

MEETING: REGULAR MEETING OF THE TOURISM COMMISSION
DATE & TIME: Monday, November 17, 2025 at 5:15 PM
LOCATION: Germantown Village Hall Board Room
N112 W17001 Mequon Road

Any member of the body and/or citizen may attend the meeting virtually through the WebEx platform, Meeting # 2552 287 1890 Password: MFszia22i3M which can be accessed by phone at 408-418-9388 or by clicking the link below:
<https://villageofgermantown.my.webex.com/villageofgermantown.my/j.php?MTID=m456763651877e11cbb9ba6a457d674c1>

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. Previously recorded meeting videos can be viewed at: https://www.youtube.com/channel/UCOYp0EgELzTCa9X_iCohyhQ

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. **UNFINISHED BUSINESS:**
 - A. Request for funding by the Germantown Kiwanis for Breakfast with Santa (ACTION)
- IV. **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 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.

GERMANTOWN TOURISM COMMISSION

REQUEST FOR FUNDING

CALENDAR YEAR 2025

1. **EVENT NAME:** 14th Annual Breakfast with Santa
2. **GROUP NAME:** Germantown Kiwanis
3. **ADDRESS:** Event to be held at The Florian Event Venue – Germantown WI
4. **TELEPHONE NUMBER & EMAIL:** cheri.schadeberg@bankfivenine.com
262-250-3800
5. **RESPONSIBLE PERSON:** Cheri Schadeberg, Chairperson
6. **AMOUNT REQUESTED:** \$5000
7. **DATE BY WHICH FUNDING IS DESIRED:** JANUARY 15, 2026

EVENT DESCRIPTION:

Please see attached letter with summary of event dated 11/3/2025.

GOALS OF OUR EVENT:

To continue a wonderful Christmas tradition for the families of the Germantown area. This event is primarily a “give back” to the community to enjoy each and every year! Any profits from this event will be given back to the community of Germantown as the following 2025 examples describe:

- Annual Memorial Scholarships provided to GHS \$4000
- Germantown PAC \$750
- Donations to Germantown schools via Elementary, Middle School, and High School events, projects, and clubs. \$1500.00
- Sponsorships: Youth sports teams via Germantown Recreation Dept. \$1000
- Sponsorship of community events/donations to various community organizations: Ex: A Taste of Germantown, Mai Fest, NAC Night, Christmas Parade & Festival, Germantown Chamber Golf Outing, Manufacturers Expo, Germantown Library, Germantown Park & Recreation Carnival \$4750

COST DETAILS:

See attached 2025 “Proposed” Profit and Loss

RESULTS OF PREVIOUS YEARS EVENT:

See attached 2024 Profit and Loss

Breakfast With Santa

 **Kiwanis** Germantown, WI



TO: Germantown Tourism Commission
From: Cheri Schadeberg, Chairperson-Kiwanis Breakfast with Santa
Date: November 3, 2025
RE: Request for Funds

Germantown Kiwanis is excited to bring the 14th Annual Breakfast with Santa event to the Germantown community once again this year! Our event will be held on Sunday December 14, 2025 at The Florian Event Venue.

The enclosed packet provides a summary of the event along with the proposed revenue & expenses for our 2025 event. Online reservations are set to go “live” on Monday 11/17/25 with tickets available for 950 attendees divided during 4 timeslots between 8 am and noon.

This event has become a Christmas tradition for families in our Germantown community. Families will enjoy a fun-filled morning starting with a delicious hot buffet breakfast provided by the team at The Florian Event Venue. The Florian will be decked out in their “holiday finest” while live musicians play festive holiday music helping everyone get into the Christmas spirit. After breakfast the families will enjoy a visit with Santa and Mrs. Claus and then have some creative time to make a fun craft activity along with taking a “goodie bag” home to enjoy. Lastly, the kiddos (and parents) will have the opportunity to visit with “Santa’s reindeer” provided by Reindeer Games of Erin, WI. Not only can families take pictures with the reindeer and the beautiful sleigh—but Santa’s elves are available to answer reindeer questions and provide lots of fun facts. The smiles from the children enjoying the reindeer are just the best!

Germantown Kiwanis continues to enjoy our partnership with The Florian, Santa and Mrs. Claus, and the crew from Reindeer Games—but we are also blessed to have many student & community volunteers who help make this event a success!

The Germantown Kiwanis-Breakfast with Santa committee is requesting a Tourism grant of \$5000 to assist us in covering the related expense of the event along with allowing us to continue our mission of supporting the families of Germantown.

Thank you for your consideration.

GERMANTOWN KIWANIS

BREAKFAST WITH SANTA

PROPOSED 2025 PROFIT & LOSS

REVENUES:

Major Sponsors (11) \$ 3750.00

Business Card Sponsors (28) \$ 2100.00

Proposed Breakfast sales: 875 attendees

(Net cost after Eventbrite Online ticket fee)

Ticket prices: Free: Under 2

\$ 12 Child Age 2-10

\$ 15 Adult 11+ \$ 8800.00

TOTAL REVENUES: \$ 14650.00

EXPENSES:

The Florian Event Venue \$ 9000.00

Mr. and Mrs. Santa \$ 500.00

Reindeer Games \$ 2400.00

Goodie Bags \$ 650.00

Digital Edge (4 new banners, Placemats,
Posters, and Save the Date flyers) \$ 1360.00

Express News \$ 350.00

Musicians \$ 120.00

Miscellaneous: Milk, OJ, cups, straws \$ 525.00

TOTAL EXPENSES: \$ 14,905.00

NET EVENT LOSS: \$255.00

GERMANTOWN KIWANIS

BREAKFAST WITH SANTA

2024

PROFIT AND LOSS

REVENUES:	PROPOSED 2024:	ACTUAL 2024:
Major Sponsors (12)	\$ 3750.00	\$ 3750.00
Business Card Sponsors (28)	\$ 2100.00	\$ 2025.00
Breakfast ticket sales: Proposed 900 attendees/Actual attendees: 810		
(Net Revenue Eventbrite (less OL fee cost)	\$ 9650.00	\$ 7278.06
Sterling Pharma (ticket presale)		\$ 1020.00
TOTAL REVENUES:	\$ 15500.00	\$ 14,073.06
EXPENSES:		
The Florian Event Venue	\$ 9606.00	\$ 8680.54
Mr. and Mrs. Santa	\$ 500.00	\$ 500.00
Reindeer Games	\$ 2400.00	\$ 2400.00
Goodie Bags	\$ 625.00	\$ 601.46
Digital Edge printing	\$ 1100.00	\$ 582.10
Express News	\$ 500.00	\$ 275.00
Musicians	\$ 100.00	\$ 120.00
Miscellaneous: Milk, OJ, cups, straws	\$ 475.00	\$ 509.44
TOTAL EXPENSES:	\$ 15306.00	\$ 13668.54
NET EVENT PROFIT:	\$ <u>194.00</u>	\$ <u>404.52</u>
PLUS: Tourism - Village of Germantown THANK YOU!!		\$ <u>5000.00</u>