



Office of Community Services

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**TOURISM COMMISSION
MEETING NOTICE AND AGENDA**

Friday, May 3, 2024

3:00 PM

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

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1. Call to Order and Pledge of Allegiance
 2. Public Comment - Please limit your comments to 2 minutes, if further time for discussion is needed please contact your local Alderperson prior to the meeting.
 3. Discussion and Possible Action to Approve the Tourism Commission Meeting Minutes Dated August 30, 2023
 4. Discussion and Possible Action Regarding the Pewaukee Sports Complex Baseball Diamonds Synthetic Field Turf Project Modification [Phalin]
 5. Adjournment

Kelley Tarczewski
Clerk/Treasurer

April 30, 2024

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: May 3, 2024

DEPARTMENT: Clerk/Treasurer

PROVIDED BY:

SUBJECT:

Discussion and Possible Action to Approve the Tourism Commission Meeting Minutes Dated August 30, 2023

BACKGROUND:

FINANCIAL IMPACT:

RECOMMENDED MOTION:

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

DATE: May 3, 2024

DEPARTMENT: Parks and Recreation

PROVIDED BY:

SUBJECT:

Discussion and Possible Action Regarding the Pewaukee Sports Complex Baseball Diamonds Synthetic Field Turf Project Modification [Phalin]

BACKGROUND:

FINANCIAL IMPACT:

RECOMMENDED MOTION:

ATTACHMENTS:

Description

Revised Field Turf



Pewaukee Sports Complex Infield Field Turf Conversion Update

Overview

The Tourism Commission has previously approved a synthetic field turf conversion at Pewaukee Sports Complex that is set to take place after the 2024 baseball season. Recent conversations with our external tournament vendor, Bigler Sports Inc., has led us to consider expansion of the turf allowing for ‘full-sized’ fields on all four diamonds, instead of only two diamonds. This conversation comes with the concept that older teams (ages 13+) are more likely to travel further distance and stay overnight for baseball tournaments.

Our previous approval of this project had a growth projection model that put us at the figures below for year three.

Year 3 & Beyond Expectation

PYB	3	PYB	30
Bigler	4	Bigler	50
P&R	1	P&R	15
Other	4	Other	72
Fall Ball	3.5	Total Teams	162
Total	15.5	Total Stays	1620
		Hotel Revenue	\$ 202,500.00
		Occupancy Tax	\$ 16,200.00

With this conversion, we would expand beyond year three in our first year, which would be 2025. Projections for a revised year are below.

New Year 1 Expectation

PYB	3	PYB Hotel Nights	125
Bigler	13	Bigler Hotel Nights	2,574
Fall Ball	0	Total Hotel Nights	2,699
Total	16	Nightly Rate	\$ 125.00
		Annual Hotel Revenue	\$ 337,375.00
		Occupancy Tax	\$ 26,990.00



The projections above come with specifics from the Bigler tournaments below.

Bigler Tournament Estimates

Tournaments	13		
Teams/Tournament	22		
Players/Team	12		
Players/Tournament	264		
Players in Hotels/Tournament	132	50% of Players	
Avg Hotel Stay	1.5		
Total Stays/Tournament	198		
Total Stays ALL Tournaments	2,574		
Total Bigler Tourney Hotel Rev	\$ 321,750.00	\$ 125.00	Nightly Rate

The projections above are somewhat conservative with a few more variables below. We would generally project 55%+ hotel stays instead of 50%. Two of the tournaments they offer will be Friday-Sunday and one of the tournaments will be Thursday-Sunday.

We are currently working with Bigler Sports, another Midwest tournament vendor, GMB out of St. Louis, and Impact Housing, an organization that facilitates hotel stays for youth sports tournaments to lead to greater conversion of teams in approved hotels that support tourism-based projects and organizations. This process should help us achieve the projections listed.

To complete this project, a contract change order would be required to increase quantities of already needed materials. The contract vendor has confirmed their ability. The raSmith team of engineers has provided estimates for quantities, labor, and engineering services to accommodate this request. The one remaining item we don't have a firm estimate on would be requirements for storm water storage. We've used a very conservative estimate for storm water storage bringing our range to an estimated \$250,000-\$325,000. Previously, the Tourism Commission committed to funding this project and approving the bid of \$1,336,784. The process involved a \$400,000 down payment, then annual repayments of \$200,000/year to the City who would pay for the project initially. To achieve the requested expansion, this would require less than two years of additional repayment to the City; instead of 5 years, it would be approximately 6-7 years of annual repayments.