



Tourism Commission MEETING AGENDA

June 5, 2024 - 3:00 PM
Council Chambers
3805 S. Casper Drive

Published 5/29/2024

AGENDA

1. **CALL TO ORDER**
2. **ROLL CALL; DECLARATION OF QUORUM; PUBLIC NOTICE**
3. **APPROVAL OF MINUTES**
 - A. April 10, 2024 Meeting Minutes
4. **NEW BUSINESS**
 - A. Bandwango Software Presentation
 - B. Discussion and possible action to Tourism Commission for approval of the RAS for changes to the 2025 Room Tax Grant
 - C. 2023 Hotel Tax Presentation by Finance Director
5. **ADJOURN**

Supplemental Information:

- The meeting agenda and agenda packet are available online at www.NewBerlinWI.gov
- The minutes are published online and are approved at the next regularly scheduled meeting.
- Action may be taken on any of the agenda items and the agenda may be discussed in any order.
- You may email comments to the City Clerk at CitizenComments@NewBerlinWI.gov. The comments will be forwarded to the mayor and governing body members. The emailed comments are not read during the meeting.
- The City of New Berlin is committed to hosting inclusive, accessible meetings. We strive to enable all individuals, regardless of their abilities, to engage and participate fully. If you have a qualifying disability under the Americans with Disabilities Act that requires the meeting to be accessible, please contact the Office of the City Clerk at (262) 786-8610 or via email at ClerksOffice@NewBerlinWI.gov at least 48 hours before the scheduled meeting time. We will make every effort to accommodate your needs through appropriate aids and/or services.
- It is also possible that members of and possibly a quorum of other municipal governmental bodies may attend the above-stated meeting to gather information; any governmental body will take no action at the above-stated meeting other than the governmental body specifically referred to in the above meeting notice.



Tourism Commission MEETING MINUTES

April 10, 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

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
24-08 New Berlin Pumas (Battle in Baseball Tournament) - \$2,500 Requested, Amount Approved by Committee \$2,000
24-09 New Berlin 4th of July Commission (4th of July Parade) - \$5,000 Requested, Amount Approved by Committee \$2,000
24-10 New Berlin Magic (Baseball and Softball Tournaments) - \$5,000 Requested, Amount Approved by Committee \$3,500
24-11 New Berlin Historical Society (Father's Day and Beer Garden Open House) - \$650 Requested, Amount Approved by Committee \$150
24-12 New Berlin Historical Society (Ice Cream Social and Beer Garden Open House) - \$650 Requested, Amount Approved by Committee \$150
24-13 New Berlin Recreation (Winterfest) - \$5,000 Requested, Amount Approved by Committee \$2,500
24-14 New Berlin Recreation (Color Clash) - \$1,250 Requested, Amount Approved by Committee \$600
24-15 Education Foundation of New Berlin (WestPAC Community Concert - 5 Card Studs) - \$3,000 Requested, Amount Approved by Committee \$1,400
24-16 Education Foundation of New Berlin (WestPAC Community Concert - Goran & Morgan of the Gufs) - \$4,250 Requested, Amount Approved by Committee \$1,500
- MOTION:** Motion to Approve Amounts as Shown and Approved by Committee Totaling \$13,800.00
- VOTE:** Motion by: Commissioner Rocco
Second by: Commissioner Anderson
Motion Passes 5-0
- K. Update by DCD Staff

5. ADJOURN

- MOTION:** Motion to Adjourn at 3:48PM
- VOTE:** Motion by: Commissioner Szpara
Second by: Commissioner Anderson
Motion Passes 5-0

***Respectfully Submitted,
Joelle Erickson, Community Relations Specialist***



Connecting Visitors to Your Destination

Organize things to do
Support local businesses
Report success to your stakeholders



AGENDA

Let's talk...

- Your destination & 2024 strategy
- Our product
- Ideas
- Partnership



Our Platform

Organize **things to do** in your destination into free and paid experiences



Not an app!



Integrates directly on your site



Capture first party data

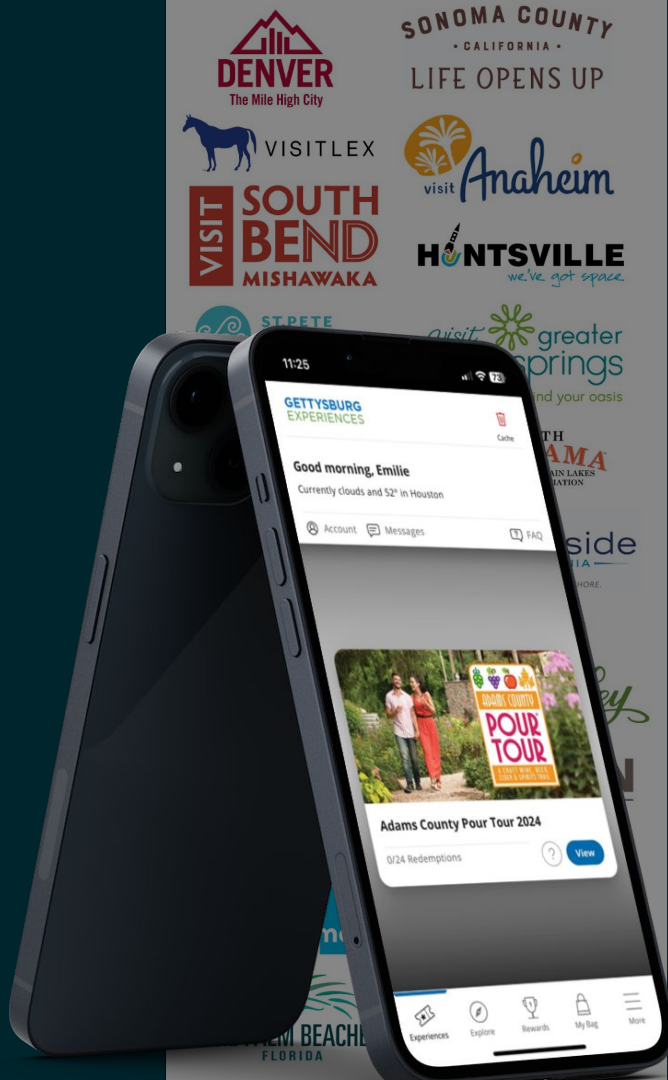


Leverage our merchant & customer support



Generate revenue





About Bandwango

425+

Communities

1,000+

Passports launched

30,000+

Local businesses

3,000,000+

Redemptions/check-ins

300,000+

Email marketing opt-ins

Signing Up

A clear sign-up process **converts website visitors to** passholders



Promote your pass on social channels



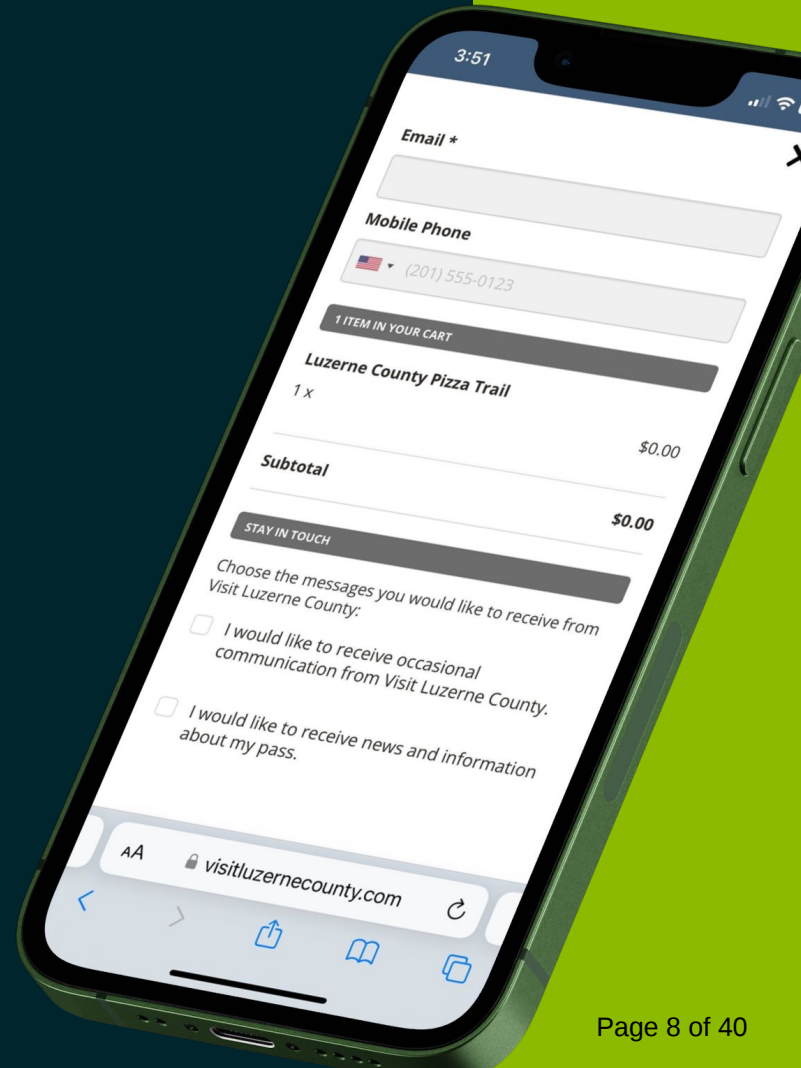
Leverage QR codes to drive traffic!



No password or e-mail verification required

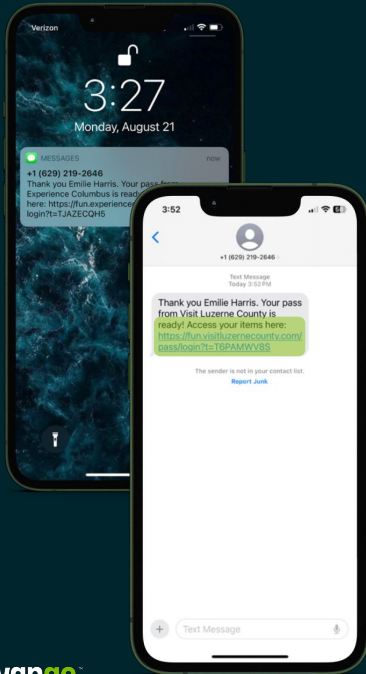


Add custom fields important to your organization

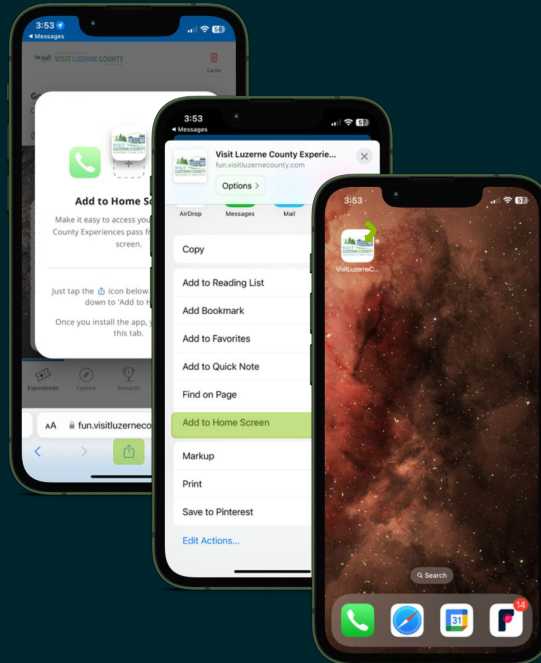


How it Works - Access Your Pass

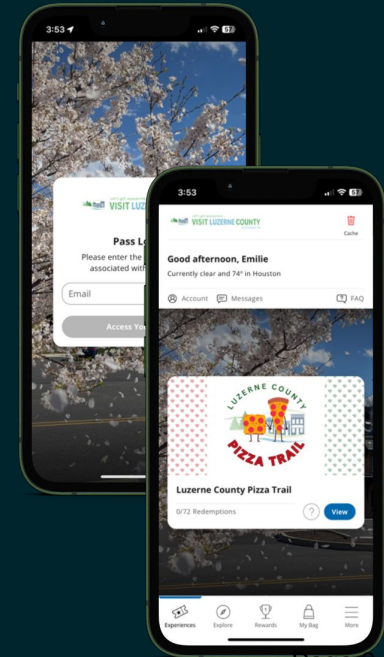
Step 1: Text



Step 2: Add to Home Screen

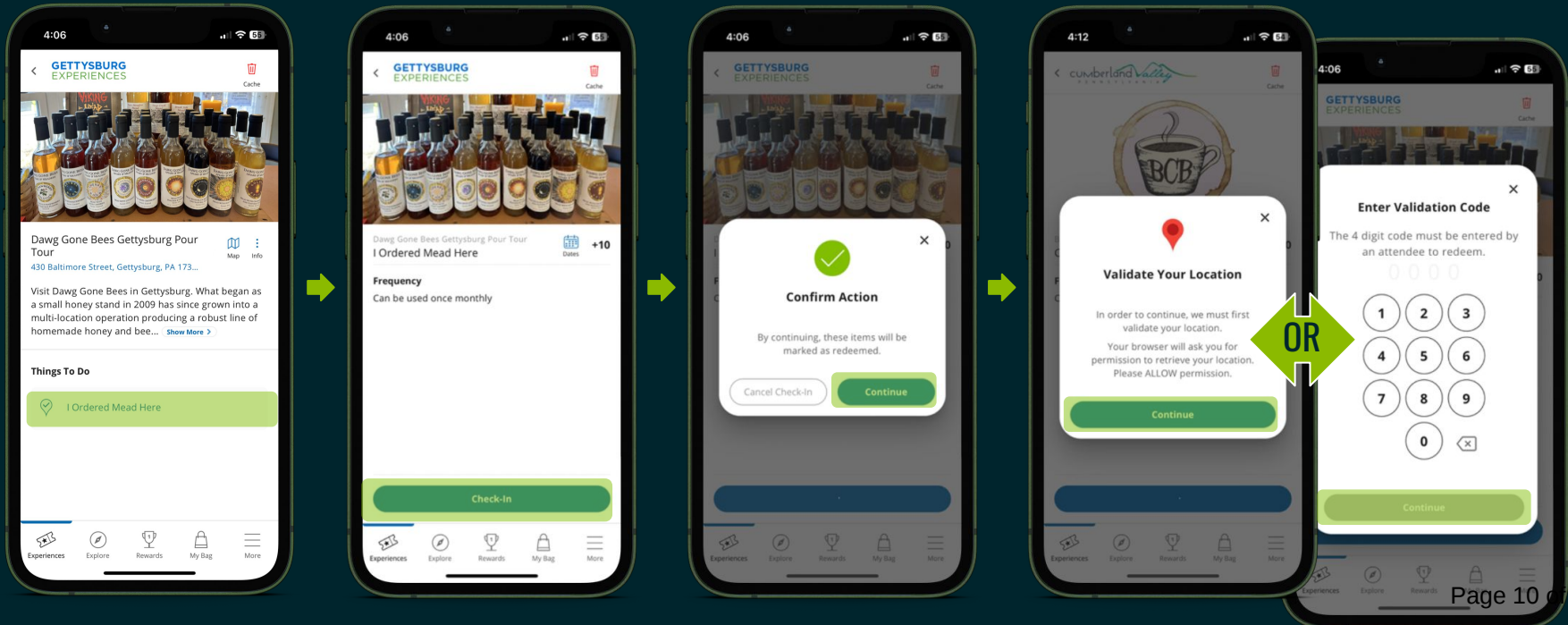


Step 3: Access Your Pass



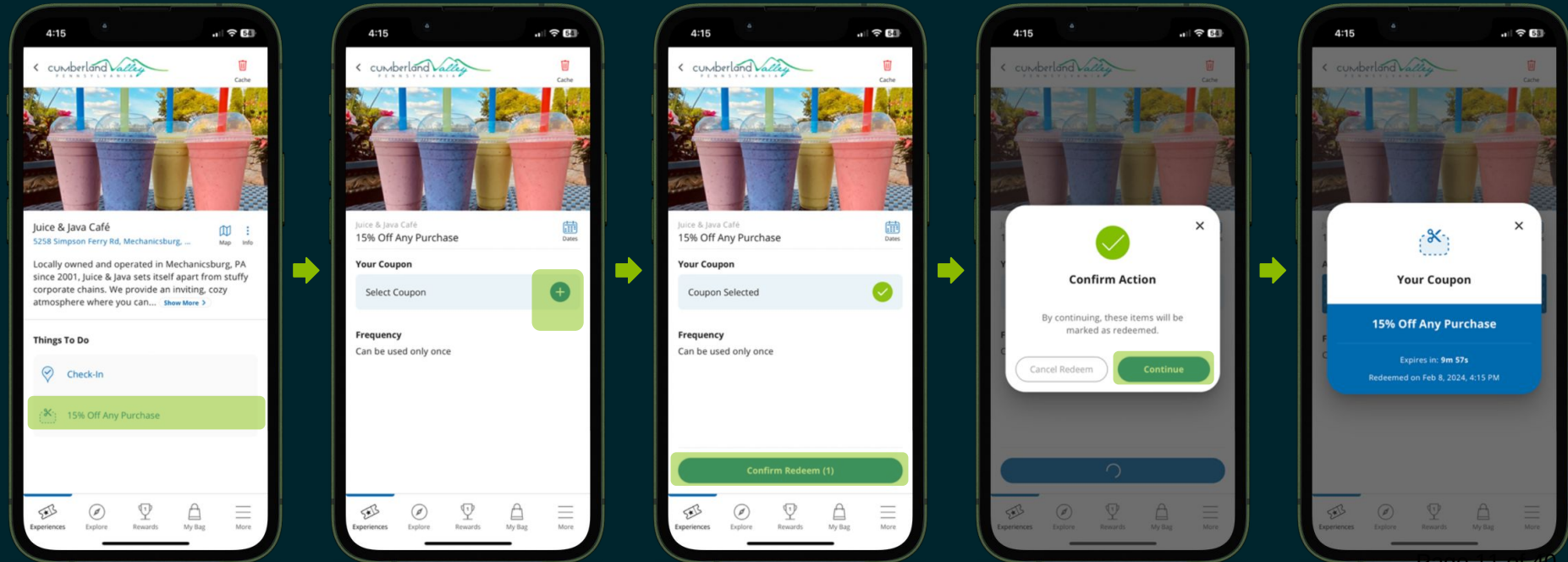
How it Works - Check-In

Step 4: Select the location you're visiting - then complete the check-in by either validating your location via GPS OR typing in the PIN# associated with the location.



How it Works - Redeem Discounts

Step 5: Select the location you're visiting - then show the coupon on your screen to your server or cashier, so they can apply the discount to your purchase.



Leisure Visitor **Pass Options**



SAVINGS PASSPORTS

Digital Coupon Books



CHECK-IN CHALLENGES

Seasonal Check-Ins
Points of Interest
Themed Challenges



PAID PASSPORTS

Attractions Passports
Tasting Passes



RESTAURANT MONTHS

Restaurant Weeks
Restaurant Months

Internal DMO Pass Options



Event & Festival Ticketing

Think of us as an **alternative to traditional ticketing**

Each contract includes at least 4 tickets

Fast ticket scanning & proven ease for volunteers

Be the ticketing event sponsor for your partners

Communicate event information via in-feed messages



Rich Data

You own 100% of your data.

Our client success team helps set the strategy, integrate it into your website, and drive more conversions.

Capture first-party data.

Names, email addresses, phone numbers, zip codes.

Grow your email marketing lists

Opt-ins enable you to continue the conversation.

Understand where your customers are going

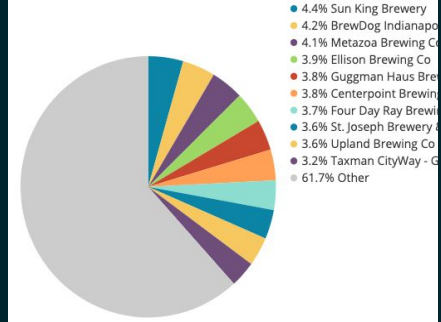
We track redemptions and check-ins on a local level, tell you who, when, and where.

Total Check-Ins at Venue

ID	Venue
10591	Sun King Brewery
10709	BrewDog Indianapolis
10616	Metazoa Brewing Co.
11647	Ellison Brewing Co
10633	Guggman Haus Brewing Co.
10724	Centerpoint Brewing Company
10710	Four Day Ray Brewing
10615	St. Joseph Brewery & Public House
10638	Upland Brewing Co
Total --- ---	

View all 50 rows and 3 columns

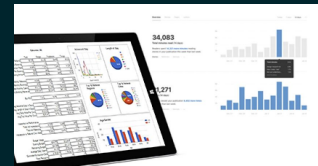
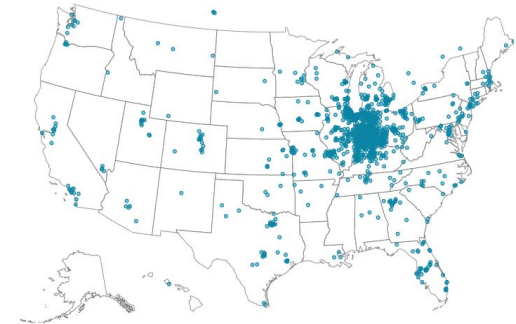
Check-Ins at Venues



PURCHASED

2021-03-18 10:37 am
2021-03-17 10:27 pm
2021-03-17 09:01 pm
2021-03-17 08:22 pm
2021-03-17 06:25 pm
2021-03-17 05:00 pm
2021-03-17 04:54 pm
2021-03-17 04:24 pm
2021-03-17 03:25 pm
2021-03-16 04:03 pm
2021-03-16 07:08 am
2021-03-15 07:43 pm
2021-03-14 06:36 pm
2021-03-14 06:35 pm
2021-03-14 06:29 pm
2021-03-14 12:08 pm
2021-03-13 10:19 pm

Demographic Bubble Map Between 2019-09-01 and 2021-03-18



Your Back Office

We build it.

Our client services team helps put your strategies into reality by building and configuring your product.

We set you up for success.

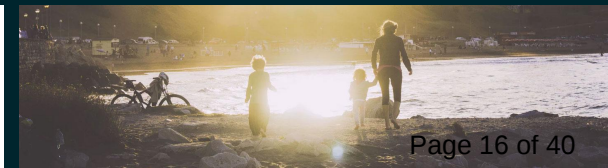
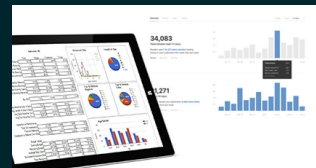
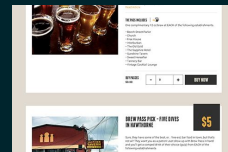
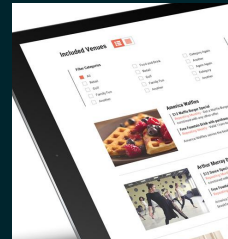
Our client success team helps set the strategy, integrate it into your website, and drive more conversions.

We herd the cats.

Our local business team takes care of all the onboarding and maintenance of the businesses participating in your programs. This includes outreach, accounting, onboarding, training and support.

We support it all.

Monday - Sunday; 7 AM - 8 PM MDT customer support.



Additional Capabilities

DXE Connect *(included in subscription, 25% commission)*

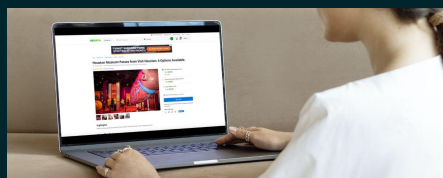
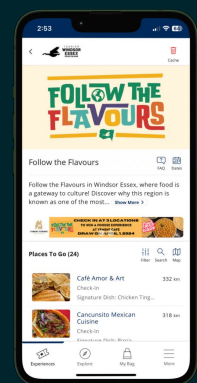
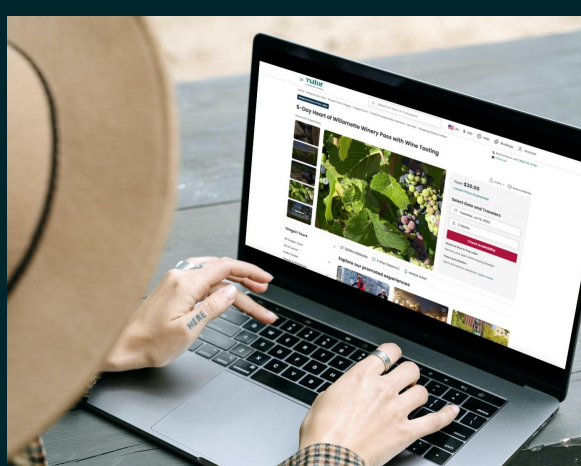
DXE Connect takes your experiences into mass market distribution. [Groupon](#), [Viator/TripAdvisor](#), [GetYourGuide](#), Klook, Musement, Tiqets, HotelBeds, Entertainment Benefits Group, and more.

Prizes & Merchandise *(included in subscription)*

Bandwango manages the manufacture, packaging, and shipment of prizes & incentives for your community members as they win prizes through your gamified trails and check-in challenges!

In pass advertising *(included in subscription)*

Place ads within your digital passport spotlighting partners. Track the success of these ads in our real-time reporting dashboard, which includes impressions and clicks for ads.



ABOUT BANDWANGO'S MANAGED SERVICES

Our goal is to be your operational partner so that you can focus on the marketing and advertising side of driving conversion. Our managed services plan allows Bandwango's team to manage all operational aspects of your campaigns - pass setup, merchant onboarding, customer service, and accounting.

Pass setup

Local business outreach

+ onboarding

Dedicated client success

Managed accounting

Customer service

DXE Single

\$9,500

*Payments can be made monthly, quarterly or
paid in full at contract signature*

- 10% Commission on all transactions
(includes credit card fees)
- DXE Connect distribution on third party
channels results in a 25% all-inclusive
commission on all transactions

1 included pass build

Includes 4 event tickets per year

**All passes are built one at a time*

DXE Destination

\$14,500

*Payments can be made monthly, quarterly or
paid in full at contract signature*

- 10% Commission on all transactions
(includes credit card fees)
- DXE Connect distribution on third party
channels results in a 25% all-inclusive
commission on all transactions

4 included pass builds

Includes 8 event tickets per year

**All passes are built one at a time*

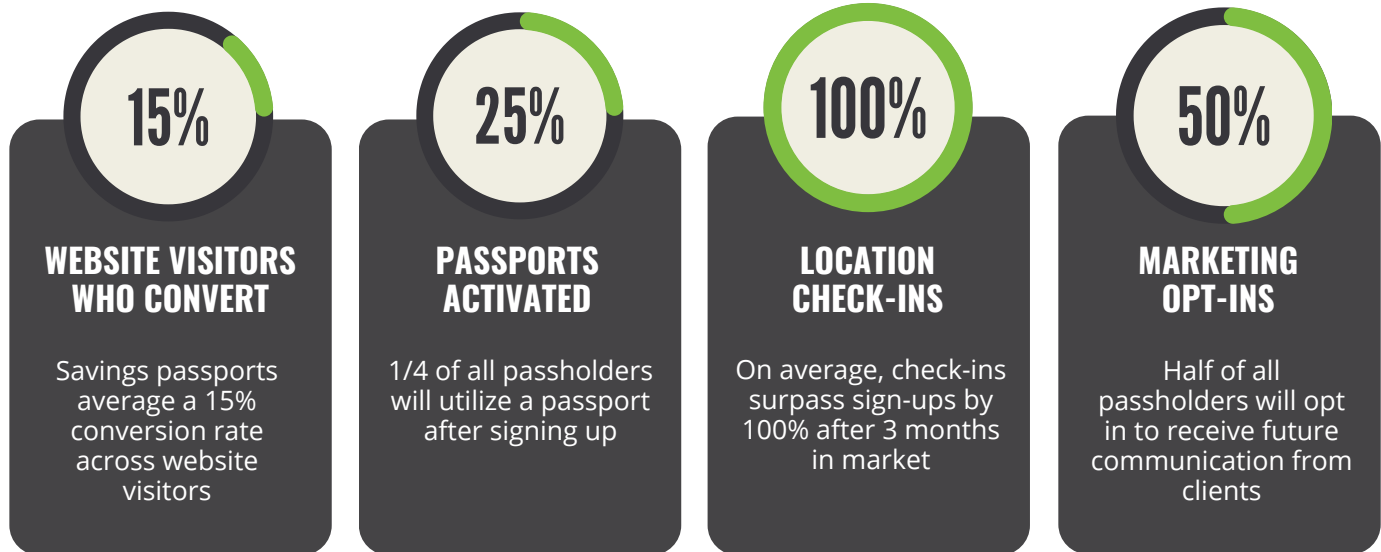


Thank You!

Please contact sales@bandwango.com
for more information!



RETURN ON INVESTMENT



PIGEON FORGE TENNESSEE

SAVINGS PASS CASE STUDY

After years of creating a printed coupon book, the Pigeon Forge Department of Tourism was looking for a way to digitize its offerings. Pigeon Forge created this pass to be sure that value is added to their tourists' vacations. Digital passports allow their visitors to access the pass prior to their vacation to plan their itinerary as well as while they are in Pigeon Forge. This is the second year of the Pigeon Forge's digital savings passport.

"This savings message was used as a way to entice trip conversion for those strongly considering Pigeon Forge as its vacation destination." - Ben Hale, Senior Account Director



24,000
PASSPORT
SIGN-UPS



130,000
WEBSITE
VISITS

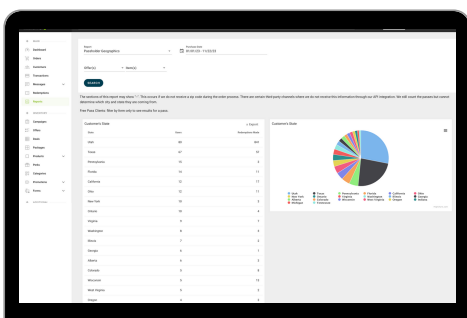


17,000
E-MAIL
OPT-INS



7,000
COUPON
REDEMPTIONS

*Metrics are Jan 2022 - May 2023



BANDWANGO REPORTING

Bandwango's real time reporting platform allows clients to track their most important metrics. Clients own 100% of their data and can access it whenever they need. Reports include:

- Pass sign-ups
- Pass check-ins
- Coupon redemptions
- Customer marketing opt-ins
- Pass performance
- Prize shipments



Overview of Bandwango

Commitment to Tourism

Bandwango is a travel technology company headquartered in Murray, UT with employees spanning 22 states. Our solution, the Destination Experience Engine (DXE), is currently licensed by 350+ customers, the majority of which are tourism bureaus. DXE enables you to assemble attractions, tours, and activities (free or paid) into marketplaces, trails, and passports to drive more customers into your local businesses. Launched in 2015, Bandwango has developed a solution for the travel + tourism industry that enables tourism bureaus to better quantify economic impact, create new revenue streams, capture more first-party data, and further develop the relationship with local business members.

How We're Different

Bandwango's technology enables the curation of free and paid experiences to help destinations work more closely with local businesses and create a user experience that is unique to the flavor of each city. The platform's lightweight web application guarantees no apps to download or develop, making it easy for the consumer to access and use. Bandwango's technology captures significant first party data, including billing zip code, e-mail address and cell phone number when a user purchases a pass online. This data capture also allows for the accurate tracking of economic impact, since each passport is associated with a specific individual and can show which products have been redeemed in a passport.

Employees

To date, Bandwango has a full time staff of 80 employees. These employees come with their own impressive backgrounds at groundbreaking destination marketing organizations and industry leaders like Destinations International, Visit Sonoma County, Visit Houston, Visit Baltimore, Simpleview, Economic Development Winnipeg and more.

Clients

Bandwango's 350+ clients include notable state and metro organizations like: Travel Iowa, Visit Indiana, Wyoming Office of Tourism, Visit Houston, Greater Miami CVB, Destination Toronto, Destination Niagara, Visit Denver, Visit Kansas City Kansas and Woodinville Wine Association.

Most notably, Bandwango's lasting partnerships with Visit Houston (client since 2018), Visit Salt Lake City (client since 2015) and Pikes Peak Region Attractions Association (client since 2017) are proof of our commitment to excellent service and the long-term strategic partnerships that accomplish visionary goals like diverse revenue streams, improved member/merchant relations and destination product development.

- Visit Houston: More than \$400,000 in sales generated
- Visit Salt Lake: More than \$1.5 million paid out to attractions and breweries
- Pikes Peak Attractions Association: More than \$800,000 paid out to attractions
- Woodinville Wine Country Association: More than 50,000 wine tastings redeemed

Economic Impact

To date, Bandwango has built more than 900 passports, has more than 35,000 merchants in network, and has tracked 1,880,000 total redemptions and check-ins. These passports have directly and indirectly brought value to local merchants in the form of direct payments and visitors who redeem savings and discounts included in experiences.

The economic impact data our clients report on is tied directly to pass sales and redemptions that are tracked through a robust real-time reporting dashboard. Bandwango has the ability to manage all accounting services, which also means that payout numbers are tracked reliably through our system in order to deliver real results and dollars directly into the pockets of merchants.

Website Support

Mobile-friendly

Bandwango is a tech solution for the mobile world of today. All Bandwango passes are built as mobile web applications and not traditional apps to allow for mobile users to easily access and use their passes at the click of a button. With Add To Home Screen functionality, Bandwango mobile passports look and feel like an app without burdening mobile users with the need to download an app.

Full integration

Bandwango offers an integration solution for DMOs hoping to make their website a fully functional e-commerce engine. Using Bandwango's CMS-agnostic code snippet, clients have the opportunity to offer consumers the ability to purchase tickets, tours, or curated passports through listings, itineraries, blogs or other existing website content.

Reporting

Bandwango Dashboard

Bandwango's dashboard is a real-time reporting platform that allows staff members, merchants and other critical partners to access data when they need it, without having to wait for monthly or quarterly reports. Clients can grant their colleagues, merchant partners and stakeholders access to a variety of reports including:

- Direct Sales
- Fees
- Gifting
- Merchant Payments
- Overall Profit & Loss
- Marketing Opt-In Report
- Product Redemptions
- Third Party Distribution Sales
- Third Party Distribution Pass Performance
- Third Party Distribution Profit & Loss
- Barcode Inventory (may not be applicable)
- Promotions
- Shares & Transfers
- Affiliate Links
- Custom Field Report

Google Analytics

Bandwango establishes custom tags, triggers and variables for tracking in Google Tag Manager so that clients can see trends and evaluate landing page success in their Google Analytics.



Bandwango Sole Source

As of March 25, 2024, Bandwango is the sole source of providing both a technology platform and operational services that result in the curation and delivery of multi point of interest, paid and free experiences in the form of mobile passports, gamified trails and marketplaces. Free and paid experiences are curated in partnership with Bandwango's clients and delivered to the customers that those clients serve.

More specifically, Bandwango is the sole source of providing:

1. Destination Experience Engine - end-to-end experience curation platform that allows for the creation, management, and fulfillment of experiences to be developed into mobile passports, trails and marketplaces that may be delivered instantly via SMS and email to customers in an exclusive lightweight web application framework that can be utilized instantly with no apps to download.
2. Experience Management Operational Partnership - Managing end-to-end logistics for every experience and participating business. Operational partnership services include but are not limited to:
 - Merchant Outreach/Onboarding: Bandwango onboards merchants to the platform through our proprietary onboarding software + process. This includes the development of telephone call and email scripts (working with you) to engage with merchants/attractions, custom digital sign-up forms, "tools and tips" redemption instruction sheets, and one-on-one training sessions with individual merchants as needed. All partnership agreements include unlimited merchant onboarding for the duration of the agreement term.
 - Passport Setup and Configuration: Bandwango's services team handles 100% of the buildout of the experiences within Bandwango including providing support to integrate Bandwango content directly onto your website. As part of the process, Bandwango will establish analytics reports as well as a custom subdomain that your mobile passports will live on.
 - Ultimately, Bandwango will deliver to you a system and program(s) ready to launch.
 - Data Analytics Setup: We will set up a custom reporting dashboard for you based on the type of data you would like to visualize and the insights you are looking to gain from our system.

This document is strictly private, confidential and personal to its recipients and should not be copied, distributed or reproduced in whole or in part, nor passed to any third party.



- Customer Service: Bandwango delivers 100% customer service to you, your staff, merchants, and consumers. Support is provided through multiple channels including telephone, email, text, and live chat.
- Managed Accounting (if applicable): Bandwango manages all commerce through the platform. This includes online payments, aggregation of funds, payment remittance or disbursement to participating merchants, monthly merchant reporting, and monthly profit distribution to you.

There is no other like product available for purchase that would serve the same purpose or function as the Bandwango DXE. The product is positioned uniquely to serve the “Things to Do”, multi-point-of-interest, category and is a singular organization with such capabilities to service the industry’s needs.

Thank you very much for your interest in Bandwango. If you have any questions related to our technology, please contact me directly at mo@bandwango.com or 973-941-7727.

Thank you,
Monir Parikh
CEO
Bandwango, Inc.

REQUESTED ACTION STATEMENT

MEMO TO: Alderman Dennis Horbinski
Tourism Commission

MEMO FROM: Kelly Wall, Principal Planner

DATE: June 5, 2024

ISSUE: Discussion and recommendation to the Tourism Commission approval of the request and edits as shown, for the 2025 Room Tax Grant cycle.

REQUESTED: Discussion and recommendation to the Tourism Commission approval of the request and edits as shown, for the 2025 Room Tax Grant cycle.

RATIONALE: Upon reviewing applications for the 2024 Room Tax Grant cycle, the Commission discussed moving the grant application period to the fall, to follow what was previously done with past grants. The new timeline proposed would be opening the application period the first Wednesday in September, and concluding October 18th at noon (see attached calendar). The Tourism Commission would then review the applications in November with the intent of granting awards prior to the end of the year, for the coming year.

Additionally, I am proposing an additional field on the application for the event date, which was accidentally omitted previously.

2025 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, 2025.
- Purchases occurring during 2025 for January/February 2026 events are also eligible.
- The grant expires December 31, 2025. 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 October 18, 2024.**

** Indicates required question*

1. Email *

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

Check all that apply.

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

Applicant Information / Description of Organization

3. Name (First & Last) *

4. Address / City / State / Zip *

5. Email *

6. Phone Number *

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

Project Information

8. Project/Event Title* *

9. Event Date *

10. Total Project / Event Budget *

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

12. Project / Event Location *

13. Projected Number of Attendees *

14. Detailed Project / Event Description *

15. 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). *

16. 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. *

17. Expected Outcomes *

18. Staffing Requirements *

19. Timeline for Implementation *

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

21. Is the proposed project/event: *

Mark only one oval.

☐ New Project / Event

☐ Existing Project/Event

Financial Information

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

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

Supporting Materials

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

Application Submittal

I understand the restrictions placed on the expenditure of room tax funds governed by the Tourism Commission and certify that the requested funds will be used for the purposes described in this application or approved by the Commission. I understand that the use of funds is subject to review and a post project/event report is required. Grant recipients will be considered ineligible for future grants until post project/event reporting is filed. This application will serve as a grant agreement and award as noted below.

24. Please enter name and title. *

25. Sign below: *

26. Date: *

Example: January 7, 2019

27. Phone Number: *

28. Email: *

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Google Forms

September 2024

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4-Applications OPEN Grant Letters Sent & Link Posted on Website	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

October 2024

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18-Applications DUE Grant Applications Due by Noon	19
20	21	22	23	24	25	26
27	28-Post Agenda Meeting Agenda & Applications Posted for Review	29	30	31		

November 2024

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6—TC Mtg Tourism Commission Meeting - Review Grants	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

2023 Room Tax Report

Municipality

Co-muni code 67261	Municipality CITY OF NEW BERLIN	County WAUKESHA	Due date May 1, 2024	Report type ORIGINAL
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Section A: Room Tax Collection

1. Room tax collected in 2023	\$358,269
2. Room tax rate imposed as of December 31, 2023	8.00 %
3. Did your municipality change your room tax rate during 2023?	No
4. If yes above, provide your municipality's prior room tax rate	%

Section B: Room Tax Revenue Distributions

1. During 2023, did your municipality forward room tax revenues to a tourism entity or commission for tourism development?	Yes
2. List each tourism entity and commission that received room tax revenues from your municipality	
Tourism Entity or Commission	Revenues Distributed to Entity or Commission
1. New Berlin Tourism Commission	\$124,162

Section C: Tourism Entity/Commission Members

For each tourism entity and commission reported in Section B, you must provide member information including any related business entities.

- For a tourism commission - list each member
- For a tourism entity - list each member of its governing body
- Related business entity - includes a business the member owns, operates or is employed by. Select "None" to indicate the member has no related business entity.

1. New Berlin Tourism Commission

First Name	Last Name	Related Business Entity
Dennis	Horbinski	None
Gary	Szpara	None
Tom	O Loughlin	Holiday Inn - New Berlin
Matthew	Anderson	None
John	Rocco	None

2023 Room Tax Report

Section D: Tourism Promotion/Development Expenditures

1. Of the room tax revenue forwarded for tourism promotion and tourism development, report all expenditures of \$1,000 or more made by a tourism commission and tourism entity.

To report your expenditures, you must:

- Attach an expenditure report as a PDF, and/or
- Enter each expenditure below

Note: These expenditures are provided to your municipality by a tourism entity and tourism commission.

Date	Recipient Name	Amount	Description (optional)

Attachments:

- 2023 Tourism Commission Expenses.pdf

Section E: 1994 Documentation

1. Did your municipality collect room tax on May 13, 1994?	Yes
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2. You must attach (PDF files), unless provided in a prior year:

Room tax ordinance in effect on May 13, 1994

Municipality's financial statement closest to May 13, 1994 showing the percentage of room tax revenues retained by the municipality for purposes other than tourism promotion and development

2023 Room Tax Report

Contact Information

Contact name Ralph Chipman	Contact title Treasurer	Contact phone (262) 754-1701	Contact email rchipman@newberlin.org
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Comments