

# Tourism Commission Meeting Agenda

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April 2, 2025 - 3:00 PM  
A/B Conference Room  
3805 S. Casper Drive

Published 3/21/2025

## AGENDA

1. **CALL TO ORDER**
2. **ROLL CALL; DECLARATION OF QUORUM; PUBLIC NOTICE**
3. **APPROVAL OF MINUTES**
  - A. November 13, 2024 Meeting Minutes
4. **NEW BUSINESS**
  - A. Update by DCD Staff
  - B. RAS - Discussion and recommendation to the Tourism Commission for approval of the 2026 Room Tax Grant timeline and application amendments.
  - C. 2024 Room Tax Update by Finance Director
5. **ADJOURN**

### Additional Information

- The agenda packet, including supplemental information related to agenda items, is available online at [www.NewBerlinWI.gov](http://www.NewBerlinWI.gov). Once finalized by the governing body, approved meeting minutes will also be posted online.
- Agenda items may be taken out of order at the governing body's discretion.
- Members, and possibly a quorum, of other municipal governmental bodies may attend this meeting to gather information. However, no action will be taken by any governmental body other than the one referenced in this notice.
- Accommodations will be provided under the Americans with Disabilities Act (ADA) to meet the needs of individuals with disabilities. If you require assistance or appropriate aids and services, please contact the Office of the City Clerk at (262) 786-8610 with reasonable notice.



# Tourism Commission MEETING MINUTES

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

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

## MINUTES

### 1. CALL TO ORDER

Alderman Horbinski called the meeting to order at 3:09PM.

### 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: DCD Deputy Director Nikki Jones, City Attorney Tom Schmitzer, Principal Planner Kelly Wall, Community Relations Specialist Joelle Erickson

### 3. APPROVAL OF MINUTES

A. October 2, 2024 Meeting Minutes

**MOTION:** Motion to Approve Minutes

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

### 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

The following changes were made and approved by the Tourism Commission:

- 25-01; Education Foundation of New Berlin - Toast to Education - Requested \$5,000, Amended to \$3,375
- 25-06; Education Foundation of New Berlin - No Can Do - Requested \$4,944, Amended to \$3,275
- 25-07; Education Foundation of New Berlin - Tales from the Who - Requested \$4,564, Amended to \$3,275
- 25-08; Education Foundation of New Berlin - Miles Nielsen and the Rusted Hearts - Requested \$5,000, Amended to \$3,275
- 25-13; Prospect Hill Restoration Foundation - NB 32nd Annual Historic Day - Requested \$2,000, Amended

to \$1,800 due to 40% max of Budget  
25-14; New Berlin Historical Society - Father's Day Beer Garden Open House - Requested \$1,385,  
Amended to \$1,384 due to 40% of max Budget  
25-15; New Berlin Historical Society - Ice Cream Social and Beer Garden Open House - Requested \$725,  
Amended to \$724 due to \$40% of max Budget  
25-16; New Berlin Historical Society - Applefest and Beer Garden Open House - Requested \$1,858.  
Amended to \$1,672

**MOTION:** Motion to Approve with Amendments as Presented

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

## **5. ADJOURN**

**MOTION:** Motion to Adjourn at 3:36PM

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

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



# APRIL TOURISM UPDATE

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CITY OF NEW BERLIN TOURISM COMMISSION

APRIL 2, 2025



# SOCIAL MEDIA & OUTREACH





# MONTHLY EVENT CALENDAR

## December in New Berlin

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Milwaukee Lionel Railroad Club Open House* 10AM-3PM	Cleveland Pub Jukebox Bingo 7PM	Okauchee Fishing Club Annual Rummage Sale 9-9:30PM	New Berlin Recreation Cookie Swap Cooking Class - with Katie Vialbo* 6-8PM New Berlin Public Library Tween STEAM: Journeys! 4:30-5:30PM	City of New Berlin Christmas Tree Lighting Festivities 6:30-7PM & Tree Lighting at 5:30PM	The Big Backyard Hot Chocolate with Santic* 5-7PM	Metty's Bar & Grill Breakfast with Santic* 8AM-2PM Friends of the New Berlin Public Library Nutcracker Sweetest Sale 9AM-2PM
Heritage Estate Settlement Antiques & Collectibles Estate Sale 10AM-4PM	The Guild of Modern Wellness December Movie Night "Eating You Alive" 6PM	Agency Senior Community Family & Friends Christmas Party 6:30-7:30PM	New Berlin Public Library 3rd Annual Kindermarket 9-11AM New Berlin Public Library Pictures with Santic* 6:30-8PM	New Berlin Recreation Suffle Style Friendship Bracelets & Crafts* 9-11AM New Berlin Public Library Rock Your Resume Workshop* 6:30-8PM	New Berlin Recreation Blood Drive* 8AM-12PM New Berlin Public Library Movie Matinee: "Ordinary Angels" 2-4PM	Burghardt Sporting Goods Cookies and Cocoa with Santic* 12-3PM Winter Open House* 10-11AM
New Berlin Historical Society Museum Open House 10AM-12PM	Latitudes Travel Packing Tips 101 with Holly* 4:30-5PM	New Berlin Public Library Maker Kids Club: Penguin Snow Globes* (Ages 7-12) 4:30-5:30PM	Countdown to Winterfest 2025 January 11, 2025 24 Days!	New Berlin Recreation Coffee Chats 10AM-11AM New Berlin Recreation Friday Family Nights - NEFF Blaster Battle* 4-6PM	New Berlin Recreation Winter Open House* 10-11AM New Berlin Recreation Friday Family Nights - NEFF Blaster Battle* 4-6PM	Winter Open House* 10-11AM New Berlin Recreation Friday Family Nights - NEFF Blaster Battle* 4-6PM
Central Bark New Berlin Santa Paws Holiday Party 10AM-3PM	New Berlin Public Library Adult Maker Night: Toy Boat Charms* (Ages 10+) 6-8PM	New Berlin Public Library Makers Kids Club: Penguin Snow Globes* (Ages 7-12) 4:30-5:30PM	Countdown to Winterfest 2025 January 11, 2025 24 Days!	New Berlin Recreation Coffee Chats 10AM-11AM New Berlin Recreation Friday Family Nights - NEFF Blaster Battle* 4-6PM	New Berlin Recreation Winter Open House* 10-11AM New Berlin Recreation Friday Family Nights - NEFF Blaster Battle* 4-6PM	Winter Open House* 10-11AM New Berlin Recreation Friday Family Nights - NEFF Blaster Battle* 4-6PM
St. Elizabeth Ann Seton Advent Story Night for Kids 6:30PM	New Berlin Public Library Library of Things! From board games to tools, we have it all! Check it out for some inspiration on your next project.	New Berlin Public Library Makers Kids Club: Penguin Snow Globes* (Ages 7-12) 4:30-5:30PM	Countdown to Winterfest 2025 January 11, 2025 24 Days!	New Berlin Recreation Coffee Chats 10AM-11AM New Berlin Recreation Friday Family Nights - NEFF Blaster Battle* 4-6PM	New Berlin Recreation Winter Open House* 10-11AM New Berlin Recreation Friday Family Nights - NEFF Blaster Battle* 4-6PM	Winter Open House* 10-11AM New Berlin Recreation Friday Family Nights - NEFF Blaster Battle* 4-6PM
Mary's Caddyshack The Incurruptibles 3-6PM	New Berlin Recreation The Year's Eve Party* (All Ages) 5:30-7PM	New Berlin Public Library Makers Kids Club: Penguin Snow Globes* (Ages 7-12) 4:30-5:30PM	Countdown to Winterfest 2025 January 11, 2025 24 Days!	New Berlin Recreation Coffee Chats 10AM-11AM New Berlin Recreation Friday Family Nights - NEFF Blaster Battle* 4-6PM	New Berlin Recreation Winter Open House* 10-11AM New Berlin Recreation Friday Family Nights - NEFF Blaster Battle* 4-6PM	Winter Open House* 10-11AM New Berlin Recreation Friday Family Nights - NEFF Blaster Battle* 4-6PM

**HAPPY NEW YEAR!** 6th Annual WINTERFEST January 11, 2025

enjoynewberlin.com

## JANUARY IN NEW BERLIN

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Stay Local! Holiday Inn Express & Suites - New Berlin 262-787-0700	La Quinta Inn & Suites - New Berlin 262-777-0900	Wisconsin Snow Report	New Berlin Public Library Tween STEAM: Journeys! 4:30-5:30PM	New Berlin Public Library Red Cross Blood Drive 12-1PM	New Berlin Public Library Friday Movie Matinee "Tough" 1-3:30PM (Ages 10+)	Countdown to Winterfest 2025 January 11, 2025 7 Days!
Casa Collective Studio East Coast Swing Dance 12-3PM	Cleveland Pub & Grill Jukebox Bingo 7PM	New Berlin Recreation Snow Report	New Berlin Public Library Tween STEAM: Journeys! 4:30-5:30PM	New Berlin Public Library Red Cross Blood Drive 12-1PM	New Berlin Public Library Friday Movie Matinee "Tough" 1-3:30PM (Ages 10+)	Countdown to Winterfest 2025 January 11, 2025 7 Days!
New Berlin Historical Society Museum Open House 10AM-12PM	The Guild of Modern Wellness Documentary Movie Night "Winter Hot Cakes" 6PM	New Berlin Recreation Snow Report	New Berlin Public Library Tween STEAM: Journeys! 4:30-5:30PM	New Berlin Public Library Red Cross Blood Drive 12-1PM	New Berlin Public Library Friday Movie Matinee "Tough" 1-3:30PM (Ages 10+)	Countdown to Winterfest 2025 January 11, 2025 7 Days!
Milwaukee Lionel Railroad Club Toy Train Show & Sale* 8AM-Noon @ New Berlin Air House	New Berlin Recreation Documentary Movie Night "Winter Hot Cakes" 6PM	New Berlin Recreation Snow Report	New Berlin Public Library Tween STEAM: Journeys! 4:30-5:30PM	New Berlin Public Library Red Cross Blood Drive 12-1PM	New Berlin Public Library Friday Movie Matinee "Tough" 1-3:30PM (Ages 10+)	Countdown to Winterfest 2025 January 11, 2025 7 Days!
Comics Convention & Toy Show @ New Berlin Air House	New Berlin Recreation Documentary Movie Night "Winter Hot Cakes" 6PM	New Berlin Recreation Snow Report	New Berlin Public Library Tween STEAM: Journeys! 4:30-5:30PM	New Berlin Public Library Red Cross Blood Drive 12-1PM	New Berlin Public Library Friday Movie Matinee "Tough" 1-3:30PM (Ages 10+)	Countdown to Winterfest 2025 January 11, 2025 7 Days!
Mary's Caddyshack Live Music: The Nightingals 5:30-8:30PM	New Berlin Recreation Documentary Movie Night "Winter Hot Cakes" 6PM	New Berlin Recreation Snow Report	New Berlin Public Library Tween STEAM: Journeys! 4:30-5:30PM	New Berlin Public Library Red Cross Blood Drive 12-1PM	New Berlin Public Library Friday Movie Matinee "Tough" 1-3:30PM (Ages 10+)	Countdown to Winterfest 2025 January 11, 2025 7 Days!

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## FEBRUARY in New Berlin

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Stay Local! Holiday Inn Express & Suites - New Berlin 262-787-0700	La Quinta Inn & Suites - New Berlin 262-777-0900	New Berlin News	New Berlin News	New Berlin News	New Berlin News	New Berlin News
Milwaukee Aquarium Society Milwaukee Aquarium Society Swap 10AM-2PM @ New Berlin Air House	Cleveland Pub & Grill Jukebox Bingo Starts at 7PM	New Berlin News	New Berlin News	New Berlin News	New Berlin News	New Berlin News
New Berlin Historical Society Museum Open House 1-4PM	The Guild of Modern Wellness Documentary Movie Night "Toxic Beauty" 6PM	New Berlin News	New Berlin News	New Berlin News	New Berlin News	New Berlin News
Weekend Wine Day 16	Fun Fact: President's Day was established in 1863 in honor of President George Washington's birthday.	New Berlin News	New Berlin News	New Berlin News	New Berlin News	New Berlin News
Milwaukee Lionel Railroad Club Toy Train Show & Sale* 8AM-Noon @ New Berlin Air House	New Berlin Recreation Cross Blood Drive 8-10AM @ New Berlin Public Library	New Berlin News	New Berlin News	New Berlin News	New Berlin News	New Berlin News

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## MARCH in New Berlin

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Stay Local! Holiday Inn Express & Suites - New Berlin 262-787-0700	La Quinta Inn & Suites - New Berlin 262-777-0900	New Berlin News	New Berlin News	New Berlin News	New Berlin News	New Berlin News
Mary's Caddyshack Live Music: Eric Diamond 2-5PM	Cleveland Pub & Grill Jukebox Bingo 7PM	New Berlin News	New Berlin News	New Berlin News	New Berlin News	New Berlin News
New Berlin Historical Society Museum Open House 10AM-12PM	New Berlin Public Library Read to Totez 4:30-5:30PM	New Berlin News	New Berlin News	New Berlin News	New Berlin News	New Berlin News
Heritage Estate Settlement Antiques & Collectibles Estate Sale 10AM-4PM	New Berlin Public Library Adult Maker Night: Water Propagation Station* 6:30-8PM	New Berlin News	New Berlin News	New Berlin News	New Berlin News	New Berlin News
Comics Convention & Toy Show @ New Berlin Air House	New Berlin Public Library Adult Maker Night: Water Propagation Station* 6:30-8PM	New Berlin News	New Berlin News	New Berlin News	New Berlin News	New Berlin News
Mary's Caddyshack Live Music: The Nightingals 5:30-8:30PM	New Berlin Public Library Adult Maker Night: Water Propagation Station* 6:30-8PM	New Berlin News	New Berlin News	New Berlin News	New Berlin News	New Berlin News

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# DECEMBER OUTREACH EFFORTS

## NEW BERLIN PUBLIC LIBRARY

### DISPLAY CASE





# OUTREACH EFFORTS



## JANUARY 11

### NEW BERLIN CHAMBER OF COMMERCE & NEW BERLIN RECREATION DISCOVER NEW BERLIN / WINTERFEST

**LIVE**




NEW BERLIN  
LIVE

**NEW TODAY**  
**FOX 6** KRISTIN AMENSON  
NEW BERLIN RECREATION DEPARTMENT **.IN WINTERFEST**

8:46 26° 5 : 13-18-19-21-23 FOX PICK 4 : 5-4-0-4 FOX PICK 3 : 0-6-4 FOX FINANCE

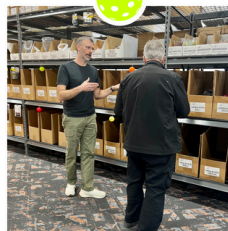




# BUSINESS OF THE MONTH

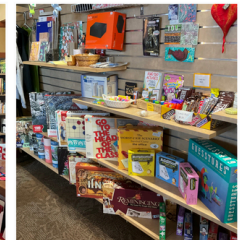
## JANUARY BUSINESS OF THE MONTH PROLITE

CONGRATS to PROLITE.



## FEBRUARY ORGANIZATION OF THE MONTH FRIENDS OF NEW BERLIN PUBLIC LIBRARY

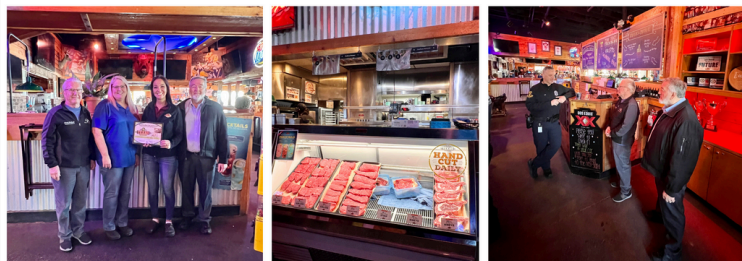
CONGRATS TO FRIENDS OF NEW BERLIN PUBLIC LIBRARY






# BUSINESS OF THE MONTH

## MARCH BUSINESS OF THE MONTH TEXAS ROADHOUSE



## APRIL ORGANIZATION OF THE MONTH MUSIC 6S




*Live Music*  
Every Thursday Night  
**DOORS OPEN 6:00 PM**  
**MUSIC 7:30-9:30 PM**

Music6S is a nonprofit organization that is harnessing the power of music education and performance to provide therapeutic benefits at no cost to men and women living with post-traumatic stress and other mental health issues resulting from their service to the community.

**MUSIC6S**

**APRIL ORGANIZATION OF THE MONTH** | 15427 W. NATIONAL AVENUE, NEW BERLIN  
262-606-1023 | WWW.MUSIC6S.COM





# BANDWANGO UPDATES

## SAVINGS PASS SIGN-UPS

**CURRENTLY ON-BOARDING /  
PREPARING TO LAUNCH**



**ACCEPTED**

**9**



**IN  
PROGRESS**

**5**



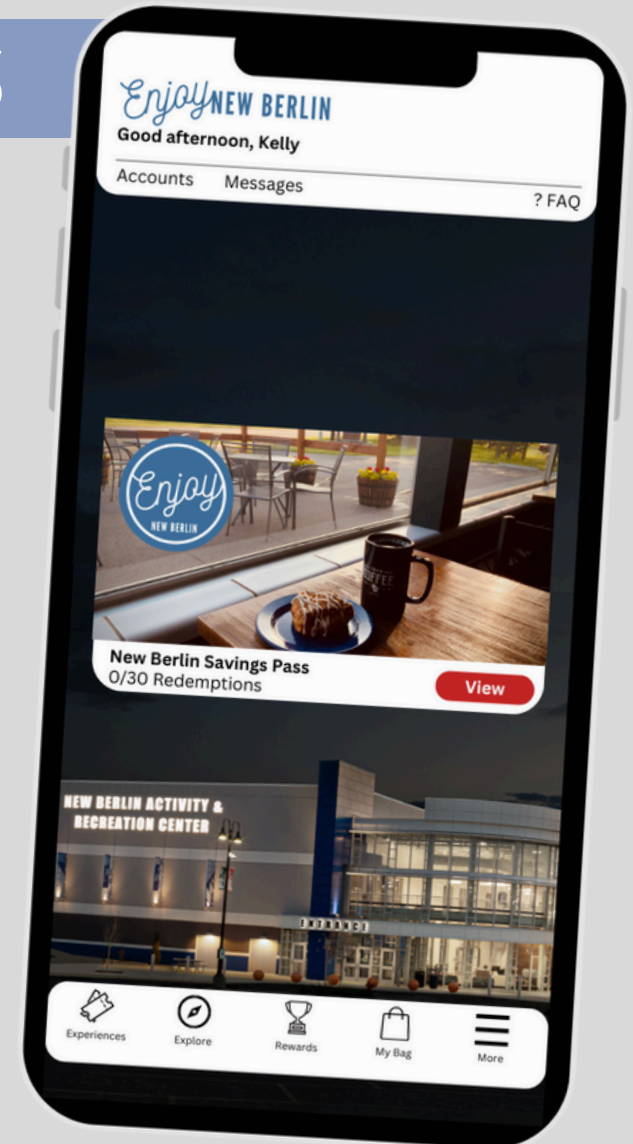
**DECLINED**

**5**



**AWAITING**

**20**

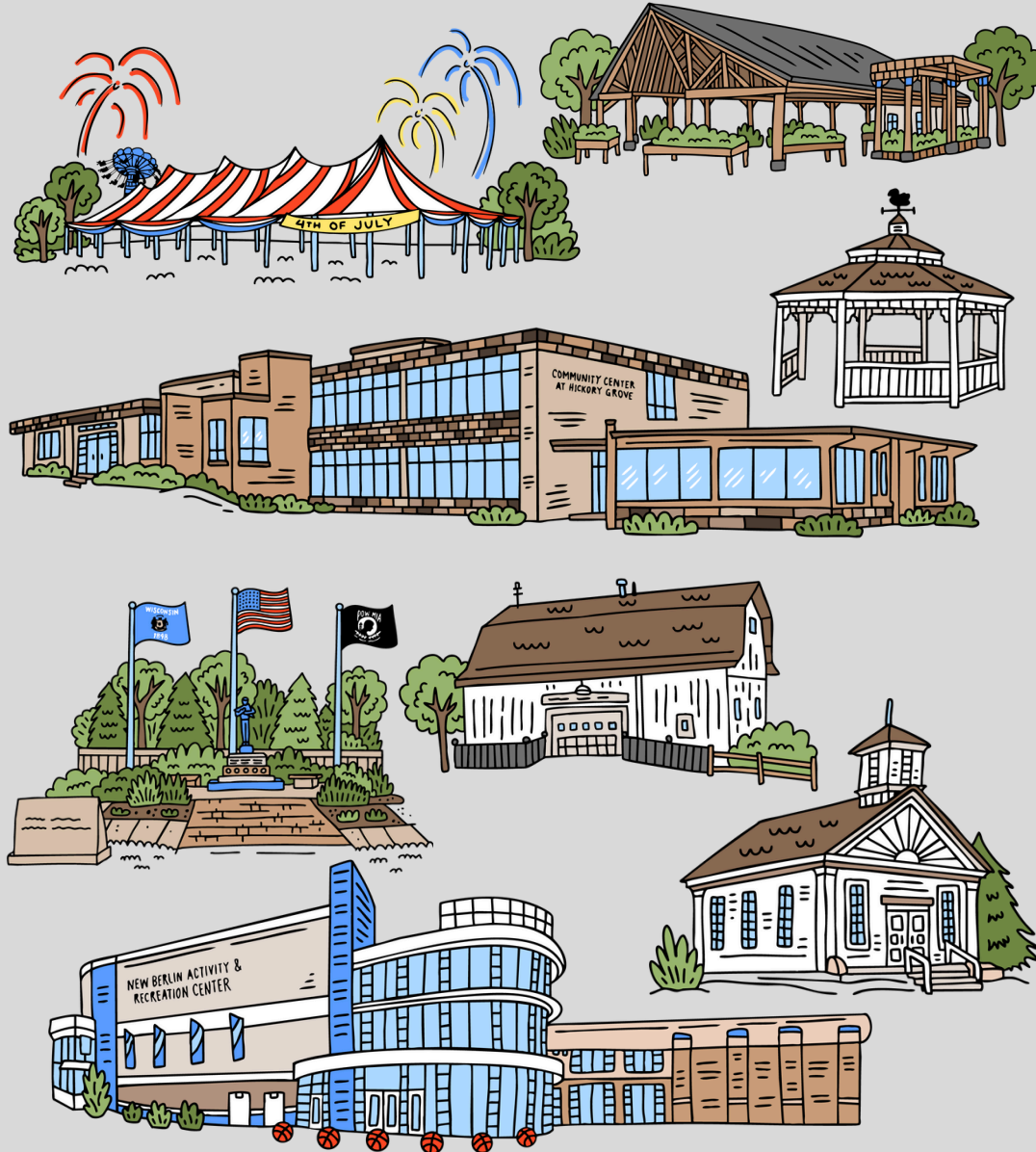




# MARKETING UPDATE

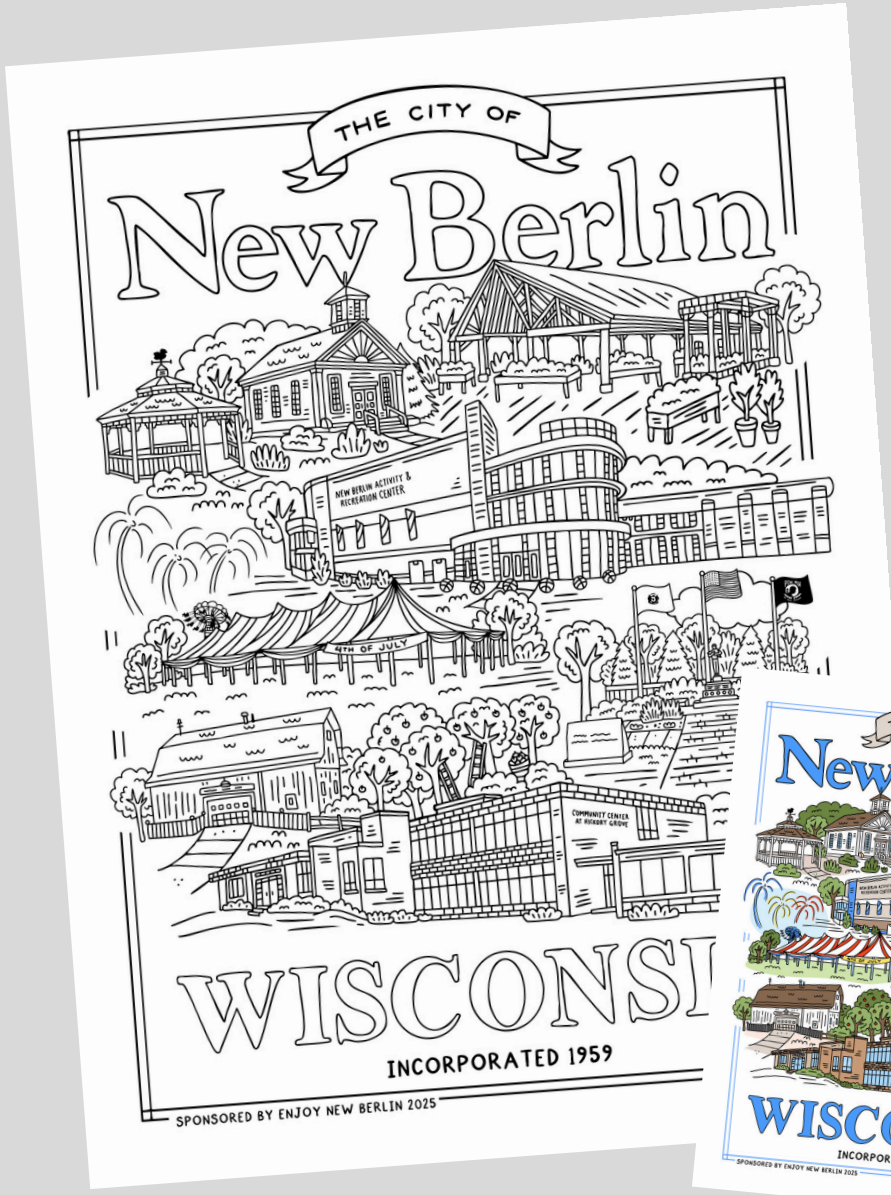


SPONSORED BY ENJOY NEW BERLIN 2025





# MARKETING UPDATE





# OUTREACH EFFORTS

**MAY 17**

## **NEW BERLIN PUBLIC SAFETY & NEW BERLIN PUBLIC LIBRARY SAFETY SATURDAY**





**FOLLOW US & PROMOTE US!**

**PLEASE BE SURE TO FOLLOW  
US ON FACEBOOK AND  
INSTAGRAM!**



**LOCAL BUSINESSES & ORGANIZATIONS ARE  
WELCOME TO SUBMIT EVENTS VIA SOCIAL  
MEDIA OR DIRECTLY ON OUR WEBSITE!**



## **REQUESTED ACTION STATEMENT**

**MEMO TO:** Tourism Commission

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

**MEMO FROM:** Kelly Wall, Principal Planner

**DATE:** April 2, 2025

**REQUESTED:** Discussion and recommendation to the Tourism Commission for approval of the 2026 Room Tax Grant timeline and application amendments.

**FISCAL IMPACT:** None

**RATIONALE:** Each year, the Tourism Commission reviews the Room Tax Grant application and proposed deadlines for submitting applications.

### What's the same:

- *Online Application* – Continue using an online application
- *Timeline* – Grant applications will be accepted for approximately 45 days.
- *Letters announcing grant* – Consistent with past years/grant cycles, a letter will be sent to all past applicants and potentially eligible groups/organizations, announcing the grant cycle.
- *Grant to be posted on website* – A link will also be posted on the Enjoy New Berlin website.

### What's new:

- *Mid-year postcard mailer* – To remind past and potential applicants about the upcoming grant cycle.

### To discuss:

- *Proposed changes to grant* –
  - Eligibility of events
  - Number of applications allowed
  - Total funds per event
  - Grouping similar events under 1 application

Proposed Schedule –



Draft Postcard –



**2026**  
*Enjoy*  
NEW BERLIN

# ROOM TAX GRANTS

**MARK YOUR CALENDARS!**

**SEPTEMBER 1**

**APPLICATION PERIOD OPENS -**  
Letters & emails sent with link to application. The link will also be posted on [enjoynewberlin.com](http://enjoynewberlin.com)

**OCTOBER 17**

**APPLICATION PERIOD CLOSES -**  
Application period will close at Noon on October 17th

**NOVEMBER 5**

**TOURISM COMMISSION MEETING TO REVIEW APPLICATIONS**  
Applications reviewed & grants distributed

**ELIGIBLE APPLICANTS:**

- 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.
- 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.

# **2026 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, 2026.
- Purchases occurring during 2025 for January/February 2027 events are also eligible.
- The grant expires December 31, 2026. 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 17, 2025.**

*\* Indicates required question*

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1. Email \*

\_\_\_\_\_

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

*Check all that apply.*

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

### Applicant Information / Description of Organization

3. Name (First & Last) \*

\_\_\_\_\_

4. Address / City / State / Zip \*

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

5. Email \*

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6. Phone Number \*

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

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**Project Information**

8. Project/Event Title\* \*

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9. Event Date \*

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10. Total Project / Event Budget \*

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

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12. Project / Event Location \*

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13. Projected Number of Attendees \*

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14. Detailed Project / Event Description \*

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

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

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17. Expected Outcomes \*

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18. Staffing Requirements \*

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19. Timeline for Implementation \*

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

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21. Is the proposed project/event: \*

*Mark only one oval.*

New Project / Event

Existing Project/Event

### **Financial Information**

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

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

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### **Supporting Materials**

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

## Application Submittal

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

24. Please enter name and title. \*

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25. Sign below: \*

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26. Date: \*

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*Example: January 7, 2019*

27. Phone Number: \*

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28. Email: \*

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