VILLAGE OF GERMANTOWN
N112 W17001 MEQUON ROAD
GERMANTOWN, WI 53022

MEETING: **GERMANTOWN TOURISM COMMISSION**

DATE AND TIME: **TUESDAY, July 9, 2019 5:30 p.m.**

LOCATION: **Village Hall Conference Room A**
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:** Chair Trustee Wing, Members Adair, Grgich, Merry, Rahl, and Rogers.

III. **CITIZEN INPUT/PUBLIC APPEARANCE:**
Please be advised per §19.84(2), information will be received from the public. It is the policy of this municipality that there be a three (3) minute time period, per person, with time extension per the Chief Presiding Officer's discretion; be further advised that there may be limited discussion on the information received, however, no action will be taken under public comments. (15 minutes)

IV. **APPROVAL OF MINUTES:** June 5, 2019 meeting.

V. **ELECTION OF OFFICERS.**

VI. **OLD BUSINESS:**
A. Tourism Brochure Updates and Printing.
B. Germantown Tourism Marketing Coordinator Report including website update, and application update.
C. Request for Funding Form Updates, Reimbursement Requests.

VII. **NEW BUSINESS:**
A. Request for Funds – Deutschstadt Heritage Foundation, Mai Fest.
B. Request for Funds – EKM Moose Lodge, for Greater Moose Open.
C. Request for Funds - EM Marketing Company.
D. Request for Funds – David Brazeal Website Development.
E. Review of Financial Report.
F. Finalization of Presentation to Village Board.

VIII. **NEXT MEETING:** Set Date for Next Meeting.

IX. **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.

GERMANTOWN TOURISM COMMISSION
Meeting Minutes for June 5, 2019

I. **Meeting Call to Order**:
   5:30pm the meeting was called to order by Chairman Dan Wing.

II. Roll Call:
Present: Adair, Grgich, Merry, Rahl, Wing
   Also Present: Elaine Motl, Village Attorney Sajdak, Village Administrator Kreklow
   Excused: Rogers

III. Citizen Input-none

IV. Approval of Minutes:

Minutes from the May 1, 2019, meeting were approved on a motion by Rahl, second by Merry. Approved unanimously.

Dan Wing made a motion to move New Business Item A up to Election of Officers at Item V; Grgich seconded. Motion carried unanimously.

V. Election of Officers

a. Adair moved to select Grgich for the position of secretary; Wing seconded. Motion carried unanimously.
b. For the position of Chairperson, it was suggested we appoint co-chairs.
    i. Statutes refer to just one individual serving in this position
    ii. A shared position could cause complications if there was a disagreement on an issue
c. Adair moved to select Merry for the position of Chairperson; Wing seconded. Motion carried unanimously.
d. Adair moved to select Rogers for the position of Vice Chairperson; Rahl seconded. Motion carried unanimously.

At this point, Chairperson Merry took over running the meeting.

VI. Old Business

a. Brochure updates and printing
    i. Some highlights of changes include increasing the request limit to $5,000 from $2,500 with the caveat the commission reserves the right to exceed this amount if deemed worthy based on probability of overnight stays at hotels.
    ii. Placemats were removed from non-reimbursable list allowing commission to use its discretion based on placement.

Grgich moved to approve printing a quantity of 250 brochures to be placed at distribution points including the Village; Adair seconded. Motion carried unanimously.

b. Request for Funding Form Updates
    i. Correction: under Timing of Requests, #2. Replace “Commission Coordinator” with “Village Clerk”
    ii. Correction: under Procedures for applying for funds, #1 replace Elaine Motl’s contact information where asked for in parentheses.

VII. New Business

Grgich moved to approve Request for Funds for both Items B & C as presented; Rahl seconded. Motion carried unanimously.

We skipped Item B under Old Business, so we went back to it here:

Old Business; Marketing Coordinator Report

- Elaine reported the website was looking good. Adding events, the summer music concerts. She will separate the Christmas parade and tree lighting activities into two events; may draw different visitors.
- Commission members should give Elaine any ideas for what to add to website
- Meeting with CBS58 in Milwaukee for a presentation on geo-fencing which is gathering information from visitors to a specific event via cell phones (without them evening knowing) and feeding them ads for similar events they may attend Example: geo-fencing visitors to Germanfest in Milwaukee and feeding them ads for our Oktoberfest.
    - This may be a good tool for some of our event applicants, but not for the tourism commission as a group.
- Met with Steve Kreklow, Village Administrator; Mark Schroeder, Park & Rec; Rick Miller, Trustee regarding the Festhalle project and marketing it to bring in overnight stays. Also discussed the new shelter proposed for Firemen's Park. Talked about creating an attraction to draw visitors ie: fire truck museum
- Also discussed the idea of having volunteer groups organize music events for the pavilion.
    - Elaine observed that current volunteer groups in Germantown are doing an awesome job, but are also stretched to the limits already while being asked to expand their events to draw overnight guests.
    - Village should investigate hiring a firm to take care of arranging entertainment. Common for such services to be utilized. Elaine can help sort through different contracts.
- Elaine is continuing to work on meeting with the local hotels and the public meeting to inform what the commission is doing and how to use funds.
- Can the Germantown Historical Society provide information for the website on any historical buildings to see in the area.
- Working on getting press release out regarding the new website.

Resume agenda VII. New Business

D. No need to review contract with EM Marketing; funds for additional hours approved previously.

E. Merry reported the website statistics for the first few months of the website being live.

- It was noted Holiday Inn Express was missing from the Lodging tab; they have not responded to calls or emails asking for approval on content and haven't submitted a photo of the property.

F. Review Hartford's application process

Of particular note was their requirement to attend an informational meeting prior to receiving approval for any request of funds. This meeting is offered twice yearly.

G. Village Board Presentation

- The Tourism Commission would like to make a presentation to the Village Board on Who is on the Commission; Our Vision; and How to Implement
- The Village Board has not been updated on the Tourism Commission's work.
- There needs to be better communication between the two entities.
- Merry will make a presentation before the Village Board at its July 15th meeting. Steve Kreklow will have the Clerk add this to the agenda.
- A presentation similar to what the library does; financials along with the annual goals.

H. Review Financial Report-no questions

I. Room Tax on B&B for discussion

- Germantown has a few rentals that would qualify to pay room tax.
- The state of Wisconsin is pursuing these types of venues.
- Eventually their rulings may come down to the municipalities.
- What is the cost of enforcement versus how much is collected?

J. Community Information Meeting: working toward a July date

- Future agenda item re: Festhalle request. Village will resubmit the request with a marketing plan.

K. Upcoming Promotions

- Express News; discussed using filler ads with our website address at $20/spot
- Express News' owner also has papers in the northern Chicago area; may be able to utilize for promotion
- We as a commission are continuing to gather information for use not only by the commission but also for our event applicants.

VIII. Next Meeting Date: Wednesday, July 10, 2019, 5:30pm

NOTE: Photos will be taken of each Commission Member; dress appropriately.

Meeting adjourned at 6:42pm on a motion by Adair; second by Rahl. Approved unanimously.

Respectfully submitted by,

Lynn Grgich

Secretary

We are here to help you Grow your Event and bring New Visitors to Germantown

The Village of Germantown Tourism Commission is funded **entirely** by a room tax paid by guests staying at the hotel/motel lodging facilities in the Village. There are **NO** local property or other taxes involved.

The Tourism Commission is established by state legislation which specifically requires that the funds be used for tourism promotion and development that is **likely to generate paid overnight stays** at Germantown hotels. This is defined as:

a) Marketing projects, including media and other advertising buys, creation and distribution of printed or electronic promotion materials, or efforts to recruit conventions, sporting or motorcoach groups.

b) Transient tourist informational services

c) Tangible municipal development including a convention center

Note: All promotional activities should prominently acknowlege "*Sponsored in part by Village of Germantown Tourism Commission*" or similar, pre-approved verbiage if feasible.

Reimbursable Expenses

Marketing projects -- advertising and media buys outside Germantown and local area.

These may include but not be limited to:

- *Newspaper-distributed ads or pre-printed inserts*
- *Television/radio advertising*
- *Social media advertising*
- *Billboards*
- *Literature and other printed materials distributed at outside-related events*
- *Direct mail pieces*
- *Trade show booth space and materials*
- *Participation in regional, out-of-area tourism promotion activities*
- *Expenses involved in obtaining live, remote television/radio broadcasts*

Event planners are encouraged to look to Madison, the Fox Valley, Chicago, or other areas of the state and Upper Midwest for event promotion.

Suggestions: radio, TV, billboards, print advertising outside "area" of Germantown, digital, and similar events of the same genre.

Not Reimbursable Expenses

- *Germantown-specific advertising and promotion*
- *Signage and banners at the site.*
- *Germantown lawn signs*
- *Wearables*
- *Giveaways (trinkets, gift bags, pens, cups, mugs, et al)*
- *Facility enhancements*
- *Portable toilet facilities*
- *Featured entertainment*
- *Tents or other temporary structures*
- *Parade entries*
- *Commemorative merchandise*
- *Trophies or other awards items*
- *Local beautification projects*
- *Participation fees*

Reimbursement Limits

Funding can be restricted to the available budget. Reimbursements are typically limited to $5,000 per event. The Commission reserves the right to exceed that amount for events that are deemed to be of a scope that would likely result in high room rentals at Germantown lodging facilities.

Frequently Asked Questions

- *Who can receive financial support from the Tourism Commission?*
  Any non-commercial organization or event sponsor hosting an event that will draw visitors to Germantown.

- *What is the process for applying for funding?*
  1. Get a Request for Funding from the office of the Village Clerk or download it from **wwwvisitgermantown.com**
  2. Review the Request form with the Tourism Commission Coordinator
     Note: ALL requests for Commission reimbursement **MUST BE REVIEWED** by the Coordinator before presentation to the Commission.
  3. Working with the Coordinator, schedule a Funding Request presentation at the next appropriate Commission meeting

- *Can I talk to the Coordinator before completing the Request Form and applying for funds?*
  Yes, you are encouraged to do so. Contact the Coordinator directly at 361-947-5235 or by email at emmktg@aol.com

- *How often does the Commission meet?*
  Typically one a month, or when there are a number of requests to be considered.

- *Do I need to attend a Commission meeting?*
  Yes. A representative of the sponsoring organization must be present at the meeting at which the request is considered.

- *How far in advance of my event should I apply for funds?*
  3-4 months is suggested as a minimum. The earlier funds are approved the earlier the organization can properly plan its promotion program.

- *Can I apply for funds after the event?*
  No. All applications for reimbursement must be applied for and approved in advance.

- *Can I use the funds to advertise in Germantown?*
  No. While there may be overlap into the Germantown community (e.g newspaper, radio, television ads), the primary focus must be toward audiences outside the village.

- *How will my group be reimbursed?*
  Upon completion of the approved event, present a request for reimbursement along with copies of all appropriate invoices for pre-approved activities at the office of the Village Clerk. A reimbursement check will be sent from the Village Treasurer.

For further information contact the Village Clerk's office at 262-250-4740

Village of Germantown
N112W17001 Mequon Road, PO Box 337
Germantown, WI 53022

6-6-19 250

Village of Germantown Tourism Commission

Village of
Germantown

Bringing visitors to Germantown Wisconsin

www.visitgermantown.com

Germantown Tourism Commisson
Evaluation Criteria / Request for Funding
Germantown, Wisconsin

Tourism Funding The Village of Germantown Tourism Commission is funded by a room tax paid by guests staying at the hotel/motel lodging facilities in the Village. There are **NO** local property or other taxes involved.

The Tourism Commission is established by state legislation which specifically requires that the funds be used for tourism promotion and development that is **likely to generate paid overnight stays** at these local hotels. This is defined as:

a) Marketing projects, including media and other advertising buys, creation and distribution of printed or electronic promotion materials, or efforts to recruit conventions, festivals, sporting or motorcoach groups.

b) Transient tourist informational services

c) Tangible municipal development, including a convention center, with a marketing/promotion plan.

Room tax funds shall NOT be used to offset general operating expenses of any group or organization.

See Germantown Tourism Commission Promotion Brochure for detail on eligible media and items that are not eligible for reimbursement.

Note: All promotional activities should prominently acknowlege "*Sponsored in part by Village of Germantown Tourism Commission*" or similar, pre-approved verbiage if feasible.

ALL applications for funding must be reviewed by the Tourism Commission Coordinator....with no exceptions.

Applicants are encouraged to have a mechanism in place to track effectiveness of their event including statistics related to attendance and overnight stays generated at Germantown hotels.

Timing of Requests

1. Request for funding must be presented to the Tourism Commission no later than 60 days prior to the event.
2. Receipts for approved media/promotional expenses must be received by the Village Clerk within 60 days after the event or they will be forfeited.
3. All funds are to be used within 12 months of Commission approval.

Reimbursement Limits

Funding can be restricted to the available budget. Reimbursements are typically limited to $5,000 or less per event. The Commission reserves the right to exceed that amount for events that are deemed to be of a scope that would likely result in high room rentals at Germantown lodging faciliies.

Procedures for applying for funds

1. Complete this application and contact the Tourism Commission Coordinator at 361-947-5235 or emmktg@aol.com.

2. Upon review with the Coordinator, determine the next available Tourism Commission meeting date. The Coordinator will notify the Village Clerk who will put the request for funding on the agenda for that meeting.

3. A representative of the sponsoring organization must attend the Tourism Commission at which the Request for Funding is presented.

4. Reimbursement for approved expenditures will come from the Germantown Village Clerk.

Germantown Tourism Reimbursement Application

1. Event Information

Name of Event ______________________________

Website ______________________________

Social Media Address (Facebook, Twitter, Instagram etc.) ______________________________

Event Sponsor ______________________________

Contact for Requesting Organization

Name ______________________________

Address ______________________________

Telephone ______________________________

email Address ______________________________

2. Event Description (attach additional sheets if necessary)

Event Dates ______________________________

Event Location ______________________________

Detailed description of the event ______________________________

3. Impact on Lodging Explain how this event will attract visitors and generate overnight lodging in Germantown. How will this be measured?

4. Event Budget (Attach a copy of the proposed budget and prioritize needs)

5. Use of Funding Support Describe specifically and with detail how the funds from the Tourism Commission will be used including itemized breakdown of amounts:

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6. Timetable:. Provide a timetable outlining marketing and promotion activities and markets reached listing non-Germantown media outlets and budget allocated to each.

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Note: All promotional activities should prominently acknowlege "*Sponsored in part by Village of Germantown Tourism Commission*" or similar, pre-approved verbiage if feasible.

Questions:

Contact Elaine Motl, the Tourism Commission Coordinator, directly at
361-947-5235
or by email at
emmktg@aol.com

www.visitgermantown.com

2019 Mai Fest Germantown

Comparison of:
Germantown Tourism Commission Approved Marketing $'s
Actual invoiced cost for each item – copies of invoices attached
Submitted to Tourism Commission for reimbursement 06-18-2019

APPROVED MARKETING PROPOSAL for 2019 MaiFest, Germantown:

- Digital Billboards – LAMAR
  $ 1250 approved | Actual cost = $1,200

- Develop and run Facebook paid ads throughout southeastern Wisconsin & northern Illinois
  $ 350.00 approved | Actual cost = $498.50

- Radio spots on WTKM, reaching Washington, Dodge, Waukesha & Jefferson Counties
  $ 450.00 approved | Actual cost = $470.00

- Radio spots on other radio stations, such as 92.5 FM BUZZ Country, 106.1 FM
  $1,500.00 approved | Actual cost = $1,523.04

- 1,000 – four color tri-fold brochures to be distributed at hotels, businesses such as Cabela's, Chamber of Commerce, banks, restaurants and other establishments throughout the area
  $350.00 approved | Actual cost = $350 (of $480 total)

- 5,000 | four-color, 12x18 placemats. 1,000-1,500 to be used at MaiFest, the other 3,500-4,000 to be distributed to restaurants, many of which are outside the Germantown area
  $510.00 approved | Actual cost = $510 (of $850 total)

- Two full page ads in Polka Notes magazine distributed throughout Wisconsin and Illinois. Feb-March edition and April-May edition
  $80.00 approved | Actual cost = $0

- Digital newspaper ads on Milwaukee Journal Sentinel website
  $1,500.00 approved | Actual cost = $1,500.00

- Print copy and digital newspaper ads in Fond du Lac and Sheboygan newspapers
  $750.00 approved | Actual cost = $920.87

TOTAL AMOUNT APPROVED: $ 6,715.00 | TOTAL ACTUAL COST: $ 6,972.41

Please send reimbursement to :
Deutschstadt Heritage Foundation
N112 W16240 Mequon Road
Germantown, WI 53022

Marcy Stone
414-403-8427 | mstone0965@gmail.com

INVOICE

QUESTIONS? CONTACT 877-945-2627
OR (225) 926-1000

CUSTOMER: MAIFEST DEUTSCHSTADT HERITAGE FOUND
ADVERTISER: MAIFEST DEUTSCHSTADT HERITAGE FOUND

INVOICE NO: 25899999

INVOICE DATE: 05/08/2019

LAMAR CUSTOMER NO: 726672-0

CUSTOMER CONTRACT NO.:

LAMAR CONTRACT NO.: 3215044

DUE DATE: 05/08/2019

MARKET / MEDIA TYPE / DESIGN / LOCATION	CONTRACT SERVICE DATES	PANEL NUMBER	PANEL TAB ID	ILLUM	AMOUNT
258 - PDL0444 MILWAUKEE, WI					
19 - MILWAUKEE NORTHWEST					
MEDIA TYPE: DIGITAL BULLETINS					
W/S I-94 1.4 MI S/O HWY 20	5/11/19-5/18/19	1015		YES	600.00
W/S I-41 N/O SILVER SPRING	5/11/19-5/18/19	1014		YES	600.00

STATE TAX	COUNTY or PARISH TAX	CITY TAX		AMOUNT
$0.00	$0.00	$0.00		$1,200.00

REMITTANCE STUB - Please send this with payment.

Thank you for doing business with Lamar. Your prompt payment of this invoice is greatly appreciated.

TO PAY ONLINE, PLEASE VISIT http://payments.lamar.com

CUSTOMER

MAIFEST DEUTSCHSTADT HERITAGE FOUNDATION
N112 W16240 MEQUON ROAD
GERMANTOWN, WI 53022

TERMS: NET 30 DAYS

THIS AMOUNT DUE

$1,200.00

US DOLLARS

Lamar Office Use Only
726672
3215044
25899999

MAIL PAYMENT TO

LAMAR COMPANIES
P.O. BOX 96030
BATON ROUGE, LA 70896

PLEASE SEE REVERSE FOR IMPORTANT INFORMATION!

Your Facebook Ads Receipt (Account ID: 135007554)

Inbox

Facebook Ads Team <advertise-noreply@support.facebook.com> 7:18 AM (14 minutes ago) Unsubscribe

to me

Receipt for Marcy Stone (Account ID: 135007554)

Summary

AMOUNT BILLED

$440.57 USD

BILLING REASON

Your previous payment for these ad costs failed.

DATE RANGE

Apr 30, 2019, 9:30 AM - May 20, 2019, 7:30 AM

PRODUCT TYPE

Facebook Ads

PAYMENT METHOD

MasterCard*0742

REFERENCE NUMBER

T7CXULNVF2

CAMPAIGN	RESULTS	AMOUNT
Post: "Only 2 more days until the start of Mai Fest's..."	**3,029** Impressions	**$45.00**
Post: "Only 2 more days until the start of Mai Fest's..."	**3,306** Impressions	**$47.46**
Event: Friday night at Maifest 2019	**4,620** Impressions	**$45.00**
Post: ""	**10,383** Impressions	**$77.17**
Post: "Tent up"	**1,431** Impressions	**$18.23**
Post: "Mark your calendars for Mai Fest, Germantown's..."	**5,198** Impressions	**$29.98**
Post: "Vendors/Crafters Needed!"	**1,307** Impressions	**$30.02**

Post: "Be sure to stop in today for our amazing line-up..."	**1,153** Impressions	**$21.71**
Post: "Mai Fest's Opening Ceremony began with..."	**3,512** Impressions	**$56.00**
Post: "Only one day left!"	**2,198** Impressions	**$25.00**
Post: "Mai Fest will be celebrating it's 30th year in..."	**2,994** Impressions	**$45.00**
CAMPAIGN TOTAL		**$440.57**
TOTAL		**$440.57**

Transaction ID: 2207444619369066-4422465

Thanks,
The Facebook Ads Team

Receipt for Marcy Stone

Account ID: 135007554

Payment Date
Apr 30, 2019, 5:04 AM

Payment Method
MasterCard*0742
Reference Number: LPDNLLWUF2

Transaction ID
2178504652263057-4308486

Product Type
Facebook

Paid

$57.93 USD

Remaining ad costs at the end of the month.

Campaigns

Post: "Vendors/Crafters Needed!" From Apr 8, 2019, 8:00 PM to Apr 28, 2019, 8:30 AM		**$14.71**
Post: "Vendors/Crafters Needed!"	781 Impressions	$14.71
Post: "Vendors/Crafters Needed!" From Apr 8, 2019, 8:00 PM to Apr 28, 2019, 8:30 AM		**$13.22**
Post: "Vendors/Crafters Needed!"	582 Impressions	$13.22
Post: "Mark your calendars for Mai Fest, Germantown's..." From Apr 8, 2019, 8:00 PM to Apr 28, 2019, 8:30 AM		**$15.02**
Post: "Mark your calendars for Mai Fest, Germantown's..."	2,247 Impressions	$15.02
Post: "Vendors/Crafters Needed!" From Apr 8, 2019, 8:00 PM to Apr 28, 2019, 8:30 AM		**$14.98**
Post: "Vendors/Crafters Needed!"	823 Impressions	$14.98

_WTKM FM, WPTT
P.O. BOX 270526
HARTFORD,WI 53027
Phone:262-673-7800
Fax:262-673-5472

Invoice# 0473190526438

Invoice dated: 5/31/2019
Calendar Broadcast Period: 5/1/2019 - 5/31/2019
Account# 473 Salesperson: Connie Stout

DEUTSCHSTADT HERITAGE
Accounts Payable
N112W16240 MEQUON RD
GERMANTOWN, WI 53022-3306

Balance Forward:		$0.00
Total Spot Sales This Month:	$0.00	
Order#50466 (119629) $470.00 2019 MAI FEST MAY 17-19 _WTKM FM	$470.00	
Total Recurrent Sales This Month:	$470.00	
Order Invoice Details:		
Order Invoice # 1950050465 _WTKM FM	$0.00	
Gross Sales This Month:	$470.00	
Net Sales This Month:		$470.00
Total Payments This Month:		$0.00
Total Adjustments This Month:		$0.00
Total Finance Charge This Month:		$0.00
Current Net Balance (Pay this amount):		$470.00

Accounts Receivable Aging Schedule

Current	30 Day	60 Day	90 Day	120 Day	>120 Day	Total Due
$470.00	$0.00	$0.00	$0.00	$0.00	$0.00	$470.00

THANK YOU FOR YOUR BUSINESS.
YOUR PAYMENT IS DUE JUNE 15TH, 2019

Magnum Communications
PO Box 118
West Bend, WI 53095

Mai Fest
Advertiser ID: 1489 Amount Paid ___________

1489-00002-0000	5/26/19	1
Official Invoice	**Date**	**Page**

DETACH AND RETURN WITH PAYMENT

1489-00002-0000 O 5/26/19 1

Mai Fest
The Deutschstadt Heritage Foundation
W156N112151 Pilgrim Road
Germantown, WI 53022

Purchase Order Number:
Est. Number:
Co-Op:
Description: Mai Fest 2019 - CASH
Salesperson: Magnum, Reid

Date	Day	Length							Qty	Rate	Total
5/10/19	Fri	:30	WMBZ	01:47:15 PM 11:45:00 PM	03:26:25 PM	06:46:30 PM	07:45:30 PM	10:44:00 PM	6	$22.95	$137.70
5/11/19	Sat	:30	WMBZ	07:25:30 AM	02:45:30 PM	05:46:00 PM	08:46:30 PM		4	$22.95	$91.80
5/12/19	Sun	:30	WMBZ	01:47:45 PM	05:46:10 PM	08:46:15 PM	09:45:30 PM		4	$22.95	$91.80
5/13/19	Mon	:30	WMBZ	06:24:00 AM	07:27:00 AM	09:47:10 AM	11:20:31 AM	03:27:00 PM	5	$22.95	$114.75
5/14/19	Tue	:30	WMBZ	09:46:45 AM	11:21:01 AM	06:26:00 PM	09:46:00 PM	11:45:00 PM	5	$22.95	$114.75
5/15/19	Wed	:30	WMBZ	07:25:00 AM	07:45:00 PM	08:46:30 PM	09:46:00 PM	10:44:30 PM	5	$22.95	$114.75
5/16/19	Thu	:30	WMBZ	06:48:45 AM	10:26:30 AM	02:47:30 PM	06:26:45 PM	09:46:30 PM	5	$22.95	$114.75
5/17/19	Fri	:30	WMBZ	06:24:00 AM 11:46:00 PM	07:26:15 AM	10:46:30 AM	06:45:30 PM	07:47:45 PM	6	$22.95	$137.70
5/18/19	Sat	:30	WMBZ	12:28:00 PM	01:48:30 PM	04:46:15 PM	10:45:30 PM		4	$22.95	$91.80
5/19/19	Sun	:30	WMBZ	07:46:30 AM	08:20:30 AM	09:19:45 AM	10:36:30 AM		4	$22.95	$91.80
			Non-Profit Commercials								
5/10/19	Fri	:30	WMBZ	06:26:00 AM	10:47:00 AM	06:26:30 PM	08:47:10 PM		4	$0.00	$0.00
5/11/19	Sat	:30	WMBZ	08:26:00 AM	04:47:10 PM	09:45:45 PM			3	$0.00	$0.00
5/12/19	Sun	:30	WMBZ	06:46:45 AM	12:46:00 PM	11:45:15 PM			3	$0.00	$0.00
5/13/19	Mon	:30	WMBZ	06:46:10 AM	02:45:30 PM	09:46:00 PM			3	$0.00	$0.00
5/14/19	Tue	:30	WMBZ	07:25:00 AM	03:25:15 PM	07:46:15 PM			3	$0.00	$0.00
5/15/19	Wed	:30	WMBZ	06:11:00 AM	03:26:10 PM	08:26:30 PM			3	$0.00	$0.00
5/16/19	Thu	:30	WMBZ	09:46:30 AM	05:46:30 PM	10:44:30 PM			3	$0.00	$0.00
5/17/19	Fri	:30	WMBZ	11:23:01 AM	02:26:45 PM	08:47:00 PM			3	$0.00	$0.00
5/18/19	Sat	:30	WMBZ	09:24:00 AM	07:47:30 PM	11:46:45 PM			3	$0.00	$0.00
5/19/19	Sun	:30	WMBZ	07:25:00 AM	11:19:00 AM	04:46:25 PM			3	$0.00	$0.00

(262) 334-2344 or traffic@magnum.media. Payment due 30 days after invoice date. 1.5% interest charge (minimum $5) added per month payment isn't received. $35 NSF Fee.

Quantity	79	**Total**	$1,101.60
Total Due			$1,101.60

Magnum Communications
PO Box 118
West Bend, WI 53095

Mai Fest

Advertiser ID: 1489 Amount Paid ____________

1489-00003-0000	5/26/19	1
Official Invoice	**Date**	**Page**

DETACH AND RETURN WITH PAYMENT

1489-00003-0000 O 5/26/19 1

Mai Fest
The Deutschstadt Heritage Foundation
W156N112151 Pilgrim Road
Germantown, WI 53022

Purchase Order Number:

Est. Number:

Co-Op:

Description: Mai Fest 2019 - CASH

Salesperson: Magnum, Reid

Date	Day	Length							Qty	Rate	Total
5/10/19	Fri	:30	WIBD	06:40:01 AM 11:00:01 PM	11:40:00 AM	01:31:00 PM	04:01:01 PM	06:00:01 PM	6	$8.78	$52.68
5/11/19	Sat	:30	WIBD	08:30:30 AM	10:30:30 AM	12:30:10 PM	02:30:00 PM		4	$8.78	$35.12
5/12/19	Sun	:30	WIBD	07:31:10 AM	11:01:01 AM	04:32:10 PM	08:01:00 PM		4	$8.78	$35.12
5/13/19	Mon	:30	WIBD	06:00:01 AM	10:00:01 AM	03:00:01 PM	05:20:30 PM	09:30:30 PM	5	$8.78	$43.90
5/14/19	Tue	:30	WIBD	10:00:01 AM	11:00:01 AM	05:00:31 PM	07:00:01 PM	09:00:01 PM	5	$8.78	$43.90
5/15/19	Wed	:30	WIBD	09:00:11 AM	11:20:00 AM	04:01:01 PM	08:00:31 PM	11:00:31 PM	5	$8.78	$43.90
5/16/19	Thu	:30	WIBD	07:50:01 AM	10:30:30 AM	11:40:30 AM	03:20:00 PM	10:00:31 PM	5	$8.78	$43.90
5/17/19	Fri	:30	WIBD	11:01:01 AM 10:00:01 PM	12:01:01 PM	02:00:31 PM	07:00:31 PM	08:01:11 PM	6	$8.78	$52.68
5/18/19	Sat	:30	WIBD	07:02:01 AM	01:00:41 PM	05:02:31 PM	10:01:30 PM		4	$8.78	$35.12
5/19/19	Sun	:30	WIBD	12:01:31 PM	01:00:01 PM	01:30:10 PM	02:00:01 PM		4	$8.78	$35.12
			Non-Profit Commercials								
5/10/19	Fri	:30	WIBD	09:18:11 AM	02:30:00 PM	05:00:31 PM	09:30:30 PM		4	$0.00	$0.00
5/11/19	Sat	:30	WIBD	11:31:00 AM	03:30:40 PM	08:00:00 PM			3	$0.00	$0.00
5/12/19	Sun	:30	WIBD	06:31:30 AM	01:31:00 PM	07:00:00 PM			3	$0.00	$0.00
5/13/19	Mon	:30	WIBD	09:00:01 AM	03:40:00 PM	08:00:01 PM			3	$0.00	$0.00
5/14/19	Tue	:30	WIBD	07:00:01 AM	12:00:31 PM	10:00:31 PM			3	$0.00	$0.00
5/15/19	Wed	:30	WIBD	08:00:01 AM	01:30:00 PM	09:00:01 PM			3	$0.00	$0.00
5/16/19	Thu	:30	WIBD	06:14:00 AM	12:40:30 PM	07:31:00 PM			3	$0.00	$0.00
5/17/19	Fri	:30	WIBD	07:00:31 AM	03:00:01 PM	11:01:01 PM			3	$0.00	$0.00
5/18/19	Sat	:30	WIBD	08:01:01 AM	11:01:01 AM	06:01:01 PM			3	$0.00	$0.00
5/19/19	Sun	:30	WIBD	09:00:10 AM	10:31:00 AM	02:30:00 PM			3	$0.00	$0.00

(262) 334-2344 or traffic@magnum.media. Payment due 30 days after invoice date. 1.5% interest charge (minimum $5) added per month payment isn't received. $35 NSF Fee.

Quantity	79	**Total**	$421.44
Total Due			$421.44

INVOICE

Digital Edge Copy & Print Centers
1311 Hwy 175
Hubertus, WI 53033
Phone: 262-628-3400
Fax: 262-628-1499

Invoice

Date	Invoice #
4/24/19	

Bill To
Deutschstadt Heritage Foundation (MaiFest prints)

P.O. No.	Terms	Due Date

Quantity	Description	Amount
75	Trifold inside only - flyer (4/0 on 60# text) 8.5x11	$30.00
1000	Trifold brochures - (4/4 on 60# text) 8.5x11, tri-folded	$480.00
50	Fliers - (4/0 on 60# text) 8.5x11	$20.00
5000	Placemats - (4/k on 60# offset white, 12x18)	$850.00
	Tax exempt	
	Total	**$1380.00**

DIGITAL EDGE
202 628-3400
YOUR RECEIPT
THANK YOU!
****

04-24-2019	MC #:0000
DEPT 8	*1380.00T1

TOTAL	*1380.00
CHECK	*1380.00

PM 3-56 0032

~~~~~~~~~~~~~~~~~~~~~~~~

HAVE A NICE DAY
PLEASE COME AGAIN

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Journal Sentinel
P.O. Box 78932
Milwaukee, WI 53278-0932

MILWAUKEE·WISCONSIN
JOURNAL SENTINEL
jsonline.com

Retail Advertising: Call your Sales Representative or 414-224-2498
Classified Advertising: 414-224-2121
Customer Service: 800-695-1709

General Information: milwaukee@ccc.gannett.com

DEUTSCHSTADT HERITAGE FOUNDATION
N112W16240 MEQUON ROAD
GERMANTOWN, WI 53022

Current	Past Due	Total Due
$1,915.00	$0.00	$1,915.00

A 1.0% (12% per annum) finance charge will be assessed on an unpaid balance remaining after 30 days from Due Date.

Sales Rep: Delmer Helton

Account #: 1137138

Order#	Description	1st Run This Month	Last Run This Month	Class	Size	Amount
	BALANCE FORWARD	4/30/19				$0.00
	INVOICES:					
0004830723	GCI0181572-01 - DEUTSCHSTADT HERITA					
	JSOnline.com	5/3/19	5/3/19			$1,500.00
0004831446	GCI0186852-01 - DEUTSCHSTADT HERITA					
	NOW Main; Print2SEO_Other					
	MKE-Northwest NOW; Print to SEO Other	5/15/19	5/15/19		12H TAB	$415.00
						$1,915.00

180619

Please detach and return with payment.

For credit card payments please call 800-695-1709

Journal Sentinel
P.O. Box 78932
Milwaukee, WI 53278-0932

Account No: 1137138	Customer Name DEUTSCHSTADT HERITAGE FOUNDATION		Page No 1 of 1
Invoice Period: 5/1/19 - 5/31/19	Invoice No: 1137138-5-19	Due Date: 06/20/2019	Amount Due: $1,915.00

DEUTSCHSTADT HERITAGE
FOUNDATION
N112W16240 MEQUON ROAD
GERMANTOWN, WI 53022

Please remit payment to: Journal Sentinel
P.O. Box 78932
Milwaukee, WI 53278-0932

LOCALiQ
PART OF THE USA TODAY NETWORK

James Baldemor
Account Executive

Office: 414-509-0317
JBaldemor@localiq.com

DEUTSCHSTADT HERITAGE FOUNDATION
N112 W16240 MEQUON ROAD
GERMANTOWN, WI 53022

Description
Sheboygan Press

- 1/4th Page
- Color
- Run dates:
    - Main section – Sunday 5/12, Wednesday 5/15
    - Weekend section – Thursday 5/16

Fond Du Lac Reporter

- 1/4th page
- Color
- Run date:
    - Weekend section Thursday 5/16

Total Due = $920.87

Please detach and return with payment

- -

6-18-2019

TO: Germantown Tourism commission

FROM: EKM Moose Lodge #1238

Reimburse for GMO (greater moose open)

Receipts submitting:

1. Minuteman Press copies $15.47
2. Postage $35.65
3. Advertisments $250.00

$301.12

Our event held on June 8th 2019 had 52 mini golfers. We had 13 teams of four and due to the number of teams we had seven teams go out at 3:15 and the other six at 3:45 at Swing time mini golf across the street. The weather was perfect if you can believe that!! We raised $104.00 to Moose Charities. We had 37 out of town golfers and 15 from our lodge. Due to this event being held by our lodge for the last three years (rules of the Moose) we are submitting to Moose International to have this event become a yearly state tournament due to the growth and success of the event.

Any other questions please contact Anita Hauner at (414)588-5345.

March 6th
5:30

GERMANTOWN TOURISM COMMISSION
REQUEST FOR FUNDING
CALENDAR YEAR: 2019

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

GUIDELINES

1. Funds shall be used for the following to promote tourism or lodging in the Village:
   a) Marketing projects, including advertising media buys, creation and distribution of printed or electronic promotional tourist materials, or efforts to recruit conventions, sporting events, or motor coach groups.
   b) Transient tourist informational services.
   c) Tangible municipal development.
2. All funds are to be used within 12 months of approval.
3. All receipts must be submitted to the Village Clerk within 60 days of approval or of the day of the event for reimbursement. (Washington County Convention and Visitor's Bureau may submit their current budget [revenues/expenses] as acceptable proof of expenditures to validate their claim for reimbursement.) Failure to submit receipts within 60 days of approval or of the day of the event shall result in a forfeit of funding.
4. Upon approval, any advertising and projects must display: "Sponsored in part by Village of Germantown Tourism Commission."
5. A representative from your organization must be present at the Germantown Tourism Commission meeting when funds are requested. A notice will be sent out in advance of the date, time, and location of the meeting.

,mo

1. Group Name: EKM Moose Lodge #1238
   Mailing Address: W198 N10217 Appleton Avenue Germantown, WI 53022
2. Responsible person's name: Anita Hauner Phone No: (414)588-5345
3. Amount requested: 312.00 E-mail Address: Anitahr77@gmail.com
4. Date by which funding is desired: May 1st 2019 ?

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.

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

State GMO (Greater Moose Open) mini golf tournament at swing time, mini golf this is our second year holding this event. We must run consecutively for three years to make this a traveling event for all lodges in Wisconsin.

How will your event promote tourism to Germantown or generate overnight stays at hotels in Germantown?

We draw from the other 32 lodges in Wisconsin. Last year Green bay, Muskego, Clintonville, Stevens Point + West bend participated in event and stayed overnight at the hotels.

Moose Lodge GMO

GERMANTOWN
W156N11301 PILGRIM RD
GERMANTOWN
WI
53022-9998
5631500022

(Estimated Delivery Date)
(Friday 05/03/2019)

First-Class Mail	1	$1.15

Large Envelope
(Domestic)
(WATERTOWN, WI 53098)
(Weight:0 Lb 1.40 Oz)
(Estimated Delivery Date)
(Friday 05/03/2019)

First-Class Mail	1	$1.15

Large Envelope
(Domestic)
(WEST BEND, WI 53095)
(Weight:0 Lb 1.40 Oz)
(Estimated Delivery Date)
(Friday 05/03/2019)

First-Class Mail	1	$1.15

Large Envelope
(Domestic)
(WISCONSIN RAPIDS, WI 54494)
(Weight:0 Lb 1.40 Oz)
(Estimated Delivery Date)
(Friday 05/03/2019)

Total $35.65

Credit Card Remitd $35.65
(Card Name:MasterCard)
(Account #:XXXXXXXXXXXX2947)
(Approval #:85456P)
(Transaction #:718)
(AID:A0000000041010 Chip)
(AL:MasterCard)
(PIN:Not Required)

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GMO
Golf tournament

MINUTEMAN PRESS
MENOMONEE FALLS
262 255 7575
WWW.MINUTEMANMF.NET
8-5 M-F 9-12 SAT

04-09-2019 MC #:0000

NO SALE

PM12-29 0073

HAVE A NICE DAY
PLEASE COME AGAIN

MINUTEMAN PRESS
MENOMONEE FALLS
262 255 7575
WWW.MINUTEMANMF.NET
8-5 M-F 9-12 SAT

04-09-2019 MC #:0000

	64× 0.06@
B/W COPIES	*3.84T1
	80× 0.32@
COLOR COPIES	*25.60T1
	*1.50T1
TOTAL	*30.94
AMOUNT	*50.00
CHANGE	*19.06

PM12-54 0074

HAVE A NICE DAY
PLEASE COME AGAIN

$15.47 each event

Moose Lodge GMO

====================================
GERMANTOWN
W156N11301 PILGRIM RD
GERMANTOWN
WI
53022-9998
5631500022

05/01/2019 (800)275-8777 1:58 PM

====================================
====================================

Product Description	Sale Qty	Final Price
First-Class Mail Large Envelope (Domestic) (FOND DU LAC, WI 54935) (Weight:0 Lb 1.40 Oz) (Estimated Delivery Date) (Friday 05/03/2019)	1	$1.15
First-Class Mail Large Envelope (Domestic) (BELOIT, WI 53511) (Weight:0 Lb 1.40 Oz) (Estimated Delivery Date) (Friday 05/03/2019)	1	$1.15
First-Class Mail Large Envelope (Domestic) (BLOOMER, WI 54724) (Weight:0 Lb 1.40 Oz) (Estimated Delivery Date) (Friday 05/03/2019)	1	$1.15
First-Class Mail Large Envelope (Domestic) (WEBSTER, WI 54893) (Weight:0 Lb 1.40 Oz) (Estimated Delivery Date) (Friday 05/03/2019)	1	$1.15
First-Class Mail Large Envelope (Domestic) (CHIPPEWA FALLS, WI 54729) (Weight:0 Lb 1.40 Oz) (Estimated Delivery Date) (Friday 05/03/2019)	1	$1.15
First-Class Mail Large Envelope (Domestic) (CLINTONVILLE, WI 54929) (Weight:0 Lb 1.40 Oz) (Estimated Delivery Date) (Friday 05/03/2019)	1	$1.15
First-Class Mail Large Envelope (Domestic) (EAU CLAIRE, WI 54703) (Weight:0 Lb 1.40 Oz) (Estimated Delivery Date) (Friday 05/03/2019)	1	$1.15
First-Class Mail Large Envelope (Domestic) (GREEN BAY, WI 54304) (Weight:0 Lb 1.40 Oz)	1	$1.15

Wisconsin Moose Association

607 E 6th Ave
Brodhead, WI 53520

Invoice

Date	Invoice #
2/25/2019	185

Bill To
EKM Moose Lodge #1238 PO Box 272 Mnomonee Falls, WI 53052

Description	Amount
Full jpage Ad Conference 2019 GMO held 6-8-20-2019	125.00
Full page Ad Conference 2019 WI State Golf held 7-20-2019	125.00

Pd 3-2-19
V# 8305

Phone #	Total	250.00
608 214 7843		

Muskego Moose Lodge #1057
S86 W21693 Janesville Road
Muskego, WI 53150
(262)662-2500

April 8, 2019

EKM Moose Lodge #1238
P.O. Box 272
Menomonee Falls, WI 53052

Bowling Tournament Full Page Ad for GMO	$125.00
Bowling Tournament Full Page Ad for State golf tournament	$125.00
	$250.00

pd 4-15-19
✓#8328

EM Marketing Company

emmktg@aol.com

Invoice # 27 - EMM - 14

To: Germantown Tourism Commission

Date	Description	Amount
7/1/19	Contract services for June, 2019 30 hours x $35 per hour	$ 1,050.00

TOTAL DUE: $ 1,050.00

Please mail payment to:

EM Marketing Co, 1621 Tumbleweed Circle, West Bend, Wisconsin, 53095

Thank You!!

David Brazeal
6363 S. Farm Rd. 35
Billings MO 65610
United States

Germantown Tourism Commission
(Website development)

Invoice #	RT-830
Invoice Date	May 3, 2019
Balance Due (USD)	**$1,644.03**

Task	Time Entry Notes	Rate	Hours	Line Total
Website Design & Content	[VisitGermantown.com 09/18/18 to 05/01/19] David Brazeal	75.00	1.0969	82.27
Meetings	[VisitGermantown.com 09/18/18 to 05/01/19] David Brazeal	75.00	1.0001	75.01
Research	[VisitGermantown.com 09/18/18 to 05/01/19] David Brazeal	75.00	1.4167	106.25
Website Creation/ Setup	[VISITGERMANTOWN.COM 09/18/18 TO 05/01/19]	75.00	10.5	787.50

Item	Description	Unit Cost	Quantity	Line Total
License Fee	Website Theme License	61.00	1	61.00
License Fee	Calendar Plugin License	32.00	1	32.00
Website Hosting	Website Initial Setup of Website Framework	250.00	1	250.00
Website Hosting	Ongoing Software Security Updates	250.00	1	250.00

Total	**1,644.03**
Amount Paid	0.00
Balance Due (USD)	**$1,644.03**

PAYMENT STUB

Invoice due upon receipt.

Republic Tiger Sports
6363 S. Farm Rd. 35
Billings MO 65610
United States

Client	Germantown Tourism Commission
Invoice #	RT-830
Invoice Date	May 29, 2019
Balance Due (USD)	$1,644.03
Amount Enclosed	

Village of Germantown 2019

Tourism Hotel/Motel Room tax 6%

Best Western
Country Inn & Suites **Germantown Hotel/Motels**
Holiday Inn
Super 8

2015 Roll over amount	51,372.00
2016 Budget	35,429.33
	86,801.33

Balance	**End of 2016**	**$52,335.00**
Balance	**End of 2017**	**$92,516.11**
Balance	**End of 2018**	**$155,750.85**

2019

2018 Roll Over Amount	155,750.85	
2019 Deposit		TBD
	155,750.85	

2019 Payments

2/10/2019	EM Marketing	1,050.00
3/10/2019	EM Marketing	1,050.00
4/10/2019	EM Marketing	1,050.00
5/10/2019	EM Marketing	1,050.00
6/25/2019	EM Marketing	3,360.00
6/25/2019	Thew's Photography	50.00
		7,610.00

Balance	**To date 6/30/19**	**$148,140.85**