Tourism Commission
MEETING AGENDA

February 7, 2024 - 12:00 AM
Council Chambers
3805 S. Casper Drive

Published 2/2/2024

AGENDA

1. **CALL TO ORDER**
2. **ROLL CALL; DECLARATION OF QUORUM; PUBLIC NOTICE**
3. **APPROVAL OF MINUTES**
   - **A.** January 17, 2024 Meeting Minutes
4. **CONTINUED BUSINESS**
   - **A.** Discussion and Action on Grant Application (Tabled 1/17/2024)
     24-07 New Berlin Historical Society - $5,000 Requested
5. **NEW BUSINESS**
   - **A.** Discussion and Possible Action - Recreation Guide Advertising
   - **B.** Memo - Discussion and possible action on amendments to a second grant cycle for 2024
6. **COMMUNICATIONS**
   - **A.** New Berlin ARC Grand Opening - February 24, 2024 from 11AM-2PM
7. **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

January 17, 2024 - 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 3:00PM

2. ROLL CALL; DECLARATION OF QUORUM; PUBLIC NOTICE

Joelle Erickson took the roll call as follows:
Present: Alderperson Horbinski, Commissioner Szpara, Commissioner Rocco, Commissioner Anderson, Commissioner O'Loughlin

Staff Present: Principal Planner Kelly Wall, Deputy Director of DCD Nikki Jones, DCD Director Greg Kessler, City Attorney Schmitzer, Community Relations Specialist Joelle Erickson

3. APPROVAL OF MINUTES

A. November 1, 2023 Meeting Minutes

MOTION: Motion to Approve Minutes from November 1, 2023

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

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

MOTION: Motion to Approve Requested $5,000 for New Berlin Heat Fastpitch

VOTE: Motion by: Commissioner Rocco
Second by: Commissioner Anderson
Motion Passes 5-0

C. Discussion on Grant Application
24-02 Education Foundation of New Berlin - $3,500 Requested

MOTION: Motion to Approve Requested $3,500 for Education Foundation

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

D. Discussion on Grant Application
24-03 4th of July Commission - $5,000 Requested

MOTION: Motion to Approve Requested $5,000 for 4th of July Commission

VOTE: Motion by: Commissioner O'Loughlin
Second by: Commissioner Rocco
Motion Passes 5-0

E. Discussion on Grant Application
24-04 New Berlin Chamber of Commerce - Farmers Market - $2,000 Requested

MOTION: Motion to Approve Amended Amount of $1,000 for New Berlin Chamber of Commerce - Farmers Market

VOTE: Motion by: Commissioner Anderson
Second by: Alderman Horbinski
Motion Passes 4-0

Commissioner Gary Szpara abstained from voting on this item

F. Discussion on Grant Application
24-05 New Berlin Chamber of Commerce - Discover New Berlin - $2,800 Requested

MOTION: Motion to Approve Requested $2,800 for the New Berlin Chamber of Commerce - Discover New Berlin

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

Commissioner Gary Szpara abstained from voting on this item

G. Discussion on Grant Application
24-06 Prospect Hill Restoration Foundation - $2,500 Requested

MOTION: Motion to Approve Amended Amount of $1,400 for Prospect Hill Restoration Foundation

VOTE: Motion by: Commissioner O'Loughlin
Second by: Alderman Horbinski
Motion Passes 5-0

H. Discussion on Grant Application
24-07 New Berlin Historical Society - $5,000 Requested

MOTION: Motion to Table the Requested $5,000 for the New Berlin Historical Society

VOTE: Motion by: Alderman Horbinski
Second by: Commissioner Anderson
Motion Passes 5-0

The application was not completed correctly or on the appropriate form. The Tourism Commission instructed the New Berlin Historical Society to amend their paperwork and resubmit.

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

MOTION: Motion to Approve 1/2 page in 2024 Community Guide and Business Directory in the amount of $1,095

VOTE: Motion by: Alderman Horbinski
Second by: Commissioner Rocco
Motion Passes 4-0

Commissioner Gary Szpara abstained from voting on this item

5. ADJOURN

MOTION: Motion to Adjourn at 3:44PM

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

Respectfully Submitted,
Joelle Erickson, Community Relations

February 2, 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:	$2,500-5,000
Total Event Budget:	$6,850
40% or Less of Total Event Budget:	No - $2,740 max (40% of $6,850 budget)

Application Submitted?	Yes
Budget Submitted?	Yes

Deficits?	N/A

The Tourism Commission will be meeting on February 7th, 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 (**annetmarquardt@yahoo.com**) was recorded on submission of this form.

Email *

annetmarquardt@yahoo.com

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

- [x] Yes, my event application adheres to the requirements mentioned above.

Applicant Information / Description of Organization

Name (First & Last) *

New Berlin Historical Society c/o Anne Marquardt

Address / City / State / Zip *

19885 W National Ave/New Berlin/WI/53146

Email *

annetmarquardt@yahoo.com

Phone Number *

262.391.6425

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

Anne Marquardt/262.391.6425/annetmarquardt@yahoo.com

Project Information

Project/Event Title* *

Applefest and Beer Garden Open House

Grant Request Amount *

$2,500 to $5,000

Total Project / Event Budget *

$6,850

Project / Event Location *

19765 W National Ave/New Berlin/WI/53146

Projected Number of Attendees *

1,500

Detailed Project / Event Description *

Applefest and Beer Garden will have the Historical Park buildings, grounds, historic orchard and Museum open from 1 to 4 PM on Sunday, October 13, 2024. There will be tours, food and entertainment available during the entire 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). *

The hotels will be listed on our advertising which includes flyers, hand outs, newspaper and radio/tv station advertisements . Our Historical Society is included the Wisconsin Historical Society website which is featuring Southeastern Wisconsin from April to October 2024.

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 *

Our event enhances a visit to New Berlin by learning about New Berlin's history and our community with tours, hands on activities and entertainment for all ages.

Staffing Requirements *

N/A We are an all volunteer group.

Timeline for Implementation *

We work year round on our activities and our flyers are distributed year round.

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 donations from individuals, organizations and business.

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

We receive donations from individuals, organizations and 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 Commissi on 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. *

Anne Marquardt President of New Berlin Historical Society

Sign below: *

Annne Marquardt

Date: *

MM DD YYYY

01 / 30 / 2024

Phone Number: *

262-391-6425

Email: *

annetmarquardt@yahoo.com

This content is neither created nor endorsed by Google.

Dedicated to the four Rs…
Rescuing … Recording …
Restoring … Re-creating
authentic New Berlin history

NEW BERLIN HISTORICAL SOCIETY

19885 W National Avenue, New Berlin, WI 53146

Contact Anne Marquardt
262-391-6425 cell
annetmarquardt@yahoo.com

Additional Information for Room Tax Grant Application 2024

Budget for Applefest and Beer Garden 2024

Category	Detail	Break Down	Total
Food			$ 200.00
	Members donate desserts and donations from local businesses		
	Purchased necessities		
Entertainment			$ 500.00
	All Star Blue Grass Band		
Advertising			$ 5,600.00
	Radio/TV Advertising with WTMJ and WISN	$ 5,000.00	
	Waukesha Freeman Newspaper a banner on front page	$ 500.00	
	Flyers	$ 100.00	
Off-Site Parking			$ 500.00
	Durham School Services		
Deminstration Activity Supplies			$ 50.00
	Pumpkin foam shapes, corn and apples for husking and pressing		
Total Estimated Budget			**$6,850.00**

Applefest and Beer Garden

Open House

Beer Company

Logo

New Berlin Historical Park, 19765 W National Ave

Sunday, October 13, 2024 from 1PM to 4PM

Fun things to do

Crank the corn sheller

Grind and press apples for cider

Ride the orchard barrel train

Enjoy the Band Wagon's "Happy Music"

All Star Blue Grass Band

Off-site parking available at Prospect Hill Garden Center
with bus transportion to the grounds

Tour: ● Pioneer log house ● Little red school house ● Two 19th century homes
● Historic First Freewill Baptist Church ● Antique Apple Orchard and Barn
At the Museum ●Cornfalfa Farms exhibit ● Country Store and Post Office ● Gift shop
● Volunteer Fire Department ● Police Department ● Military
● Wedding Dresses ● New Berlin Time Line ● Through the Years

Refreshments at the Gazebo:

Home Made Desserts

Hot Dogs, Beverages

No Admission Charged

Donations Appreciated

Presented by:

New Berlin Historical Society

newberlinhistoricalsociety.org

New Berlin, WI Historical Society

Questions? Call Sue: 262-679–3461

Please visit our local New Berlin hotels

La Quinta Inn and Holiday Inn Express

The

NEW BERLIN HISTORICAL SOCIETY

Invites the public to attend these

2024 COMMUNITY EVENTS

Second Sunday of each Month from 1-4 PM
Museum Open, 19885 W National Ave

Sunday, June 16, 1-4 PM
Open House-Father's Day and Beer Garden
Historical Park, 19765 W National Ave

Sunday, July 14, 1-4 PM
Open House-Ice Cream Social and Beer Garden
Historical Park, 19765 W National Ave

Sunday, September 8, 1-4 PM
Open House-Historic Day and Beer Garden
Parade at 2 PM
Historical Park, 19765 W National Ave

Sunday, October 13, 1-4 PM
Open House-Applefest and Beer Garden
Historical Park, 19765 W National Ave

(never an admission charged, donations appreciated)

For updates visit
newberlinhistoricalsociety.org or
Find us on Facebook New Berlin, WI Historical Society

Please visit our local New Berlin hotels
La Quinta Inn and Holiday Inn Express

NEW BERLIN

RECREATION DEPARTMENT

2024 SPONSORSHIP PACKET

15321 W National Ave
New Berlin, WI 53151

Phone (262) 797-2443
Fax (262) 797-2460

Email: recreation@newberlin.org
www.newberlin.org

Dear Business Friends,

Are you looking for an impactful way to give back to the community this year? Then the City of New Berlin Recreation Department invites you and your company to become a Business Sponsor in 2024! Our health, our neighborhoods, our economy, and our environment all benefit from Recreation. Without the support and dedication of our business community, the City would not be able to provide the quality parks and recreational services our citizens enjoy today.

As a sponsor, you are demonstrating positive corporate citizenship and greater visibility for your company within the community. Your company/business will gain valuable exposure by advertising with the City of New Berlin, while extending your visibility, and achieving your marketing goals.

In teaming up with the City of New Berlin Recreation Department, we will work with your company to develop a marketing package to include advertising and direct mail opportunities within publications, on our website, at events, and within City owned park facilities.

Business Sponsor Programs include:

- Sponsorship within the Recreation Seasonal Activity Guide
- Sponsorship for a Community Special Event or Program
- Malone Park Banner Program

Benefits you will receive:

- Visibility in multiple locations such as parks, program events, and our print/online Activity Guide.
- Hit your target population or select all sponsorship options to saturate the entire community.
- Helping the community by enhancing the development and improvement of our recreational services.

Thank you for considering this invitation to become part of our sponsorship programs and making a larger impact on our community. Enclosed you will find the 2024 Sponsorship Packet which outlines the various Business Sponsorship Programs. If you have any questions, or have sponsorship ideas/suggestions of your own, please contact us at (262) 797-2443 or recreation@newberlin.org. We look forward to having you as a sponsor

Your partner in community,

Recreation Department

SPONSORSHIP OPPORTUNITIES

As a sponsorship partner, you will receive recognition in the seasonal activity guide, a prominent banner/sign at the event, name recognition on the back of t-shirts (where applicable), inclusion in any Public Service Announcements prior to the event, announcements and recognition throughout the event day, and recognition on the City's Facebook page. For specific recognition differences between the classes of sponsorship, please contact the Recreation Department at (262) 797-2443.

SAFETY TOWN

T-shirt Sponsor - $1500.00

Children entering kindergarten participate for two weeks in this unique program which prepares them for various aspects of safety and awareness. Your company logo will go on the back of each of the children's t-shirts.

NOT-SO-HAUNTED HAPPENINGS

Title Sponsor - $1200.00

Sponsor this free month long celebration. We will celebrate full with a month full of family activities. Your company will have a banner displayed at each of the activities.

SNAP POMS

T-shirt Sponsor - $500.00

Special needs and ability poms (SNAP) meet weekly and perform at local competitions such as the Memorial Day, July 4th and Christmas parades. Your company's logo will be featured on each of the participants t-shirts.

DANCE RECITAL

Event Sponsor - $500.00

Take part and be the event sponsor for our yearly dance recital! Support the hard working dancers as they perform for friends and family on the BIG STAGE! Your company would have a 6ft banner with your logo displayed at the event.

COLOR CLASH

Multiple Levels of Sponsorship

Sponsor a day in the sun, running or walking our 1mile course and getting covered by colors! This event is fun for the whole family to have a colorful day together.

Event Sponsor—$2000

6 ft banner at the start line, promoted on all advertisements and your company's logo displayed on our participant t-shirts and host a booth during event! Brighten up this event with your company.

Color Powder Sponsor—$1500

Yard Sign at every color station on the route displaying your company's logo, and host a booth at event to show off your companies colorful side!

WINTER FESTIVAL

Multiple Levels of Sponsorship

Be a part of the New Berlin Recreation Department's Annual Winter Festival by sponsoring this fun event! Community members will come together and enjoy winter-themed activities at the City Center Plaza and Malone Park. With a ton of wintery surprises, this is one event you won't want to miss!

Tundra Title Sponsor—$3500

RESERVED

6 ft banner at each location, logo on commemorative mugs, logo on ice sculpture at event, logo on kickball champion tshirt, booth at each location and more.

Ice Sculpture Sponsor—$1800

Logo on Ice Sculpture at event, Logo on Kickball Champion tshirt, 6 ft banner at Malone Park, Booth at Malone Park, and more!

Eskimo Entertainment Sponsor—$1200

6 ft banner near live music performance at event, logo on participant t-shirt, booth at Malone Park, and more!

Snowball Kickball Sponsor—$1000

6 ft banner at kickball fields, logo on back of kickball tshirt, social media recognition, and more!

Candlelight Sponsor—$750

RESERVED

3 ft banner near trailhead, logo on ice sculpture, & more!

For more information about Winterfest opportunities, please reach out to the Recreation Department at recreation@newberlin.org or 262-797-2443

PICKLEBALL TOURNAMENTS

Battle of the Paddles Sponsor - $1000.00 Fall Brawl Sponsor - $1000.00

Become the headline sponsor for our yearly pickleball tournaments held in May and October. With the rise in popularity pickleball has become one of our largest program we offer! Whether you choose the spring or fall tournament your company logo will be featured on all marketing flyers, and displayed on a 6ft banner for the entire duration of the tournament!

SUMMER CORNHOLE LEAGUES

League Sponsor - $1000.00 Board Sponsor - $300.00

New this Summer are New Berlin Recreation Department Summer Cornhole Leagues. Your company's logo will be featured on all marketing and print material, one set of cornhole boards, and t-shirts given to the league champions. Only want your company information on one set of boards? Individual board sponsorship available for $300.00.

MALONE PARK BANNER PROGRAM

Multiple Levels of Sponsorship

We are offering advertising opportunities at our baseball/softball fields at Malone Park Sports Complex. This opportunity allows your company for valuable exposure from early spring into the fall at our baseball/softball fields. The fields are used by thousands each season through youth sports, tournaments, and rec leagues. **See next page for more information**

MALONE PARK BANNER PROGRAM

We will be offering advertising opportunities on our baseball/softball fields at Malone Park.

Banners will be placed on the outfield fence of Fields #3, #4, and #5.

Sponsorship Information	Banner Size
Corporate Sponsors are responsible for providing their banners based on the following specifications: Banners shall be 4 foot by 8 foot 13 oz vinyl material Banners must have at least 3 grommets along the top and bottom Cost: One Year Contract: 1 Field $300 2+ Fields $400 Three Year Contract:: 1 Field $800 2+ Fields $1000	 4'x8' Banner with seams and grommets. Installed with bungee cords.

Banner advertising at Malone Park is exclusive to the New Berlin Recreation Department. Banners can be produced and provided by the departments proffered provider. Graphic Innovations phone 414-727-4646 or email sales@graphicinno.com; or supplied by vendor of your choice per specifications listed above.

1" nickel plated grommet

Graphic Innovations:

$160 per Banner + any artistic fees if needed

414-727-4646

4'x6' Banner with seams and grommets

4'x8' Banner with seams and grommets. Installed with bungee cords.

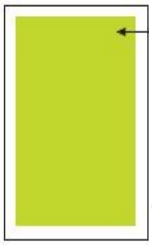
Graphic Innovations
www.graphicinno.com
Phone: 414-727-4646
15811 W National Ave.
New Berlin, WI 53151
BANNERS CUSTOM SIGNS
DECALS YARD SIGNS
VEHICLES CONSTRUCTION
PRINTING BUSINESS CARDS

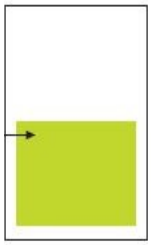
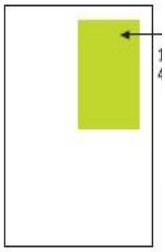
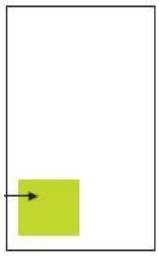
ACTIVITY GUIDE ADVERTISING

We will be selling advertising space in our Seasonal Activity Guides. This advertising opportunity has significant discounts and no middleman. Spaces are limited – call for available sizes.

<table>
<tr><th>Sponsorship Information</th><th colspan="2">Ad Size Options</th></tr>
<tr><td rowspan="2"><u>Black and White</u>

Artwork must be camera ready.
We would prefer it to be JPEG or PDF.
Artwork and photographs should be in 300 dpi.

Cost is per season.</td><td> 
Full Page
8" x 10.5"
Cost: $500

Back Cover
Glossy Color Print
Cost: $1000</td><td> 
Half Page
8" x 5.25"
Cost: $300</td></tr>
<tr><td> 
Quarter Page
4" x 5.25"
Cost: $200</td><td> 
Eighth Page
4" x 2.625"
Cost: $100</td></tr>
</table>

Ad space available on back cover of Activity Guide. Be the sole sponsor on the back page of the Activity Guide and really stand out! Full page, full color ad available for $1000.

The City of New Berlin Recreation Activity Guide is distributed digitally at the City's website (www.newberlin.org), on Facebook, Activity and Recreation Center and the New Berlin Public Library.

Activity Guide Seasons:

Winter/Spring Seasonal Activity Guide (December-May)

Summer Seasonal Activity Guide (May-September)

Fall Seasonal Activity Guide (September-December)

WHAT A DEAL!

Save up to $750.00 on advertisements! Sponsor any program and receive 25% off up to three (3) Seasonal Activity Guide advertisements!

***Advertisements must be placed in consecutive Seasonal Activity Guides.**

Sponsorship Terms & Policies

1) Sponsorship opportunities are extended to any local, national or international business, non-profit agency and government agency that have or wish to have a presence in the City of New Berlin. Organizations whose primary business involves the following activities are ineligible for sponsorship opportunities in the City of New Berlin:

    a. Promotion of the sale or consumption of alcoholic beverages and tobacco products.

    b. Promotion of gambling or illegal drugs.

    c. Promotion of the sale or use of firearms or other weapons.

    d. Depiction or characterizations which suggest nudity, profanity, obscenity or lewdness.

    e. Commentary or advocacy of a social, religious or political nature.

    f. Promotion of services or programs that are already offered by the City of New Berlin.

    Advertising opportunities being provided are solely non-public forums and specifically are not to be considered opportunities for discussion or interchange of ideas on public issues. Subject to the City of New Berlin terms for accepting sponsorship, contracts will be accepted on a first-come, first-serve basis.

2) The City of New Berlin Parks, Building & Grounds Commission and the Recreation Commission reserves the right to make final determination for acceptance on sponsorship contracts.

3) The City of New Berlin reserves the right to revise, reject or omit any ad at any time without notice. Any camera-ready sponsorship submitted that does not conform to the publications mechanical requirement will be enlarged, reduced or floated at the discretion of the department staff. The City of New Berlin shall not be responsible for damages if an advertisement fails to be published for any reason.

4) The City of New Berlin reserves the right to determine and/or change the placement of ads without notice.

5) Advertisers and advertising agencies are liable for all contents of advertisements (including copy, representation and illustrations) and shall indemnify and hold harmless the City of New Berlin, without limitation against, for any and all claims made thereof against losses sustained by the City of New Berlin Parks, Building & Grounds Department, Recreation Department, City Council, and employees.

6) The advertisers and its agency, each represent that they are fully authorized and licensed to use:

    a. The names, portraits, and/or pictures of living persons;

    b. Any copyrighted or trademarked materials;

    c. Any testimonials contained in any advertisement submitted by or on behalf of the advertiser and published in any of the City of New Berlin publications, and that such advertisement is neither libelous or defamatory, an invasion of privacy, or otherwise unlawful to any third party. The advertiser and its agency each agree to indemnify and save harmless the City of New Berlin against all losses, liability, damage and or expenses arising from the copying, printing or publishing of any such advertisement.

7) No conditions printed or otherwise, appearing on contracts, orders or copy instructions, which conflict with the City of New Berlin policies will be binding on the City of New Berlin or its agents.

8) The City of New Berlin shall not be responsible for any damages caused by acts of God, fires, strikes, accidents or other occurrences beyond the control of the publisher or the City of New Berlin.

9) Failure to fulfill contract terms will result in additional charges equal to the full contract fee.

10) The City of New Berlin will only return any items submitted for Sponsorship at our discretion.

11) Payments are due on or before the first date of notification timeline. Failure to do so may forfeit the agreement for sponsorship.

12) The City of New Berlin reserves the right to revise Sponsorship rates. However, this will not affect existing signed and written sponsorship agreements. All Sponsorships placed without a signed agreement is subject to rates that apply at the time of publication.

New Berlin Recreation
Sponsorship Commitment Form

SPONSOR INFORMATION

Complete the following information:

Name: _____

Business/Organization Name (if any): _____

Email: _____ Is business located in New Berlin? ☐ Yes ☐ No

Address: _____ City/State/ZIP: _____

Primary Phone: _____ Alternate Phone: _____

SPONSORSHIP OPTIONS: *Mark/Check all that apply*

__ Safety Town: T-Shirt Sponsor - $1,500
__ Not-So-Haunted Happenings: Title Sponsor- $1,200
__ SNAP Poms: T-Shirt Sponsor -$500
__ Dance Recital Event Sponsor $ 500
__ Color Clash: Event Sponsor $ 2,000
__ Color Clash: Color Powder Sponsor $ 1,500
__ 2024 Winterfest: Tundra Title Sponsor- $3,500
__ 2024 Winterfest: Ice Sculpture Sponsor - $1,800
__ 2024 Winterfest: Eskimo Entertainment Sponsor - $1,200
__ 2024 Winterfest: Snowball Kickball Sponsor - $1,000
__ 2024 Winterfest: Candlelight Sponsor - $750
__ Pickleball Tournament: Battle of the Paddles Sponsor $ 1,000
__ Pickleball Tournament: Fall Brawl Sponsor $ 1,000
__ Summer Cornhole Leagues: League Sponsor - $1000
__ Summer Cornhole Leagues: Board Sponsor - $300
__ Malone Park Banner Program __ One Year __Single Field- $300 __2+ Fields- $400
__ Three Year__Single Field- $300 __2+ Fields- $400

Activity Guide *Mark/Check all that apply*

Season: __ Winter/Spring __ Summer __ Fall
Ad Size: __ Full Page - $500 __ Half Page - $300 __ Quarter Page - $200
__ Eighth Page - $100 __ Back Cover - $1000

PLEASE READ:

Specific sponsorships are sold on a first-come, first serve basis. Liability for the content of sponsorships (text, representation and illustrations) is assumed by sponsoring agencies for any claims arising there from against the City. Right of refusal of any sponsorship not in keeping with the agency's terms and policies is reserved by the City. The City is not liable for delays in delivery, and/or non-delivery in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot explosion, embargo, strikes (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the City affecting production or delivery in any manner.

By signing below, I hereby acknowledge that I have completed the above information to the best of my knowledge, read the above information, received a copy of the Sponsor Terms & Policies, and will agree to all said rules and guidelines.

Signature: _____ Date: _____

For Office Use Only

Date Received: _____ Amount Paid: _____

Date Paid: _____ Staff Initials: _____

MEMO

MEMO TO: Tourism Commission

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

MEMO FROM: Kelly Wall, Principal Planner

DATE: February 2, 2024

REQUESTED: Request the Tourism Commission discuss initiating a second round of grants for 2024, and possible action on edits to the application, as attached to this memo.

RATIONALE: Per discussion at the January 17th Tourism Commission meeting, it sounds like the Commission is interested in opening a second round of grants. However, in order for groups that already applied (and received the $5,000 annual limit) to reapply, the Commission would need to revise the requirements/limitations.

Issues to Discuss:

- Events – How many components to event?
  - *Ex. Parade and Festival – Per January 17th discussion, 2 separate events.*
- Groups – Multiple groups contributing to one event?
  - *Ex. 4th of July – 4th of July Commission, Recreation, Fire Department, etc.*
- Request Cap – 40% of overall event budget
  - Benefit: 40% keeps request proportionate to overall event budget
- Annual Cap – $5,000 annually
  - Potential Impact: Could create a divide in the scale/ask of applications – between larger and smaller budget events

2024 Special Projects Budget: $35,000

Remaining Balance (Following the January 17th meeting): $16,300

By removing the cap, we would still have the 40% limit – which would keep the request proportionate to the event itself. However, without a cap, the request amounts might be all over the board based on some events having small budgets vs larger budgets. Granted, the Commission has the ability to grant less than a requested amount.

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.

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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

- ***Previously:*** *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.*
- ***Proposed:*** 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/department, per event**.
- 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.

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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**

* Indicates required question

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1. Email *

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

Check all that apply.

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

Applicant Information / Description of Organization

3. Name (First & Last) *

4. Address / City / State / Zip *

5. Email *

6. Phone Number *

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

Project Information

8. Project/Event Title* *

9. Grant Request Amount *

10. Total Project / Event Budget *

11. Project / Event Location *

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12. Projected Number of Attendees *

13. Detailed Project / Event Description *

14. 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). *

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15. 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. *

16. Expected Outcomes *

17. Staffing Requirements *

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18. Timeline for Implementation *

19. Estimated Number of Hotel Stays from the Project / Event *

20. Is the proposed project/event: *

Mark only one oval.

- New Project / Event
- Existing Project/Event

Financial Information

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

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

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.

23. Please enter name and title. *

24. Sign below: *

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25. Date: *

Example: January 7, 2019

26. Phone Number: *

27. Email: *

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Google Forms

RECREATION
City of New Berlin

NEW BERLIN ACTIVITY AND RECREATION CENTER

GRAND OPENING

SATURDAY, FEBRUARY 24TH

15321 W. NATIONAL AVE

11AM-2PM

RIBBON CUTTING AT 11:15AM

Please join us for a day of fun, food and festivities to officially open the New Berlin Activity and Recreation Center!

FOR MORE INFORMATION VISIT WWW.NEWBERLINWI.GOV