

MEETING:	REGULAR MEETING OF THE TOURISM COMMISSION
DATE & TIME:	Monday, March 4, 2024 at 5:30 PM
LOCATION:	Germantown Village Hall Conference Room A 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:**
- IV. **NEW BUSINESS:**
 - A. Request for Funding – Germantown Park & Recreation
 - B. Request for Funding - EKM Moose Lodge
- 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)250-4745 at least 2 days prior to the meeting.

BUSINESS OF THE TOURISM COMMISSION

MEETING DATE: March 4, 2024

PLACEMENT: Action Item

ITEM TITLE: Request for Funding – Germantown Park & Recreation

SUBMITTED BY:

SUMMARY EXPLANATION:

ATTACHMENT:

1. Request for Funding - Germantown Park & Recreation

RECOMMENDATION:

ACTION BY Committee:

GERMANTOWN TOURISM COMMISSION

REQUEST FOR FUNDING

CALENDAR YEAR 2024

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

1. Event Name Music at the Pavilion

Group Name Germantown Park & Recreation

Address W161 N10653 Fieldstone Pass, Germantown WI

Telephone Number & Email 262-250-4714, pheinen@germantownwi.gov

2. Responsible persons name Patti Heinen/Sandra Doss

Telephone (if different from above) _____

3. Amount requested \$2,000.00

4. Date by which funding is desired: May 2024

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.

Rcv'd 2/27/24

**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 Park and Recreation Department hosts the largest free concert series in the Village. Thousands of people come to the park for music, food, beer, and fun. The series consists of six shows held on Thursday nights throughout the summer at Gehl's Pavilion in Firemen's Park. Each concert features a local artist or band, food vendors and a beer garden.

Goals of your event/project:

The goal of the event is to bring people from other areas of Wisconsin to Germantown to enjoy our village, the food amenities, shopping, local parks, and great music. Many of the food vendors we have at the concerts consist of local restaurants with a goal of giving attendees a taste of Germantown cuisine in hopes they want to come back to visit our great village.

Cost details:

We are hoping to re-coop the costs of advertising for the event in the amount of \$2,000.00.

Music at the Pavilion Advertising Budget	
Social Media Posts	\$225.00
Banners/yard signs	\$850.00
Local Advertising	\$925.00
Total	\$2,000.00

2nd or 3rd year applicants - please describe the results of the previous years event/project:

TOURISM COMMISSION REQUEST

GUIDELINES

- 1) Funds shall not be used for fund raising functions. However, they may be used in conjunction with funds raised by such functions for projects or improvements.
- 2) Funds shall be used for seasonal, permanent or long-lived improvements that benefit the Village.
- 3) Applicants must be a Germantown resident, civic organization or business.
- 4) Submit receipts to the Village Clerk within 60 days of approval or the day of the event for Reimbursement.

BUSINESS OF THE TOURISM COMMISSION

MEETING DATE: March 4, 2024

PLACEMENT: Action Item

ITEM TITLE: Request for Funding - EKM Moose Lodge

SUBMITTED BY:

SUMMARY EXPLANATION:

ATTACHMENT:

1. Request for Funding - EKM Moose Lodge

RECOMMENDATION:

ACTION BY Committee:

GERMANTOWN TOURISM COMMISSION

REQUEST FOR FUNDING CALENDAR YEAR 2024

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

1. Event Name WI State Moose Bowling tournament
Group Name EKM Moose Lodge
Address W198 N10217 Appleton Ave Germantown 53022
Telephone Number & Email [REDACTED]
2. Responsible persons name Anita Hauner
Telephone (if different from above) (414) 588-5345
3. Amount requested \$75.00
4. Date by which funding is desired: 4-1-24

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.

[REDACTED]

this is a 2025 Event which may need additional funds. Email Anita Tourism Meeting Date and chair info.



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

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

Wisconsin Moose Lodge state bowling tournament held five consecutive weekends from March 15th to April 12th 2025. This yearly tournament is open to all WI lodges including but not limited to lodges from Stevens Point, Green Bay, Kenosha, Marinette, Racine, Monroe, Beloit etc. Bowling is held on each Saturday and Sunday.

Goals of your event/project:

Raise funds for Mooseheart, Mooshaven and a Washington County Food Pantry.

Cost details:

\$75.00 For ad in the bowling tournament to promote our lodge for the tournament in 2025

2nd or 3rd year applicants - please describe the results of the previous years event/project:

TOURISM COMMISSION REQUEST

GUIDELINES

- 1) Funds shall not be used for fund raising functions. However, they may be used in conjunction with funds raised by such functions for projects or improvements.
- 2) Funds shall be used for seasonal, permanent or long-lived improvements that benefit the Village.
- 3) Applicants must be a Germantown resident, civic organization or business.
- 4) Submit receipts to the Village Clerk within 60 days of approval or the day of the event for reimbursement.

COMING SOON IN 2025!

Eastern Kettle Moraine (EKM) Moose Lodge
Bowling Tournament in 2025.

Bowling will be at Pioneer Bowl, 1801 WI-175, Richfield, WI

Entertainment every Saturday night

Theme Nights and Dinner Menu will be announced next year.



Local Hotels

Country Inn & Suites of Germantown

W188N11020 Maple Rd, Germantown, WI 53022

262-251-7700

Best Western Germantown, Inn

W190N10862 Commerce Circle, Germantown, WI 53022

262-502-9750

Super 8 Hotel

N96W17490 County Line Rd, Germantown, WI 53022

262-255-0880

Comfort Inn & Suites Germantown

W177N9675 Riversbend Ln, Germantown, WI 53022

262-255-1100

Funds for this add provided by Village of Germantown Tourism.

