



Office of Community Services
W240 N3065 Pewaukee Road
Pewaukee WI 53072
Phone: 262-691-0770

TOURISM
MEETING NOTICE AND AGENDA
Wednesday, September 24, 2025
10:00 AM

Pewaukee City Hall Common Council Chambers
W240N3065 Pewaukee Road, Pewaukee, WI

1. Call to Order and Pledge of Allegiance
2. New Business
 - 2.1 Discussion and Possible Action Regarding the Meeting Minutes Dated May 3, 2024
 - 2.2 Discussion and Possible Action Regarding the Meeting Minutes Dated September 16, 2024
 - 2.3 Discussion and Possible Related to the Anticipated 2025 Tourism Tax Revenues and Projections for 2026
 - 2.4 Discussion and Possible Action Related to the Request of the City of Pewaukee in the amount of \$240,000 [Nick Phalin]
 - 2.4.1 Supplement the Salaries of the Tourism Director and Additional Staff Members in the Amount of \$40,000.
 - 2.4.2 Reimburse the City of Pewaukee for the Synthetic Turf Installation in the Requested Amount of \$200,000.
 - 2.5 Discussion and Possible Action Related to the Requests of the Waukesha/Pewaukee Convention and Visitors Bureau in the Amount of \$319,260 [Tammy Tritz]
 - 2.5.1 Annual Operational Expenses in the Amount of \$289,260
 - 2.5.2 Baseball Campaign in the Amount of \$30,000
 - 2.6 Discussion and Possible Action Related to the Requests of Positively Pewaukee in the Request Amount of \$85,900 [Nicki Witek]
 - 2.6.1 Taste on the Lake in the Amount of \$33,500
 - 2.6.2 Merchandise for the Taste on the Lake in the Amount of \$1,000
 - 2.6.3 General Marketing in the Amount of \$23,000
 - 2.6.4 Signage at the Pewaukee Sports Complex in the Amount of \$2,400
 - 2.6.5 Pay It Forward Online Store and Other Merchandise Sales in the Amount of \$3,000
 - 2.6.6 Discover Wisconsin Pewaukee Digital Short in the Amount of \$16,000
 - 2.6.7 Marketing at the American Family Field in the Amount of \$5,000
 - 2.6.8 Website Including Re-Branding Initiative, Logo Redesign and Website Enhancements in the Amount of \$2,000
 - 2.7 Discussion and Possible Action Related to the Request of the Kiwanis Club of Pewaukee in the Amount of \$11,000 [Linda Wittmann]
 - 2.7.1 Beach Party in the Amount of \$10,000
 - 2.7.2 River Run in the Amount of \$1,000
 - 2.8 Discussion and Possible Action Related to the Request of the Village of Pewaukee in the Amount

of \$99,000 [Matt Heiser]

2.8.1 Event Advertising in the Amount of \$10,000

2.8.2 Fireworks in the Amount of \$15,000

2.8.3 Drone Show in the Amount of \$40,000

2.8.4 Bleacher Rental, Tent Rental and Music in the Amount of \$34,000

3. Adjournment

Kelly Tarczewski

Clerk/Treasurer

August 19, 2025

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.

In Attendance:

Mayor Bierce, Alderman P. Vetterkind, Jerry Wamser, and Hotel Representative F. Dorsey. Aldermen R. Reinbold and J. Wamser were absent and excused.

Also Present:

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

1. Call to Order and Pledge of Allegiance

Mayor Bierce called the meeting to order at 3:00 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 August 30, 2023

A motion was made and seconded (P. Vetterkind, F. Dorsey) to approve the Tourism Commission meeting minutes dated August 30, 2023. Motion Passed: 4-For, 0-Against.

4. Discussion and Possible Action Regarding the Pewaukee Sports Complex Baseball Diamonds Synthetic Field Turf Project Modification

Mr. Phalin stated KJ Bigler is working with GMB Sports and Baseball (GMB) located in St. Louis. He said they are the future of what Mr. Bigler envisions his company will be. Mr. Phalin stated Mr. Bigler is a big reason why he is pursuing the synthetic turf at the Sports Complex. GMB indicated the likelihood of traveling outside your region often happens at the age of 13 plus. He said at that age they are going to full-size diamonds, pitcher mounds, and 90-foot bases. He said they made diamonds #3 and #4 to be flexible to scale down the fields for players between the ages 7 to 12. He said diamonds #1 and #2 do not have that flexibility. He said he provided a three-year growth projection and realized the opportunities. Mr. Phalin stated based on the conversations he has had with KJ Bigler and GMB, he would like to revisit the turf project. He said he believes the year three expectation of the original proposal could be exceeded in 2025 with modifications to the project. He said he was looking to have all four diamonds be able to accommodate ages 13 and up. Mr. Phalin stated conversations with Mr. Bigler indicated he was willing to do at least thirteen tournaments in 2025.

Mr. Phalin stated he has had discussions with RA Smith, the engineering firm that created the plan and sent it out to bid. He estimated the change would cost an additional \$250,000 to \$325,000. He said there is a significant increase of excavation, turf, stone, concrete curbing and labor that is needed. He said the synthetic turf is considered an impervious surface, so storm water storage is needed at this point, but he was unsure what direction they would be taking to accommodate that need.

Mr. Phalin stated initially the Tourism Commission agreed to utilize \$400,000 up front and then would pay the City \$200,000 a year to refund the initial expense. He said it was believed to be a

five-year repayment plan, but stated the project change could possibly add one to two years to the repayment schedule.

Mr. Phalin stated KJ Bigler is looking to make changes to his operations. He is considering utilizing new software, team lists, and implementing a “stay to play” model. He said he is also looking to outsource the hotel stay piece of the tournaments using a company called Impact Housing. They will handle negotiating hotel rates and help the teams book their stays.

Mayor Bierce stated he was a parent that virtually found was to get around “stay to play” requirements. He asked if teams would be required to stay at the hotel even if it’s a regular tournament. Mr. Phalin stated the tournaments would be marketed to a very large list of teams. After they register for a tournament, the housing agency will immediately contact them with a list of hotels. He said the distance teams that would be traveling would determine the various marketing strategies on how to keep them here longer, such as partnering with the Milwaukee Brewers.

Mayor Bierce asked what control we will have to only promote Pewaukee hotels. Mr. Phalin stated if Impact Housing has a contract with the area hotels we would have that control.

Mayor Bierce asked if Mr. Phalin was estimating 200 hotel nights per tournament. Mr. Phalin stated he estimated 1.5 nights and only 50 percent of the players. He said the data from GMB estimated 55 to 57 percent coming from outside the metro area. He again stated they would have to determine what areas the City would be using or if it would be a flat mileage radius.

Mr. Dorsey stated he didn’t think there would be issues with supplying hotel rooms over the summer but voiced his concern that Brookfield might see more of this business because there is more to do there. He also said he sees the potential for room rates to be cost prohibitive due to the surcharges tacked on by the housing authority.

Mr. Phalin stated the fee structure equated to an additional \$8.95 tacked onto each room per night. Ms. Tritz suggested that Mr. Phalin also discuss with the housing authority what their commission is.

Mayor Bierce stated he has no issue presenting this to the Council, but wanted assurances that this will 100 percent benefit Pewaukee hotels.

Mr. Phalin stated construction is currently scheduled for July 29th, but additional engineering studies need to be done on the storm water portion of the project, and a change order agreement is needed with the contractor. He said he is trying to move this as fast as he can but felt the support of the Tourism Commission was needed first.

Mr. Dorsey stated he would like to have some guarantee the rooms would be booked in Pewaukee.

Ms. Tritz was asked her opinion. She stated she shared with Mr. Phalin that a conversation with the housing bureau would be key. She also suggested that other conversations take place to share revenues and profits if teams were not staying in Pewaukee.

Mr. Phalin stated teams would only be staying outside of Pewaukee if the hotels could not supply an adequate number of rooms or were sold out. Otherwise, teams would be required to stay here.

Mr. Dorsey asked if Mr. Phalin was able to guarantee 13 tournaments. Mr. Phalin stated KJ Bigler was willing to go to that number. That is part of his business growth model. Mr. Phalin said while construction is happening, staff will be marketing tournaments for 2025. He said registration would be in September, October, and November. He said turf tournaments were highly sought after because there was more guarantee that teams would be able to play versus regular fields.

Mayor Bierce stated the housing bureau is a private entity, and they are running their business for profit and they only way they'd make money is by signing a contract with the City. Mr. Phalin stated the contract would most likely be with the agency that books the teams. He said he believes the housing bureau only makes money when rooms are booked. Mayor Bierce stated he was confident that they would use our hotels.

Mr. Phalin stated the initial projections were based off how the City previously approached the tournaments, but we don't have the skill set to accurately accomplish the utilization of our hotels.

Mr. Vetterkind stated this has stepped up to a whole different level to get the hotel stays. At first, we were just offering a link to the various hotels, but now we will have a management company do it all.

Mayor Bierce spoke of his experience watching his nephew's team play on artificial turf and asked how many more fields are there in the state.

Mr. Phalin responded that the reason they are here today was to discuss full-size fields. He said if the high school has turf, it is usually only one full-size varsity field. We are talking about bringing all the teams together to use four fields at the same time on Fridays, Saturdays and Sundays. Mr. Phalin stated it is not common to have four fields.

Mr. Vetterkind stated he sees the high schools going out of their way to play on turf fields because they get more usage out of them.

Mr. Phalin stated the City of Pewaukee is ahead of the curve. Other turf fields can be found in Appleton, and Franklin (The Rock). DeForest has a complex with two turf fields and the other two fields are grass with all dirt infields. Mr. Phalin stated he tried getting price comps from other establishments by posing as an organizer but couldn't find availability in 2025.

Mayor Bierce stated that tying baseball tournaments with an event such as a Brewers or DockHounds game was brilliant.

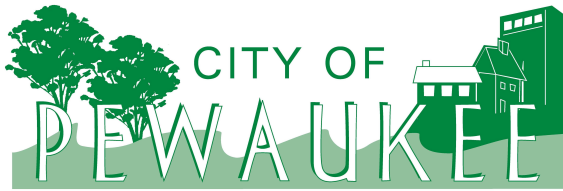
Mr. Phalin stated youth sports has become the family vacation. This is a way to extend their stay.

A motion was made and seconded (P. Vetterkind, F. Dorsey) to recommend approval of the work order change to the Common Council. Motion Passed: 3-For, 0-Against.

5. Adjournment

A motion was made and seconded (P. Vetterkind, S. Bierce) to adjourn the meeting at 3:33 p.m. Motion Passed: 3-For, 0-Against.

Respectfully Submitted,
Kelly Tarczewski
Clerk/Treasurer



Office of the Clerk/Treasurer
W240N3065 Pewaukee Road
Pewaukee, WI 53072
(262) 691-7275 Fax (262) 691-1798

**TOURISM COMMISSION
MEETING NOTICE AND AGENDA
Monday, September 16, 2024
1:00 PM**

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

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1. Call to Order and Pledge of Allegiance
 2. 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.
 3. Discussion and Possible Action Regarding the Tourism Commission Meeting Minutes Dated May 3, 2024
 4. Discussion Regarding the Anticipated 2024 Income and Expenditures and Projections for 2025
 5. Discussion and Possible Action to Reprogram 2024 Beach Party Funds to Reimburse River Run Expense in the Amount of \$896.50
 6. Update Related to the Artificial Turf Installation at the Sports Complex
 7. Discussion and Possible Action Related to the Requests of the City of Pewaukee (\$240,000)
 - 7.1 Supplement the Salaries of the Tourism Director and Additional Staff Members Request in the Amount of \$40,000
 - 7.2 Reimburse the City for Synthetic Turf in the Amount of \$200,000
 8. Discussion and Possible Action Regarding the Request of the Waukesha/Pewaukee Convention and Visitors Bureau (\$326,260)
 - 8.1 Annual Operational Expenses in the Amount of \$286,260
 - 8.2 Baseball Campaign in the Amount of \$40,000
 9. Discussion and Possible Action Regarding the Request of Positively Pewaukee (\$52,000)
 - 9.1 General Marketing in the Amount of \$23,000
 - 9.2 Website Maintenance in the Amount of \$4,000
 - 9.3 Taste on the Lake in the Amount of \$25,000
 10. Discussion and Possible Action Regarding the 2025 Funding Requests of the Pewaukee Kiwanis Club (\$11,000)
 - 10.1 Pewaukee Beach Party in the Amount of \$10,000
 - 10.2 River Run in the Amount of \$1,000
 11. 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.
 12. Adjournment

Kelley Tarczewski
Clerk/Treasurer

September 13, 2024

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**City of Pewaukee
2016 Tourism**

Revenue Received:

	2016 Budget	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
Tourism Grants:														
Marriot West(CSM)	415,715	33,803	38,501	39,052	47,727	49,579	50,428	55,306	52,989	44,877	47,413	35,607	27,570	522,852
Holiday Inn (Heart of America)	159,357	12,357	12,928	13,907	14,988	18,196	18,750	18,789	18,630	17,067	17,777	10,985	11,600	185,974
Wildwood(Heart of America)	117,786	6,456	7,859	9,189	9,754	11,618	12,814	14,509	12,254	10,975	12,207	9,648	7,988	125,270
Totals =	692,858	52,616	59,287	62,148	72,469	79,393	81,992	88,604	83,872	72,920	77,396	56,239	47,157	834,096
2016 Totals		46,996	50,090	60,671	61,115	64,373	75,620	83,553	87,917	71,216	71,935	53,396	-	726,882
Difference														-

Revenue Received vs. Budget

Monthly Over/(under) =	(5,122)	1,549	4,410	14,731	21,655	24,254	30,866	26,134	15,182	19,658	(1,499)	(10,581)	141,237
OVER TO DATE									133,659				

YTD Revenue by Function:

Establishment	2016 Budget	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
Tourism Fund 250	485,000	36,831	41,501	43,504	50,729	55,575	57,395	62,023	58,711	51,044	54,177	39,367	33,010	583,867
City General Fund 100	207,858	15,785	17,786	18,644	21,741	23,818	24,598	26,581	25,162	21,876	23,219	16,872	14,147	250,229
Sports Complex Fund 470	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	692,858	52,616	59,287	62,148	72,470	79,393	81,993	88,604	83,873	72,920	77,396	56,239	47,157	834,096

Monthly Over/(under) City General Fund=	(1,537)	465	1,323	4,420	6,497	7,277	9,260	7,841	4,555	5,898	(450)	(3,175)	42,374
SHORTFALL IN GEN. FUND TO DATE													

YTD Summary-Toursim Fund 250

Tourism Fund 250 Collected	583,867.00	(Collected To Date)
Tourism Dollars Distributed	(470,000.00)	(Total for Year)

Tourism Balance	113,867.00
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Total Tourism Distribution:

Establishment	2016 Budget	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr	Total	
Positively Pewaukee	13,000	13,000	-	-	-	13,000	
Waukesha-Pewaukee CVB	397,000	99,250	99,250	99,250	99,250	397,000	
Pos. Pew. Grant Taste	6,000	-	-	-	-	-	* Receipts Req.
Pos. Pew. Grant Multi-Sport	35,000	35,000	-	-	-	35,000	* Receipts Req.
Pos. Pew. Grant Women's	25,000	25,000	-	-	-	25,000	* Receipts Req.
Chamber-Advertising, Print, Signage, Promotions	12,700	-	-	-	-	-	* Receipts Req.
Chamber-website/mktg.	4,250	-	-	-	-	-	* Receipts Req.
	492,950	172,250	99,250	99,250	99,250	470,000	

2015 Tourism

	2015 Budget	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
Tourism Grants:														
Marriot West(CSM)	415,715	27,461	29,771	35,810	37,013	38,752	44,576	51,318	54,178	46,368	44,269	34,713	-	444,228
Holiday Inn (Heart of America)	159,357	11,880	12,588	14,547	14,526	15,699	18,155	18,297	20,418	15,877	17,211	12,192	-	171,390
Wildwood(Heart of America)	117,786	7,655	7,731	10,314	9,576	9,923	12,889	13,938	13,322	8,971	10,455	6,491	-	111,265
Totals =	692,858	46,996	50,090	60,671	61,115	64,373	75,620	83,553	87,917	71,216	71,935	53,396	-	726,883

YTD Thru August **530,336.00**

2014 Tourism

Revenue Received:

	2014 Budget	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
Tourism Grants:														
Marriot West(CSM)	415,715	30,319	36,516	32,076	37,487	37,957	46,875	48,560	44,660	36,685	43,665	27,372	22,905	445,077
Holiday Inn (Heart of America)	159,357	11,729	11,839	11,680	12,867	14,012	16,744	17,188	18,839	15,733	17,251	10,704	9,958	168,545
Wildwood(Heart of America)	117,786	5,372	6,795	7,724	7,458	8,606	11,785	11,969	12,829	9,848	9,877	6,732	6,288	105,283

**City of Pewaukee
2016 Tourism**

Totals =	692,858	47,420	55,150	51,480	57,813	60,575	75,404	77,717	76,328	62,266	70,794	44,808	39,151	718,904
							YTD Thru August							501,886.05

2013 Tourism

Revenue Received:

Tourism Grants:	2013 Budget	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
Marriot West(CSM)	420,000	34,428	32,662	32,812	37,209	42,698	41,599	48,533	54,778	39,506	41,119	28,044	27,680	461,069
Holiday Inn (Heart of America)	161,000	10,665	10,340	10,853	11,956	14,549	16,894	17,373	20,318	13,300	16,857	10,571	9,753	163,428
Wildwood(Heart of America)	119,000	5,695	5,672	7,781	7,676	9,579	10,265	10,055	13,700	8,736	8,900	5,954	5,453	99,467
Totals =	700,000	50,789	48,675	51,446	56,841	66,826	68,757	75,961	88,796	61,542	66,876	44,570	42,886	723,964
								YTD Thru August						508,090.85

**City of Pewaukee
2016 Tourism**

2012 Tourism

Revenue Received:

	2012 Budget	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
Tourism Grants:														
Marriot West(CSM)	420,000	29,476	33,564	29,331	33,780	40,220	41,243	41,811	45,620	36,071	36,621	24,758	22,516	415,009
Radisson-Holiday Inn	161,000	9,173	10,870	10,501	11,101	12,928	16,182	15,238	18,010	12,291	14,987	10,480	9,125	150,885
Wildwood(Heart of America)	119,000	8,166	8,860	9,200	6,229	8,731	10,284	10,911	9,646	7,419	7,967	4,745	5,763	97,922
Totals =	700,000	46,815	53,293	49,033	51,110	61,878	67,709	67,960	73,275	55,781	59,575	39,983	37,404	663,816
							YTD Thru August		471,073.51					

2011 Tourism

Revenue Received:

	2011 Budget	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
Tourism Grants:														
Marriot West(CSM)	390,000	31,711	32,335	40,399	35,065	39,013	44,241	41,616	45,878	43,251	43,000	29,003	19,889	445,400
Radisson	149,500	10,107	9,105	11,640	11,534	12,266	15,130	14,547	17,789	13,540	13,232	9,754	7,676	146,319
Comfort Suites	110,500	8,771	9,481	11,664	9,613	10,926	12,667	11,779	14,115	10,771	11,170	7,511	6,554	125,022
Totals =	650,000	50,588	50,921	63,704	56,212	62,205	72,038	67,941	77,782	67,561	67,401	46,268	34,119	716,740
									YTD Thru August		501,390.47			

2010 Tourism

Revenue Received:

	2010 Budget	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
Tourism Grants:														
Marriot West(CSM)	348,000	29,248	27,759	33,204	32,674	35,659	45,858	39,704	48,259	38,618	39,793	30,951	22,608	424,335
Radisson	133,400	7,908	8,119	9,470	8,016	9,665	12,086	13,365	14,548	12,362	9,743	10,293	5,937	121,512
Comfort Suites	98,600	8,099	9,286	7,954	8,215	9,136	12,173	11,577	13,631	11,422	10,506	7,986	5,909	115,894
Totals =	580,000	45,255	45,164	50,628	48,905	54,460	70,117	64,646	76,438	62,402	60,042	49,230	34,454	661,741
									YTD Thru August		455,613.00			

2009 Tourism

Revenue Received:

	2009 Budget	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
Tourism Grants:														
Marriot West(CSM)	478,335	22,791	23,601	25,650	26,834	28,668	43,884	36,479	37,367	34,191	33,810	30,279	26,700	370,254
Radisson	180,733	9,510	10,674	10,893	10,259	8,663	11,439	13,418	11,953	10,950	11,760	9,837	7,198	126,556
Comfort Suites	140,933	8,218	8,798	10,875	10,000	9,534	12,347	11,765	11,800	9,810	9,912	7,865	6,564	117,486
Totals =	800,000	40,518	43,073	47,418	47,094	46,865	67,670	61,662	61,120	54,951	55,482	47,981	40,462	614,296
									YTD Thru August		415,419.96			

2008 Tourism

Revenue Received:

	2008 Budget	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
Tourism Grants:														
Marriot West(CSM)	463,821	31,430	28,393	33,287	37,042	35,247	48,209	49,071	59,012	43,101	37,794	27,404	20,136	450,126
Radisson	177,719	12,288	11,367	9,865	11,560	14,193	17,849	18,215	21,204	15,917	16,621	10,180	10,659	169,918
Comfort Suites	139,902	9,132	11,111	10,914	12,107	12,193	15,067	14,644	19,239	13,361	13,300	8,849	8,625	148,541
Totals =	781,442	52,849	50,870	54,065	60,710	61,632	81,125	81,930	99,455	72,380	67,715	46,434	39,420	768,586
									YTD Thru August		542,637.61			

2007 Tourism

Revenue Received:

	2007 Budget	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
Tourism Grants:														
Marriot West(CSM)	463,821	31,856	33,928	37,291	32,720	42,903	45,619	49,043	52,713	42,339	40,720	31,073	27,517	467,722
Radisson	177,719	11,290	12,207	13,702	11,785	15,526	17,637	17,385	20,616	15,608	14,310	10,776	8,748	169,589
Comfort Suites	139,902	10,285	10,324	10,295	9,439	11,025	13,299	13,820	15,050	12,086	11,396	8,634	8,363	134,016
Totals =	781,442	53,431	56,458	61,288	53,944	69,454	76,555	80,248	88,378	70,033	66,426	50,483	44,628	771,327
									YTD Thru August		539,756.40			

City of Pewaukee 2017 Tourism

Revenue Received:

	2017 Budget	Jan	Feb	Mar	Apr
Tourism Grants:					
Marriot West(CSM)		35,781	39,174	42,579	43,284
Holiday Inn (Heart of America)		12,255	11,878	15,681	14,957
Wildwood(Heart of America)		8,180	7,520	9,517	8,543
Totals =	750,000	56,217	58,573	67,777	66,784
2016 Totals					
Difference					

Revenue Received vs. Budget

Monthly Over/(under) =	(6,283)	(3,927)	5,277	4,284
OVER TO DATE				

YTD Revenue by Function:

Establishment	2017 Budget	Jan	Feb	Mar	Apr
Tourism Fund 250	525,000	39,352	41,001	47,444	46,749
City General Fund 100	225,000	16,865	17,572	20,333	20,035
Sports Complex Fund 470	-				
	750,000	56,217	58,573	67,777	66,784

Monthly Over/(under) City General Fund=	(1,885)	(1,178)	1,583	1,285
SHORTFALL IN GEN. FUND TO DATE				

YTD Summary-Toursim Fund 250

Tourism Fund 250 Collected	573,949.00	(Collected To Date)
Tourism Dollars Distributed	(547,049.53)	(Total for Year)
Tourism Balance	26,899.47	

Total Tourism Distribution:

Establishment	2017 Budget	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr
Positively Pewaukee General Marketing & Website	13,000			9,750	3,250
Waukesha-Pewaukee CVB	365,000	91,250	91,250	91,250	91,250
Pos. Pew. Grant Taste	6,000			31,000	
Pos. Pew. Grant Multi-Sport	35,000	35,000			
Pos. Pew. King/Queen Marathon	25,000	25,000			
Chamber-Advertising, Print, Signage, Promotions		-	-	-	
Chamber-Farmers Market	9,000				6,001
Pos. Pew. Transp for Taste				2,000	
Midwest-Major Leauge Camping					
Waukesha-Pewaukee CVB Baseball Grant		-	-	-	65,899
Chamber-website/mktg.	6,700	-	-	-	4,150
	459,700	151,250	91,250	134,000	170,550

2016 Tourism

Tourism Grants:	2016 Budget	Jan	Feb	Mar	Apr
Marriot West(CSM)	415,715	33,803	38,501	39,052	47,727
Holiday Inn (Heart of America)	159,357	12,357	12,928	13,907	14,988
Wildwood(Heart of America)	117,786	6,456	7,859	9,189	9,754
Totals =	692,858	52,616	59,287	62,148	72,469

2015 Tourism

Tourism Grants:	2015 Budget	Jan	Feb	Mar	Apr
Marriot West(CSM)	415,715	27,461	29,771	35,810	37,013
Holiday Inn (Heart of America)	159,357	11,880	12,588	14,547	14,526
Wildwood(Heart of America)	117,786	7,655	7,731	10,314	9,576
Totals =	692,858	46,996	50,090	60,671	61,115

2014 Tourism

Revenue Received:

Tourism Grants:	2014 Budget	Jan	Feb	Mar	Apr
Marriot West(CSM)	415,715	30,319	36,516	32,076	37,487
Holiday Inn (Heart of America)	159,357	11,729	11,839	11,680	12,867
Wildwood(Heart of America)	117,786	5,372	6,795	7,724	7,458
Totals =	692,858	47,420	55,150	51,480	57,813

2013 Tourism

Revenue Received:

Tourism Grants:	2013 Budget	Jan	Feb	Mar	Apr
Marriot West(CSM)	420,000	34,428	32,662	32,812	37,209
Holiday Inn (Heart of America)	161,000	10,665	10,340	10,853	11,956
Wildwood(Heart of America)	119,000	5,695	5,672	7,781	7,676
Totals =	700,000	50,789	48,675	51,446	56,841

2012 Tourism

Revenue Received:

Tourism Grants:	2012 Budget	Jan	Feb	Mar	Apr
Marriot West(CSM)	420,000	29,476	33,564	29,331	33,780
Radisson-Holiday Inn	161,000	9,173	10,870	10,501	11,101
Wildwood(Heart of America)	119,000	8,166	8,860	9,200	6,229
Totals =	700,000	46,815	53,293	49,033	51,110

2011 Tourism

Revenue Received:

Tourism Grants:	2011 Budget	Jan	Feb	Mar	Apr
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Marriot West(CSM)	390,000	31,711	32,335	40,399	35,065
Radisson	149,500	10,107	9,105	11,640	11,534
Comfort Suites	110,500	8,771	9,481	11,664	9,613
Totals =	650,000	50,588	50,921	63,704	56,212

2010 Tourism

Revenue Received:

Tourism Grants:	2010 Budget	Jan	Feb	Mar	Apr
Marriot West(CSM)	348,000	29,248	27,759	33,204	32,674
Radisson	133,400	7,908	8,119	9,470	8,016
Comfort Suites	98,600	8,099	9,286	7,954	8,215
Totals =	580,000	45,255	45,164	50,628	48,905

2009 Tourism

Revenue Received:

Tourism Grants:	2009 Budget	Jan	Feb	Mar	Apr
Marriot West(CSM)	478,335	22,791	23,601	25,650	26,834
Radisson	180,733	9,510	10,674	10,893	10,259
Comfort Suites	140,933	8,218	8,798	10,875	10,000
Totals =	800,000	40,518	43,073	47,418	47,094

2008 Tourism

Revenue Received:

Tourism Grants:	2008 Budget	Jan	Feb	Mar	Apr
Marriot West(CSM)	463,821	31,430	28,393	33,287	37,042
Radisson	177,719	12,288	11,367	9,865	11,560
Comfort Suites	139,902	9,132	11,111	10,914	12,107
Totals =	781,442	52,849	50,870	54,065	60,710

2007 Tourism

Revenue Received:

Tourism Grants:	2007 Budget	Jan	Feb	Mar	Apr
Marriot West(CSM)	463,821	31,856	33,928	37,291	32,720
Radisson	177,719	11,290	12,207	13,702	11,785
Comfort Suites	139,902	10,285	10,324	10,295	9,439
Totals =	781,442	53,431	56,458	61,288	53,944

May	Jun	Jul	Aug	Sep	Oct	Nov
48,965	58,563	53,137	53,079	44,798	46,527	34,958
16,616	16,485	17,881	17,491	16,701	16,506	12,316
9,556	12,332	13,027	12,372	10,638	9,143	6,145
75,138	87,380	84,046	82,941	72,137	72,176	53,419

12,638	24,880	21,546	20,441	9,637	9,676	(9,081)
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May	Jun	Jul	Aug	Sep	Oct	Nov
52,596	61,166	58,832	58,059	50,496	50,523	37,393
22,541	26,214	25,214	24,882	21,641	21,653	16,026
75,137	87,380	84,046	82,941	72,137	72,176	53,419

3,791	7,464	6,464	6,132	2,891	2,903	(2,724)
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Total

13,000
365,000
31,000
35,000
25,000
-
6,001
2,000
-
65,899
4,150
547,050

* Receipts Req.
 * Receipts Req.
 * Receipts Req.
 * Receipts Req.
 * Receipts Req.
 * Receipts Req.

approved 80,500-carryover \$14,600.99 to 2018 7/18/17 minutes

May	Jun	Jul	Aug	Sep	Oct	Nov
49,579	50,428	55,306	52,989	44,877	47,413	35,607
18,196	18,750	18,789	18,630	17,067	17,777	10,985
11,618	12,814	14,509	12,254	10,975	12,207	9,648
79,393	81,992	88,604	83,872	72,920	77,396	56,239

May	Jun	Jul	Aug	Sep	Oct	Nov
38,752	44,576	51,318	54,178	46,368	44,269	34,713
15,699	18,155	18,297	20,418	15,877	17,211	12,192
9,923	12,889	13,938	13,322	8,971	10,455	6,491
64,373	75,620	83,553	87,917	71,216	71,935	53,396
YTD Thru August			530,336.00			

May	Jun	Jul	Aug	Sep	Oct	Nov
37,957	46,875	48,560	44,660	36,685	43,665	27,372
14,012	16,744	17,188	18,839	15,733	17,251	10,704
8,606	11,785	11,969	12,829	9,848	9,877	6,732
60,575	75,404	77,717	76,328	62,266	70,794	44,808
YTD Thru August			501,886.05			

May	Jun	Jul	Aug	Sep	Oct	Nov
42,698	41,599	48,533	54,778	39,506	41,119	28,044
14,549	16,894	17,373	20,318	13,300	16,857	10,571
9,579	10,265	10,055	13,700	8,736	8,900	5,954
66,826	68,757	75,961	88,796	61,542	66,876	44,570
YTD Thru August			508,090.85			

May	Jun	Jul	Aug	Sep	Oct	Nov
40,220	41,243	41,811	45,620	36,071	36,621	24,758
12,928	16,182	15,238	18,010	12,291	14,987	10,480
8,731	10,284	10,911	9,646	7,419	7,967	4,745
61,878	67,709	67,960	73,275	55,781	59,575	39,983
YTD Thru August			471,073.51			

May	Jun	Jul	Aug	Sep	Oct	Nov
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39,013	44,241	41,616	45,878	43,251	43,000	29,003
12,266	15,130	14,547	17,789	13,540	13,232	9,754
10,926	12,667	11,779	14,115	10,771	11,170	7,511
62,205	72,038	67,941	77,782	67,561	67,401	46,268
YTD Thru August			501,390.47			

May	Jun	Jul	Aug	Sep	Oct	Nov
35,659	45,858	39,704	48,259	38,618	39,793	30,951
9,665	12,086	13,365	14,548	12,362	9,743	10,293
9,136	12,173	11,577	13,631	11,422	10,506	7,986
54,460	70,117	64,646	76,438	62,402	60,042	49,230
YTD Thru August			455,613.00			

May	Jun	Jul	Aug	Sep	Oct	Nov
28,668	43,884	36,479	37,367	34,191	33,810	30,279
8,663	11,439	13,418	11,953	10,950	11,760	9,837
9,534	12,347	11,765	11,800	9,810	9,912	7,865
46,865	67,670	61,662	61,120	54,951	55,482	47,981
YTD Thru August			415,419.96			

May	Jun	Jul	Aug	Sep	Oct	Nov
35,247	48,209	49,071	59,012	43,101	37,794	27,404
14,193	17,849	18,215	21,204	15,917	16,621	10,180
12,193	15,067	14,644	19,239	13,361	13,300	8,849
61,632	81,125	81,930	99,455	72,380	67,715	46,434
YTD Thru August			542,637.61			

May	Jun	Jul	Aug	Sep	Oct	Nov
42,903	45,619	49,043	52,713	42,339	40,720	31,073
15,526	17,637	17,385	20,616	15,608	14,310	10,776
11,025	13,299	13,820	15,050	12,086	11,396	8,634
69,454	76,555	80,248	88,378	70,033	66,426	50,483
YTD Thru August			539,756.40			

Dec	YTD
27,079	527,924
10,520	179,288
5,740	112,714
43,339	819,926

-

(19,161)	69,927
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Dec	YTD
30,338	573,949
13,002	245,978
	-
43,340	819,927
(5,748)	20,978

Dec	YTD
27,570	522,852
11,600	185,974
7,988	125,270
47,157	834,096

Dec	YTD
-	444,228
-	171,390
-	111,265
-	726,883

Dec	YTD
22,905	445,077
9,958	168,545
6,288	105,283
39,151	718,904

Dec	YTD
27,680	461,069
9,753	163,428
5,453	99,467
42,886	723,964

Dec	YTD
22,516	415,009
9,125	150,885
5,763	97,922
37,404	663,816

Dec	YTD
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19,889	445,400
7,676	146,319
6,554	125,022
<u>34,119</u>	<u>716,740</u>

Dec	YTD
22,608	424,335
5,937	121,512
5,909	115,894
<u>34,454</u>	<u>661,741</u>

Dec	YTD
26,700	370,254
7,198	126,556
6,564	117,486
<u>40,462</u>	<u>614,296</u>

Dec	YTD
20,136	450,126
10,659	169,918
8,625	148,541
<u>39,420</u>	<u>768,586</u>

Dec	YTD
27,517	467,722
8,748	169,589
8,363	134,016
<u>44,628</u>	<u>771,327</u>

City of Pewaukee 2018 Tourism

Revenue Received:

	2018 Budget	Jan	Feb	Mar	Apr
Tourism Grants:					
Marriot West(CSM)		37,151	35,184	37,910	43,326
Holiday Inn (Heart of America)		12,613	11,807	12,539	14,605
Wildwood(Heart of America)		6,258	6,155	8,650	8,619
Totals =	750,000	56,022	53,146	59,098	66,550
2016 Totals					
Difference					

Revenue Received vs. Budget

Monthly Over/(under) =	(6,478)	(9,354)	(3,402)	4,050
OVER TO DATE				

YTD Revenue by Function:

Establishment	2018 Budget	Jan	Feb	Mar	Apr
Tourism Fund 250	525,000	39,215	37,202	41,369	46,585
City General Fund 100	225,000	16,807	15,944	17,730	19,965
Sports Complex Fund 470	-				
	750,000	56,022	53,146	59,099	66,550

Monthly Over/(under) City General Fund=	(1,943)	(2,806)	(1,020)	1,215
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YTD Summary-Tourism Fund 250

Tourism Fund 250 Collected	575,526.00	(Collected To Date)
Tourism Dollars Distributed	(524,887.52)	(Total for Year)
Tourism Balance	50,638.48	

Total Tourism Distribution:

Establishment	2018 Budget	2018 Approved Requests	1st Qtr	2nd Qtr	3rd Qtr
Positively Pewaukee General Marketing & Website		13,000	13,000		
Pos. Pew. Grant Taste	35,000	33,000			30,398
Pos. Pew. Grant Multi-Sport	30,000	30,000	30,000		
Pos. Pew. Food Truck Rally					
Pos. Pew. King & Queen Marathon	25,000				
Waukesha-Pewaukee CVB	365,000	365,000	91,250	91,250	91,250
Waukesha-Pewaukee CVB Harley Grant	18,000	40,000			27,135
Waukesha-Pewaukee CVB Baseball Grant		47,000			48,155
Pewaukee Kiwanis-Advertising		5,000			
Pewaukee Kiwanis-Beach Party		5,000			5,000
Chamber-Advertising, Print, Signage, Promotions	15,700	14,000		541	

Chamber-Farmer's Mkt				1,474	1,136
Chamber-Governor's Summit					
Midwest-Major Leauge Camping					
Waukesha-Pewaukee CVB Baseball Grant					
Chamber-website/mktg.					
	488,700	552,000	134,250	93,265	203,075

2016 Tourism

Tourism Grants:	2016 Budget	Jan	Feb	Mar	Apr
Marriot West(CSM)	415,715	33,803	38,501	39,052	47,727
Holiday Inn (Heart of America)	159,357	12,357	12,928	13,907	14,988
Wildwood(Heart of America)	117,786	6,456	7,859	9,189	9,754
Totals =	692,858	52,616	59,287	62,148	72,469

2015 Tourism

Tourism Grants:	2015 Budget	Jan	Feb	Mar	Apr
Marriot West(CSM)	415,715	27,461	29,771	35,810	37,013
Holiday Inn (Heart of America)	159,357	11,880	12,588	14,547	14,526
Wildwood(Heart of America)	117,786	7,655	7,731	10,314	9,576
Totals =	692,858	46,996	50,090	60,671	61,115

2014 Tourism

Revenue Received:

Tourism Grants:	2014 Budget	Jan	Feb	Mar	Apr
Marriot West(CSM)	415,715	30,319	36,516	32,076	37,487
Holiday Inn (Heart of America)	159,357	11,729	11,839	11,680	12,867
Wildwood(Heart of America)	117,786	5,372	6,795	7,724	7,458
Totals =	692,858	47,420	55,150	51,480	57,813

2013 Tourism

Revenue Received:

Tourism Grants:	2013 Budget	Jan	Feb	Mar	Apr
Marriot West(CSM)	420,000	34,428	32,662	32,812	37,209
Holiday Inn (Heart of America)	161,000	10,665	10,340	10,853	11,956
Wildwood(Heart of America)	119,000	5,695	5,672	7,781	7,676
Totals =	700,000	50,789	48,675	51,446	56,841

2012 Tourism

Revenue Received:

Tourism Grants:	2012 Budget	Jan	Feb	Mar	Apr
Marriot West(CSM)	420,000	29,476	33,564	29,331	33,780

Radisson-Holiday Inn	161,000	9,173	10,870	10,501	11,101
Wildwood(Heart of America)	119,000	8,166	8,860	9,200	6,229
Totals =	700,000	46,815	53,293	49,033	51,110

2011 Tourism

Revenue Received:

Tourism Grants:	2011 Budget	Jan	Feb	Mar	Apr
Marriot West(CSM)	390,000	31,711	32,335	40,399	35,065
Radisson	149,500	10,107	9,105	11,640	11,534
Comfort Suites	110,500	8,771	9,481	11,664	9,613
Totals =	650,000	50,588	50,921	63,704	56,212

2010 Tourism

Revenue Received:

Tourism Grants:	2010 Budget	Jan	Feb	Mar	Apr
Marriot West(CSM)	348,000	29,248	27,759	33,204	32,674
Radisson	133,400	7,908	8,119	9,470	8,016
Comfort Suites	98,600	8,099	9,286	7,954	8,215
Totals =	580,000	45,255	45,164	50,628	48,905

2009 Tourism

Revenue Received:

Tourism Grants:	2009 Budget	Jan	Feb	Mar	Apr
Marriot West(CSM)	478,335	22,791	23,601	25,650	26,834
Radisson	180,733	9,510	10,674	10,893	10,259
Comfort Suites	140,933	8,218	8,798	10,875	10,000
Totals =	800,000	40,518	43,073	47,418	47,094

2008 Tourism

Revenue Received:

Tourism Grants:	2008 Budget	Jan	Feb	Mar	Apr
Marriot West(CSM)	463,821	31,430	28,393	33,287	37,042
Radisson	177,719	12,288	11,367	9,865	11,560
Comfort Suites	139,902	9,132	11,111	10,914	12,107
Totals =	781,442	52,849	50,870	54,065	60,710

2007 Tourism

Revenue Received:

Tourism Grants:	2007 Budget	Jan	Feb	Mar	Apr
Marriot West(CSM)	463,821	31,856	33,928	37,291	32,720
Radisson	177,719	11,290	12,207	13,702	11,785
Comfort Suites	139,902	10,285	10,324	10,295	9,439
Totals =	781,442	53,431	56,458	61,288	53,944

May	Jun	Jul	Aug	Sep	Oct	Nov
45,734	49,143	49,480	55,385	47,443	52,043	31,862
16,063	18,108	20,451	21,897	18,045	20,018	6,389
9,211	12,644	12,389	13,996	13,210	3,226	13,760
71,008	79,895	82,320	91,278	78,698	75,287	52,010

8,508	17,395	19,820	28,778	16,198	12,787	(10,490)
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May	Jun	Jul	Aug	Sep	Oct	Nov
49,705	55,927	57,624	63,895	55,089	52,701	36,407
21,302	23,969	24,696	27,383	23,609	22,586	15,603
71,007	79,896	82,320	91,278	78,698	75,287	52,010
2,552	5,219	5,946	8,633	4,859	3,836	(3,147)

4th Qtr	Total	
	13,000	
	30,398	* Receipts Req.
	30,000	* Receipts Req.
2,824	2,824	
	-	* Receipts Req.
91,250	365,000	
	27,135	
	48,155	
	-	* Receipts Req.
	5,000	* Receipts Req.
	541	* Receipts Req.

	2,610	
223	223	
	-	
	-	* Receipts Req.
	-	* Receipts Req.
94,298	524,888	

May	Jun	Jul	Aug	Sep	Oct	Nov
49,579	50,428	55,306	52,989	44,877	47,413	35,607
18,196	18,750	18,789	18,630	17,067	17,777	10,985
11,618	12,814	14,509	12,254	10,975	12,207	9,648
79,393	81,992	88,604	83,872	72,920	77,396	56,239

May	Jun	Jul	Aug	Sep	Oct	Nov
38,752	44,576	51,318	54,178	46,368	44,269	34,713
15,699	18,155	18,297	20,418	15,877	17,211	12,192
9,923	12,889	13,938	13,322	8,971	10,455	6,491
64,373	75,620	83,553	87,917	71,216	71,935	53,396
YTD Thru August			530,336.00			

May	Jun	Jul	Aug	Sep	Oct	Nov
37,957	46,875	48,560	44,660	36,685	43,665	27,372
14,012	16,744	17,188	18,839	15,733	17,251	10,704
8,606	11,785	11,969	12,829	9,848	9,877	6,732
60,575	75,404	77,717	76,328	62,266	70,794	44,808
YTD Thru August			501,886.05			

May	Jun	Jul	Aug	Sep	Oct	Nov
42,698	41,599	48,533	54,778	39,506	41,119	28,044
14,549	16,894	17,373	20,318	13,300	16,857	10,571
9,579	10,265	10,055	13,700	8,736	8,900	5,954
66,826	68,757	75,961	88,796	61,542	66,876	44,570
YTD Thru August			508,090.85			

May	Jun	Jul	Aug	Sep	Oct	Nov
40,220	41,243	41,811	45,620	36,071	36,621	24,758

12,928	16,182	15,238	18,010	12,291	14,987	10,480
8,731	10,284	10,911	9,646	7,419	7,967	4,745
61,878	67,709	67,960	73,275	55,781	59,575	39,983
YTD Thru August			471,073.51			

May	Jun	Jul	Aug	Sep	Oct	Nov
39,013	44,241	41,616	45,878	43,251	43,000	29,003
12,266	15,130	14,547	17,789	13,540	13,232	9,754
10,926	12,667	11,779	14,115	10,771	11,170	7,511
62,205	72,038	67,941	77,782	67,561	67,401	46,268
YTD Thru August			501,390.47			

May	Jun	Jul	Aug	Sep	Oct	Nov
35,659	45,858	39,704	48,259	38,618	39,793	30,951
9,665	12,086	13,365	14,548	12,362	9,743	10,293
9,136	12,173	11,577	13,631	11,422	10,506	7,986
54,460	70,117	64,646	76,438	62,402	60,042	49,230
YTD Thru August			455,613.00			

May	Jun	Jul	Aug	Sep	Oct	Nov
28,668	43,884	36,479	37,367	34,191	33,810	30,279
8,663	11,439	13,418	11,953	10,950	11,760	9,837
9,534	12,347	11,765	11,800	9,810	9,912	7,865
46,865	67,670	61,662	61,120	54,951	55,482	47,981
YTD Thru August			415,419.96			

May	Jun	Jul	Aug	Sep	Oct	Nov
35,247	48,209	49,071	59,012	43,101	37,794	27,404
14,193	17,849	18,215	21,204	15,917	16,621	10,180
12,193	15,067	14,644	19,239	13,361	13,300	8,849
61,632	81,125	81,930	99,455	72,380	67,715	46,434
YTD Thru August			542,637.61			

May	Jun	Jul	Aug	Sep	Oct	Nov
42,903	45,619	49,043	52,713	42,339	40,720	31,073
15,526	17,637	17,385	20,616	15,608	14,310	10,776
11,025	13,299	13,820	15,050	12,086	11,396	8,634
69,454	76,555	80,248	88,378	70,033	66,426	50,483

YTD Thru August

539,756.40

Dec	YTD
36,388	521,048
6,372	178,906
14,107	122,224
56,867	822,178

-

(5,633)	72,179
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Dec	YTD
39,807	575,526
17,060	246,654
-	-
56,867	822,180
(1,690)	21,654

Dec	YTD
27,570	522,852
11,600	185,974
7,988	125,270
47,157	834,096

Dec	YTD
-	444,228
-	171,390
-	111,265
-	726,883

Dec	YTD
22,905	445,077
9,958	168,545
6,288	105,283
39,151	718,904

Dec	YTD
27,680	461,069
9,753	163,428
5,453	99,467
42,886	723,964

Dec	YTD
22,516	415,009

9,125	150,885
5,763	97,922
<hr/> 37,404	<hr/> 663,816

Dec	YTD
19,889	445,400
7,676	146,319
6,554	125,022
<hr/> 34,119	<hr/> 716,740

Dec	YTD
22,608	424,335
5,937	121,512
5,909	115,894
<hr/> 34,454	<hr/> 661,741

Dec	YTD
26,700	370,254
7,198	126,556
6,564	117,486
<hr/> 40,462	<hr/> 614,296

Dec	YTD
20,136	450,126
10,659	169,918
8,625	148,541
<hr/> 39,420	<hr/> 768,586

Dec	YTD
27,517	467,722
8,748	169,589
8,363	134,016
<hr/> 44,628	<hr/> 771,327

City of Pewaukee 2019 Tourism

Revenue Received:

	2019 Budget	Jan	Feb	Mar	Apr
Tourism Grants:					
Marriot West(CSM)		37,821	40,634	38,316	46,220
Holiday Inn (Heart of America)		14,012	13,876	12,118	15,237
Wildwood(Heart of America)		5,298	6,761	8,048	8,050
Pewaukee Lake Retreat					
Totals =	585,000	57,132	61,270	58,482	69,507
2016 Totals					
Difference					

Revenue Received vs. Budget

Monthly Over/(under) =	8,382	12,520	9,732	20,757
OVER TO DATE				

YTD Revenue by Function:

Establishment	2019 Budget	Jan	Feb	Mar	Apr
Tourism Fund 250	450,000	39,992	42,889	40,937	48,655
City General Fund 100	135,000	17,139	18,381	17,545	20,852
Sports Complex Fund 470	-				
	585,000	57,131	61,270	58,482	69,507

Monthly Over/(under) City General Fund=	5,889	7,131	6,295	9,602
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YTD Summary-Toursim Fund 250

Tourism Fund 250 Collected	566,196.00	(Collected To Date)
Tourism Dollars Distributed	(460,053.92)	(Total for Year)
Tourism Balance	106,142.08	

Total Tourism Distribution:

Establishment	2019 Budget	2019 Approved Requests	1st Qtr	2nd Qtr	3rd Qtr
Positively Pewaukee General Marketing	16,000		16,000		
Pos. Pew. Grant Taste	31,000		13,550		17,450
Pos. Pew. Grant Multi-Sport	12,000		12,000		
Pos. Pew. Food Truck Rally					
Pos. Pew. Website	4,000		4,000		
Waukesha-Pewaukee CVB	365,000		91,250	91,250	91,250
Waukesha-Pewaukee CVB Harley Grant					
Waukesha-Pewaukee CVB Baseball Grant					
Pewaukee Kiwanis-Beach Party	10,000			8,296	
Chamber-Advertising, Print, Signage, Promotions					
Chamber-Farmer's Mkt	9,450				1,737
Chamber-website/mktg.	7,500				

475,950	-	148,800	99,546	110,437
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2016 Tourism

Tourism Grants:	2016 Budget	Jan	Feb	Mar	Apr
Marriot West(CSM)	415,715	33,803	38,501	39,052	47,727
Holiday Inn (Heart of America)	159,357	12,357	12,928	13,907	14,988
Wildwood(Heart of America)	117,786	6,456	7,859	9,189	9,754
Totals =	692,858	52,616	59,287	62,148	72,469

2015 Tourism

Tourism Grants:	2015 Budget	Jan	Feb	Mar	Apr
Marriot West(CSM)	415,715	27,461	29,771	35,810	37,013
Holiday Inn (Heart of America)	159,357	11,880	12,588	14,547	14,526
Wildwood(Heart of America)	117,786	7,655	7,731	10,314	9,576
Totals =	692,858	46,996	50,090	60,671	61,115

2014 Tourism

Revenue Received:

Tourism Grants:	2014 Budget	Jan	Feb	Mar	Apr
Marriot West(CSM)	415,715	30,319	36,516	32,076	37,487
Holiday Inn (Heart of America)	159,357	11,729	11,839	11,680	12,867
Wildwood(Heart of America)	117,786	5,372	6,795	7,724	7,458
Totals =	692,858	47,420	55,150	51,480	57,813

2013 Tourism

Revenue Received:

Tourism Grants:	2013 Budget	Jan	Feb	Mar	Apr
Marriot West(CSM)	420,000	34,428	32,662	32,812	37,209
Holiday Inn (Heart of America)	161,000	10,665	10,340	10,853	11,956
Wildwood(Heart of America)	119,000	5,695	5,672	7,781	7,676
Totals =	700,000	50,789	48,675	51,446	56,841

2012 Tourism

Revenue Received:

Tourism Grants:	2012 Budget	Jan	Feb	Mar	Apr
Marriot West(CSM)	420,000	29,476	33,564	29,331	33,780
Radisson-Holiday Inn	161,000	9,173	10,870	10,501	11,101
Wildwood(Heart of America)	119,000	8,166	8,860	9,200	6,229
Totals =	700,000	46,815	53,293	49,033	51,110

2011 Tourism

Revenue Received:

	2011 Budget	Jan	Feb	Mar	Apr
Tourism Grants:					
Marriot West(CSM)	390,000	31,711	32,335	40,399	35,065
Radisson	149,500	10,107	9,105	11,640	11,534
Comfort Suites	110,500	8,771	9,481	11,664	9,613
Totals =	650,000	50,588	50,921	63,704	56,212

2010 Tourism**Revenue Received:**

	2010 Budget	Jan	Feb	Mar	Apr
Tourism Grants:					
Marriot West(CSM)	348,000	29,248	27,759	33,204	32,674
Radisson	133,400	7,908	8,119	9,470	8,016
Comfort Suites	98,600	8,099	9,286	7,954	8,215
Totals =	580,000	45,255	45,164	50,628	48,905

2009 Tourism**Revenue Received:**

	2009 Budget	Jan	Feb	Mar	Apr
Tourism Grants:					
Marriot West(CSM)	478,335	22,791	23,601	25,650	26,834
Radisson	180,733	9,510	10,674	10,893	10,259
Comfort Suites	140,933	8,218	8,798	10,875	10,000
Totals =	800,000	40,518	43,073	47,418	47,094

2008 Tourism**Revenue Received:**

	2008 Budget	Jan	Feb	Mar	Apr
Tourism Grants:					
Marriot West(CSM)	463,821	31,430	28,393	33,287	37,042
Radisson	177,719	12,288	11,367	9,865	11,560
Comfort Suites	139,902	9,132	11,111	10,914	12,107
Totals =	781,442	52,849	50,870	54,065	60,710

2007 Tourism**Revenue Received:**

	2007 Budget	Jan	Feb	Mar	Apr
Tourism Grants:					
Marriot West(CSM)	463,821	31,856	33,928	37,291	32,720
Radisson	177,719	11,290	12,207	13,702	11,785
Comfort Suites	139,902	10,285	10,324	10,295	9,439
Totals =	781,442	53,431	56,458	61,288	53,944

May	Jun	Jul	Aug	Sep	Oct	Nov
45,492	50,354	55,373	52,655	46,343	45,819	31,094
16,884	19,394	20,984	18,913	15,241	17,909	10,891
10,482	10,505	13,256	11,628	8,185	8,967	6,022
				2,795		
72,858	80,253	89,613	83,196	72,564	72,695	48,006

24,108	31,503	40,863	34,446	23,814	23,945	(744)
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May	Jun	Jul	Aug	Sep	Oct	Nov
51,000	56,177	62,729	58,238	50,795	50,886	33,604
21,857	24,076	26,884	24,959	21,769	21,808	14,402
72,857	80,253	89,613	83,197	72,564	72,694	48,006
10,607	12,826	15,634	13,709	10,519	10,558	3,152

4th Qtr	Total	
	16,000	* Receipts Req.
	31,000	* Receipts Req.
	12,000	* Receipts Req.
	-	
	4,000	* Receipts Req.
91,250	365,000	
	-	
	-	
	8,296	* Receipts Req.
	-	* Receipts Req.
	1,737	
7,500	7,500	* Receipts Req.

101,271	460,054
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May	Jun	Jul	Aug	Sep	Oct	Nov
49,579	50,428	55,306	52,989	44,877	47,413	35,607
18,196	18,750	18,789	18,630	17,067	17,777	10,985
11,618	12,814	14,509	12,254	10,975	12,207	9,648
79,393	81,992	88,604	83,872	72,920	77,396	56,239

May	Jun	Jul	Aug	Sep	Oct	Nov
38,752	44,576	51,318	54,178	46,368	44,269	34,713
15,699	18,155	18,297	20,418	15,877	17,211	12,192
9,923	12,889	13,938	13,322	8,971	10,455	6,491
64,373	75,620	83,553	87,917	71,216	71,935	53,396
YTD Thru August			530,336.00			

May	Jun	Jul	Aug	Sep	Oct	Nov
37,957	46,875	48,560	44,660	36,685	43,665	27,372
14,012	16,744	17,188	18,839	15,733	17,251	10,704
8,606	11,785	11,969	12,829	9,848	9,877	6,732
60,575	75,404	77,717	76,328	62,266	70,794	44,808
YTD Thru August			501,886.05			

May	Jun	Jul	Aug	Sep	Oct	Nov
42,698	41,599	48,533	54,778	39,506	41,119	28,044
14,549	16,894	17,373	20,318	13,300	16,857	10,571
9,579	10,265	10,055	13,700	8,736	8,900	5,954
66,826	68,757	75,961	88,796	61,542	66,876	44,570
YTD Thru August			508,090.85			

May	Jun	Jul	Aug	Sep	Oct	Nov
40,220	41,243	41,811	45,620	36,071	36,621	24,758
12,928	16,182	15,238	18,010	12,291	14,987	10,480
8,731	10,284	10,911	9,646	7,419	7,967	4,745
61,878	67,709	67,960	73,275	55,781	59,575	39,983
YTD Thru August			471,073.51			

May	Jun	Jul	Aug	Sep	Oct	Nov
39,013	44,241	41,616	45,878	43,251	43,000	29,003
12,266	15,130	14,547	17,789	13,540	13,232	9,754
10,926	12,667	11,779	14,115	10,771	11,170	7,511
62,205	72,038	67,941	77,782	67,561	67,401	46,268
YTD Thru August			501,390.47			

May	Jun	Jul	Aug	Sep	Oct	Nov
35,659	45,858	39,704	48,259	38,618	39,793	30,951
9,665	12,086	13,365	14,548	12,362	9,743	10,293
9,136	12,173	11,577	13,631	11,422	10,506	7,986
54,460	70,117	64,646	76,438	62,402	60,042	49,230
YTD Thru August			455,613.00			

May	Jun	Jul	Aug	Sep	Oct	Nov
28,668	43,884	36,479	37,367	34,191	33,810	30,279
8,663	11,439	13,418	11,953	10,950	11,760	9,837
9,534	12,347	11,765	11,800	9,810	9,912	7,865
46,865	67,670	61,662	61,120	54,951	55,482	47,981
YTD Thru August			415,419.96			

May	Jun	Jul	Aug	Sep	Oct	Nov
35,247	48,209	49,071	59,012	43,101	37,794	27,404
14,193	17,849	18,215	21,204	15,917	16,621	10,180
12,193	15,067	14,644	19,239	13,361	13,300	8,849
61,632	81,125	81,930	99,455	72,380	67,715	46,434
YTD Thru August			542,637.61			

May	Jun	Jul	Aug	Sep	Oct	Nov
42,903	45,619	49,043	52,713	42,339	40,720	31,073
15,526	17,637	17,385	20,616	15,608	14,310	10,776
11,025	13,299	13,820	15,050	12,086	11,396	8,634
69,454	76,555	80,248	88,378	70,033	66,426	50,483
YTD Thru August			539,756.40			

Dec	YTD
27,399	517,521
10,046	185,504
5,833	103,033
	2,795
43,277	806,059

-

(5,473)	223,853
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Dec	YTD
30,294	566,196
12,983	242,655
	-
43,277	808,851
1,733	107,655

Dec	YTD
27,570	522,852
11,600	185,974
7,988	125,270
47,157	834,096

Dec	YTD
-	444,228
-	171,390
-	111,265
-	726,883

Dec	YTD
22,905	445,077
9,958	168,545
6,288	105,283
39,151	718,904

Dec	YTD
27,680	461,069
9,753	163,428
5,453	99,467
42,886	723,964

Dec	YTD
22,516	415,009
9,125	150,885
5,763	97,922
37,404	663,816

Dec	YTD
19,889	445,400
7,676	146,319
6,554	125,022
34,119	716,740

Dec	YTD
22,608	424,335
5,937	121,512
5,909	115,894
34,454	661,741

Dec	YTD
26,700	370,254
7,198	126,556
6,564	117,486
40,462	614,296

Dec	YTD
20,136	450,126
10,659	169,918
8,625	148,541
39,420	768,586

Dec	YTD
27,517	467,722
8,748	169,589
8,363	134,016
44,628	771,327

09/21/2021

GL ACTIVITY REPORT FOR PEWAUKEE
 FROM 250-00000-41210 TO 250-00000-41210
 TRANSACTIONS FROM 01/01/2021 TO 09/21/2021

Date	JNL	Type	DescriptionReference	Debits	Credits	Balance
Fund 250 TOURISM & CONVENTION						
01/01/2021			250-0000(BEG. BALANCE			0.00
02/16/2021	CR	RCPT	HEART OF 1310 PUBLIC ACCOMODATION/HOTEL ROO		10,810.59	(10,810.59)
02/16/2021	CR	RCPT	HEART OF 1310 PUBLIC ACCOMODATION/HOTEL ROO		1,781.77	(12,592.36)
02/16/2021	CR	RCPT	AVALARA 1312 AIRBNB		2,871.23	(15,463.59)
03/01/2021	CR	RCPT	HEART OF 1391 WILDWOOD LODGE REMAINNG BALANCE FROM JAN		593.22	(16,056.81)
03/01/2021	CR	RCPT	HEART OF 1392 HOLIDAY INN PEWAUKEE REMAINING BALANCE F		3,603.53	(19,660.34)
03/05/2021	CR	RCPT	CSM FINA 1429 MARRIOTT MILWAUKEE WEST		7,797.30	(27,457.64)
03/15/2021	CR	RCPT	CSM FINA 1484 MARRIOTT MILWAUKEE WEST		4,536.99	(31,994.63)
03/22/2021	CR	RCPT	HEART OF 1517 HOLIDAY INN		11,185.97	(43,180.60)
03/22/2021	CR	RCPT	HEART OF 1518 WILDWOOD LODGE		2,446.18	(45,626.78)
03/22/2021	CR	RCPT	AVALARA 1519 AIRBNB		2,294.36	(47,921.14)
04/15/2021	CR	RCPT	CSM FINA 1659 MARRIOTT MILWAUKEE WEST		19,002.87	(66,924.01)
04/19/2021	CR	RCPT	AVALARA 1668 AIRBNB MARCH LODING TAX		1,770.42	(68,694.43)
04/19/2021	CR	RCPT	EXPEDIA II 1670 VERTEX MARCH HOTEL TAX		2,168.71	(70,863.14)
04/19/2021	CR	RCPT	HEART OF 1671 HOLIDAY INN MARCH HOTEL TAX		13,141.90	(84,005.04)
04/19/2021	CR	RCPT	HEART OF 1672 WILDWOOD LODGE MARCH HOTEL TAX		3,911.03	(87,916.07)
05/14/2021	CR	RCPT	HEART OF 1838 WILDWOOD LODGE HOTEL TAX		3,537.02	(91,453.09)
05/14/2021	CR	RCPT	HEART OF 1839 HOLIDAY INN HOTEL TAX		11,389.43	(102,842.52)
05/19/2021	CR	RCPT	AVALARA 1879 PEWAUKEE AIRBNB		1,866.40	(104,708.92)
05/24/2021	CR	RCPT	CSM FINA 1922		15,665.99	(120,374.91)

		MARRIOTT MILWAUKEE WEST		
06/14/2022	RCPT	HEART OF 2126	13,771.74	(134,146.65)
		PUBLIC ACCOMODATION/HOTEL ROO		
06/14/2022	RCPT	HEART OF 2126	4,922.00	(139,068.65)
		PUBLIC ACCOMODATION/HOTEL ROO		
06/16/2022	RCPT	CSM FINA 2149	24,028.65	(163,097.30)
		MARRIOTT MILWAUKEE WEST		
06/21/2022	RCPT	AVALARA 2219	844.80	(163,942.10)
		AIRBNB		
06/28/2022	RCPT	AVALARA 2309	357.04	(164,299.14)
		HOMEAWAY		
07/19/2022	RCPT	AVALARA 2530	1,804.63	(166,103.77)
		AVALARA MYLODGE TAX		
07/20/2022	RCPT	VERTEX 2557	4,595.32	(170,699.09)
		EXPEDIAN INC FEIN 91-1996083		
07/23/2022	RCPT	CSM FINA 2596	25,081.78	(195,780.87)
		MARRIOTT MILWAUKEE WEST		
07/26/2022	RCPT	AVALARA 2623	1,388.97	(197,169.84)
		HOMEAWAY.COM		
08/17/2022	RCPT	HEART OF 2871	18,793.36	(215,963.20)
		HOLIDAY INN 26847.66 WILDWOOD LODGE 1126		
08/17/2022	RCPT	HEART OF 2871	7,888.32	(223,851.52)
		HOLIDAY INN 26847.66 WILDWOOD LODGE 1126		
08/20/2022	RCPT	CSM FINA 2946	27,175.37	(251,026.89)
		MARRIOTT MILWAUKEE WEST		
08/27/2022	RCPT	AVALARA 3062	4,149.82	(255,176.71)
		HOMEAWAY.COM		
09/10/2022	RCPT	HEART OF 3211	6,315.78	(261,492.49)
		JUNE 20221		
09/10/2022	RCPT	HEART OF 3212	16,487.46	(277,979.95)
		JUNE 2021		
09/20/2022	RCPT	AVALARA 3299	1,024.51	(279,004.46)
		AIRBNB		
09/20/2022	RCPT	CSM FINA 3300	31,163.55	(310,168.01)
		MARRIOTT MILWAUKEE WEST		
09/20/2022	RCPT	HEART OF 3301	6,539.50	(316,707.51)
		PUBLIC ACCOMODATION/HOTEL ROO		
09/20/2022	RCPT	HEART OF 3302	18,000.28	(334,707.79)
		PUBLIC ACCOMODATION/HOTEL ROO		
09/21/2022		250-0000(END BALA 0.00	334,707.79	(334,707.79)
				340,758.00
				6,050.21

4,536.99

10586.303

340,757.10

334707.79

152089.04

486,796.83

15,443.70	15123
-	10586.1
2,545.39	
-	
4,101.76	
-	
847.46	
-	
5,147.90	
-	
11,139.00	
-	
6,481.41	15123.3
-	10586.3
15,979.96	
-	
3,494.54	
-	
3,277.66	
-	
27,146.96	
-	
2,529.17	
-	
3,098.16	
-	
18,774.14	
-	
5,587.19	
-	
5,052.89	
-	
16,270.61	
-	
2,666.29	
-	
22,379.99	

-
19,673.91
-
7,031.43
-
34,326.64
-
1,206.86
-
510.06
-
2,578.04
-
6,564.74
-
35,831.11
-
1,984.24

26,847.66

11,269.03

38,821.96

5,928.31

9,022.54

23,553.51

1,463.59
-
44,519.36
-
9,342.14
-
25,714.69

SUBTRACT
ADD

City of Pewaukee 2020 Tourism

Revenue Received:

	2020 Budget	Jan	Feb	Mar	Apr
Tourism Grants:					
Marriot West(CSM)		32,161	38,999	17,019	842
Holiday Inn (Heart of America)		10,485	12,489	6,166	2,125
Wildwood(Heart of America)		4,245	5,669	3,102	-
Airbnb Inc (Avalara)		275	240	104	
HomeAway.com (Avalara)					
Expedia					
Pewaukee Lake Retreat					
Totals =	800,000	47,166	57,397	26,390	2,967
2016 Totals					
Difference					

Revenue Received vs. Budget

Monthly Over/(under) =	(19,501)	(9,270)	(40,276)	(63,700)
OVER TO DATE				

YTD Revenue by Function:

Establishment	2020 Budget	Jan	Feb	Mar	Apr
Tourism Fund 250	560,000	33,016	40,178	18,473	2,077
City General Fund 100	240,000	14,150	17,219	7,917	890
Sports Complex Fund 470	-				
Totals =	800,000	47,166	57,397	26,390	2,967
Monthly Over/(under) City General Fund=		(5,850)	(2,781)	(12,083)	(19,110)

YTD Summary-Toursim Fund 250

Tourism Fund 250 Collected	235,171.00	(Collected To Date)
Tourism Dollars Distributed	(240,811.70)	(Total for Year)
Tourism Balance	(5,640.70)	

Total Tourism Distribution:

Establishment	2020 Budget	2020 Approved Requests	1st Qtr	2nd Qtr	3rd Qtr
Positively Pewaukee General Marketing	18,000		18,000		
Pos. Pew. Grant Taste	30,000		14,344		
Pos. Pew. Grant Multi-Sport					
Pos. Pew. Food Truck Rally					
Pos. Pew. Balloon Rally	26,000				
Pos. Pew. 1/2 Marathon					
Pos. Pew. Website	4,000		4,000		
Waukesha-Pewaukee CVB	365,000		91,250		91,250
Waukesha-Pewaukee CVB Harley Grant					
Waukesha-Pewaukee CVB Baseball Grant					

Waukesha - Pewaukee CVB Wednesday night Summer Transportation	6,000				
Waukesha-Pewaukee CVB 4 receptions	4,500				
Pewaukee Kiwanis-Advertising					
City of Pewaukee - Sports Complex Marketing	20,000				
Pewaukee Kiwanis-Beach Party	10,000				1,968
Chamber-Advertising, Print,Signage,Promotions					
Chamber- Community Fest	5,000				
Chamber-Farmer's Mkt	6,500				
Midwest-Major Leauge Camping					
Waukesha-Pewaukee CVB Baseball Grant					
Chamber- website/mktg.	7,500				
Transfer to General Fund for Tourism Director	20,000				20,000
	522,500	-	127,594	-	113,218

2016 Tourism

Tourism Grants:	2016 Budget	Jan	Feb	Mar	Apr
Marriot West(CSM)	415,715	33,803	38,501	39,052	47,727
Holiday Inn (Heart of America)	159,357	12,357	12,928	13,907	14,988
Wildwood(Heart of America)	117,786	6,456	7,859	9,189	9,754
Totals =	692,858	52,616	59,287	62,148	72,469

2015 Tourism

Tourism Grants:	2015 Budget	Jan	Feb	Mar	Apr
Marriot West(CSM)	415,715	27,461	29,771	35,810	37,013
Holiday Inn (Heart of America)	159,357	11,880	12,588	14,547	14,526
Wildwood(Heart of America)	117,786	7,655	7,731	10,314	9,576
Totals =	692,858	46,996	50,090	60,671	61,115

2014 Tourism

Revenue Received:

Tourism Grants:	2014 Budget	Jan	Feb	Mar	Apr
Marriot West(CSM)	415,715	30,319	36,516	32,076	37,487
Holiday Inn (Heart of America)	159,357	11,729	11,839	11,680	12,867
Wildwood(Heart of America)	117,786	5,372	6,795	7,724	7,458
Totals =	692,858	47,420	55,150	51,480	57,813

2013 Tourism

Revenue Received:

	2013				
Tourism Grants:	Budget	Jan	Feb	Mar	Apr
Marriot West(CSM)	420,000	34,428	32,662	32,812	37,209
Holiday Inn (Heart of America)	161,000	10,665	10,340	10,853	11,956
Wildwood(Heart of America)	119,000	5,695	5,672	7,781	7,676
Totals =	700,000	50,789	48,675	51,446	56,841

2012 Tourism

Revenue Received:

	2012				
Tourism Grants:	Budget	Jan	Feb	Mar	Apr
Marriot West(CSM)	420,000	29,476	33,564	29,331	33,780
Radisson-Holiday Inn	161,000	9,173	10,870	10,501	11,101
Wildwood(Heart of America)	119,000	8,166	8,860	9,200	6,229
Totals =	700,000	46,815	53,293	49,033	51,110

2011 Tourism

Revenue Received:

	2011				
Tourism Grants:	Budget	Jan	Feb	Mar	Apr
Marriot West(CSM)	390,000	31,711	32,335	40,399	35,065
Radisson	149,500	10,107	9,105	11,640	11,534
Comfort Suites	110,500	8,771	9,481	11,664	9,613
Totals =	650,000	50,588	50,921	63,704	56,212

2010 Tourism

Revenue Received:

	2010				
Tourism Grants:	Budget	Jan	Feb	Mar	Apr
Marriot West(CSM)	348,000	29,248	27,759	33,204	32,674
Radisson	133,400	7,908	8,119	9,470	8,016
Comfort Suites	98,600	8,099	9,286	7,954	8,215
Totals =	580,000	45,255	45,164	50,628	48,905

2009 Tourism

Revenue Received:

	2009				
Tourism Grants:	Budget	Jan	Feb	Mar	Apr
Marriot West(CSM)	478,335	22,791	23,601	25,650	26,834
Radisson	180,733	9,510	10,674	10,893	10,259
Comfort Suites	140,933	8,218	8,798	10,875	10,000
Totals =	800,000	40,518	43,073	47,418	47,094

2008 Tourism

Revenue Received:

	2008				
Tourism Grants:	Budget	Jan	Feb	Mar	Apr
Marriot West(CSM)	463,821	31,430	28,393	33,287	37,042
Radisson	177,719	12,288	11,367	9,865	11,560

Comfort Suites	139,902	9,132	11,111	10,914	12,107
Totals =	781,442	52,849	50,870	54,065	60,710

2007 Tourism

Revenue Received:

Tourism Grants:	2007 Budget	Jan	Feb	Mar	Apr
Marriot West(CSM)	463,821	31,856	33,928	37,291	32,720
Radisson	177,719	11,290	12,207	13,702	11,785
Comfort Suites	139,902	10,285	10,324	10,295	9,439
Totals =	781,442	53,431	56,458	61,288	53,944

	-	* Receipts Req.
	-	* Receipts Req.
	1,968	* Receipts Req.
	-	* Receipts Req.
	-	
	-	
	-	* Receipts Req.
	20,000	* Receipts Req.
-	240,812	

May	Jun	Jul	Aug	Sep	Oct	Nov
49,579	50,428	55,306	52,989	44,877	47,413	35,607
18,196	18,750	18,789	18,630	17,067	17,777	10,985
11,618	12,814	14,509	12,254	10,975	12,207	9,648
79,393	81,992	88,604	83,872	72,920	77,396	56,239

May	Jun	Jul	Aug	Sep	Oct	Nov
38,752	44,576	51,318	54,178	46,368	44,269	34,713
15,699	18,155	18,297	20,418	15,877	17,211	12,192
9,923	12,889	13,938	13,322	8,971	10,455	6,491
64,373	75,620	83,553	87,917	71,216	71,935	53,396
YTD Thru August			530,336.00			

May	Jun	Jul	Aug	Sep	Oct	Nov
37,957	46,875	48,560	44,660	36,685	43,665	27,372
14,012	16,744	17,188	18,839	15,733	17,251	10,704
8,606	11,785	11,969	12,829	9,848	9,877	6,732
60,575	75,404	77,717	76,328	62,266	70,794	44,808
YTD Thru August			501,886.05			

May	Jun	Jul	Aug	Sep	Oct	Nov
42,698	41,599	48,533	54,778	39,506	41,119	28,044
14,549	16,894	17,373	20,318	13,300	16,857	10,571
9,579	10,265	10,055	13,700	8,736	8,900	5,954
66,826	68,757	75,961	88,796	61,542	66,876	44,570
YTD Thru August			508,090.85			

May	Jun	Jul	Aug	Sep	Oct	Nov
40,220	41,243	41,811	45,620	36,071	36,621	24,758
12,928	16,182	15,238	18,010	12,291	14,987	10,480
8,731	10,284	10,911	9,646	7,419	7,967	4,745
61,878	67,709	67,960	73,275	55,781	59,575	39,983
YTD Thru August			471,073.51			

May	Jun	Jul	Aug	Sep	Oct	Nov
39,013	44,241	41,616	45,878	43,251	43,000	29,003
12,266	15,130	14,547	17,789	13,540	13,232	9,754
10,926	12,667	11,779	14,115	10,771	11,170	7,511
62,205	72,038	67,941	77,782	67,561	67,401	46,268
YTD Thru August			501,390.47			

May	Jun	Jul	Aug	Sep	Oct	Nov
35,659	45,858	39,704	48,259	38,618	39,793	30,951
9,665	12,086	13,365	14,548	12,362	9,743	10,293
9,136	12,173	11,577	13,631	11,422	10,506	7,986
54,460	70,117	64,646	76,438	62,402	60,042	49,230
YTD Thru August			455,613.00			

May	Jun	Jul	Aug	Sep	Oct	Nov
28,668	43,884	36,479	37,367	34,191	33,810	30,279
8,663	11,439	13,418	11,953	10,950	11,760	9,837
9,534	12,347	11,765	11,800	9,810	9,912	7,865
46,865	67,670	61,662	61,120	54,951	55,482	47,981
YTD Thru August			415,419.96			

May	Jun	Jul	Aug	Sep	Oct	Nov
35,247	48,209	49,071	59,012	43,101	37,794	27,404
14,193	17,849	18,215	21,204	15,917	16,621	10,180

12,193	15,067	14,644	19,239	13,361	13,300	8,849
61,632	81,125	81,930	99,455	72,380	67,715	46,434
YTD Thru August			542,637.61			

May	Jun	Jul	Aug	Sep	Oct	Nov
42,903	45,619	49,043	52,713	42,339	40,720	31,073
15,526	17,637	17,385	20,616	15,608	14,310	10,776
11,025	13,299	13,820	15,050	12,086	11,396	8,634
69,454	76,555	80,248	88,378	70,033	66,426	50,483
YTD Thru August			539,756.40			

Dec	YTD
4,653	151,651
18,850	116,320
2,209	37,955
737	11,380
-	1,868
2,898	12,697
	2,326
<u>29,347</u>	<u>334,197</u>
	-
<u>(37,320)</u>	<u>(465,805)</u>

Dec	YTD
20,543	235,171
8,804	99,026
	-
<u>29,347</u>	<u>334,197</u>
<u>(11,196)</u>	<u>(140,974)</u>

July & Sept % splits were posted inaccurately. Spreadsheet is update to actu

Dec	YTD
27,570	522,852
11,600	185,974
7,988	125,270
47,157	834,096

Dec	YTD
-	444,228
-	171,390
-	111,265
-	726,883

Dec	YTD
22,905	445,077
9,958	168,545
6,288	105,283
39,151	718,904

Dec	YTD
27,680	461,069
9,753	163,428
5,453	99,467
42,886	723,964

Dec	YTD
22,516	415,009
9,125	150,885
5,763	97,922
37,404	663,816

Dec	YTD
19,889	445,400
7,676	146,319
6,554	125,022
34,119	716,740

Dec	YTD
22,608	424,335
5,937	121,512
5,909	115,894
34,454	661,741

Dec	YTD
26,700	370,254
7,198	126,556
6,564	117,486
40,462	614,296

Dec	YTD
20,136	450,126
10,659	169,918

8,625	148,541
<u>39,420</u>	<u>768,586</u>



Dec	YTD
27,517	467,722
8,748	169,589
8,363	134,016
<u>44,628</u>	<u>771,327</u>

als in the GL

City of Pewaukee 2021 Tourism

Revenue Received:

	2021 Budget	Jan	Feb	Mar	Apr
Tourism Grants:					
Marriot West(CSM)		11,139	15,123	27,147	22,380
Holiday Inn (Heart of America)		20,592	15,980	18,774	16,271
Wildwood(Heart of America)		3,394	3,495	5,587	5,053
Airbnb Inc (Avalara)		4,102	3,278	2,529	2,666
HomeAway.com (Avalara)		-	-	-	-
Expedia/Vertex				3,098	
Pewaukee Lake Retreat					
Avalara (Agoda International)					
Totals =	-	39,226	37,875	57,136	46,370

Revenue Received vs. Budget

Monthly Over/(under) =	39,226	37,875	57,136	46,370
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OVER TO DATE

YTD Revenue by Function:

Establishment	2021 Budget	Jan	Feb	Mar	Apr
Tourism Fund 250		27,458	26,513	39,995	32,459
City General Fund 100		11,768	11,363	17,141	13,911
Sports Complex Fund 470					
	-	39,226	37,876	57,136	46,370
Monthly Over/(under) City General Fund=		11,768	11,363	17,141	13,911

May	Jun	Jul	Aug	Sep	Oct	Nov
34,327	35,831	38,822	44,519	50,418	41,817	34,262
19,674	23,554	26,848	25,715	20,141	16,834	12,157
7,031	9,023	11,269	9,342	7,315	5,548	4,817
1,207	2,578	-	1,464	739		
510	1,984	5,928	3,291	1,980		
	6,565			10,616		
	-					
62,749	79,534	82,867	84,330	91,208	64,199	51,236

62,749	79,534	82,867	84,330	91,208	64,199	51,236
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May	Jun	Jul	Aug	Sep	Oct	Nov
43,924	55,674	58,007	59,031	63,846	44,939	35,865
18,825	23,860	24,860	25,299	27,363	19,260	15,371
62,749	79,534	82,867	84,330	91,209	64,199	51,236
18,825	23,860	24,860	25,299	27,363	19,260	15,371

Dec	YTD
26,270	382,056
9,774	226,312
3,492	75,364
3,466	22,028
1,031	14,725
5,876	26,155
	-
46	46
49,955	746,686
	-
49,955	746,685

Dec	YTD
34,969	522,680
14,987	224,008
	-
49,956	746,688
14,987	224,008

**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														-
Totals =	-	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-Tourism 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 Budget	2022 Approved Requests				Total	
		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. Grant Multi-Sport						-	* Receipts Req.
Pos. Pew. Food Truck Rally						-	
Pos. Pew Balloon Rally	35,000					-	
Pos. Pew. 1/2 Marathon						-	* Receipts Req.
Pos. Pew. Website	3,000		3,000			3,000	* Receipts Req.
Waukesha-Pewaukee CVB	248,000		62,000	62,000	62,000	248,000	
Waukesha-Pewaukee CVB Contingency	60,000					-	
Waukesha-Pewaukee CVB Baseball Grant					25,000	25,000	* Receipts Req.
Waukesha - Pewaukee CVB Wednesday night Summer Transportation						-	
Waukesha-Pewaukee CVB 4 receptions						-	* Receipts Req.
Pewaukee Kiwanis-Advertising						-	* Receipts Req.
City of Pewaukee - Sports Complex Marketing						-	
Pewaukee Kiwanis-Beach Party	9,200			7,740		7,740	* Receipts Req.
Pewaukee Kiwanis-River Run	800			773		773	* Receipts Req.
Chamber- Community Fest						-	
Chamber-Farmer's Mkt						-	
Midwest-Major Leauge Camping						-	
Chamber- website/mktg.						-	
Transfer to General Fund for Tourism Director	20,000			20,000		20,000	* Receipts Req.
Totals =	426,000	-	85,000	82,000	116,012	87,000	370,012

Total Tourism Distribution:

Establishment	2023 Budget	2023 Approved Requests	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr	Total
Pos. Pew. General Marketing	23,000	23,000	23,000	-	-	-	23,000
Pos. Pew. Race Series	60,000	60,000	60,000	-	-	-	60,000
Pos. Pew. Website	3,000	3,000	3,000	-	-	-	3,000
Waukesha-Pewaukee CVB	267,850	267,850	66,962.50	66,962.50	66,962.50	66,962.50	267,850
Waukesha-Pewaukee CVB Baseball Grant	25,000	25,000	-	-	-	24,000	24,000
Pewaukee Kiwanis-Beach Party	10,000	10,000	-	-	6,528	-	6,528
Pewaukee Kiwanis-River Run	800	800	-	-	800	-	800
Transfer to General Fund for Tourism Director	20,000	20,000	-	-	-	20,000	20,000
City of Pewaukee - Sports Complex Turf (CC Meeting 3/20/2023)	-	400,000	-	8,066	46,944	8,939	63,949
	409,650		152,963	75,029	121,235	119,902	469,127

City of Pewaukee 2024 Tourism

Revenue Received:

	2024 Budget	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
Tourism Grants:														
Marriot West(CSM)		42,681	47,083	49,571	60,309	57,376	71,221	89,817	69,346	57,969	74,952	33,826	39,453	693,605
Holiday Inn (Heart of America)		10,162	8,441	8,684	12,015	15,955	19,500	36,137	15,722	14,379	15,458	8,880	9,309	174,641
Wildwood (Heart of America)		4,655	4,138	6,477	6,184	8,493	11,725	15,146	12,608	7,934	7,967	5,903	5,980	97,210
The Inn of the Olde Homestead		53	-	13	79	58	132	391	313	396	248	225	162	2,070
Airbnb Inc (Avalara)		-	-	6,458	-	-	7,900	-	-	7,089	-	-	4,734	26,181
HomeAway.com (Avalara)		-	-	370	-	-	3,932	-	-	5,907	-	-	1,441	11,650
Expedia/Vertex		-	-	7,893	-	-	11,029	-	-	16,407	-	-	12,310	47,639
Booking.com													1,452	1,452
Avalara (Agoda International)		-	-	224	-	-	171	-	-	130	-	-	73	597
Totals =	785,750	57,551	59,661	79,689	78,587	81,882	125,610	141,491	97,989	110,211	98,625	48,834	74,915	1,055,046

Revenue Received vs. Budget

Monthly Over/(under) =	(728,199)	(668,538)	(588,849)	(510,262)	(428,380)	(302,770)	(161,279)	(63,290)	46,921	145,546	194,381	269,296		
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YTD Revenue by Function:

Establishment	2024 Budget	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
Tourism Fund 250	555,025	40,286	41,763	55,783	55,011	57,318	87,927	99,044	68,592	77,148	69,038	34,184	52,440	738,534
City General Fund 100	235,735	17,265	17,898	23,907	23,576	24,565	37,683	42,447	29,397	33,063	29,588	14,650	22,474	316,513
Sports Complex Fund 470														-
	-	57,551	59,661	79,690	78,587	81,883	125,610	141,491	97,989	110,211	98,626	48,834	74,914	1,055,047

Monthly Over/(under) City General Fund=	(2,380)	(1,747)	4,262	3,931	4,920	18,038	22,802	9,752	13,418	9,943	(4,995)	2,829	80,773	
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YTD Summary-Toursim Fund 250

Tourism Fund 250 Collected	738,534	(Collected To Date)
Tourism Dollars Distributed	(206,868)	(Total for Year)
Tourism Balance	531,666	

Total Tourism Distribution:

Establishment	2024 Budget Requests	2024 Approved Requests	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr	Total
Pos. Pew. General Marketing	23,000	23,000		1,995	5,877		7,872
Waukesha-Pewaukee CVB	275,250	255,250	63,813	63,812	63,813	63,812	255,250
Waukesha-Pewaukee CVB Major League Baseball	20,000	40,000	-	-	-	40,000	40,000
Pewaukee Kiwanis-Beach Party	10,000	10,000	-	-	6,662	-	6,662
Pewaukee Kiwanis-River Run	800	-	-	-	897	-	897
Transfer to General Fund for Tourism Director	30,000	30,000	-	-	-	30,000	30,000
City of Pewaukee - Sports Complex Turf (CC Meeting 3/20/2023)	400,000	400,000					-

Tourism Commission reprogrammed funds on 9/16/2024

\$200,000 from Fund Balance

822,050	758,250	63,813	65,807	77,248	133,812	340,680
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City of Pewaukee 2025 Tourism

Revenue Received:

	2025 Budget	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
Tourism Grants:														
Marriot West(CSM)		37,782	41,144	63,134	57,909	73,710	70,261	72,500						416,440
Holiday Inn (Heart of America)		8,222	8,536	10,890	10,820	12,343	16,384	18,119	20,265					105,579
Wildwood (Heart of America)		3,834	3,543	5,543	4,506	6,650	8,483	9,451	10,056					52,067
Booking.com				1,681			4,666							6,347
The Inn of the Olde Homestead		34	97	109	109	231	376	513	578					2,048
Lakeside Retreat						-								
Hopper (Avalara)				21			18							39
Airbnb Inc (Avalara)		-	-	11,694	-	-	8,355	-	-		-	-		20,049
HomeAway.com (Avalara)		-	-	950	-	-	1,422	-	-		-	-		2,373
Expedia/Vertex/Avalara		-	-	7,163	-	-	13,305	-	-		-	-		20,468
Avalara (Agoda International)		-	-	69	-	-	62	-	-		-	-		130
Totals =	900,000	49,871	53,321	101,254	73,344	92,934	123,333	100,583	30,900	-	-	-	-	625,541

-

Revenue Received vs. Budget

Monthly Over/(under) =	(850,129)	(796,808)	(695,553)	(622,209)	(529,275)	(405,942)	(305,359)	(274,459)	-	-	-	-	-
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OVER TO DATE

YTD Revenue by Function:

Establishment	2024 Budget	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
Tourism Fund 250	630,000	34,910	37,325	70,878	51,341	65,054	86,333	70,408	21,630	-	-	-	-	437,879
City General Fund 100	270,000	14,961	15,996	30,376	22,003	27,880	37,000	30,175	9,270	-	-	-	-	187,661
Sports Complex Fund 470														-
	-	49,871	53,321	101,254	73,344	92,934	123,333	100,583	30,900	-	-	-	-	625,540

Total Tourism Distribution:

Establishment	2026	2026					Total
	Budget Requests	Approved Requests	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr	
Pos. Pew. General Marketing	23,000						-
Pos. Pew. Taste on the Lake	33,500						-
Pos. Pew. Taste on the Lake Merch	1,000						
Pos. pew. Pewaukee Discover Pewaukee	16,000						
Pos. Pew. Website	2,000						-
Pos. Pew. Brewers Marketing	5,000						
Pos. Pew. Signage	2,400						
Pos. Pew. Pay It Forward Store	3,000						
Waukesha-Pewaukee CVB	289,260						-
Waukesha-Pewaukee CVB Major League Baseball	30,000		-			-	-
Pewaukee Kiwanis-Beach Party	10,000		-	-		-	-
Pewaukee Kiwanis-River Run	1,000		-	-			-
Village Event Advertising	10,000						
Village Fire Works	15,000						
Drone Show	40,000						
Tent / Bleacher Rental & Music	34,000						
	40,000		-	-	-	-	-
City of Pewaukee - Sports Complex Turf (CC Meeting 3/20/2023)	200,000						-
	755,160	-	-	-	-	-	-



W240 N3065 Pewaukee Road
Pewaukee, Wisconsin 53072
Phone (262) 691-0770 Fax (262) 691-1798

City of Pewaukee 2026 Tourism Application

2025 Recap – This year marked the first-year venture into ‘stay-to-play’ for baseball tournaments, which is a model where teams outside of 100-miles are required to stay in Pewaukee hotels. We were able to capture 475 hotel stays (over 325 more than 2024) in year one, with most of those coming in Pewaukee hotels. We did have occasional overflow where our contracts were full with the room block not being able to expand, causing this overflow. We’ll have a better idea in 2026 how to approach room block quantity at the front-end. Our main tournament provider has continued working with us on refining this approach, while also expanding their team recruitment model to include whole clubs from out of state visiting in future years. We look forward to 2026 expansion.

Operational Request

With the synthetic field turf installed at the Pewaukee Sports Complex, our management of the field use operation is fully underway. The City is again requesting \$40,000 towards the Tourism Director and other staff assisting in managing tourism and facility marketing.

In 2025, we hosted 11 tournaments specifically targeting teams from out of market. There were another two tournaments hosted by Pewaukee Youth Baseball who began marketing from farther away also.

Synthetic Turf Project Request (completed spring 2025)

Previous commitment from the Tourism Commission allocated \$400,000 from Tourism Fund (\$200k fund balance, \$200k 2024 budget) towards the project, with up to \$200,000 annual commitments until the remaining balance was paid in full. There was also verbal commitment to begin funding a capital replacement of turf upon completion of the installation payments.

Per previous Tourism meetings, the approved annual payments were scheduled to be:

2024 Tourism Fund Balance/Operational Budget Request \$400,000

2025- ~2031 - Reimbursement ~\$200,000 annually

While the Sports Complex is operational, we are still finalizing a few items on the punch list. Ahead of the 2027 budget meeting, we should have a final number to determine the expected repayment plan.

Waukesha Pewaukee CVB
2026 PROPOSED Budget

Income	2025	2026	2026 Notes
Projected Room Tax			
City of Waukesha	\$384,153.88	\$396,514.12	
City of Pewaukee	\$265,000.00	\$289,260.00	Requested \$286,260 for 2025
Advertising Income			
General Marketing	\$12,500.00	\$14,000.00	Co-op advertising programs
Events Council	\$8,250.00	\$8,250.00	Co-op advertising programs
Grants			
City of Pewaukee	\$20,000.00	\$30,000.00	Requested \$40,000 for 2025. See 2026 grant request attached.
WI Department of Tourism	\$9,250.00	\$12,000.00	Meetings Mean Business grants to support facility rental fees and transportation fees for two conferences.
Interest Income	\$50.00	\$50.00	50
TOTAL INCOME	\$699,203.88	\$750,074.12	

Waukesha Pewaukee CVB
2026 PROPOSED Budget

Expenses			
ADMINISTRATION			
Salaries, Retirement & Payroll Taxes	\$258,047.50	\$268,369.40	
FUTA, SUTA	\$478.00	\$489.00	
Workers Comp	\$815.00	\$849.00	
Health, Dental & Disability	\$39,688.42	\$41,275.96	Estimate as premiums will be confirmed in Q4
Business, D&O Insurance	\$4,183.00	\$3,859.00	
Professional Development	\$750.00	\$750.00	
Accounting	\$2,000.00	\$2,800.00	
SUB TOTAL	\$305,961.92	\$318,392.36	
ADVERTISING AND MARKETING			
Material Devel & Printing	\$45,000.00	\$49,500.00	Website upgrades; visitor guide; blogger; group tradeshow group sales promotional collateral
Tradeshows	\$5,000.00	\$5,000.00	Co-op with hotel partners
Promotional Items	\$500.00	\$500.00	Sales call leave behind items
Convention Services	\$750.00	\$750.00	Bags, Folders, Namebadges
Sponsorships	\$9,800.00	\$9,000.00	Sales sponsorships/incentives to support in market groups/conferences
Sales Promotions	\$18,000.00	\$15,000.00	Meeting Planner Sales Blitz; Planner Receptions; FAM Tour
Web Advertising	\$166,400.00	\$175,000.00	SEM & SEO; Digital and E-blast marketing
Print Advertising	\$90,000.00	\$80,000.00	
Economic Impact Report	\$0.00	\$3,500.00	Purchased every 2 years
Arrivalist	\$15,000.00	\$15,000.00	Data driven marketing program allowing us to know who is visiting, for how long and where they go when in the destination
Air DNA	\$8,500.00	\$8,500.00	Data driven marketing program allowing us to know who is renting Air BnB properties and providing trip data for us to market from
Cobalt Community Research Grants	\$7,500.00	\$5,000.00	Co-op grant program for event owners to learn more about the demographics of their guests
SUB TOTAL	\$366,450.00	\$366,750.00	

Waukesha Pewaukee CVB
2026 PROPOSED Budget

OFFICE EXPENSES			
Rent	\$45,495.65	\$46,405.55	
Telephone	\$4,680.00	\$4,568.20	
Water Cooler	\$384.00	\$268.00	
Postage	\$3,655.00	\$3,458.25	Lease, permit, inquiry fulfillment & shipping
Supplies	\$500.00	\$500.00	
Miscellaneous	\$250.00	\$250.00	
Office Equipment	\$750.00	\$750.00	
Equipment Mtnce.	\$2,500.00	\$2,250.00	
Software Licenses	\$2,895.00	\$3,165.00	Sales; Zoom & Virus programs
SUB TOTAL	\$61,109.65	\$61,615.00	
MEETINGS & TRAVEL			
Miscellaneous Mtgs.	\$300.00	\$300.00	Partner Meetings
Lodging	\$500.00	\$500.00	Mtngs/Conference Attendance
Meals	\$125.00	\$125.00	Overnight travel meals
Mileage	\$5,000.00	\$4,850.00	Sales Calls; Meetings/Conferences
Conference Registration	\$765.00	\$790.00	
WMPI Meetings	\$0.00	\$0.00	Annual sponsorship includes most meetings
WSAE Meetings	\$0.00	\$0.00	Annual sponsorship includes most meetings
SUB TOTAL	\$6,690.00	\$6,565.00	
MEMBERSHIPS			
Religious Conf. Mngrs.	\$295.00	\$0.00	Discontinuing membership due to lack of ROI
Reunion Friendly Network	\$285.00	\$0.00	Complimentary with conferenc bid in 2025
Destinations WI	\$3,250.00	\$3,250.00	
WI Meeting Professionals	\$550.00	\$575.00	Sales Membership
WI Society of Assoc. Executive	\$495.00	\$495.00	Sales Membership
WI Manufactures & Commerce	\$600.00	\$625.00	
SUB TOTAL	\$5,475.00	\$4,945.00	
TOTAL EXPENSES	\$745,191.57	\$757,772.36	



2026 Midwest Baseball Campaign

Grant Request: \$30,000.00

Geographic Targets: Wrigley Field (IL), Target Field (MN); Busch Stadium (MO); Great American Ball Park (OH)

Digital Marketing Campaign Components:

Working with a digital marketing agency, we will implement similar marketing tactics, targeting desktop, mobile and tablet users, as with past baseball campaigns using: Retargeting; Contextual Targeting; Hyperlocal Mobile Targeting and Mobile Location Retargeting. We will again allocate dollars for campaigns on Facebook and Trip Advisor

All campaigns will begin about 4 weeks prior to games at American Family Field. Each campaign will include a personalized landing page on the back of the CVB website that will include Pewaukee hotel information, things to see & do, events and dining options, in an effort to create a destination experience when coming to a Brewer's game in Milwaukee.

In both 2024 and to date in 2025, these campaigns were the highest-ranking marketing initiatives completed by the CVB, based on the CTR (click through rate) to our website and the time spent on our website (1:03), all tracked through the campaign and Google analytics. In part, that success comes from focusing on a very targeted demographic and geographic market. We feel strongly this is an campaign to continue.



To: City of Pewaukee Tourism Commission
From: Positively Pewaukee Board of Directors

Re: 2026 budget request

We are submitting the following request of \$85,900 for the following items:

Taste on the Lake - \$33,500 (operating expenses)

General Marketing - \$23,000 (includes email marketing, broadcast advertising, digital advertising, print advertising, rebranding, and video production for Waterfront Wednesdays, Golf Outing, Grillin' and Chillin', etc)

Signage at Pewaukee Sports Complex: \$2,400 (to promote Pewaukee at baseball games and tournaments)

Merchandise - \$1,000 spent on Taste on the Lake T-shirts, which included the City of Pewaukee logo on the back.

Pay It Forward Online Store and Other Merch Sales: \$3,000 Pay It Forward T-Shirt Design (create an online store and booth at events to sell Pewaukee apparel and accessories to promote the area)

Discover Wisconsin Pewaukee Digital Short: \$16,000 (video on YouTube highlighting tourism, hotels, etc. The platform reaches thousands of viewers in Wisconsin and beyond.)

Milwaukee Brewers: \$5,000: In Ballpark Marketing for events

Website - \$2,000 (includes rebrand initiatives, logo redesign, and website enhancements)

Total ask - ~~\$85,000~~ \$85,900

Please let me know if you need further information.

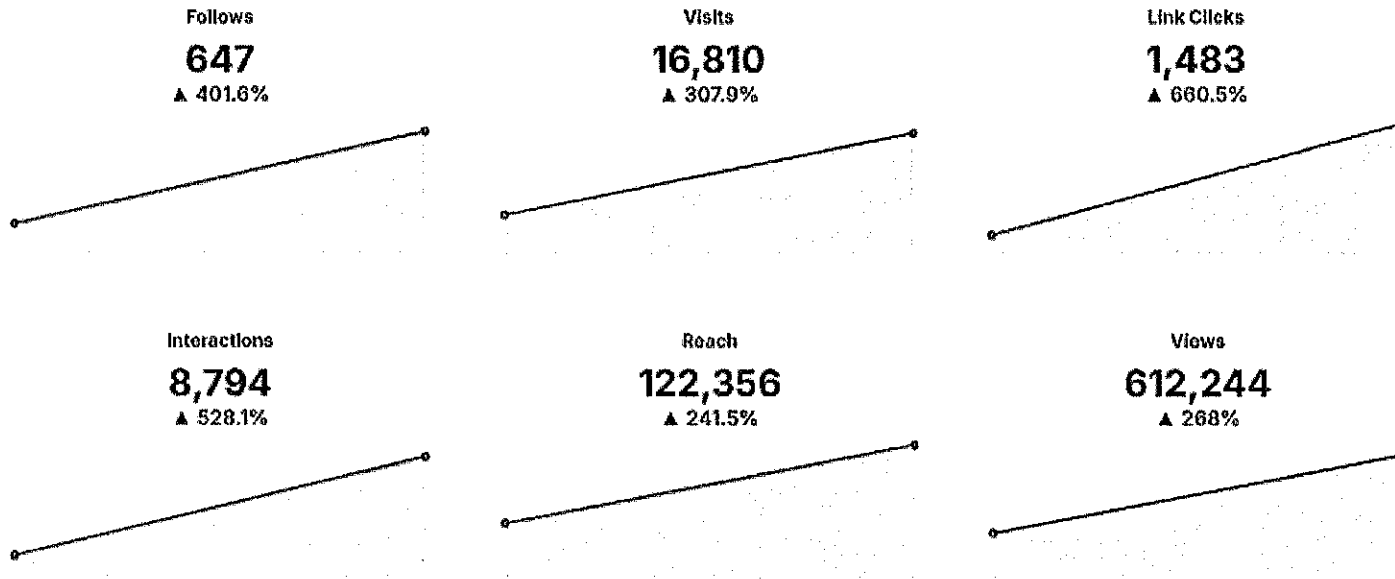
Thank you
Nicki Witek
Director
Positively Pewaukee

Positively Pewaukee

A New Era of Community Growth & Connection

A Renewed Vision, A Measurable Impact

Since May, new leadership has ignited remarkable growth by leveraging deep marketing expertise. We are translating a fresh vision into tangible results, starting with our digital presence, which has seen unprecedented engagement. The metrics below represent the increase we saw from last year at the same time.



This dashboard illustrates the comprehensive growth of our digital presence, showcasing significant increases across all key metrics and proving the effectiveness of our new marketing strategy.

Taste on the Lake: Enhancing a Flagship Event

We're not just hosting events; we're creating experiences. Our strategy focuses on expanding our flagship events to increase visitor traffic, encourage overnight stays, and drive economic benefits for local businesses.

Evolution of the Event

Previous Event
Standard Format



New Initiatives

- Expansion to a 2-day event in 2026
- New shuttle partnership launched in 2025, expanding in 2026
- Focus on hotel & venue collaboration



Projected Outcomes

Increased visitor traffic, more overnight stays, and a stronger local economy for Pewaukee.

Expanding Our Initiatives

In addition to enhancing our core events, we are forging new connections and creating new reasons to visit the City of Pewaukee year-round.

Strategic Partnerships

We are developing new strategic partnerships with local businesses and hotels, beginning in winter 2025.

Merchant Roundtable Success

Since May, we've seen a ****300% increase**** in attendance at our monthly Merchant Roundtable meetings. In 2026, we plan to further expand merchant involvement and engagement.

New Events

The launch of new events and initiatives will begin in 2026, including additions to our winter calendar.

Building Our Community Connections

Our core mission is to support the Pewaukee community. One of our core missions is to dedicate all of our events and the grants that help us amplify their reach to funding our Community Connections initiative. We work with trusted partners to support families in need and assist the Pewaukee Food Pantry, providing essential resources like school supplies and clothing for children in crisis.

Our Strategic Roadmap

Our vision extends beyond today. We have a clear, multi-year plan to solidify Positively Pewaukee's role as a central pillar of the entire City of Pewaukee community, culminating in a full rebrand that reflects our core mission.

2024: A Year of Learning

A period of discovery and transition, laying the groundwork for future growth and change.

2025: New Leadership, New Foundations

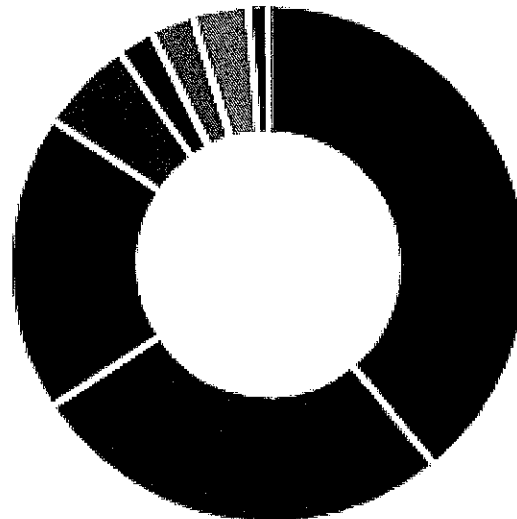
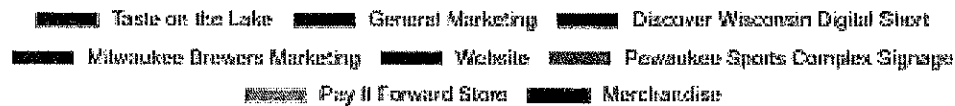
Immediate implementation of high-impact digital marketing strategies, expanded events, and forging of new local partnerships.

2026: New Strategic Vision & Rebranding

Execute a full organizational rebrand, including a new logo, add new events to our winter calendar, and expand our new strategic initiatives throughout the year.

Fueling Our Growth: Use of Funds

Your support is critical to achieving our strategic vision. Grant funding will be meticulously allocated to a multi-channel marketing plan designed to maximize our reach, attract visitors, and amplify our community-building efforts.



This chart breaks down our proposed marketing investment, balancing modern digital outreach with traditional media, while also allocating funds for our critical rebranding efforts.



Kiwanis®

CLUB OF PEWAUKEE

Linda Wittmann
Pewaukee Kiwanis Club, Secretary
Pewaukee Kiwanis Club Beach Party
Pewaukee Kiwanis RiverRun

August 20, 2025
City of Pewaukee
Tourism Grant Commission

Requested grant for Beach Party 2026 - \$10,000
Requested grant for RiverRun 2026 - \$1,000

Dear members of the Tourism Grant Commission,

The Pewaukee Kiwanis largest fundraiser for 2026 will be the 30th Annual Pewaukee Kiwanis Beach Party. It is the annual summer kick-off in Pewaukee taking place in the heart of our beachfront community. The Beach Party offers an opportunity to showcase the Pewaukee community, our beachfront and local businesses to many tourists. We do this in concert with the Lake Country Clean Water Festival.

We have been challenged at the Beach Party with a shrinking footprint due to businesses expanding out into the roadway. That being said we are proud of the wonderful relationships that we have grown with the businesses. They are some of our best supporters and we are lucky to be able to showcase their work. For the second year in a row the National Marine Manufacturers Association based in Minnesota came to our event to give away over 200 life jackets. We were also able to get placement of a television news spot highlighting the activities at the beach.

The Pewaukee Kiwanis RiverRun is our second fundraiser, celebrating 52 years in 2026. Over the years families have joined the fun and competition of our seven-mile canoe/kayak race on the Pewaukee River from Penny's Bridge to Frame Park. Many family members have moved away but return to participate in this event.

These two events are just part of our annual fundraising that allows us to donate generously to organizations that make Pewaukee a vital community.



Kiwanis®

CLUB OF PEWAUKEE

We are asking for a grant amount of \$10,000 for the Beach Party and \$1,000 for the RiverRun. 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 traditions. Your help can also ensure 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,

Linda Wittmann

Charities and community projects supported in 2025 by the Pewaukee Kiwanis Club

Pewaukee Scholarship Fund	Pewaukee Schools	Pewaukee Public Library
Pewaukee Park & Rec	Pewaukee Historical Society	Pewaukee Lake Ski Club
Pewaukee Food Pantry	PHS Robotics Club	School Mini-grant program
Family Promise	Lake Country Caring	Hebron House
Cops & Kids	Life Jacket Program	River Partnership
Friends of the Park	Life Striders	Katie's Closet
Healing Hearts	Community Connections	Clearing House Families

Total projected donations in 2025: \$38,400 including:

\$12,000 to the Food Pantry

\$9,000 to Pewaukee Scholarship Fund



**Overview for the City of Pewaukee Tourism Commission
USA 250th and Village of Pewaukee 150th Anniversary
Proposal Fall, 2025**



During 2026, The United States will be celebrating 250 years of independence while at the same time the Village of Pewaukee will be celebrating its 150th anniversary. Stake holders and civic groups in the community are planning events for this dual celebration next year.

A steering committee was formed comprised of representatives from the local Kiwanis club, the Women's Club, the Arts Council, the School District, the Joint Public Library, the Faith Community/local churches, Positively Pewaukee, the Historical Society, the Village Board and staff. This group is developing plans for four main events.

- 1. March/April 2026: Pewaukee Honors Dinner**
 - a. Researching WCTC or the Marriot as a venue.
 - b. Planning a band/music and a guest speaker.

- 2. May 22-24, 2026: Memorial Day Weekend**
 - a. Monday events are reserved to honor those who gave their lives defending the nation. Monday will have the Pewaukee traditional Memorial Day Parade and VFW Car Show in Kiwanis Park.
 - b. Researching a church/heritage walk, cemetery walk, historic photo exhibit.

- 3. July 3-5, 2026: Independence Day Weekend**
 - a. Include the celebration of the 250th for the United States.
 - b. Exploring 3 days of events: music/bands in the parks, the annual duck race, the parade, potential beer gardens, potential drone show.
 - c. Biggest fireworks show in Pewaukee history; land and water.
 - d. Exploring carnival or unique car show in Capital Dr retail business area.
 - e. Considering shuttle buses from WCTC or local businesses to relieve parking challenges

- 4. Late July, 2026: Welcome Home Weekend**
 - a. Exploring combining it with Taste on the Lake with Positively Pewaukee for late July.
 - b. Exploring additional activities of lake tours, an antique boat show and school tours.
 - c. Exploring special promotions at area businesses, hotels and restaurants.

These plans could have a substantial impact on the tourism-related/hotel businesses in the City of Pewaukee. The Independence Day celebration and the Welcome home weekend could draw former residents and visitors to the area. This steering committee is requesting funds to help defray some expenses for them.



**Proposed Expenses For USA 250th and Pewaukee 150th
For the Tourism Commission to Consider**



Advertising for all the events

Social Media Boosting/Ads	\$3,000	(\$50/day to reach 7,900 - 22,000 people)
News Print Ads	\$5,000	(1 half-page add in Freeman = \$740)
Lakes Country Family Fun	\$1,000	(Website \$250 per basic package)
Key Milwaukee	\$1,000	Regional tourism publication

Total Advertising ----- \$10,000

Independence Day Weekend July 3rd-July 5t

Fireworks

City	\$10,000	
Village	\$7,500	
Donations	\$23,000	
Tourism Commission	\$15,000	\$15,000

Drone Show \$40,000

Bleacher rental	\$3,000
Music	\$6,000
Tent Rental (2 Days)	\$25,000

Total Music July 4 weekend \$34,000

Total Request: \$99,000