



Tourism Commission Meeting Agenda

November 19, 2025 - 3:00 PM
Council Chambers
3805 S. Casper Drive

Posted: 11.19.2025 @ 12:43 PM

Amended: 11.18.2025 @ 11:11 AM

Published: 11.11.2025

AGENDA

1. **CALL TO ORDER**
2. **ROLL CALL; DECLARATION OF QUORUM; PUBLIC NOTICE**
3. **APPROVAL OF MINUTES**
 - A. August 13th, 2025 Meeting Minutes
4. **NEW BUSINESS**
 - A. Memo - Bandwango Termination
 - B. RAS - Discussion and possible action to amend the 2026 budget.
 - C. Discussion on Grant Application
26-01 Education Foundation of New Berlin - Toast to Education: Beer & Wine Tasting Fundraiser
 - D. Discussion on Grant Application
26-02 Education Foundation of New Berlin - WestPAC Community Concert Series - Season 4
 - E. Discussion on Grant Application
26-03 New Berlin Heat - New Berlin Summer Heat Girls Fastpitch Tournament
 - F. Discussion on Grant Application
26-04 New Berlin Heat - New Berlin Heat Spring Classic
 - G. Discussion on Grant Application
26-05 New Berlin Magic - New Berlin Magic Girls Fastpitch Tournament
 - H. Discussion on Grant Application
26-06 New Berlin Magic - New Berlin Magic Baseball Tournament
 - I. Discussion on Grant Application
26-07 New Berlin 4th of July Commission - New Berlin 4th of July Festival
 - J. Discussion on Grant Application
26-08 New Berlin 4th of July Commission - New Berlin 4th of July Parade
 - K. Discussion on Grant Application
26-09 New Berlin Pumas - Battle in New Berlin Baseball Tournament

- L.** Discussion on Grant Application
26-10 New Berlin Veterans Memorial Society - New Berlin Veterans Memorial Society Annual Fundraiser
- M.** Discussion on Grant Application
26-11 New Berlin Junior Woman's Club - Fall Harvest Craft Fair
- N.** Discussion on Grant Application
26-12 New Berlin Fire Department - Flashlight Candy Hunt
- O.** Discussion on Grant Application
26-13 Miss Wisconsin Scholarship Organization - Miss Wisconsin & Miss Wisconsin's Teen 2026 Competitions
- P.** Discussion on Grant Application
26-14 Miss Wisconsin Scholarship Organization - Miss Wisconsin Crown Camp 2026
- Q.** Discussion on Grant Application
26-15 Miss Wisconsin Scholarship Organization - Miss Wisconsin Night to Ignite 2026
- R.** Discussion on Grant Application
26-16 New Berlin Public Library - 2026 Summer Sounds @ the Library
- S.** Discussion on Grant Application
26-17 New Berlin Public Library - New Berlin Public Library Manhattan Short Film 29th Annual Festival
- T.** Discussion on Grant Application
26-18 New Berlin Public Library - 2nd Annual Dewey-athlon
- U.** Discussion on Grant Application
26-19 New Berlin Recreation - Winterfest 2027
- V.** Discussion on Grant Application
26-20 New Berlin Recreation - Brews & Boos
- W.** Discussion on Grant Application
26-21 New Berlin Historical Society - Miss Wisconsin and Beer Garden Open House
- X.** Discussion on Grant Application
26-22 New Berlin Historical Society - Ice Cream Social and Beer Garden Open House
- Y.** Discussion on Grant Application
26-23 New Berlin Historical Society - Historic Day and Beer Garden Open House
- Z.** Discussion on Grant Application
26-24 New Berlin Historical Society - Applefest and Beer Garden Open House
- AA.** Discussion on All Grant Requests and Possible Action on Final 2026 Room Tax Grant Awards

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

August 13, 2025 - 3:00 PM
Council Chambers
3805 S. Casper Drive

MINUTES

1. CALL TO ORDER

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

2. ROLL CALL; DECLARATION OF QUORUM; PUBLIC NOTICE

Joelle Erickson took the roll call as follows:

Present: Alderperson Horbinski, Commissioner Szpara, Commissioner Rocco

Excused: Commissioner Matthew Anderson, Commissioner Tom O'Loughlin

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

It was confirmed that a quorum was present and that the meeting was properly posted in compliance with open meetings law.

3. APPROVAL OF MINUTES

A. June 11, 2025 Meeting Minutes

MOTION: Motion to Approve Minutes

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

4. NEW BUSINESS

A. Election of Chairperson for Tourism Commission

MOTION: Motion to Nominate Alderman Horbinski as Chairperson

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

B. Election of Vice Chairperson for Tourism Commission

MOTION: Motion to Nominate Commissioner Szpara as Vice Chairperson

VOTE: Motion by: Alderman Horbinski

Second by: Commissioner Rocco
Motion Passes 3-0

C. Election of Treasurer for Tourism Commission

MOTION: Motion to Nominate Commissioner Rocco as Treasurer

VOTE: Motion by: Alderman Horbinski
Second by: Commissioner Szpara
Motion Passes 3-0

D. Update by DCD Staff

E. RAS - 2026 Budget

MOTION: Motion to Approve Budget as Presented

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

F. Hotel Update

Commissioner O'Loughlin wasn't present to provide update.

5. ADJOURN

MOTION: Motion to Adjourn at 3:14PM

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

Respectfully Submitted,
Joelle Erickson, Community Relations Specialist



MEMO

MEMO TO: Tourism Commission

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

MEMO FROM: Kelly Wall, Principal Planner

DATE: October 20, 2025

SUBJECT: Bandwango Contract for 2026

This memo is to inform you that we will not be renewing our contract with Bandwango for the 2026 calendar year. After reviewing performance metrics and overall program engagement, it was determined that usage levels have remained consistently low and do not justify continuation of the service. Non-renewal will result in a savings of \$10,788 for 2026.



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: November 18, 2025

REQUEST: Recommend to the Tourism Commission approval of an amendment to the 2026 budget, as presented, to increase the 2026 Room Tax Grant Program fund by \$10,000.

RATIONALE: Non-renewal of the contract with Bandwango will contribute to a savings of \$10,000 for 2026.

FISCAL IMPACT: This amendment will have no fiscal impact, as the additional funds will be reallocated from existing budgeted expenditures, including reductions in marketing and internet expenses and the non-renewal of Bandwango, resulting in a combined savings of approximately \$10,000.

Approval of this amendment will increase the Room Tax Grant Fund to \$55,000 for the 2026 Grant Cycle.

TOURISM COMMISSION FUND

			ESTIMATED						
			ACTUAL	ACTUAL	2025	6 MOS.	TOTAL	2026	2026
			2023	2024	BUDGET	2025	2025	Approved	Amended (Proposed)
REVENUES									
22210000	40150	Room Tax	122,921	128,282	120,000	7,236	120,000	120,000	120,000
22210000	41010	Grants - State	-	-	-	-	-	-	-
Total Revenues			<u>122,921</u>	<u>128,282</u>	<u>120,000</u>	<u>7,236</u>	<u>120,000</u>	<u>120,000</u>	<u>120,000</u>
EXPENDITURES									
22210000	50020	Salary	6,935	13,683	13,762	8,625	13,762	19,069	19,069
22210000	51020	Benefits	1,800	3,916	2,131	2,600	2,131	5,826	5,826
22210000	54060	Marketing/Events	6,090	1,185	45,607	1,134	45,607	45,607	40,607 (\$5,000)
22210000	54110	Supplies	1,051	310	5,000	1,386	5,000	5,000	5,000
22210000	52030	Contracted Services				990			
22210000	52050	Grant Projects	-	32,961	45,000	9,925	45,000	45,000	55,000 \$10,000
22210000	52100	Admin Charge		1,283					
22210000	54300	Conference/Seminar/Training	2,096	783	5,000		5,000	5,000	5,000
22210000	54390	Special Projects	9,500	999		119			
22210000	54520	Internet Expense	<u>432</u>	<u>468</u>	<u>8,500</u>	<u>11,982</u>	<u>8,500</u>	<u>8,500</u>	<u>3,500</u> (\$5,000)
Total Expenditures			<u>27,904</u>	<u>55,588</u>	<u>125,000</u>	<u>36,761</u>	<u>125,000</u>	<u>134,002</u>	<u>134,002</u>
Net Change in Fund Balance			95,017	72,694	(5,000)	(29,525)	(5,000)	(14,002)	(14,002)
Fund Balance - Beginning			<u>164,522</u>	<u>259,539</u>			<u>332,233</u>	<u>327,233</u>	<u>327,233</u>
Fund Balance - Ending			<u>\$ 259,539</u>	<u>\$ 332,233</u>			<u>\$ 327,233</u>	<u>\$ 313,231</u>	<u>\$ 313,231</u>



**Education Foundation
of New Berlin**

26-01 Toast to Education
26-02 WestPAC Concerts

November 4, 2025

Ms. Cordero –

You are receiving this letter (via email) in response to your application(s) for the 2026 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

Application 26-01:

Event: A Toast to Education – Beer & Wine Tasting Fundraiser		
Event Date: March 21, 2026		Estimated Attendees: 650
Request Amount: \$5,000		Total Event Budget: \$25,000
Application Submitted: Yes	Budget Submitted: Yes	40% or Less of Total Event Budget Requested: Yes

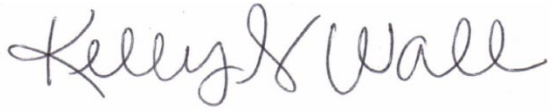
Application 26-02:

Event: WestPAC Community Concert Series Season 4		
Event Date: March 27, April 10, May 15, June 27 (2026)		Estimated Attendees: 1,200
Request Amount: \$5,000		Total Event Budget: \$32,290
Application Submitted: Yes	Budget Submitted: Yes	40% or Less of Total Event Budget Requested: Yes

The Tourism Commission will be meeting on November 19th, 2025 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 cursive script that reads "Kelly Wall". The signature is written in a dark ink and is positioned to the right of the word "Thanks,".

Kelly Wall
Enjoy New Berlin
3805 S. Casper Drive
New Berlin, WI 53151

Phone: 262.797.2445 ext. 2550

Email: kwall@newberlin.org

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 and max total request of \$10,000 per organization.**
- *Organizations may submit multiple applications. As long as they adhere to the following requirements:*
 - Organizations may not apply for more than \$10,000 of grant funds.
 - Per event request shall not exceed \$5,000 or 40% of total event budget.
 - For example: (Per Event)
 - a \$2,500 event budget would allow for a max grant request of \$1,000.
 - a \$5,000 event budget would allow for a max grant request of \$2,000.
 - a \$12,500 event budget would allow for a max grant request of \$5,000.
 - a \$25,000 event budget would be capped at the max grant request of \$5,000.
 - For example: (Per Organization)
 - an organization may submit (2) event applications for \$5,000 each.
 - an organization may submit (5) event applications for \$2,000 each.
- Grants are limited based upon available room tax funds.
- Failure to submit receipts/invoices to justify the 60% organizational match, may result in a pro-rated reimbursement.

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. (20 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.)
- Duration of the project/event is: Single Day (5 Points) or Multi-Day (15 Points)
- 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.**

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 *

262-789-6245

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

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

Project Information

Project/Event Title* *

A Toast to Education - Beer & Wine Tasting Fundraiser

Event Date *

03/21/2026

Total Project / Event Budget *

25,000

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 *

650

Detailed Project / Event Description *

Toast to Education: Beer & Wine Tasting Fundraiser

Date: Saturday, March 21, 2026

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 4 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 2026 Toast to Education Beer & Wine Tasting Fundraiser, hosted by the Education Foundation of New Berlin and presented by Matty's Bar, Grille & Catering, is projected to attract 600–700 guests. In 2024, 600 tickets were sold, with attendees traveling from New Berlin, surrounding Waukesha County communities, Milwaukee, and as far as Illinois, Florida, and Georgia. Many of these out-of-town guests are likely to require overnight accommodations, providing a direct economic benefit to New Berlin hotels.

To encourage local stays, we will feature New Berlin hotels prominently on the event website and ticketing platform well in advance of the event. The evening timing of the fundraiser (7–10 PM) further supports overnight lodging for those traveling from outside the immediate area.

The event also generates economic activity through partnerships with local businesses, including Matty's Catering, Beechwood Sales & Service, Eagle Printing & Graphics, and numerous other vendors providing sponsorships, auction items, and services.

By attracting a mix of local residents, alumni, and business partners from beyond New Berlin, the Toast to Education fundraiser promotes the city as a destination, supports local hospitality and businesses, and strengthens community engagement—demonstrating clear alignment with the goals of this grant program.

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 *

If grant funding is awarded, the 2026 Toast to Education Beer & Wine Tasting Fundraiser is poised to expand its marketing reach, enhance attendee tracking, and measure impact on local hotel stays and New Berlin's economy. Based on 2025 attendance of 600 guests, we anticipate 600–700 attendees in 2026, including local residents, alumni, and out-of-town visitors.

Key initiatives supported by the requested \$5,000 grant include:

NPR Radio Ad (\$1,040): Promotions on WUWM will reach an influential audience that values education, lifelong learning, and cultural engagement. Listeners are community-minded, affluent, and actively connected within professional and social networks, making them likely to travel for events and support local businesses. Includes 22 on-air messages from approximately Feb 23 - Mar 8.

GiveSmart Events Website, Technology & Advertising (\$1,629): Centralized registration and advertising platform, including ads highlighting local hotel options to encourage overnight stays. Following the event, a digital survey through the GiveSmart Events platform will gather attendee feedback, including overnight accommodations, to assess impact on local tourism and business participation.

Postcard Campaign (\$1,250 total: \$750 printing + \$500 postage): Targeted Every Door Direct Mail to residents in 53151, 53146, as well as to all targeted list of past EFNB and Partner Events to raise awareness and support community engagement.

Facebook Boosts (\$250): Targeted ads for alumni, beer and wine enthusiasts, and community members, extending reach beyond New Berlin to encourage day and overnight tourism.

Graphic Design (\$625): Professional design for print and digital collateral to elevate the event's profile.

Event Tasting Glasses (\$400 for glasses): memorable attendee keepsakes.

These marketing initiatives total \$5,444 and are designed to maximize attendance, encourage overnight hotel stays, and support New Berlin's economy, while strengthening engagement with local businesses, sponsors, and community partners. Additional

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 2025 – Initial event planning begins with a debrief of the 2025 fundraiser, reviewing successes, lessons learned, and areas for improvement.

August 2025 – Event date confirmed (finalized after 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 2025 – Planning Committee meeting held. Sponsorship invitations crafted and sent, offering returning sponsors first refusal. Clubs and partners invited to participate and raise funds.

October–December 2025:

Keepsake tasting glasses ordered

Emcee/DJ contract confirmed

Hotel partners advertised on Toast26.givesmart.com

Committee meets regularly to track progress

Sponsorship requests actively pursued

January 2026 – Ticket sales open (10-week registration window). Digital advertising campaigns launched with planned budget allocations. Collaboration with a graphic design firm on EDDM campaign ads begins.

February 2026 – Social media outreach intensifies to drive traffic for ticket purchases, sponsor recognition, and auction previews. WUWM Online promotions begin approx. week of Feb 23.

March 2026 – Silent auction opens in March to allow two weekends of bidding. Event held March 21, followed by post-event surveys to collect attendee feedback, including overnight stays and local economic impact.

April–May 2026 – Event and survey data analyzed. Final report submitted to the grant committee.

Ongoing – Continuous planning and committee meetings to refine strategies for ticket sales, sponsorships, and attendance. Advertising through local publications, social media promotions, school newsletters, and partner networks continues throughout the year to maintain engagement.

Estimated Number of Hotel Stays from the Project / Event *

10 - Based on 2025 attendee zip codes, we estimate that approximately 10–15 hotel rooms may be needed for guests traveling from outside Waukesha and Milwaukee Counties, including 1-2% of our guests who were out-of-state visitors.

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 Toast to Education fundraiser sustains its financial health through a diversified approach: Sponsorships: We maintain strong relationships with existing sponsors while actively cultivating new partnerships to secure ongoing support. Ticket Sales: Building on past success, the event continues to attract attendees, generating critical revenue for sustainability. Day-of Fundraising Activities: Raffles, auctions, and other interactive activities enhance the attendee experience and contribute to event proceeds. Expanded Outreach: With a growing mailing list and database, fueled by our new radio strategy and targeted marketing, we are engaging additional supporters, which increases both revenue potential and community impact. By leveraging multiple revenue streams and broadening our reach, the event ensures long-term sustainability while advancing the Education Foundation's mission to enhance educational opportunities, extracurricular programs, and community engagement.

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 2026 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 fourth consecutive year: Burghardt's Sporting Goods, Drexel Building Supply, Horicon Bank, Lakefront Brewery, Sprengel Real Estate Group, Mathnasium - New Berlin, Durham School Services.

List of sponsors invited to return for their third consecutive year: Dillett Mechanical, Baird - The Kellogg, Johnson, Lane Group, OAW Indoor Sports Complex, Beechwood Sales & Service, Tim O'Brien Homes, Eagle Printing and Graphics.

EFNB had 50+ clubs partnering to earn funds at the event, over 24 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 EFNB

Sign below: *

Julie Cordero

Date: *

MM DD YYYY

09 / 02 / 2025

Phone Number: *

262-789-6245

Email: *

julie.cordero@nbexcellence.org

This content is neither created nor endorsed by Google.

Google Forms

2026 Budget Summary	
Income	650 guests
Sponsorships	\$ 20,000.00
InKind Sponsorships	\$ 6,000.00
Ticket Sales	\$ 16,000.00
Silent Auction	\$ 20,250.00
In-Event Activities	\$ 7,250.00
Donations	\$ 500.00
transaction fees	\$ 1,500.00
Total Income	\$ 71,500.00
Expenses	
Catering	\$ 4,500.00
Beer/Wine Tasting	\$ 5,050.00
Inkind Expense	\$ 6,000.00
Event Supplies / Marketing / Liability	\$ 7,050.00
Credit processing fees	\$ 2,400.00
Total Expenses	\$ 25,000.00
Net Gain/Loss	\$ 46,500.00

Earned Revenue (Income for Clubs/Expense of Event)	
Sponsorships / Donations	\$ 5,250.00
Tickets	\$ 5,400.00
Silent Auction	\$ 14,500.00
Volunteering	\$ 2,700.00
Basket Raffle / 50-50 Raffle	\$ 2,150.00
Total Revenue Shared	\$ 30,000.00
Total income for EFNB	\$ 16,500.00

Room Tax Funding Plan - itemized

\$ 1,040.00	NPR Radio Ad
\$ 396.00	4 Clover Go Readers - for Event Registration
\$ 1,233.00	GiveSmart Events - Reg Website, Ad platform
\$ 250.00	Printing
\$ 625.00	Foundry - Graphic Design (1/2 a monthly stipend)
\$ 750.00	Postcard Printing (1/4 of cost)
\$ 500.00	Postage for Postcard (1/4 of cost)
\$ 250.00	Facebook Boosting
\$ 400.00	Tasting Glass (1/2 of cost)
<u>\$ 5,444.00</u>	



PRESENTED BY



**EDUCATION FOUNDATION
OF NEW BERLIN**

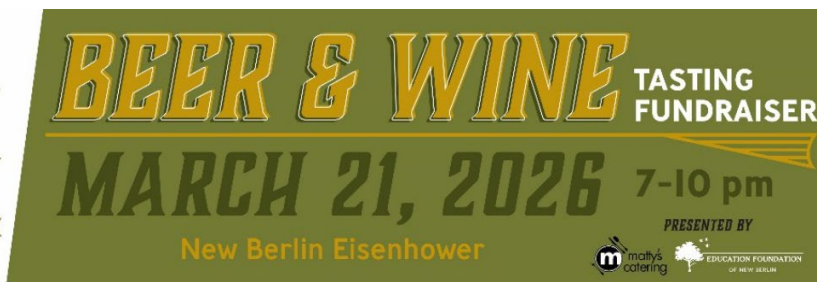
MARCH 21, 2026
7-10 pm

New Berlin Eisenhower

BEER & WINE

**TASTING
FUNDRAISER**

Toast26.givesmart.com



Join us in a **Toast to Education: Beer & Wine Tasting Event!**
 Saturday, March 21, 2026 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 '26 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 '26 site
 Includes \$1,250 donation to the SDNB club of choice
 Six complimentary admissions

Activity Sponsors - \$1,000

Logo sign at designated activity – Basket Raffle and Mix of Six
 Clickable sponsor logo on Toast '26 site
 Includes \$500 donation to the SDNB club of choice
 Four complimentary admissions

Beer Table Sponsors - \$500

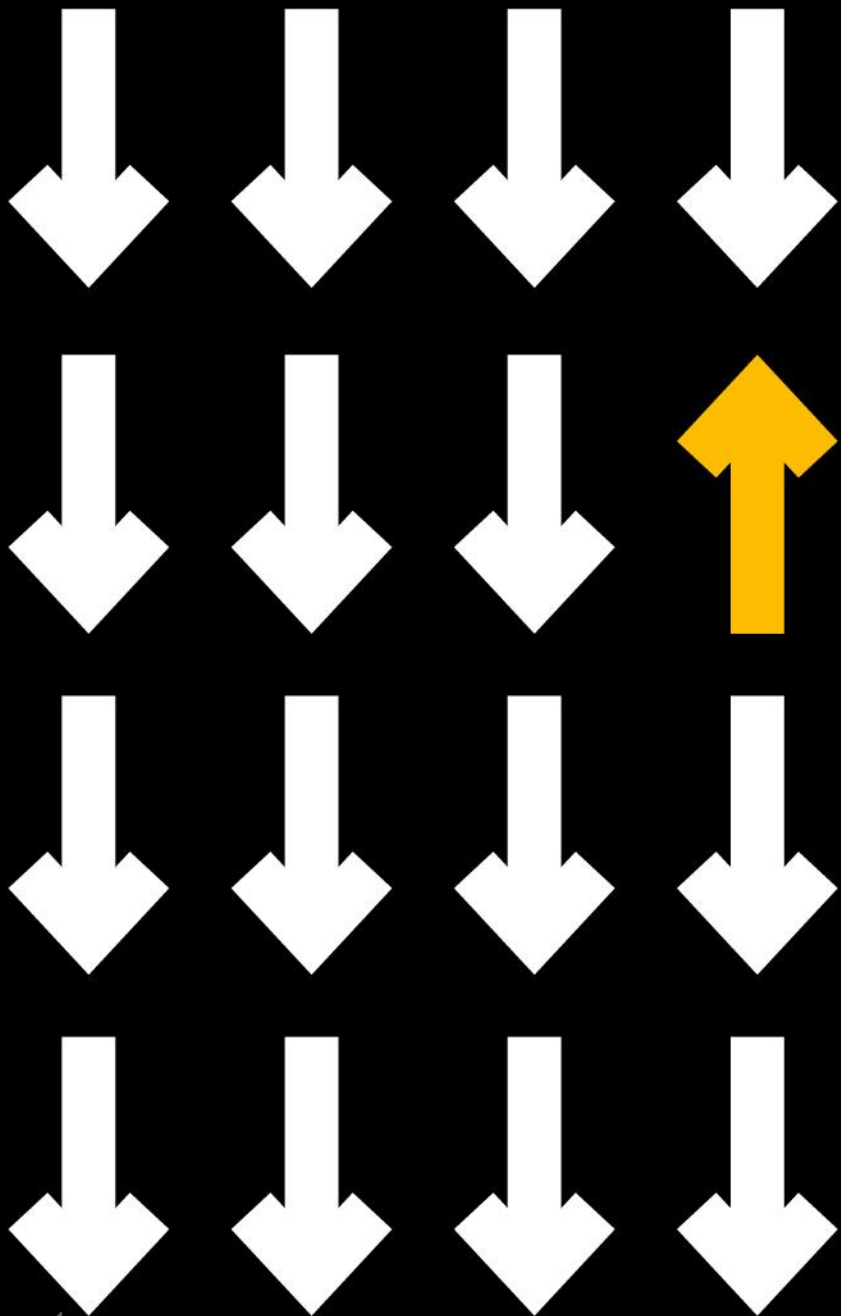
Logo sign at designated sample table
 Clickable sponsor logo on Toast '26 site
 Includes a \$250 donation to SDNB club of choice
 Two complimentary admissions

Wine Table Sponsors - \$500

Logo sign at designated sample table
 Clickable sponsor logo on Toast '26 site
 Includes a \$250 donation to SDNB club of choice
 Two complimentary admissions



Toast26.givesmart.com



PUBLIC MEDIA IS DIFFERENT

*That Makes our Media Partners **Special***

Prepared for:

Julie Cordero

Education Foundation of New Berlin – Toast to Education Event Campaign

Prepared by:

Laurie Hobbs, lhobbs@marketengineuity.com

September 2, 2025

WUWM 89.7
MILWAUKEE'S **npr**

Connect with Parents who VALUE EDUCATION

WUWM listeners value education — not only for themselves, but for the next generation.

73%	more likely to have a postgraduate degree
71%	more likely to donate money to educational organizations ¹
52%	more likely to have a child entering or in college
30%	more likely to work in a professional occupation
26%	more likely to take adult continuing education classes ¹

Source: Nielsen, Milwaukee-Racine, Scarborough R1 2025, January 2024-January 2025, P18+
1. In the past 12 months



Photo by Tim Mossholder on Unsplash

Connect with **SOCIAL EXPLORERS**

WUWM listeners plan to attend these events¹:

16K+ wine tasting

13K+ beer tasting

12K+ food tasting

10K+ business networking event

WUWM listeners researched online²:

34K+ local or community events

32K+ restaurant information or reviews

Source: Nielsen, Milwaukee-Racine Metro, Scarborough R2 2024, July 2023-July 2024, P18+; 1. In the next 12 months;
2. In the past 30 days



WUWM 89.7 is Milwaukee's

LEADING PUBLIC RADIO STATION

WUWM is the region's

#1

most listened to
public radio station

	Mar 2025	April 2025	May 2025
	Average Weekly Cume	Average Weekly Cume	Average Weekly Cume
WUWM 89.7	96,800	105,700	106,900
WYMS 88.9	80,100	87,800	78,600
WHAD 90.7	42,000	52,000	58,500
WMSE 91.7	21,000	29,000	26,900

29% increase year
over year!

Source: Nielsen Audio PPM Mar25 - May25, Mo-Su 6a-12a, P6+

CAMPAIGN RECOMMENDATION

EDUCATION FOUNDATION OF NEW BERLIN – TOAST TO EDUCATION

Broadcast - Total Day Rotation Plan | 2 Weeks on Air (Suggested Feb 23 and March 2, 2026)

Daypart	Day	Length	Messages Per Week	Total Messages	Rate	Total Net Sponsorship
5a-10a	M-F	:30	2	4	\$65	\$260
10a-3p	M-F	:30	2	4	\$65	\$260
3p-7p	M-F	:30	2	4	\$65	\$260
7p-12a	M-F	:30	2	4	\$65	\$260
Run of Schedule BONUS 5a-12a	M- Sun	:30	3	6	\$0	\$0
Total			11	22		\$1040



**Education Foundation
of New Berlin**

26-01 Toast to Education
26-02 WestPAC Concerts

November 4, 2025

Ms. Cordero –

You are receiving this letter (via email) in response to your application(s) for the 2026 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

Application 26-01:

Event: A Toast to Education – Beer & Wine Tasting Fundraiser		
Event Date: March 21, 2026		Estimated Attendees: 650
Request Amount: \$5,000		Total Event Budget: \$25,000
Application Submitted: Yes	Budget Submitted: Yes	40% or Less of Total Event Budget Requested: Yes

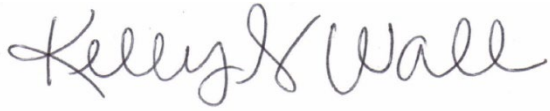
Application 26-02:

Event: WestPAC Community Concert Series Season 4		
Event Date: March 27, April 10, May 15, June 27 (2026)		Estimated Attendees: 1,200
Request Amount: \$5,000		Total Event Budget: \$32,290
Application Submitted: Yes	Budget Submitted: Yes	40% or Less of Total Event Budget Requested: Yes

The Tourism Commission will be meeting on November 19th, 2025 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 cursive script that reads "Kelly Wall". The signature is written in a dark ink and is positioned to the right of the word "Thanks,".

Kelly Wall
Enjoy New Berlin
3805 S. Casper Drive
New Berlin, WI 53151

Phone: 262.797.2445 ext. 2550

Email: kwall@newberlin.org

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 and max total request of \$10,000 per organization.**
- *Organizations may submit multiple applications. As long as they adhere to the following requirements:*
 - Organizations may not apply for more than \$10,000 of grant funds.
 - Per event request shall not exceed \$5,000 or 40% of total event budget.
 - For example: (Per Event)
 - a \$2,500 event budget would allow for a max grant request of \$1,000.
 - a \$5,000 event budget would allow for a max grant request of \$2,000.
 - a \$12,500 event budget would allow for a max grant request of \$5,000.
 - a \$25,000 event budget would be capped at the max grant request of \$5,000.
 - For example: (Per Organization)
 - an organization may submit (2) event applications for \$5,000 each.
 - an organization may submit (5) event applications for \$2,000 each.
- Grants are limited based upon available room tax funds.
- Failure to submit receipts/invoices to justify the 60% organizational match, may result in a pro-rated reimbursement.

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. (20 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.)
- Duration of the project/event is: Single Day (5 Points) or Multi-Day (15 Points)
- 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.**

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 / 2627896245 / julie.cordero@nbexcellence.org

Project Information

Project/Event Title* *

WestPAC Community Concert Series Season 4

Event Date *

03/27/2026; 4/10/2026; 5/15/2026; 6/27/2026

Total Project / Event Budget *

32,290

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

Projected Number of Attendees *

1,200

Detailed Project / Event Description *

The West Performing Arts Center (WestPAC), a premier cultural venue in New Berlin, is entering its fourth season of the Community Concert Series. Presented in partnership with the Education Foundation of New Berlin (EFNB), the series brings nationally recognized tribute acts and high-quality live entertainment to our community while attracting visitors from across southeastern Wisconsin and beyond.

For the 2025–2026 season, we are seeking support for the final four concerts in the series, which will run from March through June 2026. The lineup includes:

March 27, 2026 – Almighty Vinyl: A high-energy tribute to classic rock's golden era, recreating the live concert sound of vinyl's heyday.

Almighty Vinyl is a tribute to the music when vinyl was the king of all formats. MP3s, CDs, cassettes, and even 8-tracks could never capture the majesty of rock and roll the way vinyl held it in its grooves. We give you the feeling of what it was like to see live music back when it was 100% live. Almighty Vinyl strives to recreate the vocals, harmonies, and instrumentation you would expect to hear when you drop that needle onto your favorite 33 1/3.

April 10, 2026 – Panorama: A full-scale Cars tribute, performing radio staples and deep cuts with authentic energy and precision.

After regularly selling out their staple tribute show of The Cars' debut album, Milwaukee music stalwarts Mike Benign, Don Moore, Jack Rodee, Jack Rice and Nick Verban now fully recreate one of the best live performances of The Cars you'll find anywhere, each song given the energy and attitude they deserve. From the massive hits that poured out of teenagers' radios such as "Just What I Needed", "You Might Think" and "Shake It Up" to the album track gems like "Night Spots", "Gimme Some Slack" and "I'm in Touch with Your World", Panorama brings every album to the stage.

May 15, 2026 – Trippin' Billies: A Dave Matthews Band tribute, drawing crowds across the Midwest with their dynamic, arena-level performances.

Bringing the music of Dave Matthews Band to audiences for over twenty years, Trippin' Billies is comprised of some of Chicago's most experienced musicians. They go far above and beyond the call of the average tribute band. Each band member's love and respect for Dave Matthews Band, their impact, and for high-energy performance has moved them above the "bar band" circuit and into full-blown concert settings. Whether it's a club in Iowa City, a hockey arena in North Dakota, or a summer festival in Rochester, New York or Lincoln, Nebraska, this band puts on a show that even a casual or non-fan of the Dave Matthews Band can revel in.

June 27, 2026 – Hypnotized: A Fleetwood Mac tribute that delivers faithful renditions of chart-topping hits and fan favorites.

Hypnotized is a tribute group performing in homage to Fleetwood Mac, one of the bestselling rock and roll bands of all time. Evoking the spirit and sound of the 70s, Hypnotized performs album tracks, deep cuts and chart-topping hits from Rumours, Tusk, Tango In The Night, Mirage, Mystery To Me and more. With steady percussion, soaring vocals and articulate guitar work akin to that of MAC's powerhouse lineup, Hypnotized replicates the music to a tee. Prepare yourself for a night of memories brought back in song.

Concerts are held at the 770-seat, ADA-compliant WestPAC, 18695 W. Cleveland Ave., New Berlin. Each event includes a concessions and beverage bar, with proceeds benefiting the EFNB.

The Community Concert Series is designed to:

- Attract regional audiences by featuring tribute acts with broad fan bases, making the events marketable to visitors from outside New Berlin.
- Showcase New Berlin as a cultural destination, leveraging the accessibility and professional amenities of the WestPAC.
- Support the local economy, as attendees often dine locally, shop in the community, and may utilize nearby hotels when traveling from outside the area.

By offering a diverse lineup, welcoming atmosphere, and high production value, the WestPAC Community Concert Series is becoming a signature cultural draw for southeastern Wisconsin and a meaningful contributor to New Berlin's visibility and vitality.

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 draws audiences from New Berlin, surrounding counties, and beyond. Tribute acts such as Fleetwood Mac's Hypnotized and Dave Matthews Band's Trippin' Billies appeal to wide fan bases, encouraging travel for the experience. Concerts typically conclude around 9:30 p.m., with many attendees staying afterward to meet artists—creating opportunities for post-show dining, socializing, and hotel stays.

Ticket analysis from the 2024–2025 season shows that, while most attendees live in New Berlin or within a short drive, a notable share traveled long distances, including: St. Louis, MO (360 miles); Schaumburg, IL (90 miles); Rockford, IL (80 miles); Machesney Park, IL (70 miles); Lodi, WI (85 miles); Waupun, WI (70 miles); and Jefferson, WI (45 miles). Based on these travel distances, we estimate at least seven hotel stays are likely, with out-of-town visitors also supporting local dining, shopping, and hospitality, extending the series' economic impact beyond ticket sales. New this season, advanced tickets will be sold at a discounted rate (\$15 online vs. \$20 at the door) to encourage early purchase, capture address data for audience analysis, and future targeted outreach.

Marketing Efforts

A Room Tax Grant will strengthen efforts to draw overnight visitors through targeted, multi-channel promotion, including:

- Graphic design support for professional marketing collateral.
 - Season brochure (print/mail).
 - Postcards to New Berlin households and to out-of-town EFNB donors and prior WestPAC ticket buyers (sent March to promote 2026 events). Because all past advanced ticket buyers are integrated into our marketing outreach, we anticipate attracting both repeat and new visitors from outside New Berlin, further amplifying the series' economic impact.
 - Digital ads (boosted Facebook campaigns) targeted to music fans within a 50-mile radius.
- Venue banners inside and outside the PAC, visible to families attending arts, school, and athletic events.
- Free e-publications distributed by EFNB, SDNB, and WestPAC.
 - Artist engagement, with performers financially incentivized to promote ticket sales through their own networks, extending reach beyond our means.

Together, these campaigns blend paid advertising with grassroots promotion, ensuring visibility across southeastern Wisconsin and northern Illinois while positioning New Berlin as a regional cultural destination.

Partnership and Added Value

Each concert features a concessions and beverage bar operated by the EFNB (purchased from Beechwood Sales and Service, a New Berlin-based distributor) with proceeds supporting district educational programs. This reinforces the City's image as both community-minded and culturally vibrant, while enhancing the visitor experience.

The Community Concert Series supports the Room Tax Grant program goals by generating likely hotel stays and strengthening New Berlin's reputation as a welcoming destination to visit, stay, and return.

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 *

Attendance

- Achieve a combined attendance of 1,200 for the four shows included in the grant.
- Increase the number of ticket buyers traveling from 45+ miles away by at least 50%, encouraging potential overnight stays and regional engagement.

Audience Engagement & Community Reach

- Measure engagement with targeted Facebook advertising campaigns, including reach and clicks.
- Strengthen partnerships with local businesses through sponsorships, and highlight participating retailers and restaurants by featuring their products in raffle items or other show promotions.

Staffing Requirements *

The WestPAC Community Concert Series is overseen by Kevin Hanson, the SDNB's facilities coordinator. Julie Cordero of the EFNB, manages the beverage bar. With additional support from school district colleagues, Kevin and Julie collaborate to ensure smooth planning and execution of the events. The bar, aside from a licensed bartender, is operated by volunteers supporting the EFNB. Hourly box office staff and school district security are also utilized - all the salaries are funded outside the Room Tax grant

Timeline for Implementation *

Planning for the WestPAC Community Concert Series began in the spring of 2025, with all bands now fully booked. Promotions for the series started in September 2025 with the School District's Annual Report, mailed to all homes via Every Door Direct Mail. The season brochure is currently being designed professionally, for distribution ahead of the December 2025 performance (organizational match). In 2026, the designer will begin work on the postcard for promotion of the 2026 shows with anticipated mailing in March 2026. Digital ads will be created and promoted in the weeks ahead of each event.

Estimated Number of Hotel Stays from the Project / Event *

7+, based on 2024-2025 season data, however this information is 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 ***

Strategic investments supported by prior grants—including a new WestPAC website—have strengthened patron engagement and repeat attendance. Building on this momentum, we aim to grow the audience, attract season sponsors, and increase ticket sales, further establishing WestPAC as a cultural destination. Ongoing funding—through grants, sponsorships, or other sources—will be essential to sustain and expand the series. Room Tax funds specifically support marketing to audiences outside New Berlin, which is not otherwise feasible within the general operating budget. Securing diverse funding sources is critical to ensuring the long-term vitality of the Community Concert Series while continuing to deliver cultural and economic benefits to the community.

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

A sponsorship guide will be included in the supporting materials which is being sent to various local businesses to consider supporting.

The Chamber of Commerce and a local professional society are both utilizing the December 2025 performance as their annual holiday gatherings, we hope to build on these partnerships in the future to grow both ticket sales and sponsors for 2026 performances included in the grant.

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 / 02 / 2025

Phone Number: *

2627896245

Email: *

julie.cordero@nbexcellence.org

This content is neither created nor endorsed by Google.

Google Forms

Community Concert Series - Season 4	
3/27/26 - Almighty Vinyl; 4/10/26 - Panorama; 5/15/26 - Trippin' Billies; 6/27/26 - Hypnotized	
Attendance Goal:	1,200
Room Tax Eligible Expenses:	
Talent/Artist Fee (promised)	\$11,750.00
Facebook Boost	\$600.00
Postcard Printing	\$2,000.00
Postcard Postage	\$1,600.00
Foundry - Graphic Design	\$1,000.00
Grant Eligible Expense:	\$16,950.00
Organization Expenses:	
Talent/Artist - (estimated % of ticket sales)	\$9,000.00
Season Guide/Brochure	\$5,400.00
Banner Printing	\$500.00
Liquor/Event Liability	\$400.00
Temp Beer License	\$40.00
Org Match:	\$15,340.00
Total Expenses	\$32,290.00
Amount Requested	\$ 5,000.00



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:

EDUCATION FOUNDATION OF NEW BERLIN

COMMUNITY CONCERT SERIES

The Community Concert Series at the West Performing Arts Center, sponsored by the Education Foundation of New Berlin, has an exciting lineup planned for 2025-26!



NEW SEASON



THE WHISKEYBELLES & TENORS MKE

(Holiday Concert)

Thursday, Dec. 18



ALMIGHTY VINYL

(Classic Rock)

Saturday, March 7



PANORAMA

(Cars Tribute)

Friday, April 10



TRIPPIN' BILLIES

(Dave Matthews
Band Tribute)

Friday, May 15



HYPNOTIZED

(Fleetwood Mac Tribute)

Saturday, June 27

COMMUNITY CONCERT SERIES

SPONSORSHIP OPPORTUNITIES



4
SEASON



THE WHISKEYBELLES
& TENORS MKE



ALMIGHTY VINYL



PANORAMA



TRIPPIN' BILLIES



HYPNOTIZED

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.nbwestpac.com

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



**New Berlin Heat
Baseball & Fastpitch**

26-03 New Berlin Summer Heat
Fastpitch Tournament

26-04 New Berlin Heat
Spring Classic

November 4, 2025

Mr. Sturino & Mr. Konovalenko –

You are receiving this letter (via email) in response to your application(s) for the 2026 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 Baseball & Fastpitch

Application 26-03:

Event: New Berlin Heat Girls Fastpitch Tournament		
Event Date: June 5-7, 2026		Estimated Attendees: 2,000
Request Amount: \$5,000		Total Event Budget: \$45,000
Application Submitted: Yes	Budget Submitted: Yes	40% or Less of Total Event Budget Requested: Yes

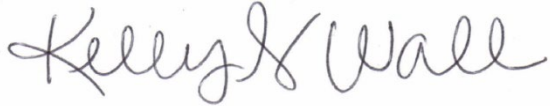
Application 26-04:

Event: New Berlin Heat Boys Baseball Tournament		
Event Date: May 8-10, 2026		Estimated Attendees: 4,500
Request Amount: \$5,000		Total Event Budget: \$50,000
Application Submitted: Yes	Budget Submitted: Yes	40% or Less of Total Event Budget Requested: Yes

The Tourism Commission will be meeting on November 19th, 2025 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 cursive script that reads "Kelly Wall". The signature is written in a dark ink and is positioned to the right of the word "Thanks,".

Kelly Wall
Enjoy New Berlin
3805 S. Casper Drive
New Berlin, WI 53151

Phone: 262.797.2445 ext. 2550

Email: kwall@newberlin.org

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 and max total request of \$10,000 per organization.**
- *Organizations may submit multiple applications. As long as they adhere to the following requirements:*
 - Organizations may not apply for more than \$10,000 of grant funds.
 - Per event request shall not exceed \$5,000 or 40% of total event budget.
 - For example: (Per Event)
 - a \$2,500 event budget would allow for a max grant request of \$1,000.
 - a \$5,000 event budget would allow for a max grant request of \$2,000.
 - a \$12,500 event budget would allow for a max grant request of \$5,000.
 - a \$25,000 event budget would be capped at the max grant request of \$5,000.
 - For example: (Per Organization)
 - an organization may submit (2) event applications for \$5,000 each.
 - an organization may submit (5) event applications for \$2,000 each.
- Grants are limited based upon available room tax funds.
- Failure to submit receipts/invoices to justify the 60% organizational match, may result in a pro-rated reimbursement.

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. (20 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.)
- Duration of the project/event is: Single Day (5 Points) or Multi-Day (15 Points)
- 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.**

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 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)* *

James Sturino, 262-993-5403, Sturino40@gmail.com

Project Information

Project/Event Title* *

New Berlin SummerHeat Girls Fastpitch Tournament

Event Date *

June 5-6-7, 2026

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 Park & Calhoun Park

Projected Number of Attendees *

2200

Detailed Project / Event Description *

Youth Fastpitch softball tournament from U8-U18. Anticipate 10 teams per age, so approximately 60 teams. Last year we had 17 teams from over 1 hour away, including 3 teams from the Michigan Upper Peninsula, 4 teams from the Chippewa Valley/Eau Claire Area, and 2 teams from Illinois, that attended our tournament. This tournament is June 5-6-7, 2026, 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 17 teams from over an hour away, and of those 17, we had 9 teams over 90 minutes away, and of those 9, 7 were over 3+ hours away. The year before we had more 7 teams over 90-120 minutes away (4 over 3 hours away), and in 2024, we had 10 teams over 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 on Friday and then 8AM on Saturday and Sunday, and all teams playing a game Friday night, it is high unlikely that these teams would travel to New Berlin on Friday, return home, and then travel back on both Saturday and Sunday. Further, most of these teams arrive at the fields for warmups 60-75 minutes before games start. Each team averages 12 players and with our tournament being Friday-Saturday-Sunday, I would anticipate 2 hotel nights per player, or roughly 24 hotel nights per team. If we meet our goal of 5-7 such teams for 2026, that would be an 120-168 hotel nights generated. While we do not specifically ask teams where they stay, we do direct them to the hotels around Moorland and Beloit and the Ridge area 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, and the Ridge as they are the most convenient given their proximity to both Malone and Calhoun Parks.

Expected Outcomes ★

Last year we had 17 teams from at least 60+ minutes away, and 7 from 3 hours plus away. If we average 7 out of town teams (as we have in 2023-2024-2025) that would be 168 hotel nights (7 teams x 12 players = 84 families x 2 nights per family = 168 nights). I would anticipate the same again in 2026 based on us hosting the tournament in early June 2026.

Staffing Requirements *

This event is entirely staffed 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 the 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 by the City of New Berlin. We will begin to advertising our tournament on or about 11/1/2025, and anticipate we should be full or at 90%+ capacity by 2/1/2026.

Estimated Number of Hotel Stays from the Project / Event *

168-288

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 / 02 / 2025

Phone Number: *

262-993-5403

Email: *

Sturino40@gmail.com

This content is neither created nor endorsed by Google.

Google Forms

From Mike Sturino:

I anticipate the following expenses for the 2026 tournament

(1) Equipment costs (\$1500) and Supplies (\$4,943.99) are likely to be slightly higher this year, as we purchased game balls for the 2025 tournament a year earlier than normal. I would anticipate the supplies and equipment to be about \$1500 more this year, or closer to \$8000.00 compared to the \$6500 this past year.

(2) Contractual and Operations: \$4,290.00 for the City of New Berlin for Field Use and Permits, and \$13,934.00 for umpires. I would anticipate a 3-5% increase from 2025, so this puts it at approximately \$19,000.00.

(3) Administration will remain at approximately \$300.00 for use of our software to schedule and score games.

With a bit of room for error, this puts our anticipate budget at $\$8000 + \$19,000 + \$300 = \$27,300.00$, without being able to forecast inflationary costs, we are estimating a budget of \$30,000.00 for the 2026 tournament.



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 1/1/2025	GRANT NUMBER 25-02
EVENT TITLE New Berlin SummerHEAT Tournament	GRANT PERIOD FROM: 1/1/2025 TO: 6/23/2025	
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	\$	\$ 1,541.48	\$	\$
SUPPLIES/OPERATING	\$	\$ 4,943.99	\$	\$
CONTRACTUAL	\$	\$ \$4,290.00 / \$13,934.00	\$	\$
ADMINISTRATION	\$	\$ 299.00	\$	\$
GRANT TOTAL	\$	\$ 25,008.47	\$	\$
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.

James M. Sturino /s/
 SIGNATURE OF PROJECT DIRECTOR
James M. Sturino

6/23/2025
 DATE

James M. Sturino /s/
 SIGNATURE OF FINANCIAL OFFICER
James M. Sturino

6/23/2025
 DATE



Division of Rudig Olympic Awards

580 N. 108TH PLACE
WAUWATOSA, WI 53226
PHONE 414-773-9000
FAX 414-773-9181

INVOICE

SHIP
TO

EMAIL WHEN READY

SOLD
TO

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

CUSTOMER NO.

INVOICE NO.

INVOICE DATE

CASH - TAX
SHIP DATE

93317
SALES ORDER NO.

4/1/2025

4/1/2025
SALESPERSON

93317

P.O. No.

TERMS

Due on receipt

SHIP VIA

PICK UP

1 1/2% INTEREST PER MONTH
ON ALL PAST DUE ACCOUNTS

QTY. SHIPPED	ITEM NO.	DESCRIPTION	UNIT PRICE	EXTENSION
		*** SUBLIMATE PLATES ***		
90	RM7 25+	GOLD MEDAL (CUSTOM INSERT) **SPECIAL QUOTE**	3.50	315.00
240	RM5 25+	75 - GOLD 165 - SILVER MEDAL (CUSTOM LOGO INSERT) **SPECIAL QUOTE**	3.30	792.00
330	MEDAL-ENG		0.50	165.00
6	DD3303B	RED COLUMN STAR F/ SOFTBALL ENG PER INST	30.60	183.60

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

Subtotal	\$1,455.60
Sales Tax (5.9%)	\$85.88
Total	\$1,541.48



New Berlin #1212

15300 West Grange Ave
New Berlin, WI 53151

3E Member 111863892431
6 @ 10.99
E 1141000 KS BRATS 65.94
4 @ 3.59
E 904849 HOT DOG BUN 14.36
SUBTOTAL 80.30
TAX 0.00
**** TOTAL 80.30

XXXXXXXXXXXX8348 CHIP Read
AID: A0000000980840
Seq# 2705 App#: 631096
Visa Resp: APPROVED
Tran ID#: 515800002705....

APPROVED - Purchase
AMOUNT: \$80.30
06/07/2025 17:46 1212 2 444 601

Visa 80.30
CHANGE 0.00

TOTAL NUMBER OF ITEMS SOLD = 10
06/07/2025 17:46 1212 2 444 601



21121200204442506071746

OP#: 601 Name: Sarah
Thank You!
Please Come Again
Whse:1212 Trm:2 Trn:444 OP:601

Items Sold: 10
3E 06/07/2025 17:46

THANK YOU FOR SHOPPING AT
Elliott Ace Muskego 3586I
(414) 422-9344

AN "S" AT THE END OF THE ITEM LINE MEANS
THAT THE PRICE GIVEN WAS A SALE PRICE

06/07/25 4:26PM THEIS 401 SALE

8511867 1 EA \$199.99 EA *
3RNR LP GRILL BLK \$199.99

SUB-TOTAL:\$ 199.99 TAX: \$ 10.00
TOTAL: \$ 209.99
BC AMT: \$ 209.99

BK CARD#: XXXXXXXXXXXX8348
MID:*****7889 TID:***2504
AUTH: 610530 AMT: \$ 209.99
Host reference #:035186 Bat#

Authorizing Network: VISA

Chip Read
CARD TYPE:VISA EXPR: XXXX
AID : A0000000031010
TVR : 8080008000
IAD : 06011203608000
TSI : 6800
ARC : 00
MODE : Issuer
CVM :
Name : VISA DEBIT
ATC :001F
AC : 083AC6DE5027F73F
TxnID/ValCode: 912583

Bank card USD\$ 209.99





 Order Ready for Pick Up - #5002630311-01

Gordon Food Service <confirmation@gfs.com>
To: sturino40@gmail.com

Wed, Jun 4, 2025 at 8:50 AM



 Please pick up your order on Thursday, June 5 after 8:00am.

Your In-Store Pickup order has been prepared for you and is ready for pick up. Please note: your order will be canceled if you're unable to pick it up before your store location closes on your pickup date.

CUSTOMER	PICK UP AT	ORDER QUANTITY	SUBMITTED ON
NEW BERLIN HEAT #796207613	FRANKLIN 6919 SOUTH 27TH ST FRANKLIN, WI 53132	38 LINES 142 TOTAL ITEMS	Tuesday, May 27 10:42 AM
Subtotal			\$3,440.84
ESTIMATED TOTAL			\$3,440.84

Order Details

Order # 5002630311-01 (142 LINES)

Ship Date: Thu, Jun 5, 2025

Beef Patties, Ground, Homestyle, 80% Lean, 5.33 Ounce, IQF #179020 Gordon Choice	\$62.99	 11 Cases shipping	\$692.89
--	---------	---	----------

Pickles, Kosher Dill, Whole, 25-30 Count, Refrigerated, Plastic #136210 Cool Crisp	\$48.99	✓ 3 Cases shipping	\$146.97
Pans, Deep Steam Table, Half-Size, Foil, Tru-Fit #731940 Handi-Max	\$2.19	✓ 4 Eaches shipping	\$8.76
Wraps, Deli, 8 x 10.75 Inch, Dry-Waxed Paper, White, Light-Grade, Interfolded #600067 Gordon Choice	\$7.99	✓ 2 Boxes shipping	\$15.98
Trays, 2-Compartment Nacho, 5 x 6 Inch, Plastic #384506 Kitchen Essentials	\$12.99	✓ 2 Packages shipping	\$25.98
Chips, Tortilla, White Corn, Triangular, Bulk #163010 Kitchen Essentials	\$18.99	✓ 4 Cases shipping	\$75.96
Candy, Sour, Bite Size #675361 Skittles	\$31.99	✓ 4 Cartons shipping	\$127.96
Candy, Sugar-Coated, Xtremes Sour Belts, Rainbow Berry #465580 Airheads	\$27.99	✓ 5 Boxes shipping	\$139.95
Candy Bars, Filled, Assorted #675271 Mars	\$41.99	✓ 3 Cartons shipping	\$125.97
Candy Bars, Milk Chocolate, Variety Pack #738802 Hershey's	\$30.99	✓ 3 Boxes shipping	\$92.97

Mustard, Yellow #807671 Gordon Choice	\$3.19	✓ 4 Bottles shipping	\$12.76
Ketchup, Squeeze Bottles #696544 Gordon Choice	\$4.99	✓ 4 Bottles shipping	\$19.96
Cheese, American, Pasteurized Process Yellow, Sliced, 160 Count, 0.5 Ounce #271411 Gordon Choice	-	✓ 3 Loafs shipping	-
Sauce, Cheese, Deluxe Nacho, #10 #323616 Gordon Choice	\$11.99	✓ 4 Canisters shipping	\$47.96
Franks, Beef, 6 Inch, 8 Count per Pound, Frozen #265039 Gordon Choice	\$39.99	✓ 7 Cases shipping	\$279.93
Creamer Cups, Liquid, Original, Nondairy, Shelf-Stable, Single-Serve #433523 Nestle	\$5.99	✓ 2 Boxes shipping	\$11.98
Cups, Hot & Cold, 12 Ounce, Foam, White, Squat, Beaded, Polystyrene #504831 Dart	\$2.89	✓ 4 Packages shipping	\$11.56
Lids, X-Slot, Plastic, Translucent, Polystyrene, for 12/14/16/20/24 Ounce Cups #169897 Dart	\$3.99	✓ 1 Package shipping	\$3.99
Sugar, White, Packets #672492 Gordon Choice	\$8.99	✓ 1 Box shipping	\$8.99

Sports Drink, Cool Blue-Flavored, Single-Serve #794988 Gatorade	\$21.99	✓ 4 Cases shipping	\$87.96
Sports Drink, Riptide Rush-Flavored, Single-Serve #794996 Gatorade	\$21.99	✓ 4 Cases shipping	\$87.96
Sports Drink, Frost Quencher Variety Pack, Glacier Freeze, Glacier Cherry, Arctic Blitz #655295 Gatorade	\$21.99	✓ 7 Cases shipping	\$153.93
Sports Drink, Fruit Punch-Flavored, Single-Serve #794937 Gatorade	\$21.99	✓ 3 Cases shipping	\$65.97
Sports Drink, Lemon-Lime-Flavored, Single-Serve #794929 Gatorade	\$21.99	✓ 3 Cases shipping	\$65.97
Foil Sheets, Standard, 9 x 10.75 Inch #317079 Handi-foil	\$15.99	✓ 4 Boxes shipping	\$63.96
Napkins, Lunch, 1-Ply, 1/4 Fold #434660 Gordon Choice	\$4.99	✓ 4 Packages shipping	\$19.96
Trays, Food, 2 Pound, Paper, Kraft, 5.000 x 6.687 x 1.63 Inch #165220 Gordon Choice	\$11.99	✓ 3 Packages shipping	\$35.97
Candy, Ring, Pops #230671 Ring Pop	\$20.99	✓ 3 Boxes shipping	\$62.97

Candy, Original, Starburst #807003 Starburst	-	 3 Boxes ordered 0 Boxes shipping	-
Candy Bars, Full Size, Assortment #416527 Mars	\$25.99	 2 Boxes ordered 1 Box shipping	\$51.98
Candy, Straws, Sour Punch, Rainbow #432382 Sour Punch	\$23.49	 4 Packages shipping	\$93.96
Candy, Fruit Flavored, Bite Size #536172 Skittles	\$43.99	 3 Boxes shipping	\$131.97
Sausage, Bratwurst, 5 Inch, Link, Natural Casing, 5 Count per Pound, Frozen, 3.2 Ounce #270818 Gordon Choice	\$39.99	 9 Cases shipping	\$359.91
Chips, Variety, Flavor Mix #748796 Frito Lay	\$19.99	 3 Cases shipping	\$59.97
Chips, Nacho Cheese Flavored, Tortilla, Single-Serve #742633 Doritos	\$19.99	 2 Cases shipping	\$39.98
Chips, Potato, Cheddar & Sour Ccream, Single-Serve #742662 Ruffles	\$19.99	 2 Cases shipping	\$39.98
Chips, Variety, Doritos Cheetos Mix #748572 Frito Lay	\$20.99	 4 Cases shipping	\$83.96
Chips, Variety, Premiere Mix #748632 Frito Lay	\$20.99	 4 Cases shipping	\$83.96

Give us feedback @ survey.walmart.com
Thank you! ID #:7VPN2J1MN29N



WM Supercenter
414-209-0317 Mgr. REBECCA
W159S6530 MOORLAND RD
MUSKEGO WI 53150

ST# 04677 OP# 009012 TE# 12 TR# 04091

ITEMS SOLD 11
TC# 0753 1492 0508 9282 1537



HF 180T BAJA	025947716030	6.73 X
HF 180T BAJA	025947716030	6.73 X
PENS	890106909594	5.97 X
1/4 SP LINK	042228101660	2.97 X
7MM SPGLNK	042228092010	2.97 X
8MM SPRG LNK	042228092000	1.97 X
ACCESSORY	717604050170	6.97 X
MEMO CLIPBD	044357001010	1.66 X
MEMO CLIPBD	044357001010	1.66 X
MEMO CLIPBD	044357001010	1.66 X
MEMO CLIPBD	044357001010	1.66 X

SUBTOTAL	40.95
TAX1 5.0000 %	2.05
TOTAL	43.00
DEBIT TEND	43.00
CHANGE DUE	0.00

EFT DEBIT PAY FROM PRIMARY
43.00 TOTAL PURCHASE
US DEBIT- 8348 I O REF # UYP63F025444
NETWORK ID. 000L APPR. CODE 917147
AID A0000000980840
TERMINAL # 29869699
*No Signature Required
06/05/25 13:01:57



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06/05/25 13:02:03



James Sturino <sturino40@gmail.com>

FW: Here's your Sam's Club receipt

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

Mon, Jun 2, 2025 at 12:03 PM

J. Michael Sturino | Claim Counsel, Company Employee Adjuster

| **Bond & Speciality Insurance**

P.O. Box 2989

Hartford, CT 06104-2989

Work: 262-825-9298

Cell: 262-993-5403

TRAVELERS 



From: Ali Helmer <alijean28@hotmail.com>

Sent: Monday, June 2, 2025 12:03 PM

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

Subject: [External] Fwd: Here's your Sam's Club receipt

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.

\$130.98

Ali Helmer

[W164 S6765 chamberlain hill](#)

[Muskego 53150](#)

Thanks!

Sent from my iPhone

Begin forwarded message:

From: Sam's Club <transaction@info.samsclub.com>

Date: June 2, 2025 at 11:54:48 AM CDT

To: alijean28@hotmail.com

Subject: Here's your Sam's Club receipt

Reply-To: Sam's Club <reply-fed515707264057c-16_HTML-25533517-100027498-7340174@em.samsclub.com>

||



Here's your Sam's Club receipt

Thanks! You can find your receipt in your [order history](#) on [SamsClub.com](#).



TC# 145453177144974825401

Purchase details

Waukesha Sam's Club #8164

600 N Springdale Rd

Waukesha WI 53186

2627981490

[Get hours](#) and [directions](#)

Date and Time

Mon, Jun 2 at 11:54 am

Cashier

Scan & Go

Purchased items (11)

MUFFINS

Qty 4

\$61.12

Item 009175215101

\$15.28 each

FUNSWEETSSUM

Qty 7

\$69.86

Item 072046410032

\$9.98 each

Subtotal

\$130.98

Total

\$130.98

Paid with	Visa *0487	\$130.98
------------------	-------------------	-----------------

Thanks for your order. If you have any questions, please visit our [help center](#).

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TRVDiscDefault::1201

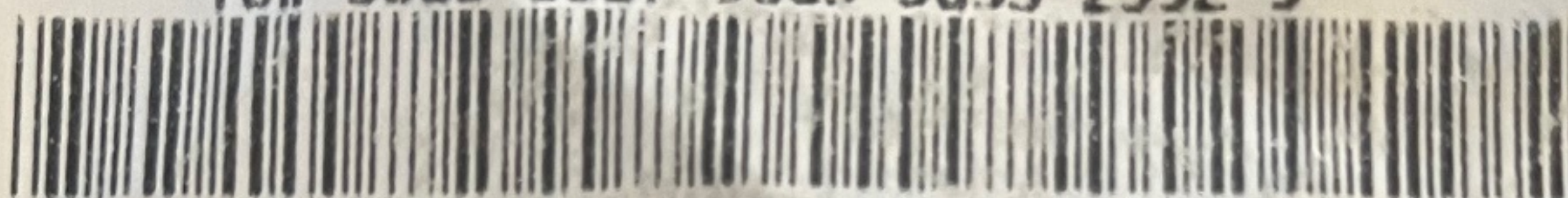
Give us feedback @ survey.walmart.com
Thank you! ID #:7VPCRS14Z4KJ

Walmart

Wal-Mart
262-695-1847 Mgr:LEAH
411 PEWAUKEE RD
PEWAUKEE WI 53072

ST# 03322 OP# 007430 TE# 22 TR# 01352
ITEMS SOLD 4

TC# 5585 5587 9335 5855 2592 9



AR 22QT ROAS 002124130732	59.00	X
AR 18ROAST R 002124131718	49.96	X
AR 18ROAST R 002124131718	49.96	X
AR 22QT ROAS 002124130732	59.00	X

SUBTOTAL 217.92

TAX 1 5.000 % 10.90

TOTAL 228.82

VISA TEND 228.82

CHASE VISA ***** 3296 1 13

APPROVAL # 08809D

REF # 514500512227

TRANS ID - 385145633867825

VALIDATION - NH8W

PAYMENT SERVICE - E

AID A0000000031010

AAC 92F38ED35476DA8C

TERMINAL # SC010522

*NO SIGNATURE REQUIRED

05/25/25 12:36:29

CHANGE DUE 0.00

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05/25/25 12:36:30

COSTCO WHOLESALE

New Berlin #1212

15300 West Grange Ave

New Berlin, WI 53151

WW Member 111863892431

E	578 ** D PEPSI**	17.99 A
E	578 ** D PEPSI**	17.99 A
E	578 ** D PEPSI**	17.99 A
E	578 ** D PEPSI**	17.99 A
E	854330 CLS COKE 35	16.99 A
E	854330 CLS COKE 35	16.99 A
E	854330 CLS COKE 35	16.99 A
E	854330 CLS COKE 35	16.99 A
E	854342 *DIET COKE**	16.99 A
E	854342 *DIET COKE**	16.99 A
E	854342 *DIET COKE**	16.99 A
E	854342 *DIET COKE**	16.99 A
E	577 *PEPSI COLA*	17.99 A
E	577 *PEPSI COLA*	17.99 A
E	577 *PEPSI COLA*	17.99 A
E	891742 COKEZERO35**	16.99 A
E	891742 COKEZERO35**	16.99 A
E	891742 COKEZERO35**	16.99 A
E	854344 ** SPRITE **	16.99 A
E	854344 ** SPRITE **	16.99 A
E	854344 ** SPRITE **	16.99 A
E	887 MOUNTAIN DEW	17.99 A
E	887 MOUNTAIN DEW	17.99 A
E	887 MOUNTAIN DEW	17.99 A
E	887 MOUNTAIN DEW	17.99 A
E	17767 KS COFFEE	19.99
E	17767 KS COFFEE	19.99
	SUBTOTAL	475.73
	TAX	21.79
	**** TOTAL	497.52

XXXXXXXXXXXX8348

CHIP Read

AID: A0000000980840

Seq# 4238 App#: 866052

Visa Resp: APPROVED

Tran ID#: 515600004238....

APPROVED - Purchase

AMOUNT: \$497.52

06/05/2025 10:31 1212 4 21 111

Visa
CHANGE

497.52
0.00

COSTCO WHOLESALE

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

WW Member 111863892431

18 @ 3.99 71.82
E 782796 ***KSWTR40PK 71.82
SUBTOTAL 0.00
TAX 71.82
**** TOTAL

CHIP Read

XXXXXXXXXXXX8348

AID: A0000000980840

Seq# 4256

App#: 870607

Visa Resp: APPROVED

Tran ID#: 515600004256....

APPROVED - Purchase

AMOUNT: \$71.82

06/05/2025 10:52 1212 4 40 111

Visa
CHANGE

71.82
0.00

TOTAL NUMBER OF ITEMS SOLD = 18

06/05/2025 10:52 1212 4 40 111



21121200400402506051052

OP#: 111 Name: Liberty

Thank You!

Please Come Again

Whse:1212 Trm:4 Trn:40 OP:111

Items Sold: 18

WW 06/05/2025 10:52

Kwik Trip

S79 W18884
Janesville Road
Muskego, WI 53150
(262) 679-9883

Store #664 6/5/2025 1:15:58 PM
Register # 3 Trans # 4124247

Tax Description	Qty	Amount
T LP GAS FOR OPD VALVE		\$22.99

Sub Total	\$22.99
Tax	\$1.15
Total	\$24.14

Visa:	\$24.14
Change	\$0.00

Visa
Card Num : (C) XXXXXXXXXXXX8348
Chip Read
Terminal : RA1094000664506
Approval : 914932

Sale

USD\$ 24.14
US DEBIT
Mode: Issuer
AID: A0000000980840
TVR: 8080088000
IAD: XXXXXXXXXXXXXXX
TSI: 6800
ARC: 00
ARQC: 54E95C99A7061CAE

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in the fuel price.

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New Berlin #1212

15300 West Grange Ave
New Berlin, WI 53151

VT Member 111863892431

36 @ 3.59

E 904849 HOT DOG BUN 129.24

SUBTOTAL 129.24

TAX 0.00

**** TOTAL 129.24

XXXXXXXXXXXX8348 CHIP Read

AID: A0000000980840

Seq# 4779 App#: 192143

Visa Resp: APPROVED

Tran ID#: 515700004779....

APPROVED - Purchase

AMOUNT: \$129.24

06/06/2025 11:16 1212 4 84 68

Visa 129.24
CHANGE 0.00

TOTAL NUMBER OF ITEMS SOLD - 36

06/06/2025 11:16 1212 4 84 68



21121200400842506061116

OP#: 68 Name: Andrea

Thank You!

Please Come Again

Whse:1212 Trm:4 Trn:84 OP:68

Items Sold: 36

06/06/2025 11:16



New Berlin #1212

15300 West Grange Ave
New Berlin, WI 53151

VT Member 111863892431

10 @ 2.99

E 1664376 ICE 29.90

SUBTOTAL 29.90

TAX 0.00

**** TOTAL 29.90

XXXXXXXXXXXX8348 CHIP Read

AID: A0000000980840

Seq# 4780 App#: 192263

Visa Resp: APPROVED

Tran ID#: 515700004780....

APPROVED - Purchase

AMOUNT: \$29.90

06/06/2025 11:17 1212 4 85 68

Visa 29.90
CHA 0.00

TOTAL NUMBER OF ITEMS SOLD - 10

06/06/2025 11:17 1212 4 85 68



21121200400842506061117

OP#: 68 Name: Andrea

Thank You!

Please Come Again

Whse:1212 Trm:4 Trn:85 OP:68

Items Sold: 10

VT 06/06/2025 11:17



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

SELF-CHECKOUT

3E Member 111863892431

16 @ 3.59

E 904849 HOT DOG BUN

57.44

SUBTOTAL

57.44

TAX

0.00

*** TOTAL

57.44

XXXXXXXXXXXX8348

CHIP Read

AID: A0000000980840

Seq# 202512

App#: 605727

Visa

Resp: APPROVED

Tran ID#: 515800202512....

APPROVED - Purchase

AMOUNT: \$57.44

06/07/2025 16:08 1212 202 188 702

Visa

57.44

CHANGE

0.00

TOTAL NUMBER OF ITEMS SOLD - 16

06/07/2025 16:08 1212 202 188 702



21121220201882506071608

OP#: 702 Name: SCO

Thank You!

Please Come Again

Whse:1212 Trm:202 Trn:188 OP:702

Items Sold: 16

3E 06/07/2025 16:08

City of New Berlin

INVOICE

Facilities & Grounds Department

3805 S. Casper Dr.
PO Box 510921
New Berlin, WI 53151
Phone (262) 797-2467 Fax (262) 754-1800



DATE: 6/18/2025 UPDATED 6/23/2025
INVOICE # FM-114

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

Remit To: City of New Berlin
Facilities & Grounds Dept.
P.O. Box 510921
New Berlin, WI 53151-0921

Comments or Special Instructions:

Contact Person	TERMS
Josh Fabian	Due on receipt

DESCRIPTION	Account #	QUANTITY	UNIT PRICE	AMOUNT
Calhoun Park - Diamond NE	01010400 44360	3	105.00	\$ 315.00
Calhoun Park - Diamond NW	01010400 44360	3	105.00	\$ 315.00
Calhoun Park - Diamond S	01010400 44360	3	105.00	\$ 315.00
Calhoun Park - Shelter #1	01010400 44360	3	140.00	\$ 420.00
Calhoun Park - Shelter #3	01010400 44360	3	140.00	\$ 420.00
Malone Park - Diamond 2	01010400 44360	3	105.00	\$ 315.00
Malone Park - Diamond 4	01010400 44360	3	105.00	\$ 315.00
Malone Park - Diamond 5	01010400 44360	3	105.00	\$ 315.00
Malone Park - Diamond 6	01010400 44360	3	105.00	\$ 315.00
Malone Park - Diamond 7	01010400 44360	3	105.00	\$ 315.00
Malone Park - Diamond 8	01010400 44360	3	105.00	\$ 315.00
Malone Park - Diamond 9	01010400 44360	3	105.00	\$ 315.00
Malone Park - Shelter #1	01010400 44360	3	-	\$ -
Portable Restroom Package	15910000 54080	1	300.00	\$ 300.00
WO# 264			Total	\$ 4,290.00

Make all checks payable to **City of New Berlin**

THANK YOU!

Invoice

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

Invoice # 202522
Date: 6/10/25

TO:
New Berlin Heat Softball

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

DATES	TOURNAMENT	DUE DATE	PAYABLE	AGE GROUPS	TERMS
6/6-6/8/25	Summerheat		BOSS ASSIGNING		
QUANTITY	DESCRIPTION			TOTAL	
75	SOFTBALL GAMES (2 UMPIRE /GAME)		\$110/GAME	\$8,250.00	
142	Assigning Fee		\$7.00/GAME	\$994.00	
67	SOFTBALL GAMES (1 UMPIRE /GAME)		\$70/GAME	\$4,690.00	
SUBTOTAL				\$13,934.00	
				\$	
SHIPPING & HANDLING					
TOTAL DUE				\$13,934.00	

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



James Sturino <sturino40@gmail.com>

Fwd: New Berlin SummerHeat (06/06/2025) Purchase

NB Heat <newberlinheatinfo@gmail.com>
To: sturino40@gmail.com

Tue, May 27, 2025 at 8:13 AM

Sent from my iPhone

Begin forwarded message:

From: noreply@tourneymachine.com
Date: May 27, 2025 at 8:03:49 AM CDT
To: newberlinheatinfo@gmail.com
Subject: New Berlin SummerHeat (06/06/2025) Purchase

To: newberlinheatinfo@gmail.com

THANK YOU FOR YOUR PURCHASE

CUSTOMER: New Berlin Heat

TOURNAMENT: New Berlin SummerHeat

DATE: 06/06/2025

PURCHASED: Standard (80 teams)

AMOUNT: \$299.00

CARD ENDING IN: 8348



**New Berlin Heat
Baseball & Fastpitch**

26-03 New Berlin Summer Heat
Fastpitch Tournament

26-04 New Berlin Heat
Spring Classic

November 4, 2025

Mr. Sturino & Mr. Konovalenko –

You are receiving this letter (via email) in response to your application(s) for the 2026 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 Baseball & Fastpitch

Application 26-03:

Event: New Berlin Heat Girls Fastpitch Tournament		
Event Date: June 5-7, 2026	Estimated Attendees: 2,000	
Request Amount: \$5,000	Total Event Budget: \$45,000	
Application Submitted: Yes	Budget Submitted: Yes	40% or Less of Total Event Budget Requested: Yes

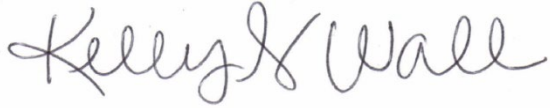
Application 26-04:

Event: New Berlin Heat Boys Baseball Tournament		
Event Date: May 8-10, 2026	Estimated Attendees: 4,500	
Request Amount: \$5,000	Total Event Budget: \$50,000	
Application Submitted: Yes	Budget Submitted: Yes	40% or Less of Total Event Budget Requested: Yes

The Tourism Commission will be meeting on November 19th, 2025 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 cursive script that reads "Kelly Wall". The signature is written in a dark ink and is positioned below the word "Thanks,".

Kelly Wall
Enjoy New Berlin
3805 S. Casper Drive
New Berlin, WI 53151

Phone: 262.797.2445 ext. 2550

Email: kwall@newberlin.org

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 and max total request of \$10,000 per organization.**
- *Organizations may submit multiple applications. As long as they adhere to the following requirements:*
 - Organizations may not apply for more than \$10,000 of grant funds.
 - Per event request shall not exceed \$5,000 or 40% of total event budget.
 - For example: (Per Event)
 - a \$2,500 event budget would allow for a max grant request of \$1,000.
 - a \$5,000 event budget would allow for a max grant request of \$2,000.
 - a \$12,500 event budget would allow for a max grant request of \$5,000.
 - a \$25,000 event budget would be capped at the max grant request of \$5,000.
 - For example: (Per Organization)
 - an organization may submit (2) event applications for \$5,000 each.
 - an organization may submit (5) event applications for \$2,000 each.
- Grants are limited based upon available room tax funds.
- Failure to submit receipts/invoices to justify the 60% organizational match, may result in a pro-rated reimbursement.

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. (20 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.)
- Duration of the project/event is: Single Day (5 Points) or Multi-Day (15 Points)
- 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.**

The respondent's email (**kkon1025@yahoo.com**) was recorded on submission of this form.

Email *

kkon1025@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) *

Fred Konovalenko

Address / City / State / Zip *

13730 W. Morningview Ct New Berlin WI 53151

Email *

kkon1025@yahoo.com

Phone Number *

262-751-5953

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

Fred Konovalenko/ 262-751-5953/ kkon1025@yahoo.com

Project Information

Project/Event Title* *

New Berlin Heat Spring Classic

Event Date *

May 8,9,10 2026

Total Project / Event Budget *

\$25,000

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

\$5000

Project / Event Location *

New Berlin-Malone Park, Calhoun Park, Valley View

Projected Number of Attendees *

2400

Detailed Project / Event Description *

Baseball tournament from U7-U14. Anticipate 50- 60 teams. Last year we had 9 teams from over 1 hour away, most from Illinois or Upper Wisconsin(Appleton, Sun Prairie, Rockford, etc) This tournament is May 8-9-10, 2026, at Malone, Calhoun Parks, and Valley View in New Berlin. Approximately 110 games will be played between 5pm on Friday and 7pm on Sunday, between the 3 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 9 teams from over an hour away. The year before we had 10 teams over an hour away in 2024. We have talked in years past to all of those teams and they all stayed in local hotels and made traveling events out of it with the baseball families. We are certain that these teams stayed overnight at hotels in New Berlin to be close to the fields. With games starting at 5pm on Friday and then 8AM on Saturday and Sunday, it is likely that these teams would travel to New Berlin on Friday, rather than return home, and then travel back on both Saturday and Sunday. Further, most of these teams arrive at the fields for warmups 60-75 minutes before games start. Each team averages 12 players and with our tournament being Friday-Saturday-Sunday, I would anticipate 2 hotel nights per player, or roughly 24 hotel nights per team, and that is not including any of the relatives traveling along with the team as well. If we the same trend of years past of 7-9 such teams for 2026, that would be an 168-216 hotel nights generated, without including any supporting relatives traveling as well. While we do not specifically ask teams where they stay, we do direct them to the hotels around Moorland and Beloit and the Ridge area 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, and the Ridge as they are the most convenient given their proximity to both Malone, Calhoun Parks, and Valley View

Expected Outcomes *

Last year we had 9 teams from at least 60+ minutes away, and 10 the year before. If we follow that trend of 7-9 teams that would be 168-216 hotel nights (7 teams x 12 players = 84 families x 2 nights per family = 168 nights). That is our anticipation for 2026. 168-216 nights

Staffing Requirements *

This event is entirely staffed 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 the 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 by the City of New Berlin. We have begun advertising our tournament on 9/1/2025, and anticipate we should be full or at 90%+ capacity by 4/1/2026.

Estimated Number of Hotel Stays from the Project / Event *

168-216

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. *

Fred Konovalenko/President

Sign below: *

Fred Konovalenko

Date: *

MM DD YYYY

09 / 03 / 2025

Phone Number: *

262-751-5953

Email: *

kkon1025@yahoo.com

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Google Forms



November 4, 2025

Re: New Berlin Heat Spring Classic

Dear Sir/Madam:

In 2025, our New Berlin Heat Spring Classic baseball tournament had the following expenses/budget:

- (1) \$3,258.11 for Concession expenses – food, drink;
 - (2) \$2,785.00 to the City of New Berlin for Field Usage/rental fees;
 - (3) \$1,299.00 for our tournament management application/platform (Tourney Machine);
 - (4) \$9,590.00 for umpire fees
 - (5) \$2,500.00 for baseballs and field supplies
- a. Total 2025 Tournament Budget: \$19,405.11

Based on increased food/drink costs we are estimating a 5-7% increase in food costs, a roughly 10% increase based on increased City Fees for field usage in 2026, a 10% increase in umpire fees, and a 10% increase in baseball and field supplies, for the tournament in 2026. As such, our anticipated budget for 2026 totals: \$21,082.52 - \$21,147.68.

I have attached receipts from our 2025 tournament as evidence of all expenses except umpire fees. We paid umpires with individual checks that are recorded in our accounting management software. I can provide copies of the same to substantiate the \$9,590.00 expense upon request.

Regards,

James M Sturino
New Berlin Heat Treasurer

City of New Berlin

INVOICE

Facilities & Grounds Department

3805 S. Casper Dr.
PO Box 510921
New Berlin, WI 53151
Phone (262) 797-2467 Fax (262) 754-1800



DATE: 6/10/2025 UPDATED 6/23/2025
INVOICE # FM-108

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

Remit To: City of New Berlin
Facilities & Grounds Dept.
P.O. Box 510921
New Berlin, WI 53151-0921

Comments or Special Instructions:

Contact Person	TERMS
Josh Fabian	Due on receipt

DESCRIPTION	Account #	QUANTITY	UNIT PRICE	AMOUNT
Calhoun Park - Diamond NE	01010400 44360	2	105.00	\$ 210.00
Calhoun Park - Diamond NW	01010400 44360	2	105.00	\$ 210.00
Calhoun Park - Shelter #3	01010400 44360	2	140.00	\$ 280.00
Malone Park - Diamond 2	01010400 44360	2	105.00	\$ 210.00
Malone Park - Diamond 3	01010400 44360	2	105.00	\$ 210.00
Malone Park - Diamond 4	01010400 44360	2	105.00	\$ 210.00
Malone Park - Diamond 5	01010400 44360	2	105.00	\$ 210.00
Malone Park - Diamond 6	01010400 44360	1	105.00	\$ 105.00
Malone Park - Diamond 7	01010400 44360	2	105.00	\$ 210.00
Malone Park - Diamond 8	01010400 44360	2	105.00	\$ 210.00
Malone Park - Diamond 9	01010400 44360	2	105.00	\$ 210.00
Malone Park - Shelter #1	01010400 44360	2	-	\$ -
Valley View Park - Diamond N	01010400 44360	2	105.00	\$ 210.00
Portable Restroom Package	15910000 54080	1	300.00	\$ 300.00
WO# 259			Total	\$ 2,785.00

Make all checks payable to **City of New Berlin**

THANK YOU!

THE LOCAL787747
W191S6409 HILLEDALE DR
MUSKEGO WI 53150-9091

414-841-5455

THE LOCAL ON HILLEDALE LLC
W191S6409 HILLEDALE DR
MUSKEGO WI 53150 -9091



SYSCO EASTERN WISCONSIN
ONE SYSCO DRIVE
JACKSON, WI 53037-9226
1-800-797-2627 OR (1-800 SYSCO
WI 003 RS

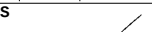
CUSTOMER'S INVOICE

CONFIDENTIAL PROPERTY OF SYSCO

DELV. DATE	CUSTOMER	INVOICE NUMBER	PAGE
5/01/25	869708	535283832	9 1
TRUCK STOP	0 /023		
ROUTE	4056	PURCHASE ORDER	
	TERMS	-PAST DUE BALANCES ARE SUBJECT TO SERVICE CHARGE	
	Rolling	2 week	
	MANIFEST#	1199688 NORMAL DELIVERY	
	MA:	TW73A JEFF SIEMIK	

DRIVER:

QTY	PACK	SIZE	ITEM DESCRIPTION	ITEM CODE	UNIT PRICE	UNIT TAX AMOUNT	EXTENDED PRICE	TAX	P	INVOICE ADJUSTMENTS CODE	QTY
			MEAT								
F 10	CS	110 LB	KLEMENT FRANK ALL-BEEF 5X1 CHCGO STYL 07307	5008883	19.20		192.00				
			GROUP TOTAL ****				192.00				
	MISC CHARGES		CHGS FOR FUEL SURCHARGE				6.50	*			
	ORDER SUMMARY		: 7255208								

CASES	SPLIT	TOT.PCS	CUBE	GROSS WT.	OPEN: 3:00 AM		CLOSE: 4:30 PM		REMIT TO				
10		10	4.3	109					SYSCO EASTERN WISCONSIN		SUB TOTAL 198.50		
									ONE SYSCO DRIVE				
10		10	4.3	109					JACKSON, WI 53037-9226				
DRIVER'S SIGN  King, Lee					NO. PCS DELVD.		CUST SIGN 		SIGNED INVOICE EVIDENCES OF ALL ITEMS		TAX TOTAL		
											INVOICE TOTAL 198.50		
											TOTAL		
IMPORTANT PACA PROVISION: THE PERISHABLE AGRICULTURAL COMMODITIES LISTED ON THIS INVOICE ARE SUBJECT TO THE STATUTORY TRUST AUTHORIZED BY SECTION 5 (C) OF THE PERISHABLE AGRICULTURAL COMMODITIES ACT 1930 (U.S.C. 499E(C)). THE SELLER OF THIS COMMODITY RETAINS A TRUST CLAIM OVER THESE COMMODITIES, ALL INVENTORIES OF FOOD OR OTHER PRODUCTS DERIVED FROM THESE COMMODITIES, AND ANY RECEIVABLES OR PROCEEDS FROM THE SALE OF THESE COMMODITIES UNTIL FULL PAYMENT IS RECEIVED. FURTHER, YOU AGREE WITH RESPECT TO ANY DISPUTE ARISING OUT OF YOUR RECEIPT OF THESE PRODUCTS/SERVICES: YOU ARE GIVING UP YOUR RIGHT TO SERVE IN ANY REPRESENTATIVE CAPACITY, OR TO PARTICIPATE AS A MEMBER OF A CLASS OF CLAIMANTS, IN ANY LAWSUIT INVOLVING ANY SUCH DISPUTE.										SIGNED: 5/1/25		NO. PCS REC.	
										TIME: 3:18PM			
										PAYABLE ON OR BEFORE			
												LAST PAGE	

Page 107 of 107

EQUAL OPPORTUNITY AND AFFIRMATIVE ACTION CLAUSES OF 41 CFR 60-1.4, 60-250.4 AND 60-714.4 ARE INCORPORATED HEREIN BY REFERENCE



New Berlin - 262-207-0013
4798 S Moorland Rd
New Berlin, Wisconsin 53151-7486
05/07/2025 01:07 PM



GROCERY
271700104 BUBBL'R 2 @ \$6.89 ea TF \$13.78
271706987 BUBBL'R 2 @ \$6.89 ea TF \$13.78
271706131 BUBBL'R 2 @ \$6.89 ea TF \$13.78
271700392 BUBBL'R 2 @ \$6.89 ea TF \$13.78

SUBTOTAL \$55.12
Target Circle Card 5% \$2.75
T = WI TAX 5.00000 on \$52.37 \$2.62
TOTAL \$54.99
*5444 TARGET CARD \$54.99
AID: A0000006122222
Target Credit
AUTH CODE: 007435

WHEN YOU RETURN ANY ITEM, YOUR
RETURN CREDIT WILL NOT INCLUDE ANY
PROMOTIONAL DISCOUNT OR COUPON
APPLIED TO THE ORIGINAL ORDER.

Wisconsin Electronics Recycling
Many electronics may not be thrown away.
For information on how to recycle used
electronics visit
<https://dnr.wisconsin.gov/topic/Recycle>

YOUR TOTAL SAVINGS THIS TRIP:
\$2.75

REC#2-5127-1311-0171-1335-4

Help make your Target Run better.
Take a 2 minute survey about today's trip

informtarget.com
User ID: 7487 2868 9982
Password: 886 646

CUÉNTENOS EN ESPAÑOL

Please take this survey within 7 days

COSTCO
WHOLESALE

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

SELF-CHECKOUT

OI Member 111875880428
11 @ 2.99

E 1664376 ICE 32.89
SUBTOTAL 32.89
TAX 0.00
**** TOTAL 32.89

XXXXXXXXXXXX4033 CHIP Read
AID: A0000000980840
Seq# 202692 App#: 081517
Visa Resp: APPROVED
Tran ID#: 512900202692....

APPROVED - Purchase
AMOUNT: \$32.89
05/09/2025 12:46 1212 202 87 702

Visa 32.89
CHANGE 0.00

TOTAL NUMBER OF ITEMS SOLD = 11
05/09/2025 12:46 1212 202 87 702



21121220200872505091246

OP#: 702 Name: SCO

Thank You!

Please Come Again

Whse:1212 Trm:202 Trn:87 OP:702

Items Sold: 11
OI 05/09/2025 12:46

Kwik Trip

15700 W Small Rd
New Berlin, WI 53151
(262) 641-7452

Store #499 5/9/2025 1:54:50 PM
Register # 2 Trans # 3513589

Tax Description	Qty	Amount
LP GAS FOR OPD VALVE	2	\$45.98

Sub Total \$45.98
Tax \$2.30
Total \$48.28

Visa:
Change \$0.00

Card Num : (C) XXXXXXXXXX7724
Chip Read
Terminal : RA1094000499606
Approval : 081771

Sale

USD\$ 48.28
US DEBIT
Mode: Issuer
AID: A0000000980840
TVR: 8080088000
IAD: XXXXXXXXXX
TS1: 6800
ARC: 00
ARQC: BEF3080CCDF006E3

Kwik Trip

15700 W Small Rd
New Berlin, WI 53151
(262) 641-7452

Store #499 5/11/2025 8:26:45 AM
Register # 1 Trans # 3517709

Tax Description	Qty	Amount
LP GAS FOR OPD VALVE		\$22.99

Sub Total \$22.99
Tax \$1.15
Total \$24.14

Visa:
Change \$0.00

Card Num : (C) XXXXXXXXXX7724
Chip Read
Terminal : RA1094000499606
Approval : 085913

Sale

USD\$ 24.14
US DEBIT
Mode: Issuer
AID: A0000000980840
TVR: 8080088000
IAD: XXXXXXXXXX
TS1: 6800
ARC: 00
ARQC: 648060F6DF2116BC

Give us feedback @ survey.walmart.com
Thank you! ID #: 7VPB961MMYB9



WM Supercenter
414-209-0317 Mgr. REBECCA
W159S6530 MOORLAND RD
MUSKEGO WI 53150
ST# 04677 OP# 009009 IE# 09 TR# 00267

ITEMS SOLD 3

TC# 1773 8068 7991 2719 5480



HDF 13X9 MEA 052092220840 3.48 X
GRILL PAN 070485856870 3.98 X
GRILL PAN 070485856870 3.98 X

TAX1 5.0000 % 11.44
SUBTOTAL 0.57
TOTAL 12.01
DEBIT TEND 12.01
CHANGE DUE 0.00

EFT DEBIT PAY FROM PRIMARY

12.01 TOTAL PURCHASE
US DEBIT - 7724 I O REF # UXED9G546009
NETWORK ID. 000E APPR. CODE 550715
AID A0000000980840
TERMINAL # 25847674

*No Signature Required
05/11/25 06:29:33



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05/11/25 06:29:41

Walmart*

WM Supercenter
Customer Care
1(800) 925-6278

414-209-0317 Mgr. REBECCA
W159S6530 MOORLAND RD
MUSKEGO WI 53150-7515
ST# 04677 OP# 002869 TE# 92 TR# 02370
ORDER # 380555055335485401756

Items Returned

TURKEY BAGS	010900005104	2.58-
TURKEY BAGS	010900005104	2.58-
TURKEY BAGS	010900005104	2.58-
TURKEY BAGS	010900005104	2.58-
UTENSIL	744173489742	1.88-
YELLOW MSTRD	078742062266	0.98-

Refund

SUBTOTAL (6 item)	13.18-
TAX 1 5.0000 %	0.61-
TOTAL REFUND	13.79-

VISA APPROVAL # **** * 7531 09593D

Give us feedback @ survey.walmart.com
Thank you! ID #:7VPBPK1MNOJ4

05/14/25 12:36:52

YELLOW MSTRD	007874206226 F	0.98 0
6064KETCHUP	007874214073 F	2.98 0
6064KETCHUP	007874214073 F	2.98 0
6064KETCHUP	007874214073 F	2.98 0
6064KETCHUP	007874214073 F	2.98 0
BBQ SAUCES	066559100020 F	7.98 N
BBQ SAUCES	066559100020 F	7.98 N
BLS HOB BBQ	066559100017 F	7.98 N
SUBTOTAL		119.43
TAX 1 5.000 %		3.49
TOTAL		122.92
VISA TEND		122.92
**** * 7531 I 3		

CHASE VISA APPROVAL # 04286D
REF # 512900540935
TRANS ID - 585129703028898
VALIDATION - NML3
PAYMENT SERVICE - E
AID 00000000031010
AAC E0E5B34C45764D87
TERMINAL # 24892223
*NO SIGNATURE REQUIRED
05/09/25 14:31:44



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Low Prices You Can Trust. Every Day.
05/09/25 14:31:45

COSTCO WHOLESALE

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

REFUND / MEMBERSHIP

CO Member 111875880428	
E 854344 ** SPRITE **	19.49-A
SUBTOTAL	19.49-
TAX	0.97-
**** TOTAL	20.46-

XXXXXXXXXXXX7531 KEYED
Seq#: 122360 App#: 07538D
Return to Card Resp: APPROVED
Tran ID#: 513300122360....

APPROVED - Refund
AMOUNT: \$20.46-
05/13/2025 18:32 1212 122 182 610

RF	Return to Card	20.46-
	CHANGE	0.00

TOTAL NUMBER OF ITEMS SOLD = -1
05/13/2025 18:32 1212 122 182 610



OP#: 610 Name: Michelle
Thank You!
Please Come Again
Whse:1212 Trm:122 Trn:182 OP:610

Items Sold: 1-
CO 05/13/2025 18:32

COSTCO WHOLESALE

New Berlin #1212

15300 West Grange Ave
New Berlin, WI 53151

J1 Member 111878703338

8 @ 2.99	
E 1664376 ICE	23.92
SUBTOTAL	23.92
TAX	0.00
*** TOTAL	23.92

XXXXXXXXXXXX8865 CHIP Read
AID: A0000000980840
Seq# 6345 App#: 095345
Visa Resp: APPROVED
Tran ID#: 513100006345....

APPROVED - Purchase
AMOUNT: \$23.92
05/11/2025 09:53 1212 6 4 58

Visa	23.92
CHANGE	0.00

TOTAL NUMBER OF ITEMS SOLD = 8
05/11/2025 09:53 1212 6 4 58



21121200600042505110953

OP#: 58 Name: Brian

Thank You!

Please Come Again

Whse:1212 Trm:6 Trn:4 OP:58

Items Sold: 8

J1 05/11/2025 09:53

Reinders, Inc. (Waukesha)
2343 Pewaukee Rd
Waukesha, WI 53188
PH: (262) 524-0200
www.reinders.com

PACKING SLIP

CUST #: 414201

BILL TO: NEW BERLIN HEAT
21600 HIDDEN VALLEY DRIVE
NEW BERLIN, WI 53146

*** WILL CALL ***



ORDER #
5503155-00
CUSTOMER PO #

SHIP TO: NEW BERLIN HEAT
21600 HIDDEN VALLEY DRIVE
NEW BERLIN, WI 53146
(262)844-6437

SHIP VIA WILL CALL	ROUTE	TERMS PYMT REQUIRED
INSTRUCTIONS		SHIP POINT Reinders, Inc. (Waukesha)
ORDER DATE 05/06/25	REQUEST DATE 05/09/25	PICKED 05/06/25
TAKEN BY wa08		PAGE 1 of 1

LINE NO.	PRODUCT AND DESCRIPTION	QUANTITY ORDERED	QUANTITY B.O.	QUANTITY SHIPPED	QTY. U/M	UNIT PRICE	AMOUNT (NET)
***** COLLECT ON DELIVERY/PICK UP *****							
1	12-1386 TURFACE QUICK DRY 50# BAG (40BG/PL)	3.00	0.00	3.00	BAG	22.52	67.56
2	MC-50 MARKING CHALK POWDER FOR ATHLETIC FIELDS 50#(PL40)	9.00	0.00	9.00	BAG	17.52	157.68

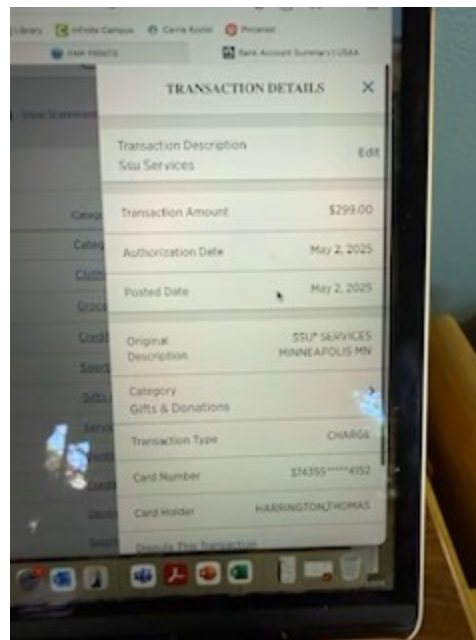
Subtotal 225.24
Taxes 11.26
Downpayment 236.50
Total 0.00

THIS IS NOT AN INVOICEDO NOT PAY***

SALES REP House Accounts		DATE RECEIVED	RECEIVED BY				
LINES TOTAL	QTY. SHIPPED TOTAL	WEIGHT	PICKED BY	PICKED BY DATE	PACKED BY	SHIPPED BY	SHIPPED DATE
2	12.00	600.0					

Last Page

Order total may not be final on this document. Shipping charges may be added at time of invoicing.
Claims for errors must be made within 5 days after receipt of goods. Visit www.reinders.com/customer-support/return-policy to review return policy.
Corporate: W227 N6225 Sussex Road, Sussex, WI 53089-3969 Phone: 262.786.3300





Account Name :NEW BERLIN HEAT

Account Number : 888955

Op Code :035

Bill To :

16400 W AL SIGLER PKWY

NEW BERLIN WI

USA 53151

Ship To :

16400 W AL SIGLER PKWY

NEW BERLIN WI

USA 53151

Document #	Inv Date	Due Date	Days Past Due	Promised Amount	Disputed Amount	Amount	Balance	Transaction Type	Reference
535297386	5/9/2025	5/16/2025	6	\$0.00	\$0.00	\$2,190.06	\$2,190.06	INV	7262225
Total Balance: \$ 2190.06									



**24th Annual
New Berlin Heat
Spring “B” Classic Tournament**



May 8-10, 2026

Contact Info	NewBerlinHeatInfo@gmail.com
Entry Fee	\$485.00
Spectator Fee	No charge
Registration	Visit https://tourneymachine.com/R169657
Age Groups	U7 (1 st Grade), U8 (2 nd Grade), U9 (3 rd Grade), U10 (4 th Grade), U11 (5 th Grade), U12 (6 th Grade), U13 (7 th Grade), U14 (8 th Grade) Age cut-off: May 1 st (no regional all-star teams)
Entry Deadline	April 15 st 2026(9 teams per age group)
Rosters	All teams must submit rosters by May 1 st
Location	Various fields throughout New Berlin, WI
Format	Friday Night/Saturday pool play (2 games) Sunday bracket play (Minimum 3 games weather permitting)
Trophies	1 st and 2 nd place each division
Concessions	Full concessions at each field. Carry-ins permitted <u>for players only. Absolutely no alcohol.</u>



¹Refunds due to inclement weather made only after all tournament expenses are covered.
No refund once tournament has started.



**New Berlin Magic
Baseball & Fastpitch**

26-05 New Berlin Magic Girls
Fastpitch Tournament

26-06 New Berlin Magic
Baseball Tournament

November 4, 2025

Mr. Chidester –

You are receiving this letter (via email) in response to your application(s) for the 2026 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 Magic Baseball & Fastpitch
--

Application 26-05:

Event: New Berlin Magic Girls Fastpitch Tournament		
Event Date: June 19-21, 2026	Estimated Attendees: 2,000	
Request Amount: \$5,000	Total Event Budget: \$45,000	
Application Submitted: Yes	Budget Submitted: Yes	40% or Less of Total Event Budget Requested: Yes

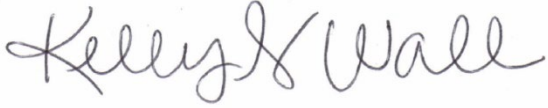
Application 26-06:

Event: New Berlin Magic Baseball Tournament		
Event Date: May 29-31, 2026	Estimated Attendees: 4,500	
Request Amount: \$5,000	Total Event Budget: \$50,000	
Application Submitted: Yes	Budget Submitted: Yes	40% or Less of Total Event Budget Requested: Yes

The Tourism Commission will be meeting on November 19th, 2025 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 cursive script that reads "Kelly Wall". The signature is written in a dark ink and is positioned above the printed contact information.

Kelly Wall
Enjoy New Berlin
3805 S. Casper Drive
New Berlin, WI 53151

Phone: 262.797.2445 ext. 2550

Email: kwall@newberlin.org

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 and max total request of \$10,000 per organization.**
- *Organizations may submit multiple applications. As long as they adhere to the following requirements:*
 - Organizations may not apply for more than \$10,000 of grant funds.
 - Per event request shall not exceed \$5,000 or 40% of total event budget.
 - For example: (Per Event)
 - a \$2,500 event budget would allow for a max grant request of \$1,000.
 - a \$5,000 event budget would allow for a max grant request of \$2,000.
 - a \$12,500 event budget would allow for a max grant request of \$5,000.
 - a \$25,000 event budget would be capped at the max grant request of \$5,000.
 - For example: (Per Organization)
 - an organization may submit (2) event applications for \$5,000 each.
 - an organization may submit (5) event applications for \$2,000 each.
- Grants are limited based upon available room tax funds.
- Failure to submit receipts/invoices to justify the 60% organizational match, may result in a pro-rated reimbursement.

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. (20 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.)
- Duration of the project/event is: Single Day (5 Points) or Multi-Day (15 Points)
- 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.**

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

Email *

jchidester@johnsonfinancialgroup.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) *

John Chidester

Address / City / State / Zip *

16130 W Maple Ridge Rd / New Berlin / WI / 53151

Email *

jchidester@johnsonfinancialgroup.com

Phone Number *

4148131195

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

John Chidester/4148131195/jchidester@johnsonfinancialgroup.com

Project Information

Project/Event Title* *

New Berlin Magic Boys and Girls Baseball and Softball Tournaments

Event Date *

June 2026

Total Project / Event Budget *

45000

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

5000

Project / Event Location *

New Berlin - Malone Park, Calhoun Park, and Lions Park

Projected Number of Attendees *

2000

Detailed Project / Event Description *

Boys and Girls baseball and softball tournaments for local New Berlin youth sports organizations. These tournaments typically draw over 2000 attendees over (two separate) three day periods. Many of these teams are from out of the area and out of state where lodging is required. We also will bring in vendors and coordinate accommodations for umpire crews for the tournament as well.

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). *

We have 60+ teams for our boys tournament and 70+ for the girls tournament. These teams come from all over the state and Illinois, Minnesota, and Iowa. We also have umpire crews that come from all over the Midwest. We will typically provide some lodging money for teams that are from outside the area and have paid for all of the stays for the umpire crews. In the past, this has been in excess of \$5000 between the two tournaments, so the money would assist with our expenses as well as bringing others to New Berlin to visit, stay and patronize our local businesses over two separate 3-4 day tournaments.

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. *

20-25, 4 nights (two separate times for each tournament), in the past we used the La Quinta, but are looking at other options like the Holiday Inn Express on Beloit/Moorland.

Expected Outcomes *

We are a smaller non-profit organization that needs these tournaments for a majority of our revenue throughout the year. The costs of renting fields and supplies have all gone up, which hurts our margins. Having some buffer with grant money would be extremely helpful for the viability of our organization and its sustainability.

Staffing Requirements *

We are a volunteer lead organization that activates its families during the tournaments. We usually have hundreds of families volunteer during the tournaments, as it is an expectation with their playing for the organization.

Timeline for Implementation *

We begin planning heavily for the tournaments in Q1 of the new year (i.e. January 2026), although registration opens in the prior year to secure the most possible teams. The execution of the events includes planning right up until the tournaments in June.

Estimated Number of Hotel Stays from the Project / Event *

Approximately 50 total across the two tournaments.

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 have increased our player fees and obtained tenants for our indoor warehouse space. While the former not ideal, it is necessary given the rising costs (i.e. field fees, ball prices, etc.)

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

Tournament fees, concession revenue, donations from corporate sponsors, t-shirt sales, etc.

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. *

John Chidester, Treasurer

Sign below: *

John Chidester

Date: *

MM DD YYYY

09 / 03 / 2025

Phone Number: *

4148131195

Email: *

chidesterj@gmail.com

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Google Forms

2025 Tournament Budget

	Girls	Boys
Registration	\$ 26,850	\$ 28,500
Banner sales	\$ 2,675	\$ 2,000
Pro Green Quick Dry	\$ (145)	\$ (150)
Umpires	\$ (18,750)	\$ (16,275)
Softballs	\$ (1,127)	\$ (2,040)
Trophies	\$ (1,261)	\$ (868)
City Fees	\$ (150)	\$ (730)
Golf Cart Rental	\$ (670)	-
City Field Fees	\$ (3,275)	\$ (3,255)
Tourney Machine	\$ (224)	\$ (299)
Tshirt Preorder profit	\$ 700	-
Toilets	-	\$ (300)
Concessions (Net)	\$ 200	\$ 750



**New Berlin Magic
Baseball & Fastpitch**

26-05 New Berlin Magic Girls
Fastpitch Tournament

26-06 New Berlin Magic
Baseball Tournament

November 4, 2025

Mr. Chidester –

You are receiving this letter (via email) in response to your application(s) for the 2026 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 Magic Baseball & Fastpitch
--

Application 26-05:

Event: New Berlin Magic Girls Fastpitch Tournament		
Event Date: June 19-21, 2026	Estimated Attendees: 2,000	
Request Amount: \$5,000	Total Event Budget: \$45,000	
Application Submitted: Yes	Budget Submitted: Yes	40% or Less of Total Event Budget Requested: Yes

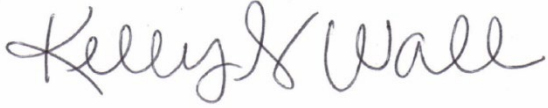
Application 26-06:

Event: New Berlin Magic Baseball Tournament		
Event Date: May 29-31, 2026	Estimated Attendees: 4,500	
Request Amount: \$5,000	Total Event Budget: \$50,000	
Application Submitted: Yes	Budget Submitted: Yes	40% or Less of Total Event Budget Requested: Yes

The Tourism Commission will be meeting on November 19th, 2025 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 cursive script that reads "Kelly Wall". The signature is written in a dark ink and is positioned above the printed contact information.

Kelly Wall
Enjoy New Berlin
3805 S. Casper Drive
New Berlin, WI 53151

Phone: 262.797.2445 ext. 2550

Email: kwall@newberlin.org

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 and max total request of \$10,000 per organization.**
- *Organizations may submit multiple applications. As long as they adhere to the following requirements:*
 - Organizations may not apply for more than \$10,000 of grant funds.
 - Per event request shall not exceed \$5,000 or 40% of total event budget.
 - For example: (Per Event)
 - a \$2,500 event budget would allow for a max grant request of \$1,000.
 - a \$5,000 event budget would allow for a max grant request of \$2,000.
 - a \$12,500 event budget would allow for a max grant request of \$5,000.
 - a \$25,000 event budget would be capped at the max grant request of \$5,000.
 - For example: (Per Organization)
 - an organization may submit (2) event applications for \$5,000 each.
 - an organization may submit (5) event applications for \$2,000 each.
- Grants are limited based upon available room tax funds.
- Failure to submit receipts/invoices to justify the 60% organizational match, may result in a pro-rated reimbursement.

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. (20 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.)
- Duration of the project/event is: Single Day (5 Points) or Multi-Day (15 Points)
- 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.**

Email *

jchidester@johnsonfinancialgroup.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) *

John Chidester

Address / City / State / Zip *

16130 W Maple Ridge Rd, New Berlin, WI 53151

Email *

jchidester@johnsonfinancialgroup.com

Phone Number *

4148131195

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

John Chidester/4148131195/jchidester@johnsonfinancialgroup.com

Project Information

Project/Event Title* *

New Berlin Magic Boys and Girls Baseball and Softball Tournaments

Event Date *

May 2026

Total Project / Event Budget *

50000

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

5000

Project / Event Location *

New Berlin - Malone, Calhoun, Lions and Valley View Parks

Projected Number of Attendees *

4500

Detailed Project / Event Description *

Boys and Girls baseBoys and Girls baseball and softball tournaments for local New Berlin youth sports organizations. These tournaments typically draw over 2000 attendees over (two separate) three day periods. Many of these teams are from out of the area and out of state where lodging is required. We also will bring in vendors and coordinate accommodations for umpire crews for the tournament as well.

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).

We have 60+ teams for our boys tournament and 70+ for the girls tournament. These teams come from all over the state and Illinois, Minnesota, and Iowa. We also have umpire crews that come from all over the Midwest. We will typically provide some lodging money for teams that are from outside the area and have paid for all of the stays for the umpire crews. In the past, this has been in excess of \$5000 between the two tournaments, so the money would assist with our expenses as well as bringing others to New Berlin to visit, stay and patronize our local businesses over two separate 3-4 day tournaments.

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. *

20-25, 4 nights (two separate times for each tournament), in the past we used the La Quinta, but are looking at other options like the Holiday Inn Express on Beloit/Moorland.

Expected Outcomes *

We are a smaller non-profit organization that needs these tournaments for a majority of our revenue throughout the year. The costs of renting fields and supplies have all gone up, which hurts our margins. Having some buffer with grant money would be extremely helpful for the viability of our organization and its sustainability. Especially given the increased fees being proposed in the future and the potential EMT fees.

Staffing Requirements *

We are a volunteer lead organization that activates its families during the tournaments. We usually have hundreds of families volunteer during the tournaments, as it is an expectation with their playing for the organization.

Timeline for Implementation *

We begin planning heavily for the tournaments in Q1 of the new year (i.e. January 2026), although registration opens in the prior year to secure the most possible teams. The execution of the events includes planning right up until the tournaments in June.

Estimated Number of Hotel Stays from the Project / Event *

Approximately 50 total across the two tournaments.

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 have increased our player fees and obtained tenants for our indoor warehouse space. While the former not ideal, it is necessary given the rising costs (i.e. field fees, ball prices, etc.)

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

Tournament fees, concession revenue, donations from corporate sponsors, t-shirt sales, etc.

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. *

John Chidester, Vice President and Treasurer

Sign below: *

John Chidester

Date: *

MM DD YYYY

10 / 01 / 2025

Phone Number: *

4148131195

Email: *

jchidester@johnsonfinancialgroup.com

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Google Forms

2025 Tournament Budget

	Girls	Boys
Registration	\$ 26,850	\$ 28,500
Banner sales	\$ 2,675	\$ 2,000
Pro Green Quick Dry	\$ (145)	\$ (150)
Umpires	\$ (18,750)	\$ (16,275)
Softballs	\$ (1,127)	\$ (2,040)
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Golf Cart Rental	\$ (670)	-
City Field Fees	\$ (3,275)	\$ (3,255)
Tourney Machine	\$ (224)	\$ (299)
Tshirt Preorder profit	\$ 700	-
Toilets	-	\$ (300)
Concessions (Net)	\$ 200	\$ 750



**New Berlin
4th of July Commission**

26-07 New Berlin 4th of July
Festival

26-08 New Berlin 4th of July
Parade

November 4, 2025

Ms. Oldenburg –

You are receiving this letter (via email) in response to your application(s) for the 2026 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 4th of July Commission

Application 26-07:

Event: New Berlin 4 th of July Festival		
Event Date: July 2-4, 2026	Estimated Attendees: 88,000	
Request Amount: \$5,000	Total Event Budget: \$186,686 (combined)	
Application Submitted: Yes	Budget Submitted: Yes	40% or Less of Total Event Budget Requested: Yes

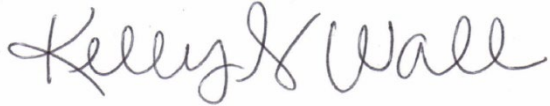
Application 26-08:

Event : New Berlin 4 th of July Parade		
Event Date: July 2-4, 2026	Estimated Attendees: 11,000	
Request Amount: \$5,000	Total Event Budget: \$186,686 (combined)	
Application Submitted: Yes	Budget Submitted: Yes	40% or Less of Total Event Budget Requested: Yes

The Tourism Commission will be meeting on November 19th, 2025 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 cursive script that reads "Kelly Wall". The signature is written in a dark ink and is positioned below the word "Thanks,".

Kelly Wall
Enjoy New Berlin
3805 S. Casper Drive
New Berlin, WI 53151

Phone: 262.797.2445 ext. 2550

Email: kwall@newberlin.org

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 and max total request of \$10,000 per organization.**
- *Organizations may submit multiple applications. As long as they adhere to the following requirements:*
 - Organizations may not apply for more than \$10,000 of grant funds.
 - Per event request shall not exceed \$5,000 or 40% of total event budget.
 - For example: (Per Event)
 - a \$2,500 event budget would allow for a max grant request of \$1,000.
 - a \$5,000 event budget would allow for a max grant request of \$2,000.
 - a \$12,500 event budget would allow for a max grant request of \$5,000.
 - a \$25,000 event budget would be capped at the max grant request of \$5,000.
 - For example: (Per Organization)
 - an organization may submit (2) event applications for \$5,000 each.
 - an organization may submit (5) event applications for \$2,000 each.
- Grants are limited based upon available room tax funds.
- Failure to submit receipts/invoices to justify the 60% organizational match, may result in a pro-rated reimbursement.

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. (20 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.)
- Duration of the project/event is: Single Day (5 Points) or Multi-Day (15 Points)
- 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.**

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 W Casper Drive, New Berlin WI 53146

Email *

poldenburg@newberlin.org

Phone Number *

2627541805

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

Pauline Oldenburg

Project Information

Project/Event Title* *

City of New Berlin Fourth of July Family Festival

Event Date *

July 2nd, 2026 thru July 4th, 2026

Total Project / Event Budget *

\$186,686

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 *

88,000

Detailed Project / Event Description *

The City of New Berlin's annual 4th of July celebration will be a three-day event in 2026 - July 2nd thru July 4th. 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 opportunities 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, Trivia Contest, Pie Contest, Flashlight Candy Hunt, Pickleball and Sand Volleyball tournaments, mini-parade (strictly for youth), a main parade for all ages to enjoy and of course our fantastic fireworks and a third return of the new drone show addition. Many community non-profit groups participate making this event possible, and many more benefit 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). *

This annual event (58th) draws attendees 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 and friends, bringing 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 will 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. The pandemic 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 is no incentive for them to partner with us, as they are filling their rooms on their own. I don't anticipate the circumstances to change due to Summerfest running the same week

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, donation bingo and the 50/50 raffle. We expect 80,000+ to attend our three-day event generating proceeds that will benefit both New Berlin business and non-profit organizations alike

Staffing Requirements *

City staff will be required before, during and after the event and include the departments of recreations, clerk and finance office, parks, NBFD, NBPd as well as 13 NB4 Commissioners.

Timeline for Implementation *

Planning for 2026 has already begun. It will ramp up in January and continue right through to grounds opening on 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 Fourth of July Celebration has been funded by New Berlin businesses, both large and small since its inception. Plans for 2026 and future years will be no different.

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

Please see 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 / 06 / 2025

Phone Number: *

262-784-1805

Email: *

poldenburg@newberlin.org

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Google Forms

CITY of NEW BERLIN
FOURTH of JULY
2026 Proposed Budget

			2023 ACTUAL	2024 ACTUAL	2025 BUDGET	2025 6 MOS.	2025 ESTIMATED TOTAL	2026 DEPARTMENT Proposed
REVENUES								
21120000	48040	Donations/sponsorship	90,554	74,800	90,000	82,255	89,425	112,000
21120000	48071	Booth/Vendor Fees	10,516	10,207	13,000	11,350	11,957	14,000
21120000	48072	Charities	23,434	24,000	22,000	5,500	16,500	24,000
21120000	48070	Carnival Proceeds	17,353	8,750	9,000	-	11,619	10,000
21120000	48000	Parking	7,390	3,793	7,000	-	7,286	7,000
21120000	48000	Family Games Sponsorship	2,000		-	-	-	-
21120000	48000	Events	752	886	-	-	-	-
21120000	41020	Tourism Grant	2,500	7,000	4,500	-	4,500	5,000
21120000	49051	Transfer from City	20,000	15,000	15,000	15,000	15,000	15,000
		Total Revenues	<u>174,499</u>	<u>144,436</u>	<u>160,500</u>	<u>114,105</u>	<u>156,287</u>	<u>187,000</u>
EXPENDITURES								
21120000	52011	Parade	8,525	11,848	13,000	500	14,155	13,000
21120000	52030	Entertainment/Events	51,403	44,800	45,000	48,735	52,335	50,000
21120000	52030	Drone Shows	-	20,000	25,000	30,000	30,000	25,000
21120000	52035	Fireworks	35,000	40,000	40,000	40,000	40,000	40,000
15990000	50020	Salary	10,596	12,183	10,140	6,395	12,000	12,000
15990000	51020	FICA	826	917	776	489	918	918
21120000	54060	Advertising	568	747	250	-	-	250
21120000	53010	Electricity/Water	-	-	-	435	435	-
24540000		Grounds Maintenance	-	-	1,000	-	-	1,000
21120000	53030	Waste Disposal	10,020	9,770	12,000	10,645	10,645	12,000
21120000	53040	Telephone/Cell Phone	543	544	600	227	600	600
21120000	54270	Dues/Memberships	100	-	100	-	100	100
21120000	54080	Tent Rental	12,202	20,144	22,000	22,034	22,034	22,000
15990000	54080	Tent Rental - city	8,578		-	-	-	-
21120000	54120	Office Supplies	433	308	1,000	49	200	1,000
21120000	54390	Events	1,700	1,518	-	-	975	-
21120000		City overtime charge - 4th day	12,227	-	-	-	-	-
21120000	54110	Supplies	8,791	7,395	8,000	300	9,167	9,000
		Total Expenditures	<u>161,512</u>	<u>170,174</u>	<u>178,866</u>	<u>159,809</u>	<u>193,564</u>	<u>186,868</u>
		Net Change in Fund Balance	12,987	(25,738)	(18,366)		(37,277)	132
		Fund Balance - Beginning	<u>146,038</u>	<u>159,025</u>	<u>133,287</u>		<u>133,287</u>	<u>96,010</u>
		Fund Balance - Ending	<u>\$ 159,025</u>	<u>\$ 133,287</u>	<u>\$ 114,921</u>		<u>\$ 96,010</u>	<u>\$ 96,142</u>

Wall, Kelly

From: Oldenburg, Polly
Sent: Saturday, September 6, 2025 2:45 PM
To: Tourism
Subject: New Berlin 4th of July and NB4 main parade
Attachments: fourth of july budget 2026.xlsx

Follow Up Flag: Follow up
Flag Status: Flagged

Good Afternoon,

I just submitted two grant requests – one for the City of New Berlin Festival, the second specifically geared toward the main parade that takes place on July 4th. Please see the attached budget that was approved by the commission at the August 27th commission meeting.

In addition, below you will find the 2025 businesses and individuals that donated. Please let me know if you think anything else would be beneficial in your decision-making process.

Waukesha State Bank
PHM Orthodontists
Donald R. Kitten
Greenfield Plaza
Hastings Air Energy Control
New Berlin Plastics
Wistl Sod Farm
Arrowhead Tool & Die Inc.
Honeyager's Mudjack Service
Toolrite Mfg
AbsorbTech
Acrisure
New Berlin Lions
HomeTowne Windows
Frantz Machine Products
Tobin Jewelers
Preferred Electrical Contractors
Princeton
Educators Credit Union
Beechwood
Sendik's Food Market
Electrochemical Products
Continental Trade Exchange DBA International Monetary systems
Radius Packaging
Festival Foods
Kunes Auto & RV Group

Horicon Bank
 Southport Engineered Systems
 Sunset playhouse
 Donovan & Jorgenson Inc
 Above Par Golf
 John's Disposal
 Line dancing event
 Jerry Johnson
 TD Corso
 Lagniappe
 Union House
 Cocina Real
 Church and Chapel
 Joey's Diner
 Elvis of New Berlin aka Bunch Berry
 Elvis of New Berlin aka Bunch Berry
 BJ's Restaurant & Brewery
 Olive Garden
 Adventure Rock
 Gamers Realm
 Tailspin Café
 Beer Capital
 Join Polly's Jaunts
 Account For It
 Fleet Farm
 Carrabba's Italian Grill
 Bonefish Grill
 Taylors People's Park
 Bioworx/Cryofit
 The Chiropractors
 Get Salty & Lit
 Mia's
 Petron
 Hydraulic Component Services
 JW Winco Inc.
 W.I.S. Logistics
 Wenthe-Davidson
 Waukesha County Fair
 Giselle's Beauty & Wellness
 Moorland Road Golf Center
 Burghardt Sporting Goods
 Champs
 Culvers
 George Webb - NB Plaza
 Tom & Glenn
 Rewewal by Anderson
 LoDuca Wine

Sanfelippo
JPJ
Matty's
Senior Luna
AMF Bowling
National Complete Auto Care
Lakeshore Chinooks
Ridge Cinema
Lake Front Brewery
Armeli's
Buffalo Wild Wings
Schober Law

American Forklife Company
Exciting Events
Road Runner Express Wash & Lube
T&C Small Engine Repair LLC dba John G Steffens
Caribou Coffee
Anita's Dance Center
Texas Road House
Horicon Bank
Shorewest
Marcus - Ridge
Kindercard
Four Leaf Roofing & window
Rob Waldera
Smith's Property Services
Foursis Dance & Tumbling

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



**New Berlin
4th of July Commission**

26-07 New Berlin 4th of July
Festival

26-08 New Berlin 4th of July
Parade

November 4, 2025

Ms. Oldenburg –

You are receiving this letter (via email) in response to your application(s) for the 2026 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 4th of July Commission

Application 26-07:

Event: New Berlin 4 th of July Festival		
Event Date: July 2-4, 2026	Estimated Attendees: 88,000	
Request Amount: \$5,000	Total Event Budget: \$186,686 (combined)	
Application Submitted: Yes	Budget Submitted: Yes	40% or Less of Total Event Budget Requested: Yes

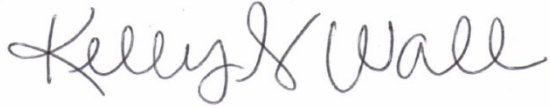
Application 26-08:

Event : New Berlin 4 th of July Parade		
Event Date: July 2-4, 2026	Estimated Attendees: 11,000	
Request Amount: \$5,000	Total Event Budget: \$186,686 (combined)	
Application Submitted: Yes	Budget Submitted: Yes	40% or Less of Total Event Budget Requested: Yes

The Tourism Commission will be meeting on November 19th, 2025 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 cursive script that reads "Kelly Wall". The signature is written in a dark ink and is positioned below the word "Thanks,".

Kelly Wall
Enjoy New Berlin
3805 S. Casper Drive
New Berlin, WI 53151

Phone: 262.797.2445 ext. 2550

Email: kwall@newberlin.org

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 and max total request of \$10,000 per organization.**
- *Organizations may submit multiple applications. As long as they adhere to the following requirements:*
 - Organizations may not apply for more than \$10,000 of grant funds.
 - Per event request shall not exceed \$5,000 or 40% of total event budget.
 - For example: (Per Event)
 - a \$2,500 event budget would allow for a max grant request of \$1,000.
 - a \$5,000 event budget would allow for a max grant request of \$2,000.
 - a \$12,500 event budget would allow for a max grant request of \$5,000.
 - a \$25,000 event budget would be capped at the max grant request of \$5,000.
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 - an organization may submit (5) event applications for \$2,000 each.
- Grants are limited based upon available room tax funds.
- Failure to submit receipts/invoices to justify the 60% organizational match, may result in a pro-rated reimbursement.

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. (20 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.)
- Duration of the project/event is: Single Day (5 Points) or Multi-Day (15 Points)
- 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.**

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 W Casper Drive, New Berlin WI 53146

Email *

poldenburg@newberlin.org

Phone Number *

2627541805

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

Polly Oldenburg

Project Information

Project/Event Title* *

New Berlin 4th of July Family Festival

Event Date *

July 2nd through July 4th, 2026

Total Project / Event Budget *

\$186,868

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 *

11,000

Detailed Project / Event Description *

The City of New Berlin has hosted its annual festival for 56 years and a parade has always been a component. There has NEVER been a year the parade has not taken place. Not even during the pandemic. The commission just got a little creative on how to facilitate it. The parade route currently runs from just west of Moorland Road and National Avenue ending at Rose Court, just east of Calhoun Road. The neighborhood adjacent to Holy Apostles has become staging for parade entries. Staging and the length of the parade has evolved in recent years due to road construction and the effects of the Waukesha Christmas Parade tragedy. New Berlin has persevered and continued efforts collaborating with all city agencies including Emergency Management to keep the parade tradition alive, while striving to keep it safe as well. in 2025 we hosted 74 entries including youth and religious groups, elected city, county and state representatives, our local VFW, NBPD, NBFD, sports team mascots, city high school sports teams, bands, cheerleaders and dance teams, scouting groups and many more. The Commission also hosts entries from neighboring states and countries - specifically Canada! The energy and diversity they add to the parade line-up cannot be matched.

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 annual event draws attendees not only from the New Berlin Community, but surrounding suburbs, counties and countries. In 2025 several neighboring communities cancelled their morning parades and countless people joined our event. The average estimated attendance is 11,000, but given these circumstances you can add another 1-2,000 people who attended this 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. The pandemic curtailed travel and gather for all. Since no New Berlin hotel has been willing to allow the commission to block any number of rooms, nor have they offered special room rates the commission could advertise. The collective response is they are filling rooms on their own, they don't need to partner with NB4. I don't expect that to change in 2026, especially since Summerfest will also be running at the same time. I will reach out again in January to see if their stance has changed.

Expected Outcomes *

The estimated main parade attendance in 2026 will continue to be 11,000+. The mini parade draws another 1,000 youth and adults to the event scheduled for 9:30 am, and collects toothpaste & toothbrushes that are donated to the New Berlin Food Pantry. Both are attended my multiple generations.

Staffing Requirements *

As with the main event, city staff will be required before during and after the event with all 13th NB4 Commissioners also volunteering their time.

Timeline for Implementation *

Planning for 2026 has already begun and will continue through the end of June. All parade entries invited back will receive their invitation by the end of November along with new entries we would to add.

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. Fundraising for the event as well has the parade has already begun.

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

See additional donations -

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 / 06 / 2025

Phone Number: *

262-784-1805

Email: *

poldenburg@newberlin.org

This content is neither created nor endorsed by Google.



CITY of NEW BERLIN
FOURTH of JULY
2026 Proposed Budget

			2023 ACTUAL	2024 ACTUAL	2025 BUDGET	2025 6 MOS.	2025 ESTIMATED TOTAL	2026 DEPARTMENT Proposed
REVENUES								
21120000	48040	Donations/sponsorship	90,554	74,800	90,000	82,255	89,425	112,000
21120000	48071	Booth/Vendor Fees	10,516	10,207	13,000	11,350	11,957	14,000
21120000	48072	Charities	23,434	24,000	22,000	5,500	16,500	24,000
21120000	48070	Carnival Proceeds	17,353	8,750	9,000	-	11,619	10,000
21120000	48000	Parking	7,390	3,793	7,000	-	7,286	7,000
21120000	48000	Family Games Sponsorship	2,000		-	-	-	-
21120000	48000	Events	752	886	-	-	-	-
21120000	41020	Tourism Grant	2,500	7,000	4,500	-	4,500	5,000
21120000	49051	Transfer from City	20,000	15,000	15,000	15,000	15,000	15,000
		Total Revenues	<u>174,499</u>	<u>144,436</u>	<u>160,500</u>	<u>114,105</u>	<u>156,287</u>	<u>187,000</u>
EXPENDITURES								
21120000	52011	Parade	8,525	11,848	13,000	500	14,155	13,000
21120000	52030	Entertainment/Events	51,403	44,800	45,000	48,735	52,335	50,000
21120000	52030	Drone Shows	-	20,000	25,000	30,000	30,000	25,000
21120000	52035	Fireworks	35,000	40,000	40,000	40,000	40,000	40,000
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Wall, Kelly

From: Oldenburg, Polly
Sent: Saturday, September 6, 2025 2:45 PM
To: Tourism
Subject: New Berlin 4th of July and NB4 main parade
Attachments: fourth of july budget 2026.xlsx

Follow Up Flag: Follow up
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Preferred Electrical Contractors
Princeton
Educators Credit Union
Beechwood
Sendik's Food Market
Electrochemical Products
Continental Trade Exchange DBA International Monetary systems
Radius Packaging
Festival Foods
Kunes Auto & RV Group

Horicon Bank
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Sunset playhouse
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Carrabba's Italian Grill
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Taylors People's Park
Bioworx/Cryofit
The Chiropractors
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Mia's
Petron
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JW Winco Inc.
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Wenthe-Davidson
Waukesha County Fair
Giselle's Beauty & Wellness
Moorland Road Golf Center
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George Webb - NB Plaza
Tom & Glenn
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T&C Small Engine Repair LLC dba John G Steffens
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Anita's Dance Center
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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



New Berlin Pumas
26-09 Battle in New Berlin
Baseball Tournament

November 4, 2025

Mr. Powers –

You are receiving this letter (via email) in response to your application(s) for the 2026 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 Pumas

Application 26-09:

Event: Battle in New Berlin Baseball Tournament		
Event Date: May 15-17, 2026		Estimated Attendees: 1,200
Request Amount: \$5,000		Total Event Budget: \$20,000-25,000
Application Submitted: Yes	Budget Submitted: Yes	40% or Less of Total Event Budget Requested: Yes

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

Thanks,

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Kelly Wall
Enjoy New Berlin
3805 S. Casper Drive
New Berlin, WI 53151

Phone: 262.797.2445 ext. 2550
Email: kwall@newberlin.org

2026 Room Tax Grant Application

Room Tax Funds

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- **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 and max total request of \$10,000 per organization.**
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- 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. (20 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.)
- Duration of the project/event is: Single Day (5 Points) or Multi-Day (15 Points)
- 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.**

Email *

cpowers@hga.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) *

Cory Powers

Address / City / State / Zip *

5680 S. Summit Ln

Email *

cpowers@hga.com

Phone Number *

4144052244

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

Cory Powers/414.405.2244/cpowers@hga.com

Project Information

Project/Event Title* *

Baseball Tournament/Battle in New Berlin

Event Date *

Friday May 15th to Sunday May 17th 2026

Total Project / Event Budget *

\$20,000 to \$25,000

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

\$5000

Project / Event Location *

Malone Park & Calhoun Park

Projected Number of Attendees *

1200 players, coaches, families and umpires.

Detailed Project / Event Description *

Our baseball tournament has turned into a premier baseball tournament in the region. Its an all weekend affair starting with a huge skills competition that brings every team out on Friday night and then is topped with a Friday night game under the lights. Then on Saturday the tournament begins with us using 12 diamonds across New Berlin where games start at 8:00am and don't finish until 8:00pm drawing teams and families to New Berlin from Michigan, Illinois, Iowa and all over Wisconsin. The weekend finishes with all day bracket play and keeps families in New Berlin all weekend.

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).

2026 will be our 12th year running this baseball tournament that draws teams from all around including places like Rockford IL, McHenry IL, Napperville IL, Iron Mountain MI, Green Bay, Madison, Sheboygan, as well as families from all over to see some great baseball. Our tournament has sold out the last 3 years and we plan on doing so again. We work with both Holiday Inn and La Quinta hotels by putting their websites on our tournament application as well as working with them on a rate for the tournament.

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 inquiring on reserving a block of rooms this year for our tournament to see if our guests can get a discount.

Expected Outcomes *

The expected outcomes of this grant will improve visibility of our New Berlin community to our tournament guests from all over. This year, if we are successful, we plan on adding the Enjoy New Berlin logo to all of our Tournament T-Shirts that are worn by players all over. This funding will help us with marketing costs, t-shirt expenses and website management.

As for the expected outcome of the tournament, we expect nothing but fantastic baseball to be enjoyed by families from near to far in our New Berlin community.

Staffing Requirements *

The majority of our staffing is done through family volunteers from our org. The rolse for this range from field management, concessions and clean up crews. We also have a large expense of over \$10,000 for umpires who are critical to our tournament.

Timeline for Implementation *

The duration of our event is a multi-day event in May of 2026. The expenses for this start occurring in early 2026 with reservations of fields, umpires and supplies accruing all the way until the final day of the tournament.

Estimated Number of Hotel Stays from the Project / Event *

20-30

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 loss of the grant will require tournament expenses to go up and therefore our fees for the event will likely need to increase making it less desirable.

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

No other grant applications have been applied for.

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. *

Cory Powers - New Berlin Pumas Tournament Committee

Sign below: *

Cory Powers

Date: *

MM DD YYYY

09 / 24 / 2026

Phone Number: *

414.405.2244

Email: *

cpowers@hga.com

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Estimated Income:

\$23,500 (Our Puma teams do not pay to play in the tournament)

\$2,500 Concession sales

\$26,000 Total

Estimated Expenses:

\$1,500 - Concession and disposable pre-buy needs

\$14,800 - Umpires broken into different pay brackets total over 112 games

\$5,040 - Field charges plus possible field dry payable to City of New Berlin over 112 games

\$1,200 for field equipment (non-motorized & new baseballs) across 3 parks

\$1,500 Awards

\$24,040 Total

Estimated Revenue:

Approximately \$2,500 to 3000 each year.



**New Berlin
Veterans Memorial Society**

26-10 New Berlin Veterans
Memorial Society Annual
Fundraiser

November 6, 2025

Ms. Whitty –

You are receiving this letter (via email) in response to your application(s) for the 2026 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

Application 26-10:

Event: New Berlin Veterans Memorial Society Annual Fundraiser		
Event Date: October 17, 2026		Estimated Attendees: 300-350
Request Amount: \$2,100 (Cap \$2,080)		Total Event Budget: \$5,200
Application Submitted: Yes	Budget Submitted: Yes	40% or Less of Total Event Budget Requested: No (Cap \$2,080)

The Tourism Commission will be meeting on November 19th, 2025 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,

Kelly Wall
Enjoy New Berlin
3805 S. Casper Drive
New Berlin, WI 53151

Phone: 262.797.2445 ext. 2550

Email: kwall@newberlin.org

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 and max total request of \$10,000 per organization.**
- *Organizations may submit multiple applications. As long as they adhere to the following requirements:*
 - Organizations may not apply for more than \$10,000 of grant funds.
 - Per event request shall not exceed \$5,000 or 40% of total event budget.
 - For example: (Per Event)
 - a \$2,500 event budget would allow for a max grant request of \$1,000.
 - a \$5,000 event budget would allow for a max grant request of \$2,000.
 - a \$12,500 event budget would allow for a max grant request of \$5,000.
 - a \$25,000 event budget would be capped at the max grant request of \$5,000.
 - For example: (Per Organization)
 - an organization may submit (2) event applications for \$5,000 each.
 - an organization may submit (5) event applications for \$2,000 each.
- Grants are limited based upon available room tax funds.
- Failure to submit receipts/invoices to justify the 60% organizational match, may result in a pro-rated reimbursement.

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. (20 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.)
- Duration of the project/event is: Single Day (5 Points) or Multi-Day (15 Points)
- 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.**

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 Park Circle East Mukwonago Wisconsin 53149

Email *

mwhitty@wi.rr.com

Phone Number *

262 363 2097

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

Mary Jane Whitty 262 363 2097 mwhitty@wi.rr.com

Project Information

Project/Event Title* *

New Berlin Veterans Memorial Society Annual Fundraiser

Event Date *

October 17th, 2026

Total Project / Event Budget *

\$5200.00

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

\$2100.00

Project / Event Location *

New Berlin VFW 17980 West Beloit Rd. New Berlin350

Projected Number of Attendees *

300-350

Detailed Project / Event Description *

100 percent of the monies earned at this fundraiser provides the funds necessary to improve and maintain the New Berlin Veterans Memorial which stands as a living memorial that honors all American Veterans past, present and future. We are requesting these funds to support are continued efforts to maintain and improve this beautiful site that each and every year brings hundreds of visitors to the memorial located on the corner of National Avenue and Casper Drive. The event is scheduled from 4 to 11 and features live music, variety of raffles, amazing food provided by Crossroads a favorite New Berlin restaurant.

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 monies earned at our fundraiser continue to support the activities at the site. Flag Day brought both New Berlin residents and visitors to our city alike. Brick installations that are held three times a year welcome visitors from all over the country as families honor their family members who have served with honor. Light the Lights program each November has become a kickoff to the holiday season in New Berlin. Each year we welcome more and more visitors to this very successful program.

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 *

With this grant we can increase exposure to not only the memorial but also to other New Berlin businesses and events.

Staffing Requirements *

None. This entire event is done by Board members and our very faithful volunteers who are also dedicated to both the memorial and the City of New Berlin

Timeline for Implementation *

February 2026 is the start date for organization, planning, community outreach ,volunteer and committee organization.

Estimated Number of Hotel Stays from the Project / Event *

10 for band as they have a very large out of town following. I

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 *

We have requested 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 New Berlin Veterans Memorial Society Board of Directors

Sign below: *

Mary Jane Whitty

Date: *

MM DD YYYY

10 / 03 / 2025

Phone Number: *

262 363 2097

Email: *

mwhitty@wi.rr.com

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Wall, Kelly

From: mwhitty@wi.rr.com
Sent: Thursday, November 6, 2025 10:11 AM
To: Wall, Kelly; 'mwhitty@wi.rr.com'
Subject: Additional info..

Kelly...Please accept the following information to be included in our application for the 2026 Grant.

This budget/ expenses for our annual Fundraiser for the 2026 year will need to be increased due to the additional room fee of \$600.00. It is expected that the cost of the other materials will also increase somewhat but the room fee is the most significant change in expense.

Thank you for your continued support for the New Berlin Veterans Memorial Society.

Sincerely,

Mary Jane Whitty

**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) <i>MARY ANNE WHITTY</i>	REPORT PERIOD <i>2025</i>	GRANT NUMBER <i>25-05</i>
EVENT TITLE <i>FAIR AND RIGOR & NEW BERLIN VET. MEMORIAL</i>	GRANT PERIOD FROM: <i>11/24</i> TO: <i>12/25</i>	
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	\$ <i>N/A</i>	\$ <i>—</i>	\$ <i>—</i>	\$ <i>—</i>
TRAVEL/TRAINING	\$ <i>N/A</i>	\$ <i>—</i>	\$ <i>—</i>	\$ <i>—</i>
EQUIPMENT	\$ <i>N/A</i>	\$ <i>—</i>	\$ <i>—</i>	\$ <i>—</i>
SUPPLIES/OPERATING	\$ <i>5000.59</i>	\$ <i>5000.59</i>	\$ <i>3500.00</i>	\$ <i>1500.59</i>
CONTRACTUAL	\$ <i>N/A.</i>	\$ <i>—</i>	\$ <i>—</i>	\$ <i>—</i>
ADMINISTRATION	\$ <i>N.A.</i>	\$ <i>—</i>	\$ <i>—</i>	\$ <i>—</i>
GRANT TOTAL	\$ <i>1500.—</i>	\$ <i>5000.59</i>	\$ <i>3500.00</i>	\$ <i>1500.59</i>
ORGANIZATIONAL MATCH	\$ <i>3500.00</i>	\$ <i>5000.59</i>	\$ <i>3500.00</i>	\$ <i>1500.59</i>
GRAND TOTAL	\$ <i>1500.00</i>	\$ <i>5000.59</i>	\$ <i>3500.00</i>	\$ <i>1500.59</i>

PART II: FUNDS REPORT AND REQUEST

	FUNDS REQUESTED
GRANT FUNDS	\$ <i>1500.—</i>
LOCAL MATCH	\$ <i>3500.—</i>
<i>ORG. BUDGET</i>	
TOTAL	\$ <i>5000.00</i>

FOR STAFF USE ONLY:

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

PERSON/TELEPHONE # RESPONSIBLE FOR G-2 COMPLETION:

NAME: *Mary Anne Whitty* TELEPHONE #: *262-363-2097*

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.

Mary Anne Whitty *9/23/25* *Dan Jones* *9/23/25*
PROJECT DIRECTOR DATE SIGNATURE OF FINANCIAL OFFICER DATE

To:

Mr. Kelly Hall

From:

Mary Jane Whitty

Re: RECEIPTS FROM NEW
BENJAMIN VETERANS MEMORIAL
FUNDRAISER

Supplies:

- 3 WAGONS (Radio Flyers - 2160) FOR BOOZE WAGON RAFFLE \$170.00
- 1/2 DOZ MILITARY MAIL DECOR FOR RAFFLE \$300.00
- OFFICE MAX (EAGLES/HAND CRAFT) \$192.00
- CHADWELL SPORTS (2 TABLE CLOTHS - LOGO) \$270.00
- AMAZON - DIAGRAM ENVELOPES FOR RAFFLES \$29.38
- ORIENTAL TRADER (Flags) MIL. SUPPLIES \$146.90

2/

FOOD SUPPLIES

- MEAT SUPPLIES \$593.54
(PITELAND)
- CACAOBOADS (MILE FILL) \$450.-
- ELEGANT FARMER \$211.68
- AMAZON (FRUIT) \$46.24
- CACAOBOADS (CUTS) \$67.89
- AMAZON (FOOD PORTS) \$31.40

PRINTING

- PRINT/PAID/SHIP \$399.50
LETTERHEADS, ADDRESS LABELS,
TICKETS
- FRIEND RAISER LETTERS \$112.50
- MAILINGS \$53.34
- MAILERS \$15.00
- BANNERS (2ND SET) \$160.00

BOND -

- TIM CAGLE
AND COUNTRY LETTERS \$1000.00

31

W.S. TOWN

POSTAGE -
FUNDRAISER LETTERS/
MAILINGS

\$171.00

MISC SUPPLIES -

MINI MARKET -
- CUPPAKE POKES
- BASKETS SUPPLIES

\$157.48

\$76.01

DOLLAR TREE
(TABLE SUPPLIES)
METAL MARKET
(BAGS FOR ROPPIES)

\$86.62

SPRINGS (FLAG)

\$4.99

QUICK TRIP
(PAIZE FOR
GIFT CARDS LEAD)

\$250.-

AMANO'S
(RATTLE SUPPLIES)

\$14.69

TAX TICKET
(TABLE DECOR)

\$24.47

Give us feedback @ survey.walmart.com
Thank you! ID #:7VNZ5DKOLGF

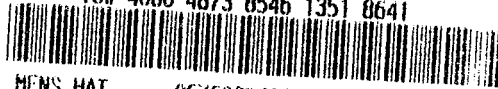
Walmart *

WM Supercenter
262-363-7500 Mgr: CHARLES

250 WOLF RUN
MUKWONAGO WI 53149

ST# 01571 OP# 000694 TE# 20 TR# 07602
ITEMS SOLD 3

IC# 4060 4873 8546 1351 8641



MENS HAT	067609240341	4.00	T
TISSUE	060503087493	3.98	X
TISSUE	060503087493	3.98	X
	SUBTOTAL	11.96	
TAX 1	5.000 %	0.60	
	TOTAL	12.56	
	CASH TEND	15.00	
	CHANGE DUE	2.44	



Get free delivery
from this store
with Walmart+

Scan for 30-day free trial.

Low Prices You Can Trust. Every Day.
04/04/25 11:23:39

Give us feedback @ survey.walmart.com
Thank you! ID #:7VNZBY1WMMW

Walmart *

WM Supercenter
262-796-1620 Mgr: MICHELLE
15205 WEST GREENFIELD AVENUE
NEW BERLIN WI 53151

ST# 05438 OP# 002161 TE# 92 TR# 07608
ITEMS SOLD 1

IC# 3268 8550 9153 2762 8241



CASH BOX	004907402511	32.87	X
	SUBTOTAL	32.87	
TAX 1	5.000 %	1.64	
	TOTAL	34.51	
	CASH TEND	100.00	
	CHANGE DUE	65.49	



Get free delivery
from this store
with Walmart+ *COIN BOB
THANK ME
WE!*

Scan for 30-day free trial.

Low Prices You Can Trust. Every Day.
04/05/25 09:19:51

Give us feedback @ survey.walmart.com
Thank you! ID #:7VNVVXK0M9Q

Walmart *

WM Supercenter
262-363-7500 Mgr: CHARLES

250 WOLF RUN
MUKWONAGO WI 53149

ST# 01571 OP# 001832 TE# 26 TR# 08417
ITEMS SOLD 20

IC# 4325 5307 1253 8246 6308



PROJECT BOARD	081012368193	9.60	
5 AT 1 FOR		1.92	
RUSS CATCH	081010840707	4.97	
20CT CHALK	084023710069	0.98	
10SY F 19.8ZZ	003400045653 F	9.94	
5 BOBB STICK	082513102368	3.96	
BOB	019305201950	8.98	
YEL CHK 10CT	067097000007 F	1.47	
EASTER EMDY	087726000842 F	1.44	
EASTER PLUSH	019551116782	2.97	
GIFT CARD	087458604389	25.00	
30Z CHC SNTD	074449871120	3.00	
EASTER EMDY	067726000842 F	1.44	
WOW STRING	019346603769	2.47	
WOW STRING	019346603762	2.47	
RUNNY FRISBE	0840266/6029	1.00	
BEL IUM TANK	001117989985	24.98	
PG 12X30 BBL	081001611537	5.74	
	SUBTOTAL	110.41	
TAX 1	5.000 %	4.27	
	TOTAL	114.68	
	CASH TEND	150.00	
	CHANGE DUE	35.32	

Handwritten:
Project Board
Easter
Theme



LAKE GENEVA RETAIL CTR
620 N EDWARDS BLVD
LAKE GENEVA, WI 53147
United Sta:
262-248-0266

Handwritten signature

REGULAR SALE

09 - WOMEN SIZES	320733	\$13.00
83 - SEASONAL DEC	048481	\$9.99
83 - SEASONAL DEC	048481	\$9.99
81 - STATIONERY	230822	\$14.99
Subtotal		\$47.97
WI 5.500% Sales Tax		\$2.64

Total \$50.61

MASTERCARD \$50.61

TRANSACTION RECORD

PURCHASE

EXPIRES 02/22/2025 CHIP

AUTH# 022209

CTB 40000000041010

EMULATION LABEL Mastercard

01/22/2025 15:49:33 02/22/2025 14:28:34
APP

Change \$0.00

TJ-MAXX VALUES YOUR FEEDBACK!

Tell us what you think about
your store visit today and
enter a monthly drawing to win a
\$500 T.J. Maxx Gift Card!

Visit www.TJMAXXFEEDBACK.com

Respond by 3/8/25

You will need to reference
your receipt

Survey number: 1359027925

SEE WEBSITE FOR COMPLETE RULES

Sold Item Count = 4

1113171E911411GNR47YQ7Y6

81:59 2/25 02/22/2025 14:28:01 11

Customer Copy

THANKS FOR SHOPPING. NOW YOU CAN
SCORE 24/7! SHOP ONLINE AT TJMAXX.COM!
Refunds within 30 days with receipt
store credit only with gift receipt
other restrictions may apply

Aman's Beer & Wine
110 Chapman Farm Blvd
Mukwonago, WI 53149

Transaction

duplicate receipt

20848 UNIT Macanudo Crystal Maduro
1 EACH @ \$13.99 \$13.99
CASH TENDERED **\$20.00**

# Items	1
Subtotal	\$13.99
Sales Tax	\$0.70
Total Sale	\$14.69
Tendered	\$20.00
Change Due	\$5.31

Extra Notes:

Register 3
Cashier ELOISE

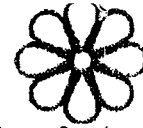
Cashier
ELOISE

Store Date: 03/23/2025
Trans ID: 1742764012371



Actual: 2025-03-23 16:06:52.371

THANK YOU!



Stein's Garden and Home
BIG BEND MT 53103
(262) 662-5800
WWW.SHOPSTEINS.COM
MAKE THE MAGIC HAPPEN

Receipt

Receipt#: 2484449 03/24/25 09:15:23
Register: 1201 Clerk: Sharon J

MINIATURE FLAG	4005192439	4.99
ROCK CAIRN	9055393717	4.25
WARMA	9055351585	4.25
WOLF	9055351601	4.25
PHYSICAL THERAPY	9055351598	4.25
CARDINAL	9055351431	4.25

Subtotal

Subtotal	\$26.24
Sales tax	\$1.30
Total	\$27.54

Gift Certificates used:	\$5.00
Card	\$23.00
Card	-\$0.46

Thanks for being a Garden Club Member!
MARTIAN WHITTY

Points earned: 21.24

Please tell us about your experience at
Stein's Garden and Home and enter for a
chance to win a \$100 gift card
Purchase necessary for survey for
official rules Complete within 7 days
of visit

WWW.SHOPSTEINS.COM/SURVEY



*** Customer Copy ***

Kwik Trip
1212 N Rochester St
Mukwonago, WI 53149
(262)363-2513

Store #282 4/2/2025 5:19:24 PM
Register # 1 Trans # 9357997

Tax Description	Qty	Amount
305-GIFT CARDS REG ACT Card: 4677		\$250.00

Sub Total	\$250.00
Tax	\$0.00
Total	\$250.00

Visa:	\$250.00
Change	\$0.00

Activation Status Report
04/02/2025 17:18:25

Store Gift
Card Num : (S) XXXXXXXXXXXX
Swiped
Terminal : RA1094000282606
Approval : P20776
Card Activated
Balance : \$ 250.00

Visa
Card Num : (C) XXXXXXXXXXXX
Chip Read
Terminal : RA1094000282606
Approval : 394950

Sale
USC\$ 250.00
US DEBIT
Mode: Issuer
AID: A0000000980840
TVR: 8080088000
IAD: XXXXXXXXXXXXXX
TSI: 6800
ARC: 00
ARQC: ED1626EF3AF62846

Charge
Debit
RA1094

PIN Bypassed

All fuel types purchased at the pump
have all applicable taxes included
in the fuel price.

Alternate ID
Card Num : (*) XXXXXX2097
Terminal : 282
Approval : U:5978137

cast
N

DISCOUNT	100.20
CHARGE	86.09
TOTAL NUMBER OF HOURS SOLD	12

DOLLAR GENERAL STORE #10855
851 GREENRIDGE CTR,
MUKWONAGO, WI 53149
(262) 368-5025
SALE TRANSACTION

E.R. Coopers

S ES25PL 15QT LATCH 430002130489	\$7.50
S ES25PL 15QT LATCH 430002130489	\$7.50
S ES25PL 15QT LATCH 430002130489	\$7.50

Tax: \$22.50 @ 5.0%	\$1.13
Balance to pay	\$23.63
Cash	\$25.00

CHANGE \$1.37

Save Time. Save Money.
Every Day! At Dollar General

STORE	TILL	TRANS.	DATE
10855	1	43574	04-03-25 1:50 PM

Your cashier was: MICHELLE



99902108550010435749



Store# 9273
857 S Rochester
Mukwonago WI 53149

(262) 368-5305

DESCRIPTION	QTY	PRICE	TOTAL
KNEELING PAD 3 COLORS	1	1.25	1.25
AMERICANA FLAG/WND SOCK/SPRL AST	1	1.25	1.25
6X9/6 PEEL N SEAL	1	1.25	1.25
6X9/6 PEEL N SEAL	1	1.25	1.25
RED CRINKLE CUT PAPER 1.8 OZ	1	1.25	1.25
RED CRINKLE CUT PAPER 1.8 OZ	1	1.25	1.25
RED CRINKLE CUT PAPER 1.8 OZ	1	1.25	1.25
RED CRINKLE CUT PAPER 1.8 OZ	1	1.25	1.25
ROYAL BLUE CRINKLE PAPER 1.80Z	1	1.25	1.25
ROYAL BLUE CRINKLE PAPER 1.80Z	1	1.25	1.25
SS SOLAR STAKE 4L	1	1.25	1.25
SS SOLAR STAKE 4L	1	1.25	1.25
ROYAL BLUE CRINKLE PAPER 1.80Z	1	1.25	1.25
ROYAL BLUE CRINKLE PAPER 1.80Z	1	1.25	1.25

Passport Supplies

Sub Total	\$17.50
SALES TAX	\$0.88
Total	\$18.38
Cash	\$20.00
CHANGE	\$-1.62

NOW SHOP ON-LINE AT DOLLARTREE.COM

1549 09273 02 012 27770286 3/22/25 15:26
Sales Associate:Tami



Store# 9273
857 S Rochester
Mukwonago WI 53149

(262) 368-5305

DESCRIPTION	QTY	PRICE	TOTAL
WHITE GLAZE MUG 14Z	1	1.25	1.25
WHITE GLAZE MUG 14Z	1	1.25	1.25
WHITE GLAZE MUG 14Z	1	1.25	1.25
WHITE GLAZE MUG 14Z	1	1.25	1.25
PEEPS GUMMY THEATER BOX 30Z	1	1.25	1.25
PEEPS GUMMY THEATER BOX 30Z	1	1.25	1.25
PLASTIC BOWLS RED 10CT 12Z	1	1.25	1.25
PLASTIC BOWLS RED 10CT 12Z	1	1.25	1.25
RED CRINKLE CUT PAPER 1.8 OZ	1	1.25	1.25
PEEPS GUMMY THEATER BOX 30Z	1	1.25	1.25
OREO GOLDEN OREO MINI 3Z	1	1.25	1.25
OREO GOLDEN OREO MINI 3Z	1	1.25	1.25
RED CRINKLE CUT PAPER 1.8 OZ	1	1.25	1.25
SHRED MYLAR RED 1.00Z	1	1.25	1.25
LYSOL ARC LEMON BREEZE 10.75Z	1	1.25	1.25

Sub Total	\$18.75
SALES TAX	\$0.81
GENERAL EXEMPT MERC	\$0.00
Total	\$19.56
Cash	\$20.00
CHANGE	\$-0.44

NOW SHOP ON-LINE AT DOLLARTREE.COM

9563 09273 01 011 27728758 3/12/25 14:22
Sales Associate:Julieann

*Frames
Dollars*

DOLLAR TREE

Store# 9273
857 S Rochester
Mukwonago WI 53149

(262) 368-5305

DESCRIPTION	QTY	PRICE	TOTAL
5PK CHCCUDUAN MM BUNNY 1.760Z	1	1.25	1.25T
MATTED BLACK FRAME 8X10	1	1.25	1.25T
MATTED BLACK FRAME 8X10	1	1.25	1.25T
MATTED BLACK FRAME 8X10	1	1.25	1.25T
MATTED BLACK FRAME 8X10	1	1.25	1.25T
MATTED BLACK FRAME 8X10	1	1.25	1.25T
MATTED BLACK FRAME 8X10	1	1.25	1.25T
MATTED BLACK FRAME 8X10	1	1.25	1.25T
MATTED BLACK FRAME 8X10	1	1.25	1.25T
MATTED BLACK FRAME 8X10	1	1.25	1.25T
MATTED BLACK FRAME 8X10	1	1.25	1.25T
Sub Total		\$13.75	
SALES TAX		\$0.69	
Total		\$14.44	
VISA CREDIT		\$14.44	
*****4603		Approved	
Purchase		Chip	
Auth/Trace Number: 002813/014377			
Chip Card AID: A0000000031010			

=====
NOW SHOP ON-LINE AT DOLLARTREE.COM
4228 09273 01 048 27991895 4/02/25 17:36
Sales Associate: Brianna

FOR HUNDREDS
OF LETTERS



MUKWONAGO
911 GREENRIDGE CTR
MUKWONAGO, WI 53149-9998
(800) 275-8777

SENT
2/5

01/31/2025

09:43 AM

Product	Qty	Unit Price	Price
Flags2024Coil/100	1	\$73.00	\$73.00

Grand Total:

\$73.00

\$73.00

Credit Card Remit

Card Name: VISA

Account #: XXXXXXXXXXXXXXX

Approval #: 031372

Transaction #: 351

AID: A0000000031010

AL: VISA CREDIT

PIN: Not Required

Chip

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scan this code with your mobile device.



or call 1-800-410-7420

710-0149

t: 840-55300188-3-6157652-1

Kyle



MUKWONAGO
911 GREENBRIDGE CTR
MUKWONAGO, WI 53149-9908
(800)275-8777

04/01/2025 12:09:1

Product	Qty	Unit Price	Pr
---------	-----	------------	----

Gift Card Value			\$25.0
Description: Starbucks \$25			
#: 076/500870/0006314496013153027			

Gift Card Activate	1		\$0.0
#: 076/500870/0006314496013153027			
Status: Activated			
Approval #: 966962			

Grand Total:			\$25.0
--------------	--	--	--------

Cash			\$25.0
------	--	--	--------

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<https://informedelivery.usps.com>

Sndkx

All sales final on stamps and postage
Refunds for guaranteed services only.
Thank you for your business.

Tell us about your experience.
Go to: <https://postalexperience.com/Pos>
or scan this code with your mobile device



or call 1-800-410-7420.

UFN: 565710-0149
Receipt #: 840-55300188-2-7964431-1
Clerk: 14



MUKWONAGO
911 GREENRIDGE CTR
MUKWONAGO, WI 53149-9998
(800) 275-8777

04/21/2025 09:49 AM

Product	Qty	Unit Price	Price
Flags2024Coil/100	1	\$73.00	\$73.00

Grand Total: \$73.00

Credit Card Remit \$73.00

Card Name: VISA

Account #: XXXXXXXXXXXXXXX

Approval #: 021725

Transaction #: 853

AID: A0000000031010 Chip

AL: VISA CREDIT

PIN: Not Required

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Track your Packages
Sign up for FREE @
<https://informedelivery.usps.com>

All sales final on stamps and postage.
Refunds for guaranteed services only.
Thank you for your business.

Tell us about your experience.
Go to: <https://postalexperience.com/Pos>
or scan this code with your mobile device.



or call 1-800-410-7420.

UFN: 565710-0149
Receipt #: 840-55300188-3-6329749-1
Clerk: 10

Order #: **735627350**Date: **01/14/2025**Customer #: **71492304**

Shipping Address:

MARY JANE WHITTY
1266 River Park Cir E
Mukwonago, WI 53149
mwhitty@wi.rr.com

Billing Address:

Mary Jane Whitty
1266 River Park Cir E
Mukwonago, WI 53149

Shipment 1 of 1

*sent to DM
1/18*Est. Delivery Date: **Wed, Jan 22, 2025**

**USA FLAG CLUTCH
PINS (6DZ)**

#35/198

\$16.99 Qty: 5 **\$84.95**
ea.



**PATRIOTIC SWEET
CREAMS**

#13697076

\$9.99 ea. Qty: 4 **\$39.96**

124.9

.1 Ord:735627350 Pkg:1

LOCATION	ITEM #	QTY	UN	DESCRIPTION
A00 001 A 6	*14548353	1	PC	CY25 PZ CATALOG 1 VALENTINE
A00 001 A 2	*14584419	1	PC	PACKAGE INSERT - GL OTC JAN
A00 001 A 5	*14584422	1	PC	PACKAGE INSERT - DD OTC JAN
-MA VE	13697076	4	UN	PATRIOTIC SWEET CREAMS
-MA VE	35/198	5	UN	USA FLAG CLUTCH PINS (6DZ)

OT QTY = 9

Oriental Trading Company, Inc.

11201 Giles Road Lavista, NE 68128
Continental U.S. Call 1-800-228-0475
Order Online at www.orientaltrading.com

Sold To: MARY JANE WHITTY
1266 RIVER PARK CIR E
MUKWONAGO, WI 53149-1024

Ship To: MARY JANE WHITTY
1266 RIVER PARK CIR E
MUKWONAGO, WI 53149-1024

Invoice

Invoice #: 735627350-01
Customer #: 71492304
Order Date: 1/16/2025
Salesperson: BSTARKS
Page: 1
Date: 1/14/25
Time: 12:59:21
Phone: (800)228-7450

Qty	QTY	UN	Item #	Description	Unit Price	Ext. Amt
1	1	PC	A0-14584419	PACKAGE INSERT - GL OTC JAN		No Charge
1	1	PC	A0-14548353	CY25 PZ CATALOG 1 VALENTINE		No Charge
1	1	PC	A0-14584422	PACKAGE INSERT - DD OTC JAN		No Charge
5	5	UN	VA-35/198	USA FLAG CLUTCH PINS (6DZ)	16.99	84.95
4	4	UN	VA-13697076	PATRIOTIC SWEET CREAMS	9.99	39.96
Merchandise				Replace Fee	14.99	
				Ship & Handling	7.00	
				Tax	146.90	
				Discounts	.00	
				Payments		
				Balance Due		.00

This order consists of 1 Pkgs.
This is pkg# 1 of 1

Thank you for your order! For questions or returns, please call (800) 228-0475 or email orders@oriental.com.

The new year brings new reasons to celebrate! Warm up with our winter crafts or have snow much fun with outdoor toys. Huddle up for the ultimate football bash essentials for the big game kick-off, and get a head start on Valentine's Day with our Valentine's Day. All kinds of class exchanges and party supplies. Honor

3:47

5G 70%

← 🔍 Search or ask a question 📷 🗣️

View order details

Order date Mar 6, 2025
Order # 112-1072034-3493056
Order total \$29.38 (2 items)

Delivered today

Your package was left near the front door or porch.

JZGEL 20pcs Clear Plastic Envelopes
File Envelopes, Document Folders...

Sold by: JYZGEL

2 Return or replace items: Eligible through
April 7, 2025
\$13.99

Buy it again >

Track package >

Return or replace items >

Ask Product Question >

Leave seller feedback >

Write a product review >

Payment information



OFFICE
MAX
FUNDRAISER

SALE 6175-3-5836-1072303-24.8.
6666798 FOLDABLE HANDT 59.99 S
342598 EASEL, INST, FUL
2 @ 33.49 66.98
You Pay 66.98S
615595 ESLINSTNT, TBL 19.99 S
927197 PRTCTR, SHT, BUS 6.79 S
9768418 BINDER, GLT, 1",
2 @ 6.59 13.18
You Pay 13.18S
6275549 BOX, OD, STD, 1 29.99SS
Rewards Member Price 14.3
You Pay 14.39S
Subtotal: 181.32
General Sales and Use 10.70
Total: 192.02
Visa 4603: 192.02

AUTH CODE 024307
TDS Chip Read
AID A000000000 VISA CREDIT
TVR 8000008000
CVS No Signature Required

MARY JANE WHITTY 19****573
Please create your online rewards
account at officedepot.com/rewards.
You must complete your account to
claim your rewards and view your
status.

XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

Total Savings:
\$15.60

XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

WE WANT TO HEAR FROM YOU!
Visit survey.officedepot.com
and enter the survey code below
C73K 3X5X 4DWH
or scan the below QR code



XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

Many electronics may not be thrown
trash. E-Cycle Wisconsin provides e
affordable recycling options for Wi
residents.

Visit <https://dnr.wi.gov/topic/ec>
for more information.

1-27-2025

MARY JANE WHITTY
W300-5904-7726-08
PH. 262-363-2097
1266 RIVER PARK CIRCLE E
MUKWONAGO, WI 53149

8784
79-1185/759
71000

CHECK ARMED
Photo Safe Deposit Details on back

PAY to the order of *Joanne Chappell* \$ *100.00*
one hundred & 00/100 Dollars

JOHNSON BANK johnsonbank.com

For *Taralechoth Vite* *Mary Jane Whitty*

⑆075911852⑆ 1000243753⑈ 8784

2-27-2025

MARY JANE WHITTY
W300-5904-7726-08
PH. 262-363-2097
1266 RIVER PARK CIRCLE E
MUKWONAGO, WI 53149

8806
79-1185/759
71000

CHECK ARMED
Photo Safe Deposit Details on back

PAY to the order of *Joanne Chappell* \$ *100.00*
one hundred & 00/100 Dollars

JOHNSON BANK johnsonbank.com

For *Taralechoth Vite* *Mary Jane Whitty*

⑆075911852⑆ 1000243753⑈ 8806

Taralechoth Vite

*NO APP WORK
100.00 FINE
PRODUCT*

For - CHAMBER
PROGRAM -

Tickets

163-
Brown

180
3X60

PrintPack&Ship Invoice

215 Bay View Rd #150 - Mukwonago, WI 53149

262-363-3366 - Fax 262-363-3306

Date: 1/8/12

Customer: New Berlin Vex Soc

Contact / Phone #: Kathy Tane 262-363-3366

Qty	Description	Cos
50	Letters on new letterhead	17
150	BUD CARDS (Kathy Tane)	17
200	General Bus CARDS	22
	Price per each @ =	
	Pages Faxed	
	Pages Scanned & Emailed to:	
	Subtotal	56
	Tax	EX
Total Due \$		

Print Pack Ship Center
215 Bayview Rd Suite 150
Mukwonago WI 53149
262-363-3366

01/08/2012

13:51:18

CREDIT CARD

VISA SALE

Card # XXXXXXXXXXXXX4603
Chip Card: VISA CREDIT
AID: A0000000031010
SEQ #: 13
Batch #: 3
Trans #: 13
Approval Code: 008273
TRANS ID: 305008715461723
Entry Method: Chip Read
Mode: Issuer

SALE AMOUNT \$56.50

THANK YOU!

CUSTOMER COPY

Thank you for your business!

PrintPack&Ship Invoice

215 Bay View Rd #150 - Mukwonago, WI 53149

262-363-3366 - Fax 262-363-3306

Date: 4/8/25

Customer: New Berlin Vets

Contact / Phone #: Mary Jane Whitty

Qty	Description	Cost
3	Recognition banners	60 per 180 ⁰⁰
	Price per each @	=
	Pages Faxed	
	Pages Scanned & Emailed to:	
	Subtotal	180 ⁰⁰
	Tax	Exempt

Total Due \$

Thank you for your business!

PrintPack&Ship Invoice

215 Bay View Rd #150 - Mukwonago, WI 53149

262-363-3366 - Fax 262-363-3306

Date: 2/24/12

Customer: Acu Berlin Vets

Contact / Phone #: MARY JANE

Qty	Description	Cost
150	BLANK LH	4.50
150	Fundraiser letters	4.50
75	Sponsorship sheets	22.50
	(Discount Price @	
	.30	
	Reg. .49)	
	Price per each @	=
	Pages Faxed	
	Pages Scanned & Emailed to:	
	Subtotal	112.50
	Tax	Exem
Total Due \$		112.50

Thank you for your business!

SENT
3/4/2028

Print Pack Ship Center
215 Bayview Rd Suite 150
Mukwonago WI 53149
262-363-3366

03/03/2025

10:02:01

→ FUND TRANSFER
2K96

CREDIT CARD

VISA SALE

Card #	XXXXXXXXXXXX
Chip Card:	VISA CREDIT
AID:	A0000000031010
SEQ #:	3
Batch #:	0
Trans #:	3
Approval Code:	003670
TRANS ID:	585062578873234
Entry Method:	Chip Read
Mode:	Issuer

SALE AMOUNT \$15.00

THANK YOU!

CUSTOMER COPY

~~Transacted~~
~~MUCCUS~~ ~~Printer~~

Print Pack Ship Center
215 Bayview Rd Suite 150
Mukwonago WI 53149
262-363-3366

05/09/2025

10:54:48

CREDIT CARD

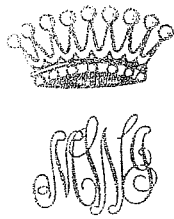
VISA SALE

Card #	XXXXXXXXXXXX
Chip Card:	VISA CREDIT
AID:	A0000000031010
SEQ #:	2
Batch #:	6
Trans #:	2
Approval Code:	009443
TRANS ID:	585129574954349
Entry Method:	Chip Read
Mode:	Issuer

SALE AMOUNT \$53.36

THANK YOU!

CUSTOMER COPY



Print Pack Ship Center
215 Bayview Rd Suite 150
Mukwonago WI 53149
262-363-3366

04/2025

11:34:08

CREDIT CARD

VISA SALE

1# XXXXXXXXXXXX4603
Card: VISA CREDIT
A0000000031010
6
1# 5
2# 6
oyal Code: 004388
IS ID: 465094596888786
Method: Chip Read
Issuer

AMOUNT

\$60.00

THANK YOU!

CUSTOMER COPY

Print Pack Ship Center
215 Bayview Rd Suite 150
Mukwonago WI 53149
262-363-3366

04/04/2025

11:35:49

CREDIT CARD

VISA SALE

Card # XXXXXXXXXXXX
Chip Card: VISA CREDIT
AID: A0000000031010
SEQ #: 7
Batch #: 5
Trans #: 7
Approval Code: 004099
TRANS ID: 585094597904660
Entry Method: Chip Read
Mode: Issuer

SALE AMOUNT

\$100.00

THANK YOU!

CUSTOMER COPY

BAND 1,000.00
NY PAID
Cash 4/5/2025

FOOD 14
NY PAID 14
Cash 450.00
4/5/2025

MA

Change
New
Lower
outside

Customer
Dancer



The Elegant Farmer

1545 Main Street
Mukwonago, WI 53149
info@elegantfarmer.com
www.elegantfarmer.com
(262) 363-6771

Ticket 128-138325 03/23/2025
Terminal#: 02/128 11:17:47
Cashier: Alyssa Z#: 657

Popcorn
Break (TO GO)

Qty	Item	Price	Amount
1	AMISH MICROWAVE POPCORN COB	3.99	3.99
1	AMISH MICROWAVE POPCORN COB	3.99	3.99
1	AMISH POPCORN FINE WHITE SALT 6oz	3.99	3.99
1.00	RED BABY RICE POPCORN 15 OZ.	4.99	4.99
1.00	RED BABY RICE POPCORN 15 OZ.	4.99	4.99
1.00	RED BABY RICE POPCORN 15 OZ.	4.99	4.99
1.00	RED BABY RICE POPCORN 15 OZ.	4.99	4.99
SubTotal			31.93
Tax			0.00
Total			31.93
Amount Tendered			
Cash		40.00	
Change			8.07



The Elegant Farmer

1545 Main Street
Mukwonago, WI 53149
info@elegantfarmer.com
www.elegantfarmer.com
(262) 363-6771

Ticket 128-140834 04/04/2025
Terminal#: 02/128 09:39:55
Cashier: Heidi Z#: 670

(TO GO)

Qty	Item	Price	Amount
1.00	APPLE 5 PIE	24.99	24.99
1.00	APPLES 1/2 PECK	15.00	15.00
1.00	APPLE SLICES PAN	34.99	34.99
1.00	APPLE SLICES PAN	34.99	34.99
1.00	APPLE SLICES PAN	34.99	34.99
1.00	APPLE SLICES PAN	34.99	34.99
SubTotal			179.95
Tax			0.00
Total			179.95
Amount Tendered			
Credit Card			179.95

VISA

Name: WHITTY/MARY J
ACCT #: ~~XXXX-XXXX~~
EXP Date: **/**
Entry: Chip
Signature: Captured
Host Code: 560414169532
Auth Code: 004580
Reference: 140834
Transaction ID: 7
Approved Amount: 179.95

Change

CP. 09 STONDS
MICE TACK

APPT/ SOUP/SAL ENTREE VEG/POT DESSERT BEV

4502

104 by 1950

You could win a \$1000 GiftCard!
Visit survey.walmart.com/VNN2RK0C59
For more details, see back of receipt.

Walmart *

WM Supercenter
262-363-7500 Mgr: CHARLES
250 WOLF RUN

MUKWONAGO WI 53149
ST# 01571 OP# 005189 TE# 28 TR# 00592
ITEMS SOLD 8
TC# 2551 2853 6624 3890 7493



10CT LAY REG 002840067905 F	5.98 0
10CT LAY REG 002840067905 F	5.98 0
42CT FLAVOR 002840073738 F	19.98 0
10CT CHT REG 002840067916 F	5.98 0
10CT CHT REG 002840067916 F	5.98 0
10CT LAY REG 002840067905 F	5.98 0
10CT CHT REG 002840067916 F	5.98 0
VIVA 6D-12 003600054875	10.98 X
SUBTOTAL	66.84
TAX 1 5.000 %	0.55
TOTAL	67.39
VISA TEND	67.39

VISA CREDIT **** * I 1
APPROVAL # 007045
REF # 506679024793
TRANS ID - 305066594957403
VALIDATION - BJJS
PAYMENT SERVICE - E
AID A0000000031010
AAC DE66D5FEF4591F3B
TERMINAL # SC010338
*NO SIGNATURE REQUIRED
03/07/25 10:31:37

CHANGE DUE 0.00
CUSTOMER COPY



Get free delivery
from this store
with Walmart+

Scan for 30-day free trial.

Low Prices You Can Trust. Every Day.
03/07/25 10:31:37

SENT 3/10/2024
FROM Fundraiser

View order details

Order date

Mar 8, 2025

Order #

112-9687556-2852231

Order total

\$40.26 (2 items)

Arriving today 5 PM – 10 PM

Shipped

Fritos Corn Chips, Original, 1 Ounce
(Pack of 40)

Sold by: Amazon.com

\$20.13

- Track package>
- Return or replace items>
- Write a product review>
- Buy it again>

Arriving today 5 PM – 10 PM

Shipped

Fritos Corn Chips, Original, 1 Ounce
(Pack of 40)

Sold by: Amazon.com

\$20.13

2:55

5G

52

←

Search or ask a question

View order details

Order date	Mar 8, 2025
Order #	112-5857234-1588236
Order total	\$31.40 (1 item)

Delivered today

Your package was left near the front door or porch.



SPARGOS Food Boats (250 Pack) 3LB Red & White - Paper Food Trays Lea...

Sold by: Fincci US

Return or replace items: Eligible through

April 8, 2025

\$29.90

- Buy it again >
- Track package >
- Return or replace items >
- Ask Product Question >
- Leave seller feedback >
- Write a product review >

Payment information



RECEIPT

DATE

4/1/2025

No.

248652

RECEIVED FROM

Mason's Property

\$1,000.00

acc. shown on ledger

DOLLARS

☐ FOR RENT☐ FOR

Hand - New Foundation

ACCOUNT

1000

PAYMENT

1000

BAL. DUE

0

☒ CASH☐ CHECK☐ MONEY☐ ORDER☐ CREDIT☐ CARD

FROM

Mason's

TO

J. M. K.

BY

Mason's

A-2701
T-46800

Pritzlaff Meats

17025 West Glendale Drive
New Berlin, WI 53151
(262) 786-1151

Invoice
328044

Page: 1 of 1
Invoice Date: 04/04/2025

PRITZLAFF WHOLESALE
17025 W GLENDALE DR
NEW BERLIN, WI 53151-2725
262-786-1151

Sale

Ship To: New Berlin Vets
Attn Mark Gehl 262-510-3089

xxxxxxxxxx1946
MASTERCARD

Entry Method: Chip

Total: \$ 593.54

04/04/25 15:19:55
Inv #: 000000013 Appr Code: 006022
Apprvd: Online

MASTERCARD
ATD: A0000000041010
TVR: 00 00 00 00
TSI: E8 00

Customer Copy
THANK YOU!

	P.O. Number	Deliver Via	Route / Stop				Terms
			PICKUP / 140				C.O.D
tion		Order Qty	U/M	Shipped Qty	U/M	Price	Extensor
HOUSE, CH, 24OZ		2.00	EA	3.10	LB	14.55	45.
				2.00	EA		
FEAK NY, CH, CC, 16OZ		2.00	EA	2.50	LB	22.28	55.
1/1 cov				2.00	EA		
LOIN FILET, CC, 4UP, 9OZ		2.00	EA	1.30	LB	21.09	27.
1/1 cov				2.00	EA		
SS PORK LOIN-CANADIAN S		3.00	EA	27.20	LB	2.59	70.
pc in 1/3 Cov each Pc				3.00	EA		
EMADE BRAT LINKS 10# B		36.00	EA	9.40	LB	4.69	44.
Cov				36.00	EA		
SAUS.LINK HOMEMADE		36.00	EA	9.70	LB	4.69	45.
Cov				36.00	EA		
LOIN RIB 1.75-1.5 SKINLS		11.00	EA	18.50	LB	4.86	89.
h pc				11.00	EA		
TEL BACON 1#COV PKG		11.00	LB	11.00	LB	4.86	53.

Balances 30 days+ charged late fee of 1.5%
Errors, damage, and shortages must be reported on
No credits issued without Return Authorization

Handwritten signature: T. Diergel
Handwritten note: PAID IN CASH 4/6/25

Remit To: Pritzlaff Wholesale Meats, Inc.
17025 West Glendale Drive
New Berlin, WI 53151

Invoice Total: \$431.0

Customer's Signature



Pritzlaff Meats

17025 West Glendale Drive
New Berlin, WI 53151
(262) 786-1151

Invoice 328918

Page: 1 of 1

Invoice Date: 04/04/2025

pritzlaffwholesalemeats.com

Bill To: New Berlin Vets

Ship To: New Berlin Vets

Customer Code		Salesperson	P.O. Number	Deliver Via	Route / Stop			Terms	
1		House			PICKUP / 140			C.O.D	
Line	Product	Description	Order Qty	U/M	Shipped Qty	U/M	Price	Extension	
1	164161-1	RIBEYE 3/4 TAIL, CH, 16OZ Cut 18 oz 1/1 cov Put in freezer	6.00	EA	7.00	LB	23.13	161.9	
2		ADD ON			6.00	EA			

Balances 30 days+ charged late fee of 1.5%
Errors, damage, and shortages must be reported on
No credits issued without Return Authorization

Remit To: Pritzlaff Wholesale Meats, Inc.
17025 West Glendale Drive
New Berlin, WI 53151

Invoice Total: \$161.9

Customer's Signature

All merchandise received and in satisfactory condition

Printed: 04/03/2025 4:16 PM

MAIL: 17025 West Glendale Drive

RECEIPT

DATE 4/1/00

No. 248651

RECEIVED FROM John Smith

\$ 205.00

DOLLARS

☐ FOR RENT Mulvey 2nd Suburban

☐ FOR

ACCOUNT	<u>200</u>	
PAYMENT	<u>200</u>	
BAL. DUE	<u>0</u>	

- ☒ CASH
- ☐ CHECK
- ☐ MONEY ORDER
- ☐ CREDIT CARD

FROM NEW 13 TO 1000000

BY John Smith / M. Smith

A-2701
T-46800

New Berlin Veterans Memorial Society

P.O. Box 510483

New Berlin, WI 53151

www.newberlinvetsmemorial.com



Directors

President
Mary Jane Whitty

Vice President
Mark Gehl

Secretary
John Hopkins

Treasurer
Dan Lavinio

JJ Ament
Dave Ament
Jack Chiovatero
Keith Egofske
Jon Gehl
Dave Gilligan
Mark Herbst
Richard Taczala

DATE: 9/14/2024

RELIEVED FROM

Tammy Colson

RADIO-FLYER WINDOW
FOR NVALS M.S. FUNDRAISER -

4/5/2025

\$70.00 PAID -

9/14/2024

M. Whitty PAID

SIGNED:

Tammy Colson

We are a 501(C) (3) public charity and contributions
are tax deductible under section 170 of the IRS code.
Our tax identification number is 27-3129681.

Tummy - Please Sign -

Radio Flyer N.B.V. M.S. -

\$65.00 (cash)

For 1 Radio Flyer

WAGON - FUNERAL WAGON

For Boone WAGON - Raffle -

M. Hitt - N.B.V. M.S.

10/26/2024

Tummy Colson

PAID \$ 35
FOR WAGON

Paul
Hobbs

1 1960
TO NEW DEL.
TO PAUL



**New Berlin
Junior Woman's Club**
26-11 Fall Harvest Craft Fair

November 4, 2025

Ms. Hofmeister –

You are receiving this letter (via email) in response to your application(s) for the 2026 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

Application 26-11:

Event: Fall Harvest Craft Fair		
Event Date: October 17, 2026		Estimated Attendees: 1,400
Request Amount: \$1,300		Total Event Budget: \$3,250
Application Submitted: Yes	Budget Submitted: Yes	40% or Less of Total Event Budget Requested: Yes

The Tourism Commission will be meeting on November 19th, 2025 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,

Kelly Wall
Enjoy New Berlin
3805 S. Casper Drive
New Berlin, WI 53151

Phone: 262.797.2445 ext. 2550
Email: kwall@newberlin.org

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 and max total request of \$10,000 per organization.**
- *Organizations may submit multiple applications. As long as they adhere to the following requirements:*
 - Organizations may not apply for more than \$10,000 of grant funds.
 - Per event request shall not exceed \$5,000 or 40% of total event budget.
 - For example: (Per Event)
 - a \$2,500 event budget would allow for a max grant request of \$1,000.
 - a \$5,000 event budget would allow for a max grant request of \$2,000.
 - a \$12,500 event budget would allow for a max grant request of \$5,000.
 - a \$25,000 event budget would be capped at the max grant request of \$5,000.
 - For example: (Per Organization)
 - an organization may submit (2) event applications for \$5,000 each.
 - an organization may submit (5) event applications for \$2,000 each.
- Grants are limited based upon available room tax funds.
- Failure to submit receipts/invoices to justify the 60% organizational match, may result in a pro-rated reimbursement.

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. (20 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.)
- Duration of the project/event is: Single Day (5 Points) or Multi-Day (15 Points)
- 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.**

Email *

gkhofmeister@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 *

4144297924

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

Karen Hofmeister/4144297924/gkhofmeister@gmail.com

Project Information

Project/Event Title* *

Fall Harvest Craft Fair

Event Date *

October 17, 2026

Total Project / Event Budget *

\$3,250

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

\$1,300

Project / Event Location *

Ronald Reagan Elementary School, New Berlin, WI

Projected Number of Attendees *

1,400

Detailed Project / Event Description *

43rd 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 in 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, 20% of our exhibitors come from other counties such as Brown, Dane, Fond du Lac, Manitowoc, Racine and more. Two exhibitors come from Illinois. 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 over 1,400 attendees, many from outside New Berlin. This benefits New Berlin by bringing awareness to outsiders of the businesses of 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 \$13,000 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 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-hour shift on the day of the event. In order to meet our goals, we need the majority of our club members (average 60 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 a year in advance. Continuous planning is in the works until day of the 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 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 help cover a portion of the event expenditures and allow us to give a larger % 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 out 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. *

Karen Hofmeister-NBJWC Treasurer

Sign below: *

Karen Hofmeister

Date: *

MM DD YYYY

10 / 05 / 2025

Phone Number: *

4144297924

Email: *

gkhofmeister@gmail.com

This content is neither created nor endorsed by Google.

Google Forms

New Berlin Junior Woman's Club

<u>Craft Fair</u>	2026 Budget
<u>Income</u>	
Crafter Booth Fees Income	\$6,500
Bake Sale Income	\$1,500
Concession Income	\$2,700
Entrance Fee Income	\$4,200
Total Income	\$14,900
<u>Expenses</u>	
Administrative Expense (Crafter Packets/Registration, etc.)	\$450
Bake Sale Expense	\$50
Custodial Expense	\$1,300
Decoration Expense	\$100
Kitchen/Concession Stand Expense	\$650
Publicity Expense	\$600
Set-up Expense	\$100
Total Operating Expenses	\$3,250
Total Net Income	\$11,650



**New Berlin Junior Woman's Club
Presents the 42nd Annual**

Fall
**HARVEST
ART AND CRAFT
FAIR**

**SATURDAY, OCTOBER 18, 2025
9:00AM-3:00PM**



**Ronald Reagan Elementary School
(please do not call the school)
4225 S. Calhoun Rd, New Berlin, WI 53151
South of Coffee Rd, North of National Avenue**

\$3.00 ADMISSION (CASH ONLY)

PROCEEDS DONATED TO THE COMMUNITY

**OVER 120 CRAFTERS
BAKE SALE REFRESHMENTS
UMBRELLA STROLLERS ONLY**

**SPONSORED BY:
NBJWC AND ENJOY NEW BERLIN**

www.newberlinjuniors.org



New Berlin Fire Department

26-12 Flashlight Candy Hunt

November 5, 2025

Ms. Gillard –

You are receiving this letter (via email) in response to your application(s) for the 2026 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 Fire Department

Application 26-12:

Event: Flashlight Candy Hunt		
Event Date: July 3, 2026	Estimated Attendees: 3,000	
Request Amount: \$2,400	Total Event Budget: \$6,000	
Application Submitted: Yes	Budget Submitted: Yes	40% or Less of Total Event Budget Requested: Yes

The Tourism Commission will be meeting on November 19th, 2025 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 purple ink that reads "Kelly Wall".

Kelly Wall
Enjoy New Berlin
3805 S. Casper Drive
New Berlin, WI 53151

Phone: 262.797.2445 ext. 2550

Email: kwall@newberlin.org

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 and max total request of \$10,000 per organization.**
- *Organizations may submit multiple applications. As long as they adhere to the following requirements:*
 - Organizations may not apply for more than \$10,000 of grant funds.
 - Per event request shall not exceed \$5,000 or 40% of total event budget.
 - For example: (Per Event)
 - a \$2,500 event budget would allow for a max grant request of \$1,000.
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 - a \$25,000 event budget would be capped at the max grant request of \$5,000.
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 - an organization may submit (2) event applications for \$5,000 each.
 - an organization may submit (5) event applications for \$2,000 each.
- Grants are limited based upon available room tax funds.
- Failure to submit receipts/invoices to justify the 60% organizational match, may result in a pro-rated reimbursement.

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. (20 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.)
- Duration of the project/event is: Single Day (5 Points) or Multi-Day (15 Points)
- 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.**

Email *

dgillard@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) *

Deb Gillard

Address / City / State / Zip *

16300 W. National Avenue, New Berlin, WI 53151

Email *

dgillard@newberlin.org

Phone Number *

(262) 785-6120

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

Deb Gillard/(262) 785-6120/dgillard@newberlin.org

Project Information

Project/Event Title* *

Flashlight Candy Hunt

Event Date *

07/03/2026

Total Project / Event Budget *

\$6,000.00

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

\$2,400.00

Project / Event Location *

Malone Park during 4th of July Festival

Projected Number of Attendees *

88,000

Detailed Project / Event Description *

The New Berlin Fire Department is seeking grant funding in the amount of \$2,400.00 to help offset the rising costs associated with hosting its long standing Flashlight Candy Hunt, a highly anticipated event held during the annual New Berlin 4th of July Festival. This event is a major attraction for families, fostering community spirit and engagement, while also supporting the Department's critical fire prevention and public education programs.

Each year, the Fire Department coordinates this free family-friendly event that draws thousands of children and their families to Malone Park, making it one of the most popular components of the city-wide celebration. With an estimated 88,000 attendees at the Festival, the Flashlight Candy Hunt plays a central role in the event's continued success and is a significant contributor to community goodwill and outreach.

To fund this initiative and its broader fire prevention efforts, the Fire Department sends out letters to local businesses requesting donations. In 2024, a total of \$7,545 was collected. Of that amount, approximately \$5,500 was spent solely on purchasing candy and trinkets for the Hunt to ensure that all children receive treats in a safe and organized manner. With increasing attendance and rising costs of supplies, the Department must invest more each year to maintain safety and enjoyment, particularly to avoid crowding or conflicts among children.

After covering the cost of the Candy Hunt, only \$2,045 remained to support all other fire prevention and public education initiatives. These include:

Fire prevention classroom materials for second graders in all New Berlin public and private schools (\$916.54)

Purchase of approximately 2,000 plastic fire helmets for children, used during school visits and community outreach events (\$1,500+ annually)

These educational materials are vital to teaching young children about fire safety and prevention in a memorable and engaging way.

Due to rising supply costs and a gradual decline in business donations, the Fire Department is requesting a \$2,400 grant to help fund the Flashlight Candy Hunt. This support would allow the Department to continue providing a safe, inclusive, and fun experience for all participants while preserving more of its community-raised funds for critical educational outreach programs.

We are committed to strengthening community ties and enhancing public safety through both celebration and education. Your support will help us ensure the continued success of one of New Berlin's most beloved events while reinforcing our mission to educate and protect the next generation.

Thank you for your consideration.

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 New Berlin Fire Department's Flashlight Candy Hunt is a highly anticipated annual event that attracts an estimated 3,000+ children and their families from across the region. Due to the event's unique format—an after-dark, family-oriented experience—many out-of-town attendees choose to extend their visit by booking overnight accommodations in New Berlin. This is particularly true for families traveling from rural areas or neighboring cities who wish to avoid late-night travel with young children.

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 grant funds will help offset the costs associated with the annual Candy Hunt, enabling the New Berlin Fire Department to continue investing in its core fire prevention and education programs without financial strain. As a highly anticipated community event, the Candy Hunt brings together families from across the area, fostering strong community engagement and positive relationships between residents and the fire department.

By supporting this event, the grant will:

Ensure the continuation of a beloved family tradition that strengthens community ties.

Free up departmental resources to maintain and expand fire safety education efforts, including school visits, public demonstrations, and distribution of fire prevention materials.

Enhance public awareness of the fire department's role in both emergency response and proactive community outreach.

Encourage youth and family engagement with fire safety through a fun, approachable event.

Overall, this funding will help balance community-building activities with the department's mission to protect and educate, creating long-term benefits for public safety and civic trust.

Staffing Requirements *

The Fire Department uses on-duty crews to sort and distribute candy for this event.

Timeline for Implementation *

The Flashlight Candy Hunt has been a long standing event in the City of New Berlin. The Candy Hunt has been going on for 33 years.

Estimated Number of Hotel Stays from the Project / Event *

Unsure

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 Fire Department currently sends donation request letters to local businesses each year, and this outreach will remain a key component of our funding efforts moving forward. To increase sustainability, we will consider the following actions: Expand Community Outreach: Broaden the scope of donation requests to include not only businesses but also service organizations, civic groups, and individual community members. Adjust Event Spending: Evaluate and prioritize event expenses to ensure the most impactful elements are preserved while identifying areas where costs can be reduced without compromising the overall experience.

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. *

Deb Gillard, Administrative Services Manager

Sign below: *

Deb Gillard

Date: *

MM DD YYYY

10 / 09 / 2025

Phone Number: *

(262) 785-6120

Email: *

dgillard@newberlin.org

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Google Forms

New Berlin Fire Department Candy Hunt Budget

Candy/trinkets	\$	5,375.00
Staffing	\$	1,200.00
Donation Letters	\$	390.00
Banners	\$	250.00
	\$	7,215.00

City of New Berlin
**4TH OF JULY
FAMILY FESTIVAL**

Presented by:

New Berlin Fire Department's

FLASHLIGHT CANDY HUNT

July 3rd • 9:30pm • Malone Park Softball Field
Grades 6 & Under - Bring a Flashlight, bag, and a donation of peanut butter!



**The New Berlin Food Pantry is always in
need of peanut butter!**

Help us **spread the love** by donating unopened
jars of peanut butter or monetary donations to
support the New Berlin Food Pantry.

The NBFD is gratefully accepting monetary donations specific to
the candy hunt. All donations will be used to help defray the
purchase of candy.



**Spread The
Love!**



Questions? Contact Polly at 262-754-1805 or poldenburg@newberlin.org



**Miss Wisconsin
Scholarship Organization**

26-13 Miss Wisconsin &
Miss Wisconsin's Teen 2026
Competitions

26-14 Miss Wisconsin
Crown Camp 2026

26-15 Miss Wisconsin
Night to Ignite 2026

November 4, 2025

Ms. DeMore –

You are receiving this letter (via email) in response to your application(s) for the 2026 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
--

Application 26-13:

Event: Miss Wisconsin & Miss Wisconsin's Teen 2026 Competitions		
Event Date: June 14-20, 2026	Estimated Attendees: 700	
Request Amount: \$5,000	Total Event Budget: \$116,000	
Application Submitted: Yes	Budget Submitted: Yes	40% or Less of Total Event Budget Requested: Yes

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Event: Miss Wisconsin Crown Camp 2026		
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Request Amount: \$1,750	Total Event Budget: \$5,800	
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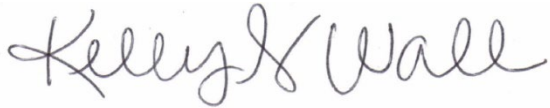
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Event: Miss Wisconsin Night to Ignite 2026		
Event Date: June 16, 2026		Estimated Attendees: 115
Request Amount: \$1,000		Total Event Budget: \$7,000
Application Submitted: Yes	Budget Submitted: Yes	40% or Less of Total Event Budget Requested: Yes

The Tourism Commission will be meeting on November 19th, 2025 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,



Kelly Wall
Enjoy New Berlin
3805 S. Casper Drive
New Berlin, WI 53151

Phone: 262.797.2445 ext. 2550

Email: kwall@newberlin.org

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 and max total request of \$10,000 per organization.**
- *Organizations may submit multiple applications. As long as they adhere to the following requirements:*
 - Organizations may not apply for more than \$10,000 of grant funds.
 - Per event request shall not exceed \$5,000 or 40% of total event budget.
 - For example: (Per Event)
 - a \$2,500 event budget would allow for a max grant request of \$1,000.
 - a \$5,000 event budget would allow for a max grant request of \$2,000.
 - a \$12,500 event budget would allow for a max grant request of \$5,000.
 - a \$25,000 event budget would be capped at the max grant request of \$5,000.
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 - an organization may submit (2) event applications for \$5,000 each.
 - an organization may submit (5) event applications for \$2,000 each.
- Grants are limited based upon available room tax funds.
- Failure to submit receipts/invoices to justify the 60% organizational match, may result in a pro-rated reimbursement.

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. (20 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.)
- Duration of the project/event is: Single Day (5 Points) or Multi-Day (15 Points)
- 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.**

Email *

meghan.misswisorg@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) *

Meghan DeMore (Miss Wisconsin Scholarship Organization, Inc.)

Address / City / State / Zip *

16950 Hidden Creek Ct, Brookfield, WI 53005

Email *

meghan.misswisorg@gmail.com

Phone Number *

4145309607

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

Meghan DeMore / 414-530-9607 / meghan.misswisorg@gmail.com

Project Information

Project/Event Title* *

Miss Wisconsin & Miss Wisconsin's Teen 2026 Competitions

Event Date *

June 14-20, 2026

Total Project / Event Budget *

Annually, the Miss Wisconsin Scholarship Organization budgets over \$100,000 to execute the Miss Wisconsin and Miss Wisconsin's Teen competitions. Based on last year's expenses, the expense budget for the 2026 competition is estimated to be approximately \$116,000.

.....

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 New Berlin locations visited by participants and supporters will include: Fitness and Recreation Facilities, Restaurants, Gas stations, Grocery stores, Retail outlets, and Hotels.

.....

Projected Number of Attendees *

Our annual competition attracts more than 700 attendees. That figure includes participants, local chapter and state volunteers, parents, friends, and supporters – from the local area, throughout the state, and beyond. Last year, our first year in New Berlin, the final night of the Miss Wisconsin Competition achieved a decades-long record, selling out the New Berlin West Performing Arts Center and filling 770 seats.

.....

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 awards. 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 Kaeppeler, Miss America 2012, and Grace Stanke, Miss America 2023. Each year, we have 50+ participants in our competitions, representing their local communities across the state of Wisconsin as they compete for scholarship dollars and the opportunity to share their service initiatives throughout their year of service as a state titleholder.

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, 52 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 hotels in the City of New Berlin.

In 2025, our titleholders visited local venues throughout the week, drawing supporters and community members out into New Berlin for community-engagement and economic activity. Some locations included the New Berlin Public Library, the New Berlin Activity and Recreation Center, Kwik Trip, New Berlin Hills Golf Course, New Berlin Golf Center, Sendik's, Burghardt's Sporting Goods, Princeton Club, 1848 Coffee, and ProHealth Regency.

We also were pleased to do business with many New Berlin businesses, including Durham School Services for transporting our contestants all week, Exciting Events for our set and production, and Rosati's for several meals throughout the week.

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. *

The 2026 room blocks are not yet confirmed, but we had room blocks last year at both the Holiday Inn Express and the La Quinta hotels.

Expected Outcomes *

The Miss Wisconsin Scholarship Organization has adopted the motto "Impact, Inspire, Ignite." For those involved, this is far more than a motto — it is a guiding philosophy. Over the years, the organization has impacted, inspired, and ignited the futures of thousands of young women across Wisconsin. In turn, these women have gone on to do the same in their own communities.

That ripple effect is the true outcome of having the Miss Wisconsin Scholarship Organization call the City of New Berlin home. Beyond budgets and revenues, the people of New Berlin and surrounding communities — young and old alike — will have the opportunity to meet and be inspired by young women who are bright, kind, ambitious, talented, and service-minded, right in their own community. They will learn about each contestant's individual service initiative and experience the excitement of the iconic "Miss America" tradition where dreams take shape and lifelong goals begin.

In addition to these invaluable experiences, the Miss Wisconsin Scholarship Organization expects that hosting the event in New Berlin will also:

- Introduce residents and visitors to local venues they may not have previously experienced, such as the New Berlin Activity and Recreation Center, the West Performing Arts Center, and various local businesses and vendors.
- Provide marketing opportunities for local companies through advertisements, sponsorships, and event partnerships.
- Strengthen community partnerships with local organizations and initiatives, including the following that have already taken shape:
 - Collaboration with the New Berlin Junior Women's Club on the Formal Wear Pop-Up Boutique, supporting local community programs.
 - A \$500 donation to the New Berlin Food Pantry to assist with its relocation and growth.
 - Establishment of a permanent display at the New Berlin Historical Society, featuring meaningful memorabilia from Miss Wisconsin's 99-year history.
- Foster a long-term partnership between the Miss Wisconsin Scholarship Organization and the City of New Berlin to ensure continued collaboration and mutual benefit for years to come.
- Expand New Berlin's visibility through live-streaming coverage of the state competition, reaching audiences across Wisconsin and beyond.
- Award over \$18,000 in scholarships to deserving young women from across the state.
- Crown the 2026 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:

- 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 *

Planning for the Miss Wisconsin 2026 Competition and associated events is a year-long effort that involves close coordination between the Miss Wisconsin Scholarship Organization and the City of New Berlin.

Key milestones include:

- January 2026:

Full event planning in progress; logistics, venues, and programming begin to become finalized.

- April 1, 2026:

Ticket sales open for all competition events, allowing families, sponsors, and visitors ample time to plan attendance and accommodations.

- May 1, 2026:

Advertising and community outreach begin for special events tied to competition week, designed to engage local residents and draw visitors from across Wisconsin.

- June 2026:

Miss Wisconsin Competition Week and all related events held at venues throughout New Berlin, welcoming contestants, sponsors, and guests from across the state.

Estimated Number of Hotel Stays from the Project / Event *

Our event requires a large hotel with convention space and amenities for our host hotel, however, in 2025, we required additional lodging options for guests beyond what our host block could accommodate. Our website only advertises New Berlin's Holiday Inn Express and La Quinta Inn as recommended accommodations on our website, hoping to draw the general visitor that comes for our competition to the city of New Berlin for their stay. We would estimate there would be about 20-30 room nights needed for guests coming to the Miss Wisconsin competition. Additionally, we believe that our impact on the city of New Berlin and its tourism goals is achieved in the various other ways our organization is bringing people into New Berlin described above in this application.

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 2026 competitions develop, we may 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

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Please enter name and title. *

Meghan DeMore, Co-Executive Director

Sign below: *

/Meghan M. DeMore/

Date: *

MM DD YYYY

10 / 14 / 2025

Phone Number: *

414-530-9607

Email: *

meghan.misswisorg@gmail.com

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Miss Wisconsin Scholarship Organization
Miss Wisconsin & Miss Wisconsin's Teen 2026 Budget

Lodging (Contestants and Staff)	32000
Production (Salaries and Set)	22000
Auditorium Fees	9000
Contestant Hardware Awards	9000
Office Expense	8000
Program Book Design & Printing	8000
Miss America National Licensing and Related Fees	8000
Judges Lodging & Hospitality	5000
Coronation Ball	4000
Teen Competition	4000
Insurance	2500
Contestant Transportation & Security	2000
Contestant Meals	1500
Public Relations	1000

Total: \$116,000.00



**Miss Wisconsin
Scholarship Organization**

26-13 Miss Wisconsin &
Miss Wisconsin's Teen 2026
Competitions

26-14 Miss Wisconsin
Crown Camp 2026

26-15 Miss Wisconsin
Night to Ignite 2026

November 4, 2025

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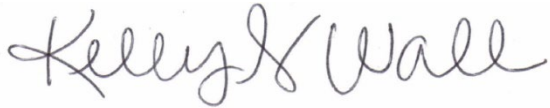
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If you have any questions, please contact Kelly Wall at 262.797.2445 ext. 2550 or kwall@newberlin.org.

Thanks,



Kelly Wall
Enjoy New Berlin
3805 S. Casper Drive
New Berlin, WI 53151

Phone: 262.797.2445 ext. 2550

Email: kwall@newberlin.org

2026 Room Tax Grant Application

Room Tax Funds

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Eligible Projects and Use of Funds

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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.**
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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."**

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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)
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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.**

Email *

meghan.misswisorg@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) *

Meghan DeMore (Miss Wisconsin Scholarship Organization, Inc.)

Address / City / State / Zip *

16950 Hidden Creek Ct., Brookfield, WI 53005

Email *

meghan.misswisorg@gmail.com

Phone Number *

414-530-9607

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

Meghan DeMore / 414-530-9607 / meghan.misswisorg@gmail.com

Project Information

Project/Event Title* *

Miss Wisconsin Crown Camp 2026

Event Date *

April 17, 2026

Total Project / Event Budget *

\$5,800

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

\$1,750

Project / Event Location *

New Berlin Community Center at Hickory Grove

Projected Number of Attendees *

We anticipate hosting approximately 85 attendees at Crown Camp, including 35 or more youth participants and around 50 local Miss Wisconsin and Miss Wisconsin's Teen representatives from communities across Wisconsin.

Detailed Project / Event Description *

Crown Camp is a youth development and community engagement event designed for girls ages 5–12 from across the state of Wisconsin. The program combines mentorship, service learning, and leadership development in an interactive and supportive setting. The event will take place at the brand-new Community Center at Hickory Grove, welcoming participants and their families to New Berlin, who will be traveling from throughout Wisconsin and are expected to stay overnight in local accommodations.

In addition to welcoming participants and their families, all of the contestants for the 2026 Miss Wisconsin and Miss Wisconsin's Teen competitions will be in attendance to provide mentoring and inspiration to the participants, resulting in many additional hotel stays as they are required to be in New Berlin for the full weekend.

The event's primary objectives are to:

1. Promote positive youth development through structured mentoring interactions;
2. Foster community service values through a hands-on volunteer project; and
3. Encourage civic engagement and confidence by connecting participants with community leaders and role models.

The day's schedule includes:

- Mentorship Session:

Participants will engage in small-group discussions and activities facilitated by representatives from the Miss Wisconsin and Miss Wisconsin's Teen programs. These mentors will share personal experiences focused on goal-setting, public service, resilience, and leadership.

- Community Service Project – New Berlin Food Pantry:

Participants will collaborate on a service project supporting the New Berlin Food Pantry, learning about local needs and the impact of volunteerism. Activities may include sorting and packaging donations or assembling care kits for families in need.

- Tea Party Luncheon:

Attendees will participate in a Tea Party Luncheon, providing an inclusive, age-appropriate environment to practice social skills, build friendships, and continue mentorship conversations in a relaxed setting.

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 event is anticipated to draw participants and families from right here in New Berlin and across Wisconsin, contributing to local tourism and economic activity through overnight stays at New Berlin hotels and patronage of local businesses.

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 block of 31 rooms at the Holiday Inn Express, though actual number of hotel stays is likely to be more.

Expected Outcomes *

Through this program, Crown Camp aims to:

- Provide a wholesome and unique activity for young girls from New Berlin and across the state;
- Equip young girls with early leadership experiences;
- Reinforce the importance of community involvement and volunteerism;
- Introduce potential future contestants to the Miss America Organization; and
- Strengthen connections between statewide youth and local civic organizations.

Funding from this grant will directly support event logistics, educational materials, the service project, and participant engagement resources to ensure that all girls—regardless of background—can participate fully and benefit from this enriching experience.

Staffing Requirements *

The Miss Wisconsin Scholarship Organization will provide the primary staffing for the event, including all volunteers, coordinators, and organizing personnel responsible for planning, implementation, and on-site management.

Additionally, venue staff may be engaged to assist with event setup, logistics, and facility oversight.

Timeline for Implementation *

Crown Camp is scheduled for April 17, 2026. Our planning timeline is as follows:

- November 1, 2025 – Event Announcement and Registration Launch:

Event details will be publicly announced, and registration will open statewide. The early launch date is intentional, providing families the opportunity to gift registration to participants during the holiday season.

- November 2025 – March 2026 – Marketing and Outreach:

Promotional efforts will continue through the winter and early spring via printed materials, community partnerships, and digital outreach, including social media and organizational websites. These efforts aim to ensure strong statewide participation and engagement.

- Mid-March 2026 – Registration Close:

Registration will close in mid-March to allow adequate time for coordination, participant communications, and final event preparations.

Estimated Number of Hotel Stays from the Project / Event *

Crown Camp will draw participants from both the local area and state-wide. In addition, our local titleholders from across the state will be coming to New Berlin for the event. We anticipate at least 40 hotel stays associated with the event – and hopefully more!

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 Miss Wisconsin Scholarship Organization maintains strong financial stability and is fully capable of supporting auxiliary programs such as Crown Camp. However, grant funding is essential to sustaining the program at its highest quality and reach. External support allows the Miss Wisconsin Organization to dedicate a greater portion of its organizational resources toward its core mission—providing scholarships and supporting participants' community service initiatives.

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

None 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. *

Meghan DeMore, Co-Executive Director

Sign below: *

/Meghan M. DeMore/

Date: *

MM DD YYYY

10 / 14 / 2025

Phone Number: *

414-530-9607

Email: *

meghan.misswisorg@gmail.com

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Google Forms

**Miss Wisconsin Scholarship Organization
Crown Camp 2026 Budget**

Crowns for Participants	1700
Sashes for Participants	1500
Space Rental	800
Volunteer Lodging	800
Luncheon Food Cost	500
Event Decor	200
Craft/Activity Materials	200
Office/Marketing Expenses	100

Total: \$5800.00



**Miss Wisconsin
Scholarship Organization**

26-13 Miss Wisconsin &
Miss Wisconsin's Teen 2026
Competitions

26-14 Miss Wisconsin
Crown Camp 2026

26-15 Miss Wisconsin
Night to Ignite 2026

November 4, 2025

Ms. DeMore –

You are receiving this letter (via email) in response to your application(s) for the 2026 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
--

Application 26-13:

Event: Miss Wisconsin & Miss Wisconsin's Teen 2026 Competitions		
Event Date: June 14-20, 2026	Estimated Attendees: 700	
Request Amount: \$5,000	Total Event Budget: \$116,000	
Application Submitted: Yes	Budget Submitted: Yes	40% or Less of Total Event Budget Requested: Yes

Application 26-14:

Event: Miss Wisconsin Crown Camp 2026		
Event Date: April 17, 2026	Estimated Attendees: 85	
Request Amount: \$1,750	Total Event Budget: \$5,800	
Application Submitted: Yes	Budget Submitted: Yes	40% or Less of Total Event Budget Requested: Yes

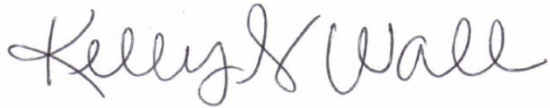
Application 26-15:

Event: Miss Wisconsin Night to Ignite 2026		
Event Date: June 16, 2026		Estimated Attendees: 115
Request Amount: \$1,000		Total Event Budget: \$7,000
Application Submitted: Yes	Budget Submitted: Yes	40% or Less of Total Event Budget Requested: Yes

The Tourism Commission will be meeting on November 19th, 2025 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,



Kelly Wall
Enjoy New Berlin
3805 S. Casper Drive
New Berlin, WI 53151

Phone: 262.797.2445 ext. 2550

Email: kwall@newberlin.org

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 and max total request of \$10,000 per organization.**
- *Organizations may submit multiple applications. As long as they adhere to the following requirements:*
 - Organizations may not apply for more than \$10,000 of grant funds.
 - Per event request shall not exceed \$5,000 or 40% of total event budget.
 - For example: (Per Event)
 - a \$2,500 event budget would allow for a max grant request of \$1,000.
 - a \$5,000 event budget would allow for a max grant request of \$2,000.
 - a \$12,500 event budget would allow for a max grant request of \$5,000.
 - a \$25,000 event budget would be capped at the max grant request of \$5,000.
 - For example: (Per Organization)
 - an organization may submit (2) event applications for \$5,000 each.
 - an organization may submit (5) event applications for \$2,000 each.
- Grants are limited based upon available room tax funds.
- Failure to submit receipts/invoices to justify the 60% organizational match, may result in a pro-rated reimbursement.

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. (20 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.)
- Duration of the project/event is: Single Day (5 Points) or Multi-Day (15 Points)
- 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.**

Email *

meghan.misswisorg@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) *

Meghan DeMore (Miss Wisconsin Scholarship Organization, Inc.)

Address / City / State / Zip *

16950 Hidden Creek Ct., Brookfield, WI 53005

Email *

meghan.misswisorg@gmail.com

Phone Number *

414-530-9607

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

Meghan DeMore / 414-530-9607 / meghan.misswisorg@gmail.com

Project Information

Project/Event Title* *

Miss Wisconsin Night To Ignite 2026

Event Date *

June 16, 2026

Total Project / Event Budget *

\$7,000

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

\$1,000

Project / Event Location *

New Berlin Hills Golf Course

Projected Number of Attendees *

We anticipate hosting approximately 115 attendees at our Night to Ignite, including 85 or more sponsors and supporters from the local area and around the state, and approximately 30 local Miss Wisconsin representatives.

Detailed Project / Event Description *

The Miss Wisconsin Sponsor Appreciation Dinner, entitled “Night to Ignite” is a key component of the Miss Wisconsin Scholarship Organization’s annual state competition week, designed to recognize and celebrate the generous individuals, businesses, and organizations that make the program’s mission possible. The event will take place at the New Berlin Hills Golf Course during the Miss Wisconsin 2026 state competition week and will bring together sponsors, contestants, and community supporters from across Wisconsin. This dinner serves as an opportunity to strengthen statewide relationships that sustain the Miss Wisconsin Scholarship Organization’s mission of providing educational scholarships and supporting participants’ community service initiatives.

The event will feature:

- Recognition of Sponsors: Each sponsor will be paired with one of the 2026 Miss Wisconsin state contestants, creating a personal connection and providing sponsors a first-hand opportunity to see the direct impact of their support on the young women they help empower.
- Dinner and Entertainment: Attendees will enjoy a full-course dinner and live entertainment, fostering an atmosphere of appreciation and celebration.
- Program Highlights: The evening will include remarks from organization leaders, current state Miss Wisconsin and Miss Wisconsin’s Teen titleholders, and participants, sharing stories of impact, scholarship achievements, and service projects made possible through sponsor support.

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). *

Sponsors and guests are expected to travel from across the state, many utilizing overnight accommodations in New Berlin and surrounding communities, contributing to the local hospitality economy during state competition week.

Night to Ignite not only honors those who make the Miss Wisconsin Scholarship Organization's mission possible, but also helps to build lasting relationships and sustain the financial foundation necessary to continue offering scholarships and supporting meaningful community engagement projects across Wisconsin.

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 hotel block for this event.

Expected Outcomes *

Night to Ignite will draw visitors from across Wisconsin to New Berlin during state competition week, creating both community and economic benefits for the area.

Expected outcomes include:

- Tourism and Local Spending: Guests are expected to stay in local hotels and visit restaurants and shops, supporting the local hospitality industry.
- Positive Visibility: The event will showcase New Berlin as a welcoming destination, promoted through the Miss Wisconsin Scholarship Organization's statewide network.
- Strengthened Partnerships: Bringing together sponsors, contestants, and community leaders will help build lasting connections that encourage future visits and collaborations.
- Mission Support: Strengthened sponsor relationships will help the organization continue to provide scholarships and support community service projects across Wisconsin.

Overall, the event will boost local tourism and highlight New Berlin as a community that values partnership, education, and service.

Staffing Requirements *

The Miss Wisconsin Scholarship Organization will provide the primary staffing for the event, including all volunteers, coordinators, and organizing personnel responsible for planning, implementation, and on-site management.

Additionally, venue staff may be engaged to assist with event setup, logistics, and facility oversight.

Timeline for Implementation *

Night to Ignite is tentatively scheduled for June 16, 2026. Our planning timeline is approximately as follows:

- February 1, 2026 – Sponsor Solicitation Begins:

Sponsor Opportunities for our 2026 Contestants and Night to Ignite Event details will be publicly announced, and registration will open statewide.

- February 2026 – May 2026 – Marketing and Outreach:

Promotional efforts will continue through the early spring via printed materials, community partnerships, and digital outreach, including social media and organizational websites.

- Mid-May 2026 – Sponsor and Dinner Registration Close:

Registration will close in mid-May to allow adequate time for coordination, participant communications, and final event preparations.

Estimated Number of Hotel Stays from the Project / Event *

Approximately 5-10 for sponsors coming from out of the area, based on the number of previous sponsors not from New Berlin.

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 Miss Wisconsin Scholarship Organization maintains strong financial stability – due in large part to the support of our sponsors that we honor at this very dinner. However, grant funding is essential to sustaining the state program at its highest quality and reach. External support allows the Miss Wisconsin Organization to dedicate a greater portion of its organizational resources toward its core mission—providing scholarships and supporting participants' community service initiatives.

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

In 2025, through the generosity of the New Berlin Hills Golf Course and support from local officials, we were able to utilize the venue free of any rental charge. We will be hoping for the same support and arrangement this year for the Night to Ignite 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. *

Meghan DeMore, Co-Executive Director

Sign below: *

/Meghan M. DeMore/

Date: *

MM DD YYYY

10 / 14 / 2025

Phone Number: *

414-530-9607

Email: *

meghan.misswisorg@gmail.com

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**Miss Wisconsin Scholarship Organization
Night to Ignite 2026 Budget**

Dinner Meals	5500
Space Rental	1000
Marketing Costs	300
Event Decor	200

Total: \$7,000.00



New Berlin Public Library

26-16 2026 Summer Sounds
@ the Library

26-17 New Berlin Public Library
Manhattan Short Film
29th Annual Festival

26-18 2nd Annual
Dewey-athlon

November 4, 2025

Ms. Beacom –

You are receiving this letter (via email) in response to your application(s) for the 2026 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

Application 26-16:

Event: 2026 Summer Sounds @ the Library		
Event Date: June 10 & 24, July 8 & 22, and August 5 & 19 (2026)		Estimated Attendees: 250-300
Request Amount: \$1,200		Total Event Budget: \$3,000
Application Submitted: Yes	Budget Submitted: Yes	40% or Less of Total Event Budget Requested: Yes

Application 26-17:

Event: New Berlin Public Library Manhattan Short Film 29 th Annual Festival		
Event Date: October 1, 2026		Estimated Attendees: 200-300
Request Amount: \$320		Total Event Budget: \$800
Application Submitted: Yes	Budget Submitted: Yes	40% or Less of Total Event Budget Requested: Yes

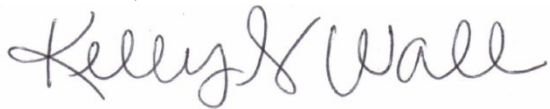
Application 26-18:

Event: 2 nd Annual Dewey-athlon		
Event Date: September 7, 2026		Estimated Attendees: 250
Request Amount: \$200		Total Event Budget: \$500
Application Submitted: Yes	Budget Submitted: Yes	40% or Less of Total Event Budget Requested: Yes

The Tourism Commission will be meeting on November 19th, 2025 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,



Kelly Wall
Enjoy New Berlin
3805 S. Casper Drive
New Berlin, WI 53151

Phone: 262.797.2445 ext. 2550

Email: kwall@newberlin.org

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 and max total request of \$10,000 per organization.**
- *Organizations may submit multiple applications. As long as they adhere to the following requirements:*
 - Organizations may not apply for more than \$10,000 of grant funds.
 - Per event request shall not exceed \$5,000 or 40% of total event budget.
 - For example: (Per Event)
 - a \$2,500 event budget would allow for a max grant request of \$1,000.
 - a \$5,000 event budget would allow for a max grant request of \$2,000.
 - a \$12,500 event budget would allow for a max grant request of \$5,000.
 - a \$25,000 event budget would be capped at the max grant request of \$5,000.
 - For example: (Per Organization)
 - an organization may submit (2) event applications for \$5,000 each.
 - an organization may submit (5) event applications for \$2,000 each.
- Grants are limited based upon available room tax funds.
- Failure to submit receipts/invoices to justify the 60% organizational match, may result in a pro-rated reimbursement.

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. (20 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.)
- Duration of the project/event is: Single Day (5 Points) or Multi-Day (15 Points)
- 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.**

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) *

New Berlin Public Library

Address / City / State / Zip *

15105 Library Lane, New Berlin, WI 53151

Email *

nbeacom@newberlinlibrary.org

Phone Number *

262-785-4980

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

Natalie Beacom/262-754-1819

Project Information

Project/Event Title* *

2026 Summer Sounds @ the Library

Event Date *

Wednesdays June 10, & 24; July, 8 & 22, August 5 & 19

Total Project / Event Budget *

\$3000.00

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

\$1200.00

Project / Event Location *

City of New Berlin - City Center Pavilion

Projected Number of Attendees *

250-300

Detailed Project / Event Description *

The 2026 Summer Sounds @ the Library concert series will feature live performances from area musicians, across multiple musical genres, blending entertainment and learning in a dynamic community setting. By utilizing the City's Pavilion as a shared venue, the series transforms public space into a hub for community connection through the arts. Multiple Wednesdays during the summer of 2026, we will invite audiences of all ages to discover new music, engage with performers, and connect with their City library in a creative and meaningful way.

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). *

While this series meets the goals for the Library's strategic direction to enhance community connections, it also aligns with the Tourism Commission's efforts to attract and encourage visitors to choose our City-- experience all that New Berlin has to offer.

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. *

My experience with reserving blocks is limited, but I would think reserving a room blocks of 3-5 would be adequate.

Expected Outcomes *

The desired outcome of the Summer Sounds @ the Library concert series would be to enhance community connections through shared cultural experiences. The Library's is requesting funds, but really the opportunity to pair our shared goals-- increase public engagement through the Library for the City of New Berlin, identify and build partnerships with local groups and business, and contribute to the City's tourism initiatives by drawing both residents and visitors (to stay) to New Berlin. Success will be measured through event attendance, community feedback, paid overnight stays, and ongoing collaboration and strengthening relationships between our service organizations.

Staffing Requirements *

The Library is able to manage concert pre-set up with the assistance of our co-workers with the Department of Public Works-Parks and Streets Departments. We also work closely with our Community Relations team to ensure we have promotional drive to encourage attendance. We rely on our Friends, local businesses and non-profit groups to join our efforts (i.e., Ridge donates popcorn, Boy Scouts host a brat fry). Library has offered live concerts for many years and as a staff, we have honed our skill set to manage event day with two employees. With two staff members, we are able to work concessions, run the event, a craft, trivia or children's program to augment the music, and manage band, vendor, and community safety needs.

Timeline for Implementation *

The Library would begin researching and booking bands in early 2026, with Summer Sounds @ the Library promotional efforts, beginning in earnest, in mid-late April 2026. This will allow for Save-the-Date and the registration of hotel stays.

Estimated Number of Hotel Stays from the Project / Event *

2-5 hotel stays would be an estimate.

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 *

"Enhancing Community Connections" is a strategic initiative of the Library. Creating sustainable annual program series, like this one, is important to the Library staff and Library's Board of Trustees. We would like to continue with Summer Sounds @ the Library for many summers to come!

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

The Library will work with our Friends of the Library organization, local businesses, musicians and other vendors/organizations to reach our financial responsibility of this series.

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 / 25

Phone Number: *

262-754-1819

Email: *

nbeacom@newberlinlibrary.org

This content is neither created nor endorsed by Google.

Google Forms

2026 Tourism Commission-Enjoy NB Projected Budgets		
Summer Sounds	Event Budget: \$3000	
Fund Organization	Itemization	Total
<i>Tourism Commission</i>	Performer and Band Fees	\$1,200
<i>NBPL/FOL/Grants/Business Donations</i>	Sound/Staging, crafts supplies, marketing	\$1,800
	Total:	\$3,000
New Berlin Film Festival	Event Budget: \$800	
Fund Organization	Itemization	Total
<i>Tourism Commission</i>	Manhattan Shorts License Fee (partial)	\$320
<i>NBPL/FOL/Grants/Business Donations</i>	License fee, Collaboration costs with Madison Film Festival, event treats	\$480
	Total:	\$800
2026 Dewey-athlon Read-Walk Event	Event Budget: \$500	
Fund Organization	Itemization	Total
<i>Tourism Commission</i>	Walk supplies (bibs, arches, shirt)	\$200
<i>NBPL/FOL/Grants/Business Donations</i>	Shirts, arches, water and post events snacks	\$300
	Total:	\$500

SUMMER SOUNDS AT THE LIBRARY

Live Music

WEDNESDAYS

JUNE 10&24

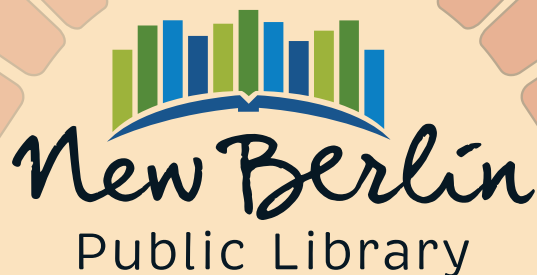
6:00PM

**SCAN QR CODE FOR
BAND INFORMATION**



**CITY
PAVILLION**

**BRING CHAIRS
PETS WELCOME
CONCESSIONS
AVAILABLE**





New Berlin Public Library

26-16 2026 Summer Sounds
@ the Library

26-17 New Berlin Public Library
Manhattan Short Film
29th Annual Festival

26-18 2nd Annual
Dewey-athlon

November 4, 2025

Ms. Beacom –

You are receiving this letter (via email) in response to your application(s) for the 2026 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

Application 26-16:

Event: 2026 Summer Sounds @ the Library		
Event Date: June 10 & 24, July 8 & 22, and August 5 & 19 (2026)		Estimated Attendees: 250-300
Request Amount: \$1,200		Total Event Budget: \$3,000
Application Submitted: Yes	Budget Submitted: Yes	40% or Less of Total Event Budget Requested: Yes

Application 26-17:

Event: New Berlin Public Library Manhattan Short Film 29 th Annual Festival		
Event Date: October 1, 2026		Estimated Attendees: 200-300
Request Amount: \$320		Total Event Budget: \$800
Application Submitted: Yes	Budget Submitted: Yes	40% or Less of Total Event Budget Requested: Yes

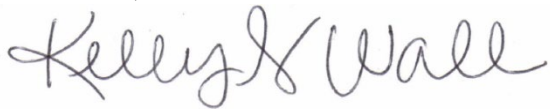
Application 26-18:

Event: 2 nd Annual Dewey-athlon		
Event Date: September 7, 2026		Estimated Attendees: 250
Request Amount: \$200		Total Event Budget: \$500
Application Submitted: Yes	Budget Submitted: Yes	40% or Less of Total Event Budget Requested: Yes

The Tourism Commission will be meeting on November 19th, 2025 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,



Kelly Wall
Enjoy New Berlin
3805 S. Casper Drive
New Berlin, WI 53151

Phone: 262.797.2445 ext. 2550

Email: kwall@newberlin.org

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 and max total request of \$10,000 per organization.**
- *Organizations may submit multiple applications. As long as they adhere to the following requirements:*
 - Organizations may not apply for more than \$10,000 of grant funds.
 - Per event request shall not exceed \$5,000 or 40% of total event budget.
 - For example: (Per Event)
 - a \$2,500 event budget would allow for a max grant request of \$1,000.
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 - For example: (Per Organization)
 - an organization may submit (2) event applications for \$5,000 each.
 - an organization may submit (5) event applications for \$2,000 each.
- Grants are limited based upon available room tax funds.
- Failure to submit receipts/invoices to justify the 60% organizational match, may result in a pro-rated reimbursement.

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. (20 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.)
- Duration of the project/event is: Single Day (5 Points) or Multi-Day (15 Points)
- 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.**

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) *

New Berlin Public Library

Address / City / State / Zip *

15105 Library Lane, New Berlin, WI 53151

Email *

nbeacom@newberlinlibrary.org

Phone Number *

262-785-4980

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

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

Project Information

Project/Event Title* *

New Berlin Public Library Manhattan Short Film 29th Annual Festival

Event Date *

October 2026

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 *

New Berlin Public Library Community Room

Projected Number of Attendees *

200-300

Detailed Project / Event Description *

Truly an interactive experience, the library hosts 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. Our library audiences enjoy seeing a film they voted for at these programs at the Oscars! New in 2026, we are working on a collaboration with the Madison Film Festival to offer satellite screenings of independent film in New Berlin.

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 continues to be 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. 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 are working with the organizers of the Madison Film Festival, so anticipate this event to increase in popularity as a destination for visitors (paid, overnight) in 2026.

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 5-8 rooms are available.

Expected Outcomes *

Increased attendance at our film event with film enthusiasts connected with the Madison Film Festival in attendance.

Staffing Requirements *

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

Timeline for Implementation *

we have begun meeting with the Madison Film Festival organizers already. The registration for the Manhattan Film Festival occurs in March of 2026 and we would offer the screenings in late September and early October of 2026.

Estimated Number of Hotel Stays from the Project / Event *

We may see an increase in 2026 with our collaboration with the Madison Film Festival. We would anticipate between 20-25 paid, overnight 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 *

We receive annual funding from the City of New Berlin for Adult Programming efforts and would dedicate some of the funds in GL 581-55100 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 *

The Library will work with the Marcus Corporation, the Madison Film Festival, and the Friends of New Berlin Library, Inc. to supplement this program.

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.

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Natalie Beacom

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	Total:	\$500



New Berlin Film Festival



Join us for the 29th Annual Manhattan Short Film Festival Screenings

Monday, September 28th @ **Hickory Grove** 1:00–3:00
Wed., September 30 @ **Capri Senior Residences** 1:00–3:00
Friday, October 2, **Library Matinee** – 1:00–3:00
Saturday, October 3 **Library Matinee**, 1:00–3:00
Red Carpet Showing, 5:30–7:30

With thanks to our partners of the Arts





New Berlin Public Library

26-16 2026 Summer Sounds
@ the Library

26-17 New Berlin Public Library
Manhattan Short Film
29th Annual Festival

26-18 2nd Annual
Dewey-athlon

November 4, 2025

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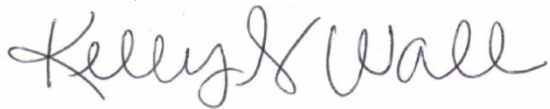
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Event: 2 nd Annual Dewey-athlon		
Event Date: September 7, 2026		Estimated Attendees: 250
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If you have any questions, please contact Kelly Wall at 262.797.2445 ext. 2550 or kwall@newberlin.org.

Thanks,



Kelly Wall
Enjoy New Berlin
3805 S. Casper Drive
New Berlin, WI 53151

Phone: 262.797.2445 ext. 2550

Email: kwall@newberlin.org

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.

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- 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 and max total request of \$10,000 per organization.**
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 - For example: (Per Event)
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 - a \$5,000 event budget would allow for a max grant request of \$2,000.
 - a \$12,500 event budget would allow for a max grant request of \$5,000.
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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.
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- 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:

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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.)
- Duration of the project/event is: Single Day (5 Points) or Multi-Day (15 Points)
- 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.**

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) *

New Berlin Public Library

Address / City / State / Zip *

15105 Library Lane, New Berlin, WI 53151

Email *

nbeacom@newberlinlibrary.org

Phone Number *

262-785-4980

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

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

Project Information

Project/Event Title* *

2nd Annual Dewey-athlon

Event Date *

Labor Day, Monday, September 7, 2026 - 8:30a-10:00a

Total Project / Event Budget *

\$500.00

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

\$200.00

Project / Event Location *

City of New Berlin ProHealthCare Park

Projected Number of Attendees *

250

Detailed Project / Event Description *

The Dewey-athlon is an opportunity for children to participate in a Walk-Read event in which they pair fitness and group walking with reading. After walking the .5 mile ProHeathCare Loop, participants ages stroller to 8, and their siblings and family, earn a book from the Library. We also promote the Library's Storybook Trail, which is at the park location. In 2025, we worked with Waukesha State Bank, Burghardt's Sporting Goods, Miss Wisconsin, the School District of New Berlin and Capri Senior Residences as partners, so it was a wide-scale community 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). *

Duathlons are popular for individuals and in this case, soon-to-be youth athletes. 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 event as supporters.

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 5 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 *

A growing, one-of-a-kind Walk-Read Duathlon that becomes an annual destination for people to visit New Berlin.

Staffing Requirements *

For 2025, staff and staff family time was donated. We need a minimum of 4 staff members to run the event.

Timeline for Implementation *

We have everything in place, including relationships with t-shirt vendors (Burghardt's), sponsors (Waukesha State Bank for refreshments) and the Friends of the Library, so we will begin registration in the summer of 2026, with promotion in earnest in July. Parks and the Recreation department as well as the NBPd are all helpers to make this event safe and fun!

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 had so much fun at this event in 2025, we anticipate it will be popular moving forward; hence, we have built relationships with local businesses to support the event.

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

Capri Senior Communities, Waukesha State Bank, Burghardt's Sporting Goods, Donation of time, vehicle and membership prize from the Recreation Department.

Supporting Materials

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

Application Submittal

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Natalie Beacom, Library Director

Sign below: *

Natalie Beacom

Date: *

MM DD YYYY

10 / 15 / 2025

Phone Number: *

262-754-1819

Email: *

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Google Forms

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	Total:	\$500

DEWEY-ATHLON!

A KID'S .5 MILE WALK AND READ EVENT!



MONDAY, SEPTEMBER 7, 2026- LABOR DAY
PROHEALTH CARE PARK

2950 S SUNNY SLOPE RD, NEW BERLIN

REGISTRATION OPENS: 7/1/26 CLOSES: 7/25/26

CHECK-IN: 8:30 RECEIVE YOUR T-SHIRT AND BIB

WALK: 9:00-9:30 WALK THE .5 MILE TRAIL LOOP! HAVE FUN!

**READ: 9:30-10:00 PICK YOUR SPECIAL BOOK, AND ENJOY
A POST WALK SNACK**

EARLY PACKET PICK-UP: 8/28 AND 8/29 AT THE LIBRARY!

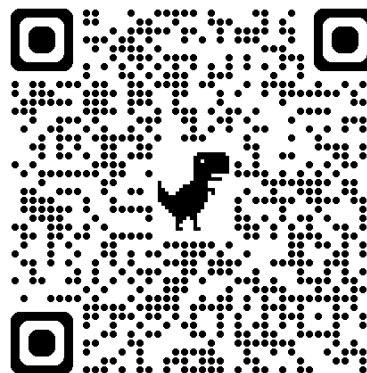
Our sponsors support reading!





REGISTRATION INFORMATION

REGISTRATION OPENS 7/1



AGES: STROLLER TO AGE 8 AND THEIR ADULTS!
KIDS T-SHIRTS ARE FREE & WHILE SUPPLIES LAST REGISTER EARLY!

SIBLINGS, FAMILY AND FRIENDS ARE WELCOME TO COME CHEER ON THE WALKERS!



PROHEALTH CARE TRAIL LOOP (~.5 MILES)



New Berlin Recreation

26-19 Winterfest 2027

26-20 Brews & Boos

November 4, 2025

Ms. Roth –

You are receiving this letter (via email) in response to your application(s) for the 2026 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

Application 26-19:

Event: Winterfest 2027		
Event Date: January 9, 2027	Estimated Attendees: 5,000	
Request Amount: \$5,000	Total Event Budget: \$20,000	
Application Submitted: Yes	Budget Submitted: Yes	40% or Less of Total Event Budget Requested: Yes

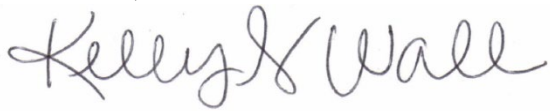
Application 26-20:

Event: Brews & Boos		
Event Date: October 19-31, 2026	Estimated Attendees: 4,000	
Request Amount: \$4,000	Total Event Budget: \$10,000	
Application Submitted: Yes	Budget Submitted: Yes	40% or Less of Total Event Budget Requested: Yes

The Tourism Commission will be meeting on November 19th, 2025 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 cursive script that reads "Kelly Wall". The signature is written in a dark ink and is positioned above the printed contact information.

Kelly Wall
Enjoy New Berlin
3805 S. Casper Drive
New Berlin, WI 53151

Phone: 262.797.2445 ext. 2550

Email: kwall@newberlin.org

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 and max total request of \$10,000 per organization.**
- *Organizations may submit multiple applications. As long as they adhere to the following requirements:*
 - Organizations may not apply for more than \$10,000 of grant funds.
 - Per event request shall not exceed \$5,000 or 40% of total event budget.
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 - a \$2,500 event budget would allow for a max grant request of \$1,000.
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 - a \$12,500 event budget would allow for a max grant request of \$5,000.
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 - For example: (Per Organization)
 - an organization may submit (2) event applications for \$5,000 each.
 - an organization may submit (5) event applications for \$2,000 each.
- Grants are limited based upon available room tax funds.
- Failure to submit receipts/invoices to justify the 60% organizational match, may result in a pro-rated reimbursement.

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. (20 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.)
- Duration of the project/event is: Single Day (5 Points) or Multi-Day (15 Points)
- 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.**

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

Project Information

Project/Event Title* *

Winterfest 2027

Event Date *

01/09/2027

Total Project / Event Budget *

\$20,000

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 *

5,000

Detailed Project / Event Description *

Winterfest is the City of New Berlin's premier winter community celebration, drawing over 5,000 attendees annually to the New Berlin Activity & Recreation Center (ARC), New Berlin Public Library, Hickory Grove Center, and Malone Park for a full day of free, family-friendly activities. This signature event transforms the winter season into an opportunity for connection, outdoor enjoyment, and community pride.

Designed to celebrate active living during Wisconsin's coldest months, Winterfest fosters intergenerational participation and civic engagement across multiple city facilities. Throughout the day, residents enjoy a blend of indoor and outdoor experiences, including children's play zones, ice sculptures, firepits, community demonstrations, live entertainment, food vendors, and winter sports such as sledding and snow play. The festival culminates with a spectacular fireworks show at Malone Park, a beloved tradition that continues to bring families from across southeast Wisconsin together year after year.

Winterfest serves as a cornerstone of the New Berlin Recreation Department's mission to "Live. Play. Rec. New Berlin." It encourages residents to stay active, connect with neighbors, and experience the city's parks and facilities in fresh and exciting ways. The event also provides meaningful opportunities for local organizations, nonprofits, and small businesses to engage with the public through sponsorships, vendor booths, and volunteer partnerships—strengthening the social and economic fabric of the New Berlin community.

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). *

While most attendees are local or from neighboring communities, Winterfest does attract a number of out-of-town visitors, including vendors, performers, and families traveling from other parts of Waukesha and Milwaukee Counties. These guests often utilize local restaurants, retail stores, and nearby hotels along Moorland Road and National Avenue, providing modest but meaningful economic benefits to the City's hospitality sector.

The Recreation Department will continue to explore opportunities to increase overnight stays through expanded marketing efforts and partnerships with nearby hotels. Future initiatives could include cross-promoting "Winterfest Weekend" with local lodging providers and developing package deals that pair accommodations with event promotions.

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 *

Expected Outcomes

Winterfest is expected to continue its steady growth and positive impact on the City of New Berlin through measurable community engagement, economic benefits, and visibility for the Recreation Department's programs and facilities.

Key expected outcomes include:

Strong Community Participation:

Attendance of approximately 5,000 participants from New Berlin and surrounding communities, representing families, seniors, youth, and visitors of all ages.

Expanded Regional Reach:

Continued growth in attendance from neighboring municipalities and counties, increasing awareness of New Berlin as a destination for recreation and family-oriented events.

Economic Activity for Local Businesses:

Increased foot traffic and spending at local restaurants, retailers, and nearby hotels, particularly along the Moorland Road and National Avenue corridors.

Enhanced Community Partnerships:

Engagement of 25+ local vendors, sponsors, and nonprofit organizations through booths, demonstrations, and volunteer roles.

Promotion of City Facilities:

Greater public awareness and utilization of the New Berlin Activity & Recreation Center (ARC), Malone Park, Hickory Grove, and the New Berlin Public Library as vibrant community spaces.

Increased Civic Pride and Visibility:

Strengthened sense of community connection and pride, supported by positive media coverage, social media engagement, and word-of-mouth promotion throughout southeast Wisconsin.

Sustained Program Growth:

Continued annual increases in participation, sponsorships, and volunteer involvement, ensuring the long-term sustainability and impact of Winterfest as a signature City event.

Staffing Requirements *

Winterfest is a large-scale, multi-site community event that requires collaboration across several divisions of the City of New Berlin, along with support from volunteers, sponsors, and community partners. Staffing for the event is coordinated by the New Berlin Recreation Department, New Berlin Public Library, and the Department of Public Works (DPW), and includes both City employees and seasonal or volunteer personnel to ensure smooth operations throughout the day.

Approximately 15 staff members are scheduled across all event locations to manage logistics, oversee activities, and provide customer service support. Each department plays a vital role in event success—Recreation staff coordinate programming, volunteers, and on-site logistics; Library staff host family-friendly indoor activities and crafts; and DPW staff assist with setup, snow removal, signage, and cleanup to ensure facilities remain safe and accessible for attendees.

Timeline for Implementation *

4-6 months

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 *

The City of New Berlin Recreation Department is committed to ensuring the long-term sustainability of Winterfest as a signature community event. While grant funding will help expand programming, improve amenities, and strengthen tourism partnerships, the event is designed to remain financially stable through a combination of City budget support, local sponsorships, and in-kind community contributions. The Recreation Department will continue to implement cost-recovery strategies that align with the City's broader financial model, including vendor fees, concession revenue, and cross-promotional partnerships with local organizations and businesses. These efforts help offset expenses while maintaining free public access and high-quality programming. By combining municipal funding, community sponsorship, and operational efficiency, Winterfest will remain a sustainable, inclusive, and valued event that continues to bring lasting benefits to residents and visitors of New Berlin for years to come.

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

Additional funding for Winterfest is supported through local business sponsorships and vendor concessions that help offset event expenses. Each year, area businesses contribute through monetary donations, goods, and services in exchange for promotional recognition. Revenue from food and activity vendors also provides supplemental income to sustain event operations. These combined efforts reduce reliance on grant funding and ensure Winterfest remains a free, community-centered celebration.

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

Sign below: *

Katie Roth

Date: *

MM DD YYYY

10 / 17 / 2025

Phone Number: *

262-797-2443

Email: *

kroth@newberlin.org

This content is neither created nor endorsed by Google.

Google Forms

Winterfest 2027		
Income		
Sponsorships	\$15,000	Various Tired Sponsorships
Sponsorships	\$5,000	Enjoy New Berlin
Concessions	\$5,000	Beer Garden, Hot Chocolate, Food
Vendor Fees	\$5,000	Discover New Berlin Booth Fees
	\$30,000	
Expenses		
Staffing	\$2,000	Day-Of Staff
Marketing	\$1,000	Banners, Postcards
Beverages	\$3,000	Beer, Hot Chocolate
Winners	\$500	Sheepshead
Entertainment	\$5,000	Live Band, Mini Golf
Fireworks	\$6,500	Fireworks
Mugs	\$4,000	Winterfest Mugs
Ice Sculptures	\$5,000	Art Below Zero
Program Supplies	\$3,000	Crafts, Cookies, Pickleballs, etc..
	\$30,000	

SATURDAY, JANUARY 11TH

6TH ANNUAL NEW BERLIN RECREATION

WINTERFEST

NEW BERLIN PUBLIC LIBRARY

- 9:30am.....**Fireside Stories**
All Ages,
Community Room
- 10:30am.....**Fireside Stories**
All Ages,
Community Room
- 1-3pm.....**Trivia**
Pre-registration
with NBPL Required,
Community Room

Activities at City Center
are hosted by:



**Winterfest Mug
& Unlimited
Hot Cocoa**

\$9 in Advance
(at the ARC)

\$13 Day of Event
(at Malone, City Center, & ARC)
Supplies are limited

ARC

Activity & Recreation Center

- 8am.....**Snowball Smash
Pickleball
Tournament**
Pre-registration
Required
- 9-12pm.....**Discover
New Berlin
Community**
Hosted by the
New Berlin Chamber
- 10:30am...**Sheepshead
Tournament**
Pre-registration Required,
Located at the New Berlin
Community Center



MALONE PARK

16400 W Al Stigler Pkwy

- 2pm.....**Medallion Hunt**
- 2-6pm.....**Sled Dog
Meet & Greet**
H2M2 Nation
- 2-6pm.....**JRs Pets n Stuff**
Dog Adoption Event
- 2-7pm.....**Arctic Mini Golf**
- 2-7pm.....**Winter Beer Garden**
Component Brewing
- 2-7pm.....**Food Trucks**
Tots on the Street
Piña Mexican Eats
Nice Bites
Dog Gone Great
Brew City Snowballs
and BSG Troop 68!
- 3-6pm.....**Live Music**
Cold Soda Club
- 3-6pm.....**Bonfire & S'mores**
- 4pm.....**Snowman
Competition**
- 5pm.....**Candlelight Hike**
- 6pm.....**Fireworks**

**Event Generously
Sponsored By**

Enjoy NEW BERLIN

All activities are weather dependent • For More information visit www.newberlinwi.gov



New Berlin Recreation

26-19 Winterfest 2027

26-20 Brews & Boos

November 4, 2025

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New Berlin Recreation

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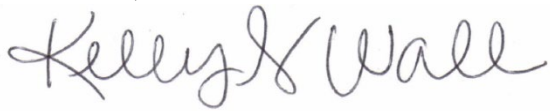
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Thanks,

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Kelly Wall
Enjoy New Berlin
3805 S. Casper Drive
New Berlin, WI 53151

Phone: 262.797.2445 ext. 2550

Email: kwall@newberlin.org

2026 Room Tax Grant Application

Room Tax Funds

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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 and max total request of \$10,000 per organization.**
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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.**
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- 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. (20 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.)
- Duration of the project/event is: Single Day (5 Points) or Multi-Day (15 Points)
- 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.**

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 53012

Email *

kroth@newberlin.org

Phone Number *

262-797-2443

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

Katie Roth 262-797-2443

Project Information

Project/Event Title* *

Brews & Boos

Event Date *

Monday October 19-Saturday October 31

Total Project / Event Budget *

\$10,000

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

\$4,000

Project / Event Location *

Malone Park

Projected Number of Attendees *

4,000 over the 14 days

Detailed Project / Event Description *

Brews & Boos is a two-week, Halloween-themed beer garden hosted by the City of New Berlin Recreation Department at Malone Park. Designed to celebrate the season in a fun, family-friendly atmosphere, this event blends the charm of a traditional outdoor beer garden with the excitement of Halloween festivities.

Building on the success of the original one-day Brews & Boos, the event is expanding into a two-week celebration with the addition of New Berlin's newly constructed shelter at Malone Park, featuring built-in beer garden amenities such as covered seating, electrical service, and food and beverage service areas. These enhancements make it possible to host an extended community event that is both weather-resilient and welcoming for all ages.

The event encourages community engagement, supports local businesses, and creates a signature fall experience that highlights the City's investment in its park infrastructure. With craft beverages, live entertainment, themed décor, and festive programming, Brews & Boos captures the energy of the Halloween season while transforming Malone Park into a lively autumn gathering place.

The two-week celebration culminates with a major Halloween Party on October 31st, featuring live music, costume contests, special drink releases, and family-friendly entertainment. This grand finale serves as the highlight of the event—bringing the community together for one unforgettable night to close out the Halloween season in true New Berlin style.

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). *

Brews & Boos directly supports the goals of the grant program by creating a high-quality, multi-day community event that attracts both local residents and visitors from surrounding communities, thereby increasing tourism, economic activity, and hotel occupancy within the City of New Berlin.

The event's two-week duration, expanded from a previous single-day model, provides multiple opportunities for out-of-town guests to visit, stay, and experience New Berlin. By aligning with the peak fall tourism season and Halloween festivities, the event draws visitors who seek regional entertainment and weekend experiences. The new Malone Park shelter—featuring permanent beer garden infrastructure—enhances the City's capacity to host multi-day events of this scale, making it an ideal anchor for seasonal programming that encourages repeat attendance.

Economic and Tourism Impact

Increased Overnight Stays:

The event's Friday–Sunday schedule and Halloween night finale encourage regional visitors from neighboring communities (Milwaukee, Waukesha, Muskego, Brookfield, and West Allis) to stay overnight in local hotels rather than commute. The inclusion of evening programming, live music, and adult-focused entertainment creates a natural incentive for guests to plan weekend stays.

Local Business Collaboration:

Partnerships with local breweries, food trucks, and entertainment vendors highlight the City's vibrant business community and encourage eventgoers to explore nearby restaurants, gas stations, and retail establishments.

Vendor and Sponsor Attraction:

Brews & Boos offers sponsorship and vendor opportunities for local and regional businesses, generating both revenue for the Recreation Department and exposure for participating partners.

Sustained Park Activation:

Utilizing the new shelter extends the event season and maximizes the City's return on investment in public infrastructure, showcasing Malone Park as a year-round community destination.

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 event will generate increased economic activity for local breweries, food vendors, and small businesses, while showcasing the new Malone Park shelter as a premier community gathering space. Brews & Boos will enhance tourism, strengthen community pride, and establish a recurring fall tradition that supports New Berlin's long-term recreation and economic goals.

Staffing Requirements *

The Brews & Boos event will be staffed by nine members of the New Berlin Recreation Department, supported by a team of community volunteers and a bartender on weeknights.

Recreation staff will oversee event coordination, beverage service, vendor management, set-up and tear-down, marketing, safety supervision, and guest engagement. The bartender will manage beer service operations during weekday evenings to ensure compliance with beverage regulations and consistent customer service.

Volunteers will assist with admission monitoring, activity stations, costume contests, and guest hospitality. Staff, volunteers, and the bartender will be scheduled throughout the two-week event to ensure consistent coverage, with additional personnel assigned during peak weekends and the Halloween Night Party on October 31st.

Timeline for Implementation *

1 Year

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 *

Following the expiration of the grant, Brews & Boos will be sustained through a combination of event-generated revenue, sponsorships, and community partnerships. Beverage sales, vendor fees, and local business sponsorships will provide a reliable funding stream to support annual operating costs. Additionally, the City of New Berlin Recreation Department will incorporate the event into its annual operating budget, ensuring continued support for staffing, marketing, and equipment needs. The strong community response and economic impact of the event will position Brews & Boos as a self-sustaining, revenue-generating tradition within Malone Park for years to come.

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

The City of New Berlin Recreation Department is pursuing additional funding support through local business sponsorships, brewery partnerships, and vendor participation fees to offset event expenses.

Potential in-kind contributions—such as donated materials, promotional support, and volunteer staffing—are also being explored through partnerships with local service organizations.

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

Sign below: *

Katie Roth

Date: *

MM DD YYYY

10 / 17 / 2025

Phone Number: *

262-797-2443

Email: *

kroth@newberlin.org

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Google Forms

Brews and Boos 2027		
Income		
Sponsorships	\$4,000	Enjoy New Berlin
Concessions	\$7,000	Beer Garden, Food
	\$11,000	
Expenses		
Staffing	\$2,000	Day-Of Staff
Marketing	\$500	Banners, Postcards
Beverages	\$2,000	Beer, Food
Winners	\$500	Cornhole
Entertainment	\$3,000	Live Band
Program Supplies	\$3,000	Crafts, Cookies, Pickleballs, etc..
	\$11,000	

BREWS & BOOS





New Berlin Historical Society

26-21 Miss Wisconsin & Beer Garden Open House

26-22 Ice Cream Social & Beer Garden Open House

26-23 Historic Day & Beer Garden Open House

26-24 Applefest & Beer Garden Open House

November 4, 2025

Ms. Marquardt –

You are receiving this letter (via email) in response to your application(s) for the 2026 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

Application 26-21:

Event: Miss Wisconsin & Beer Garden Open House		
Event Date: June 14, 2026	Estimated Attendees: 1,000	
Request Amount: \$2,588	Total Event Budget: \$6,470	
Application Submitted: Yes	Budget Submitted: Yes	40% or Less of Total Event Budget Requested: Yes

Application 26-22:

Event: Ice Cream Social & Beer Garden Open House		
Event Date: July 12, 2026	Estimated Attendees: 1,000	
Request Amount: \$1,328	Total Event Budget: \$3,320	
Application Submitted: Yes	Budget Submitted: Yes	40% or Less of Total Event Budget Requested: Yes

Application 26-23:

Event: Historic Day & Beer Garden Open House		
Event Date: September 13, 2026		Estimated Attendees: 1,500
Request Amount: \$2,188		Total Event Budget: \$5,470
Application Submitted: Yes	Budget Submitted: Yes	40% or Less of Total Event Budget Requested: Yes

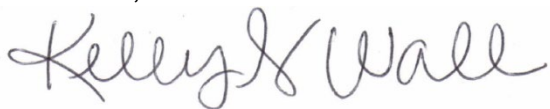
Application 26-24:

Event: Applefest & Beer Garden Open House		
Event Date: October 11, 2026		Estimated Attendees: 1,500
Request Amount: \$1,928		Total Event Budget: \$4,820
Application Submitted: Yes	Budget Submitted: Yes	40% or Less of Total Event Budget Requested: Yes

The Tourism Commission will be meeting on November 19th, 2025 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,



Kelly Wall
Enjoy New Berlin
3805 S. Casper Drive
New Berlin, WI 53151

Phone: 262.797.2445 ext. 2550

Email: kwall@newberlin.org

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 and max total request of \$10,000 per organization.**
- *Organizations may submit multiple applications. As long as they adhere to the following requirements:*
 - Organizations may not apply for more than \$10,000 of grant funds.
 - Per event request shall not exceed \$5,000 or 40% of total event budget.
 - For example: (Per Event)
 - a \$2,500 event budget would allow for a max grant request of \$1,000.
 - a \$5,000 event budget would allow for a max grant request of \$2,000.
 - a \$12,500 event budget would allow for a max grant request of \$5,000.
 - a \$25,000 event budget would be capped at the max grant request of \$5,000.
 - For example: (Per Organization)
 - an organization may submit (2) event applications for \$5,000 each.
 - an organization may submit (5) event applications for \$2,000 each.
- Grants are limited based upon available room tax funds.
- Failure to submit receipts/invoices to justify the 60% organizational match, may result in a pro-rated reimbursement.

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. (20 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.)
- Duration of the project/event is: Single Day (5 Points) or Multi-Day (15 Points)
- 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.**

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 Ave/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* *

June, Miss Wisconsin and Beer Garden Open House

Event Date *

June 14, 2026

Total Project / Event Budget *

\$6,470

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

\$2,588

Project / Event Location *

19765 and 19885 W National Ave New Berlin, WI 53146

Projected Number of Attendees *

1,000 if Miss Wisconsin Parade is during Open House

Detailed Project / Event Description *

June, Miss Wisconsin and Beer Garden Open House will have the Historical Park buildings, grounds and Museum open from 1 to 4 PM on Sunday, June 14, 2026. There will be tours, food and entertainment available during the entire event. Still in planning with Miss Wisconsin Organization to have Parade with Delegates along National Ave and Delegates to be on grounds after the parade like June 2025.

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 / 2025

Phone Number: *

262-391-6425

Email: *

annetmarquardt@yahoo.com

This content is neither created nor endorsed by Google.

Google Forms



19885 W National Avenue, New Berlin, WI 53146

New Berlin Historical Society
 Contact Anne Marquardt
annetmarquardt@yahoo.com
 262-391-6425 my cell

Additional Information for Enjoy New Berlin-2026 Room Tax Grant Application

Budget for June, Miss Wisconsin and Beer Garden Open House on June 14, 2026

Budget Categories	Description	Cost	Estimated Expense
Personnel	We are an all volunteer group		
Travel/Training	We are an all volunteer group		
Equipment			
	Tent covers	\$ 300.00	
	Sign	\$ 150.00	
<i>Subtotal Equipment</i>		\$ 450.00	\$ 450.00
Supplies/Operating			
	Food	\$ 600.00	
	Members donate baked goods		
	Craft Supplies	\$ 50.00	
	Flyers	\$ 100.00	
<i>Subtotal Supplies/Operating</i>		\$ 750.00	\$ 750.00
Contractual			
	Bus	\$ 1,000.00	
	Music	\$ 550.00	
	Entertainment	\$ 270.00	
	Advertising	\$ 3,000.00	
	Golf Carts	\$ 450.00	
<i>Subtotal Contractual</i>		\$5,270.00	\$ 5,270.00
Administration	We are an all volunteer group		
Grant Total			\$ 6,470.00

June/Miss Wisconsin and Beer Garden OPEN HOUSE AT HISTORICAL PARK

SUNDAY, JUNE 14, 2026 FROM 1 PM TO 4 PM
19765 NATIONAL AVE, NEW BERLIN

*Beer Company
logo*



Miss Wisconsin

Kick Off
Parade
2PM



Kids Activities

Ride Barrel Train
Origami T-Shirt Card for Dad
Free Balloons from 2 PM to 3 PM
Entertainment
And More!

Music 1 PM to 4 PM
*Music
group*

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





New Berlin Historical Society

26-21 Miss Wisconsin & Beer Garden Open House

26-22 Ice Cream Social & Beer Garden Open House

26-23 Historic Day & Beer Garden Open House

26-24 Applefest & Beer Garden Open House

November 4, 2025

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You are receiving this letter (via email) in response to your application(s) for the 2026 Room Tax Grant.

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Organization:

New Berlin Historical Society

Application 26-21:

Event: Miss Wisconsin & Beer Garden Open House		
Event Date: June 14, 2026		Estimated Attendees: 1,000
Request Amount: \$2,588		Total Event Budget: \$6,470
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Application 26-22:

Event: Ice Cream Social & Beer Garden Open House		
Event Date: July 12, 2026		Estimated Attendees: 1,000
Request Amount: \$1,328		Total Event Budget: \$3,320
Application Submitted: Yes	Budget Submitted: Yes	40% or Less of Total Event Budget Requested: Yes

Application 26-23:

Event: Historic Day & Beer Garden Open House		
Event Date: September 13, 2026		Estimated Attendees: 1,500
Request Amount: \$2,188		Total Event Budget: \$5,470
Application Submitted: Yes	Budget Submitted: Yes	40% or Less of Total Event Budget Requested: Yes

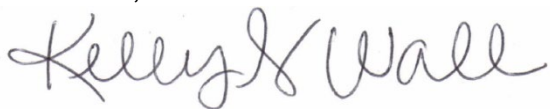
Application 26-24:

Event: Applefest & Beer Garden Open House		
Event Date: October 11, 2026		Estimated Attendees: 1,500
Request Amount: \$1,928		Total Event Budget: \$4,820
Application Submitted: Yes	Budget Submitted: Yes	40% or Less of Total Event Budget Requested: Yes

The Tourism Commission will be meeting on November 19th, 2025 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,



Kelly Wall
Enjoy New Berlin
3805 S. Casper Drive
New Berlin, WI 53151

Phone: 262.797.2445 ext. 2550

Email: kwall@newberlin.org

2026 Room Tax Grant Application

Room Tax Funds

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 - a \$12,500 event budget would allow for a max grant request of \$5,000.
 - a \$25,000 event budget would be capped at the max grant request of \$5,000.
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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.
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- 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.
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- 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. (20 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.)
- Duration of the project/event is: Single Day (5 Points) or Multi-Day (15 Points)
- 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.**

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

Address / City / State / Zip *

19885 W National Ave/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 12, 2026

Total Project / Event Budget *

\$3,320

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

\$1,328

Project / Event Location *

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

Projected Number of Attendees *

1,000

Detailed Project / Event Description *

Ice Cream Social and Beer Garden Open House will have the Historical Park buildings, grounds and Museum open from 1 to 4 PM on Sunday, July 12, 2026. 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, handouts, 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 / 2025

Phone Number: *

262-391-6425

Email: *

Annetmarquardt@yahoo.com

This content is neither created nor endorsed by Google.

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19885 W National Avenue, New Berlin, WI 53146

New Berlin Historical Society
 Contact Anne Marquardt
annetmarquardt@yahoo.com
 262-391-6425 my cell

Additional Information for Enjoy New Berlin-2026 Room Tax Grant Application

Budget for Ice Cream Social and Beer Garden Open House on July 12, 2026

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	\$ 100.00	
<i>Subtotal Supplies/Operating</i>		\$ 450.00	\$ 450.00
Contractual			
	Bus	\$ 550.00	
	Music	\$ 550.00	
	Entertainment	\$ 270.00	
	Advertising	\$ 1,500.00	
<i>Subtotal Contractual</i>		\$2,870.00	\$ 2,870.00
Administration	We are an all volunteer group		
Grant Total			\$ 3,320.00

ICE CREAM SOCIAL AND BEER GARDEN OPEN HOUSE



New Berlin Historical Park
19765 NATIONAL AVE, NEW BERLIN

*Beer Com-
pany Logo*

SUNDAY JULY 12, 2026; 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



New Berlin Historical Society

26-21 Miss Wisconsin & Beer Garden Open House

26-22 Ice Cream Social & Beer Garden Open House

26-23 Historic Day & Beer Garden Open House

26-24 Applefest & Beer Garden Open House

November 4, 2025

Ms. Marquardt –

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Organization:

New Berlin Historical Society

Application 26-21:

Event: Miss Wisconsin & Beer Garden Open House		
Event Date: June 14, 2026	Estimated Attendees: 1,000	
Request Amount: \$2,588	Total Event Budget: \$6,470	
Application Submitted: Yes	Budget Submitted: Yes	40% or Less of Total Event Budget Requested: Yes

Application 26-22:

Event: Ice Cream Social & Beer Garden Open House		
Event Date: July 12, 2026	Estimated Attendees: 1,000	
Request Amount: \$1,328	Total Event Budget: \$3,320	
Application Submitted: Yes	Budget Submitted: Yes	40% or Less of Total Event Budget Requested: Yes

Application 26-23:

Event: Historic Day & Beer Garden Open House		
Event Date: September 13, 2026		Estimated Attendees: 1,500
Request Amount: \$2,188		Total Event Budget: \$5,470
Application Submitted: Yes	Budget Submitted: Yes	40% or Less of Total Event Budget Requested: Yes

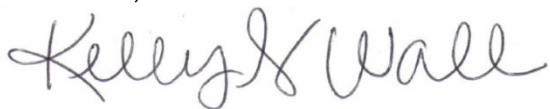
Application 26-24:

Event: Applefest & Beer Garden Open House		
Event Date: October 11, 2026		Estimated Attendees: 1,500
Request Amount: \$1,928		Total Event Budget: \$4,820
Application Submitted: Yes	Budget Submitted: Yes	40% or Less of Total Event Budget Requested: Yes

The Tourism Commission will be meeting on November 19th, 2025 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,



Kelly Wall
Enjoy New Berlin
3805 S. Casper Drive
New Berlin, WI 53151

Phone: 262.797.2445 ext. 2550

Email: kwall@newberlin.org

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 and max total request of \$10,000 per organization.**
- *Organizations may submit multiple applications. As long as they adhere to the following requirements:*
 - Organizations may not apply for more than \$10,000 of grant funds.
 - Per event request shall not exceed \$5,000 or 40% of total event budget.
 - For example: (Per Event)
 - a \$2,500 event budget would allow for a max grant request of \$1,000.
 - a \$5,000 event budget would allow for a max grant request of \$2,000.
 - a \$12,500 event budget would allow for a max grant request of \$5,000.
 - a \$25,000 event budget would be capped at the max grant request of \$5,000.
 - For example: (Per Organization)
 - an organization may submit (2) event applications for \$5,000 each.
 - an organization may submit (5) event applications for \$2,000 each.
- Grants are limited based upon available room tax funds.
- Failure to submit receipts/invoices to justify the 60% organizational match, may result in a pro-rated reimbursement.

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. (20 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.)
- Duration of the project/event is: Single Day (5 Points) or Multi-Day (15 Points)
- 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.**

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

Address / City / State / Zip *

19885 W National Ave/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* *

Historic Day and Beer Garden Open House

Event Date *

September 13, 2026

Total Project / Event Budget *

45,470

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

\$2,188

Project / Event Location *

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

Projected Number of Attendees *

1,500

Detailed Project / Event Description *

Historic Day and Beer Garden will have the Historical Park buildings, grounds and Museum open from 1 to 4 PM on Sunday, September 13, 2026. A parade will be at 2PM. 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, handouts, 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 / 2025

Phone Number: *

262-391-6425

Email: *

Annetmarquardt@yahoo.com

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19885 W National Avenue, New Berlin, WI 53146

New Berlin Historical Society
 Contact Anne Marquardt
annetmarquardt@yahoo.com
 262-391-6425 my cell

Additional Information for Enjoy New Berlin-2026 Room Tax Grant Application

Budget for Historic Day and Beer Garden Open House on September 13, 2026

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	\$ 400.00	
	Members donate baked goods		
	Craft Supplies	\$ 50.00	
	Flyers	\$ 100.00	
<i>Subtotal Supplies/Operating</i>		\$ 550.00	\$ 550.00
Contractual			
	Bus	\$ 1,100.00	
	Music	\$ 550.00	
	Entertainment	\$ 270.00	
	Advertising	\$ 3,000.00	
<i>Subtotal Contractual</i>		\$ 4,920.00	\$ 4,920.00
Administration	We are an all volunteer group		
Grant Total			\$ 5,470.00

32nd Annual
**NEW BERLIN HISTORIC DAY
& BEER GARDEN**



Sunday, September ^{13, 2026}~~7, 2025~~
(GRANDPARENTS' DAY)

Racine & National Avenues
(No Admission)



All Historic Buildings will be open 1 – 4pm

1pm – 4pm – The Bluegrass All Stars

2pm – Antique Parade

2:30pm – Storytelling in School House

4pm – Grounds & Buildings Close

***Tour the Weston Antique Apple Orchard**

***Kids Activities & Barrel Rides**

***Blacksmith**

***Museum**

***Food**

***Fun**



Parking @ Prospect Hill Garden Center. Shuttle bus(es) provided.

Hosted by: Prospect Hill Restoration Foundation Inc., New Berlin Historical Society,
LaQuinta Inn & Suites by Wyndham, Holiday Inn Express & Suites, Durham
School Services, New Berlin Recreation, New Berlin Police and Fire
Departments, City of New Berlin

Next Event: Apple Fest & Beer Garden October ^{11, 2026}~~12, 2025~~

(for updates goto www.newberlinhistoricalsociety.org or facebook [New Berlin, WI Historical Society](#))

Courtesy of Schober Schober & Mitchell SC



New Berlin Historical Society

26-21 Miss Wisconsin & Beer Garden Open House

26-22 Ice Cream Social & Beer Garden Open House

26-23 Historic Day & Beer Garden Open House

26-24 Applefest & Beer Garden Open House

November 4, 2025

Ms. Marquardt –

You are receiving this letter (via email) in response to your application(s) for the 2026 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

Application 26-21:

Event: Miss Wisconsin & Beer Garden Open House		
Event Date: June 14, 2026	Estimated Attendees: 1,000	
Request Amount: \$2,588	Total Event Budget: \$6,470	
Application Submitted: Yes	Budget Submitted: Yes	40% or Less of Total Event Budget Requested: Yes

Application 26-22:

Event: Ice Cream Social & Beer Garden Open House		
Event Date: July 12, 2026	Estimated Attendees: 1,000	
Request Amount: \$1,328	Total Event Budget: \$3,320	
Application Submitted: Yes	Budget Submitted: Yes	40% or Less of Total Event Budget Requested: Yes

Application 26-23:

Event: Historic Day & Beer Garden Open House		
Event Date: September 13, 2026		Estimated Attendees: 1,500
Request Amount: \$2,188		Total Event Budget: \$5,470
Application Submitted: Yes	Budget Submitted: Yes	40% or Less of Total Event Budget Requested: Yes

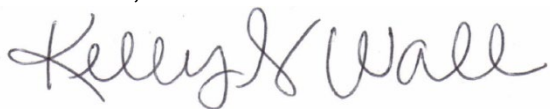
Application 26-24:

Event: Applefest & Beer Garden Open House		
Event Date: October 11, 2026		Estimated Attendees: 1,500
Request Amount: \$1,928		Total Event Budget: \$4,820
Application Submitted: Yes	Budget Submitted: Yes	40% or Less of Total Event Budget Requested: Yes

The Tourism Commission will be meeting on November 19th, 2025 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,



Kelly Wall
Enjoy New Berlin
3805 S. Casper Drive
New Berlin, WI 53151

Phone: 262.797.2445 ext. 2550

Email: kwall@newberlin.org

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 and max total request of \$10,000 per organization.**
- *Organizations may submit multiple applications. As long as they adhere to the following requirements:*
 - Organizations may not apply for more than \$10,000 of grant funds.
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 - For example: (Per Event)
 - a \$2,500 event budget would allow for a max grant request of \$1,000.
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 - a \$12,500 event budget would allow for a max grant request of \$5,000.
 - a \$25,000 event budget would be capped at the max grant request of \$5,000.
 - For example: (Per Organization)
 - an organization may submit (2) event applications for \$5,000 each.
 - an organization may submit (5) event applications for \$2,000 each.
- Grants are limited based upon available room tax funds.
- Failure to submit receipts/invoices to justify the 60% organizational match, may result in a pro-rated reimbursement.

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. (20 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.)
- Duration of the project/event is: Single Day (5 Points) or Multi-Day (15 Points)
- 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.**

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

Address / City / State / Zip *

19885 W National Ave/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 11, 2026

Total Project / Event Budget *

\$4,820

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

\$1,928

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 11, 2026. 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, handouts, 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 / 2025

Phone Number: *

262-391-6425

Email: *

Annetmarquardt@yahoo.com

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Google Forms



19885 W National Avenue, New Berlin, WI 53146

New Berlin Historical Society
 Contact Anne Marquardt
annetmarquardt@yahoo.com
 262-391-6425 my cell

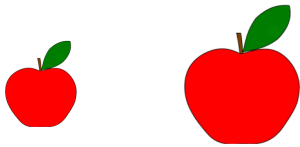
Additional Information for Enjoy New Berlin-2026 Room Tax Grant Application

Budget for Applefest and Beer Garden Open House October 11, 2026

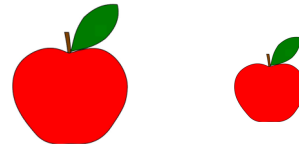
Budget Categories	Description	Cost	Estimated Expense
Personnel	We are an all volunteer group		
Travel/Training	We are an all volunteer group		
Equipment			
Supplies/Operating			
	Food	\$ 300.00	
	Members donate baked goods		
	Craft Supplies	\$ 50.00	
	Flyers	\$ 100.00	
<i>Subtotal Supplies/Operating</i>		\$ 450.00	\$ 450.00
Contractual			
	Bus	\$ 550.00	
	Music	\$ 550.00	
	Entertainment	\$ 270.00	
	Advertising	\$3,000.00	
<i>Subtotal Contractual</i>		\$4,370.00	\$ 4,370.00
Administration	We are an all volunteer group		
Grant Total			\$ 4,820.00

Applefest and Beer Garden

Open House



Beer Company
Logo



New Berlin Historical Park,

19765 W National Ave

Sunday, October 11, 2026 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

2026 Room Tax Grants								
Grant #	Applicant	Event Date	Projected Attendees	Amount Requested	Event Budget	Amount Requested per Organization	Estimated Hotel Stays	Amount Granted
Education Foundation of New Berlin								
26-01	Education Foundation of New Berlin Toast to Education: Beer & Wine Tasting Fundraiser (Julie Cordero)	March 15, 2026	650	\$5,000	\$25,000	\$10,000	10	
26-02	Education Foundation of New Berlin WestPAC Community Concert Series - Season 4 (Julie Cordero)	March 27, 2026 / April 10, 2026 / May 15, 2026 / June 27, 2026	1,200	\$5,000	\$32,290		7	
New Berlin Heat								
26-03	New Berlin Heat New Berlin Summer Heat Girls Fastpitch Tournament (James Sturino)	June 5-7, 2026	2,200	\$5,000	\$30,000	\$10,000	168-288	
26-04	New Berlin Heat New Berlin Heat Spring Classic (Fred Konovalenko)	May 8-10, 2026	2,400	\$5,000	\$25,000		168-216	
New Berlin Magic								
26-05	New Berlin Magic New Berlin Magic Girls Fastpitch Tournament (John Chidester)	June 19-21, 2026	2,000	\$5,000	\$45,000	\$10,000	50	
26-06	New Berlin Magic New Berlin Magic Baseball Tournament (John Chidester)	May 29-31, 2026	4,500	\$5,000	\$50,000			
New Berlin 4th of July Commission								
26-07	New Berlin 4th of July Commission New Berlin 4th of July Festival (Polly Oldenburg)	July 2-4, 2026	88,000	\$5,000	\$186,686	\$10,000	50	
26-08	New Berlin 4th of July Commission New Berlin 4th of July Parade (Polly Oldenburg)	July 2-4, 2026	11,000	\$5,000			50	
New Berlin Pumas								
26-09	New Berlin Pumas Battle in New Berlin Baseball Tournament (Cory Powers)	May 15-17, 2026	1,200	\$5,000	\$20,000-25,000	\$5,000	20-30	
New Berlin Veterans Memorial Society								
26-10	New Berlin Veterans Memorial Society New Berlin Veterans Memorial Society Annual Fundraiser (Mary Jane Whitty)	October 17, 2026	300-350	\$2,100 (Capped at \$2,080)	\$5,200	\$2,100 (Capped at \$2,080)	10	
New Berlin Junior Woman's Club								
26-11	New Berlin Junior Woman's Club Fall Harvest Craft Fair (Karen Hofmeister)	October 17, 2026	1,400	\$1,300	\$3,250	\$1,300	5-10	
New Berlin Fire Department								
26-12	New Berlin Fire Department Flashlight Candy Hunt (Deb Gillard)	July 3, 2026	3,000	\$2,400	\$6,000	\$2,400	N/A	
Miss Wisconsin Scholarship Organization								
26-13	Miss Wisconsin Scholarship Organization Miss Wisconsin & Miss Wisconsin's Teen 2026 Competitions (Meghan DeMore)	June 14-20, 2026	700	\$5,000	\$116,000	\$7,750	20-30	
26-14	Miss Wisconsin Scholarship Organization Miss Wisconsin Crown Camp 2026 (Meghan DeMore)	April 17, 2026	85	\$1,750	\$5,800		31	
26-15	Miss Wisconsin Scholarship Organization Miss Wisconsin Night to Ignite 2026 (Meghan DeMore)	June 16, 2026	115	\$1,000	\$7,000		5-10	

New Berlin Public Library								
26-16	New Berlin Public Library 2026 Summer Sounds @ the Library (Natalie Beacom)	June 10, & 24, 2026 / July 8 & 22, 2026 / August 5 & 19, 2026	250-300	\$1,200	\$3,000	\$1,720	2-5	
26-17	New Berlin Public Library New Berlin Public Library Manhattan Short Film 29th Annual Festival (Natalie Beacom)	October 1, 2026	200-300	\$320	\$800		20-25	
26-18	New Berlin Public Library 2nd Annual Dewey-athlon (Natalie Beacom)	September 7, 2026	250	\$200	\$500		20	
New Berlin Recreation								
26-19	New Berlin Recreation Winterfest 2027 (Katie Roth)	January 9, 2027	5,000	\$5,000	\$20,000	\$9,000	10	
26-20	New Berlin Recreation Brews & Boos (Katie Roth)	October 19-31, 2026	4,000	\$4,000	\$10,000		10	
New Berlin Historical Society								
26-21	New Berlin Historical Society Miss Wisconsin and Beer Garden Open House (Anne Marquardt)	June 14, 2026	1,000	\$2,588	\$6,470	\$8,032	N/A	
26-22	New Berlin Historical Society Ice Cream Social and Beer Garden Open House (Anne Marquardt)	July 12, 2026	1,000	\$1,328	\$3,320		N/A	
26-23	New Berlin Historical Society Historic Day and Beer Garden Open House (Anne Marquardt)	September 13, 2026	1,500	\$2,188	\$5,470		N/A	
26-24	New Berlin Historical Society Applefest and Beer Garden Open House (Anne Marquardt)	October 11, 2026	1,500	\$1,928	\$4,820		N/A	
				Total Funds Requested:		Total Funds Available:		
				\$82,302		\$45,000		
				Total Funds Requested (Adjusted):				
				\$82,282				



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		
20	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> 5 10 30	The project/event and application substantiate a reasonable likelihood of local economic impact from: - Local visitors - Day-trip visitors - Overnight visitors		
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 15	Duration of the project/event is: - Single Day - Multi-Day		
<u>Select only 1</u> 5 10 15	The expected/historical annual attendance is: 0-1,000 attendees 1,000-5,000 attendees 5,000 or more attendees		
Total Points			/100