

AGENDA
CITY OF BERLIN
TRAVEL & TOURISM COMMISSION
MONDAY, SEPTEMBER 20, 2021 AT 6:00 PM
CITY HALL 2nd FLOOR CONFERENCE ROOM
MEETING IS OPEN TO THE PUBLIC & CITY HALL IS HANDICAPPED ACCESSIBLE

- 1) Call meeting to order- Roll Call
- 2) General Public Comments
- 3) Approval of Minutes- Travel & Tourism Meeting February 15, 2021
- 4) Discussion on GLCVB Membership. RECOMMENATION: Action as appropriate.
- 5) Tourism Grant Applications. RECOMMENDATION: Review, score and award Tourism Grant Applications.
- 6) 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.)
- 7) New Business (To be used to request items of new business be put on a future agenda)
- 8) Public Appearances
- 9) Next Meeting TBD
- 10) Adjourn

City of Berlin Tourism Commission Minutes

February 15th, 2021

- Meeting was called to order at 6:01
- Roll Call: Present were Joel Bruessel, Janet Broesch, Michelle Omichinski, Mary Kubiak and Sue Trampf. Lindsey Kemnitz also present.
- Sue made a motion to reelect Bruessel as Chair, Broesch as Vice- Chair, and Rogers as Secretary. Kubiak seconded the motion, which was carried by a voice vote.
- There was no General Public comment
- Approval of Minutes was motioned by Mary Kubiak and seconded by Trampf.
- First point of discussion was reviewing the application.
 - Bruessel suggested a few grammatically and spacing changes.
 - The application will be posted on the City's website, on community facebook page and shared with the commUNITY team as the group consists of majority of the nonprofits in the community.
 - Kubiak made a motion to approve the application as corrected. Broesch seconded the motion, which carried by voice vote.
- Trampf made a motion to seat Rogers at 6:25pm. Broesch seconded the motion and it was carried by a voice vote.
- Second point of discussion scoring form for the committee.
 - Group agreed with using the template from Dept. of Tourism and to adjust the form to align with the Berlin Tourism Commission goals.
- Final point of discussion was membership to Green Lake County Visitor Bureau (GLCVB). The membership is \$1,250 per year. GLCVB contracts with company to utilize social media to promote the area on facebook, Instagram, youtube, and website. GLCVB partners with the Berlin Journal to provide a regional visitor guide. Rogers made a motion to provide funding for half of the membership for GLCVB for 2021. Broesch seconded the motion, which was carried by voice vote.
- Old Business at the next meeting: none
- New Business at the next meeting: none
- Next meeting: September 20th at 6pm.
- Motion to adjourn by Kubiak at 6:45 pm, second by Broesch. All in favor.

DATE: September 13, 2021

TO: Travel and Tourism Commission

FROM: Jodie Olson, City Administrator

RE: GLCVB Membership

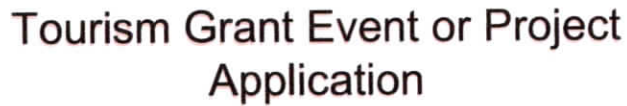
BACKGROUND: I have included a revenue/expense log of the room tax dollars for you to review. We did pay \$1,250 earlier this year for membership in the Green Lake Country Visitors Bureau. We can discuss what portion of that expense to allocate from room tax.

RECOMMENDATION: Action as appropriate.

RE: Tourism Grant Applications

BACKGROUND: There are two Tourism Grant Applications received to date: Berlin Area Historical Society and Achieving A Better Community, Inc (ABC Group). I have included the application materials that were submitted as well as the Tourism Grant Review Form that the Commission needs to assess the applications.

RECOMMENDATION: Review, score and award Tourism Grant Applications.



7. How will this project bring overnight stays to the City of Berlin? see attached sheet

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

The popularity of the brochures and how quickly they are dispersed will indicate interest

9. Where are you planning to advertise the event: Will be available in public places such as the Berlin Library,

Berlin Museum, Saving Grace and other area Vintage shops, on our website and Facebook pages

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. Which month(s) do you plan to advertise? ongoing

12. Amount Requested: \$200.00 for 250 copies each version

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:

Leo Erdman

Title: President

Tourism Grant Event or Project Application
Supplemental Information
From Berlin Area Historical Society

#3. History of project:

Walking tours of the Nathan Strong Park Historic District and surrounding neighborhoods were started in the late 1990s. Originally they were guided tours given by volunteers. Later they became self-guided tours and a brochure was developed and printed. The Berlin Area Historical Society has continued the tradition and updated the brochure a few years ago. The supply of that reprint of the updated brochure is now running low.

#7. How the brochures help bring visitors to Berlin.

Recent years have found more people interested in tracing their roots. Progeny of early families have spread across all 50 states. Now many are making Berlin a destination to find where their families began. They are also interested in the locations their family members may have lived or worked and they spend time in Berlin visiting those sites. The Genealogy section of the Berlin Public Library helps folks find that important information. The section was started by a partnership with the Berlin Library and the Berlin Historical Society. Our brochures are just one piece of a larger puzzle for them.

#13. Budget for Project.

Print estimate for 250 copies each of the Red and Green Tours, color and folded and collated	\$200.00
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industry. The Russells built a large and modern factory just down the block to house their businesses, Russell Glove Co. and Russell Mocassin Co. It stayed in the family well into the 1960s. Note the unusual double balconies at the front. Russell Mocassin Co. is still in operation today and known world-wide shodding princes, presidents and important movie actors.

Hope you enjoyed your time in Berlin. Thank you for taking the tour(s). Contact the Berlin Area Historical Society at berlinareahistoricalsociety.com or the Berlin Chamber of Commerce for any further information.

Welcome to Berlin Wis' Walking Tour



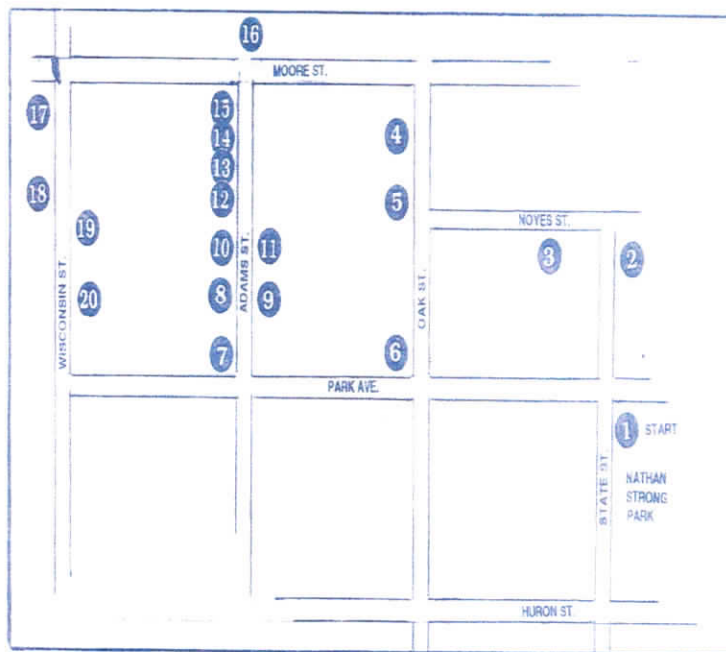
Established in 1848 this central Wisconsin city, situated on both sides of the upper Fox River, is rich in lovely 19th century homes. Most have been maintained in all their Victorian splendor. In May of 2005 the Nathan Strong Park Historic District was formed calling attention to this unique neighborhood.

Within a few blocks, the walking tour covers many fine examples of Berlin's early homes. In the center of this Victorian neighborhood is a charming park, a gift from the city's founder, and features a band stand, a restored three tiered fountain, a Civil War monument flanked by a pair of authentic Civil War cannons and a State of Wisconsin monument to one of the city's more famous residents who lived in one of these homes. Nathan Strong Park has been the scene of band concerts, picnics, weddings, holiday events, and a daily stream of children and adults.

The business district, on both the east and west banks, boasts imposing buildings still used for shops and offices. Of special interest is the Town Clock tower, a well known Berlin landmark.

The Fox River, once a main travel way for Indians, voyageurs, merchants and residents, is still used by area boaters and sportsmen. Three more of Berlin's parks are located along its banks.

This guide will identify some of Berlin's outstanding Victorian buildings and give a brief description and history. Many people ask where the wealth came from to build



these homes. As you read the histories you will see that many were involved in the cranberry industry. Wisconsin's commercial cranberry industry was started right here in the Berlin Area.

We invite you to walk either the Green tour or the Red tour, or both. The numbers and colors correspond to the numbers on the structures. The maps indicate the tour routes.

Please remember these are private homes - confine your viewing to the front sidewalk. Thank you.

Red Symbols

1. Nathan Strong Park

The land for the 'Public Square' later called 'City Park' was donated by Nathan Strong the founder of the city. It was renamed at the time of Berlin's Centennial. The first city school was located here, opening in the spring of 1849, in a log shanty. Miss Tryphena Bignall was the teacher. The building was also used for church services by traveling preachers and for community meetings. The Civil War memorial was erected by John H Williams Post of the Grand Army of the Republic (GAR) and the Women's Relief Corp in 1894. This post was the oldest in the nation. The band stand was erected around the same time. The two authentic cannons were used in the Civil War and on permanent loan from the U.S. government.

2. 156 N. State St.

This story and a half Greek Revival was built in 1871 by John Husted. The massive rough-hewn lintels and sills are of Berlin granite. Since the house pre-dates the opening of the quarries, they must have been formed by a local craftsman. 2nd owner, Albert Hoeft, a cabinetmaker and builder added the 'T' portion containing a dining room, kitchen and porch. Exterior has been little changed since then.

3. 170 E. Noyes St.

The original 1860 Greek Revival has an unusual three-story campanile with arched windows. Rev. Lark Southgate Livermore, a Baptist minister built the home. Shortly after, he left to become a chaplain in the Civil War. The tower was added by Rev. Ira Clark, the next owner. It was later owned by J.J. Woods, a prominent businessman, author and historian. His wife was one of a group of ladies that helped form the Wis. Federation of Women's Clubs with Lucy Morris. His daughter, Annabel, also a respected historian, lived here until the late 1960's.

Greek Revival 1820 – 1860

The Greek Revival style is an adaptation of the classic temple front employing details of either the Doric, Ionic, or Corinthian order. The columns

19. 170 N. Wisconsin St.

This Second Empire home was built in 1881 by Gilbert Rounds and is a unique style to Berlin. Mr. Rounds took care to select only the best for his new home, importing materials from Europe. Note the front dormer on the 3rd floor which used to look out over a balcony. It had to be removed around 1936 because of unsafe condition. The Rounds had some furniture made to fit their rooms; one bed had a headboard so high it was left behind by each succeeding owner. Mr. Rounds also built the first steam tug for use on the upper Fox River and he owned and operated one of the major cranberry marshes in the area among many other enterprises. He also used a steam boiler to heat his house.

Second Empire 1860 – 1890

The Second Empire style house is an imposing two or three story symmetrical square block with a projecting central pavilion often extending over the rest of the house. The distinguishing feature is the mansard roof covered with multicolored slates or tinplates. Classical moldings are details such as cornices, and belt course having great depth and are dramatized by different textures and colored materials. Windows are arched and pedimental, sometimes impairs with molded surrounds. First floor windows are usually very tall.

20. 160 N. Wisconsin St.

August Frohne built this large Eastlake style home in the early 1900's. It was later sold to M.W. Tusten who engaged Louis Stetter to install parquet floors throughout the home. 5 different woods were used in the design in the floors. Mr. Stetter created the floors of many of the Victorians on these tours. The entrance to the 1st parlor is framed with an unusual wood column and fretwork frame typical of the time.

Eastlake style – 1875 – 1895

This style is named after the famous English designer, Charles Eastlake, who was famous for making furniture decorated with fancy spindles. It serves as the transition between the Carpenter Gothic style of the mid- 19th century and Queen Anne style that it evolved into and superseded it by the 1890's. Eastlake details can be found on a variety of Victorian house styles. Some of the more fanciful Stick style have Eastlake buttons and knobs combined with the angular stickwork. Eastlake style homes can include a square tower, incised panels, machine cut friezes and decorative motifs. Stick Eastlake cottages and homes included some of these motifs but have no tower.

21. 133 N. Wisconsin St. (not marked)

Although not numbered this large frame home was built in the early 1900s by Frank Russell, one of a pair of brothers who figured large in Berlin's leather

the property from her aunt, Mrs. Anna Stewart, who lived next door at 179 N. Adams. She ran a bird banding station here for a number of years. The wide facade of this Colonial Revival creates an illusion of great size but the sides are only two rooms deep. Mr. Hitchcock had an insurance agency but is most remembered for his participation in local politics having served 6 terms as Mayor.

Neo-Classicism 1900 - 1920

Neo-Classicism is based on primarily the Greek and to a lesser extent the Roman architectural order. It is distinguished by symmetrically arranged buildings of monumental proportions. Colossal pedimental porticos may highlight the facade flanked by a series of colossal pilasters. When windows are employed they are large single-light sashes.

15. 179 N. Adams St.

This solidly built Italianate was built by Asa Newell, a retired lumber dealer in 1859. All the walls are made of brick, some as thick as 18". In 1868 it was bought by the Hulls for their daughter Anna, when she married Latham A. Stewart. Over the years much of the trim deteriorated and was removed. The belvedere was lowered to the lawn and used as a playhouse for quite a number of years. It was replaced to the roof in the last few years. Another owner was Doc Betchkal who ran the Opera House and raised harness racing stock, the most famous, Don Amillo The Lone Pacer, performed at fairs and exhibitions.

16. 127 E. Moore St.

This petite Queen Anne was built in 1903 by August Kramp for Perry Niskern, a prominent lawyer and county judge. The vertical siding was a new innovation at the time as Mr. Kramp delighted in doing unusual things. Note the unusual bay windows and how the windows 'pierce' the gables. There is beautiful oak trim throughout.

17. 102 W. Moore St.

Established in 1870, the Polish Catholic congregation of St. Stanislaus erected the new cream colored brick church in 1886, east of the first church built in 1872. It is a High Victorian Gothic style. The lannon-stone entrance façade was added in the 1940's. It was originally centered stairs flanked by brass, globed lamps. The steeple is the highest in the city and can be seen from several miles away. It is now privately owned and no longer used as a church.

18. 167 N. Wisconsin St.

Built in 1878, the hip-roofed cream brick Italianate served as a rectory for St. Stanislaus parish. Note the brick segmental arches and stone keystones over the windows. The Craftsman porch was a later addition. It still serves the Catholic community as a home for their priest.

support a full entablature (part sitting on the columns) and a low pitch pediment. The rectangular transom over the door was popular and often was broken by two engaged piers flanked by side lights that surround the door.

4. 159 Oak St.

Built in 1900 by the Jenne family, the exterior is little changed except for the squaring off of the once rounded porch. The six-sided tower, prominent gable, irregularity of plan, and variety of window shapes and sizes, characterize it as Queen Anne. The Jenne's owned an agricultural implement and creamery business. The matching garage was once a barn. A no longer used tank for storage of water is located in the attic. Two past owners were both elected to the State Assembly more than 50 years apart.

Queen Anne 1880 - 1900

The Queen Ann style is a most varied and decoratively rich style. The asymmetrical composition consists of a variety of forms, textures, material and color. Architectural parts include towers, turrets, tall chimneys, projecting pavilions, porches, bays and encircling verandas. The textured wall surfaces occasionally are complimented by colored glass panels in the windows. Elements and form from many styles are manipulated into an exuberant visual display.

5. 151 Oak St.

Chosen from an architect's pattern book, this home was built in 1903 by E. G. Longcroft on the newly opened street. Mr. Longcroft was a jeweler by trade and opened a store here in 1876. His children owned and lived in this home until about 1965. Their estates provide for projects benefitting the youth of Berlin. The local construction firm of August Ceman and August Kramp were the contractors. Mr. Kramp delighted in executing difficult architectural solutions and he built an ingenious support for the central second story walls by using a suspension beam from the roof to bear some of the load. Basically a 2 ½ story rectangular, symmetrical house on a high foundation, the dwelling has a shape distinctly different from those built a few years before.

6. 151 E. Park Ave.

This unusual Queen Anne was built in 1881 by William D. Williams, a wholesale produce dealer and commission broker. The peculiar hat-like tower houses ducts that go from basement to roof, with opening into the rooms - an early attempt at air conditioning. The former front doors were extra large and thick requiring three hinges per door. All hinges, doorknobs and other hardware are brass. Parquet floors were added around 1910 using four different kinds of wood. The woodwork in all the rooms is noteworthy. Eleven different moldings are fitted together to form the coves around the ceiling in the parlor, living room, dining room and hall. A later

owner, the Harry Hamiltons loved to entertain and one afternoon tea and reception in the side yard for 125 guests is well reported in the local paper.

7. 123 E. Park Ave.

The First Baptist Church claims its organization date as March 18, 1849. The original church building built on this lot was moved and the new brick church was dedicated in 1865 at a cost of \$7,000. It twice suffered major damage by fire and had to be rebuilt. A bell tower was removed in 1948. The congregation merged with the Union Church in 1974 and it became the Federated Church. The building served as Berlin's Senior Center for a number of years but is now privately owned.

8. 145 N. Adams St.

Jane Shumway, wife of Dr. D. H. Shumway, is listed as the first owner of this property. The home has gone through several redos. In 1851 it was a small story and a half Greek Revival with a single gable facing the street. In 1886 the house received the first of several redos adding the second floor and more than doubling the size of the house. The pressed tin mansard roof gave it a Second Empire appearance. That owner, Lew Smith, was one of the founders of the Berlin Fire Department in 1871. Lu Gillett, well known Berlin historian and author, made her home here with her family from 1937 to 2003. She grew up in the house at #11 – 157 N. Adams.

9. 144 N. Adams St.

A Gothic Revival and Queen Anne mix, Elijah Wadsworth built this home in 1871. Mr. Wadsworth was the first superintendent of schools for Berlin. The home has an enclosed spiral stairway that has remained intact through many owners and renovations. The next owner was George Fitch, then mayor of Berlin and a private banker with the firm of Sacket and Fitch. This bank became the First National Bank of Berlin. Mr. Fitch also was a partner in 2,500 acres of cranberry bogs. The home also served as a two family dwelling for a time.

10. 151 N. Adams. St.

This bungalow was built in 1914 by Fletcher Tallcott who started a sand pit east of town. The stuccoed exterior with half-timbers front gable is original. This lot was formerly part of the estate next door at 159 N. Adams.

Bungalow Style 1890 – 1940

The typical bungalow is a one-story house with gently pitched broad gables. The lower gable usually covers an open or screened porch and a larger gable covers the main portion of the house. Rafters, ridge beams and purlins extend beyond the wall and roof. Wood shingles are a favorite exterior along with stucco or brick. Exposed structural members and trim work usually are painted but the shingles are left

in a natural state or treated with earth-tone stains. Shingled porch railings often terminate with a flared base.

11. 156 N. Adams St.

Dewitt Benham, Berlin's first attorney, built this Italianate in 1858 of local brick. The exterior looks much as it did when it was built. Mr. Benham married Sarah Noyes, daughter of Thomas Noyes, Nathan Strong's partner in the establishment of Berlin. Theirs was the 2nd wedding in the new settlement. The Benhams sold the house in 1861 when Benham enlisted for the Civil War. Stillman Wright was the next owner, a Berlin businessman in a number of enterprises. He and his sons ran a flour mill for a number of years. He died in 1903 and his widow continued to live in the house for 19 more years. Frank Chapman purchased the home in 1924 and rescued it from its derelict condition. Mr. Chapman founded the Berlin Chapman foundry, still a viable business today. Typical of Italianates the first floor windows are all doors. The belvedere is reached by a winding staircase to the 3rd floor.

12. 159 N. Adams St.

This 1863 Italianate was built by Reese T. Rease a local businessman. It's current owners used old photographs of the home to restore it to its original grandeur including rebricking with 22,000 new bricks and building a new belvedere to match the original. The veranda along the front was also replaced having been removed by a previous owner. The interior was greatly freshened by the new owners also. All rooms on the first floor were painted green when they bought it.

Italianate 1840 – 1880

The Italianate style is a rectangular (almost square), two or three story house with very wide eaves usually supported by large brackets, tall, thin first-floor windows, (which are really doors) and a low-pitch hip roof topped with a cupola or belvedere. The formal balance of the house often is accentuated by pronounced moldings and details. A central one-bay porch or long porches also are evident in the style.

13. 169 N. Adams St.

A fine example of vernacular Eastlake, a common classic style of home built in Berlin in the Victorian era. Eastlake design elements are carried throughout the entire house, both interior and exterior. The front porch was restored in the late 1990s.

14. 175 N. Adams St.

Employing the Ionic order of Greek architecture this house illustrates the Neo-Classical Revival style, a new look in buildings replacing the Victorian styles after the building of the 20th century. This home was built in 1911 as a wedding gift to Nancy Argall on her marriage to Charles Hitchcock. Nancy had inherited

Welcome to Berlin Wis' Walking Tour.....



Established in 1848 this central Wisconsin city, situated on both sides of the upper Fox River, is rich in lovely 19th century homes. Most have been maintained in all their Victorian splendor. In May of 2005 the Nathan Strong Park Historic District was formed calling attention to this unique neighborhood.

Within a few blocks, the walking tour covers many fine examples of Berlin's early homes. In the center of this Victorian neighborhood is a charming park, a gift from the city's founder, and features a band stand, a restored three tiered fountain, a Civil War monument flanked by a pair of authentic Civil War cannons and a State of Wisconsin monument to one of the city's more famous residents who lived in one of these homes. Nathan Strong Park has been the scene of band concerts, picnics, weddings, holiday events, and a daily stream of children and adults.

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brief description and history. Many people ask where the wealth came from to build these homes. As you read the histories you will see that many were involved in the cranberry industry. Wisconsin's commercial cranberry industry was started right here in the Berlin Area.

We invite you to walk either the Green tour or the Red tour, or both. The numbers and colors correspond to the numbers on the structures. The maps indicate the tour routes.

Remember, the homes are all private residences. PLEASE CONFINE YOUR VIEWING TO THE FRONT SIDEWALK. Thank you.

Green Symbol Tour

1. Nathan Strong Park

This block square was given to the citizens by Nathan Strong and was known as "City Park" for many years. The Civil War memorial was erected by the John H. Williams Post of the Grand Army of the Republic (GAR) and the Woman's Relief Corp in 1894. This post was the oldest in the nation. The stone base features some of Berlin's own granite. The band stand was erected about the same time. The two cannons are on permanent loan from the U.S. government. In the 1960's the 3-tier fountain was rebuilt by the Grow'em & Show'em Garden Club.

2. 180 and 184 E. Huron St.

These twin Italianate homes were built in 1872 by brothers Horace and Henry Miner. They married the Montaque sisters and built the mirror images homes on a lot and a half. Henry, whose house is the corner one, operated a notions store and Horace was a partner in a book store and a cranberry marsh. The 2nd house still sports its original front entrance and ornate portico.

Italianate 1840-1880

The Italianate style is a rectangular (almost square), two or three-story house with very wide eaves usually supported by large brackets, tall thin first-floor windows, and a low-pitch hip roof topped with a cupola or belvedere. The formal balance of the house often is accentuated by pronounced moldings and details. A central one-bay porch or long porches also are evident in the style.

3. 179 E. Huron St.

This two-story framed Italianate was built in 1858 by Nelson F. Beckwith and was named to the National Register of Historic Places in 1990. Beckwith also built the hotel on the corner of Wisconsin and Huron in 1864 and named it "Beckwith House." (Now The Whiting which is also on the National Register). The house was purchased in 1929 by Fred Scobie who added the iron and brick fence, among other

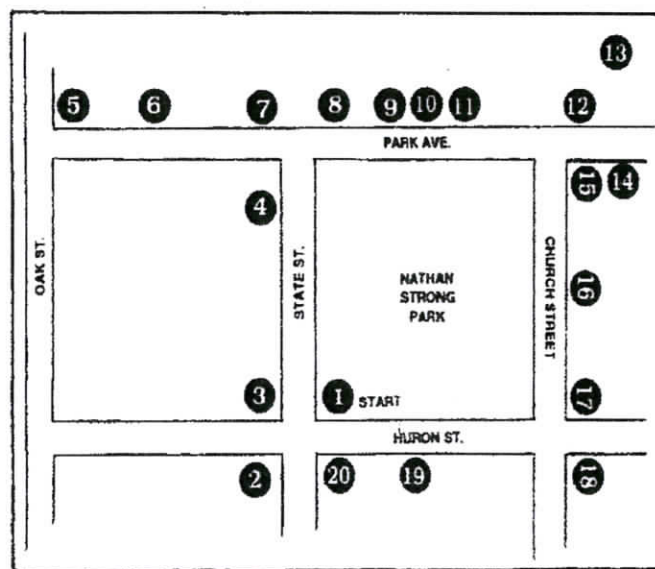
in the tower came from an even earlier church built in 1851. Interestingly there has never been a one denominational congregation using this church hence the name 'Union' and now 'Federated.'

Eastern Stick Style 1860 – 1890

The asymmetrical composition of the Eastern Stick style is highlighted by functional-appearing decorative 'stick-work.' Steeply pitched gable roof, cross gables, towers and pointed dormers, and large verandas and porches are also characteristic. The resulting pattern of vertical, horizontal and diagonal boards applied over horizontal siding becomes highly decorative. Oversized and unornamented structural corner posts, roof rafters, brackets, porch posts and railings complemented the decorative 'stick-work.'

This guide is courtesy of The Berlin Area Historical Society & The Berlin Chamber of Commerce

berlinareahistoricalociety.com



15. 122 N. Church St.

The home was built by Henry Walker, a carpenter by trade around 1891 or 1892. The second owner was John Krahling who had a men's clothing store on Huron St. The present owners have lived here since the early 1940's.

16. 112 N. Church St.

This vernacular clapboard is almost as it was when built around 1895. There have been only 3 owners of this property with the first, the J.A. Murkley family owning it for 65 years. The house was added to during that time as the family grew. Porches and trim at the roof peaks are original. Note the pink stain glass window in the front.

17. 104 N. Church St.

This house was torn down in 2013 after a fire damaged the structure.

18. 104 S. Church St.

Arthur Johnson, an early Berlin businessman, bought this property in 1852 but did not build the house until about 1872. The property remained in the Johnson family for 101 years until 1953. Mr. A. Johnson came from Ireland and was one of the founders of the Masonic Lodge. He served as Berlin's Postmaster for ten years. The home is a mix of styles mainly Italianate. Note the unusual hooded window on the 2nd floor. Altered brickwork along the north wall indicates window changes perhaps when William Johnson inherited it around 1888.

18A. 212 E. Huron (not marked)

Robert A. Christie, President of the First National Bank in Berlin constructed this two story vernacular home built around 1897-98 on a mound to give it even more prominence. During his tenure the bank greatly expanded and he oversaw the enlarging and modernizing of the bank facility. He had served as cashier for the bank for over 20 years before becoming President.

19. 204 E. Huron St.

Mr. Fred Sacket, the builder of this home, was one of the owners of the Sacket Cranberry marsh north of Berlin. It was one of the largest of the early marshes. The home was built around 1885. Only the gable trim is original. Sacket kept very detailed records and receipts were found that indicated the porch was added for a cost of \$84.35 in 1895. The property was owned by the Sacket heirs until around 1951. The 2nd owners had it from 1951 to the early 2000s. His brother, Charles, once lived in the house across the park at #11 217 E. Park.

20. 116 S. State St.

Originally the Union Church, this exceptionally fine example of stick style Queen Anne was built in 1898. It replaced an earlier church with the stained glass windows coming from this earlier church. The bell

improvements and later sold to Lew & Virginia Walker in 1944 who put it on the Register. The Walkers owned this home until 2008 The present owners have renamed this 'Beckwith House' and offer it as a B & B.

4. 121 N. State St.

This Gothic Revival/Queen Anne home was built in 1854 as a wedding gift from her father, master craftsman, John Ayers, when Martha Ayers married Ezra Wheeler. Mr. Wheeler was an attorney, judge and politician. He is credited as being one of the men who brought the railroad to Berlin in 1857. He was a Democratic congressman during Abraham Lincoln's presidency.

A later resident, Jennie P. Brown established the Brown-Wilcox Retirement Home as a memorial to her husband and mother. Another owner, Dr. Earle Johnson was an optometrist in Berlin for over 50 years. When he retired he donated his collection of old eyeglasses and instruments to the Milwaukee Museum. The original two-story porch was replaced sometime in the early 1960's.

5. 165 E. Park Ave.

This eclectic mix home, typical of Victorian architecture, was built in 1875 by Deville L. Harkness who managed the Berlin Woolen Mills and also served as fire chief and mayor. Mr. & Mrs. Fred Wright added the wrap-around porch and the side pergola in 1908 when they purchased the home. Mr. Wright founded Berlin Finance Co. and later served as president of the First National Bank.

6. 169 E. Park Ave.

One of the oldest residences in the city, this Gothic Revival was built in 1849 by John Ayers, a master builder who also built other homes in the city including the one at 121 N. State St. and the first Federated Church. The bargeboard trim is original to the home. It originally was further back on the lot but moved forward in 1885 by Hollis Stedman, second owner. The Stedmans operated steamboats traveling the Fox River between Berlin and Oshkosh. The Stedman children lived in this home until about 1965.

7. 181 E. Park Ave.

This only example of Romanesque Revival in Berlin was built by Mr. Charles Wright in 1893 and well documented in the local paper. He owned a sorghum and rye mill and cooperage. The mill building is still located near the Franklin St. bridge downtown and houses Saving Grace Salvage & Vintage. The brick home has examples of Berlin and Redgranite stone in the lintels, sills and trim and cost "upwards of \$6,000." The original entry was on State St. Charles was a brother of Fred Wright whose home was at 165 E. Park Ave. There was once a tank on the 3rd floor to catch rainwater for use in the house.

Richardsonian Romanesque 1870-1900

Richardsonian Romanesque houses, following the

examples of H.H. Richardson (1836-1886), are characterized by a straightforward treatment of stone, broad roof planes and a select distribution of openings. The overall effect depends on mass, volume, and scale rather than enriched or decorative detailing. The façade is punctuated with transomed windows set deeply into the wall and arranged in groups in a ribbon-like fashion. Towers are short and chimneys are usually squat so as not to distract from the solid shape of the house.

8. 195 E. Park Ave.

This Colonial Revival eclectically combined architectural mix was built around 1866. It has a Berlin granite foundation and denticulated trim on the exterior. One thought is that this home's original entrance was also on State St. and moved when the porch was added. The etched glass front door was custom designed by a previous owner. The right parlor has 5 different woods used in the inlaid floor.

9. 199 E. Park Ave.

This Queen Anne/Shingle style home was built in 1894 by Henry Laing, a Scotsman and manager of one of the large cranberry marshes. His brother, James, who was a master ship builder, assisted in the building. It was originally a story and a half and expanded to a full two-stories in the early 1900's. It had a plain entrance on the east side of the house. Home was purchased in 1937 by the Barney Swans and extensively remodeled in the interior but mostly unchanged on the exterior. The present owners are only the third family to occupy the house.

Queen Anne Style 1880-1900

The Queen Ann style is a most varied and decoratively rich style. The asymmetrical composition consists of a variety of forms, textures, material and color. Architectural parts include towers, turrets, tall chimneys, projecting pavilions, porches, bays and encircling verandas. The textured wall surfaces occasionally are complemented by colored glass panels in the windows. Elements and form from many styles are manipulated into an exuberant visual display.

10. 209 E. Park Ave.

One of our most photographed homes, this exuberant Queen Anne was built in 1882 by the Robert Holmes family on the occasion of their daughter's marriage to Mr. David Junor. Mr. Junor was the proprietor of the *Berlin Courant*, a local newspaper and later principal of Berlin High School.

It was sold to the Charles Morris' in 1887. Mrs. Lucy Morris was active in civic, state and national organizations during one of the most exciting periods of the women's rights movement. She helped found the Wisconsin Federation of Womens Clubs and served as its first president and served as secretary of the General Federation of Women's Clubs. Mrs. Morris added many embellishments to this impressive home. There is a marker in the park in front of the house commemorating Lucy's accomplishments.

It was later owned by Charles Smith, president of Truesdell Furs and his wife Louise Sacket Smith whose family owned one of the areas largest cranberry marshes. They added the side veranda and an elevator that is still in the home today. In 1964 it was sold to the Koch family whose son still owns the home today.

11. 217 E. Park Ave.

One of Berlin's best examples of Greek Revival architecture. It was built in 1854 by Horatio Ward and later home to several prominent families including George Sacket owner of one of the area's largest cranberry operations. His brother lived across the part at 204 E. Huron. Note the Greek pediment and heavy cornice. The porch was added in 1904 when adding a porch was universally popular. Windows along front are actually doors. The original carriage house/stable is located in the back.

Greek Revival 1820 – 1860

The Greek Revival style is an adaptation of the classic temple front employing details of either the Doric, Ionic or Corinthian order. The columns support a full entablature (part sitting on the columns) and a low pitch pediment. The rectangular transom over the door was popular and often was broken by two engaged piers flanked by side lights that surround the door.

12. 243 E. Park Ave.

A reasonably well-preserved example of a cube-form, low hip-roofed Greek Revival. This house has been updated in recent years, removing a summer kitchen and adding the new kitchen and great room. The front door came from a home on the west side that was torn down.

13. Berlin Quarries

(about 3 blocks to the East next to Oakwood Cemetery)

Berlin's quarries began to be mined in 1884 by the Wisconsin Granite Co. The stone is actually rhyolite with a crushing strength of 47,674 lbs. per sq. inch. Workers from Scotland, Wales, Italy and Poland came to work the quarries. In the peak years there were about 400 employees working here. The main use was for street paving but also buildings and monuments including President McKinley's tomb. Several examples of the stone are found around the city in foundations, walls and buildings. The quarries closed for good in 1924 when paving stone was rapidly being replaced by asphalt and concrete.

14. 246 E. Park Ave.

The first Catholic congregation organized in Berlin was St. Joseph's, formed in 1851 by about 15 Irish families. This church is faced with Berlin rhyolite and was built in 1908 on the site of an earlier church. It is no longer used by the Catholic church in Berlin and is privately owned. Note the beautiful round window at the front of the church.



Tourism Grant Event or Project Application

Contact Person SUSAN TRAMPF
Organization ACHIEVING A BETTER COMMUNITY, INC (ABC GROUP)
Address 412 ELM ST 501(C)(3)
City BERLIN Zip Code 54923
Phone (920) 229-4139 Fax () _____ Email xtaprasue@yahoo.com

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: BERLIN'S CHRISTMAS PARADE & THE LIGHTING OF THE PARKS. OVER 100 TREES WILL BE IN NATHAN STRONG PARK & FORSYTH PARK. EACH TREE WILL BE DECORATED BY PEOPLE, ORGANIZATIONS & BUSINESSES. PARADE THEME "TIS THE SEASON TO BE THANKFUL." WILL HAVE MANY FIRETRUCKS, AMBULANCES, POLICE CARS, ETC
2. Date of event or project completion: PARADE & LIGHTING NOV 18, 2021 PARK IS LIT 4PM JAN 3rd
3. Is this a new event? If so, describe your organization's history; if the event has happened before, please tell its history: 1st TIME THAT WE WILL DO PARADE. LIGHTING THE PARK IS ABOUT 10 YEARS OLD. WE WANT VISITORS TO SEE OUR BEAUTIFUL PARKS & SHOP DOWNTOWN
4. Estimated number of attendance in past: 1,000 Projected: 1,500
5. Estimated percentage of participants or audience from outside of the City of Berlin: 50
6. Describe how the requested funds will be used: ADVERTISING, MAILINGS, SIGNAGE, POSTERS, BANNERS, MUSIC BANDS
7. How will this project bring overnight stays to the City of Berlin? WE HOPE FAMILIES WILL SHOP OUR LOCAL STORES, WATCH THE EVENING PARADE, STROLL THRU THE LIGHTED TREES, STAY OVERNITE, THEN STROLL THE PARKS IN DAYLIGHT, & SHOP AGAIN! ENCOURAGE THEIR FAMILIES & FRIENDS TO COME TO BERLIN!

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

ATTENDANCE ON THE SIDEWALKS FOR THE PARADE + MANY PEOPLE
STROLLING THE SIDEWALKS IN THE PARKS. THE TREES WILL BE LIT & CHRISTMAS
MUSIC PLAYING FROM NOV 18th thru JAN 3. MANY PEOPLE COME FROM OUT OF TOWN
THEY ARE SO SURPRISED THAT A SMALL TOWN HAS SUCH A BEAUTIFUL EVENT

9. Where are you planning to advertise the event:

GREEN LAKE, FDL, WINNEBAGO, OUTAGAMIE, MARQUETTE, DODGE COUNTIES

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: TV CHANNEL 2 COVERS OUR EVENT

11. Which month(s) do you plan to advertise? SEPT OCT NOV DEC

12. Amount Requested: \$200 (OR MORE IF AVAILABLE)

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

MAILINGS, FORMS, POSTAGE, ADS \$400

SCHOOL BANDS FOR PARADE \$800

SIGNS + BANNERS, \$300

\$1500

Authorized Applicant Signature:

Sueann Trampf

Title:

Board Chairman



Tourism Grant Review Form

Title of Event or Project: _____

Organization: _____

Event Date: _____

Grading System: 1= Not likely 2= somewhat likely 3= Likely 4= very likely 5= extremely likely

EVENT

Application show 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
Application shows project can eventually be self- sustaining	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
Promotion will draw Midwest media attention	1	2	3	4	5

Total Points x2: _____

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
Application shows overnight stays	1	2	3	4	5

Total Points: _____

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

New Event: this project is new to the area and goes beyond organizations scope of services	1	2	3	4	5
Existing Event: Is reaching new market, new demographic or using new media to expand	1	2	3	4	5
Sales Promotion: Shows significant incentives to draw visitor during should season	1	2	3	4	5

Total Points: _____

Total Points from Review

TRAVEL AND TOURISM COMMISSION

	<u>Inc/Exp</u>	<u>Balance</u>	<u>Ck #</u>	<u>Ck Date</u>	<u>Description</u>
2020 Revenue	\$ 3,424.00	\$ 3,424.00			
2020 Expense: GLCVB (Chamber Pd via Room Tax)	\$ (1,200.00)	\$ 2,224.00			Membership Dues
2021 Expense: GLCVB (City Paid)	\$ (1,250.00)	\$ 974.00	65497	2/21/2021	Membership Dues
2021 Riverside Motel 1st Qtr	\$ 236.59	\$ 1,210.59			
2021 House on Park 1st Qtr	\$ 15.52	\$ 1,226.11			
2021 House on Park 2nd Qtr	\$ 143.39	\$ 1,369.50			
2021 Riverside Motel 2nd Qtr	\$ 351.80	\$ 1,721.30			
2021 AIRBNB 2nd Qtr	\$ 255.96	\$ 1,977.26			

Note: Commission formed by ordinance on Aug 11, 2020.