



## 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, August 26, 2020 10:00 AM**

Common Council Chambers ~ Pewaukee City Hall  
W240 N3065 Pewaukee Road ~ Pewaukee, WI 53072

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1. Call to Order and Pledge of Allegiance
  2. Discussion Regarding the 2020 Tourism Financials and Possible Action to Recommend Amendments
  3. Discussion Related to the 2020 and 2021 Tourism Predictions within the City of Pewaukee
  4. Discussion and Possible Action Regarding the Requests of Positively Pewaukee
    - 4.1 Taste of Lake Country in the Amount of \$35,000
    - 4.2 General Marketing in the Amount of \$20,000
    - 4.3 Website Maintenance in the Amount of \$4,000
  5. Discussion and Possible Action Regarding the Request of the Pewaukee Kiwanis Club for the Pewaukee Beach Party in the Amount of \$10,000
  6. Discussion and Possible Action Regarding the Request of Waukesha/Pewaukee Convention and Visitors Bureau
    - 6.1 Annual Operational Expenses in the Amount of \$250,000
    - 6.2 Wednesday Night Bus Service from Local Hotels in the Amount of \$6,000
    - 6.3 Meeting Planning Partner Receptions in the Amount of \$4,500
  7. Discussion and Possible Action Regarding the Request of the City of Pewaukee for \$20,000 to go towards the Tourism Director's Salary
  8. Adjournment

Kelley Tarczewski  
Clerk/Treasurer

August 24, 2020

#### **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:** August 26, 2020

**DEPARTMENT:** Clerk/Treasurer

**PROVIDED BY:**

***SUBJECT:***

Discussion Regarding the 2020 Tourism Financials and Possible Action to Recommend Amendments

***BACKGROUND:***

***FINANCIAL IMPACT:***

***RECOMMENDED MOTION:***

**ATTACHMENTS:**

Description

2020 Income and Expenses

CVB Estimates

City of Pewaukee  
2020 Tourism

Revenue Received:

	2020 Budget	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
Tourism Grants:														
Marriot West(CSM)		32,161	38,999	17,019	842	2,930	7,922	9,311						109,185
Holiday Inn (Heart of America)		10,485	12,489	6,166	2,125	2,834	4,619	5,705						44,422
Wildwood(Heart of America)		4,245	5,669	3,102	-	193	2,139	3,105						18,453
Airbnb Inc (Avalara)		275	240	104		754	3,964	2,221						7,558
HomeAway.com (Avalara)								967						967
Expedia							5,847							5,847
Pewaukee Lake Retreat							-	931						931
Totals =	800,000	47,166	57,397	26,390	2,967	6,711	24,491	22,241	-	-	-	-	-	172,061

Revenue Received vs. Budget

Monthly Over/(under) =	(19,501)	(9,270)	(40,276)	(63,700)	(59,956)	(42,176)	(44,426)	(66,667)	(66,667)	(66,667)	(66,667)	(66,667)	(66,667)	(612,640)
OVER TO DATE														

YTD Revenue by Function:

Establishment	2020 Budget	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
Tourism Fund 250	560,000	33,016	40,178	18,473	2,077	4,698	17,144	15,569	-	-	-	-	-	131,155
City General Fund 100	240,000	14,150	17,219	7,917	890	2,013	7,347	6,672	-	-	-	-	-	56,208
Sports Complex Fund 470	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	800,000	47,166	57,397	26,390	2,967	6,711	24,491	22,241	-	-	-	-	-	187,363

Monthly Over/(under) City General Fund=	(5,850)	(2,781)	(12,083)	(19,110)	(17,987)	(12,653)	(13,328)	(20,000)	(20,000)	(20,000)	(20,000)	(20,000)	(20,000)	(183,792)
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YTD Summary-Toursim Fund 250

Tourism Fund 250 Collected	131,155.00	(Collected To Date)
Tourism Dollars Distributed	(127,594.00)	(Total for Year)

Tourism Balance	3,561.00
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August 20, 2020

TO: Pewaukee Tourism Commission Members

FROM: Tammy Tritz  
Waukesha Pewaukee CVB

RE: 2020 Budget Estimate

The CVB is requesting \$96,750 for the remainder of 2020 to meet budget obligations.

A variety of steps have been taken to reduce expenses and stretch revenues, recognizing room tax dollars will be limited the remainder of 2020, not to mention 2021 and beyond. Staff hours have been reduced, the Visitor Services position remains vacant, leisure advertising has been limited to a three-hour radius per research results, and group advertising has been limited as we know that meetings and conventions will be the last to return to pre-pandemic levels. Only one edition of the Visitor Guide was printed this year as well as limiting other printing of collateral. Business travel is restricted, replaced primarily by virtual participation in meetings and sales outreach.

At the same time, we believe it is important to stay in front of our meeting planner clients. Competition has not changed and it is fair to suggest it will only heighten as every destination will be aggressively pursuing group business in the months to come.

Although a variety of relief programs were made available by the Federal Government, the only program available to Destination Marketing Organizations, which are 501 (c) 6 organizations, are EIDL loans. While the CVB has applied for a loan, our preference is to not tie up future room tax revenues in loan payments, if avoidable.

I will be happy to share further details and answer any questions at our meeting on August 26.

*Meetings* **meet** *Success*

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

**DATE:** August 26, 2020

**DEPARTMENT:** Clerk/Treasurer

**PROVIDED BY:**

***SUBJECT:***

Discussion Related to the 2020 and 2021 Tourism Predictions within the City of Pewaukee

***BACKGROUND:***

***FINANCIAL IMPACT:***

***RECOMMENDED MOTION:***

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

**DATE:** August 26, 2020

**DEPARTMENT:** Clerk/Treasurer

**PROVIDED BY:**

***SUBJECT:***

Discussion and Possible Action Regarding the Requests of Positively Pewaukee

***BACKGROUND:***

***FINANCIAL IMPACT:***

***RECOMMENDED MOTION:***

**ATTACHMENTS:**

Description

2021 Positively Pewaukee Request



To: City of Pewaukee Tourism Commission  
From: Positively Pewaukee

Re: 2021 budget request

We are submitting the following request of \$59,000.00 for the following items:

Taste of Lake Country -\$35,000  
General Marketing - \$20,000  
Website - \$4,000

Total - \$59,000

Thank you for your consideration  
Elaine Kroening



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

**DATE:** August 26, 2020

**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

2021 Kiwanis Request

Pat Gallagher  
Pewaukee Kiwanis Club  
Pewaukee Beach Party



July 26, 2020  
City of Pewaukee  
Tourism Grant Commission

Requested Grant for 2021 - \$10,000

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 83 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. Unfortunately because of the Coronavirus, 2020 has been a difficult year for our fundraisers. We do appreciate your consideration of our expenses we incurred while planning the Pewaukee Kiwanis Beach Party which I have submitted to your committee. We were fortunate enough to have a reserve in our budget to help in case of any circumstance that may have come up not allowing us to reach our goals to cover our donation for the following year. This reserve will be exhausted in our 2020-2021 donations and we need to have a 2021 Beach Party to bring it back.

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 a grant amount of \$10,000 for 2021. 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 a 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 <sup>th</sup> 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	
Hebron House	PHS Honors Banquet	

Total projected donations in 2020: \$48,000 including \$11,000 to the Food Pantry and \$13,300 to Pewaukee School projects and scholarships. Projected increased income for next year with the projected growth would yield over \$8,000 in additional revenue.

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

**DATE:** August 26, 2020

**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

2021 CVB Request

Waukesha Pewaukee CVB  
2021 Proposed Budget

<b>Income</b>	<b>2019</b>	<b>2020</b>	<b>2121</b>	<b>2021 Notes</b>		
Projected Room Tax						
City of Waukesha	\$266,453.00	\$274,446.59	\$164,667.60	Fifth year of five year funding formula under 2015 reform act for Waukesha.		
City of Pewaukee	\$365,000.00	\$365,000.00	\$250,000.00			
<b>Advertising Income</b>						
General Marketing	\$10,623.00	\$10,265.00	\$5,132.50			
Events Council	\$10,000.00	\$8,450.00	\$4,225.00			
<b>Grants</b>						
WI Dept Tourism	\$25,000.00	\$20,000.00				
City of Pewaukee						
<b>Interest Income</b>	\$150.00	\$150.00	\$100.00			
<b>TOTAL INCOME</b>	<b>\$677,226.00</b>	<b>\$678,311.59</b>	<b>\$424,125.10</b>			

Waukesha Pewaukee CVB  
2021 Proposed Budget

Expenses	2019	2020	2021
<b>ADMINISTRATION</b>			
Salaries, Retirement & Payroll Taxes	\$258,966.13	\$265,392.00	\$175,861.46
FUTA, SUTA	\$500.00	\$525.00	\$500.00
Workers Comp	\$800.00	\$825.00	\$600.00
Health, Dental & Disability	\$28,900.70	\$30,681.59	\$32,215.67
Business, D&O Insurance	\$2,800.00	\$3,000.00	\$3,423.00
Professional Development	\$1,000.00	\$1,000.00	\$1,000.00
Accounting	\$1,800.00	\$1,800.00	\$1,800.00
Bank Service Charge	\$300.00	\$300.00	\$100.00
<b>SUB TOTAL</b>	<b>\$295,066.83</b>	<b>\$303,523.59</b>	<b>\$215,500.13</b>
<b>ADVERTISING AND MARKETING</b>			
Material Devel & Printing	\$64,000.00	\$38,000.00	\$20,000.00
Tradeshows	\$0.00	\$0.00	\$0.00
Promotional Items	\$2,000.00	\$1,500.00	\$750.00
Convention Services	\$1,500.00	\$1,200.00	\$0.00
Front Office FAM Tours	\$500.00	\$650.00	\$650.00
PR Writer Boxes	\$250.00	\$200.00	\$100.00
Sponsorships	\$4,000.00	\$5,000.00	\$2,000.00
Sales Promotions	\$15,000.00	\$18,000.00	\$8,000.00
Web Advertising	\$160,000.00	\$183,000.00	\$64,700.00
Print Advertising	\$65,000.00	\$55,000.00	\$50,000.00
Economic Impact Report		\$6,200.00	\$0.00
<b>SUB TOTAL</b>	<b>\$312,250.00</b>	<b>\$308,750.00</b>	<b>\$146,200.00</b>
<b>OFFICE EXPENSES</b>			
Rent	\$40,989.34	\$39,720.00	\$40,533.15
Telephone	\$2,700.00	\$3,471.12	\$4,200.00
Water Cooler	\$390.00	\$390.00	\$425.00
Postage	\$5,000.00	\$4,000.00	\$3,000.00
Supplies	\$1,000.00	\$1,000.00	\$1,000.00
Miscellaneous	\$500.00	\$500.00	\$250.00
Office Equipment	\$1,000.00	\$1,000.00	\$500.00
Equipment Mtnce.	\$2,200.00	\$2,500.00	\$1,500.00
			Internet service included, promo rate ended.
			Lease, permit, direct mail & shipping

Waukesha Pewaukee CVB  
2021 Proposed Budget

Software Licenses	\$2,000.00	\$2,000.00	\$2,000.00	Sales & Virus
<b>SUB TOTAL</b>	<b>\$55,779.34</b>	<b>\$54,581.12</b>	<b>\$53,408.15</b>	
<b>MEETINGS &amp; TRAVEL</b>				
Miscellaneous Mtgs.	\$500.00	\$450.00	\$200.00	Partner Meetings
Lodging	\$1,000.00	\$1,000.00	\$500.00	
Meals	\$175.00	\$150.00	\$100.00	Overnight travel meals
Mileage	\$4,000.00	\$4,000.00	\$3,000.00	
Conference Registration	\$1,000.00	\$1,000.00	\$750.00	
WMPJ Meetings	\$200.00	\$200.00	\$0.00	Annual sponsorship includes most meetings
WSAE Meetings	\$200.00	\$200.00	\$200.00	Annual sponsorship includes most meetings
<b>SUB TOTAL</b>	<b>\$7,075.00</b>	<b>\$7,000.00</b>	<b>\$4,750.00</b>	
<b>MEMBERSHIPS</b>				
Religious Conf. Mngrs.	\$225.00	\$225.00	\$220.00	
Reunion Friendly Network	\$225.00	\$225.00	\$225.00	
Alliance of Military Groups	\$250.00	\$250.00	\$250.00	
WACVB	\$3,250.00	\$3,250.00	\$3,250.00	
WI Meeting Professionals	\$0.00	\$0.00	\$0.00	
Hotel Sales & Marketing-WI Chapter	\$350.00	\$400.00	\$200.00	Membership exclusive to one staff
WI Manufactures & Commerce	\$350.00	\$500.00	\$500.00	Employee Benefits Programs
<b>SUB TOTAL</b>	<b>\$4,650.00</b>	<b>\$4,850.00</b>	<b>\$4,645.00</b>	
<b>TOTAL EXPENSES</b>	<b>\$683,090.01</b>	<b>\$678,704.71</b>	<b>\$424,503.28</b>	



# City of Pewaukee

## Tourism Promotion Grant Application

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

### Section 1:

Name of Organization or Group: Waukesha Pewaukee CVB Date: 10-Aug-20

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.
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.



# City of Pewaukee

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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. 12, 2020

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:** 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 2021 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 2021

### **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?
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  - 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 2021 from this grant, with two events built into our 2021 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 1,000.00

**TOTAL BUDGET REQUEST \$4,500.00**

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

**DATE:** August 26, 2020

**DEPARTMENT:** Clerk/Treasurer

**PROVIDED BY:**

***SUBJECT:***

Discussion and Possible Action Regarding the Request of the City of Pewaukee for \$20,000 to go towards the Tourism Director's Salary

***BACKGROUND:***

***FINANCIAL IMPACT:***

***RECOMMENDED MOTION:***