



Office of Community Services

W240N3065 Pewaukee Road
Pewaukee, WI 53072
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**TOURISM COMMISSION
MEETING NOTICE AND AGENDA**

Wednesday, March 1, 2023

3:30 PM

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

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1. Call to Order and Pledge of Allegiance
 2. Discussion and Possible Action Regarding the 2022 and 2023 Financial Report Related to Tourism Funds Collected and Spent
 3. Discussion and Possible Action Regarding Synthetic Field Turf Replacements for Baseball Infields and Soccer Fields at the Pewaukee Sports Complex
 4. Adjournment

Kelley Tarczewski
Clerk/Treasurer

February 24, 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 1, 2023

DEPARTMENT: Clerk/Treasurer

PROVIDED BY:

SUBJECT:

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

BACKGROUND:

FINANCIAL IMPACT:

RECOMMENDED MOTION:

ATTACHMENTS:

Description

2022 Income & Expense

2023 Income & Expenses

**City of Pewaukee
2022 Tourism**

Revenue Received:

	2022 Budget	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
Tourism Grants:														
Marriot West(CSM)		23,611	39,098	51,205	49,349	57,572	59,355	60,286	70,042	65,114	60,167	43,726	37,745	617,269
Holiday Inn (Heart of America)		6,580	6,075	9,536	12,452	12,174	15,018	16,182	17,262	16,604	17,586	3,601	5,519	138,590
Wildwood(Heart of America)		2,524	3,310	5,079	6,627	9,853	13,778	16,013	13,311	14,055	13,224	1,690	6,046	105,509
Airbnb Inc (Avalara)				7,791			3,567			3,480			3,656	18,493
HomeAway.com (Avalara)				425			2,588			11,211			466	14,690
Expedia/Vertex				5,065			16,020			21,485			11,629	54,199
Pewaukee Lake Retreat														-
Avalara (Agoda International)				314			293			245			131	983
Totals =	-	32,715	48,483	79,414	68,427	79,600	110,619	92,481	100,615	132,194	90,977	49,017	65,191	949,733

Revenue Received vs. Budget

Monthly Over/(under) =		32,715	48,483	79,414	68,427	79,600	110,619	92,481	100,615	132,194	90,977	49,017	65,191	949,733
OVER TO DATE														

YTD Revenue by Function:

Establishment	2021 Budget	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
Tourism Fund 250		22,900	33,938	55,590	47,899	55,720	77,433	64,737	70,430	92,536	63,684	34,312	45,634	664,813
City General Fund 100		9,814	14,545	23,824	20,528	23,880	33,186	27,744	30,184	39,658	27,293	14,705	19,557	284,918
Sports Complex Fund 470														-
	-	32,714	48,483	79,414	68,427	79,600	110,619	92,481	100,614	132,194	90,977	49,017	65,191	949,731

Monthly Over/(under) City General Fund=		9,814	14,545	23,824	20,528	23,880	33,186	27,744	30,184	39,658	27,293	14,705	19,557	284,918
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YTD Summary-Toursim Fund 250

Tourism Fund 250 Collected	664,813.00	(Collected To Date)
Tourism Dollars Distributed	(370,012.11)	(Total for Year)
Tourism Balance	294,800.89	

Total Tourism Distribution:

Establishment	2022						Total	
	Budget	Approved Requests	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr		
Positively Pewaukee General Marketing	20,000		20,000				20,000	* Receipts Req.
Pos. Pew. Grant Taste	30,000				30,000		30,000	* Receipts Req.
Pos. Pew. Winter Race					7,500		7,500	
Pos. Pew Video-Break Throudh					8,000		8,000	
Pos. Pew Balloon Rally	35,000						-	
Pos. Pew. Website	3,000		3,000				3,000	* Receipts Req.
Waukesha-Pewaukee CVB	248,000		62,000	62,000	62,000	62,000	248,000	
Waukesha-Pewaukee CVB Baseball Grant						25,000	25,000	* Receipts Req.
Pewaukee Kiwanis-Beach Party	9,200				7,740		7,740	* Receipts Req.
Pewaukee Kiwanis-River Run	800				773		773	* Receipts Req.
Transfer to General Fund for Tourism Director	20,000			20,000			20,000	* Receipts Req.
	426,000	-	85,000	82,000	116,012	87,000	370,012	

**City of Pewaukee
2023 Tourism**

Revenue Received:														
	2023	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
	Budget													
Tourism Grants:														
Marriot West(CSM)		42,413												
Holiday Inn (Heart of America)		8,161												
Wildwood(Heart of America)		5,568												
Airbnb Inc (Avalara)														
HomeAway.com (Avalara)														
Expedia/Vertex														
Pewaukee Lake Retreat														
Avalara (Agoda International)														
Totals =	-	56,142												

Revenue Received vs. Budget														
Monthly Over/(under) =		56,142	-	-	-	-	-	-	-	-	-	-	-	56,142
OVER TO DATE														

YTD Revenue by Function:														
	2023	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
Establishment	Budget													
Tourism Fund 250		39,300	-	-	-	-	-	-	-	-	-	-	-	39,300
City General Fund 100		16,843	-	-	-	-	-	-	-	-	-	-	-	16,843
Sports Complex Fund 470														-
		-	56,143	-	-	-	-	-	-	-	-	-	-	56,143
Monthly Over/(under) City General Fund=		16,843	-	-	-	-	-	-	-	-	-	-	-	16,843

YTD Summary-Toursim Fund 250

Tourism Fund 250 Collected	39,300.00	(Collected To Date)
Tourism Dollars Distributed	-	(Total for Year)
Tourism Balance	39,300.00	

Total Tourism Distribution:

Establishment	2023		1st Qtr	2nd Qtr	3rd Qtr	4th Qtr	Total
	Budget	Approved Requests					
Positively Pewaukee General Marketing			23,000				
Pos. Pew. Race Series	60,000		60,000				
Pos. Pew. Website	3,000		3,000				
Waukesha-Pewaukee CVB	267,850						
Waukesha-Pewaukee CVB Baseball Grant	25,000						
Pewaukee Kiwanis-Beach Party	10,000						
Pewaukee Kiwanis-River Run	800						
Transfer to General Fund for Tourism Director	20,000						
	386,650						

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

DATE: March 1, 2023

DEPARTMENT: Clerk/Treasurer

PROVIDED BY:

SUBJECT:

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

BACKGROUND:

FINANCIAL IMPACT:

RECOMMENDED MOTION:

ATTACHMENTS:

Description

Filed Turf Pro Forma

Turf Quote

RA Smith



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.

W240 N3065 Pewaukee Rd. Pewaukee, WI 53072
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.

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



 [414-899-0886](tel:414-899-0886)  www.MWSTS.com  R.Anderson@mwsts.com

[Learn more about Midwest Sport & Turf Systems >](#)

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
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- 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
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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

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