



Tourism Commission MEETING AGENDA

April 10, 2024 - 12:00 AM
Council Chambers
3805 S. Casper Drive

Published 4/2/2024

AGENDA

1. **CALL TO ORDER**
2. **ROLL CALL; DECLARATION OF QUORUM; PUBLIC NOTICE**
3. **APPROVAL OF MINUTES**
 - A. February 7, 2024 Meeting Minutes
4. **NEW BUSINESS**
 - A. Discussion on Grant Application
24-08 New Berlin Pumas (Battle in Baseball Tournament) - \$2,500 Requested
 - B. Discussion on Grant Application
24-09 New Berlin 4th of July Commission (4th of July Parade) - \$5,000 Requested
 - C. Discussion on Grant Application
24-10 New Berlin Magic (Baseball and Softball Tournaments) - \$5,000 Requested
 - D. Discussion on Grant Application
24-11 New Berlin Historical Society (Father's Day and Beer Garden Open House) - \$650 Requested
 - E. Discussion on Grant Application
24-12 New Berlin Historical Society (Ice Cream Social and Beer Garden Open House) - \$650 Requested
 - F. Discussion on Grant Application
24-13 New Berlin Recreation (Winterfest) - \$5,000 Requested
 - G. Discussion on Grant Application
24-14 New Berlin Recreation (Color Clash) - \$1,250 Requested
 - H. Discussion on Grant Application
24-15 Education Foundation of New Berlin (WestPAC Community Concert - 5 Card Studs) - \$3,000 Requested
 - I. Discussion on Grant Application
24-16 Education Foundation of New Berlin (WestPAC Community Concert - Goran & Morgan of the Gufs) - \$4,250 Requested
 - J. Discussion on All Grant Requests and Possible Action on Final Grant Awards
 - K. Update by DCD Staff
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

February 7, 2024 - 12:00 AM
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

Excused: None

Staff Present: Deputy DCD Director Nikki, Principal Planner Kelly Wall, City Attorney Mark Blum, Community Relations Specialist Joelle Erickson

3. APPROVAL OF MINUTES

A. January 17, 2024 Meeting Minutes

MOTION: Motion to Approve January 17, 2024 Tourism Commission Minutes

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

4. CONTINUED BUSINESS

A. Discussion and Action on Grant Application (Tabled 1/17/2024) 24-07 New Berlin Historical Society - \$5,000 Requested

MOTION: Motion to take 24-07 New Berlin Historical Society Request off the table (tabled 1/17/2024)

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

MOTION: Motion to Approve 24-07 New Berlin Historical Society for \$2,500

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

5. NEW BUSINESS

A. Discussion and Possible Action - Recreation Guide Advertising

MOTION: Motion to Approve Recreation Guide Advertising

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

B. Memo - Discussion and possible action on amendments to a second grant cycle for 2024

MOTION: Motion to Approve Grant Applications with a cap of \$5,000/event

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

6. COMMUNICATIONS

A. New Berlin ARC Grand Opening - February 24, 2024 from 11AM-2PM

7. ADJOURN

MOTION: Motion to Adjourn at 3:23PM

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

*Respectfully Submitted,
Joelle Erickson, Community Relations Specialist*



March 27, 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 Pumas
Event:	Baseball Tournament
Request Amount:	\$2,500
Total Event Budget:	\$20,000
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 April 10th, 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 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.

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 March 22, 2024.**

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

Email *

newberlinpumas@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) *

Cory Powers

Address / City / State / Zip *

5680 S. Summit Lane New Berlin Wi 53146

Email *

newberlinpumas@gmail.com

Phone Number *

414.405.2244

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

Cory Powers - 414.405.2244 - cpowers@hga.com

Project Information

Project/Event Title* *

New Berlin Pumas - Battle in New Berlin Baseball Tournament

Total Project / Event Budget *

\$20,000

Grant Request Amount (Not to exceed 40% of total event budget / \$5,000 cap) *

\$2500

Project / Event Location *

Malone Park & Calhoun Park

Projected Number of Attendees *

3000

Detailed Project / Event Description *

The New Berlin Pumas baseball tournament is one of our most anticipated events that we host every year. For the past 2 years we have sold out each level which is 64 teams all coming to our city. The competition at this tournament is very good and our community is central to a lot of communities so it is a highly sought after tournament. In the past we have pulled top travel teams from Illinois, Madison, Green Bay, Fond du Lac and Kenosha. The tournament is run from Friday to Sunday with our first game and home run derby kicking off under the lights at Malone Park. We also use this tournament to pay tribute to our service members as a way to show our respect for those who have sacrificed to serve our country.

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).

As explained, our tournament every year brings families from all over the state and even across the state border from Illinois. We have typically 5 to 6 teams who have multiple families who require hotel rooms. We encourage those teams to stay at our local hotel rooms when they ask us. We are excited to see what you are doing to encourage the growth of our local hotel offerings. To show our support the New Berlin Pumas added our local hotels to our website and tournament flier. In addition to the hotel stays the entire community benefits from these 3000 individuals embarking on New Berlin for this entire weekend in May.

If your project/event reserves a block of rooms for this project/event in a City of New Berlin hotel, please provide number of rooms, number of nights and name of the hotel. *

We have not in the past but this grant will give us the motivation to work with one or two of hotels in the community to see what kind of opportunities we can work on to partner together.

Expected Outcomes *

We expect to use this money to do the following things:

1. Tournament promotion. We will specifically target new teams that are outside of the region to encourage hotel stays. We will dedicate \$500 to seeking out additional travel teams who could play in our tournament next year.
2. Tournament Experience: We will use this money to support our very expensive operational costs to provide the best possible experience for our traveling teams so they return. We will dedicate \$2000 to these improvements.

Staffing Requirements *

We only have volunteers. Each of our 100+ families are required to volunteer 2 hours minimum to make our tournament a success.

Timeline for Implementation *

We will implement these investments right away.

Estimated Number of Hotel Stays from the Project / Event *

50 to 60

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 will continue to have the reputation of being one of the best tournaments around. Once we get more travel teams they will be committed to our well run tournament.

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

Registration dues from the teams who are competing in the 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. *

Cory Powers, Vice President

Sign below: *

Cory Powers

Date: *

MM DD YYYY

02 / 22 / 2024

Phone Number: *

4144052244

Email: *

cpowers@hga.com

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Wall, Kelly

From: Cory Powers <CPowers@hga.com>
Sent: Sunday, February 25, 2024 9:14 PM
To: Tourism
Cc: New Berlin Pumas
Subject: RE: Room Tax Grant - Supplemental Information

You don't often get email from cpowers@hga.com. [Learn why this is important](#)

No problem. Here you go

Income: \$21600 (non Puma teams that pay to play in the tournament)
\$4500 Concession sales
\$26,100 Total

Expenses: \$3,000 concession and disposable pre-buy needs
Umpires broken into different pay brackets total \$12,800 over 112 games
Field charges plus possible field dry payable to City of New Berlin over 112games (\$3,360)
\$2000 for field equipment (non motorized & new baseballs) across 3 parks
\$2000 Awards
\$23,160 Total

Revenue: Approximately \$3000 each year.

We have teams coming from Oregon (wi), Naperville, Sheboygan, Madison, Janesville, and every where in between. We send the notices of the preferred hotels (La Quinta & Holiday Inn Express in New Berlin), as well as great restaurants like (Matty's, Varsity Club, Armelli's, Ale House, etc).

Thanks!!

HGA

Cory Powers
Principal | Vice President
D 414.405.2244

[Need to send me files?](#)



March 27, 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 Parade
Request Amount:	\$5,000
Total Event Budget:	\$13,000
40% or Less of Total Event Budget:	Yes (Meets Requirement)

Application Submitted?	Yes
Budget Submitted?	Yes

Deficits?	No
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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 March 22, 2024.**

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 Driver, New Berlin WI 53151

Email *

poldenburg@newberlin.org

Phone Number *

262-754-1805

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

Polly Oldenburg

Project Information

Project/Event Title* *

56th Annual City of New Berlin Parade

Total Project / Event Budget *

\$13,000

Grant Request Amount (Not to exceed 40% of total event budget / \$5,000 cap) *

\$5,000

Project / Event Location *

City of New Berlin - parade route begins just west of National Avenue and will travel west to Rose Court

Projected Number of Attendees *

Estimates range from 10,000 and up.

Detailed Project / Event Description *

The City of New Berlin has hosted its annual festival for 55 years and a parade has always been a component. The 2023 parade was downsized due to major road construction on both Moorland Road and National Avenue. Both the length of the parade and the staging area were effected. This impacted the number of parade entries we could allow for. With that said, we still hosted 75 musical offerings, youth and religious groups, elected city, county and state representatives, our local VFW, NBPD, NBFD, sports team mascots, city high school sports teams, bands, cheerleaders, and dance teams, scouting groups and much more. In addition, covid impacted the ability of Drum and Bugle Corps to meet and practice. These types of groups are making a rebound. The NB4 Commission has hosted several Drum and Bugle Corps each year. Most come from neighboring states and even Canada. The energy and diversity they add to the parade line-up cannot be matched. In 2024, the commission hopes to bring at least one Drum and Bugle Corp back to our parade line-up.

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). *

Our annual events draws attendees not only from the New Berlin Community, but surrounding suburbs and counties. Adults who were raised in New Berlin continue to return to our celebration to reconnect with classmates, family, friends and bring their children to experience the excitement and celebration of the long-standing community event. Besides the people attending the celebration, there are 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. The came the pandemic which curtailed travel and gatherings for all. The past two years, no hotel in New Berlin has been willing to allow the commission to block any number of rooms, nor would they offer any special room rates the commission could advertise. Their collective response has been, they are 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 2024, I did reach out to the New Berlin Holiday Inn and La Quinta and neither was willing to rethink their position.

Expected Outcomes *

With the help of the following city departments - Clerk's Office, Finance, Recreation, NBFD, NBPD, Department of Public Works, including streets and parks, several main charities and the NB4 Commission we will host our 56th Annual 4th of July Parade on Thursday, July 4th beginning at 1:00 pm. The Mini-Parade, geared to children 11 years and younger will take place at 9:00 in the lower City Hall Parking lot and will be facilitated by the New Berlin Junior Women's Group. This event includes a collection of toothbrushes, toothpaste that is donated to the New Berlin Food Pantry.

Staffing Requirements *

As with the main event, city staff will be required before, during and after the event, along with all 13 NB4 Commissioners.

Timeline for Implementation *

Planning for the 2024 celebration began in August 2023, and is ramping up as we speak. All parade entries being invited back have already received their invitation. Research and recruitment for new offerings began back in 2023 and continues through May 2024.

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 Business, both large and small since its inception. Fundraising for the and the parade began in January and to date we have collected \$35,000. Unfortunately none of that has been specifically noted to go toward the main parade.

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 - New Berlin 4th of July Coordinator

Sign below: *

Polly Oldenburg

Date: *

MM DD YYYY

03 / 16 / 2024

Phone Number: *

262-754-1805

Email: *

poldenburg@newberlin.org

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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: FW: NB4 grant request
Date: Saturday, March 9, 2024 1:01:03 PM

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

Good Afternoon Kelly,

In follow-up to the recent 2024 Enjoy New Berlin grant application I've submitted. Below find current businesses, groups and individuals that have already contributed to the 2024 event.

New Berlin Lions

Waukesha State Bank

Radius Packaging

Tobin Jewelers

American Tree Experts, Inc.

Arrowhead Tool & Die, Inc

Innovation Station LLC

Donald R Kitten / Don Mgmt, LLC

Preferred Electrical Contractors

Wistl Sod Farm, Inc.

Toolrite

Frantz Machine Products

W.I.S Logistics

Ravenswood Auto Center

ITU Absorb Tech

Wenthe-Davidson

National Complete Auto Care

KC 524 Center / Knights of

Columbus

Beer Capital

Festival Foods

New Berlin Plastics

Sendik's Food Market

Johns Disposal Service

Educators Credit Union

West-New-Brook Orthodontists

NSI Electric

Electrochemical Products

Lagniappe Brasserie

Embassy Suites by Hilton -

Brookfield

Mi Concina

Matty's Bar & Grille

Olive Garden - brookfield
Red Robin
Domino's Pizza
PRP Wine International

Princeton Club

Herc-U-Lift
Hastings Air Energy Control
Union House
Steins Garden & Home

In addition, I do not have a formal schedule of events ready to share in this moment, but I will share the following line up ...

East Tent

July 3rd 3:00 to 5:00 Barefoot Becky and Ivanhoe Dutchmen

July 3rd 7:00 to 10:30 Mt. Olive

July 4th 4:00 to 5:00 NBHS Talent Showcase

July 4th 6:30 to 10:00 Kings of Radio

July 5th 3:00 to 5:00 Whiskey Belles

July 5th 7:00 to 10:30 33 RPM

West Tent

July 3rd 3:00 to 5:00 Allan Hart

July 3rd 7:00 to 10:30 The Now

July 4th 4:00 to 5:30 Bingo facilitated by NB Eagles

July 4th 6:30 to 10:30 Cherry Pie

July 5th 3:00 to 5:00 Britins'

July 5th 7:00 to 10:30 Almighty Vinyl

Activity Tent

July 3rd Trivia Contest
Peter Lindsay

July 4th German Shephard

July 5th Pie

Contest

Other Activities

July 3rd Corn Hole Tournament

July 3rd NBFD Candy Hunt

July 4th Mini Parade / Main Parade

July 4th Fireworks

July 5 th	Kickball Tournament (rec staff)
July 5 th	Rock Wall – 3 hours
July 5 th	Bubble Guy – 45 minutes
July 5 th	Drone Show

Please reach out to me if you have any questions or need anything else.

Kind appreciation,

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



March 27, 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 Magic
Event:	Baseball & Softball Tournaments
Request Amount:	\$5,000
Total Event Budget:	\$25,000
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 April 10th, 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 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.

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 March 22, 2024.**

The respondent's email (**koney1@gmail.com**) was recorded on submission of this form.

Email *

koney1@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) *

New Berlin Magic

Address / City / State / Zip *

P.O. Box 511155

New Berlin, WI 53151-1155

Email *

koney1@gmail.com

Phone Number *

4148818832

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

Joe Kooping koopingjd20@gmail.com 414-507-5776

Project Information

Project/Event Title* *

New Berlin Magic Baseball and Softball Tournaments

Total Project / Event Budget *

25,000

Grant Request Amount (Not to exceed 40% of total event budget / \$5,000 cap) *

5,000

Project / Event Location *

Malone Park, Calhoun Park and New Berlin VFW

Projected Number of Attendees *

1,440 youth and over 6,000

Detailed Project / Event Description *

Baseball Tournament and Softball Tournaments

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). *

New Berlin Magic Organization is a vibrant community-based softball organization, dedicated to promoting sportsmanship, teamwork, and physical activity among youth athletes. Our upcoming tournaments, in June, is set to host over 40 teams from more than 50 miles away and across three states. This event will not only showcase the athletic prowess of our players but also serve as a significant economic stimulus for our local area.

The tourism grant we are seeking will directly contribute to the success of our tournament by assisting with venue rental fees, equipment costs, promotional materials, Hotel rooms for 6 umpires directly coming from Minnesota for 3 nights, help assist teams from further distances on reducing fees and other logistical expenses. By supporting our event, you will not only help us provide a memorable experience for participants and spectators but also bolster the local economy by attracting visitors who will patronize local businesses, hotels, and restaurants.

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. *

None were done this year.

Expected Outcomes *

Moreover, hosting this tournament aligns with the mission of your tourism grant program to enhance the cultural and recreational offerings of our community. By investing in our softball tournament, you will be investing in the vitality and growth of our area's tourism industry.

Staffing Requirements *

Each family has 6 hours of Volunteer work at event

Timeline for Implementation *

ASAP

Estimated Number of Hotel Stays from the Project / Event *

75+

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 *

Funding will be completely used as our initial cost is about \$20,000

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

Each family donates drinks that we sell to help offset the event costs.

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. *

John Koney Girls Tournament Director

Sign below: *

John Koney

Date: *

MM DD YYYY

03 / 18 / 2024

Phone Number: *

4148818832

Email: *

koney1@gmail.com

This content is neither created nor endorsed by Google.

Google Forms

Girls Tournament

2024

Softball:

Registration	35,000.00
Less: Awards	-2,519.72
Less: Tourney Machine	-320
Less: Softballs	
Less: Umpires	-23,000.00
Less: Umpire hotels	-3000
Less: NAFA Fee	-1,141.25
Less: Above Par	-810
Less: VFW fields	-2,750.00
Less: Fence Posts	-134.99
Less: Fields	-2,748.00
Total	3,441.43

Concessions:

Less: T Shrit Invoice	-3,760.00
Less: Concession Coordinators	-3,756.85

Grand Total (\$5,499.38)



March 27, 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:	Father's Day and Beer Garden Open House
Request Amount:	\$1,610
Total Event Budget:	\$650
40% or Less of Total Event Budget:	No (Over 40% / \$644 Cap)

Application Submitted?	Yes
Budget Submitted?	Yes

Deficits?	Over 40% / \$644 Cap (\$650 Requested)
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The Tourism Commission will be meeting on April 10th, 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:

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- 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

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- 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 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.

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

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- 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.)
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- 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)
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- 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 March 22, 2024.**

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

Email *

annetmarquard@yahoo.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) *

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 *

2623916425

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

Anne Marquardt/262-391-6425/annetmarquardt@yahoo.com

Project Information

Project/Event Title* *

Father's Day and Beer Garden Open House

Total Project / Event Budget *

\$1,610

Grant Request Amount (Not to exceed 40% of total event budget / \$5,000 cap) *

\$650

Project / Event Location *

19765 W National Ave/New Berlin/WI/53146

Projected Number of Attendees *

600

Detailed Project / Event Description *

Father's Day celebration and Beer Garden with Live Music crafts for kids and Balloon Animal Sculptures. The Historical Park buildings, grounds, historic orchard and Museum will be open from 1 to 4 PM on Sunday, June 16, 2024. There will be tours, food and entertainment during the whole 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 advertisement which includes flyers, hand outs , newspaper and electronic media. Our Historical Society is included in 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 events enhance a visit to New Berlin by learning about our 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 businesses.

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 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. *

Anne Marquardt President of New Berlin Historical Society

Sign below: *

Anne Marquardt

Date: *

MM DD YYYY

03 / 20 / 2024

Phone Number: *

262-391-6425

Email: *

annetmarquardt@yahoo.com

This content is neither created nor endorsed by Google.



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 Father's Day Open House and Beer Garden on June 16, 2024

Category	Detail	Total
Food		\$ 200.00
Entertainment		
	All Star Blue Grass Band or other	\$ 500.00
	Half Twisted Half Knot Balloons	\$ 260.00
Advertising		
	Flyers	\$ 100.00
Off-Site Parking		
	Durham School Services	\$ 500.00
Demonstration Activity Supplies		
	Father's Day Origami T-Shirt Card supplies	\$ 50.00
		\$1,610.00

Draft Copy

OPEN HOUSE AND BEER GARDEN

At

New Berlin Historical Park

Sunday, June 16, 2024; 1-4 PM

19765 West National Ave, New Berlin



Celebrate Father's Day with **LIVE MUSIC**

BRING DAD FOR A FREE ROOT BEER FLOAT

Kids Activities

Ride Barrel Train

Origami T-Shirt Card for Dad

Half Twisted Half Knot Balloons

And More!



- 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 and Military exhibits

Refreshments at the Gazebo:

Home Made Desserts

Hot Dogs, Beverages



Presented by:

New Berlin Historical Society

newberlinhistoricalsociety.org



New Berlin, WI Historical Society

Questions? Call Sue: 262-679

No Admission Charged

Donations appreciated

Please visit our local New Berlin Hotels

La Quinta Inn and Holiday Inn Express





March 27, 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:	Ice Cream Social and Beer Garden Open House
Request Amount:	\$1,610
Total Event Budget:	\$650
40% or Less of Total Event Budget:	No (Over 40% / \$644 Cap)

Application Submitted?	Yes
Budget Submitted?	Yes

Deficits?	Over 40% / \$644 Cap (\$650 Requested)
-----------	--

The Tourism Commission will be meeting on April 10th, 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).

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Phone: 262.797.2445 ext. 2550

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2024 Room Tax Grant Application

Room Tax Funds

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Grant Limits

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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.
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- 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

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Additional Information

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- Events/projects must occur between January 1 and December 31, 2024.
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Scoring

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- 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 March 22, 2024.**

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. *



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* *

Ice Cream Social and Beer Garden Open House

Total Project / Event Budget *

\$1.610

Grant Request Amount (Not to exceed 40% of total event budget / \$5,000 cap) *

\$650

Project / Event Location *

19865 W National Ave/New Berlin/WI/53146

Projected Number of Attendees *

600

Detailed Project / Event Description *

Ice Cream Social celebration with free ice cream for kids and Beer Garden with Live Music, crafts for kids and Balloon Animal Sculptures. The Historical Park buildings, grounds, historic orchard and Museum will be open from 1 to 4 PM on Sunday, July 14, 2024. There will be tours, food and entertainment during the whole 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 electronic media. Our Historical Society is included in the Wisconsin Historical Society's 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 events enhance a visit to New Berlin by learning about our 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 businesses.

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 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. *

Anne Marquardt President of New Berlin Historical Society

Sign below: *

Anne Marquardt

Date: *

MM DD YYYY

03 / 20 / 2024

Phone Number: *

262-391-6425

Email: *

annetmarquardt@yahoo.com

This content is neither created nor endorsed by Google.



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 Ice Cream Social and Beer Garden on July 14, 2024

Category	Detail	Total
Food		\$ 200.00
Entertainment		
	All Star Blue Grass Band or other	\$ 500.00
	Half Twisted Half Knot Balloons	\$ 260.00
Advertising		
	Flyers	\$ 100.00
Off-Site Parking		
	Durham School Services	\$ 500.00
Demonstration Activity Supplies		
	Craft	\$ 50.00
		\$1,610.00

DRAFT COPY

ICE CREAM SOCIAL



AND BEER GARDEN OPEN HOUSE LIVE MUSIC BY ?



New Berlin Historical Park
19765 NATIONAL AVE, NEW BERLIN

SUNDAY JULY 14, 2024; 1-4 PM

FREE ADMISSION AND FREE ICE CREAM FOR KIDS

Kids Activities



Ride Barrel Train

Craft?

Half Twisted Half Knot Balloons

Make Ice Cream

And More!

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 and Military exhibits

Refreshments at the Gazebo:

Home Made Desserts

Hot Dogs, Beverages



Presented by:

New Berlin Historical Society

newberlinhistoricalsociety.org



New Berlin, WI Historical Society

Questions? Call Sue: 262-679-3461



No Admission Charged

Donations appreciated

Please visit our local New Berlin Hotels

La Quinta Inn and Holiday Inn Express



March 27, 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 Recreation
Event:	Winterfest
Request Amount:	\$5,000
Total Event Budget:	\$20,000
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 April 10th, 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 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.

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 March 22, 2024.**

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

Email *

kroth@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) *

Katie Roth

Address / City / State / Zip *

15321 W. National Ave.

Email *

kroth@newberlin.org

Phone Number *

262-797-2443

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

Katie Roth 262-797-2443 kroth@newberlin.org

Project Information

Project/Event Title* *

New Berlin Recreation Winterfest

Total Project / Event Budget *

20000

Grant Request Amount (Not to exceed 40% of total event budget / \$5,000 cap) *

\$5,000- Winterfest Mugs

Project / Event Location *

Malone Park

Projected Number of Attendees *

4,000

Detailed Project / Event Description *

Shake off those winter blues and come check out New Berlin Recreation's annual Winterfest. This family friendly event features a ton of winter fun including ice skating, snowy kickball tournament, candlelight hike, ice sculptures, snowman building contest, beer garden, live music, and LOTS of hot cocoa!

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).

New Berlin Recreation's Winterfest has quickly become a premier Winter special event in southeast Wisconsin. Attracting over 4,000 people annually, Winterfest has become a staple in New Berlin.

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 expect Winterfest to provide a fun, family friendly event for people to enjoy Winter and the New Berlin Parks!

Staffing Requirements *

We typically have 15-20 staff on-site helping run the day-of event.

Timeline for Implementation *

Winterfest planning begins in July and runs through day-of in January!

Estimated Number of Hotel Stays from the Project / Event *

10

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 *

Winterfest is also funded through sponsorships, recreation division revenue (concession sales at Winterfest)

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. *

Katie Roth

Sign below: *

Katie Roth

Date: *

MM DD YYYY

03 / 21 / 2024

Phone Number: *

262-797-2443

Email: *

kroth@newberlin.org

This content is neither created nor endorsed by Google.

Google Forms

2024 Winterfest Budget				
Income				
Income	1/6/2024	Sponsorship	\$3,500	Tundra Title Sponsor- 1848 Coffee
Income	11/1/2024	Sponsorship	\$10,000	Enjoy New Berlin
Income	1/6/2024	Sponsorship	\$750	Candlelight Sponsor- Tight Seal
Income	1/6/2024	Sales	\$385	Advanced Mug Sales
Income	1/6/2024	Day-of Sales	\$2,042	Malone Park Beer Garden Concessions
Income	1/6/2024	Day-of Sales	\$1,308	Malone Park Hot Chocolate Concessions
Income	1/6/2024	Day-of Sales	\$98	City Center Hot Chocolate Concessions
Income	1/17/2024	Beer Refund	\$530.25	Uptapped Beer
			\$18,613	
Expenses				
Expense	12/26/2023	Vistaprint	\$373.76	Sponsor Banners
Expense	12/26/2023	Vistaprint	\$297.64	Event Banners
Expense	12/26/2023	Vistaprint	\$28.47	Event Postcards (Split with Grand Opening)
Expense	1/19/2024	Amazon	\$48.35	Plastic Cups for Candlelight Hike
Expense	1/19/2024	Amazon	\$520.02	Hot Chocolate
Expense	1/19/2024	Amazon	\$39.99	Bathroom Lights
Expense	1/19/2024	Amazon	\$529.98	Candlelight Hike
Expense	1/19/2024	Amazon	\$343.40	Hot Chocolate Beverage Dispensers
Expense	1/10/2024	Checks	\$75	Sheepshead 2nd Place
Expense	1/10/2024	Checks	\$100	Sheepshead 1st Place
Expense	1/10/2024	Checks	\$278.74	Sheepshead Supplies
Expense	1/10/2024	Checks	\$550	DJ
Expense	1/10/2024	Checks	\$6,500	Fireworks
Expense	1/10/2024	Checks	\$5,220	Ice Sculptures
Expense	1/5/2023	Beer Capitol	\$1,743	Beer Garden
Expense	10/30/2023	4Imprint	\$5,489.66	Winterfest Mugs
			\$22,138.01	
Total			(\$3,524.76)	

SATURDAY, JANUARY 6TH
5TH ANNUAL NEW BERLIN RECREATION

WINTERFEST

CITY CENTER AT LIBRARY LANE

MALONE PARK

- 1-3pm** **Family Open Skate**
Skates can be loaned out at the Library with a library card
- 1-3pm** **Winterfest Bingo**
Located inside the Library
- 1:30pm** **Fireside Stories**
- 2:30pm** **Fireside Stories**

Activities at City Center
are hosted by:



WINTERFEST MUG & UNLIMITED HOT COCOA



\$7 IN ADVANCE
AT THE ARC - 15321 W NATIONAL

\$10 DAY OF EVENT
AT MALONE & CITY CENTER

SUPPLIES ARE LIMITED,
DAY OF AVAILABILITY NOT GUARANTEED

- 9-11am** **Snowshoe Hikes**
Pre-registration required
- 10am** **Sheepshead Tournament**
Pre-registration required @
New Berlin Community Center
- 12pm** **Medallion Hunt**
- 12-4pm** **Sled Dog Meet & Greet**
H2M2 Nation
- 12-7pm** **Winter Beer Garden**
- 12-7pm** **Food Trucks**
Piña Mexican Eats, Brats,
Hotdogs, Chili and more!
- 2-5:30pm** **Nice Bite Ice Cream Truck**
- 12pm** **Snow Kickball Tournament**
Pre-registration required,
\$10/team
- 2pm** **Candy Cane Hunt**
- 2:30pm** **Snowman Contest**
- 2-6pm** **Live Music**
- 4pm** **Bonfire & S'mores**
- 5pm** **Candlelight Hike**

**EVENT GENEROUSLY
SPONSORED BY:**



1848

COFFEE



All activities are weather dependent

For more information visit www.newberlinwi.gov

5TH ANNUAL NEW BERLIN RECREATION

WINTERFEST

SATURDAY, JANUARY 6TH



EVENT GENEROUSLY SPONSORED BY:



FOR MORE INFORMATION VISIT WWW.NEWBERLINWI.GOV





















March 27, 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 Recreation
Event:	Color Clash
Request Amount:	\$1,250
Total Event Budget:	\$5,000
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 April 10th, 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 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.

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 March 22, 2024.**

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

Email *

kroth@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) *

Katie Roth

Address / City / State / Zip *

15321 W. National Ave. New Berlin, WI 53151

Email *

kroth@newberlin.org

Phone Number *

262-797-2443

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

Katie Roth kroth@newberlin.org 262-797-2443

Project Information

Project/Event Title* *

Color Clash

Total Project / Event Budget *

\$5,000

Grant Request Amount (Not to exceed 40% of total event budget / \$5,000 cap) *

\$1,250

Project / Event Location *

Malone Park

Projected Number of Attendees *

1,000

Detailed Project / Event Description *

Bring the whole family for fun, running, and lots of color! Walk or run our family/friendly course around Malone Park and prepare to get covered in colored powder!

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).

2024 will be Color Clash's second annual. We expect this event to grow from last year and become a core New Berlin Recreation program. Many New Berlin families may invite out of town family who would stay in hotels to participate in this family-friendly event! Followed by Color Clash is a Beer Garden with Component Brewing, circling out the day filled with activities!

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.

0

Expected Outcomes *

We expect for Color Clash Participants to have a great time visiting New Berlin and highlighting our premiere park, Malone.

Staffing Requirements *

10 Staff

Timeline for Implementation *

We start planning for color clash around January through the day-of in August

Estimated Number of Hotel Stays from the Project / Event *

10

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 ***

Sponsorships, Concession stand sales, other paid programming during the event

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. *

Katie Roth Recreation Manager

Sign below: *

Katie Roth

Date: *

MM DD YYYY

03 / 21 / 2024

Phone Number: *

262-797-2443

Email: *

kroth@newberlin.org

This content is neither created nor endorsed by Google.

2023 Color Clash Budget				
Income				
Income	8/12/2023	Fees	\$3,045	Registration Fees (203 X \$25)
			\$3,045	
Expenses				
Expense	8/9/2023	Amazon	\$247.98	Colored Powder
Expense	8/9/2023	Amazon	\$53.99	Colored Powder Cups
Expense	8/9/2023	4Imprint	\$1,560.00	T-Shirts
Expense	8/10/2023	Amazon	\$991.92	Colored Powder
			\$2,853.89	
Total			\$191.11	

Color Clash

Saturday, August 10th



Malone Park

16400 W Al Stigler Pkwy, New Berlin, WI 53151



9 a.m. Check in
10 a.m. Run

Bring the whole family for fun,
running, and LOTS OF COLOR!
Walk or run our family friendly
course around Malone Park, and
prepare to get covered in
colored powder!

Cost: \$20 per person

*includes t-shirt

Register by July 7th to
guarantee a t-shirt!

Skip the line! Stop into the
ARC during regular business
hours August 5th - August 9th
to pick up your t-shirt!

*Runners will receive a white t-shirt



Color Dash:

1 mile track

**Check-In &
Parking at
City Hall**









March 27, 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:	WestPAC Concert – 5 Card Studs
Request Amount:	\$3,000
Total Event Budget:	\$7,908.59
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 April 10th, 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

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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.
- Transient tourist informational services.
- Tangible municipal development, including a convention center.

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Grant Limits

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Eligible Applicants

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- Not for Profit Organizations.
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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 March 22, 2024.**

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 Sunnyslope Rd. / New Berlin / WI / 53151

Email *

julie.cordero@nbexcellence.org

Phone Number *

2627896245

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

Julie Cordero/262-789-6245/julie.cordero@nbexcellence.org

Project Information

Project/Event Title* *

WestPAC Community Concert - 5 Card Studs

Total Project / Event Budget *

7908.59

Grant Request Amount (Not to exceed 40% of total event budget / \$5,000 cap) *

3000

Project / Event Location *

New Berlin West Performing Arts Center

Projected Number of Attendees *

300

Detailed Project / Event Description *

Community Concert Series Presents: The 5 Card Studs Live!

Get ready to groove down memory lane with The 5 Card Studs as they transport you back to the golden eras of the '60s and '70s! Join us at the West Performing Arts Center on Friday, April 19, 2024, for an unforgettable evening of classic radio hits and soulful tunes.

Event Details:

Date: April 19, 2024

Time: Doors & Bar Open at 6:00 p.m., Concert Starts at 7:00 p.m.

Location: West Performing Arts Center (New Berlin West High School)

Tickets: \$10 - Purchase online or at the door

The 5 Card Studs are a powerhouse ensemble of seasoned musicians, blending their diverse backgrounds to deliver electrifying renditions of top 40 A.M. Gold hits and hidden gems from the past. From soulful melodies to funky grooves and disco anthems, they cover it all with unparalleled precision and passion.

Experience the magic as they pay homage to the legends of rock and roll, pop, funk, and disco. With meticulous attention to detail in every guitar riff, horn section, and vocal harmony, The 5 Card Studs guarantee a night of nostalgia and pure musical bliss.

Don't miss out on this sensational performance, all while supporting two important causes: the West Performing Arts Center and the Education Foundation of New Berlin. Your ticket purchase directly benefits these organizations and helps foster community well-being and pride.

Join us for an evening of timeless music, camaraderie, and celebration at the heart of New Berlin. With free parking and a cold beverage bar offering beer, soda, and water, our venue promises an unforgettable experience for all music lovers.

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). *

Hosting events like the Community Concert Series featuring The 5 Card Studs at the West Performing Arts Center can benefit the city of New Berlin in several ways, including generating paid overnight stays in local hotels. Here's how:

Tourism Boost: Events of this nature attract attendees not only from within New Berlin but also from neighboring towns and cities. These visitors often seek accommodation options for the night, leading to increased demand for hotel rooms in the area.

Economic Impact: With an influx of out-of-town visitors attending the concert, local businesses such as hotels, restaurants, bars, and shops experience a surge in patronage. This increased economic activity contributes to the overall growth and vitality of the city's economy.

Ticketing Data provided from past events in the series show that our guests are traveling from Green Bay, Stevens Point, Madison, Oconomowoc, Janesville, Lake Geneva, Kenosha as well as many of our neighboring suburbs. Ticket buyers even reported zip codes from Iowa, Minnesota, Kansas, Arizona, and Washington D.C.

Concerts typically end around 9:30 PM, with guests able to visit with band members in the lobby following the concert, often remaining until 10PM or later.

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. *

NA

Expected Outcomes *

The 5 Card Studs at the West Performing Arts Center:

Increased Attendance: Targeting an audience of 300 people, the event aims to surpass previous attendance records and continue the upward trajectory of the Community Concert Series. Achieving this milestone not only demonstrates growing interest and support for the series but also expands the reach of the West Performing Arts Center as a premier entertainment destination in New Berlin.

Revenue Generation: By selling tickets priced at \$10 each and offering a cold beverage bar, the event aims to generate substantial revenue to support both the WestPAC and the Education Foundation of New Berlin. The combination of ticket sales and bar proceeds contributes to the financial sustainability of these organizations, enabling them to continue providing valuable resources and programming to the community.

Promotion of New Berlin: Through strategic marketing efforts and the hosting of high-quality cultural events like the Community Concert Series, the performance aims to promote New Berlin as a vibrant and dynamic city worth visiting. By attracting attendees from both within and outside the local area, the event showcases the city's amenities, hospitality, and cultural offerings, positioning it as an attractive destination for entertainment and leisure activities.

Enhanced Reputation of WestPAC: The success of the event not only reflects positively on the Community Concert Series but also elevates the reputation and visibility of the West Performing Arts Center as a premier venue for live performances. By consistently delivering exceptional entertainment experiences, the WestPAC solidifies its position as a cornerstone of the local arts and cultural scene, attracting both audiences and performers alike.

Community Engagement and Pride: As the Community Concert Series continues to grow in popularity and attendance, it fosters a sense of community engagement and pride among residents of New Berlin. By providing opportunities for people to come together, enjoy live music, and support local initiatives, the event strengthens social connections and reinforces the collective identity of the community.

Overall, the expected outcomes of the performance featuring The 5 Card Studs align with the goals of the Community Concert Series, including increasing attendance, generating revenue, promoting New Berlin, enhancing the reputation of the West Performing Arts Center, and fostering community engagement and pride.

Staffing Requirements *

The WestPAC Community Concert Series is managed by Kevin Hanson the School District of New Berlin's Facilities Coordinator. The Beverage Bar is managed by Julie Cordero of the Education Foundation of New Berlin. Further supported by colleagues in the School District of New Berlin, Kevin and Julie work collaboratively to ensure the event. Aside from the Licensed Bar Tender on duty, the Bar is run by Volunteers wishing to support the Education Foundation of New Berlin. The hourly box office staff and school district security guards are represented on the attached budget.

Timeline for Implementation *

This concert is part of a series and marketing has been underway since Fall of 2023 through initiatives such as advertisements in the District's Annual Report and Mid-Year Report. Two direct-mail postcards, advertisements in Waukesha County Resource Guides, New Berlin Neighbors (and those of surrounding communities). Social Advertising on Facebook and X along with targeted communication to families and corporate partners is ongoing.

Estimated Number of Hotel Stays from the Project / Event *

not tracked.

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 *

In 2022, the series found corporate sponsors to offset band fees while the program started. In 2023, the shows have aimed to break even through ticket sales, as we continue to grow, we hope savings from and projections of ticket sales will enable us to attract regional and national talent.

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

Corporate Sponsors have been solicited. There are none specific to this performance committed as of the time of application.

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, Community Engagement and Education Foundation Director

Sign below: *

Julie Cordero

Date: *

MM DD YYYY

03 / 22 / 2024

Phone Number: *

2625103927

Email: *

julie.cordero@nbexcellence.org

This content is neither created nor endorsed by Google.

Google Forms



The 5 Card Studs

The 5 Card Studs make their debut at the WestPAC

Friday, April 19th, 2024

Doors / Bar open at 6:00 PM

Concert starts at 7:00 PM

[Click here for tickets!](#)

Talent/Band Fee	\$2,000.00
Graphic Design Consultant	\$606.25
Box Office Staff (hourly)	\$378.00
Advertisements (prorated to per concert)	
Elm Gove Independent	\$275.00
Waukesha Resource Guide Ad	\$148.75
WestPAC Postcard #1	\$396.29
WestPAC Postcard #1 Postage	\$264.24
WestPAC Postcard #2	\$692.50
WestPAC Postcard #2 Postage	\$457.56
Bar Fees	
Liquor/Event Liability	\$150.00
Temp Beer License	\$10.00
Beverages - WholeSale	\$1,000.00
Credit Card Transaction Fees	\$150.00
In Kind Expenses	
EFNB Bartenders (Volunteers)	\$500.00
Licensed Bartender (salary paid by EFNB)	\$100.00
Security Guards (salary paid by SDNB)	\$180.00
WestPAC Director (salary paid by SDNB)	\$600.00
Total	\$7,908.59

NEW BERLIN WEST PERFORMING ARTS CENTER

SEASON 2

Successful Second Season of Concert Series Draws in Greater Community

After dipping their toes in the water with two shows during the inaugural community concert series in 2022-23, School District of New Berlin officials dived in head first for the second go-around.

Four shows into the bigger and better second season - with two shows remaining - large audiences have been visiting the West Performing Arts Center and enjoying everything from holiday classics to country hits, and a whole lot in between.



"We wanted to give people who might not normally step foot in our schools a reason to do so," SDNB Chief Financial Officer Patrick Miller said. "So far, we've done just that. We're giving the community a chance to come out and see amazing live performances right here in New Berlin in our state-of-the-art WestPAC."

Two amazing shows will round out the series this spring. First up is The 5 Card Studs, singers of 1960s and 70s radio hits, on Friday, April 19. Closing out the series is Goran & Morgan of The Gufs with acoustic 90s alternative rock Friday, May 17. Both shows begin at 7 p.m.

Milwaukee funny man Pat McCurdy and local country act The WhiskeyBelles kicked off the second season with shows in November and December. Tenors MKE followed with an incredible night of holiday and Christmas classics. And The WhiskeyBelles returned in February, along with the Joshua Michael Band and the Dan Lepien Band for a night of Keepin' It Country.

The concert series is put on in partnership with the Education Foundation of New Berlin; EFNB volunteers sell beer, soda and water during the performances, beginning one hour before the show through intermission. Proceeds from the concerts benefit the WestPAC and the EFNB.

"We've been grateful to expand our partnership with the school district to present this year's concert series," said Julie Cordero, director of the EFNB. "It's a fun way to bring people together while raising money for programs that directly benefit our students and staff."

FINAL TWO SHOWS OF THE 2023-24 SEASON!



Tickets are still available for The 5 Card Studs and Goran & Morgan of The Gufs. Visit www.nbexcellence.org/community/westpac-tickets.cfm for more information.



COMMUNITY CONCERT SERIES



WEST
PERFORMING ARTS CENTER

SEASON

2



**Joshua Michael Band,
Dan Lepien Band, &
The WhiskeyBelles**

(Classic Country)

7 p.m. Friday, Feb. 9

The 5 Card Studs

(60's and 70's Radio Hits)

7 p.m. Friday, April 19

**Goran & Morgan
of The Gufs**

(Acoustic 90's Alternative Rock)

7 p.m. Friday, May 17

Page 105 of 132



Goran & Morgan
of the gufs

**GET YOUR
TICKETS
TODAY!**

Scan QR Code
for more
Information.



Doors and beverage bar open one hour before the show.
Tickets and more information
can be found at www.nbexcellence.org/community/westpac-tickets.cfm.



March 27, 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:	WestPAC Concert – Goran & Morgan of the Gufs
Request Amount:	\$4,250
Total Event Budget:	\$10,908.59
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 April 10th, 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 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.

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 March 22, 2024.**

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 Sunnyslope Rd. / New Berlin / WI / 53151

Email *

julie.cordero@nbexcellence.org

Phone Number *

2627896245

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

Julie Cordero / 262-789-6245 / julie.cordero@nbexcellence.org

Project Information

Project/Event Title* *

WestPAC Community Concert - Goran & Morgan of the Gufs

Total Project / Event Budget *

10,908.59

Grant Request Amount (Not to exceed 40% of total event budget / \$5,000 cap) *

4250

Project / Event Location *

New Berlin West Performing Arts Center

Projected Number of Attendees *

350

Detailed Project / Event Description *

WestPAC Community Concert Series Presents: Goran & Morgan of the Gufs Live in Concert!

Join us for an unforgettable evening of soulful melodies and infectious rhythms as Goran and Morgan of the Gufs take the stage at the New Berlin West Performing Arts Center.

Hailing from the vibrant music scene of Milwaukee, The Gufs have captivated audiences since their inception in 1988, and now they're bringing their signature sound to our stage. About The Gufs:

Formed by Morgan Dawley, Dejan Kralj, Goran Kralj, and Scott Schwebel, with later addition Brian Pettit, The Gufs began their journey in the humble settings of college dorm rooms and basement rehearsals. Their rise from local Milwaukee rock clubs to national recognition is a testament to their talent and dedication.

With a string of indie albums and radio hits under their belt, including chart-toppers like "Smile," "Crash into Me," "Lost Along the Way," and "Stuck," The Gufs have carved out a unique place in the music industry. Their blend of heartfelt lyrics, melodic hooks, and infectious energy continues to resonate with fans old and new.

Event Details:

Date: Friday, May 17, 2024

Time: Doors & Bar Open at 6:00 PM, Concert Starts at 7:00 PM

Location: New Berlin West Performing Arts Center, 18695 W Cleveland Ave., New Berlin, Wisconsin 53146

Tickets: \$20 online or at the door

Experience the Magic:

Get ready to be swept away by The Gufs' infectious energy and captivating performances. Whether you're a longtime fan or discovering their music for the first time, this concert promises to be an evening of pure musical bliss.

Join us for an unforgettable night of live music, community, and celebration at the heart of New Berlin. With free parking and a welcoming atmosphere, the New Berlin West Performing Arts Center is the perfect venue to experience the magic of The Gufs.

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 project featuring Goran and Morgan of The Gufs aligns closely with the goals of our grant program and offers significant benefits to the city of New Berlin. Here's how:

Local Talent, National Recognition: Goran Kralj and Morgan Dawley, founding members of The Gufs, are deeply rooted in the Milwaukee area, making them quintessential representatives of our local music scene. Despite their local origins, their national recognition and extensive touring history position them as ambassadors of our city's cultural heritage on a broader scale. By showcasing Goran and Morgan in a hometown concert, we not only celebrate their achievements but also promote New Berlin as a thriving hub for talented musicians.

Cultural Enrichment and Community Engagement: Hosting a concert featuring Goran and Morgan of The Gufs contributes to the cultural enrichment of our community by providing residents with access to high-quality live music experiences. As a result, it fosters a sense of community engagement and pride, encouraging residents to participate in local events and support homegrown talent. This sense of cultural vibrancy enhances the overall quality of life in New Berlin and strengthens social connections among residents.

Tourism Promotion and Economic Impact: The presence of nationally recognized artists like Goran and Morgan of The Gufs attracts music enthusiasts from outside the local area, thereby stimulating tourism and generating economic activity within New Berlin. Attendees traveling from afar may require overnight accommodations, leading to paid stays in local hotels.

Ticketing Data provided from past events in the series show that our guests are traveling from Green Bay, Stevens Point, Madison, Oconomowoc, Janesville, Lake Geneva, Kenosha as well as many of our neighboring suburbs. Ticket buyers even reported zip codes from Iowa, Minnesota, Kansas, Arizona, and Washington D.C.

Concerts typically end around 9:30 PM, with guests able to visit with band members in the lobby following the concert, often remaining until 10PM or later.

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. *

NA

Expected Outcomes *

Enhanced Audience Engagement: Goran and Morgan's performance promises to captivate and engage the audience with their soulful melodies, heartfelt lyrics, and energetic stage presence. As founding members of The Gufs, they bring a wealth of experience and musical talent to the stage, ensuring an unforgettable live music experience for attendees.

Increased Attendance and Ticket Sales: The event featuring Goran and Morgan of The Gufs is expected to draw a significant crowd, building upon the success of previous concerts in the Community Concert Series. With their local roots and national recognition, Goran and Morgan attract both loyal fans and new audience members, resulting in increased ticket sales and attendance numbers.

Revenue Generation: The concert presents an opportunity to generate revenue for the West Performing Arts Center and the Education Foundation of New Berlin through ticket sales and potential merchandise purchases. The popularity of Goran and Morgan ensures strong ticket sales, contributing to the financial sustainability of these organizations and supporting their ongoing initiatives.

Promotion of New Berlin as a Cultural Destination: Hosting Goran and Morgan of The Gufs shines a spotlight on New Berlin as a vibrant cultural destination. By showcasing local talent with national acclaim, the event highlights the city's rich music scene and positions it as a premier location for live entertainment. This exposure not only attracts attendees to the concert but also promotes New Berlin as a desirable destination for visitors and residents alike.

Community Engagement and Pride: The performance fosters a sense of community engagement and pride by providing residents with access to high-quality live music experiences. Attendees come together to celebrate the talent of Goran and Morgan, reinforcing bonds within the community and fostering a shared appreciation for the arts.

Staffing Requirements *

The WestPAC Community Concert Series is managed by Kevin Hanson the School District of New Berlin's Facilities Coordinator. The Beverage Bar is managed by Julie Cordero of the Education Foundation of New Berlin. Further supported by colleagues in the School District of New Berlin, Kevin and Julie work collaboratively to ensure the event. Aside from the Licensed Bar Tender on duty, the Bar is run by Volunteers wishing to support the Education Foundation of New Berlin. The hourly box office staff and school district security guards are represented on the attached budget.

Timeline for Implementation *

This concert is part of a series and marketing has been underway since Fall of 2023 through initiatives such as advertisements in the District's Annual Report and Mid-Year Report. Two direct-mail postcards, advertisements in Waukesha County Resource Guides, New Berlin Neighbors (and those of surrounding communities). Social Advertising on Facebook and X along with targeted communication to families and corporate partners is ongoing.

Estimated Number of Hotel Stays from the Project / Event *

not tracked

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 ***

In 2022, the series found corporate sponsors to offset band fees while the program started. In 2023, the shows have aimed to break even through ticket sales, as we continue to grow, we hope savings from and projections of ticket sales will enable us to attract regional and national talent.

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

Corporate Sponsors have been solicited. There are none specific to this performance committed as of the time of application.

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, Community Engagement and Education Foundation Director

Sign below: *

Julie Cordero

Date: *

MM DD YYYY

03 / 22 / 2024

Phone Number: *

2625103927

Email: *

julie.cordero@nbexcellence.org

This content is neither created nor endorsed by Google.

Google Forms

Goran and Morgan of The Gufs

Goran and Morgan of The Gufs playing a special acoustic show featuring music spanning their entire career which started back in 1988.



Friday, May 17th, 2024

Doors / Bar open at 6:00 PM

Concert starts at 7:00 PM

Talent/Band Fee	\$5,000.00
Professional Graphic Design	\$606.25
Box Office Staff (hourly)	\$378.00
Advertisements (prorated to per concert)	
Elm Gove Independent	\$275.00
Waukesha Resource Guide Ad	\$148.75
WestPAC Postcard #1	\$396.29
WestPAC Postcard #1 Postage	\$264.24
WestPAC Postcard #2	\$692.50
WestPAC Postcard #2 Postage	\$457.56
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Temp Beer License	\$10.00
Beverages - WholeSale	\$1,000.00
Credit Card Transaction Fees	\$150.00
In Kind Expenses	
EFNB Bartenders (Volunteers)	\$500.00
Licensed Bartender (salary paid by EFNB)	\$100.00
Security Guards (salary paid by SDNB)	\$180.00
WestPAC Director (salary paid by SDNB)	\$600.00
Total	\$10,908.59

NEW BERLIN WEST PERFORMING ARTS CENTER

SEASON 2

Successful Second Season of Concert Series Draws in Greater Community

After dipping their toes in the water with two shows during the inaugural community concert series in 2022-23, School District of New Berlin officials dived in head first for the second go-around.

Four shows into the bigger and better second season - with two shows remaining - large audiences have been visiting the West Performing Arts Center and enjoying everything from holiday classics to country hits, and a whole lot in between.



"We wanted to give people who might not normally step foot in our schools a reason to do so," SDNB Chief Financial Officer Patrick Miller said. "So far, we've done just that. We're giving the community a chance to come out and see amazing live performances right here in New Berlin in our state-of-the-art WestPAC."

Two amazing shows will round out the series this spring. First up is The 5 Card Studs, singers of 1960s and 70s radio hits, on Friday, April 19. Closing out the series is Goran & Morgan of The Gufs with acoustic 90s alternative rock Friday, May 17. Both shows begin at 7 p.m.

Milwaukee funny man Pat McCurdy and local country act The WhiskeyBelles kicked off the second season with shows in November and December. Tenors MKE followed with an incredible night of holiday and Christmas classics. And The WhiskeyBelles returned in February, along with the Joshua Michael Band and the Dan Lepien Band for a night of Keepin' It Country.

The concert series is put on in partnership with the Education Foundation of New Berlin; EFNB volunteers sell beer, soda and water during the performances, beginning one hour before the show through intermission. Proceeds from the concerts benefit the WestPAC and the EFNB.

"We've been grateful to expand our partnership with the school district to present this year's concert series," said Julie Cordero, director of the EFNB. "It's a fun way to bring people together while raising money for programs that directly benefit our students and staff."

**FINAL TWO
SHOWS**
OF THE 2023-24 SEASON!



Tickets are still available for The 5 Card Studs and Goran & Morgan of The Gufs. Visit www.nbexcellence.org/community/westpac-tickets.cfm for more information.



COMMUNITY CONCERT SERIES



WEST
PERFORMING ARTS CENTER

SEASON

2



**Joshua Michael Band,
Dan Lepien Band, &
The WhiskeyBelles**

(Classic Country)

7 p.m. Friday, Feb. 9

The 5 Card Studs

(60's and 70's Radio Hits)

7 p.m. Friday, April 19

**Goran & Morgan
of The Gufs**

(Acoustic 90's Alternative Rock)

7 p.m. Friday, May 17

Page 119 of 132



Goran & Morgan
of the gufs

**GET YOUR
TICKETS
TODAY!**

Scan QR Code
for more
Information.



Doors and beverage bar open one hour before the show.
Tickets and more information
can be found at www.nbexcellence.org/community/westpac-tickets.cfm.



APRIL TOURISM UPDATE

CITY OF NEW BERLIN TOURISM COMMISSION

APRIL 10, 2024



SOCIAL MEDIA & OUTREACH



1,870
FOLLOWERS

WAS: 1,750



604
FOLLOWERS

WAS: 587



19
CALENDARS

WAS 16 - SINCE 10/22



MONTHLY EVENT CALENDAR

FEBRUARY IN NEW BERLIN



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Ready for a <i>Winter Staycation</i>? Or have Family and Friends coming to visit? <i>Stay Local!</i> Holiday Inn Express & Suites - New Berlin 262-787-0700 La Quinta Inn & Suites - New Berlin 262-717-0900		Follow Us for upcoming events, activities, and our monthly event calendar! enjoynewberlin.com 		1 Central Bark New Berlin Free Indoor Dog Park *Waiver Required 6:30-7:30PM	2 New Berlin Public Library Valentine's Day Kindermarket 6-8PM	3 Matty's Bar & Grille Saturday Night Music at Matty's feat. Foocousics 8PM
4 Milwaukee Aquarium Society Swap Meet* at the New Berlin Entertainment Center 10AM-1PM	5 New Berlin Recreation Potstickers, Spring Rolls, Egg Rolls, Oh My! Cooking Demo* 6:30-9PM New Berlin Public Library Disco Playtime* Storytime & Crafts 10-11AM	6 National Frozen Yogurt Day <i>Fun Fact!</i> A total of 45.6 million gallons of frozen yogurt was produced in the US in 2022.	7 New Berlin Entertainment Center Live Music Dirty Boogie 7:45PM	8 New Berlin Public Library Super Slime Science* Valentine Slime 5:30-7PM	9 New Berlin Public Library Cup of Health: Heart Disease & Stroke Prevention* 10-11AM Education Foundation of New Berlin Keepin' It Country Concert* 7-10PM	10 New Berlin Sportsplex Brew City Bruiser Battlestarts vs Madison's the Herd Roller derby* 6:30PM
11 New Berlin Historical Society New Berlin History Museum Open 1-4PM	12 New Berlin Public Library Conversation Heart Catapults 5:30-6:30PM	13 New Berlin Public Library Galentine's Day Party* Ages 12+ 6-8:30PM New Berlin Recreation Basic Buttercream for Decorating Cakes - 201* 6-8:30PM	14 New Berlin Public Library AARP Free Tax Preparation* Appointment Required 9:15AM-2:15PM	15 New Berlin Recreation Summer Day Camp Registration OPENS for Returning Campers	16 New Berlin Recreation Family Nerf Blaster Battle* 5-7PM	17 Friends of the New Berlin Public Library Mini Puzzle & Book Sale 10AM-2PM
18 February is American Heart Month! <i>Small heart-healthy actions like adding more movement to our day or choosing healthy foods, can have a big impact on protecting #OurHearts.</i>	19 New Berlin Recreation School's Out Day Camp*	20 National Love Your Pet Day <i>Fun Fact!</i> As of 2022, roughly 70% of U.S. households (90.5 million homes) owned a pet.	21 New Berlin Public Library Never Ending Stories Book Club 7-8:45PM	22 New Berlin Recreation Summer Day Camp Registration OPENS for New Resident Campers	24 Join the City of New Berlin for the ARC GRAND OPENING! February 24th from 11AM-2PM Enjoy a day of fun, food, and festivities to officially open the New Berlin Activity and Recreation Center! Ribbon Cutting at 11:15AM Memberships available for purchase starting February 5th - for use starting February 26th!  	
25 Milwaukee Lionel Railroad Club MLRRC Toy Train Show & Sale* at the New Berlin Entertainment Center 8AM-12PM	26 New Berlin Public Library As the Pages Turn Book Club 1-2:30PM	27 New Berlin Public Library American Red Cross Blood Drive Appointment Required* 1-6PM	28 New Berlin Recreation Learn to Play Pickleball* 5-7PM	29 New Berlin Recreation Pizza 101* 6-8:30PM New Berlin Recreation You Have Pictures in your Camera - Now What?* 6:30-8:30PM		

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

* Requires Tickets and/or Pre-Registration

2024



MONTHLY EVENT CALENDAR

MARCH IN NEW BERLIN

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
SPRING BREAK IS NEAR! <i>Enjoy</i> a staycation or invite friends & family to visit! Stay near at our hotels! Holiday Inn Express & Suites 262-787-0700 & La Quinta Inn & Suites 262-717-0900		RECAPASS @ THE ARC The ARC is OPEN! RecPASS is a membership that allows for unlimited visits to any drop-in programs at the New Berlin Activity and Recreation Center. Purchase your pass today! Scan to view membership options & purchase your pass! 	NEW BERLIN NEWS Sign-Up Today! Now is a great time to sign-up for the New Berlin News! Sent twice a month, the New Berlin News keeps residents informed of all upcoming events as well as important information and deadlines. Register at newberlinwi.gov!	PEOPLE'S EGGSIBITION All-Ages Peeps Diorama Contest at the New Berlin Public Library! Drop Off: March 22-23 Voting: March 24-28 Winner Announced: April 1 Categories: Adults, Teens, Children, Mixed-Age 	New Berlin Public Library Friday Movie Matinee Movie: <i>The Holdovers</i> 1-3:30PM	Read Across America Day! A Quote to Celebrate! "The more that you read, the more things you will know. The more that you learn, the more places you'll go." -Dr. Seuss
New Berlin VFW Spring Fever Vendor & Craft Fair 11AM-3PM	New Berlin Public Library March Madness Playtime* <i>Basketball Themed Stories and Crafts</i> 5:30-6:30PM	SAVE THE DATE! New Berlin Chamber of Commerce Discover New Berlin Community Fair April 27, 2024 from 9AM-1PM FREE community showcase of businesses & community groups!	AARP AARP Tax Aide* By Appointment Only * To Schedule, please call 262.682.1003 @ the New Berlin Public Library	New Berlin Public Library Art for Wellness Workshop* March Process: Collage 6-8PM	New Berlin Public Library Ceol Cairde* "The Music of Friends" 6-7:15PM Princeton Club Annual Wine Tasting Fundraiser* 6-9PM	Senor Luna Winter Saturday Cribbage Tournament Starts at Noon New Berlin Recreation Youth Painting Course* <i>Rainbow Shamrock</i> 5-6PM
Daylight Saving Time Starts! SPRING AHEAD DON'T FORGET TO MOVE YOUR CLOCK AHEAD 1 HR. 	New Berlin Public Library Family Activity Night* <i>Leprechaun Traps</i> 5:30-6:30PM	New Berlin Public Library American Red Cross Blood Drive Appointment Required* 1-6:30PM	STOP SAVE THE DATE! New Berlin Public Safety Departments & New Berlin Public Library Safety Saturday & Touch a Truck May 18, 2024 from 9AM-1PM FREE Outdoor Safety & Wellness Event! 	National Pi Day! Fun Fact! The symbol for Pi has been in use for over 250 years. The symbol was introduced by William Jones, a Welsh mathematician, in 1706.	New Berlin Recreation Family Night - Bunny Bingo* 5-7PM	New Berlin Public Library Curbside Book Drive Donate gently used books, puzzles, CDs and DVDs 10AM-1PM Friends of the New Berlin Public Library Donuts with Grownups* 12 Years & Under 10:30AM
ST. PATRICK'S DAY! Matty's Bar & Grille St. Paddy's at Matty's Opening at 8AM New Berlin VFW 3rd Annual Spring Fling & Easter Things Craft/Vendor Fair 11AM-3PM	Cleveland Pub & Grill Jukebox Bingo Starts at 7PM	FIRST DAY OF SPRING! 	National Ravioli Day! Fun Fact! Ravioli is the English version of the Italian word riavvolgere, which translates as "to wrap."	New Berlin Recreation American Red Cross CPR/First Aid/AED Certification Course* Ages 11 and Up 5-7PM	New Berlin Community Band Music Around the World Directed by Phil Rothschild 7:30PM @ WestPAC	New Berlin Junior Woman's Club Community Easter Egg Hunt 3rd Grade & Under 9:30AM *Non-Perishable Food Donation Requested
New Berlin Ale House ComiConverse Comic Convention & Toy Show* 10AM-3PM National Crayon Day! Fun Fact! Crayola makes 3 billion crayons a year.	New Berlin Recreation American Red Cross Babysitting Class* Ages 11-17 9:30AM-3:30PM	New Berlin Public Library Read to Onx Practice Reading with a Therapy Dog 4:30-5:30PM	National Scribble Day! What is it? Scribble Day is all about celebrating the creativity and the art associated with scribbling	New Berlin Public Library Teen Movie & Popcorn 2-4PM	New Berlin Recreation (ARC) & New Berlin Public Library Closed	Take a Walk in the Park Day! Did You Know? The City of New Berlin maintains 29 park and recreation sites! Head to your favorite park today for a walk!

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SPRING BREAK

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2024



MONTHLY EVENT CALENDAR

APRIL IN NEW BERLIN

Enjoy
NEW BERLIN

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Follow Us!

New Berlin News!

Sign-Up Today! Now is a great time to sign-up for the New Berlin News! Sent twice a month, the New Berlin News keeps residents informed of all upcoming events as well as important information and deadlines. Register at newberlinwi.gov/

14

Milwaukee Lionel Railroad Club

Open House

10AM-5PM

21

Friends of the New Berlin Public Library

Book & Puzzle Sale

1-3PM

28

Events with Jennifer

Spring Craft & Vendor Fair

10AM-3PM

@ the New Berlin Ale House

COUNTDOWN TO BREWERS OPENING DAY

1 DAY TO GO!

New Berlin Historical Society

Chris Brookes Presentation / 2024 Spring Membership Meeting

6:30PM

@ New Berlin Public Library

15

New Berlin Public Library

Adult Maker Night*

6:30-8PM

22

Earth Day!

Fun Fact!

The first Earth Day began in 1970 to demand environmental change. 20 million Americans participated which was 10% of the U.S. population at that time.

Mark Your Calendar!

SUMMER BEER GARDENS with Component Brewing

June 16 - Historical Park (rafters day)

July 16 - Historical Park (ice cream social)

August 10 - Malone Park (color clash)

September 7 - Malone Park

September 8 - Historical Park (Historic Day)

October 12 - Malone Park

October 13 - Historical Park (Applefest)

*Historical Park dates are in conjunction with Historical Society special events.

VOTE

Election Day

Find your polling location at: myvote.wi.gov

New Berlin YMCA Wellness Center

Something's Cooking - Fuel for Fitness*

5:30-6:30PM

16

National Librarian Day!

Today is a great day to head to the New Berlin Public Library and check-out something new! While you're there, be sure to thank a librarian for all they do!

23

New Berlin Public Library

Tween STEAM - Paper Airplane Challenge*

5-6PM

Fred Astaire Dance Studio

Social Party*

7:30PM

Save the Date!

COLOR CLASH

AUGUST 10TH, 2024

Family fun walk / run at Malone Park!

REGISTER EARLY TO GUARANTEE A T-SHIRT!

National Walking Day!

Celebrate National Walking Day by taking a walk! Head outdoors to your favorite park or to the ARC for a few laps around the track!

10

Battle of the Paddles

Save Date

June 1

24

New Berlin Public Library

Breaking Up with Plastic is Hard To Do!

7PM

RECPASS @ THE ARC

The ARC is OPEN!

RecPASS is a membership that allows for unlimited visits to any drop-in programs at the New Berlin Activity and Recreation Center.

Purchase your pass today!

Scan to view membership options & purchase your pass!

Mary's Caddyshack

Thursday Night BINGO

6:30PM

New Berlin Public Library

Kids Seed Starting Workshop*

4-6PM

Stone & Sage

Intro to Crystals Course*

6PM

18

National Exercise Day!

Grab your RecPASS and head to the ARC to celebrate National Exercise Day! Walking, weights, pickleball, volleyball, they've got it all!

Need a RecPASS? Purchase online or in-person at the ARC!

25

New Berlin Public Library

Better Brain Health!*

5:30PM

Summer Staycation!

From sports to Summerfest and farmers markets to festivals, summer is on its way and our hotels are a great place to stay!

Holiday Inn Express & Suites

262-787-0700

&

La Quinta Inn & Suites

262-717-0900

Countdown to the 2024 Farmers Market Season!

28 DAYS TO GO!

New Berlin Public Library

Friday Movie Matinee

Movie: First Man

1-3PM

12

New Berlin Police & Fire Departments

2024 Boots & Badges Basketball Game*

7PM

@ Waukesha South HS

26

Prospect Lions

Biannual Steak & Shrimp Dinner*

4:30-7PM

@ the VFW

SAVE THE DATE!

NEW BERLIN'S 4TH OF JULY FESTIVAL

JULY 3RD-5TH, 2024

Matty's Bar & Grille

Saturday Night Live Music

8PM

20

B.O.BZ Car Club

5th Annual Swap Meet

8AM-3PM

@ Sanfelippo's Farm Market

Princeton Club

Mimosa BINGO*

2-4PM

27

New Berlin Chamber of Commerce

Discover New Berlin

9AM-1PM

@ Eisenhower Middle/High School

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2024

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BUSINESS OF THE MONTH

MARCH BUSINESS OF THE MONTH DMS ACCOUNTING SERVICES

CONGRATS TO  **DMS ACCOUNTING SERVICES**



APRIL BUSINESS OF THE MONTH ROADRUNNER EXPRESS

CONGRATS TO  **ROADRUNNER EXPRESS CAR WASH & OIL CHANGE**

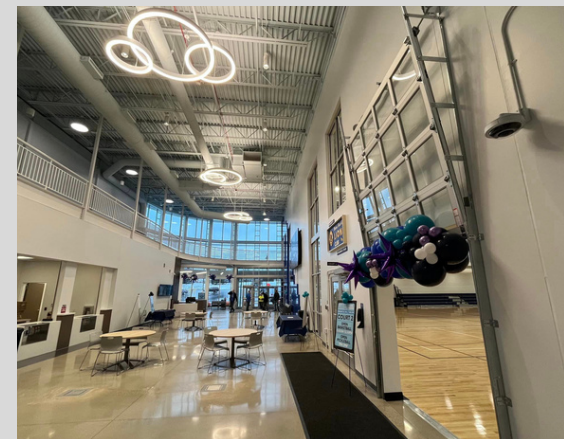
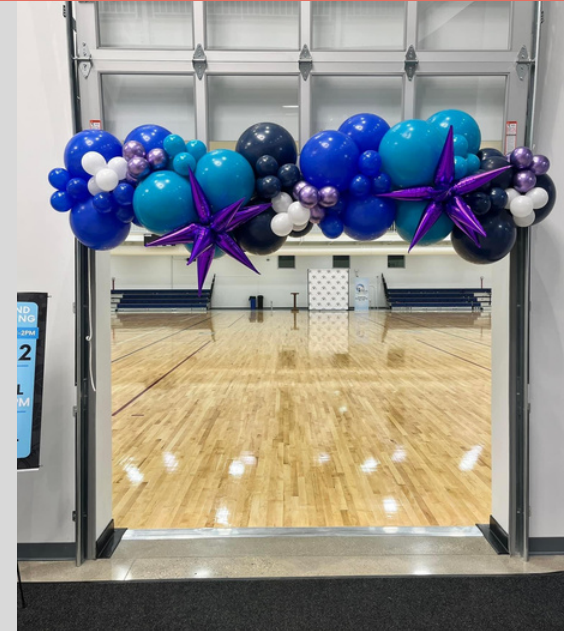




FEBRUARY OUTREACH EFFORTS

CITY OF NEW BERLIN

ARC GRAND OPENING

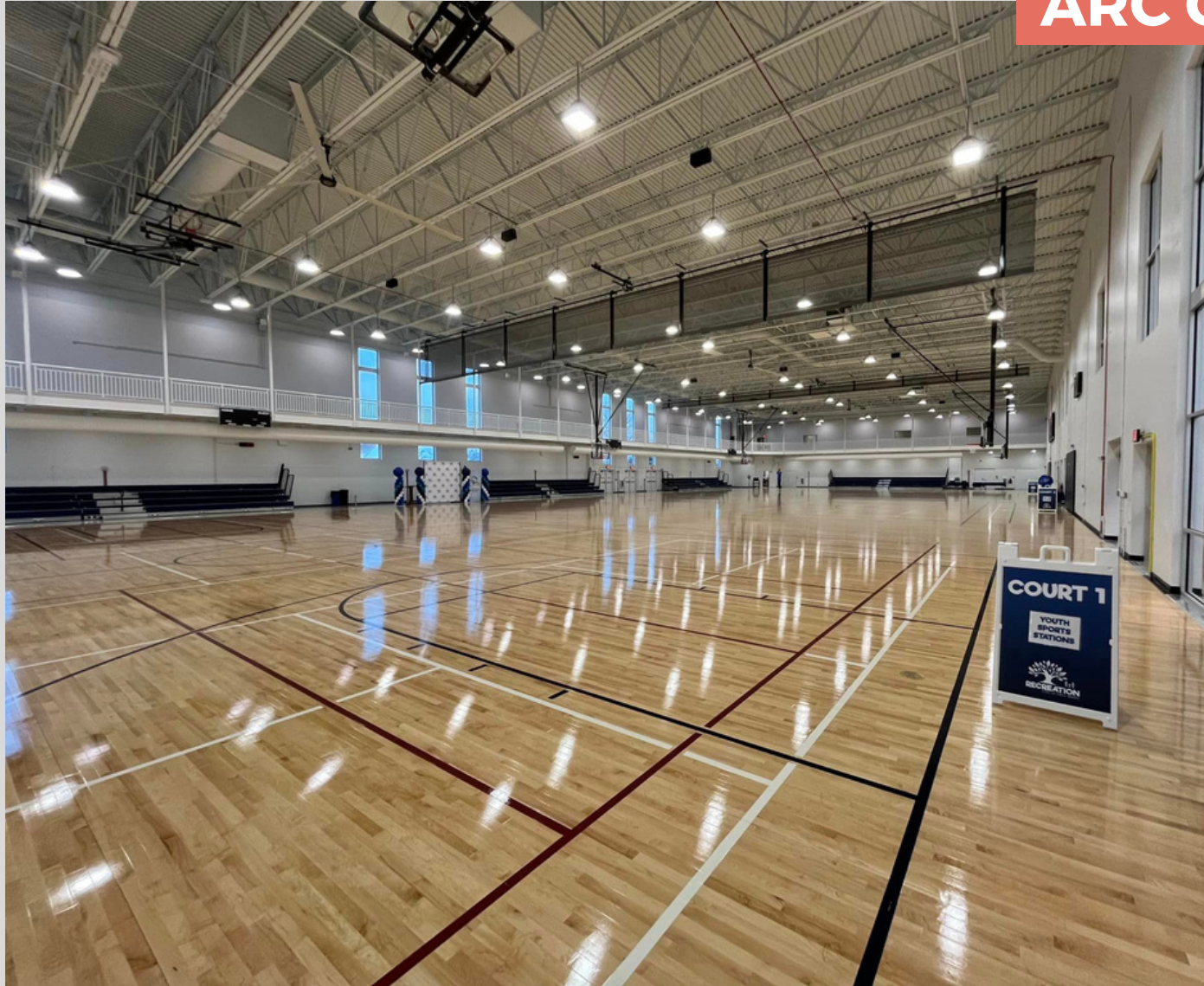




FEBRUARY OUTREACH EFFORTS

CITY OF NEW BERLIN

ARC GRAND OPENING





FEBRUARY OUTREACH EFFORTS

CITY OF NEW BERLIN

ARC GRAND OPENING





UPCOMING OUTREACH EFFORTS

NEW BERLIN CHAMBER OF COMMERCE

ADVERTISING

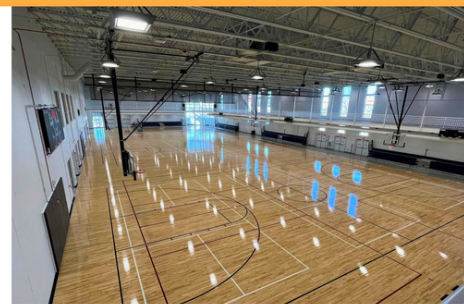


It's always a great time to *enjoy* New Berlin.

Find us online at: enjoynewberlin.com



NEW BERLIN ARC Activity & Recreation Center



INSIDE THE ARC

78,875
Square Foot
Facility

9
Pickleball
Courts

6
Volleyball
Courts

3
High School
Regulation
Basketball
Courts

Indoor Track



STAY LOCAL AT OUR HOTELS!

Holiday Inn
Express & Suites
262-787-0700



La Quinta Inn
& Suites
262-717-0900





UPCOMING OUTREACH EFFORTS



FEBRUARY 1-29

**NEW BERLIN PUBLIC LIBRARY
DISPLAY CASE**



FEBRUARY 24

**CITY OF NEW BERLIN /
NEW BERLIN RECREATION
ARC GRAND OPENING**



UPCOMING OUTREACH EFFORTS



APRIL 27

**NEW BERLIN CHAMBER
OF COMMERCE**

DISCOVER NEW BERLIN



MAY 18

**CITY OF NEW BERLIN POLICE/FIRE
SAFETY SATURDAY**



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!**