



Tourism Commission MEETING AGENDA

August 7, 2024 - 3:00 PM
A/B Conference Room
3805 S. Casper Drive

Published 8/2/2024

AGENDA

1. **CALL TO ORDER**
2. **ROLL CALL; DECLARATION OF QUORUM; PUBLIC NOTICE**
3. **APPROVAL OF MINUTES**
 - A. June 5, 2024 Meeting Minutes
4. **NEW BUSINESS**
 - A. Election of Chairperson for Tourism Commission
 - B. Election of Vice Chairperson for Tourism Commission
 - C. Election of Treasurer for Tourism Commission
 - D. RAS - Discussion and recommendation to the Tourism Commission to approve the 2025 Tourism Budget.
 - E. RAS - Discussion and recommendation to the Tourism Commission approval of a one-year contract with Bandwango, subject to review and approval by the City Attorney.
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

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

Please note: Minutes are unofficial until approved at the next scheduled meeting.

MINUTES

1. CALL TO ORDER

Alderman Horbinski called the meeting to order at 3:07PM

2. ROLL CALL; DECLARATION OF QUORUM; PUBLIC NOTICE

Joelle Erickson took the roll call as follows:

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

Absent: Commissioner Anderson

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

3. APPROVAL OF MINUTES

A. April 10, 2024 Meeting Minutes

MOTION: Motion to Approve Minutes

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

*Commissioner O'Loughlin arrived to the meeting at 3:11PM so he wasn't present when the Minutes from 4/10/2024 Tourism Commission Meeting were voted on.

4. NEW BUSINESS

A. Bandwango Software Presentation

Bandwango Representative, Elyssa Hammond, provided a presentation about Bandwango via Zoom.

B. Discussion and possible action to Tourism Commission for approval of the RAS for changes to the 2025 Room Tax Grant

MOTION: Motion to Approve Item as Presented

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

C. 2023 Hotel Tax Presentation by Finance Director

5. ADJOURN

MOTION: Motion to Adjourn at 4:00PM

VOTE: Motion by: Commissioner Szpara

Second by: Commissioner Rocco
Motion Passes 4-0

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



REQUESTED ACTION STATEMENT

MEMO TO: Tourism Commission

CC: Alderman Dennis Horbinski, Chairman (via email)
Nikki Jones, Deputy Director of Community Development

MEMO FROM: Kelly Wall, Principal Planner

DATE: August 2, 2024

REQUESTED: Recommend to the Tourism Commission, approval of the 2025 budget, as presented.

The proposed 2025 budget is nearly identical to the 2024 budget with the exception of a \$5,000 change. The proposed change would re-allocate \$5,000 from Marketing and Events to Special Projects (for the Room Tax Grant Program). Seeing an increase in applications in 2024, staff proposes adding additional funds to the Grant Program, for the upcoming 2025 Grant Cycle.

RATIONALE: Salary: \$13,762 & Benefits: \$2,131

The total amount allocated to salary and benefits is identical to the cost share ratio approved for 2024 – with Enjoy New Berlin contributing 20% of the overall salary and the Department of Community Development contributing the remaining 80%.

Marketing/Events: \$45,607

Over the past few years, Enjoy New Berlin has participated in a number of events – with the total number of events continuing to grow. Some annual events include Discover New Berlin (New Berlin Chamber of Commerce), Safety Saturday (New Berlin Police Department), Brews and Boos (New Berlin Recreation), Fall Oktoberfest and Root Beer Garden (New Berlin Public Library), and Winterfest (New Berlin Recreation).

For these events, we have purchased marketing items like t-shirts, tote bags, koozies, hot/cold packs, etc. With our focus being to promote local businesses and events that in return generate overnight hotel stays; it is important that we continue to spread the word about who we are, what we do, and why we do it.

Moving forward with our focus in mind, we would like to add events to our marketing budget so that we have the funds to sponsor events, participate in sponsorship opportunities, and/or host events ourselves.

Supplies: \$5,000

Funds will be used for handouts, grant mailings, displays, etc.

Conference/Seminar/Training: \$5,000

Staff traditionally attends two Wisconsin Tourism Conferences – WIGCOT (Wisconsin Governors Conference on Tourism) in the spring and the Destination Wisconsin Conference in the fall.

Special Projects: \$40,000

\$40,000 has been allocated for the 2025 Room Tax Grant Program. This will allow for either more small grants or a few larger grants to be awarded, at the Tourism Commission's discretion.

Internet Expense: \$8,500

Paid annually to the City for occurred expenses.

TOURISM COMMISSION FUND

			ACTUAL	ACTUAL	2024	6 MOS.	ESTIMATED	
			2022	2023	BUDGET	2024	TOTAL	2025
							2024	Proposed
REVENUES								
22210000	40150	Room Tax	138,817	122,921	120,000	7,819	120,000	120,000
22210000	41010	Grants - State	24,825	-	-	-	-	-
Total Revenues			<u>163,642</u>	<u>122,921</u>	<u>120,000</u>	<u>7,819</u>	<u>120,000</u>	<u>120,000</u>
EXPENDITURES								
22210000	50020	Salary	17,814	6,935	13,228	6,580	13,228	13,762
22210000	51020	Benefits	1,345	1,800	1,700	1,945	1,700	2,131
22210000	54060	Marketing/Events		6,090	51,572	1,185	51,572	45,607
22210000	54110	Supplies	1,384	1,051	5,000	170	5,000	5,000
22210000		Grant Expense	22,531	-	-	-	-	-
22210000	54300	Conference/seminar/training	-	2,096	5,000	783	5,000	5,000
22210000	54390	Special Projects	2,435	9,500	35,000	7,399	35,000	40,000
22210000	54520	Internet Expense	-	432	8,500	120	8,500	8,500
Total Expenditures			<u>45,509</u>	<u>27,904</u>	<u>120,000</u>	<u>18,182</u>	<u>120,000</u>	<u>120,000</u>
Net Change in Fund Balance			118,133	95,017	-	(10,363)	-	-
Fund Balance - Beginning			<u>46,389</u>	<u>164,522</u>			<u>259,539</u>	<u>259,539</u>
Fund Balance - Ending			<u>\$ 164,522</u>	<u>\$ 259,539</u>			<u>\$ 259,539</u>	<u>\$ 259,539</u>



REQUESTED ACTION STATEMENT

MEMO TO: Tourism Commission

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

MEMO FROM: Kelly Wall, Principal Planner

DATE: August 2, 2024

REQUESTED: Discussion and recommendation to the Tourism Commission approval of a one-year contract with Bandwango, subject to review and approval by the City Attorney.

FISCAL IMPACT: Fee structure is outlined, in Exhibit A attached.

RATIONALE: Bandwango provides a software based solution, allowing Enjoy New Berlin to develop a discount pass for overnight guests at New Berlin hotels.

The agreement would be for a one-year contract, for the Pro Plan, with the option to change plans at the end of the contract period. The Pro Plan offers support from the Bandwango team to on-board local businesses, which would off-set staff time to get the program up and running.

The software will provide data helpful to both Enjoy New Berlin and the local businesses utilizing it while providing a service to improve the stay of local visitors/overnight hotel guests.

Staff has reached out to a number of other Destination Marketing Organizations both locally and nationally, regarding their experience with Bandwango. All of which shared overall positive experiences with the software.

Bandwango Experience Plans



\$1000 one-time new company setup fee

	ESSENTIAL \$499 / mo Billed Annually	PRO \$899 / mo Billed Annually	ELITE \$1299 / mo Billed Annually	ENTERPRISE Custom Quote
Unlimited passes	✓	✓	✓	Enterprise Offerings
Latest features: Quizzes, QR Codes, etc.	✓	✓	✓	• Marketplace
Check Ins Challenges	✓	✓	✓	• Multi-locations
Prize Manufacture + Fulfillment*	✓	✓	✓	• Regional Programs
Passholder Messaging*	✓	✓	✓	• State & National Programs
Passholder Support	✓	✓	✓	• Design Services
1:1 Account Manager	✓	✓	✓	
Offers / Discounts / Coupons	Self Managed	✓	✓	
Paid Passes*		1 included	✓	
Merchant Support & Outreach		✓	✓	
Managed Accounting & Merchant Payments		✓	✓	
Google Things to Do Access			✓	
Bandwango Connect (3rd party network)*			✓	
Events / Festival Ticketing	Standard Ticketing	Standard Ticketing	Advanced Ticketing	Looking for something else? Let us know!

*All plans have a 10% paid pass / prize commission / event ticketing inclusive of all fees; Optional 3rd party network distribution at 25% paid pass commissions; Additional cost per pass-holder text message. Advanced ticketing can include hotspots, scanners, etc. Bandwango will help facilitate Google Things to Do if client meets requirements.

bandwango.com