

MEETING: REGULAR MEETING OF THE TOURISM COMMISSION
DATE & TIME: Monday, May 11, 2026 at 5:00 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 #: **2550 667 6124** Password: **WXI3CWHTa42** 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=m72d556748f830295146dd6e41e3f55ab>

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.

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. **ELECTION OF TOURISM CHAIRPERSON:**
- IV. **ELECTION OF TOURISM VICE CHAIRPERSON:**
- V. **ELECTION OF TOURISM SECRETARY:**
- VI. **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.*
- VII. **MEETING MINUTES:**
 - A. March 9, 2026 (ACTION)
- VIII. **UNFINISHED BUSINESS:**
- IX. **NEW BUSINESS:**
 - A. Request for funding from Kiwanis of Germantown for Taste of Germantown Event on July 23, 2026 (ACTION)
 - B. Request for funding from EKM Moose Lodge #1238 for Motors at the Moose 19th Annual Car Show on August 15, 2026 (ACTION)
 - C. Request for funding for EKM Moose Lodge #1238 Conditional Use Permit Amendment (ACTION)
 - D. Request for funding from the 4th of July Task Force for 2026 Fourth of July Activities at Firemen's Park (ACTION)
 - E. Discover Germantown - Communication Strategy (ACTION)
- X. **ADJOURNMENT:**

TOURISM COMMISSION AGENDA

May 11, 2026

Page 2

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.

MEETING:	REGULAR MEETING OF THE TOURISM COMMISSION
DATE AND TIME:	Monday, March 9, 2026 5:30 PM
LOCATION:	Germantown Village Hall Board Room 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: Trustee Rick Miller, Village President Bob Soderberg, Member Jolletta Kerpan, Administrator Steve Kreklow

Absent: None

Excused: None

Also Present: Chief Deputy Clerk Kasie Miller, Park and Recreation Director Guilford Standridge, Deutschstadt Heritage Foundation Representative Marcy Stone, Trustee Jan Miller, and Park and Recreation Communications Coordinator Brenton Schimp.

- 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.*

There were no citizen comments.

IV. **MEETING MINUTES:**

- A. January 12, 2026 (ACTION)

Motion: Approve the January 12, 2026 Tourism Commission meeting minutes as presented.

Motioned By: President Bob Soderberg

Seconded By: Member Jolletta 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)

V. UNFINISHED BUSINESS:

VI. NEW BUSINESS:

- A. Request for funding from the Parks and Recreation Department for the 2026 Fourth of July Celebration (ACTION)

Germantown Park and Recreation Director Guilford Standridge presented the request for funds for the 2026 Fourth of July Celebration. Standridge advised the funds would cover evening activities and programs, live music, sound setup, and fireworks. Standridge noted that the request for funds would be lowered to \$22,185, as \$8,000 was already included in the 2026 Village Budget for this event.

Administrator Kreklow provided a financial update, advising that, as of today, \$53,000 was awarded by the Tourism Committee in 2026. If the two requests on today's agenda were approved, the total amount awarded in 2026 would be \$112,000.

Motion: Approve the request for funding from the Park and Recreation Department for the 2026 Fourth of July Celebration in the amount of \$22,185.00

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)

- B. Request for funding for Deutschstadt Heritage Foundation's Maifest (ACTION)

Deutschstadt Heritage Foundation Representative Marcy Stone presented the request for funds for Maifest, May 15-17, 2026. Stone provided a line-by-line breakdown of the request for funds, noting that for 2026, there will be an additional children's tent.

Motion: Approve the request for funds by the Deutschstadt Heritage Foundation's 2026 Maifest in the amount of \$29,764.69.

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)

C. Request from Economic Development Commission for Tourism Commission Takeover of Germantown Marketing Campaign (ACTION)

Trustee Jan Miller, Chair of the Economic Development Commission, presented the request for the Tourism Commission to takeover the Germantown Marketing Campaign. J. Miller advised the Tourism Commission already awarded \$10,000 to fund this campaign and provided all related EDC discussion notes for review. Park and Recreation Communications Coordinator Brenton Schimp provided highlights of his Germantown Marketing Campaign slides, answered questions, and discussed potential next steps for the Campaign.

Motion: Approve the request from the Economic Development Commission for the Tourism Commission to take over the Germantown Marketing Campaign.

Motioned By: President Bob Soderberg

Seconded By: Trustee Rick Miller

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. ADJOURNMENT:

The meeting was adjourned by Trustee Rick Miller at 6:13 PM.

GERMANTOWN TOURISM COMMISSION

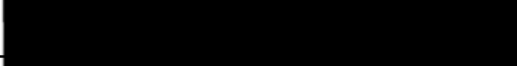
REQUEST FOR FUNDING
CALENDAR YEAR 2026

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

1. Event Name Taste of Germantown

Group Name Kiwanis of Germantown

Address P.O. Box 531, Germantown, WI 53022

Telephone Number & Email 

2. Responsible persons name Elizabeth Green sbgreen3@gmail.com

Telephone (if different from above) _____

3. Amount requested \$ 5300.00

4. Date by which funding is desired: July 1, 2026

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

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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)

Taste of Germantown is a community event that brings local residents together to enjoy food from a variety of food trucks & to enjoy local bands. Kiwanis uses the proceeds to donate to local schools & school projects, the library, & other community projects, like the Gabels Music Pavilion.

Goals of your event/project:

to raise money for local projects with a focus on families & students.

Cost details:

please see attached document.

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

Taste Expenses 2025

Express News	\$570
Port a John	\$560
Banners	\$785
Light for Firemen's Park	\$170.54
Bands	\$1550
Wine	\$466
OG Beer	\$216
Wine glasses	\$100
Beer	\$684.74
Soda/Water	\$89.53
Ice	\$149.40

Total expenses: \$5,341.21

GERMANTOWN KIWANIS

DONATIONS 2025

1/05/25	Germantown Park & Rec-Sports Teams Sponsor	\$1000
1/24/25	GHS – Feast & Follies	200
2/27/25	GCSF Scholarships	4000
3/13/25	MacArthur Elementary PTA - MAC Fun Run	250
3/13/25	Germantown Library - Early Literacy Program	1000
3/13/25	Friends, Inc. - Leadership Project	300
4/09/25	Germantown School District – DI Sponsorship	1000
4/23/25	Friends of Old Falls Village - Sponsorship	500
6/01/25	Germantown Library - Youth Project	1000
6/01/25	County Line Elementary - Carnival	250
6/01/25	Chamber of Commerce - Golf Outing Sponsor	250
6/27/25	Germantown Park & Rec - Carnival Sponsor	2000
7/24/25	GHS Music - Wall of Sound	100
8/27/25	Germantown Chamber – Manufacturers Expo	500
8/27/25	Germantown Chamber - Christmas Festival	500
9/29/25	Germantown School District – PAC Series Sponsor	750
10/3/25	Germantown Schools – Poms/Dance Sponsor	250


Total Donations:

\$13, 850

GERMANTOWN TOURISM COMMISSION

REQUEST FOR FUNDING
CALENDAR YEAR 2026

Funds may be requested by groups for events or projects that will bring visitors to the Village of Germantown 8-15-26

1. Event Name Motors At the Moose 19th Annual car show
 Group Name EKM Moose Lodge #1238
 Address W198 N10217 Appleton Avenue, Germantown, WI 53022
 Telephone Number & Email (262)255-5055 Lodge 1238@Moose Units.org
2. Responsible persons name Anita Hauer
 Telephone (if different from above) 
3. Amount requested \$3265-
4. Date by which funding is desired: 8-2-2026

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)

Annual car show with over 275 registered cars and over 900 spectators at the show

Goals of your event/project:

Supporting Mooseheaven (adults) FL and Mooseheart (children) IL and also the local charity for our third quarter

Cost details:

Trophies for participants, Advertisement in Express News, Temporary use permit and signage for Tiki Hut


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

Last years car show we were able to meet all our goals to provide Mooseheart, Mooseheaven and Germantown food pantry funds for each

GERMANTOWN TOURISM COMMISSION

REQUEST FOR FUNDING
CALENDAR YEAR 2026

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

1. Event Name Conditional Use Permit
 Group Name EKM Moose Lodge #1238
 Address W198 N10217 Appleton Ave Germantown, WI 53022
 Telephone Number & Email (262) 255-5055 Lodge 1238@Mooseunits.org
2. Responsible persons name Anita Hauner
 Telephone (if different from above) 
3. Amount requested \$1680-
4. Date by which funding is desired: 4-1-2026

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)

Conditional use to allow overnight parking from
April 15th to October 15th only for Moose Lodge
members throughout the United States

Goals of your event/project:

To bring people into Germantown which increases
tourism throughout these months.

Cost details:

\$1680 to amend current conditional use
CUP- #7-11

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



Fee must accompany application

\$1460 Paid # 1895 Date 3/18/26
 X \$1680 (2026 Rate)

CONDITIONAL USE PERMIT APPLICATION

Pursuant to Section 17.42 of the Municipal Code

Please read and complete this application carefully. All applications must be signed and dated.

<p>1 APPLICANT OR AGENT <u>Ekm Moose Lodge 1238</u> <u>W198 N10217 Appleton Ave</u> <u>Germantown WI 53022</u></p> <p>Phone <u>(262) 255-5055</u> Fax () E-Mail <u>Lodge1238@mooseunits.org</u></p>	<p>PROPERTY OWNER <u>Administrator</u> <u>William Numrick</u></p> <p>Phone [REDACTED]</p>
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2 TO WHOM SHOULD THE PERMIT BE ISSUED?
Ekm Moose Lodge 1238

<p>3 PROPERTY ADDRESS <u>W198 N10217 Appleton Avenue</u></p>	<p>TAX KEY NUMBER </p>
--	------------------------------------

4 DESCRIPTION OF EXISTING OPERATION
 Briefly describe the use as it exists today, including use, size, number of employees, hours of operation, etc. If this permit involves new construction, describe the current status of the property, e.g. "vacant." Use additional pages as necessary.

Members Club (200 approx members) All volunteers
Hours 1+3rd Tuesday of the month 6p.m.-11p.m.
mid Sept - mid April Wed 6p.m.-11p.m.
Thurs 5p.m - midnight
Sat 7p.m to close Sun 4p.m to close (may be earlier for races or packer games)

5 DESCRIPTION OF PROPOSED OPERATION
 Write the name of the proposed conditional use exactly as it appears in the Municipal Code

Code Section 17.07 (3) (c) 17.42
Conditional use permit (AMEND) (CUP #7-11)

Describe the proposed use, including size, number of employees, hours of operation and extent of any new construction/alterations.

Amend Previous CUP #7-11 from 2013 to allow
overnight parking from April 1st to October 1st
(Only Moose Lodge Members throughout the United States)

RECEIVED
 MAR 13 REC'D
 OFFICE OF THE VILLAGE PLANNER
 VILLAGE OF GERMAN
 Page 14 of 35

6 METES AND BOUNDS LEGAL DESCRIPTION OF PROPERTY - REQUIRED

Attach pages as necessary

A 10.0 acre located in the Southeastern 1/4 of the Northeast 1/4 of the Northwest 1/4 of Section 32, Town 9 North, Range 20 east, in the Village of Germantown, County of Washington, State of Wisconsin.



7 SUPPORTING DOCUMENTATION:

- Site Plan and elevations for new construction (can be conceptual)
- Photos of existing use and/or proposed use operating elsewhere
- _____
- _____

8 READ AND INITIAL THE FOLLOWING:

WP I understand that the Village is under no obligation to issue a Conditional Use Permit and will do so only if the applicant successfully demonstrates that the proposed use is harmonious with the neighborhood and the long range goals of the Village.

WP I will notify the Village if any aspects of the conditional use changes. I understand that failure to do so may result in the revocation of the CUP.

WP I understand that a Conditional Use Permit is valid only if the conditions and restrictions of the permit are met. I understand that failure to comply with any aspect of the permit may result in revocation.

WP I understand that Village Staff is required to post one or more signs along the street frontage of and/or on the property subject of this application that indicate to nearby property owners and the general public that a public hearing of my application will be held before the Village Plan Commission and/or Village Board prior to action being taken on this application; I hereby grant Village Staff permission to enter onto the property for the expressed purpose of installing said sign(s) provided Village Staff is responsible for installing, maintaining and removing said signs in a reasonable manner and timeframe.

9 SIGNATURES - ALL APPLICATIONS MUST BE SIGNED BY OWNER!

William Thiel 3-17-26
Applicant Date

William Thiel 3-17-26
Owner Date

The lodge would like to amend the current
CUP #7-11 to allow parking from April 1st to
October 15th due to our findings in the last
year.

They must be Moose Lodge Members and absolutely
promotes tourism in Germantown.

Village of

Germantown

Village of Germantown
Clerk Treasurer
N112W17001 MEQUON ROAD
Germantown, WI 53022
(262)250-4700
Welcome

03/19/2026 10:03AM PRAVINA P
001089-0024
Payment effective date 03/13/2026

MISCELLANEOUS

ZONING FEES (GENZON)

2026 GENZON

1 @ \$1680.00

\$1,680.00

\$1,680.00

Subtotal

\$1,680.00

Total

\$1,680.00

Tenders

CHECK

Check Number 9895

\$1,680.00

Change due

\$0.00

Thank you for your payment.

CUSTOMER COPY

NOTICE OF PUBLIC HEARING VILLAGE OF GERMANTOWN

NOTICE is hereby given that a Public Hearing will be held before the Village of Germantown Plan Commission at the Germantown Village Hall located at N112W17001 Mequon Road, Germantown, Wisconsin and virtually through the WebEx platform on the following date and at the time noted below (or soon thereafter):

DATE: Monday, May 11th, 2026
TIME: 6:30 pm or later

The purpose of said hearing will be to hear all parties, their attorneys or agents, for or against the following application to amend Conditional Use Permit No. 07-11 (as amended) issued to EKM Moose Lodge #1238, property owner, that allows for overnight parking of campers, motorhomes, RV's, travel trailers, cars, SUV's, etc., on the property described below. The property owner is requesting to extend the time period from April 15 to October 15 annually and delete restrictions on the number of days and number of vehicles allowed on the property for overnight parking:

Applicant: EKM Moose Lodge #1238, Property Owner
Property Address: W198N10217 Appleton Avenue (GTNV_322950)

Property Description:

A 10-acre parcel located in the Southeast $\frac{1}{4}$ of the Northeast $\frac{1}{4}$ of the Northwest $\frac{1}{4}$ of Section 32, Town 9 North, Range 20 East, in the Village of Germantown, County of Washington, State of Wisconsin.

A copy of the application and a map showing the property described above are on file at the Community Development Department-Planning & Zoning Services office in the Germantown Village Hall.

Citizens wishing to submit any public comments should do so by sending them by email to: comments@germantownwi.gov no later than 4:00pm on the meeting date listed above.

Donna Ott, Village Clerk
Dated this 15th day of April 2026

To Be Published On: April 22nd and April 29th, 2026

GERMANTOWN TOURISM COMMISSION

REQUEST FOR FUNDING

CALENDAR YEAR 2026

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

1. Event Name: 4th of July Activities at Fireman's Park

Group Name: 4th of July Task Force

Address N112W17001 Mequon Rd, Germantown, WI 53022 (Attn Park and Rec)

Telephone Number & Email: [REDACTED]

2. Responsible person's name: Tom Barney

Telephone (if different from above): Same

3. Amount requested \$7,000, to be deposited in a village account designated for these activities.

4. Date by which funding is desired: May 15, 2026

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)

This request is on behalf of the Germantown 4th of July task force. The funding is being requested to host activities in the park starting around 12:30pm and ending shortly before the fireworks.

Goals of your event/project:

To provide activities for all ages from the end of the parade until dusk. Activities being planned include: Giant Bubble Party, Bouncy Houses, Cornhole, Airbrush Tattoos, Foam Party, Face Painting, Balloon Animals, Dunk Tank, Kickball Tournament, Potato Sack Race, Glow Golf

Cost details: \$7000

Activity	Ages	Tentative Times	Cost
Time Capsule Reveal (GHS Band)	All Ages	12:30PM-1PM	0
Farmers Market	All Ages	12:00PM-4PM	0
Enchanted Library	Kid to Teen	12:00PM-4PM	0
Giant Bubble Party	Kid to Teen	1PM-2PM	\$400
Cornhole	All Ages	12:00PM-8PM	0
Lifesize Connect 4	All Ages	12:00PM-8PM	\$100
Foam Party	Kid to Teen	1PM-2PM	\$800
Bouncy Houses	Kid to Teen	2:00PM-8PM	\$2,100
Face Painting	All Ages	2PM-4PM	\$500
Balloon Animals	All Ages	2PM-4PM	\$500
Airbrush Tattoos	Kid to Teen	2:30PM-4:30PM	\$500
Dunk Tank	All Ages	3PM-5PM	\$700
Kickball Tournament	Teen to Adult	1PM to 4PM	200
Potato Sack Race	Teen to Adult	4PM-4:30PM	100
Glow Golf	Kid to Adult	5PM-8PM	\$600
T-Shirts for Volunteers	Kid to Adult	N/A	\$500

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

N/A. This is the first time that this group is requesting funding for this level of activity.

Welcome to Germantown



Discover
Germantown



Town 9
Est. 1836

By the Numbers

Discover
Germantown



21,000+
population



3 hotels



30+
community events



28.4 miles

to Milwaukee Mitchell
International Airport



23 miles

to Downtown Milwaukee



15+

Eateries and restaurants

Why Germantown?

Discover
Germantown



Parks Bring us Together

Whether you are learning disc golf, taking a jog, or cooling off in the splashpad, a Germantown park is waiting for you to explore.



Events for Everyone

With tons of community-centric events, you will be sure to find something for the whole family or the party-ready friend group.



We're Cooking Up Good Times

Find the perfect dining experience to match you. Germantown boasts popular locally owned and operated eateries, pubs, and coffee shops.



Hometown Vibes

When you visit Germantown, you are one of the neighbors. Feel at home as you experience the Germantown way.

Popular Events

Discover
Germantown



Music at the Pavilion

Imagine hot summer nights, refreshing beverages, and great music from Wisconsin's top bands. Music at the Pavilion is an outdoor music series with 6 concerts per season. It's the largest event in Germantown, sure to get you dancing, singing, and celebrating the best of summer.



Maifest

Maifest is a traditional German festival hosted by the Deutschstadt Heritage Foundation that celebrates the arrival of Spring in Germantown. Think drinks, games, food, live music, and cultural traditions. You won't want to miss this experience.



Family Fun Carnival

Family Fun Carnival offers carnival-style games and bounce house fun. Be sure to come hungry because A Taste of Germantown food truck event is held on the same night. It's a bustling night with big top action for the whole family.

Discover Germantown



• LIVE • WORK • PLAY •

Town 9
Est. 1836

2

Introduction

Project overview and the key messages for the campaign

3

Target Audience

Campaign demographics and audience strategy statements

4-6

Platform Analysis

A look at campaign media platforms and uses

7-8

Key Objectives

Leading principles to guide the campaign

9-10

Action Plan

Start-up steps, needed resources, and potential filming sites



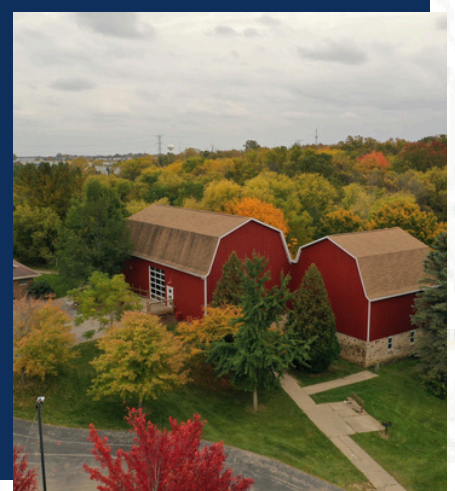
Bast Bell Muesum



Germantown PAC



Homestead Hollow Park



The Project

Discover Germantown is an initiative launched by the Tourism Commission to promote, inform, and educate the public about the opportunities, businesses, and events that make Germantown special. The project will incorporate the creation of strategic short-form videos, graphics, and photos that encourage people in Washington County and beyond to Discover Germantown.



Old Germantown

Key Messages

- Germantown is a place to live, work and play
- Germantown is easily accessible to our neighbors
- Germantown offers a diverse level of tourism-driven activities
- There is always something new and exciting happening in Germantown
- Discover hometown hospitality when you visit Germantown



Music at the Pavilion

Demographics



Stix Golf Entertainment

- Ages 35 - 65 within the Washington / Waukesha county area
- Want to try new things but haven't found places that feel like home yet
- Value accessibility. They do not want to drive too far to find something to do
- Visited Germantown a few times, but have not found a reason to explore the community
- Potential visitors value authenticity and want to feel connected before they participate

Audience Strategy

- Interact with potential visitors by commenting / posting on community pages
- Collaborate with local businesses to create and promote content
- Evaluate and report on successful content
- Use surveys or polls to understand potential visitor's top interests
- Join relevant online groups, forums, and discussions

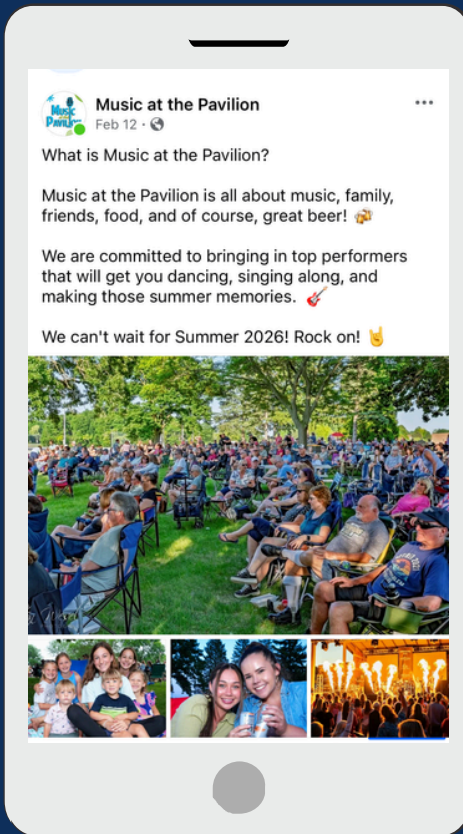


Apple Works Winery

Facebook

Leading content on Facebook will include:

- Vertical short-form video
- Photo highlight posts
- Event reminders
- Share community group activities and events
- Contests, giveaways, and announcements
- People-focused posts that highlight community members



Why do these posts work well?

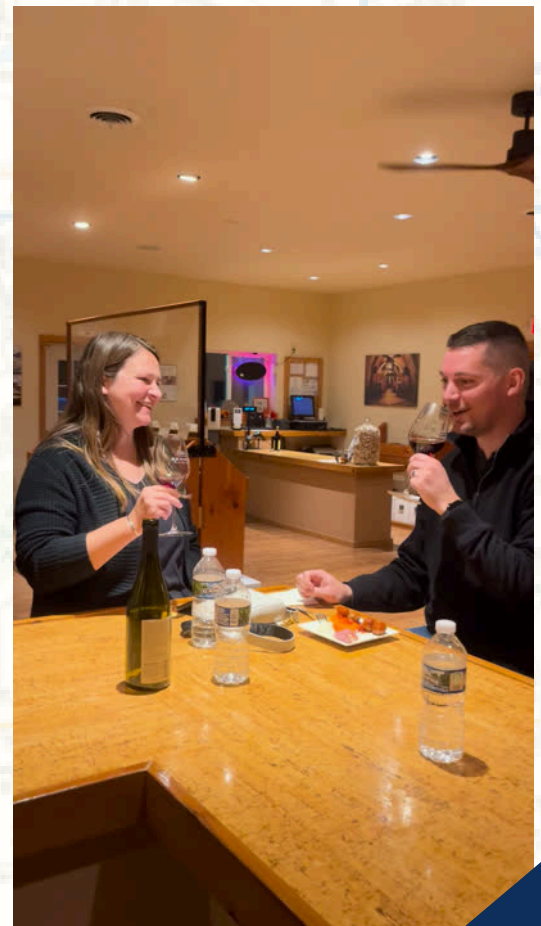
- These kinds of posts are informational
- Offer opportunities
- Are welcoming for those who might not be aware of the amazing things happening nearby

Facebook Content Strategy

Facebook will be utilized to create quality content that encourages community participation and outside community interest. Goals will include outreach with community businesses, organizations, and residents with existing platforms. Content will follow the direct requests of the tourism commission by leveraging the correct format for each request. Ad buys will use geotargeting to reach nearby audiences and potential visitors.

Link to Starter Page:

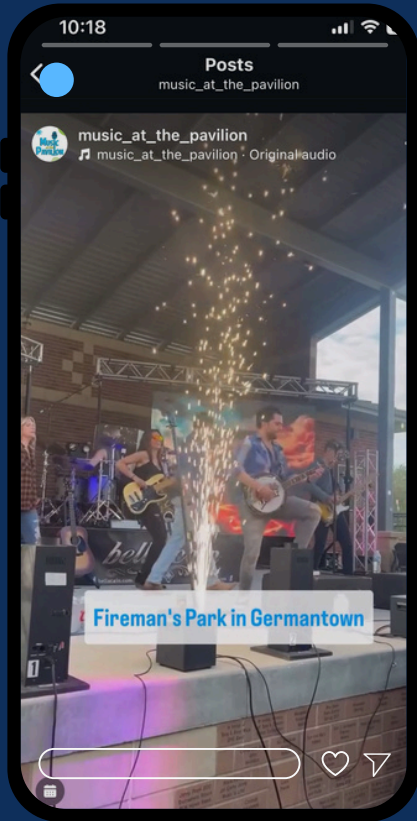
<https://www.facebook.com/people/Discover-Germantown/61568989080541/>



Instagram

Leading content on Facebook will include:

- Vertical short-form video
- Photo carousels
- Story updates
- Use Visitor / Buisness generated content



Why do these posts work well?

- Use fast-paced videos with text to show local opportunities
- Strongest medium to show authenticity and encourage participation

Instagram Content Strategy

Instagram relies heavily on photos and videos, as opposed to text or graphic-driven content. Page continuity and production of trusted quality content are key. Instagram offers opportunities for creative content development that highlights Germantown's many attractions. Content will follow the direct requests of the tourism commission by leveraging the correct format for each request. Ad buys will use geotargeting to reach nearby audiences and potential visitors.

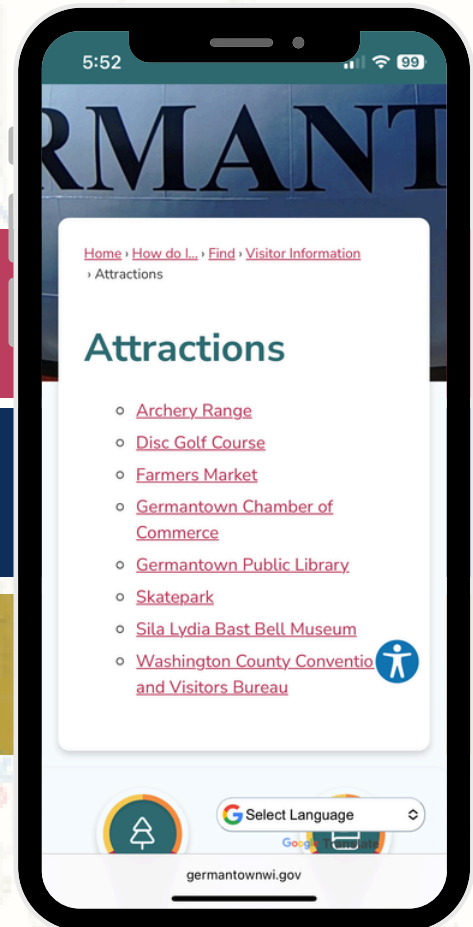


Website

To establish project legitimacy, the Village of Germantown’s website should be updated with a project page that provides appropriate links to content.

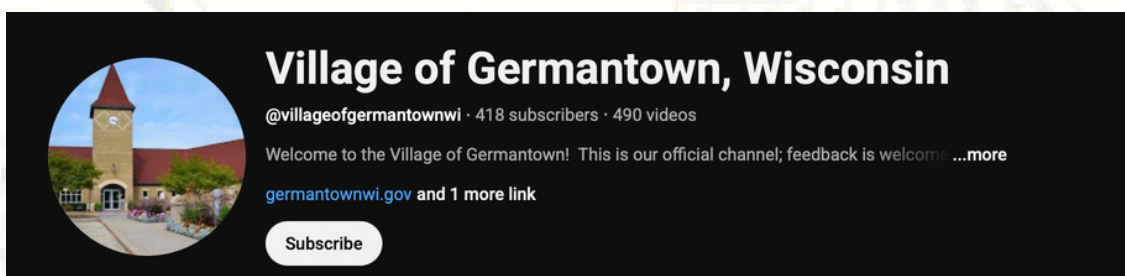
Website content and updates can include:

- Updating the Village online calendar with upcoming community events
- A full update of the “attractions page”
- Articles
- Plan your trip guides
- Involvement sign ups



Youtube

The Village of Germantown’s YouTube has been primarily used for Village of Germantown meetings. To demonstrate that Germantown offers more, vertical video shorts can be uploaded to the page.




Objective 1:

Educate Potential Visitors

- Provide details about upcoming events and activities
- Highlight infrastructure, parks, and community growth
- Educate about cultural artifacts and Germantown history
- Help visitors make informed decisions and give them tools to increase traveling confidence



 Germantown Maifest

Objective 2:

Encourage Economic Development and Attraction Awareness

- Support tourism related businesses to communicate with potential visitors
- Highlight economic development successes
- Encourage visitors to support Germantown tourism related businesses
- Demonstrate the value of repeat visits to tourism based businesses



 Swing Time Golf

Objective 3:

Increase Overall Awareness of Germantown

- Encourage potential visitors to consider Germantown out when making attraction decisions
- Showcase Germantown as a strong competitor for top restaurants, entertainment, and events
- Build positive reinforcement of the Village of Germantown's identity
- Establish Germantown attractions as viable destinations for staycations



Oktoberfest Germantown

Objective 4:

Showcase Germantown's charming small-town atmosphere

- Build positive interactions with potential visitors
- Highlight the places that demonstrate Germantown's friendly and welcoming atmosphere
- Encourage residents to feel community pride and share Germantown experiences with potential visitors
- Demonstrate what people love about Germantown

Spassland Park



Step 1

Make community connections that will promote the page

Step 2

The Tourism Commission will need to develop a plan on how to contact local businesses

Step 3

The tourism Commission will need to approve the filming/photo schedule

Step 4

Send out press releases, update website, create social platforms

Step 5

Start the Campaign

Resources

- Purchase a quality phone for filming the project
- Discover Germantown email
- Funds for running ads
- The current labor estimate is between 2-4 hours per week to stay on budget
- Resources for running contests and drawings at the start of the campaign launch

Von Rothenburg Bier Stube



Potential Filming Subjects

Events

- Christmas Parade
- Maifest
- 4th of July Celebration
- Music at the Pavilion
- Oktoberfest
- Family Fun Carnival / Taste of Germantown
- Family Glow Walk
- Community Band Performances
- PAC Performances
- Leadership Germantown Events
- Movies in the Park
- Germantown Farmer's Market
- Homestead Hollow County Park events
- Local Organization events (Kiwanis, Germantown Youth Futures)
- Tannenbaum Trail / Christmas Festival
- N.A.C. Night
- Business Sponsored Events

Tourism Destinations

- Local restaurants/bars
- Local coffee shops
- Indoor / Outdoor Golf
- Indoor Recreation Establishments
- New development / Community Improvements

Locations

- Local parks
- Germantown Community Library
- Germantown Senior Center
- Local Entertainment (concerts, sports, etc.)



Kaffeehaus