

MEETING: REGULAR MEETING OF THE TOURISM COMMISSION
DATE & TIME: Monday, July 28, 2025 at 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. **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 four (4) 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.) Comments that may be injurious to village personnel or other individuals will not be allowed.*
- IV. **MEETING MINUTES:**
 - A. June 9, 2025 (ACTION)
- V. **UNFINISHED BUSINESS:**
- VI. **NEW BUSINESS:**
 - A. Financial Update (DISCUSSION)
 - B. Request for funding from EKM Moose Lodge for the Motors At The Moose 18th Annual Car Show on August 16, 2025. (ACTION)
 - C. Request for funding from EKM Moose Lodge for the Wisconsin Moose Lodge Pool Tournament on October 18, 2025. (ACTION)
 - D. Request for funding from the Germantown Historical Society for the 2025 Oktoberfest held at Dheinsville Historic Park September 27 - 28, 2025. (ACTION)
 - E. Request for funding from The Tower Heritage Center for a Visitor Information Display at the Heritage Welcome Center within the historic Frisby-Wagner House in downtown West Bend. (ACTION)
 - F. Future Meeting Schedule (ACTION)
- 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.

Notice is hereby given that a possible quorum of other boards, committees, and/or commissions may attend this meeting to gather information about an item over which they have decision-making responsibility. This may

TOURISM COMMISSION AGENDA

July 28, 2025

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constitute a meeting of these bodies per State ex rel. Badke v Greendale Village Board, even though these bodies will not take formal action at this meeting.

| | |
|-----------------------|--|
| MEETING: | REGULAR MEETING OF THE TOURISM COMMISSION |
| DATE AND TIME: | Monday, June 9, 2025 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 Administrator Steve Kreklow at 5:30 PM.

II. **ROLL CALL:**

Present: Trustee Rick Miller, Village President Bob Soderberg, Member Joletta Kerpan, Administrator Steve Kreklow

Also Present: EKM Representative Mary Erenyi

Absent: None

Excused: None

III. **ELECTION OF TOURISM CHAIRPERSON**

Motion: Nominate Trustee Rick Miller as Tourism Chairperson.

Motioned By: President Bob Soderberg

Seconded By: Member Joletta Kerpan

Yes: Trustee Rick Miller, President Bob Soderberg, Member Joletta Kerpan, Administrator Steve Kreklow

No: None

Abstain: None

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

The meeting was turned over to Trustee Rick Miller.

IV. **ELECTION OF TOURISM VICE CHAIRPERSON**

Motion: Nominate member Joletta Kerpan as Tourism Vice Chairperson.

Motioned By: Administrator Steve Kreklow

Seconded By: President Bob Soderberg

Yes: Trustee Rick Miller, President Bob Soderberg, Member Joletta Kerpan, Administrator Steve Kreklow

No: None

Abstain: None

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

V. ELECTION OF TOURISM SECRETARY

Motion: Nominate Administrator Steve Kreklow as Tourism Secretary.

Motioned By: President Bob Soderberg

Seconded By: Member Joletta Kerpan

Yes: Trustee Rick Miller, President Bob Soderberg, Member Joletta Kerpan, Administrator Steve Kreklow

No: None

Abstain: None

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

VI. APPROVAL OF MINUTES:

A. Minutes from April 7, 2025 (ACTION)

Motion: Approve April 7, 2025 Tourism Commission minutes as presented.

Motioned By: Member Joletta Kerpan

Seconded By: Administrator Steve Kreklow

Yes: Trustee Rick Miller, President Bob Soderberg, Member Joletta Kerpan, Administrator Steve Kreklow

No: None

Abstain: None

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

VII. NEW BUSINESS:

A. Financial Update (DISCUSSION ONLY)

Administrator Steve Kreklow provided financial updates on the year to date and historical room tax collection numbers, expenditures, and pending payments. Kreklow provided a history of the legislature related to the Tourism Commission and the permitted room tax dollar uses. Kreklow was requested to check the status of the payback of the Dheinsville Festhalle as the Tourism Commission had lent funds for the pavilion.

- B. Request for funding from EKM Moose Lodge for the Annual Wisconsin Moose Lodge Association State Golf Tournament held at BlackStone Creek Golf Club on July 19, 2025. (ACTION)

Germantown Eastern Kettle Moraine Moose Lodge representative Mary Erenyi presented the need for funds for the Annual Wisconsin Moose Lodge Association State Golf Tournament held at Blackstone Creek Golf Club. Erenyi explained the funds would be used to cover the lodging expenses for the chairperson of the golf tournament, shuttle service to and from the Germantown hotels, signage, mailers, copies for registration, and sponsor goodie bags. They are expecting the same turnout as 2024 of 40 bowling teams of 4 (160 participants) with additional spectators and family members in attendance.

Motion: Approve the request for funding in the amount of \$2,655.00(as presented) for the EKM Moose Lodge's Annual Moose Lodge Association State Golf Tournament held at Blackstone Creek Golf Club on July 19, 2025.

Motioned By: President Bob Soderberg

Seconded By: Member Joletta Kerpan

Yes: Trustee Rick Miller, President Bob Soderberg, Member Joletta Kerpan, Administrator Steve Kreklow

No: None

Abstain: None

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

- C. Celebrate Germantown Initiative. (DISCUSSION ONLY)

President Bob Soderberg presented the Celebrate Germantown Initiative, aiming to enhance community engagement and celebrate the Village through 30-second videos showcasing Germantown events, restaurants, businesses, the school district and more. The Celebrate Germantown Initiative will seek financial support from the Tourism Commission to finance the creation and promotion of the videos, with the Economic Development Commission overseeing the application process. Soderberg emphasized that this Initiative would not replace the Germantown Chamber of Commerce's efforts, but moreso complement them.

VIII. ADJOURNMENT:

The meeting was adjourned by Trustee Rick Miller at 5:58 PM.

BUSINESS OF THE TOURISM COMMISSION

MEETING DATE: July 28, 2025

PLACEMENT: Presentation

ITEM TITLE: Financial Update (DISCUSSION)

SUBMITTED BY: Steve Kreklow, Administrator

SUMMARY EXPLANATION:

Through July 17th, hotel motel tax collections have totaled \$177,132. Since this does not include most second quarter collections, we are ahead of budget and ahead of prior year's year-to-date collections. The first \$225,206 in collections go to the general fund and the remainder is available to the Tourism Commission. Last year \$128,509 were available to the Tourism Commission. Based on collections so far this year, I expect a similar or greater amount to be available.

So far this year the Tourism Commission has committed \$82,132.

ATTACHMENT:

1. Room Tax Summary 250728

STAFF RECOMMENDATION:

No action is necessary.

ACTION BY COMMITTEE:

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 **252,816.72**
- b) For the fiscal year 2018, the same dollar amount of the room tax retained by the Village in its 2013 fiscal year **221,432.29**
- c) For the fiscal year 2019, the same dollar amount of the room tax retained by the Village in its 2012 fiscal year **220,930.22**
- d) For the fiscal year 2020, the same dollar amount of the room tax retained by the Village in its 2011 fiscal year **218,789.68**
- 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 **225,206.19**


| 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 | 0.00 | 40,083.00 |
| 2022 | 307,476.36 | 86,546.14 | 99,235.00 |
| 2023 | 305,894.69 | 80,688.50 | 57,890.00 |
| 2024 | 353,715.31 | 128,509.12 | 64,705.36 |
| 2025 | 117,132.00 YTD | 0.00 | 82,132.58 |

| | | |
|-------------------------------|----|-----------|
| 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 | \$ | (40,083) |
| ADD 2022 Allotment | \$ | 86,546 |
| ADD ARPA Funds | \$ | 85,000 |
| Less 2022 Expenditures | \$ | (99,235) |
| ADD 2023 Allotment | \$ | 80,689 |
| Less 2023 Expenditures | \$ | (57,890) |
| ADD 2024 Allotment | \$ | 128,509 |
| Less 2024 Expenditures | \$ | (64,705) |
| Cash Balance YTD: | \$ | 205,711 |

GERMANTOWN TOURISM COMMISSION

REQUEST FOR FUNDING
CALENDAR YEAR 2025

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

1. Event Name Motors At The Moose 18th Annual Car Show
Group Name EKM Moose Lodge
Address W198 N10217 Appleton Avenue
Telephone Number & Email (262) 255-5055
2. Responsible persons name Anita Hauner
Telephone (if different from above) 
3. Amount requested \$1965-
4. Date by which funding is desired: August 16th 2025

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.

RECEIVED

JUN 20 2025

VILLAGE OF GERMANTOWN
CLERK'S OFFICE

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

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

Annual car show with over 250 registered cars and over 700 spectators throughout the event

Goals of your event/project:

Supporting Moose heart (the children) and Moose heaven (the adults) with their needs at each facility

Cost details:


Trophies for participants and temporary use permit for the event. Advertisement in Express news.

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

GERMANTOWN TOURISM COMMISSION

REQUEST FOR FUNDING
CALENDAR YEAR 2025

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

1. Event Name Wisconsin Moose Lodge Pool Tournament
Group Name EKM Moose Lodge
Address W198 N10217 Appleton Avenue
Telephone Number & Email (262)255-5055
2. Responsible persons name Anita Hauner
Telephone (if different from above) 
3. Amount requested \$620
4. Date by which funding is desired: 10-18-2025

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.

RECEIVED
JUN 23 2025
VILLAGE OF GERMANTOWN
CLERK'S OFFICE

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

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

Annual Moose lodges pool tournament
State tournament for the 32 lodges held
at EKM Moose Lodge

Goals of your event/project:

To further support Mooseheart Mossheaven
and need in our local community

Cost details:

Ad in September Moose Convention Booklet
Copies + postage, for Mailers for registration
Shuttle to the hotels + back to lodge for event

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



June 9, 2025

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 2025 Oktoberfest. Along with the application, I have enclosed a couple of samples of advertising from last year for you to see. I have also enclosed our financial report of income and expenses from Oktoberfest 2024.

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

Jim Dix, President

RECEIVED

JUN 12 2025


VILLAGE OF GERMANTOWN
CLERK'S OFFICE

P. O. Box 31, Germantown, WI 53022

GERMANTOWN TOURISM COMMISSION

REQUEST FOR FUNDING
CALENDAR YEAR 2025

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 262-853-2029 germantownhistoricalsociety@gmail.com
- 2. Responsible persons name Sue Dix + Jim Dix
 Telephone (if different from above) 
- 3. Amount requested Any amount would be appreciated
- 4. Date by which funding is desired: Sept 30, 2025

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 2025:**

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 27th and 28th). The event brings in several thousand 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 and for 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 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 \$44,978. Thankfully, we received \$11,325 from our business sponsors, \$5,000 from Washington County, and \$10,000 from the Village of Germantown Tourism Commission. We were able to share our profits with some of the people who worked very hard at our venues. We split our profits from the 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. Without the 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 2025, we expect our expenses to increase to some degree. The contracts with the bands have increased substantially. We would appreciate any funding you could give us. I have supplied a summary of our 2024 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:

This is the Germantown Historical Society’s only fund raiser to cover our costs to maintain our museums and pay the \$5,000 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 for the restoration of the rear entry of Christ Church. We also are working toward the disassembly of a 1840’s log structure which is one mile north of Dheinsville Historical Park. We hope to reconstruct the structure in the Park next spring. We are already working with the Village to get these projects underway.

Any funding of our Oktoberfest event would be greatly appreciated.

TOURISM COMMISSION REQUEST 2025

| OKTOBERFEST 2024 | SUMMARY Receipts/Expenses | FINAL | 12.11.2024 |
|----------------------------------|---------------------------|---|--------------|
| Cash Receipts | | Expenses | |
| Bar | \$ 30,021.91 | Beer/White Claw-Capital | \$ 6,947.00 |
| Food | \$ 14,171.00 | Wine/soda | \$ 464.18 |
| Desserts | \$ 2,713.00 | Old Germantown 6 1/2 barrels | \$ 1,110.00 |
| Pancake Haus | \$ 2,076.00 | Miscellaneous Bar (cups, pitchers, etc.) | \$ 974.26 |
| Kids Area | \$ 1,879.00 | Old Germantown brats/hungarians/kraut | \$ 1,677.03 |
| Gift Haus | \$ 1,425.50 | Gehrigs Meat Market - pork roast | \$ 611.00 |
| Dachshund Races | \$ - | | |
| Car Show | \$ 941.00 | Sciortino Bakery buns | \$ 606.00 |
| TV Raffle receipts | \$ 550.00 | Sysco food | \$ 1,259.68 |
| Pull Tax receipts | \$ 662.50 | Sam's Club food/papergoods | \$ 960.05 |
| Tips - Bar (to FH) | \$ 2,917.77 | Pig Wiggly/Sam's/Costco Sunday | \$ 193.92 |
| - Food | \$ 291.10 | Misc'l | \$ 147.30 |
| - Pancake House | \$ 34.50 | 4-H Club 50% profits | \$ 4,504.00 |
| - Dessert | \$ 63.00 | Grand dad's bakery desserts/papergoods | \$ 1,255.98 |
| Silent Auction | \$ 4,577.00 | Pancake Hs expenses | \$ 745.27 |
| Vendor Fees | \$ 1,216.00 | Hessen German Club 50% profits | \$ 712.00 |
| Sponsors | \$ 16,325.00 | Kids Area expenses | \$ 411.11 |
| | | Gift Hs expenses T-shirts and hats printed | \$ 714.12 |
| | | Dachshund Races expenses | \$ 127.59 |
| V of Germantown Tourism | \$ 10,000.00 | Car Show expenses | \$ 131.25 |
| | | Raffle expenses | \$ 846.45 |
| | | Festival insurance | \$ 1,911.00 |
| | | Area Rental | \$ 3,266.80 |
| No start up cash included | | Dance floor rental | \$ 500.00 |
| Total Receipts | \$ 89,864.28 | Music | \$ 7,350.00 |
| | | ProView 3 Light towers | \$ 555.00 |
| *Stags Tavern | | Porta Johns, sink, & service | \$ 1,000.00 |
| donated and paid | | Forester Sign Co (sponsor, parking, lrg slow do | \$ 933.40 |
| for volunteer t-shirts - | | Office supplies/cleaning supplies | \$ 74.84 |
| \$2,000.00 | | Advertising miscl/Printing/Bill board | \$ 1,785.25 |
| | | Polka Parade | \$ 200.00 |
| | | WTKM FM | \$ 620.00 |
| | | Stage flowers | \$ 210.90 |
| Total Receipts | \$ 89,864.28 | New batteries for golf cart | \$ 664.34 |
| Total Expenses | \$ 44,978.39 | Grounds and Maintenance | \$ 350.82 |
| | | Miscellaneous expenses | \$ 361.05 |
| PROFIT | \$ 44,885.89 | Kitchen Upgrades | \$ 46.79 |
| | | Silent Auction expenses | \$ 100.00 |
| | | Pull tab expenses | \$ 314.00 |
| | | Friday lunch for crew | \$ 336.01 |
| | | Total Expenses | \$ 44,978.39 |
| Note weather for weekend: | | | |
| Sat-partly sunny and mid 70's | | | |
| Sun - sunny and breezy | | | |
| mid 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 2024 Oktoberfest

in Germantown's Historic
Dheinsville Settlement



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.

The G.H.S. welcomes the Freistadt 4-H, the Hessischer Verein and others as partners in 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



Sponsored by
Window World

Supported by
Village of Germantown
Tourism Funds

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 28, 2024

- 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
Alpine Blast
- 8:30 pm - 9:00 pm
Pommersche Tanzdeel Freistadt
Adult Dancers
- 9:00 pm - 10:30 pm
Alpine Blast

Great
family
fun!



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

New Oktoberfest sponsors are welcome! New volunteers are appreciated!

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

Sunday September 29, 2024

- 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
Copper Box

*Pommersche
Tanzdeel
Freistadt
performs on
Saturday.*



Raffles!

Win a big screen TV!

**Buy tickets
at the bar.**



Other Special Activities

- Silent Auction - Saturday Only, Noon to 5:00 pm
- Classic Car Display - Sunday Only, all afternoon

Dheinsville
was settled
by families
from Hunsrück.
See where
they come
from:



Saturday & Sunday
September 28 & 29
2024

Germantown Oktoberfest

Held at Dheinsville Historic Park
N128W18780 Holy Hill Road
Germantown, WI 53022

**FREE
ADMISSION**

**FREE
PARKING**



Including
locally
made
beer from
Old Germantown



Hosted by the
**Germantown Historical
Society**

Great family fun!



Authentic
food and
drink!

Sponsored by
Window World



Supported by
**Village of Germantown
Tourism Funds**

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




RECEIVED

JUL 03 2025

VILLAGE OF GERMANTOWN
CLERK'S OFFICE

**GERMANTOWN TOURISM COMMISSION
REQUEST FOR FUNDING
CALENDAR YEAR 2025**

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

1. Project Name: **Visitor Information Display**
Group Name: **The Tower Heritage Center**
Address: **320 S 5th Avenue West Bend, WI**
Telephone & Email: 
2. Responsible persons name: **Steve Stuckey**
3. Amount Requested: **\$5,500.00**
4. Date by which funding is required: **10/1/25**

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

Project description: Will the Germantown Tourism Commission consider a \$5,500 grant for a **visitor information display** in the Heritage Welcome Center?

This display will provide a targeted location for promotional materials for businesses and organizations across the county. It will also support the overall Heritage Welcome Center project – an initiative that’s sparking collaboration between tourism and heritage organizations across the county *and* activating a significant historic building.

Q: What’s the Heritage Welcome Center?

A: It’s a family-friendly hub featuring hands-on exhibits and a youth passport program to visit historic landmarks, such as the historic Dheinsville Park.

Q: Where is it located?

A: The Heritage Welcome Center is located within the historic Frisby-Wagner House in downtown West Bend - a prime location for attracting visiting and local families.

Q: Can anyone visit the Heritage Welcome Center?

A: Yes, absolutely! The Heritage Welcome Center will have regular open hours from Memorial Day through Labor Day. While the experience is geared towards youth and families, the stories (and space itself) offer something for all generations to connect with.

Q: Is it only about history?

A: While the building itself - and the information displays - highlight the best of Washington County’s historic landscape, that’s not all there is to the Heritage Welcome Center. The space incorporates a community board for upcoming events, promotional material for local businesses, and a merchandise stop with local goods.

Goals of your project: The goal of the Heritage Welcome Center is to increase community engagement in visiting and supporting Washington County's historic landmarks. Here's three objectives for the first operating year of the Heritage Welcome Center:

- 100 people visit the Heritage Welcome Center opening day and 90% of them leave with a Heritage Passport, increasing value awareness of the community's historic sites
- 100 kids complete the landmark program in year one, increasing visitation and support to regional heritage organizations
- Establish the Heritage Welcome Center as a top family-friendly destination in the area with 4,000 visitors in the first year

By supporting this project - the Germantown Tourism Commission will be directly bolstering the promotion of Germantown's historic and cultural assets to a visiting and local audience.

Cost details: \$5,500 for the creation of a visitor information display. The Tower Heritage Center will be working with Upland Exhibits, a midwestern small business that builds displays and exhibits.

BUSINESS OF THE TOURISM COMMISSION

MEETING DATE: July 28, 2025

PLACEMENT: Action Item

ITEM TITLE: Future Meeting Schedule (ACTION)

SUBMITTED BY: Steve Kreklow, Administrator

SUMMARY EXPLANATION:

As the Tourism Commission has been receiving more requests for funding, the number of meetings needed has increased. Finding available meeting times has often proved challenging. The Commission may wish to establish regular bimonthly or quarterly meeting dates. This would help Commission members balance their schedules and would provide better information to groups applying for funding as to when their application must be submitted or when their requests will be considered. If we did not receive any requests for funding in the period before the meeting, it could be canceled.

Over the past few years, we have often been able to schedule Tourism Commission meetings before Plan Commission or Village Board meetings. One option for a regularly scheduled meeting would be 5:30 PM, the second Monday of the month, every other month.

ATTACHMENT:

STAFF RECOMMENDATION:

Adopt a regular schedule for future Tourism Commission meetings.

ACTION BY COMMITTEE: