

AGENDA
CITY OF BERLIN
TRAVEL & TOURISM COMMISSION
MONDAY, FEBRUARY 15TH AT 6PM
CITY HALL 2ND FLOOR CONFERENCE ROOM
MEETING IS OPEN TO THE PUBLIC & CITY HALL IS HANDICAPPED ACCESSIBLE
Zoom Link: <https://us02web.zoom.us/j/82175294586>
Dial In: 1 312 626 6799
Meeting ID: 821 7529 4586

- 1) Call meeting to order- Roll Call
- 2) Election of Officers. Chair, Vice-Chair, and Secretary
- 3) General Public Comments
- 4) Approval of Minutes- Travel & Tourism Meeting January 18th, 2021
- 5) Review Application and Reporting Requirements. RECOMMENDATION: Action as appropriate.
- 6) Scoring/ Review Form for Commission. RECOMMENDATION: Action as appropriate.
- 7) Discussion on GLCVB Membership. RECOMMENATION: Action as appropriate.
- 8) Old Business (To be used to request items of old business be put on a future agenda for further discussion or action; or used to make a motion for reconsideration of an item from the current meeting or immediately previous meeting; or to make a motion to take items off the table which were laid on the table only during the current meeting.)
- 9) New Business (To be used to request items of new business be put on a future agenda)
- 10) Public Appearances
- 11) Next Meeting TBD
- 12) Adjourn

City of Berlin Tourism Commission Minutes

January 18th, 2021

- Meeting was called to order at 6:01
- Roll Call: Present were Joel Bruessel, Janet Broesch, Andi Rogers, Michelle Omichinski, Mary Kubiak and Sue Trampf. Lindsey Kemnitz also present.
- There was no General Public comment
- Approval of Minutes was motioned by Mary Kubiak and seconded by Janet Broesch.
- First point of discussion was the timeline for accepting applications.
 - Twice yearly with one meeting to accept applications and one meeting to discuss and make determinations.
 - March 1st application deadline for March meeting discussion with an April 1st notification of funding.
 - September 1st. application deadline for Sept meeting discussion with an October 1st notification of funding.
 - one application accepted per event per year.
 - Half budget yearly budget to be available each round
 - Saving 10% of budget as contingency balance
- Second point of discussion was regarding the application itself
 - Applications accepted from non profit groups
 - Request must be for funds to promote an activity being hosted in the City of Berlin with the idea of bringing people into community to.
 - The commission discussed beginning with a more simple format for the application.
 - The application should mention the focus on bringing people into the community to STAY and spend a night.
 - Application should include examples of acceptable advertisement
 - Application should include point that will be expected in a post-event report for outcome and use of fund to include
 - Explanation of use of funds including receipts
 - Actual date event was held
 - Successes of the event (including a few pictures if available)
 - Application should include Berlin logo
 - Lindsay is gonna compile and prepare for review at the next meeting.
- Final point of discussion was regarding the use of Virtual meetings. Andi Rogers motioned to allow the use of virtual meetings as allowed by City Ordinance with a second from Janet Broesch. All in favor.
- Old Business at the next meeting: we need to reelect officers of the commission
- New Business at the next meeting: Discuss the benefit and cost of Green Lake Country Visitors Bureau membership
- Next meeting Feb 15th, 2021
- Motion to adjourn by Mary Koubiak at 7:20 pm, second by Janet Broesch. All in favor.



Tourism Grant Event or Project Application

Contact Person _____
Organization _____
Address _____
City _____ Zip Code _____
Phone () _____ Fax () _____ Email _____

Examples of Event or Projects: Holiday Celebration, Multiple Day Retail Event, Promotion Video focused on tourism, or Tournament.

Grant Deadline March 1st and September 1st

1. Title and description of your organization's event or tourism project: _____

2. Date of event or project completion: _____
3. Is this a new event? If so, describe your organization's history; if the event has happened before, please tell its history: _____

4. Estimated number of attendance in past: _____ Projected: _____
5. Estimated percentage of participants or audience from out of City of Berlin: _____
6. Describe how the requested funds will be used: _____

7. How will this project bring overnight stays to the City of Berlin? _____

8. How will you measure the success of your project? What are your measurable goals?

9. Locations of where you would like to advertise the event: _____

10. What form of media would you like to advertise your event with? (Please check which ones apply)

- Travel Magazine
- Visitors Guide
- Radio
- Social Media (Facebook, etc.)
- Other: _____

11. What month(s) do you plan to advertise? _____

12. Amount Requested: _____

13. Budget for Project: Please attach a copy of your budget. (below is an example)

Marketing Materials Design and Materials

Includes: direct mail postcards, brochures, registration forms sent to potential vendors and postage for mailings)

\$500.00

Advertising Plan (Attached)

\$1000.00

Signage - Located at Hwy. 91&Hwy. 49, CTY F.

4 each 3'x8' banners – Signs by Berlin Journal

\$500.00

Estimated Promotional/Advertising Expenses

\$2,000.00

Authorized Applicant Signature:

Title: _____

Tourism Review and Comments:

Request Disapproved or Approved in the amount of\$ _____

Special Conditions:

Lindsey Kemnitz, Community Development Director
City of Berlin
920-361-5156
lkemnitz@cityofberlin.net

Granting Policy: *The purpose of the Grant program is to assist in the promotion or development of events or attractions that increase the economic impact of tourism in City of Berlin.*

- Grants must be for Tourism Promotion or for a Tourism related facility*.
- Activity must occur within City of Berlin.
- Activity must be open to the general public.
- Requesting group or agency must be a government agency or not for profit organization doing business in or providing direct benefit to City of Berlin.
- Partnerships are favored. Projects that show cooperation or coordination with other projects or events are encouraged and will be given preference over projects that stand alone.
- Grant recipients will be sent a report form three to six weeks after receiving the grant. The report must be filled out and returned to the City within ten business days after promotion. Photos, copies of fliers or posters, promotional items, advertisements, or other evidence of project progress or completion are recommended.

*Tourism Promotion means: advertising, publicizing or distributing information for the purpose of attracting and welcoming tourists; conducting strategic planning and research necessary to stimulate future tourism development; operating tourism promotion agencies; and marketing special events and festivals designed to attract tourists.

*Tourism related facility means: a conference center, convention center or visitor information center; and means other improved real property that has a useful life of 10 or more years and has a substantial purpose of supporting tourism or accommodating tourist activities.

Tourist means: a person who, for business, pleasure, recreation, or participation in events related to the arts, heritage or culture, travels from the community in which that person is a resident to a different community that is separate, distinct from and unrelated to the person's community of residence, and that trip: requires the person to travel more than 50 miles from the community of residence; or includes an overnight stay.



Tourism Grant Event or Project Reporting

Title of Event or Project _____
Contact Person _____
Organization _____
Address _____
City _____ Zip Code _____
Phone () _____ Fax () _____ Email _____

1. Grant Amount Awarded: _____

2. Date of Event or completion of project: _____

3. Explanation of use of funds including receipts: _____

4. Was the project successful? Why or why not (including a few pictures if available): _____

5. Estimated number of attendance: _____

6. Please provide a one to three sentence testimonial to be used for future grant programs. _____

Signature: _____

Title: _____

JEM Grant Application Review Form

NAME OF EVENT _____

APPLICANT _____ EVENT DATE _____

TYPE OF JEM GRANT (NE, EE, OTOK, SP) _____

GRADING SYSTEM: 1= Not likely 2= Somewhat likely 3 = Likely 4 = very likely 5= Extremely likely

EVENT

Click the number to select

Application shows project is creative and/or has broad appeal	1	2	3	4	5
Application shows project will generate increased visitors and have positive economic impact	1	2	3	4	5
<i>Score only one of the following:</i>					
Application shows project can eventually be self-sustaining (not applicable to OTOK)	1	2	3	4	5
OTOK Only: Shows project is unlikely to happen again (5 is greatest unlikeliness)	1	2	3	4	5

TOTAL POINTS: _____

MARKETING (score doubled for this category)

Application describes target audience and an effective marketing plan	1	2	3	4	5
Promotional budget demonstrates ability to reach the visitor	1	2	3	4	5
Funding request is proportionate to estimated visitor spending	1	2	3	4	5

TOTAL POINTS x 2: _____

GOALS & ADDITIONAL LEVERAGE

Application shows adequate tracking plan for visitor count	1	2	3	4	5
Application shows impact of reasonable additional leverage	1	2	3	4	5
Application shows measurable goals for event	1	2	3	4	5

TOTAL POINTS: _____

GRANT TYPES (Score only one - corresponding to type of grant)

<i>New Event:</i> This project is new to the area and goes beyond organizations scope of service	1	2	3	4	5
<i>Existing Event:</i> Is reaching new market, new demographic or using new media to expand	1	2	3	4	5
<i>Sales Promotion:</i> Shows significant incentives to draw visitor during shoulder season	1	2	3	4	5
<i>OTOK:</i> Project will draw Midwest media attention	1	2	3	4	5

TOTAL POINTS: _____

TOTAL POINTS FROM REVIEW

Reviewer _____ Date _____