



Tourism Commission MEETING AGENDA

July 12, 2023 - 3:00 PM
Council Chambers
3805 S. Casper Drive

Published 7/7/2023

AGENDA

1. **CALL TO ORDER**
2. **ROLL CALL; DECLARATION OF QUORUM; PUBLIC NOTICE**
3. **APPROVAL OF MINUTES**
 - A. June 7, 2023 Meeting Minutes
4. **NEW BUSINESS**
 - A. Update by DCD Staff
 - i. Social Media Insights
 - ii. Events / Outreach
 - B. Discussion on Grant Application
23-01 New Berlin Heat Fastpitch - \$2,500 Requested
 - C. Discussion on Grant Application
23-02 New Berlin 4th of July Commission - \$2,500 Requested
 - D. Discussion on Grant Application
23-03 New Berlin Junior Women's Club - \$2,500 Requested
 - E. Discussion on Grant Application
23-04 Prospect Hill Restoration Foundation - \$2,000 Requested
 - F. Discussion on All Grant Requests and Action on Final Grant Awards
 - G. Discussion on Future Grant Cycles and Remaining Funds
 - H. Hotel Update
 - I. Next Meeting Date
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

June 7, 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 3:01PM.

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

Excused: Commissioner Anderson

Staff Present: City Attorney Mark Blum, Principal Planner Kelly Wall, Deputy Director of Community Development Nikki Jones, City Clerk Administrative Specialist Joelle Erickson

3. APPROVAL OF MINUTES

A. May 3, 2023 Meeting Minutes

MOTION: Motion to Appove Minutes

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

4. NEW BUSINESS

- A. Update by DCD Staff
- i. Social Media Insights
 - ii. Events / Outreach

B. Review and Approval of Room Tax Tourism Grant

MOTION: Motion to amend the current application process to 20% buy-in by the applicant

VOTE: Motion by: Alderman Horbinski
Second by: Commissioner Rocco

Motion Passes 4-0

MOTION: Motion to approve the room tax tourism grant process

VOTE: Motion by: Commissioner Szpara
Second by: Commissioner Rocco
Motion Passes 4-0

MOTION: Motion to amend reducing the points for creativity from 20 to 5 points

VOTE: Motion by: Commissioner O'Loughlin
Second by: Alderman Horbinski
Motion Passes 4-0

MOTION: Motion to approve the grant program as presented with amendments that are proposed

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

C. Discussion regarding Influencer Marketing

D. Hotel Update

5. ADJOURN

MOTION: Motion to Adjourn at 3:37PM

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



JULY TOURISM UPDATE

CITY OF NEW BERLIN TOURISM COMMISSION

JULY 12, 2023



ONGOING OUTREACH EFFORTS



FACEBOOK

(Daily)

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

1,530
FOLLOWERS

WAS: 1,479



INSTAGRAM

(Daily)

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

558
FOLLOWERS

WAS: 552



EVENT CALENDAR

(Monthly)

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

10
CALENDARS
SINCE 10/22



JUNE (FB) CONTENT

JUNE 1-30

Recent content ↑↓	Type	Reach ⓘ ↓	Likes and reactions ⓘ ↑↓	St
 July is just a day away! Don't forget... Fri Jun 30, 10:00am	Post	Boost post	2,831	20
 The countdown is on.... 8 DAYS to ... Fri Jun 23, 5:00pm	Post	Boost post	1,943	26
 Consider breakfast covered this Su... Tue Jun 27, 5:00pm	Post	Boost post	1,796	38
 Worried about parking on the 4th?... Wed Jun 28, 1:00pm	Post	Boost post	1,746	20
 Mark your calendars... the New Berl... Sat Jun 3, 5:00pm	Post	Boost post	1,493	15
 Concerts at City Center are BACK! ... Thu Jun 29, 5:00pm	Post	Boost post	1,418	31
 June is here and we're kicking off t...	Post	Boost post	1,396	34



BENCHMARKING

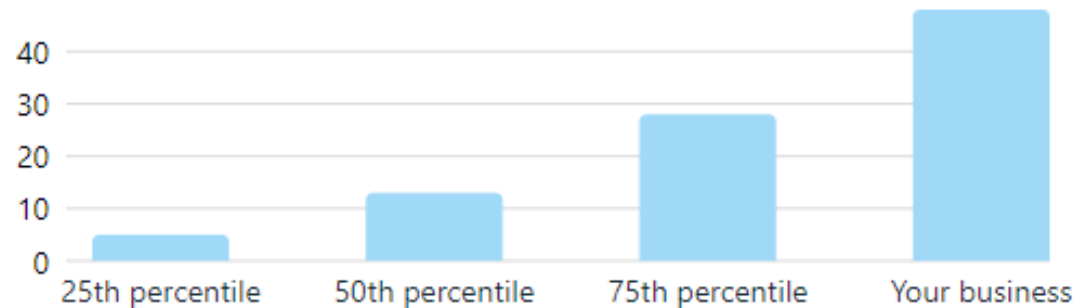
PROVIDED BY FACEBOOK

Published content ⓘ

48

Higher than others

How often your business published versus others in this category



Facebook followers ⓘ

1.5K

Similar to others

Typically: 1.9K

New Facebook followers ⓘ

36

Similar to others

Typically: 20

Content interactions ⓘ

588

Similar to others

Typically: 373



JUNE SOCIAL MEDIA HIGHLIGHTS

TOP 3 POSTS

1

TOP
REACH



Post Reach: 2,831

2

MOST
LIKES



Likes: 38

3

MOST
COMMENTS
& SHARES



Most Comments: 17



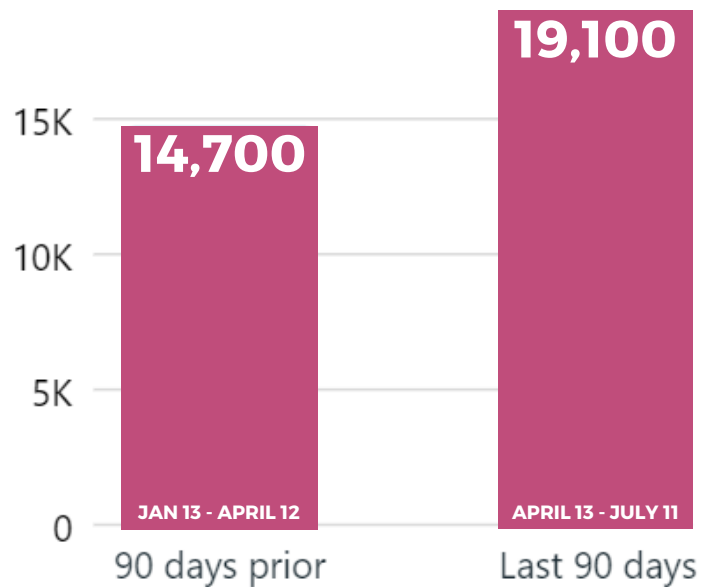
180-DAY INSIGHTS

REACH

Post reach

19.1K ↑ 16.9%

Total from last 90 days vs 90 days prior

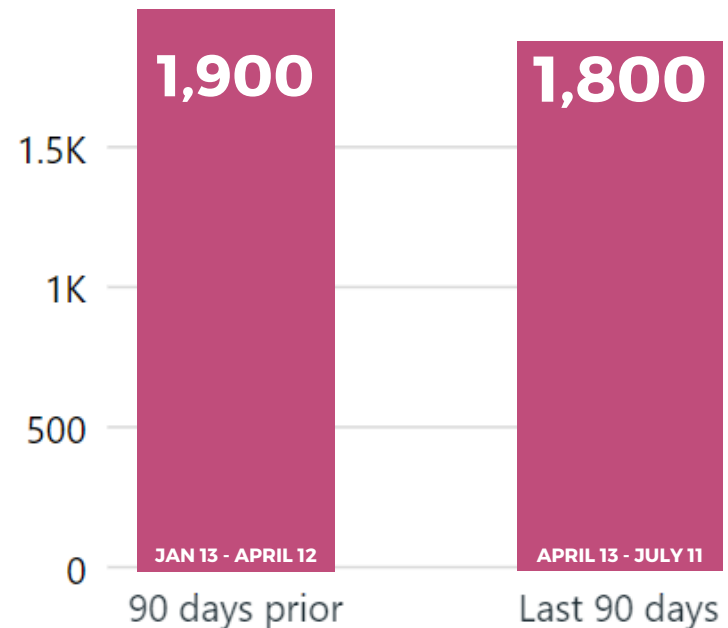


ENGAGEMENT

Post reactions, comments and shares

1.8K ↓ 6.8%

Total from last 90 days vs 90 days prior





RECENT POSTS

CITY OF NEW BERLIN RECREATION SUMMER FUN events

1-4 JULY **JULY 4th FESTIVAL**
New Berlin's 22nd Annual 4th of July Festival takes place at Malone Park. Live music, food, drinks and fun!

15th JULY **FAMILY NERF BATTLE**
The registration is required - \$10/family. Starts at 1:00 pm at the New Berlin Activity & Recreation Center.

28th JULY **DRIVE IN MOVIE**
Join us at Malone Park - South Parking lot for our annual drive-in movie. Parking opens at 5pm. Movies - The Man of Steel

5th AUG **FAMILY NERF BATTLE**
The registration is required - \$10/family. Starts at 1:00 pm at the New Berlin Activity & Recreation Center.

11th AUG **MOVIE IN THE PARK**
Join us at the Malone Park. Coordination for the Summer Beer Garden Series featuring Malacoast. 11:30pm - 1:00am. Beer Garden and Food Trucks on site and movie starts.

11-12 AUG **BEER GARDEN**
Join us at Malone Park for our Summer Beer Garden Series featuring Malacoast. 11:30pm - 1:00am. Beer Garden and Food Trucks on site and movie starts.

12th AUG **BACKYARD BASH**
Join us at the Malone Park. Coordination for the Summer Beer Garden Series featuring Malacoast. 11:30pm - 1:00am. Beer Garden and Food Trucks on site and movie starts.

25th AUG **MOVIE IN THE PARK**
Join us at Malone Park. Coordination for the Summer Beer Garden Series featuring Malacoast. 11:30pm - 1:00am. Beer Garden and Food Trucks on site and movie starts.

25-26 AUG **BEER GARDEN**
Join us at Malone Park for our Summer Beer Garden Series featuring Malacoast. 11:30pm - 1:00am. Beer Garden and Food Trucks on site and movie starts.

FOR MORE INFO FIND US ON FACEBOOK - NEW BERLIN RECREATION DEPT.

PROHEALTH CARE REGENCY SENIOR COMMUNITIES

New Berlin Public Library

CONCERTS AT CITY CENTER

FREE - LIVE MUSIC - FUN BRING CHAIRS BLANKETS AND SNACKS OR PURCHASE REFRESHMENTS TO SUPPORT THE FRIENDS OF NEW BERLIN LIBRARY

NEW IN 2023 PRE-CONCERT ACTIVITIES STARTING AT 6:00!

LINE-UP

JULY 12 WED 6:30-8:30PM
THE HUNGRY WILLIAMS
SINGING, BLUES AND ROCK 'N' ROLL
CHALK THE WALK BEGINS AT 6:00

JULY 26 WED 6:30-8:30PM
WARREN WEIGRATZ
AND THE JAZZ PUNK EXPERIMENT
JAZZ TRIVIA BEGINS AT 6:00

AUGUST 9 WED 6:30-8:30PM
BARBARA STEPHAN
R&B WITH POP TWIST
BINGO BEGINS AT 6:00

HAPPY INDEPENDENCE DAY!

MALONE PARK, NEW BERLIN 16400 W. AL STIGLER PKWY

55th Annual 4th OF JULY FAMILY FESTIVAL

MUSIC • FOOD • PARADE • FIREWORKS • GAMES

July 1st - July 4th, 2023

CELEBRATING COMMUNITY

New Berlin Fourth of July Family Festival City of New Berlin

PRINCETONCLUB FITNESS

AT THE Farmer's Market

AT THE NEW BERLIN FARMER'S MARKET 15055 W National Ave, New Berlin, WI 53151

FREE GROUP EXERCISE CLASSES FROM PRINCETON CLUB

EVERY SATURDAY 9:30 AM

July 1st Yoga with Jimmy
July 8th BodyCombat with Bruce
July 15th Yoga with Zack
July 22nd WERQ with Dana
July 29th Yoga with Joy

45 MINUTE CLASSES *Must bring your own mat for Yoga.

www.princetonclubnewberlin.com • facebook.com/PrincetonClubNB

New Berlin Fire Department PANCAKE FUNDRAISER!

Freewill Donation **Sunday, July 2nd 9 am - 12 pm**

Includes: Hot Coffee, Orange Juice, Sausage, Syrup, Butter All You Can Eat Pancakes

New Berlin Fire Station 1
16280 W. National Avenue
New Berlin, WI 53151

Proceeds Will go to help purchase much needed equipment

Sponsor 1844 COFFEE Sponsor

Catch us at the Farmers Market this Saturday, June 24th!

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

Presented by the New Berlin Chamber of Commerce & Visitors Bureau
www.newberlinchamber.org/farmers-market

The New Berlin Public Library's 2nd Annual Outdoor Flea Market

SATURDAY, JUNE 10TH 9:00A-3:00P LIBRARY GREEN SPACE

Rummage, art, vintage collectibles, crafts, and more await you at the Library's 2nd Outdoor Annual Summer Flea Market. Visit the Library grounds and walk around the Green Space to find what you didn't know you needed!

Celebrate Father's Day With Us At The New Berlin Historical Park

OPEN HOUSE
Sunday June 18, 2023 1-4 PM

Bring Dad for a FREE Root Beer Float!

THREE CHEERS FOR DAD

FATHER'S DAY

Lots of Kids' Activities!
• Sidewalk chalk drawing
• Corn Hole Game
• Ride the Barrel Train
...and more

No Admission Charge!

TOUR: • Pioneer Log House • Little Red School House • Two 19th Century Homes • Historic First Freewill Baptist Church • Antique Apple Orchard and Barn

AT THE MUSEUM: • Military, Volunteer Fire Department & Police Department Exhibits • Cornfields Farms Exhibit • Gift Shop

Refreshments at the Gazebo
Hot Dogs, Beverages, Home-made Desserts!

Presented by NEW BERLIN HISTORICAL SOCIETY
www.newberlinhistoricalsociety.org
FACEBOOK: New Berlin, WI Historical Society
QUESTIONS? Call 262-853-1725

19765 NATIONAL AVE, NEW BERLIN

FAMILY MOVIE AFTERNOON

PROUDLY PRESENTED BY:

New Berlin Public Library

Enjoy

NBPL COMMUNITY ROOM
1:00 PM | 7-13-23
NO REGISTRATION
FREE ADMISSION & SNACKS

CALL 262-764-1814 FOR MOVIE TITLE!

The New Berlin Chamber of Commerce & Visitors Bureau proudly presents the

New Berlin Farmer's Market

8:00am - Noon | 15055 W National Avenue in the City Center
every Saturday from May through last weekend in October

COME CHECK OUT OUR NEW VENDORS!



4TH OF JULY FESTIVAL





BUSINESS OF THE MONTH

JUNE BUSINESS OF THE MONTH TOBIN JEWELERS



JULY BUSINESS OF THE MONTH JOE WILDE COMPANY





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!

Enjoy NEW BERLIN

**2024
BRAINSTORMING**

- EVENTS
- ADVERTISING
- OUTREACH
- GRANTS
- PARTNERSHIP
- PROMOTION



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

AMOUNT REQUESTED: \$2,500.00

Maximum Request: \$2,500

Section 1: Applicant Information / Description of Organization			
Applicant/Name of Organization New Berlin Heat Fastpitch			
Address PO Box 510344	City New Berlin	State WI	ZIP Code 53103
Authorized Representative James M Sturino (Mike)	Title Treasurer	Telephone Number 262-993-5403	
Contact Person James M Sturino (Mike)	Title Treasurer	Telephone Number 262-993-5403	
E-Mail Address Sturino40@gmail.com	Organization/Event Website URL www.NBHeat.org		
Background of organization The New Berlin Heat is the select/travel baseball and softball arm of the New Berlin Athletic Association (NBAA) a 501(c)(3) non-profit. The NB Heat has offered baseball since 2000 and girls fastpitch since 2007. We strive to be 75% New Berlin residents or students that attend New Berlin Schools. We offer a more competitive form of baseball and softball to prepare players for high school athletics.			
Mission and Objectives of organization As a non-profit, we strive to offer affordable travel/select softball to New Berlin residents and students who are 7-19 years old. Other academies offer this same opportunity, but for thousands of dollars, while we strive to keep our annual fees under \$1,000.00 (this year was \$500) for a comparable offering. 100% of the funds raised by our tournament go back into the organization to offset costs. There are no paid volunteers or employees, so 100% of the funds go back to the girls.			
Target Group(s) of organization We primarily target out of town fastpitch organizations. While we draw some local teams, we have also had success drawing teams from Illinois, Iowa, Eastern Wisconsin (Eau Claire, La Cross, Chippewa Valley), and Northeast Wisconsin (Green Bay, De Pere) and Northern Wisconsin (Wausau) in year's past. The more visibility we are able to generate and the better an event we put on, the more likely those out of town teams are to come back annually and to attract other out of town teams to our event on an annual basis - thus, potentially growing the base.			

Section 2: Project Information	
Project/Event Title	New Berlin Heat Girls Fastpitch Program
Grant Request Amount	\$2,500.00
Total Project / Event Budget	\$25,000- \$35,000
Project / Event Location	New Berlin, WI
Projected Number of Attendees	2,500-3,000
Detailed Project / Event Description	We host annually a fastpitch tournament in early June. This year's tournament was June 9-10-11. We had 54 teams in the tournament this year, including teams from Sun Prairie, Freeport Illinois, Kenosha, Chippewa Valley Wisconsin, Cottage Grove Wisconsin, De Pere Wisconsin, and Mayville Wisconsin. There were 3 separate teams from Chippewa Valley that came to our tournament all of which stayed in local hotels, as well as the teams from Freeport, IL and De Pere, WI. I am not definitely sure if the Cottage Grove and/or Sun Prairie stayed locally. We estimated nearly 2,500-3,000 people attended games at our 10 fields in 2 parks.
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>).	By hosting this tournament annually we bring in out of town teams to the City of New Berlin. We have brought teams from Wausau, Chippewa Valley, Eau Claire, La Crosse, Iowa, and Illinois in year's past. This year we had teams from Chippewa Valley and Freeport, IL, that I spoke with personally and knew that they were staying locally in hotels. This tournament brings nearly 2500-3000 out of towners to New Berlin for the games, some of which stay at local hotels, and many of who visit local restaurants, bars, and stores during the course of the tournament.
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.	My best estimated is that 3 teams from Chippewa Valley (12 players each team) and at least a team from Freeport, IL, stayed at local hotels for our event. This would be 4 teams of 12 (48 players) each staying Friday and Saturday night at local hotels, so at a minimum 48 rooms for 2 nights, 96 in total, but potentially more.
Expected Outcomes	This year our tournament raised nearly \$10,000.00 for our organization. Any contributions from the Tourism Commission would offset our hard costs - permits, field use, field preparation, concessions, umpires, game balls, awards, and improve our bottom line and profits, which then would be used to offset registration fees for the players the following year. There are no paid volunteers or employees, so 100% of any funds raised or grants obtained are put back into the girls' program at 100%.
Staffing Requirements	The entire event is staffed and ran by the parents and families of the New Berlin Heat Girls Fastpitch organization. There are no paid staff or employees, it is entirely put on by volunteers and some very dedicated parents.

Timeline for Implementation

We run an operational budget from August 1 - July 31. We strive to provide our families and players with the most affordable opportunities to continue the develop and grow as players and members of the community. Our families and organization at times struggle with uniform costs, equipment, and field access, along with the costs associated with the tournament we run - permits for tournaments, umpire and other expenses, all of which directly benefit our players. Again, we have no paid employees or paid volunteers so 100% of these grants and funds raised by our event are put back into the program to benefit our 7 teams and 84 players, that are approximately 75% New Berlin residents or New Berlin school students.

Estimated Number of Hotel Stays from the Project / Event 2023 - approximately 96 total nights (see above)

Is the proposed project/event: ☐ New Project / Event ☒ Existing Project / Event.

XC

Section 3: Financial Information

Plans for Sustaining the Project's Funding Upon the Expiration of the Grant

Each year we look for grants and donations to execute our events. Some years are leaner then others, but our organization has an adequate financial reserve to ensure that the costs associated with this event can be fronted annually, with the hope that the event is successful enough to earn a profit, or at a minimum break even. With any additional funding and grants, it makes doing so that much easier.

List Other Funding Sources Applied To For Support of the Project.

Annual player registration fees, yearly registration fees from teams attending the New Berlin Heat Tournament, donations from local business - Kwik Trip, Costco, New Berlin Ale House.

Detailed Description of 10% Match

Any grant would be matched with the in-kind volunteer hours of our coaches and executive board. We work tirelessly to present the base opportunities for our players with many coaches and board members putting well over 300 hours of volunteer time into this program. Each team has 1-3 coaches, and our Board of Directors has 6 current members. I would be happy to discuss how else we could effectuate this 10% match to ensure compliance, should we be chosen, as this is my first attempt at authoring such a grant request.

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.		
5	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		

Enjoy New Berlin – Room Tax Grant Application / 2023

New Berlin 4th of July commission

3805 S Casper Driver, New Berlin WI 53151

Polly Oldenburg, New Berlin 4th of July Coordinator / 262-754-1805 / poldenburg@newberlin.org

<https://www.newberlin.org/671/4th-of-July-Festival>

Organization background – The New Berlin 4th of July Festival has been an annual event since 1968. Currently one New Berlin Alderman, one New Berlin staff along with 12 community citizens comprise the New Berlin 4th of July Commission, tasked with and responsible for the 2023 four day community event.

Mission and objective – The mission of the 4th of July Commission is to plan and facilitate the city's annual 4th of July Family Festival. Conduct appropriate ceremonies, parades, programs and fireworks display on July 4th and leading into the national holiday. To recall, restate and affirm the basic concepts of our free American society.

Target Group – Thought is given and planning in place to offer something for everyone, regardless of age, gender, or economic status. Everyone not only in New Berlin is welcome, but the surrounding communities as well.

Event Title – 55th Annual City of New Berlin 4th of July Family Festival

Grant Request Amount - \$2,500

Total Event Budget - \$153,200

Event Location – Malone Park, 16400 W Al Stigler Pkwy, New Berlin WI 53151

Projected number of attendees – 90,000

Event Description – please see attached calendar of events

Explain how this project meets goals – Each year the City of New Berlin host a 4th of July Festival that brings together over 90,000 attendees to celebrate our nations independence. This year's festival will feature entertainment from 10+ live bands and a wide variety of family friendly entertainment including a Carnival, Pie Contest, Cornhole Tournament, Flashlight Candy Hunt, and of course Fireworks! Each year the City of New Berlin strives to host an epic celebration that is sure to be a destination event for not just local communities, but for families and friends both near and far. With a total event expense budget of over \$150,000 we continue to seek out entertainment that is sure to bring attendees back year after year.

Room Block – in the past New Berlin hotels worked with the NB4 commission to hold a block of rooms at a discounted rate. The past two years, NB hotels did not offer such discounts. Reasoning given was that event was being held close to the weekend and they were already at capacity.

Expected outcome – Five main charities will run the two anchor tents and festival parking. Several smaller non-profit organizations will help facilitate several events including the annual Pie Contest, Boy Scout Ice Cream Booth, and the New Berlin Fire Department Pancake Breakfast. Two additional booths will direct proceeds to the NBARC and the New Berlin Food Pantry. All charities will use their profits to fund scholarships, MS research, vision screening, and equipment for the New Berlin Library, New Berlin Fire Department and much more.

Staffing requirements – Staff from the Recreation, Finance, Clerk's Office, Engineering, DPW along with NBFD, NBPD begin planning for the next year's event in August. In the week's leading up to the event more planning requirements from DPW, Recreation, Finance, Clerk's, NBPD, NBFD with an intense requirement from DPW, NBPD the week immediately prior and the entire July 1-4 event.



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

AMOUNT REQUESTED:

Maximum Request: \$2,500

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

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Applicant Organization:
Project/Event:
Grant Request:

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5	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		



55th Annual City of New Berlin 4th of July Family Festival 2023 Theme *"Celebrating Community"*



Saturday, July 1st

12:00 to 11:00 pm	Grounds & Carnival open
12:00 to 4:00 pm	Spectrum Carnival with wristband special * (<i>one wristband per person, per time slot</i>) * (\$25 cash at City Hall Office by end of day on June 30th OR \$30 at gate)
12:00 to 5:00 pm	New Berlin Lions Vision Screening
1:00 to 3:00 pm	Line Dancing (<i>east tent</i>) - join groups from the GWC-YMCA, Brookfield, Delafield, Germantown, Greenfield, Hartland, Pewaukee, Double D Dancers, Brisco Family YMCA
1:00 to 1:45 pm	Drew Burgoyne from Channel 58 presents Weather Experiments (<i>activity tent</i>)
1:30 to 3:00 pm	The Britians (<i>west tent</i>)
5:00 to 10:00 pm	Spectrum Carnival wristband special *
6:00 to 8:00 pm	Miss Kim's Animals & Half Twisted-Half Knot (<i>activity tent</i>)
7:00 to 10:30 pm	Bobby Way and the Wayouts (<i>east tent</i>)
7:00 to 10:30 pm	King of Radio (<i>west tent</i>)

Sunday, July 2nd

9:00 am to noon	New Berlin Fire Department Pancake Breakfast - <i>sponsored by 1848 Coffee</i>
12:00 to 11:00 pm	Grounds & Carnival Open
12:00 to 4:00 pm	Spectrum Carnival wristband special *
12:00 to 5:00 pm	New Berlin Lions Vision Screening
1:00 to 2:00 pm	Schlitz Audubon presents Eagle & Friends (<i>activity tent</i>)
1:00 to 4:30 pm	Doo Wop Jukebox (<i>east tent</i>)
1:00 to 4:30 pm	132nd Army Rock Band (<i>west tent</i>)
4:00 pm	New Berlin Lions Free Ice Cream Handout (<i>ages 11 & under - located by activity tent</i>)
5:00 to 10:00 pm	Spectrum Carnival wristband special *
5:30 pm	Pie Bake-off check in
6:00 pm	19th Annual Pie Bake-off Judging (<i>entry form at www.newberlin.org</i>)
7:00 to 10:00 pm	Cold Sweat and the Brew City Horns (<i>east tent</i>)
7:00 to 10:00 pm	Cherry Pie (<i>west tent</i>)

Monday, July 3rd

5:00 to 11:00 pm	Grounds and Carnival Open
5:00 to 10:00 pm	Spectrum Carnival wristband special *
5:00 to 7:00 pm	Family Games & Activities for all ages (<i>located at center of the grounds</i>)
6:00 pm	5th Annual Cornhole Tournament (<i>located by softball diamonds - registration required</i>) https://anc.apm.activecommunities.com/newberlin/activity/search/detail/4845?onlineSiteId=0&from_original_cui=true
5:00 pm	New! Trivia Contest (<i>activity tent - registration requested - spots limited</i>) https://anc.apm.activecommunities.com/newberlin/activity/search/detail/4889?onlineSiteId=0&from_original_cui=true
6:00 to 10:00 pm	33 RPM (<i>east tent</i>)
6:00 to 10:00 pm	The Now (<i>west tent</i>)
9:30 pm	NBFD Flashlight Candy Hunt & collection of Peanut Butter for NB Food Pantry (<i>located by softball diamonds / 6th grade & under / bring flashlight & bag</i>)

Tuesday, July 4th

9:00 am	Mini Parade Lineup & <i>collection of Toothbrushes/Paste for New Berlin Food Pantry</i> (<i>parking in upper/north lot of City Hall - parade in lower/south lot</i>)
9:30 am	Mini Parade presented by the New Berlin Jr. Woman's Club
12:00 to 11:00 pm	Grounds & Carnival Open
12:00 to 5:00 pm	New Berlin Lions Vision Screening
1:00 to 5:00 pm	Spectrum Carnival wristband special *
1:00 pm	Main Parade - <i>Look for information regarding NEW parade route before you come!</i>
2:30 to 5:00 pm	Walk-up Paint & Sip Workshop featuring Karaya Arte benefiting EFNB (<i>east tent</i>)
4:00 pm	German Shepherd Dog Club Demonstration (<i>activity tent</i>)
4:00 pm	New Berlin High School Talent Showcase (<i>east tent</i>)
4:00 pm	Performances by Anita's Dance Center (<i>west tent</i>)
6:30 to 10:00 pm	Rebel Grace (<i>east tent</i>)
6:00 to 10:00 pm	Almighty Vinyl (<i>west tent</i>)
10:00 pm	FIREWORKS - <i>sponsored by Festival Foods & Educators Credit Union</i>

Please find us on Facebook - New Berlin 4th of July Family Festival OR visit the NB4 page of our City of New Berlin website - www.newberlin.org for more details and current updates.



*East Tent hosts and benefits the Prospect Lions & Educational Foundation of New Berlin (EFNB)
West Tent hosts the New Berlin Lions & Citizens Against Muscular Dystrophy
Ojibwa Bowhunters of New Berlin facilitating parking*

→ NO food or beverage carry-ins OR picnicking allowed on Festival Grounds
→ All carry-ins are subject to search per New Berlin Police Department

Updated 2023.final

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	See Attached Document
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	
See attached Document.	
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: Lori Weiner, President
 Signed: Lori Weiner Date: 7-7-23
 Address: 4848 S. Acorn Dr, New Berlin
 Phone: 414-975-8635 Email: LoriAnnWeiner@gmail.com

Enjoy New Berlin

Room Tax Grant Application

Section 1: Applicant Information/Description of Organization

Applicant/Name of Organization: *New Berlin Junior Woman's Club (NBJWC)*

Address: PO Box 510094 City: New Berlin State: WI ZIP Code: 53151

Authorized Representative: Lori Weiner

Title: President

Telephone Number: 414-975-8635

Contact Person: Erica Moranski **Title:** Treasurer

Telephone Number: 262-501-0619

E-Mail Address: newberlinjr@gmail.com

Organization/Event Website URL: <http://www.newberlinjuniors.org/>

Background of organization:

NBJWC is a service organization serving New Berlin since 1975. The club fosters the spirit of volunteerism among women in New Berlin. Meetings are held at 7:00 PM the 2nd Thursday of each month except July, August, and December at the New Berlin Community Center, 14750 Cleveland Ave

Mission and Objectives of organization:

We are committed to serving and strengthening our community through fundraising, volunteerism, community service and friendship. Through our three major annual events, we raise funds and distribute them back to the community annually. Over the past 10 years NBJWC has donated more than \$100,000 back to the community in monetary disbursements. In 2023, we donated \$18000 to other New Berlin and Waukesha County organizations in need of equipment or services that are beyond their budgets.*

**This does not include the large monetary donation and hundreds of volunteer hours for the Playground at Malone Project in 2016.*

Target Group of Organization:

Any Woman, 21 years or older, interested in volunteerism, whose residence or business is located within the City of New Berlin, is eligible for membership.

Section 2: Project Information

Project/Event Title: *40th Annual Fall Harvest Craft Fair*

Grant Request Amount: *\$2500*

Total Project/ Event Budget: *\$2500*

Project/ Event Location: *Ronald Reagan Elementary School*

Projected Number of Attendees: *1200-1300*

Detailed Project/ Event Description:

40th year of a respected and well-known Art and Craft Fair with 120 regional artists and crafters, along with an exceptional bake sale, chili sale and more. Always held the 3rd Saturday of October, 9am-3pm

Explain How the Project Meets the Goals of the Grant Program/Benefits to the City of New Berlin (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).

Exhibitors come from all over the state of Wisconsin, although the majority of our exhibitors come from Waukesha and Milwaukee County, 25% of our exhibitors come from other counties such as Brown, Dane, Fond du Lac, Manitowoc, Racine and more. A few of these exhibitors have requested Friday evening set-up, which would indicate that they would likely stay overnight in one of the New Berlin hotels.

The event brings in over 1200 attendees, many from outside New Berlin. This benefits New Berlin, by bringing awareness to outsiders of the businesses in New Berlin. It is anticipated that many will make other stops at gas stations, grocery stores, restaurants, etc. while they are in the area.

The event is publicized in many ways. We publish in the Midwest Art Fairs print and online edition. We also advertise in New Berlin Magazine. We

have a Constant Contact list of 500+ contacts that are emailed a digital flyer. Flyers are posted on many online Social Media Platforms and Facebook sites. Printed flyers are posted in grocery stores and other locations that allow. Yard signs are placed throughout the New Berlin Community the week prior to the event.

Additional advertising would be considered with an awarded grant.

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:

We have not reserved a block of rooms in the past, but this could be considered.

Expected Outcomes:

Our main goal is to raise funds to distribute back to others in need.

The event averages about \$12,000 in net revenue per year.

We also strive to have one of the best Craft Fairs in southeastern WI.

We want to make it a pleasant and creative shopping experience for our attendees by having a wide variety of exhibitors. We strive to have many attendees to make it a profitable, positive experience for our exhibitors.

Staffing

Members are asked to work at least one 2-hour shift on the day of our event, but many of the coordinating members are there for the entire event, and set up for a few hours the night before.

In order to meet our goals, we need the majority of our club members (average 50 members) to help out on this day or help with tasks leading up to the event. We have a publicity crew, set-up crew, a decorations committee, entrance staff, bake sale and concession stand staff, clean-up crew, and more. Many hours are spent by our Co-chairs to organize and plan the event prior to the day of. All members are asked to bake and/or make chili for the bake sale and concession stand. These efforts and associated costs for food come from member generosity since the club does not reimburse them.

Timeline for Implementation:

Event is a one day event from 9am-3pm.

Planning begins one year in advance. Continuous planning is in the works until day of event.

Estimated Number of Hotel Stays from the Project/Event : 5

Is the proposed project/event: This is an existing project.

Section 3: Financial Information

Plans for Sustaining the Project's funding Upon the Expiration of the Grant:
As this is an annual event, the project expenditures are funded through the revenue received from booth sales and attendee admission.

The grant would help us to further our advertising and reach more potential attendees. The grant would cover all the event expenditures and would allow us to give 100% of the gross revenues back to the community.

List Other Funding Sources Applied to For Support of the Project:

For many years, we have requested and received donations of food and other supplies to support our concession stand from area restaurants and grocery stores in order to reduce our expenses and maximize our revenues for future donations to the community.

Detailed Description of 10% Match

Members and their families provide over 300 hours of in-kind service to this specific project. Many other countless hours are served to support our many other community events and fundraisers throughout the year.

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: Lori Weiner President

Signed: Lori A. Weiner **Date:** 7-7-23

Address: 4848 S Acorn Drive, New Berlin WI 53151

Phone: 414-975-8635 **Email:** LoriAnnWeiner@gmail.com



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.		
5	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		



**@ Ronald Reagan
Elementary School**

**4225 S. Calhoun Rd
New Berlin, WI 53151**

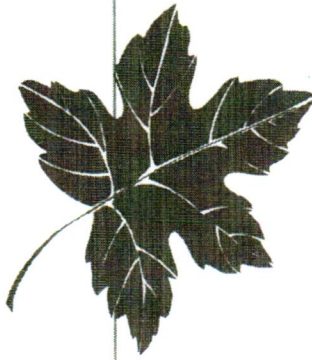
South of Coffee Rd,
North of National Ave

\$3.00 admission
*(proceeds donated back to the
community)*

***Over 120 crafters *Bake Sale
*Refreshments
Umbrella Strollers Only Please**

40th Annual Fall Harvest Art & Craft Fair

**Sat. October 14th, 2023
9:00am ~ 3:00pm**



**Sponsored by:
New Berlin Junior
Woman's Club
www.newberlinjuniors.org
(please do not call the school)**





ENJOY NEW BERLIN ROOM TAX GRANT APPLICATION

DUE BY 12:00PM / JULY 7, 2023

AMOUNT REQUESTED:

Maximum Request: \$2,500

Section 1: Applicant Information / Description of Organization

Applicant/Name of Organization			
Prospect Hill Restoration Foundation			
Address	City	State	ZIP Code
New Berlin Historic Park	New Berlin	WI	53146
Authorized Representative	Title	Telephone Number	
Cheryl Schoker	President	262-679-3448	
Contact Person	Title	Telephone Number	
Barbara Zacher	Sec/Treas	262-679-3457	
E-Mail Address	Organization/Event Website URL		
lzacher@wi.rr.com	New Berlin Historic Day		

Background of organization

The Prospect Hill Restoration Foundation was organized in 1985-86 after a Tragic Arson Fire in the First Free Will Baptist Church Located on Prospect Hill in New Berlin National Ave - just west of Racine Ave

Mission and Objectives of organization

Community No. 1. When this foundation was organized - it brought the community together... The Prospect Hill Ladies Aid Society (oldest in Waukesha Co.) - New Berlin Jaycees - N.B. Jr Women's Club - Scouts... neighbors - etc.

Target Group(s) of organization

We were established - re established as a Museum - Church to share the local history of New Berlin - mainly for this part of the city - Prospect Hill area - which was for the Free Will Baptists - 1840 - church built in 1860. We reach out to neighbors, our schools and scouts - Library Waukesha area - etc.

Section 2: Project Information

Project/Event Title

New Berlin 30th Annual Historic Day

Grant Request Amount

\$2000.

Total Project / Event Budget = our part only - \$1,000 at most

Project / Event Location New Berlin Historical Park

Projected Number of Attendees 500 - 700 - hopefully 1,000

Detailed Project / Event Description

We plan to work harder than ever being our special 30th anniversary. We include that it is also "Grandparents Day". This is a very family oriented event. ALL historic buildings are open - and staffed - children's games - blacksmith demonstration, yarn spinning demonstration, story telling in school house - parade of vintage cars - tractors - even miniature horses.

Explain How the Project Meets the Goals of the Grant Program/Benefits to the City of New Berlin (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).

We have used this grant previously to have a radio ad with WTMT that broadcasts locally and into Kenosha - Racine and more. So we would invite visitors to come and discover one of the 'BEST' Historic Parks you'll ever see - while here - why not stay overnight at one of our hotels - La Quinta or Holiday Inns

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

We would hope with this Ad that we are encouraging people to visit our EVENT and become familiar with our 2 hotels right off the Highway (s). That would include out of Towners and locals. We'd mention how much fun it is to spend time with family - swimming - games - breakfasts - etc.

Staffing Requirements

No need to leave New Berlin -

We have 3 of us in the Free Will Baptist Church/Museum and we will have 1 or 2 of us - walking around to ask visitors how they heard about the event -
 ② if they are 1st time visitors and ③ would you come again!

Timeline for Implementation

The members of the P.H.R.F. work all year with the New Berlin Historic Society but zero in on this particular event more intently starting early summer. We have contacted those who are returning participants and always reaching out to need additional participants.

Estimated Number of Hotel Stays from the Project / Event

Would hope for 5-10

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

We use our existing funds and will work to add to those funds. We hope to utilize the historic church for possible weddings (small) - music groups for concerts - organ concerts - ~~gospel~~ gospel / patriotic singing concerts - etc.

List Other Funding Sources Applied To For Support of the Project

We would charge a minimal cover charge but mostly encourage donations. We also have been fortunate to receive a yearly donation from the New Berlin Lions Club.

Detailed Description of 10% Match

We will spend the 10% match (\$200 if we receive grant) for advertizing mostly. We have every year had a front page 'colorful' attractive ~~ad~~ ad in the Waukesha Freeman. We reach out to magazines - MKE and smaller 'free' newspapers - Positive Aging and Your Health - also - local grocery stores with flyers -

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: Barbara Zacher - Sec/Treasurer P.H.R.S.

Signed: Barbara Zacher

Date: 07-07-2023

Address: 5495 S. Overlook Dr N.B. 53146

Phone: 262-679-3457

Email: 1zacher@wi.rn.com

(Lee)

Sorry I couldn't type this.

Thank You!



ENJOY NEW BERLIN
ROOM TAX GRANT
EVALUATION WORKSHEET
 INTERNAL USE ONLY

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

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