



Office of Community Services

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TOURISM COMMISSION MEETING NOTICE AND AGENDA Thursday, April 14, 2022 2:30 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 September 23, 2021
 4. Discussion Regarding the 2021 & 2022 Tourism Financials
 5. Discussion and Possible Action to Reprogram Funds Related to Positively Pewaukee Activities [Kroening]
 6. Discussion and Possible Action Regarding the Request of Waukesha/Pewaukee Convention and Visitors Bureau for Funding up to \$25,000 to Promote Hotel Stays During Major League Baseball Games [Tritz]
 7. 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.
 8. Adjournment

Kelley Tarczewski
Clerk/Treasurer

April 11, 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 3.**

DATE: April 14, 2022

DEPARTMENT: Clerk/Treasurer

PROVIDED BY:

SUBJECT:

Discussion and Possible Action to Approve the Tourism Commission Meeting Minutes Dated September 23, 2021

BACKGROUND:

FINANCIAL IMPACT:

RECOMMENDED MOTION:

ATTACHMENTS:

Description

TC Minutes 9.23.2021

In Attendance:

In Attendance: Mayor Bierce, Alderman R. Grosch, B. Dziwulski, F. Dorsey, Clerk/Treasurer K. Tarczewski, Park & Recreation Director N. Phalin and Administrator S. Klein.

1. Call to Order and Pledge of Allegiance

Mayor Bierce called the meeting to order at 8:31 a.m. and asked everyone to stand for the Pledge of Allegiance.

2. Public Comment - None.

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

Mayor Bierce stated the 2020 tourism tax income was down and it appears the 2021 revenues came in higher than anticipated.

Ms. Tarczewski stated they are now estimating the income for tourism related items would be \$380,000.

Mayor Bierce noted a significant amount of money is now coming in from the various Airbnbs. He asked if there was any government agency overseeing that activity. Ms. Tritz stated starting October 1st they should be reporting to the Department of Revenue. She stated the hotels are losing a lot of revenue due to this activity.

4. Discussion and Possible Action Related to the Request of Positively Pewaukee

- 4.1 Hot Air Balloon Rally 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

Ms. Kroening, from Positively Pewaukee was present. She said she has not taken her idea to the Park and Recreation Board yet, as she wanted to know if it would be feasible first. She would like to hold a hot air balloon rally at the Sports Complex. Ms. Kroening stated it will be a three-day event. She said possibly first part of September 2022. Mr. Wamser voiced his support for this event.

Next, Ms. Kroening spoke about the Taste of Lake Country. She said they saw a decrease in attendance and believe it was due to the lack of advertising money.

Ms. Kroening stated she was also looking for funding for general marketing and website maintenance.

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

Tammy Tritz stated she isn't doing the same level of advertising at this time due to Covid. She said many organizations were still meeting virtually. She reported that since Milwaukee County has a mask mandate in place there has been more of an interest in holding events in Waukesha County.

Mr. Dorsey stated several of the conventions that were previously scheduled have been pushed back and the events have been significantly downsized. He said he was optimistic that the industry would see better numbers in the second quarter.

Mayor Bierce asked if any further efforts were made to promote the hotels during the Major League Baseball games. Ms. Tritz stated she has put that on hold and is not pursuing at this time.

Mayor Bierce asked how the Brookfield Convention Center is affecting the hotel industry in Pewaukee.

Ms. Tritz stated the Brookfield Convention Center is struggling now and wasn't able to comment on how their operation would affect the hotels in our area at this time.

Mayor Bierce stated there are several wonderful golf courses in the area and asked if there was any thought to promote them.

Ms. Tritz said Erin Hills has their own lodging and they did not have great results this year.

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

Pat Gallagher was present. She stated the Beach Party was very successful this year. She said the use of the shuttle from the hotel is getting more use.

Ms. Gallagher stated the other event they were looking for funding for was the River Run. She said it was in its 48th year. She mentioned that it has expanded over three generations of attendees. There were approximately 130 boats and kayaks that participated this past year. The event started from Koepp Park and ended at Frame Park.

Mayor Bierce asked if the funding was strictly for the shuttle.

Ms. Gallagher stated it was also for the shuttle and advertising.

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

Mayor Bierce said this was the same as last year. There was no discussion or questions related to this item.

8. Discussion Regarding Sponsor Designation and What is Appropriate

Ms. Tarczewski stated she has visited the websites of the organizations in attendance this afternoon to research their events. She noted there were several organizations that were referenced for their contributions or sponsorships but noticed the City of Pewaukee and the hotels were not mentioned at all. She stated we contribute a great deal to these events and at the very least the hotels should be highlighted since they were generating the income.

Mr. Dorsey concurred and added having a reservation link would be a value for the hotels as well.

Ms. Kroening stated they have a link to the hotels on their website but could start treating them as sponsors.

At this time the Tourism Commission deliberated on the funding requests.

Mr. Dorsey felt the City would end with approximately \$380,000 in hotel tax funds this year and next year see an increase ranging between \$425,000 to \$450,000. Mayor Bierce stated he would prefer to be more conservative as far as granting requests. They concluded that \$425,000 would be a good number to use.

Mr. Klein asked if the organizations could possibly come back and ask for more funding if more funds were available.

Ms. Tritz stated they would like to invest more into the Department of Tourism's program that tracks recreational travelers. She said it is an amazing tool to track spending.

The Commission stated they did not have an issue with the Kiwanis request. It would be receipt based. Ms. Tarczewski stated it would be helpful if more documentation was submitted such as copies of the ads placed.

Mayor Bierce stated that should be held across the board for everyone. We will need more documentation. He said the Clerk will be the gatekeeper on that and she has the authority to say, "no". The Commission members agreed.

The Commission voiced no issues with the \$20,000 for the City of Pewaukee Tourism Director salary request.

There was discussion to allow Positively Pewaukee's request for general marketing and website maintenance to be a straight grant without the need to be receipt based. The Commission determined they would like to see a general description or summary of what had been completed.

The Commission discussed the hot air balloon rally. Mayor Bierce asked if the request was seed money since it was a new event.

Ms. Kroening stated the funds were for advertising and the balloons. She said she has to pay people to bring their balloons and it is very expensive. She said it would cost \$15,000. That includes their fees, travel expenses, hotels and food.

Ms. Tarczewski asked if she would be charging an admission fee to the spectators. Ms. Kroening stated she wanted to speak to Mr. Phalin about charging a parking fee. Mr. Phalin stated the Joint Park and Recreation Committee will not authorize collecting fees for parking because there is a concern for spill out parking on Lindsay Road which would be a safety concern. Ms. Kroening stated that may be an issue because they would not be able to make any money on the event.

Mayor Bierce stated he likes the idea of the balloon rally because it is literally the only event that takes place within the City of Pewaukee.

Mr. Grosch asked if the area was safe to hold this event. He noted there were power lines nearby. Mr. Phalin stated they would most likely need to use the soccer side. There would have to be assurances in place that no turf damage occurs. He said teams will already be using the fields at this time.

Mayor Bierce stated the logistics is not part of this Commissions charge. He said if funds were allocated for this event and the particulars couldn't be worked out, the funds would remain the City's.

The Commission agreed to the request of \$35,000.

Mayor Bierce stated the Taste of Pewaukee is a well-established event. He asked if it was still appropriate to give money towards this event.

Mr. Dziwulski stated he always wondered about this event and how it benefitted the City, but since Ms. Kroening can track the people coming from out of town, he doesn't have an issue.

Ms. Kroening stated the hotels don't ask people why they are staying at their properties. She said she surveys the crowd and asks where people are from. She was confident that the Nashville bands on Saturday night would draw people from out of the area.

Mayor Bierce stated hopefully the extra documentation the City is requesting this year will give a better idea of how the money is being spent.

Next the Commission discussed the CVB. It was discussed that they receive their money quarterly. No one indicated an issue with this request.

Mayor Bierce indicated that all of the requests total \$366,000 and the Commission determined they were comfortable granting funds up to \$425,000. He suggested placing \$60,000 into a contingency fund to put towards additional tourism activities by the CVB to be approved either by staff or holding another meeting.

A motion was made and seconded (B. Dziwulski, R. Grosch) to recommend to the Common Council approving up to \$88,000 for Positively Pewaukee, up to \$10,000 for Pewaukee Kiwanis, \$20,000 towards the City of Pewaukee Tourism Director's Salary, \$248,000 to the Waukesha/Pewaukee Convention and Visitor Center with a contingency amount up to \$60,000 per the discussion and further requirements stated previously. Motion Passed: 3-For, 0-Against.

9. Public Comment - None

10. Adjournment

A motion was made and seconded (J. Wamser, B. Dziwulski) to adjourn the meeting at 9:38 a.m. Motion Passed: 3-For, 0-Against.

Respectfully Submitted,

Kelly Tarczewski
Clerk/Treasurer

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

DATE: April 14, 2022

DEPARTMENT: Clerk/Treasurer

PROVIDED BY:

SUBJECT:

Discussion Regarding the 2021 & 2022 Tourism Financials

BACKGROUND:

FINANCIAL IMPACT:

RECOMMENDED MOTION:

ATTACHMENTS:

Description

2021 Tourism Financials

2022 Tourism Financials

**City of Pewaukee
2021 Tourism**

Revenue Received:

	2021 Budget	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
Tourism Grants:														
Marriot West(CSM)		11,139	15,123	27,147	22,380	34,327	35,831	38,822	44,519	50,418	41,817	34,262	26,270	382,056
Holiday Inn (Heart of America)		20,592	15,980	18,774	16,271	19,674	23,554	26,848	25,715	20,141	16,834	12,157	9,774	226,312
Wildwood(Heart of America)		3,394	3,495	5,587	5,053	7,031	9,023	11,269	9,342	7,315	5,548	4,817	3,492	75,364
Airbnb Inc (Avalara)		4,102	3,278	2,529	2,666	1,207	2,578	-	1,464	739	-	-	3,466	22,028
HomeAway.com (Avalara)		-	-	-	-	510	1,984	5,928	3,291	1,980	-	-	1,031	14,725
Expedia/Vertex		-	-	3,098	-	-	6,565	-	-	10,616	-	-	5,876	26,155
Pewaukee Lake Retreat		-	-	-	-	-	-	-	-	-	-	-	46	46
Avalara (Agoda International)		-	-	-	-	-	-	-	-	-	-	-	-	-
Totals =	-	39,226	37,875	57,136	46,370	62,749	79,534	82,867	84,330	91,208	64,199	51,236	49,955	746,686

Revenue Received vs. Budget

Monthly Over/(under) =	39,226	37,875	57,136	46,370	62,749	79,534	82,867	84,330	91,208	64,199	51,236	49,955	746,685
OVER TO DATE													

YTD Revenue by Function:

	2021 Budget	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
Establishment														
Tourism Fund 250		27,458	26,513	39,995	32,459	43,924	55,674	58,007	59,031	63,846	44,939	35,865	34,969	522,680
City General Fund 100		11,768	11,363	17,141	13,911	18,825	23,860	24,860	25,299	27,363	19,260	15,371	14,987	224,008
Sports Complex Fund 470		-	-	-	-	-	-	-	-	-	-	-	-	-
Totals =	-	39,226	37,876	57,136	46,370	62,749	79,534	82,867	84,330	91,209	64,199	51,236	49,956	746,688

Monthly Over/(under) City General Fund=	11,768	11,363	17,141	13,911	18,825	23,860	24,860	25,299	27,363	19,260	15,371	14,987	224,008
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YTD Summary-Toursim Fund 250

Tourism Fund 250 Collected	522,680.00	(Collected To Date)
Tourism Dollars Distributed	(248,984.39)	(Total for Year)
Tourism Balance	273,695.61	

Total Tourism Distribution:

Establishment	2021 Budget	2021 Approved Requests	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr	Total	
Positively Pewaukee General Marketing	8,000						-	* Receipts Req.
Pos. Pew. Grant Taste	15,000				5,000		5,000	* Receipts Req.
Pos. Pew.			20,000				20,000	* Receipts Req.
Pos. Pew. Food Truck Rally							-	
Pos. Pew Beach Party	5,000						-	* Receipts Req.
Pos. Pew. 1/2 Marathon							-	* Receipts Req.
Pos. Pew. Website	2,000						-	* Receipts Req.
Waukesha-Pewaukee CVB	200,000		50,000	50,000	50,000	50,000	200,000	
Waukesha-Pewaukee CVB Harley Grant							-	
Waukesha-Pewaukee CVB Baseball Grant							-	
Waukesha - Pewaukee CVB Wednesday night Summer Transportation							-	
Waukesha-Pewaukee CVB 4 receptions							-	* Receipts Req.
Pewaukee Kiwanis					3,984		3,984	* Receipts Req.
City of Pewaukee - Sports Complex Marketing							-	
Pewaukee Kiwanis-Beach Party Chamber-Advertising, Print, Signage, Promotions							-	* Receipts Req.
Chamber- Community Fest							-	* Receipts Req.
Chamber-Farmer's Mkt							-	
Midwest-Major League Camping							-	
Waukesha-Pewaukee CVB Baseball Grant							-	* Receipts Req.
Chamber- website/mktg.							-	
Transfer to General Fund for Tourism Director	20,000			20,000			20,000	* Receipts Req.
Totals =	250,000	-	70,000	70,000	58,984	50,000	248,984	

**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											62,708
Holiday Inn (Heart of America)		6,580	6,075											12,656
Wildwood(Heart of America)		2,524	3,310											5,834
Airbnb Inc (Avalara)														-
HomeAway.com (Avalara)														-
Expedia/Vertex														-
Pewaukee Lake Retreat														-
Avalara (Agoda International)														-
Totals =	-	32,715	48,483	-	-	-	-	-	-	-	-	-	-	81,198

Revenue Received vs. Budget

Monthly Over/(under) =	32,715	48,483	-	-	-	-	-	-	-	-	-	-	-	81,198
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	-	-	-	-	-	-	-	-	-	-	56,838
City General Fund 100		9,814	14,545	-	-	-	-	-	-	-	-	-	-	24,359
Sports Complex Fund 470														-
	-	32,714	48,483	-	-	-	-	-	-	-	-	-	-	81,197
Monthly Over/(under) City General Fund=		9,814	14,545	-	-	-	-	-	-	-	-	-	-	24,359

YTD Summary-Toursim Fund 250

Tourism Fund 250 Collected	56,838.00	(Collected To Date)
Tourism Dollars Distributed	(85,000.00)	(Total for Year)
Tourism Balance	(28,162.00)	

Total Tourism Distribution:

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

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

DATE: April 14, 2022

DEPARTMENT: Clerk/Treasurer

PROVIDED BY:

SUBJECT:

Discussion and Possible Action to Reprogram Funds Related to Positively Pewaukee Activities [Kroening]

BACKGROUND:

In 2021 Positively Pewaukee asked for \$35,000 to hold a Hot Air Balloon Rally in 2022. They since cancelled that event. They would like to request the use of \$8,000.00 to produce a YouTube video and \$7,500.00 to be used to promote their Polar Bear Run in January of 2023.

FINANCIAL IMPACT:

RECOMMENDED MOTION:

ATTACHMENTS:

Description

Positively Pewaukee Request



To: City of Pewaukee Tourism Commission
From: Positively Pewaukee

Re: 2022 additional request

As you know we had to make the hard decision not to host the Hot Air Balloon Rally in 2022, so we did not make the check request for the \$35,000 that was granted to us for this event. With that being said, we would like to make the following requests for an additional event and marketing project for a total of \$15,500.00.

Marketing Request-

We would like to produce a video for our new YouTube channel, featuring the highlights of Pewaukee. The lake, businesses downtown and in the business park, subdivisions, hotels and events.

We are updating our website, and the YouTube channel will feature prominently on the homepage with this video being the lead. We are in the midst of hiring a company that could shoot video, photo's and drone shots all during 2022, and we would have the video put together before the end of the year. We are requesting \$8,000.00 for this project.

Winter Run Series

The second request is for marketing and advertising for an event we are bringing back after a four-year hiatus; the Winter Run Series with Great Lakes Multisport. This is six race series: one race each month from October to March, *but the money given would only be used for the Pewaukee event which will be held in January.*

Because this is a run series, the athletes run in each race to score points, this brings in people from all over the state and the Midwest. Each race has an indoor

venue for staging, awards, etc. (We hoping to partner with WCTC and possibly have the runner go through the city for the race.)

Each race would be promoted throughout the Midwest through digital efforts, running clubs and stores, traditional media advertising, print ads and posters. The city will be highlighted for this event. Local businesses are encouraged to participate and partnership opportunities exist with each race. Local Hotels and Restaurants will be highlighted and a block of Hotel Rooms would be secured for out of town runners.

This will be the 15th year that the organization will have been involved in running a Winter Run Series in Wisconsin, and it has been a great success.

- October: Pumpkin (Halloween) Run
- November: The Elf (Thanksgiving Sunday) Run
- December: The Original Run Into the New Year Run (New Year's Eve)
- January: The Polar Bear Run - PEWAUKEE
- February: The Cupid Shuffle (Valentine's Day) Run
- March: The Luck of the Irish (St. Patty's Day) Run

We are requesting \$7,500 for marketing and advertng for this event. While the event in being held in 2023, all of the advertising will be done in 2022.

Please let me know if you need further information.

Thank you
Elaine Kroening
Executive Director

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

DATE: April 14, 2022

DEPARTMENT: Clerk/Treasurer

PROVIDED BY:

SUBJECT:

Discussion and Possible Action Regarding the Request of Waukesha/Pewaukee Convention and Visitors Bureau for Funding up to \$25,000 to Promote Hotel Stays During Major League Baseball Games [Tritz]

BACKGROUND:

FINANCIAL IMPACT:

RECOMMENDED MOTION:

ATTACHMENTS:

Description

2022 Midwest Baseball Campaign



2022 Midwest Baseball Campaign

Digital Marketing Tactics

Targeting desktop, mobile and tablet users:

Retargeting

Retargeting campaigns remind website visitors of your products and services after they leave. After visiting specific pages, it allows you to retarget them, showing relevant visual or text ads when visiting other websites.

Contextual Targeting

Contextual targeting is displaying ads based on a website's content, specifically targeting users who are reading, searching and clicking on baseball and baseball related content.

Targeting only mobile users:

Hyperlocal Mobile Targeting

Targeting potential customers in a very specific, limited geographic area, such as their home stadium.

Mobile Location Retargeting

Target mobile users who attended games after they leave the stadium.

Geographic Targets:

Wrigley Field (IL), Target Field (MN) and possibly Busch Stadium (MO).

Potential Campaign Games:

June 20-23 – St. Louis Cardinals

July 4-6 – Chicago Cubs

July 27-29 – Minnesota Twins

August 26-28 – Chicago Cubs

Sept 27-28 – St. Louis Cardinals

Campaigns would begin 3-4 weeks prior to these game dates at American Family Field.

Each campaign would include a landing page on the back of the CVB website that would include Pewaukee hotel information, things to see & do, events and dining options, in an effort to represent a destination experience when coming to a Brewer's game in Milwaukee.

Budget: \$15,000-25,000 depending upon geographic markets selected and intensity of campaign.