



Tourism Commission MEETING AGENDA

January 17, 2024 - 3:00 PM
Council Chambers
3805 S. Casper Drive

Amended: 1/16/2024 @ 12:50 PM

Published 1/10/2024

AGENDA

1. **CALL TO ORDER**
2. **ROLL CALL; DECLARATION OF QUORUM; PUBLIC NOTICE**
3. **APPROVAL OF MINUTES**
 - A. November 1, 2023 Meeting Minutes
4. **NEW BUSINESS**
 - A. Update by DCD Staff
 - i. Social Media Insights
 - ii. Events / Outreach
 - B. Discussion on Grant Application
24-01 New Berlin Heat Fastpitch - \$2,500-5,000 Requested
 - C. Discussion on Grant Application
24-02 Education Foundation of New Berlin - \$3,500 Requested
 - D. Discussion on Grant Application
24-03 4th of July Commission - \$5,000 Requested
 - E. Discussion on Grant Application
24-04 New Berlin Chamber of Commerce - Farmers Market - \$2,000 Requested
 - F. Discussion on Grant Application
24-05 New Berlin Chamber of Commerce - Discover New Berlin - \$2,800 Requested
 - G. Discussion on Grant Application
24-06 Prospect Hill Restoration Foundation - \$2,500 Requested
 - H. Discussion on Grant Application
24-07 New Berlin Historical Society - \$5,000 Requested
 - I. Discussion on All Grant Requests and Possible Action on Final Grant Awards
 - J. Discussion and possible action on advertising opportunity - 2024 Community Guide and Business Directory
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

November 1, 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 3:03PM

2. ROLL CALL; DECLARATION OF QUORUM; PUBLIC NOTICE

Joelle Erickson took the roll call as follows:

Present: Alderperson Horbinski, Commissioner Szpara, Commissioner Rocco

Excused: Commissioner Anderson

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

3. APPROVAL OF MINUTES

A. September 13, 2023 Meeting Minutes

MOTION: Motion to Approve September 13, 2023 Minutes

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

4. NEW BUSINESS

A. Update by DCD Staff

B. RAS - Amendments to Room Tax Grant

MOTION: To Amend and Increase Room Tax Grant to 40% total event (\$5,000 cap)

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

MOTION: To Approve Motion As Amended

VOTE: Motion by: Alderman Horbinski
Second by: Commissioner Rocco
Motion Passes 3-0

C. RAS - Winterfest Mug Sponsorship

MOTION: Motion to Approve Winterfest Mug Sponsorship

VOTE: Motion by: Commissioner Szpara
Second by: Commissioner Horbinski
Motion Passes 3-0

D. RAS - Administrative Event Budget

MOTION: Motion to Approve Administrative/Emergency Event Budget (not to exceed \$1,000/event)

VOTE: Motion by: Alderman Horbinski
Second by: Commissioner Rocco
Motion Passes 3-0

E. RAS - Advertising Opportunity - 620WTMJ

MOTION: Motion to Approve Advertising Opportunity - 620WTMJ

VOTE: Motion by: Alderman Horbinski
Second by: Commissioner Rocco
Motion Passes 3-0

F. Memo - Consultant / Discount Program

MOTION: Motion to Approve Consultant/Discount Program

VOTE: Motion by: Alderman Horbinski
Second by: Commissioner Szpara
Motion Passes 3-0

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
None Provided

I. Next Meeting Date

5. ADJOURN

MOTION: Motion to Adjourn at 3:41PM

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

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



JANUARY TOURISM UPDATE

CITY OF NEW BERLIN TOURISM COMMISSION

JANUARY 17, 2024



SOCIAL MEDIA & OUTREACH



1,750
FOLLOWERS

WAS: 1,687



587
FOLLOWERS

WAS: 582



16
CALENDARS

WAS 14 - SINCE 10/22



MONTHLY EVENT CALENDAR

January in New Berlin



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Countdown to Winterfest 6 Days! January 6, 2024	HAPPY NEW YEAR! 2024	National Cream Puff Day! The Wisconsin State Fair announced that the 2023 state fair served over 300,000 Original Cream Puffs during its 11 days.	It's the final countdown... Head over to the New Berlin A.R.C. to get your 2024 Winterfest mug!	National Soup Month! Americans eat more than 10 billion bowls of soup each year with chicken noodle being the most popular variety.	New Berlin Public Library Friday Movie Matinee: Living 1PM	January 6th 5th Annual Winterfest 9-11AM Snowshoe Hikes *Pre-Registration Required* 12PM Medallion Hunt 12-7PM Winter Beer Garden & Food Trucks at Malone Park 4PM Bonfire & S'Mores 6PM Firework Celebration ...and SO much MORE!
National Bobblehead Day! Bobbleheads reached the height of their popularity in the 1960s, but interest waned by the end of the 1970s. However, a giveaway of 40,000 bobbleheads by the San Francisco Giants in 1999 is credited with breathing new life into bobblehead collecting.	New Berlin Public Library Family Activity Night: Melted Snowman Crafts* 5:30-6:30PM	Winter Trivia! Take a guess... What year did the longest blizzard in Wisconsin occur?	Marcus Ridge Cinema Winter Kids Dream Family Film Series Head over to the Marcus Ridge Cinema between January 5th and March 3rd, to view your favorite family films for \$31! Purchase a Kids Dream Passport for \$15 to see all 9 movies in the series! Concession specials also available for Kids Dream Showings!	Mary's Caddyshack Thursday Night Bingo 6:30-9:30PM	Park Pals Park Pals Winter Series at OAW* 10:30AM-Noon Ages - Early Childhood/Toddler	Matty's Bar & Grille Saturday Night Live Music: Brooklyn 8PM
Wisconsin Snow Report Have you checked out the Wisconsin Snow Report? Head to enjoynewberlin.com to get the latest snow reports by county!	OAW Indoor Sports Complex 5v5 Soccer - One-Day Tournament* U6-Adult	New Berlin Public Library Story Art: Jeannie Baker* 4:30-5:30PM	Stay Safe This Winter! Winter weather can be dangerous and unpredictable! Be sure to follow the City of New Berlin Office of Emergency Management page for the most up-to-date information and tips on how to stay safe!	SAVE THE DATE! ARC Grand Opening February 24, 2024 from 11AM-2PM Ribbon Cutting at 11:15AM Enjoy a day of fun, food, and festivities to officially open the New Berlin Activity and Recreation Center!		Friends of the New Berlin Library Pop-Up Puzzle & Book Sale 10AM-2PM
Milwaukee Lionel Railroad Club Toy Train Show and Sale* 8AM-Noon at the New Berlin Entertainment Center	New Berlin Public Library Tween Steam: Snowman Shooters!* 3:30-4:30PM Ages 8-11	International Snowmobile Safety and Awareness Week There are an estimated 225,000 miles of groomed and marked snowmobile trails in North America that have been developed by volunteer clubs in cooperation with local governments and private landowners.	Library Shelfie Day! It's Library Shelfie Day! We'd love to see your "shelfies" and how you enjoy the New Berlin Public Library!	New Berlin Public Library Hobbit Party* 7-8:30PM Ages 18+	Muskellunge Club of Wisconsin Ice Fishing Clinic at Minooka Park* (Part of the Waukesha Jamboree event) 10AM-2PM	New Berlin Junior Woman's Club 5th Annual Formalwear Pop-Up Boutique at the New Berlin Community Center 10AM-4PM
National LEGO Day! Laid end to end, the number of LEGO bricks sold in a year would reach more than five times round the world.	National Puzzle Day! Celebrate National Puzzle Day by creating your own puzzle or check one out from the New Berlin Public Library!	National Plan for Vacation Day! The average processing time for a passport is 6-8 weeks for routine services, and 2-3 weeks for expedited services. Be sure to plan ahead!	YMCA Wellness Center Social Seniors - National Hot Cocoa Day* 12-1PM	Winter Staycation! We encourage you to invite your family and friends to <i>Enjoy</i> NEW BERLIN! and while they're here, we hope they'll <i>stay local!</i> Holiday Inn Express & Suites 262-787-0700 & La Quinta Inn & Suites 262-717-0900		Follow Us!

enjoynewberlin.com

* Requires Pre-Registration, Tickets and/or Fees

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.

2024



DEC/JAN (FB) CONTENT

DECEMBER 13 - JANUARY 9

Title			Date published ↑↓	Reach ⓘ ↓	Likes and reactions ⓘ ↑↓	Shares ⓘ ↑↓
 Happy 2024! We're kicking off the year with the Jan... Enjoy New Berlin	Boost post		Mon Jan 1, 6:00pm	932 Reach	12 Reactions	1 Shares
 Join the New Berlin Community Band for their Annua... Enjoy New Berlin	Boost post		Dec 19, 2023	502 Reach	8 Reactions	3 Shares
 Winterfest kicks off in an hour! Head over to Mal... Enjoy New Berlin	Boost unavailable		Sat Jan 6, 10:59am	449 Reach	6 Reactions	0 Shares
 December may be half way over, but there's plenty of... Enjoy New Berlin	Boost post		Dec 15, 2023	414 Reach	4 Reactions	0 Shares
 Mark your calendars! Winterfest is less than 2... Enjoy New Berlin	Boost unavailable		Dec 26, 2023	352 Reach	5 Reactions	0 Shares
 3 more days to grab your Winterfest mugs! P... Enjoy New Berlin	Boost unavailable		Wed Jan 3, 3:08pm	341 Reach	3 Reactions	0 Shares
 Wishing everyone a very Merry Christmas from Enjoy... Enjoy New Berlin	Boost post		Dec 24, 2023	323 Reach	10 Reactions	1 Shares
 Winterfest is almost here and we have so... Enjoy New Berlin	Boost unavailable		Dec 18, 2023	313 Reach	9 Reactions	0 Shares
 This post has no text Enjoy New Berlin	Boost unavailable		Fri Jan 5, 2:47pm	284 Reach	1 Reactions	0 Shares
 Enjoy New Berlin updated their profile picture. Enjoy New Berlin	Create ad		Jan 3, 2023	262 Reach	13 Likes and reactions	0 Shares



RECENT POSTS

CITY OF NEW BERLIN
CHRISTMAS TREE LIGHTING
Thursday, December 7
CITY CENTER PLAZA 15040 LIBRARY LN

TREE LIGHTING AT 5:30PM
LETTERS TO SANTA
DANCE PERFORMANCE AT 5:00PM
HOT COCOA
ICE SKATING USE YOUR LIBRARY CARD TO CHECK OUT @ NB LIBRARY
CHRISTMAS MUSIC
STOCKINGS PROVIDED BY THE NEW BERLIN LIONS

4:30-6:00pm

Toy & Food Drive
Join us to help make Christmas brighter for deserving families. Please donate new, unwrapped toys and non-perishable food for Toys for Tots and the New Berlin Food Pantry!

SANTA VISIT & KINDERMART
THURSDAY, DECEMBER 7
KINDERMARKET 6-8 PM
PICTURES WITH SANTA 6:30-8 PM
REGISTRATION REQUIRED FOR SANTA VISIT

Join us for a special holiday event at the library. Registration is required and begins Monday, December 4th in person at the Youth Services Desk. The following times will be available for you to sign up for:

- 6:30-7pm
- 7:30-8pm
- 8:30-9pm (Kindermarket vendor families only)

Kindermarket: From 6-8pm in the Community Room, browse and shop handmade items that are both crafted and sold by kids. Open to the public and no registration needed. Cash only with a free wrapping station available. Components of the New Berlin Public Library.

MAKE IT A FAMILY NIGHT AND AFTER THE TREE LIGHTING, WALK ACROSS THE STREET TO THE LIBRARY AND ENJOY THE KINDERMART!

For any questions about Santa's visit, please call 262-754-1874

HOLIDAY Craft Fair
at New Berlin
Eisenhower
High School

OVER 60 CRAFTERS AND VENDORS
RAFFLE
BAKE SALE

Sunday November 19

Hours 9AM TO 3PM

Adults-\$3
Children-Free

SPONSORED BY EISENHOWER BANDS

WINTER-SPRING 2024 ACTIVITY GUIDE IS AVAILABLE DIGITALLY NOW!

NEW BERLIN RECREATION
Winter/Spring 2024
GRAND OPENING

NEW BERLIN FOOD PANTRY

Seeking Donations to help fill "Holiday Baking Bags"

- Flour
- Sugar
- Vanilla
- Powdered Sugar
- Brown Sugar
- Misc. Baking Ingredients

Donations Needed By November 23rd

Donations can be dropped off at:
New Berlin City Hall - Monday-Friday from 8AM-4:30PM
New Berlin Food Pantry - Wednesdays from 8AM-5PM

SANFELIPPO'S City Center Market
15055 W. National Ave.
SanfelippoFarmMarket.com/RealChristmasTrees

- Christmas trees are displayed standing up for easy viewing.
- Shop in comfort no matter the weather in our covered tree lot.
- Plenty of lighting for shopping at night.
- We hand select our trees for the highest quality.
- We specialize in freshly cut Fir Trees: Fraser, Balsam, Canaan
- Hand-made Christmas porch pots, wreaths and garland.
- Opening for the season November 18th.

Creating family traditions for over 65 years.

Sanfelippo's Christmas Tree Farm
Top Quality Balsam, Canaan & Fraser Fir
9am to 4pm open Nov. 18th-19th, the Friday after Thanksgiving, then Saturdays and Sundays.

CUT YOUR OWN

20770 W. Coffee Rd New Berlin, WI 53146
sanfelippochristmastrees.com

1/2 mile east of Racine Ave at the intersection of Coffee & Swartz Rds.

Call 414-254-8407 for more info

NEW BERLIN PUBLIC LIBRARY
GINGERBREAD HOUSE DECORATING CONTEST

Team or Individual Entry Categories:
Family, Teen & Adult

NOV 27-30 ENTRY REGISTRATION AND DROP OFF
DEC 1-20 DISPLAY AND COMMUNITY VOTING

REC PASS INDOOR PLAYGROUND

Join us throughout the year for an exhilarating climbing and sliding experience at the New Berlin Activity and Recreation Center Playground. Our dynamic indoor playground provides an ideal space for your young ones to frolic during day camp, on rainy days, or simply to let loose their energy! Acquire a RecPASS membership for limitless access, or opt for a day pass to enjoy a one-time visit.

Open Gym, Track, and Playground hours change monthly! Visit here to view:

NEW! ARC PLAYGROUND PASS

	RESIDENT	NON-RESIDENT
ANNUAL PASS		
SINGLE CHILD (21 and under)	\$120 (\$10/MONTH)	\$180 (\$15/MONTH)
FAMILY	\$240 (\$20/MONTH)	\$360 (\$30/MONTH)
MONTH PASS		
SINGLE CHILD (21 and under)	\$10	\$20
FAMILY	\$20	\$40
DAILY PASS		
SINGLE CHILD (21 and under)	\$5	\$5
FAMILY	\$5	\$7

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 40 children. Admission will not be granted once we reach capacity.

ATTENTION

Due to construction, the ARC Playground will be CLOSED in January. We will be adding one additional price at playground equipment and connecting the two sides of the playground. Please come by directly check our website calendar before coming. We will post on Facebook and update the calendar when the playground is officially re-open again!

25

holiday CRAFT FAIR
NOVEMBER 25, 2023
9 AM - 2 PM

FREE ADMISSION!

60+ VENDORS, EACH SELLING UNIQUE ITEMS

FREE CRAFT AREA FOR KIDS

VISIT SANTA!
11 AM - 1 PM

New Berlin Sportsplex
2900 S 163rd St, New Berlin, WI

Call 414-254-8407 for more info

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BUSINESS OF THE MONTH

DECEMBER BUSINESS OF THE MONTH BUDGET BOUTIQUE

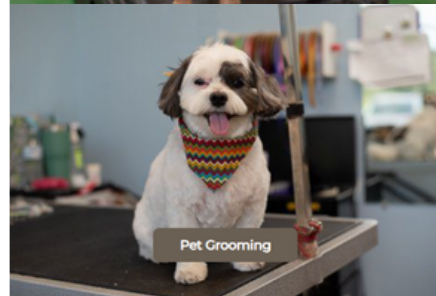
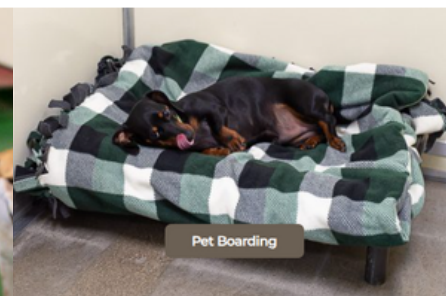
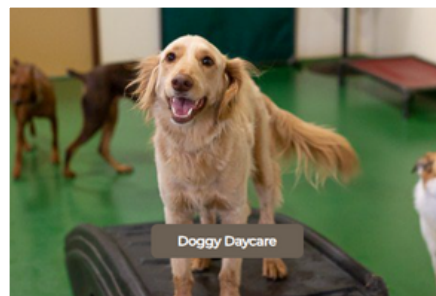
CONGRATS TO  Budget
Boutique



JANUARY BUSINESS OF THE MONTH SPA PAW & TAIL



Spapawandtail.com | 262-784-7297
5055 S Emmer Dr New Berlin, WI 53151



Spapawandtail.com | 262-784-7297
5055 S Emmer Dr New Berlin, WI 53151



DECEMBER OUTREACH EFFORTS

NEW BERLIN PUBLIC LIBRARY

DISPLAY CASE





WINTERFEST

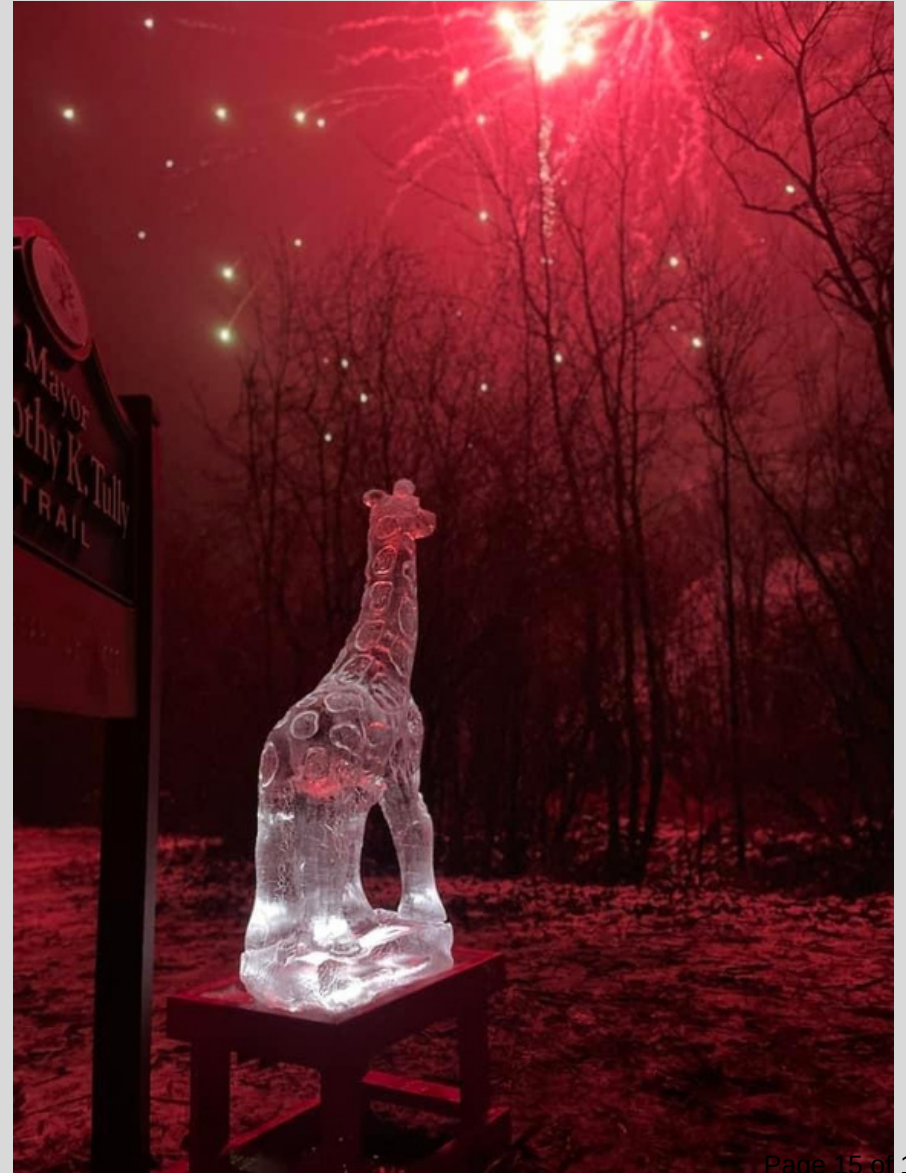
JANUARY 6, 2024





WINTERFEST

JANUARY 6, 2024





UPCOMING OUTREACH EFFORTS



FEBRUARY 1-29

NEW BERLIN PUBLIC LIBRARY
DISPLAY CASE



FEBRUARY 24, 2024

CITY OF NEW BERLIN/RECREATION
A.R.C GRAND OPENING



UPCOMING OUTREACH EFFORTS

FEBRUARY 24, 2024

ARC GRAND OPENING

**38
DAYS TO GO!**



**GRAND OPENING!
FEBRUARY 24, 2024**

JOIN US!

NEW BERLIN A.R.C GRAND OPENING

Join us for the **Grand Opening** of the **New Berlin A.R.C** (Activity & Recreation Center) on **February 10th!**



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**



January 8, 2024

To Whom it May Concern –

You are receiving this letter (via email) in response to your application for a 2024 Room Tax Grant.

The City of New Berlin Tourism Commission sponsors an annual Room Tax Grant Program to help promote tourism and creation of room stays at New Berlin hotels.

Organization:	New Berlin Heat
Event:	Summer Heat Tournament
Request Amount:	\$2,500-5,000
Total Event Budget:	\$30,000
40% or Less of Total Event Budget:	Yes (Meets Requirement)

Application Submitted?	Yes
Budget Submitted?	Yes

Deficits?	No
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The Tourism Commission will be meeting on January 17th, 2024 at 3PM to review the applications. You are welcome to attend the meeting in the Council Chambers at New Berlin City Hall (3805 S. Casper Drive, New Berlin, WI 53151).

If you have any questions, please contact Kelly Wall at 262.797.2445 ext. 2550 or kwall@newberlin.org.

Thanks,

A handwritten signature in grey ink that reads "Kelly Wall".

Kelly Wall
 Enjoy New Berlin
 3805 S. Casper Drive
 New Berlin, WI 53406

Phone: 262.797.2445 ext. 2550

Email: kwall@newberlin.org

2024 Room Tax Grant Application

Room Tax Funds

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

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

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

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

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

Eligible Projects and Use of Funds

The City of New Berlin Tourism Commission will consider funding for projects and events that benefit the City of New Berlin and will likely result in increased room stays within the City. Items that can be funded by the Commission include:

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

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

Grant Limits

- Grant limits are subject to Tourism Commission discretion. Maximum request not to exceed 40% of the overall event budget (capped limit of \$5,000) per organization, annually.
- Grants are limited based upon available room tax funds.

Eligible Applicants

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

Grant Recognition

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

Additional Information

- All grants will be evaluated on established criteria and ranked competitively by the Tourism Commission.
- The grant application will serve as a grant agreement and must be signed by an authorized official within the organization.
- Events/projects must occur between January 1 and December 31, 2024.
- The grant expires December 31, 2024. All funds must be used prior to expiration.

Scoring

Grant will be scored by Commissioners based on the following criteria:

- Quality and Completeness (10 Points max.)
- The applicant has a well-developed marketing strategy that can reasonably be expected to generate multiple hotel stays. (30 Points max.)
- The project/event and application substantiate a reasonable likelihood of local economic impact from: Local visitors (5 Points) / Day-trip visitors (10 Points) / Overnight visitors (30 Points)
- 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 projects/events have provided adequate documentation of room night stays. (10 Points max.)
- The project/event is unique, unduplicated and creative. (10 Points max.)

- The expected/historical annual attendance is: 0-1,000 attendees (5 Points) / 1,000-5,000 attendees (10 Points) / 5,000 or more attendees (30 Points)

Maximum of 100 total points possible, per application.

Application Submission Deadlines

Submittals must be submitted online, in the form below, **no later than noon on December 31, 2023**

The respondent's email (**sturino40@gmail.com**) was recorded on submission of this form.

Email *

sturino40@gmail.com

Please acknowledge that you have read the requirements above and that your event fits within the guidelines. *

☒ Yes, my event application adheres to the requirements mentioned above.

Applicant Information / Description of Organization

Name (First & Last) *

James Sturino

Address / City / State / Zip *

W226S7890 Sunset Glen Court, Big Bend, WI 53103

Email *

Sturino40@gmail.com

Phone Number *

262-993-5403

Organization Contact Person (Name/Phone/Email)* *

James Sturino, 262-993-5403, Sturino40@gmail.com

Project Information

Project/Event Title* *

New Berlin Heat SummerHeat Tournament

Grant Request Amount *

\$2,500.00-5,000.00

Total Project / Event Budget *

30,000.00

Project / Event Location *

Malone Park and Calhoun Park, New Berlin

Projected Number of Attendees *

2200

Detailed Project / Event Description *

Youth fastpitch softball tournament from U8-U18. Anticipated 10 teams per age, so approximately 60 teams. Last year we had approximately 10 teams from further than 2 hours away that attended our tournament. This tournament is June 7-9, 2024, at both Malone Park and Calhoun Park in New Berlin. Approximately 150 games will be played between 5PM on Friday and 5PM on Sunday, between the two locations.

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). *

Last year we had approximately 8-10 teams that attended our tournament from more than 2 hours away. Thus, it is very likely that these teams stayed overnight at hotels in New Berlin to be close to the fields. With games starting at 5pm on Friday and all teams playing Friday night and then either at 8AM or 930AM the following morning it is highly unlikely that teams would play a game, travel 2 hours home, sleep and then travel 2 hours back early the next morning. Each team averages 12 players, and with our tournament being Friday, Saturday, and Sunday, I would expect each team to spend 2 nights at a hotel. So for each out of town team in our tournament we would anticipate 24 "hotel nights" per team. At 8-10 teams, this is approximately 192-240 hotel nights directly attributable to our event. While we do not specifically ask teams where they are staying, we do advise them where the nearest hotels are, pointing entirely to New Berlin hotels, mainly around the Beloit/Moorland area, given their proximity to both Malone and Calhoun Parks.

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 do not reserve a block of rooms, as our teams are local to the tournament. The nights generated are from the out of town teams. We direct them to the New Berlin hotels near Moorland/Beloit as the most convenient given their proximity to the fields, dining, and department stores.

Expected Outcomes *

We are anticipating 8-10 out of town teams as in years past, which would again result in 192-240 hotel night rooms based on our hosting of the tournament in New Berlin.

Staffing Requirements *

This event is entirely staff by volunteer board members of the New Berlin Heat (a 501(c)(e) non-profit) and by the parents of the players, as this is our single largest fundraiser. 100% of the profits are used for the players, without any administrative fees or expenses coming out of the profits.

Timeline for Implementation *

The tournament is currently posted online, and we currently have 20 teams signed up with room for a total of 60. We began advertising our tournament on 11/1/2023, and anticipate we should be full by 2/1/2024, based on historical trends.

Estimated Number of Hotel Stays from the Project / Event *

192-240

Is the proposed project/event: *

- ☐ New Project / Event
- ☒ Existing Project/Event

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

Each year, we look to host this tournament in New Berlin, and have done so annually since 2007. A grant to help offset the costs of the tournament, only ensures that we will be able to do this event again. We rely heavily on volunteers to help produce the tournament and make it as successful as possible.

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

The rest of the funding sources come from our operating budget, and anticipated returns based on registration fees of the teams playing in our tournament.

Supporting Materials

Supporting materials (budget, advertising, etc.) may be sent to tourism@newberlin.org.

Application Submittal

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.

Please enter name and title. *

James M. Sturino, Treasurer New Berlin Heat

Sign below: *

James M. Sturino

Date: *

MM DD YYYY

11 / 27 / 2023

Phone Number: *

262-993-5403

Email: *

sturino40@gmail.com

This content is neither created nor endorsed by Google.

Google Forms



Ms. Wall:

Documented below is our anticipated budget for the 2024 New Berlin SummerHeat softball tournament scheduled for June 7-9, 2024, at Malone and Calhoun Parks in New Berlin. I can attach receipts from last year to further supplement this, if needed, as we use last year's expenses as starting basis to anticipate our costs for the following year.

(1) Equipment Costs

- a. Softballs, concessions, field equipment, tournament awards.
- b. 2023 we spent \$9,176.15; we are anticipating a 3-5% increase which places this budget item for 2024 at \$9,451.43 - \$9,634.96.

(2) Contractual and Operations

- a. This is paid to the City of New Berlin for the Application fee and the field use at the tournament.
- b. 2023 we spent \$3,278.00 for field use, and \$470.00 for an application fee, for a total of \$3,748.00.
- c. Anticipating a 3-5% increase puts this item for the 2024 budget at \$3,860.44 - \$3,935.40.

(3) Supplies/Operations

- a. This is primarily the expense for umpires and umpire coordinators to run the tournament. Last year we spent \$15,280.00.
- b. In 2024, we are anticipating a 10-15% increase due to umpire shortages. This places our 2024 budget at \$16,808.00 - \$17,572.00.

(4) Total Budget for 2024 SummerHeat Tournament

- a. $\$9,451.43 - \$9,634.96 + \$3,860.44 - \$3,935.40 + \$16,808.00 - \$17,527.00 =$
\$30,119.87 - \$31,097.36.

Regards,

James (Mike) Sturino

Invoice

BOSS ASSIGNING LLC
10315 W Greenfield Ave,
Lot 638
West Allis, WI 53214
414-559-4343

INVOICE #202332
DATE 6/12/2023

TO:
NEW BERLIN
HEAT

Comments or special instructions:
ALL CHECKS ARE MADE PAYABLE TO BOSS ASSIGNING LLC

DATES	TOURNAMENT	DUE DATE	PAYABLE	AGE GROUPS	TERMS
6/9/2023-6/11/2023	SUMMERHEAT	ASAP	BOSS ASSIGNING	U8/U10/U12/ U14/U16/U18	
QUANTITY	DESCRIPTION			TOTAL	
104	SOFTBALL GAMES (2 UMPIRE/GAME)			\$100/GAME	\$10400.00
48	SOFTBALL GAMES (1 UMPIRE/GAME)			\$70/GAME	\$3360.00
152	ASSIGNING FEE AND UIC FEE (\$5 EA)			\$10/GAME	\$1520.00
SUBTOTAL					\$15,280.00
SALES TAX					
TOTAL DUE					\$15,280.00

Make all checks payable to BOSS Assigning LLC
If you have any questions concerning this invoice, contact CHRIS BORMANN, 414-559-4343
ChrisB@BOSSAssigning.com

Thank you for your business!



10315 W GREENFIELD
AVE LOT 638
WEST ALLIS, WI 53214



414-559-4343



Chrisb@boassassigning.com

City of New Berlin

Recreation Department

3805 S. Casper Dr.
PO Box 510921
New Berlin, WI 53151
Phone (262) 797-2443 Fax (262) 797-2460



DATE: June 12, 2023
INVOICE # PR-1840

Bill To: Bob Batchelor
New Berlin Heat Boys
PO Box 510344
New Berlin, WI 53151

Remit To: City of New Berlin
Recreation Department
P.O. Box 510921
New Berlin, WI 53151-0921

Comments or Special Instructions:

Contact Person		Credit City Acct.	Acct. Number		TERMS
Parker Dorothy		Parks, Permits, Fees	01010400-44360		Due on receipt

QUANTITY	DESCRIPTION	UNIT PRICE	AMOUNT
	New Berlin Heat Girls Tournament 6/12- 5/14		
108	Games Played at Malone		
41	Games Played at Calhoun		
0	Games Played at Valley View		
149	Total Games Played	22.00	3,278.00
0	Bags of Field Dry (Account: 15910000-54010)	12.00	
0	Light Usage (per Hour)	20.00	
1	Portable Restroom Package	Paid	Paid
1	Tournament Application Fee	Paid	Paid
		SUBTOTAL	\$ 3,278.00
		TOTAL	\$ 3,278.00

Make all checks payable to **New Berlin Recreation Dept.**
A 1% penalty per month will be charged to balances not paid in 30 days.

THANK YOU!

Rudig Trophies

580 North 108th Place
Wauwatosa, WI 53226

414-773-9000

Invoice

Date	Invoice #
3/23/2023	83364

Bill To
NEW BERLIN HEAT C/O MARIO NUDI 262-844-8391

Ship To
EMAIL WHEN READY

P.O. Number	Terms	Rep	Ship	Via	F.O.B.	Project
	Due on receipt		4/7/2023	PICK UP		

Quantity	Item Code	Description	U/M	Price Each	Amount
		*** SUBLIMATE PLATES ***			
90	RM7 25+	GOLD MEDAL (CUSTOM INSERT) **SPECIAL QUOTE**		3.35	301.50
180	RM5 25+	90 - SILVER MEDAL 90 - BRONZE MEDAL (CUSTOM LOGO INSERT) **SPECIAL QUOTE**		3.15	567.00
270	MEDAL-ENG			0.50	135.00
6	DD3303B	RED COLUMN STAR F/ SOFTBALL		27.60	165.60
		ENG PER INST Sales Tax		5.50%	64.30

EFFECTIVE 2/15/23 ALL CREDIT CARD TRANSACTION WILL BE ASSESSED A 3% PROCESSING FEE	Total	\$1,233.40
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January 8, 2024

To Whom it May Concern –

You are receiving this letter (via email) in response to your application for a 2024 Room Tax Grant.

The City of New Berlin Tourism Commission sponsors an annual Room Tax Grant Program to help promote tourism and creation of room stays at New Berlin hotels.

Organization:	Education Foundation of New Berlin
Event:	A Toast to Education
Request:	\$3,500
Total Event Budget:	\$15,000
40% or Less of Total Event Budget:	Yes (Meets Requirement)

Application Submitted?	Yes
Budget Submitted?	Yes

Deficits?	No
-----------	----

The Tourism Commission will be meeting on January 17th, 2024 at 3PM to review the applications. You are welcome to attend the meeting in the Council Chambers at New Berlin City Hall (3805 S. Casper Drive, New Berlin, WI 53151).

If you have any questions, please contact Kelly Wall at 262.797.2445 ext. 2550 or kwall@newberlin.org.

Thanks,

A handwritten signature in grey ink that reads "Kelly Wall".

Kelly Wall
 Enjoy New Berlin
 3805 S. Casper Drive
 New Berlin, WI 53406

Phone: 262.797.2445 ext. 2550

Email: kwall@newberlin.org

2024 Room Tax Grant Application

Room Tax Funds

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

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

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

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

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

Eligible Projects and Use of Funds

The City of New Berlin Tourism Commission will consider funding for projects and events that benefit the City of New Berlin and will likely result in increased room stays within the City. Items that can be funded by the Commission include:

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

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

Grant Limits

- Grant limits are subject to Tourism Commission discretion. Maximum request not to exceed 40% of the overall event budget (capped limit of \$5,000) per organization, annually.
- Grants are limited based upon available room tax funds.

Eligible Applicants

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

Grant Recognition

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

Additional Information

- All grants will be evaluated on established criteria and ranked competitively by the Tourism Commission.
- The grant application will serve as a grant agreement and must be signed by an authorized official within the organization.
- Events/projects must occur between January 1 and December 31, 2024.
- The grant expires December 31, 2024. All funds must be used prior to expiration.

Scoring

Grant will be scored by Commissioners based on the following criteria:

- Quality and Completeness (10 Points max.)
- The applicant has a well-developed marketing strategy that can reasonably be expected to generate multiple hotel stays. (30 Points max.)
- The project/event and application substantiate a reasonable likelihood of local economic impact from: Local visitors (5 Points) / Day-trip visitors (10 Points) / Overnight visitors (30 Points)
- 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 projects/events have provided adequate documentation of room night stays. (10 Points max.)
- The project/event is unique, unduplicated and creative. (10 Points max.)
- The expected/historical annual attendance is: 0-1,000 attendees (5 Points) / 1,000-5,000 attendees (10 Points) / 5,000 or more attendees (30 Points)

Maximum of 100 total points possible, per application.

Application Submission Deadlines

Submittals must be submitted online, in the form below, **no later than noon on December 31, 2023**

The respondent's email (**julie.cordero@nbexcellence.org**) was recorded on submission of this form.

Email *

julie.cordero@nbexcellence.org

Please acknowledge that you have read the requirements above and that your event fits within the guidelines. *



Yes, my event application adheres to the requirements mentioned above.

Applicant Information / Description of Organization

Name (First & Last) *

Julie Cordero

Address / City / State / Zip *

4333 S Sunny Slope Rd. / New Berlin / WI / 53151

Email *

julie.cordero@nbexcellence.org

Phone Number *

2627896245

Organization Contact Person (Name/Phone/Email)* *

Julie Cordero/ 2627896245/ julie.cordero@nbexcellence.org

Project Information

Project/Event Title* *

A Toast to Education

Grant Request Amount *

3500

Total Project / Event Budget *

15000

Project / Event Location *

New Berlin Eisenhower

Projected Number of Attendees *

750

Detailed Project / Event Description *

Toast to Education

Date: Saturday, March 9, 2024

Time: 7:00 - 10:00 PM

Location: New Berlin Eisenhower Cafeteria & Gymnasium

About the Event:

Join us for an evening of celebration and support for the Education Foundation of New Berlin (EFNB). The event features a beer and wine tasting extravaganza showcasing an expected 20 breweries and 6 wineries. Guests will enjoy snacks provided by Matty's Catering.

Activities & Entertainment:

- Wine Pull, Muffin Pan Betting Game, 50-50 Raffle, Putting Contest (sponsorship available)
- Live music by Kovalence, an acoustic duo playing diverse genres
- Silent Auction (remote bidding available) and Basket Raffle

Purpose:

Proceeds from this event support the Education Foundation of New Berlin as well as the SDNB Clubs to contribute to EFNB's mission of enhancing education in the community.

Important Note:

This event is exclusively for individuals aged 21 and above.

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). *

The Toast to Education event, in its inaugural year, successfully drew a diverse audience, including parents, grandparents, district staff, and community members passionate about supporting public education. Last year's attendance of 485 guests showcased the event's immediate resonance, attracting individuals not only from New Berlin but also spanning cities across Wisconsin and even reaching attendees from states like Oklahoma and Colorado.

While this event has only taken place once, the attendee data from its inaugural occurrence revealed a wide geographic representation, indicating its potential to attract participants from diverse locations. This indicates a promising opportunity for individuals, especially those traveling from afar, to consider securing accommodations within New Berlin. While specific records on past overnight stays are unavailable due to the event's singular occurrence, this diverse geographic interest strongly suggests a high potential for generating hotel bookings within the city.

This aligns directly with the grant program's objective of drawing visitors from outside New Berlin, presenting an opportunity for increased tourism and potential overnight stays. The event's educational focus and its demonstrated appeal to a geographically diverse audience indicate the potential for extended stays, potentially fostering economic benefits for local businesses within New Berlin. This aligns precisely with the grant's goals of promoting tourism-related activities and enhancing the city's economic vitality.

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 *

Expected Outcomes:

- 1) Promoting New Berlin: The event serves as a significant platform to showcase New Berlin's appeal, drawing a diverse audience from various cities and states. By spotlighting the city as an engaging destination, this aligns with the grant's objective of attracting visitors and promoting New Berlin's charm, potentially leading to increased tourism and overnight stays.
- 2) Economic Boost for Local Businesses: Corporate sponsors, especially many from New Berlin, anticipate a substantial turnout at the event, aiming to leverage their support to encourage patronage at their establishments. Additionally, the auction and raffle, featuring contributions from local retailers, restaurants, and businesses, not only add value to the event but also provide these entities with marketing exposure to our patrons. Their involvement not only enhances the event but also promotes the city's economic vitality by showcasing the diverse offerings of New Berlin's local businesses.
- 3) Community Support and Education Promotion: By supporting our event, businesses demonstrate their commitment to education and community engagement. Their participation aids in funding educational initiatives while fostering goodwill within the community, contributing to their own brand favorability and community involvement.

Staffing Requirements *

Our event is efficiently managed by a dedicated team consisting of a full-time Director of Education Foundation and Community Engagement, and a part-time assistant. This team oversees the planning, coordination, and execution of the event, ensuring its success.

Moreover, integral to the event's success is the active participation of a volunteer committee comprising of approximately eight community members and interested school district staff. Their collective efforts significantly contribute to various facets of the event - from sponsorships, to promotion, planning and more, enhancing its impact and reach.

During the event, we are fortunate to have approximately 100 volunteer shifts worked from pouring samples, to registration and even helping take out the trash, allowing community members to actively participate. As a token of appreciation, volunteers receive a donation made on their behalf to the affiliated club of their choice, fostering community engagement and support for local initiatives.

Timeline for Implementation *

March 2023: Initiation of event planning and organizational efforts.

December 2023: Sponsorship opportunities became available, resulting in commitments totaling \$4,000.

January 2024: Ticket sales launch to the public for the upcoming event.

September 2023 & February 2024: Distribution of Save the Date postcards to create awareness and anticipation among potential attendees.

Ongoing: Advertising campaigns through local magazines like the New Berlin Neighbors Magazine and the EDGEducation Digest distributed by the school district, coupled with active promotion via social media platforms like Facebook and LinkedIn.

Ongoing: Utilization of school newsletters, affiliated clubs, and local businesses for outreach and event promotion.

Leading up to March 2024: Continuous planning and preparation efforts, including the creation of comprehensive marketing collateral such as printed flyers, spotlighting participating breweries, wineries, caterers, sponsors, entertainment details (band), and other event highlights.

Estimated Number of Hotel Stays from the Project / Event *

User As this event marks the second occurrence following a successful inaugural edition, our team is enthusiastic about building upon the momentum and outreach established during the first event. While we did not specifically track hotel stays following the initial event, we're excited about the potential impact and increased visibility that this second iteration is poised to achieve within the community and beyond. The event's draw from various cities, along with its promotional activities targeting a broader audience, signifies a potential for increased overnight stays within New Berlin.

Is the proposed project/event: *

- ☐ New Project / Event
- ☒ Existing Project/Event

Financial Information

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

User The event sustains its funding through a multifaceted approach, ensuring its financial viability beyond the grant's expiration. Key elements include: Sponsorships: Continued engagement with sponsors is pivotal, leveraging existing relationships and actively seeking new partnerships to secure ongoing financial support. Ticket Sales: Building on the success of past ticket sales, we aim to continually enhance the event's appeal to attract attendees, thereby generating revenue crucial to its sustainability. Day-of Fundraising Activities: The event incorporates engaging fundraising activities such as raffles, auctions, and games during the event itself. These activities not only enhance attendee experience but also contribute significantly to the event's financial success. By diversifying revenue streams and focusing on sustained engagement with sponsors, attendees, and fundraising initiatives, the event aims to maintain its financial health and continue its positive impact beyond the grant period. The event's core objective of bolstering education, activities and extra-curricular initiatives within our community underscores the significance of sustaining its financial health. With the grant's assistance, the funds generated through sponsorships, ticket sales, and onsite fundraising activities directly contribute to advancing our mission of fostering educational excellence and opportunities.

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

At present, the project has received generous commitments totaling \$4,000 from committed sponsors, highlighting their invaluable support towards the event's success. While ongoing efforts are in place to secure additional funding through various corporate channels, acknowledgment of the committed sponsors demonstrates the initial positive response from key stakeholders. Committed sponsors (at the time of submission) include: Burghardt's Sporting Goods, Drexel Building Supply, Horicon Bank, Lakefront Brewery, and Sprengel Real Estate Group. Our first event featured more than 14 corporate sponsors - as we are early in the solicitation, we feel optimistic about surpassing these results.

The event's success is underpinned by these committed partnerships, showcasing a collective dedication to advancing our shared goals. Efforts to secure supplementary funding continue, leveraging established relationships and exploring additional opportunities to ensure the project's financial viability and success.

Supporting Materials

Supporting materials (budget, advertising, etc.) may be sent to tourism@newberlin.org.

Application Submittal

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.

Please enter name and title. *

Julie Cordero

Sign below: *

Julie Cordero

Date: *

MM DD YYYY

12 / 19 / 2023

Phone Number: *

2625103927

Email: *

julie.cordero@nbexcellence.org

This content is neither created nor endorsed by Google.

Google Forms

Toast to Education 2024 Budget – Income/Expenses as of 12.15.2023

Income	
Sponsorships	\$15,000.00
Ticket Sales	\$12,000.00
Silent Auction	\$10,000.00
50/50 Raffle	\$3,000.00
Basket Raffle	\$500.00
Betting Game	\$1,250.00
putting contest	\$1,000.00
Wine Pull	\$2,000.00
Open Case Auction	\$250.00
Donations	\$1,000.00
transaction fees	\$500.00
Total Income	\$45,000.00
Printing/Marketing/Supplies	\$1,000.00
Advertisements	\$1,000.00
Glassware	\$400.00
DJ / Emcee / Auctioneer	\$0.00
Liquor Liability	\$1,000.00
ice	\$400.00
Nachos/Pretzels	\$0.00
Labor Food Service	\$200.00
Beechwood	\$2,000.00
Beer Capitol Purchase	\$500.00
Wine	\$1,000.00
Catering	\$6,000.00
Credit processing fees	\$1,500.00
Total Expenses	\$15,000.00
Net Gain/Loss	\$30,000.00
Payouts to Clubs	
Donations/Other	\$1,000.00
Sponsorships	\$7,500.00
Tickets	\$4,000.00
Silent Auction	\$9,000.00
50/50 Raffle	\$1,500.00
Volunteer (pouring/selling raffles - \$25 per shift	\$2,500.00
Total payout expected to clubs	\$17,000.00
Total income for EFNB	\$13,000.00



PRESENTED BY



EDUCATION FOUNDATION

OF NEW BERLIN

MARCH 9, 2024
7-10 pm

New Berlin Eisenhower

BEER & WINE

**TASTING
FUNDRAISER**

Toast24.givesmart.com

**TICKETS
ON SALE
NOW**



**TICKETS
ON SALE
NOW**

BEER & WINE

**TASTING
FUNDRAISER**

MARCH 11, 2023

7-10 pm

New Berlin Eisenhower

Tickets are \$40

\$15 goes toward the SDNB club/organization/team of your choice!

THE BREWERIES:

Hinterland | Sierra Nevada | Lakefront | Eagle Park | Three Sheeps | MBC | Central Waters | Founders
Third Space | New Glarus | Sprecher | Lupulin | Downeast | Saugatuck | Elysian | Collective

THE WINERIES:

IOI North | BABE | Odyssea Sangria

PRESENTED BY



Toast23.givesmart.com



January 8, 2024

To Whom it May Concern –

You are receiving this letter (via email) in response to your application for a 2024 Room Tax Grant.

The City of New Berlin Tourism Commission sponsors an annual Room Tax Grant Program to help promote tourism and creation of room stays at New Berlin hotels.

Organization:	New Berlin 4 th of July Commission
Event:	4 th of July Festival
Request:	\$5,000
Total Event Budget:	\$179,000
40% or Less of Total Event Budget:	Yes

Application Submitted?	Yes
Budget Submitted?	Yes

Deficits?	No
-----------	----

The Tourism Commission will be meeting on January 17th, 2024 at 3PM to review the applications. You are welcome to attend the meeting in the Council Chambers at New Berlin City Hall (3805 S. Casper Drive, New Berlin, WI 53151).

If you have any questions, please contact Kelly Wall at 262.797.2445 ext. 2550 or kwall@newberlin.org.

Thanks,

Kelly Wall
 Enjoy New Berlin
 3805 S. Casper Drive
 New Berlin, WI 53406

Phone: 262.797.2445 ext. 2550

Email: kwall@newberlin.org

2024 Room Tax Grant Application

Room Tax Funds

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

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

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

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

Eligible Projects and Use of Funds

The City of New Berlin Tourism Commission will consider funding for projects and events that benefit the City of New Berlin and will likely result in increased room stays within the City. Items that can be funded by the Commission include:

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

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

Grant Limits

- Grant limits are subject to Tourism Commission discretion. Maximum request not to exceed 40% of the overall event budget (capped limit of \$5,000) per organization, annually.
- Grants are limited based upon available room tax funds.

Eligible Applicants

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

Grant Recognition

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

Additional Information

- All grants will be evaluated on established criteria and ranked competitively by the Tourism Commission.
- The grant application will serve as a grant agreement and must be signed by an authorized official within the organization.
- Events/projects must occur between January 1 and December 31, 2024.
- The grant expires December 31, 2024. All funds must be used prior to expiration.

Scoring

Grant will be scored by Commissioners based on the following criteria:

- Quality and Completeness (10 Points max.)
- The applicant has a well-developed marketing strategy that can reasonably be expected to generate multiple hotel stays. (30 Points max.)
- The project/event and application substantiate a reasonable likelihood of local economic impact from: Local visitors (5 Points) / Day-trip visitors (10 Points) / Overnight visitors (30 Points)
- 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 projects/events have provided adequate documentation of room night stays. (10 Points max.)
- The project/event is unique, unduplicated and creative. (10 Points max.)
- The expected/historical annual attendance is: 0-1,000 attendees (5 Points) / 1,000-5,000 attendees (10 Points) / 5,000 or more attendees (30 Points)

Maximum of 100 total points possible, per application.

Application Submission Deadlines

Submittals must be submitted online, in the form below, **no later than noon on December 31, 2023**

The respondent's email (**poldenburg@newberlin.org**) was recorded on submission of this form.

Email *

poldenburg@newberlin.org

Please acknowledge that you have read the requirements above and that your event fits within the guidelines. *



Yes, my event application adheres to the requirements mentioned above.

Applicant Information / Description of Organization

Name (First & Last) *

Polly Oldenburg

Address / City / State / Zip *

3805 S Casper Drive, New Berlin WI 53151

Email *

poldenburg@newberlin.org

Phone Number *

262-754-1805

Organization Contact Person (Name/Phone/Email)* *

Polly Oldenburg / 262-754-1805 / poldenburg@newberlin.org

Project Information

Project/Event Title* *

56th Annual City of New Berlin 4th of July Family Festival

Grant Request Amount *

\$5,000

Total Project / Event Budget *

\$179,000

Project / Event Location *

Malone Park

Projected Number of Attendees *

80,000

Detailed Project / Event Description *

The City of New Berlin's annual 4th of July celebration will be a three day event in 2024 - Wednesday, July 3rd through Friday, July 4th. Two main tents flank festival grounds offering food, beverages and entertainment. The "alley" that runs between the anchor tents offer additional food choices, small business sales, non-profits the opportunity to share their mission and/or fundraise. To the southwest we have carnival rides and a midway. Besides music we offer events that cater to all age groups. Events that will be returning include Corn Hole Tournament, Pie Contest, Candy Hunt, Trivia Contest, mini-parade (strictly for youth to participate in), a main parade for all ages to enjoy and of course our fantastic fireworks display. Events new in 2024 will include a Kickball Tournament and Drone Light Show. Many non-profits participate in making this event possible. Many more profit from the funds raised during the event.

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). *

This annual event draws attendees not only from the New Berlin area, but surrounding suburbs and counties. Adults who were raised in the New Berlin community continue to return to our celebration to reconnect with classmates, family, friends and bring their children to experience the excitement and celebration of this long-standing community event. Beside people attending the celebration, there are the entertainers, food vendors and sales booths that need a place to stay during the three day event.

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. *

In previous years, the New Berlin 4th of July Commission had a partnership with our local Holiday Inn. Then came the pandemic which curtailed travel and gatherings for all. The past two years no hotel in New Berlin was willing to allow the commission to block any number of rooms, nor did they offer any special room rates the commission could advertise. Their response was they, were filling rooms (in large part to Summerfest) and did not need to partner with any local entity such as the New Berlin 4th of July Commission. In January I do plan to reach out once again to all hotels in New Berlin, in the hope they are willing to rethink their position.

Expected Outcomes *

Five main charities will run the two anchor tents and festival parking. Several smaller non-profits organizations will help facilitate several events including annual pie contest, ice cream booth and kickball tournament. We expect 80,000 people during our three day event generating for both non-profit entities and New Berlin businesses.

Staffing Requirements *

City staff will be required before, during and after the event and include departments of recreation, clerk's office, finance, parks, NBPd, NBFd as well as all 13 NB4 Commissioners.

Timeline for Implementation *

Planning for the 2024 celebration began in August of 2023 and will ramp up in January. Preparation continues right through July 2nd.

Estimated Number of Hotel Stays from the Project / Event *

50

Is the proposed project/event: *

- ☐ New Project / Event
- ☒ Existing Project/Event

Financial Information

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

The New Berlin 4th of July Celebration has been funded by New Berlin businesses, both large and small since it's inception. Plans for 2024 and future years will be no different.

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

New Berlin businesses.

Supporting Materials

Supporting materials (budget, advertising, etc.) may be sent to tourism@newberlin.org.

Application Submittal

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.

Please enter name and title. *

Polly Oldenburg

Sign below: *

Polly Oldenburg

Date: *

MM DD YYYY

12 / 20 / 2023

Phone Number: *

262-754-1805

Email: *

poldenburg@newberlin.org

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Google Forms

CITY of NEW BERLIN
FOURTH of JULY
2024 Proposed Budget

			2021 ACTUAL	2022 ACTUAL	2023 BUDGET	2023 6 MOS.	2023 ESTIMATED TOTAL	2024 DEPARTMENT Proposed
REVENUES								
21120000	41000	Grants - Federal	3,045	-	-	-		
21120000	48040	Donations/sponsorship	44,325	76,575	50,000	84,475	90,554	65,000
21120000	48071	Booth/Vendor Fees	31,211	29,625	30,000	18,475	10,516	10,000
21120000	48072	Charities	-	-	-	-	22,876	22,000
21120000	48070	Carnival Proceeds	11,541	8,280	8,000	75	17,353	8,000
21120000	48000	Parking	3,252	3,500	3,000	-	7,390	4,000
21120000	48000	Family Games Sponsorship	-	571	-	-	2,000	-
21120000	48000	Events	-	779	700	-	752	1,500
		Tourism Grant	-	-	-	-	2,500	2,500
21120000	49051	Transfer from City	25,000	20,000	20,000	20,000	20,000	15,000
		Total Revenues	118,374	139,330	111,700	123,025	173,941	128,000
EXPENDITURES								
21120000	52011	Parade	13,292	13,575	10,000	8,525	9,675	13,000
21120000	52030	Entertainment	24,100	32,803	40,000	50,425	51,403	40,000
		Drone Shows						30,000
21120000	52035	Fireworks	16,000	30,000	30,000	35,000	35,000	40,000
15990000	50020	Salary	16,343	11,360	10,140	5,017	10,140	10,140
15990000	51020	FICA	1,177	926	776	384	776	776
21120000	54060	Advertising	1,218	2,969	500		568	500
21120000	53010	Electricity/Water	638	1,443	1,000		-	1,000
21120000	53030	Waste Disposal	9,380	9,380	12,000	10,020	10,020	12,000
21120000	53040	Telephone/Cell Phone	544	543	600	226	317	600
21120000	54270	Dues/Memberships	80	100	80		80	100
15990000	52030	Tent Rental	14,994	17,621	20,500	5,190	20,780	20,500
21120000	54120	Office Supplies	109	-	-	433	433	1,000
21120000		Events	-	1,300	1,600	425	1,350	3,000
21120000		Trivia Contest	-	-	-	-	350	-
21120000		City overtime charge - 4th day	-	-	20,000	-	12,227	-
21120000	54110	Supplies	7,484	7,568	6,000	4,610	8,789	6,000
		Total Expenditures	105,358	129,589	153,196	120,255	161,908	178,616
		Net Change in Fund Balance	13,016	9,741	(41,496)		12,033	(50,616)
		Fund Balance - Beginning	123,281	136,297	146,038		146,038	158,071
		Fund Balance - Ending	\$ 136,297	\$ 146,038	\$ 104,542		\$ 158,071	\$ 107,455

From: [Oldenburg, Polly](#)
To: [Tourism](#)
Subject: Enjoy 2024 - NB4
Date: Wednesday, December 20, 2023 12:31:44 PM
Attachments: [2024 Proposed Budget.xlsx](#)

You don't often get email from poldenburg@newberlin.org. [Learn why this is important](#)

Good Afternoon,

In consideration of the New Berlin 4th of July Commission application for the 2024 Enjoy New Berlin Grant, please see attached 2024 budget that has been approved by both commission and common council. Below you will find a list of businesses that donated/sponsored events in 2023.

New Berlin Lions Club Foundation
Waukesha State Bank
Exterior Pro's
Spectrum Carnival
Toolrite
Frantz Machine Products
Arrowhead Tool & Die
Design Build Fire Protection of WI
Greenfield Plaza LLC
American Tree Experts, Inc
Sendik's
Stonefire
John's Disposal Service, Inc.
Milwaukee Valve
Wenthe-Davidson
Schoeneck Containers
Hastings Air Energy Control, Inc.
Big Tuna Japanese Cuisine
ITU Absorbtech
Innovation Station LLC
BSI Scales
Union House (3) \$25 gift certificates
Princeton Club
Culvers
JW Winco
PHM Orthodontists
Donald R. Kitten
New Berlin Plastics
Knights of Columbus #524
Preferred Electrical Contractors
Educators Credit Union
Continental Trade Exchange/dba IMS

Honeyagers Mudjack Service
NSI Electrical Contractors
Anderson Packaging
Electrochemical Products
Donovan & Jorgenson Inc
Gerald & Lora McLain
Hometown Windows
TDS Telecom

Gray & Associates, LLP
Hader Industries Inc.
Tom & Glenn's Service
Animal House Gym
Denco Manufacturing Inc.
Hydraulic Component Services
Diameters Inc.
HNI Risk Services
Jerry and Lynn Johnson
Dancesport Academy aka Fred Astaire
Dance

Hippenmeyer, Reilly, Blum, Schmitzer, Fabian & English

Kwik Trip

Fleet Farm

Festival Foods

KMJ Tax & Accounting

Holz Motors

Briohn Building Corp

United Heartland dba AF Group

W.I.S. Logistics

Tobin Jewelers

Beer Capitol

Steins Garden & Home

Dominos

Horicon State Bank

Giuseppi's Pizzeria

Kopp Bros., Inc

Armeli's

Marcus Theatres

PRP Wine

Kelmann

Petron

George Webb

Johnson Sand & Gravel, Inc.

Wistl Sod Farm

Schober, Schober & Mitchell

Twins Flowers & Home Décor
Drexel

New Berlin Animal Hospital
Dancesport Academy dba Fred Astaire
Anita's Dance Center
Four Leaf Contracting
Waldera Enterprises LLC
Shorewest Realtors
Central Park / Christys Wolf Pack
Jeffrey Sterling / Marcus
AJ Collectables LLC
Horicon Bank

Polly Oldenburg

4th of July Commission - City of New Berlin

Phone: 262-754-1805
3805 S Casper Drive
New Berlin WI 53151

poldenburg@newberlin.org
www.newberlin.org



January 8, 2024

To Whom it May Concern –

You are receiving this letter (via email) in response to your application for a 2024 Room Tax Grant.

The City of New Berlin Tourism Commission sponsors an annual Room Tax Grant Program to help promote tourism and creation of room stays at New Berlin hotels.

Organization:	New Berlin Chamber of Commerce
Event:	Farmers Market
Request:	\$2,000
Total Event Budget:	\$5,000
40% or Less of Total Event Budget:	Yes

Application Submitted?	Yes
Budget Submitted?	Yes

Deficits?	No
-----------	----

The Tourism Commission will be meeting on January 17th, 2024 at 3PM to review the applications. You are welcome to attend the meeting in the Council Chambers at New Berlin City Hall (3805 S. Casper Drive, New Berlin, WI 53151).

If you have any questions, please contact Kelly Wall at 262.797.2445 ext. 2550 or kwall@newberlin.org.

Thanks,

Kelly Wall
Enjoy New Berlin
3805 S. Casper Drive
New Berlin, WI 53406

Phone: 262.797.2445 ext. 2550
Email: kwall@newberlin.org

2024 Room Tax Grant Application

Room Tax Funds

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

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

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

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

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

Eligible Projects and Use of Funds

The City of New Berlin Tourism Commission will consider funding for projects and events that benefit the City of New Berlin and will likely result in increased room stays within the City. Items that can be funded by the Commission include:

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

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

Grant Limits

- Grant limits are subject to Tourism Commission discretion. Maximum request not to exceed 40% of the overall event budget (capped limit of \$5,000) per organization, annually.
- Grants are limited based upon available room tax funds.

Eligible Applicants

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

Grant Recognition

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

Additional Information

- All grants will be evaluated on established criteria and ranked competitively by the Tourism Commission.
- The grant application will serve as a grant agreement and must be signed by an authorized official within the organization.
- Events/projects must occur between January 1 and December 31, 2024.
- The grant expires December 31, 2024. All funds must be used prior to expiration.

Scoring

Grant will be scored by Commissioners based on the following criteria:

- Quality and Completeness (10 Points max.)
- The applicant has a well-developed marketing strategy that can reasonably be expected to generate multiple hotel stays. (30 Points max.)
- The project/event and application substantiate a reasonable likelihood of local economic impact from: Local visitors (5 Points) / Day-trip visitors (10 Points) / Overnight visitors (30 Points)
- 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 projects/events have provided adequate documentation of room night stays. (10 Points max.)
- The project/event is unique, unduplicated and creative. (10 Points max.)
- The expected/historical annual attendance is: 0-1,000 attendees (5 Points) / 1,000-5,000 attendees (10 Points) / 5,000 or more attendees (30 Points)

Maximum of 100 total points possible, per application.

Application Submission Deadlines

Submittals must be submitted online, in the form below, **no later than noon on December 31, 2023**

The respondent's email (**office@newberlinchamber.org**) was recorded on submission of this form.

Email *

office@newberlinchamber.org

Please acknowledge that you have read the requirements above and that your event fits within the guidelines. *



Yes, my event application adheres to the requirements mentioned above.

Applicant Information / Description of Organization

Name (First & Last) *

Kristin Houte

Address / City / State / Zip *

13825 W National Ave, Suite 109A, New Berlin, WI 53151

Email *

office@newberlinchamber.org

Phone Number *

262-786-5280

Organization Contact Person (Name/Phone/Email)* *

Kristin Houte / 262-786-5280 / Office@newberlinchamber.org

Project Information

Project/Event Title* *

New Berlin Farmer's Market

Grant Request Amount *

2,000

Total Project / Event Budget *

\$5,000

Project / Event Location *

New Berlin Farmer's Market - City Center

Projected Number of Attendees *

minimum - 2,600

Detailed Project / Event Description *

The New Berlin Farmer's Market is operated by the New Berlin Chamber of Commerce starting the first weekend of May and ending the last weekend of October. It is held rain or shine on Saturdays from 8AM - Noon. Attendees are able to select from a wide variety of fresh, locally grown and produced goods. These include flowers, fresh vegetables, homemade bakery, salsa, and much, much more. This is a destination location in New Berlin for the community and visitors to the area during the spring, summer and fall months.

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).

The New Berlin Farmer's Market can be marketed to people looking to spend their weekend in New Berlin. This event is held all spring, summer, fall long and visitors enjoy frequenting local farmer's markets.

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 *

With the funds we are able to perform operational maintenance / upkeep to the Farmer's Market area - stalls need relining and renumbering. There is also an expense for signage / marketing of the event and staff costs on an annual basis.

Staffing Requirements *

1 - Paid Staff to coordinate market operations
 1.5 Volunteer Staff to operate market on Saturdays

Timeline for Implementation *

Spring - Fall 2024

Estimated Number of Hotel Stays from the Project / Event *

Event is open to all people in community and visitors on a weekly basis during prime WI visitor season.

Is the proposed project/event: *

- ☒ New Project / Event
- ☐ Existing Project/Event

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

The market obtains vendor fees for stalls.

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

N/A

Supporting Materials

Supporting materials (budget, advertising, etc.) may be sent to tourism@newberlin.org.

Application Submittal

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.

Please enter name and title. *

Kristin Houte, Account Executive, New Berlin Chamber of Commerce

Sign below: *

Kristin Houte

Date: *

MM DD YYYY

12 / 21 / 2023

Phone Number: *

262-786-5280

Email: *

office@newberlinchamber.org

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New Berlin Chamber of Commerce

2024 – Budget

Farmer's Market 2024

Expenses

- \$1,000 Relining stalls and renumbering stalls
- \$1,000 Signage for Farmer's Market and Website
- \$2,000 Staff expenses for farmer's market coordination

Discover New Berlin 2024:

Expenses

- \$4,000 – Area Rental Booth Setup
- \$2,000 – Marketing – Signs, Digital Ads in various platforms
- \$1,000 – Entertainment Expense (new in 2024)



January 8, 2024

To Whom it May Concern –

You are receiving this letter (via email) in response to your application for a 2024 Room Tax Grant.

The City of New Berlin Tourism Commission sponsors an annual Room Tax Grant Program to help promote tourism and creation of room stays at New Berlin hotels.

Organization:	New Berlin Chamber of Commerce
Event:	Discover New Berlin
Request:	\$2,800
Total Event Budget:	\$7,000
40% or Less of Total Event Budget:	Yes

Application Submitted?	Yes
Budget Submitted?	Yes

Deficits?	No
-----------	----

The Tourism Commission will be meeting on January 17th, 2024 at 3PM to review the applications. You are welcome to attend the meeting in the Council Chambers at New Berlin City Hall (3805 S. Casper Drive, New Berlin, WI 53151).

If you have any questions, please contact Kelly Wall at 262.797.2445 ext. 2550 or kwall@newberlin.org.

Thanks,

A handwritten signature in grey ink that reads "Kelly Wall".

Kelly Wall
 Enjoy New Berlin
 3805 S. Casper Drive
 New Berlin, WI 53406

Phone: 262.797.2445 ext. 2550

Email: kwall@newberlin.org

2024 Room Tax Grant Application

Room Tax Funds

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

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

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

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

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

Eligible Projects and Use of Funds

The City of New Berlin Tourism Commission will consider funding for projects and events that benefit the City of New Berlin and will likely result in increased room stays within the City. Items that can be funded by the Commission include:

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

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

Grant Limits

- Grant limits are subject to Tourism Commission discretion. Maximum request not to exceed 40% of the overall event budget (capped limit of \$5,000) per organization, annually.
- Grants are limited based upon available room tax funds.

Eligible Applicants

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

Grant Recognition

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

Additional Information

- All grants will be evaluated on established criteria and ranked competitively by the Tourism Commission.
- The grant application will serve as a grant agreement and must be signed by an authorized official within the organization.
- Events/projects must occur between January 1 and December 31, 2024.
- The grant expires December 31, 2024. All funds must be used prior to expiration.

Scoring

Grant will be scored by Commissioners based on the following criteria:

- Quality and Completeness (10 Points max.)
- The applicant has a well-developed marketing strategy that can reasonably be expected to generate multiple hotel stays. (30 Points max.)
- The project/event and application substantiate a reasonable likelihood of local economic impact from: Local visitors (5 Points) / Day-trip visitors (10 Points) / Overnight visitors (30 Points)
- 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 projects/events have provided adequate documentation of room night stays. (10 Points max.)
- The project/event is unique, unduplicated and creative. (10 Points max.)
- The expected/historical annual attendance is: 0-1,000 attendees (5 Points) / 1,000-5,000 attendees (10 Points) / 5,000 or more attendees (30 Points)

Maximum of 100 total points possible, per application.

Application Submission Deadlines

Submittals must be submitted online, in the form below, **no later than noon on December 31, 2023**

The respondent's email (**office@newberlinchamber.org**) was recorded on submission of this form.

Email *

office@newberlinchamber.org

Please acknowledge that you have read the requirements above and that your event fits within the guidelines. *



Yes, my event application adheres to the requirements mentioned above.

Applicant Information / Description of Organization

Name (First & Last) *

Kristin Houte

Address / City / State / Zip *

13825 W National Ave, Suite 109A, New Berlin WI 53151

Email *

office@newberlinchamber.org

Phone Number *

262-786-5280

Organization Contact Person (Name/Phone/Email)* *

Kristin Houte, 262-786-5280, office@newberlinchamber.org

Project Information

Project/Event Title* *

Discover New Berlin 2024

Grant Request Amount *

\$2,800

Total Project / Event Budget *

\$7,000

Project / Event Location *

New Berlin Eisenhower HS

Projected Number of Attendees *

1000-1500

Detailed Project / Event Description *

"Discover New Berlin" is a showcase of things that make our city a great place to live, work, and play.

It is produced in conjunction with our partners at the School District of New Berlin, Education Foundation of New Berlin and The City of New Berlin.

It features displays from:

local businesses

schools

governmental agencies

civic, charitable, and service-based organizations

faith-based organizations and churches

local employers and employment services

There will be family-oriented entertainment throughout the day on our entertainment stage.

Food and beverages will be available for sampling and sale.

Job Fair: Looking for work or employees? Get connected with opportunities from a variety of businesses.

Admission is free to the general public.

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). *

Some vendors may choose to spend the night if they are not local. Most of our vendors are but some are not.

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 *

Marketing costs have increased. We are looking to expand marketing in 2024 in digital / print areas. In addition, our event needs a "draw" to gather more public attendance. We are looking to hire some kind of entertainment in 2024 as that draw. This would be an additional expense.

Staffing Requirements *

Staffing provided by New Berlin Chamber of Commerce

Timeline for Implementation *

April 27, 2024

Estimated Number of Hotel Stays from the Project / Event *

N/A

Is the proposed project/event: *

- ☐ New Project / Event
- ☒ Existing Project/Event

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

We receive funding from exhibitor booth rental fees and sometime via sponsorship.

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

Sponsorship by local business

Supporting Materials

Supporting materials (budget, advertising, etc.) may be sent to tourism@newberlin.org.

Application Submittal

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.

Please enter name and title. *

Kristin Houte - Account Executive New Berlin Chamber of Commerce

Sign below: *

Kristin Houte

Date: *

MM DD YYYY

12 / 21 / 2023

Phone Number: *

262-786-5280

Email: *

office@newberlinchamber.org

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New Berlin Chamber of Commerce

2024 – Budget

Farmer's Market 2024

Expenses

- \$1,000 Relining stalls and renumbering stalls
- \$1,000 Signage for Farmer's Market and Website
- \$2,000 Staff expenses for farmer's market coordination

Discover New Berlin 2024:

Expenses

- \$4,000 – Area Rental Booth Setup
- \$2,000 – Marketing – Signs, Digital Ads in various platforms
- \$1,000 – Entertainment Expense (new in 2024)



January 8, 2024

To Whom it May Concern –

You are receiving this letter (via email) in response to your application for a 2024 Room Tax Grant.

The City of New Berlin Tourism Commission sponsors an annual Room Tax Grant Program to help promote tourism and creation of room stays at New Berlin hotels.

Organization:	Prospect Hill Restoration Foundation
Event:	31 st Annual New Berlin Historic Day
Request:	\$2,500
Total Event Budget:	\$3,500
40% or Less of Total Event Budget:	No

Application Submitted?	Yes
Budget Submitted?	No

Deficits?	Exceeds 40% of overall event budget
-----------	-------------------------------------

The Tourism Commission will be meeting on January 17th, 2024 at 3PM to review the applications. You are welcome to attend the meeting in the Council Chambers at New Berlin City Hall (3805 S. Casper Drive, New Berlin, WI 53151).

If you have any questions, please contact Kelly Wall at 262.797.2445 ext. 2550 or kwall@newberlin.org.

Thanks,

A handwritten signature in grey ink that reads "Kelly Wall".

Kelly Wall
 Enjoy New Berlin
 3805 S. Casper Drive
 New Berlin, WI 53406

Phone: 262.797.2445 ext. 2550

Email: kwall@newberlin.org

2024 Room Tax Grant Application

Room Tax Funds

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

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

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

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

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

Eligible Projects and Use of Funds

The City of New Berlin Tourism Commission will consider funding for projects and events that benefit the City of New Berlin and will likely result in increased room stays within the City. Items that can be funded by the Commission include:

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

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

Grant Limits

- Grant limits are subject to Tourism Commission discretion. Maximum request not to exceed 40% of the overall event budget (capped limit of \$5,000) per organization, annually.
- Grants are limited based upon available room tax funds.

Eligible Applicants

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

Grant Recognition

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

Additional Information

- All grants will be evaluated on established criteria and ranked competitively by the Tourism Commission.
- The grant application will serve as a grant agreement and must be signed by an authorized official within the organization.
- Events/projects must occur between January 1 and December 31, 2024.
- The grant expires December 31, 2024. All funds must be used prior to expiration.

Scoring

Grant will be scored by Commissioners based on the following criteria:

- Quality and Completeness (10 Points max.)
- The applicant has a well-developed marketing strategy that can reasonably be expected to generate multiple hotel stays. (30 Points max.)
- The project/event and application substantiate a reasonable likelihood of local economic impact from: Local visitors (5 Points) / Day-trip visitors (10 Points) / Overnight visitors (30 Points)
- 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 projects/events have provided adequate documentation of room night stays. (10 Points max.)
- The project/event is unique, unduplicated and creative. (10 Points max.)
- The expected/historical annual attendance is: 0-1,000 attendees (5 Points) / 1,000-5,000 attendees (10 Points) / 5,000 or more attendees (30 Points)

Maximum of 100 total points possible, per application.

Application Submission Deadlines

Submittals must be submitted online, in the form below, **no later than noon on December 31, 2023**

The respondent's email (**lzacher@wi.rr.com**) was recorded on submission of this form.

Email *

lzacher@wi.rr.com

Please acknowledge that you have read the requirements above and that your event fits within the guidelines. *



Yes, my event application adheres to the requirements mentioned above.

Applicant Information / Description of Organization

Name (First & Last) *

Barbara Zacher

Address / City / State / Zip *

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

Email *

lzacher@wi.rr.com

Phone Number *

262 679-3457

Organization Contact Person (Name/Phone/Email)* *

Barbara Zacher 262 679-3457 lzacher@wi.rr.com

Project Information

Project/Event Title* *

New Berlin Annual 31st Historic Day Sept 8th,2024

Grant Request Amount *

\$2,500.00

Total Project / Event Budget *

\$3,500.00

Project / Event Location *

New Berlin Historical Park

Projected Number of Attendees *

1,000 to 1,200 grown in the last 2 yrs.

Detailed Project / Event Description *

We will begin working at the beginning of the year. This event has grown in the past 2 years and we expect it to continue to grow. This is a very family oriented event; we try to target families especially with young children and we always play up the date and the fact that it is Grandparents Day as well. We have wonderful homemade desserts, Wi. favorites of brats and hot dogs, ice cream, water and soda. We have children's games, storytelling in the school house, a blacksmith and a yarn spinning demonstration. We have the fantastic

local All-star Blue Grass Band and a parade of local vintage cars, tractors and our own vintage local fire truck. All buildings will be open for viewing and staffed with members of our Foundation and the N.B. Historical Society to share the history of each building.

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 gratefully used this grant previously to purchase time slots with WTMJ radio station and would like to share this with them again and one other local station to spread the news of this event. The ad would read as to invite out of town visitors to come and discover New Berlin's fantastic Historical Park celebrating it's 31st Historic Day and plan an overnight stay with one of our local hotels - LaQuinta or Holiday Inn. And we will also invite the locals families to enjoy an overnight stay so that your 2 or 3 generations of family can enjoy together time swimming, playing games and sharing an early morning breakfast together.

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 do not reserve rooms but I believe that we can talk with the manager and possibly get a special rate for visitors that come for event. I know that they have done this for at least one other organization's special event.

Expected Outcomes *

It has been very exciting to see this event grow as it has and would like to share this with others that may have never heard of this or have not visited our Historical Park. We hope the ads with two local stations that we will be encouraging people to become familiar and patronize our local hotels; both out of towners and our local families. New Berlin's Historical Park is very special and very complete.

Staffing Requirements *

In addition to having 2- 3 volunteers in the First Freewill Baptist Church which was established in 1840 and is now on the National Register of Historic Places - we will have 1 or 2 volunteers walking throughout the grounds, 1 or 2 on the buses that bring the people up from the parking grounds and we will have signs to check off WHERE THEY HEARD OF THE EVENT. Radio, newspaper, website, etc.

Timeline for Implementation *

Us members of the Prospect Hill Restoration Foundation work with the Historical Society on all of their events also but we go all out getting volunteers for Historic Day. We have already talked with the Prospect Garden Center to use their grounds for parking cars (National Ave is closed for Historic Day) - Booked the Band for 2024 - have talked with the announcer for the parade and persons who encourage others to bring their vintage vehicles. We keep flyers with us to give to new and returning participants. (Save the date)

Estimated Number of Hotel Stays from the Project / Event *

Ten to hopefully 15 hotel stays

Is the proposed project/event: *

- ☐ New Project / Event
- ☒ Existing Project/Event

Financial Information

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

This event is once a year. We have existing funds that we use for this event and work to replenish money spent this year. We will continue to hold small weddings and concerts - organ recitals and patriotic/gospel music and song. We charge a minimal fee and encourage donations. Funds that we use for this event and we will continue to work to replenish money spent. We will continue to utilize the church/museum for small weddings and concerts such as organ recitals

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

We do not receive monies from the Historic Society. We have been fortunate to receive monies from the New Berlin Lions Club and we will ask for donations from the Prospect Lions Club as well.

Supporting Materials

Supporting materials (budget, advertising, etc.) may be sent to tourism@newberlin.org.

Application Submittal

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.

Please enter name and title. *

Barbara Zacher Secretary/Treasurer of the Prospect Hill Restoration Foundation

Sign below: *

Barbara Zacher

Date: *

MM DD YYYY

12 / 30 / 2023

Phone Number: *

262 679-3457

Email: *

lzacher@wi.rr.com

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Google Forms

Wall, Kelly

From: lzacher@wi.rr.com
Sent: Tuesday, January 2, 2024 3:36 PM
To: Wall, Kelly
Subject: RE: 2024 grant

Kelly, We would use the \$3,000. grant to expand our radio advertising to include WISN (Dan O'Donnell is a N.B. resident) as well as WTMJ who we worked with last year and previous years. We would split the time probably evenly between the two stations. The \$1000. we use to advertise on the front page of the Waukesha Freeman two days prior to event and for the local "All Star Blue Grass Band who has been with the event for the past ten years or so. As I explained in the application the event has grown in the past two years and we hope to keep expanding to nearby areas of Kenosha, Racine and other nearby towns.



January 8, 2024

To Whom it May Concern –

You are receiving this letter (via email) in response to your application for a 2024 Room Tax Grant.

The City of New Berlin Tourism Commission sponsors an annual Room Tax Grant Program to help promote tourism and creation of room stays at New Berlin hotels.

Organization:	New Berlin Historical Society
Event:	Open House – Applefest & Beer Garden
Request:	\$5,000
Total Event Budget:	Not Provided
40% or Less of Total Event Budget:	N/A

Application Submitted?	Yes
Budget Submitted?	No

Deficits?	No Budget
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The Tourism Commission will be meeting on January 17th, 2024 at 3PM to review the applications. You are welcome to attend the meeting in the Council Chambers at New Berlin City Hall (3805 S. Casper Drive, New Berlin, WI 53151).

If you have any questions, please contact Kelly Wall at 262.797.2445 ext. 2550 or kwall@newberlin.org.

Thanks,

A handwritten signature in grey ink that reads "Kelly Wall".

Kelly Wall
 Enjoy New Berlin
 3805 S. Casper Drive
 New Berlin, WI 53406

Phone: 262.797.2445 ext. 2550

Email: kwall@newberlin.org

ENJOY NEW BERLIN

ROOM TAX GRANT APPLICATION 2024

AMOUNT REQUESTED: \$5,000.00

Section 1: Applicant Information/Description of Organization

Applicant/Name of Organization New Berlin Historical Society

Address 19765 W. National Ave. New Berlin WI 53146

Authorized Representative Anne Marquardt, President 262-391-6425

Contact Person Cheryl Schober, Board Member 262-894-2656

E-Mail Address cschober1@yahoo.com

Organization/Event Website newberlinhistoricalsociety.org

Background of organization: The New Berlin Historical Society was chartered in 1965, and is an affiliate of the WI Historical Society. In 1970 the City of New Berlin purchased the 3.5 acre Sprengel property, now known as Historical Park, in the Prospect Hill Settlement District. The Society has since acquired, moved and restored many historical buildings to the site including the 1863 One Room School House, and houses from the early 1900's. A museum has now been added to display New Berlin's history throughout the year.

Mission and Objectives of organization: The New Berlin Historical Society is the local history resource for this community of 40,000 residents. Through artifact displays and publications, the society makes this history accessible to the public through open houses and private tours.

Target Group(s) of organization: The society shares the history of New Berlin with the community, neighbors, schools, scouting groups, the library and many clubs in the surrounding communities.

Section 2: Project Information

Project/Event Title Open House - Applefest and Beer Garden

Grant Request Amount \$5,000.00

Total Project/Event Budget

Project/Event Location New Berlin Historical Park, 19765 W. National Ave.

Projected Number of Attendees 1,000 to 2,000

Detailed Project/Event Description To invite families of all ages to explore New Berlin's History by touring a Pioneer log house, Little red school house, 2 19th century home, historic First Freewill Baptist Church, antique apple orchard and barn, and visiting the museum with many exhibits and displays. Also learn to grind and press apples for cider, crank the corn sheller, and listen to the band wagon music.

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 would use the grant to purchase advertising time slots on WTMJ and WISN radio stations. These reach people in the Midwest and we would suggest they stay at one of our hotels and enjoy our event and what southeast WI has to offer that weekend (farmers market, sporting events, etc.). There is so much for the whole family and your friends to enjoy.

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 hope the ads will encourage people to attend our special event and learn about New Berlin's history, the antique apple orchard, how people/families lived and survived in the 19th century.

Staffing Requirements The New Berlin Historical Society members and friends, all volunteers, will be on the grounds and in all of the buildings and serving the food/refreshments. Many will be providing hands-on demonstrations and opportunities for people of all ages to try. Everyone is also asked to talk with the visitors about their experience at the park, where they are from, and how they heard about the event.

Timeline for Implementation The Historical Society works year round on its events. The radio ads will be acquired 6-8 weeks prior to the event. The newspaper ad space will be reserved 6 months in advance. The month prior to the event a flier will be produced and members will be

distributing them around the city and county. Many 3'x5' signs will be placed in strategic areas of the city. The school district will be contacted to send a flier to each student/family. The event will be in publications of the Journal Sentinel, Waukesha Freeman, and on websites for the Society, City of New Berlin calendar, Chamber of Commerce website, WI State Historical Society website, and more. All Open Houses are listed on a sign in the Historic Park. Fliers will be given to each of the hotels for their visitors.

Estimated Number of Hotel Stays from the Project/Event hopefully 5 or more

Is the proposed project/event: ___New Project/Event ___x___Existing Project/Event

Section 3: Financial Information

Plans for Sustaining the Project's Funding Upon the Expiration of the Grant This event is held every October during apple harvest. The Historical Society has some funds and receives monetary donations throughout the year.

List Other Funding Sources Applied to For Support of the Project This Historical Society receives donations from the New Berlin Lions Club, the Prospect Lions Club, and the Jr. Woman's Club. The concessions receive sponsorship from Pick N Save, Meijer, Sendik's, Sprecher, and Culver's.

Detailed Description of the 20% Match The Historical Society will be spending funds on entertainment (ie polka band), 100's of printed fliers to be distributed to various businesses and day cares, 3'x5' signs

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 the 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: Cheryl Schober – Board Member

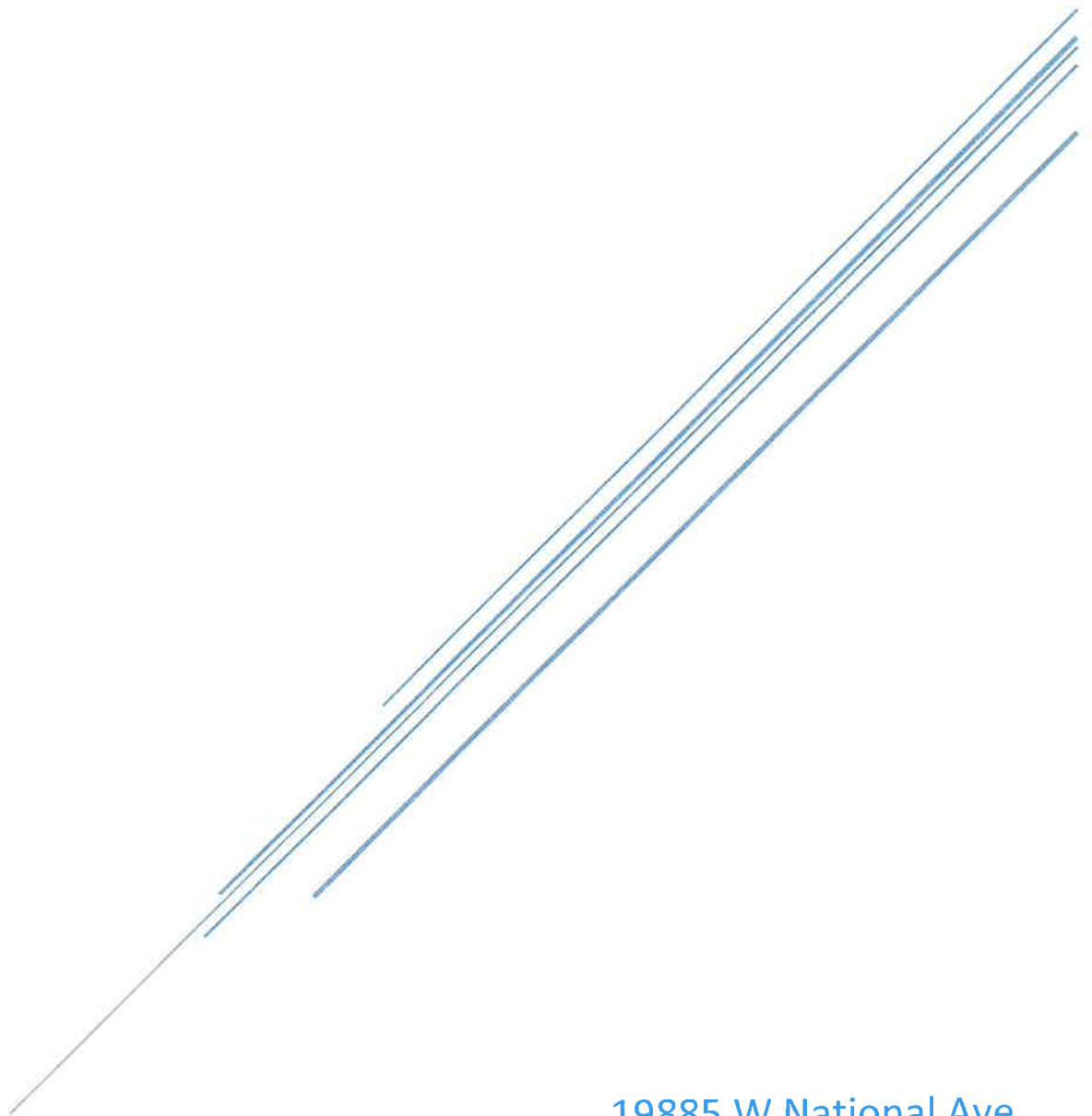
Signed: Cheryl Schober **Date:** 12-29-2023

Address: 5840 S. Vista Dr. New Berlin WI 53146

Phone: 262-894-2656 **Email:** cschober1@yahoo.com

BYLAWS

New Berlin Historical Society



19885 W National Ave
New Berlin, WI 53146

Approved on November 13, 2023

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BYLAWS of New Berlin Historical Society

PREAMBLE

These bylaws shall supersede all previous bylaws and amendments thereto and shall be consistent with the provisions of Chapter 181 and section 44.03 of the Wisconsin Statutes and with the articles of incorporation and all subsequent restatements and amendments thereto filed with the Department of Financial Institutions under which this organization is incorporated as a non-stock, non-profit corporation affiliated with the Wisconsin Historical Society and shall govern the administration and activities of this organization. Furthermore the provisions of Chapter 181 and section 44.03 of the Wisconsin Statutes and Robert's Rules of Order shall govern the proceedings of this organization not herein provided for.

ARTICLE I. NAME

The name of this organization shall be New Berlin Historical Society, and its headquarters shall be in the city of New Berlin, Wisconsin.

ARTICLE II. MISSION

The mission of the organization shall be the collection, preservation, and dissemination of materials and information relating to the history of New Berlin.

More particularly, its objectives shall be:

- a. To locate and collect any material that may help establish or illustrate the history of New Berlin. These materials shall be collected, preserved, and exhibited in accordance with all laws and regulations that may apply to the collection, possession, and exhibition of such materials.
- b. To disseminate historical information to any interested persons, groups, and institutions and to arouse interest in New Berlin by any of the following means: publishing historical materials either in print or electronically; holding meetings featuring workshops, lectures, or informative programs; conducting historic tours; marking or restoring historic buildings and sites; operating a museum or historic site; and/or any other related activity the organization may so choose to undertake..
- c. To make this material available for the appreciation, enjoyment, study, and research of individuals, scholars, and the general public at large.
- d. To accomplish these goals through the establishment of clearly defined and generally accepted collection, conservation, and interpretation policies and procedures.
- e. To ensure that all programs, functions, and events of the organization, including membership, shall be made available to anyone regardless of race, color, age, national origin, marital status, disability, religious or political affiliation, sex, or sexual preference.
- f. To the extent practicable, make its facilities accessible to the public.
- g. That this organization shall have the power to own property (artifacts), apply for and receive grants, accept bequests, and establish and maintain an endowment fund for carrying out the above-stated purposes.

Approved on November 13, 2023

ARTICLE III. MEMBERSHIP

Section 1. Qualifications.

- a. Any person, partnership, association, corporation, or other organization may become a member of this organization upon payment of the dues stipulated for the classification of membership for which the applicant applies.
- b. Membership shall terminate automatically for non-payment of dues thirty days following the date on which payment is due, and that date shall be January 1. Memberships terminated for nonpayment of dues shall be reinstated as of the date payment is made.

Section 2. Classification and Dues.

Membership classifications and dues for each class shall be set by the board of directors.

Section 3. Voting and Privileges.

Each membership shall be entitled to a vote of one at all meetings of the membership and shall be entitled to such benefits and privileges as shall be set forth in the regulations and proceedings of the organization.

ARTICLE IV. BOARD OF DIRECTORS

Section 1. Composition of the Board.

- a. The total number of members on the board of directors shall be no fewer than 3, and no more than 14. A change in the number of directors may be made by resolution at an annual meeting of the members, or at a special meeting of the members called and noticed for that purpose, but no reduction in the number of directors shall shorten the term of any director then in office.
- b. Elections to the board shall be in accordance with the provisions of Article VII of these bylaws.

Section 2. Powers of the Board.

The board of directors shall have the power to conduct the affairs of this organization and to delegate such authority as is not otherwise set forth in these bylaws. This includes, but is not limited to, the appointment of standing or special committees; the approval and authorization of the expenditures of the organization; and the creation and implementation of policies for the development, operation, and maintenance of facilities.

Section 3 Duties of the Board.

- a. The board of directors shall make a report of its actions and recommendations at the annual meeting of the members.
- b. The board of directors shall adopt and enforce policies for conflicts of interest for board members, officers, and staff members of the organization.

ARTICLE V. Elected Officers

Section 1. Classification of Officers.

- a. The principal officers shall be a president, vice-president, secretary, and treasurer and such officers shall perform the duties traditional to their offices and in conformity to state statute and Robert's Rules of Order and

may assume such other duties as the board may request, among which may be the chairmanship of special or permanent committees. However, no two principal offices may be combined with the exception of secretary and treasurer.

- b. Other officers such as archivist, curator, or historian may be elected or appointed as the board of directors may determine.

Section 2. Removal; Vacancy.

- a. Any elected or appointed officer may be removed, with or without cause, by vote of the directors then in office.
- b. Upon the death, resignation, or removal from office of any elected or appointed officer, the vacancy created may be filled for the unexpired term by the board of directors.
- c. Directors may be removed by action of the membership in accordance with the Wisconsin non-stock corporation law.
- d. Directors may be removed by action of the board of directors for failure to adhere to meeting attendance requirements established at or before commencement of the director's term.
- e. Upon the death or resignation of a director, the vacancy created may be filled by the board of directors until the next annual meeting of members, at which time any remainder of the unexpired term shall be filled by election by the membership.

Section 3. Duties.

- a. **Duties of President.** The principal duties of the president shall be to preside at all meetings of the board and the executive committee and, except when another officer is authorized to do so, to sign all documents which call for execution on behalf of the organization.
- b. **Duties of Vice-President.** The vice-president shall undertake any special assignments given him or her by the president or the board. During the absence or disability of the president, the vice-president shall carry out the duties of the president to the extent determined by the board. Following the resignation, removal from office, or death of the president, the vice-president shall assume that office.
- c. **Duties of Secretary.** The secretary shall keep appropriate records of the meetings of the organization, the board, and all of its committees and undertake any special assignments given him or her by the president or the board. The secretary shall be the custodian of all corporate records of the organization, including such fiscal records, or copies thereof, as originate or are filed with the organization.
- d. **Duties of Treasurer.** The treasurer shall ensure that all financial assets and income of the organization are fully accounted for and that all of its disbursements are authorized and made consistent with law, board policies, or the specific requirements of a particular fund. The treasurer shall be responsible to the board in matters of financial policy and shall make reports at each board meeting.
- e. **Other Duties.** The officers shall perform such additional or different duties as may from time to time be prescribed by law or required by the board.

- f. All officers and directors shall familiarize themselves with these bylaws and the articles of incorporation upon their election or appointment, and it shall be the duty of the secretary to distribute such copies to the individuals involved.

Article VI. COMMITTEES

Section 1. Executive Committee.

- a. Executive Committee. Between meetings of the board, the affairs of the organization may be conducted by an executive committee composed in the manner provided in this section. The committee shall possess all powers of the board when the latter is not in session, except that it shall not be authorized to fill a vacancy created by the resignation, incapacity, or death of a board member. The committee shall report all actions taken by it to the next succeeding meeting of the board.
- b. The executive committee shall be established by resolution of the board, which resolution shall determine the size and composition of the executive committee, provided that the executive committee shall be composed of at least three (3) persons, and further provided that all members of the executive committee shall be members of the board. The board may abolish the executive committee by resolution adopted at a meeting called and noticed for that purpose.
- c. The executive committee shall meet on call of the president, or whichever available officer is senior in rank, should the president be unavailable or the office vacant.

Section 2. Nominating Committee.

The Nominating Committee. Every year the president shall appoint a nominating committee of three (3) or more voting members to nominate members for election to the board of directors. The president, or the president's designee, shall provide a written notice either in print or electronic form at least 45 days in advance of the annual meeting which is readily accessible to all the organization's members. Such a notice will notify the organization's membership of the possibility of nominating individuals for consideration by the nominating committee and the process for which nominations can be made.

Section 3. Other Committees.

The board of directors may appoint such committees as are deemed necessary for the efficient operation of the organization. Committees of the board shall be composed of three (3) or more board members. Other committees may include directors, officers, or regular members of the organization.

ARTICLE VII. ELECTIONS

Section 1. Directors.

Terms of board members. Directors shall be nominated in accordance with the provisions of Article VI, Section 2 of these bylaws. All directors shall be elected by the members at the annual meeting of members. A director's term commences at the adjournment of the annual meeting of members at which the director is elected, and lasts for three (3) years, or until the director's successor is elected and qualified. The terms of directors shall be staggered.

Section 2. Officers.

- a. Terms of principal officers--president, vice president, secretary, treasurer--shall be elected by and from the board of directors at a meeting of the board immediately following the annual meeting of members to serve for a period of one year or until their successors are elected and qualified.

- b. Other officers as specified in Article V, section 1, paragraph b, shall be elected or appointed by the board of directors at a meeting of the board to specified or indefinite terms consistent with the nature of their duties and as determined by the board.

ARTICLE VIII. MEETINGS

Section 1. Meetings of the Board of Directors.

- a. The board of directors shall meet on a monthly (except December) basis at a time and location established by the board. Special meetings of the board may be called by the president or by any three members of the board, and each director shall be notified in person, by mail, or by email as to the time and place of such meeting.
- b. Regular and special board meetings may be in person, virtual or hybrid. Virtual or hybrid meetings require prior board approval, which may be secured by an email canvas.
- c. A simple majority of the sitting board of directors present and eligible to vote shall constitute a quorum at any regular or special meeting of the board.

Section 2. Meetings of the Membership.

- a. The date of the annual meeting shall set be the board of directors. Notice of the meeting will be at least 30 days in advance of the meeting.
- b. Special meetings of the membership may be called by the president on the instruction of the board of directors or upon the written request of five of the membership. When a special meeting of the members is called each member shall be notified in person, by mail, or by email as to the time and place and purpose of the meeting at least ten days in advance of the meeting.
- c. Ten percent of the membership present or represented by proxy shall constitute a quorum at any annual, regular, or special meeting of the membership.

ARTICLE IX. AFFILIATION WITH THE WISCONSIN HISTORICAL SOCIETY

Section 1. Authority for Affiliation.

- a. This organization is an affiliate of the Wisconsin Historical Society by virtue of incorporation under the provisions of s. 44.03 of the Wisconsin Statutes, and shall accordingly receive such benefits and meet such responsibilities as are stipulated therein and as may otherwise be defined through mutual consent and through action by the Board of Curators of the Wisconsin Historical Society.
- b. As an affiliate, this organization is an institutional member of the Wisconsin Historical Society and of the Wisconsin Council for Local History. A representative of the affiliate organization is entitled to a vote of one at all the general meetings of the Society and the Council.
- c. This organization may terminate affiliation through restatement or amendment of its articles of incorporation and amendment to its bylaws. The Wisconsin Historical Society may terminate affiliation by formal resolution of the Board of Curators, a copy of which shall be deposited with the Department of Financial Institutions.
- d. The following shall be causes for termination of affiliation by the Wisconsin Historical Society, but extenuating circumstances shall be taken into account before action to terminate affiliation is taken by the Board of Curators:
 - (1) Failure to hold annual elections for three consecutive years.

- (2) Failure to submit annual reports to the Wisconsin Historical Society for three successive years.
- (3) Consistent failure to hold meetings for the membership as set forth in Article VIII, section 2, paragraph a, of these bylaws.
- (4) Failure to maintain state non-stock corporation and federal tax-exempt status.

Section 2. Responsibilities.

- a. It shall be the responsibility of this organization to submit an annual report to the Wisconsin Historical Society, which shall include the results of annual elections, the names and addresses of all officers and directors, and such other information as may be requested at given times for the purpose of accumulating data for the benefit of this and other affiliated organizations. Such a report may be filed electronically.
- b. The Wisconsin Historical Society shall be notified in writing or by email of all changes in the articles of incorporation and the bylaws.
- c. In order to protect the interests of donors and contributors, this organization shall maintain state non-stock corporation and federal tax-exempt status.

Section 3. The Role of the Wisconsin Historical Society in Affiliation.

- a. The Wisconsin Historical Society shall send notices and announcements of the meetings and activities of the state society to the president of the organization whose name appears on the current mailing list, and whenever practical such notices and announcements may be sent to the officers, directors, and staff members of this organization to the extent to which the organization provides the Wisconsin Historical Society with current mailing lists.
- b. The organization shall receive without charge such publications and periodicals as prescribed by Wis. Stats. 44.03(5).
- c. To the extent to which staff time and funds permit, the Wisconsin Historical Society shall extend its professional and technical services to this affiliate..

Section 4. The Wisconsin Council for Local History.

- a. This organization shall be a member of the Southeast region of the Wisconsin Council for Local History, the association of the affiliates of the Wisconsin Historical Society established by the Board of Curators in 1961 through the authority of s. 44.03(5) of the Wisconsin Statutes.

ARTICLE X. DISSOLUTION

Section 1. Voluntary Dissolution.

- a. In the event this organization shall be unable to maintain its facilities or to sustain its activities, notice of intent to dissolve shall be sent to the Wisconsin Historical Society..
- b. Upon ratification by the members of a vote by the board of directors to dissolve the organization the following steps shall be taken:
 - (1) Satisfy all liabilities and obligations;

- (2) Satisfy all conditions stipulated in agreements with donors;
- (3) Distribute all remaining assets exclusively for educational purposes to one or more historical societies, libraries, museums, or educational institutions, state, county, town, or municipally operated or incorporated, exclusively for educational purposes in accordance with s. 181.1401 and s. 44.03 of the Wisconsin Statutes and section 501(c)(3) of the Internal Revenue Code.
- (4) Complete the appropriate legal forms certifying the results of the vote on dissolution and compliance with the above procedures for dissolution and distribution of assets.

Section 2. Involuntary Dissolution

- a. In accordance with the provisions of s. 44.03(3) of the Wisconsin Statutes, proceedings for the involuntary dissolution of the organization may be initiated by the Board of Curators of the Wisconsin Historical Society, if that board determines that, in its opinion, the organization has become inactive or defunct. This may include but is not limited to, a situation in which the organization becomes so inactive that there are no remaining officers, directors, or members to effect voluntary dissolution.
- b. In the implementation of involuntary dissolution proceedings, title to such property, records, and collections not otherwise provided for in the articles of incorporation and bylaws of the organization or in the agreements of donors shall be vested in the Wisconsin Historical Society and all remaining assets shall be distributed in the same manner as stipulated in paragraph b, Section 1, of this article of the bylaws, with the first offer being made to whatever county or local governmental unit that may have aided the organization financially.

ARTICLE XI. AMENDMENTS

These bylaws may be amended by a two-thirds vote of members present or voting by proxy at any regular meeting or special meeting called for the purpose, provided the amendment is either submitted in writing to the membership thirty days prior to the meeting or presented for an announced open discussion at the meeting prior to the one set for action on the amendment.

CERTIFICATE OF ADOPTION

It is hereby certified that the foregoing bylaws of this corporation were adopted by the New Berlin Historical Society at their Annual Meeting at New Berlin Public Library in Wisconsin on the 13 day of November 2023 by the following vote:

Number of members having voting rights 136

Number voting in person or by proxy
(In person 24 ; by proxy 0)

Number voting for 24 ; Number voting against 0 .

Anne Marquardt _____ President

Approved on November 13, 2023

Sue Hemmen

Secretary

Department of the Treasury
Internal Revenue Service

for Tax-Exempt Organization not Required to File Form 990 or 990-EZ

2022

Open to Public Inspection

A For the **2022** Calendar year, or tax year beginning **2022-01-01** and ending **2022-12-31**

B Check if available

☐ Terminated for Business

☒ Gross receipts are normally \$50,000 or less

C Name of Organization: **NEW BERLIN HISTORICAL SOCIETY**

INC C/O JACKIE HERMANN

19885 W National Ave, New

Berlin, WI, US, 53146

D Employee Identification

Number **39-1583381**

E Website:

www.newberlinhistoricalsociety.org

F Name of Principal Officer: **Anne Marquardt**

17940 W Beres Rd, New

Berlin, WI, US, 53146

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