

<b>MEETING:</b>	<b>REGULAR MEETING OF THE TOURISM COMMISSION</b>
<b>DATE &amp; TIME:</b>	<b>Monday, July 8, 2024 at 6:00 PM</b>
<b>LOCATION:</b>	<b>Germantown Village Hall Conference Room A N112 W17001 Mequon Road</b>

**NOTICE:** Citizens not wishing to attend the meeting personally or virtually may submit any public comments by sending an email to [comments@germantownwi.gov](mailto: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. April 15, 2024
- IV. **NEW BUSINESS:**
  - A. Treasurer's Report
  - B. Request for Funding by Germantown Historical Society for 2024 Oktoberfest
  - C. Request for Funding by Germantown Parks and Recreation for 2024 Fourth of July Event
- 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.

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

## 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 5:00 PM.

II. **ROLL CALL:**

**Present:** Trustee Rick Miller, President Dean Wolter(via phone), and Administrator Steve Kreklow

**Also Present:** Chief Deputy Clerk Kasie Miller, Recreation Supervisors Sandy Doss and Patti Heinen, Deutschstadt Heritage Foundation Representatives Marcy Stone and Jerry Nelson

**Absent:**

**Excused:** Library Board Member Joletta Kerpan

III. **APPROVAL OF MINUTES:**

A. December 4, 2023

**Motion:** Approve as presented

**Motioned By:** President Dean Wolter

**Seconded By:** Administrator Steve Kreklow

**Yes:** President Dean Wolter, Trustee Rick Miller, Administrator Steve Kreklow

**No:** None

**Abstain:** None

**Motion Passed by Voice Vote (Yes 3, No 0, Abstained 0)**

B. March 4, 2024

**Motion:** Approve as presented

**Motioned By:** Administrator Steve Kreklow

**Seconded By:** President Dean Wolter

**Yes:** President Dean Wolter, Trustee Rick Miller, Administrator Steve Kreklow

**No:** None

**Abstain:** None

**Motion Passed by Voice Vote (Yes 3, No 0, Abstained 0)**

**IV. UNFINISHED BUSINESS**

**A. Request for Funding – Germantown Park & Recreation**

Administrator Kreklow provided background again on Park & Recreation's request for Music at the Pavilion advertising funds. Village Attorney Sajdak had reviewed the request and advised Kreklow that Village programs could lead to hotel stays and this request by Park & Recreation would be eligible for Tourism Funds. Recreation Supervisors Sandy Doss and Patti Heinen were available for questions.

**Motion:** Approve \$2,000.000 request by Germantown Park & Recreation as presented

**Motioned By:** President Dean Wolter

**Seconded By:** Trustee Rick Miller

**Yes:** President Dean Wolter, Trustee Rick Miller, Administrator Steve Kreklow

**No:** None

**Abstain:** None

**Motion Passed by Voice Vote (Yes 3, No 0, Abstained 0)**

**V. NEW BUSINESS:**

**A. Request for Funding - Deutschstadt Heritage Foundation's Maifest**

Marcy Stone and Jerry Nelson of the Deutschstadt Heritage Foundation presented the need for funds for the 2024 Maifest.

**Motion:** Approve as presented

**Motioned By:** President Dean Wolter

**Seconded By:** Administrator Steve Kreklow

**Yes:** President Dean Wolter, Trustee Rick Miller, Administrator Steve Kreklow

**No:** None

**Abstain:** None

**Motion Passed by Voice Vote (Yes 3, No 0, Abstained 0)**

**VI. ADJOURNMENT:**

Meeting was adjourned by Trustee Rick Miller at 5:19 PM.

DRAFT

## Room Tax

### Current:

The Village may retain, for general use, the greater of either 30% of the current year room tax revenue or one of the following amounts:

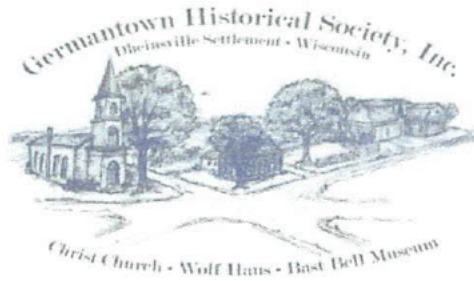
a) For the fiscal year 2017, the same dollar amount of the room tax retained by the Village in its 2014 fiscal year	<b>252,816.72</b>
b) For the fiscal year 2018, the same dollar amount of the room tax retained by the Village in its 2013 fiscal year	<b>221,432.29</b>
c) For the fiscal year 2019, the same dollar amount of the room tax retained by the Village in its 2012 fiscal year	<b>220,930.22</b>
d) For the fiscal year 2020, the same dollar amount of the room tax retained by the Village in its 2011 fiscal year	<b>218,789.68</b>
e) For the fiscal year 2021 and thereafter, the same dollar amount of the room tax retained by the Village in its 2010 fiscal year	<b>225,206.19</b>

### Prior

1988 Original room tax percentage	5%	All allocated to general use	
1996 Amendment	6%	70% of the room tax collected in excess of 5% shall be spent on tourism/promotion & development (betterment)	
2016 amendment - effective	1/1/2017	30% of actual revenue or above scale	Tourism promotion & tourism development

Year	Full Amount collected for Room Tax	Tourism Portion	Tourism Expenditures
...			
2006	310,770.26	36,198.31	28,340.59
2007	311,623.41	36,356.04	31,005.87
2008	325,488.12	37,954.16	33,181.75
2009	239,837.59	27,981.06	36,934.68
2010	254,950.40	29,744.21	24,500.00
2011	247,686.44	28,896.76	20,626.22
2012	250,256.70	29,179.46	13,577.59
2013	255,787.82	29,245.77	31,723.60
2014	286,207.60	33,390.89	23,142.00
2015	303,254.87	35,379.74	25,555.00
2016	320,723.55	35,429.33	24,613.80
2017	318,376.82	65,560.10	25,378.99
2018	299,472.58	78,040.29	14,805.55
2019	306,267.35	85,337.13	34,320.29
2020	157,197.72	0.00	119,886.90
2021	225,131.20	<b>0.00</b>	2,583.00
2022 YTD	208,567.00	8/12/2022 0.00	99,235.00 YTD
	4,413,032.43	588,693.25	589,410.83

Cash Balance at end of 2017:	\$	92,516
ADD 2018 allotment	\$	78,040
ADD 2019 Allotment	\$	85,337
Less 2018 & 2019 Expenditures	\$	(49,126)
2020 Allotment	\$	-
Less 2020 Expenditures	\$	(119,887)
2021 Allotment	\$	-
Less 2021 Expenditures	\$	(2,583)
2022 Allotment	\$	-
ADD ARPA Funds	\$	85,000
Less 2022 Expenditures	\$	(99,235)
	\$	70,063



June 23, 2024

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 2024 Oktoberfest. At the current time I do not have any invoices, only quotes and contracts for services. I have, however, 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](mailto:germantownhistoricalsociety@gmail.com)

Thank you for your consideration.

Sincerely,

  
Germantown Historical Society  
Susan Dix, Treasurer

  
Jim Dix, President



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 OKtoberfest

Group Name Germantown Historical Society

Address P. o. Box 31 , Germantown , WI 53022

Telephone Number & Email [REDACTED] germantownhistoricalsociety@gmail.com

2. Responsible persons name Sue Dix or Jim Dix

Telephone (if different from above) [REDACTED]

3. Amount requested Any amount would be appreciated

4. Date by which funding is desired: Sept 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)**

The Germantown Historical Society presents the annual Oktoberfest at Dheinsville Historic Park the last Saturday and Sunday of September (Sept 28<sup>th</sup> and 29<sup>th</sup>). 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 1840'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 \$43,186. Thankfully, we received \$11,950 from our business sponsors and \$10,000 from the Village of Germantown Tourism Commission. We were able to share our profits with some of the people who worked at our venues. We split our profits on our food venue with the 4-H Club and profits from the Pancake Haus were shared with the local Hessen German Club. All fees paid by the entries to the Dachshund Dash were given to the Washington County Humane Society. We were also able to make an additional payment on our loan outstanding on the Festhalle with the Village. Without the additional sponsorship dollars, our event would not have been as financially successful, and we would not have been able to spread the income with other groups in the community.

With suppliers and vendors increasing our costs for 2024, 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 we 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 2023 income and expenses for your review. If you need more information about the finances, please call.

**2<sup>nd</sup> or 3<sup>rd</sup> year applicants – please describe the results of the previous year’s event/project:**

Attendance for our event was at an all-time record. This is the Germantown Historical Society’s only fund raiser to cover our costs to maintain our museums and pay the \$5000 annual payment we need to make to the Village for the balance due on the Muehl Festhalle. Currently we are also working to raise funds to restore the rear entry of Christ Church. We also will be working toward the repair of the Blacksmith Shop, which is located on the northwest corner of the Dheinsville Park property. This building is deteriorating.

Any funding of our Oktoberfest event would be greatly appreciated.

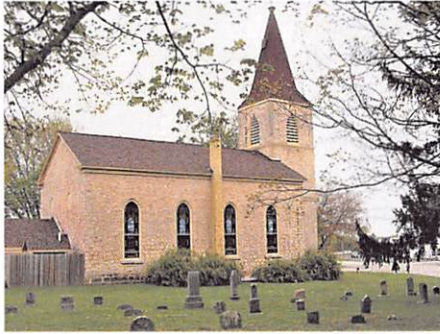
### **TOURISM COMMISSION REQUEST**

OKTOBERFEST 2023	SUMMARY Receipts/Expenses FINAL		12.28.2023
<b>Cash Receipts</b>		<b>Expenses</b>	
Bar	\$ 30,253.76	Beer/White Claw-Capital	\$ 7,211.85
Food	\$ 13,982.00	Wine	\$ 298.80
Desserts	\$ 2,505.91	Old Germantown 3 1/2 barrels	\$ 530.00
Pancake Haus	\$ 1,951.00	Miscellaneous Bar (cups, pitchers, etc.)	\$ 1,083.94
Kids Area	\$ 1,711.00	Old Germantown brats/hungarians/kraut	\$ 1,544.00
Gift Haus	\$ 1,502.25	Roasted Pig	\$ 836.00
Dachshund Races (to WCHS)	\$ -	Miafest purchase	\$ 61.00
Car Show	\$ 1,080.00	Sciortino Bakery buns	\$ 564.00
Raffle receipts	\$ 1,487.00	Sysco food	\$ 1,102.11
		Sam's Club food/papergoods	\$ 1,159.29
Tips - Bar (to FH)	\$ 2,454.92	Pig Wiggly	\$ 213.46
- Food	\$ 309.10	Misc'l	\$ 308.13
- Pancake House	\$ 14.00	4-H Club 50% profits	\$ 4,203.00
- Dessert Tent	\$ 50.60	Hankerson's desserts/papergoods	\$ 758.75
Silent Auction	\$ 5,619.00	Pancake Hs expenses	\$ 760.11
Vendor Fees	\$ 1,444.00	Hessen German Club 50% profits	\$ 603.00
Sponsors	\$ 11,950.00	Kids Area expenses	\$ 677.99
		Gift Hs expenses T-shirts and hats printed	\$ 1,090.13
		Dachshund Races expenses	\$ 48.62
V of Germantown Tourism	\$ 10,000.00	Car Show expenses (includes adj \$270 free tickets)	\$ 455.00
		Raffle expenses	\$ 361.75
		Festival insurance	\$ 1,873.00
		Area Rental	\$ 3,793.88
<b>No start up cash included</b>		Dance floor rental	\$ 500.00
<b>Total Receipts</b>	\$ 86,314.54	Music	\$ 7,200.00
		2 Light towers	\$ 387.02
*Sports Corner Bar		Porta Johns, sink, & service	\$ 1,000.00
donated and paid		German & WI flags and parts for FH	\$ 356.40
for volunteer t-shirts -		Office supplies/cleaning supplies	\$ 316.18
\$1,708.32		Advertising misc/Printing	\$ 391.50
		Express News	\$ 804.50
		WTKM FM	\$ 580.00
		Polka Parade	\$ 200.00
		Facebook	\$ 15.00
		Grounds and Maintenance	\$ 523.19
		Miscellaneous expenses	\$ 274.28
		Kitchen Upgrades	\$ 233.45
		Silent Auction expenses	\$ 492.08
Total Receipts	\$ 86,314.54	Volunteer free tickets cost - adjustment	\$ 375.00
Total Expenses	\$ 43,186.41		
<b>Profit</b>	\$ 43,128.13	<b>Total Expenses</b>	\$ 43,186.41
Note weather for weekend:			
Sat-sunny and upper 70's			
Sun - sunny and breezy			
lower 70's			
Packers played 12N			

# Visit our Museums

## FREE DURING OKTOBERFEST

All museums will be open, free of charge, during Oktoberfest.



**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.

# Hunsrücker Oktoberfest

in Germantown's Historic  
Dheinsville Settlement

## 2023



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.

Oktoberfest welcomes the Freistadt 4-H as new volunteers to the 2023 Oktoberfest!



*Old Germantown* sausage, made on an original Germantown farmstead, is featured exclusively at the Oktoberfest at both the main food booth and at the Pancake Haus. Locally brewed beer, also from *Old Germantown Restaurant*, bring the flavors of the Old World to Germantown's Hunsrücker Oktoberfest.

Germantown Historical Society, Inc.  
N128W18780 Holy Hill Road / Germantown, WI 53022

(262) 628-3170

# 2023



Sponsored by  
**Window World**

Supported by  
Village of Germantown  
**Tourism Funds**

The Germantown Historical Society  
presents the annual

# Hunsrucker Oktoberfest!

Authentic  
food and  
drink!



Including locally  
made beer from  
Old Germantown



## FREE ADMISSION

## Free Parking

Donations for parking volunteers  
are gratefully accepted!

# Entertainment Schedule

## Saturday September 23, 2023

12:00 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



## Sunday September 24, 2023

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

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

3:45 pm - 7:00 pm  
Alpine Blast



Great  
family  
fun!



Oktoberfest  
**50/50 Cash Raffle!**

& a prize of a big screen TV!

Buy tickets at the bar.



Don't miss the  
**Dachshund Dash**  
at 3:00 pm, Saturday.

## Other Special Activities

- Live music all weekend
- Silent Auction - Saturday Only,  
Noon to 5:00 pm
- Classic Car Display - Sunday Only,  
All afternoon
- Raffles throughout the weekend

New Oktoberfest sponsors are welcome! New volunteers are appreciated!

Call (262) 628-3170 or go to [www.germantownhistoricalsociety.org](http://www.germantownhistoricalsociety.org) for more information.



GermantownHistoricalSociety.org



Honoring the past...  
... Imagining the future

Presented by

*Window  
World*

and

The Village of Germantown  
Tourism Fund

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

**FREE PARKING & ADMISSION**

**Authentic Food, Great Music & Family Fun**

**SATURDAY, SEPTEMBER 23<sup>rd</sup>, 2023 NOON – 11PM**

**SUNDAY, SEPTEMBER 24<sup>th</sup>, 2023 NOON – 7PM**

- Children's Activities – Bounce House, Pumpkin Painting and More
- 50/50 Raffles & a TV Raffle
- Dachshund Dash Saturday at 3pm
- Pig Roast Saturday at 4pm
- Silent Auction 12-5pm (Saturday Only)
- Sunday Classic Car Display 12-4pm
- Sunday Anniversary Couple Honored

**Saturday, September 23<sup>rd</sup>**

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 24<sup>th</sup>**

12:00 - 3:00pm River City Blaskapelle

3:00 - 3:30pm Pommersche Tanzdeel Freistadt Kids

3:30 - 7:00pm Alpine Blast

Free admission to ALL 3 Museums (Bast Bell, Christ Church, and Wolf Haus) during Oktoberfest



**Volunteers Needed or BE A SPONSOR!**

262-628-3170 • GERMANTOWNHISTORICALSOCIETY.ORG

# 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 4<sup>th</sup> of July Celebration  
Group Name PARKS & RECREATION  
Address N112 W17001 Mesquite Road, Germantown WI 53022  
Telephone Number & Email [REDACTED] gstandridge@germantownwi.gov
2. Responsible persons name Gil Standridge  
Telephone (if different from above) (SAME)
3. Amount requested \$7,914.43
4. Date by which funding is desired: A.S.A.P.

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 Village of Germantown 4<sup>th</sup> of July celebration was handed over to the Village of Germantown Parks & Recreation dept. to coordinate for 2024. The money requested will pay for live music and show production. Also Recreation created marketing strategies which brought in 43 participants to march in the parade. Faith Lutheran church is coordinating a small carnival for the kids. Recreation dept. also will bring in 3 face painters, 2 balloon artists, and two large bounce houses for children entertainment. The money requested will also pay for these items. There will be six food vendors and a beer/soda/water garden. Fireworks by Wolverine fireworks display will be seen starting at 9pm.

Goals of your event/project:

To keep up the tradition of providing free entertainment (except food & drinks) to the Germantown Community, with other outer communities participating as well on the 4<sup>th</sup> of July. Our goal is to bring our community together to celebrate the birth of our country.

Cost details:

Attached to this document will be a detailed budget itemize list of what the money we are requesting will be used for. Please keep in mind that PaR Budget was cut \$125,000 for 2024 and when budgets were developed, we weren't involved in doing the 4<sup>th</sup> of July. So money we are requesting was not budgeted for.

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

Though I have not been involved in applying for money from Tourism for this event, I have been involved with providing programs for children the past 2 years. I would say, talking to folks who have been involved with the 4<sup>th</sup> for years, that we have seen a significant increase in participants showing up at the park. In particular parents with children that come early before music, and participate in the childrens activities, and staying until the fireworks were over. This is great for our community and Tourism support is essential for continual growth & involvement from community on the 4<sup>th</sup> of July.

#### 4th of July Expenses

Cheap Shots	\$2,500.00
Sound and Lighting	\$800.00
Tracie Patterson	\$300.00
Denny Ramirez	\$300.00
Christine Wolf	\$300.00
Mary Ernst	\$300.00
Diane Baldry	\$300.00
Lunar Landing Moonwalk	\$420.00
BG Decals	\$150.00
Amazon	\$39.99
Dunn's Sporting Goods	\$501.95
Menards	\$298.00
Amazon	\$24.49
Port - A - John	\$1,680.00
Total Expenses	\$7,914.43