

MEETING:	REGULAR MEETING OF THE TOURISM COMMISSION
DATE & TIME:	Monday, July 13, 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 801 8009** Password: **pSDghZg5P63** 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=m91b1cce79f596dd7ff786e16e7557c0a>

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. **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 8, 2026 (ACTION)
- V. **UNFINISHED BUSINESS:**
 - A. Discover Germantown Logo Revision (DISCUSSION AND POSSIBLE ACTION)
- VI. **NEW BUSINESS:**
 - A. Tourism Fund Financial Update (DISCUSSION)
 - B. Request for funding from Germantown Historical Society for 2026 Oktoberfest on September 26-27, 2026 (ACTION)
 - C. Review of Business Showcase Application for Discover Germantown (DISCUSSION AND POSSIBLE ACTION)
 - D. Discussion Regarding Contacting Community Organizations for Discover Germantown (DISCUSSION AND POSSIBLE ACTION)
 - E. Discover Germantown Financial Update/Budget Review (DISCUSSION)
 - F. Request for Equipment Purchase (Video Recording Device and Storage) for Discover Germantown (DISCUSSION AND POSSIBLE ACTION)
- VII. **ADJOURNMENT:**

TOURISM COMMISSION AGENDA

July 13, 2026

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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, June 8, 2026 5:00 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 Chairperson Trustee Jan Miller at 5:00 PM.

II. **ROLL CALL:**

Present: Village President Bob Soderberg, Member Joletta Kerpan, Administrator Mitch Reynolds, Trustee Jan Miller

Absent: None

Excused: None

Also Present: Chief Deputy Clerk Kasie Miller, 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. May 11, 2026 (ACTION)

Motion: Approve the May 11, 2026 Tourism Commission meeting minutes as presented

Motioned By: President Bob Soderberg

Seconded By: Interim Administrator Mitch Reynolds

Yes: President Bob Soderberg, Member Joletta Kerpan, Interim Administrator Mitch Reynolds, Trustee Jan Miller

No: None

Abstain: None

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

V. UNFINISHED BUSINESS:

VI. NEW BUSINESS:

A. Update Discover Germantown logo design (DISCUSSION/ACTION)

Park and Recreation Communications Coordinator Brenton Schimp presented several logo options, including the original logo provided by President Soderberg, three original logo designs created by Schimp, and two logo designs submitted by a member of the Economic Development Commission. The Tourism Commissioners discussed the presented logos, focusing on balancing modern aesthetics with Germanic heritage elements and the possible legal/branding concerns of using AI-generated logos. Commissioners expressed preference for the shield/crest-style logo created by Schimp and recommended possible modifications. Schimp emphasized the importance of having a flexible logo system with having alternate versions available.

Motion: Direct Brenton Schimp to create and present at least five(5) new logo iterations of the shield/crest design based on the Commissioner's feedback.

Motioned By: Interim Administrator Mitch Reynolds

Seconded By: President Bob Soderberg

Yes: President Bob Soderberg, Member Joletta Kerpan, Interim Administrator Mitch Reynolds, Trustee Jan Miller

No: None

Abstain: None

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

B. Determine Discover Germantown marketing and education communications strategy (DISCUSSION/ACTION)

Schimp presented the revised Communication Strategy for the *Discover Germantown* campaign, emphasizing visitor education and awareness. The strategy was simplified by removing economic development objectives and age-specific demographics. Once the logo has been approved, the Communication Strategy will be updated to reflect the new logo/branding package.

Motion: Approve the presented Communications Strategy with the correction on the number of hotels in Germantown from three to four.

Motioned By: Interim Administrator Mitch Reynolds

Seconded By: Trustee Jan Miller

Yes: President Bob Soderberg, Member Joletta Kerpan, Interim Administrator Mitch Reynolds, Trustee Jan Miller

No: None

Abstain: None

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

- C. Select specific upcoming events to cover and promote for Discover Germantown marketing and education campaign (DISCUSSION/ACTION)

Schimp recommended three events to highlight given the current timeframe for launching the campaign. The Commissioners discussed Germantown's events and which to prioritize for promotion. Due to the pending logo finalization, the Commissioners decided to authorize staff to begin gathering content at key events to prepare for future campaigns. The Commissioners also discussed using a Fourth of July community photo contest to enhance/supplement their gathered content.

Motion: Instruct staff to gather content for Music at the Pavilion, Oktoberfest, Taste of Germantown, and to obtain content from the 4th of July parade and activities at Fireman's Park

Motioned By: President Bob Soderberg

Seconded By: Member Joletta Kerpan

Yes: President Bob Soderberg, Member Joletta Kerpan, Interim Administrator Mitch Reynolds, Trustee Jan Miller

No: None

Abstain: None

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

- D. Consideration of developing a process involving Discover Germantown to engage businesses in tourism promotion (DISCUSSION)

Schimp requested discussion of a strategy to engage local businesses in for the *Discover Germantown* campaign. Commissioners emphasized the need to balance fairness among the businesses, and discussed potential participation requirements and budget considerations/constraints. Schimp would develop and propose a process/form utilizing the Commissioner's discussion.

Lastly, Schimp presented a list of key local organizations to engage for collaboration in the *Discover Germantown* campaign. The goal is to foster partnerships that facilitate content sharing and event promotion. Commissioners requested adding the Germantown hotels/motels and other organizations to the list.

VII. ADJOURNMENT:

The meeting was adjourned by Trustee Jan Miller at 6:05PM.

DRAFT

BUSINESS OF THE TOURISM COMMISSION

MEETING DATE: July 13, 2026

PLACEMENT: Action Item

ITEM TITLE: Discover Germantown Logo Revision (DISCUSSION AND
POSSIBLE ACTION)

SUBMITTED BY:

SUMMARY EXPLANATION:

ATTACHMENT:

1. Logo 1
2. No Live Work Play
3. no DG
4. Text on top
5. Color Change
6. Alt Font
7. Date added
8. Final
9. Discover Germantown - Intro

STAFF RECOMMENDATION:

ACTION BY COMMITTEE:



Discover Germantown

Live — Work — Play



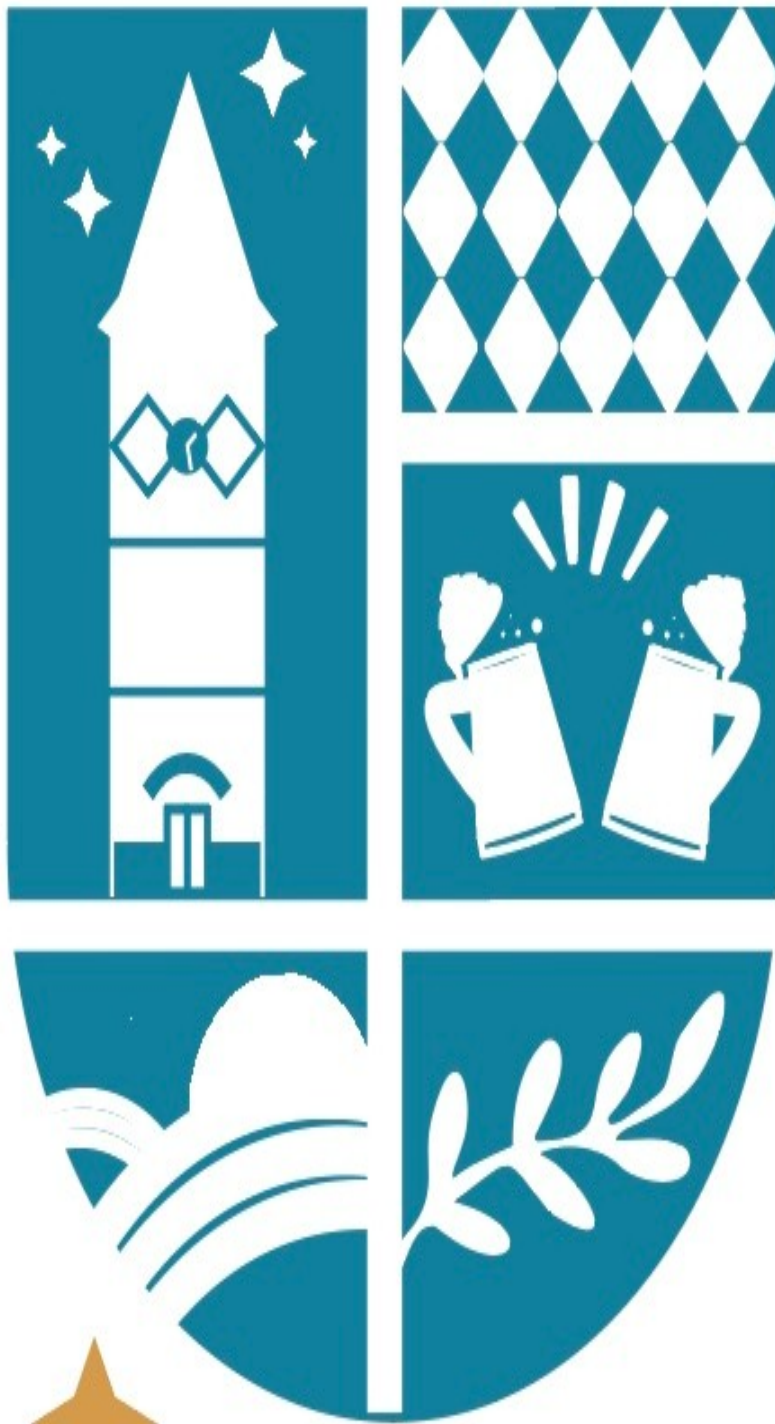
Discover Germantown



Discover Germantown

Discover Germantown





Discover Germantown



— *Discover* —

GERMANTOWN



Discover Germantown



Discover Germantown

Welcome to Germantown



Discover
Germantown

By the Numbers

Discover
Germantown



21,000+
population



4 hotels



30+
community events



28.4 miles

to Milwaukee Mitchell
International Airport



23 miles

to Downtown Milwaukee



15+

Eateries and restaurants

Why 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.



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.

Discover Germantown



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.



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.

BUSINESS OF THE TOURISM COMMISSION

MEETING DATE: July 13, 2026

PLACEMENT: Presentation

ITEM TITLE: Tourism Fund Financial Update (DISCUSSION)

SUBMITTED BY:

SUMMARY EXPLANATION:

ATTACHMENT:

STAFF RECOMMENDATION:

ACTION BY COMMITTEE:

BUSINESS OF THE TOURISM COMMISSION

MEETING DATE: July 13, 2026

PLACEMENT: Action Item

ITEM TITLE: Request for funding from Germantown Historical Society for 2026
Oktoberfest on September 26-27, 2026 (ACTION)

SUBMITTED BY:

SUMMARY EXPLANATION:

ATTACHMENT:

1. Germantown Historical Society 2026 Oktoberfest 09.26 09.27

STAFF RECOMMENDATION:

ACTION BY COMMITTEE:

RECEIVED

MAY 18 2026

VILLAGE OF GERMANTOWN
CLERK'S OFFICE



May 18, 2026

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 2026 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 2025.

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
262 853 2029
Jim Dix, President
262 853 1953

P. O. Box 31, Germantown, WI 53022

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 Oktoberfest
Group Name Germantown Historical Society
Address P.O. Box 31 Germantown WI 53022
Telephone Number & Email 262-853-2029
2. Responsible persons name Sue Dix [↑] Jim Dix _↓
Telephone (if different from above) 262-853-1953
3. Amount requested Any amount would be appreciated
4. Date by which funding is desired: Sept, 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 2026:**

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 26th and 27th). 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 and artifacts 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 \$50,214, which was an increase of over \$5,000. We received \$10,275 from our business sponsors and thankfully \$15,000 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 (over \$5,000) and profits from the Pancake Haus were shared with the local Hessen German Club (over \$920). 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 2026, 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 2025 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 on the rear restoration of Christ Church Museum of Local History. We are using the donated logs from an 1840 log cabin disassembled from Donges Bay Road in Germantown. We have a substantial donation for that project but would like to update Christ Church with a security/fire alarm system with the funds from Oktoberfest. We have the construction permit and contractors lined up and hope to begin construction early in June.

Any funding of our Oktoberfest event would be greatly appreciated.

TOURISM COMMISSION REQUEST 2026

OKTOBERFEST 2025		SUMMARY Receipts/Expenses		12.7.2025
Cash Receipts		Expenses		
Bar	\$ 30,217.72	Beer/White Claw-Beechwood Distrib	\$ 8,113.55	
Food	\$ 16,599.00	Wine/soda	\$ 415.30	
Desserts	\$ 3,864.50	Old Germantown 6 - 1/2 barrels	\$ 1,110.00	
Pancake Haus	\$ 2,417.00	Miscellaneous Bar (cups, license,etc.)	\$ 285.10	
Kids Area	\$ 1,638.50	Old Germantown brats/hungarians/kraut	\$ 1,573.22	
Gift Haus	\$ 2,063.01	Gehrings Meat Market - pork roasts	\$ 704.85	
Dachshund Races	\$ -	Sciortino Bakery buns	\$ 612.00	
Car Show	\$ 1,515.00	Sysco food	\$ 1,290.04	
		Walmart	\$ 161.21	
Pull Tab receipts	\$ 696.45	Sam's Club food/papergoods	\$ 970.42	
Tips - Bar (to FH)	\$ 3,329.00	Pig Wiggly/PNS/Costco/Fleet Farm Sunday	\$ 486.65	
- Food		Misc'l	\$ 297.69	
- Pancake House		4-H Club 50% profits	\$ 5,251.46	
- Dessert	\$ 108.00	Grand dad's/Aggie's Bakery desserts/papergoods	\$ 1,708.00	
		Pancake Hs expenses	\$ 576.75	
Silent Auction	\$ 5,420.00	Hessen German Club 50% profits	\$ 920.13	
		Kids Area expenses	\$ 392.34	
Vendor Fees	\$ 1,631.53	Gift Hs merchandise	\$ 625.06	
Sponsors	\$ 10,275.00	Dachshund Races expenses	\$ 53.24	
V of Germantown Tourism Grant	\$ 15,000.00	Car Show expenses	\$ 137.70	
		Pull tab expenses License, 1 box pull tabs	\$ 153.00	
		Festival insurance	\$ 1,891.00	
		Area Rental	\$ 3,260.30	
No start up cash included		Dance floor rental	\$ 500.00	
Total Receipts	\$ 94,774.71	Music/Entertainment (incl dancers)	\$ 11,875.00	
		GT Soccer Club 5 Light towers	\$ 500.00	
*Stags Tavern		Porta johns, sink, & service	\$ 1,051.00	
donated and paid most		Forester Sign Co (sponsor,parking signage)	\$ 370.80	
for volunteer t-shirts		Office supplies& cleaning supplies	\$ 299.02	
		Advertising miscl/Printing/Bill board	\$ 429.00	
		Polka Parade/WTKM Radio Advertising	\$ 850.00	
		Newspaper advertising-Wash & Ozaukee Ctys	\$ 1,507.92	
		Stage flowers	\$ 221.82	
Total Receipts	\$ 94,774.71	Gift card for field owner used for auxillary pk	\$ 100.00	
Total Expenses	\$ 50,214.83	Volunteer shirts GHS portion	\$ 531.90	
		Miscellaneous expenses - maintenance	\$ 65.86	
PROFIT	\$ 44,559.88	Sam's Club membership	\$ 115.50	
		Village License for Event	\$ 10.00	
		Thank you party for volunteers	\$ 748.00	
		Gift Card for AI for repair of golf cart	\$ 50.00	
		Total Expenses	\$ 50,214.83	
Note weather for weekend:				
Sat and Sun - sunny and warm				
Low to mid 80's				
Packers played 7 pm				

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 2025 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



Saturday & Sunday,
September 27 & 28, 2025

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!

Saturday September 27, 2025

- 12:00 pm - 3:00 pm
Good Time Dutchmen
- 12:00 pm - 5:00 pm
Silent Auction / Craft Sale
- 3:00 pm - 4:00 pm
Dheinsville Dachshund Dash
- 3:45 pm - 7:00 pm
Music Vendors
- 5:15 pm - 5:45 pm and again at
7:00 pm - 7:30 pm
Pommersche Tanzdeel Freistadt
Adult Dancers
- 7:30 pm - 10:30 pm
Judson Brown Band

Raffles!

& Pull Tabs

*Buy chances to win
at the bar.*



*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.

Entertainment Schedule

Sunday September 28, 2025

- 12:00 pm - 3:00 pm
Ryan Kautzer Band
- 12:00 pm - 4:00 pm
Classic Cars on Display
- 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.*

Great family fun!

Other Special Activities

- Silent Auction / Craft Sale - Saturday Only, Noon to 5:00 pm
- Classic Cars on Display - Sunday Only, all afternoon

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



Saturday & Sunday
September 27 & 28
2025

Germantown Oktoberfest

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

Hosted by the
Germantown
Historical Society

Sponsored by

*Window
World*

Supported by
Village of
Germantown
Tourism Funds

**FREE
ADMISSION**

**FREE
PARKING**



Great family fun!



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

Including
locally
made
beer from
Old Germantown



Authentic
food and
drink!



**Sat., Sept. 27 &
Sun., Sept. 28
2025**

**Don't miss the
Dachshund Dash!**

Germantown



Dheinsville Historic Park

**N128 W18780
Holy Hill Rd.
Germantown**

- **FREE Admission~**
Includes 3 Museums
- **FREE Parking**
- **Authentic Food & Drink**
- **German Beers on Tap**
Including locally made
Old Germantown Beer

Saturday

12p-3p: Good Time Dutchmen
12p-5p: Silent Auction/Craft Sale
3p-4p: Dheinsville Dachshund Dash
3:45p-7p: Music Venders
5:15p-5:45p & 7p-7:30p: Pommersche
Tanzdeel Freistadt Adult Dancers
7:30p-10:30p: Judson Brown Band

Sunday

12p-3p: Ryan Kautzer Band
12p-4p: Classic Cars on Display
3p-3:45p: Anniversary Couple
Recognized, followed by Pommersche
Tanzdeel Freistadt Kinder Dancers
3:45p-7p: Copper Box Quartet

5"

Hosted by the
**Germantown
Historical Society**

Sponsored by
**Window
World**

Supported by the
**Village of Germantown
Tourism Funds**



Call **(262) 628-3170** or
go to **www.germantownhistoricalsociety.org**
for more info.
Volunteers Appreciated

5 1/4"

BUSINESS OF THE TOURISM COMMISSION

MEETING DATE: July 13, 2026

PLACEMENT: Action Item

ITEM TITLE: Review of Business Showcase Application for Discover Germantown (DISCUSSION AND POSSIBLE ACTION)

SUBMITTED BY:

SUMMARY EXPLANATION:

ATTACHMENT:

1. Community Buisness Form

STAFF RECOMMENDATION:

ACTION BY COMMITTEE:

Contact Information:

Company

Today's Date:

Address:

City:

Primary Contact Name:

Phone Number:

Email:

Website:

Your Social Media:



Questionare:

Please provide a short description of your business:

What is your brand's voice and tone? (e.g., professional, funny, friendly)

Do you have an upcoming product launch, event, or major company announcement in 2027?

I want to participate in the Discover Germantown social media campaign. I acknowledge that I am a tourism related business within the Village of Germantown. I agree to be contacted by a Discover Germantown representative to schedule the filming of one short-form social media video and photos to highlight my business (one-time-per-year benefit) upon approval by the Tourism Commission. I agree that all photos and videos are the property of The Village of Germantown Tourism Commission. By signing below, I acknowledge that I have opted into the Discover Germantown program and will receive occasional coverage by the Discover Germantown social media accounts. Discover Germantown reserves the right to release general promotional content without the explicit approval of the business. I agree to collaborate with Discover Germantown to share information about my business, such as deals, specials, or events that are tourism-related.

Signature:

Date:

BUSINESS OF THE TOURISM COMMISSION

MEETING DATE: July 13, 2026

PLACEMENT: Action Item

ITEM TITLE: Discussion Regarding Contacting Community Organizations for
Discover Germantown (DISCUSSION AND POSSIBLE ACTION)

SUBMITTED BY:

SUMMARY EXPLANATION:

ATTACHMENT:

1. Letter

STAFF RECOMMENDATION:

ACTION BY COMMITTEE:

10 January 2027

To:
Community Organization

The Germantown Tourism Commission is excited to announce the launch of Discover Germantown. The Discover Germantown initiative is a social media campaign designed to attract potential visitors to discover all of the incredible events and activities happening right here in Germantown.

In 2027, the Discover Germantown social media pages will launch, providing short-form video and social media content that will explore our amazing locations, events, and businesses. This program aims to educate, inform, and excite the public about the amazing tourism opportunities in our community.

Our goal in this initiative is to partner with YOU. Through this new program, we want to showcase the amazing events, programs, and activities you host. This program is a full collaborative effort that aims to help you reach wider audiences inside and outside our community. Attached to this email, you will find our information packet about the Discover Germantown campaign.

Our team is currently working to capture content from community events that have a tourism-centered focus. We may want to visit your next tourism-related event.

To get started, could you please provide the information below to our team?

- A list of the tourism-focused events your organization operates.
- The main contact between your organization and the Discover Germantown representative. (Our representative may reach out to organize filming, photo shoots, photo sharing, etc.)

The events you list will go before the Tourism Commission for review and may be selected to be featured on the Discover Germantown social media pages and the Village website's tourism page.

We cannot wait to get started on this adventure together. Let's team up to help new visitors Discover Germantown.

Sincerely,
Germantown Tourism Commission

BUSINESS OF THE TOURISM COMMISSION

MEETING DATE: July 13, 2026

PLACEMENT: Presentation

ITEM TITLE: Discover Germantown Financial Update/Budget Review
(DISCUSSION)

SUBMITTED BY:

SUMMARY EXPLANATION:

ATTACHMENT:

1. Budget Review

STAFF RECOMMENDATION:

ACTION BY COMMITTEE:

Budget Review

2026

7/14: 7.25

6/30: 1

6/16: 0.5

5/19: 0.75

6/2: 3.5

5/19: 1.75

5/5: 8.00

4/21 - 1.25

3/24 - .75

25.75 hours at 959.83

2025

12/30: 1

12/02: 1

11/18: 4.25

11/04: 3

9.25 hours at 277.50

Totals

35 hours.

\$1,237.33

12.37% of budget

BUSINESS OF THE TOURISM COMMISSION

MEETING DATE: July 13, 2026

PLACEMENT: Action Item

ITEM TITLE: Request for Equipment Purchase (Video Recording Device and Storage) for Discover Germantown (DISCUSSION AND POSSIBLE ACTION)

SUBMITTED BY:

SUMMARY EXPLANATION:

ATTACHMENT:

STAFF RECOMMENDATION:

ACTION BY COMMITTEE: