

**MEETING: REGULAR MEETING OF THE TOURISM
COMMISSION**

DATE AND TIME: Monday, September 11, 2023 5:30 PM

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

NOTICE: Citizens not wishing to attend the meeting personally or virtually may submit any public comments by sending an email to comments@germantownwi.gov by 4 p.m. on the day of the meeting so that it can be provided to the members of the body for their consideration.

AGENDA

- I. **CALL TO ORDER:** *This meeting has been given public notice in accordance with Section 19.83 and 19.84, Wis. Stats, in such form that will apprise the general public and news media of subject matter that is intended for consideration and action.*
- II. **ROLL CALL:**
- III. **APPROVAL OF MINUTES**
 - A. Meeting of July 10, 2023
- IV. **CITIZEN INPUT:** *(Please be advised per 19.84(2) that information and comment will be received from the public. It is the policy of this municipality that public input be limited to a three (3) minute period per person with a time extension granted at the discretion of the Chairperson. Be advised that there may be limited discussion of the information received but no action will be taken under public comments.)*
- V. **UNFINISHED BUSINESS**
 - A. Request for Funding - Germantown Chamber of Commerce
- VI. **NEW BUSINESS:**
 - A. Request for Funds - 2023 Germantown Historical Society Oktoberfest held at the Dheinsville Historice Park September 23 - 24.
- VII. **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)250-4745 at least 2 days prior to the meeting.

Germantown Tourism Commission Meeting Minutes for Wednesday July 10, 2023

1. Call to Order: Called to order by Trustee Miller @ 5:33 pm

2. Roll Call

a. Present: Miller, Grgich, Kreklow

b. Absent: Wolter

3. Citizen Input/Public Appearance:

Trustee Jan Miller spoke in favor of Dheinsville Settlement sign, and in support of moving Chamber of Commerce to a more visible location.

4. Approval of Minutes

a. April 19, 2023

These minutes were approved at a previous meeting.

5. New Business

a. Request for Funds – Dheinsville Settlement new sign at the corner of the Dheinsville Historic Park, Germantown Historical Society

Sue and Jim Dix presented a request from the Germantown Historical Society for \$425 to pay a portion of the cost for a new sign for the Dheinsville Settlement.

Motion by Kreklow to approve request for \$425 for new Dheinsville Settlement sign, seconded by Grgich. Approved 3-0

b. Request for Funds – Germantown Chamber Visitor Center, Germantown Chamber of Commerce

Executive Director Joletta Kerpan and President of the Chamber, Julie Ashlock presented a request from the Germantown Chamber of Commerce for a six-year request totaling \$147,200 to lease office space on Mequon Road.

The Commission discussed the possible need for an MOU between the Chamber and Village for this level of support, and the legal requirements for making a multi-year financial commitment.

Trustee Miller made motion to postpone action to the next meeting, seconded by Kreklow. Approved 3-0

6. Adjournment @ 6:12 pm

Germantown Chamber Visitor Center



**A Proposal Delivered to the Village of
Germantown Tourism Commission
June 2023**

Chambers Promote and Enhance Local Tourism

1. Marketing and Promotion
2. Visitor Information Centers
3. Networking and Collaboration
4. Advocacy and Policy Influence
5. Training and Education
6. Events and Festivals



Marketing and Promotion

The Germantown Chamber of Commerce:

- Advertises community events on our social media platforms, website and newsletter
- Populates events and restaurants/lodging on the Travel Wisconsin website on behalf of Germantown
- Provides the “Community Guide” which is sent to all residents and businesses, taking on all costs and time with that endeavor
 - Send the Guide to all those who move to our community, including Colgate, Richfield, & Hubertus during the year, introducing them to our local businesses & resources
- Advertises our 5k in Fox Valley Sports family newsletter
- Marketing to highlight the unique attractions, events, and experiences in the area

Visitor Information Center

The Germantown Chamber of Commerce:

- Fills visitor and relocation information requests
- Populates, researches, and solicits events on our community calendar
- Places an ad in the “Visit Washington County Guide” promoting stays in Germantown and consistently populates events on their website

An improved, more visible space would allow the Chamber to:

- Be the “go to spot” where tourists could obtain brochures, maps, and other relevant materials about local attractions, accommodations, events, and services
- Serve as a resource hub, offering assistance and recommendations to visitors, which in turn encourages them to explore the local area

Networking and Collaboration

The Germantown Chamber of Commerce:

- Provides more than 60 networking opportunities each year including breakfasts, business after hours events, roundtable discussions and community awards
- Act as a connector within the local business community. By fostering collaboration, we help to create packages that encourage tourists to stay longer or engage in multiple activities, thereby boosting local tourism revenue

An improved, more visible space would allow the Chamber to:

- Highlight the unique attractions, events, and experiences in the area
- Be a reminder to the businesses & community of our resources and support

Advocacy and Policy Influence

The Germantown Chamber of Commerce:

- Hosts the “Candidate Forum”, a moderated informational event that supports the voice of all political candidates in a non-debate setting
- Represents the interests of Chamber members and local businesses through serving on the Economic Development Commission
- Supports diverse housing options, which will bring a solid workforce to Germantown businesses
- Serves on the Tourism Commission which invests in events and attractions to bring visitors to Germantown

An improved, more visible space would allow the Chamber to:

- Serve as a resource hub where tourists could obtain brochures, maps, and other relevant materials about local attractions, accommodations, and services

Training and Education

- Offer the “Leadership Germantown” program, designed to develop leaders within our community. This is accomplished by:
 - Providing quality programs that develop and enhance leadership skills
 - Creating awareness of how each individual can make a difference in their community
 - Building connections with other leaders and professionals
 - Providing over 400 hours of community service a year
- Organize workshops, training programs, and seminars aimed at improving the skills and knowledge of local professionals
- Contribute to the overall quality of services provided to the community and to tourists, ensuring a positive experience and encouraging repeat visits



Events and Festivals



The Germantown Chamber of Commerce:

- Organizes local events and festivals that attract visitors, such as:
 - Chamber Golf Outing
 - Manufacturing and Trade Career Expo
 - Candy Cane 5K run/walk & Jingle Bell Dash
 - Tannenbaum Trail
 - Christmas Festival Parade & Christmas in the Park
 - Annual Community Awards
- Supports local events such as: 4th of July, Oktoberfest, Mai Fest, Taste of Germantown, Rec Carnival, Mud Run, Glow Walk, Music at the Pavilion, Scholarship Auction & more



An improved, more visible space would allow the Chamber to:

- Create better opportunities for visitors to experience the local culture, generate economic activity, and raise the profile of the destination

2050 Plan Guiding Principles

Building a Strong Economic Base

- Germantown will also focus on promoting the Village as a tourist destination to bolster the Village's fiscal wellbeing

Germantown Chamber already focuses on promoting the Village as a tourist destination, through the support of our members, the business community

- Creating the Community Guide or Community Map every year
- Populating tourism sites, local event calendar and social media with local events, field phone calls, in-person visitors and e-mail inquiries
- Hosts events that bring people and business people to the village
- Offers Leadership Germantown which fosters appreciation for the village they live and/or work



The Village and the Tourism Commission

Statutory Guidelines

Village Code 1.378 Germantown Tourism Commission.

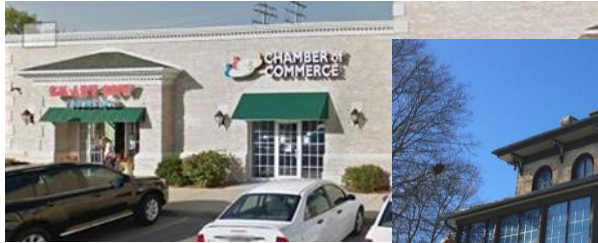
The commission shall use the room tax revenue it receives from the Village for tourism promotion and tourism development in the Village.

The Germantown Chamber of Commerce:

- Has proven expertise in promoting and developing tourism within the Village
- Requests funds to support rent, utilities, and signage for a new Chamber Office for an initial six-year period
 - Support of the local Chambers of Commerce by the Tourism Commission is not unique
 - Most nearby Chambers who already have the benefit of a great location, use Tourism money to fund tourism focused employees or tourism focused marketing strategies

Location, Location, Location

- The Germantown Chamber office is currently located in the basement of the Chase Bank
- Not visible, not welcoming
- Signage small and not noticed



Above – The Chamber of Greater Menomonee Falls & Sussex
Right – West Bend Area Chamber of Commerce

- Other Chamber offices in our region have much nicer, more visible and welcoming locations
- Our obscurity is losing business for our Village and is preventing us from thriving
- Storefront opportunities are limited but would give instant promotion of Chamber

Local Chambers and the Tourism Commission

The Chamber of Greater Menomonee Falls & Sussex, West Bend Area Chamber of Commerce & Hartford Area Chamber of Commerce all have support from their local Tourism Commissions

With the funds they are required to

- Act as the tourism center – know about all events, field questions, greet visitors
- Be a connector of the community and businesses
- Create the local community guides & maps
- Serve on related village committees
- Continue to host community events they are already hosting

Promote Tourism with a Visible Chamber Office

An improved, more visible space would allow the Germantown Chamber to:

- Highlight the unique attractions, events, and experiences in the area
- Better welcome visitors to experience the local culture, generate economic activity, and raise the profile of the destination
- Serve as a resource hub where tourists could obtain brochures, maps, and other relevant materials about local attractions, accommodations, and services
- Host business and community organization meetings and increase collaboration
- Encourage the active participation of our residents in our local government and community
- Be a reminder to the businesses & community of our resources and support
- Grow

Stronger Together: Village & Chamber



Village of



Germantown



**Business Focused
Community Driven**

BUSINESS OF THE TOURISM COMMISSION

MEETING DATE: September 11, 2023

PLACEMENT: Action Item

ITEM TITLE: Request for Funds - 2023 Germantown Historical Society
Oktoberfest held at the Dheinsville Historice Park September 23 -
24.

SUBMITTED BY:

SUMMARY EXPLANATION:

ATTACHMENT:

1. Germantown Historic Society Request - Oktoberfest 2023

RECOMMENDATION:

ACTION BY Committee:



July 5, 2023

Germantown Tourism Commission
P. O. Box 337
Germantown, WI 53022

Members of the Tourism Commission:

Enclosed you will find our Request for Funding for the 2023 Oktoberfest. At the current time I do not have any final invoices, only quotes and contracts for services. I also enclosed a couple samples of advertising from last year for you to see.

Please let us know when your Tourism Commission meets, and we will be happy to attend the meeting and answer any questions you may have about our event and/or related expenses.

Please email us at germantownhistoricalsociety@gmail.com

Thank you for your consideration.

Sincerely,

Germantown Historical Society
Susan Dix, Treasurer
262 853 2029
Jim Dix, President
262 853 1953

P. O. Box 31, Germantown, WI 53022

GERMANTOWN TOURISM COMMISSION

REQUEST FOR FUNDING CALENDAR YEAR 2023

Funds may be requested by groups for events or projects that will bring visitors to the Village of Germantown

1. Event Name Germantown Historical Society Oktoberfest
Group Name Germantown Historical Society
Address P.O. Box 31 Germantown, WI 53022
Telephone Number & Email 262-853-2029 germantownhistoricalsociety@gmail.com
2. Responsible persons name Susan Dix
Telephone (if different from above) Jim Dix 262-853 1953
3. Amount requested any amount would be appreciated. Invoices will be submitted when they are generated
4. Date by which funding is desired: Sept, 2023

Please complete the information requested on the back of this form regarding the project or event.

Please submit an estimate for the project for approval. Upon completion of the project, receipts submitted will be matched against the detail costs to verify the final expenditure.

- 1) All receipts must be received by the Village Clerk within 60 days of approval or the day of the event.
- 2) Upon approval, any advertising and projects must display: Sponsored in part by Village of Germantown Tourism Commission.
- 3) Plan for a representative from your organization to attend the Tourism Commission meeting when funds are requested. You will be notified by email of the date and time of the meeting.

**Please complete the following regarding your request from the
Tourism Commission:**

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

The Germantown Historical Society presents the annual Oktoberfest at Dheinsville Historic Park the last Saturday and Sunday of September. The event brings in over 5,000 people for our two-day event. We host not only Germantown residents, but also people from all around Wisconsin and northern Illinois, for the Dachshund races, also the authentic food and music and beer. We have three history museums open for tours on the two days for the public to enjoy. Many of our visitors are families who enjoy the family fun, including the "Kid's Corner" with crafts and games. There are young children performing German dancing as well as older adults showing off their German heritage for the crowd.

Goals of your event/project:

The goal of the Germantown Historical Society is to preserve the legacy of the citizens of Germantown Township since the 1830's. With this event we try to incorporate some of the German heritage in the music, dancing, and food. We like to show the attendees the museums and explain how this community began and grew into what is now known as the Village of Germantown.

Cost details:

The cost of our event last year was approximately \$42,500. Thankfully, we received \$8475.00 from our business sponsors and \$6000.00 from the Tourism Commission. Without the additional sponsorship dollars, our event would not have been as financially successful. With suppliers and vendors increasing our costs for 2023, we expect our expenses to increase to some degree. We would appreciate any funding you could give us. I do not have any invoices currently, but are working with estimates from bands, food and beer suppliers and rental companies. I will supply invoices to the Commission as soon as I can put them together after the event. I have included a summary of our 2022 income and expenses for your review. If you need more information about the finances, please call.

2nd or 3rd year applicants – please describe the results of the previous year's event/project:

Attendance for our event was not as high in 2022 as it was in 2021 due to the rainy weather. This is the Germantown Historical Society's only fund raiser to cover our many costs to upgrade our museums and the \$5000 annual payment we need to make to the Village for the balance due on the Muehl Festhalle. Also, as you know, currently we are in the middle of restoring the stain glass windows in Christ Church adjacent to Dheinsville Historic Park. Any funding of our Oktoberfest event would be greatly appreciated.

TOURISM COMMISSION REQUEST

OKTOBERFEST 2022	SUMMARY Receipts/Expenses	FINAL	1.31.2023
Cash Receipts		Expenses	
Bar	\$ 25,549.49	Beer/White Claw-Capital	\$ 6,962.60
Food	\$ 10,886.51	Wine	\$ 249.13
Desserts	\$ 1,862.00	Old Germantown 3 1/2 barrels	\$ 420.00
Pancake Haus	\$ 2,110.25	Miscellaneous Bar	\$ 2,953.14
Kids Area	\$ 843.00	Gehrings brats/hungarians	\$ 1,300.54
Gift Haus	\$ 1,104.25	Roasted Pig	\$ 700.00
Dachshund Races (To FH)	\$ 233.00	Miafest purchase	\$ 413.37
Car Show	\$ 320.00	Sciortino Bakery buns	\$ 674.50
Raffle receipts	\$ 3,691.00	Sysco food/paper goods	\$ 1,422.29
Raffle Lutz prize donation	\$ 3,000.00	Sam's Club	\$ 606.58
Tips - Bar (to FH)	\$ 2,187.00	Miscellaneous Food	\$ 45.52
- Food	\$ 375.46	Kiwanis Club	\$ 3,068.18
- Pancake House	\$ 12.25	Meat/water sales	\$ (155.00)
		Hankerson's desserts/water	\$ 744.00
Vendor Fees	\$ 1,011.00	Pancake Hs expenses	\$ 655.83
Silent Auction	\$ 4,756.00	Kids Area expenses	\$ 528.82
Sponsors (includes Go Riteway	\$ 8,475.00	Gift Hs expenses	\$ 588.48
\$250 sponsor deposit 1/2023)		Dachshund Races expenses	\$ 93.85
		Car Show expenses (includes adj \$75 free tickets)	\$ 180.00
V of Germantown Tourism	\$ 6,000.00	Raffle expenses	\$ 3,471.50
		Festival insurance	\$ 1,944.00
Donations - Church/Wolf Hs	\$ 84.00	Area Rental	\$ 3,636.20
		Dance floor rental	\$ 500.00
No start up cash included		Music	\$ 6,775.00
Total Receipts	\$ 72,500.21	2 Light towers	\$ 235.00
		Porta johns,sink,& service	\$ 1,000.00
*Sports Corner Bar		Mums for stage	\$ 180.00
donated and paid directly		Office supplies	\$ 283.59
for volunteer t-shirts -		Advertising misc/Printing	\$ 522.09
\$1,919.81		Express News	\$ 252.00
		WTKM FM	\$ 540.00
		Polka Parade	\$ 200.00
		Facebook	\$ 92.61
		Grounds and Maintenance	\$ 249.86
		GHS T-shirts & sweatshirts printed	\$ 634.80
		3 New tables	\$ 411.42
		Volunteer tickets-cost - adjustment	\$ 131.00
Total Receipts	\$ 72,500.21		
Total Expenses	\$ 42,510.90	Total Expenses	\$ 42,510.90
Profit	\$ 29,989.31		
Note weather for weekend:			
Sat - cloudy, rain evening			
Sun - cloudy, rain during			
day - storm afternoon			
Packers played 3:30 pm			

The Germantown Historical Society
presents the annual

Hunsrucker Oktoberfest!



Authentic
food and
drink!



FREE ADMISSION

Free Parking

Goodwill donations gladly accepted!

Entertainment Schedule

Saturday September 24, 2022

12:00 pm - 1:30 pm
Good Time Dutchmen

1:30 pm - 1:45 pm
Recognition for Festhalle Donors

1:45 pm - 3:00 pm
Good Time Dutchmen

3:00 pm - 4:00 pm
Dheinsville Dachshund Dash

4:00 pm - 7:00 pm
Music Venders

7:00 pm - 7:30 pm
Pommersche Tanzdeel Freistadt
Adult Dancers

7:30 pm - 8:30 pm
Copper Box

8:30 pm - 9:00 pm
Pommersche Tanzdeel Freistadt
Adult Dancers

9:00 pm - 10:30 pm
Copper Box



Oktoberfest
Great Cash Raffle!
Grand Prize \$1,500!
Buy tickets at the bar.



Don't miss the
Dachshund Dash
on Saturday afternoon!

Sunday September 25, 2022

12:00 pm - 3:00 pm
River City Blaskapelle

3:00 pm - 3:45 pm
Anniversary Couple Recognized:
Bill & Susanne Gay
followed by
Pommersche Tanzdeel Freistadt
Kinder Dancers

3:45 pm - 7:00 pm
Alpine Blast



Great
family
fun!

Other Special Activities

- Live music throughout the weekend
- Silent Auction throughout the weekend
- Bake Sale on Sunday
- Classic Car Display on Sunday afternoon
- Raffles throughout the weekend

New Oktoberfest sponsors are welcome! New volunteers are appreciated!

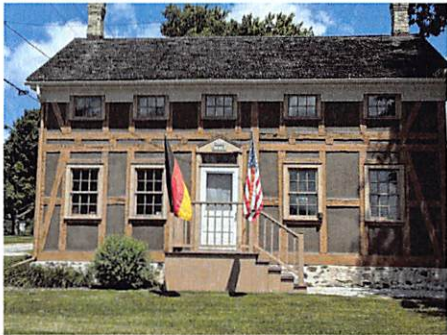
Call (262) 628-3170 or go to www.germantownhistoricalsociety.org for more information.

Visit our Museums

All museums will be open during the Oktoberfest celebration!



Christ Church Museum - Built in 1862 the church is on the National Register of Historic Places. It houses a collection of local Germantown artifacts.



Wolf Haus Museum - Built in 1854 this authentic German fachwerk (half timber) style home is a period house museum that also houses the G.H.S's genealogical records library.



Bast Bell Museum - Built as a barn in 1870 this building now houses the Sila Lydia Bast 5,000 + bell collection of bells from around the world.



Scan this QR Code with your phone for all the latest Oktoberfest information!



Made by an original Germantown family, unique sausages have been created specially for the Oktoberfest Pancake Haus menu. Locally brewed beer, also from *Old Germantown Restaurant*, bring the flavors of the Old World to this year's Germantown Hunsrucker Oktoberfest Festhalle.



The Oktoberfest event is held at an original, largely intact 1850s German (Hunsrück) immigrant settlement at the six way intersection of Holy Hill Road, Maple Road and Fond du Lac Avenue in northern Germantown, Wisconsin.

Germantown Historical Society, Inc.
N128W18780 Holy Hill Road / Germantown, WI 53022
(262) 628-3170

2022



Sponsored by
Window World

Supported by
Village of Germantown
Tourism Funds

**UPCOMING EVENTS FROM THE
GERMANTOWN AREA CHAMBER OF COMMERCE**
For more information & details visit:
www.germantownchamber.org | Call 262-255-1812

MTCE
MANUFACTURING
AND TRADE
CAREER EXPO
Manufacturing and Trade Career Expo
r 19 & 20, 2022

The MTCE is Produced in Partnership By:



THE CHAMBER
ADVOCATE | FACILITATOR | EDUCATOR
OF GERMANTOWN HISTORICAL SOCIETY

student awareness of the companies and opportunities in the local manufacturing
e industries and the educational pathways.

lum Trail
iving through Christmas

ty decorated and lit trees along the pathway in Firemen's Park.



Germantown Christmas Festival
Saturday, November 12, 2022

5k Candy Cane Run/Walk and introducing the Kid's Jingle Bell Dash,
Christmas Parade, and Christmas in the Park at Firemen's Park

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& ASSOCIATES**
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In Person Silent
Auction Returns for
2022!!!

NEW this year...
ALL CASH Raffle!!
Watch for special raffle
tickets being sold!!

Honoring the past...

Presented by
**Window
World**

and The Village of Germantown Tourism Fund



... Imagining the future

An 1850s Original Settlement
Corner of HWY 145, Holy Hill
Rd, & Maple Rd

FREE PARKING & ADMISSION

Authentic Food, Great Music & Family Fun

SATURDAY, SEPTEMBER 24th NOON – 11PM

SUNDAY, SEPTEMBER 25th NOON – 7PM

Children's Activities
Sunday Bake Sale
Sunday Classic Car Display
12-3pm
Dachshund Dash Saturday at
3pm
Saturday - Recognition
Ceremony for Festhalle Donors
Sunday - Anniversary Couple
Bill and Susanne Gay Honored

Saturday, September 24th

12:00 - 3:00pm GoodTime Dutchmen
3:00 - 4:00pm **Dheinsville**
Dachshund Dash
4:00 - 7:00pm Music Venders
7:00 - 7:30pm Pommersche Tanzdeel
Freistadt
7:30 - 10:30pm **Copper Box** (Pommersche
Tanzdeel Freistadt during 1st break)

Sunday, September 25th

12:00 - 3:00pm River City Blaskapelle
3:00 - 3:30pm Pommersche
Tanzdeel Freistadt Kids
3:30 - 7:00pm **Alpine Blast**



Bring a canned good for 1/2 off admission to see 5,000 Bells!
Bast Bell Museum Sat & Sun 1-4pm

Volunteers Needed or BE A SPONSOR!
262-628-3170 • GERMANTOWNHISTORICALSOCIETY.ORG

