



Tourism Commission Meeting Agenda

June 10, 2026 - 3:00 PM
Council Chambers
3805 S. Casper Drive

Published: 06.04.2026

AGENDA

1. **CALL TO ORDER**
2. **ROLL CALL; DECLARATION OF QUORUM; PUBLIC NOTICE**
3. **APPROVAL OF MINUTES**
 - A. 11/19/2025 Meeting Minutes
4. **NEW BUSINESS**
 - A. Update by DCD Staff
 - B. RAS - Discussion and recommendation to the Tourism Commission for approval of the 2027 Room Tax Grant timeline.
 - C. 2025 Room Tax Update by Finance Director
5. **ADJOURN**

Additional Information

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

Tourism Commission MEETING MINUTES



November 19, 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

Deputy City Clerk Megan Godshall took the roll call as follows:

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

Excused:

Staff Present: City Attorney Thomas Schmitzer, Deputy Director of Community Development Nikki Jones, Principal Planner Kelly Wall, Deputy City Clerk Megan Godshall

The Deputy City Clerk confirmed that a quorum was present and that the meeting was properly posted in compliance with open meetings law.

3. APPROVAL OF MINUTES

A. August 13th, 2025 Meeting Minutes

MOTION: Motion to approve

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

4. NEW BUSINESS

A. Memo - Bandwango Termination

B. RAS - Discussion and possible action to amend the 2026 budget.

MOTION: Motion to amend the 2026 Tourism Commission budget to include the transfer of \$10,000 in the budget, bringing the total budget to \$55,000

VOTE: Motion by: Alderperson Horbinski
Second by: Commissioner Rocco
Motion Passed 5-0

- 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

James Sturino, W226 S7890 Sunset Glen Court, Big Bend on behalf of the New Berlin Heat, answered questions from Commission members
- 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

Mary Jane Whitty, 1266 River Park Circle East, Mukwonago on behalf of the New Berlin Veterans Memorial Society, answered questions from Commission members

- 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
- Meghan DeMore, 11508 N. Oak View Court, Mequon on behalf of the Miss Wisconsin Scholarship Organization, answered questions from Commission members
- 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

Katie Roth, Recreation Manager on behalf of New Berlin Recreation Department, answered questions from Commission members

- 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

MOTION: Motion to to allot the numbers as discussed as they appear in the chart

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

5. ADJOURN

MOTION: Motion to adjourn at 3:39 PM

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

**Respectfully Submitted,
Megan Godshall, Deputy City Clerk**

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	<i>Education Foundation of New Berlin</i> Toast to Education: Beer & Wine Tasting Fundraiser (Julie Cordero)	March 15, 2026	650	\$5,000	\$25,000	\$10,000	10	\$6,000
26-02	<i>Education Foundation of New Berlin</i> WestPAC Community Concert Series - Season 4 (Julie Cordero)	March 7, 2026 / April 10, 2026 / May 15, 2026 / June 27, 2026	1,200	\$5,000	\$32,290		7	
New Berlin Heat								
26-03	<i>New Berlin Heat</i> New Berlin Summer Heat Girls Fastpitch Tournament (James Sturino)	June 5-7, 2026	2,200	\$5,000	\$30,000	\$10,000	168-288	\$7,500
26-04	<i>New Berlin Heat</i> New Berlin Heat Spring Classic (Fred Konovalenko)	May 8-10, 2026	2,400	\$5,000	\$25,000		168-216	
New Berlin Magic								
26-05	<i>New Berlin Magic</i> New Berlin Magic Girls Fastpitch Tournament (John Chidester)	June 19-21, 2026	2,000	\$5,000	\$45,000	\$10,000	50	\$7,500
26-06	<i>New Berlin Magic</i> 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	<i>New Berlin 4th of July Commission</i> New Berlin 4th of July Festival (Polly Oldenburg)	July 2-4, 2026	88,000	\$5,000	\$186,686	\$10,000	50	\$7,500
26-08	<i>New Berlin 4th of July Commission</i> New Berlin 4th of July Parade (Polly Oldenburg)	July 2-4, 2026	11,000	\$5,000			50	
New Berlin Pumas								
26-09	<i>New Berlin Pumas</i> Battle in New Berlin Baseball Tournament (Cory Powers)	May 15-17, 2026	1,200	\$5,000	\$20,000-25,000	\$5,000	20-30	\$3,750
New Berlin Veterans Memorial Society								
26-10	<i>New Berlin Veterans Memorial Society</i> New Berlin Veterans Memorial Society Annual Fundraiser (Mary Jane Whitty)	October 17, 2026	300-350	\$2,100 <i>(Capped at \$2,080)</i>	\$5,200	\$2,100 <i>(Capped at \$2,080)</i>	10	\$1,000
New Berlin Junior Woman's Club								
26-11	<i>New Berlin Junior Woman's Club</i> Fall Harvest Craft Fair (Karen Hofmeister)	October 17, 2026	1,400	\$1,300	\$3,250	\$1,300	5-10	\$1,300
New Berlin Fire Department								
26-12	<i>New Berlin Fire Department</i> Flashlight Candy Hunt (Deb Gillard)	July 3, 2026	3,000	\$2,400	\$6,000	\$2,400	N/A	\$1,000

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	\$6,700
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	\$1,000
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	\$6,250
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	\$5,500
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		\$0	
				Total Funds Requested				
				(Adjusted):				
					\$82,282			



JUNE TOURISM UPDATE

CITY OF NEW BERLIN TOURISM COMMISSION

JUNE 10, 2026



SOCIAL MEDIA & OUTREACH



+136

2,172

FOLLOWERS

WAS: 2,036



+18

697

FOLLOWERS

WAS: 679



45

CALENDARS

SINCE OCT 2022



MONTHLY EVENT CALENDAR

APRIL IN NEW BERLIN

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<p><i>Spring Break Staycation!</i> Family and Friends coming to visit?</p> <p><i>Stay Local!</i></p> <p>Holiday Inn Express & Suites - New Berlin 262-787-0700</p> <p>La Quinta Inn & Suites - New Berlin 262-717-0900</p>			<p>New Berlin Public Library 1 Gardening Webinar - Growing a Bountiful Harvest* 6:30PM</p> <p>New Berlin Ale House Live Music - Dirty Boogie* 7:30PM</p>	<p>National Burrito Day! 2 Visit one of our local Mexican restaurants: Cocina Real or Senior Luna to enjoy a burrito!</p>	<p>M&M Gymnastics 3 Easter Egg Hunt & Tot Time Open Gym* 9-10:30AM</p>	<p>Music6s 4 Saturday Night Concert Series - 7PM Sam Karody & 8PM Modern Tigers</p>
<p>Happy Easter 5 Matty's Bar & Grille Easter Buffet* 9AM-3PM</p>	<p>Cleveland Pub & Grill 6 Jukebox Bingo 7PM</p>	<p>VOTE 7 <i>Election Day</i> Find your polling location at: myvote.wi.gov</p>	<p>The Big Backyard 8 Vendor & Craft Shopping Night 5-8PM</p>	<p>New Berlin Recreation 9 Glowing Together - A Mother-Daughter Beauty Date* 6-8PM Ages 10+</p>	<p>New Berlin West PAC 10 Panorama - Tribute to The Cars* 7-9:30PM</p>	<p>Star of Bethlehem Church 11 Easter Extravaganza (ages K3-4th grade) 9-11:30AM</p>
<p>Central Bark New Berlin 12 Photos with the Easter Bunny* & Adoption Event with JR's Pups-N-Stuff! 10AM-12PM</p>	<p>New Berlin Garden Club 13 "Composting Short Course" with Pat Roberts from the Southeast Wisconsin Master Gardeners 7-8:30PM at the New Berlin Public Library</p>	<p>New Berlin Public Library 14 Puppy Pages - Read to Molly, the Therapy Dog 5-6 PM</p>	<p>National Weather Service Milwaukee 15 Severe Weather/Storm Spotter Class 6:30-7:30PM at New Berlin Public Library</p>	<p>New Berlin Recreation 16 Positive Parenting Workshop - Supporting Your Child With ADHD* 11AM-12:30PM</p>	<p>New Berlin Recreation 17 Friday Family Nights - Nerf Blaster Battle* 4-5PM</p>	<p>Friends of New Berlin Public Library 18 Book Sale 9AM-4PM</p> <p>B.O.Bz Car Club 7th Annual Swap Meet 8AM-3PM at Sanfelippo's Farm Market</p>
<p>Friends of New Berlin Public Library 19 Book Sale 9AM-4PM</p>	<p>Scuttlebutts Bar VFW 5716 20 Music Bingo Monday 6:30PM</p>	<p>New Berlin Public Library 21 TechTalk: Amazon Kindle Basics 2PM</p>	<p>Keller Williams New Berlin 22 Career Night @ Keller Williams MKE 6-7PM</p>	<p>New Berlin Public Library 23 Toddler Storytime 9:30-10AM & 10:30-11AM Ages 2-3</p>	<p>Prospect Lions 24 Biannual Steak & Shrimp Dinner* 4:30-7:30PM at VFW Post 5716</p>	<p>City of New Berlin 25 Earth Day Celebration 9-11AM at Lions Park</p>
<p>Heart & Soul Community 26 Spirit & Vendor Fair 10AM-4PM at New Berlin Ale House</p>	<p>New Berlin Recreation 27 Smart Money Management with Associaed Bank* 6-7PM</p>	<p>New Berlin Public Library 28 Art History Lecture Series: Van Gogh* 6:30-8PM</p>	<p>New Berlin Public Library 29 Strengths Finder Workshop* 1-3PM</p>	<p>New Berlin Public Library 30 Virtual Author Talk: Jason Reynolds* 6-7PM</p>	<p>Head to the Ballpark!</p> <p>Did You Know?!! ALL Wisconsin residents get 50% off Brewers tickets at the first Friday home game of each month!</p> <div style="border: 1px solid black; padding: 5px;"> <p>FOLLOW US</p> <p>Enjoy New Berlin @enjoynewberlin</p> </div>	

enjoynewberlin.com

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

Requires Pre-Registration, Tickets and/or Fees

2026



MONTHLY EVENT CALENDAR

MAY in New Berlin

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
<p><i>Days of summer fun is on the way!</i> Enjoy a staycation or invite friends & family to visit! Stay near at our hotels!</p> <p>Holiday Inn Express & Suites 262-787-0700</p> <p>La Quinta Inn & Suites 262-717-0900</p>		<p>THE COUNTDOWN IS ON! NEW BERLIN'S 4TH OF JULY FESTIVAL JULY 2ND-4TH, 2026</p>		<p>Follow Us for upcoming events, activities, and our monthly event calendar! enjoynewberlin.com</p>		<p>New Berlin Public Library 1 Friday Movie Matinee 1PM <i>Movie Rated PG-13</i></p> <p>New Berlin Recreation Teen Grill & Fuel* 4-5PM / Ages 13-17</p>	
<p>Milwaukee Lionel Railroad Club 3 18th Annual 2026 MLRRC Car Show 10AM-2PM</p>	<p>Culver's New Berlin 4 Make Your Meal Matter - Benefitting the New Berlin 4th of July Festival 4-7PM</p> <p>National Weather Service Storm Spotter Training 6:30-8:30PM @ New Berlin Public Library</p>	<p>Linden Grove New Berlin 5 Spring of Life Versiti Blood Drive 2-6PM</p> <p>New Berlin Recreation Steakhouse Favorites* 6:30-9PM</p>	<p>The Big Backyard 6 Children's Makers Market - Homemade Products from Kids 4-18 Years Old 4-7PM</p>	<p>New Berlin Junior Woman's Club 7 Plant Sale 11AM-5PM @ North Shore Bank</p> <p>Central Bark New Berlin Puppy Hour - Free Weekly Play & Puppy Socialization* 6:30-7:30PM</p>	<p>New Berlin Junior Woman's Club 8 Plant Sale 11AM-5PM @ North Shore Bank</p>	<p>THE MARKET IS OPEN! 2 2026 FARMERS MARKET SEASON STARTS TODAY! Saturdays from 8AM-Noon at City Center</p> <p>Matty's Bar & Grille Kentucky Derby Party 3-7PM</p>	
<p>HAPPY Mother's Day 10 New Berlin Historical Society New Berlin History Museum Open 1-4PM</p>	<p>New Berlin Garden Club 11 "Spring Ephemerals" with Mary Jane Swedberg from the Southeast Wisconsin Master Gardeners 7-8:30PM at the New Berlin Public Library</p>	<p>12 Latitudes Travel Packing Tips 101 with Holly* 6:30-8:30PM</p>	<p>13 New Berlin Community Band "250 Years - It Will Be Monumental!" 7:30PM @ West PAC</p>	<p>14 Matty's Bar & Grille Trivia at Matty's 7PM</p>	<p>15 Milwaukee Astronomical Society Open House & Night Sky Viewing 7-10PM</p>	<p>STOP 16 Safety Saturday at Children's Wisconsin 9AM-1PM Family-Friendly Outdoor Safety & Wellness Event Touch-a-Truck Touch, sit-in, and learn about large trucks and heavy-duty machinery!</p>	
<p>17 Cantare Choral A Celebration of America in Song* 3PM @ Elizabeth Ann Seton Parish</p>	<p>18 New Berlin Recreation Tropical Toddlers* 10:15-11:15AM Ages 2-4 with Parent</p> <p>Cleveland Pub & Grill Jukebox Bingo 7PM</p>	<p>19 New Berlin Public Library TechTalk: Consumer Reports* 2PM</p> <p>New Berlin Recreation Ice Cream Sundae Sculptures* 6-7PM / Ages 6-12</p>	<p>20 Stickman Painting Studio Swiftie Night: A Taylor Swift Themed Paint Night* 7PM @ Cleveland Pub</p>	<p>21 UW Credit Union First Time Homebuyer Seminar* 6-7:30PM</p>	<p>22 The Big Backyard Family Bingo* 10:30-11:30AM</p>	<p>23 JR's Pups-N-Stuff Grill Fundraiser 11AM-4PM @ Sendik's</p> <p>Senior Luna Cribbage Tournament* 12PM</p>	
<p>24 Mary's Caddyshack Live Music: Big Al Dorn 2-5PM</p> <p>31 Sugar Creek Antiques Mall Old Hwy 15 Flea Market 8AM-3PM</p>	<p>25 MEMORIAL DAY</p>	<p>26 New Berlin Public Library Art History Lecture Series: Paul Gauguin* 6:30-8PM</p>	<p>27 New Berlin Trap & Sportsman's Club Trap Shooting 5-9PM</p> <p>New Berlin Recreation Pre-Summer Reset: Eat Clean, Feel Strong* 6:30-7:30PM / Ages 18+</p>	<p>28 American Red Cross Community Blood Drive 1-6PM @ New Berlin Public Library</p>	<p>29 Greenfield Pub Live Music: Acoustic Fun with Ben & Rod 7-10PM</p>	<p>30 Blessed Savior Lutheran Church Rock of Ages - Classic Car and Bike Show 9AM-3PM</p> <p>Lucky Mutts Rescue Paws & Patties Fundraiser 11AM-4PM @ Sendik's</p>	

enjoynewberlin.com * Requires Pre-Registration and/or Fees

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

2026



MONTHLY EVENT CALENDAR

June IN NEW BERLIN



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<p>THE COUNTDOWN IS ON!</p> <p>NEW BERLIN'S 4TH OF JULY FESTIVAL JULY 2ND-4TH, 2026</p>	1 Cleveland Pub & Grill Jukebox Bingo 7PM	2 New Berlin Garden Club Wildlife Habitat Certification Seminar* 6:30PM New Berlin Public Library Prehistoric Pets at the Library! 4:30-5:30PM	3 New Berlin Public Library Virtual Discussion: Best State Fair Crafts with Smithsonian Curator Mary Savig* 1-2PM	4 Princeton Club Duelling Pianos* 5-8PM Ages 21+ Central Park New Berlin Puppy Hour - Free Weekly Play & Puppy Socialization* 6:30-7:30PM	5 New Berlin Public Library Puppy Pages - Read to Petunia 10AM	6 New Berlin Recreation 4 th Annual Battle of the Paddles Pickleball Tournament* 8AM
7 Wisconsin Antique Radio Club Swap Meet 8AM-10:30AM @ the New Berlin Ale House	8 New Berlin Recreation June Puzzle Race* 6:30-8PM New Berlin Public Library Author Visit: Rebecca Lehmann* 6-7:30PM	9 New Berlin Recreation Craft Social Club* 6:30-8PM	10 New Berlin Public Library Summer Concert with the Souvenirs! 6PM	11 New Berlin Recreation Beach Bash Cornhole Tournament* 6:30-9:30PM	12 New Berlin Veterans Memorial Society Fly the Flag Day Celebration 6PM	13 Music6s 5 th Annual Ride for Veterans* 9AM-2PM New Berlin Recreation Mural Meetup 10AM-12:30PM
14 Matty's Bar & Grille Live Music - SlimRox 1-5PM New Berlin Historical Society Open House & Beer Garden with Miss Wisconsin Meet & Greet 1-4PM	15 Latitudes Travel Packing Tips 101 with Holly* 6:30-8:30PM	16 New Berlin Recreation Naturally You - Skincare & Beauty Workshop* 6-8PM Ages 18+	New Berlin News Now is a great time to sign-up for the New Berlin News! Sent twice a month, the New Berlin News keeps residents informed of all upcoming events as well as important information and deadlines. Register at newberlinwi.gov!	18 New Berlin Public Library Virtual Author Talk: Ted Page* 1-2PM	19 Miss Wisconsin Scholarship Organization Miss Wisconsin's Teen Final Competition* 6PM	20 Milwaukee Astronomical Society Open House & Summer Solstice Viewing 1-4PM Miss Wisconsin Scholarship Organization Miss Wisconsin Final Competition* 4PM
21 Lightning Safety Awareness Week! Stay Safe This Summer! Be prepared and seek protection when storms arise! Be sure to follow the City of New Berlin Office of Emergency Management page for the most up-to-date information and tips on how to stay safe!	22 American Red Cross Community Blood Drive @ New Berlin Public Library 1-6PM	23 New Berlin Public Library Mahjong Game Night* 5PM	24 Waukesha County ADRC Free Community Memory Screening* 10AM-3PM @ the New Berlin Public Library	25 Scuttlebutts Bike Night - Bruce Humphries and the Rockabilly Rebels 6-8:30PM	26 New Berlin Chamber of Commerce Golf Outing* 8AM	27 New Berlin Chamber of Commerce Farmer's Market 8AM-Noon Princeton Club Fitness at the Farmer's Market 9:30AM
28 RECPASS @ THE ARC Get active at the ARC with a RecPass! RecPASS is a membership that allows for unlimited visits to any drop-in programs at the New Berlin Activity and Recreation Center. Scan to view membership options & purchase your pass!	29 National Camera Day! Love Photography? Show us what you love about New Berlin by tagging us in your photos on social media! We'd love to see New Berlin through your lens!	30 New Berlin Public Library Puppy Pages - Read to Mac 10AM	<p><i>Summer fun is here to stay!</i> Enjoy a staycation or invite friends & family to visit! Stay local at our hotels!</p> <p>Holiday Inn Express & Suites 262-787-0700</p> <p>La Quinta Inn & Suites 262-717-0900</p>		<p>Follow Us for upcoming events, activities, and our monthly event calendar! enjoynewberlin.com</p>	

enjoynewberlin.com

* Requires Pre-Registration, Tickets and/or Fees

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

2026



SOCIAL MEDIA & OUTREACH

REGULAR BASIS

EVENT CALENDAR

CITYWIDE > POSTED LAST DAY OF THE MONTH OR FIRST THING ON THE 1ST

WEEKLY SCHEDULES

**NEW BERLIN PUBLIC LIBRARY
NEW BERLIN RECREATION (ARC) > MONDAY AM
SCHEDULE FOR WEEK**

ON-GOING

UPCOMING EVENTS

**“SHARING” EVENTS DIRECTLY FROM HOST
BUSINESS/ORGANIZATIONS**

**> ANY CHANGES MADE ON ORIGINAL POST, ARE
UPDATED TO SHARE.**



OUTREACH EFFORTS



Photo Credit: Tracee Renee Photography



Photo Credit: Tracee Renee Photography

MAY 16

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





OUTREACH EFFORTS

MAY 1ST-31ST

NEW BERLIN PUBLIC LIBRARY

ENB DISPLAY CASE





ADVERTISING

NEW BERLIN RECREATION

ACTIVITY GUIDES





ADVERTISING

MISS WI SCHOLARSHIP ORGANIZATION

MISS WISCONSIN PROGRAM GUIDE





UPCOMING EVENTS

NEW BERLIN FARMER'S MARKET & FITNESS @ THE FARMERS MARKET

NEW BERLIN CHAMBER OF COMMERCE & PRINCETON CLUB



**EVERY SATURDAY 8AM-NOON
WORKOUT CLASS AT 9:30AM**



**CITY
CENTER**

NBVMS FLAG DAY CEREMONY

NEW BERLIN VETERANS MEMORIAL SOCIETY



**FRIDAY, JUNE 12TH
6PM**



**VETERANS
MEMORIAL**



UPCOMING EVENTS

HISTORICAL SOCIETY OPEN HOUSE

NEW BERLIN HISTORICAL SOCIETY



SUNDAY, JUNE 14TH
1-4PM



HISTORICAL
PARK

MISS WISCONSIN

MISS WISCONSIN SCHOLARSHIP ORGANIZATION



JUNE 14TH-20TH
VARIOUS EVENTS



WEST
PAC

4TH OF JULY FESTIVAL

CITY OF NEW BERLIN



JULY 2ND-4TH
VARIOUS HOURS



MALONE
PARK



FOLLOW US & PROMOTE US!

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



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



REQUESTED ACTION STATEMENT

MEMO TO: Tourism Commission

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

MEMO FROM: Kelly Wall, Principal Planner

DATE: June 10, 2026

REQUESTED: Discussion and recommendation to the Tourism Commission for approval of the 2027 Room Tax Grant timeline and application amendments.

FISCAL IMPACT: None

RATIONALE: No changes to the grant guidelines are proposed for the 2027 Room Tax Grant Cycle.

\$45,000 has been allocated in the 2026 budget, for 2027 Room Tax Grants.

Just as a reminder, here are the updates we made in 2025, for the 2026 Grant Cycle.

- **Raise organizational limit to \$10,000 / not to exceed \$5,000 per event**
 - o Examples provided on grant application
- **Redistribute points on rubric to evaluate single-day versus multi-day events**
 - o Single day events (5 points) vs multi-day events (15 points)
- **Single Grant Award Amount, per Organization**
 - o The Tourism Commission will grant awards as a single total, per organization.
- **Administratively –**
 - o Staff updated the Reimbursement Form to make the process easier to submit for applicants and easier to process on the administrative side for staff.

2027 Grant Schedule –

1 POSTCARD (MAY 19)

MAY 2026

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Mail Postcards

2 GRANTS OPEN (SEPT 4)

SEPTEMBER 2026

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

2027 Grant Cycle Opens

3 GRANTS CLOSE (OCT 16)

OCTOBER 2026

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

2027 Grant Cycle Closes

4 REVIEW GRANTS (NOV 4)

NOVEMBER 2026

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

TC Review/ Distribute Grants

Postcard –



ELIGIBLE APPLICANTS:

- Not-for-profit organizations
- Project/event is located in the City of New Berlin and offers verifiable economic benefits to the City of New Berlin through increased hotel room nights.
- The project/event or promotional opportunity must demonstrate economic impact as it relates to tourism and is likely to generate hotel room stays within the City of New Berlin.

ROOM TAX GRANTS

MARK YOUR CALENDARS!

SEPTEMBER 4

APPLICATION PERIOD OPENS -
Letters & emails sent with link to application. The link will also be posted on enjoynewberlin.com

OCTOBER 16

APPLICATION PERIOD CLOSES -
Application period will close at Noon on October 16th

NOVEMBER 4

TOURISM COMMISSION MEETING TO REVIEW APPLICATIONS
Applications reviewed & grants distributed

2027 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, 2027.

- Purchases occurring during 2027 for January/February 2028 events are also eligible.
- The grant expires December 31, 2027. 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 16, 2026.**

* Indicates required question

1. Email *

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

Check all that apply.

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

Applicant Information / Description of Organization

3. Name (First & Last) *

4. Address / City / State / Zip *

5. Email *

6. Phone Number *

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

Project Information

8. Project/Event Title* *

9. Event Date *

10. Total Project / Event Budget *

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

12. Project / Event Location *

13. Projected Number of Attendees *

14. Detailed Project / Event Description *

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

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

- 17. Expected Outcomes *

18. Staffing Requirements *

19. Timeline for Implementation *

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

21. Is the proposed project/event: *

Mark only one oval.

New Project / Event

Existing Project/Event

Financial Information

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

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

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.

24. Please enter name and title. *

25. Sign below: *

26. Date: *

Example: January 7, 2019

27. Phone Number: *

28. Email: *

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Google Forms



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>	The project/event and application substantiate a reasonable likelihood of local economic impact from:		
5	- Local visitors		
10	- Day-trip visitors		
30	- 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	Duration of the project/event is:		
15	- Single Day - Multi-Day		
<u>Select only 1</u>	The expected/historical annual attendance is:		
5	0-1,000 attendees		
10	1,000-5,000 attendees		
15	5,000 or more attendees		
Total Points			/100

TOURISM COMMISSION

2025 ANNUAL REPORT

FINANCIAL CHEAT SHEET



MEETING PREP

June 10, 2025



QUARTERLY FINANCIAL SUMMARY

PERIOD	TOURISM COMMISSION	BLDG MAINT FUND	DEBT SERVICE
1st Qtr	\$ 7,236.15	\$ 25,326.52	\$ 25,326.49
2nd Qtr	\$ 12,859.53	\$ 45,008.38	\$ 45,008.36
3rd Qtr	\$ 20,012.98	\$ 70,045.37	\$ 70,045.33
4th Qtr	\$ 8,772.19	\$ 30,702.67	\$ 30,702.68
Adjustments	\$ 108,058.85	\$ (54,029.36)	\$ (54,029.49)
TOTAL	\$ 156,939.70	\$ 117,053.58	\$ 117,053.37



TOURISM FUND SUMMARY

TOURISM FUND BALANCE YE24	\$ 332,233.52
Revenues	\$ 156,939.70
Expenditures	\$ (73,904.08)
Surplus/Deficit	\$ 83,035.62
TOURISM 2025 YE FUND BALANCE	\$ 415,269.14



KEY TAKEAWAYS



STRONG REVENUE PERFORMANCE

Total Tourism Commission revenues for the year: \$156,939.70



HEALTHY FUND BALANCE GROWTH

Tourism Fund 2025 YE Fund Balance: \$415,269.14



POSITIVE SURPLUS

Surplus for the year: \$83,035.62



SUPPORTING FUNDS

Building Maintenance Fund and Debt Service totals are balanced at \$117,053.58 and \$117,053.37 respectively.



NOTES

- Adjustments reflect year-end entries and reallocations.

Figures reflect final year-end results.



HISTORICAL COLLECTIONS SUMMARY

YEAR	TOURISM COMMISSION	BLDG MAINT FUND	DEBT SERVICE FUND	TOTAL COLLECTED
2025	\$ 156,939.70	\$ 117,053.58	\$ 117,053.37	\$ 391,046.65
2024	\$ 128,282.57	\$ 117,053.58	\$ 117,053.37	\$ 362,389.52
2023	\$ 124,162.17	\$ 117,053.58	\$ 117,053.37	\$ 358,269.12
2022	\$ 138,817.12	\$ 117,053.58	\$ 117,053.37	\$ 372,924.07
2021	\$ 78,626.32	\$ 117,053.58	\$ 117,053.37	\$ 312,733.27