

Office of Community Services

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TOURISM COMMISSION MEETING NOTICE AND AGENDA Wednesday, March 15, 2023 3:00 PM

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 Tourism Commission Meeting Minutes Dated April 14, 2022
 3. Discussion and Possible Action to Approve the Tourism Commission Meeting Minutes Dated September 20, 2022
 4. Discussion and Possible Action to Approve the Tourism Commission Meeting Minutes Dated March 1, 2023
 5. Discussion and Possible Action to Replace Pewaukee Sports Complex Ball Diamond Infields with Synthetic Turf on all Four (4) Diamonds [Phalin]
 6. Discussion and Possible Action to Purchase and Install Cameras at all Four (4) Ball Diamonds at the Sports Complex and Support Materials to Create Video Streaming of Baseball Games at the Sports Complex [Phalin]
 7. Public Comment - Please limit your comments to 2 minutes, if further time for discussion is needed please contact your local Alderperson prior to the meeting.
 8. Adjournment

Kelley Tarczewski
Clerk/Treasurer

March 13, 2023

NOTICE

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

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

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

DATE: March 15, 2023

DEPARTMENT: Clerk/Treasurer

PROVIDED BY:

SUBJECT:

Discussion and Possible Action to Approve the Tourism Commission Meeting Minutes Dated April 14, 2022

BACKGROUND:

FINANCIAL IMPACT:

RECOMMENDED MOTION:

ATTACHMENTS:

Description

Tourism Meeting Minutes 4/14/2022

In Attendance:

Mayor S. Bierce, Aldermen B. Dziwulski, R. Grosch (arrived at 2:35 p.m.) J. Wamser (arrived at 2:38 p.m.) and Hotel General Manager F. Doresy.

Also in Attendance:

Administrator S. Klein, Parks and Recreation Director N. Phalin and Clerk/Treasurer K. Tarczewski

1. Call to Order and Pledge of Allegiance

Mayor Bierce called the meeting to order at 2:37 p.m. and asked everyone to stand for the Pledge of Allegiance.

2. Public Comment – None.

3. Discussion and Possible Action to Approve the Tourism Commission Meeting Minutes Dated September 23, 2021

A motion was made and seconded (R. Grosch, F. Dorsey) to approve the Tourism Commission meeting minutes dated September 23, 2021. Motion Passed: 4-For, 0-Against, 1-Abstain (B. Dziwulski).

4. Discussion Regarding the 2021 & 2022 Tourism Financials

Mr. Dorsey stated 2021 ended up being better than anticipated and thinks 2022 will be a good year too. He said activities in the area have resumed such as concerts, weddings, and sports events. He noted the City is seeing extra income from the Airbnb properties, but feels the Brookfield Conference Center will eventually affect the City's hotels.

5. Discussion and Possible Action to Reprogram Funds Related to Positively Pewaukee Activities

Ms. Kroening was present. She stated she will not be doing the Balloon Rally this year as anticipated so she asked for the funds to be reprogrammed into other initiatives.

She stated she'd like to create videos for the YouTube channel and would like \$8,000 to do so. There was discussion that the CVB has a YouTube channel. It was said the vendor uses drones and the videos could be seen on Discover Wisconsin. Ms. Kroening stated they have different audiences.

Ms. Kroening stated she didn't have anything concrete at this time but thought she'd like to do "behind the scenes" videos of local businesses. She said she was hoping to bring visitors to the community. She said her videos would be more community focused.

Mayor Bierce stated the funds were meant to put heads in beds. He said the videos don't sound like it would. He said he didn't think it was within our realm to finance.

Ms. Kroening stated they could see how many hits the video gets to see if it is a success or not.

Ms. Kroening stated the original organizer for the races they sponsored are back in business and they would like to hold a 5k race in Pewaukee in January or February. She said this would be part of a series of races in 2023 but would need \$7,500 of funding to get the first event advertised.

She said the race won't be at the beach this time and would like to set it up in the City somewhere but would need a warming area. She stated 400 runners were anticipated. There was a suggestion to start the race at the Sports Complex and erect a tent but she didn't appear to want the added expense.

A motion was made and seconded (B. Dziwulski, J. Wamser) to reappropriation \$15,500 of the Balloon Rally funds with \$7,500 to be put towards promoting a winter race and \$8,000 to be put towards YouTube promotional videos. Motion Passed: 5-For, 0-Against.

The Commission asked Ms. Kroening to bring the videos to the meeting in fall so they could be viewed. She stated she didn't think they would be completed by that time. The Commission members reiterated that they want to see what outcome it produces.

6. Discussion and Possible Action Regarding the Request of Waukesha/Pewaukee Convention and Visitors Bureau for Funding up to \$25,000 to Promote Hotel Stays During Major League Baseball Games

Ms. Tritz was present for this item. She said she couldn't commit to this last year during her initial budget request but has found a couple of opportunities to promote this year. She said she'd like to reach out to baseball fans in St. Louis, Chicago and Minnesota. She felt the locational range would be acceptable under the current economic climate and gas prices.

She was asked if the farm teams in Appleton, Oshkosh and Green Bay could be promoted. Ms. Tritz stated it was not a strong market.

A motion was made and seconded (B. Dziwulski, F. Dorsey) to approve the additional funding of \$25,000 for promoting the major league baseball games. Motion Passed: 5-For, 0-Against.

7. Public Comment - None.
8. Adjournment

A motion was made and seconded (J. Wamser, R. Grosch) to adjourn the meeting at 3:05 p.m. Motion Passed: 5-For, 0-Against.

Respectfully Submitted,

Kelley Tarczewski
Clerk/Treasurer

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

DATE: March 15, 2023

DEPARTMENT: Clerk/Treasurer

PROVIDED BY:

SUBJECT:

Discussion and Possible Action to Approve the Tourism Commission Meeting Minutes Dated September 20, 2022

BACKGROUND:

FINANCIAL IMPACT:

RECOMMENDED MOTION:

ATTACHMENTS:

Description

9.20.2022

In Attendance:

Mayor S. Bierce, Aldermen P. Vetterkind and J. Wamser.

Absent and Excused:

Alderman B. Dziwulski and F. Dorsey.

Also Present:

Administrator S. Klein, Parks and Recreation Director N. Phalin and Clerk/Treasurer K. Tarczewski.

1. Call to Order and Pledge of Allegiance

Mayor Bierce called the meeting to order at 9:00 a.m. and asked everyone to stand for the Pledge of Allegiance.

2. Discussion and Possible Action Regarding the Tourism Commission Meeting Minutes Dated April 14, 2022

Mayor Bierce noted that the minutes are not ready.

3. Discussion Related to the 2022 Income and Expenditures of the Tourism Tax

Ms. Tarczewski stated the City received more funds than originally projected concerning the 2022 budget and anticipates the City will remain conservative for the 2023 budget.

Mayor Bierce stated the City collected \$511,000. Ms. Tarczewski confirmed that figure and reminded the Commission that 30% of that figure is set aside separately for City expenditures.

Ms. Tarczewski stated at a previous meeting Mr. Dorsey did mention in 2023 that the Brookfield properties would begin being utilized resulting in a potential decline of stays here in Pewaukee.

Ms. Tritz confirmed the two Marriott properties were opening in Groerke's Corners and would be in direct competition to the Marriott here. She mentioned Menomonee Falls is also underway.

Ms. Tritz stated several meetings are still being held virtually or at least in a hybrid manner resulting in less stays. She said most of what has been lost is social and fundraising events, not the business aspect.

Mr. Vetterkind asked about the Airbnb rentals. Ms. Tarczewski stated a few months ago the City enacted a short-term rental ordinance. She said approximately five homeowners have registered their properties. She stated the Planning Department had staff look on line to see if they could identify any properties renting their homes out. Everyone that was identified was contacted and, some denied they were doing that.

Ms. Tritz stated there is a state statute that requires these organizations to file sales taxes.

4. Discussion and Possible Action Related to the Request of Positively Pewaukee (\$86,000)

4.1 General Marketing in the Amount of \$23,000

4.2 Website Maintenance in the Amount of \$3,000

4.3 Pewaukee Race Series in the Amount of \$60,000

Ms. Kroening was present for this item. She said they will be increasing the number of races. She stated the reason they stopped running the races was the place she usually delt with went out of business but has re-established themselves again. She stated three of the races are statewide events. Ms. Kroening stated they have had a great response to bringing back the triathlon and the kids' triathlon.

Ms. Kroening stated they made the difficult decision to discontinue the Taste of Lake Country. She stated the costs were just getting out of control. She stated the restaurants can't do it Anymore as, they don't have enough people. She said 18 years was a good run.

Ms. Kroening gave an update on the funds given towards the video series. She stated five different videos would be created. She stated all sorts of Pewaukee businesses will be highlighted.

Mayor Bierce stated there wereonly seven restaurants at the Taste this past year and the lines were long. He said the demand was there and the customers waited. He said this was Positively Pewaukee's signature events that put us on the map.

Ms. Kroening stated the items that generate revenue for them were down. She mentioned beer sales were down 20%.

Mr. Vetterkind asked if the Village puts money towards these events. The response was no.

Ms. Tritz stated they have an ordinance that allows Village residents to rent their properties only two weeks out of the year.

Mr. Phalin stated they are able to rent out a minimum of thirty nights and in that case no sales taxes would be charged.

5. Discussion and Possible Action Regarding the Request to Waukesha/Pewaukee Convention and Visitors Bureau (\$292,850)
 - 5.1 Annual Operational Expenses in the Amount of \$267,850
 - 5.2 Baseball Campaign in the Amount of \$25,000

Mayor Bierce noted that the City of Waukesha will be supporting the CVB at a higher level in 2023.

There were no questions related to the CVB's annual operational expense.

Mayor Bierce asked Ms. Tritz to explain the baseball initiative. Ms. Tritz stated they looked at some markets that feed into the area. She said there have been some business opportunities from the Twin Cities and the leisure and business opportunities from Illinois more recently. She said the State of Wisconsin was trying to reach St. Louis so the CVB decided to act with them and go after Cardinals fans. Ms. Tritz stated they are taking advantage of digital marketing which can use geo-marketing.

Mr. Phalin stated the MLB schedule has shifted and suggested Ms. Tritz be more inclusive of their outreach. Ms. Tritz appreciated the notification.

Mr. Vetterkind stated his life currently revolves around youth sports. He asked if any consideration was given to bring tournaments here.

Ms. Tritz stated there have been previous issues with renting school facilities to hold these events. She voiced her frustration.

Ms. Tritz stated she and Mr. Phalin have had discussions regarding this topic recently and have created a piece that promotes the hotels.

Mr. Phalin stated that was a large part of his role as the City's Tourism Director to get some of these tournaments to come to town. He said usage of the fields and limited staff have caused issues with keeping the fields in useable condition.

Mr. Klein suggested throwing more funds into the facilities to make the needed improvements.

Mr. Vetterkind suggested turf.

Mayor Bierce asked Mr. Phalin about soccer tournaments.

Mr. Phalin stated the irrigation system has helped significantly and said the fields are being utilized for leagues. Again, Mr. Klein suggested more funding to make soccer tournaments a realization.

Ms. Tritz stated Waukesha is investing in putting turf in at one of their parks.

Mayor Bierce asked what tournaments the PYB and Bigler Sports held last year. Mr. Phalin stated they held three last year. He said there was another company that held tournaments, but they will not be allowed back next year. He said he anticipates at least five or six tournaments next year utilizing the Sports Complex and other properties.

6. Discussion and Possible Action Regarding the Request of the Pewaukee Kiwanis Club (\$10,800)

6.1 Pewaukee Beach Party in the Amount of \$10,000

6.2 River Run in the Amount of \$800

Mr. and Mrs. Wittmann were present for this item.

Mayor Bierce noted that the Kiwanis put a great deal of money back into the Village Park. He asked if they were planning on improving softball fields. Mr. Wittmann responded they were donating money to the High School. He stated \$20,000 was going towards the softball field and an additional \$5,000 would go towards their workout room. He said they will continue to give scholarships.

Mayor Bierce asked what the \$10,000 would be used for. Mrs. Wittmann stated it was for advertising and shuttles at hotels and WCTC.

7. Discussion and Possible Action Regarding the Request of the City of Pewaukee to Fund \$20,000 of the Tourism Director's Salary

Mr. Phalin was present for this item.

Mayor Bierce asked Mr. Phalin to justify expenditures for the Sports Complex. He suggested he work with the CVB and Frank at the Marriott to put something together. Mayor Bierce stated he liked the idea of using some of the money to fix and maintain the grounds.

At this point the Commission decided to take action on the requests.

A motion was made and seconded (J. Wamser, P. Vetterkind) to grant Positively Pewaukee \$86,000 for their requests. Motion Passed: 3-For, 0-Against.

A motion was made and seconded (P. Vetterkind, J. Wamser) to approve \$292,850 in expenditures for the Waukesha/Pewaukee Convention and Visitors Bureau. Motion Passed: 3-For, 0-Against.

A motion was made and seconded (J. Wamser, P. Vetterkind) to approve \$18,000 for the Kiwanis. Motion Passed: 3-For, 0-Against.

A motion was made and seconded (P. Vetterkind, J. Wamser) to approve the City's request and provide \$20,000 towards the Parks & Recreation Director's salary. Motion Passed: 3-For, 0-Against.

Ms. Tritz asked the Commission how they would like her to handle the \$25,000 for the baseball initiative. Mayor Bierce stated they trust her judgement and she should do what she feels appropriate. He told her if she felt she needed more funds the Commission would be happy to meet again and take that under consideration.

8. Adjournment

A motion was made and seconded (J. Wamser, P. Vetterkind) to adjourn the meeting at 9:49 a.m. Motion Passed: 3-For, 0-Against.

Respectfully Submitted,

Kelley Tarczewski
Clerk/Treasurer

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

DATE: March 15, 2023

DEPARTMENT: Clerk/Treasurer

PROVIDED BY:

SUBJECT:

Discussion and Possible Action to Approve the Tourism Commission Meeting Minutes Dated March 1, 2023

BACKGROUND:

FINANCIAL IMPACT:

RECOMMENDED MOTION:

ATTACHMENTS:

Description

TC Minutes 3.1.2023

In Attendance:

Mayor S. Bierce, Aldermen B. Dziwulski, P. Vetterkind and J. Wamser (arrived at 3:37 p.m.). Hotel Manager Mr. F. Dorsey was absent and excused.

Also Present:

Parks and Recreation Director N. Phalin, Recreation Supervisor M. Kaskey, Parks Maintenance Supervisor D. Neubauer and Clerk/Treasurer K. Tarczewski

1. Call to Order and Pledge of Allegiance

Mayor Bierce called the meeting to order at 3:30 p.m. and asked everyone to stand for the Pledge of Allegiance.

2. Discussion and Possible Action Regarding the 2022 and 2023 Financial Report Related to Tourism Funds Collected and Spent

Ms. Tarczewski stated in 2022 the City collected more in room taxes than anticipated so there is a surplus of \$295,000.

Ms. Tritz stated this is an unprecedented time. The industry is seeing small term leisure rentals. There are smaller groups and with shorter planning periods for the events.

Mayor Bierce stated it appears that the market is bouncing back.

Mayor Bierce asked Ms. Tritz about her plans for the baseball initiative. She stated she is working with someone within the Brewer's office, and they are recommending highlighting Minnesota, St. Louis, and Chicago. She said she will not be asking for additional funds this year to pursue any more teams.

Mayor Bierce asked about the payments the City receives for the Airbnb properties. Ms. Tarczewski stated they pay the City quarterly. Ms. Tritz stated they should be paying monthly by State Statutes.

Ms. Tritz stated she feels the attendees going to Harley festival this year will be utilizing more Airbnb options than hotels.

3. Discussion and Possible Action Regarding Synthetic Field Turf Replacements for Baseball Infields and Soccer Fields at the Pewaukee Sports Complex

Mr. Phalin was present for this item along with members of his staff. He introduced Kyle Haug, Pewaukee Youth Baseball President, and KJ Bigler, Bigler Sports, who were in attendance. He also mentioned Lati Ziba, Pewaukee Sussex United soccer owner, who couldn't attend this afternoon. Mr. Phalin stated these gentlemen have an interest in the fields at the Sports Complex.

Mr. Wamser arrived at this time.

Mr. Phalin stated he was here today based on the discussions that took place last fall when he talked about the Sports Complex and now the facility was maxed out in amount of tournaments they could hold due to the field conditions. He said the Commission asked him to review what other turf options would be available. Mr. Phalin stated he started with the baseball fields and asked for additional

information to cover the soccer fields since he was doing the research. He said there were different types of turf grass based on the sports played on the fields. Mr. Phalin said he reached out to the vendor who is doing work on the Pewaukee High School girls softball fields for approximate costs, and received information from RA Smith Engineering for their services pertaining to a stormwater management plan and proper grading to ensure getting a turf warranty.

He stated this project would need to be publicly bid.

He provided a proforma style report showing the potential increase in tournaments based on replacing the turf, what field maintenance would be needed and what impact that could potentially have on the local hotels.

Mayor Bierce stated the cost was more than expected. Mr. Phalin stated the upfront cost will be greater than the replacement cost because an exterior concrete curb will have to be installed so that the turf can be pulled taught and stapled to it. He said the turf will eventually have to be replaced. He said the warranty is 8 years but could probably get 10 years of use out of it and then it will need to be replaced. Mr. Phalin stated it would need annual maintenance, especially the high use areas like batter boxes.

Mr. Wamser asked about security. He was concerned about potential vandalism and someone driving on it and ripping it up. Mr. Phalin acknowledged his concerns.

Mr. Phalin reviewed statistics based on the 2022 baseball tournaments held. He said they generated 126 hotel stays at an average rate of \$136 per evening.

Mr. Vetterkind asked about the marketing Pewaukee baseball did.

Mr. Haug stated when they host tournaments their app directs people to the area hotels.

Mr. Phalin stated the projections were reviewed by KJ Bigler and Kyle Haug and they feel they are reasonable expectations to growing local tournaments.

Mayor Bierce stated he liked the idea and would love to do it, especially for the baseball fields. He stated he didn't think the Council would support this if the money was coming out of the general funds. He said the City initially was contributing at least \$100,000 annually from the tourism funds to the development of the park with the justification that it would bring out of town teams here to stay at the hotels.

There was additional discussion regarding tournament protocols and requiring teams to stay within specified hotels. Mr. Phalin stated he was not sure how they could police that but could look further into it.

Ms. Tritz stated typically when room blocks are established there are discounted room rates to entice travelers.

Mr. Dziwulski stated he could see doing the baseball fields. He said it would be too expensive to do all the soccer fields. Mr. Phalin stated there was a total of 13 soccer fields, but the proposal is only to do two full size fields.

Mayor Bierce directed Mr. Phalin to move forward with his plan. He said the Commission will have to decide to what level they would be comfortable funding this project. He suggested getting borrowing

figures and bringing it back to the Commission. At that time the Commission will consider making a recommendation to the Council.

Mr. Phalin stated he'd like to get aggressive with pursuing this because it would be in the City's best interest to complete the project in 2023.

4. Adjournment

A motion was made and seconded (P. Vetterkind, J. Wamser) to adjourn the meeting at 4:06 p.m.

Motion Passed: 4-For, 0-Against.

Respectfully Submitted,

Kelley Tarczewski
Clerk/Treasurer

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

DATE: March 15, 2023

DEPARTMENT: Parks and Recreation

PROVIDED BY:

SUBJECT:

Discussion and Possible Action to Replace Pewaukee Sports Complex Ball Diamond Infields with Synthetic Turf on all Four (4) Diamonds [Phalin]

BACKGROUND:

The Tourism Commission requested to receive borrowing options to satisfy the cost of the project in eight years or less, which is the warranty length of most field turf products.

FINANCIAL IMPACT:

RECOMMENDED MOTION:

To approve the motion as proposed and recommend for approval to the Common Council with initial funding through the City's undesignated fund balance with repayment by the Tourism Commission fund in eight years or less, with appropriate interest to be paid on the borrowed dollars; upon completion of repayment of borrowed funds, the Tourism fund shall establish a capital savings replacement plan for these items.

ATTACHMENTS:

Description

Turf Quote

Proforma Statement

RA Smith

Ehlers Payment Schedule

Nick-

Here is the updated pricing without the cooperative purchasing agreement:

Ball diamonds without wings if done all at once:

Big: \$320,250 each x 2 = \$640,500

Dirt Haul Away Savings: \$7,000 for both big fields

Small: \$109,500 each x 2 = \$219,000

Dirt Haul Away Savings: \$2,400 for both small fields

Soccer Fields at 100,000 SF: \$933,000 each

Dirt Haul Away Savings: \$10,250 per soccer field

Please let me know that you received this.

Thanks Nick-

Ryan



Ryan Anderson, M.Ed., CMAA

Vice President, Sales, Midwest Sport & Turf Systems



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Pewaukee Sports Complex Infield Field Turf Conversion Opportunity

Overview

Pewaukee has the unique opportunity to convert the four existing natural turf and ball diamond mix infields to field turf. This conversion would be a better playing surface, safer, and more attractive to visiting teams willing to travel further distances to play baseball in Pewaukee. The synthetic turf fields can also handle rain much better, decreasing the likelihood of rainouts and increasing the guarantee of games being played, which is also attractive to travel baseball teams. The turf conversion will also save the City taxpayers an estimated \$7,000 in materials and up to \$15,000 of converted labor hour dollars to other needed tasks, on an annual basis.

Historically, the Sports Complex ball diamonds are utilized for some 5-10 weekend tournaments and Pewaukee Youth Baseball games every weeknight from mid-April to mid-July. The volume of games and natural turf and dirt mix prevents us from further expanding on hosting more tournaments and games.

In 2022, the month of June only saw two rain dates and two rest dates in which games were not played at the facility. This use and aggressive scheduling setback our field conditions for the month of July and made us realize it was too much use for the diamonds. In the current conditions, six to seven tournaments during the spring/summer baseball season is about the maximum we can host. A synthetic field turf conversion would not put a cap on the number of games we can host. Along with the items previously mentioned, there is a significantly lessened amount of maintenance needed to prepare the fields for play. There is some small routine maintenance along with annual maintenance required to keep the fields in great shape with field turf.

Current Use

Pewaukee Parks and Recreation Department works with organizations interested in utilizing the Pewaukee Sports Complex for their baseball tournaments. The Department manages the season long schedule, reserves tournament dates 9+ months in advance, and coordinates all operations leading up to and through the tournament. Most tournaments include games all day Saturday and Sunday, and potentially games on each diamond Friday evening.

In 2021, the Sports Complex hosted a total of six baseball tournaments. These were organized by Pewaukee Youth Baseball (3), Bigler Sports Inc. (2) and one tournament in conjunction with Pewaukee Youth Baseball and the Parks and Recreation Department.

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ph: 262-691-7275 f: 262-691-6078 e: park@pewaukee.wi.us



In 2022, the number of tournaments grew to eight. These included PYB (3), Bigler Sports Inc. (2), Wisconsin Baseball Tournaments (3). There were also two more tournaments cancelled due to low enrollment on the Wisconsin Baseball Tournaments end of the agreement. Teams that participated traveled mostly from the Midwest including Iowa, Illinois, Indiana and Michigan.

While the goal of the Department and City was to continue expanding on the volume of games and tournaments played at the Sports Complex, it has been realized there is a maximum amount of play that can occur with needed rest to keep the diamonds in the shape necessary to remain safe and meet expectations of the teams playing at the facility.

For the last three seasons, the Sports Complex has also hosted 'Fall Ball' on five Sundays in August and September. This is through a contract with Bigler Sports Inc. With 'Fall Ball' being Sundays only, it was tracked as a ½ tournament for use purposes.

Current and Expected Use, along with Tourism Impact

2021 Tournaments

| | |
|-----------|-----|
| PYB | 3 |
| Bigler | 2 |
| Fall Ball | 2.5 |
| Total | 5 |

2022 Tournaments

| | |
|-----------|------|
| PYB | 3 |
| Bigler | 2 |
| Kramlich | 3 |
| Fall Ball | 2.5 |
| Total | 10.5 |

It is also assumed that the rate charged for diamond use could increase with an improved facility surface. This dollar amount could be \$5-\$15/hour with an impact of increased revenue of \$500-\$1,000 per tournament. Conversations with the groups organizing tournaments run at the Sports Complex have led us to information that includes:

- 32 teams per weekend tournament at Sports Complex
- ~50%+ tournament teams would likely travel far enough they would stay at least 1 night in a hotel



To further provide data, the following assumptions were made:

- \$125 rate for hotel rooms per stay
- 10 rooms per team (teams likely have 12+ players, as well as potential coach hotel rooms)
- Currently, the City charges 8% occupancy tax on hotel stays
- Fall Ball is not used as a hotel stay likelihood as it is a one-day event

| Year 1 Expectation | | Tourism Impact | |
|-----------------------------|------|----------------|---------------|
| | | | # of Teams |
| PYB | 3 | PYB | 25 |
| Bigler | 3 | Bigler | 30 |
| P&R | 1 | P&R | 12 |
| Other | 1 | Other | 18 |
| Fall Ball | 2.5 | Total Teams | 85 |
| Total | 10.5 | Total Stays | 850 |
| | | Hotel Revenue | \$ 106,250.00 |
| | | Occupancy Tax | \$ 8,500.00 |
| Year 2 Expectation | | | |
| PYB | 3 | PYB | 30 |
| Bigler | 4 | Bigler | 45 |
| P&R | 1 | P&R | 15 |
| Other | 3 | Other | 54 |
| Fall Ball | 2.5 | Total Teams | 144 |
| Total | 13.5 | Total Stays | 1440 |
| | | Hotel Revenue | \$ 180,000.00 |
| | | Occupancy Tax | \$ 14,400.00 |
| Year 3 & Beyond Expectation | | | |
| PYB | 3 | PYB | 30 |
| Bigler | 4 | Bigler | 50 |
| P&R | 1 | P&R | 15 |
| Other | 4 | Other | 72 |
| Fall Ball | 3.5 | Total Teams | 162 |
| Total | 15.5 | Total Stays | 1620 |
| | | Hotel Revenue | \$ 202,500.00 |
| | | Occupancy Tax | \$ 16,200.00 |



Conclusions

The opportunity to improve the ball diamond conditions with the addition of synthetic turf would make the fields safer, provide an influx of visitors to Pewaukee to participate in the baseball tournaments here, and put Pewaukee on the map in terms of a baseball destination. This has been a proven model in the Wisconsin communities of De Forest, Waupun, Appleton, Wisconsin Dells/Mauston. The highest quality local complex for youth baseball, Infinity Fields in Waukesha, has been sold to Catholic Memorial High School and will no longer host youth baseball starting in 2024. This location has seen many teams from out of state coming to the area for years at their facility.

There is potential for over 1,500 hotel stays per year with improved field quality and additional baseball tournaments. This volume could lead to over \$200,000 of hotel stay revenue and \$15,000+ occupancy tax generated each year.

February 22, 2023

Mr. Nick Phalin (via email)
Director of Parks and Recreation
City of Pewaukee
W240 N3065 Pewaukee Road
Pewaukee, WI 53072

Re: Engineering Design Services for Pewaukee Sports Complex Synthetic Turf Installation
City of Pewaukee

Dear Mr. Phalin:

Thank you for allowing raSmith to provide you with a proposal for professional services for the engineering work at the Pewaukee Sports Complex. We are committed to providing you with the services needed to assure that the turf project proceeds smoothly.

Scope of Services

We have developed the following scope of services, taking into account services provided to previous clients related to synthetic turf installation work. We based the proposal on the assumption that four (4) infields and two (2) soccer fields (adjacent to each other) will receive synthetic turf. Furthermore, you provided an email earlier this year that indicated that the work will have to be publicly bid, which requires preparation of specifications, bid documents and bidding assistance.

- A. Meet with you and any other stakeholders at the start of the project to confirm the scope and develop a schedule.
- B. Perform a site topography survey on the infields and soccer field area. The City will need to assist in marking any private utilities in the survey area prior to the survey crew being on site. Digger's Hotline will mark the gas, electric, and telephone.
- C. We will prepare a stormwater management report and submit it to the Pewaukee engineering staff. We will provide a Notice of Intent to the WDNR for disturbance greater than one acre. If changes to the existing Stormwater Best Management Practices (BMP) are required, we will incorporate them into the plan set.
- D. We will prepare an engineering plan set that will include design information for all infields and the designated soccer field on the following sheets:
 - Existing Conditions
 - Erosion Control
 - Site Layout
 - Site Grading
 - Site Utility/Underdrain and stormwater plan
 - Detail sheets for erosion control requirements, turf details and any other detail that will assist in conveying construction details to the contractor.



Mr. Nick Phalin
Page 2 / February 22, 2023

- E. We will prepare a project manual that will include bid documents and specifications that meet State requirements for public bidding. We will post the bid documents on Quest CDN, answer questions during bidding, attend the bid opening (virtual bid opening), provide a letter of recommendation and attend the preconstruction conference.
- F. In addition to the initial project start meeting, we anticipate two (2) design meetings during the project, to be scheduled as needed. The first design meeting would be at completion of preliminary plans. The second would be at the pre-final plan stage.

Additional Services

- G. From our experience, it will be critical for our survey crew to make sure the subgrade, stone grade and finish grade are surveyed and found to be in compliance with tolerances required by the turf installer. We have been told that the turf installers will not guarantee their work if the grades are not set perfectly. If desired, we can provide staking services, grade check services and part time inspection during construction. An addendum to this proposal would define the scope of the work and fees.

Completion Schedule

We will establish a mutually beneficial project schedule at the initial meeting with the City.

Professional Fees

The above service items A. through F. will be provided for on a time-and-expense basis with an estimated fee of \$67,300. An approximate breakdown of services is as follows:

| | |
|--|----------|
| Topographic survey of infields and soccer fields to receive the turf | \$5,600 |
| Stormwater Management Plan | \$7,200 |
| Design Plans and meetings (5 sites @ \$10,000/site) | \$50,000 |
| Project manual with specifications and bid documents, and bidding services | \$4,500 |

Services will be billed each month based on the work completed.

Usual and customary expenses such as mileage, printing, delivery, and postage are not included in the above fee and will be billed at cost as a reimbursable expense.

This proposal does not include any services beyond those described in the above scope of services. raSmith offers an array of supplemental services that are available at your request, as this proposal does not include any services beyond those described in the Scope of Services.

Client Responsibilities/Assumptions

- A. The terms and conditions set forth herein are valid for 60 days from the date of this proposal and are conditioned upon our completion of all services in 2023.
- B. The hourly rates shown on the Professional Fees Rate Schedule are subject to change on an annual basis.
- C. The City shall provide any existing data relevant to the proposed project including but not limited to electronic AutoCAD base files of survey and utilities. Verification of information provided by others is not a



Mr. Nick Phalin
Page 3 / February 22, 2023

part of the Scope of Services; therefore, any problems arising out of the use of such information shall not be the responsibility of raSmith.

- D. City shall pay for all project review and permit fees. Payment of fees to various agencies for plan reviews and other reasons may be necessary throughout the course of this project. Timely remittance of these fees is very important since agencies will not accept review packages without the required fees. The project could be delayed significantly if submittals are not received when needed.
- E. After work has commenced, any revisions requested by the City or necessitated by conditions beyond our control, will be considered extra work requiring additional compensation.
- F. Public meeting attendance is not included and will be completed on a time and materials basis, if requested.

If you would like to authorize raSmith to proceed with your project, please sign the attached Professional Services Agreement Between Client and Professional, and forward a signed copy of the entire Agreement to our office. Once received, we will execute and return a copy for your records. Should you have any questions related to this proposal, please contact me at (262) 317-3307 or tim.barbeau@rasmith.com. We look forward to working with you on this project.

Sincerely,
raSmith

Timothy G. Barbeau, P.E., P.L.S.
Senior Project Manager

Enclosures: Professional Services Agreement
Rate Schedule

tgb:H:\2221001\Contract\EP 230215 Phalin Sports Complex Synthetic Fields.docx

City of Pewaukee, WI

| Year | Estimated Debt Service | | | | Totals | | | Year |
|-------|------------------------|-----------|----------|-----------|-----------|----------|-----------|-------|
| | Principal | Est. Rate | Interest | Total | Principal | Interest | Total | |
| 2023 | | | | 0 | 0 | 0 | 0 | 2023 |
| 2024 | 115,000 | 2.70% | 34,792 | 149,792 | 115,000 | 34,792 | 149,792 | 2024 |
| 2025 | 125,000 | 2.50% | 22,591 | 147,591 | 125,000 | 22,591 | 147,591 | 2025 |
| 2026 | 130,000 | 2.50% | 19,404 | 149,404 | 130,000 | 19,404 | 149,404 | 2026 |
| 2027 | 130,000 | 2.50% | 16,154 | 146,154 | 130,000 | 16,154 | 146,154 | 2027 |
| 2028 | 135,000 | 2.50% | 12,841 | 147,841 | 135,000 | 12,841 | 147,841 | 2028 |
| 2029 | 140,000 | 2.55% | 9,369 | 149,369 | 140,000 | 9,369 | 149,369 | 2029 |
| 2030 | 145,000 | 2.60% | 5,699 | 150,699 | 145,000 | 5,699 | 150,699 | 2030 |
| 2031 | 145,000 | 2.63% | 1,907 | 146,907 | 145,000 | 1,907 | 146,907 | 2031 |
| Total | 1,065,000 | | 122,755 | 1,187,755 | 1,065,000 | 122,755 | 1,187,755 | Total |

Notes:

Estimated rates as of 3/2/2023.

City of Pewaukee, WI

| Year | Estimated Debt Service | | | | Totals | | | Year |
|-------|------------------------|-----------|----------|-----------|-----------|----------|-----------|-------|
| | Principal | Est. Rate | Interest | Total | Principal | Interest | Total | |
| 2023 | | | | 0 | 0 | 0 | 0 | 2023 |
| 2024 | 160,000 | 2.70% | 33,893 | 193,893 | 160,000 | 33,893 | 193,893 | 2024 |
| 2025 | 175,000 | 2.50% | 20,533 | 195,533 | 175,000 | 20,533 | 195,533 | 2025 |
| 2026 | 175,000 | 2.50% | 16,158 | 191,158 | 175,000 | 16,158 | 191,158 | 2026 |
| 2027 | 180,000 | 2.50% | 11,720 | 191,720 | 180,000 | 11,720 | 191,720 | 2027 |
| 2028 | 185,000 | 2.50% | 7,158 | 192,158 | 185,000 | 7,158 | 192,158 | 2028 |
| 2029 | 190,000 | 2.55% | 2,423 | 192,423 | 190,000 | 2,423 | 192,423 | 2029 |
| 2030 | | | | | | | | 2030 |
| 2031 | | | | | | | | 2031 |
| Total | 1,065,000 | | 91,883 | 1,156,883 | 1,065,000 | 91,883 | 1,156,883 | Total |

Notes:

Estimated rates as of 3/2/2023.

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

DATE: March 15, 2023

DEPARTMENT: Clerk/Treasurer

PROVIDED BY: Nick Phalin

SUBJECT:

Discussion and Possible Action to Purchase and Install Cameras at all Four (4) Ball Diamonds at the Sports Complex and Support Materials to Create Video Streaming of Baseball Games at the Sports Complex [Phalin]

BACKGROUND:

After discussion with Bigler Sports and Pewaukee Youth Baseball, they have confirmed that non-local teams are more likely to register for tournaments that also include a video streaming option of games, without negatively impacting the total hotel stays. Bigler shared that it is mostly a marketing tool for out of state tournaments that they can share with grandparents who are unable to attend, but generally the families of players are so committed to watching in person, they likely attend each weekend. Bigler added that it increases the likelihood of filling tournaments, promoting to out of state, and potentially adding tournaments. The attached bid is for the camera and install. There will be additional costs for directional boring and potential electrical needs.

FINANCIAL IMPACT:

RECOMMENDED MOTION:

ATTACHMENTS:

Description

Streaming Proposal

Service Map



COMPLEX
SECURITY SOLUTIONS INC.

5100 S. Calhoun Road
New Berlin WI 53151
(262) 207-4099,
Sales@cplexsolutions.com

Proposal

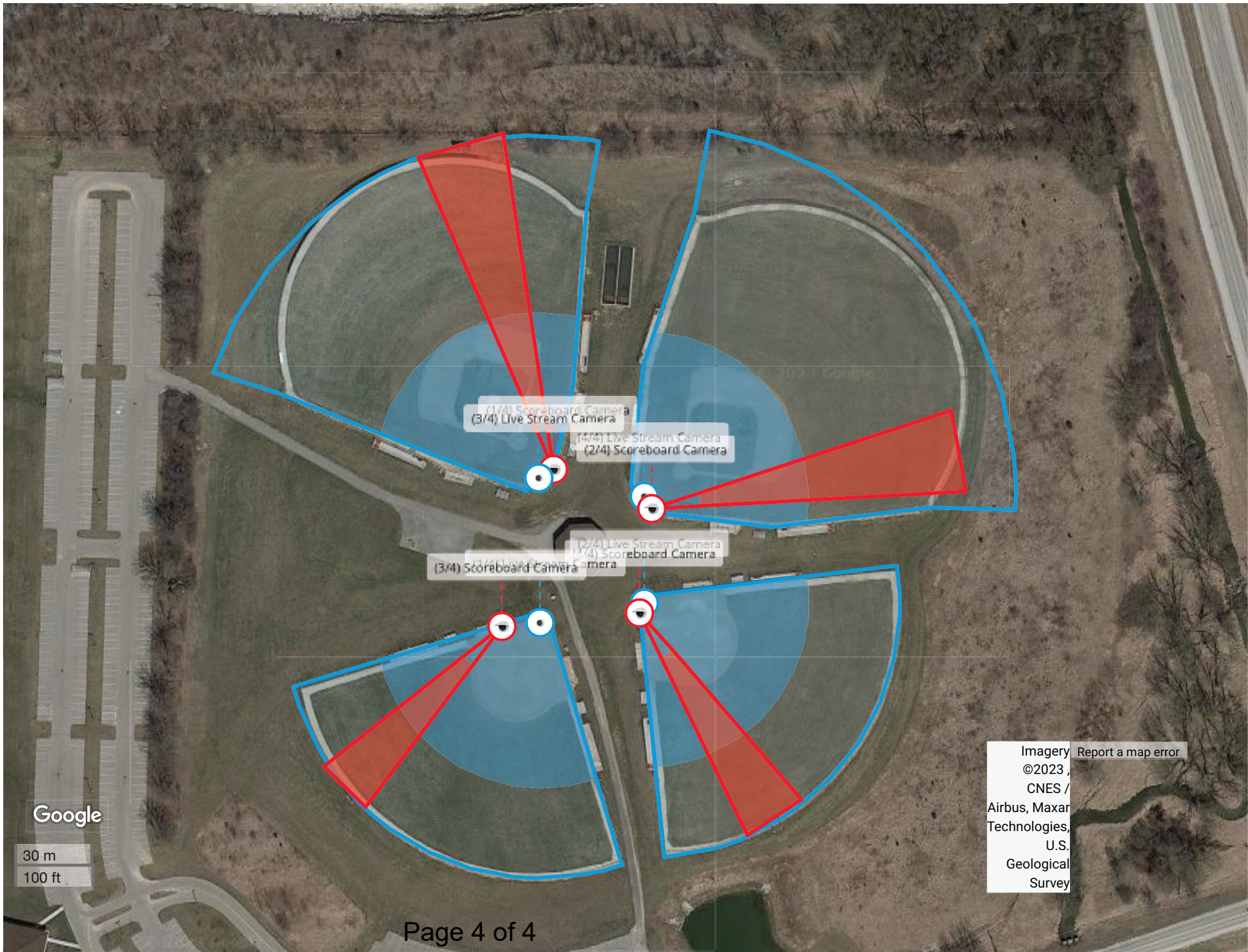
| | |
|-------------------|------------|
| Proposal # | 1015694615 |
| DATE | 03/10/2023 |

| CUSTOMER |
|---|
| City of Pewaukee Bobby Kewan kewan@pewaukee.wi.us W240N3065 Pewaukee Road Pewaukee, WI, 53072 (262) 691-0770 |

| SERVICE LOCATION |
|--|
| City of Pewaukee W240N3065 Pewaukee Road Pewaukee, WI, 53072 |

| Description | |
|--------------------|---|
| | <p>Any proposal \$5,000.00 or greater requires a down payment of 50% to purchase material and equipment needed for installation. Material and equipment will be ordered once the signed agreement is returned with the 50% down payment.</p> <p>PSC Livestream Cameras - 3/10/2023</p> <p>Assumes Directional Boring By Others & No Electrical Work</p> <p>Scope Of Work: Install proposed cameras per supplied drawing. Furnish licensing for live-streaming. Furnish all cabling in owner provided directional boring Confirm full functionality of system Provide unlimited owner training</p> <p>**Low Voltage Permitting Excluded**</p> |

| Estimate | | | | |
|--|------------|-------------|------------|--------------|
| Description | Qty | Rate | Tax | Total |
| AXIS Communications Cameras - 8 Cameras W/ Mounts | | | | \$9,719.84 |
| AXIS P3265-LVE 22MM Network Camera 9mm | | | | |
| AXIS T91B47 Pole Mount | | | | |
| AXIS P3807-PVE 8MP/DOM | | | | |
| Livestreaming Licensing - 8 Cameras | | | | \$6,799.92 |
| Cammstreamer Licensing | | | | |



(1/4) Scoreboard Camera
(3/4) Live Stream Camera

(4/4) Live Stream Camera
(2/4) Scoreboard Camera

(3/4) Scoreboard Camera

(2/4) Live Stream Camera
(2/4) Scoreboard Camera

Google

30 m
100 ft

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