



# Tourism Commission MEETING AGENDA

June 7, 2023 - 3:00 PM  
Council Chambers  
3805 S. Casper Drive

Published 6/1/2023

## AGENDA

1. **CALL TO ORDER**
2. **ROLL CALL; DECLARATION OF QUORUM; PUBLIC NOTICE**
3. **APPROVAL OF MINUTES**
  - A. May 3, 2023 Meeting Minutes
4. **NEW BUSINESS**
  - A. Update by DCD Staff
    - i. Social Media Insights
    - ii. Events / Outreach
  - B. Review and Approval of Room Tax Tourism Grant
  - C. Discussion regarding Influencer Marketing
  - D. Hotel Update
5. **ADJOURN**

### **Supplemental Information:**

- The meeting agenda and agenda packet are available online at [www.NewBerlin.org](http://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](mailto: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](mailto: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

May 3, 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 3:02PM.

### 2. ROLL CALL; DECLARATION OF QUORUM; PUBLIC NOTICE

Joelle Erickson took the roll call as follows:

Present: Alderperson Horbinski, Commissioner Szpara, Commissioner Rocco, Commissioner Anderson, Commissioner O'Loughlin

Staff Present: Principal Planner Kelly Wall, City Attorney Mark Blum, City Clerk Administrative Specialist Joelle Erickson

### 3. APPROVAL OF MINUTES

#### A. April 5, 2023 Meeting Minutes

**MOTION:** Motion to Approve Minutes

**VOTE:** Motion by: Commissioner Szpara  
Second by: Commissioner Rocco  
Motion 5-0

### 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

**MOTION:** Motion to Approve Expenditures

**VOTE:** Motion by: Commissioner O'Loughlin  
Second by: Commissioner Szpara  
Motion 5-0

### 5. ADJOURN

**MOTION:** Motion to Adjourn at 3:25PM

**VOTE:** Motion by: Commissioner Anderson  
Second by: Commissioner Szpara  
Motion 5-0

*Respectfully Submitted,  
Joelle Erickson, City Clerk Administrative Specialist*



# MAY TOURISM UPDATE

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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

**1,479**  
FOLLOWERS

**WAS: 1,419**



## INSTAGRAM

*(Daily)*

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

**552**  
FOLLOWERS

**WAS: 539**



## EVENT CALENDAR

*(Monthly)*

- Posted the 1st of each month on [enjoynewberlin.com](http://enjoynewberlin.com), Facebook, and Instagram
- Paper copies at DCD Counter

**9**  
CALENDARS  
SINCE 10/22



# MONTHLY EVENT CALENDAR

Enjoy  
NEW BERLIN

## JUNE IN NEW BERLIN

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

**Summer Staycation!**  
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

**National Cheese Day!**  
4  
**Fun Fact!**  
Wisconsin cheesemakers use about 90% of Wisconsin's milk supply to make more than 2 billion pounds of cheese every year!

**Field Trip!**  
Looking for something fun to do? Head over to the **New Berlin Public Library** and borrow an Experience Pass! Passes are available for: the Milwaukee County Zoo, Betty Brinn Children's Museum, Mitchell Park Domes, Boerner Botanical Gardens, Green Bay Packers Hall of Fame, Bookworm Gardens, and more!

**FATHER'S DAY**  
18  
**New Berlin Historical Society**  
Father's Day Open House  
1-4PM

**Holy Apostles Catholic Parish & School**  
Family Festival  
11AM-4PM  
25

**Follow Us**  
for upcoming events, activities, and our monthly event calendar!  
[enjoynewberlin.com](http://enjoynewberlin.com)

**National Gardening Exercise Day!**  
6  
**Start from Seeds!**  
Have you checked out the Seed Library at the New Berlin Public Library?  
Plant the seeds, harvest, and bring in some of the seeds!

**June is Brain Health Month**  
13  
**New Berlin Public Library**  
Brain Health As You Age Program  
5-6PM

**Fun for All!**  
Want more information about upcoming events and activities?  
Follow us on Facebook & Instagram!  
Or visit [enjoynewberlin.com](http://enjoynewberlin.com) for our interactive calendar!

**SAVE THE DATE!**  
Join the New Berlin Historical Society for an Open House & Ice Cream Social  
**July 16th, 2023**  
at Historical Park

**REGISTER NOW!**  
Safety Town is a program for kids entering Kindergarten in the Fall and/or children 5-6 years of age!  
**June 19-29, 2023**  
\*Register at the New Berlin Recreation Department!

**New Berlin Recreation**  
Family NERF Blaster Battle\*  
5-7PM

**JOIN US FOR....**  
**MOVIES IN THE PARK**  
at Malone Park  
**July 28th (Drive-In)**  
Minions: The Rise of Gru  
**August 11th**  
Puss in Boots: The Last Wish  
**August 25th**  
The Super Mario Bros Movie

**Princeton Club**  
Family Summer Bash Party\*  
4-8PM

**Holy Apostles Catholic Parish & School**  
Family Festival  
4-10:30PM

**New Berlin YMCA Wellness Center**  
Social Seniors - Holiday Potluck and Bingo\*

**New Berlin Chamber of Commerce**  
Farmers Market  
8AM-12PM

**New Berlin Public Library**  
2nd Annual Outdoor Flea Market  
9AM-3PM

**New Berlin Sportsplex**  
Business Expo  
10AM-2PM

**New Berlin Chamber of Commerce**  
Farmers Market  
8AM-12PM

**Ojibwa Bow Hunters**  
Annual Pig Roast\*  
4PM

**Holy Apostles Catholic Parish & School**  
Family Festival  
3-10:30PM

**CONGRATS**  
Class of  
**2023**

**BREWERS AT HOME**

**New Berlin Recreation**  
Home Seller Workshop - How to Get Top Dollar\*  
**New Berlin Public Library**  
Ready Jet Go!  
1PM (Ages 4-11)  
Sponsored by PBS WI Education & in partnership with the Milwaukee Astronomical Society

**2023 SUMMERFEST KICKS OFF**

**New Berlin Public Library**  
Tween Fluffy Slime\*  
3-4PM  
**New Berlin Recreation**  
Teen Day Trip\*  
Low Impact Paintball at Siege Paintball  
7th-12th Grades

**Mark Your Calendar!**  
**SUMMER BEER GARDENS** with MobCraft  
**July 28-29** Malone Park  
**August 11-12** Malone Park  
**August 25-26** Malone Park  
**October 8** Historical Park

**New Berlin Public Library**  
Read to Rover  
2-3PM

**NEW BERLIN'S 4TH OF JULY FESTIVAL**  
NOON-10PM

[enjoynewberlin.com](http://enjoynewberlin.com)

\* Requires Tickets and/or Pre-Registration

2023



# INTERACTIVE CALENDAR

## JUNE IN NEW BERLIN

**Summer Staycation!**

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

**Follow Us** for upcoming events, activities, and our monthly event calendar!

[enjoynewberlin.com](http://enjoynewberlin.com)

**REGISTER NOW!**

**Safety Town** is a program for kids entering Kindergarten in the Fall and/or children 5-6 years of age!

**June 19-29, 2023**

\*Register at the New Berlin Recreation Department!

| Sunday                                                                                                                                                                                                                                                                                                                                         | Monday                                                                                                                                                                                          | Tuesday                                                                                                                                                                                                                             | Wednesday                                                                                                                                                                                                             | Thursday                                                                                                                                                                                                                                                       | Friday                                                                                                                                                                                                                                                            | Saturday                                                                                                                                          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>National Cheese Day!</b></p> <p><b>Fun Fact!</b><br/>Wisconsin cheesemakers use about 90% of Wisconsin's milk supply to make more than 2 billion pounds of cheese every year!</p>                                                                                                                                                        | <p><b>New Berlin Recreation</b><br/>Creative &amp; Colorful Weeknight Meal Cooking Demo*</p> <p><b>New Berlin Public Library</b><br/>Celebrating the Voice of Theodora Winton Youmans 1-2PM</p> | <p><b>National Gardening Exercise Day!</b></p> <p><b>Start from Seeds!</b><br/>Have you checked out the Seed Library at the New Berlin Public Library?<br/>Plant the seeds, harvest, and bring in some of the seeds!</p>            | <p><b>New Berlin YMCA Wellness Center</b><br/>Something's Cooking - Spa Selections*</p>                                                                                                                               | <p><b>CONGRATS Class of 2023</b></p>                                                                                                                                                                                                                           | <p><b>New Berlin Recreation</b><br/>Family NERF Blaster Battle* 5-7PM</p>                                                                                                                                                                                         | <p><b>New Berlin Chamber of Commerce</b><br/>Farmers Market 8AM-12PM</p>                                                                          |
|                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                 |                                                                                                                                                                                                                                     |                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                | <p><b>JOIN US FOR....</b></p> <p><b>MOVIES IN THE PARK</b> at Malone Park</p> <p><b>July 28th (Drive-in)</b><br/>Minions: The Rise of Gru</p> <p><b>August 11th</b><br/>Puss in Boots: The Last Wish</p> <p><b>August 25th</b><br/>The Super Mario Bros Movie</p> | <p><b>New Berlin Public Library</b><br/>2nd Annual Outdoor Flea Market 9AM-3PM</p> <p><b>New Berlin Sportsplex</b><br/>Business Expo 10AM-2PM</p> |
| <p><b>Field Trip!</b><br/>Looking for something fun to do? Head over to the <b>New Berlin Public Library</b> and borrow an Experience Pass! Passes are available for: the Milwaukee County Zoo, Betty Brinn Children's Museum, Mitchell Park Domes, Boerner Botanical Gardens, Green Bay Packers Hall of Fame, Bookworm Gardens, and more!</p> |                                                                                                                                                                                                 | <p><b>June is Brain Health Month</b></p> <p><b>New Berlin Public Library</b><br/>Brain Health As You Age Program 5-6PM</p>                                                                                                          | <p><b>National Flag Day!</b></p> <p><b>Fun Fact!</b><br/>Bernard Cigrand, a small-town Wisconsin teacher, originated the idea for an annual flag day, to be celebrated across the country every June 14, in 1885.</p> | <p><b>New Berlin Recreation</b><br/>Home Seller Workshop - How to Get Top Dollar*</p> <p><b>New Berlin Public Library</b><br/>Ready Jet Go! 1PM (Ages 4-11)<br/>Sponsored by PBS WI Education &amp; in partnership with the Milwaukee Astronomical Society</p> | <p><b>Princeton Club</b><br/>Family Summer Bash Party* 4-8PM</p>                                                                                                                                                                                                  | <p><b>New Berlin Chamber of Commerce</b><br/>Farmers Market 8AM-12PM</p> <p><b>Ojibwa Bow Hunters</b><br/>Annual Pig Roast* 4PM</p>               |
| <p><b>HAPPY Father's DAY</b></p> <p><b>New Berlin Historical Society</b><br/>Father's Day Open House 1-4PM</p>                                                                                                                                                                                                                                 | <p><b>New Berlin Chamber of Commerce</b><br/>Annual Golf Outing*</p>                                                                                                                            | <p><b>Fun for All!</b><br/>Want more information about upcoming events and activities? Follow us on Facebook &amp; Instagram! Or visit <a href="http://enjoynewberlin.com">enjoynewberlin.com</a> for our interactive calendar!</p> |                                                                                                                                                                                                                       | <p><b>Summerfest's 55th Anniversary Opening Day</b></p>                                                                                                                                                                                                        | <p><b>Holy Apostles Catholic Parish &amp; School</b><br/>Family Festival 4-10:30PM</p>                                                                                                                                                                            | <p><b>Holy Apostles Catholic Parish &amp; School</b><br/>Family Festival 3-10:30PM</p>                                                            |
|                                                                                                                                                                                                                                                                                                                                                | <p><b>SAVE THE DATE!</b></p> <p><b>Join the New Berlin Historical Society</b> for an Open House*</p>                                                                                            | <p><b>New Berlin Eisenhower</b><br/>Blood Drive 7:30AM-12:30PM</p>                                                                                                                                                                  | <p><b>Mark Your Calendar!</b></p> <p><b>SUMMER BEER GARDENS</b> with MobCraft<br/><b>July 28-29</b> Malone Park</p>                                                                                                   | <p><b>New Berlin Public Library</b><br/>Tween Fluffy Slime* 3-4PM</p>                                                                                                                                                                                          |                                                                                                                                                                                                                                                                   | <p><b>July 1 - Festival Starts!</b></p> <p><b>NEW BERLIN'S 4TH July</b></p>                                                                       |



# 28-DAY (FB) INSIGHTS

MAY 2 - MAY 29

+83

FACEBOOK PAGE  
LIKES &  
FOLLOWERS



1,195

INTERACTIONS  
(REACTIONS, COMMENTS,  
SHARES, VIEWS, LINK CLICKS)

10,676

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 **2,003%** more Accounts  
Center accounts (6,351 Accounts Center  
accounts) than your median post (302  
Accounts Center accounts) on Facebook.

Highest reactions on a post ⓘ



Facebook post

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

Mar 1, 2023, 9:00 AM

This post received **843%** more reactions (66  
reactions) than your median post (7  
reactions) on Facebook.

Highest comments on a post ⓘ



Facebook post

This Sunday, join the  
Milwaukee Lionel Railroad...

May 4, 2023, 8:00 AM

This post received 9 comments compared to  
your median post (0 comments) on  
Facebook.

# MAY SOCIAL MEDIA HIGHLIGHTS



## TOP 3 POSTS

**1**  
**TOP  
REACH**



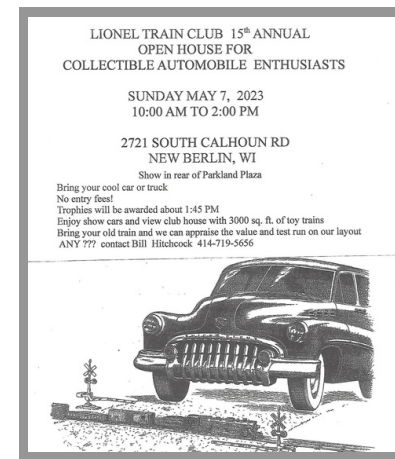
Post Reach: 3,081

**2**  
**MOST  
LIKES**



Likes: 59

**3**  
**MOST  
COMMENTS  
& TAGS**



Most Comments: 9



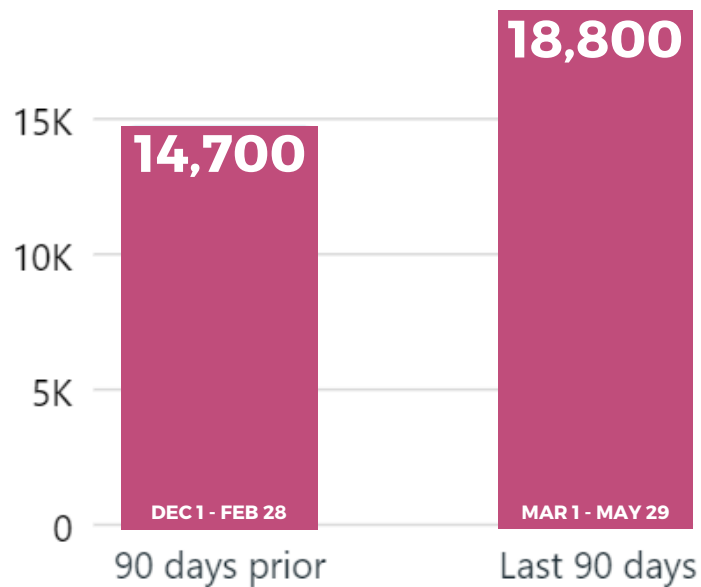
# 180-DAY INSIGHTS

## REACH

Post reach ⓘ

18.8K ↑ 27.8%

Total from last 90 days vs 90 days prior

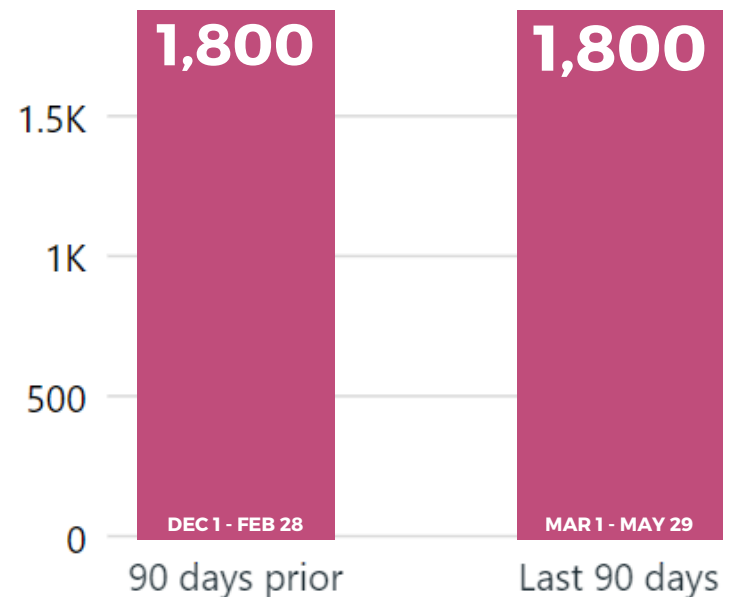


## ENGAGEMENT

Post reactions, comments and shares ⓘ

1.8K ↓ 2.7%

Total from last 90 days vs 90 days prior





# RECENT POSTS

## WEEKEND ROUNDUP

MAY 19-21, 2023

FRIDAY  
(5/19)

7:30PM  
**Spring Concert**

Presented by the New Berlin Community Band  
New Berlin West Performing Arts Center (18695 W. Cleveland Ave.)

SATURDAY  
(5/20)

9AM-1PM  
**Safety Saturday**

Presented by the New Berlin Safety Saturday Committee &  
New Berlin Public Safety Departments  
Children's of Wisconsin - New Berlin Clinic Parking Lot (4855 S. Moorland Rd.)

SATURDAY  
(5/20)

9AM-2PM  
**Spring Craft Fair**

Hosted by the New Berlin Sportsplex  
New Berlin Sportsplex (2900 S. 163rd St.)

FRIDAY - SUNDAY  
(5/19-5/21)

10AM-5PM Friday & Saturday / 10AM-4PM Sunday

**Vintage Market**

Hosted by Hawthorne Hill Farm  
Hawthorne Hill Farm (16370 W. Small Road)

## MOVIES IN THE PARK AT MALONE PARK FREE FAMILY EVENT!

JULY 28TH



DRIVE-IN  
MALONE PARK SOUTH  
PARKING LOT OPENS @ 7PM  
EARLY ARRIVAL ENCOURAGED

AUG 11TH



MOVIE STARTS AT DUSK  
MALONE GAZEBO

AUG 25TH



MOVIE STARTS AT DUSK  
MALONE GAZEBO



FOR MORE INFORMATION VISIT

f NEW BERLIN RECREATION

OPEN SATURDAYS FROM 8AM-NOON!

## NEW BERLIN FARMERS MARKET

The New Berlin Chamber of Commerce & Visitors Bureau  
proudly presents the  
**New Berlin Farmers' Market**  
8am - Noon  
every Saturday from May through last weekend in October  
15055 W National Avenue in the City Center  
On the corner of Michelle Witmer Memorial Drive  
& National Avenue (Village Corner from the  
New Berlin Public Library)



[newberlinchamber.org](http://newberlinchamber.org)  
[newberlin.org](http://newberlin.org)

Presented by the New Berlin Chamber of Commerce & Visitors Bureau  
[www.newberlinchamber.org/farmers-market](http://www.newberlinchamber.org/farmers-market)

### May in New Berlin

| Sunday                                                                                                  | Monday                                                                                                                                                      | Tuesday                                                                                                                          | Wednesday                                                                                                                                     | Thursday                                                                                                                     | Friday                                                             | Saturday                                                                                  |
|---------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------|-------------------------------------------------------------------------------------------|
| <b>Follow Us!</b><br>QR code for social media                                                           | <b>Check It Out!</b><br>New Berlin Public Library Seed Library<br>Take a moment to share a seed with your neighbors. Free to take up to 10 seeds each week. | <b>National Teacher Appreciation Day</b><br>Take a moment to thank a teacher today!<br>From us to you, thank you for all you do! | <b>New Berlin Public Library Community Helper Booktime</b><br>Public Works 10-11AM<br>New Berlin Recreation Learn to Play Pickleball 5-5:30PM | <b>New Berlin Recreation Space Wars</b><br>1st-5th Grades 10-11AM<br>New Berlin Recreation Learn to Play Pickleball 5-5:30PM | <b>New Berlin Public Library Maker/Studio</b><br>CD Crafts 9AM-5PM | <b>New Berlin Chamber of Commerce First Farmers Market of the 2023 Season</b><br>8AM-12PM |
| <b>Milwaukee Lionel Railroad Club 15th MLRRC Car Show</b><br>10AM-2PM                                   | <b>New Berlin Recreation Food Demonstrations with Stacy Jones</b><br>Fiesta Flavors 4-5PM<br>Ages 18+                                                       | <b>8th Wisconsin Preservation Month</b><br>New Berlin Public Library Adopt a Reading Buddy 4-6PM                                 | <b>New Berlin Recreation Food Demonstrations with Stacy Jones</b><br>Fiesta Flavors 4-5PM<br>Ages 18+                                         | <b>New Berlin Junior 12 Women's Club Plant Sale</b><br>9-12AM                                                                | <b>New Berlin Junior 12 Women's Club Plant Sale</b><br>9-12AM      | <b>New Berlin Junior 12 Women's Club Plant Sale</b><br>9-12AM                             |
| <b>Mother's Day</b><br>New Berlin Public Library Book Talks at the New Berlin Historical Park 10AM-11AM | <b>New Berlin Public Library Adopt a Reading Buddy</b><br>4-6PM                                                                                             | <b>American Red Cross Blood Drive</b><br>10AM-12PM<br>New Berlin Public Library                                                  | <b>New Berlin Recreation Spring Concert</b><br>10AM-12PM<br>New Berlin West Performing Arts Center                                            | <b>New Berlin Junior 12 Women's Club Plant Sale</b><br>9-12AM                                                                | <b>New Berlin Junior 12 Women's Club Plant Sale</b><br>9-12AM      | <b>New Berlin Junior 12 Women's Club Plant Sale</b><br>9-12AM                             |
| <b>Hawthorne Hill Farm Vintage Market</b><br>10AM-4PM                                                   | <b>Fun Facts!</b><br>On one day in 1941, the "Midwaukee Bucks" selected their franchise name.                                                               | <b>New Berlin West 25 Spring Choir Concert</b><br>4-6PM<br>New Berlin Eisenhower EMS & EMS Spring Concert 5-6PM                  | <b>New Berlin Recreation Spring Concert</b><br>10AM-12PM<br>New Berlin West Performing Arts Center                                            | <b>New Berlin Junior 12 Women's Club Plant Sale</b><br>9-12AM                                                                | <b>New Berlin Junior 12 Women's Club Plant Sale</b><br>9-12AM      | <b>New Berlin Junior 12 Women's Club Plant Sale</b><br>9-12AM                             |
| <b>New Berlin All in One Card and Collectible Show</b><br>8:30AM-3PM                                    | <b>Happy Memorial Day</b><br>New Berlin Public Library Container Gardening Program 8-9PM                                                                    | <b>New Berlin West 25 Spring Choir Concert</b><br>4-6PM<br>New Berlin Eisenhower EMS & EMS Spring Concert 5-6PM                  | <b>New Berlin Recreation Spring Concert</b><br>10AM-12PM<br>New Berlin West Performing Arts Center                                            | <b>New Berlin Junior 12 Women's Club Plant Sale</b><br>9-12AM                                                                | <b>New Berlin Junior 12 Women's Club Plant Sale</b><br>9-12AM      | <b>New Berlin Junior 12 Women's Club Plant Sale</b><br>9-12AM                             |

[enjoynewberlin.com](http://enjoynewberlin.com)

## DANCING WITH FRED ASTAIRE



### NEW BERLIN RECREATION PRESENTS TOUCH A TRUCK

APRIL 28 MALONE PARK 4:30-7:30PM

FREE fun, family-friendly event where the young and young at heart have a chance to touch, sit in, and learn about these large trucks and heavy-duty machinery they see throughout their community!  
For more information visit [www.newberlin.org](http://www.newberlin.org) Sensory Friendly Hour 4:30-5:30pm!



# BUSINESS OF THE MONTH

## MAY BUSINESS OF THE MONTH FRED ASTAIRE DANCE STUDIO

**DANCING WITH**  **FRED ASTAIRE**  
DANCE STUDIOS



## JUNE BUSINESS OF THE MONTH

**TOBIN JEWELERS**  
MEQUON & NEW BERLIN





# SAFETY SATURDAY

MAY 20, 2023

## NEW BERLIN SAFETY SATURDAY



### A Health and Wellness Event

Attractions: Inflatable Rides,  
DJ-Kids Are People Too-Free Raffle Prizes,  
Free bike helmets (while supplies last),  
Life Jacket Giveaway/Fitting (reservation  
required),  
Free Sprecher Soda (while supplies last),  
Flight for Life (12pm-1pm-contingent upon  
weather/Evac deployment),  
and much more...



## Saturday, May 20th, 2023

9:00AM to 1:00 PM

CHILDREN'S WI - NEW BERLIN CLINIC AT 4855 S. MOORLAND ROAD

Free parking available next door at the Froedtert Moorland Reserve Health Center.

Presented by the New Berlin Safety Saturday Committee &  
the New Berlin Public Safety Departments





# 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<br><i>(TC Meeting)</i>                                                                         | <b>Present and discuss</b> "Room Tax Grant Program" with Tourism Commission.                                                                                                    |
| June 7, 2023<br><i>(TC Meeting)</i>                                                                        | <b>Review and take action on</b> "Room Tax Grant Program".                                                                                                                      |
| June 8-9, 2023                                                                                             | <b>Distribute/Post</b> grant info and applications <ul style="list-style-type: none"> <li>- Mail application materials to groups/entities</li> <li>- Post on website</li> </ul> |
| <b>Application period open.</b>                                                                            |                                                                                                                                                                                 |
| July 7, 2023                                                                                               | <b>Deadline.</b> Applications and supporting materials due by noon.                                                                                                             |
| July 12, 2023<br><i>(Special TC Meeting)</i><br><br><b>OR</b><br><br>August 2, 2023<br><i>(TC Meeting)</i> | <b>Review applications and approve grants</b> with Tourism Commission.                                                                                                          |
| TBD                                                                                                        | Notification of <b>grants awarded</b> .                                                                                                                                         |

Ken Albrecht  
American Legion Post 488  
17300 W. Horizon Dr  
PO Box 510111  
New Berlin, WI 53151

Angela Jones  
Cleveland Challenger 4-H  
3150 S Thornapple Lane  
New Berlin, WI 53146

Sandy Klingensmith  
Ecology Association of New Berlin  
5800 S Oxford Drive  
New Berlin, WI 53151

Guy Couillard  
Education Foundation of New Berlin  
P.O. Box 510334  
New Berlin, WI 53151

Dorothy Reinke  
Hoepfner Horn VFW Auxiliary  
17980 W Beloit Rd  
New Berlin, WI 53146

New Berlin Junior Woman's Club  
PO Box 510094  
New Berlin, WI 53151-0094

Julie Hoffman  
National Dash  
12605 W. Meadow Lane  
New Berlin, WI 53151

Judith Miller  
National Avenue Seniors  
VFW Post 5715  
17980 W Beloit Rd  
New Berlin, WI 53151

Brian Johnson  
New Berlin Athletic Association  
16340 W Heatherly Dr  
New Berlin, WI 53151

Tina Conley/Kristin Houte  
New Berlin Chamber of Commerce  
& Visitors Bureau  
13825 W. National Ave., Ste. 109A  
New Berlin, WI 53151

Barbara Jacob  
New Berlin Food Pantry  
14750 W Cleveland Ave  
New Berlin, WI 53151

June Pelkola  
19335 W Glenwood Lane  
New Berlin, WI 53146

Carol Noble  
New Berlin Garden Club  
New Berlin Library  
15105 Library Lane  
New Berlin, WI 53151

Anne Marquardt  
New Berlin Historical Society  
5390 S. Edinborough Drive  
New Berlin, WI 53146

Ken Matheson  
New Berlin Industrial Association  
P.O. Box 510715  
New Berlin, WI 53151

John Anderson  
Landmark Toastmasters  
1530 S 164th St.  
New Berlin, WI 53151

Patt Goerke  
New Berlin Lioness Club  
PO Box 510524  
New Berlin, WI 53151

Michael Mazzoni  
New Berlin Lions Club  
PO Box 510254  
New Berlin, WI 53151

Paul Sobczak  
New Berlin Scholarship Fund  
PO Box 510134  
New Berlin, WI 53151

David Nagy  
New Berlin Soap Box Derby  
PO Box 510061  
New Berlin, WI 53151

Andrew Hayne  
New Berlin Soccer Club  
P.O. Box 510588  
New Berlin, WI 53151

Cheryl Schober  
Prospect Aide Society  
Prospect Hill Restoration  
5840 S Vista Drive  
New Berlin, WI 53146

Prospect Lions Club, Inc.  
Attn: Lee Wipfli  
21000 W. National Ave  
New Berlin, WI 53146

Mr. Ralph Giammarco  
New Berlin West Girls Basketball  
Booster Club  
15125 W. San Mateo Court  
New Berlin, WI 53151

New Berlin Land Conservancy  
Attn: Mary Hiebl  
20160 W. National Avenue  
New Berlin, WI 53146

Olivia Kelley  
Rotary Club of New Berlin  
PO Box 510423  
New Berlin, WI 53151

Rae Blaser  
Suburban Sno-hawks, Inc.  
20055 W. Lincoln Ave.  
New Berlin, WI 53146

New Berlin Fourth of July  
Commission  
3805 S. Casper Drive  
New Berlin, WI 53151

Mike Dawicki  
Miss New Berlin  
2445 S. Sunny Slope Road  
New Berlin, WI 53151

Mayor's Office  
3805 S. Casper Drive  
New Berlin, WI 53151

Linda Richter  
Citizens for Open Government &  
Accountability  
15225 Elmont Lane  
New Berlin, WI 53151

Janie McGinty  
AFS New Berlin Chapter  
1605 S 169<sup>th</sup> Street  
New Berlin, WI 53151

Joe Garza  
School District of New Berlin  
4333 S. Sunny Slope Road  
New Berlin, WI 53151

Greg Petre  
New Berlin Eisenhower Booster  
Club  
13460 W Wembly Court  
New Berlin, WI 53151

Shar Retzlaff  
Learning Disabilities Association  
3962 S Camrose  
New Berlin, WI 53151

Elisabeth Ekstrand  
Nordic Council of WI, Inc.  
15070 W Mayflower Dr  
New Berlin, WI 53151

Linda Richter  
We Care New Berlin  
15225 Elmont Lane  
New Berlin, WI 53151

Ralph Heun  
Citizens for Responsible  
Government  
5405 S Egofske Rd  
New Berlin, WI 53146

Joe Izzo  
New Berlin Heat  
13480 W Linfield Drive  
New Berlin, WI 53151

Steve Froeming  
New Berlin Fraternal Order of  
Eagles, Aerie 4008  
PO Box 510414  
New Berlin, WI 53151

David Rohr/Steve Smiley  
Lionel Railroad Club - Milwaukee  
2721 S Calhoun Road  
New Berlin, WI 53151

Officer Tony Fus  
New Berlin Police Citizens Academy  
Alumni Association  
PO Box 510571  
New Berlin, WI 53151

Beatrice Alexander  
Senior Advocate Youth Exchange  
Service  
13750 W National Ave  
New Berlin, WI 53151

Weston's Antique Apple Foundation  
Inc.  
5470 S Overlook Dr  
New Berlin, WI 53146

Joan Caravello  
Crossroads Chapter 116  
14660 W Park Avenue  
New Berlin, WI 53151

John Hopkins  
New Berlin Veterans Memorial  
Society  
PO Box 510483  
New Berlin, WI 53151

Lorna Schaefer  
Concerned Citizens of New Berlin  
(CCNB)  
3635 S Cottonwood Rd  
New Berlin, WI 53151

Barbara Zacher  
5495 S Overlook Dr.  
New Berlin, WI 53146

Marge Reuteman  
New Berlin Senior Citizens Club  
P.O. Box 510633  
New Berlin, WI 53151

Brian Barker  
Veterans of Foreign Wars  
Hoepfner-Horn Brothers Post 5716  
17980 W Beloit Rd  
New Berlin, WI 53146

Ken Harenda  
19400 W. Vista Drive  
New Berlin, WI 53146



# ROOM TAX GRANT INSTRUCTIONS

**DUE BY 12:00PM / JULY 7, 2023**

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## **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 and will likely result in increased room stays within the City. 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. Maximum of \$2,500 per organization, annually.
- Grants are limited based upon available room tax funds.
- 10% fund match required.
  - A grantee must contribute a match of at least 10% of the grant amount. For example, a grant award of \$1,000 would require a minimum local match of \$100.00.
  - The local match can be provided in the form of cash, in-kind services, volunteer time or donations.

### **Eligible Applicants**

- **The project/event or promotional opportunity must demonstrate economic impact as it relates to tourism and is likely to generate hotel room stays within the City of New Berlin.**
- 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.
- 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 – 2<sup>nd</sup> Floor  
New Berlin, WI 53151*

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### **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. Notwithstanding the foregoing the application must evidence that the activity will likely result in increased hotel room stays within the City. 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                                                                                                                                                                                                                                                                                    |
| <p><b>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>).</b></p> |
| <p><b>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.</b></p>                                                                                                                             |
| Expected Outcomes                                                                                                                                                                                                                                                                                                       |
| Staffing Requirements                                                                                                                                                                                                                                                                                                   |

|                                                                                                                               |  |
|-------------------------------------------------------------------------------------------------------------------------------|--|
| Timeline for Implementation                                                                                                   |  |
|                                                                                                                               |  |
| Estimated Number of Hotel Stays from the Project / Event                                                                      |  |
| Is the proposed project/event: <input type="checkbox"/> New Project / Event <input type="checkbox"/> Existing Project / Event |  |

|                                                                             |
|-----------------------------------------------------------------------------|
| <b>Section 3: Financial Information</b>                                     |
| 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

|                                |
|--------------------------------|
| <b>Reviewer Name:</b>          |
| <b>Applicant Organization:</b> |
| <b>Project/Event:</b>          |
| <b>Grant Request:</b>          |

| Maximum Points | Criteria                                                                                                                                                                                                                                                                            | Notes | Score |
|----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|-------|
| 10             | <b>Quality and completeness</b> of the application                                                                                                                                                                                                                                  |       |       |
| 30             | The applicant has a <b>well-developed marketing strategy</b> that can reasonably be expected to generate multiple hotel stays.                                                                                                                                                      |       |       |
| 5<br>10<br>30  | The project/event and application <b>substantiate a reasonable likelihood of local economic impact</b> from: <ul style="list-style-type: none"> <li>- Local visitors</li> <li>- Day-trip visitors</li> <li>- Overnight visitors</li> </ul>                                          |       |       |
| 10             | The methodology proposed to survey attendees is well developed and will likely <b>generate good quality information regarding the number of attendees and whether they are local or non-local</b> . Repeat project/events have provided adequate documentation of room night stays. |       |       |
| 20             | The project/event is <b>unique, unduplicated</b> and <b>creative</b> .                                                                                                                                                                                                              |       |       |
| 5<br>10<br>15  | The expected/historical <b>annual attendance</b> is: <ul style="list-style-type: none"> <li>0-1,000 attendees</li> <li>1,000-5,000 attendees</li> <li>5,000 or more attendees</li> </ul>                                                                                            |       |       |
| 5              | Project/event is <b>located within the City of New Berlin</b>                                                                                                                                                                                                                       |       |       |



### **Influencer Marketing Discussion**

**MEMO TO:** Tourism Commission

**CC:** Alderman Dennis Horbinski, Chairman  
Greg Kessler, Director of Community Development  
Nikki Jones, Deputy Director of Community Development

**MEMO FROM:** Kelly Wall, Principal Planner

**DATE:** May 31, 2023

**REQUESTED ACTION:** Request of the Tourism Commission, to discuss potential interest in exploring possible influencer/content creator opportunities.

**RATIONALE:** Staff has been approached by several social media influencers/content creators interested in visiting New Berlin and featuring local businesses and sites. For example, an influencer may be food based and would look specifically for opportunities to feature cheese curds and would then tag the restaurant and tourism entity in their post/video. Often, these opportunities require that the tourism entity pay for the influencer(s) stay – room, meals, activities, etc. in exchange for a feature on social media. Media opportunities have been a common theme and discussion point at most, if not all, of the tourism conferences that staff have attended.

Staff is requesting guidance from the Tourism Commission as to whether this is something that staff should research more and look into potential opportunities, or if the Commission is indifferent at this time.