk/Treasurer

PROVIDED BY:

SUBJECT:

Discussion and Possible Action Regarding the Requests of Positively Pewaukee

BACKGROUND:

FINANCIAL IMPACT:

RECOMMENDED MOTION:

ATTACHMENTS:

Description

Positively Pewaukee Request

Balloon Ralley



To: City of Pewaukee Tourism Commission
From: Positively Pewaukee

Re: 2020 budget request

We are submitting the following request of \$78,000 for the following items:

Taste of Lake Country -\$30,000
Balloon Rally - \$26,000
General Marketing - \$18,000
Website - \$4,000

Total - \$78,000

Thank you for your consideration

New event – Hot Air Balloon Rally September 11, 12 & 13th Pewaukee Sports Complex

Positively Pewaukee made the decision this year to end the King and Queen ½ Marathon and the Multisport Weekend, so no funding for those events will be asked for in 2020. We will continue to ask for funding for Taste of Lake Country, marketing and our website as in previous years.

We are also asking for funding for a new event to be held in September 2020 at the Pewaukee Sports Complex. The event does not have a name yet, but it will be a hot air balloon rally, craft and vendor show, kids' area, live music, beverage tent and food.

It will be a three-day event starting at 5:00pm on Friday and ending at noon on Sunday. We are looking for 10 hot air balloons for the first year and hopefully 40-50 vendors.

We have permission from the Joint Park and Rec board to move forward with the event, pending some concerns they have regarding the balloons, people and the grass. We are looking into solutions for those issues.

We have spoken with a company that would coordinate the balloon portion of the event and makes all the arrangements with the local airports. We would take care of the permits from the city as well as working with the Sheriff and Fire Department, who we have already spoken to and they have given us a green light. We will work closely with Park and Rec on all aspects of the event.

What we are asking for from the Tourism Committee is funding for the hot air balloons, entertainment, tents and marketing and advertising. The total being asked for is \$26,000.

We have spoken with three other events in Wisconsin that have been putting on Hot Air Balloon Rally's and while they don't have specific numbers on room nights, they do all say that they bring people in from out of town.

We feel that this would be a great way to get the word out about the Sports Complex, and to highlight that it is a great place to hold events besides baseball and soccer. We hope it is the first of many events we will hold there.

Thanks for your consideration!

Elaine Kroening – Positively Pewaukee

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

DATE: October 18, 2019

DEPARTMENT: Clerk/Treasurer

PROVIDED BY:

SUBJECT:

Discussion and Possible Action Related to the Requests of the Pewaukee Chamber of Commerce

BACKGROUND:

FINANCIAL IMPACT:

RECOMMENDED MOTION:

ATTACHMENTS:

Description

Chanber Request

2020 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. As a holdover from 2019, we will complete 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 a high-traffic location, which will bring drive-by and outside shoppers deeper into the Pewaukee area with spillover traffic to shopping and other retail venues. This will require marketing funds to re-orient vendors and shoppers. 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. As a holdover from 2019, with the help of the grant, we will complete 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

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

DATE: October 18, 2019

DEPARTMENT: Clerk/Treasurer

PROVIDED BY:

SUBJECT:

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

BACKGROUND:

FINANCIAL IMPACT:

RECOMMENDED MOTION:

ATTACHMENTS:

Description

Kiwanis Request

Pat Gallagher
Pewaukee Kiwanis Club
Pewaukee Beach Party



October 5, 2019
City of Pewaukee
Tourism Grant Commission

Dear Members of the Tourism Grant Commission,

The 25th 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 \$550,000 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 82 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 \$8,296 grant in 2019. We raised \$57,600 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 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 2020. 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 2019: \$106,000 including \$62,900 to the Pewaukee Park Partnership, \$11,000 to the Food Pantry and \$12,700 to Pewaukee School projects and scholarships. Projected increased income for next year with the projected growth would yield over \$8,000 in additional revenue.

Pewaukee Kiwanis Beach Party 2019 Actual

Profit-Loss Summary

	Estimated	Actual
Total income	\$0.00	\$105,904.00
Total expenses	\$0.00	\$47,864.00
Total profit (or loss)	\$0.00	\$58,040.00

Pewaukee Kiwanis Beach Party 2019 Actual

Income

	Estimated	Actual
Total Income	\$0.00	\$105,904.00

Sponsors	Estimated	Actual
Tourism Grant		\$8,296.00
Stage		\$1,000.00
Friday Band		\$1,200.00
Saturday Band		\$1,000.00
Kid's Day		\$1,300.00
Volunteers		\$1,050.00
Public Safety		\$950.00
Kid's Activities		\$750.00
Food		\$1,600.00
	\$0.00	\$17,146.00

Donations	Estimated	Actual
LCCWF		\$3,757.00
Misc.		\$979.00
	\$0.00	\$4,736.00

Vendors	Estimated	Actual
Large Booth		\$1,638.00
Med Booth		\$2,600.00
Electric		\$100.00
	\$0.00	\$4,338.00

Sale of items	Estimated	Actual
Beer and Food		\$79,684.00
	\$0.00	\$79,684.00

Pewaukee Kiwanis Beach Party

2019 Actual

Expenses

Total Expenses		Estimated	Actual
		\$0.00	\$47,864.00

Site	Estimated	Actual
Clean Up		\$1,580.00
Tents		\$4,652.00
Metros		\$1,112.00
Total	\$0.00	\$7,344.00

Safety	Estimated	Actual
Security		\$1,541.00
Shuttle		\$1,878.00
Total	\$0.00	\$3,419.00

Publicity	Estimated	Actual
T-shirts		\$1,330.00
Advertising		\$3,326.00
Signs		\$1,377.00
Banners/Playcards		\$109.00
Total	\$0.00	\$6,142.00

Miscellaneous	Estimated	Actual
Misc. Fees		\$384.00
Supplies		\$164.00
Total	\$0.00	\$548.00

Refreshments	Estimated	Actual
Food		\$5,672.00
Beer		\$9,700.00
Wine		\$412.00
Ice		\$160.00
Sam's		\$192.00

Total	\$0.00	\$16,136.00
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Entertainment	Estimated	Actual
Bands		\$3,450.00
Pull Tabs/Raffles		\$525.00
Total	\$0.00	\$3,975.00

Start Up	Estimated	Actual
Start Up		\$10,300.00
Total	\$0.00	\$10,300.00

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: 10/5/19

Address: PO Box 131

Pewaukee, WI 53072 Zip: _____

Phone: (262) 695-1492 Fax: N/A

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 26 & 27, 2020

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: 13 Total amount of grants: \$ 24200

Official Use Only

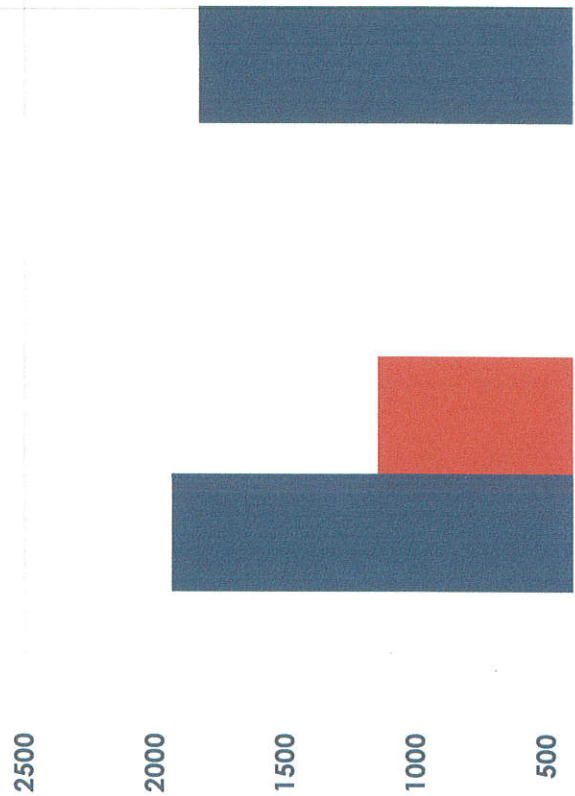
Date Received: _____ Received by: _____

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

Pewaukee Kiwanis Beach Party 2020 Budget

Profit-Loss Summary

	Estimated	Actual
Total income	\$103,200.00	\$0.00
Total expenses	\$49,785.00	\$0.00
Total profit (or loss)	\$53,415.00	\$0.00



Pewaukee Kiwanis Beach Party 2020 Budget

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	
Misc.	\$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	\$0.00
	\$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

2020 Budget

Expenses

	Estimated	Actual
Total Expenses	\$49,785.00	\$0.00

Site	Estimated	Actual
Clean Up	\$1,600.00	
Tents	\$6,000.00	
Metros	\$1,600.00	
Total	\$9,200.00	\$0.00

Safety	Estimated	Actual
Security	\$2,400.00	
Shuttle	\$2,000.00	
Total	\$4,400.00	\$0.00

Publicity	Estimated	Actual
T-shirts	\$1,400.00	
Advertising	\$6,500.00	
Postage	\$300.00	
Total	\$8,200.00	\$0.00

Miscellaneous	Estimated	Actual
Bar License	\$30.00	
Village Beer License	\$10.00	
Raffle License	\$25.00	
CFC	\$100.00	
Propane	\$100.00	
Electricity	\$50.00	
Misc.	\$500.00	
Total	\$815.00	\$0.00

Refreshments	Estimated	Actual
Sirloin	\$2,000.00	\$0.00
Beer Capital	\$11,000.00	\$0.00
Performance Foods	\$6,530.00	\$0.00
Wine	\$600.00	\$0.00
Ice	\$300.00	\$0.00
Sam's	\$540.00	\$0.00
Total	\$20,970.00	\$0.00

Entertainment	Estimated	Actual
Bands	\$3,700.00	
Children's Activities	\$1,000.00	

Total	\$4,700.00	\$0.00
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Prizes	Estimated	Actual
Pull Tabs	\$400.00	
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 18, 2019

DEPARTMENT: Clerk/Treasurer

PROVIDED BY:

SUBJECT:

Discussion and Possible Action Regarding the Request of Waukesha/Pewaukee Convention and Visitors Bureau

BACKGROUND:

FINANCIAL IMPACT:

RECOMMENDED MOTION:

ATTACHMENTS:

Description

CVB Request

CVB Bus

CVB Reception



2020 CVB Request: \$365,00.00

Tourism Economy

Tourism remains an important component of the local economy for Waukesha Pewaukee businesses and residents. The CVB purchases a local economic impact report every other year, with the next report coming in 2020 for 2019 spending. However, the Department of Tourism provides complimentary county reports, showing that Waukesha County:

- Remains the fourth highest county in the state for tourism spending, following Milwaukee, Dane and Sauk respectively.
- Tourism spending in the county totals \$823.9 million and employs 14,876 residents
- Tourism spending generates \$97.6 million in local and state tax dollars

As noted the last several years, the competition for meeting and sleeping room business continues to intensify. Attached you will find a list of hotel development that the CVB has tracked since 2016, and the listings continue. Aggressive rates and promotions from existing and these new properties, continues to spread occupancy while limiting growth.

In the fall of 2019 the CVB Board of Directors will address the development of a long term strategic plan. Completed every 4-5 years, the plan sets priorities, focuses energy and resources, strengthens operations and ensures that all stakeholders are working towards common goals while adjusting our organization's direction in response to the changing/disruptive environment in today's hospitality world.

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.

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

9/5/2019

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 Executives, 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 2020 which is the fourth year of the formula, Waukesha may retain room tax dollars equivalent only to what they kept in 2011, 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 that 2016 legislation previously noted, there are revised requirements on how all tourism promotion and tourism development dollars are spent.

9/5/2019

Waukesha Pewaukee CVB
2020 Proposed Budget

	2019	2020	2020 Notes
Income			
Projected Room Tax			
City of Waukesha	\$266,453.00	\$274,446.59	Fourth year of five year funding formula under 2015 reform act for Waukesha, city capped at 2011 collection.
City of Pewaukee	\$365,000.00	\$365,000.00	Maintain 2019 general funding request.
Advertising Income			
General Marketing	\$10,623.00	\$10,265.00	
Events Council	\$10,000.00	\$8,450.00	Fewer programs may impact advertising revenue/expense in Events Council
Grants			
WI Dept Tourism	\$25,000.00	\$20,000.00	
Interest Income	\$150.00	\$150.00	
TOTAL INCOME	\$677,226.00	\$678,311.59	

Waukesha Pewaukee CVB
2020 Proposed Budget

Expenses	2019	2020	
ADMINISTRATION			
Salaries, Retirement & Payroll Taxes	\$258,966.13	\$265,392.00	
FUTA, SUTA	\$500.00	\$525.00	
Workers Comp	\$800.00	\$825.00	
			Estimated 5% increase over 2019 rates. Will discuss with agent creative health coverages to decrease costs.
Health, Dental & Disability	\$28,900.70	\$30,681.59	
Business, D&O Insurance	\$2,800.00	\$3,000.00	
Professional Development	\$1,000.00	\$1,000.00	
Accounting	\$1,800.00	\$1,800.00	
Bank Service Charge	\$300.00	\$300.00	
SUB TOTAL	\$295,066.83	\$303,523.59	
ADVERTISING AND MARKETING			
Material Devel & Printing	\$64,000.00	\$38,000.00	Visitor Guide; AGLOW; Sales Blitz; Website Upgrades
Tradeshows	\$0.00	\$0.00	Included in membership sponsorships
Promotional Items	\$2,000.00	\$1,500.00	
Convention Services	\$1,500.00	\$1,200.00	Bags, Folders, Namebadges
Front Office FAM Tours	\$500.00	\$650.00	
PR Writer Boxes	\$250.00	\$200.00	
Sponsorships	\$4,000.00	\$5,000.00	Sales Sponsorships
Sales Promotions	\$15,000.00	\$18,000.00	Sales Blitz; Sales Receptions; FAM Tour
Web Advertising	\$160,000.00	\$183,000.00	SEM; Digital; E-blast marketing
Print Advertising	\$65,000.00	\$55,000.00	
Economic Impact Report		\$6,200.00	Purchased every 2 years
SUB TOTAL	\$312,250.00	\$308,750.00	
OFFICE EXPENSES			
Rent	\$40,989.34	\$39,720.00	New five year lease begins; 3% base increase. Operating costs have been below projections last two years.
Telephone	\$2,700.00	\$3,471.12	Promo rate expired 7/19
Water Cooler	\$390.00	\$390.00	
Postage	\$5,000.00	\$4,000.00	Direct mail & shipping

Waukesha Pewaukee CVB
2020 Proposed Budget

Supplies	\$1,000.00	\$1,000.00	
Miscellaneous	\$500.00	\$500.00	
Office Equipment	\$1,000.00	\$1,000.00	
Equipment Mnnc.	\$2,200.00	\$2,500.00	Software upgrades required in 2020
Software Licenses	\$2,000.00	\$2,000.00	Sales software
SUB TOTAL	\$55,779.34	\$54,581.12	
MEETINGS & TRAVEL			
Miscellaneous Mtgs.	\$500.00	\$450.00	Partner Meetings
Lodging	\$1,000.00	\$1,000.00	
Meals	\$175.00	\$150.00	Overnight travel meals
Mileage	\$4,000.00	\$4,000.00	
Conference Registration	\$1,000.00	\$1,000.00	
WMPI Meetings	\$200.00	\$200.00	Annual sponsorship includes most meetings
WSAE Meetings	\$200.00	\$200.00	Annual sponsorship includes most meetings
SUB TOTAL	\$7,075.00	\$7,000.00	
MEMBERSHIPS			
Religious Conf. Mngrs.	\$225.00	\$225.00	
Reunion Friendly Network	\$225.00	\$225.00	
Alliance of Military Groups	\$250.00	\$250.00	
WACVB	\$3,250.00	\$3,250.00	
WI Meeting Professionals	\$0.00	\$0.00	Included in annual sponsorship
Hotel Sales & Marketing-WI Chapter	\$350.00	\$400.00	
WI Manufactures & Commerce	\$350.00	\$500.00	Employee Benefits Programs
SUB TOTAL	\$4,650.00	\$4,850.00	
TOTAL EXPENSES	\$683,090.01	\$678,704.71	

Proposed Meeting Facilities & Renovations-7/19

Brookfield

Brookfield Convention Center

Brookfield Square Area

40,000 Square Foot Facility (20,000 sq ft ballroom) with 168 room Hilton Garden Inn, operated by North Central Group. (Opening early 2020)

The Corridor to add 132 room Holiday Inn Express and 137 room Fairfield Inn. (Opening fall 2019)

Home2Suites by Hilton; across the highway from The Corners. (Opened 2017)

Brookfield Suites conversion to Embassy Suites (2017)

Midway conversion to Best Western Premier (2017)

Residence Inn-Received approval in July 2016 from Brookfield Common Council to replace the existing Residence Inn in Brookfield, building northwest of the Brookfield Hills Golf Course on Pinehurst; 99 rooms; 20,000 square feet of amenity space, including a fitness center and pool, two outside courtyards for guest use and social events; dining; airport transportation, ticket procurement, laundry services. (Opening 2020)

Tru by Hilton, Watertown Road in Town of Brookfield, 82 room. (Opening fall 2019)

Motel 6 is coming down in second quarter of 2018.

Waukesha

Spring City Bed & Breakfast – Known as the Blair House, located in the former ProHealth Care offices near City Hall, a local couple has purchased the home and intends to restore to its historic roots and open as a B&B in 3-5 years.

Super 8 will convert to Comfort Inn fall of 2018.

Avid Hotel, Meadow Lane, Waukesha; 95 rooms. (July 2020)

Metro Milwaukee

158-room Kimpton Journeyman Hotel at 200-216 S. Broadway in Milwaukee's Historic Third Ward, 7,000 sq ft meeting space. (Opened 2016)

220 rooms with 14,000 sq ft of meeting space, Westin Hotel near Lakefront; between N. Cass and N. Van Buren streets. (Opened 2017)

155 room Spring Hill Suites at N. Fourth Street & Wells with 2,000 sq. ft. of meeting space. (Opened 2017)

132-room Cambria Hotel at North Plankinton Avenue; 1,300 sq ft mtng space. (Opening Summer of 2019)

127 room Residence Inn @ Milwaukee County Research Park. (Opened 2016)

144 room Homewood Suites at Mayfair Collection. (Opened 2017)

103 room Hampton Inn & Suites at State Fair Park with 9,000 sq. ft. of meeting space. (Opened 2016)

Unknown proposed hotel in Bucks entertainment district with 200+ rooms.

Milwaukee Bucks received 14 proposals from developers across the country for the two hotel projects (one for 175-200 rooms and the other a full service 250+ rooms) on sites near Fiserv Forum – a site on Juneau Avenue between Vel R. Phillips and Fifth Street and the former BMO Harris Bradley Center site. (7/19)

150 room Hyatt Place in the Bucks entertainment district. (Opened 2018).

227 room Drury Hotel on Water & Wisconsin, with 4,500 sq ft of meeting space. 3-5 year time frame before converting with an 18-24 month construction process. (Opening Summer 2019)

94 room Homewood Suites at Water and Clybourn. (Opened 2017)

150-200 room Potawatomi Hotel Casino addition, will include meeting space, unknown amount at this time. (Opening summer 2019)

83 suite-room Residence Inn, North Port Washington Road in Glendale, 13,000 square feet of meeting space. (Opened 2017)

Hotel Metro will be converted to Wisconsin's first Marriott Autograph Hotel, 11/17

Proposed Fairfield Inn, West Milwaukee, near Miller Park, 108 rooms (8/17)

Intercontinental to convert to Saint Kate (independent art hotel) by mid-2019

Marriott Renaissance Hotel, Mayfair Mall, chef-driven destination hotel, 196 rooms with 4,500 sq ft meeting space including roof top and outdoor terrace. (Opening June 2020)

Springhill Suites, Innovation Drive and Watertown Plank Road, 120 rooms. (Opening summer 2019)

Hilton Tru & Home2 Suites, Jefferson & Michigan, 213 rooms. (Opening 2020)

Holiday Inn Express, Jefferson & Michigan, 115 rooms. (Opening 2020)

Kinn Hotel at 600 N. Broadway opening 45 rooms, currently operates an 8 room guesthouse at Kinnickinnic Ave. Unknown opening date

Haywood Group Developers; Ikon Hotel, 80 room boutique hotel, rooftop restaurant; Milwaukee Mall (former Sears store) located at Fond du Lac & North Avenue; unknown open date.

Historic Koeffler Inn; 15 room boutique hotel on N. Marshall Street/east side. Cocktail lounge. (Opening 2020)

Holiday Inn Express; Lincoln Avenue & 102nd St. in West Allis, 107 rooms. (Opening July 2020)

Milwaukee Athletic Club, 758 N. Broadway, 96 room boutique hotel and updating meeting/event space. (Opening 2020)

Wyndham Hotel at 419 W. Vliet Street, 50 rooms. Unknown Open date.

??, 220 rooms at former Humphrey Scottish Rite Masonic Center, 790 N. Van Buren Street. (Unknown open date)

Staybridge Suites, 135 rooms, 1441 N. Mayfair Road. (Unknown open date)

Hampton Inn, 7065 N. Port Washington Road (Glendale); 90 rooms. (Opening 2020)

PROPOSED eMbarKE – W. Wisconsin Avenue between 4th and 5th Street development includes 276 room expansion to Hilton, pending an expansion of the Wisconsin Center, PLUS 61,000 sq. ft. of meeting space.

PROPOSED Nexus – Three hotel addition to convention center area with a total of 506 rooms PLUS 103,000 sq. ft. of meeting space connecting the three properties, meeting space to be financed, owned and operated by WI Center District.

PROPOSED – 123 room WoodSpring Suites (value priced extended stay) at 41st Street, former site of Milwaukee Boiler.

PROPOSED – 3rd Ward project to include 22 story high rise with shops at ground level, housing and hotel. (North Water and East St. Paul Avenue) 2/17

LaCrosse

\$42 million expansion planning of the LaCrosse Center is underway

WI Dells

Kalahari to expand with another 112,000 sq ft of meeting space, bringing total meeting square footage to 212,000 sq ft. Scheduled to open Sept. 2019.

Menomonee Falls

Radisson converting to Delta Hotels by Marriott, complete hotel renovation. Completed by 8/19

Racine

130 room hotel, downtown Racine, with conference center and 3-5,000 seat event center.

Up to 10 new hotels will be built in Mount Pleasant to support FoxConn

Hartford

Cobblestone Country Inn & Suites, 100+/- sleeping rooms; one meeting room. (Opened 2018)

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: Aug. 30, 2019

Address: N14 W23755 Stone Ridge Dr., #225

Waukesha, WI 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: Recognizing the lack of entertainment options in walking distance to Pewaukee hotels,

the properties would welcome the opportunity to host one evening a week in the summer to provide transportation

to guests to area events and activities. Wednesday evenings have been targeted as the best night, based on occupancy.

Expected outcome of Event: This transportation program would increase value to transient business guests staying in

Pewaukee hotels, creating a greater loyalty to that property thus maintaining their stays in Pewaukee.

Amount Requested: \$6,000.00/Receipt Reimbursement Date(s) of Event: Wednesday pm's, June-August

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.

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.

City of Pewaukee

Tourism Promotion Grant Application

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Waukesha, WI 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: With continued competition in the meetings market, most notably with the building of the Brookfield Conference Center (one 18,000 sq. ft room and one 6,000 sq ft room), continued relationship building with our meeting planner partners will be paramount. With the proven success of our quarterly receptions, the CVB has built two receptions into their annual budget and requesting funding for two more receptions for 2020 thru grant funding.

Expected outcome of Event: Goal is to book a minimum of 8 meetings/events from the four receptions.

Amount Requested: \$4,500.00 Receipt Reimbursement Date(s) of Event: Quarterly in 2020

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.

The receptions would continue to focus on the association market to the Pewaukee hotels, a segment of business that each are interested in attracting and/or growing, and most prominently found in Madison.

Invitations would be sent to 25 qualified associations that host meetings that fit within the space and availability of our Pewaukee properties, with a goal of 10-12 attending each reception. The guest list is developed half from the CVB and half from the Pewaukee hotels. A two to three-hour evening reception would be held at a location in Madison, food and beverage provided and the opportunity to speak one-on-one with the planners in a social environment, enhancing awareness of capabilities and interest in hosting their meetings/events, while building stronger relationships with the meeting planner client. Upon departure from the reception, guests would also be given a small gift to show our appreciation of their time. We would also consider making it an experiential reception, themed by season, where the guests could create their own holiday decoration or other fun-themed activity, pending approval of reception host facility.

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 two events in 2020 from this grant, with two events built into our 2020 operating budget.

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, a seasonal item perhaps made at the reception to a helpful tool for planners to use when hosting meetings. \$500.00

TOTAL Budget Request

Facility Rental	\$ 500.00
Food & Beverage	3,000.00
Thank You Gift	<u>1,000.00</u>
TOTAL BUDGET REQUEST	\$4,500.00

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

DATE: October 18, 2019

DEPARTMENT: Clerk/Treasurer

PROVIDED BY:

SUBJECT:

Discussion and Possible Action to Create a Pewaukee Tourism Director Position

BACKGROUND:

FINANCIAL IMPACT:

RECOMMENDED MOTION: