

**Office of Community Services**

W240N3065 Pewaukee Road  
Pewaukee, WI 53072  
(262) 691-7275 Fax (262) 691-1798  
woldanski@pewaukee.wi.us

**TOURISM COMMISSION  
MEETING NOTICE AND AGENDA  
Thursday, September 23, 2021  
8:30 AM**

Common Council Chambers ~ Pewaukee City Hall  
W240N3065 Pewaukee Road ~ Pewaukee, Wisconsin

- 
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 Related to the 2021 Income and Expenditures of the Tourism Tax
  4. Discussion and Possible Action Related to the Request of Positively Pewaukee
    - 4.1 Hot Air Balloon Rallye in the Amount of \$35,000
    - 4.2 Taste of Lake Country in the Amount of \$30,000
    - 4.3 General Marketing in the Amount of \$20,000
    - 4.4 Website Maintenance in the Amount of \$3,000
  5. Discussion and Possible Action Regarding the Request of Waukesha/Pewaukee Convention and Visitors Bureau for Annual Operational Expenses in the Amount of \$248,000
  6. Discussion and Possible Action Regarding the Request of the Pewaukee Kiwanis Club
    - 6.1 Pewaukee Peach Party in the Amount of \$9,200
    - 6.2 River Run in the Amount of \$800
  7. Discussion and Possible Action Regarding the Request of the City of Pewaukee to Fund \$20,000 of the Tourism Director's Salary
  8. Discussion Regarding Sponsor Designation and What is Appropriate
  9. 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.
  10. Adjournment

Kelley Tarczewski  
Clerk/Treasurer

September 21, 2021

**NOTICE**

Due to City Hall being closed to the public due to the COVID virus, this meeting will only be held virtually.

To attend this meeting virtually or by phone please contact Kelly Tarczewski, City Clerk, 262-691-0770, [tarczewski@pewaukee.wi.us](mailto:tarczewski@pewaukee.wi.us) **before 3 P.M. on the date of the meeting** for directions. Meeting materials are available at <https://pewaukee.novusagenda.com/AgendaPublic/>.

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

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

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

**DATE:** September 23, 2021

**DEPARTMENT:** Clerk/Treasurer

**PROVIDED BY:**

***SUBJECT:***

Discussion Related to the 2021 Income and Expenditures of the Tourism Tax

***BACKGROUND:***

***FINANCIAL IMPACT:***

***RECOMMENDED MOTION:***

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

**DATE:** September 23, 2021

**DEPARTMENT:** Clerk/Treasurer

**PROVIDED BY:**

***SUBJECT:***

Discussion and Possible Action Related to the Request of Positively Pewaukee

***BACKGROUND:***

***FINANCIAL IMPACT:***

***RECOMMENDED MOTION:***

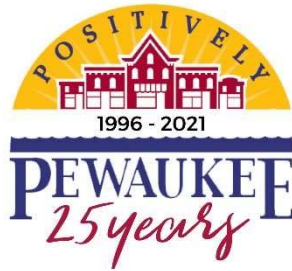
**ATTACHMENTS:**

Description

Positively Pewaukee 2022 Request

Hot Air Balloon Rallye

Review of 2021 Taste of Lake Country



To: City of Pewaukee Tourism Commission  
From: Positively Pewaukee

Re: 2022 budget request

We are submitting the following request of \$88,000 for the following items:

Taste of Lake Country - \$30,000  
Hot Air Balloon Rally - \$35,000  
General Marketing - \$20,000  
Website - \$3,000

Please let me know if you need further information.

Thank you  
Elaine Kroening  
Executive Director

## **– Hot Air Balloon Rally – Date TBD Pewaukee Sports Complex**

We are hoping to bring the new event, Hot Air Balloon Rally to Pewaukee in September 2022. We have not gone before the Park and Rec board yet for permission, but hope to work with them on agreeing that this would be a great event for the community.

It will be a three-day event starting at 5:00pm on Friday and ending at noon on Sunday. We are looking for 10– 12 hot air balloons for the first year.

We have spoken with a company that would coordinate the balloon portion of the event and makes all the arrangements with the local airports. We would take care of the permits from the city as well as working with the Sheriff and Fire Department. We will work closely with Park and Rec on all aspects of the event.

What we are asking for from the Tourism Committee is funding for the hot air balloons, entertainment, tents, marketing and advertising. The total being asked for is \$35,000.

We have spoken with three other events in Wisconsin that have been putting on Hot Air Balloon Rally's and while they don't have specific numbers on room nights, they do all say that they bring people in from out of town.

We feel that this would be a great way to get the word out about the Sports Complex, and to highlight that it is a great place to hold events besides baseball and soccer. We hope it is the first of many events we will hold there.

Thanks for your consideration!  
Elaine Kroening – Positively Pewaukee

<b>543 · Taste of Lake Country Income</b>	Acutal	Budget	Over Budget
5430 · sales income	55,493.31	72,000.00	-16,506.69
5431 · tourism funding	5,000.00	5,000.00	0.00
5432 · sponsorship	55,500.00	52,000.00	3,500.00
5433 · restaurant fees	6,425.00	5,725.00	700.00
5434 · booth fees	1,000.00	1,000.00	0.00
5436 · tips	6,145.00	5,000.00	1,145.00
<b>Total 543 · Taste of Lake Country Income</b>	<b>129,563.31</b>	<b>140,725.00</b>	<b>-11,161.69</b>

<b>643 · Taste of Lake Country</b>	Acutal	Budget	Over Budget
6331 · soda cups	8.39	700.00	-691.61
6430 · electric	6,174.70	6,500.00	-325.30
6432 · Table, chairs rentals,tents	17,065.93	13,000.00	4,065.93
6434 · online and print ads	6,960.83	5,000.00	1,960.83
6435 · other advertising	210.00	0.00	210.00
6438 · beer	11,082.94	14,000.00	-2,917.06
6439 · entertainment	18,554.52	18,750.00	-195.48
6440 · meetings, misc, equipment	2,580.68	1,000.00	1,580.68
6442 · portable bathrooms	1,215.00	1,200.00	15.00
6444 · TOLC payroll	3,210.49	3,000.00	210.49
6445 · staging	7,890.00	7,800.00	90.00
6446 · volunteer t-shirts	1,669.85	900.00	769.85
6447 · Refrig Truck	535.00	700.00	-165.00
6451 · security	2,594.40	2,800.00	-205.60
6452 · clean up	4,400.20	3,500.00	900.20
6453 · Ice	984.00	500.00	484.00
6454 · Food for workers and volunteers	1,487.65	2,200.00	-712.35
646114 · band supplies/rooms	1,678.05	1,500.00	178.05
<b>Total 643 · Taste of Lake Country</b>	<b>88,302.63</b>	<b>83,050.00</b>	<b>5,252.63</b>

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

**DATE:** September 23, 2021

**DEPARTMENT:** Clerk/Treasurer

**PROVIDED BY:**

***SUBJECT:***

Discussion and Possible Action Regarding the Request of Waukesha/Pewaukee Convention and Visitors Bureau for Annual Operational Expenses in the Amount of \$248,000

***BACKGROUND:***

***FINANCIAL IMPACT:***

***RECOMMENDED MOTION:***

**ATTACHMENTS:**

Description

CVB Cover Letter

2022 CVB Request



September 7, 2021

TO: Pewaukee Tourism Commission Members

FROM: Tammy Tritz  
Waukesha Pewaukee CVB

RE: State of the Industry

The Hospitality Industry remains cautiously optimistic about the future of our business. 2021 produced a surprisingly high amount of leisure travelers, mostly within a 3-hour radius of our destination. Pent-up travel demand and stimulus funds seemed to drive this travel segment. Larger social events (reunions, weddings, etc.) were also a strong component of local occupancy. Unfortunately, business travel, meetings, conferences and conventions have not seen a strong rebound, with many of our clients suggesting they are waiting until 2022 to try and return to face-to-face events. As you know, this is our strongest segment and the one we need to return as soon as possible.

The CVB has continued to stretch operating funds, with the following measures:

- Continued reduced hours for all staff and the Visitor Services position remains vacant
- Reduced advertising placements, hoping to return to “normal” levels in mid quarter 3 thru 4.
- Delayed website upgrades and other digital marketing initiatives
- Limited travel

Recognizing the need to stay in front of our primary clients, the CVB hosted several virtual events for meeting planners in the last 5 months. Incorporating local businesses and their products, clients would pre-register to participate in the one-hour event, receiving a box in the mail just days prior to the event. The events were all very well received and appreciated by clients for the opportunity to connect with the CVB and their peers, as the majority continue to work from home.

We also launched *Meeting Minute*, a group sales newsletter, to our meeting planner clients. Filled with planning tips, new opportunities in our destination, special group promotions offered by our hotel partners, etc., the newsletter has had fantastic open and click rates, indicating our clients are reading it.

While we recognize the path forward will have its challenges, we are hopeful in planning a return to many of our previous programs—two destination sales blitz’s; three sales receptions; in-person sales calls; in-person meeting bid presentations and more. Should these initiatives not be possible, we will again pivot and find more creative ways to maintain relationships/awareness with our clients.

*Meetings meet Success*

Waukesha Pewaukee CVB  
2022 Proposed Budget

<b>Income</b>	<b>2020</b>	<b>2121</b>	<b>2022</b>	<b>2022 Notes</b>
Projected Room Tax				
City of Waukesha	\$274,446.59	\$164,667.60	\$207,261.30	Waukesha now capped at 2010 collection level.
City of Pewaukee	\$365,000.00	\$250,000.00	\$248,000.00	Requested \$250,000 in 2021 but was cut to \$200,000 based on available revenue
<b>Advertising Income</b>				
General Marketing	\$10,265.00	\$5,132.50	\$7,650.00	Co-op advertising programs
Events Council	\$8,450.00	\$4,225.00	\$6,275.00	Co-op advertising programs
<b>Grants</b>				
WI Dept Tourism	\$20,000.00		\$69,758.00	ARPA funds available in grant format, won't know till October if grant will be funded.
City of Pewaukee				
<b>Interest Income</b>	\$150.00	\$100.00	\$50.00	
<b>TOTAL INCOME</b>	<b>\$678,311.59</b>	<b>\$424,125.10</b>	<b>\$538,994.30</b>	

Waukesha Pewaukee CVB  
2022 Proposed Budget

Expenses	2020	2021		
<b>ADMINISTRATION</b>				
Salaries, Retirement & Payroll Taxes	\$265,392.00	\$175,861.46	\$230,361.46	Fill VSS position late in Q1 of '22, return staff to full time hours and provide a small increase after freezing salaries in '20 and '21 (in addition to loss of hours).
FUTA, SUTA	\$525.00	\$500.00	\$485.00	
Workers Comp	\$825.00	\$600.00	\$715.00	
Health, Dental & Disability	\$30,681.59	\$32,215.67	\$35,309.69	Estimates, will not have final numbers until November '21
Business, D&O Insurance	\$3,000.00	\$3,423.00	\$3,654.00	
Professional Development	\$1,000.00	\$1,000.00	\$1,000.00	
Accounting	\$1,800.00	\$1,800.00	\$1,800.00	
Bank Service Charge	\$300.00	\$100.00	\$0.00	
<b>SUB TOTAL</b>	<b>\$303,523.59</b>	<b>\$215,500.13</b>	<b>\$273,325.15</b>	
<b>ADVERTISING AND MARKETING</b>				
Material Devel & Printing	\$38,000.00	\$20,000.00	\$28,000.00	Visitor Guide; Website Upgrades; Group Collateral
Tradeshows	\$0.00	\$0.00	\$0.00	Included in membership sponsorships
Promotional Items	\$1,500.00	\$750.00	\$600.00	
Convention Services	\$1,200.00	\$0.00	\$600.00	Bags, Folders, Namebadges
Front Office FAM Tours	\$650.00	\$650.00	\$550.00	
PR Writer Boxes	\$200.00	\$100.00	\$150.00	
Sponsorships	\$5,000.00	\$2,000.00	\$2,500.00	Sales Sponsorship
Sales Promotions	\$18,000.00	\$8,000.00	\$9,500.00	Sales Blitz; Planner Receptions
Web Advertising	\$183,000.00	\$64,700.00	\$92,758.00	SEM; Digital; E-blast marketing
Print Advertising	\$55,000.00	\$50,000.00	\$60,000.00	
Economic Impact Report	\$6,200.00	\$0.00	\$6,300.00	Purchased every 2 years
<b>SUB TOTAL</b>	<b>\$308,750.00</b>	<b>\$146,200.00</b>	<b>\$200,958.00</b>	
<b>OFFICE EXPENSES</b>				
Rent	\$39,720.00	\$40,533.15	\$42,964.98	
Telephone	\$3,471.12	\$4,200.00	\$4,380.00	
Water Cooler	\$390.00	\$425.00	\$400.00	
Postage	\$4,000.00	\$3,000.00	\$3,000.00	Lease, permit, direct mail & shipping
Supplies	\$1,000.00	\$1,000.00	\$750.00	
Miscellaneous	\$500.00	\$250.00	\$250.00	

Waukesha Pewaukee CVB  
2022 Proposed Budget

Office Equipment	\$1,000.00	\$500.00	\$750.00	
Equipment Mtnce.	\$2,500.00	\$1,500.00	\$2,000.00	
Software Licenses	\$2,000.00	\$2,000.00	\$2,100.00	Sales & Virus
<b>SUB TOTAL</b>	<b>\$54,581.12</b>	<b>\$53,408.15</b>	<b>\$56,594.98</b>	
<b>MEETINGS &amp; TRAVEL</b>				
Miscellaneous Mtgs.	\$450.00	\$200.00	\$250.00	Partner Meetings
Lodging	\$1,000.00	\$500.00	\$500.00	Mtngs/Conference Attendance
Meals	\$150.00	\$100.00	\$100.00	Overnight travel meals
Mileage	\$4,000.00	\$3,000.00	\$4,000.00	Sales Calls; Meetings/Conferences
Conference Registration	\$1,000.00	\$750.00	\$850.00	
WMPI Meetings	\$200.00	\$0.00	\$0.00	Annual sponsorship includes most meetings
WSAE Meetings	\$200.00	\$200.00	\$0.00	Annual sponsorship includes most meetings
<b>SUB TOTAL</b>	<b>\$7,000.00</b>	<b>\$4,750.00</b>	<b>\$5,700.00</b>	
<b>MEMBERSHIPS</b>				
Religious Conf. Mngrs.	\$225.00	\$220.00	\$240.00	
Reunion Friendly Network	\$225.00	\$225.00	\$225.00	
Alliance of Military Groups	\$250.00	\$250.00	\$0.00	
WACVB	\$3,250.00	\$3,250.00	\$3,250.00	
WI Meeting Professionals	\$0.00	\$0.00	\$0.00	
Hotel Sales & Marketing-WI Chapter	\$400.00	\$200.00	\$200.00	Membership exclusive to one staff
WI Manufactures & Commerce	\$500.00	\$500.00	\$535.00	Employee Benefits Programs
<b>SUB TOTAL</b>	<b>\$4,850.00</b>	<b>\$4,645.00</b>	<b>\$4,450.00</b>	
<b>TOTAL EXPENSES</b>	<b>\$678,704.71</b>	<b>\$424,503.28</b>	<b>\$541,028.13</b>	

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

**DATE:** September 23, 2021

**DEPARTMENT:** Clerk/Treasurer

**PROVIDED BY:**

***SUBJECT:***

Discussion and Possible Action Regarding the Request of the Pewaukee Kiwanis Club

***BACKGROUND:***

***FINANCIAL IMPACT:***

***RECOMMENDED MOTION:***

**ATTACHMENTS:**

Description

Kiwanis Request

Beach Party Income & Expense

Pat Gallagher  
Pewaukee Kiwanis Club  
Pewaukee Kiwanis Beach Party  
Pewaukee Kiwanis RiverRun



September 8, 2021  
City of Pewaukee  
Tourism Grant Commission

Requested Grant for Beach Party 2022 - \$9,200  
Requested Grant for RiverRun 2022 - \$800

Dear Members of the Tourism Grant Commission,

The Pewaukee Kiwanis largest fundraiser for 2022 will be the 26th Annual Pewaukee Kiwanis Beach Party. It is the annual summer kick-off in Pewaukee taking place in the heart of our beachfront community. Our event has a huge importance to our local community. Our Beach Party offers an opportunity to showcase our beachfront and local businesses to many tourists.

The Pewaukee Kiwanis RiverRun is our 2<sup>nd</sup> biggest fundraiser going into our 48<sup>th</sup> year. Over the years, many families have joined in the fun and competition of our 7-mile canoe/kayak race from Pewaukee to Waukesha. Many family members have moved away but return to participate in our event.

We have been actively evaluating and changing our events over the past few years. We have brought in new sponsors, new activities and new entertainment. We are always excited to share our events with a broader audience. We especially want to increase traffic during the daylight hours of the Beach Party, which would also benefit the Clean Water Festival which coincides with our event. We do appreciate your consideration of our expenses we incurred while planning the Pewaukee Kiwanis Beach Party. Fortunately, we had a good reserve in 2020 and were able to donate to all our selected charities in 2021.

The Pewaukee Kiwanis volunteers have been improving Pewaukee for 84 years. The Pewaukee Kiwanis have also raised enough money to donate over \$600,000 to local charities and community projects. We had a good 2021 year with all our fundraisers and with the help of our sponsors and the Tourism Grant, we can continue helping many local charities and organizations in the coming year.

We need to continue to get the word out that our events are truly unique and worth the trip. We wish to increase advertising in area newspapers and online media. Providing shuttle service will help reduce the lack of parking in the Village of Pewaukee.

Therefore, we are asking for a grant amount of \$9,200 for the Beach Party and \$800 for our 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,

Pat Gallagher

**Charities and Community Projects Supported in 2021 by the Pewaukee Kiwanis Club**

Clearing House Families	Historical Society	Pewaukee Lake Ski Club
Community Connections	July 4 <sup>th</sup> Fireworks	Pewaukee Schools
Cops & Kids	Katie's Closet	River Partnership
Family Promise	Lake Country Caring	Robotics
Food Pantry	Life Jacket Program	School Mini-Grant Program
Friends of the Park	Life Striders	
Healing Hearts	Pewaukee Public Library	
Hebron House	PHS Scholarships	

Total projected donations in 2021/2022: \$48,000 including \$11,000 to the Food Pantry and \$13,300 to Pewaukee School projects and scholarships.

**2021 Beach Party Income**

			Sponsor	Vendor	Donations	Misc.
	5 O'Clock Club	sponsor - Volunteers			\$250.00	
Kent	Camo Crew Junk Removal	vendor	\$400.00			
Pat	Chiropractic & Wellness	sponsor			\$300.00	
Pat	Christine Howard	Sponsor - Public Safety	\$400.00			
Pat	Costco			\$200.00		
Pat	Curt - Kettle Corn	donation		\$525.00		
Kent	Dockside Watercraft	vendor		\$400.00		
Pat	Eaton Corp	sponsor - Saturday Band	\$1,000.00			
Pat	Elliotts Ace Hardware	Donation			\$250.00	
Kent	Everdry Waterproofing	vendor		\$400.00		
Pat	Helen Ackley	donation			\$50.00	
Pat	HeroHomesWI.com	sponsor - Beer Tent	\$800.00			
Pat	Ink Lash and Brow	vendor		\$425.00		
Pat	Lake Country Vibes	donation			\$350.00	
Pat	Lakeland	sponsor - Backstage Bar	\$500.00			
Pat	Leaf Filter	vendor		\$425.00		
Pat	Margaritas on Tap	vendor		\$575.00		
Kent	Meijers	sponsor			\$350.00	
Pat	Miller Coors	sponsor			\$2,000.00	
Pat	Modern Woodmen	sponsor - koozies	\$400.00			
Pat	North Shore	sponsor - Friday Band	\$1,000.00			
Pat	Renewal by Andersen	vendor		\$425.00		
Pat	Scott Froh	donation	\$150.00			
Pat	Seester's	sponsor - Public Safety	\$400.00			\$98.75
Pat	Snowie	vendor	\$500.00			
Pat	Swimtastics Swim School			\$225.00		
Pat	T-Mobile	vendor		\$425.00		
Paul B	Tom Krazinski	sponsor			\$350.00	
Pat	Walmart	sponsor - (grant)				\$500.00
Pat	Waukesha State Bank	Kids Day	\$600.00			
Paul	Wonderland Tap				\$100.00	
		<b>Totals</b>	<b>\$6,150.00</b>	<b>\$4,025.00</b>	<b>\$4,000.00</b>	<b>\$598.75</b>

**\$14,773.75**

Fri deposits		\$21,800.00			
Sat deposits		\$47,940.00			
Bands		\$3,450.00			
		<b>\$73,190.00</b>			

pull tabs		\$1,094.00
50/50 raffle	Friday \$160 - Saturday \$340	\$500.00
t-shirt sales		\$225.00
ATM sales		\$160.00
Tips - Beer and Food		\$6,339.00

Income	\$14,773.75
Deposits/Bands	\$73,190.00
LCCWF	\$2,827.71
Expenses	-\$37,221.24
	<b>\$53,570.22</b>

LCCWF	tickets	\$292.00
	metros 1/2	\$366.33
	clean up 1/2	\$360.00
	security 1/2	\$546.63
	tents - their portion	\$862.75
	donation	\$400.00
		<b>\$2,827.71</b>

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

**DATE:** September 23, 2021

**DEPARTMENT:** Clerk/Treasurer

**PROVIDED BY:**

***SUBJECT:***

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

***BACKGROUND:***

***FINANCIAL IMPACT:***

***RECOMMENDED MOTION:***

**CITY OF PEWAUKEE  
TOURISM COMMISSION AGENDA ITEM 8.**

**DATE:** September 23, 2021

**DEPARTMENT:** Clerk/Treasurer

**PROVIDED BY:**

***SUBJECT:***

Discussion Regarding Sponsor Designation and What is Appropriate

***BACKGROUND:***

***FINANCIAL IMPACT:***

***RECOMMENDED MOTION:***