



Tourism Commission Meeting Agenda

May 7, 2025 - 3:00 PM
Council Chambers
3805 S. Casper Drive

Published 5/2/2025

AGENDA

1. **CALL TO ORDER**
2. **ROLL CALL; DECLARATION OF QUORUM; PUBLIC NOTICE**
3. **APPROVAL OF MINUTES**
 - A. April 2, 2025 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.
5. **ADJOURN**

Additional Information

- The agenda packet, including supplemental information related to agenda items, is available online at 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



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

[MINUTES_INFO]

MINUTES

1. CALL TO ORDER

Alderman Horbinski called the meeting to order at 3:00 PM.

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: Principal Planner - Kelly Wall, Deputy Director of Community Development - Nikki Jones, Community Relations Specialist - Joelle Erickson

A quorum was present and the meeting was properly posted in compliance with open meetings law.

3. APPROVAL OF MINUTES

A. November 13, 2024 Meeting Minutes

MOTION: Motion to Approve Minutes

VOTE: Motion by: Commissioner Szpara
Second by: Commissioner Rocco
Motion Passes 4-0*

*Commissioner O'Loughlin arrived at 3:07 PM so he was not present for voting.

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

MOTION: Motion to Adjourn at 3:37PM

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

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



MAY TOURISM UPDATE

CITY OF NEW BERLIN TOURISM COMMISSION

MAY 7, 2025

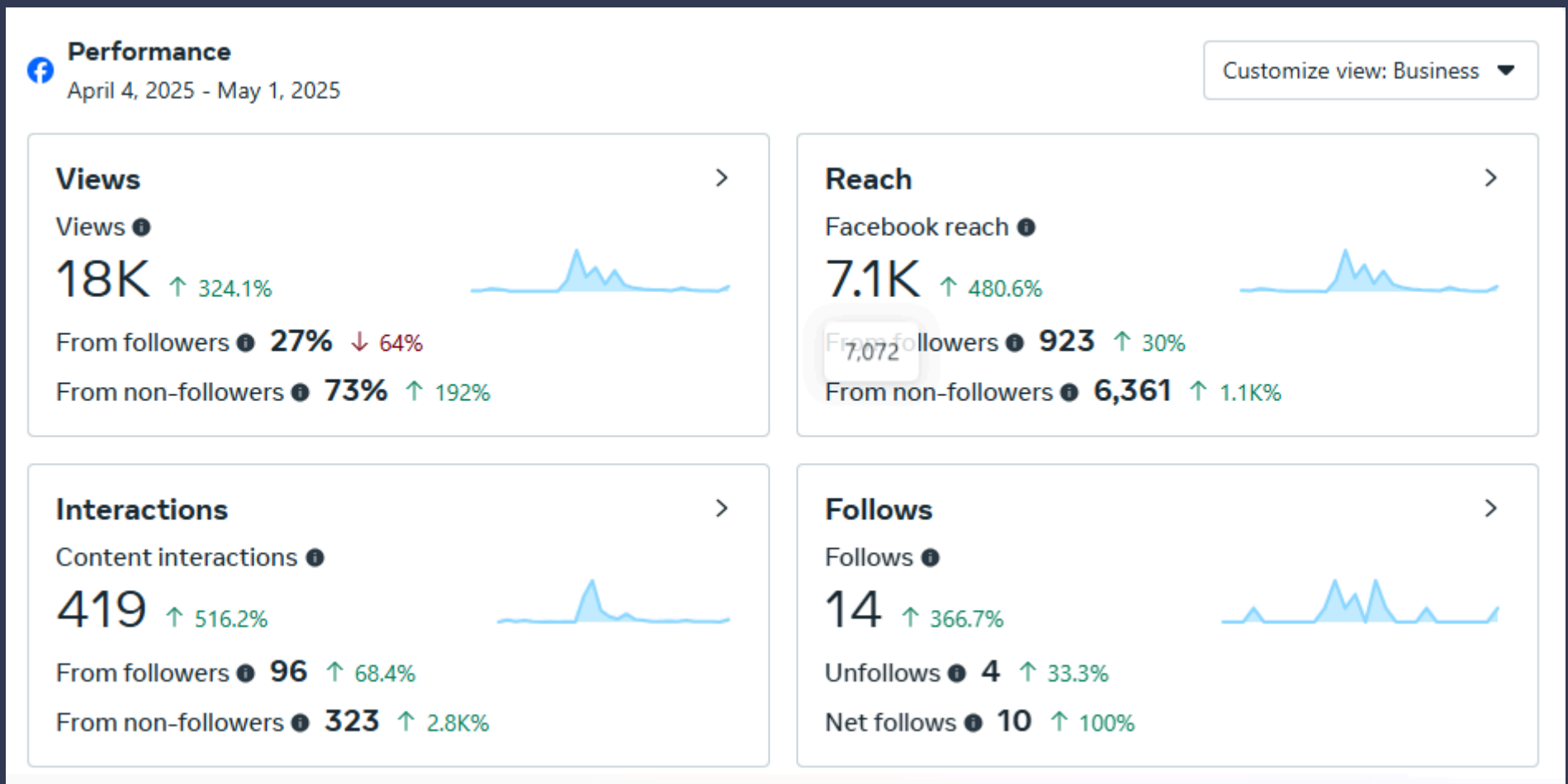


SOCIAL MEDIA & OUTREACH





SOCIAL MEDIA & OUTREACH





MONTHLY EVENT CALENDAR

MAY IN NEW BERLIN

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<p><i>Tons of summer fun is on the way!</i> Enjoy a staycation or invite friends & family to visit! Stay near at our hotels!</p> <p>Holiday Inn Express & Suites 262-787-0700</p> <p>La Quinta Inn & Suites 262-717-0900</p>	<p>Follow Us for upcoming events, activities, and our monthly event calendar! enjoynewberlin.com</p>	<p>Music6S O'Neil & Wean Live 7PM</p> <p>New Berlin Public Library Summer Camp at the Library* 5:30-6:30PM Ages 8-11</p>	<p>ALS Association Electronics Recycling Fundraiser 9AM-Noon</p> <p>Weston's Apple Orchard Grafting Class with Dan Bussey* 1PM</p>	<p>THE MARKET IS OPEN 2025 FARMERS MARKET SEASON STARTS TODAY! Saturdays from 8AM-Noon at City Center</p>		
<p>Milwaukee Lionel Train Club 17th Annual Lionel Train Club Car Show 10AM</p>	<p>Texas Roadhouse Dine to Donate - New Berlin Veterans Memorial Society 3-9PM</p> <p>Cleveland Pub Jukebox Bingo 7PM</p>	<p>Resurrection Lutheran Church Community Yoga Class 5:15-6:15PM</p>	<p>New Berlin Trap & Sportman's Club Trap Shooting 5-9PM</p>	<p>New Berlin Public Library Overdue Book Club 6:30PM</p>	<p>New Berlin Public Library Library Concert Series: Fareed Haque, Classical Guitarist* 6:30PM</p>	<p>New Berlin Food Pantry Stamp Out Hunger Food Drive via USPS</p> <p>Education Foundation of New Berlin Miles Nielsen & The Rusted Hearts* 7PM</p>
<p>HAPPY Mother's Day</p> <p>New Berlin Historical Society Museum Open House 1-4PM</p>	<p>New Berlin Public Library Read to Tazer 4:30PM</p> <p>New Berlin Garden Club Ange Niestuchowski - Basic Landscape Design* 7PM</p>	<p>Central Bark Skills for Life Dog Training Class* 6:30PM</p>	<p>New Berlin Recreation Fox River Guided Kayak Tour 5-8PM Ages 18+</p>	<p>New Berlin Public Library Coffee Chats 9-11AM</p> <p>New Berlin Public Library Senior Safety with the New Berlin Fire Department 10-11:30AM</p>	<p>Pegasus Auto Racing Supplies Pegasus Cars & Coffee 8AM</p> <p>Safety Saturday at Children's Wisconsin 9AM-1PM Family-Friendly Outdoor Safety & Wellness Event</p> <p>Touch-a-Truck Touch, sit-in, and learn about large trucks and heavy-duty machinery!</p>	<p>Waukesha County Land Conservancy Ashes to Ecosystems: A Prairie Walk @ Calhoun Creek Prairie Preserve 10AM</p>
<p>Stone + Sage Spiritual Market 12PM</p> <p>New Berlin Public Library Teen & Parent/Caregiver Flower Frame Workshop 1PM</p>	<p>New Berlin Public Library Adult Maker Night - Decoupage Planters* 6:30-8PM</p>	<p>New Berlin Public Library May Maker Kids Club - Sea Glass Art* 4:30-5:30PM Ages 7-12</p>	<p>NEW BERLIN NEWS Sign-Up Today! Now is a great time to sign-up for the New Berlin News! Sent twice a month, the New Berlin News keeps residents informed of all upcoming events as well as important information and deadlines. Register at newberlinwi.gov</p>	<p>Mary's Caddyshack Bingo Thursdays at the Shack 6:30-11:45PM</p>	<p>National Road Trip Day!</p> <p>Grab an Experience Pass & hit the road! Celebrate National Road Trip Day with a daytrip! Check out an Experience Pass at the New Berlin Public Library!</p>	<p>Fun Fact! Did You Know? The first-ever ice cream sundae was served in Two Rivers, Wisconsin. Can you guess what year? 1881</p>
<p>Casa Collective Studio Swing Into Lindy - Beginners Series 3:30-4:30PM*</p>	<p>MEMORIAL DAY</p>	<p>Amanda Deerr Dance Studio West Coast Swing Spring Beginner Series 6:00PM*</p> <p>New Berlin Public Library Art History Literary Lecture Series: Georgia O'Keefe* 6:30-8PM</p>	<p>YMCA Wellness Center Social Seniors - National Health & Fitness Day Social Time* 1:30-3PM</p>	<p>RECPASS @ THE ARC Get active at the ARC with a RecPass! RecPASS is a membership that allows for unlimited visits to any drop-in programs at the New Berlin Activity and Recreation Center. Purchase your pass today! Scan to view membership options & purchase your pass!</p>	<p>National Creativity Day!</p> <p>Be Creative! Sign-up for a MakerStudio program at the Library or register for a painting class with Recreation! Get creative and try something new!</p>	<p>Princeton Club Fitness at the Farmers Market - BodyBalance with Kim 9:30AM</p>

enjoynewberlin.com

*Requires Tickets and/or Pre-Registration

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

2025



MAY OUTREACH EFFORTS

NEW BERLIN PUBLIC LIBRARY

DISPLAY CASE





OUTREACH EFFORTS



Photo Credit: Tracee Renee Photography



Photo Credit: Tracee Renee Photography

MAY 17

NEW BERLIN PUBLIC SAFETY & NEW BERLIN PUBLIC LIBRARY SAFETY SATURDAY





BUSINESS OF THE MONTH

APRIL BUSINESS OF THE MONTH MUSIC 6S

CONGRATS to  **MUSIC6S**




MAY ORGANIZATION OF THE MONTH NEW BERLIN GARDEN CLUB

NEW BERLIN GARDEN CLUB

May Organization of the Month



The New Berlin Garden Club was formed in 2001 with the purpose of providing information to gardeners. Since then they have expanded beyond monthly meetings to include events like creating a Monarch way-station, beautification awards, helping the City of New Berlin with planters, garden tours, and more!

 WWW.FACEBOOK.COM/NEWBERLINGARDENCLUB





BANDWANGO UPDATES

SAVINGS PASS SIGN-UPS

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



ACCEPTED

10



**IN
PROGRESS**

3



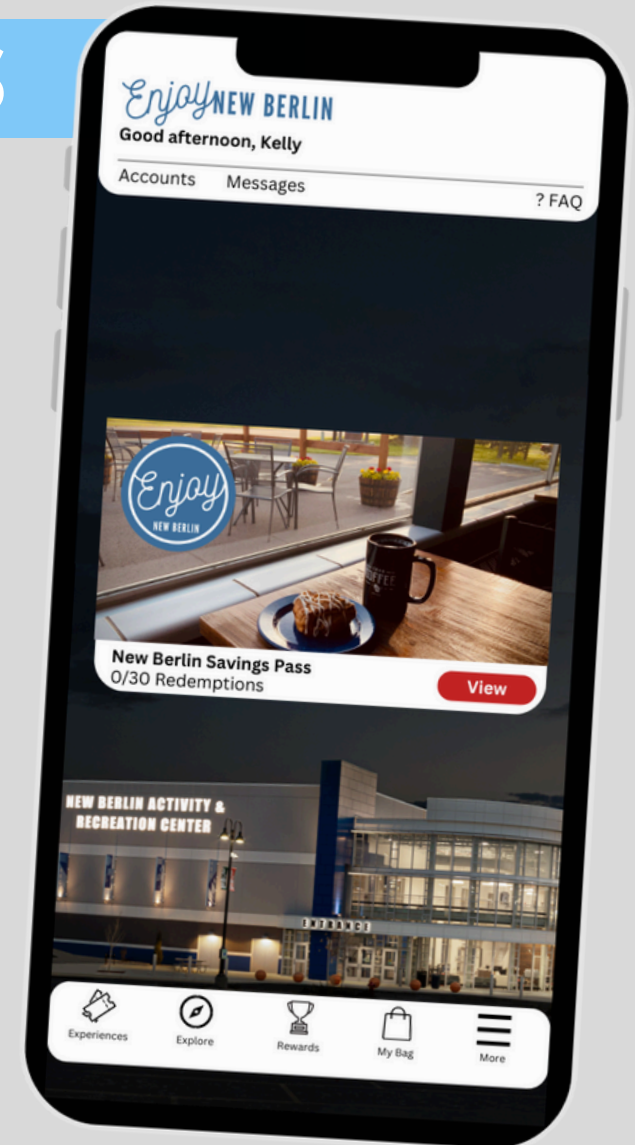
DECLINED

11



AWAITING

16





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: May 7, 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.

Following up on discussions from the April 2, 2025 meeting:

- **Grant noticing via Text**
 - **Grant limits-**
 - o # of night stays to determine request amount
 - (\$5,000 vs \$10,000)
 - o # of attendees to determine max grant request
 - (\$5,000 vs \$10,000)
 - o \$10,000 max per organization
 - All events should be included on 1 application
 - **Each advertisement shall also include the hotel logos (Holiday Inn & La Quinta)**
-
- ***Proposed changes to grant noticing –***
 - o *We send out 52 letters/notices.*
 - Text Notification
 - Cost for text based service.
 - We have approximately 10/52 phone numbers.
 - Not sure cell phone vs landline numbers.
 - Email Notification
 - No additional cost.
 - 21/52 contacts

- **Changes to grant amount –**
 - o **Option 1: # of night stays determine request amount**
 - \$5,000 max grant for those with a score of 5 or under and a \$10,000 max for those events that score a 10 on the line for hotel stays.
 - o **Option 2: # of attendees to determine max grant request**
 - Maximum grant amount based on the number of attendees at the event or multi day events.
 - o **Option 3: \$10,000 max per organization**
 - \$10,000 limit per organization – Organizations could apply for any number of events, but organization limit would be capped at \$10,000.

- **Changes to recipient requirements -**
 - o Marketing shall include the New Berlin hotel logos (Holiday Inn & La Quinta)

- **Internal Update –**
 - o Update award letter to include 40% / 60% match calculations/requirements.
 - For example, awardees receiving:
 - \$10,000 would need to submit reimbursement receipts/invoices totaling \$25,000 or more.
 - \$5,000 would need to provide receipts/invoices for \$12,500 or more.

Presented at the April 2, 2025 meeting:

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* –
 - o Eligibility of events
 - o Number of applications allowed
 - o Total funds per event
 - o Grouping similar events under 1 application

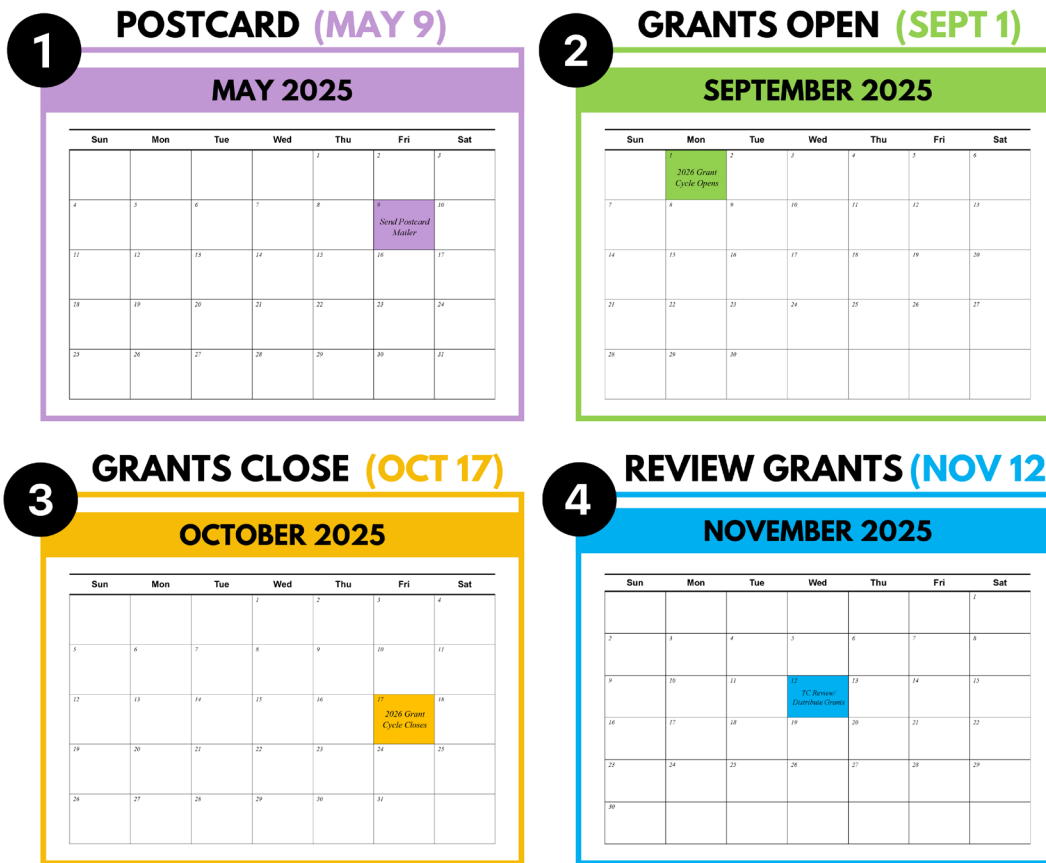


ENJOY NEW BERLIN
ROOM TAX GRANT
EVALUATION WORKSHEET
INTERNAL USE ONLY

Reviewer Name:
Applicant Organization:
Project/Event:
Grant Request:

Maximum Points	Criteria	Notes	Score
10	Quality and completeness of the application		
30	The applicant has a well-developed marketing strategy that can reasonably be expected to generate multiple hotel stays.		
<u>Select only 1 of the 3</u>	The project/event and application substantiate a reasonable likelihood of local economic impact from: - Local visitors - Day-trip visitors - Overnight visitors		
5			
10			
30			
10	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 project/events have provided adequate documentation of room night stays.		
5	The project/event is unique, unduplicated and creative.		
<u>Select only 1</u>	The expected/historical annual attendance is: 5 0-1,000 attendees 10 1,000-5,000 attendees 15 5,000 or more attendees		
Total Points			

Proposed Schedule (Revised) –



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 posted on enjoynewberlin.com

OCTOBER 17

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

NOVEMBER 12

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.