



Tourism Commission MEETING AGENDA

May 3, 2023 - 3:00 PM
Council Chambers
3805 S. Casper Drive

AGENDA

1. **CALL TO ORDER**
2. **ROLL CALL; DECLARATION OF QUORUM; PUBLIC NOTICE**
3. **APPROVAL OF MINUTES**
 - A. April 5, 2023 Meeting Minutes
4. **NEW BUSINESS**
 - A. Update by DCD Staff
 - i. Social Media Insights
 - B. Review and discussion of Room Tax Tourism Grant
 - C. Review and Approve Expenditures
5. **ADJOURN**

Supplemental Information:

- The meeting agenda and agenda packet are available online at www.NewBerlin.org. The minutes are published online and are approved at the next regularly scheduled meeting.
- It is possible that action will be taken on any of the items on the agenda and that the agenda may be discussed in any order.
- You may provide comments to the City Clerk via email at CitizenComments@NewBerlin.org. Comments will be forwarded to the Mayor and members of the governing body. Emailed comments are not read during the meeting.
- The City of New Berlin strives to host inclusive, accessible meetings that enable all individuals to engage and participate fully. Any person who has a qualifying disability under the Americans with Disabilities Act that requires that the meeting be accessible, please contact City Clerk Rubina R. Medina at (262) 786-8610 or via email at CityClerk@NewBerlinWI.gov at least 48 hours before the scheduled meeting time. Efforts will be made to accommodate the needs of disabled individuals through appropriate aids and/or services.
- It is also possible that members of and possibly a quorum of other governmental bodies of the municipality may be in attendance at the above-stated meeting to gather information; no action will be taken by any governmental body at the above-stated meeting other than the governmental body specifically referred to in the above notice.



Tourism Commission MEETING MINUTES

April 5, 2023 - 3:00 PM
Council Chambers
3805 S. Casper Drive

Please note: Minutes are unofficial until approved at the next regular scheduled meeting.

MINUTES

1. CALL TO ORDER

Alderman Horbinski called the meeting to order at 3:05 PM

2. ROLL CALL; DECLARATION OF QUORUM; PUBLIC NOTICE

Joelle Erickson took the roll call as follows:

Present: Alderperson Horbinski, Commissioner Szpara, Commissioner Rocco,
Commissioner O'Loughlin (Arrived at 3:12PM)

Absent: Commissioner Anderson

Staff Present: DCD Director Greg Kessler, Principal Planner Kelly Wall, Finance Director Ralph Chipman, City Attorney Mark Blum, City Clerk Rubina Media, and City Clerk Administrative Specialist Joelle Erickson

3. APPROVAL OF MINUTES

A. February 1, 2023 Meeting Minutes

MOTION: Motion to Approve Minutes from Tourism Meeting on 2/1/2023

VOTE: Motion by: Commissioner Rocco
Second by: Commissioner Szpara
Motion 3-0

4. NEW BUSINESS

A. Election of Officers

MOTION: Motion to elect Dennis Horbinski as Chairperson

VOTE: Motion by: Commissioner Szpara
Second by: Commissioner Rocco
Motion 3-0

MOTION: Motion to elect Gary Szpara as Vice President Chairperson

VOTE: Motion by: Alderman Horbinski

Second by: Commissioner Rocco
Motion 3-0

MOTION: Motion to elect John Rocco as Treasurer

VOTE: Motion by: Alderman Horbinski
Second by: Commission Szpara
Motion 3-0

- B.** Update by Finance Director, Ralph Chipman
Finance Director, Ralph Chipman, provided an update of the Room Tax Collections for 2022.

Commissioner O'Loughlin arrived at 3:12PM.

- C.** Update by DCD Staff

- Social Media Insights
- 2023 WIGCOT Event
- Outreach Efforts
- Travel Wisconsin Ad
- Recreation Guide Ad
- ARPA Destination Marketing Organization Grant – Final Report Update

Principal Planner, Kelly Wall, provided an update pertaining to social media and how the City of New Berlin is trending. Kelly presented a Power Point presentation, which was attached to the agenda.

- D.** Hotel Update
Commissioner O'Loughlin provided an update on the status of the hotel industry. He also discussed hotel trends for 2023 compared to previous years.
- E.** Next Meeting Date
The next meeting date will be May 3, 2023.

5. ADJOURN

MOTION: Motion to Adjourn

VOTE: Motion by: Commissioner Rocco
Second by: Commissioner O'Loughlin
Motion 4-0

Respectfully Submitted,
Joelle Erickson, City Clerk Administrative Specialist



MAY TOURISM UPDATE

CITY OF NEW BERLIN TOURISM COMMISSION

MAY 3, 2023



ONGOING OUTREACH EFFORTS



FACEBOOK

(Daily)

- Daily posts at 6PM (per FB active time)
- Additional posts at 10AM/3PM

1,419
FOLLOWERS

WAS: 1,394



INSTAGRAM

(Daily)

- Same posts / posting time as Facebook
- Occasionally restricted by size ratio

539
FOLLOWERS

WAS: 534



EVENT CALENDAR

(Monthly)

- Posted the 1st of each month on enjoynewberlin.com, Facebook, and Instagram
- Paper copies at DCD Counter

8
CALENDARS
SINCE 10/22



28-DAY (FB) INSIGHTS

MARCH 29-APRIL 25

1,418

FACEBOOK
FOLLOWERS



821

PAGE & PROFILE
VISITS

7,946

POST REACH
(NUMBER OF PEOPLE WHO SAW
YOUR POSTS AT LEAST ONCE)



90-DAY CONTENT INSIGHTS

Highest reach on a post ⓘ



Facebook post

March is here and spring is
near! We hope you enjoy...

Mar 1, 2023, 9:00 AM

This post reached 2,028% more Accounts Center accounts (6,321 Accounts Center accounts) than your median post (297 Accounts Center accounts) on Facebook.

Highest reactions on a post ⓘ



Facebook post

Six more weeks of winter
isn't such a bad thing whe...

Feb 2, 2023, 7:20 PM

This post received 1,917% more reactions (121 reactions) than your median post (6 reactions) on Facebook.

Highest comments on a post ⓘ



Facebook post

One month from today!
Join the New Berlin Junior...

Feb 25, 2023, 5:00 AM

This post received 8 comments compared to your median post (0 comments) on Facebook.

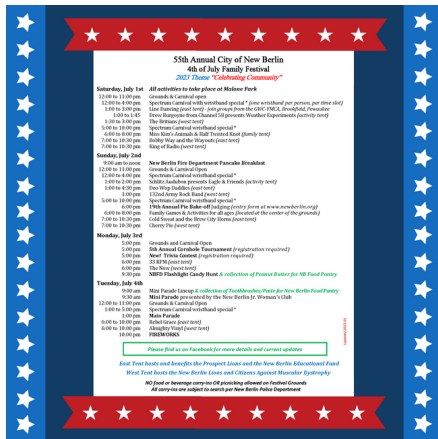


APRIL SOCIAL MEDIA HIGHLIGHTS

TOP 3 POSTS

1

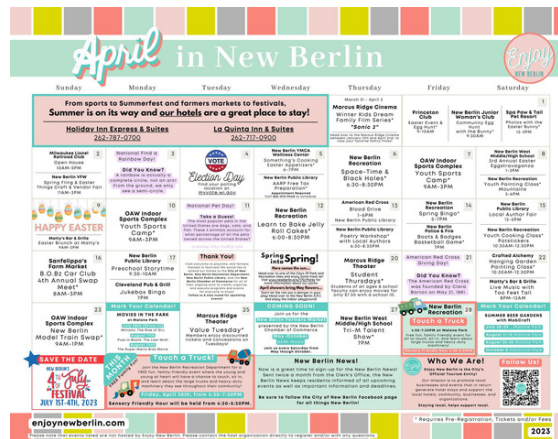
TOP
REACH



Post Reach: 5,621

2

MOST
LIKES



Most Likes: 58

3

MOST
COMMENTS
& TAGS



Most Comments: 7



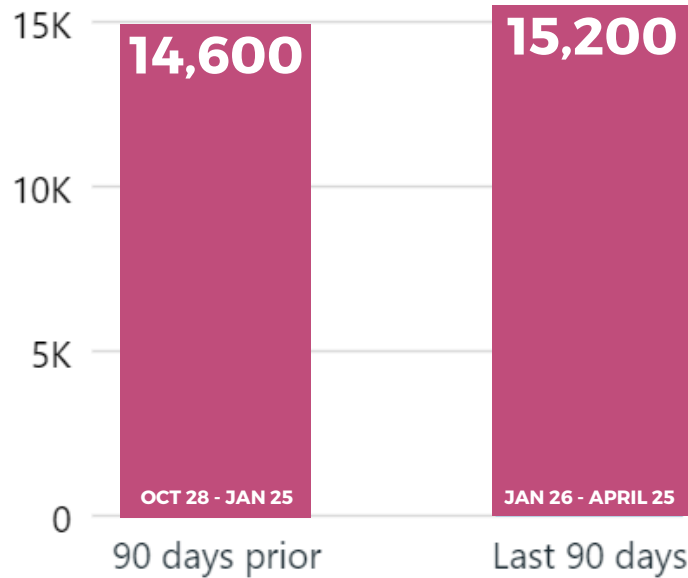
180-DAY INSIGHTS

REACH

Post reach ⓘ

15.2K ↑ 4.1%

Total from last 90 days vs 90 days prior

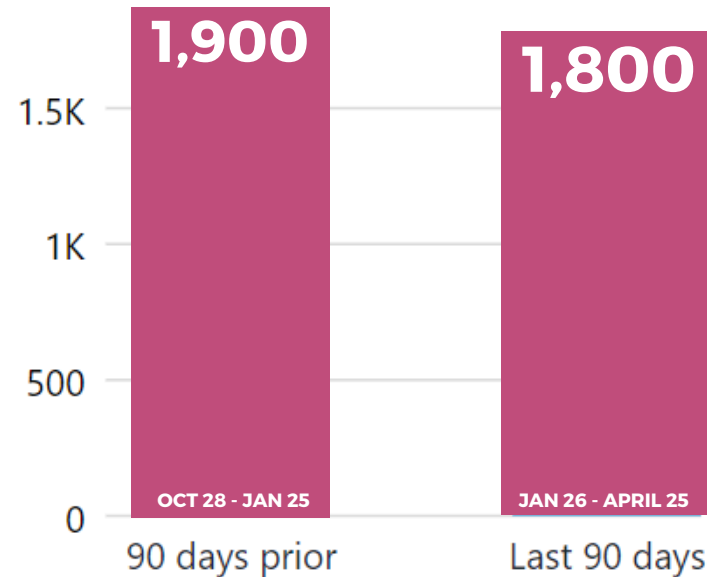


ENGAGEMENT

Post reactions, comments and shares ⓘ

1.8K ↓ 5.4%

Total from last 90 days vs 90 days prior





180-DAY INSIGHTS

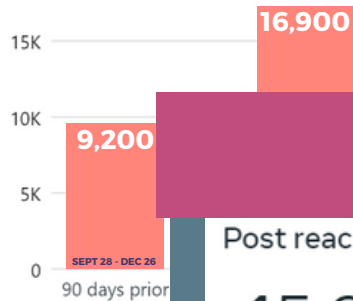
4/26

REACH

Post reach ⓘ

16.9K ↑ 85%

Total from last 90 days vs 90 days prior

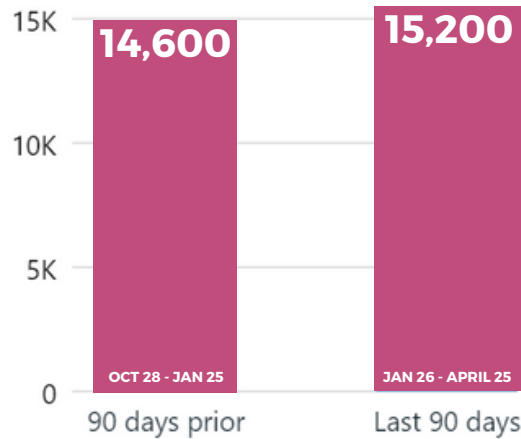


REACH

Post reach ⓘ

15.2K ↑ 4.1%

Total from last 90 days vs 90 days prior

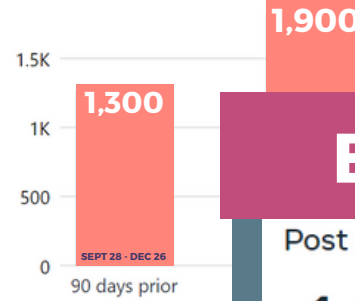


ENGAGEMENT

Post reactions, comments and shares ⓘ

1.9K ↑ 42.9%

Total from last 90 days vs 90 days prior

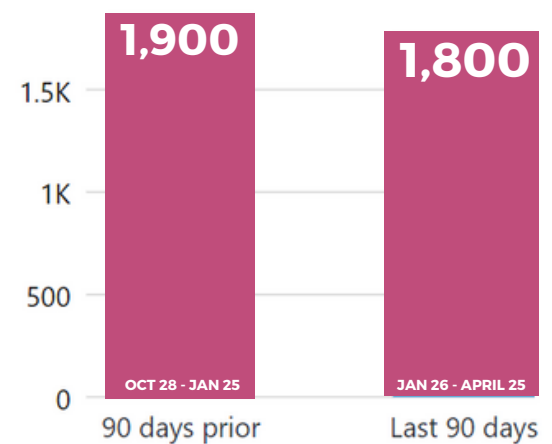


ENGAGEMENT

Post reactions, comments and shares ⓘ

1.8K ↓ 5.4%

Total from last 90 days vs 90 days prior





RECENT POSTS



55th Annual City of New Berlin 4th of July Family Festival

2023 Theme: "Celebrating Community"

Saturday, July 1st

- 12:00 to 1:00 pm Grounds & Carnival open
- 12:00 to 4:00 pm Spectrum Carnival with wristband special * (one wristband per person, per time slot)
- 1:00 to 3:00 pm Live Dancing (event tent) - join groups from the GNC YMCA, Ironfield, Preschool
- 1:00 to 3:45 pm Drive-Through Fruit Chute! 5th presents Weather Experiments (activity tent)
- 3:00 to 3:30 pm The Beatles (event tent)
- 5:00 to 10:00 pm Spectrum Carnival wristband special *
- 6:00 to 8:00 pm Miss Kim's Animals & Half Twisted Kest (family tent)
- 7:00 to 10:30 pm Bully Wre and the Wagon (event tent)
- 7:00 to 10:30 pm King of Rado (event tent)

Sunday, July 2nd

- 9:00 am to noon New Berlin Fire Department Pancake Breakfast
- 12:00 to 1:00 pm Grounds & Carnival open
- 12:00 to 4:00 pm Spectrum Carnival wristband special *
- 1:00 to 2:00 pm Schlotzsky's presents Eagle & Friends (activity tent)
- 3:00 to 4:30 pm Don Wip Stables (event tent)
- 5:00 to 10:00 pm Spectrum Carnival wristband special *
- 1:00 to 3:30 pm 1200 Army Rock Band (event tent)
- 6:00 to 8:00 pm 19th Annual Fire Bake-off (entry form at www.newberlin.org)
- 6:00 to 8:00 pm Family Games & Activities for all ages (located at the center of the grounds)
- 7:00 to 10:30 pm Cold Sweat and the Brew City Boats (event tent)
- 7:00 to 10:30 pm Cherry Tree (event tent)

Monday, July 3rd

- 5:00 pm Grounds & Carnival open
- 5:00 pm 5th Annual Cornhole Tournament (registration required)
- 5:00 pm New! Trivia Contest (registration required)
- 6:00 pm 23 RPN (event tent)
- 6:00 pm The New (event tent)
- 9:30 pm NBD Flashlight Candy Hunt & collection of Peanut Butter for NB Food Pantry

Tuesday, July 4th

- 9:00 am to noon Miss Parade Liners & collection of Toothbrushes/Paste for New Berlin Food Pantry
- 9:00 am to noon Miss Parade presented by the New Berlin Jr. Women's Club
- 12:00 to 1:00 pm Grounds & Carnival open
- 1:00 to 2:00 pm Spectrum Carnival wristband special *
- 5:00 pm Main Parade
- 6:00 to 10:00 pm Bully Wre (event tent)
- 6:00 to 10:00 pm Allegory Vinyl (event tent)
- 10:00 pm FIREW CRICKS

Please find us on Facebook for more details and current updates

East Tent hosts and benefits the Prospect Lions and the New Berlin Educational Fund
West Tent hosts the New Berlin Lions and Citizens Against Muncial Dysfunction

NO food or beverage carries on OH picnicking allowed on Festival Grounds
All carries are subject to search per New Berlin Police Department

New Berlin Recreation presents Touch-A-Truck is this Friday!

Friday, April 28th from 4:30-7:30PM!
Malone Park

Community Helper Storytime with the New Berlin Fire Department

Wednesday, April 26 at 10:00 - New Berlin Public Library

This series will highlight people who work in various capacities in our community to help make it a better place. It is open at all ages, and will feature a special guest to help us learn about their work through books, songs, games and more!

Join the Library for their first guest, the New Berlin Fire Department!

Truck Tape Town

Friday, April 28 at 10:30 - New Berlin Public Library

Drop in anytime between 10:30-11:30 to drive around Tape Town! Use your imagination as you play with tape roads connecting different parts of the interactive town! Bring your own toy car or truck, or use one provided by the Library!

April in New Berlin

From sports to Summerfest and farmers markets to festivals, Summer is on its way and our hotels are a great place to stay!

Holiday Inn Express & Suites 262-787-0700
La Quinta Inn & Suites 262-717-0900

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Monday Night New Berlin 1st Annual Run/Walk 5:00-8:00 PM Hedge Creek & New Berlin Hedge Creek & New Berlin	Wednesday Night New Berlin 1st Annual Run/Walk 5:00-8:00 PM Hedge Creek & New Berlin Hedge Creek & New Berlin	Thursday Night New Berlin 1st Annual Run/Walk 5:00-8:00 PM Hedge Creek & New Berlin Hedge Creek & New Berlin	Friday Night New Berlin 1st Annual Run/Walk 5:00-8:00 PM Hedge Creek & New Berlin Hedge Creek & New Berlin	Saturday Night New Berlin 1st Annual Run/Walk 5:00-8:00 PM Hedge Creek & New Berlin Hedge Creek & New Berlin	Sunday Night New Berlin 1st Annual Run/Walk 5:00-8:00 PM Hedge Creek & New Berlin Hedge Creek & New Berlin	Monday Night New Berlin 1st Annual Run/Walk 5:00-8:00 PM Hedge Creek & New Berlin Hedge Creek & New Berlin

enjoynewberlin.com

A VISIT TO NK

National Karate

God Bless America

enjoynewberlin.com

Visit enjoynewberlin.com

to explore our interactive calendar!

enjoynewberlin.com



BUSINESS OF THE MONTH

APRIL BUSINESS OF THE MONTH NATIONAL KARATE

A VISIT TO



MAY BUSINESS OF THE MONTH



FRED ASTAIRE
DANCE STUDIOS®





UPCOMING OUTREACH EFFORTS

MAY 20

**NEW BERLIN POLICE DEPARTMENT
SAFETY SATURDAY**

JUNE 24TH

**NEW BERLIN CHAMBER OF COMMERCE
FARMERS MARKET BOOTH**

JULY 1-31

**NEW BERLIN PUBLIC LIBRARY
DISPLAY CASE**



FOLLOW US & PROMOTE US!

PLEASE BE SURE TO FOLLOW US ON FACEBOOK AND INSTAGRAM!



LOCAL BUSINESSES & ORGANIZATIONS ARE WELCOME TO SUBMIT EVENTS VIA SOCIAL MEDIA OR DIRECTLY ON OUR WEBSITE!





ROOM TAX GRANT TIMELINE

May 3, 2023 (TC Meeting)	Present and discuss "Room Tax Grant Program" with Tourism Commission.
June 7, 2023 (TC Meeting)	Review and take action on "Room Tax Grant Program".
June 8-9, 2023	Distribute/Post grant info and applications - Mail application materials to groups/entities - Post on website
Application period open.	
July 7, 2023	Deadline. Applications and supporting materials due by noon.
July 12, 2023 (Special TC Meeting) OR August 2, 2023 (TC Meeting)	Review applications and approve grants with Tourism Commission.
TBD	Notification of grants awarded .



ROOM TAX GRANT INSTRUCTIONS

DUE BY 12:00PM / JULY 7, 2023

Room Tax Funds

Beginning January 1, 2017, State Law mandates the City forward any room tax revenue exceeding the amount the municipality may retain, to a Tourism Commission. The Commission must spend room tax revenue on tourism promotion and tourism development.

Tourism Promotion and Tourism Development is defined in the Wisconsin Statutes to mean any of the following that are significantly used by transient tourists and reasonably likely to generate paid overnight stays at more than one establishment in the municipality on which room tax is imposed:

- Marketing projects, including advertising buys, creation and distribution of printed or electronic promotional tourist materials, or efforts to recruit conventions, sporting events or motor coach groups.
- Transient tourist informational services.
- Tangible municipal development, including a convention center.

The Tourism Commission is required to submit a detailed report of its room tax expenditures to the Wisconsin Department of Revenue annually.

The Room Tax Tourism Grant program is designed to promote tourism-related activity within the City of New Berlin with specific emphasis on tourism that is reasonably likely to generate overnight stays in hotel facilities.

Eligible Projects and Use of Funds

The City of New Berlin Tourism Commission will consider funding for projects and events that benefit the City of New Berlin. Items that can be funded by the Commission include:

- Design, production and placement costs for marketing that targets visitors from outside the City of New Berlin and its surrounding communities. This includes but is not limited to: brochures, fliers, posters, direct mail, registration materials, print ads, radio ads, television ads. Website enhancements that are reasonably likely to increase tourism and overnight hotel stay. Web and social media marketing that increase traffic of visitors from outside the City and its surrounding communities.
- Purchase of marketing lists, search engine marketing ad words, google ad words.
- Offsite signage such as billboards targeting visitors that live outside the City and its surrounding communities.

- *NOTE: Payroll, positions or organizational operating costs will not be considered.*

Grant Limits

- Grant limits are subject to Tourism Commission discretion.
- Grants are limited based upon available room tax funds.

Eligible Applicants

- Not for Profit Organizations.
- Project/event is located in the City of New Berlin and offers verifiable economic benefits to the City of New Berlin through increased hotel room nights.
- The project/event or promotional opportunity should demonstrate economic impact as it relates to tourism and is reasonably likely to generate hotel stays.
- Repeat grant applicants have filed timely post project/event reports.

Grant Recognition

All awarded marketing projects must include the Enjoy New Berlin logo and where space allows, the following grant recognition: *"Sponsored in part by the City of New Berlin Tourism Commission."*

Application Submission Deadlines

Submittals must be mailed or hand-delivered to the address below; a faxed or emailed copy will not be accepted. Videos and other supplemental materials are welcome, but cannot be returned to the applicant.

*Room Tax Tourism Grant
Enjoy New Berlin
3805 S Casper Drive – 2nd Floor
New Berlin, WI 53151*

Additional Information:

- All grants will be evaluated on established criteria and ranked competitively by the Tourism Commission.
- The grant application will serve as a grant agreement and must be signed by an authorized official within the organization.
- The grant expires December 31, 2023. All funds must be used prior to expiration.

Evaluation Criteria:

- Completeness and quality of the application. 10 points
- A well-developed marketing strategy that can reasonably be expected to generate multiple hotel stays. 30 points

- The project/event and application substantiate local economic impact from:
 - Local visitors. 5 points
 - Day trip visitors. 15 points
 - Overnight visitors. 30 points
- Expected/historical project/event attendance:
 - 0-1,000 attendees annually. 5 points
 - 1,000-5,000 attendees annually. 10 points
 - 5,000+ attendees annually. 15 points
- Project/event located within the City of New Berlin. 5 points
- The project/event is unique, unduplicated and creative. 20 points
- The methodology proposed to survey attendees is well developed and will likely generate good quality information regarding project/event attendees and whether they are local or non-local. 10 points

Review and Award Process:

- Timely grant requests will be reviewed by the Tourism Commission, who will score and rank proposals based upon the Evaluation Criteria.
- The Tourism Commission will review the recommendations and make a final grant determination.
- Grant applicants will be informed of the grant determination via letter and email.
- The Tourism Commission reserves the right to deviate from the scoring, review and award process and act in the best interest of Enjoy New Berlin and the City of New Berlin in its discretion. This application shall not be considered a contract with any entity, expressed or implied.



ENJOY NEW BERLIN
**ROOM TAX GRANT
 APPLICATION**
 DUE BY 12:00PM / JULY 7, 2023

AMOUNT REQUESTED:

Section 1: Applicant Information / Description of Organization			
Applicant/Name of Organization			
Address	City	State	ZIP Code
Authorized Representative	Title	Telephone Number	
Contact Person	Title	Telephone Number	
E-Mail Address	Organization/Event Website URL		
Background of organization			
Mission and Objectives of organization			
Target Group(s) of organization			

Section 2: Project Information
Project/Event Title
Grant Request Amount
Total Project / Event Budget
Project / Event Location
Projected Number of Attendees
Detailed Project / Event Description
Explain How the Project Meets the Goals of the Grant Program/Benefits to the City of New Berlin (<u>Please identify how this project/program will specifically be able to generate paid overnight stays in hotels within New Berlin. Please provide documentation from past projects, if applicable</u>).
If your project/event reserves a block of rooms for this project/event in a City of New Berlin hotel, please provide number of rooms, number of nights and name of the hotel.
Expected Outcomes
Staffing Requirements

Timeline for Implementation	
Estimated Number of Hotel Stays from the Project / Event	
Is the proposed project/event: ☐ New Project / Event ☐ Existing Project / Event	

Section 3: Financial Information
Plans for Sustaining the Project's Funding Upon the Expiration of the Grant
List Other Funding Sources Applied To For Support of the Project
Detailed Description of 10% Match

I understand the restrictions placed on the expenditure of room tax funds governed by the Tourism Commission and certify that the requested funds will be used for the purposes described in this application or approved by the Commission. I understand that the use of funds is subject to review and a post project/event report is required. Grant recipients will be considered ineligible for future grants until post project/event reporting is filed. This application will serve as a grant agreement and award as noted below.

Print Name & Title: _____

Signed: _____ Date: _____

Address: _____

Phone: _____ Email: _____



ENJOY NEW BERLIN
**ROOM TAX GRANT
 EVALUATION WORKSHEET**
 INTERNAL USE ONLY

Reviewer Name:
Applicant Organization:
Project/Event:
Grant Request:

Maximum Points	Criteria	Notes	Score
10	Quality and completeness of the application		
30	The applicant has a well-developed marketing strategy that can reasonably be expected to generate multiple hotel stays.		
5 10 30	The project/event and application substantiate a reasonable likelihood of local economic impact from: - Local visitors - Day-trip visitors - Overnight visitors		
10	The methodology proposed to survey attendees is well developed and will likely generate good quality information regarding the number of attendees and whether they are local or non-local . Repeat project/events have provided adequate documentation of room night stays.		
20	The project/event is unique, unduplicated and creative .		
5 10 15	The expected/historical annual attendance is: 0-1,000 attendees 1,000-5,000 attendees 5,000 or more attendees		
5	Project/event is located within the City of New Berlin		

DRAFT



PROPOSED MAY EXPENDITURE REQUEST

MEMO TO: Tourism Commission

CC: Alderman Dennis Horbinski, Chairman (via email)
Greg Kessler, Director of Community Development
Nikki Jones, Deputy Director of Community Development

MEMO FROM: Kelly Wall, Principal Planner

DATE: April 27, 2023

REQUESTED: Recommend to the Tourism Commission, approval of the proposed expenditures, not to exceed \$600.

RATIONALE: In October 2022, Enjoy New Berlin participated in the New Berlin Public Library's Oktoberfest/Root-Bier Garden event. Staff attended the event and promoted Enjoy New Berlin while encouraging local hotel stays. Enjoy New Berlin supported the event by sponsoring commemorative cups for the Root-Bier Garden.

The Library is planning to host the annual event this year while and intend to expand it to include an evening concert, street fair, and food trucks. This year, we would propose using \$600 of the marketing budget, to sponsor the band.