Office of Clerk/Treasurer
W240 N3065 Pewaukee Road
Pewaukee WI 53072
Phone: 262-691-0770

TOURISM
MEETING NOTICE AND AGENDA
Thursday, September 3, 2026
10:00 AM
***** REVISED *****
Pewaukee City Hall Common Council Chambers
W240N3065 Pewaukee Road, Pewaukee, WI

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1. Call to Order and Pledge of Allegiance

2. New Business

   2.1 Discussion and Possible Action to Approve the Tourism Commission Meeting Minutes Dated September 24, 2025 [Tarczewski]

   2.2 Discussion Regarding the 2026 Income and Expenses [F. Dorsey / K. Tarczewski]

   2.3 Discussion Related to the Projected 2027 Tourism Income [F. Dorsey / Mayor Bierce]

   2.4 Discussion and Possible Action Related to the Requests of the City of Pewaukee Parks & Recreation Department in the Amount of $240,000 [N. Phalin]
   A. Supplement the Parks and Recreation Staff Wages in the Amount of $40,000
   B. Reimburse the City for Synthetic Turf in the Amount of $200,000

   2.5 Discussion and Possible Action Related to the Requests of the Waukesha / Pewaukee Convention and Visitors Bureau (CVB) in the Amount of $338,437.80 [T. Tritz]
   A. General Operational Expenses in the Amount of $297,937.80
   B. Port of Pewaukee Event in the Amount of $40,500

   2.6 Discussion and Possible Action Related to the Requests of the Pewaukee Kiwanis in the Amount of $11,000 [G. Ebert]
   A. Pewaukee Beach Party in the Amount of $10,000
   B. River Run in the Amount of $1,000

   2.7 Discussion and Possible Action Related to the Requests of the Village of Pewaukee in the Amount of $63,000 [M. Heiser / R. Rohde]
   A. Drone Show in the Amount of $40,000
   B. Fireworks Display in the Amount of $15,000
   C. Online Promotions in the Amount of $3,000
   D. Tent and Equipment Rental for the Taste of Pewaukee in the Amount of $5,000

3. Adjournment

Kelly Tarczewski
Clerk/Treasurer
August 28, 2026

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 S. Bierce, R. Reinbold, P. Vetterkind, J. Wamser and F. Dorsey.

1. Call to Order and Pledge of Allegiance

Mayor Bierce called the meeting to order at 10:00 a.m. and asked everyone to stand for the Pledge of Allegiance.

2. New Business

2.1 Discussion and Possible Action Regarding the Meeting Minutes Dated May 3, 2024

A motion was made and seconded (R. Reinbold, J. Wamser) to approve the meeting minutes dated May 3, 2024. Motion Passed: 5-For, 0-Against.

2.2 Discussion and Possible Action Regarding the Meeting Minutes Dated September 16, 2024

A motion was made and seconded (J. Wamser, P. Vetterkind) to approve the meeting minutes dated September 16, 2024. Motion Passed: 5-For, 0-Against.

2.3 Discussion Related to the Anticipated 2025 Tourism Tax Revenues and Projections for 2026

Mr. Dorsey stated September looks good for his property, but the rest of the year is anticipated to be soft. He said he believes revenues will be similar to last year. Mr. Dorsey stated the proposed budget numbers for 2026 were very conservative and estimates the City could probably count on $900,000 in hotel tax revenues.

2.4 Discussion and Possible Action Related to the Request of the City of Pewaukee in the amount of $240,000

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.

Nick Phalin and Monica Kaskey were present for this item.

Mr. Phalin stated they were asking for $40,000 to supplement marketing staff for the various tournaments held at the Sports Complex. He said they are changing this up and will try to market entire clubs versus individual teams.

He said they were also asking for $200,000 to go towards the synthetic turf. Mr. Phalin stated they are still going through the punch list and will get the final project cost soon.

Mayor Bierce asked if Mr. Phalin knew how many hotel stays they generated. Mr. Phalin stated they are utilizing all three of the City's hotels and there were 475 stays in 2025, which was 325 more than theprevious year. He said he feels that number will continue to grow. He said there were incidents where the hotels were fully booked. Mr. Phalin said the housing agency is going to work more closely with the hotels to try to accommodate more people in the future. There is even discussion about working with the Milwaukee Brewers to offer special seating options for games and possibly offer tours of the stadium.

Mr. Reinbold asked where the overflow of people went. Mr. Phalin stated they are working with the Waukesha / Pewaukee Convention and Visitors Bureau (CVB) to partner with Waukesha hotels.

2.5 Discussion and Possible Action Related to the Requests of the Waukesha/Pewaukee Convention and Visitors Bureau in the Amount of $319,260

2.5.1 Annual Operational Expenses in the Amount of $289,260

2.5.2 Baseball Campaign in the Amount of $30,000

Tammy Tritz, Director of the CVB was present for this item.

She stated the Waukesha / Pewaukee CVB services both communities and their primary function is to bring people outside of the community to our community to spend their money here. She stated they focus on the corporate / business market and work directly with event planners. Ms. Tritz said they work on the leisure market as well. She stated the money requested from the City's tourism funds goes towards the CVB's operational budget.

Ms. Tritz highlighted the various tasks each of her staff members perform and the various platforms they are utilizing to promote more opportunities with our communities, as well as understanding tourists' habits, such as LinkedIn and Arrivalist.

Ms. Tritz stated in 2025 they bid out 3,800 sleeping rooms, of which 2,900 have been booked, not necessarily in the upcoming year, but spread out. She said the numbers are lower than last year due to a staff member being out on maternity leave. Ms. Tritz reminded the Commission of the benefits of tourist spending money at other local establishments such as gas stations and restaurants to boost local economy.

Mayor Bierce asked how the baseball campaign did. Ms. Tritz stated they had not gotten their final numbers yet. She stated the "click-through" rates have been very successful.

Ms. Tritz stated she was requesting a grant for 2026. She said they worked with the Milwaukee Brewers and target Minnesota, the Cubs and St. Louis fans a month prior to when their teams are in town. They would do digital campaigns and geo-target the fans and send out messages to them. Last year Cincinnati was added. Ms. Tritz stated they have additional campaigns on YouTube and Amazon as well.

Mr. Dorsey stated most of the people that are staying at his hotel were Brewer fans. He said it was a good marketing idea but wished there was some quantitative way to know who booked.

Mr. Vetterkind asked how many hotels are in the City of Waukesha. Ms. Tritz stated there were seven but basically equate to the same number of rooms available in Pewaukee. She said most hotels in Waukesha are limited-service hotels, meaning there are no meeting rooms.

Mr. Wamser asked if Ms. Tritz sees any opportunities from DockHounds baseball.

She stated the DockHounds don't want visiting teams to stay in Oconomowoc. They have a contract to house visiting teams elsewhere. She said it does not create a lot of additional business.

2.6 Discussion and Possible Action Related to the Requests of Positively Pewaukee in the Request Amount of $85,900

- 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

Nicki Witek was present for this item. She stated she was the new Director of Positively Pewaukee and took over in May. She also introduced the various Board members that came out to support her; Missy Murray and Jeremy Chapman.

Ms. Witek stated she has owned her own marketing agency for the last 10 years and understands the responsibility of her position. She stated the funding received from the City would allow them to expand their marketing outreach.

Ms. Witek spoke about Taste on the Lake. She said it brings in thousands of people down to the lakefront. She highlighted the live music and local restaurants that set up for the event. She said next year they want to expand it to a 2-day event to encourage hotel stays.

She said the general marketing budget of $23,000 is a mix of digital and video production ads to reach larger markets.

Ms. Witek stated the current logo has been used for the last 30 years, and it was time to refresh it to better to reflect the pillars of Positively Pewaukee; producing events, building community and fostering business.

Mr. Vetterkind asked what their total operating budget was. The response was approximately $250,000. Ms. Murray added Ms. Witek was currently part-time, and the numbers are in flux. Ms. Witek assured the Commission that this was a passion project for her and it was not for the salary.

Mr. Reinbold asked how Taste of Pewaukee went this year. Ms. Witek stated revenue increased by 450%. She said the attendance was unknown and commented that the sponsorships were good and credited that to creating lower level sponsorships but added they didn’t cover all of their expenses.

2.7 Discussion and Possible Action Related to the Request of the Kiwanis Club of Pewaukee in the Amount of $11,000

- 2.7.1 Beach Party in the Amount of $10,000
- 2.7.2 River Run in the Amount of $1,000

Linda Wittmann, Secretary of the Pewaukee Kiwanis was present for this item.

She stated any money received from the City will go towards advertising their events. Ms. Wittmann stated the purpose of these events are to raise funds for local organizations.

2.8 Discussion and Possible Action Related to the Request of the Village of Pewaukee in the Amount of $99,000

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

Village Administrator Matt Heiser and Village Trustee Bob Rhode were present for this item.

Mr. Rhode stated he was not representing the Village of Pewaukee but instead was representing the steering committee that is working on the 250th State anniversary and the Village's 150th anniversary. He said he can't justify "heads in beds", but rather he is selling the community and the country.

Mr. Rhode said there are four signature events. He stated in either March or April they would like to hold an honors dinner either at the Waukesha County Technical College (WCTC) or at the Marriott Hotel. They anticipate 600 people attending. He said Memorial weekend will continue to honor fallen veterans, but will also include community events including historical walks. Mr. Rhode stated the really big events will be on July 3rd, 4th and 5th, which will include a full weekend of music, food, fireworks and drone show. He said they are looking at doubling the fireworks display with a budget of $60,000. Mr. Rhode stated the final event is a "Welcome Home" weekend and will coordinate with Positively Pewaukee's "Taste on the Lake" event. They anticipate adding lake and school tours at that time.

Mayor Bierce asked for confirmation on the number of events. Mr. Rhode stated there will be four signature events with numerous satellite events as well such as an antique boat show and parade on the lakefront.

Mayor Bierce asked about the advertising budget. Mr. Rhode stated that money would be used for all of the events and would mainly be online advertising.

After all presentations were given, the Tourism Commission asked follow-up questions.

Mayor Bierce asked if we had any idea where the Fund Balance for tourism stood. Mr. Klein stated currently it is a negative amount because the synthetic turf was taken out of this account. Mr. Phalin stated he estimates the total turf project to come in at $1.7 million. They thought the fund balance was close to $700,000. Ms. Tarczewski disagreed although she could not offer the exact amount.

Mayor Bierce asked Ms. Tritz about the differences in funding between the City of Pewaukee and the City of Waukesha as it pertains to her organization. Ms. Tritz stated there is a funding challenge within the State Statute. She said the City of Waukesha has a different funding formula since they were utilizing tourism tax prior to the 1990's. She said they can't keep more than the capped amount based on 2015 numbers, which is approximately $435,000. All other money goes to promote tourism. Mr. Tritz stated based on when the City of Pewaukee started collecting tourism taxes, we are on a percentage basis. She said the City of Pewaukee must reinvest 70 percent of the taxes collected to tourism promotion and tourism development and can use the other 30 percent for other City business. She said funding between the two entities has fluctuated over the years.

Mr. Dorsey asked how long the synthetic turf was expected to last. Mr. Phalin stated the vendor warranty is 8 years, but he hopes to get between 12 to15 years.

Mayor Bierce asked Ms. Tritz what her original request was last year. She stated her budget was reduced by $40,000 last year.

Ms. Tritz stated she does not have to implement the Brewers campaign until the second quarter next year so she is willing to remove it from her budget at this time, hoping the Commission would consider reconvening later next year in the first quarter to reconsider the request.

Mayor Bierce stated he was not in favor of some of the items in Positively Pewaukee's budget. Those items being the "Pay-It-Forward" store and the merchandise, and the other requests seemed high.

Mr. Reinbold asked if we were essentially paying ourselves to put a sign up at the Sports Complex. Mr. Phalin stated he hasn't had any conversation with Positively Pewaukee regarding their interest. He said he hasn't even finalized pricing for next year.

The Commission members went back and forth regarding the items they were willing to cut out of the requested budgets.

The Commission took up the requests of the Village separately since they considered this a one-time ask. Mayor Bierce stated he supported the fireworks and drone show. He thought it appropriate to cut their advertising and bleacher rentals requests in half. Mr. Reinbold stated the request from the Village did not reflect what their contributions would be. Mr. Reinbold asked if the drone show was $80,000. Mr. Rohde stated now it was only $40,000. It was determined that the City of Pewaukee was paying the full amount. Mr. Rohde stated they would be getting sponsors also. Mr. Reinbold asked if the Village would be sharing the cost of the music, bleachers and the tent. Mr. Rhode stated the Village has not committed to a dollar amount as of yet. Mr. Rhode stated they would do the normal fundraising for the fireworks.

Mr. Reinbold voiced his opinion that attention should be given to the City for its contributions to these events. Mr. Rhode stated they would be doing banners around the Village showcasing the 150 years for the Village and 250 years for the Country. He said the welcome home events are for both communities. It wasn't hopeful that much credit would be given to the City for their contributions.

After no further discussion, the Tourism Commission took action on the following:

<u>Item 2.4</u>:

A motion was made and seconded (P. Vetterkind, J. Wamser) to approve $240,000 for the City of Pewaukee Parks & Recreation. Motion Passed: 5-For, 0-Against.

Item 2.5:
A motion was made and seconded (J. Wamser, P. Vetterkind) to approve $289,260 in funding for the CVB and revisit $30,000 for the baseball initiative later in 2026. Motion Passed: 5-For, 0-Against.

Item 2.6:
A motion was made and seconded (P. Vetterkind, J. Wamser) to approve a total of $74,500 for Positively Pewaukee; all requests as presented except for the Taste on the Lake which would be reduced to $22,100, adding everything would require receipts before reimbursement. Motion Passed: 5-For, 0-Against.

Item 2.7:
A motion was made and seconded (R. Reinbold, J. Wamser) to reduce the Pewaukee Kiwanis request for the Beach Party down to $9,000 and keep the River Run event to $1,000. Motion Passed: 5-For, 0-Against.

Item 2.8:
A motion was made and seconded (P. Vetterkind, R. Reinbold) to approve $77,000 for the Village of Pewaukee. Fireworks would stay at $15,000, the drone show would stay at $40,000, event advertising is reduced down to $5,000, and the amount designated for tent and bleacher rental and music is reduced down to $17,000. Motion Passed: 5-For, 0-Against.

3. Adjournment

A motion was made and seconded (S. Bierce, J. Wamser) to adjourn the meeting at 11:33 a.m. Motion Passed: 5-For, 0-Against.

Respectfully Submitted

Kelly Tarczewski
Clerk/Treasurer

City of Pewaukee
2026 Tourism

Revenue Received:

Tourism Grants:	2026 Budget	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
Marriot West(CSM)		45,711	45,989	51,027	57,015	58,345	75,857	69,631						403,576
Holiday Inn (Heart of America)		7,997	10,362	12,893	13,577	14,625	21,029	20,696						101,179
Wildwood (Heart of America)	$492.07 from December	4,514	4,081	6,530	5,815	7,737	10,069	6,506						45,253
Booking.com		-	-	7,536	-	-	11,410	-						18,946
R&M Consulting Chicago LLC / Evolve Vacation Rental		-	-	-	-	-	71	-						71
Priceline		-	-	1,333	-	-	3,908	-						5,241
The Inn of the Olde Homestead		46	66	-	26	123	283	245						788
Edgewater Lakeside Living LLC		-	-	-	-	-	-	56						56
Hopper (Avalara)		-	-	7	-	-	1	-						8
Airbnb Inc (Avalara)		-	-	9,850	-	-	7,237	-	-		-	-		17,087
HomeAway.com (Avalara)		-	-	2,035	-	-	6,584	-	-		-	-		8,619
Expedia/Vertex/Avalara		-	-	11,470	-	-	18,716	-	-		-	-		30,186
Avalara/Capital One Travel		-	-	-	-	-	30	-						30
Avalara (Agoda International)		-	-	107	-	-	289	-	-		-	-		396
Totals =	900,000	58,268	60,498	102,786	76,433	80,830	155,484	97,134	-	-	-	-	-	631,435
														-

Revenue Received vs. Budget

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
Monthly Over/(under) =		(841,732)	(781,233)	(678,447)	(602,014)	(521,184)	(365,700)	(268,565)	(268,565)	-	-	-	-	
OVER TO DATE														

YTD Revenue by Function:

Establishment	2026 Budget	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
Tourism Fund 250 (70%)	630,000	40,788	42,349	71,950	53,503	56,581	108,839	67,994	-	-	-	-	-	442,004
City General Fund 100 (30%)	270,000	17,480	18,149	30,836	22,930	24,249	46,645	29,140	-	-	-	-	-	189,429
Sports Complex Fund 470														-
	-	58,268	60,498	102,786	76,433	80,830	155,484	97,134	-	-	-	-	-	631,433

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
Monthly Over/(under) City General Fund=		(5,020)	(4,351)	8,336	430	1,749	24,145	6,640	(22,500)	(22,500)	(22,500)	(22,500)	(22,500)	(80,571)

Total Tourism Distribution:

Establishment	2026 Budget Requests	2026 Approved Requests	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr	Total
Positively Pewaukee							
General Marketing	*23,000*	**23,000**	-	-	-	-	-
Taste on the Lake	*33,500*	**22,100**	-	-	-	-	-
Taste on the Lake Merch	*1,000*	**1,000**	-	-	-	-	-
Discover Pewaukee	*16,000*	**16,000**	-	-	-	-	-
Website	*2,000*	**2,000**	-	-	-	-	-
Brewers Marketing	*5,000*	**5,000**	-	-	-	-	-
Signage	*2,400*	**2,400**	-	-	-	-	-
Pay It Forward Store	*3,000*	**3,000**	-	-	-	-	-
	85,900	**74,500**					**-**
Waukesha - Pewaukee CVB							
Operating Expeditures	*289,260*	**289,260**	72,315	72,315	72,315	-	216,945
Major League Baseball	*30,000*	**-**	-	-	-	-	-
	319,260	**289,260**					**216,945**
Pewaukee Kiwanis							
Beach Party	*10,000*	**9,000**	-	-	7,552	-	7,552
River Run	*1,000*	**1,000**	-	-	1,000		1,000
	11,000	**10,000**					**8,552**
Village of Pewaukee							
Event Advertising	*10,000*	**5,000**	-	-	-		
Fire Works	*15,000*	**15,000**	-	-	-		
Drone Show	*40,000*	**40,000**	-	-	-		
Tent / Bleacher Rental & Music	*34,000*	**17,000**	-	-	-		
	99,000	**77,000**					**-**
City of Pewaukee							
Parks & Recreation Staff Wages	*40,000*	**40,000**	-	-	-	40,000	40,000
Sports Complex Turf (Approved CC Meeting 3/20/2023)	*200,000*	**200,000**	-	-	-	200,000	200,000
	240,000	**240,000**					240,000
TOTAL REQUEST:	**755,160**	**690,760**	72,315	72,315	80,867	240,000	**465,497**

08/27/2026 TRIAL BALANCE HISTORY REPORT FOR CITY OF PEWAUKEE

GL #	Description	BALANCE AS OF 12/31/2020	BALANCE AS OF 12/31/2021	BALANCE AS OF 12/31/2022	BALANCE AS OF 12/31/2023	BALANCE AS OF 12/31/2024	BALANCE AS OF 12/31/2025	BALANCE AS OF 12/31/2026
250-00000-11200	CASH IN CHECKING CHASE (POOLED)	208,896.89	468,166.32	814,301.81	955,830.06	(0.22)	(178,537.76)	(178,537.76)
250-00000-11206	TOWN BANK CHECKING (POOLED)	0.00	0.00	0.00	0.00	0.00	252,674.23	517,748.78
250-00000-13101	AUDIT ACCOUNTS RECEIVABLE	20,542.75	34,968.59	45,633.80	0.00	0.00	0.00	0.00
250-00000-21100	ACCOUNTS PAYABLE	0.00	0.00	62,000.00	744.33	253,114.89	20,000.00	0.00
250-00000-34310	FUND BALANCE	232,689.61	229,439.64	503,134.91	797,935.61	955,085.73	(253,115.11)	(253,115.11)
250-00000-41210	PUBLIC ACCOMODATION/HOTEL ROOM TAX	235,170.73	522,679.66	664,812.81	626,277.35	724,725.89	726,759.53	510,571.92
250-00000-48100	INTEREST ON INVESTMENTS	2,391.00	0.00	0.00	0.00	0.00	0.00	0.00
250-56700-53920	MARKETING PROMOTION & ADVERTISING	0.00	0.00	0.00	0.00	46,783.60	291,761.53	216,945.00
250-56700-58210	TOURISM - CAPITAL EXPENDITURES	0.00	0.00	0.00	63,948.98	1,594,642.28	(39,566.41)	0.00
250-56700-58210-24.2401	TOURISM SPORTS COMPLEX TURF	0.00	0.00	0.00	0.00	0.00	127,312.83	0.00
250-56700-59000	TOURISM - HOTEL ROOM TAX	220,811.70	228,984.39	350,012.11	385,178.25	263,907.85	0.00	8,552.37
250-59210-59000	TRANSFER TO GENERAL FUND	20,000.00	20,000.00	20,000.00	20,000.00	27,593.00	40,000.00	0.00
Total All Funds		0.00	0.00	0.00	0.00	0.00	0.00	307,251.58
CHANGE IN FUND BALANCE	REVENUES MINUS EXPENDITURES	(3,249.97)	273,695.27	294,800.70	157,150.12	(1,208,200.84)	307,251.58	285,074.55
NET FUND BALANCE	BEGINNING FB PLUS CHANGE IN FB	229,439.64	503,134.91	797,935.61	955,085.73	(253,115.11)	54,136.47	339,211.02

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

City of Pewaukee 2027 Tourism Application

2026 Recap – Our 2026 season was our second season working with a tournament vendor utilizing a 'stay-to-play' model for baseball tournaments. This model requires teams from outside of 100 miles to stay in Pewaukee hotels. The 2026 season captured 445 room nights at Pewaukee hotels with baseball tournaments. This was 56 nights less than 2025. Our 2027 venture will be a bit of a change as we will mostly utilize a new tournament vendor that picked up some tournament dates and field availability due to lower enrollment or weekday availability than what we initially projected for 2026. This vendor does have experience with converting baseball team registrations into preferred hotel room blocks. We look forward to a new venture in 2027. While there is the potential for fewer tournaments in 2027, most of the tournaments producing room nights come in June and July, which this vendor has six tournaments currently booked with us. We will also consider other tournament vendors in attempts to round out the schedule, with putting an emphasis on travel and room nights.

Operational Request

The City is requesting $40,000 towards the Tourism Director and other staff assisting in managing tourism and facility marketing, consistent with previous years.

In 2026, 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 the 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

The estimated repayment schedule would lay out a repayment plan through 2031, shown below.

	2024	2025	2026	2027	2028	2029	2030	2031
Owed to GF BOY	$ -	$ 1,194,642.00	$ 1,082,388.42	$ 882,388.42	$ 682,388.42	$ 482,388.42	$ 282,388.42	$ 82,388.42
Turf Expenditures	$ 1,594,642.00	$ 87,746.42						
Owed to GF after Expenditures	$ 1,594,642.00	$ 1,282,388.42	$ 1,082,388.42	$ 882,388.42	$ 682,388.42	$ 482,388.42	$ 282,388.42	$ 82,388.42
Payments	$ 400,000.00	$ 200,000.00	$ 200,000.00	$ 200,000.00	$ 200,000.00	$ 200,000.00	$ 200,000.00	$ 82,388.42
Owed to GF at EOY	$ 1,194,642.00	$ 1,082,388.42	$ 882,388.42	$ 682,388.42	$ 482,388.42	$ 282,388.42	$ 82,388.42	$ -

The 2025 Tourism Commission meeting discussing the 2026 year, along with City Common Council budget meeting shared some discussion around the possibility of expediting payment to complete the remaining balance paid to the City ahead of schedule.

When considering expediting the Tourism Fund reimbursing the City in full, the projected 2026 budget would allow full repayment and a remaining Tourism Fund balance of ~$193,000. When adding the 2026 funds allocated to Positively Pewaukee which dissolved late 2025, the projected Tourism Fund balance would be ~$268,000.

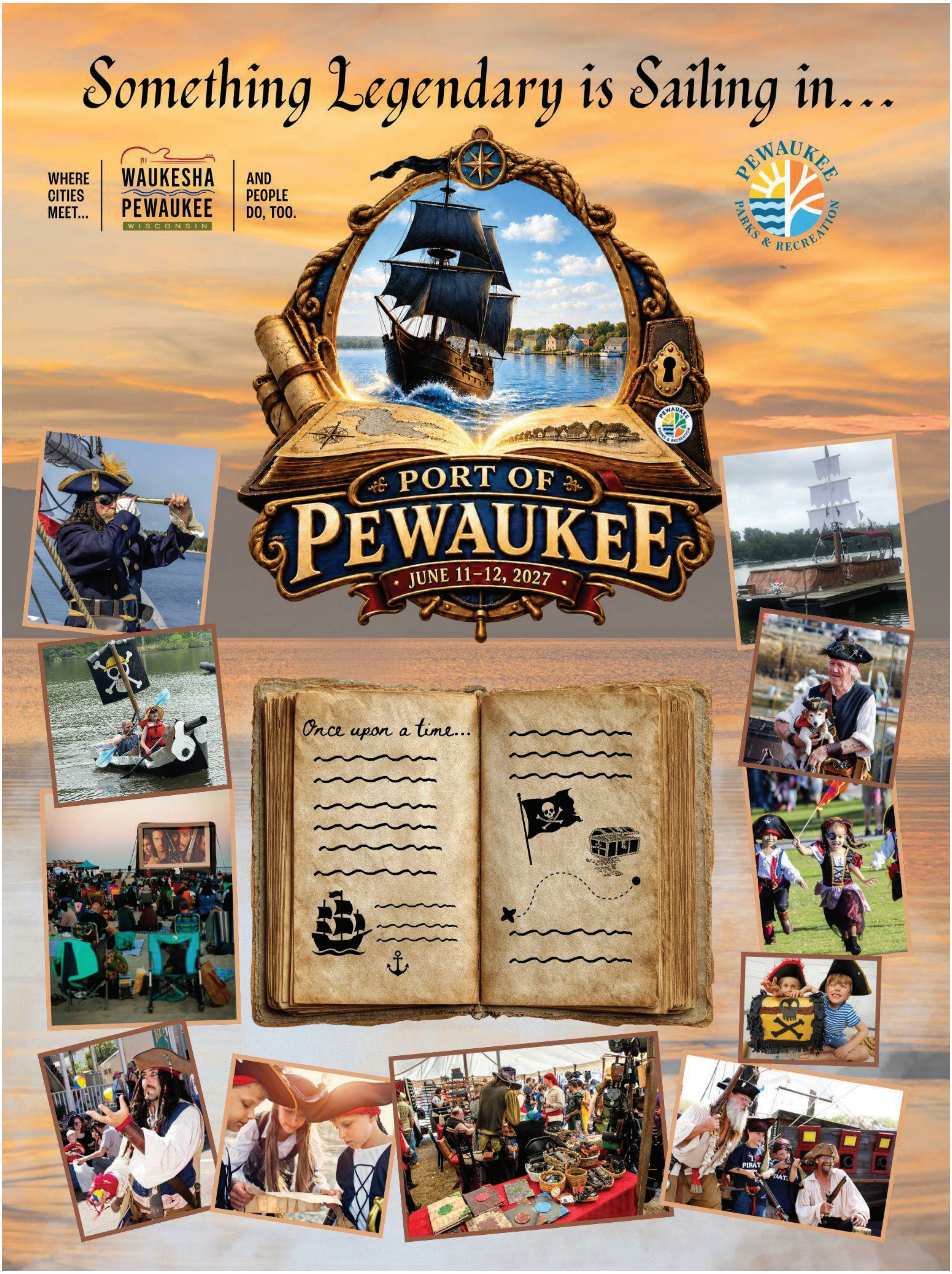
Waukesha Pewaukee CVB
2027 PROPOSED Budget

Income	**2026**	**2027**	**2027 Notes**
Projected Room Tax			
City of Waukesha	$396,514.12	$416,339.82	5% increase over 2026
City of Pewaukee	$289,260.00	$297,937.80	3% increase over 2026
Advertising Income			
General Marketing	$14,000.00	$20,000.00	Co-op advertising programs
Events Council	$8,250.00	$10,000.00	Co-op advertising programs
Grants			
WI Department of Tourism			
Meetings Mean Business	$12,000.00	$15,000.00	Meetings Mean Business grants to support facility rental fees and transportation fees for meetings/conferences.
Joint Effort Marketing		$22,165.00	Destination Marketing Support
Interest Income	$50.00	$50.00	
TOTAL INCOME	**$720,074.12**	**$781,492.62**	

Waukesha Pewaukee CVB
2027 PROPOSED Budget

Expenses			
ADMINISTRATION			
Salaries, Retirement & Payroll Tax	$268,369.40	$276,420.48	
FUTA, SUTA	$489.00	$275.00	
Workers Comp	$849.00	$855.00	
Health, Dental & Disability	$41,275.96	$41,754.66	
Business, D&O Insurance	$3,859.00	$4,299.00	
Professional Development	$750.00	$750.00	
Accounting	$2,800.00	$2,800.00	
SUB TOTAL	**$318,392.36**	**$327,154.14**	
ADVERTISING AND MARKETING			
Material Devel & Printing	$49,500.00	$68,650.00	Website updgrades; visitor guide; creative support; blogger; group collateral; AI enhancements
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	$9,000.00	$14,600.00	Sales sponsorships/incentives to support in-market groups/conferences
Sales Promotions	$15,000.00	$17,000.00	Meeting Planner Sales Blitz; Planner Receptions; FAM Tour
Web Advertising	$145,000.00	$185,000.00	SEM & SEO; Connected TV; Digital and E-blast marketing, Influencer(s); LinkedIn
Print Advertising	$80,000.00	$63,200.00	
Economic Impact Report	$3,500.00	$0.00	Purchased every 2 years
Arrivalist	$15,000.00	$15,000.00	Data driven 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 program allowing us to know who is renting Air BnB properties and providng trip data for us to market from
SUB TOTAL	**$331,750.00**	**$378,200.00**	
OFFICE EXPENSES			
Rent	$46,405.55	$48,025.68	
Telephone	$4,568.20	$4,992.66	
Water Cooler	$268.00	$250.00	
Postage	$3,458.25	$3,998.22	Lease, inquiry fufillment & shipping
Supplies	$500.00	$500.00	
Miscellaneous	$250.00	$250.00	
Office Equipment	$750.00	$500.00	
Equipment Mtnce.	$2,250.00	$2,500.00	
Software Licenses	$3,165.00	$3,495.00	Sales; Zoom & Virus programs
SUB TOTAL	**$61,615.00**	**$64,511.56**	

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	$4,850.00	$5,000.00	Sales Calls; Meetings/Conferences
Conference Registration	$790.00	$650.00	
WMPI Meetings	$0.00	$0.00	Annual sponsorship includes most meetings
WSAE Meetings	$0.00	$0.00	Annual sponsorship includes most meetings
SUB TOTAL	**$6,565.00**	**$6,575.00**	
MEMBERSHIPS			
Destinations WI	$3,250.00	$3,250.00	
WI Meeting Professionals	$575.00	$625.00	Sales Membership
WI Society of Assoc. Executive	$495.00	$525.00	Sales Membership
WI Manufactures & Commerce	$625.00	$650.00	
SUB TOTAL	**$4,945.00**	**$5,050.00**	
TOTAL EXPENSES	**$723,267.36**	**$781,490.70**	


Something Legendary is Sailing in...
WHERE CITIES MEET...
WAUKESHA PEWAUKEE
WISCONSIN
AND PEOPLE DO, TOO.
PEWAUKEE PARKS & RECREATION
PORT OF PEWAUKEE
JUNE 11–12, 2027
Once upon a time...

PORT OF PEWAUKEE - A Pirate Adventure Weekend

June 11–12, 2027
2027 Tourism Grant Proposal

<u>EVENT DESCRIPTION</u>
The Pirates. The Lake. The Beach. The Port.
In an effort to revisit an original mission of the Tourism Commission of hosting an event that would annually bring visitors from outside the area to Pewaukee, The Waukesha Pewaukee Visitor Bureau in partnership with Pewaukee Parks & Recreation proposes Port of Pewaukee, a new two-day signature event that will transform Pewaukee's lakefront into an immersive pirate port filled with attractions, family adventures, entertainment, food, vendors, and interactive experiences.

The concept brings together two identities uniquely connected to our community:

<u>THE PEWAUKEE PIRATES and PEWAUKEE LAKE</u>
Rather than creating another traditional summer festival, our goal is to build an event that feels like it could only happen in Pewaukee. A story of pirates sailing Pewaukee Lake and making landfall for a weekend of exploration and merriment throughout Pewaukee. Events throughout the weekend will be held at various Pewaukee parks.

<u>THE EXPERIENCE</u>
"Lake of Legends" Friday will bring the arrival of a pirate-themed ship (with pirates) to Lakefront Park to kick off the event. Proposed activities include, family activities such as build your own pirate boat, create a family pirate flag, participate in pirate skills demonstrations, scavenger hunt, etc.
"Land Ahoy" Saturday during the day will feature an artisan marketplace, more of the events that were on Friday and additional activities such as a movie in the park, food trucks, immersive characters, pirate skills academy, costume contest, adult field games, and themed pontoon boat rides.
"Nautical Nights" Saturday evening will bring live music, live entertainment, and a bonfire on the beach before the pirate ship departs port.

<u>TOURISM OPPORTUNITY</u>
Port of Pewaukee is being designed to grow into a regional destination event—one that reaches beyond the immediate Pewaukee community and attracts visitors from throughout Wisconsin and Northern Illinois.

Pewaukee will be more than simply the location of the event; the community itself will become part of the visitor experience. As the inaugural year, 2027 will focus on establishing a solid foundation for future growth, building regional awareness, and creating an event that visitors will want to return to year after year.

To encourage overnight stays and exploration of the community, the CVB will provide themed hotel packages with special welcome gifts for Port of Pewaukee guests. Visitors will also receive a themed event map designed to guide them between event locations while highlighting participating businesses, attractions, dining, and other experiences throughout Pewaukee.

<u>GEOGRAPHICAL TARGETS</u>: Northeastern Wisconsin, Madison and Rockford, IL.
By connecting the event to the broader community, Port of Pewaukee can create an **immersive visitor experience** while generating opportunities for local businesses and establishing the groundwork for long-term tourism growth.

LONG-TERM POTENTIAL

The first year does not need to be the largest Port of Pewaukee event. It needs to be the beginning of one. Activities will be designed, organized, implemented, and marketed thoroughly to gauge interest and involvement so that there is adequate quantitative and qualitative data to evaluate at the end of the event.

Tracking data software, public surveys, and on-site feedback will be used to gather important data about who the attendees are, where they come from, and where they are going. This feedback collected in 2027 would allow Pewaukee Parks & Recreation, the CVB and Tourism Commission to make informed decisions about future growth.

Our intent with this event is to involve the many stakeholders in Pewaukee including Pewaukee Parks & Recreation, Friends of Pewaukee Parks, Pewaukee Library, Pewaukee School District, Pewaukee Women's Club, Pewaukee Historical Society, Pewaukee Waterski Club, Pewaukee Kiwanis, and more.

INNOVATIVE PARTNERSHIP

Port of Pewaukee creates a new partnership between Pewaukee Parks & Recreation and the Waukesha Convention and Visitors Bureau, combining **local event expertise with destination marketing experience.** By working together from the beginning, both organizations can use their strengths to develop an event designed to attract visitors, support local businesses, and showcase Pewaukee as a destination.

REQUEST FOR FUNDS – This will be a receipt reimbursement request only.

Event Development and Coordination: $20,000
Marketing and Promotion: $20,000
Visitor Hospitality Materials: $500
TOTAL REQUEST: $40,500

SHARED INVESTMENT*

Port of Pewaukee would be developed using multiple funding sources including:

- Pewaukee Tourism Investment
- Parks & Recreation Resources
- Event Sponsorships
- Marketplace Vendor Fees
- Event-generated Revenue
- In-kind donations and support
- Friends of the Parks support

*The intent is to increase sponsorships in future years to support these expenses, but as the inaugural year, support from the Tourism Commission would be necessary to lay the foundation for future success.

2027 EVENT SPONSORSHIP DRAFT ATTACHED.

These sponsorship levels will be what is offered in the Pewaukee Parks & Recreation Annual Partnership Guide which is distributed to businesses and organizations each October. It is optimistic that all levels of sponsorship will be achieved in the first year of the Port of Pewaukee event. However, there is a strong supportive business base to draw from.

2027 EVENT SPONSORSHIPS (draft)*

Sponsorship Benefit	Presenting Sponsor	Captain's Circle	First Mate Partner	Crew Partner
Investment	$5,000	$2,500	$2,000	$1,000
Availability	Exclusive	Limited	Limited	Open
"Presented By" Naming Rights	✓	–	–	–
Premium Event Signage	✓	–	–	–
Shared Sponsor Signage	✓	✓	–	–
Event Website Logo	✓	✓	✓	✓
Event Map/Program Logo	Premier	Prominent	Logo	Logo
Social Media Recognition	Premier	Prominent	Logo	Listing
Advertising/Media Recognition	Premium	Select	–	–
On-Site Activation/Display Space	Premium	✓	✓	
Stage/Event Announcements	✓	✓	–	–
Post Event Recognition	✓	✓	✓	✓
First Opportunity to Renew	✓	✓	–	–

2027 Signature Event Sponsors	
Main Entertainment Stage	$2,000
Pirate Ship/Waterfront Attraction	$2,000
Outdoor Movie Sponsor	$2,000
Family Pirate Adventure Area	$2,000
Marketplace	$1,000
Port Map/Visitors Program	$1,000
Treasure Hunt	$500.00
Costume Contest	$500.00

**Intent to increase Presenting and Captain's Circle levels in 2028*

Kiwanis 2026 Event Income/Expense				Funds Raised	
BP Income					
	Sales	$51,533.30			
	Sponsor/Vendor	$15,756.30			
	Tourism Grant	**$7,552.37**			
	LCCWF exp split	$3,438.00			
			$ 78,280	$ 32,462	
BP Expenses					
	Bank/CC fees	$1,197.85			
	Tent	$10,460.50			
	Entertainment	$9,265.00			
	Security	$958.26			
	Beverage	$11,629.59			
	Metro	$973.00			
	Advertising	**$7,552.37**			
	Utilities	$307.00			
	Supplies	$1,729.49			
	Clean-up	$1,744.50			
			$ 45,818		
RR Income	Sponsors	$325.00			
	Participant Reg	$4,509.34			
	Tourism Grant	**$1,000.00**			
			$ 5,834	$ 4,154	
RR Expense	**Advertising**	**$1,015.00**			
	Bank/CC fees	$115.46			
	Supplies	$50.00			
	Rent	$500.00			
			$ 1,680		

Kiwanis®
CLUB OF PEWAUKEE

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

August 25, 2026
City of Pewaukee
Tourism Grant Commission

Requested grant for Beach Party 2027 - $10,000
Requested grant for RiverRun 2027 - $1,000

Dear members of the Tourism Grant Commission,

The Pewaukee Kiwanis largest fundraiser for 2027 will be the 31st 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.

The Pewaukee Kiwanis RiverRun is our second fundraiser, celebrating 53 years in 2027. 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.

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

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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, Secretary Kiwanis Club of Pewaukee

Charities and community projects supported in 2026 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
Christmas Tree Lighting	PHS Honors Banquet	Clearing House Families

Total projected donations in 2026: $40,750 including:
$12,000 to the Food Pantry
$9,000 to Pewaukee Scholarship Fund