

VILLAGE OF GERMANTOWN
N112 W17001 MEQUON ROAD
GERMANTOWN, WI 53022

MEETING: **TOURISM / COMMUNITY BETTERMENT
COMMITTEE**

DATE AND TIME: **MONDAY, October 17, 2016 5:00 p.m.**

LOCATION: : **Village Hall Board Room
N112 W17001 Mequon Road**

- I. **CALL TO ORDER:** This meeting has been given public notice in accordance with Wisconsin Statutes, Section 19.83 and 19.84 in such form that will apprise the general public and news media of subject matter that is intended for discussion and action.
- II. **ROLL CALL:** Chairperson Hughes, Members Adair, Brady, Ciarro, Grgich, Merry, Meyer and Rogers
- III. **APPROVAL OF MINUTES:** July 12, 2016 meeting
- IV. **NEW BUSINESS:**
 - A. Updates from Village Attorney Sajdak on Revised Room Tax and Tourism Statutes and Requirements
 - B. Requests For Funds:
 1. Germantown Historical Society
\$2,500 – Dheinsville Hunsruck Oktoberfest
 2. Kiwanis Club
\$360 – 4th of July Festivities, 2nd Request
 3. Germantown Area Chamber of Commerce
\$1,000 – 5k Candy Cane Run/Walk
 4. Germantown Area Chamber of Commerce
\$2,500 – Annual Christmas Parade and Tree Lighting
 5. Kiwanis Club
\$1,800 – Breakfast with Santa/Reindeer Games Exhibit
- V. **ADJOURNMENT:**

UPON REASONABLE NOTICE, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service please contact the Village Clerk at (262)250-4740 at least 2 days prior to the meeting.

Notice is given that a majority of the Village Board may attend this meeting to gather information about an agenda item over which they have decision making responsibility. This may constitute a meeting of the Village Board per State ex rel. Badke v. Greendale Village Board, even though the Village Board will not take formal action at this meeting.

III

TOURISM/COMMUNITY BETTERMENT COMMITTEE
Meeting Minutes for July 12, 2016

1. Meeting Called to Order:

6:00pm by Jeffrey Hughes, Chairman of the Tourism/Community Betterment Committee

2. Members Present:

Chairperson Hughes, Members Adair, Ciarro, Grgich, Rogers, new member Meyer

Excused: Merry

Absent: Brady

3. Approval of Minutes: A correction was made to the minutes of the March 24, 2016 meeting: In the Request for Funds #4 by the Eastern Kettle Moraine Moose Lodge, it looks like there was a typographical or addition error for the amount approved. The 12 double-sided banners came to \$909.60 plus the 3'X8' banner at \$206, adds up to \$1,115.60 versus the \$1,015.60 reflected in the minutes. Adair moved the minutes of the March 24, 2016 meeting amend the amount approved for the Eastern Kettle Moraine Moose Lodge to be \$1,115.60; Ciarro seconded. Motion carried.

With the correction of the minutes of the approved amount for the Eastern Kettle Moraine Moose Lodge to \$1,115.60, Rogers moved to approve the March 24, 2016 minutes; Meyer seconded; the motion carried.

4. New Business:

A. Election of Secretary for Tourism/Community Betterment Committee: Adair moved to elect Lynn Grgich as secretary for the Tourism/Community Betterment Committee; Ciarro seconded. Motion carried

B. Request for Funds:

Grgich made a motion to move request #3 to top of list; Adair seconded. Motion carried.

1. Germantown Historical Society Request for \$2,500 presented by Jeff Dhein

- The historical society is planning four bier garden events this summer at Dheinsville Park
- The hours are 2pm-8pm, once a month. Schedule is dependent on when they can get volunteers to man the event
- It is felt the audience for their bier gardens is Washington County
- Newspaper advertising in Washington County Insider \$650 for 3 months, and local newspapers such as the Express News \$400/issue to run 4x

Grgich moved to approve up to \$2,500 requested by the Germantown Historical Society for advertising their bier gardens; seconded by Meyer. Motion carried.

2. Visit Washington County request for \$8,000 presented by Elaine Motl

- The Visitors Guide has a new format; communities and their amenities are listed separately rather than lumping all dining, all shopping, all lodging together. Easier to learn what is available within one community to help in planning your visit.

REQUEST FOR FUNDS CONTINUED:

- The Germantown Park & Rec is listed on the back page among other spots within the guide
- Germantown events such as the 4th of July, Mai Fest, Veterans Memorial are promoted
- Events such as the 5k Run are promoted in Silent Sports publications
- Key Milwaukee is a publication that targets visitors in Milwaukee. Ads are placed here several times a year.
- Tourism is the #3 industry in Wisconsin and visitor spending has been increasing since 2011

Grgich moved to forward a recommendation to the Village Board with an approval for the \$8,000 requested by Visit Washington County; Ciurro seconded. Motion carried.

3. Imagination Theatre of Germantown request for \$2,500 presented by Eric Salter

- Each production brings 75% of the crew and cast from outside of Germantown
- Each production brings 80% of the attendees from outside of Germantown
- New this time are the use of yard signs to promote their presentations. In the past it was one banner on Pilgrim Road. The yard signs allow their cast and crew to promote outside of Germantown.
- With theatre productions, the means to get folks to attend isn't always advertising
- Recognition for funding provided by the Tourism Committee will be provided via an insert in each program
- We did discuss approvals in the past for the royalties (rights for the show) and how changes may prevent this committee from approving those requests in the future

Ciurro moved to give Imagination Theatre \$2,500 this year; Meyer seconded. Motion carried.

4. American Legion Post #1 four requests at \$2,500 each presented by Jim Heiman and Dale Schuldt

- The American Legion Post #1 presented very complete descriptions of the scope of each area covered by the individual requests along with detailed cost itemizations
- The Daily News has been carrying weekly stories of the 14 fallen soldiers from Washington County
- The WI EMS Association magazine, a state wide publication, ad
- A list of events and parades the Germantown Moving Wall has been a part of, was presented
- If funding is approved, the Tourism/Community Betterment Committee will be acknowledged in all future printed materials

REQUEST FOR FUNDS CONTINUED:

Grgich moved to approve \$2,500 to the American Legion Post #1 for expenses for the Vietnam Era Education Hall and the Full-color Keepsake book; Adair seconded. Motion carried.

Rogers moved to approve \$2,500 to the American Legion Post #1 for expenses for The Moving Wall and The Healing Field Display; Grgich seconded. Motion carried.

Adair moved to approve \$2,500 to the American Legion Post #1 for expenses for the American Huey 369; Meyer seconded. Motion carried.

Rogers moved to approve \$2,500 to the American Legion Post #1 for expenses for the Welcome Home Parade; Meyer seconded. Motion carried.

Adjournment:

The meeting was adjourned by Chairman Hughes. At 7:15pm

Respectfully Submitted by:
Lynn Grgich

RECEIVED

IV. B-1

GERMANTOWN TOURISM / BETTERMENT FUND
REQUEST FOR FUNDING
CALENDAR YEAR: 2016

JUL 12 2016

OFFICE OF VILLAGE CLERK
VILLAGE OF GERMANTOWN

Funds may be requested by groups for Tourism Projects (projects or events that will bring visitors to the Village of Germantown).

1. Group Name: GERMANTOWN HISTORICAL SOCIETY
Address: P.O. Box 31 Germantown, WI 53022
 2. Responsible person's name: Jeff Dhein Phone No: 262-689-0537
 3. Amount requested: \$2500 E-mail Address: JDDHEIN@ADL.COM
- MAXIMUM AMOUNT REQUESTED IS \$2500 PER REQUEST**
4. Date by which funding is desired: 11-30-16

Please complete this form in its entirety. Also, please submit an itemized estimate for the full project for approval. Upon completion of the project, receipts submitted will be matched against the detail costs to verify the final expenditure. Note the guidelines for funding requests listed on the reverse side of this form.

Event or project description: (Please provide details regarding your event or project)

ANNUAL DHEINSVILLE HINSRUCK OKTOBERFEST

How will your event promote tourism to Germantown?

This brings people from across the Midwest to our village. Many will stay for both days.

Itemized Cost Details:

Newspaper and radio advertising will exceed the \$2500 contribution from this fund.

2nd & 3rd year applicants: please provide a financial statement including revenue & expense: (past financial statement)

Attached

Oktoberfest 2015 updated 12/15/15

Expenses	2013	2014	2015	Receipts	2013	2014	2015
Bands	\$ 5,150.00	\$ 5,250.00	\$ 5,495.00	Food	\$ 9,372.75	\$ 10,695.70	\$ 9,624.45
Dance Floor & Dancers	\$ 900.00	\$ 1,050.00	\$ 1,050.00	Bar	\$ 15,930.00	\$ 15,978.94	\$ 17,938.22
Beer Capitol	\$ 7,065.36	\$ 6,356.96	\$ 7,968.41	Sponsorships	\$ 10,617.75	\$ 10,900.00	\$ 12,030.50
Beer Steins	\$ 1,516.43	\$ 615.31		Barlympics	\$ 600.00	\$ 500.00	\$ 358.00
Raffle License	\$ 25.00	\$ 25.00	\$ 25.00	TV	\$ 440.00	\$ 630.00	\$ 390.00
TV	\$ 390.00	\$ 490.38	\$ 440.00	Start Up Cash	\$ 4,137.00	\$ 1,976.00	\$ 4,896.81
Gas	\$ 70.50	\$ -	\$ -	Tips/Donations	\$ 160.75	\$ 242.21	\$ 104.50
Volunteer Shirts	\$ 945.75	\$ 2,489.50	\$ 1,564.50	Gift House	\$ 1,033.26	\$ 715.50	\$ 896.40
Hampel	\$ 900.00	\$ -	\$ -	Pancake House	\$ 1,524.75	\$ 1,293.12	\$ 1,785.24
Tent	\$ 3,991.08	\$ 3,991.08	\$ 4,388.11	Pumpkins	\$ 9.00	\$ 230.75	\$ 42.50
WTKM	\$ 420.00	\$ 440.00	\$ 440.00	Leftover Food Sales	\$ 60.00	\$ 22.00	
American Print Quik	\$ 475.00	\$ 195.00	\$ 320.00	Church	\$ 50.00	\$ -	
Oriental Trading	\$ 208.48	\$ -	\$ -	Silent Auction & Bake Sale	\$ 3,683.40	\$ 3,463.70	\$ 3,908.00
Dan Wing	\$ 495.28	\$ -	\$ 50.00	Aldo's Return Overpay	\$ 102.42	\$ -	
Start Up Cash	\$ 6,735.00	\$ 7,535.00	\$ 8,235.00	Total Receipts	\$ 47,721.08	\$ 46,647.92	\$ 51,974.62
Bay Bakery	\$ 445.35	\$ 494.35	\$ 494.35	Total Expenses	\$ 38,251.54	\$ 38,658.34	\$ 41,198.48
Jeff's Sports	\$ 768.00	\$ 1,058.00	\$ 1,451.00	Profit	\$ 9,469.54	\$ 7,989.58	\$ 10,776.14
Sign A Rama	\$ 115.00	\$ 115.00	\$ -	Pending Sponsorships	\$ -	\$ 802.00	\$ 3,600.00
Sendik's	\$ 755.60	\$ 956.60	\$ 1,323.93	Bub's		\$ 302.00	
House of Homemade Sausage	\$ 2,211.09	\$ 2,302.64	\$ 2,752.65	██████████ <i>Anonymous</i>		\$ 100.00	
Towsleys	\$ 716.42	\$ 184.41	\$ 183.03	Les Brummer		\$ 200.00	
Tents & Stopwatches	\$ 278.74	\$ 126.71	\$ -	Jason Pipkorn		\$ 200.00	
Menards	\$ 157.82			Sendik's			\$ 3,000.00
Fleet Farm	\$ 143.57			House of Homemade Sausage			\$ 100.00
Restaurant Depot	\$ 385.46	\$ -	\$ -	Armour Coatings			\$ 250.00
Bartz's	\$ 25.10	\$ -	\$ -	Dublins			\$ 250.00
Aldo's Pizza	\$ 130.40	\$ 113.50	\$ 106.10	Profit	\$ 9,469.54	\$ 8,791.58	\$ 7,176.14
WalMart	\$ 54.37	\$ -					
Barrels	\$ 247.80	\$ -	\$ -				
Express News	\$ 640.00	\$ 640.00	\$ 1,320.00				
Aldo's	\$ 1,628.94	\$ 2,981.56	\$ 971.77				
Clear Channel	\$ -	\$ 450.00	\$ -				
Ice	\$ -	\$ 429.34	\$ -				
Council Festival Committees	\$ 80.00	\$ 80.00					
Star Promotions			\$ 218.10				
Germantown Kiwanis			\$ 120.00				
Mike Raab			\$ 54.02				
Sysco			\$ 1,612.51				
Port A John	\$ 180.00	\$ 288.00	\$ 615.00				
Total	\$ 38,251.54	\$ 38,658.34	\$ 41,198.48				

RECEIVED

JUL 12 2016

OFFICE OF VILLAGE CLERK
VILLAGE OF GERMANTOWN

IV B-2

RECEIVED

GERMANTOWN TOURISM / BETTERMENT FUND

REQUEST FOR FUNDING

CALENDAR YEAR: 2016 2nd Request

JUL 25 2016

OFFICE OF VILLAGE CLERK
VILLAGE OF GERMANTOWN

Funds may be requested by groups for Tourism Projects (projects or events that will bring visitors to the Village of Germantown).

1. Group Name: Kiwanis Club
Mailing Address: PO Box 531, Germantown, Germantown, WI 53022
 2. Responsible person's name: Lynn Grgich Phone No: 262-347-9901 cell#
 3. Amount requested: \$360.00 E-mail Address: lynngrgich@gmail.com
- MAXIMUM AMOUNT REQUESTED IS \$2500 PER REQUEST**
4. Date by which funding is desired: Aug. 30, 2016

Please complete this form in its entirety. Also, please submit an itemized estimate for the full project for approval. Upon completion of the project, receipts submitted will be matched against the detail costs to verify the final expenditure. Note the guidelines for funding requests listed on the reverse side of this form.

Event or project description: (Please provide details regarding your event or project)

Community 4th of July Festivities including parade,
food-entertainment-kid activities at Fireman's Park, and
fireworks.

How will your event promote tourism to Germantown?

Some of the surrounding, smaller communities do not have their own
4th celebrations; Menomonee Falls and Mequon-Thiensville have them
prior to the 4th. Our event provides an option and brings in residents
and visitors for activities on the actual holiday.

Itemized Cost Details:

See attached - this second request is for reimbursement
for parade units that provide entertainment and bring their own
followers to our parade.
(The first request covered amenities at the park)

2nd & 3rd year applicants: please provide a financial statement including revenue & expense: (past financial statement)

see attached

4th of July
Income/Expense
2016

Description	Amount		Income	Expense	Net
SPONSORS Income see list	9,425				
Sponsor Expenses					
Awesome Graphics: Banners	211.2			211.2	
Tabloid Ads	5@75			375	
Sponsor Totals			9,425	586	\$8,839
PARADE					
Income see list entry fees	1225				
Income: Tourism Funds	*				
Expense					
Gerlach Stiltwalkers	200 *				
Wisconsin Corvette Club	100 *				
Kettle Moraine Model T	60 *				
Grand Marshal					
General Comm: radios	475.2				
Total Expenses	835.2				
Parade Totals			1,225	835	\$390
PARK					
Income: vendors fees	650				
Income: vendors royalty sales	2,565.61				
Income: Tourism Funds	**2500				
Expense					
Port-A-John	**1550				
Accompany of Kids	**400				
Downtown Harrison	**1000				
Lincoln Contractors Supply	263.34				
Total Expenses	3,213.34				
Park Totals			5715.61	3213.34	2,502.27
Other Expenses					
postage	258.6				
copies:letter, entry forms	405	Express News			
cell phone; 4@\$35	140				
Lynn Grgich	4,000				
Total Other Expenses	4803.6			4803.6	-4803.6
Bartolotta Fireworks	7,250.00			7,250.00	-7250
Permit Fee & background check	\$107			107	-107
Sub Totals					
GRAND TOTALS			16,365.61	16794.94	(\$429)

Description	Amount		Income	Expense	Net
SPONSORS Income see list	10,700				
Sponsor Expenses					
Awesome Graphics: Banners	150				
Tabloid Ads	e4@\$80 \$320				
Sponsor Totals			10,700	470	\$10,230
PARADE					
Income see list entry fees	875				
Income: Tourism Funds	*\$455				
Expense					
Gerlach Stiltwalkers	175 *				
Mary Ernst-Petals the Clown	100 *				
Wisconsin Corvette Club	100 *				
Kettle Moraine Model T	80 *				
FASTSIGNS: Grand Marshal	106				
General Comm: radios	316				
Total Expenses	877				
Parade Totals			1,330	877	\$453
PARK					
Income: vendors fees	800				
Income: vendors royalty sales	2025.55+e\$800				
Income: Tourism Funds	**2500				
Expense					
Port-A-John	**1457				
Accompany of Kids	**400				
Downtown Harrison	**900				
Lincoln Contractors Supply	263.34				
Total Expenses	3,020.34				
Park Totals			6125	3020.34	3,104.66
Other Expenses					
office supplies; labels, envelopes	112.52				
copies:letter, entry forms	402.59	Express News			
cell phone; 4@\$35	140				
Lynn Grgich	4,000				
Total Other Expenses	4655.11			4655.11	-4655.11
Bartolotta Fireworks	7,250.00			7,250.00	-7250
Permit Fee & background check	\$107			107	-107
Sub Totals					
GRAND TOTALS			18,155.00	16379.45	1775.55

4th of July
Income/Expense
2014

Description	Amount	Income	Expense	Net
SPONSORS see list	10,796			
25 Sportsmen Club	523			
Sponsor Totals		11,319	0	11319
PARADE				
Income see list entry fees	1075			
Expense				
Gerlach Stiltwalkers	150			
Mary Ernst-Petals the Clown	75			
Wisconsin Corvette Club	100			
FASTSIGNS: magnetic signs	163			
FASTSIGNS: float breakdown	78			
Banners	200			
General Comm: radios	316			
Parade Totals		1075	1082	-7
PARK				
Income: vendors fees	550			
Income: vendors royalty sales	2,507.91			
25 Sportsmen Club 15%	918.43			
Expense				
Port-A-John	1,426.00			
Accompany of Kids	350			
Downtown Harrison	900			
	2,676.00			
Park Totals		3976.34	2676	1,300.34
Other Expenses				
postage	204			
office supplies; labels, envelopes	57			
copies: letter, entry forms	80			
cell phone: 4mos@\$35	140			
Lynn Grgich	3000			
Anne-Marie Hoell	1000			
Total Other Expenses			4481	-4481
Sub Totals		16370.34	8239	8131.34
Bartolotta Fireworks	7,895.00		7,895.00	
GRAND TOTALS		16,370.34	16134	236.34

RECEIVED

IV. B-3

JUL 25 2016

OFFICE OF VILLAGE CLERK
VILLAGE OF GERMANTOWN

GERMANTOWN TOURISM / BETTERMENT FUND

REQUEST FOR FUNDING

CALENDAR YEAR: 2016

Funds may be requested by groups for Tourism Projects (projects or events that will bring visitors to the Village of Germantown).

1. Group Name: Germantown Area Chamber of Commerce
Mailing Address: P.O. Box 12 Germantown, WI 53022
2. Responsible person's name: Lynn Grigich Phone No: 414-255-1814
3. Amount requested: \$1,000.00 E-mail Address: executivedirector@germantownchamber.org
4. Date by which funding is desired: Nov. 30, 2016

MAXIMUM AMOUNT REQUESTED IS \$2500 PER REQUEST

Please complete this form in its entirety. Also, please submit an itemized estimate for the full project for approval. Upon completion of the project, receipts submitted will be matched against the detail costs to verify the final expenditure. Note the guidelines for funding requests listed on the reverse side of this form.

Event or project description: (Please provide details regarding your event or project)

5K Candy Cane Run/walk is a family friendly event added to the Christmas parade and tree lighting activities to provide a full day of fun in Germantown for residents and visitors. This portion of the day is in its 7th year.

How will your event promote tourism to Germantown?

5K events draw from outside the area by appealing to runners seeking opportunities to practice. In 2015 we added professional timing of this event which makes it more appealing, plus the provider also promotes our race to others they are timing.

Itemized Cost Details:

\$1000.00 cost of chip timing - minimum/break even

2nd & 3rd year applicants: please provide a financial statement including revenue & expense: (past financial statement)

See attached

Race Stats Report

Total Number of Entrants: 306

Total Number of Entrants Male: 116

Total Number of Entrants Female: 171

Division Name	Total	Men	Women	Oldest Age	Youngest Age
5K	305	116 (38%)	171 (56%)	85 yrs	4 yrs

Participating Cities: (27) - Displaying Top 10

GERMANTOWN (144), COLGATE (21), MENOMONEE FALLS (12), WEST BEND (5), RICHFIELD (5), HUBERTUS (5), MILWAUKEE (5), ALLENTON (4), JACKSON (4), MEQUON (3)

Participating States: (1)

WI (231)

Participating Teams: (8)

WALKERS, JWSPEAKER, BIRTHDAY GIRL, WINTER WALKERS, ROCKFIELD SCHOOL, FRYDACH, HAPPY BIRTHDAY GABE, KLEVEN FAMILY

Age Info

Age Group Description	Male	Female
1 - 12	22 (07.19%)	33 (10.78%)
13 - 18	19 (06.21%)	11 (03.59%)
19 - 35	15 (04.90%)	27 (08.82%)
36 - 44	10 (03.27%)	28 (09.15%)
45 - 54	21 (06.86%)	25 (08.17%)
55 - 99	15 (04.90%)	13 (04.25%)

5k RUN/WALK INCOME/EXPENSE			2014	2013	2012	2011
INCOME						
Sponsorship	1,500	Edward Jones; ad cost \$385**	1500	1000	1,000	
Start Up cash	100		100	100	100	
Registrations Chamber	4480	305 registrations;	1995	2890	2935	
Registrations Park & Rec			360	410	240	
Purchase of extra t-shirts	160		110	10	136.5	
Tourism Funding	1,000	Approved \$1,000 for Absolute Race Timing				
Total Income	7,240		4065	4410	4411.5	3205
EXPENSES						
Absolute Race Timing	1,068	(\$3.50/runner) minimum charge; paid \$500 deposit				
Port-A-John	74		73.92	74		
signs: 2- Awards at 11:30			14.14	76		
supplies	165.04	bottled water, water on route		8	40.38	
runner numbers		provided by ART w/chip		Michelle		
9000 tri-fold registration forms:print+insertion			595	56	49.63	
200 more tri-fold registration forms				33		
Ad in tabloid	385	**full page ad in Express News tabloid	385	235	235	
Park & Rec fee for cc processing			7.2	8.2	48	
Permit	15		15	15	15	
Start-Up cash	100		100	100	100	
t-shirts	1874.82	Will Enterprises	1181.79	623.15	987.89	
2014 cost difference between white & red shirts		covered by Frydach Insurance/2014 colored shirts	-304			
t-shirts; second run for day of race regis.			n/a	608.76	400	
Awards Chart	31.68	Digital Edge	28.52	n/a	6.65	
medals	194.3	Northwoods	177.41	182	76.03	
refunds (no shirts)/overpayment	100	refunds to students \$5/without shirt + overpayments				
Total Expenses	4,007		2333.98	2019.11	1958.58	1172.29
NET REVENUE/(LOSS)	3232.66		1731.02	2390.89	2452.92	2032.71
In-kind donations						
Walmart \$50gc used in store for supplies						
Latitudes donated hot choco; 10 gallons						

recurring event, date automatically updates to 2016 - However rest of information is 2015

5k Candy Cane Run/Walk

Share:

Name: 5k Candy Cane Run/Walk

Date: November 12, 2016

Time: 9:00 AM - 11:30 AM CST

Website:

<http://www.germantownchamber.org>



To Current Calendar

Location:

Registration is at the Germantown Community Library
N112 W16957 Mequon Road
Germantown, WI 53022

Date/Time Information:

Registration: 9:00am
Race Start: 10:00am

Contact Information:

Lynn Grgich
[Send an Email](#)

Fees/Admission:

Registrations prior to 11/5/15:
Students age 17 and under: \$5/student, no t-shirt; \$10/student with a t-shirt
Adults: \$20/individual includes a t-shirt
Groups of 3 or more: \$15/individual includes a t-shirt

Registrations after 11/5/15 (no guarantee on t-shirt availability)
Students age 17 and under: \$5/student no t-shirt; \$10/student if t-shirt available
Adults: \$25/individual with t-shirt if available
Group of 3 or more: \$20/individual with t-shirt if available

To register online with a credit card, visit: Absolute Race Timing
<https://www.racemine.com/Germantown-Chamber-of-Commerce/events/2015/5K-Candy-Cane-RunWalk/register>

Otherwise, for a registration form click on this link:
[2015 5k Candy Cane Run/Walk](#)

Event Description:

Held in conjunction with the Christmas Parade and Tree Lighting Activities, this family friendly run/walk starts the Christmas Festival in Germantown. The race route winds through the quiet neighborhoods of Germantown; tots in strollers and dogs on leash welcome!

This event is held Rain or Shine or Snow!

Chip timing provided by Absolute Race Timing

This is still considered a family-friendly event, however, those who wish to keep tabs on their race time will receive almost immediate results. This will also streamline the awards ceremony!

[Click here for the: Run Route Map](#)

Thank you to [Village of Germantown Tourism / Betterment Committee](#) for

[funds for promotion of this event](#). Proceeds from the 5k Candy Cane Run/Walk benefit the Germantown Area Chamber of Commerce.

Early pick-up of t-shirts and goody bags will be offered on Friday, November 13, 4:00pm-5:00pm at the Germantown Community Library

Set a Reminder:

Enter your email address below to receive a reminder message.

RECEIVED

IV. B-4

JUL 25 2016

OFFICE OF VILLAGE CLERK
VILLAGE OF GERMANTOWN

GERMANTOWN TOURISM / BETTERMENT FUND

REQUEST FOR FUNDING
CALENDAR YEAR: 2016

Funds may be requested by groups for Tourism Projects (projects or events that will bring visitors to the Village of Germantown).

1. Group Name: Germantown Area Chamber of Commerce
Mailing Address: P.O. Box 12, Germantown, WI 53022
2. Responsible person's name: Lynn Grigich Phone No: 462-255-1812
3. Amount requested: \$2500.00 E-mail Address: executive.director@germantownchamber.org
4. Date by which funding is desired: Nov. 30, 2016

MAXIMUM AMOUNT REQUESTED IS \$2500 PER REQUEST

Please complete this form in its entirety. Also, please submit an itemized estimate for the full project for approval. Upon completion of the project, receipts submitted will be matched against the detail costs to verify the final expenditure. Note the guidelines for funding requests listed on the reverse side of this form.

Event or project description: (Please provide details regarding your event or project)

Annual Christmas Parade and Tree Lighting for the Germantown community.
The Germantown Chamber has organized the annual Christmas parade for over 30 yrs.
The parade is free to spectators and units, and is made up of businesses,
schools, civic groups, musical, animal, costumed characters, and entertainment.
The Tree Lighting at the library includes free horse-drawn carriage rides,
visits with Santa, free hot beverages & treats, caroling, and the Friends of the
Library Basket

How will your event promote tourism to Germantown?

Because our event is scheduled early in the season, we can draw
folks from neighboring communities. Some of the units in the parade
are also bringing in their followers ie: Racing Sausages. Express News' tabloid
and digital marketing on the Journal Sentinel website reaches beyond
Also on Wash. Cty. Conv. Visitors Bureau & Wis. Dept. of
see attached
Tourism website

2nd & 3rd year applicants: please provide a financial statement including revenue & expense: (past financial statement)

see attached

Campaign Performance Report

Germantown Chamber of Commerce

4575258_Germantown_Christmas_Festival



Order	Line item	Creative	Line item start date
4575258_Germantown_Christmas_Festival	JSDisplay_Run_of_Newtork_GT_desktop	bb_germantown_1015	11/1/2015
4575258_Germantown_Christmas_Festival	JSDisplay_Run_of_Newtork_GT_desktop	lb_germantown_1015	11/1/2015
4575258_Germantown_Christmas_Festival	JSDisplay_Run_of_Newtork_GT_mobile	mlb_germantown_1015	11/1/2015
4575258_Germantown_Christmas_Festival	JSDisplay_Run_of_Newtork_GT_mobile	bb_germantown_1015s	11/1/2015

Total

over

Line item end date	Goal quantity	Total impressions	Total clicks	Total CTR
11/15/2015	26250	15,722	23	0.15%
11/15/2015		9,832	10	0.10%
11/15/2015	11250	8,079	9	0.11%
11/15/2015		3,057	13	0.43%
	37,500	36,690	55	0.15%

EXPENSES; parade & tree lighting			2014	2013	2012	2011
Entries						
GHS band, bus transportation	\$500	PAID FEB 2016	350	350	340	
River City Christmas Brass Band	300		300	250	250	
Gtown American Legion	\$50	PAID FEB 2016	50	50	50	
Newbie the Clown			75	50		
Character costumes	316.8		316.8		1200	
Milwaukee Brewers Sausages & Bernie	\$350	approved	350	350	350	
Wis Lutheran College Power Surge Dance Te	\$200	approved	200			
VFW State Color Guard		approval; withdrew	85	80		
Billy Bear Circus Band Wagon	250		250			
Gerlach Stilt Walkers	175	approved	150	150	150	
Total entry fees	\$2,142		2126.8	1280	2340	1175
Other Parade Expenses						
parade permit	15		15	15	15	
Jr. Marshal gift cards(paid for by BMO)	75					
printing entry form, cover letter, envelope	195	Minuteman Press	93.52	81	63.36	
grocery bag fliers	34		40	22	21.12	
fliers for daycares & elementary schools	133		160	63	63.36	
extra ads calling for entries	\$454	Express News, Family Matters Sept & Oct	200	297	\$100	
1/4 page ad 4 wks prior		not used 2015	248	100	224	
3/4 page ad week prior to event + 1/4 page	530	only for 3/4 page on 11/1	754	530	530	
thank you ad following parade	704	\$720 estimate for 12/2	704	704	700	
Tabloid Ads	3265	*includes these sponsors; run sponsor listed in run expens	3129.5	2437	1622.5	
Express News eblast & text blast	?	for 2 texts	388.5	\$70	70	
Journal Sentinel	300	Digital ad	240			
Posters	47		89	94	93.98	
signs: car signs, banners	424.86	sign/banner for grand marshal, Cit of Year, sponsors	378.93	386	110.88	
signs: float signs	67.58		100			
Total other expenses Parade	6244.44		6540.45	4799	3614.2	4382.5
Tree Lighting Expenses						
Hoof Beats, carriage rides	846	two carriages; 1/2 hour late-reduced price	940	900	512	
cookies	128	40 doz. Cookies at Pick N Save	131.35	donated	15	
supplies: cider, cups, napkins	120	+\$50 gc Walmart, for cider, juice, cups, napkins, tree light	128.73	130	24	
signs: carriage rides & Welcome		for 2 carriages (see FASTSIGNS above)		229		
Total Tree Lighting Expenses	1094		1200.05	1259	551	510
Total Expenses Parade + Tree Lighting	9480.44		9867.3	7338	6505.2	6067.5
Net Income/Loss Parade + Tree Lighting						
	3794.56		2732.7	2062	1506.8	1972.59

EXPENSES; parade & tree lighting			2014	2013	2012	2011
Entries						
GHS band, bus transportation	\$500	PAID FEB 2016	350	350	340	
River City Christmas Brass Band	300		300	250	250	
Gtown American Legion	\$50	PAID FEB 2016	50	50	50	
Newbie the Clown			75	50		
Character costumes	316.8		316.8		1200	
Milwaukee Brewers Sausages & Bernie	\$350	approved	350	350	350	
Wis Lutheran College Power Surge Dance Te	\$200	approved	200			
VFW State Color Guard		approval; withdrew	85	80		
Billy Bear Circus Band Wagon	250		250			
Gerlach Stilt Walkers	175	approved	150	150	150	
Total entry fees	\$2,142		2126.8	1280	2340	1175
Other Parade Expenses						
parade permit	15		15	15	15	
Jr. Marshal gift cards(paid for by BMO)	75					
printing entry form, cover letter, envelope	195	Minuteman Press	93.52	81	63.36	
grocery bag fliers	34		40	22	21.12	
fliers for daycares & elementary schools	133		160	63	63.36	
extra ads calling for entries	\$454	Express News, Family Matters Sept & Oct	200	297	\$100	
1/4 page ad 4 wks prior		not used 2015	248	100	224	
3/4 page ad week prior to event + 1/4 page	530	only for 3/4 page on 11/1	754	530	530	
thank you ad following parade	704	\$720 estimate for 12/2	704	704	700	
Tabloid Ads	3265	*includes these sponsors; run sponsor listed in run expens	3129.5	2437	1622.5	
Express News eblast & text blast	?	for 2 texts	388.5	\$70	70	
Journal Sentinel	300	Digital ad	240			
Posters	47		89	94	93.98	
signs: car signs, banners	424.86	sign/banner for grand marshal, Cit of Year, sponsors	378.93	386	110.88	
signs: float signs	67.58		100			
Total other expenses Parade	6244.44		6540.45	4799	3614.2	4382.5
Tree Lighting Expenses						
Hoof Beats, carriage rides	846	two carriages; 1/2 hour late-reduced price	940	900	512	
cookies	128	40 doz. Cookies at Pick N Save	131.35	donated	15	
supplies: cider, cups, napkins	120	+\$50 gc Walmart, for cider, juice, cups, napkins, tree light	128.73	130	24	
signs: carriage rides & Welcome		for 2 carriages (see FASTSIGNS above)		229		
Total Tree Lighting Expenses	1094		1200.05	1259	551	510
Total Expenses Parade + Tree Lighting	9480.44		9867.3	7338	6505.2	6067.5
Net Income/Loss Parade + Tree Lighting			2732.7	2062	1506.8	1972.59

Cover Artist Morgan Wheeler

Every October, Germantown High School graphic design students embark upon the challenge of creating simple, coloring pages for the Germantown Christmas Parade coloring contest and Express News Coloring Book. This year's theme is "Silver Bells." Under the direction of instructor, Traci Gentili, students design pages. Morgan Wheeler, junior, submitted the design that was chosen by the Chamber of Commerce to run in the October 26th issue of the Express News for the coloring contest. Children from Colgate, Germantown, Hubertus and Richfield will color and submit their entries for five chances to win a ride in the Christmas Parade on November 14th.

The other graphic design students will have a chance to have their coloring page design featured

throughout the coloring book. Each page is sponsored by a local business. The talented high school graphic design students enjoy the challenge of simplifying their artistic expressions and following the project guidelines in order to produce artwork that will meet the intention - bringing joy to young children throughout the local community. "Besides focusing on formats and creating original artwork, the global lesson is to use your talents to help others in your community and beyond." Traci Gentili, instructor.

This project would not be possible without the cooperation of the graphic design teacher and students, the Chamber of Commerce, the Express News and the participating local business sponsors.



young minds in motion

WIN A FREE YEAR OF TUITION!

Enroll at our Germantown Campus by January 26th, 2016 to be eligible to **WIN A FREE** year of tuition!

• Up to \$15,000 Value •

Infants through Preschool
Pre-Kindergarten
Before/After School Care
Camp Velocity Summer Program

Sussex Campus
12049 N5253 Bluestone Circle (Bldg 401)

Germantown Campus
1715 N11025 Stonewood Drive

(262) 820-2595 •
momentumearlylearning.com •
info@momentumearlylearning.com •

Happy Holidays!

from your friends at

MAHALKO
Family Chiropractic

N112 W15237 Mequon Rd. • Suite 200
Germantown, WI 53022
(262) 255-7515 • www.mahalkochiropractic.com

In addition to the sponsors with ads in this tabloid, we would like to recognize these Christmas Festival Donors for their support:

- Village of Germantown Tourism/Betterment Committee
- BMO Harris Bank
- Charles Hargan
- Latitudes Coffee House
- Life Church

Thank you also to the many volunteers, students and adults, arranged for through Elevate Community Resource Center, Germantown School District Wellness Committee, and the many organizations of Germantown High School, and the Germantown Police Explorers.

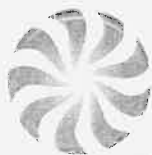
Merry Christmas

from
Nardo's Passport Inn
Goldendale Road, Germantown
262-628-8884
passportinn.com

GERMANTOWN COMMUNITY LIBRARY

Telephone: 262-253-7760
Fax: 262-253-7763
On the Web:
www.germantownlibrarywi.org
N112W16957 Mequon Rd
Germantown, WI 53022

LIBRARY HOURS
Mon-Thurs: 9am-8pm
Friday: 9am-5pm
Saturday: 9am-4pm
(Labor Day - Memorial Day)
Saturday: 9am-3pm
(Summer Hours)



Thank you to everyone who participated in and attended this year's Christmas Festival on Saturday, November 14th. We were happy to spotlight the Germantown Police Department as Grand Marshal of this year's event.

5k RUN/WALK
Thank you to all those who participated in our Sixth Annual 5k Run/Walk

Sponsored by
Sherry Edward Jones
Plevak MAKING SENSE OF INVESTING



2015 "Silver Bells" Christmas Parade Lead Sponsors:



Columbia St. Mary's
A Passion for Patient Care

Deutschstadt Heritage
Foundation

ALLGAUER'S
BISTRO IN THE PARK

Other Sponsors:

Ben Rabenn State Farm • Carpet City • Charles Hargan • Dental Professionals
Frydach Insurance Agency • Germantown Community Library Board
Great Lakes Packaging Corp. • Happy Hounds Doggie Daycare & Dog Training
J. W. Speaker Corp. • Jacob Daub Orthodontics • Malkin's Flooring
Milwaukee Appliance Co. • Momentum Early Learning
• Rivercrest Chiropractic • St. Boniface School & Parish

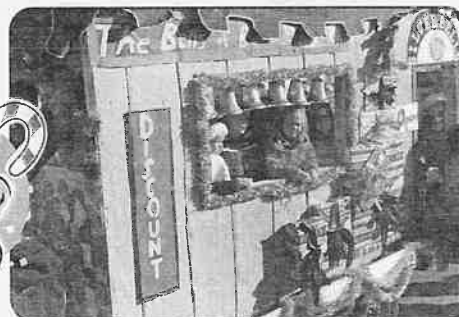
Tree Lighting Activities Sponsored by

CAMBRIDGE MAJOR
LABORATORIES
CHEMISTRY THAT WORKS®

AFFILIATED
DERMATOLOGISTS, S.C.



Columbia-St. Mary's
Germantown Clinic



St. Boniface School

Grand Parade Marshal: Germantown Police Department

Junior Parade Marshals: Kaitlin Sweeney; Maddie Froh; Vance Burnham

Traveling Santa Trophy Winner for Best Float: St. Boniface School and Parish

Also THANK YOU to these supporters and volunteers we could not do without:

BMO Harris Bank, Elevate Community Resource Center, Express News, Germantown Community Library, Germantown High School Key Club, NHS, Choir, Band and other youth volunteers, Police Department & Police Explorers, Germantown School District personnel, Homer's Towing Service, Latitudes Coffee House, Life Church, Village of Germantown Tourism Committee, Walmart.

Germantown Chamber of Commerce Christmas Festival Committee:

Charles Hargan; Joyce Nelson; Michelle Danczyk, Associated Bank; Sherry Plevak, Edward Jones; Anita Hilleman, Elevate Community Resource Center; Rob Ubert, Express News; Debbie Frydach, Frydach Insurance Agency; Captain Mike Snow, Germantown Police Department; Dave Schornack, Village of Germantown; Lynn Grigich, Germantown Chamber of Commerce



RECEIVED

IV
B-5

GERMANTOWN TOURISM / BETTERMENT FUND

REQUEST FOR FUNDING

CALENDAR YEAR: 2016

AUG 26 2016

OFFICE OF VILLAGE CLERK
VILLAGE OF GERMANTOWN

Funds may be requested by groups for Tourism Projects (projects or events that will bring visitors to the Village of Germantown).

1. Group Name: Kiwanis Club of Germantown
Address: P.O. Box 531 Germantown, WI 53022
2. Responsible person's name: Jami Sickler Phone No: 262-397-7585
3. Amount requested: \$1,800. E-mail Address: jami-lynn@hotmail.com

MAXIMUM AMOUNT REQUESTED IS \$2500 PER REQUEST

4. Date by which funding is desired: \$900.00 Deposit as soon as possible
\$900.00 by date of event - December 18th, 2016

Please complete this form in its entirety. Also, please submit an itemized estimate for the full project for approval. Upon completion of the project, receipts submitted will be matched against the detail costs to verify the final expenditure. Note the guidelines for funding requests listed on the reverse side of this form.

Event or project description: (Please provide details regarding your event or project)

Breakfast with Santa

How will your event promote tourism to Germantown?

This family friendly event draws attendees from various counties. The reindeer are a big draw along with our premier location at the Florian. This is a multi-generational event.

Itemized Cost Details:

See attached contract from marketech, LLC. d/b/a Reindeer Games

2nd & 3rd year applicants: please provide a financial statement including revenue & expense: (past financial statement)

N/A. Funds go directly to marketech, LLC. d/b/a Reindeer Games

**Agreement Between
Marketch, LLC., d/b/a Reindeer Games
and
Kiwanis of Germantown
Dec 18, 2016, Sunday, 8am-12pm**



This AGREEMENT, made and entered, on Monday, April 04, 2016, by and between Marketch, LLC. d/b/a hereinafter referred to as Reindeer Games ("Reindeer Games"), a limited liability company located at 5751 East Waterford Road, Hartford, Wisconsin 53027 and Kiwanis of Germantown, located in Germantown, WI, hereinafter referred to as "Customer."

CONTRACT

In consideration of the mutual promises herein contained, the parties have agreed and do hereby enter into this agreement according to the provisions set out herein:

Reindeer Games will provide the following services:

1. An outdoor decorated display with two reindeer. An elf with a third reindeer will pose for photos with your guests. We will charge \$10 per digital photo taken. We will print 4" x 6" photos on-site. The exhibit shall be located at the Florian Conference Center, N111 W18611 Mequon Road, Germantown, WI 53022 on Dec 18, 2016, Sunday from 8am to 12pm.
2. Supply and set up a pen area to contain the reindeer. The set up will include a Holiday/Christmas theme.
3. Members of Reindeer Games staff will monitor and control the reindeer. At least one staff member will be in the pen area with the reindeer at all times.
4. No individuals other than Reindeer Games staff shall be allowed in the pen area. Physical touching of the animals is not permitted.
5. Upon completion of the exhibition, Reindeer Games staff will remove the pen area, clean up and return the grounds to the original condition.

The Customer will provide:

1. Suitable space and area that is acceptable to Reindeer Games staff to set up. We ask to be at least 50 ft from any other display animals.
2. Access to electricity, free of charge, which may be needed for the exhibit.

Reindeer Games • 5751 East Waterford Road • Hartford, WI 53027 • 262/670-9515

www.reindeergames-wi.com

"Believe"

Fee:

The Customer shall compensate Reindeer Games a total charge of \$1800. Cost is \$450 per hour. One-half (1/2) of the fee shall be paid upon the execution of this contract. The balance of the fee shall be due and payable upon arrival. This contract for services is binding upon both parties upon execution of this contract. Deposit will not be refunded if exhibit is cancelled. However, Reindeer Games will not ask for balance of payment due.

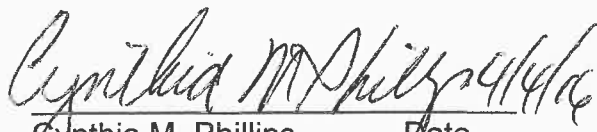
Miscellaneous:

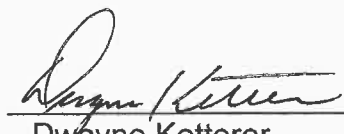
- Our herd is registered with the Wisconsin Department of Agriculture, Trade and Consumer Protection #128351-AC. Our USDA license number is 35-C-0177.
- Appropriate animal health tests/exams will be performed prior to the event as per state/federal regulation. Any required veterinary certificate(s) will accompany the reindeer.
- In accordance with current Wisconsin state regulations, our herd is CWD accredited, TB-free accredited and Brucellosis-free certified.
- Reindeer Games will provide commercial liability insurance. A copy of the certificate of insurance evidencing the amount of liability insurance in force is available upon request.

Other Essential Terms:

1. Reindeer Games is an independent contractor and are not employees of the Customer. As such Reindeer Games shall be responsible to pay all applicable local, state and federal taxes upon payment of services.
2. Reindeer Games and the Customer hereby mutually agree to indemnify, defend, including attorney fees, and hold harmless the other party from any and all claims for injury and damages arising from the performance of this contract which are attributable to negligent acts of the other party including their owners, employees and agents.
3. The terms and conditions of this contract shall be construed in accordance with the laws of the State of Wisconsin and only Wisconsin courts shall have jurisdiction over any action or performance of this contract.

By: Marketech, LLC., d/b/a Reindeer Games**By: Kiwanis of Germantown**


Cynthia M. Phillips Date

 6/24/16
Dwayne Ketterer Date

Reindeer Games • 5751 East Waterford Road • Hartford, WI 53027 • 262/670-9515

www.reindeergames-wi.com

"Believe"

Mailed 6/24/16



September 1-5, 2016 – Labor Day Weekend

RECEIVED

August 15, 2016

Village of Germantown
Tourism/Betterment Committee
PO Box 337
Germantown, WI 53022

AUG 22 2016
OFFICE OF VILLAGE CLERK
VILLAGE OF GERMANTOWN

Dear Tourism & Betterment Committee,

On behalf of the Germantown Moving Wall committee and American Legion Post 1, I want to extend our heartfelt appreciation for your donation of \$10,000 we received on August 10, 2016 towards our event coming Labor Day weekend 2016.

Your donation will help to make many events possible. In addition to the Vietnam Veterans Moving Wall™, you will find on display a Healing Field[®] with hundreds of flags, a Vietnam Era educational hall inside the American Legion post, a visit from the American Huey 369 crew, a "Welcome Home" parade, and a full color keepsake book.

We sincerely appreciate your generosity and hope you will come and bring your family and friends. Each of the five days will bring a new focus on honoring our heroes both on the Wall and among us.

"To me, there are three main reasons for hosting The Moving Wall™. To honor those that made the ultimate sacrifice, to honor those Vietnam Veterans that are here with us today, and to educate the public and our children of the sacrifices that were made during the Vietnam War: Freedom is not free, it comes at a price, and the price of that freedom is written on the Wall." Brian M. Boze

Please see our website at www.LegionPost1.org for schedule of events and more details. We hope you will share your patriotism to help us honor our men and women who served our country.

Sincerely,

Jim Heimann

Finance Officer

Germantown American Legion Post 1

"For God and Country"

American Legion Post 1 is a 501(c)(19) nonprofit organization. Your contribution is tax-deductible to the extent allowed by law. No goods or services were provided in exchange for your financial donation. FEIN 39-6077849

Germantown American Legion Post 1 N120W15932 Freistadt Rd Germantown, WI 53022