



Tourism Commission MEETING AGENDA

November 1, 2023 - 3:00 PM
Council Chambers
3805 S. Casper Drive

Published 10/27/2023

AGENDA

1. **CALL TO ORDER**
2. **ROLL CALL; DECLARATION OF QUORUM; PUBLIC NOTICE**
3. **APPROVAL OF MINUTES**
 - A. September 13, 2023 Meeting Minutes
4. **NEW BUSINESS**
 - A. Update by DCD Staff
 - B. RAS - Amendments to Room Tax Grant
 - C. RAS - Winterfest Mug Sponsorship
 - D. RAS - Administrative Event Budget
 - E. RAS - Advertising Opportunity - 620WTMJ
 - F. Memo - Consultant / Discount Program
 - G. 2024 Event Involvement
 - Winter
 - Winterfest (Recreation)
 - ARC Grand Opening (City)
 - Spring
 - Touch-a-Truck (Library)
 - Safety Saturday (PD & Fire)
 - Summer
 - Color Dash (Recreation)
 - 4th of July Festival (City/4th of July Commission)
 - Fall
 - Oktoberfest (Library)
 - Not-So-Haunted Happenings (Recreation)
 - Winter
 - Tree Lighting (City)
 - 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

September 13, 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 3:02 PM

2. ROLL CALL; DECLARATION OF QUORUM; PUBLIC NOTICE

Deputy City Clerk Godshall took the roll call as follows:

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

Excused: City Attorney Mark Blum

Staff Present: DCD Deputy Director Nikki Jones, Principal Planner Kelly Wall, Deputy City Clerk Megan Godshall

A quorum was established and the meeting was properly noticed.

3. APPROVAL OF MINUTES

A. August 2, 2023 Meeting Minutes

MOTION: Motion to Approve

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

4. NEW BUSINESS

- A. Review and Approve Expenditures
- Library Oktoberfest
 - Recreation Great Pumpkin Lighting & Movie in the Park

Commissioner Anderson arrived at 3:05 PM

MOTION: Motion to Approve expenditure for Library Oktoberfest

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

Motion Passed 5-0

MOTION: Motion to Deny expenditure for Recreation Great Pumpkin Lighting & Movie in the Park

VOTE: Motion by: Alderperson Horbinski
Second by: Commissioner O'Loughlin
Motion Passed 5-0

5. ADJOURN

MOTION: Motion to Adjourn meeting at 3:13 PM

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

***Respectfully Submitted,
Megan Godshall, Deputy City Clerk***



NOVEMBER TOURISM UPDATE

CITY OF NEW BERLIN TOURISM COMMISSION

NOVEMBER 1, 2023



SOCIAL MEDIA & OUTREACH



1,686
FOLLOWERS

WAS: 1,546



583
FOLLOWERS

WAS: 551



14
CALENDARS

WAS 11/OCT 2022



MONTHLY EVENT CALENDAR

Enjoy
NEW BERLIN

September in New Berlin

Enjoy
NEW BERLIN

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
STAY LOCAL & SUPPORT LOCAL <i>Fall</i> in love with New Berlin and stay local at our hotels! Holiday Inn Express & Suites 262-787-0700 & La Quinta Inn & Suites 262-717-0900	FARMERS MARKET! Don't forget to enjoy the New Berlin Farmers Market Saturdays from 8AM-Noon Presented by the New Berlin Chamber of Commerce	NBPL SUPPLY DRIVE Please consider donating new items for community members in need. - Nail Clippers - Bandages (Large) - Combs/Brushes - Shower Wipes - Wool Socks - Cotton Size Slide - Chapstick Donations can be dropped off at the New Berlin Public Library between September 11-23	NEXT MONTH..... Save the date for some NOT-SO-HAUNTED HAPPENINGS with the New Berlin Recreation Department. October 1st-31st	New Berlin Public Library Friday Movie Matinee <i>Are You There God? It's Me, Margaret</i> 1-3PM	New Berlin Chamber of Commerce Farmers Market 8AM-12PM Princeton Club - New Berlin Fitness at the Farmers Market Les Mills BodyCombat 9:30AM	
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.	HAPPY LABOR DAY	First Day School	Versiti Community Blood Drive* Visit www.bit.ly/NewBerlinCommunity112922 to make an appointment 12:30-6:30PM	New Berlin Public Library Harry Potter Party* Ages 5+ 4-6PM	Aging and Disability Resource Center of Waukesha County ADRC Memory Screening* at the New Berlin Public Library Hawthorne Hill Farm Barn Market 10AM-5PM	Hawthorne Hill Farm Barn Market 10AM-5PM
SUNDAY FUN-DAY! New Berlin Historical Society Historic Day Open House & Mini Parade 1-4PM New Berlin Soap Box Derby 58th Annual Soap Box Derby 8AM-5PM Hawthorne Hill Farm Barn Market 10AM-4PM		New Berlin Public Library Library of Things Have you checked out the.... From board games to instruments and museum passes to winter rec gear - come check it out for some awesome year-round fun!	New Berlin Public Library Why Old Places Matter* With Dave Desimone from the Black Point Estate and Gardens 6:30PM	Follow Us! for upcoming events, activities, and our monthly event calendar! enjoynewberlin.com	New Berlin Recreation Family NERF Blaster Battle* 5-7PM Friends of New Berlin Public Library Annual Fall Puzzle and Book Sale Members Preview Night from 5-7PM	Friends of New Berlin Public Library Annual Fall Puzzle and Book Sale 9AM-4PM
Friends of New Berlin Public Library Annual Fall Puzzle and Book Sale 1-3PM Half-price day & \$5 bag sale	New Berlin Public Library Adult Maker Night: Brush Lettering 101* 6:30-7:30PM	New Berlin Public Library National Voter Registration Day 1-5PM & Kids Maker Night: Story Art (Ages 5-11)* 6:30-7:30PM	New Berlin Recreation Home Buying Consultation - Tips, Tricks & Strategies* 6-7:30PM	Miniature Golf Day! Fun Fact! The oldest known mini golf course in the world, the Ladies' Putting Club of St. Andrews, is in Scotland.		New Berlin Public Library Mini Wellness Retreat (Ages 18+)* 12:30-3PM Historic Milwaukee, Inc. Doors Open Milwaukee
Historic Milwaukee, Inc. Doors Open Milwaukee	New Berlin Public Library MakerStudio Pop-Up Llama Playtime* 5:30-6:30PM	New Berlin Public Library Adopt a Reading Buddy* 4:30-5:30PM	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!	SAVE THE DATE! Applefest Open House & Beer Garden October 8, 2023 Presented by the New Berlin Historical Society	New Berlin Public Library Manhattan Short Film Festival* Call the NBPL for tickets! 3-5:30PM & 7-9:30PM	New Berlin Chamber of Commerce Farmers Market 8AM-12PM Princeton Club - New Berlin Fitness at the Farmers Market 9:30AM

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



enjoynewberlin.com

* Requires Pre-Registration and/or Fees

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OCTOBER (FB) CONTENT

OCTOBER 1-30

Title	Type	Date published ↑↓	Reach ⓘ ↓	Likes and reactions ⓘ ↑↓
October has arrived and it's full of fun, fall activities! ... Boost Post Mon Oct 2, 6:00pm 4.8K Accounts Center accou... 55 Reactions				
Halloween spirit is in the air! Music, movies, cand... Boost Post Thu Oct 26, 6:00pm 1.2K Accounts Center accou... 27 Reactions				
Don't let the rain scare you! There are plenty of f... Boost Post Fri Oct 13, 7:00pm 807 Accounts Center accou... 16 Reactions				
Get your fall fun on this weekend at one (or all!) o... Boost Post Wed Oct 4, 7:00pm 707 Accounts Center accou... 11 Reactions				
Join us, the New Berlin Recreation Departmen... Shared from Other (Rec - Brews & Boos) Post Wed Oct 11, 4:30pm 695 Accounts Center accou... 21 Reactions				
From Farmers Markets to Flea Markets... Beer Garden... Boost Post Fri Oct 6, 7:54pm 615 Accounts Center accou... 6 Reactions				
Congrats to Cousins Subs, the City of New Berlin's Bu... Boost Post Wed Oct 11, 7:00pm 587 Accounts Center accou... 15 Reactions				
This post has no text Shared from Other (Chamber - Discover NB) Post Sat Oct 14, 8:36am 538 Accounts Center accou... 8 Reactions				



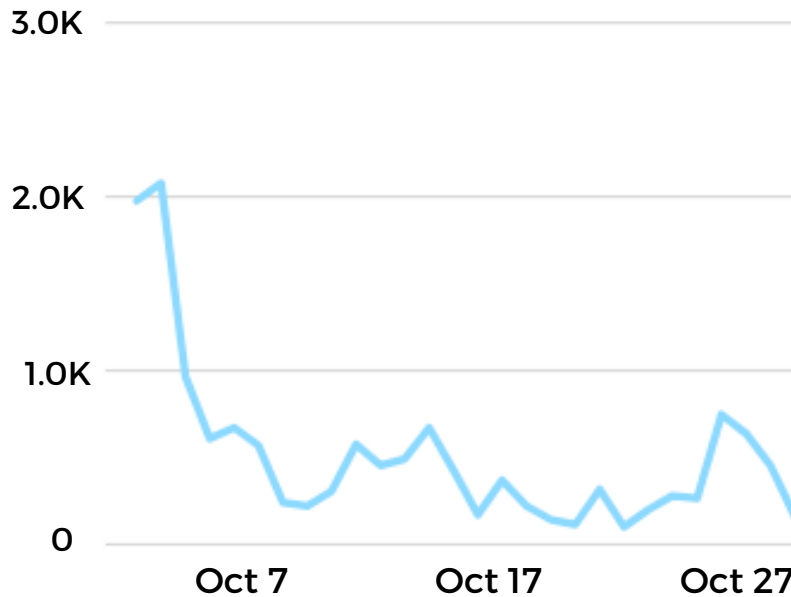
FB/INSTA REACH

28-DAY OUTLOOK (OCTOBER 2-29)

REACH

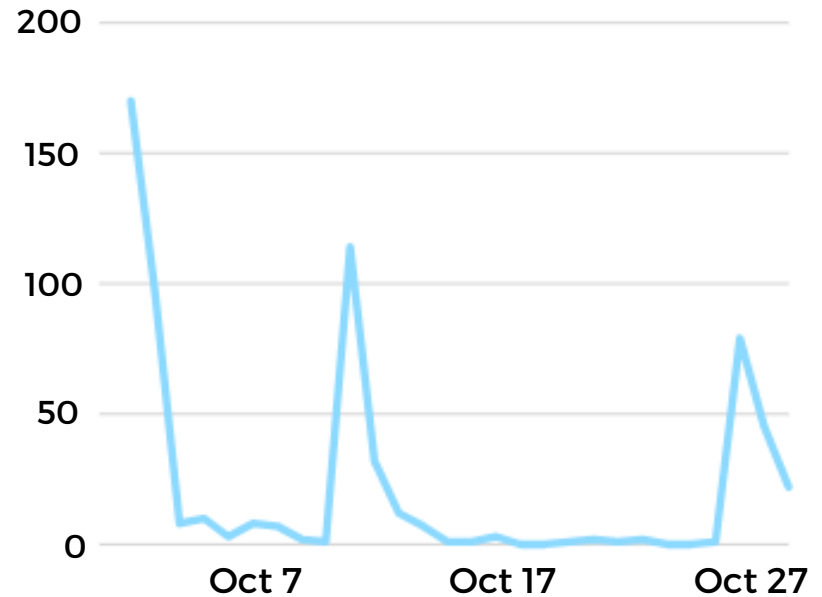
FACEBOOK REACH

6,280 ↑ **22.6%**



INSTAGRAM REACH

321 ↓ **14.9%**





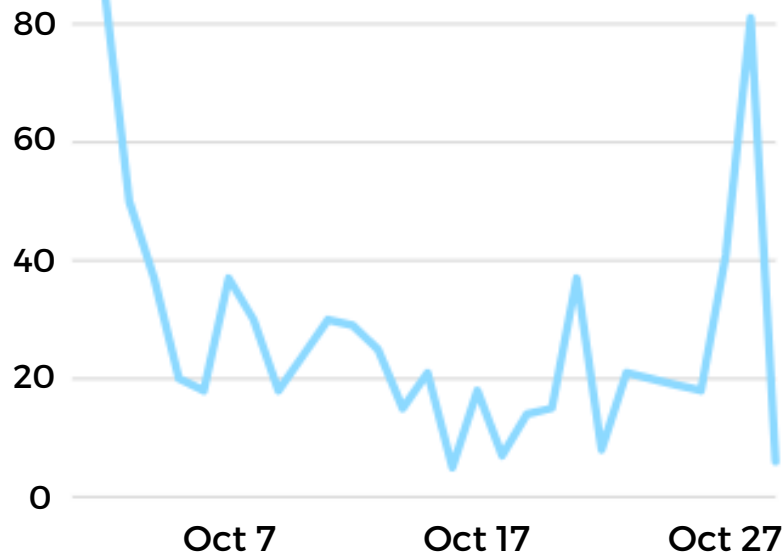
FB/INSTA PAGE ACTIVITY

28-DAY OUTLOOK (OCTOBER 2-29)

PAGE & PROFILE VISITS

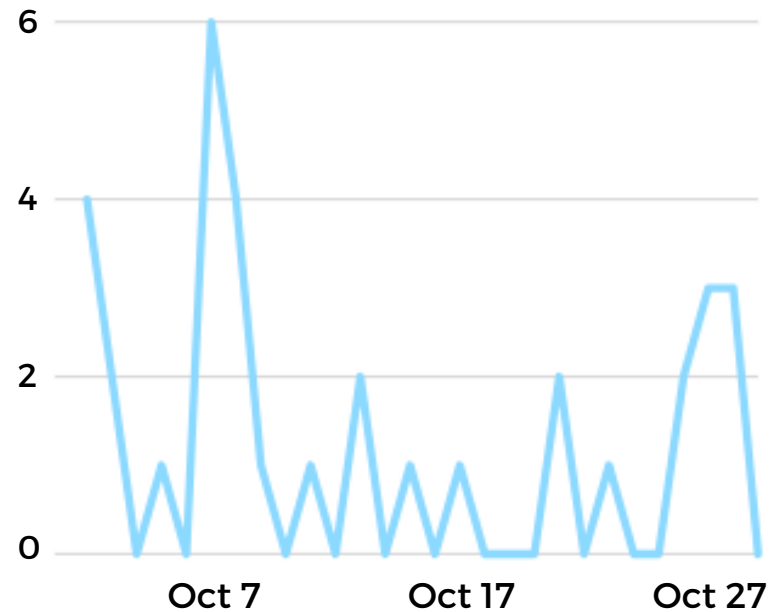
FACEBOOK PROFILE VISITS

750 ↑ **51.2%**



INSTAGRAM PROFILE VISITS

34 ↑ **41.7%**





BENCHMARKING

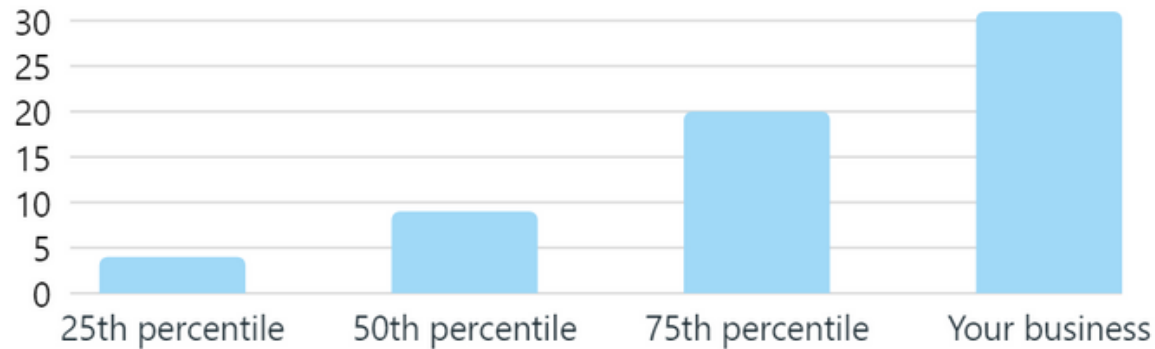
PROVIDED BY FACEBOOK

PUBLISHED CONTENT

31

Higher than others

How often your business published versus others in this category



Facebook followers

1.7K

Lower than others

Typically: 8.5K

New Facebook followers

56

Similar to others

Typically: 45

Content interactions

301

Lower than others

Typically: 759



OCTOBER SOCIAL MEDIA HIGHLIGHTS

TOP 3 POSTS

1

TOP
REACH



Post Reach: 4,837

Posted 3 DAYS ago!



Post Reach: 1,209

2

MOST
LIKES



Likes: 55

3

MOST
COMMENTS
& SHARES



Most Comments: 19



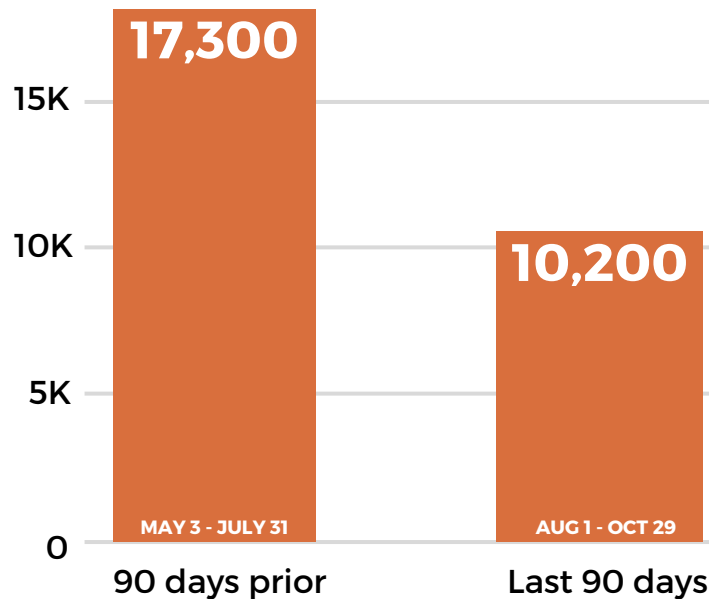
180-DAY INSIGHTS

REACH

POST REACH

10.2K ↓ 41%

Total from last 90 days vs 90 days prior

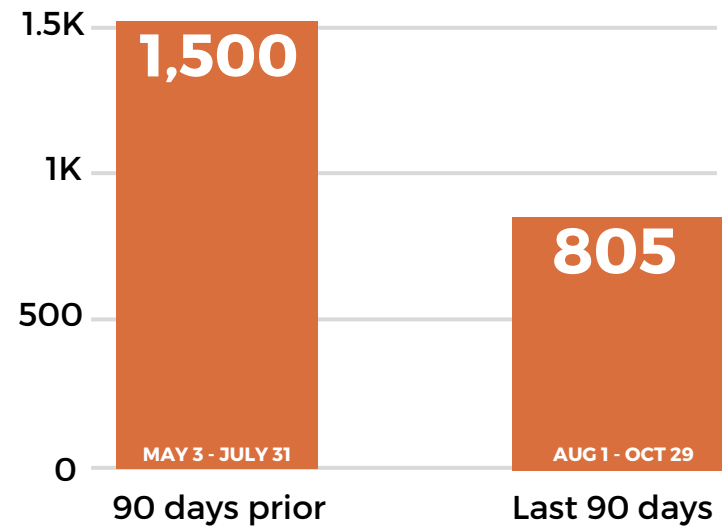


ENGAGEMENT

POST REACTIONS, COMMENTS, & SHARES

805 ↓ 47.8%

Total from last 90 days vs 90 days prior





RECENT POSTS

New Berlin Junior Woman's Club
Presents

Sat. October 21st, 2023
9:00am ~ 3:00pm

40th Annual
Fall Harvest Art & Craft Fair

**Ronald Reagan
Elementary School**
(Please do not call the school)

4225 S. Calhoun Rd, New Berlin, WI 53151
South of Coffee Rd, North of National Ave

\$3.00 admission
(proceeds donated to the community)

Over 120 Crafters
Bake Sale Refreshments
Umbrella Strollers only please

Sponsored by
NBWJC and Enjoy New Berlin

**Applefest and Beer Garden
Open House**

New Berlin Historical Park, 19765 W National Ave
Sunday, October 8, 2023 from 1PM to 4PM

Fun things to do
Crank the corn sheller
Grind and press apples for cider
Ride the orchard barrel train
Enjoy the Band Wagon's "Happy Music"

Tent:
• Pioneer log house • Little red school house • Two 19th century homes
• Historic First Free Will Baptist Church • Antique Apple Orchard and Barn
• Country Store and Post Office • Gift shop
• Volunteer Fire Department • Police Department • Military
• Wedding Dresses • New Berlin Time Line • Through the Years

Refreshments at the Garden:
Home Made Desserts
Hot Dogs, Beverages

Presented by:
New Berlin Historical Society
newberlinhistoricalsociety.org
New Berlin, WI Historical Society

Next Public Event
Monday, November 13, 2023 at 6:30 PM
Annual Meeting and Program by Matthew Pilg presenting "The Great Blizzard of 1947"
In the Community Room at New Berlin Public Library

NEW BERLIN RECREATION PRESENTS

**BREWS & BOOS
PARTY**

a kick-off to
trick or treat

**SATURDAY 12-3PM
OCTOBER 28
@ MALONE PARK**

CANDY! BEER! MUSIC! FOOD!
WITH A SPECIAL 1848 X 1840 LIMITED RELEASE COLLAB

1840 **1848** **FLOUR GIRL & FLAME**
[COFFEE] MOBILE WOOD-FIRED
PROVISIONS

TRICK OR TREATING
provided by

NEW BERLIN FIRE DEPT.
NEW BERLIN POLICE DEPT.
ENJOY NEW BERLIN

MAYOR AMENT
NEW BERLIN LIBRARY
1848 COFFEE

FOR MORE INFORMATION VISIT WWW.NEWBERLIN.ORG

OKTOBERFEST
Fall Brawl Pickleball Tourney

NEW BERLIN RECREATION DEPARTMENT

**SATURDAY
10.7.23**
@ VALLEY VIEW PARK
5051 S SUNNYSLOPE RD

-BRING YOUR OWN PARTNER DOUBLES-
-SEPERATE MEN'S & WOMEN'S DIVISIONS-
-STAGGERED STARTS FROM 8:30AM-4:00PM-
-SKILL LEVELS: 2.5, 3.0, 3.5, & 4.0-

-MEDALS FOR TOP 3 TEAMS AT EACH LEVEL-
-LONG-SLEEVED SHIRT FOR ALL PLAYERS-

\$37 PER PLAYER

MUSIC - BEER GARDEN - FOOD - FALL FUN

FOOD TRUCKS - 11:00AM-7:00PM
Joined by Pina Mexican Eats

BEER GARDEN - 10:00AM-7:00PM
Hosted by New Berlin Recreation Department

FALL FAMILY FUN - 1:00PM-8:00PM
Cemetery Tours, Pumpkin Lighting,
& Movie in the Park

everything PICKLEBALL

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

OPEN SATURDAYS FROM 8AM-NOON!

**NEW BERLIN
FARMERS MARKET**

The New Berlin Chamber of Commerce & Visitors Bureau
proudly presents the
New Berlin Farmers Market
8am - Noon
every Saturday from May through last weekend in October
15055 W National Avenue in the City Center
On the corner of National Avenue between Coffee & National Avenue City Center from the New Berlin Chamber

newberlinchamber.org
newberlin.org

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

BEER MUSIC FOOD

MOB ★ CRAFT

**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

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

A.R.C. INDOOR PLAYGROUND

Child Open Play Admission Prices - Resident: \$2.00, Non-resident: \$4.00
Fall Play Pass (Sept 5-Dec 21) - Single Child Pass: \$30, Family Pass: \$55
Fall Play Passes are only available to New Berlin Residents

Time	Monday-Thursday	Friday	Saturday
8am-9am			
9am-10am			
10am-11am	Open Play **Daily Admission or Play Pass required**		Open Play **Daily Admission or Play Pass required**
11am-12pm			
12pm-1pm	Playground closed for cleaning		Closed for Programming
1pm-2pm			
2pm-3pm			
3pm-4pm	Open Play **Daily Admission or Play Pass required**		Open Play **Daily Admission or Play Pass required**
4pm-5pm			
5pm-6pm			
6pm-7pm			Playground Closed

PLAYGROUND USE POLICIES:

- Play equipment is designed for children ages 2 years and older, therefore children under 2 years of age will not be permitted into the play space.
- Children using the playground must be supervised by an adult 18 years or older, with no more than 3 children per supervising adult.
- Playground capacity is limited to 60 children. Admission will not be granted once we reach capacity.

DISCOVER NEW BERLIN
FEATURING INTERNATIONAL HERITAGE FESTIVAL

OCTOBER 14 • 9:00 AM - 2:00 PM
NEW BERLIN WEST HIGH SCHOOL - DREXEL FIELDHOUSE

Displays from Businesses & Community Groups | Kids Activities | Cultural Performances | Food

FREE ADMISSION TO THE PUBLIC

SPONSORED BY:

- TDS
- NEW BERLIN
- EDUCATION FOUNDATION
- DISCOVER NEW BERLIN COMMUNITY FAIR

NEW BERLIN PUBLIC LIBRARY

OKTOBERFEST

OCTOBER 6-7, 2023

WHISKEYBELLES CONCERT
CRAFT AND FLEA MARKET
ROOTBIER GARDEN

ALL AGES WELCOME

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BUSINESS OF THE MONTH

AUGUST BUSINESS OF THE MONTH MOORLAND ROAD GOLF CENTER

CONGRATS TO  Moorland Road Golf Center



SEPTEMBER BUSINESS OF THE MONTH CLEVELAND PUB & GRILL

CONGRATS TO  CLEVELAND PUB & GRILL





BUSINESS OF THE MONTH

OCTOBER BUSINESS OF THE MONTH COUSINS SUBS

CONGRATS TO



NOVEMBER BUSINESS OF THE MONTH JADE INTERNATIONAL/DARTING.COM





FALL OUTREACH EFFORTS

OCTOBER 7

**NEW BERLIN PUBLIC LIBRARY
OKTOBERFEST**

OCTOBER 14

**NEW BERLIN
CHAMBER OF COMMERCE
DISCOVER NEW BERLIN**

OCTOBER 28

**NEW BERLIN RECREATION DEPT.
BREWS & BOOS PARTY**





UPCOMING OUTREACH EFFORTS



DECEMBER 1-31

**NEW BERLIN PUBLIC LIBRARY
DISPLAY CASE**

JANUARY 6, 2024

**NEW BERLIN RECREATION DEPT.
WINTERFEST**



FEBRUARY 10, 2024

**CITY OF NEW BERLIN
A.R.C GRAND OPENING**



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



REQUESTED ACTION STATEMENT

MEMO TO: Tourism Commission

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

MEMO FROM: Kelly Wall, Principal Planner

DATE: November 1, 2023

REQUESTED: Recommend to the Tourism Commission, approval of amendments to the 2024 Room Tax Grant Program, as presented below.

RATIONALE: In the time since the 2023 Room Tax Grant concluded, staff has reviewed notes, minutes, and re-watched meetings to draft edits to the program. Per Commission discussions, staff would propose the following amendments for the 2024 Room Tax Grant Cycle -

Amendments include:

- Digital Submittal
 - Letters will be sent out from Enjoy New Berlin informing local groups and non-profits that the 2024 Room Tax Grant cycle is open. The letter will include a link and QR code, linking to the application site.
 - This will allow for ease of access for applicants as well as staff and provide the ability to upload additional items such as budgets, narratives, etc.
- Request Limit
 - Rather than requiring a match, we would propose adjusting the grant request limit to no more than 20% of the total event budget. Applicants would provide the event budget at the time of application submittal.

Note – This RAS does not include any changes to the scoring system. Any proposed changes or amendments to the scoring system would need to be discussed at a future meeting.



REQUESTED ACTION STATEMENT

MEMO TO: Tourism Commission

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

MEMO FROM: Kelly Wall, Principal Planner

DATE: November 1, 2023

REQUESTED: Recommend to the Tourism Commission, approval of a sponsorship for 2024 Winterfest mugs, with funds not to exceed \$10,000.

RATIONALE: Last year, Enjoy New Berlin sponsored the 2023 Winterfest Mugs. This request is proposing that Enjoy New Berlin sponsor this upcoming year's mugs. The mugs are engraved with the annual Winterfest logo (different each year) as well as the sponsor's logos – which in this case would be Enjoy New Berlin and the title sponsor's logo. We would also be included as a sponsor on all social media posts and the website.



REQUESTED ACTION STATEMENT

MEMO TO: Tourism Commission

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

MEMO FROM: Kelly Wall, Principal Planner

DATE: November 1, 2023

REQUESTED: Recommend to the Tourism Commission, approval of an Administrative Event Budget, not to exceed \$1,000 per event.

RATIONALE: Throughout the year, Staff attend a number of events and activities in an effort to promote Enjoy New Berlin and our local hotels. Some of these events are held annually and others may be new and/or new to us. Approval of this request would allow staff to participate in events and/or accommodate purchases related to events/activities that may be last minute and/or ongoing. Funds would be administratively reviewed and approved by staff based on the specific need.



REQUESTED ACTION STATEMENT

MEMO TO: Tourism Commission

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

MEMO FROM: Kelly Wall, Principal Planner

DATE: November 1, 2023

REQUESTED: Recommend to the Tourism Commission, approval of funds to secure a 7-minute advertisement on Experience Wisconsin. Funds not to exceed \$1,250.

RATIONALE: Enjoy New Berlin was contacted by 620WTMJ about advertising opportunities on Experience Wisconsin, a weekly radio based travel program. Each episode consists of (2) 7-minute segments about various destinations, attractions, and events in Wisconsin. The radio signal reaches 80% of Wisconsin's population as well as northern Illinois and northwestern Indiana. This request would be for 1 of the 2 slots to promote local events and activities such as the Grand Opening of the New Berlin A.R.C (Activity and Recreation Center) and other tourism promotion.

In past years, the Prospect Hill Restoration Foundation has used Room Tax Grant funds to advertise Historic Day on 620WTMJ radio.

WTMJ'S EXPERIENCE WISCONSIN SHOW

WISCONSIN TRAVEL DESTINATIONS, ATTRACTIONS, AND EVENTS

SPONSORED BY: Enjoy New Berlin



THE POWER OF WTMJ

REACH WISCONSINITES STATEWIDE!

WTMJ IS THE **MOST** LISTENED TO AM STATION IN THE MARKET, WITH THE LARGEST AUDIENCE

323,715+

ADULTS 18+

Listen to Radio 620 WTMJ **EACH WEEK** in the **Milwaukee-Racine Metro survey area alone.**

620 WTMJ's signal reaches . . .

80%

OF WISCONSIN'S
POPULATION

42

COUNTIES

4

STATES



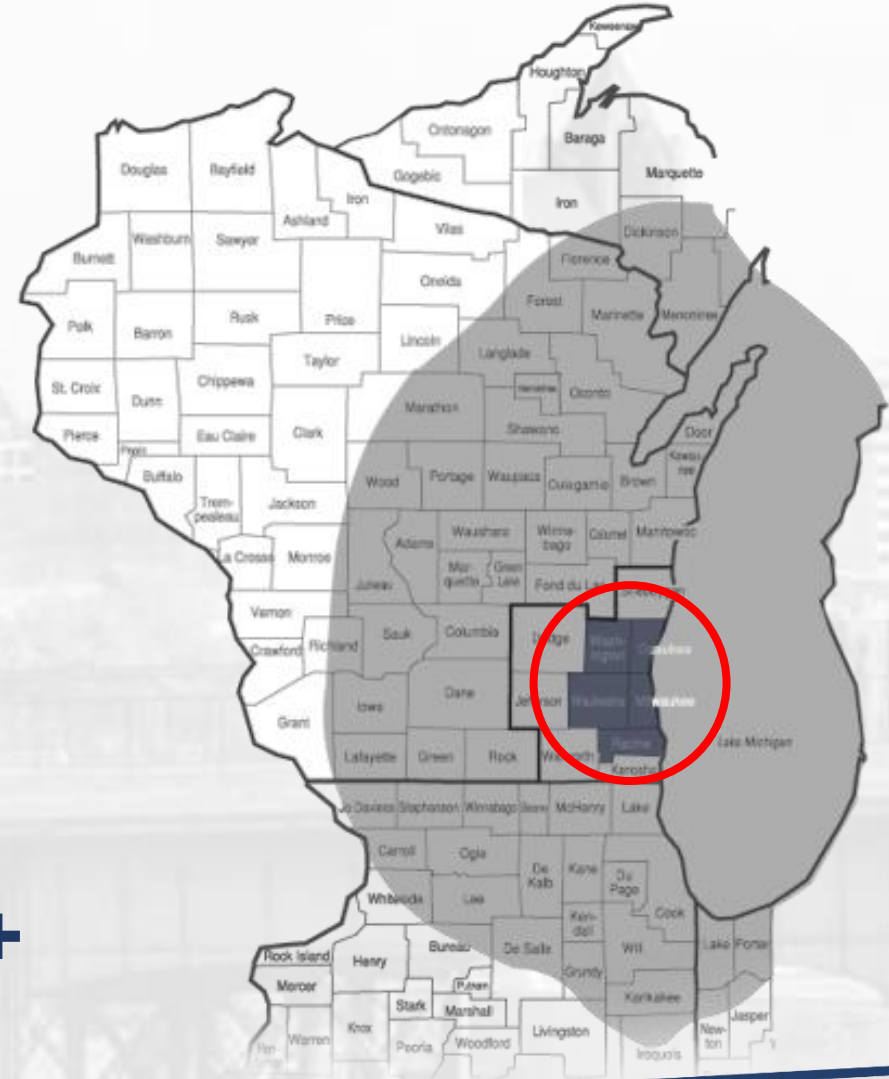
PROFILE SUMMARY

Age: 35 +
Married
College Graduate
Employed/Retired + Wealthy
Home valued at \$350,000 +
Household Income: \$100K +

WTMJ'S
DIGITAL PLATFORMS
REACH

4.4 Million+

ADULTS 18+
EACH YEAR



620WTMJ
WISCONSIN'S RADIO STATION

GOOD KARMA BRANDS
[EST. 1997]

WTMJ'S EXPERIENCE WI SHOW APPEARANCE



Utilize WTMJ radio to **share stories** of Wisconsin's travel **destinations, attractions,** and **events** on the **WTMJ Experience WI Show** with **John Mercure, Saturday** afternoons on **WTMJ Radio!**

SHOW APPEARANCES INCLUDE:

- **(X) Appearances** throughout the year on the WTMJ Experience Wisconsin Show Saturdays 12-12:30pm on WTMJ.
- Each appearance is **(1) 7-minute pre-recorded segment** with spokesperson and John Mercure.
- 10 **shared promotional announcements** to promote the weekend show

SAMPLE: "Tune in to this week's WTMJ Experience WI show sponsored by, Enjoy New Berlin, and Milwaukee Food Tours."



SAMPLE PROGRAM OUTLINE

FOR WTMJ'S EXPERIENCE WISCONSIN SHOW



Show Intro: Content: Show Preview

Est. Total Length: 1:15

#1: Show Segment: Tourism Group #1

Est. Total Length: 7:00

#2: Show Segment: Tourism Group #2

Est. Total Length: 7:00

#3: Mercure segment

Est. Total Length: 5:30



@johnmercure



WTMJ'S EXPERIENCE WISCONSIN SHOW APPEARANCE

INVESTMENT SUMMARY



1 APPEARANCE | 2 APPEARANCES

TOTAL INVESTMENT: \$1,150.00 | \$1,950.00

*Includes Mercure talent fee.

Marketing elements and investments outlined in this campaign are valid until 12/31/2023 , based upon availability.

By signing below, I agree with Karma Brands' Advertising Policies, which have been provided to me, the parties hereto have executed this Agreement this _____ day of _____ 2023.

Good Karma Brands Milwaukee, LLC

Enjoy New Berlin



GOOD KARMA BRANDS
[EST. 1997]

GETTING STARTED

EXPERIENCE WISCONSIN PARTNER PARTICIPATION



2 weeks before scheduled appearance, please provide the information as outlined on the following slides.

NEW PARTNER FORM

WTMJ RADIO / GOOD KARMA BRANDS



Please provide the following information so we can set you up in our system as a partner:

Business Name:	
Business Contact:	
Address:	
City:	
State:	
Zip:	
Phone:	
Email:	

Once we have you set up in our system, we will provide an order number for your reference which is required to pay cash in advance.

PLEASE CHOOSE PREFERRED APPEARANCE DATES

2023

May						
Su	M	Tu	W	Th	F	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

June						
Su	M	Tu	W	Th	F	Sa
				1	2	3
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2024

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LIST PREFERRED DATES BELOW:

- 1) _____
- 2) _____

PLEASE PROVIDE

INFORMATION FOR Q&A SESSION WITH JOHN MERCURE



Please provide some background/interview talking points AND relevant links to your website for interview content/background.

- 1) Name of spokesperson: _____
- 2) Phone Number: _____
- 3) Email Address: _____
- 4) Talking points for Interview/Q&A session with John Mercure:



@johnmercure





MEMO

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: November 1, 2023

REQUESTED: Request the Tourism Commission review and consider/evaluate the creation of a discount/promotional program for people staying at the New Berlin hotels.

RATIONALE: In the months following the 2023 Small Grant Program, staff has met with the Commission Chair and local hotel operator to identify how the Tourism Commission and Enjoy New Berlin can be most effective with room tax funds. After numerous discussions and in an effort to help those already staying in New Berlin hotels, we would propose creation of a discount program for local hotels and businesses within the City of New Berlin.

To do so, the Commission would put out an RFP for a consultant that would work with Enjoy New Berlin staff to contact local businesses and promote participation in a discount program that would benefit those staying in the New Berlin hotels. The intent of this would be to add to the experience of those currently staying in New Berlin hotels with the mission of “let us help you Enjoy New Berlin.”

Conceptual Program Design - People staying in New Berlin hotels would receive a card and/or pass code when they check-in to the hotel. The card/pass code would then give them exclusive access to discounts and promotions at local New Berlin businesses and restaurants.