

MEETING:	REGULAR MEETING OF THE TOURISM COMMISSION
DATE & TIME:	Monday, April 15, 2024 at 5:00 PM
LOCATION:	Germantown Village Hall Conference Room A N112 W17001 Mequon Road

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. December 4, 2023
 - B. March 4, 2024
- IV. **UNFINISHED BUSINESS**
 - A. Request for Funding – Germantown Park & Recreation
- V. **NEW BUSINESS:**
 - A. Request for Funding - Deutschstadt Heritage Foundation's Maifest
- VI. **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.

MEETING:	REGULAR MEETING OF THE TOURISM COMMISSION
DATE AND TIME:	Monday, March 4, 2024 5:30 PM
LOCATION:	Germantown Village Hall Conference Room A N112 W17001 Mequon Road

MINUTES

- 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.*

The Tourism Commission meeting was called to order by Trustee Rick Miller at 5:30 PM.

II. **ROLL CALL:**

Present: President Dean Wolter, Trustee Rick Miller, Administrator Steve Kreklow, Commission Member Joletta Kerpan

Absent: None

Excused: None

Also Present: Deputy Clerk Maddy Laufenberg

III. **APPROVAL OF MINUTES:**

IV. **NEW BUSINESS:**

- A. Request for Funding – Germantown Park & Recreation

Administrator Kreklow provided background on Park & Recreation request for Music at the Pavilion advertising funds

Motion: Postpone until further review by Village Attorney Sadjak

Motioned By: President Wolter

Seconded By: Steve Kreklow

Yes: President Dean Wolter, Trustee Rick Miller, Administrator Steve Kreklow, Commission Member Joletta Kerpan

No: None

Abstain: None

Motion Passed by Voice Vote (Yes 4, No 0, Abstained 0)

B. Request for Funding - EKM Moose Lodge

Representatives of the EKM Moose Lodge presented need for advertising funds for upcoming bowling tournament

Motion: Approve \$75 request as presented

Motioned By: Joletta Kerpan

Seconded By: President Wolter

Yes: President Dean Wolter, Trustee Rick Miller, Administrator Steve Kreklow, Commission Member Joletta Kerpan

No: None

Abstain: None

Motion Passed by Voice Vote (Yes 4, No 0, Abstained 0)

V. ADJOURNMENT:

Meeting was adjourned by Trustee Rick Miller at 5:45 PM.

DRAFT

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.

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 **Maifest**

Group Name **Deutschstadt Heritage Foundation**

Address **N112 W16240 Mequon Rd., Germantown, WI 53022**

Telephone Number & Email **(414) 403-8427 maifestgermantown@gmail.com or mstone0965@gmail.com**

2. Responsible persons name **Charlie Hargan and Marcy Stone**

Telephone (if different from above) **(262) 894-0168 and (414) 403-8427**

3. Amount requested **\$ 19,715.93**

4. Date by which funding is desired: **if possible by June 30, 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.

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

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

Our 2024 celebration will be held at Germantown Marketplace Shopping Center, N112 W16560 Mequon Rd. (corner of Mequon Rd. & Squire Dr.) on May 17, 18 & 19. This community celebration of our German heritage starts at 5 p.m. **Friday** night with German music and delicious food, including a fish fry. Bella Cain, the hottest “Top 40 Country Group” will be taking the stage at 8 p.m. to heat up the night. **Saturday** the celebration continues 11 a.m. to midnight with food, dancing, featuring the DANK dancers, a Sheepshead tournament, music by Ed Wagner’s Lustige Blaskapelle, River City Blaskapelle and Smart Mouth. The celebration will continue **Sunday** from Noon to 8 p.m. with dancing by the Pommersche Tanzdeel Freistadt dancers, and music by Edelweiss and the Kenny Brandt Band. The weekend will be full of fun and Gemütlichkeit for people of all ages. Maifest is sponsored by the Deutschstadt Heritage Foundation, a 501(c)3 non-profit foundation.

Goals of your event/project:

The goal of Maifest is to provide a celebration that attracts Germantown residents **and** visitors from the surrounding area, other parts of Wisconsin and Illinois to raise money to support the mission of the DHF and reinvest these proceeds back into the Germantown community. In addition, we strive to benefit the Germantown community by offering local charitable organizations and businesses an opportunity to promote their organization, and raise funds, as part of our Maifest celebration.

Cost details:

Our fixed costs have once again significantly increased in 2024 due to inflation. Our overhead expenses for this three-day event are over \$55,000. These expenses include, but are not limited to: entertainment, tent, generator, lights, electrical, tables & chairs, marketing and advertising, insurance, portable toilets and sinks etc.

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

We had a successful Maifest in 2023, due to a successful advertising campaign and beautiful weather. Our expenses were over **\$59,000** and we were thankful to see a profit of **\$19,176.38**, this was before the much-needed and appreciated reimbursement check we received from the Tourism Commission. We are very grateful and thankful for this Tourism reimbursement. Due to Covid 19, Maifest was canceled in 2020 and was changed to a drive-thru “Maifest In A Box” event in 2021 in order to raise some funds so DHF could continue supporting other local charitable organizations and to keep the Maifest Germantown event in people’s minds. We did not request any Germantown Tourism funds for our drive-thru event in 2021 as we did not feel it fit the Commission Request Guidelines. These factors were just some that contributed to the bank account of DHF getting precariously low and the DHF being concerned we weren’t going to be able to continue with this wonderful community celebration. The profit we made last year, plus the Tourism reimbursement check has allowed us to build our bank balance to a more comfortable amount going into Maifest 2024. It has also allowed us to give money back to multiple community events and programs in 2023-2024. We can provide a list of these donations if you wish.

**2024 Maifest Germantown Celebration
Tourism Funding Request
Breakdown of Costs**

- Digital Billboards – Clear Channel Marketing **\$3,626.25**
- Develop and run Facebook paid ads throughout southeastern Wisconsin & northern Illinois **\$ 900.00**
- Radio spots on WTKM, reaching Washington, Dodge, Waukesha & Jefferson Counties **\$ 520.00**
- Radio spots on other radio stations, such as WRYU-AM, WVTY-FM, WMBZ-FM **\$ 3,311.69**
- 600 – 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 **\$ 325.00**
- 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 prior to Maifest **\$ 1,305.00**
- One full page ad in Polka Notes magazine distributed throughout Wisconsin and Illinois. April-May edition **\$ 40.00**
- 250 schedules and 250 one-page advertising flyers **\$ 465.00**
- Advertisement in the DANK German-American Journal printed publication and e-newsletter **\$ 80.00**
- Maifest 18x24 Coroplast Yard Signs – 50 pack - **\$ 550.99**
- Ads in the Discover Hometown newspapers advertising Maifest the two weeks prior to the event. **\$ 1,100.00**
- Our Wisconsin Magazine advertisements placed in the Feb/March 2024 and April/May 2024 editions. **\$1,492.00**
- A portion of the cost of our Maifest tent rental: **\$6,000.00**

TOTAL AMOUNT REQUESTED: \$ 19,715.93