

Office of Community Services

W240N3065 Pewaukee Road
Pewaukee, WI 53072
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**TOURISM COMMISSION
MEETING NOTICE AND AGENDA
Tuesday, September 20, 2022
9:00 AM**

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

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1. Call to Order and Pledge of Allegiance
 2. Discussion and Possible Action Regarding the Tourism Commission Meeting Minutes Dated April 14, 2022
 3. Discussion Related to the 2022 Income and Expenditures of the Tourism Tax
 4. Discussion and Possible Action Related to the Request of Positively Pewaukee (\$86,000)
 - 4.1 General Marketing in the Amount of \$23,000
 - 4.2 Website Maintenance in the Amount of \$3,000
 - 4.3 Pewaukee Race Series in the Amount of \$60,000
 5. Discussion and Possible Action Regarding the Request to Waukesha/Pewaukee Convention and Visitors Bureau (\$292,850)
 - 5.1 Annual Operational Expenses in the Amount of \$267,850
 - 5.2 Baseball Campaign in the Amount of \$25,000
 6. Discussion and Possible Action Regarding the Request of the Pewaukee Kiwanis Club (\$10,800)
 - 6.1 Pewaukee Beach Party in the Amount of \$10,000
 - 5.2 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. Adjournment

Kelley Tarczewski
Clerk/Treasurer

September 16, 2022

NOTICE

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

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

that arrangements may be made to accommodate your request.

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

DATE: September 20, 2022

DEPARTMENT: Clerk/Treasurer

PROVIDED BY:

SUBJECT:

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

BACKGROUND:

FINANCIAL IMPACT:

RECOMMENDED MOTION:

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

DATE: September 20, 2022

DEPARTMENT: Clerk/Treasurer

PROVIDED BY:

SUBJECT:

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

BACKGROUND:

FINANCIAL IMPACT:

RECOMMENDED MOTION:

ATTACHMENTS:

Description

2022 Tourism Tax Income

2022 Tourism Tax Expenditures

**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						340,475
Holiday Inn (Heart of America)		6,580	6,075	9,536	12,452	12,174	15,018	16,182						78,018
Wildwood(Heart of America)		2,524	3,310	5,079	6,627	9,853	13,778	16,013						57,183
Airbnb Inc (Avalara)				7,791			3,567							11,357
HomeAway.com (Avalara)				425			2,588							3,012
Expedia/Vertex				5,065			16,020							21,085
Pewaukee Lake Retreat														-
Avalara (Agoda International)				314			293							607
Totals =	-	32,715	48,483	79,414	68,427	79,600	110,619	92,481	-	-	-	-	-	511,739

Revenue Received vs. Budget

Monthly Over/(under) =		32,715	48,483	79,414	68,427	79,600	110,619	92,481	-	-	-	-	-	511,739
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	-	-	-	-	-	358,217
City General Fund 100		9,814	14,545	23,824	20,528	23,880	33,186	27,744	-	-	-	-	-	153,521
Sports Complex Fund 470														-
	-	32,714	48,483	79,414	68,427	79,600	110,619	92,481	-	-	-	-	-	511,738

Monthly Over/(under) City General Fund=		9,814	14,545	23,824	20,528	23,880	33,186	27,744	-	-	-	-	-	153,521
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YTD Summary-Toursim Fund 250

Tourism Fund 250 Collected	358,217.00	(Collected To Date)
Tourism Dollars Distributed	(221,012.11)	(Total for Year)
Tourism Balance	137,204.89	

Total Tourism Distribution:

Establishment	2022		1st Qtr	2nd Qtr	3rd Qtr	4th Qtr	Total
	Budget	Approved Requests					
Positively Pewaukee General Marketing	20,000		20,000				20,000
Pos. Pew. Grant Taste	30,000				30,000		30,000
Pos. Pew. Winter Race					7,500		7,500
Pos. Pew Video-Break Throudh					8,000		8,000
Pos. Pew. Grant Multi-Sport							-
Pos. Pew. Food Truck Rally							-
Pos. Pew Balloon Rally	35,000						-
Pos. Pew. 1/2 Marathon							-
Pos. Pew. Website	3,000		3,000				3,000
Waukesha-Pewaukee CVB	248,000		62,000	62,000			124,000
Waukesha-Pewaukee CVB Contingency	60,000						-
Waukesha-Pewaukee CVB Baseball Grant							-
Waukesha - Pewaukee CVB Wednesday night Summer Transportation							-
Waukesha-Pewaukee CVB 4 receptions							-
Pewaukee Kiwanis-Advertising							-
City of Pewaukee - Sports Complex Marketing							-
Pewaukee Kiwanis-Beach Party	9,200				7,740		7,740
Pewaukee Kiwanis-River Run	800				773		773
Chamber- Community Fest							-
Chamber-Farmer's Mkt							-
Midwest-Major Leauge Camping							-
Waukesha-Pewaukee CVB Baseball Grant							-
Chamber- website/mktg.							-
Transfer to General Fund for Tourism Director	20,000			20,000			20,000
	426,000	-	85,000	82,000	54,012	-	221,012

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

DATE: September 20, 2022

DEPARTMENT: Clerk/Treasurer

PROVIDED BY:

SUBJECT:

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

BACKGROUND:

FINANCIAL IMPACT:

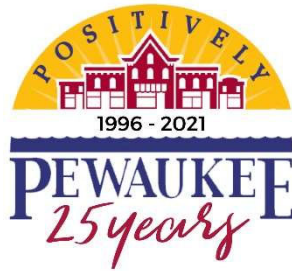
RECOMMENDED MOTION:

ATTACHMENTS:

Description

Positively Pewaukee's Request

Positively funding letter



To: City of Pewaukee Tourism Commission
From: Positively Pewaukee

Re: 2023 budget request

We are submitting the following request of \$86,000 for the following items:

Pewaukee Race Series - \$60,000

General Marketing - \$23,000

Website - \$3,000

Total ask - \$86,000

Please let me know if you need further information.

Thank you
Elaine Kroening
Executive Director

August 25, 2022

Pewaukee Tourism Committee

Positively Pewaukee, working with Break Through Event, LLC is bringing back races to Pewaukee. We have received permission to hold the following events:

Pewaukee Duathlon – May 6, 2023
BeYOUtiful Half Marathon – May 13, 2023
Pewaukee Kids Triathlon – July 8, 2023
Pewaukee Adult Triathlon – July 9, 2023
1848 Duathlon – October 7, 2023
Honor our Heroes 5K & 10K – January 13, 2024

Each of these races will be held in both the Village and the City of Pewaukee and will bring not only many racers to our community, but their friends and family.

We will be working with the Pewaukee hotels to book room blocks for each of the events with the hopes that people will stay for the weekend. We are also planning on holding a family event the weekend of the Triathlon to encourage people to stay.

We are asking for a total of \$60,000 in funding for marketing and advertising for all seven events including the family night. The marketing approach will be as a whole and for the individual races, and will be put out to all neighboring states and throughout Wisconsin.

The Honor our Hero's race is part of a Winter Series that has five other races held throughout Wisconsin. Racers are encouraged to participate in the whole series and will come from all over Wisconsin. The same for the two Duathlons. They are part of another series, and participants are encouraged to race in all.

You have already funded in a grant this year, the Honor our Heroes 5L & 10K this January, and the marketing for that event has already started.

Thank you for your consideration
Elaine Kroening

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

DATE: September 20, 2022

DEPARTMENT: Clerk/Treasurer

PROVIDED BY:

SUBJECT:

Discussion and Possible Action Regarding the Request to Waukesha/Pewaukee Convention and Visitors Bureau (\$292,850)

BACKGROUND:

FINANCIAL IMPACT:

RECOMMENDED MOTION:

ATTACHMENTS:

Description

CVB 2023 Request



August 8, 2022

TO: Pewaukee Tourism Commission Members
FROM: Tammy Tritz
Waukesha Pewaukee CVB
RE: State of the Industry

The Tourism Economic Impact Study received in June of 2022 for calendar year 2021 for the Waukesha Pewaukee area revealed a very strong rebound from the COVID pandemic. Visitors to our area spent an impressive \$115.3 million, up 34%, reaching 90% of pre-pandemic spending levels. The visitor dollar breaks down to 20% on lodging, 31% on food and beverage, 21% on retail with the remaining balance going to recreation and entertainment.

Now halfway through 2022, despite the COVID variants and the state of the economy, travel in WI remains quite strong. At this point in 2022, our pace is equal to, if not slightly higher, than that of 2019 which was our best year on record!

Overnight room business continues to be dominated by leisure sales, supported in-part by weddings and other social events. Business travel is growing, but not yet steady or near the pre-COVID level. Industry analyst continue to predict this segment will not fully return until 2024. Business and association meetings continue to lag the most, with a majority of small functions taking place. Hybrid meetings (combination of in-person and virtual attendance) are often requested by the meeting planner, however the costs associated with the virtual component are sometimes prohibitive. We knew this segment would take the longest to rebound.

Despite these challenges, the CVB has maintained a strong presence within each of these markets. The leisure segment is served with digital campaigns in both IL and WI. The meetings market includes print and digital advertising, in-person sales blitzing; social receptions and day-to-day calls. It is important we remain in front of these clients to maintain market share. A variety of new hotel developments in the Brookfield and Milwaukee market creates another level of unwelcome competition that we must stay in front of.

While we recognize we have several unknowns in the days ahead, we will continue to market Waukesha Pewaukee as aggressively as we can, implementing new platforms and technologies as they become available and fit our destination profile.

Meetings meet Success

N14 W23755 Stone Ridge Dr., Ste 225 • Waukesha, WI 53188

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visitwaukesha.org/meetings

Waukesha Pewaukee CVB
2023 PROPOSED Budget

	2022	2023	2023 Notes
Income			
Projected Room Tax			
City of Waukesha	\$207,261.30	\$273,842.20	Growth projected due to home rental collections and city revenue cap moving forward.
City of Pewaukee	\$248,000.00	\$267,850.00	
Advertising Income			
General Marketing	\$7,650.00	\$8,250.00	Co-op advertising programs
Events Council	\$6,275.00	\$6,800.00	Co-op advertising programs
Grants			
WI Dept Tourism	\$135,693.00		ARPA Funds
City of Pewaukee	\$25,000.00	\$25,000.00	Baseball Campaign Request (See attached)
Interest Income	\$50.00	\$50.00	50
TOTAL INCOME	\$592,028.13	\$581,792.20	

Expenses				
ADMINISTRATION				
Salaries, Retirement & Payroll Taxes	\$245,361.46	\$238,061.46		Hire Visitor Services Specialist position at part-time; change in salary for Sales Position due to new hire
FUTA, SUTA	\$485.00	\$485.00		
Workers Comp	\$715.00	\$725.00		
Health, Dental & Disability	\$35,309.69	\$39,547.40		Estimate, renewal rates due 12/1/22
Business, D&O Insurance	\$3,654.00	\$3,550.00		
Professional Development	\$1,000.00	\$1,000.00		
Accounting	\$1,800.00	\$2,000.00		
Bank Service Charge	\$0.00	\$0.00		
SUB TOTAL	\$288,325.15	\$285,368.86		
ADVERTISING AND MARKETING				
Material Devel & Printing	\$78,000.00	\$39,000.00		Website and brand refresh completed in 2022. Visitor Guide; Website; Creative Support; Group Collateral
Tradeshows	\$0.00	\$0.00		Included in membership sponsorships
Promotional Items	\$600.00	\$1,000.00		Sales call leave behind items
Convention Services	\$600.00	\$1,000.00		Bags, Folders, Namebadges
Front Office FAM Tours	\$550.00	\$1,000.00		
PR Writer Boxes	\$150.00	\$500.00		
Sponsorships	\$2,500.00	\$4,500.00		Sales Sponsorships
Sales Promotions	\$9,500.00	\$13,500.00		Meeting Planner Sales Blitz; Planner Receptions; FAM Tour
Web Advertising	\$72,758.00	\$95,000.00		SEM; Digital; E-blast marketing
Print Advertising	\$60,000.00	\$70,725.00		
Economic Impact Report	\$6,300.00	\$0.00		Purchased every 2 years
SUB TOTAL	\$230,958.00	\$226,225.00		
OFFICE EXPENSES				
Rent	\$42,964.98	\$43,516.74		
Telephone	\$4,380.00	\$4,560.00		
Water Cooler	\$400.00	\$500.00		
Postage	\$3,000.00	\$3,550.00		Lease, permit, direct mail & shipping
Supplies	\$750.00	\$500.00		

Waukesha Pewaukee CVB
2023 PROPOSED Budget

Miscellaneous	\$250.00	\$250.00	
Office Equipment	\$6,750.00	\$1,000.00	
Equipment Mtnce.	\$2,000.00	\$2,500.00	
Software Licenses	\$2,100.00	\$2,450.00	Sales & Virus
SUB TOTAL	\$62,594.98	\$58,826.74	
MEETINGS & TRAVEL			
Miscellaneous Mtgs.	\$250.00	\$350.00	Partner Meetings
Lodging	\$500.00	\$500.00	Mtngs/Conference Attendance
Meals	\$100.00	\$100.00	Overnight travel meals
Mileage	\$4,000.00	\$4,500.00	Sales Calls, Meetings/Conferences
Conference Registration	\$850.00	\$700.00	
WMPI Meetings	\$0.00	\$0.00	Annual sponsorship includes most meetings
WSAE Meetings	\$0.00	\$0.00	Annual sponsorship includes most meetings
SUB TOTAL	\$5,700.00	\$6,150.00	
MEMBERSHIPS			
Religious Conf. Mngrs.	\$240.00	\$265.00	
Reunion Friendly Network	\$225.00	\$250.00	
Alliance of Military Groups	\$0.00	\$0.00	
WACVB	\$3,250.00	\$3,250.00	
WI Meeting Professionals	\$0.00	\$0.00	
Hotel Sales & Marketing-WI Chapter	\$200.00	\$250.00	Membership exclusive to one staff
WI Manufactures & Commerce	\$535.00	\$550.00	Employee Benefits Programs
SUB TOTAL	\$4,450.00	\$4,565.00	
TOTAL EXPENSES	\$713,267.13	\$576,135.60	



2023 Midwest Baseball Campaign

Grant Request: \$25,000.00

Geographic Targets: Wrigley Field (IL), Target Field (MN) and Busch Stadium (MO).

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.

All campaigns will begin about 4 weeks prior to games at American Family Field. Each campaign will include a 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.

Additional Funding Support:

The CVB will commit up to \$10,000 of general advertising funds to support additional campaigns on FaceBook and Trip Advisor.

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

DATE: September 20, 2022

DEPARTMENT: Clerk/Treasurer

PROVIDED BY:

SUBJECT:

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

BACKGROUND:

FINANCIAL IMPACT:

RECOMMENDED MOTION:

ATTACHMENTS:

Description

kiwanis 2023 Ask



Kiwanis®

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

August 8, 2022
City of Pewaukee
Tourism Grant Commission

Requested grant for Beach Party 2023 - \$10,000
Requested grant for RiverRun 2023 - \$800

Dear members of the Tourism Grant Commission,

The Pewaukee Kiwanis largest fundraiser for 2023 will be the 27th 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. The Beach Party offers an opportunity to showcase our beachfront and local businesses to many tourists.

The Pewaukee Kiwanis RiverRun is our second fundraiser, going into it's 49th year. Over the years families have joined the fun and competition of our seven-mile canoe/kayak race from Penny's Bridge to Frame Park. Many family members have moved away but return to participate in this event.

We have been actively evaluating and changing our events over the past few years. We have brought in new sponsors, new activities, new food 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 the expenses we incur to present the Beach Party.

Pewaukee Kiwanis volunteers have been improving Pewaukee for 85 years. In the past ten years, Pewaukee Kiwanis have raised enough money to donate over \$500,000 to local charities and community projects. With the help of our sponsors and the Tourism Grant, we can continue helping many local charities and organization 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 gives hotel guests with an easy way to attend the Beach Party and helps alleviate parking headaches in downtown.



Kiwaniis®

Therefore, we are asking for a grant amount of \$10,000 for the Beach Party and \$800 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 2022 by the Pewaukee Kiwanis Club

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

Total projected donations in 2022/2023: \$48,000 including \$11,000 to the Food Pantry and \$14,300 to Pewaukee School projects and scholarships.

Kiwanis Projected 2023 Event Income/Expense			Funds Raised	
BP Income				
	Food/Bev Sales	\$ 70,000		
	Sponsor/Vendor	\$ 13,000		
	Pull-tab & 50/50	\$ 2,500		
			\$ 85,500	\$ 42,007
BP Expenses				
	Bank/CC fees	\$ 1,000		
	Tent	\$ 7,000		
	Entertainment	\$ 4,235		
	Security	\$ 1,200		
	Beverage	\$ 12,178		
	Food	\$ 6,850		
	Metro	\$ 1,000		
	Advertising	\$ 6,200		
	Shuttle	\$ 2,000		
	Utilities	\$ 180		
	Supplies	\$ 650		
	Clean-up	\$ 1,000		
			\$ 43,493	
RR Income				
	Sponsors	\$ 1,500		
	Participant Reg	\$ 3,000		
	Food/Bev sales	\$ 450		
			\$ 4,950	\$ 4,050
RR Expense				
	Advertising	\$ 800		
	Food/Bev	\$ 100		
			\$ 900	

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

DATE: September 20, 2022

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: