



Tourism Commission Meeting Agenda

November 13, 2024 - 3:00 PM
Council Chambers
3805 S. Casper Drive

Published 10/30/2024

AGENDA

- 1. CALL TO ORDER**
- 2. ROLL CALL; DECLARATION OF QUORUM; PUBLIC NOTICE**
- 3. APPROVAL OF MINUTES**
 - A. October 2, 2024 Meeting Minutes
- 4. NEW BUSINESS**
 - A. Discussion on Grant Application
25-01 Education Foundation of New Berlin (Toast to Education: Beer & Wine Tasting Fundraiser) - \$5,000 Requested
 - B. Discussion on Grant Application
25-02 New Berlin Heat Fastpitch (New Berlin Summer Heat Fastpitch Tournament) - \$5,000 Requested
 - C. Discussion on Grant Application
25-03 New Berlin 4th of July Commission (57th Annual City of New Berlin 4th of July Family Festival) - \$5,000 Requested
 - D. Discussion on Grant Application
25-04 New Berlin Junior Woman's Club (Fall Harvest Craft Fair) - \$1,300 Requested
 - E. Discussion on Grant Application
25-05 New Berlin Veterans Memorial Society (New Berlin Veterans Memorial Fundraiser) - \$1,500 Requested
 - F. Discussion on Grant Application
25-06 Education Foundation of New Berlin (No Can Do - A Tribute to the Music of Daryl Hall & John Oates) - \$4,944 Requested
 - G. Discussion on Grant Application
25-07 Education Foundation of New Berlin (Substitute - Tales from The Who) - \$4,564 Requested
 - H. Discussion on Grant Application
25-08 Education Foundation of New Berlin (Miles Nielsen and the Rusted Hearts) - \$5,000 Requested
 - I. Discussion on Grant Application
25-09 New Berlin Public Library (28th Annual Manhattan Short Film Festival) - \$320 Requested
 - J. Discussion on Grant Application
25-10 New Berlin Recreation (2025 New Berlin Recreation Winterfest) - \$2,500 Requested
 - K. Discussion on Grant Application
25-11 New Berlin Recreation (2026 New Berlin Recreation Winterfest) - \$5,000 Requested
 - L. Discussion on Grant Application
25-12 New Berlin Public Library (1st Annual New Berlin Public Library Dewey-Athlon) - \$600 Requested
 - M. Discussion on Grant Application
25-13 Prospect Hill Restoration Foundation (32nd Annual Historic Day) - \$2,000 Requested

- N.** Discussion on Grant Application
25-14 New Berlin Historical Society (Father's Day and Beer Garden Open House) - \$1,385 Requested
- O.** Discussion on Grant Application
25-15 New Berlin Historical Society (Ice Cream Social and Beer Garden Open House) - \$725 Requested
- P.** Discussion on Grant Application
25-16 New Berlin Historical Society (Applefest and Beer Garden Open House) - \$1,858 Requested
- Q.** Discussion on Grant Application
25-17 Miss Wisconsin Scholarship Organization (2025 Miss Wisconsin & Miss Wisconsin Teen Competitions) - \$5,000 Requested
- R.** Discussion on All Grant Requests and Possible Action on Final Grant Awards

5. ADJOURN

Additional Information

- The agenda packet with supplemental information related to the agenda items is available online at www.NewBerlinWi.gov. Once finalized by the governing body, approved meeting minutes are also posted online.
- The governing body may consider agenda items out of order
- Members, and potentially a quorum of other governmental bodies of the municipality, may be present at the meeting to gather information. No action will be taken by any governmental body other than the one referenced in this notice.
- With reasonable notice, accommodations will be provided under the Americans with Disabilities Act to meet the needs of individuals with disabilities through appropriate aids and services. For more information or to request assistance, please contact the Office of the City Clerk at (262) 786-8610.



Tourism Commission MEETING MINUTES

October 2, 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

Alderrman Horbinski called the meeting to order at 3:02PM.

2. ROLL CALL; DECLARATION OF QUORUM; PUBLIC NOTICE

Community Relations Specialist Joelle Erickson took the roll call as follows:

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

Staff Present: City Attorney Tom Schmitzer, Principal Planner Kelly Wall, Deputy Director of Community Development Nikki Jones, Community Specialist Joelle Erickson

3. APPROVAL OF MINUTES

A. August 7, 2024 Meeting Minutes

MOTION: Motion to Approve Minutes

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

4. NEW BUSINESS

A. RAS - Discussion and recommendation to the Tourism Commission approval of a one-year contract with Bandwango, subject to edits and revisions as proposed by the City Attorney.

MOTION: Motion to Approve Item as Presented

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

B. Update by DCD Staff

Next Tourism Commission Meeting will be Held on Wednesday, November 13, 2024.

5. ADJOURN

MOTION: Motion to Adjourn at 3:09PM

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

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



October 25, 2024

Ms. Cordero –

You are receiving this letter (via email) in response to your application for a 2025 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:	Toast to Education
Request Amount:	\$5,000
Total Event Budget:	\$22,000
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 November 13th, 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 dark 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

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.**

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) *

Education Foundation of New Berlin

Address / City / State / Zip *

4333 S Sunnyslope Rd / New Berlin / WI / 53151

Email *

julie.cordero@nbexcellence.org

Phone Number *

262-789-6245

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

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

Project Information

Project/Event Title* *

Toast to Education: Beer & Wine Tasting Fundraiser

Event Date *

03/15/2025

Total Project / Event Budget *

22,000

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

5,000

Project / Event Location *

New Berlin Eisenhower / 4333 S Sunnyslope Rd. / New Berlin, WI 53151

Projected Number of Attendees *

550

Detailed Project / Event Description *

Toast to Education: Beer & Wine Tasting Fundraiser

Date: Saturday, March 15, 2025

Time: 7:00 - 10:00 PM

Location: New Berlin Eisenhower Cafeteria & Gymnasium

About the Event: Join us for an evening of community celebration in support of the Education Foundation of New Berlin (EFNB). The event features a beer and wine tasting extravaganza showcasing an expected 20+ breweries and 6 wineries. Guests will enjoy appetizers and dessert provided by Matty's Catering along with activities and entertainment!

Activities & Entertainment: Wine Pull, Silent Auction, Basket Raffle, Carnival Games, 50-50 Raffle. Live Music or local Radio Host to DJ - TBD

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

Important Note: This event is exclusively for individuals aged 21 and above.

Explain How the Project Meets the Goals of the Grant Program/Benefits to the City of New Berlin (Please identify how this project/program will specifically be able to generate paid overnight stays in hotels within New Berlin. Please provide documentation from past projects, if applicable). *

The 2025 Toast to Education Beer & Wine Tasting Fundraiser, hosted by the Education Foundation of New Berlin and Presented by Matty's Bar, Grille & Catering, is an annual event, now in its third year. The Fundraiser supports the EFNBS mission, including enhancing resources beyond what public funding allows for local schools and the students it serves. While accomplishing that, the event generates significant economic activity for New Berlin, including potential for overnight stays in New Berlin's hotels. This event is projected to attract approximately 500-600 attendees, many of whom come from surrounding areas, alumni networks, and business communities in and outside of New Berlin.

Benefits to the City of New Berlin:

1. Event Duration and Evening Timing: Scheduled for March 15, 2025, the event takes place in the evening, running from 7 PM to 10 PM, which often leads to overnight stays for those who want to fully participate without needing to drive home late at night.
2. Out-of-Town Guests: A portion of our event's attendees, especially those from outside the immediate New Berlin area, will require overnight accommodations. Previous attendee data and zip code analysis indicate that guests travel from nearby towns like Waukesha (53188), Milwaukee (53211, 53227), and further distances such as Illinois (60523, 60618), Georgia (30004), and Florida (32789, 29708). These distances make overnight stays a necessity. Advertisements can be placed on the event's website (Toast25.givesmart.com) featuring our local hotels will ensure that attendees are aware of available accommodations in New Berlin. By promoting local hotels on our website well in advance of the event, anticipated by January 1 when ticket sales begin, attendees will have ample time to make travel arrangements.
3. Collaboration with Local Businesses: The EFNBS actively partners with local New Berlin vendors – specifically Matty's Catering (College Ave), Beechwood Sales and Service (Beloit Rd), Eagle Printing & Graphics (Calhoun Rd) are major vendors to the 2024 and 2025 events. It is worth noting, these Vendors are also all sponsors of the event as they too, believe in and support the community nature of the event. These partnerships not only elevate the event but also contribute directly to the city's economy. Many more local businesses including: Princeton Club, New Berlin Hills Golf Course, Marcus Cinemas, Burghardt's Sporting Goods, Drexel Building Supply, and more all join in on the event's success with support of auction items and/or sponsorships, showcasing the array of New Berlin businesses. The event provides attendees with an opportunity to explore more of what New Berlin offers, further encouraging overnight stays. Our collaboration with local hotels, restaurants, and vendors also creates an experience that promotes extended visits, adding to the local tourism and economic impact.
4. Alumni and Business Networks: The Toast to Education event targets current SDNB Parents, along with residents who see benefit in home values increasing from public school success. In 2025, we have budgeted to include new approaches targeting alumni and additional business partners, extending our reach to guests beyond New Berlin. By promoting this event through alumni networks – using Alumni Nations, and the steadily growing network of alumni who reach out while planning reunions, we can encourage overnight stays. Our marketing efforts through Alumni Nations will emphasize the convenience and benefit of staying in local hotels to support the city's economy.

While the Toast to Education event has traditionally focused on local engagement, recent expansions in our marketing strategies are aimed at increasing our reach. Not only did our guest base increase by 3% from 2023 to 2024, based on the zip codes from the attendees, we've seen a growing number of participants from areas beyond New Berlin, indicating potential for more overnight stays.

Overall, the Toast to Education Beer & Wine Tasting helps to promote the city as a destination for out-of-town guests. With targeted marketing strategies, partnerships with local businesses, and our expanding attendee base, the 2025 event will likely generate overnight stays, benefiting the local hospitality industry and boosting economic activity in New Berlin. This event is poised to be a substantial driver of tourism-related revenue for the city, particularly in the hospitality sector.

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 *

If grant funding is received, the 2025 Toast to Education Beer & Wine Tasting Fundraiser is poised to significantly expand its marketing reach and enhance the attendee survey process, which will support the measurement of overnight hotel stays and local economic impact.

We have more than doubled our marketing budget year over year, with specific efforts aimed at attracting both local and out-of-town guests. Key elements of our expanded marketing strategy include:

- Promotion of Local Hotels:

EFNB will promote Holiday Inn Express and La Quinta as event partners, advertising them on our event website (Toast25.givesmart.com). This advertising opportunity is typically associated with sponsorships valued at \$500+ each. Additionally, we plan to purchase and feature \$250 gift cards for both hotels as silent auction items. By tracking the number of unique bidders, total bids, and final selling price, we can gauge demand for overnight stays and engagement with local hotels.

- Every Door Direct Mail Campaign:

We will participate in an Every Door Direct Mail postcard campaign, partnering with the School District of New Berlin to reach residents in the 53151 and 53146 zip codes. The postcard will prominently feature the Toast to Education event. The total mailing cost is expected to be \$5,750, with a pro-rated cost of \$1,500 dedicated to promoting the event. This campaign will ensure strong local visibility and community engagement.

- Expanded Digital Outreach:

We plan to invest \$250 in targeted Facebook ad buys, promoting the event to specific interest groups and demographics, including School District of New Berlin alumni, wine and beer enthusiasts, and community members in their 40's-60's with expendable income. These ads will target areas encouraging both local and out-of-town visitors to encourage attendance. All attendees, local or out-of-town increase local economic impact on our caterer and beer/wine vendors and increase the visibility of all sponsors, corporate donors and partners.

- Partnership with Local Radio Host:

We are seeking to partner with a well-known local radio host to emcee and DJ the event. As part of this partnership, the host would be asked to promote the event both on air and via their professional social media platforms, expanding our reach to a larger demographic. This \$1,000 investment is expected to increase event visibility throughout the listening area and attract out-of-town guests who may need overnight accommodations.

- Keepsake Tasting Glasses:

Each guest will receive a keepsake tasting glass, serving as both a memorable takeaway and a way to reinforce future engagement with our event and the New Berlin community. (\$400 budget – cost is approximately \$800, but half is sponsored directly by the vendor)

- Post-Event Digital Survey:

After the event, we will send a post-event digital survey via text message. The survey will consist of fewer than 10 questions, including inquiries about attendees' overnight accommodations and their perceptions of local business participation related to New Berlin tourism. To encourage survey participation, we will offer

an incentive: entry into a raffle for four tickets to a WestPAC Community Concert (with a \$120 total value).

- Professional Graphic Design:

To ensure high-quality promotional materials for the event, we will contract a professional graphic designer for \$1,250 to develop marketing collateral that reflects the prestige of the event and encourages greater attendance.

Total Expected Expenses Eligible for Room Tax Grant

- \$1,000 – Sponsorship ads for Holiday Inn Express and La Quinta
- \$500 – Hotel gift certificates for the silent auction
- \$1,500 – Postcard printing/postage
- \$250 – Facebook boosts
- \$1,000 – Radio host/DJ fee
- \$400 – Keepsake tasting glasses
- \$120 – WestPAC concert ticket raffle incentive
- \$1,250 – Professional graphic design

Total: \$6,020, with a maximum grant request of \$5,000.

These marketing initiatives, along with our new attendee survey process, will provide comprehensive data on event attendance and the impact on local hotel stays. We will continue to analyze guests' zip codes to understand from where they may be traveling to attend. By leveraging partnerships with local businesses, enhancing promotional efforts, and tracking attendee feedback, we are confident this event will generate significant tourism benefits for New Berlin.

The event has a goal of reaching 600 attendees (up from 485, then 500 the past two events) and raising \$65,000!

Staffing Requirements *

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

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

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

Timeline for Implementation *

March 2024 – Initial event planning begins with a debrief of the 2024 fundraiser, focusing on lessons learned, identifying successful strategies, and areas for improvement.

August 2024 – Event date confirmed (finalized once the WIAA basketball schedule is released, as the event is hosted in the Gymnasium). Sponsorship Guide updated, Presenting Sponsor Matty's Bar, Grille & Catering confirmed. Save-the-Date e-postcard shared with schools, staff, and EFNB distribution lists.

September 2024 – Planning Committee Meeting held. Sponsorship invitations crafted and sent, giving returning sponsors the right of first refusal. Clubs and partners are invited to participate and raise funds.

October-December 2024:

Keepsake tasting glasses ordered.

Emcee/DJ contract confirmed.

Hotel partners (Holiday Inn Express, La Quinta) advertised on Toast25.givesmart.com.

Committee meets twice to discuss progress.

Sponsorship requests are actively pursued.

January 2025 – Ticket sales open (10-week registration window). Digital advertising campaigns commence with an approximate budget allocation: \$75 in January, \$125 in February, and \$50 for the first two weeks of March. Collaboration with a graphic design firm on the EDDM campaign ad begins.

February 2025 – Social media presence increases to drive traffic to Toast25.givesmart.com for ticket purchases, sponsor recognition, and auction item previews. Hotel gift certificates for the silent auction are purchased.

March 2025 – Silent auction opens around March 7 to allow two weekends of bidding. Event takes place mid-March, followed by post-event attendee surveys to gather feedback on the event and measure local economic impact (e.g., hotel stays, community engagement).

April-May 2025 – Event and survey data analyzed. Final report submitted to the grant committee.

Ongoing:

Continuous event planning and preparation with regular committee meetings to ensure smooth execution and refinement of strategies for ticket sales, sponsorships, and attendance.

Advertising campaigns through local publications like New Berlin City Notes, EDGEducation Digest, and others as available.

Targeted social media promotions on platforms such as Facebook and LinkedIn, supported by paid Facebook ads.

Outreach via school newsletters, affiliated clubs, and local businesses, leveraging partnerships to boost awareness and participation.

Estimated Number of Hotel Stays from the Project / Event *

10 - While we did not specifically track hotel stays following the initial event, we're excited about the potential impact and increased visibility in our third year. The event's draw from outside the region along with greater promotion of the hotels, signifies a potential for at least 10 hotel stays.

Is the proposed project/event: *

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

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

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

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

Matty's Bar, Grille & Catering will provide a \$5,000 Presenting Sponsorship for the 2025 Event.

The School District of New Berlin provides the event space, security guards and custodial staff to host the event as an in-kind contribution from its Community Services Budget.

List of sponsors invited to return for their third year: Burghardt's Sporting Goods, Drexel Building Supply, Horicon Bank, Lakefront Brewery, Sprengel Real Estate Group, Mathnasium - New Berlin, JM Brennan, Durham School Services.

List of sponsors invited to return for their second year: Dillett Mechanical, Network Health, Baird - The Kellogg, Johnson, Lane Group, OAW Indoor Sports Complex, Beechwood Sales & Service, Tim O'Brien Homes, Millen Roofing, Marsh McClennan, Bobcats Plus, Eagle Printing and Graphics.

EFNB had 59 participating Clubs partnering to earn funds at the event, over 20 sponsors, and 100+ Auction and Raffle items donated in support of the event.

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, Director of Education Foundation of New Berlin

Sign below: *

Julie Cordero

Date: *

MM DD YYYY

09 / 10 / 2024

Phone Number: *

262789-6245

Email: *

julie.cordero@nbexcellence.org

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Toast to Education Budget 2025

w/ PY

	2025 Budget	2024 Actual
Income	600 guests	500 guests
Sponsorships	\$ 20,000.00	\$ 18,500.00
InKind Sponsorships	\$ 7,500.00	\$ 5,777.00
Ticket Sales	\$ 13,000.00	\$ 12,360.00
Silent Auction	\$ 16,000.00	\$ 19,169.00
50/50 Raffle	\$ 1,750.00	\$ 1,835.00
Basket Raffle	\$ 1,500.00	\$ 1,440.00
Betting Game	\$ 750.00	\$ 410.00
putting contest	\$ 750.00	\$ 455.00
Wine Pull	\$ 2,000.00	\$ 2,605.00
Open Case Auction	\$ 750.00	\$ 1,089.00
Donations	\$ 1,000.00	\$ 595.00
transaction fees	\$ 1,500.00	\$ 1,273.00
Total Income	\$ 66,500.00	\$ 65,508.00
Expenses		
Event Supplies	\$ 1,250.00	\$ 1,031.74
Advertisements	\$ 2,500.00	\$ 762.90
Glassware	\$ 500.00	\$ 376.52
Emcee / Photographer	\$ 1,000.00	\$ 200.00
Liquor Liability	\$ 1,000.00	\$ 816.00
Ice	\$ 500.00	\$ -
Wine Pull / Auction	\$ 500.00	\$ 510.36
Labor - SDNB Food Service	\$ 100.00	\$ 75.00
Beechwood	\$ 1,600.00	\$ 1,544.90
Beer Capitol	\$ 1,200.00	\$ 1,224.67
Perspective	\$ 150.00	\$ 150.00
Wine - MShiraz	\$ 1,500.00	\$ 1,311.00
Catering	\$ 4,500.00	\$ 4,259.80
Credit processing fees	\$ 1,200.00	\$ 1,444.66
Inkind Expense	\$ 6,000.00	\$ 5,777.00
Total Expenses	\$ 23,500.00	\$ 19,484.55
Net Gain/Loss	\$ 43,000.00	\$ 46,023.45
Earned Revenue (Income for Clubs/Expense of Event)		
Donations/Other	\$ 1,000.00	\$ 640.00
Sponsorships	\$ 5,000.00	\$ 2,000.00
Tickets	\$ 4,250.00	\$ 3,975.00
Silent Auction	\$ 13,000.00	\$ 12,600.90
50/50 Raffle	\$ 750.00	\$ 905.00
Volunteering	\$ 2,250.00	\$ 2,250.00
Basket Raffle	\$ 750.00	\$ 870.00
Total Revenue Shared	\$ 27,000.00	\$ 23,240.90
Total income for EFNB	\$ 16,000.00	\$ 22,782.55

August 2024



As we gear up for another year of Advancing Excellence in the School District of New Berlin, I'm excited to invite you to join us for the 2025 Toast to Education Beer & Wine Tasting Fundraiser. This annual event has quickly become a cornerstone in our efforts to enhance the educational experience for students in our community.

The Education Foundation of New Berlin (EFNB) is dedicated to providing resources and opportunities that go beyond the standard curriculum. Through the generous support of community members like you, we've been able to fund innovative programs and create dynamic learning environments.

To give you a better understanding of the impact your support can have, let me share a bit about what we've accomplished together:

- **Impact Grants:** Since 2021, we've awarded over \$50,000 in grants, empowering educators to implement projects like practical HVAC training, creative makerspaces, computer science curricula, and enriching music programs.
- **Scholarships:** Over the past three years, we've awarded 35 scholarships totaling \$34,500, helping students pursue their educational goals beyond high school.

The Toast to Education event is not just a celebration but also a vital fundraiser that enables us to continue this work – and more! Last year's event was a tremendous success, raising over \$65,000 in gross income which benefitted 59 clubs throughout the school districting - receiving a total of \$24,545 in support. With over 150 silent auction and raffle items, more than 20 sponsors, and 500 guests, and more than 100 volunteers, the night was filled with energy and enthusiasm, all for educational enrichment. This incredible outcome not only provided significant financial support but also reinforced the strong community spirit that drives our mission.

We invite you to sponsor the 2025 event and be a part of this impactful initiative. Enclosed you'll find a detailed list of sponsorship opportunities designed to maximize your visibility and community engagement. To ensure your sponsorship is included in all promotional materials, please confirm your commitment by December 15, 2024.

Together Advancing Excellence,

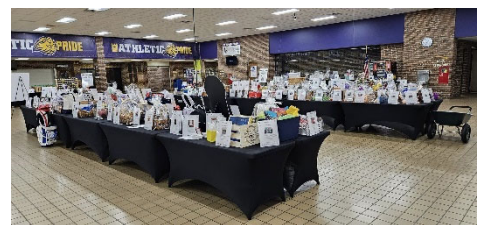
Julie Cordero
Director

Toast to Education Beer & Wine Tasting Fundraiser
Saturday, March 15, 2025
7:00 - 10:00 PM
New Berlin Eisenhower Cafeteria & Gymnasium

Presented by:



Toast25.givesmart.com





Join us in a **Toast to Education: Beer & Wine Tasting Event!**

Saturday, March 15, 2025

7:00 - 10:00 PM

New Berlin Eisenhower Cafeteria & Gymnasium

Presented by:



Presenting Sponsors - \$5,000

Co-Branding of event on invitation and promotions

Toast to Education Presented by__ & the EFNB

Logo recognition and exhibit space at event

Opportunity to speak for 2 minutes during event

Clickable sponsor logo on Toast '25 site

Includes \$2,500 donation to SDNB club of choice

Ten complimentary admissions

Barrel Select Sponsors - \$2,500

Logo on event e-invitations and promotions

Logo recognition and exhibit space at event

Clickable sponsor logo on Toast '25 site

Includes \$1,250 donation to the SDNB club of choice

Six complimentary admissions

Activity Sponsors - \$1,000

Logo sign at designated activity - Wine Pull, Muffin Tin Betting, Raffle, etc.

Clickable sponsor logo on Toast '25 site

Includes \$500 donation to the SDNB club of choice

Four complimentary admissions

Beer Table Sponsors - \$500

Logo sign at designated sample table

Clickable sponsor logo on Toast '25 site

Includes a \$250 donation to SDNB club of choice

Two complimentary admissions

Wine Table Sponsors - \$500

Logo sign at designated sample table

Clickable sponsor logo on Toast '25 site

Includes a \$250 donation to SDNB club of choice

Two complimentary admissions



Toast25.givesmart.com





PRESENTED BY



**EDUCATION FOUNDATION
OF NEW BERLIN**

SAVE THE DATE
MARCH 15, 2025

New Berlin Eisenhower

BEER & WINE

**TASTING
FUNDRAISER**

Toast25.givesmart.com



October 25, 2024

Mr. Sturino –

You are receiving this letter (via email) in response to your application for a 2025 Room Tax Grant.

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

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

Application Submitted?	Yes
Budget Submitted?	Yes

Deficits?	No
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The Tourism Commission will be meeting on November 13th, 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

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.**

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

Email *

sturino40@gmail.com

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



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

Applicant Information / Description of Organization

Name (First & Last) *

James (Mike) Sturino

Address / City / State / Zip *

W226S7890 Sunset Glen Court, Big Bend, WI 53103

Email *

Sturino40@gmail.com

Phone Number *

262-993-5403

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

New Berlin Heat Fastpitch

Project Information

Project/Event Title* *

New Berlin SummerHeat Fastpitch Tournament

Event Date *

June 6-7-8, 2025

Total Project / Event Budget *

\$30,000

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

\$5,000.00

Project / Event Location *

New Berlin, WI - Malone and Calhoun Parks

Projected Number of Attendees *

2,200

Detailed Project / Event Description *

Youth fastpitch softball tournament from U8-U18. Anticipated 10 teams per age, so approximately 60 teams. Last year we had 7 teams from further than 90 minutes away and 5-6 teams in the 60-90 minute away range that attended our tournament. This tournament is June 6-7-8, 2025, at both Malone and Calhoun Parks in New Berlin. Approximately 150 games will be played between 5pm on Friday and 5pm on Sunday, between the 2 locations.

Explain How the Project Meets the Goals of the Grant Program/Benefits to the City of New Berlin *
(Please identify how this project/program will specifically be able to generate paid overnight stays in hotels within New Berlin. Please provide documentation from past projects, if applicable).

Last year we had 7 teams from more than 90-120 minutes away, including 4 teams well over 3 hours away, and in 2024 we had approximately 10 teams from more than 90-120 minutes away. Thus, it is very likely that these teams stayed overnight at hotels in New Berlin to be close to the fields. With games starting at 5pm Friday, and then 8AM on Saturday and Sunday, and all teams playing on Friday night and then an 8am or 930am game on Saturday and Sunday, it is highly unlikely these teams would play a game Friday night, travel home, and then be back to the fields 1 hour before the above game times on Saturday and again on Sunday for warmups. Each team averages 12 players and with our tournament being Friday-Saturday-Sunday, I would anticipate each player's family would stay 2 nights. Thus, each team would generate 24 "hotel nights" per team, and last year with 7 teams meeting this criteria, conservatively we brought in 168 total hotel nights. While we do not specifically ask teams where they stay, we do direct them to the hotels around Moorland and Beloit, as those are the most convenient to both Malone and Calhoun Parks.

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

We do not reserve blocks of rooms, as our teams are local to the tournament. The nights are generated from out of town teams, that we do advise and direct them to the hotels around Moorland and Beloit as they are the most convenient given their proximity to both Malone and Calhoun Parks.

Expected Outcomes *

Last year we had roughly 7 out of town teams (184 hotel nights) and the year before we had 8-10 teams (192-240 hotel nights). I would anticipate the same again this year based on us hosting the tournament in early June 2025.

Staffing Requirements *

This even is entirely staff by volunteer board members of the New Berlin Heat (a 501(c)(3) non-profit) and the parents of players in our organization. This is our largest fundraiser. 100% of profits are used for the players, without any administrative fees or expenses coming out of the profits.

Timeline for Implementation *

We are waiting on the Field Use Agreement and Fees to be updated and ratified by the City of New Berlin Recreation Commission and Common Council. We will begin advertising the tournament on or about 11/1/2024, and anticipate we should be full or at 90%+ capacity by 2/1/2025.

Estimated Number of Hotel Stays from the Project / Event *

184-240

Is the proposed project/event: *

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

Financial Information

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

Each year we host this tournament in New Berlin, and have done so annually since 2007. A grant to help offset the costs of the tournament, only ensures that we will be able to do so again next year, and the year after. We rely heavily on volunteers to help produce the tournament and make it the success it has grown into over the years.

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

The rest of the funding comes from our operating budget and registration fees from the teams playing 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. *

James M. Sturino, Treasurer

Sign below: *

James M. Sturino

Date: *

MM DD YYYY

09 / 17 / 2024

Phone Number: *

262-993-5403

Email: *

Sturino40@gmail.com

This content is neither created nor endorsed by Google.

Google Forms

Wall, Kelly

From: James Sturino <sturino40@gmail.com>
Sent: Tuesday, September 17, 2024 7:59 PM
To: Tourism
Subject: Supplemental Documents for 2025 Room Tax Grant Application
Attachments: Girls Tourney Awards.pdf; Ali Costco Girls Tournament.pdf; Girls Tournament Umpire Fees.pdf; Girls Tourney - Sam's Club.pdf; Girls Tourney Janet - Costco.pdf; Girls Concessions GFS.pdf; Costco - Girls Tourney Ice and Foil.pdf; Prime_Spatula_Cheese.pdf; Final Report.pdf; Girls Tournament Field Use.pdf; Girls Tourney Machine.pdf

You don't often get email from sturino40@gmail.com. [Learn why this is important](#)

Dear Sir or Madam,

I just submitted the online Grant Application for the 2025 Room Tax Grant on behalf of the New Berlin Heat Girls Fastpitch Program.

Attached are the invoices for the 2024 Tournament, as support for our anticipated budget in 2025. If you could please attach these to the New Berlin Heat Application, i would greatly appreciate it. Our event in 2024 came in under the estimated \$30k budget projection because we were rained out late Saturday which resulted in approximately 30 less games being played in our double-elimination tournament, and thus a savings on our umpire fees.

I anticipate the following expenses for the 2025 Tournament:

(1) Equipment Costs in 2024 was about \$6k, down from \$9,200.00 the year before. This was entirely due to the rain shortened tournament format. The tournament was still over 3 days, but fewer total games were played. I would anticipated 2025 costs at back around \$9500-\$10,000.00.

(2) Contractual and Operations: \$3k for the City of New Berlin for field use, \$450-500 for the field use application. I would anticipate this would be close to the same of \$3500-\$4,000.00.

(3) Umpires and Awards: tournament awards were \$1,300.00 and umpire fees were around \$15k. for a total of \$16,300.00. Again, this was based on roughly 34 fewer games than anticipated being played, due to rain cancelling games Saturday and us having to modify the tournament format Sunday. I would anticipate this being back closer to \$17-18k this year.

That puts the total anticipated budget for the 2025 Heat Fastpitch Tournament at \$30k-\$32k.

Thank you,

James (Mike) Sturino

--

Mike



Enjoy New Berlin
ROOM TAX GRANT PROGRAM
FINANCIAL REPORT/FUND REQUEST

Enjoy New Berlin
3805 S Casper Drive
New Berlin, WI 53151
(262) 797-2445

REIMBURSEMENT #
GRANT AWARD AMOUNT: \$
REIMBURSEMENT TOTAL Y-T-D: \$
DATE REIMBURSED BY ENB:

-- SEE INSTRUCTIONS ON REVERSE SIDE BEFORE COMPLETING --

GRANTEE NAME (AS SHOWN ON GRANT AWARD) New Berlin Heat Fastpitch	REPORT PERIOD	GRANT NUMBER 24-01
EVENT TITLE New Berlin SummerHEAT Tournament	GRANT PERIOD FROM: TO: 6/23/2024	
IS THIS THE FINAL REPORT FOR THIS GRANT? YES ☒ NO ☐		

PART I: EXPENSES – ROUND AMOUNTS TO NEAREST DOLLAR – REPORT TOTAL EVENT EXPENSES

BUDGET CATEGORIES	(1) CURRENT EXPENSES	(2) TOTAL EVENT EXPENSES	(3) APPROVED BUDGET	(4) BALANCE
PERSONNEL	\$	\$	\$	\$
TRAVEL/TRAINING	\$	\$	\$	\$
EQUIPMENT	\$	\$ 1,300.03	\$	\$
SUPPLIES/OPERATING	\$	\$ 4,491.32	\$	\$
CONTRACTUAL	\$	\$ 2,918.00; \$14,890.00	\$	\$
ADMINISTRATION	\$	\$ 299.00	\$	\$
GRANT TOTAL	\$	\$ 23,898.35	\$	\$
ORGANIZATIONAL MATCH	\$	\$	\$	\$
GRAND TOTAL	\$	\$	\$	\$

PART II: FUNDS REPORT AND REQUEST

	FUNDS REQUESTED
GRANT FUNDS	\$ 5,000.00
LOCAL MATCH	\$
TOTAL	\$ 5,000.00

FOR STAFF USE ONLY:

AMOUNT VOUCHERED _____	CODE _____
DATE VOUCHERED _____	VOUCHER NO. _____
CONDITIONS:	YES ☐ NO ☐

PERSON/TELEPHONE # RESPONSIBLE FOR G-2 COMPLETION:

NAME: James M. Sturino

TELEPHONE #: 262-993-5403

PART III: GRANTEE CERTIFICATION

I certify that the above report is complete and that all information is contained in the permanent fiscal records of my organization.
ORIGINAL SIGNATURES OF BOTH THE PROJECT DIRECTOR AND FINANCIAL OFFICER MUST BE PROVIDED.

SIGNATURE OF PROJECT DIRECTOR	6/23/2024 DATE	SIGNATURE OF FINANCIAL OFFICER	6/23/2024 DATE
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City of New Berlin

Recreation Department

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



DATE: June 11, 2024
INVOICE # PR-1874

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

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

Comments or Special Instructions:

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

QUANTITY	DESCRIPTION	UNIT PRICE	AMOUNT
	New Berlin Heat Girls Tournament 6/7- 6/9		
	Games Played at Malone		
	Games Played at Calhoun		
	Games Played at Valley View		
129	Total Games Played	22.00	2,838.00
8	Bags of Field Dry (Account: 15910000-54010)	12.00	
4	Light Usage (per Hour)	20.00	80.00
1	Portable Restroom Package	Paid	Paid
1	Tournament Application Fee	Paid	Paid
SUBTOTAL			\$ 2,918.00
TOTAL			\$ 2,918.00

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

THANK YOU!

Invoice

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

INVOICE #202423
DATE 6/10/2024

TO:
NEW BERLIN
HEAT

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

DATES	TOURNAMENT	DUE DATE	PAYABLE	AGE GROUPS	TERMS
6/7/2024-6/9/2024	SUMMERHEAT	ASAP	BOSS ASSIGNING	U8/U10/U12/ U14/U16/U18	
QUANTITY	DESCRIPTION			TOTAL	
172	ASSIGNING FEE (NCLUDING RESCHEDULES)			\$5/GAME	\$860
92	SOFTBALL GAMES (2 UMPIRE/GAME)			\$110/GAME	\$10120.00
46	SOFTBALL GAMES (1 UMPIRE/GAME)			\$70/GAME	\$3220.00
138	UIC FEE (\$5 EA)			\$5/GAME	\$690.00
SUBTOTAL					\$14,890.00
SALES TAX					
TOTAL DUE					\$14,890.00

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

Thank you for your business!



10315 W GREENFIELD
AVE LOT 638
WEST ALLIS, WI 53214



414-559-4343



Chrisb@boassassigning.com

Rudig Trophies

580 North 108th Place
Wauwatosa, WI 53226

414-773-9000

Invoice

Date	Invoice #
2/7/2024	87939

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

Ship To
EMAIL WHEN READY

P.O. Number	Terms	Rep	Ship	Via	F.O.B.	Project	
	Due on receipt		2/27/2024	PICK UP			
Quantity	Item Code	Description			U/M	Price Each	Amount
90	RM7 25+	*** SUBLIMATE PLATES *** GOLD MEDAL (CUSTOM INSERT) **SPECIAL QUOTE**				3.50	315.00
180	RM5 25+	90 - SILVER MEDAL 90 - BRONZE MEDAL (CUSTOM LOGO INSERT) **SPECIAL QUOTE**				3.30	594.00
270	MEDAL-ENG					0.50	135.00
6	DD3303B	RED COLUMN STAR F/ SOFTBALL				30.60	183.60
		ENG PER INST Sales Tax				5.90%	72.43

EFFECTIVE 2/15/23
ALL CREDIT CARD TRANSACTION WILL BE ASSESSED
A 3% PROCESSING FEE

Total

\$1,300.03

Subject: Thanks for your Sam's Club order 10179212097
To: [null <lsneilsen@yahoo.com>]
From: Sam's Club <transaction@info.samsclub.com>
Date: Wed, Jun 5, 2024 at 12:48 PM



Order 10179212097



Thanks for your order, Lisa!

We're processing your **order 10179212097** and will email you when it is ready for pickup. Thanks for shopping with us!

[See Your Order Status](#)

Items to pick up (55)

Waukesha Sam's Club

300 N. Springdale Rd., Waukesha, WI 53186

[Get hours and directions](#)

Curbside Pickup (55)

Pickup 1 of 1



Thu, Jun 06 at 04:00 PM and 05:00 PM



Fun Sweets Summer Cotton Candy (12 pk.)

Item 990011242

Qty 6

\$59.88

\$9.98 each



Ring Pop Variety Pack, 0.5 oz., 44 pk.

Item 200863

Qty 2

\$30.56

Qty 6

\$104.00

\$17.48 each

**Coca-Cola 12 oz. cans, 35 pk.**

Item 622190

Qty 6

\$101.88

\$16.98 each

**Sprite 12 oz., 35 pk.**

Item 624510

Qty 3

\$50.94

\$16.98 each

**Frito-Lay Classic Mix Variety Pack Chips, 50 pk.**

Item 990004777

Qty 6

\$110.88

\$18.48 each

**Diet Coke 12 oz., 35 pk.**

Item 624154

Qty 6

\$101.88

\$16.98 each

Prices and availability of items in your club may vary and are subject to change without notice. Instant savings are applied at time of pickup as long as you pay during the offer period.

Paid Online

Subtotal (55 items)

\$818.92

Sales tax

\$30.38

Pickup fees

~~\$4.00~~ \$0.00**Paid online****\$849.30**



Heinz Original Tomato Ketchup Bottles (44 oz., 3 pk.)

Item 281710

\$1 off with Instant Savings

Ends July 08

Qty 2

\$19.96

\$10.98 each

Save \$2.00



Otis Spunkmeyer Variety Pack Muffins, 4 oz., 15 pk.

Item 737470

Qty 4

\$56.96

\$14.24 each



Parade Cotton Candy, 2 oz., 8 pk.

Item 251870

Qty 6

\$52.68

\$8.78 each



Mountain Dew 12 fl. oz. cans, 36 pk.

Item 781184

Qty 6

\$104.88

\$17.48 each



Member's Mark American Cheese (120 slices)

Item 980064246

Qty 2

\$23.54

\$11.77 each



Pepsi Cola 12 oz. cans, 36 pk.

Item 781149

Payment method

VISA *8176

\$849.30



You've earned Sam's Cash

[See details](#)

Credit cards aren't charged until your order ships or you pick it up at the club. If you see a pending charge before this, it's an authorization hold to ensure the funds are available.

Please note that this is not a receipt. Thanks for your order. If you have any questions, please visit our [help center](#).

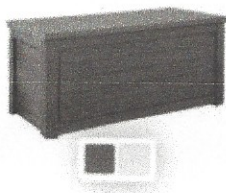
Trending in your club.

Sam's Exclusives



Member's Mark
Purified Water 16.9 fl.
oz., 40 pk.

Shop Now



Keter 165-Gallon
Resin Outdoor Deck
Box

Shop Now



Custom Cupcakes, 30
ct.

Shop Now

Sam's Exclusives



Custom Half Sheet
Cake

Shop Now

Your Club



James Sturino <sturino40@gmail.com>

Fwd: [External] Costco receipt /\$70.98

Sturino, Mike <JSTURINO@travelers.com>
To: "sturino40@gmail.com" <sturino40@gmail.com>

Mon, Jun 10, 2024 at 10:11 AM

Sent from my iPhone

Begin forwarded message:

From: Ali Helmer <alijean28@hotmail.com>
Date: June 10, 2024 at 10:09:41 AM CDT
To: "Sturino, Mike" <JSTURINO@travelers.com>
Subject: [External] Costco receipt /\$70.98

CAUTION: This email came from outside of the company. Please exercise caution when opening attachments, clicking links or responding to this email. The original sender of this email is alijean28@hotmail.com.

Hi Mike,

Attached is my receipt for the extra buns and ice from Costco.

Thanks!

Ali Helmer
[W164 S6765 Chamberlain Hill](#)
[Muskego 53150](#)

COSTCO WHOLESALE

New Berlin #1212
15300 West Orange Ave
New Berlin, WI 53151

SELF-CHECKOUT

GV Member: 111902616156

12 @ 3.59 43.08

E 904856 HAMBURG BUN

10 @ 2.79 27.90

E 1664376 ICE 70.98

SUBTOTAL 0.00

TAX 0.00

***** TOTAL 70.98

XXXXXXXXXXXX8421 H

AID: A0000000031010

Seq# 205972 App#: 008477

Visa Resp: APPROVED

Tran ID#: 416000205972....

APPROVED - Purchase

AMOUNT: \$70.98

06/08/2024 10:27 1212 205 19 705

Visa 70.98
CHANGE 0.00

TOTAL NUMBER OF ITEMS SOLD = 22

06/08/2024 10:27 1212 205 19 705



21121220500192406081027

OP#: 705 Name: SCD

Thank You!

Please Come Again

Whse:1212 Trn:205 Trn:19 OP:705

Items Sold: 22

GV 06/08/2024 10:27

This message (including any attachments) may contain confidential, proprietary, privileged and/or private information. The information is intended to be for the use of the individual or entity designated above. If you are not the intended recipient of this message, please notify the sender immediately, and delete the message and any attachments. Any disclosure, reproduction, distribution or other use of this message or any attachments by an individual or entity other than the intended recipient is prohibited.

TRVDiscDefault::1201



James Sturino <sturino40@gmail.com>

Fwd: New Berlin SummerHeat (06/07/2024) Purchase

NB Heat <newberlinheatinfo@gmail.com>

Tue, May 28, 2024 at 4:15 PM

To: sturino40@gmail.com

Sent from my iPhone

Begin forwarded message:

From: noreply@tourneymachine.com

Date: May 27, 2024 at 8:56:07 PM CDT

To: newberlinheatinfo@gmail.com

Subject: New Berlin SummerHeat (06/07/2024) Purchase

To: newberlinheatinfo@gmail.com

THANK YOU FOR YOUR PURCHASE

CUSTOMER: New Berlin Heat

TOURNAMENT: New Berlin SummerHeat

DATE: 06/07/2024

PURCHASED: Standard (80 teams)

AMOUNT: \$299.00

CARD ENDING IN: 8348

COSTCO WHOLESALE

New Berlin #1212
15300 West Grange Ave
New Berlin, WI 53151

SELF-CHECKOUT

G4 Member 111979519014

12 @ 2.79	33.48
E 1664376 ICE	33.48
SUBTOTAL	0.00
TAX	33.48
**** TOTAL	

XXXXXXXXXXXX8348 H
AID: A00C0000980840 VERIFIED BY PIN
Seq# 201903 App#: 853401
EFT/Debit Resp: APPROVED
Tran ID#: 415900201903....

APPROVED - Purchase
AMOUNT: \$33.48
06/07/2024 12:56 1212 201 85 701

EFT/Debit	33.48
CHANGE	0.00

TOTAL NUMBER OF ITEMS SOLD = 12
06/07/2024 12:56 1212 201 85 701



21121220100852406071256

OP#: 701 Name: SCO
Thank You!
Please Come Again
Whse:1212 Trm:201 Trn:85 OP:701

Items Sold: 12
G4 06/07/2024 12:56

COSTCO WHOLESALE

New Berlin #1212
15300 West Grange Ave
New Berlin, WI 53151

SELF-CHECKOUT

JF Member 111863892431

31686 KS FOILSHEET	13.49 A
SUBTOTAL	13.49
TAX	0.67
**** TOTAL	14.16

XXXXXXXXXXXX8348 CHIP Read
AID: A0000000980840
Seq# 201457 App#: 523593
Visa Resp: APPROVED
Tran ID#: 416100201457....

APPROVED - Purchase
AMOUNT: \$14.16
06/09/2024 12:03 1212 201 53 701

Visa	14.16
CHANGE	0.00

A 5.00% 0.67
TOTAL TAX 0.67
TOTAL NUMBER OF ITEMS SOLD = 1
06/09/2024 12:03 1212 201 53 701



21121220100532406091203

OP#: 701 Name: SCO
Thank You!
Please Come Again
Whse:1212 Trm:201 Trn:53 OP:701

Items Sold: 1
JF 06/09/2024 12:03

Cashier: Kim

2 @ 3.99		
	Creamer Non-Dairy	7.98
	2812401	
** VOLUME DISCOUNT INCLUDED BELOW **		
9 @ 56.99		
	Grnd Bf Patty Hmst	512.91
	1790200	
3 @ 17.99		
	Tngle Tortilla Chi	53.97
	1630100	
3 @ 49.98		
	Whole Dill Pickles	149.94
	1362100	
	TRAY PLAS 2CMPT NA	12.99 T
	3845061	
	E-Z Delicatessen W	7.49 T
	6000671	
6 @ 2.59		
	Foil Pan 1/2 STM X	15.54 T
	7319401	
3 @ 39.99		
	Skittles Fruit Can	119.97 T
	5361721	
4 @ 28.99		
	Candy Sour Skittle	115.96 T
	6753611	
3 @ 38.99		
	Candy Starburst 36	116.97 T
	6753821	
3 @ 25.99		
	Xirm Sour Belts 1-	77.97 T
	4655801	
3 @ 24.99		
	CANDY AIRHEADS XTR	74.97 T
	4441741	
4 @ 35.99		
	Candy Bar Filled A	143.96 T
	6752711	
4 @ 30.99		
	Hershey Cndy Bar V	123.96 T
	7388021	
4 @ 21.99		
	Gatorade Cool Blue	87.96 T
	7949880	
4 @ 22.99		
	DRINK VAR PK FROST	91.96
	6552950	
3 @ 21.99		
	Riptide Rush Gator	65.97 T
	7949880	
5 @ 21.99		
	DRINK GLACIER CHRY	65.97 T
	8343740	
	TRAY PPR FD 1# KRF	11.99 T
	1651901	
2 @ 19.99		
	Ruffles Cheddar &	39.98
	7426620	
2 @ 19.99		
	Doritos Nacho Chip	39.98
	7426330	
2 @ 19.99		
	Flavor Variety 50c	39.98
	7487960	
	TAX	57.29
****	BALANCE	2,035.66

Card: *****6679 - C
Approval Code: 06188P S5
Purchase

CAPITAL ONE
CAPITAL ONE
AID: A0000000041010
AC: FD22A388622B8DC7
TVR: 0000008000
MasterCard 2,035.66
CHANGE 0.00



New Berlin #1212
15300 West Grange Ave
New Berlin, WI 53151

5L Member 111935152951
15 @ 3.59
E 904856 HAMBURG BUN 53.85
70 @ 3.59
E 904849 HOT DOG BUN 251.30
E 17767 KS COFFEE 13.99
E 17767 KS COFFEE 13.99
E 1212860 KS S&C GRNLA 9.99
E 1212860 KS S&C GRNLA 9.99
31686 KS FOILSHEET 13.49 A
13 @ 17.59
E 214226 **GATORADE** 228.67 A
7 @ 3.60
E 0000327384 /GATORADE 25.20-A

30 @ 9.99
E 1141000 KS BRATS 299.70
SUBTOTAL 869.77
TAX 10.85
**** TOTAL 880.62

XXXXXXXXXXXX8094 CHIP Read
AID: A0000000031010
Seq# 3985 App#: 03507D
Visa Resp: APPROVED
Tran ID#: 415800003985....

APPROVED - Purchase
AMOUNT: \$880.62
06/06/2024 10:51 1212 3 47 30

Visa 880.62
CHANGE 0.00

A 5.00% 10.85
TOTAL TAX 10.85
TOTAL NUMBER OF ITEMS SOLD = 133
INSTANT SAVINGS \$ 25.20
06/06/2024 10:51 1212 3 47 30



21121200300472406061051

OP#: 30 Name: Lauren

Thank You!

Please Come Again

Whse:1212 Trm:3 Trn:47 OP:30

Items Sold: 133
5L 06/06/2024 10:51



New Berlin #1212

15300 West Grange Ave
New Berlin, WI 53151

5L Member 111863892431

30 @ 11.99

E 50550 HN FRANKS 359.70

20 @ 3.99

E 782796 ***KSWTR40PK 79.80

E 1805025 PRIMEVRTY 19.99 A

E 1805025 PRIMEVRTY 19.99 A

SUBTOTAL 479.48

TAX 2.00

**** TOTAL 481.48

XXXXXXXXXXXX8348 CHIP Read

AID: A0000000980840

Seq# 7059 App#: 650515

Visa Resp: APPROVED

Tran ID#: 415800007059....

APPROVED - Purchase

AMOUNT: \$481.48

06/06/2024 12:30 1212 7 69 6

Visa 481.48
CHANGE 0.00

A 5.00% 2.00

TOTAL TAX 2.00

TOTAL NUMBER OF ITEMS SOLD = 52

06/06/2024 12:30 1212 7 69 6



21121200700692406061230

OP#: 6 Name: Karen

Thank You!

Please Come Again

Whse:1212 Trm:7 Trn:69 OP:6

Items Sold: 52

5L 06/06/2024 12:30



Store# 987
15300 W National Ave
New Berlin WI 53151-5155

(262) 317-9230

DESCRIPTION	QTY	PRICE	TOTAL
DELUXE BBQ SPATULA	1	1.25	1.25
DELUXE BBQ SPATULA	1	1.25	1.25

Sub Total \$2.50

SALES TAX \$0.13

Total \$2.63

US DEBIT \$2.63

*****8348 Approved

Purchase Chip

Auth/Trace Number: 427440/016901

Chip Card AID: A0000000980840

NOW SHOP ON-LINE AT DOLLARTREE.COM

0035 00987 01 012 27538423 6/06/24 13:46

Sales Associate:Lorri

Debit

Give us feedback @ survey.walmart.com
Thank you! ID #:7TM2PY1MMZ3K



WM Supercenter

414-209-0317 Mgr. REBECCA

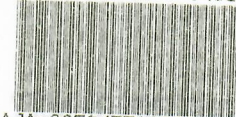
W159S6530 MOORLAND RD

MUSKEGO WI 53150

ST# 04677 OP# 009013 TE# 13 TR# 01019

ITEMS SOLD 5

TC# 4453 1092 0003 5481 3577



HF 180T BAJA 025947716030 6.73 X

HF 180T BAJA 025947716030 6.73 X

NACHO CHEESE 079426211400 F 10.72 0

NACHO CHEESE 079426211400 F 10.72 0

NACHO CHEESE 079426211400 F 10.72 0

SUBTOTAL 45.62

TAX1 5.0000 % 0.67

TOTAL 46.29

DEBIT TEND 46.29

CHANGE DUE 0.00

EFT DEBIT PAY FROM PRIMARY

46.29 TOTAL PURCHASE

US DEBIT- 8348 I O REF # 415900646311

NETWORK ID. 000L APPR. CODE 759574

AID A0000000980840

TC 93CD82E482F18737

TERMINAL # 29869814

*No Signature Required

06/07/24 08:06:34



Get free delivery
from this store
with Walmart+

Scan for 30-day free trial.

Low prices You Can Trust. Every Day.

06/07/24 08:06:41



October 25, 2024

Ms. Oldenburg –

You are receiving this letter (via email) in response to your application for a 2025 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:	57th Annual City of New Berlin 4th of July Family Festival
Request Amount:	\$5,000
Total Event Budget:	\$178,866
40% or Less of Total Event Budget:	Yes (Meets Requirement)

Application Submitted?	Yes
Budget Submitted?	No

Deficits?	No budget provided.
-----------	---------------------

The Tourism Commission will be meeting on November 13th, 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

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.**

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

Email *

poldenburg@newberlin.org

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



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

Applicant Information / Description of Organization

Name (First & Last) *

Polly Oldenburg

Address / City / State / Zip *

3805 S Casper Drive, New Berlin WI 3151

Email *

poldenburg@newberlin.org

Phone Number *

262-754-1805

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

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

Project Information

Project/Event Title* *

57th Annual City of New Berlin 4th of July Family Festival

Event Date *

July 3rd thru July 5th, 2025

Total Project / Event Budget *

\$178,866

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

\$5,000

Project / Event Location *

Malone Park

Projected Number of Attendees *

80,000+

Detailed Project / Event Description *

The City of New Berlin's annual 4th of July Celebration will be a three day event in 2025 - Thursday, July 3rd through Saturday, July 5th. Two main tents flank festival grounds offering food, beverages and entertainment. The corridor that runs between the anchor tents offer additional food choices, small business sales, non-profit the opportunity to share their mission and/or fundraise. To the southwest we have carnival rides and a midway. Besides music we offer events that cater to all age groups. Events that will be returning include corn Hole Tournament, Pie Contest, Candy Hunt, Trivia Contest, mini-parade (strictly for youth to participate in), a main parade for all ages to enjoy, of course our fantastic fireworks display and our second Drone Show! Events returning will be a pancake breakfast hosted by the NBFD. New events currently under discussion include a dance party for only ages 13 through 16th. Many non-profits participate in making this event possible. Many more profit from the funds raised during the event.

Explain How the Project Meets the Goals of the Grant Program/Benefits to the City of New Berlin *
(Please identify how this project/program will specifically be able to generate paid overnight stays in hotels within New Berlin. Please provide documentation from past projects, if applicable).

Our annual event draws attendee not only from the New Berlin area, but the surrounding suburbs and counties. Adults who were raised in the New Berlin community continue to return to our celebration to reconnect with classmates, family, friends and bring their children to experience the excitement and celebration of this long-standing community event. Besides 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. Then came the pandemic which curtailed travel and gatherings for all. The past few years no hotel would allow the commission to block any number of rooms, nor did they offer any special room rates the commission could advertise. There was no incentive for them to partner with us, as they were filling their rooms on their own. In January, I do plan to reach out to see if their stance has changed for 2025.

Expected Outcomes *

Five main charities will run the two anchor tents and festival parking. Several smaller non-profit organizations will help facilitate other events including our annual pie contest, face painting, and 50/50 raffle. We expect 80,000+ to attend our three day event generating proceeds that will benefit both New Berlin businesses and non-profits alike.

Staffing Requirements *

City Staff will be required both before, during and after the event and include the departments of recreation, clerk's office, finance, parks, NBPD, NBFD as well as 13 NB4 Commissioners.

Timeline for Implementation *

Planning for the 2025 celebration began in August 2024 and will ramp up in January. Preparation continues right through July 2nd.

Estimated Number of Hotel Stays from the Project / Event *

50

Is the proposed project/event: *

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

Financial Information

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

The New Berlin 4th of July Celebration has been funded by New Berlin businesses, both large and small since its inception. Plans for 2025 and future years will be no different.

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

Please see the attached list of previous donors.

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

09 / 18 / 2024

Phone Number: *

262-754-1805

Email: *

poldenburg@newberlin.org

This content is neither created nor endorsed by Google.

Google Forms

Wall, Kelly

From: Oldenburg, Polly
Sent: Wednesday, September 18, 2024 1:22 PM
To: Wall, Kelly
Subject: NB4 - 2025

Hey Kelly,

I'm on a roll! I've also just submitted grant request for 2025. Below you will find a list of sponsorships/donations we received in 2024. Let me know if you need anything else. Appreciation!

Enjoy NB - grant 2023

New Berlin Lions

Enjoy NB - grant 2024

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

Beechwood Sales
Beechwood Sales

Hippenmeyer, Reilly, Blum, Schmitzer, Fabian & English
Continental Trade Exchange dba International Monetary
Systems
JW Winco
JW Winco
Honeyager's Mudjack Service
Tom & Glenn's Service
Design Build Fire Protection of WI
Greenfield Plaza LLC
Denco MFG
Donovan & Jorgenson

Drexel Building Supply

HomeTown Windows
Milwaukee Valve

Enjoy NB - grant 2024 parade

Fleet Farm
Hydraulic Componet Services
Kwik Trip
Jerome Johnson
Johnson Sand & Gravel
Charles Kronenweter
George Webb

Cryofit
Diameters Inc.
Tailspin Café

Wisconsin Vision

Petron

Kopp
Schober & Mitchell SC
Twins Flowers & Home Décor
JPJ
Armeli's
Lake Front Brewery
Action Gardens
Senior Luna
texas road house
Panera

Wenthe-Davidson

Property ReVision

Road Runner Express Wash & Lube

Bins Cycle/Dudz

National Regency

Four Leaf Roofing & Windows

Mr. Holland's Home Services

Anita's Dance Center

Rob Waldera

Shorewest

New Berlin Animal Hosp / Andrea Sobon DVM

The Ridge

Senator Bradley

Senator Farrow

Honricon Bank

Polly Oldenburg

4th of July Commission - City of New Berlin

Phone: 262-754-1805

3805 S Casper Drive

New Berlin WI 53151

poldenburg@newberlin.org

www.newberlin.org



October 25, 2024

Ms. Moranski –

You are receiving this letter (via email) in response to your application for a 2025 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 Junior Woman's Club
Event:	Fall Harvest Craft Fair
Request Amount:	\$1,300
Total Event Budget:	\$3,250
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 November 13th, 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

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.**

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

Email *

emoranski@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 Junior Woman's Club

Address / City / State / Zip *

PO Box 510094 New Berlin, WI 53151

Email *

newberlinjr@gmail.com

Phone Number *

2625010619

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

Erica Moranski/2625010619/emoranski@gmail.com

Project Information

Project/Event Title* *

Fall Harvest Craft Fair

Event Date *

October 19 2025

Total Project / Event Budget *

\$3250

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

\$1300

Project / Event Location *

Ronald Reagan Elementary School

Projected Number of Attendees *

1200

Detailed Project / Event Description *

42nd year of a respected and well-known Art and Craft Fair with 120 regional artists and crafters, along with an exceptional bake sale, chili sale and more.

Always held the 3rd Saturday of October, 9am-3pm

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).

Exhibitors come from all over the state of Wisconsin, although the majority of our exhibitors come from Waukesha and Milwaukee County, 25% of our exhibitors come from other counties such as Brown, Dane, Fond du Lac, Manitowoc, Racine and more. A few of these exhibitors have requested Friday evening set-up, which would indicate that they would likely stay overnight in one of the New Berlin hotels.

The event brings in over 1200 attendees, many from outside New Berlin.

This benefits New Berlin, by bringing awareness to outsiders of the businesses in New Berlin. It is anticipated that many will make other stops at gas stations, grocery stores, restaurants, etc. while they are in the area.

The event is publicized in many ways. We publish in the Midwest Art Fairs print and online edition. New Berlin Magazine. Constant Contact list of 500+ contacts that are emailed an online flyer. Flyers are posted on many online Social Media Platforms and Facebook Boosts. Printed flyers are posted in grocery stores and other locations that allow. Yard signs are placed throughout the New Berlin Community the week prior to the 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. *

No block of rooms - we do recommend New Berlin hotels in our exhibitor packet

Expected Outcomes *

Our main goal is to raise funds to distribute back to others in need.
The event averages about \$12,000 in net revenue per year.
We also strive to have one of the best Craft Fairs in southeastern WI.
We want to make it a pleasant and creative shopping experience for our attendees by having a wide variety of exhibitors. We strive to have many attendees to make it a profitable, positive experience for our exhibitors.

Staffing Requirements *

Members are asked to work a 2 hr shift on the day of our event.
In order to meet our goals, we need the majority of our club members (average 50 members) to help out on this day or help with tasks leading up to the event. We have a publicity crew, set-up crew, a decorations committee, entrance staff, bake sale and concession stand staff, clean-up crew, and more. Many hours are spent by our Co-chairs to organize and plan the event prior to the day of. All members are asked to bake and/or make chili for the bake sale and concession stand.

Timeline for Implementation *

Event is a one day event from 9am-3pm.
Planning begins one year in advance. Continuous planning is in the works until day of event.

Estimated Number of Hotel Stays from the Project / Event *

5-10

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 *

As this is an annual event, the project expenditures are funded through the revenue received from booth sales and attendee admission. The grant would help us to further our advertising and reach more potential attendees. The grant would cover all the event expenditures and would allow us to give 100% of the gross revenues back to the community.

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

For many years, we have requested and received donations of food and other supplies to support our concession stand from area restaurants and grocery stores in order to reduce our expenses and maximize our revenues for future donations to the community.

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. *

Erica Moranski

Sign below: *

Erica Moranski

Date: *

MM DD YYYY

10 / 06 / 2024

Phone Number: *

2625010619

Email: *

emoranski@gmail.com

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New Berlin Junior Woman's Club

Craft Fair

2025 Budget

Income

Crafter Booth Fees Income	\$6,500.00
Bake Sale Income	\$1,500.00
Concession Income	\$1,800.00
Entrance Fee Income	\$3,700.00
Total Income	\$13,500.00

Exepnses

Administrative Expense (Crafter Packets/Registration,etc)	\$	450.00
Bake Sale Expense	\$	50.00
Custodial Expense	\$	1,300.00
Decoration Expense	\$	100.00
Kitchen/Concession Stand Expense	\$	650.00
Publicity Expense	\$	600.00
Set-up Expense	\$	100.00
Total Operating Expenses	\$	3,250.00
Total Realized Net Income		\$10,250.00



**@ Ronald Reagan
Elementary School**

**4225 S. Calhoun Rd
New Berlin, WI 53151**

**South of Coffee Rd,
North of National Ave**

**\$3.00 admission
(proceeds donated back to
the community)**

***Over 120 crafters *Bake Sale
*Refreshments
Umbrella Strollers Only Please**

41st Annual Fall Harvest Art & Craft Fair

**Sat. October 19th, 2024
9:00am ~ 3:00pm**

**Sponsored by:
New Berlin Junior
Woman's Club
www.newberlinjuniors.org
(please do not call the school)**



October 25, 2024

Ms. Whitty –

You are receiving this letter (via email) in response to your application for a 2025 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 Veterans Memorial Society
Event:	New Berlin Veterans Memorial Fundraiser
Request Amount:	\$1,500
Total Event Budget:	\$5,150
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 November 13th, 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 dark 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

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.**

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

Email *

mwhitty@wi.rr.com

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



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

Applicant Information / Description of Organization

Name (First & Last) *

Mary Jane Whitty

Address / City / State / Zip *

1266 River PRK Circle East Mukwonago Wis 53149

Email *

mwhitty@wi.rr.com

Phone Number *

262 363 2097

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

New Berlin Veterans Memorial Society/Mary Jane Whitty /262 363 2097/mwhitty@wi.rr.com

Project Information

Project/Event Title* *

New Berlin Veterans Memorial Fundraiser

Event Date *

April 12th, 2025

Total Project / Event Budget *

\$5150,00

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

\$1500.00

Project / Event Location *

Fundraiser /New Berlin VFW

Projected Number of Attendees *

300/350

Detailed Project / Event Description *

This event is our biggest event of the year. 100 percent of the profits provide funds necessary to improve and maintain our beautiful Veterans Memorial here in New Berlin.

This memorial stands as a living tribute to all Veterans past ,present and future and as a tribute to the of power of community working together to make a difference in New Berlin. This memorial was build with 100 percent private funds and fundraising. We are requesting this grant to support our fundraiser which will enable us to continue to improve and maintain this beautiful memorial. The fundraiser is held at the New Berlin VFW. It features live music, basket raffles, live auction, guest appearances by local radio personalities. The band is Tim Castle, Tribute to Country Legends , a Nashville recording artist. This event starts at 4:00 p.m. and goes until 11:00 P.M. We also feature food by Crossroads in New Berlin, use Eagle Printing in New Berlin for our printing needs, and always our first choice for venders is always a New Berlin business. This event is critical for our ability to continue to maintain and improve our memorial and to continue to provide outreach programs for the community. Our annual Community Flag Day Celebration, Light the Lights Holiday Program, The Importance of Recognizing Veterans in New Berlin Youth Essay Contest are all funded and supported 100 percent by the fundraiser.

Explain How the Project Meets the Goals of the Grant Program/Benefits to the City of New Berlin *
(Please identify how this project/program will specifically be able to generate paid overnight stays in hotels within New Berlin. Please provide documentation from past projects, if applicable).

This past year we were able to have the Ne Berlin Memorial features in the State of Wisconsin VFW Statewide calendar. In addition we were able to have our memorial included in Veterans Motorcycle Organization list of Wisconsin Memorials to be part of their organized bike rides. In addition as we improve out brochures/publications to be distributed to all VFW organizations in the state, American Legions statewide , to Chambers of Commerce, to Facebook organization we hope to see an increase presence in our community. We will also be joining the New Berlin Chamber in hopes of again expanding our relationships with both the business and private companies in New Berlin. A perfect example, this year we contacted a company in New Berlin that has a contract with the Navy . This company helped us this year with a donation, and we will be recognizing both them and the representative from the Navy in a private installation of a memorial brick at our location. It is our goal to increase that type of partnership that will result in recognition from outside of New Berlin , or in this case specifically from the Naval Department which will in turn increase the use of paid overnight stays. We also offer private family events. Lat year we had a family from out of state join us for the installation of a brick for a family member.

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 *

It is our hope that with this grant we can expand the recognition of not only our memorial , but our mission as an organization and at the same time expand the recognition of the entire New Berlin community. We recognize that we need to improve and expand our marketing exposure and believe that this grant will provide that opportunity.

Staffing Requirements *

We currently do not have any staff, everything is done by our Board of Directors and volunteers.

Timeline for Implementation *

We are currently beginning the planning for main fundraiser. We will be developing publications for distributions for fundraiser in November. The Holiday, Light the Lights event is scheduled for November 16th . Flag Day is June 14th (Youth essay contest is combined with Flag Day)

Estimated Number of Hotel Stays from the Project / Event *

10 for fundraiser includes band he has a big out of town following but I do not have any date to confirm. out of town following .unable to answer for outreach programs

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 seek funding from society members and local businesses.

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

In the past we have asked for private donations but have not applied for other grants.

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. *

Mary Jane Whitty President of New Berlin Veterans Memorial Board of Directors

Sign below: *

Mary Jane Whitty

Date: *

MM DD YYYY

10 / 10 / 2024

Phone Number: *

262 363 2097

Email: *

mwhitty@wi.rr.com

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Wall, Kelly

From: mwhitty@wi.rr.com
Sent: Sunday, October 13, 2024 8:52 PM
To: Wall, Kelly
Subject: RE: Enjoy New Berlin - Room Tax Grant

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

Kelly..Again thank you for the opportunity to submit the requested budget information.

Fundraiser Budget 2024

Band: \$1000.00
Pre-sale tickets: \$100.00
Postage: \$503.83
Thank you notes: \$32.99
Misc supplies: \$371.28
Meat for meat raffle: \$881.36
Food/supplies: \$981.86
Printing: \$1038.85
Raffle \$194.14

Total: \$5104.31

I hope this is the information you needed. Please let me know if you need any other information.

Thank you ..
Mary Jane Whitty
New Berlin Veterans Memorial Board of Directors



October 25, 2024

Ms. Cordero –

You are receiving this letter (via email) in response to your application for a 2025 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:	No Can Do - A Tribute to the Music of Daryl Hall & John Oates
Request Amount:	\$4,944
Total Event Budget:	\$12,360
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 November 13th, 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

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.**

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.corder@nbexcellence.org

Project Information

Project/Event Title* *

No Can Do - A Tribute to the Music of Daryl Hall & John Oates

Event Date *

3/21/2025

Total Project / Event Budget *

12,360

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

4,944

Project / Event Location *

West Performing Arts Center / 18695 W. Cleveland Ave. New Berlin, WI 53146

Projected Number of Attendees *

300

Detailed Project / Event Description *

No Can Do - A Tribute to the Music of Daryl Hall & John Oates

Date: Friday, March 21, 2025

Genre: 1980s Tribute Band (Rock and Roll, Soul, Rhythm and Blues Fusion)

Get ready for a night of nostalgia as No Can Do brings the iconic music of Daryl Hall & John Oates to the West Performing Arts Center. Known for their irresistible blend of rock, soul, and rhythm and blues, Hall & Oates dominated the charts in the 1980s with hit singles like "Maneater," "You Make My Dreams," and "Private Eyes." No Can Do has spent 15 years mastering these timeless classics, delivering authentic and energetic performances that capture the heart and soul of the original duo.

This tribute band has performed across the United States, winning fans with their dedication to preserving the unique sound of Hall & Oates. With a reputation for high-energy shows and artistic integrity, they offer an unforgettable experience that will have audiences of all ages singing and dancing along to some of the most beloved songs of the last four decades.

The concert is a part of the West Performing Arts Center (WestPAC) Community Concert Series. As a hub for arts and entertainment, WestPAC is striving to foster community engagement by utilizing public spaces to benefit residents and visitors of all ages. This concert series, featuring high-quality live performances, celebrates a diverse range of musical genres and offers an opportunity for residents to come together and experience world-class entertainment in their own community. By working hand-in-hand with the Education Foundation of New Berlin, each event features a beverage bar with beer, hard seltzer, water, soda, and popcorn.

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 WestPAC Community Concert Series, including the featured performance of No Can Do - A Tribute to the Music of Daryl Hall & John Oates, directly aligns with the City of New Berlin Tourism Commission's goals by fostering cultural tourism.

Tourism Attraction and Economic Impact: The concert series is designed to attract a wide range of visitors, not only from within New Berlin but also from surrounding communities and beyond. Based on ticket sales data from the 2023-2024 seasons, a significant portion of attendees comes from zip codes outside New Berlin, with many traveling over 30 miles (e.g., 54467, 54955, 53092, and 53707).

Marketing Efforts: To maximize attendance and encourage potential overnight stays, a Room Tax Grant will enable targeted marketing campaigns designed to reach audiences beyond the New Berlin area. Planned efforts include:

New Website Development: The current WestPAC website is outdated, difficult to navigate, and lacks key functionality for event promotion. Upgrading the site will significantly enhance marketing efforts, improving the overall user experience and making it easier for out-of-town visitors to learn about and purchase tickets for events.

Digital Advertising: Targeted Facebook ad campaigns will be used to reach potential attendees from outside the immediate region, with a focus on areas more than 30 miles from New Berlin. These ads will drive ticket sales while increasing visibility for the concert series.

Print and Media Ads: If funded, Room Tax Grant dollars will enhance the marketing plan to include placements in well-known regional publications such as M Magazine and Shepherd Express, which reach a wide audience across Southeast Wisconsin.

Additionally, through a partnership with iHeart Radio, we anticipate receiving in-kind, on-air ads, promoting the event to listeners in key markets across the state.

By reaching a broader audience, these marketing efforts will not only increase event attendance but also encourage visitors to explore New Berlin's amenities, driving overnight stays and contributing to the city's economic vitality.

The event also supports the Education Foundation of New Berlin by generating proceeds through the beverage bar (beer, hard seltzer, soda, water, popcorn) sales, which fund educational programs in the district. This added value promotes New Berlin as a community with a strong commitment to education, culture, and economic vitality.

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

N/A

Expected Outcomes *

The WestPAC Community Concert Series aims to attract 300 paid ticket buyers for the No Can Do - A Tribute to the Music of Daryl Hall & John Oates performance.

Community Engagement and Pride: As the series grows in popularity, it fosters a sense of pride and community among New Berlin residents. By offering opportunities to enjoy live music and support local initiatives, the event strengthens social bonds and reinforces the community's collective identity.

Promotion of New Berlin: Through strategic marketing and hosting high-quality cultural events, the concert promotes New Berlin as a vibrant destination. By drawing attendees from both the local area and beyond, the event highlights the city's amenities, hospitality, and cultural vitality, making it an attractive choice for visitors.

Staffing Requirements *

The WestPAC Community Concert Series is overseen by Kevin Hanson, the School District of New Berlin's Facilities Coordinator. Julie Cordero of the Education Foundation of New Berlin, manages the Beverage Bar. With additional support from School District colleagues, Kevin and Julie collaborate to ensure smooth planning and execution of the event. The bar, aside from a licensed bartender, is operated by volunteers supporting the Education Foundation. Hourly box office staff and school district security are detailed in the attached budget, though no funding for staffing is requested in accordance with grant guidelines.

Timeline for Implementation *

Planning for the WestPAC Community Concert Series began in the spring of 2024, with all bands now fully booked. Promotions for the series started in September 2024 with the School District's Annual Report, mailed to all homes via Every Door Direct Mail. The events have since been advertised on the current WestPAC website and through Facebook pages for WestPAC, the School District of New Berlin (SDNB), and the Education Foundation of New Berlin (EFNB). If grant funding is awarded, WestPAC Director Kevin Hanson will ensure that ads are placed in M Magazine and Shepherd Express, and will work with a professional web designer to build and launch the new WestPAC website.

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 *

The second season of the WestPAC Community Concert Series generated a small profit, demonstrating the series' growing viability. Grant funding this season would allow for critical investments in a new website to improve the user experience, along with expanded marketing through Shepherd Express and M Magazine. These enhancements are currently beyond the series' revenue capacity. As the series gains momentum, increased sponsorships and ticket sales are expected to sustain its funding moving forward.

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

Green Bay Packers Community Foundation Grant - Requested as Season Sponsorship of 2024-2025 - decision pending, expected Nov 2024

The WestPAC has developed a Season/Concert Sponsorship Guide which was completed in October 2024 and is being sent to local businesses and SDNB Vendors for corporate sponsorships. The Guide will be included in the supplemental materials.

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, Director EFNB

Sign below: *

Julie Cordero

Date: *

MM DD YYYY

10 / 11 / 2024

Phone Number: *

262-789-6245

Email: *

julie.cordero@nbexcellence.org

This content is neither created nor endorsed by Google.

Education Foundation of New Berlin and West Performing Arts Center
Community Concert Series - No Can Do 3/21/2025

Artist	No Can Do	
Ticket Sales Goal	300	
Ticket Price per each	\$20.00	
Income		
Sales Goal	\$6,000.00	
Corporate Sponsors - Season	\$1,000.00	
Corporate Sponsors - Show	\$1,000.00	
Green Bay Packers Community Foundation Grant	\$1,000.00	
Enjoy New Berlin - Tourism Grant 2025	\$4,944.00	
EFNB Bar Sales	\$1,200.00	
EFNB Raffle	\$200.00	
Services InKind (detailed in expenses)	\$1,380.00	
Total Income	\$16,724.00	
Expenses		
Talent/Band Fee	\$5,000.00	
Professional Graphic Design	\$500.00	
Box Office Staff (hourly)	\$800.00	
<u>Advertisements</u>		
MMagazine/Shepherd Express*	\$1,000.00	* Will only be possible with Room Tax Grant
WestPAC Postcard*	\$1,000.00	
WestPAC Postcard Postage*	\$600.00	
Professional WestPAC Website Build*	\$1,000.00	
Facebook Boosting	\$50.00	
<u>Bar Fees</u>		
Liquor/Event Liability	\$120.00	
Temp Beer License	\$10.00	
Beverages - WholeSale	\$750.00	
Credit Card Transaction Fees	\$150.00	
<u>In Kind Expenses</u>		
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	\$12,360.00	

COMMUNITY CONCERT SERIES

SPONSORSHIP OPPORTUNITIES



3
SEASON



DAN LEPIEN BAND



TENORSMKE & WHISKEYBELLES



NO CAN DO



SUBSTITUTE



MILES NIELSEN &
THE RUSTED HEARTS

SEASON SPONSORSHIPS

\$15,000 Platinum Level Presenting Season Sponsor

- Complimentary reserved tickets for each performance (up to 20)
- A table in the lobby for event giveaways/promotional items at each event (up to 5)
- Opportunity to speak for 1-2 minutes before the show
- Exclusive Opportunity - only one available

Recognition:

- Presenting sponsorship of the season; the season would be named "WestPAC Community Concert Series presented by (your company name here)"
- Presenting sponsor logo recognition on the season website
- Presenting sponsor logo recognition before each event and during intermission
- Presenting sponsor name recognition in the season-related press release and broadcast emails
- Presenting sponsor verbal name recognition at the event

\$10,000 Gold Level Season Sponsor

- Complimentary tickets for each performance (up to 15)
- A table in the lobby for event giveaways/promotional items at 4 events of the sponsor's choice
- Opportunity to speak for 1-2 minutes during intermission and draw raffle winners (if held) after intermission

Recognition:

- Gold sponsor logo recognition on the event website
- Gold sponsor logo recognition before each event and during intermission
- Gold sponsor name recognition in season-related press release and broadcast emails
- Gold sponsor verbal name recognition at each event

\$5,000 Silver Level Season Sponsor

- Complimentary tickets for each performance (up to 10)
- A table in the lobby for event giveaways/promotional items at 2 events of the sponsor's choice

Recognition:

- Sponsor logo recognition on the season website
- Sponsor logo recognition before season concerts and during intermissions
- Sponsor name recognition in the season-related press release and broadcast emails
- Sponsorship verbal recognition at each concert

SINGLE EVENT SPONSORSHIPS

\$1,500 Platinum Level Presenting Show Sponsor

- Complimentary tickets for performance (up to 10)
- Opportunity to speak for 1-2 minutes before the show
- A table in the lobby for event giveaways/promotional items

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- Presenting sponsor verbal name recognition at the event
- Presenting sponsor logo recognition on the event website
- Presenting sponsor logo recognition before the event and during intermission
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\$1,000 Gold Level Show Sponsor

- Complimentary tickets for performance (up to 8)
- A table in the lobby for event giveaways/promotional items

Recognition:

- Sponsor logo recognition on the event website
- Sponsor logo recognition before the event and during intermission
- Gold Show Sponsor verbal name recognition at the event

\$750 Silver Level Show Sponsor

- Complimentary tickets for performance (up to 6)

Recognition:

- Sponsor logo recognition on the event website
- Sponsor logo recognition before the event and during intermission

\$500 Bronze Level Show Sponsor

- Complimentary tickets for performance (up to 4)

Recognition:

- Sponsor logo recognition on the event website
- Sponsor logo recognition before the event and during intermission

For more info visit www.nbexcellence.org/community/westpac-tickets.cfm

To sponsor the season or a single concert, contact Kevin Hanson at (262) 789-6264 or kevin.hanson@nbexcellence.org.



Presented in partnership with

EDUCATION FOUNDATION

OF NEW BERLIN

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COMMUNITY CONCERT SERIES

2024
2025



5

AMAZING
SHOWS

NOVEMBER
THROUGH
MAY



COMMUNITY CONCERT SERIES

3 SEASON

You don't have to go far to have an incredible night out!

The West Performing Arts Center (WestPAC), a cultural hub for the New Berlin community, is celebrating its third season of the Community Concert Series. This initiative, presented in partnership with the Education Foundation of New Berlin (EFNB), aims to foster community engagement, utilize public spaces for public good, and provide high-quality live entertainment to residents and visitors of all ages.

We have curated an eclectic lineup of artists and genres to appeal to a broad audience. From local talent like Dan Lepien to tribute bands such as No Can Do and the renowned Miles Nielsen and the Rusted Hearts, we aim to cater to varied musical tastes and demographics.

Each concert features a beverage and concessions bar open one hour before the show through the end of intermission. Bar proceeds benefit the EFNB.

The 770-seat, ADA-compliant WestPAC is conveniently located at 18695 W. Cleveland Avenue at New Berlin West Middle / High School.

MAKE YOUR PLANS TO JOIN US TODAY!

Get tickets and learn about the season and show sponsorship opportunities at www.nbexcellence.org/community/westpac-tickets.cfm or call (262) 789-6406 today!

The logo for "TOAST TO EDUCATION" features a stylized tree, a glass of wine, and a book, with the text "TOAST TO EDUCATION" in a decorative font.

BEER & WINE

TASTING FUNDRAISER

MARCH 15, 2025

7-10 pm

PRESENTED BY

New Berlin Eisenhower

The logo for Molly's Catering features a stylized 'm' and the text "molly's catering".The logo for the Education Foundation of New Berlin features a stylized tree and the text "EDUCATION FOUNDATION OF NEW BERLIN".



DAN LEPIEN BAND

Friday, Nov. 15, 2024 – 7p.m.

Hailing from rural Sauk County in Wisconsin, Dan Lepien brings pure, traditional country music with his unique songwriting and interactive live shows. His gritty vocal style draws comparisons to country legends like George Strait and Alan Jackson. With experience sharing the stage with heroes like Clint Black and Shenandoah, Lepien promises a night of heartfelt country tunes steeped in rural roots.

(traditional country)

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



TENORSMKE & WHISKEYBELLES

Wednesday, Dec. 18, 2024 – 7p.m.

The WhiskeyBelles, expertly blend country, folk, and Americana into a dynamic live performance. With accolades including WAMI awards and a reputation for captivating audiences at dive bars and large festivals alike, the WhiskeyBelles promise an upbeat and experienced show. Joined by TenorsMKE, a vocal trio blending Broadway, opera, jazz, and rock, the Christmas show offers a unique fusion of genres for a festive evening of holiday classics and original tunes.

(holiday)



NO CAN DO SEASON

A Tribute to the Music of Hall & Oates

Friday, Mar. 21, 2025 – 7p.m.

From soulful harmonies to infectious rhythms, this tribute promises an authentic and electrifying experience, capturing the essence of Hall & Oates' legendary sound. No Can Do is the passion project of Rich Hoffman, WAMI winning vocalist for Wisconsin band Almighty Vinyl and the original music band, SACRED. Rich's love for the timeless music of Daryl Hall & John Oates compelled him to seek like-minded, top-quality musicians from other well-established bands to recreate their music. Playing it like you remember it is what No Can Do is about. This is a tribute to the music and memories associated with Daryl Hall & John Oates.

(classic rock)



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

3 SEASON

SUBSTITUTE

Tales from The Who

Saturday, Apr. 5, 2025 – 7p.m.

Substitute pays tribute to one of the most prolific and influential rock bands in history, The Who. For nearly a decade, Substitute has delivered high-energy performances of hits like “Baba O’Reilly” and “Pinball Wizard” to audiences nationwide. Known for their commitment to artistic integrity, Substitute promises an unforgettable night celebrating the legendary music of The Who.

(1960s rock)





MILES NIELSEN & THE RUSTED HEARTS

Saturday, May 10, 2025 – 7p.m.

Miles Nielsen and the Rusted Hearts bring forceful rock music infused with classic '60s soul to the stage. Based in Rockford, IL, the band has enthralled audiences for nearly a decade with their dynamic sound. With influences ranging from Otis Redding to Jellyfish, Miles Nielsen and the Rusted Hearts promise a night of powerful music that will captivate audiences and leave them wanting more.

(rock/soul)

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



New Berlin Public Schools
4333 S. Sunnyslope Road
New Berlin, WI 53151

Non-Profit
Organization
U.S. POSTAGE
PAID
Waukesha, WI
Permit #9

COMMUNITY CONCERT SERIES | 2024 | 2025

SEASON

DAN LEPIEN BAND

Friday, Nov. 15, 2024 – 7p.m.

TENORSMKE & WHISKEYBELLES

Wednesday, Dec. 18, 2024 – 7p.m.

NO CAN DO

Friday, March 21, 2025 – 7p.m.

SUBSTITUTE

Saturday, April 5, 2025 – 7p.m.

MILES NIELSEN & THE RUSTED HEARTS

Saturday, May 10, 2025 – 7p.m.



**SCAN TO
GET TICKETS
TODAY!**



FOLLOW US:



October 25, 2024

Ms. Cordero –

You are receiving this letter (via email) in response to your application for a 2025 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:	Substitute - Tales from The Who
Request Amount:	\$4,564
Total Event Budget:	\$11,410
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 November 13th, 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 dark 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

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.**

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* *

Substitute - Tales from The Who

Event Date *

4/5/2025

Total Project / Event Budget *

11410

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

4564

Project / Event Location *

West Performing Arts Center / 18695 W. Cleveland Ave. New Berlin, WI 53146

Projected Number of Attendees *

400

Detailed Project / Event Description *

Substitute - Tales from The Who

Date: Saturday, April 5, 2025

Genre: 1960s Rock Tribute Band

Get ready for an explosive night of rock 'n' roll as Substitute brings the iconic music of The Who to the West Performing Arts Center. Known as one of the most influential rock bands of the 1960s and '70s, The Who shaped the sound of modern rock with legendary hits like "Baba O'Riley," "Pinball Wizard," and "My Generation." For nearly a decade, Substitute has passionately dedicated itself to recreating the electrifying energy of The Who's live performances.

With its powerful sound, expert musicianship, and commitment to staying true to the spirit of the original band, Substitute delivers an authentic concert experience that takes audiences back to the height of rock's golden era. From the soaring vocals to the dynamic guitar solos, every detail is faithfully reproduced, capturing the essence of The Who's timeless music.

This concert is part of the WestPAC Community Concert Series, offering residents and visitors the chance to enjoy world-class entertainment in their own community. Partnering with the Education Foundation of New Berlin, each event includes a beverage bar featuring beer, hard seltzer, water, soda, and popcorn, with proceeds supporting local educational initiatives.

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 WestPAC Community Concert Series, including the featured performance of Substitute - Tales from The Who, directly aligns with the City of New Berlin Tourism Commission's goals by fostering cultural tourism.

Tourism Attraction and Economic Impact: The concert series is designed to attract a wide range of visitors, not only from within New Berlin but also from surrounding communities and beyond. Based on ticket sales data from the 2023-2024 seasons, a significant portion of attendees comes from zip codes outside New Berlin, with many traveling over 30 miles (e.g., 54467, 54955, 53092, and 53707).

Marketing Efforts: To maximize attendance and encourage potential overnight stays, a Room Tax Grant will enable targeted marketing campaigns designed to reach audiences beyond the New Berlin area. Planned efforts include:

New Website Development: The current WestPAC website is outdated, difficult to navigate, and lacks key functionality for event promotion. Upgrading the site will significantly enhance marketing efforts, improving the overall user experience and making it easier for out-of-town visitors to learn about and purchase tickets for events.

Digital Advertising: Targeted Facebook ad campaigns will be used to reach potential attendees from outside the immediate region, with a focus on areas more than 30 miles from New Berlin. These ads will drive ticket sales while increasing visibility for the concert series.

Print and Media Ads: If funded, Room Tax Grant dollars will enhance the marketing plan to include placements in well-known regional publications such as M Magazine and Shepherd Express, which reach a wide audience across Southeast Wisconsin.

Additionally, through a partnership with iHeart Radio, we anticipate receiving in-kind, on-air ads, promoting the event to listeners in key markets across the state.

By reaching a broader audience, these marketing efforts will not only increase event attendance but also encourage visitors to explore New Berlin's amenities, driving overnight stays and contributing to the city's economic vitality.

The event also supports the Education Foundation of New Berlin by generating proceeds through the beverage bar (beer, hard seltzer, soda, water, popcorn) sales, which fund educational programs in the district. This added value promotes New Berlin as a community with a strong commitment to education, culture, and economic vitality.

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

N/A

Expected Outcomes *

The WestPAC Community Concert Series aims to attract 400 paid ticket buyers for the Substitute - Tales from The Who performance.

Community Engagement and Pride: As the series grows in popularity, it fosters a sense of pride and community among New Berlin residents. By offering opportunities to enjoy live music and support local initiatives, the event strengthens social bonds and reinforces the community's collective identity.

Promotion of New Berlin: Through strategic marketing and hosting high-quality cultural events, the concert promotes New Berlin as a vibrant destination. By drawing attendees from both the local area and beyond, the event highlights the city's amenities, hospitality, and cultural vitality, making it an attractive choice for visitors.

Staffing Requirements *

The WestPAC Community Concert Series is overseen by Kevin Hanson, the School District of New Berlin's Facilities Coordinator. Julie Cordero of the Education Foundation of New Berlin, manages the Beverage Bar. With additional support from School District colleagues, Kevin and Julie collaborate to ensure smooth planning and execution of the event. The bar, aside from a licensed bartender, is operated by volunteers supporting the Education Foundation. Hourly box office staff and school district security are detailed in the attached budget, though no funding for staffing is requested in accordance with grant guidelines.

Timeline for Implementation *

Planning for the WestPAC Community Concert Series began in the spring of 2024, with all bands now fully booked. Promotions for the series started in September 2024 with the School District's Annual Report, mailed to all homes via Every Door Direct Mail. The events have since been advertised on the current WestPAC website and through Facebook pages for WestPAC, the School District of New Berlin (SDNB), and the Education Foundation of New Berlin (EFNB). If grant funding is awarded, WestPAC Director Kevin Hanson will ensure that ads are placed in M Magazine and Shepherd Express, and will work with a professional web designer to build and launch the new WestPAC website.

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 *

The second season of the WestPAC Community Concert Series generated a small profit, demonstrating the series' growing viability. Grant funding this season would allow for critical investments in a new website to improve the user experience, along with expanded marketing through Shepherd Express and M Magazine. These enhancements are currently beyond the series' revenue capacity. As the series gains momentum, increased sponsorships and ticket sales are expected to sustain its funding moving forward.

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

Green Bay Packers Community Foundation Grant - Requested as Season Sponsorship of 2024-2025 - decision pending, expected Nov 2024

The WestPAC has developed a Season/Concert Sponsorship Guide which was completed in October 2024 and is being sent to local businesses and SDNB Vendors for corporate sponsorships. The Guide will be included in the supplemental materials.

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, Director EFNB

Sign below: *

Julie Cordero

Date: *

MM DD YYYY

10 / 14 / 2024

Phone Number: *

262-789-6245

Email: *

julie.cordero@nbexcellence.org

This content is neither created nor endorsed by Google.

Education Foundation of New Berlin and West Performing Arts Center
Community Concert Series - Substitute 4/5/2025

Artist	Substitute	
Ticket Sales Goal	400	
Ticket Price per each	\$20.00	
Income		
Sales Goal	\$8,000.00	
Corporate Sponsors - Season	\$1,000.00	
Corporate Sponsors - Show	\$1,000.00	
Green Bay Packers Community Foundation Grant	\$1,000.00	
Enjoy New Berlin - Tourism Grant 2025	\$4,564.00	
EFNB Bar Sales	\$2,000.00	
EFNB Raffle	\$200.00	
Services InKind (detailed in expenses)	\$1,380.00	
Total Income	\$19,144.00	
Expenses		
Talent/Band Fee	\$4,000.00	
Professional Graphic Design	\$500.00	
Box Office Staff (hourly)	\$800.00	
<u>Advertisements</u>		
MMagazine/Shepherd Express*	\$1,000.00	* Will only be possible with Room Tax Grant
WestPAC Postcard*	\$1,000.00	
WestPAC Postcard Postage*	\$600.00	
Professional WestPAC Website Build*	\$1,000.00	
Facebook Boosting	\$50.00	
<u>Bar Fees</u>		
Liquor/Event Liability	\$120.00	
Temp Beer License	\$10.00	
Beverages - WholeSale	\$800.00	
Credit Card Transaction Fees	\$150.00	
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Security Guards (salary paid by SDNB)	\$180.00	
WestPAC Director (salary paid by SDNB)	\$600.00	
Total	\$11,410.00	

COMMUNITY CONCERT SERIES

SPONSORSHIP OPPORTUNITIES



3
SEASON



DAN LEPIEN BAND



TENORSMKE & WHISKEYBELLES



NO CAN DO



SUBSTITUTE



MILES NIELSEN &
THE RUSTED HEARTS

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- Exclusive Opportunity - only one available

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- Complimentary tickets for each performance (up to 15)
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- Opportunity to speak for 1-2 minutes during intermission and draw raffle winners (if held) after intermission

Recognition:

- Gold sponsor logo recognition on the event website
- Gold sponsor logo recognition before each event and during intermission
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- Gold sponsor verbal name recognition at each event

\$5,000 Silver Level Season Sponsor

- Complimentary tickets for each performance (up to 10)
- A table in the lobby for event giveaways/promotional items at 2 events of the sponsor's choice

Recognition:

- Sponsor logo recognition on the season website
- Sponsor logo recognition before season concerts and during intermissions
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SINGLE EVENT SPONSORSHIPS

\$1,500 Platinum Level Presenting Show Sponsor

- Complimentary tickets for performance (up to 10)
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Recognition:

- Presenting sponsor verbal name recognition at the event
- Presenting sponsor logo recognition on the event website
- Presenting sponsor logo recognition before the event and during intermission
- Presenting sponsor name recognition in the event-related press release and broadcast emails

\$1,000 Gold Level Show Sponsor

- Complimentary tickets for performance (up to 8)
- A table in the lobby for event giveaways/promotional items

Recognition:

- Sponsor logo recognition on the event website
- Sponsor logo recognition before the event and during intermission
- Gold Show Sponsor verbal name recognition at the event

\$750 Silver Level Show Sponsor

- Complimentary tickets for performance (up to 6)

Recognition:

- Sponsor logo recognition on the event website
- Sponsor logo recognition before the event and during intermission

\$500 Bronze Level Show Sponsor

- Complimentary tickets for performance (up to 4)

Recognition:

- Sponsor logo recognition on the event website
- Sponsor logo recognition before the event and during intermission

For more info visit www.nbexcellence.org/community/westpac-tickets.cfm

To sponsor the season or a single concert, contact Kevin Hanson at (262) 789-6264 or kevin.hanson@nbexcellence.org.



Presented in partnership with

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OF NEW BERLIN

www.efnb.org



COMMUNITY CONCERT SERIES

2024
2025



5

AMAZING
SHOWS

NOVEMBER
THROUGH
MAY



WEST
PERFORMING ARTS CENTER

COMMUNITY CONCERT SERIES

3
SEASON

You don't have to go far to have an incredible night out!

The West Performing Arts Center (WestPAC), a cultural hub for the New Berlin community, is celebrating its third season of the Community Concert Series. This initiative, presented in partnership with the Education Foundation of New Berlin (EFNB), aims to foster community engagement, utilize public spaces for public good, and provide high-quality live entertainment to residents and visitors of all ages.

We have curated an eclectic lineup of artists and genres to appeal to a broad audience. From local talent like Dan Lepien to tribute bands such as No Can Do and the renowned Miles Nielsen and the Rusted Hearts, we aim to cater to varied musical tastes and demographics.

Each concert features a beverage and concessions bar open one hour before the show through the end of intermission. Bar proceeds benefit the EFNB.

The 770-seat, ADA-compliant WestPAC is conveniently located at 18695 W. Cleveland Avenue at New Berlin West Middle / High School.

MAKE YOUR PLANS TO JOIN US TODAY!

Get tickets and learn about the season and show sponsorship opportunities at www.nbexcellence.org/community/westpac-tickets.cfm or call (262) 789-6406 today!



BEER & WINE TASTING FUNDRAISER
MARCH 15, 2025 7-10 pm
New Berlin Eisenhower

PRESENTED BY
 



DAN LEPIEN BAND

Friday, Nov. 15, 2024 – 7p.m.

Hailing from rural Sauk County in Wisconsin, Dan Lepien brings pure, traditional country music with his unique songwriting and interactive live shows. His gritty vocal style draws comparisons to country legends like George Strait and Alan Jackson. With experience sharing the stage with heroes like Clint Black and Shenandoah, Lepien promises a night of heartfelt country tunes steeped in rural roots.

(traditional country)

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



TENORSMKE & WHISKEYBELLES

Wednesday, Dec. 18, 2024 – 7p.m.

The WhiskeyBelles, expertly blend country, folk, and Americana into a dynamic live performance. With accolades including WAMI awards and a reputation for captivating audiences at dive bars and large festivals alike, the WhiskeyBelles promise an upbeat and experienced show. Joined by TenorsMKE, a vocal trio blending Broadway, opera, jazz, and rock, the Christmas show offers a unique fusion of genres for a festive evening of holiday classics and original tunes.

(holiday)



NO CAN DO SEASON

A Tribute to the Music of Hall & Oates

Friday, Mar. 21, 2025 – 7p.m.

From soulful harmonies to infectious rhythms, this tribute promises an authentic and electrifying experience, capturing the essence of Hall & Oates' legendary sound. No Can Do is the passion project of Rich Hoffman, WAMI winning vocalist for Wisconsin band Almighty Vinyl and the original music band, SACRED. Rich's love for the timeless music of Daryl Hall & John Oates compelled him to seek like-minded, top-quality musicians from other well-established bands to recreate their music. Playing it like you remember it is what No Can Do is about. This is a tribute to the music and memories associated with Daryl Hall & John Oates.

(classic rock)



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

3 SEASON

SUBSTITUTE

Tales from The Who

Saturday, Apr. 5, 2025 – 7p.m.

Substitute pays tribute to one of the most prolific and influential rock bands in history, The Who. For nearly a decade, Substitute has delivered high-energy performances of hits like “Baba O’Reilly” and “Pinball Wizard” to audiences nationwide. Known for their commitment to artistic integrity, Substitute promises an unforgettable night celebrating the legendary music of The Who.

(1960s rock)





MILES NIELSEN & THE RUSTED HEARTS

Saturday, May 10, 2025 – 7p.m.

Miles Nielsen and the Rusted Hearts bring forceful rock music infused with classic '60s soul to the stage. Based in Rockford, IL, the band has enthralled audiences for nearly a decade with their dynamic sound. With influences ranging from Otis Redding to Jellyfish, Miles Nielsen and the Rusted Hearts promise a night of powerful music that will captivate audiences and leave them wanting more.

(rock/soul)

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

COMMUNITY CONCERT SERIES **2024 | 2025** **SEASON**

DAN LEPIEN BAND

Friday, Nov. 15, 2024 – 7p.m.

TENORSMKE & WHISKEYBELLES

Wednesday, Dec. 18, 2024 – 7p.m.

NO CAN DO

Friday, March 21, 2025 – 7p.m.

SUBSTITUTE

Saturday, April 5, 2025 – 7p.m.

MILES NIELSEN & THE RUSTED HEARTS

Saturday, May 10, 2025 – 7p.m.



**SCAN TO
GET TICKETS
TODAY!**



FOLLOW US:



October 25, 2024

Ms. Cordero –

You are receiving this letter (via email) in response to your application for a 2025 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:	Miles Nielsen and the Rusted Hearts
Request Amount:	\$5,000
Total Event Budget:	\$14,610
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 November 13th, 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

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.**

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* *

Miles Nielsen and the Rusted Hearts

Event Date *

5/10/2025

Total Project / Event Budget *

14610

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

5000

Project / Event Location *

West Performing Arts Center / 18695 W. Cleveland Ave. New Berlin, WI 53146

Projected Number of Attendees *

500

Detailed Project / Event Description ***Miles Nielsen and the Rusted Hearts****Date: Saturday, May 10, 2025****Genre: Rock/Soul**

Prepare for an unforgettable night of powerful music as Miles Nielsen and the Rusted Hearts take the stage at the West Performing Arts Center. Hailing from Rockford, IL, this band has been captivating audiences for nearly a decade with their dynamic blend of rock and classic '60s soul. Drawing inspiration from legends like Otis Redding and blending it with the creativity of artists like Jellyfish, Miles Nielsen and the Rusted Hearts deliver a unique sound that bridges the best of both genres.

This concert is part of the WestPAC Community Concert Series, providing residents and visitors alike the opportunity to experience world-class entertainment right in New Berlin. In collaboration with the Education Foundation of New Berlin, each concert features a beverage bar with beer, hard seltzer, water, soda, and popcorn, with all proceeds supporting educational programs in the district.

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 WestPAC Community Concert Series, including the featured performance of Miles Nielsen and the Rusted Hearts, directly aligns with the City of New Berlin Tourism Commission's goals by fostering cultural tourism.

Tourism Attraction and Economic Impact: The concert series is designed to attract a wide range of visitors, not only from within New Berlin but also from surrounding communities and beyond. Based on ticket sales data from the 2023-2024 seasons, a significant portion of attendees comes from zip codes outside New Berlin, with many traveling over 30 miles (e.g., 54467, 54955, 53092, and 53707).

Marketing Efforts: To maximize attendance and encourage potential overnight stays, a Room Tax Grant will enable targeted marketing campaigns designed to reach audiences beyond the New Berlin area. Planned efforts include:

New Website Development: The current WestPAC website is outdated, difficult to navigate, and lacks key functionality for event promotion. Upgrading the site will significantly enhance marketing efforts, improving the overall user experience and making it easier for out-of-town visitors to learn about and purchase tickets for events.

Digital Advertising: Targeted Facebook ad campaigns will be used to reach potential attendees from outside the immediate region, with a focus on areas more than 30 miles from New Berlin. These ads will drive ticket sales while increasing visibility for the concert series.

Print and Media Ads: If funded, Room Tax Grant dollars will enhance the marketing plan to include placements in well-known regional publications such as M Magazine and Shepherd Express, which reach a wide audience across Southeast Wisconsin.

Additionally, through a partnership with iHeart Radio, we anticipate receiving in-kind, on-air ads, promoting the event to listeners in key markets across the state.

By reaching a broader audience, these marketing efforts will not only increase event attendance but also encourage visitors to explore New Berlin's amenities, driving overnight stays and contributing to the city's economic vitality.

The event also supports the Education Foundation of New Berlin by generating proceeds through the beverage bar (beer, hard seltzer, soda, water, popcorn) sales, which fund educational programs in the district. This added value promotes New Berlin as a community with a strong commitment to education, culture, and economic vitality.

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

N/A

Expected Outcomes *

The WestPAC Community Concert Series aims to attract 500 paid ticket buyers for the Miles Nielsen and the Rusted Hearts performance.

Community Engagement and Pride: As the series grows in popularity, it fosters a sense of pride and community among New Berlin residents. By offering opportunities to enjoy live music and support local initiatives, the event strengthens social bonds and reinforces the community's collective identity.

Promotion of New Berlin: Through strategic marketing and hosting high-quality cultural events, the concert promotes New Berlin as a vibrant destination. By drawing attendees from both the local area and beyond, the event highlights the city's amenities, hospitality, and cultural vitality, making it an attractive choice for visitors.

Staffing Requirements *

The WestPAC Community Concert Series is overseen by Kevin Hanson, the School District of New Berlin's Facilities Coordinator. Julie Cordero of the Education Foundation of New Berlin, manages the Beverage Bar. With additional support from School District colleagues, Kevin and Julie collaborate to ensure smooth planning and execution of the event. The bar, aside from a licensed bartender, is operated by volunteers supporting the Education Foundation. Hourly box office staff and school district security are detailed in the attached budget, though no funding for staffing is requested in accordance with grant guidelines.

Timeline for Implementation *

Planning for the WestPAC Community Concert Series began in the spring of 2024, with all bands now fully booked. Promotions for the series started in September 2024 with the School District's Annual Report, mailed to all homes via Every Door Direct Mail. The events have since been advertised on the current WestPAC website and through Facebook pages for WestPAC, the School District of New Berlin (SDNB), and the Education Foundation of New Berlin (EFNB). If grant funding is awarded, WestPAC Director Kevin Hanson will ensure that ads are placed in M Magazine and Shepherd Express, and will work with a professional web designer to build and launch the new WestPAC website.

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 *

The second season of the WestPAC Community Concert Series generated a small profit, demonstrating the series' growing viability. Grant funding this season would allow for critical investments in a new website to improve the user experience, along with expanded marketing through Shepherd Express and M Magazine. These enhancements are currently beyond the series' revenue capacity. As the series gains momentum, increased sponsorships and ticket sales are expected to sustain its funding moving forward.

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

Green Bay Packers Community Foundation Grant - Requested as Season Sponsorship of 2024-2025 - decision pending, expected Nov 2024

The WestPAC has developed a Season/Concert Sponsorship Guide which was completed in October 2024 and is being sent to local businesses and SDNB Vendors for corporate sponsorships. The Guide will be included in the supplemental materials.

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, Director EFNB

Sign below: *

Julie Cordero

Date: *

MM DD YYYY

10 / 14 / 2024

Phone Number: *

262-789-6245

Email: *

julie.cordero@nbexcellence.org

This content is neither created nor endorsed by Google.

Education Foundation of New Berlin and West Performing Arts Center
Community Concert Series - Miles Nielsen The Rusted Hearts 5/10/2025

Artist	Substitute	
Ticket Sales Goal	500	
Ticket Price per each	\$20.00	
Income		
Sales Goal	\$10,000.00	
Corporate Sponsors - Season	\$1,000.00	
Corporate Sponsors - Show	\$1,000.00	
Green Bay Packers Community Foundation Grant	\$1,000.00	
Enjoy New Berlin - Tourism Grant 2025	\$5,000.00	
EFNB Bar Sales	\$2,500.00	
EFNB Raffle	\$200.00	
Services InKind (detailed in expenses)	\$1,380.00	
Total Income	\$22,080.00	
Expenses		
Talent/Band Fee	\$7,000.00	
Professional Graphic Design	\$500.00	
Box Office Staff (hourly)	\$800.00	
<u>Advertisements</u>		
MMagazine/Shepherd Express*	\$1,000.00	* Will only be possible with Room Tax Grant
WestPAC Postcard*	\$1,000.00	
WestPAC Postcard Postage*	\$600.00	
Professional WestPAC Website Build*	\$1,000.00	
Facebook Boosting	\$50.00	
<u>Bar Fees</u>		
Liquor/Event Liability	\$120.00	
Temp Beer License	\$10.00	
Beverages - WholeSale	\$1,000.00	
Credit Card Transaction Fees	\$150.00	
<u>In Kind Expenses</u>		
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	\$14,610.00	

COMMUNITY CONCERT SERIES

SPONSORSHIP OPPORTUNITIES



3
SEASON



DAN LEPIEN BAND



TENORSMKE & WHISKEYBELLES



NO CAN DO



SUBSTITUTE



MILES NIELSEN &
THE RUSTED HEARTS

SEASON SPONSORSHIPS

\$15,000 Platinum Level Presenting Season Sponsor

- Complimentary reserved tickets for each performance (up to 20)
- A table in the lobby for event giveaways/promotional items at each event (up to 5)
- Opportunity to speak for 1-2 minutes before the show
- Exclusive Opportunity - only one available

Recognition:

- Presenting sponsorship of the season; the season would be named "WestPAC Community Concert Series presented by (your company name here)"
- Presenting sponsor logo recognition on the season website
- Presenting sponsor logo recognition before each event and during intermission
- Presenting sponsor name recognition in the season-related press release and broadcast emails
- Presenting sponsor verbal name recognition at the event

\$10,000 Gold Level Season Sponsor

- Complimentary tickets for each performance (up to 15)
- A table in the lobby for event giveaways/promotional items at 4 events of the sponsor's choice
- Opportunity to speak for 1-2 minutes during intermission and draw raffle winners (if held) after intermission

Recognition:

- Gold sponsor logo recognition on the event website
- Gold sponsor logo recognition before each event and during intermission
- Gold sponsor name recognition in season-related press release and broadcast emails
- Gold sponsor verbal name recognition at each event

\$5,000 Silver Level Season Sponsor

- Complimentary tickets for each performance (up to 10)
- A table in the lobby for event giveaways/promotional items at 2 events of the sponsor's choice

Recognition:

- Sponsor logo recognition on the season website
- Sponsor logo recognition before season concerts and during intermissions
- Sponsor name recognition in the season-related press release and broadcast emails
- Sponsorship verbal recognition at each concert

SINGLE EVENT SPONSORSHIPS

\$1,500 Platinum Level Presenting Show Sponsor

- Complimentary tickets for performance (up to 10)
- Opportunity to speak for 1-2 minutes before the show
- A table in the lobby for event giveaways/promotional items

Recognition:

- Presenting sponsor verbal name recognition at the event
- Presenting sponsor logo recognition on the event website
- Presenting sponsor logo recognition before the event and during intermission
- Presenting sponsor name recognition in the event-related press release and broadcast emails

\$1,000 Gold Level Show Sponsor

- Complimentary tickets for performance (up to 8)
- A table in the lobby for event giveaways/promotional items

Recognition:

- Sponsor logo recognition on the event website
- Sponsor logo recognition before the event and during intermission
- Gold Show Sponsor verbal name recognition at the event

\$750 Silver Level Show Sponsor

- Complimentary tickets for performance (up to 6)

Recognition:

- Sponsor logo recognition on the event website
- Sponsor logo recognition before the event and during intermission

\$500 Bronze Level Show Sponsor

- Complimentary tickets for performance (up to 4)

Recognition:

- Sponsor logo recognition on the event website
- Sponsor logo recognition before the event and during intermission

For more info visit www.nbexcellence.org/community/westpac-tickets.cfm

To sponsor the season or a single concert, contact Kevin Hanson at (262) 789-6264 or kevin.hanson@nbexcellence.org.



Presented in partnership with

EDUCATION FOUNDATION

OF NEW BERLIN

www.efnb.org



COMMUNITY CONCERT SERIES

2024
2025



5

AMAZING
SHOWS

NOVEMBER
THROUGH
MAY



COMMUNITY CONCERT SERIES

3 SEASON

You don't have to go far to have an incredible night out!

The West Performing Arts Center (WestPAC), a cultural hub for the New Berlin community, is celebrating its third season of the Community Concert Series. This initiative, presented in partnership with the Education Foundation of New Berlin (EFNB), aims to foster community engagement, utilize public spaces for public good, and provide high-quality live entertainment to residents and visitors of all ages.

We have curated an eclectic lineup of artists and genres to appeal to a broad audience. From local talent like Dan Lepien to tribute bands such as No Can Do and the renowned Miles Nielsen and the Rusted Hearts, we aim to cater to varied musical tastes and demographics.

Each concert features a beverage and concessions bar open one hour before the show through the end of intermission. Bar proceeds benefit the EFNB.

The 770-seat, ADA-compliant WestPAC is conveniently located at 18695 W. Cleveland Avenue at New Berlin West Middle / High School.

MAKE YOUR PLANS TO JOIN US TODAY!

Get tickets and learn about the season and show sponsorship opportunities at www.nbexcellence.org/community/westpac-tickets.cfm or call (262) 789-6406 today!

The logo for "TOAST TO EDUCATION" features a stylized tree, a glass of wine, and a glass of beer, with the text "TOAST TO EDUCATION" in a bold, serif font.

BEER & WINE

TASTING FUNDRAISER

MARCH 15, 2025

7-10 pm

PRESENTED BY

New Berlin Eisenhower

The logo for Molly's Catering features a stylized "m" and the text "molly's catering".The logo for the Education Foundation of New Berlin features a stylized tree and the text "EDUCATION FOUNDATION OF NEW BERLIN".



DAN LEPIEN BAND

Friday, Nov. 15, 2024 – 7p.m.

Hailing from rural Sauk County in Wisconsin, Dan Lepien brings pure, traditional country music with his unique songwriting and interactive live shows. His gritty vocal style draws comparisons to country legends like George Strait and Alan Jackson. With experience sharing the stage with heroes like Clint Black and Shenandoah, Lepien promises a night of heartfelt country tunes steeped in rural roots.

(traditional country)

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



TENORSMKE & WHISKEYBELLES

Wednesday, Dec. 18, 2024 – 7p.m.

The WhiskeyBelles, expertly blend country, folk, and Americana into a dynamic live performance. With accolades including WAMI awards and a reputation for captivating audiences at dive bars and large festivals alike, the WhiskeyBelles promise an upbeat and experienced show. Joined by TenorsMKE, a vocal trio blending Broadway, opera, jazz, and rock, the Christmas show offers a unique fusion of genres for a festive evening of holiday classics and original tunes.

(holiday)



NO CAN DO SEASON

A Tribute to the Music of Hall & Oates

Friday, Mar. 21, 2025 – 7p.m.

From soulful harmonies to infectious rhythms, this tribute promises an authentic and electrifying experience, capturing the essence of Hall & Oates' legendary sound. No Can Do is the passion project of Rich Hoffman, WAMI winning vocalist for Wisconsin band Almighty Vinyl and the original music band, SACRED. Rich's love for the timeless music of Daryl Hall & John Oates compelled him to seek like-minded, top-quality musicians from other well-established bands to recreate their music. Playing it like you remember it is what No Can Do is about. This is a tribute to the music and memories associated with Daryl Hall & John Oates.

(classic rock)



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3 SEASON

SUBSTITUTE

Tales from The Who

Saturday, Apr. 5, 2025 – 7p.m.

Substitute pays tribute to one of the most prolific and influential rock bands in history, The Who. For nearly a decade, Substitute has delivered high-energy performances of hits like “Baba O’Reilly” and “Pinball Wizard” to audiences nationwide. Known for their commitment to artistic integrity, Substitute promises an unforgettable night celebrating the legendary music of The Who.

(1960s rock)





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(rock/soul)

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COMMUNITY CONCERT SERIES | 2024 | 2025

SEASON

DAN LEPIEN BAND

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MILES NIELSEN & THE RUSTED HEARTS

Saturday, May 10, 2025 – 7p.m.



**SCAN TO
GET TICKETS
TODAY!**



FOLLOW US:



October 24, 2024

Ms. Beacom –

You are receiving this letter (via email) in response to your application for a 2025 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 Public Library
Event:	28th Annual Manhattan Short Film Festival
Request Amount:	\$320
Total Event Budget:	\$800
40% or Less of Total Event Budget:	Yes (Meets Requirement)

Application Submitted?	Yes
Budget Submitted?	Yes

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

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

Thanks,

A handwritten signature in dark 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

2025 Room Tax Grant Application

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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, 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.**

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

Email *

nbeacom@newberlinlibrary.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) *

City of New Berlin - Public Library

Address / City / State / Zip *

15105 Library Lane, New Berlin, WI 53151

Email *

nbeacom@newberlinlibrary.org

Phone Number *

262-754-1819

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

Natalie Beacom

Project Information

Project/Event Title* *

28th Annual Manhattan Short Film Festival

Event Date *

9/26/25-10/5/2025

Total Project / Event Budget *

800.00

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

320.00

Project / Event Location *

Manhattan Short Film Screening at the New Berlin Public Library

Projected Number of Attendees *

300

Detailed Project / Event Description *

Manhattan Short is a celebration of short film at its finest! Truly an interactive experience, the library will host screenings of the short films in programs throughout the week, evenings and weekends. These are screened simultaneous with other venues around the world at the same time. Each program runs about 2 1/2 hours during which 10 films are screened. After each short film, the audience votes and decides on their favorite film and actor. Finalists are submitted and are eligible to enter the Oscars the following year. The Library puts out the red carpet, serves fresh popcorn and movie candy and create a one-of-a-kind experience for our attendees. Our technology and sound system, including a hearing loop, make for a comfortable movie theater environment. Many past finalists from Manhattan Short have been nominated for an Oscar (The Present and White Eye are two from 2020). Our library audiences love nothing more than seeing a film they voted for at these programs at the Oscars!

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 is one of the only communities in Southeastern Wisconsin to host the Manhattan Short Film Festival. The Manhattan Short Film Festival is a fall companion to the larger Milwaukee Film Festival, which occurs annually each spring. In 2024 the Milwaukee Film Festival attracted close to 33,000 attendees, which was up 10% from 2023. While we attract the same audience of cinephiles, what sets us apart from other similar movie and film options is that viewers are included in the choice for films to move forward towards an Oscar nod. They are also short films, so very similar to the short-form videos people are used to watching, the brevity is a benefit to viewers and it is a very popular format for young adult audiences. The Library does not charge admittance, so attending the Manhattan Short Film Festival it is not cost prohibitive. We will expand our promotional efforts and anticipate this event to become a destination for visitors in 2025 and beyond to New Berlin, including overnight stays.

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. *

I would anticipate needing to advertise that blocks of rooms are available from Thursday, September 25, 2025 through the following Sunday, October 5, 2025.

Expected Outcomes *

We expect our broadened promotional efforts to increase the reach of the Manhattan Short Film Festival.

Staffing Requirements *

The Library would staff these events throughout the week with Librarian and Administrative staff.

Timeline for Implementation *

We would register as a Manhattan Short Film Festival site by March 2025.

Estimated Number of Hotel Stays from the Project / Event *

20

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 annual funding from the City of New Berlin for Adult Programming efforts and would dedicate some of those funds toward this program. To augment this budget, we would request funding assistance from the Friends of New Berlin Library, Inc.

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

No other sources are applicable at this time.

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. *

Natalie Beacom, Library Director

Sign below: *

Natalie Beacom

Date: *

MM DD YYYY

10 / 14 / 2024

Phone Number: *

262-754-1819

Email: *

nbeacom@newberlinlibrary.org

This content is neither created nor endorsed by Google.

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2025 Manhattan Short Film Festival – Budget Detail

Manhattan Short Film Festival <i>To include: Venue registration and unlimited licenses/screening from 9/26/24-10/5/24</i>	600.00
Refreshments and Supplies <i>(Popcorn, movie candies, raffle prizes)</i>	175.00
Social Media Promotion <i>(Boosting)</i>	25.00
Total:	800.00

IT'S TIME FOR
**28TH ANNUAL
MANHATTAN
SHORT FILM
FESTIVAL**

September 26–October 5, 2025



**Studio 1 –
Whispers in the Silver Mist**



**Studio 2 –
The Forgotten Symphony**



**Studio 3 – The Enigma
of Nebula X**



**Studio 4 –
The Stellar Paradox**



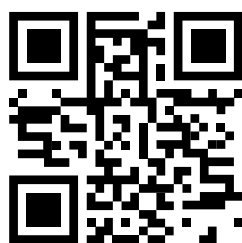
**Studio 5 –
Beyond the Azure Veil**



**Studio 5 –
Quantum Dreamscape**

View and Vote for 2025's Oscar Winning Short Film!

**PLAN YOUR VISIT
WITH FESTIVAL
TICKETS &
LODGING
TODAY!**





October 25, 2024

Ms. Roth –

You are receiving this letter (via email) in response to your application for a 2025 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:	2025 New Berlin Recreation Winterfest
Request Amount:	\$2,500
Total Event Budget:	\$20,000
40% or Less of Total Event Budget:	Yes (Meets Requirement) <i>*Note – Event received \$2,500 for event in 2024 grant cycle)</i>

Application Submitted?	Yes
Budget Submitted?	Yes

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

The Tourism Commission will be meeting on November 13th, 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

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.**

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 262-797-2443 kroth@newberlin.org

Project Information

Project/Event Title* *

2025 New Berlin Recreation Winterfest

Event Date *

01/11/2025

Total Project / Event Budget *

20000

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

\$2,500- Winterfest Fireworks

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, which draws over 4,000 attendees annually, has quickly established itself as a premier winter event in southeast Wisconsin. This significant turnout demonstrates the event's growing popularity and its role as a staple in the community.

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 and spaces like the New Berlin Activity and Recreation Center and the New Berlin Library!

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- Recreation Manager

Sign below: *

Katie Roth

Date: *

MM DD YYYY

10 / 15 / 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 11TH
6TH ANNUAL NEW BERLIN RECREATION



WINTERFEST

NEW BERLIN PUBLIC LIBRARY

ACTIVITY & RECREATION CENTER

MALONE PARK

9-4:30pm Family Open Skate
 Skates can be loaned out at the Library with a library card

9:30am Fireside Stories
 All Ages, Community Room

10:30am Fireside Stories
 All Ages, Community Room

1-3pm Trivia
 Pre-registration Required, Community Room.

8am Snowball Smash
Pickleball Tournament
 Pre-registration Required

9-12pm Discover New Berlin
Community Fair
 Hosted by the New Berlin Chamber



10am Sheepshead Tournament
 Pre-registration Required,
 Located at the New Berlin Community Center

2pm Medallion Hunt

2-5pm Sled Dog Meet & Greet
 H2M2 Nation

2-7pm Winter Beer Garden
 Component Brewing

2-7pm Food Trucks
 Piña Mexican Eats, Nice Bites, Dog Gone Great, and Troop 68!

3-6pm Live Music
 Cold Soda Club

4pm Bonfire & S'mores

5pm Candlelight Hike

6pm Fireworks

Activities at City Center
are hosted by:



WINTERFEST MUG & UNLIMITED
HOT COCOA



DRAFT

**EVENT GENEROUSLY
SPONSORED BY:**



All activities are weather dependent

For more information visit www.newberlinwi.gov



October 25, 2024

Ms. Roth –

You are receiving this letter (via email) in response to your application for a 2025 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:	2026 New Berlin Recreation 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 November 13th, 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

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:

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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)
- 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.**

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* *

2026 New Berlin Recreation Winterfest

Event Date *

1-10-2026

Total Project / Event Budget *

20000

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

\$5,000- Winterfest Mugs and Fireworks

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, which draws over 4,000 attendees annually, has quickly established itself as a premier winter event in southeast Wisconsin. This significant turnout demonstrates the event's growing popularity and its role as a staple in the community.

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 and spaces like the New Berlin Activity and Recreation Center and the New Berlin Library!

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- Recreation Manager

Sign below: *

Katie Roth

Date: *

MM DD YYYY

10 / 15 / 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
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Income	1/17/2024	Beer Refund	\$530.25	Uptapped Beer
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Expense	12/26/2023	Vistaprint	\$373.76	Sponsor Banners
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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 11TH
6TH ANNUAL NEW BERLIN RECREATION



WINTERFEST

NEW BERLIN PUBLIC LIBRARY

ACTIVITY & RECREATION CENTER

MALONE PARK

9-4:30pm Family Open Skate
 Skates can be loaned out
 at the Library with a
 library card

9:30am Fireside Stories
 All Ages, Community Room

10:30am Fireside Stories
 All Ages, Community Room

1-3pm Trivia
 Pre-registration Required,
 Community Room.

**8am Snowball Smash
Pickleball Tournament**
 Pre-registration Required

**9-12pm Discover New Berlin
Community Fair**
 Hosted by the New Berlin
 Chamber



10am Sheepshead Tournament
 Pre-registration Required,
 Located at the New Berlin
 Community Center

2pm Medallion Hunt

2-5pm Sled Dog Meet & Greet
 H2M2 Nation

2-7pm Winter Beer Garden
 Component Brewing

2-7pm Food Trucks
 Piña Mexican Eats, Nice
 Bites, Dog Gone Great,
 and Troop 68!

3-6pm Live Music
 Cold Soda Club

4pm Bonfire & Smores

5pm Candlelight Hike

6pm Fireworks

**Activities at City Center
are hosted by:**



**WINTERFEST MUG & UNLIMITED
HOT COCOA**



DRAFT

**EVENT GENEROUSLY
SPONSORED BY:**



All activities are weather dependent

For more information visit www.newberlinwi.gov



October 24, 2024

Ms. Beacom –

You are receiving this letter (via email) in response to your application for a 2025 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 Public Library
Event:	1st Annual New Berlin Public Library Dewey-Athlon
Request Amount:	\$600
Total Event Budget:	\$1,500
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 November 13th, 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

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.**

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

Email *

nbeacom@newberlinlibrary.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) *

City of New Berlin - Public Library

Address / City / State / Zip *

15105 Library Lane, New Berlin, WI 53151

Email *

nbeacom@newberlinlibrary.org

Phone Number *

262-754-1819

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

Natalie Beacom/262-754-1819/ nbeacom@newberlinlibrary.org

Project Information

Project/Event Title* *

1st Annual New Berlin Public Library Dewey-Athlon

Event Date *

Saturday, May 17, 2025

Total Project / Event Budget *

1500.00

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

600.00

Project / Event Location *

New Berlin Public Library (and ARC)

Projected Number of Attendees *

400

Detailed Project / Event Description *

The Dewey-athlon is a non-competitive family duathlon in which registrants as a group or individuals bike along Library Lane to the Activities and Recreation Center and then run back the same route, returning to the Library. The total race is 1/2 mile;) At the end of the race route, attendees will be able to visit the Library and join in the fun on the green space for activities, music, food and community! Families with children, parents and grandparents of all ages and abilities will be able to register to participate in this spring activity. We would divide the race by School Age (Primary and Secondary Ages 8-16), Littles (under 8) and Stroller Divisions. We will not require any fees, but all registrants would be required to donate a box of protein bars to the New Berlin Food Pantry. The event would start with the race(s) from 9-10 and post race activities would run through 12. Dewey (Decimal System) is how our library is organized, so we will seek donations and use funding to provide race day reading raffle prizes and promote literacy and the June launch of the Library's 2025 Summer Ready Program. We would also seek sponsorship within the New Berlin business community to offset costs of shirts and other related race supplies.

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).

Duathlons are popular for individuals and youth athletes. Opening up the event to all, and incorporating all family members, along with a festival component following the race will broaden the reach. Families travel around the state for these youth events, so this would be a destination for visitors, family members and friends to participate in "My First Duathlon", or for grandparents and friends to come and participate in the race day.

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. *

Holding a block of rooms for this event would be very helpful. If we could hold a 10 room blocks at both LaQuinta Inn & Suites and the Holiday Inn Express & Suites, we would be able to include that in our registration materials.

Expected Outcomes *

An annual event that becomes a fun and unique destination for New Berlin and kicks of the Library's Summer Reading Program Initiative.

Staffing Requirements *

This type of event is an "all hands" event for the Library, so Library staff would be needed for assistance along the race route as well as coordinating end of race events. We would also ask for assistance from Library volunteers, City departments, Parks, Recreation, Streets and the New Berlin Police and Fire Departments.

Timeline for Implementation *

A committee would be formed to meet in early January to implement the race. The Library would begin promotion and registration in March to prepare for the May event.

Estimated Number of Hotel Stays from the Project / Event *

20

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 would seek funding support from the Friends of New Berlin Library. Inc. for future Dewey-Athlon Events.

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

Friends of New Berlin Public Library, Inc., local business sponsorship

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. *

Natalie Beacom. Library Director

Sign below: *

Natalie Beacom

Date: *

MM DD YYYY

10 / 15 / 2024

Phone Number: *

262-754-1819

Email: *

nbeacom@newberlinlibrary.org

This content is neither created nor endorsed by Google.

Google Forms

NBPL 2025 Dewey-Athlon – Budget Detail

T-Shirts-Adult and Youth	800.00
Race Panels and Medals	250.00
Craft and Activity Supplies	350.00
Social Media Promotion (Boosting)	25.00
Photographer	75.00
Total:	1500.00

KIDS DEWEY-ATHLON



Lace up your shoes, pump up those tires, and go!

Children aged stroller to 12 years old in the **Dewey-Athlon** will ride their bikes on a 1/4 mile trek up Library Lane, and then reverse for a 1/4 mile run back to the Library! After the races, enjoy stretches and cool down with live music, food and activities on the Library Green!



Saturday, May 17th, 9:00-12:00

Race(s):9a-10a, Race Festival: 10a-12p



New Berlin Public Library
15105 Library Lane, New Berlin



More information and registration link:

<https://forms.gle/sF1dqGxgNmCQnZtcA>

Bike, Run, Read





October 25, 2024

Ms. Zacher –

You are receiving this letter (via email) in response to your application for a 2025 Room Tax Grant.

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

Organization:	Prospect Hill Restoration Foundation
Event:	32 nd Annual New Berlin Historic Day
Request Amount:	\$2,000
Total Event Budget:	\$4,500
40% or Less of Total Event Budget:	No (\$1,800 max request)

Application Submitted?	Yes
Budget Submitted?	Yes

Deficits?	Request exceeds 40% cap by \$200.
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The Tourism Commission will be meeting on November 13th, 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 dark 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

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.**

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

Email *

lzacher@wi.rr.com

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



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

Applicant Information / Description of Organization

Name (First & Last) *

Barbara Zacher

Address / City / State / Zip *

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

Email *

lzacher@wi.rr.com

Phone Number *

262 679-3457

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

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

Project Information

Project/Event Title* *

New Berlin Historic Day 32nd Annual

Event Date *

09-07-2025

Total Project / Event Budget *

\$4,500.

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

\$2,000

Project / Event Location *

New Berlin Historical Park - Prospect Hill

Projected Number of Attendees *

1,000 or hopefully more We get bigger crowds every year

Detailed Project / Event Description *

The New Berlin Historic Day began over 30 years ago.(National Av was closed for repairs one year and we did not have this event during Covid). The Prospect Hill Restoration Foundation began after the First Freewill Baptist Church survived an arson fire in 1985. This Foundation group and the Landmarks Commission joined together to establish this event. The Historic Society has worked with us every year and together we have grown the event.

We have our restored church (on the National Register of Historic Places) and an additional seven buildings open for visitation on this day. We have a parade of antique tractors, Model A or T cars, other antique cars, 2 or more high wheeled bikers, horses, and miniture horses. We have storytelling in the schoolhouse for adults and children, barrel rides for the children through the antique orchard, an annual blacksmith and yarn spinning and many features in the antique store and barn. The restored Museum is a wonderful building to tour and one of the highlights of our afternoon. Please come to see us!

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). *

With the help of this grant we are able to do 1 or 2 radio ads that do a very cheery rendition of our afternoon event and encourage the folks to come for this event and then suggest they do more family time (this is also Grandparents Day) stay overnight, do family swims and/or games and have breakfast the next day at one of our New Berlin Hotels, La Quinta, or the Holiday Inns.

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 done this but I am thinking that at least one of us should do that so then we can share the fun that a family can have staying right in your own back yard also. This last event we did have people that were from (1 from Galena, Il. also a historic town) and 2 visitors from down near the Il. border that had heard the radio ads. Probably more that we missed talking with.

Expected Outcomes *

We hope with this advertising along with our signage within the buildings and grounds to encourage people to visit our event and become familiar with our local hotels located right off the freeway. That info would be directed to our local families and the out of towners that we would reach with the radio ads along with any newspaper and magazine ads. Again promote the idea of family (grandparents day) time at the hotels, swimming and game playing and breakfasts the next day.

Staffing Requirements *

We have 3 or 4 of us stationed inside the 165 yr. church museum (1860-2025). We will again have 1-2 of us walking the grounds asking the visitors how they heard about the event? , are they first time visitors?, would they come back again?, any suggestions?.

Timeline for Implementation *

The members and friends of the P.H.R.F. start thinking and planning what to do for the next event. Right now, we are planning to clean the church of unneeded things to make room for possible new items (such as family donated military uniforms) repair what needs repair before we close up for the winter. We work along side the Historic Society and ready ourselves for the spring and summer events. We contact the people that have participated with us this year so that they can mark their calendars and we again contact them in the spring for the next years event so they and we can also acquire new participants.

Estimated Number of Hotel Stays from the Project / Event *

Our hope would be for 5 families.

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 use our existing funds and will work to add those funds. We have held a concert in the church for the volunteers and it was so fantastic that we plan to do more concerts for the public to raise funds. We talk with people and encourage them to hold small weddings in the church. We have also had an organ concert again for the volunteers but plan for another for the public to raise funds. We will continue to work diligently at this.

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

We also need to go back to the New Berlin Lions and the Prospect Lions Clubs for donations as they are mostly residents and their donations stay in the community of New Berlin

Supporting Materials

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

Application Submittal

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

Please enter name and title. *

Barbara Zacher Secretary/Treasurer of the P.H.R.F.

Sign below: *

Barbara Zacher

Date: *

MM DD YYYY

10 / 15 / 2024

Phone Number: *

262 679-3457

Email: *

lzacher@wi.rr.com

This content is neither created nor endorsed by Google.

Google Forms

Wall, Kelly

From: lzacher@wi.rr.com
Sent: Thursday, October 17, 2024 9:19 PM
To: Wall, Kelly
Subject: 2025 Budget for New Berlin Historic Day

Blue Grass All Star Band \$500.00

Radio Ad WTMJ \$1500.00

Waukesha Freeman Conley Media
Front page color ad \$ 400.00

Another radio Station \$1500.00

Paper supplies for flyers \$ 100.00

New signage needed to \$ 500.00
replace aging signs



October 25, 2024

Ms. Marquardt –

You are receiving this letter (via email) in response to your application for a 2025 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:	\$1,385
Total Event Budget:	\$3,460
40% or Less of Total Event Budget:	No (\$1,384 max request)

Application Submitted?	Yes
Budget Submitted?	Yes

Deficits?	Request exceeds 40% cap by \$1.
-----------	---------------------------------

The Tourism Commission will be meeting on November 13th, 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

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.**

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 Avenue/New BerlinWI/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* *

Father's Day and Beer Garden Open House

Event Date *

June 15, 2025

Total Project / Event Budget *

\$3,460

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

\$1,385

Project / Event Location *

19765 and 19885 W. National Ave/New Berlin/ WI/ 53146

Projected Number of Attendees *

1,500 possibly many more if Miss Wisconsin Parade during the Open House

Detailed Project / Event Description *

Father's Day and Beer Garden Open House will have the Historical Park buildings, grounds and Museum open from 1 to 4 PM on Sunday, June 15, 2025. There will be tours, food and entertainment available during the entire event.

Explain How the Project Meets the Goals of the Grant Program/Benefits to the City of New Berlin *
(Please identify how this project/program will specifically be able to generate paid overnight stays in hotels within New Berlin. Please provide documentation from past projects, if applicable).

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

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

N/A

Expected Outcomes *

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

Staffing Requirements *

NA 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

10 / 17 / 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 2025

Budget for June Father's Day and Beer Garden Open House 2025

Budget Categories	Description	Cost	Estimated Expense
Personnel	We are an all volunteer group		
Travel /Training	We are an all volunteer group		
Equipment			
Supplies/Operating			
	Food	\$ 600.00	
	Members donate baked goods		
	Craft supplies	\$ 50.00	
	Flyers Ink and paper	\$ 35.00	
<i>Subtotal Supplies/Operating</i>		\$ 685.00	\$ 685.00
Contractual			
	Bus	\$ 500.00	
	Music	\$ 500.00	
	Entertainment	\$ 260.00	
	Advertising	\$ 2,200.00	
Subtotal Contractual		\$3,460.00	\$ 3,460.00
Administration	We are an all volunteer group		
Grant Total			\$ 4,145.00

Father's Day and Beer Garden OPEN HOUSE

AT

HISTORICAL PARK

SUNDAY, JUNE 15, 2025 FROM 1 PM TO 4 PM

19765 NATIONAL AVE, NEW BERLIN

Beer Company
logo



Music 1 PM to 4 PM

*Music
group*

Celebrate Father's Day
Bring Dad for a
Free Root Beer

Kids Activities

Ride Barrel Train

Origami T-Shirt Card for Dad

Free Balloons from 2 PM to 3 PM
Entertainment

And More!

Refreshments at the Gazebo:

Home Made Desserts

Hot Dogs, Beverages



Rummage Sale

Tour:

- Pioneer log house • Little red school house • Two 19th century homes
- Historic First Freewill Baptist Church • Antique Apple Orchard and Barn

At the Museum

- Cornfalfa Farms exhibit • Country Store and Post Office • Gift shop
- Volunteer Fire Department • Police Department • Military
- Wedding Dresses • New Berlin Time Line • Through the Years

No Admission Charged

Donations appreciated

Off site parking at Prospect Hill Garden Center
with **free** bus transportation to grounds

Presented by:

New Berlin Historical Society

For more information

www.newberlinhistoricalsociety.org

at New Berlin, WI Historical Society

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





October 25, 2024

Ms. Marquardt –

You are receiving this letter (via email) in response to your application for a 2025 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:	\$725
Total Event Budget:	\$1,810
40% or Less of Total Event Budget:	No (\$724 max request)

Application Submitted?	Yes
Budget Submitted?	Yes

Deficits?	Request exceeds 40% cap by \$1.
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The Tourism Commission will be meeting on November 13th, 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

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.**

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 Avenue/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

Event Date *

July 13, 2025

Total Project / Event Budget *

\$1,810

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

\$725

Project / Event Location *

1765 and 19885 W. National Ave/New Berlin/WI/53146

Projected Number of Attendees *

1,000

Detailed Project / Event Description *

Ice Cream and Beer Garden Open House will have the Historical Park buildings, grounds and Museum open from 1 to 4 PM on Sunday, July 13, 2025. There will be tours, food and entertainment available during the entire event.

Explain How the Project Meets the Goals of the Grant Program/Benefits to the City of New Berlin (Please identify how this project/program will specifically be able to generate paid overnight stays in hotels within New Berlin. Please provide documentation from past projects, if applicable). *

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

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

N/A

Expected Outcomes *

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

Staffing Requirements *

N/A We are an all volunteer group.

Timeline for Implementation *

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

Estimated Number of Hotel Stays from the Project / Event *

N/A

Is the proposed project/event: *

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

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

We receive donations from individuals, organizations and 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

10 / 17 / 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 2025

Budget for July Ice Cream Social and Beer Garden Open House 2025

Budget Categories	Description	Cost	Estimated Expense
Personnel	We are an all volunteer group		
Travel /Training	We are an all volunteer group		
Equipment			
Supplies/Operating			
	Food	\$ 300.00	
	Members donate baked goods		
	Craft supplies	\$ 50.00	
	Flyers paper and ink	\$ 35.00	
		\$ 350.00	
<i>Subtotal Supplies/Operating</i>			\$ 350.00
Contractual			
	Bus	\$ 500.00	
	Music	\$ 500.00	
	Entertainment	\$ 260.00	
	Advertising	\$ 200.00	
		\$ 1,460.00	
<i>Subtotal Contractual</i>			\$ 1,460.00
Administration	We are an all volunteer group		
Grant Total			\$ 1,810.00

ICE CREAM SOCIAL AND BEER GARDEN OPEN HOUSE



New Berlin Historical Park
19765 NATIONAL AVE, NEW BERLIN

*Beer Com-
pany Logo*

SUNDAY JULY 13, 2025; 1-4 PM

FREE ICE CREAM FOR KIDS

Live Music

1 PM to 4 PM by
Music Group

Rummage Sale



Kids Activities

Ride Barrel Train

Free balloons from 2 PM to 3 PM
Entertainment

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 • Military
- Wedding Dresses • New Berlin Time Line • Through the Years



Refreshments at the Gazebo:

Home Made Desserts

Hot Dogs, Beverages



No Admission Charged
Donations appreciated

Off site parking at Prospect Hill Garden Center
with **free** bus transportation to grounds

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

Presented by:

New Berlin Historical Society

newberlinhistoricalsociety.org



New Berlin, WI Historical Society

Questions? Call Sue: 262-679-3461



October 25, 2024

Ms. Marquardt –

You are receiving this letter (via email) in response to your application for a 2025 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:	Applefest and Beer Garden Open House
Request Amount:	\$1,858
Total Event Budget:	\$4,645
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 November 13th, 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

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.**

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 Avenue/New Berlin/WI/53146

Email *

annetmarquardt@yahoo.com

Phone Number *

262-391-6425

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

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

Project Information

Project/Event Title* *

Applefest and Beer Garden Open House

Event Date *

October 12, 2025

Total Project / Event Budget *

\$4,645

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

\$1,858

Project / Event Location *

19765 and 19885 W. National Ave/New Berlin/WI/53146

Projected Number of Attendees *

1,500

Detailed Project / Event Description *

Applefest and Beer Garden Open House will have the Historical Park buildings, grounds and Museum open from 1 to 4 PM on Sunday, October 12, 2025. There will be tours, food and entertainment available during the entire event.

Explain How the Project Meets the Goals of the Grant Program/Benefits to the City of New Berlin (Please identify how this project/program will specifically be able to generate paid overnight stays in hotels within New Berlin. Please provide documentation from past projects, if applicable). *

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

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

N/A

Expected Outcomes *

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

Staffing Requirements *

N/A We are an all volunteer group.

Timeline for Implementation *

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

Estimated Number of Hotel Stays from the Project / Event *

N/A

Is the proposed project/event: *

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

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

We receive donations from individuals, organizations and 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

10 / 17 / 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

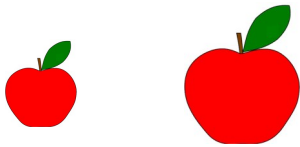
Additional Information for Room Tax Grant Application 2025

Budget for September Applefest and Beer Garden Open House 2025

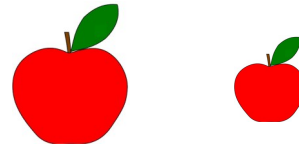
Budget Categories	Description	Cost	Estimated Expense
Personnel	We are an all volunteer group		
Travel /Training	We are an all volunteer group		
Equipment			
Supplies/Operating			
	Food	\$ 300.00	
	Members donate baked goods		
	Crafts	\$ 50.00	
	Flyers paper and Ink	\$ 35.00	
<i>Subtotal Supplies/Operating</i>		\$ 385.00	\$ 385.00
Contractual			
	Bus	\$ 500.00	
	Music	\$ 500.00	
	Entertainment	\$ 260.00	
	Advertising	\$ 3,000.00	
<i>Subtotal Contractual</i>		\$4,260.00	\$ 4,260.00
Administration	We are an all volunteer group		
Grant Total			\$ 4,645.00

Applefest and Beer Garden

Open House



Beer Company
Logo



New Berlin Historical Park,

19765 W National Ave

Sunday, October 12, 2025 from 1PM to 4PM

Fun things to do



Crank the corn sheller
Grind and press apples for cider
Ride the orchard barrel train
Enjoy the Band Wagon's "Happy Music"



Music Group

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

Tour:

- Pioneer log house
- Little red school house
- Two 19th century homes
- Historic First Freewill Baptist Church
- Antique Apple Orchard and Barn

At the Museum

- Cornfalfa Farms exhibit
- Country Store and Post Office
- Gift shop
- Volunteer Fire Department
- Police Department
- Military
- Wedding Dresses
- New Berlin Time Line
- Through the Years

Refreshments at the Gazebo:

Home Made Desserts
Hot Dogs, Beverages

No Admission Charged

Donations Appreciated

Presented by:

New Berlin Historical Society

newberlinhistoricalsociety.org



New Berlin, WI Historical Society

Questions? Call Sue: 262-679-3461

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



October 25, 2024

Ms. DeMore –

You are receiving this letter (via email) in response to your application for a 2025 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:	Miss Wisconsin Scholarship Organization
Event:	2025 Miss Wisconsin & Miss Wisconsin's Teen Competitions
Request Amount:	\$5,000
Total Event Budget:	\$102,750
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 November 13th, 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

2025 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.

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.**

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

Email *

operations@misswisconsin.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) *

Meghan DeMore - Operations Manager, Miss Wisconsin Scholarship Organization

Address / City / State / Zip *

11508 Oakview Court, Mequon, WI 53092

Email *

operations@misswisconsin.org

Phone Number *

414-530-9607

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

Brenda Baudo - Executive Director / 262-957-4811 / wioteen@yahoo.com

Project Information

Project/Event Title* *

2025 Miss Wisconsin & Miss Wisconsin's Teen Competitions

Event Date *

June 15-21, 2025

Total Project / Event Budget *

Annually, the Miss Wisconsin Scholarship Organization budgets approximately \$102,750 to execute the Miss Wisconsin and Miss Wisconsin's Teen competitions.

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

\$5,000

Project / Event Location *

New Berlin West Performing Arts Center / Other locations visited by participants and supporters will include: New Berlin Activity and Recreation Center, Restaurants, Gas stations, Grocery stores, Retail outlets, Hotels

Projected Number of Attendees *

Our annual competition attracts more than 650 attendees. That figure includes participants, local chapter and state volunteers, parents, friends, and supporters – from the local area, throughout the state, and beyond.

Detailed Project / Event Description *

The Miss America's Scholarship Foundation is the nation's largest provider of scholarship assistance for young women, awarding millions of dollars annually in cash awards and tuition waivers. It is duly recognized by the Internal Revenue Service as a 501(c)3 non-profit organization. Each year, more than 10,000 young women compete at the local, state, and national levels of the Miss America Opportunity. Thousands of Volunteers across the country invest in these participants by helping them increase their confidence and preparatory skills in order, thereby, to achieve their academic dreams.

The Miss Wisconsin Scholarship Organization is licensed by the Miss America Opportunity to annually crown the Miss Wisconsin and Miss Wisconsin's Teen titleholders. We are proud to have three women from our state who have served in the coveted role of Miss America: Terry Meeuwsen, Miss America 1973, Laura Kaeppler, Miss America 2012, and Grace Stanke, Miss America 2023.

Our annual competition is a week-long event in which the participants will compete in five areas of competition: personal interview, on-stage conversation, talent, fitness, and evening gown. There will be four consecutive nights of competition, culminating in the crowning of the 2025 Miss Wisconsin and Miss Wisconsin's Teen. Throughout the week, the contestants will participate in other events in the community, engaging with local residents and supporters who have traveled from around the state to support their contestant.

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). *

Each year, we have 40+ participants in our competitions, representing their local communities across the state of Wisconsin. Last year, 53 young women participated in the state competition. These young women bring with them friends, family members, and supporters from all over the state, and even out of state, as they participate in the Miss Wisconsin and Miss Wisconsin's Teen competitions. In addition, our state and local chapter volunteers will spend the week in New Berlin. While the competitions take place on four consecutive evenings, all of these visitors will spend their days bringing business and revenue into various and numerous retail outlets, restaurants, and of course, hotels in the City of 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. *

We are finalizing a room block with the Holiday Inn in New Berlin for our Teen contestants, production staff, and friends and families for approximately 180 room nights (30 rooms for 6 nights).

Expected Outcomes *

The Miss Wisconsin Scholarship Organization has adopted a motto of "Impact, Inspire, Ignite". Anyone involved in the organization can attest that this is not only a motto, but a modus operandi. Over the years, the organization has impacted, inspired, and ignited the futures of thousands of young women. And in turn, these young women have themselves gone on to do the very same. THAT is the outcome of bringing the Miss Wisconsin Organization into the City of New Berlin. Budgets and revenues aside, the people of New Berlin and surrounding communities – young and old – will have the opportunity to meet young women who are bright, kind, ambitious, talented, and service-minded right in their very own community. They will learn about the service projects that each and every participant has adopted and actively supports. They will witness the iconic "Miss America" experience – where dreams come true.

In addition to these experiences on which there is no price tag, the Miss Wisconsin Organization expects that our event in the City of New Berlin will also:

- Introduce local citizens to venues they might not otherwise be familiar with, i.e., New Berlin Activity and Recreation Center, West Performing Arts Center, new businesses and vendors, etc.
- Provide opportunities for companies to promote their services through advertisements, sponsorship, etc.
- Generate new year-long partnerships with organizations and initiatives in the City of New Berlin to mutually support one another's missions and goals.
 - o For example, the Miss Wisconsin Scholarship Organization has already partnered with the New Berlin Jr. Women's Club for its upcoming 5th Annual Formal Wear Pop-Up Boutique on January 25, 2025, with proceeds supporting the New Berlin Community.
- Commence a long-term relationship between the Miss Wisconsin Scholarship Organization and the City of New Berlin to last many years to come.
- Provide exposure of the City of New Berlin to our live-streaming audience across the country.
- Award \$18,000+ in scholarships to young women of Wisconsin.
- Crown the 2025 Miss Wisconsin and Miss Wisconsin's Teen who will go from the West Performing Arts Center to the Miss America stage.

Staffing Requirements *

The Miss Wisconsin Scholarship Organization utilizes the talent of numerous volunteers to staff the week-long event. Those volunteers include:

- Board of Directors overseeing the week's activities
- Contestant chaperones
- Show director and choreographer
- Judges and Auditors
- Security personnel
- Back-stage assistants
- Lobby attendants & merchandise salespeople
- Ushers
- Special Event Chairpersons

All of the above staff persons will be acquired and assigned by the leaders of the Miss Wisconsin Organization.

Expected staffing from the city includes:

- Activity and Recreation Center employees for potential day-time events
- School personnel as utilized during a routine engagement in the Performing Arts Center
- Officials to conduct traffic, maintain control, and provide added security to any events for which the city deems necessary

Timeline for Implementation *

The event takes year-long planning. We are quite fortunate to have a team of individuals within our organization and within the City of New Berlin who are already planning and preparing for our competition in June 2025. By January of 2025, our planning will be fully underway with events and details becoming finalized. We anticipate tickets to the competitions events to be on sale no later than April 1, 2025.

Advertising for any special events associated with the week-long competition are scheduled to be released no later than May 1, 2025 in order to begin generating interest in the event from local residents and drawing out-of-town guest into New Berlin for the week.

Estimated Number of Hotel Stays from the Project / Event *

We are finalizing a room block with the Holiday Inn in New Berlin for our Teen contestants, production staff, and friends and families for approximately 180 room nights. We expect hotel stays in the area to exceed this number, but we do not currently have records to provide a precise number of stays. Currently our records indicate only room stays for our contestants and state volunteer staff whose lodging is covered and paid for by our organization. (As a bit of history, the Miss Wisconsin competition was held in the City of Oshkosh for 61 years before this year's move to New Berlin. The result of that long-standing relationship is that surveying and quantifying our impact on the host city had long-since ceased. It was simply "our home".) As our relationship with the City of New Berlin grows, we will move to implement ways to quantify our impact within the city.

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 are fortunate to receive generous donations from local area business entities and annual donors. Besides these donations, funding of the competition comes in the form of annual revenue sources, including: event ticket sales, advertising in and sales of the competition Program Book, local chapter fees, at-large contestant entry fees (i.e., contestants not representing a local chapter), and the Teen and Little Sisters feeder and mentoring programs.

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

None at this time. As our schedule and plans for the 2025 competitions develop, we will seek indirect funding (namely products/services) from local businesses and restaurants.

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. *

Meghan DeMore - Operations Manager

Sign below: *

/Meghan M. DeMore/

Date: *

MM DD YYYY

10 / 17 / 2024

Phone Number: *

414-530-9607

Email: *

operations@misswisconsin.org

Miss Wisconsin 2025 Budget
Based on 2024 Expenses

Lodging (Contestants and Staff)	25000
Production (Salaries and Set)	20500
Auditorium Fees	9000
Office Expense	8000
Program Book Design & Printing	8000
Contestant Hardware Awards	6500
Judges Lodging & Hospitality	5000
Coronation Ball	4000
Merchant's/Sponsor Dinner	4000
Teen Competition	4000
Contestant Transportation & Security	3750
Insurance	2500
Contestant Meals	1500
Public Relations	1000

TOTAL **\$102,750**