

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 Wednesday, August 30, 2023 6:30 PM

Common Council Chambers ~ Pewaukee City Hall
W240 N3065 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 and Possible Action to Approve the Tourism Commission Meeting Minutes Dated March 1, 2023
 4. Discussion and Possible Action to Approve the Tourism Commission Meeting Minutes Dated March 15, 2023
 5. Discussion Related to the 2023 Income and Expenditures of the Tourism Tax Funds and 2024 Projections
 6. Discussion Related to Previous Tourism Funding and Correlation to Event/Organization Success
 - 6.1 City of Pewaukee
 - 6.2 Waukesha/Pewaukee Conventions and Visitors Bureau
 - 6.3 Positively Pewaukee
 - 6.4 Kiwanis
 7. Discussion and Possible Action Related the the Requests of the City of Pewaukee (\$430,000)
 - 7.1 Tourism Director Salary Request \$30,000
 - 7.2 Synthetic Turf at the Pewaukee Sports Complex \$400,000
 8. Discussion and Possible Action Regarding the 2024 Funding Request of Waukesha/Pewaukee Convention and Visitors Bureau (\$295,250)
 - 8.1 Annual Operational Expenses in the Amount of \$275,250
 - 8.2 Baseball Campaign in the Amount of \$20,000
 9. Discussion and Possible Action Regarding the Request of Positively Pewaukee (\$86,000)
 - 9.1 General Marketing in the Amount of \$23,000
 - 9.2 Website Maintenance in the Amount of \$3,000
 - 9.3 Pewaukee Race Series in the Amount of \$60,000
 10. Discussion and Possible Action Regarding the Request 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

August 24, 2023

NOTICE

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

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

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

DATE: August 30, 2023

DEPARTMENT: Clerk/Treasurer

PROVIDED BY:

SUBJECT:

Discussion and Possible Action to Approve the Tourism Commission Meeting Minutes Dated March 1, 2023

BACKGROUND:

FINANCIAL IMPACT:

RECOMMENDED MOTION:

ATTACHMENTS:

Description

TC Minutes 3.1.2023

In Attendance:

Mayor S. Bierce, Aldermen B. Dziwulski, P. Vetterkind and J. Wamser (arrived at 3:37 p.m.). Hotel Manager Mr. F. Dorsey was absent and excused.

Also Present:

Parks and Recreation Director N. Phalin, Recreation Supervisor M. Kaskey, Parks Maintenance Supervisor D. Neubauer and Clerk/Treasurer K. Tarczewski

1. Call to Order and Pledge of Allegiance

Mayor Bierce called the meeting to order at 3:30 p.m. and asked everyone to stand for the Pledge of Allegiance.

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

Ms. Tarczewski stated in 2022 the City collected more in room taxes than anticipated so there is a surplus of \$295,000.

Ms. Tritz stated this is an unprecedented time. The industry is seeing small term leisure rentals. There are smaller groups and with shorter planning periods for the events.

Mayor Bierce stated it appears that the market is bouncing back.

Mayor Bierce asked Ms. Tritz about her plans for the baseball initiative. She stated she is working with someone within the Brewer's office, and they are recommending highlighting Minnesota, St. Louis, and Chicago. She said she will not be asking for additional funds this year to pursue any more teams.

Mayor Bierce asked about the payments the City receives for the Airbnb properties. Ms. Tarczewski stated they pay the City quarterly. Ms. Tritz stated they should be paying monthly by State Statutes.

Ms. Tritz stated she feels the attendees going to Harley festival this year will be utilizing more Airbnb options than hotels.

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

Mr. Phalin was present for this item along with members of his staff. He introduced Kyle Haug, Pewaukee Youth Baseball President, and KJ Bigler, Bigler Sports, who were in attendance. He also mentioned Lati Ziba, Pewaukee Sussex United soccer owner, who couldn't attend this afternoon. Mr. Phalin stated these gentlemen have an interest in the fields at the Sports Complex.

Mr. Wamser arrived at this time.

Mr. Phalin stated he was here today based on the discussions that took place last fall when he talked about the Sports Complex and now the facility was maxed out in amount of tournaments they could hold due to the field conditions. He said the Commission asked him to review what other turf options would be available. Mr. Phalin stated he started with the baseball fields and asked for additional

information to cover the soccer fields since he was doing the research. He said there were different types of turf grass based on the sports played on the fields. Mr. Phalin said he reached out to the vendor who is doing work on the Pewaukee High School girls softball fields for approximate costs, and received information from RA Smith Engineering for their services pertaining to a stormwater management plan and proper grading to ensure getting a turf warranty.

He stated this project would need to be publicly bid.

He provided a proforma style report showing the potential increase in tournaments based on replacing the turf, what field maintenance would be needed and what impact that could potentially have on the local hotels.

Mayor Bierce stated the cost was more than expected. Mr. Phalin stated the upfront cost will be greater than the replacement cost because an exterior concrete curb will have to be installed so that the turf can be pulled taught and stapled to it. He said the turf will eventually have to be replaced. He said the warranty is 8 years but could probably get 10 years of use out of it and then it will need to be replaced. Mr. Phalin stated it would need annual maintenance, especially the high use areas like batter boxes.

Mr. Wamser asked about security. He was concerned about potential vandalism and someone driving on it and ripping it up. Mr. Phalin acknowledged his concerns.

Mr. Phalin reviewed statistics based on the 2022 baseball tournaments held. He said they generated 126 hotel stays at an average rate of \$136 per evening.

Mr. Vetterkind asked about the marketing Pewaukee baseball did.

Mr. Haug stated when they host tournaments their app directs people to the area hotels.

Mr. Phalin stated the projections were reviewed by KJ Bigler and Kyle Haug and they feel they are reasonable expectations to growing local tournaments.

Mayor Bierce stated he liked the idea and would love to do it, especially for the baseball fields. He stated he didn't think the Council would support this if the money was coming out of the general funds. He said the City initially was contributing at least \$100,000 annually from the tourism funds to the development of the park with the justification that it would bring out of town teams here to stay at the hotels.

There was additional discussion regarding tournament protocols and requiring teams to stay within specified hotels. Mr. Phalin stated he was not sure how they could police that but could look further into it.

Ms. Tritz stated typically when room blocks are established there are discounted room rates to entice travelers.

Mr. Dziwulski stated he could see doing the baseball fields. He said it would be too expensive to do all the soccer fields. Mr. Phalin stated there was a total of 13 soccer fields, but the proposal is only to do two full size fields.

Mayor Bierce directed Mr. Phalin to move forward with his plan. He said the Commission will have to decide to what level they would be comfortable funding this project. He suggested getting borrowing

figures and bringing it back to the Commission. At that time the Commission will consider making a recommendation to the Council.

Mr. Phalin stated he'd like to get aggressive with pursuing this because it would be in the City's best interest to complete the project in 2023.

4. Adjournment

A motion was made and seconded (P. Vetterkind, J. Wamser) to adjourn the meeting at 4:06 p.m.

Motion Passed: 4-For, 0-Against.

Respectfully Submitted,

Kelley Tarczewski
Clerk/Treasurer

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

DATE: August 30, 2023

DEPARTMENT: Clerk/Treasurer

PROVIDED BY:

SUBJECT:

Discussion and Possible Action to Approve the Tourism Commission Meeting Minutes Dated March 15, 2023

BACKGROUND:

FINANCIAL IMPACT:

RECOMMENDED MOTION:

ATTACHMENTS:

Description

TC Minutes 3.15.2023

In Attendance:

Mayor Bierce, Aldermen B. Dziwulski, P. Vetterkind, J. Wamser and Hotel Representative F. Dorsey.

Also in Attendance:

Parks and Recreation Director N. Phalin and Clerk/Treasurer K. Tarczewski

1. Call to Order and Pledge of Allegiance

Mayor Bierce called the meeting to order at 3:02 p.m. and asked everyone to stand for the Pledge of Allegiance.

2. Discussion and Possible Action to Approve the Tourism Commission Meeting Minutes Dated April 14, 2022

A motion was made and seconded (J. Wamser, B. Dziwulski) to approve the Tourism Commission meeting minutes dated April 14, 2022. Motion Passed: 5-For, 0-Against.

3. Discussion and Possible Action to Approve the Tourism Commission Meeting Minutes Dated September 20, 2022

A motion was made and seconded (B. Dziwulski, J. Wamser) to approve the Tourism Commission meeting minutes dated September 20, 2022. Motion Passed: 5-For, 0-Against.

4. Discussion and Possible Action to Approve the Tourism Commission Meeting Minutes Dated March 1, 2023

A motion was made and seconded (J. Wamser, B. Dziwulski) to approve the Tourism Commission meeting minutes dated March 1, 2023. Motion Passed: 5-For, 0-Against.

5. Discussion and Possible Action to Replace Pewaukee Sports Complex Ball Diamond Infields with Synthetic Turf on all Four (4) Diamonds

Mr. Phalin stated at the last meeting the Commission requested to see potential borrowing options and terms for installing the synthetic turf. He said it was his understanding that the City generally doesn't go out and borrow for only \$1 million. He said the projects are usually bigger in scope. Mr. Phalin said he talked with staff that there was potential to have the money fronted by the City and then the tourism funds could be used to repay the City when they are available. He said Ehlers was contacted to come up with "borrowing" options so that the City could be paid back with interest. He said the interest rates were approximately 2.5 - 2.75 percent over an eight-year term. He said the eight-year term is the warranty of the turf once it is installed. He said there would be capital funds put aside for the turf replacement.

Mr. Phalin stated there was approximately \$294,000 in excess funds from 2022 tourism income and the Tourism fund currently contains approximately \$798,000.

Mayor Bierce stated the Commission asked Mr. Phalin to hold off on installing turf on the soccer fields. He said Mr. Phalin gave the Commission a good indication that the City could expect additional hotel stays along with increased business at area restaurants. He said he talked to a number of people since then, and this does count as putting heads in beds. He said he is confident in moving this forward to the Common Council for their decision.

Mayor Bierce said he'd hate to drain the City's accounts, but we have been very conservative with our budgeting over the last couple of years and the hotels appear to be doing well.

Mr. Dorsey stated the hotels are bouncing back. He asked Mr. Phalin if turf fields have to get bids. Mr. Phalin stated it would go to public bid. He said he hoped the contract would go to someone local so that repairs could be done more easily. He said there may even be a need for emergency repairs. He said internal staff will never be able to do professional repairs. Our staff will be trained on how to fill in as necessary. Mr. Phalin stated he heard that he could potentially receive bids all over the US and he was cautioned by other agencies that if he is forced into using a company that isn't local, service needs afterwards may be difficult to fill, even under warranty.

Mr. Vetterkind suggested perhaps Mr. Phalin could write his proposal request specifying that the provider would need to respond within a 24-hour period to service repairs.

The Mayor asked the Commission if they were comfortable moving this project forward to the Common Council. They responded yes. Mayor Bierce stated he would like to have a funding recommendation prepared to present. He suggested using \$400,000 to \$500,000 to come out of the Tourism Fund to start the project. He said the rest could be paid back within two to three years.

Ms. Tarczewski stated there are reserve City funds that were accessible and didn't recommend going out to borrow solely for this one project. She suggested the Tourism fund could pay back the City with interest because the City would be losing out on the interest if it remained in one of our investment accounts.

Mr. Phalin stated a rough estimate of the project would be \$1 million. He said this includes Engineering fees and a slight contingency.

Mayor Bierce stated he did not want to totally deplete the Tourism Fund and suggested authorizing \$400,000 to start the project and asking the Council to lend the rest of the project costs, knowing they would be repaid by the Tourism fund within four years. He said that the Tourism Commission would have to commit to roughly \$200,000 per year.

A motion was made and seconded (B. Dziwulski, P. Vetterkind) to make a recommendation to the Common Council authorizing \$400,000 from Tourism funds this year to allow the Parks and Recreation Director to move forward with replacing the turf at the Pewaukee Sports Complex and the City to lend the remaining funds so that the project could be completed with the understanding that the Tourism fund would repay the City with interest over the next four years. Motion Passed: 5-For, 0-Against.

6. Discussion and Possible Action to Purchase and Install Cameras at all Four (4) Ball Diamonds at the Sports Complex and Support Materials to Create Video Streaming of Baseball Games at the Sports Complex

Mr. Phalin stated he did further research on what a premier baseball site looks like. He said he wants to recruit teams that generate hotel stays. He heard that teams are more likely to travel if they believe there is a streaming option for games. He said it would be the extended relatives and friends that will do the streaming. He stated they would like to use the same company that set up the security cameras and estimated it would cost \$26,000 and a directional cost of \$22,000 for boring. He added they may have to get a new internet service provider because the current one won't handle the load and expects that to cost more. He said there would be a monthly internet charge afterwards. He said the total cost would be from \$42,00 to \$50,000.

He suggested that now is the time to have this installed when all the other activity is taking place on the fields.

Mr. Dorsey asked if people pay for the streaming service. Mr. Phalin stated they could but has yet to research what other ball fields are charging. He said potentially people could pay for a weekend package for the teams that are in for the weekend.

Mayor Bierce stated it makes perfect sense to do it now. He asked the Commission if anyone had any issues in having Mr. Phalin push this project forward with the synthetic turf. Everyone agreed it was a good idea.

Mayor Bierce suggested that Mr. Phalin reach out to Bigler and Pewaukee Youth Baseball (PWB) to see if they could get an extra \$50 a team for offering streaming services. Mr. Phalin stated what they charge versus what the City charges are two different things, since each is offering a different service.

Mayor Bierce stated there has to be a way to strongly suggest that our hotels are used for these tournaments. Mr. Dorsey stated blocks of hotel rooms can be reserved.

Mr. Dorsey questioned how Mr. Phalin arrived at his projected number of stays. Mr. Phalin stated Ms. Tritz from the Waukesha/Pewaukee Visitors and Convention Bureau pulled numbers together for him. She created a document talking about the Pewaukee Sports Complex, the local hotels and things to do while they are here. Mr. Phalin stated at the last meeting, Mr. Haug from PWB said teams rely on baseball apps, which would include everything from baseball brackets to arranging stays at an area Pewaukee hotel.

The Mayor told Mr. Phalin that he is going to have to have that conversation with the local teams that we will expect them to use our area hotels for their tournaments and we will be expecting additional money for the streaming service.

A motion was made and seconded (B. Dziwulski, P. Vetterkind) to direct Mr. Phalin to add the purchase and installation of the cameras to the turf project and submit it to the Council for their consideration. Motion Passed: 5-For, 0-Against.

7. Public Comment - None.

8. Adjournment

A motion was made and seconded (J. Wamser, B. Dziwulski) to adjourn the meeting at 3:35 p.m. Motion Passed: 5-For, 0-Against.

Respectfully Submitted,

Kelley Tarczewski
Clerk/Treasurer

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

DATE: August 30, 2023

DEPARTMENT: Clerk/Treasurer

PROVIDED BY:

SUBJECT:

Discussion Related to the 2023 Income and Expenditures of the Tourism Tax Funds and 2024 Projections

BACKGROUND:

FINANCIAL IMPACT:

RECOMMENDED MOTION:

ATTACHMENTS:

Description

YTD 2023 Income

YTD 2023 Disbursements

**City of Pewaukee
2023 Tourism**

Revenue Received:

	2023 Budget	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
Tourism Grants:														
Marriot West(CSM)		42,413	48,537	57,405	57,463	60,185	66,619	64,825						397,447
Holiday Inn (Heart of America)		8,161	9,595	9,275	9,730	11,132	14,464	14,302						76,658
Wildwood (Heart of America)		5,568	5,902	6,542	7,414	6,732	8,872	10,040						51,071
Airbnb Inc (Avalara)				8,217			5,499							13,717
HomeAway.com (Avalara)							1,135							1,135
Expedia/Vertex				9,226			16,034							25,260
Avalara (Agoda International)				236			339							575
Totals =	-	56,142	64,035	90,902	74,607	78,049	112,963	89,167	-	-	-	-	-	565,864

Revenue Received vs. Budget

Monthly Over/(under) =		56,142	64,035	90,902	74,607	78,049	112,963	89,167	-	-	-	-	-	565,865
------------------------	--	--------	--------	--------	--------	--------	---------	--------	---	---	---	---	---	---------

OVER TO DATE

YTD Revenue by Function:

Establishment	2023 Budget	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
Tourism Fund 250		39,300	44,824	63,631	52,225	54,634	79,074	62,417	-	-	-	-	-	396,105
City General Fund 100		16,843	19,210	27,271	22,382	23,415	33,889	26,750	-	-	-	-	-	169,760
	-	56,143	64,034	90,902	74,607	78,049	112,963	89,167	-	-	-	-	-	565,865

Monthly Over/(under) City General Fund=		16,843	19,210	27,271	22,382	23,415	33,889	26,750	-	-	-	-	-	169,760
---	--	--------	--------	--------	--------	--------	--------	--------	---	---	---	---	---	---------

YTD Summary-Toursim Fund 250

Tourism Fund 250 Collected	396,105.00	(Collected To Date)
Tourism Dollars Distributed	(227,253.00)	(Total for Year)
Tourism Balance	168,852.00	

Total Tourism Distribution:

Establishment	2023	2023	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr	Total
	Budget	Approved Requests					
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	66,963	66,963			133,925
Waukesha-Pewaukee CVB Baseball Grant	25,000	25,000					-
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					-
City of Pewaukee - Sports Complex Turf (CC Meeting 3/20/2023)		400,000					-
	409,650		152,963	66,963	7,328	-	227,253

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

DATE: August 30, 2023

DEPARTMENT: Clerk/Treasurer

PROVIDED BY:

SUBJECT:

Discussion Related to Previous Tourism Funding and Correlation to Event/Organization Success

BACKGROUND:

FINANCIAL IMPACT:

RECOMMENDED MOTION:

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

DATE: August 30, 2023

DEPARTMENT: Clerk/Treasurer

PROVIDED BY:

SUBJECT:

Discussion and Possible Action Related the the Requests of the City of Pewaukee (\$430,000)

BACKGROUND:

FINANCIAL IMPACT:

RECOMMENDED MOTION:

ATTACHMENTS:

Description

P&R Request 2024



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

City of Pewaukee 2024 Tourism Application

Operational Request

The City has received \$20,000 annually to help fund the Tourism Director’s salary. With the growth of the Sports Complex and the upcoming synthetic turf conversion, there will be a significant uptick in facility usage for tournaments. To help offset the 2024 workload as we prepare for the 2025 baseball season, our 2024 request is an increase to a total of \$30,000 for approximately a half year of work. For 2025, we expect a full year of work with tournament execution and support to scheduling and reservation.

We look forward to working with vendors on tournament scheduling and team registration. We’ll have documents ready for vendors to send to all registered teams for hotel accommodations. We will also create room blocks accordingly for those tournaments.

2023 Tourism Fund support	\$20,000
2024 Tourism Fund request	\$30,000
2025 Proposed Tourism Fund request	\$40,000

Synthetic Turf Project Request

The City had been working off of a quote in the \$1M-\$1.2M range for expected cost to replace ball diamond infields with synthetic turf at Pewaukee Sports Complex. We only received one bid during our late July bid opening, and it came in at \$1.58M. After discussions with the contracted engineers, we felt it was best to rebid this project in the fall of 2023 for a construction start date of July 29, 2024, after the summer baseball season has been completed. We believe a longer lead time and the ability to be on a contractor’s schedule will potentially produce a lower bid price.

Previous verbal commitment from the Tourism Commission was to commit \$400,000 from Tourism Fund balance 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.

In the turf rebidding process, City staff will look for cost savings on the project by working to complete purchasing direct for items such as bases, portable pitching mound systems, anchor plugs, locks, etc.

Our request is for the above-mentioned commitment to be confirmed and formalized for 2024 funding as the project is likely to occur.

2024 Tourism Fund Balance Request	\$400,000
2025 - Until Finished Turf Balance Reimbursement	\$200,000 annually

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

DATE: August 30, 2023

DEPARTMENT: Clerk/Treasurer

PROVIDED BY:

SUBJECT:

Discussion and Possible Action Regarding the 2024 Funding Request of Waukesha/Pewaukee Convention and Visitors Bureau (\$295,250)

BACKGROUND:

FINANCIAL IMPACT:

RECOMMENDED MOTION:

ATTACHMENTS:

Description

CVB 2024 Request



August 14, 2023

TO: Pewaukee Tourism Commission Members

FROM: Tammy Tritz
Waukesha Pewaukee CVB

RE: State of the Industry

As you may have heard in the spring of this year, travel in Wisconsin was record setting in 2022, according to the released Tourism Economics impact study. The CVB purchases a detailed economic impact study every two years for our destination, with the next study coming in 2024 for 2023 spending. We do however, have 2022 general numbers reflecting spending in Waukesha County, showing a 7% growth over 2021.

While 2023 started out strong, we are starting to see some softening mid-way through the year. While leisure travel appears stable, business and meeting/convention travel remains challenging. The high volume of remote workers along with virtual and hybrid meetings prevent the once common meeting/convention gatherings from happening. And when they do happen, they are much smaller in size and length of time. The booking window for these events are also much tighter, sometimes planned in as little as two weeks or less. Transient business travel has been very inconsistent, with some weeks at near sold-out status and others minimal volume.

And yet, we continue to see more hotel development in our competitive market set. Three new hotels will be opening in Brookfield with another re-branding to a full-service Holiday Inn in 2024. In the metro-Milwaukee market nearly 1,000 more rooms have opened or will be opening through 2025.

Despite these obstacles, or perhaps in spite of them, the CVB has and will continue to aggressively market our destination to maintain as much market share as possible. Print and digital marketing, daily sales calls and in-person sales calls, as well as blitzes and other in-market sales events in the group market continue to be the most important sales initiatives to keep our group base as strong as possible.

I look forward to reviewing our 2023 initiatives with you and sharing plans for 2024 as we work with our hotel partners to recover from the negative impacts of COVID and the increasing pressures of market growth.

Meetings meet Success



2024 Midwest Baseball Campaign

Grant Request: \$20,000.00

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.

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 match up to \$20,000 of general advertising funds to support campaigns as well as expand exposure on Facebook and Trip Advisor.

Waukesha Pewaukee CVB
2024 PROPOSED Budget

	2023	2024	2024 Notes
Income			
Projected Room Tax			
City of Waukesha	\$273,842.20	\$355,284.65	Growth projected due to home rental collections and city room tax cap.
City of Pewaukee	\$267,850.00	\$275,250.00	
Advertising Income			
General Marketing	\$8,250.00	\$9,000.00	Co-op advertising programs
Events Council	\$6,800.00	\$7,500.00	Co-op advertising programs
Grants			
City of Pewaukee	\$25,000.00	\$20,000.00	Baseball Campaign Request (See attached)
Interest Income	\$50.00	\$50.00	50
TOTAL INCOME	\$581,792.20	\$667,084.65	

Waukesha Pewaukee CVB
2024 PROPOSED Budget

Expenses			
ADMINISTRATION			
Salaries, Retirement & Payroll Taxes	\$238,061.46	\$244,012.99	
FUTA, SUTA	\$485.00	\$499.00	
Workers Comp	\$725.00	\$765.00	
Health, Dental & Disability	\$39,547.40	\$37,154.32	Estimate - New Health Carrier for 2024
Business, D&O Insurance	\$3,550.00	\$3,835.00	
Professional Development	\$1,000.00	\$1,000.00	
Accounting	\$2,000.00	\$2,000.00	
Bank Service Charge	\$0.00	\$0.00	
SUB TOTAL	\$285,368.86	\$289,266.31	
ADVERTISING AND MARKETING			
Material Devel & Printing	\$39,000.00	\$42,000.00	Website upgrades; printed maps; visitor guide; creative support; group collateral
Tradeshows	\$0.00		Included in membership sponsorships
Promotional Items	\$1,000.00	\$500.00	Sales call leave behind items
Convention Services	\$1,000.00	\$1,000.00	Bags, Folders, Namebadges
Sponsorships	\$4,500.00	\$5,600.00	Sales Sponsorships
Sales Promotions	\$13,500.00	\$15,000.00	Meeting Planner Sales Blitz; Planner
Web Advertising	\$95,000.00	\$124,500.00	Receptions; FAM Tour
Print Advertising	\$70,725.00	\$91,025.00	SEM; Digital; E-blast marketing
Economic Impact Report	\$0.00	\$3,500.00	Purchased every 2 years
Arrivalist	\$0.00	\$15,000.00	Data driven marketing program
Air DNA		\$8,500.00	Data driven marketing program
SUB TOTAL	\$224,725.00	\$306,625.00	
OFFICE EXPENSES			
Rent	\$43,516.74	\$44,386.32	
Telephone	\$4,560.00	\$4,651.20	
Water Cooler	\$500.00	\$500.00	
Postage	\$3,550.00	\$3,965.00	Lease, permit, direct mail & shipping
Supplies	\$500.00	\$500.00	
Miscellaneous	\$250.00	\$250.00	
Office Equipment	\$1,000.00	\$1,000.00	
Equipment Mtnce.	\$2,500.00	\$1,950.00	

Software Licenses	\$2,450.00	\$2,635.00	Sales; Zoom & Virus
SUB TOTAL	\$58,826.74	\$59,837.52	
MEETINGS & TRAVEL			
Miscellaneous Mtgs.	\$350.00	\$350.00	Partner Meetings
Lodging	\$500.00	\$650.00	Mtgs/Conference Attendance
Meals	\$100.00	\$125.00	Overnight travel meals
Mileage	\$4,500.00	\$4,750.00	Sales Calls; Meetings/Conferences
Conference Registration	\$700.00	\$810.00	
WMP Meetings	\$0.00	\$0.00	Annual sponsorship includes most meetings
WSAE Meetings	\$0.00	\$0.00	Annual sponsorship includes most meetings
SUB TOTAL	\$6,150.00	\$6,685.00	
MEMBERSHIPS			
Religious Conf. Mngrs.	\$265.00	\$295.00	
Reunion Friendly Network	\$250.00	\$275.00	
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	\$250.00	\$265.00	Membership exclusive to one staff
WI Manufactures & Commerce	\$550.00	\$585.00	Employee Benefits Programs
SUB TOTAL	\$4,565.00	\$4,670.00	
TOTAL EXPENSES	\$576,135.60	\$667,083.83	

**CITY OF PEWAUKEE
TOURISM COMMISSION AGENDA ITEM 9.**

DATE: August 30, 2023

DEPARTMENT: Clerk/Treasurer

PROVIDED BY:

SUBJECT:

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

BACKGROUND:

FINANCIAL IMPACT:

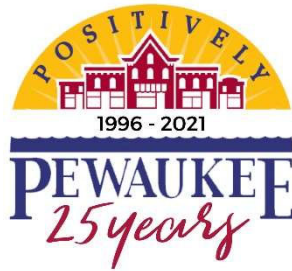
RECOMMENDED MOTION:

ATTACHMENTS:

Description

Positively Pewaukee Cover Letter

Positively Pewaukee Race Series



To: City of Pewaukee Tourism Commission
From: Positively Pewaukee

Re: 2024 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 14, 2023

Pewaukee Tourism Committee

Positively Pewaukee, working with Break Through Event, LLC to again hold the following events:

BeYOUtiful Half Marathon
Pewaukee Kids Triathlon
Family Event during Triathlon Weekend
Pewaukee Adult Triathlon
Honor our Heroes 5K & 10K

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 are asking for a total of \$60,000 in funding for marketing and advertising for all of the events including the family night. The marketing approach will be as a whole and individual race, 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. Races are encouraged to participate in the whole series and will come from all over Wisconsin.

Thank you for your consideration
Elaine Kroening

**CITY OF PEWAUKEE
TOURISM COMMISSION AGENDA ITEM 10.**

DATE: August 30, 2023

DEPARTMENT: Clerk/Treasurer

PROVIDED BY:

SUBJECT:

Discussion and Possible Action Regarding the Request 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

BACKGROUND:

FINANCIAL IMPACT:

RECOMMENDED MOTION:

ATTACHMENTS:

Description

2024 Kiwanis Request

Kiwanis Income and Expense



Kiwaniis®

CLUB OF PEWAUKEE

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

August 16, 2023
City of Pewaukee
Tourism Grant Commission

Requested grant for Beach Party 2023 - \$10,000
Requested grant for RiverRun 2023 - \$1,000

Dear members of the Tourism Grant Commission,

The Pewaukee Kiwanis largest fundraiser for 2024 will be the 28th 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 is important to the community. The Beach Party offers an opportunity to showcase the Pewaukee community, our beachfront and local businesses to many tourists.

The Pewaukee Kiwanis RiverRun is our second fundraiser, celebrating 50 years in 2024. 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.

We continually evaluate and update our events. 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. The Pewaukee Kiwanis is part of a global organization of volunteers dedicated to improving the world one child and one community at a time. Your local Pewaukee Kiwanis has embraced this mission and have used the proceeds generated by our two major fundraisers to donate over \$500,000 to the Pewaukee schools, Pewaukee Park and Rec, Pewaukee library and numerous local charities and community projects. With



Kiwanis®

CLUB OF PEWAUKEE

the help of our sponsors and the Tourism Grant, we can continue helping the Pewaukee community of 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 gives hotel guests with an easy way to attend the Beach Party and helps alleviate parking headaches in downtown.

Therefore, 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 2023 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 2023: \$100,000 including
\$18,000 to the Food Pantry
\$20,000 to PHS Softball field improvements
\$23,000 to Kiwanis Village Park Kopeky field improvements
\$12,000 to Pewaukee Scholarship Fund

Kiwanis 2023 Event Income/Expense			Funds Raised	
BP Income				
	Food/Bev Sales	\$85,294.48		
	Sponsor/Vendor	\$ 15,175		
	Tourism Grant	\$ 6,528		
	LCCWF split	\$ 4,511		
			\$ 111,509	\$ 64,465
BP Expenses				
	Bank/CC fees	\$ 950		
	Tent	\$ 10,394		
	Entertainment	\$ 4,450		
	Security	\$ 1,229		
	Beverage	\$ 13,878		
	Food	\$ 6,537		
	Metro	\$ 948		
	Advertising	\$ 4,538		
	Shuttle	\$ 1,990		
	Utilities	\$ 180		
	Supplies	\$ 1,100		
	Clean-up	\$ 850		
			\$ 47,044	
RR Income				
	Sponsors	\$ 1,150		
	Participant Reg	\$ 3,525		
	Food/Bev sales	\$ 530		
	Tourism Grant	\$ 800		
			\$ 6,005	\$ 4,176
RR Expense				
	Advertising	\$ 861		
	Rent	\$ 768		
	Food/Bev	\$ 200		
			\$ 1,829	