



Tourism Commission MEETING AGENDA

August 2, 2023 - 3:00 PM
Council Chambers
3805 S. Casper Drive

Published 7/28/2023

AGENDA

1. **CALL TO ORDER**
2. **ROLL CALL; DECLARATION OF QUORUM; PUBLIC NOTICE**
3. **APPROVAL OF MINUTES**
 - A. July 12, 2023 Meeting Minutes
4. **CONTINUED BUISNESS**
 - A. Discussion on Grant Application
23-01 New Berlin Heat Fastpitch - \$2,500 Requested
 - B. Discussion on Grant Application
23-02 New Berlin 4th of July Commission - \$2,500 Requested
 - C. Discussion on Grant Application
23-03 New Berlin Junior Woman's Club - \$2,500 Requested
 - D. Discussion on Grant Application
23-04 Prospect Hill Restoration Foundation - \$2,000 Requested
 - E. Discussion on All Grant Requests and Action on Final Grant Awards
5. **NEW BUSINESS**
 - A. Update by DCD Staff
 - i. Social Media Insights
 - ii. Events / Outreach
 - B. Review and approve expenditures for Fall Conference
 - C. Review and approve 2024 Budget
 - D. Discussion on Future Grant Cycles and Remaining Funds
 - E. Hotel Update
 - F. Next Meeting Date
6. **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

July 12, 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

Commissioner Szpara 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: Commissioner Szpara, Commissioner Rocco, Commissioner Anderson, Commissioner O'Loughlin

Excused: Commissioner Horbinski

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

3. APPROVAL OF MINUTES

A. June 7, 2023 Meeting Minutes

MOTION: Motion to Approve Minutes

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

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
MOTION: Motion to Table All Applications

VOTE: Motion by: Commissioner Szpara
Second by: Commissioner O'Loughlin
Motion Passes 4-0
- G. Discussion on Future Grant Cycles and Remaining Funds
- H. Hotel Update
- I. Next Meeting Date
Next meeting date August 2, 2023.

5. ADJOURN

MOTION: Motion to Adjourn at 4:05PM

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

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



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 (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).	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

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

Maximum Points	Criteria	Notes	Score
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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



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 <i>New Berlin Junior Women's Club</i>			
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 <i>* Please see Attached Document *</i>			
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	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

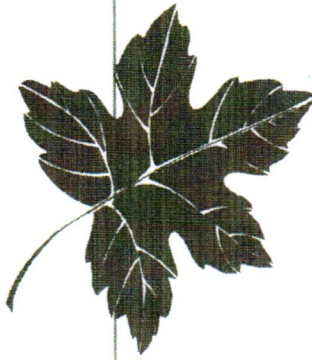
\$3.00 admission
*(proceeds donated back to the
community)*

***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)**



New Berlin Junior Woman's Club

Craft Fair

2023-24 Budget

Income

Crafter Booth Fees Income	\$6,500.00
Bake Sale Income	\$1,500.00
Concession Income	\$1,800.00
Entrance Fee Income	\$3,700.00
Total Income	\$13,500.00

Exepnses

Administrative Expense (Crafter Packets/Registration,etc)	\$ 300.00
Bake Sale Expense	\$ 10.00
Custodial Expense	\$ 1,000.00
Decoration Expense	\$ 50.00
Kitchen/Concession Stand Expense*	\$ 550.00
Publicity Expense	\$ 500.00
Set-up Expense	\$ 100.00
Total Operating Expenses	\$ 2,510.00
Total Realized Net Income	\$10,990.00

*Items purchased for our concession stand not covered by In-kind donations

Budget of In-Kind goods and volunteer service hours

In-kind Donations* (Food Products for Concession)	\$ 650.00
In-kind Donations* (Food Products for Concession)	\$ 350.00
In-Kind Service Hours Admin*	\$ 725.00
In-Kind Service Hours Day of*	\$1,450
Total In-Kind	\$ 3,175.00

*Items and gift cards received to purchase food products for concession stand received from NB restaurants and grocery stores
 *members make/donate 35 batches of chili to sell at concession ave cost/batch per ingredients = \$10 (minimum)
 Organizing of event (ave 100 volunteer hours @ \$7.25/hr
 average 200 volunteer hours @ \$7.25/hr



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

AMOUNT REQUESTED: \$2,000

Maximum Request: \$2,500

Section 1: Applicant Information / Description of Organization			
Applicant/Name of Organization Prospect Hill Restoration Foundation			
Address New Berlin Historic Park	City New Berlin	State Wi	ZIP Code 53146
Authorized Representative Cheryl Schober	Title President	Telephone Number 262 679-3448	
Contact Person Barbara Zacher	Title Secr/Treas	Telephone Number 262 679-3457	
E-Mail Address lzacher@wi.rr.com	Organization/Event Website URL New Berlin Historic Day		
Background of organization The Prospect Hill Restoration Foundation was organized and established in 1985-86 after a tragic arson fire in the First Freewill Baptist Church located on Prospect Hill in New Berlin on National Ave. just west of Racine Ave. At that time the Historic Society did not take on the rebuilding as they were in the process of receiving and refurbishing other buildings in the park. We are not a part of the Historic Society but they help and support us in every way but financially.			
Mission and Objectives of organization Community! When this foundation was organized - it brought the community together...The Prospect Hill Ladies Aid Society (oldest in Wksh Co), the New Berlin Jaycees Org., the New Berlin Jr. Women's Club, Boys and girls Scout groups, etc. We established to rebuild the building, learn the history of it, and work to share that history with the community members and other communities also. We do have one of the most complete, staffed and wonderful Historic Parks that you'll ever visit.			
Target Group(s) of organization We were re-established as a Museum/Community Center/Church to share this local history of New Berlin. The church community united in 1840 and built the building in 1859-60 and changed it into a community center in 1925. It has been opened and used up until today except the years after the fire. We reach out to our neighbors, our residents, our schools, our scouting groups, our library, lions and other clubs and surrounding areas as Waukesha and Muskego			

Section 2: Project Information	
Project/Event Title	New Berlin 30th Annual Historic Day
Grant Request Amount	\$2,000.00
Total Project / Event Budget	\$3,000.00
Project / Event Location	New Berlin Historical Park
Projected Number of Attendees	500-700 (usual) but hopefully 1,000 being our special 30th event
Detailed Project / Event Description	We are working earlier and more diligently than ever being our special 30th anniversary. We include that this is also Grandparents Day. This is a very family oriented event. All historic buildings are open and staffed. We have childrens games and story-telling, blacksmith and yarn spinning demonstrations. We have a parade of vintage cars, tractors and our vintage local fire truck. We also have music, All-star Blue Grass and great food with mostly home maked desserts, water and soda.
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 purchase time slots with WTMJ radio station that airs locally, down into the Kenosha - Racine area and further. We would invite visitors to come and discover New Berlin's great Historical Park celebrating it's 30 year and 'why not stay overnight of one of our hotels - LaQuinta or Holiday Inns. And we would suggest for the local familys - Mom n Dad 'bring the kids and the grandparents to come and overnight - spending time together playing games, swimming and sharing breakfast.
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.	N/A
Expected Outcomes	We would hope with this Ad to encourage people to participate in our special event and become more become familiar with our Historic Park and our two hotels located right off the highway. That would include out of towners and locals. We'd mention how much fun it is to spend special time with family including 3 generations being together.
Staffing Requirements	We will have 3 of us in the First Freewill Baptist Church and we will have 1 or 2 of us walking the grounds to ask visitors how they heard about the event, if they are enjoying the event and if they would come back again! (We always hear a 'yes')

Timeline for Implementation

The members of the P.H.R.F. work with the Historic Society on all their events but we zero in on our event of Historic Day. We have already contacted and confirmed with the parking space at Prospect Hill Gardens (shuttle on school small buses), the band, the announcer for the parade and this week we will be contacting previous participants in the parade by mail and again later follow-up phone calls. We keep flyers with us to give to hopefully new participants for the vintage parade.

Estimated Number of Hotel Stays from the Project / Event hopefully 5 to 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**

This event is once a year. We have some existing funds from prior years that we use for this event and will work to replenish the money spent this year. We hope to utilize the church/museum continuously for small weddings, concerts - organ -patriotic and/or gospel music and song. We charge a minimal cover charge but mostly encourage donations.

List Other Funding Sources Applied To For Support of the Project

We do not receive monies from the Historic Society. We have previously been fortunate enough to receive a yearly donation from the New Berlin Lions Club.

Detailed Description of 20% Match

We will be spending (\$400) for advertising. We have had a front page small, color ad in the Waukesha Freeman. (Please see the bottom portion of the attached flyer; this is what the ad looks like on the front page bottom section of the Freeman). We distribute this total size flyer (this size and one 1/2) thru our local grocery stores, mailboxes, day care centers, schools - computer, downtown business windows, etc.

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 - Secretary/Treasurer

Signed: Barbara Zacher Date: 07-07-2023

Address: 5495 S. Overlook Dr. New Berlin, Wi. 53146

Phone: 262 679-3457 Email: lzacher@wi.rr.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
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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		



Grandparents' Day!
Sunday, September 9, 2018
Racine & National Avenues

12:00 NOON GROUNDS OPEN

12:00-4:00 PM ALL HISTORIC BUILDINGS OPEN

2:00 PM ANTIQUE PARADE

2:30 PM STORYTELLING IN SCHOOL HOUSE

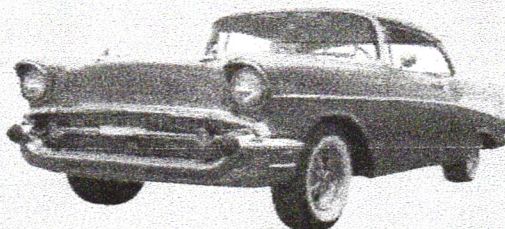
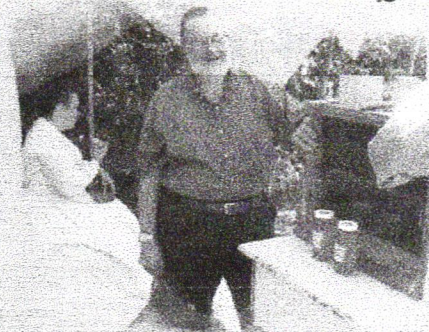
**7TH ANNUAL NEW BERLIN PLEIN AIR (PAINTING)
SHOW & SALE (WESTON BARN)**



TOUR THE WESTON ANTIQUE APPLE ORCHARD
KIDS ACTIVITIES | FOOD & MUSIC | RAFFLE & FUN

PARKING @ PROSPECT HILL GARDEN CENTER SHUTTLE BUS(ES) PROVIDED

* Hosted by: Prospect Hill Restoration Foundation, Inc., New Berlin Historical Society, New Berlin Recreation Department,
New Berlin Police and Fire Departments, City of New Berlin, Durham School Services, Holiday Inn Express & Suites, LaQuinta Inns & Suites
(go to www.newberlinhistoricalsociety.org for updates)



NEXT EVENT: APPLE FEST OCTOBER 7, 2018

Go to www.NewBerlinHistoricalSociety.org for Updates

Courtesy of Schober, Schober & Mitchell SC

251723002

CONTRACT



Good Karma Brands Milwaukee
720 E Capitol Dr
Milwaukee, WI 53212
(414) 332-9611

Contract / Revision 483540 /		Alt Order #
Advertiser New Berlin Historic Day		Original Date / Revision 08/14/19 / 08/14/19
Contract Dates 09/04/19 - 09/07/19	Estimate #	
Product New Berlin Historic Days 2019		
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Property WTMJ-AM	Account Executive Bob Piekenbrock	Sales Office Radio-Milwaukee
Special Handling		
Demographic Adults 25-54		
Agency Code	Advertiser Code	Product 1/2
Agency Ref 116034		Advertiser Ref 223244

And:

New Berlin Historic Day
5495 Overlook Dr.
New Berlin, WI 53151

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WTMJ	09/04/19	09/07/19	W-F 6a-10a	W-F 6a-10a		:30			NM	4	\$460.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		09/02/19	09/08/19	--112--	4			\$115.00				
N 2	WTMJ	09/04/19	09/07/19	PRIME ROS M-F 6a-7p	PRIME ROS M-F 6		:30			NM	4	\$340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		09/02/19	09/08/19	--112--	4			\$85.00				
N 3	WTMJ	09/04/19	09/07/19	W-F 3p-7p	W-F 3p-7p		:30			NM	4	\$460.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		09/02/19	09/08/19	--112--	4			\$115.00				
N 4	WTMJ	09/04/19	09/07/19	BROAD ROS W-F 5A-11P	BROAD ROS W-F		:30			NM	6	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		09/02/19	09/08/19	--222--	6			\$35.00				
N 5	WTMJ	09/04/19	09/07/19	PRIME ROS Sat 6A-12P	PRIME ROS Sat 6		:30			NM	3	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		09/02/19	09/08/19	-----3-	3			\$40.00				
Totals											21	\$1,590.00

Time Period	# of Spots	Gross Amount	Net Amount
08/26/19 - 09/07/19	21	\$1,590.00	\$1,590.00
Totals	21	\$1,590.00	\$1,590.00

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Advertiser and Agency, jointly and severally, represent, warrant, and covenant that the advertising supplied to Station, including any music contained therein, is rights-cleared for exhibition, distribution, performance, and/or retransmission by broadcast television, including on a mobile DTV (ATSC M/H or successor standard) basis, and by any multichannel video programming distributor or any other video delivery system, including, but not limited to, streaming over the Internet or distribution on a TV-Everywhere-type and/or OTT basis, whether on a linear, video-on-demand, start-over, or look-back basis.

powered by WideOrbit

Page 30 of 47

** Had this radio ad for a few years.*



JULY TOURISM UPDATE

CITY OF NEW BERLIN TOURISM COMMISSION

AUGUST 2, 2023



SOCIAL MEDIA & OUTREACH



1,546
FOLLOWERS

WAS: 1,530



551
FOLLOWERS

WAS: 558



11
CALENDARS

WAS 10/OCT 2022



MONTHLY EVENT CALENDAR

August in New Berlin



Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Follow Us
for upcoming events,
activities, and our
monthly event
calendar!
enjoynewberlin.com



New Berlin Public Library
Tales and Tails of the Night Sky*
Presented by Horwitz-Dereemer Planetarium
1-2PM / Ages 4-11

National Coloring Book Day!
Check It Out!
Visit our website for free, New Berlin themed coloring pages! They're great for all ages!
www.enjoynewberlin.com/coloring-pages

New Berlin Recreation
Teen Day Trip*
Full Zipline Tour at Lake Geneva Ziplines & Adventures
7th-12th Grade

Matty's Bar and Grille
Live Music - MR E
5-9PM

New Berlin Recreation
Family NERF Blaster Battle*
9-11AM

Senor Luna
Summer Cribbage Tournament*
12PM
Mary's Caddyshack
Live Music - Matt Ostlund Solo Sax
2-5PM

New Berlin Public Library
Hike Resources*
Presented by the Ice Age Trail Alliance
1-2PM / Ages 4-11

It's time for the
2023 WISCONSIN STATE FAIR
August 3-13, 2023

New Berlin Public Library
Concerts at City Center
Sponsored by Regency ProHealth Care
6:30PM
BINGO at 6PM!

New Berlin YMCA Wellness Center
Something's Cooking - Indulgence*
6-7PM

New Berlin Recreation
Movies in the Park
Puss in Boots
Movie starts at Dusk

New Berlin Recreation
Backyard Bash & Color Clash*
11AM-3PM

Malone Park Beer Garden
Friday, August 11th, from 3-9PM
Saturday, August 12th, from 12-9PM

New Berlin Historical Society
Museum Open
1-4PM

National Creamsicle Day!
Fun Fact!
Did you know? The creamsicle was created in 1905 by 11-year old Frank Epperson. He named his creation the "epsicle".

REGISTER TODAY!
Oktoberfest Fall Brawl Pickleball Tourney*
Music, Beer Garden, Food & Fall Fun
October 7, 2023
at Valley View Park

New Berlin News!
Now is a great time to sign-up for the New Berlin News! Sent twice a month from the Clerk's Office, the New Berlin News keeps residents informed of all upcoming events as well as important information and deadlines.

A.R.C. Indoor Playground!
Looking for something fun to do with the kiddos on rainy days? Head over to the A.R.C. and enjoy the indoor playground! While you're there, check-out upcoming recreation programs and events!
Be sure to follow the New Berlin Recreation Department Facebook page for upcoming events, activities, and programs!

Milwaukee Astronomical Society
Public Observing Night, Presentation & Open House
7:30-10:30PM

New Berlin Public Library
Annual Curbside Book & Puzzle Drive
Gently used books, puzzles, CDs and DVD donations for the Friends of the Library.
10AM-1PM

Have you checked out the....
New Berlin Public Library of Things
From board games to instruments and museum passes to winter rec gear - come check it out for some awesome year-round fun!

Cleveland Pub & Grill
Jukebox BINGO
7PM

Enjoy NEW BERLIN
Fun for All!
Want more information about upcoming events and activities?

New Berlin Public Library
"Brain Games" with William Pack*
6:30-7:30PM

FARMERS MARKET!
Don't forget to enjoy the New Berlin Farmers Market
Saturdays from 8AM-Noon
Presented by the New Berlin Chamber of Commerce

New Berlin Recreation
Movies in the Park
The Super Mario Bros Movie
Movie starts at Dusk

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

Malone Park Beer Garden
Friday, August 25th, from 3-9PM
Saturday, August 26th, from 12-9PM

SAVE THE DATES!
Historic Day
Open House & Mini Parade
September 10, 2023
Applefest
Open House & Beer Garden
October 8, 2023
Presented by the New Berlin Historical Society

New Berlin Public Library
Hobby Hang
Bring your own craft or start a new one while watching The Princess Bride!
7PM / Ages 18+

Follow us on Facebook & Instagram!
Or visit enjoynewberlin.com for our interactive calendar!

New Berlin Recreation
Hands-On Cooking with Katie Vitalbo - Desserts for 1 or 2*
6-8:30PM
Ages 18+

Eat Outside Day!
Enjoy the Fresh Air!
Take today to enjoy the outdoors and celebrate National "Eat Outside Day". Enjoy dinner on your patio or at your favorite New Berlin Restaurant!

STAY LOCAL & SUPPORT LOCAL
From sports to State Fair and farmers markets to festivals, summer is here and our hotels are a great place to stay!
Holiday Inn Express & Suites
262-787-0700
La Quinta Inn & Suites
262-717-0900

enjoynewberlin.com

Please note that events listed are not hosted by Enjoy New Berlin. Please contact the host organization directly to register and/or with any questions.

* Requires Pre-Registration and/or Fees

2023



JULY (FB) CONTENT

JULY 1-30

All content

Ads, Published posts and Published stories ▾

Recent content ↑↓	Type		Reach ⓘ ↓	Likes and reacti... ⓘ ↑↓	Sticker taps ⓘ ↑↓
 Grab your tickets for Aladdin Jr. at ... Sun Jul 16, 1:41pm	Post	Boost p...	1,526	58	--
 Join the New Berlin, WI Historical S... Sat Jul 8, 8:11am	Post	Boost p...	743	27	--
 Grab your resume and join the Ne... Mon Jul 17, 5:00pm	Post	Boost p...	660	1	--
 Just in case you missed it, the July ... Mon Jul 3, 3:44pm	Post	Create ad	624	4	--
 ONE week to go! Join the New Berl... Fri Jul 21, 5:00pm	Post	Boost p...	507	8	--
 Happy 4th of July! Tue Jul 4, 6:46am	Post	Boost unavailable	479	7	--
 This post has no text Thu Jul 27, 12:53pm	Post	Boost unavailable	475	9	--
 Mark your calendar for the Car & B... Thu Jul 20, 5:00pm	Post	Boost p...	459	7	--
 Opening Friday with only TWO per... Wed Jul 26, 3:00pm	Post	Boost p...	450	8	--



JULY (FB) CONTENT

JULY 1-30

Reach

Compare your reach from this period to the previous one.

See more about your content performance

Facebook reach ⓘ

7,119 ↓ 2.3%

Instagram reach ⓘ

431 ↑ 4.9%

Paid reach ⓘ

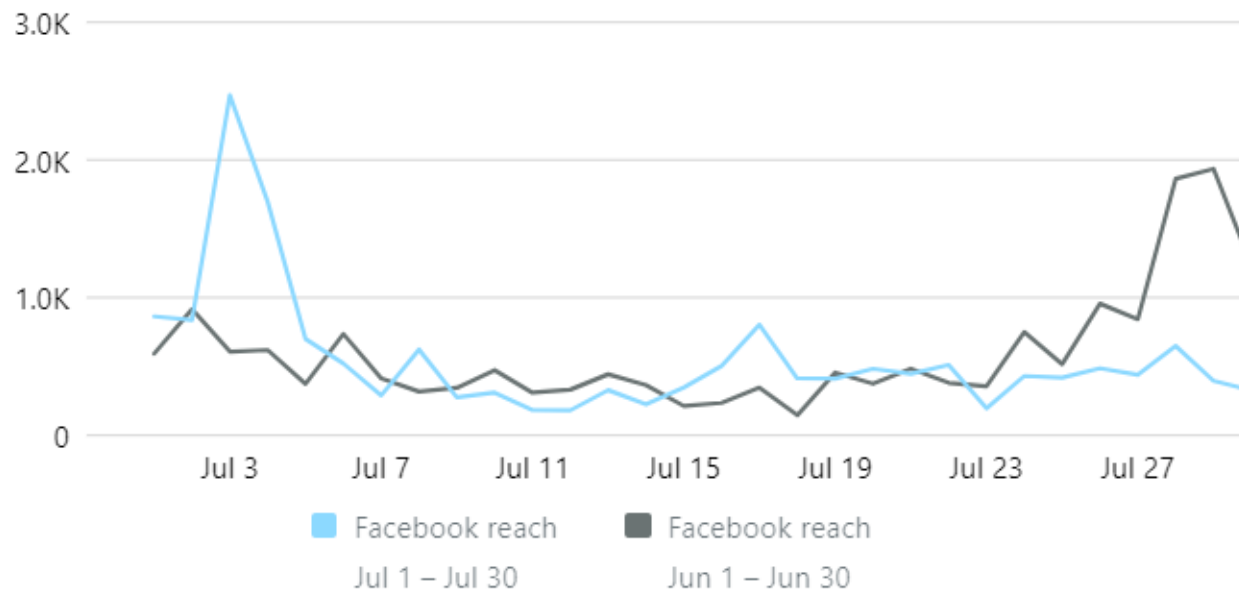


Permission denied

You do not have sufficient permissions to perform this action.

Daily

Cumulative





BENCHMARKING

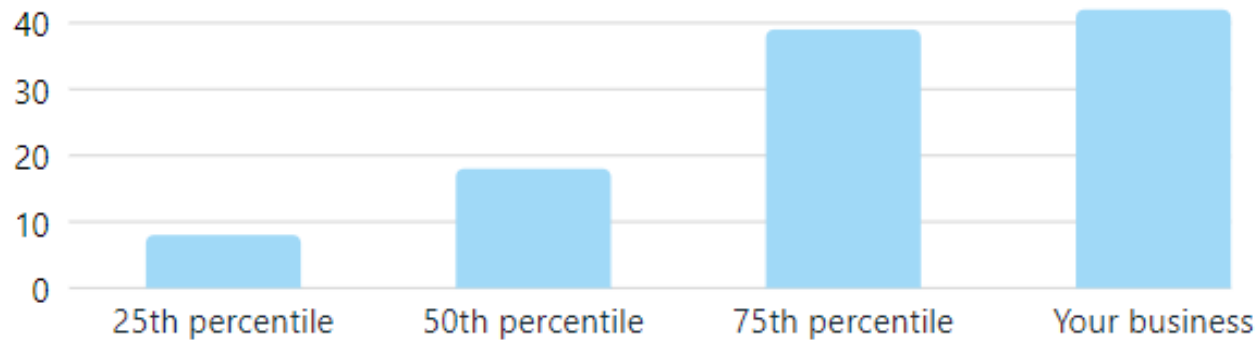
PROVIDED BY FACEBOOK

Published content ⓘ

42

Higher than others

How often your business published versus others in this category



Facebook followers ⓘ

1.5K

Similar to others

Typically: 3.2K

New Facebook followers ⓘ

32

Similar to others

Typically: 38

Content interactions ⓘ

369

Lower than others

Typically: 722



JULY SOCIAL MEDIA HIGHLIGHTS

TOP 3 POSTS



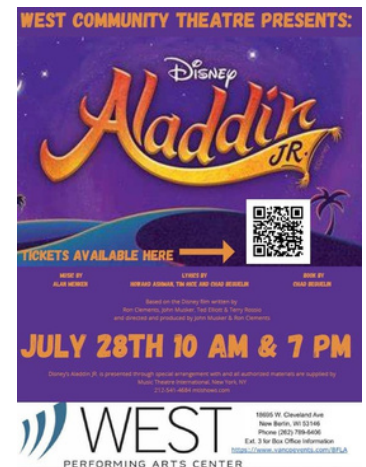
Post Reach: 1,528



Post Reach: 743



Likes: 58



Most Comments: 23



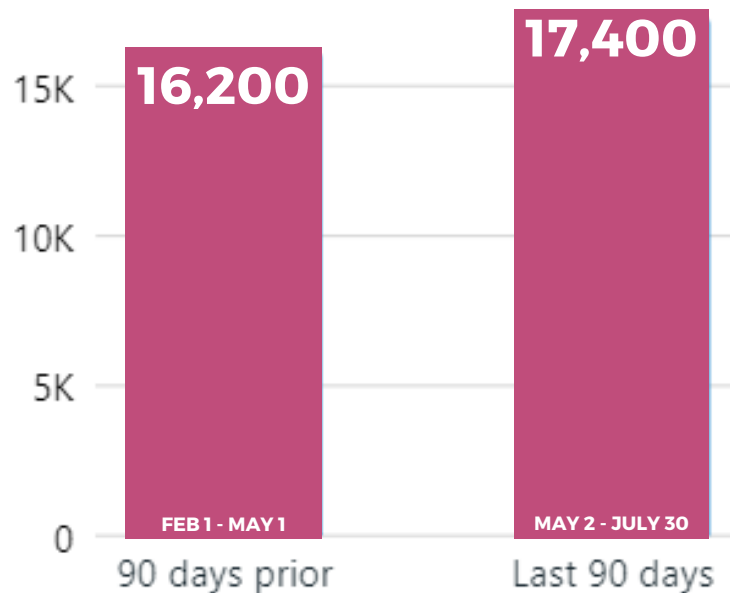
180-DAY INSIGHTS

REACH

POST REACH

17.4K ↑ 7.2%

Total from last 90 days vs 90 days prior

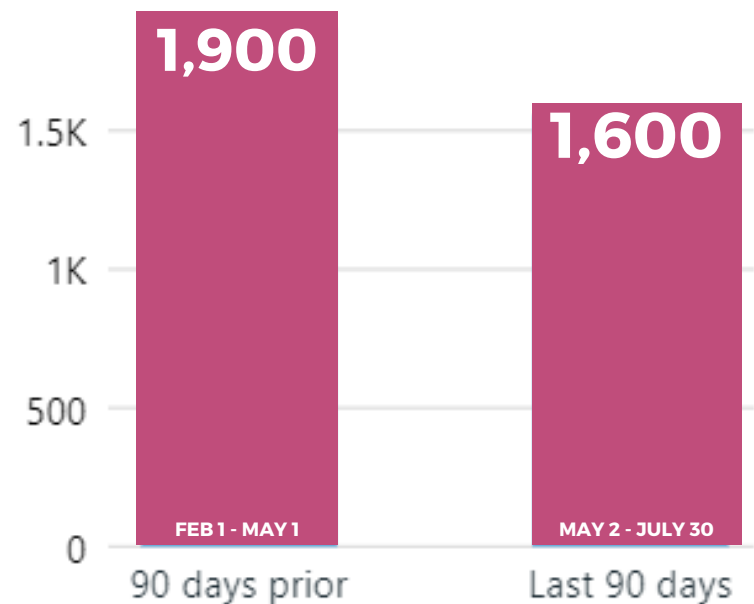


ENGAGEMENT

POST REACTIONS, COMMENTS, & SHARES

1.6K ↓ 16.5%

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 225th 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 fee. 1 team of 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 Real Guy	28-29 JULY	BEER GARDEN Join us at Malone Park for our Summer Beer Garden Series featuring Milwaukee. 11am-5pm & Sat 12pm-5pm. Music and food trucks also on site.
5th AUG	FAMILY NERF BATTLE The registration is required - \$10 family fee. 1 team of the New Berlin Activity & Recreation Center.	11th AUG	MOVIE IN THE PARK Join us at the Malone Park. Location for Park in Berlin - The Last Jedi. Movie starts at 8pm. Beer Garden and food trucks on site until movie starts.
11-12 AUG	BEER GARDEN Join us at Malone Park for our Summer Beer Garden Series featuring Milwaukee. 11am-5pm & Sat 12pm-5pm. Music and food trucks also on site.	12th AUG	BACKYARD BASH Join us at Malone Park for our Summer Beer Garden Series featuring Milwaukee. 11am-5pm & Sat 12pm-5pm. Music and food trucks also on site.
25th AUG	MOVIE IN THE PARK Join us at Malone Park for our Summer Beer Garden Series featuring Milwaukee. 11am-5pm & Sat 12pm-5pm. Music and food trucks also on site.	25-26 AUG	BEER GARDEN Join us at Malone Park for our Summer Beer Garden Series featuring Milwaukee. 11am-5pm & Sat 12pm-5pm. Music and food trucks also on site.

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

PROHEALTH CARE REGENCY SENIOR COMMUNITIES

CONCERTS AT CITY CENTER

LINE-UP

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

JULY 26 WED 6:30-8:30PM
WARREN WEIGARTZ
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

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!

Drive-In Movie at Malone Park
FRIDAY, JULY 28

LOT OPENS @ 7:00PM
FILM BEGINS AT DUSK

minions THE RISE OF GRU

FREE

To Access Parking please enter Parking Lot from Observatory Road

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

FALL GUIDE
CITY OF NEW BERLIN RECREATION
(262) 797-2443 | NEWBERLIN.ORG

2023 FALL GUIDE
CITY OF NEW BERLIN RECREATION
(262) 797-2443 | NEWBERLIN.ORG

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

newberlinchamber.org
newberlinchamber.org/farmers-market

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

BEER MUSIC FOOD

NEW BERLIN BEER GARDENS
Friday 3-9 / Saturday 12-9

July 28-29 Malone Park

August 11-12 Malone Park

August 25-26 Malone Park

October 8 Historical Park 1-6pm

MOB CRAFT

RECREATION
New Berlin Recreation Department
262-797-2443
Subject to change

NEW BERLIN HISTORICAL SOCIETY presents at the HISTORICAL PARK

ICE CREAM SOCIAL AND OPEN HOUSE

July 16 Sunday

Lots of Kids' Activities!

- Sidewalk chalk drawing • Corn Hole Games
- Ride the Barrel Train ...and more

No Admission Charge!

TOUR:

- Pioneer Log House • Little Red School House
- Historic First Free Will Baptist Church • Observation tower
- Antique Apple Orchard and Barn • Two 19th Century Homes

SPECIAL EVENT: Quilt History Lecture - 2 PM at the Church

AT THE MUSEUM:

- Military, Volunteer Fire Department & Police Department Exhibits
- Comfala Farms Exhibit • Country Store • Gift Shop
- New Berlin Through the Decades 1920-1990

Refreshments at the Gazebo
Hot Dogs, Beverages
Home-made Desserts!
(FREE Ice Cream for Kids)

1:00 PM to 4:00 PM

Presented by: NEW BERLIN HISTORICAL SOCIETY
Website: newberlinhistoricalsociety.org
Facebook: New Berlin, WI Historical Society
Questions? Call Sue 262-853-1725

19765 NATIONAL AVE, NEW BERLIN
Next Open House is Historic Day, Sunday September 10

Summer Celebration

TUESDAY, JULY 25 FROM 1-3 P.M. ON THE LIBRARY GREEN

- OUTDOOR GAMES & CRAFTS
- POLICE VEHICLE TOURS & DRONE DEMO FROM NB POLICE DEPARTMENT
- PONY RIDES & PICTURES WITH SAWDUST THE MINIATURE THERAPY HORSE

Please note: We will no longer be offering tie-dye supplies at this event. Please stay tuned for future tie-dye opportunities!

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!



BUSINESS OF THE MONTH

JULY BUSINESS OF THE MONTH JOE WILDE COMPANY

CONGRATS TO 



AUGUST BUSINESS OF THE MONTH MOORLAND ROAD GOLF CENTER





UPCOMING OUTREACH EFFORTS



AUGUST 1-31

**NEW BERLIN PUBLIC LIBRARY
DISPLAY CASE**

AUGUST 9

**NEW BERLIN PUBLIC LIBRARY
CONCERT AT CITY
CENTER BOOTH**



THE ENJOY NEW BERLIN FOCUS



HOTELS



BUSINESSES



ORGANIZATIONS



OUR FOCUS

OUR FOCUS IS TO
**PROMOTE LOCAL
BUSINESSES AND
EVENTS THAT IN
RETURN GENERATE
HOTEL STAYS AND
SUPPORT THE
LOCAL HOTELS,
COMMUNITY,
BUSINESSES, AND
ORGANIZATIONS.**



A.R.C.



COMMUNITY



CITY



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**



PROPOSED AUGUST EXPENDITURE REQUEST

MEMO TO: Tourism Commission

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

MEMO FROM: Kelly Wall, Principal Planner

DATE: August 2, 2023

REQUESTED: Recommend to the Tourism Commission, approval of the proposed expenditures, not to exceed \$500.

RATIONALE: Staff is requesting approval of funds not to exceed \$500 for staff to attend the 2023 Fall Tourism Conference. Staff attended the conference last year and felt value in the content and resources presented. The request includes registration, and transportation for two staff.

CITY of NEW BERLIN
2024 BUDGET
NON-MAJOR (SPECIAL REVENUE AND CAPITAL PROJECTS) FUNDS

TOURISM COMMISSION FUND			ACTUAL 2021	ACTUAL 2022	2023 BUDGET	6 MOS. 2023	ESTIMATED TOTAL 2023	2024 Proposed
REVENUES								
22210000	40150	Room Tax	78,626	138,817	120,000	7,533	120,000	120,000
22210000	41010	Grants - State	-	24,825	-	-	-	-
		Total Revenues	<u>78,626</u>	<u>163,642</u>	<u>120,000</u>	<u>7,533</u>	<u>120,000</u>	<u>120,000</u>
EXPENDITURES								
22210000	50020	Salary	19,833	17,814	22,214	-	22,214	13,228
22210000	51020	Benefits	1,699	1,345	1,699	-	1,699	1,700
22210000	54060	Marketing/Events	-	-	22,000	600	22,000	51,572
22210000	54110	Supplies	218	1,384	-	68	-	5,000
22210000		Grant Expense		22,531		-		-
22210000	54300	Conference/seminar/training	-	-	3,000	1,625	3,000	5,000
22210000	54390	Special Projects	-	-	28,000	-	28,000	35,000
22210000	54520	Internet Expense	266	2,435	8,500	120	8,500	8,500
		Total Expenditures	<u>22,016</u>	<u>45,509</u>	<u>85,413</u>	<u>2,413</u>	<u>85,413</u>	<u>120,000</u>
		Net Change in Fund Balance	56,610	118,133	34,587	5,120	34,587	-
		Fund Balance - Beginning	<u>(10,221)</u>	<u>46,389</u>			<u>164,522</u>	<u>199,109</u>
		Fund Balance - Ending	<u>\$ 46,389</u>	<u>\$ 164,522</u>			<u>\$ 199,109</u>	<u>\$ 199,109</u>



PROPOSED 2024 BUDGET REQUEST

MEMO TO: Tourism Commission

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

MEMO FROM: Kelly Wall, Principal Planner

DATE: August 2, 2023

REQUESTED: Recommend to the Tourism Commission, approval of the 2024 budget, as presented.

RATIONALE: The 2024 Tourism Commission budget is attached.

Salary: \$13,228 & Benefits: \$1,700

The total amount allocated to salary and benefits has been reduced from prior years. Enjoy New Berlin is cost sharing salary and benefits with the Department of Community Development.

Marketing/Events: \$51,572

Over the past few years, Enjoy New Berlin has participated in a number of events – with the total number of events continuing to grow. Some annual events include Discover New Berlin (New Berlin Chamber of Commerce), Safety Saturday (New Berlin Police Department), Fall Oktoberfest and Root Beer Garden (New Berlin Library), and Winterfest (New Berlin Recreation Department).

For these events, we have purchased marketing items like t-shirts, tote bags, koozies, hot/cold packs, etc. With our focus being to promote local businesses and events that in return generate overnight hotel stays; it is important that we continue to spread the word about who we are, what we do, and why we do it.

Moving forward with our focus in mind, we would like to add events to our marketing budget so that we have the funds to sponsor events, participate in sponsorship opportunities, and/or host events ourselves.

Supplies: \$5,000

Funds will be used for handouts, mailings, displays, etc.

Conference/Seminar/Training: \$5,000

Staff traditionally attends two Wisconsin Tourism Conferences – WIGCOT (Wisconsin Governors Conference on Tourism) in the spring and the Destination Wisconsin Conference in the fall.

Special Projects: \$35,000

\$35,000 has been allocated for the 2024 Room Tax Grant Program. This will allow for either more small grants or a few larger grants to be awarded, at the Tourism Commission's discretion.

Internet Expense: \$8,500

Paid annually to the City for occurred expenses.