



March 4, 2026

Report to the Wauwatosa Board of Parks and Forestry and the City Officials 2025

Tosa Tonight's mission is to create a stronger sense of community in Wauwatosa through the arts and an on-going, self-sustaining culturally enriching series of live concerts at the Rotary Performance stage. Tosa Tonight continues to be a passionate advocate for the arts by professionally operating and booking a diverse and wide-ranging set of entertainment acts. These enhance the quality of life for all attendees and the City of Wauwatosa. Tosa Tonight has been backed by a group of long-term, dedicated sponsors, including Froedtert and the Medical College of Wisconsin, Waterstone Bank, Leff's Lucky Town, Blackshoe Hospitality, Celtic MKE and many other local businesses and individuals.

History and Background

In 2025 Tosa Tonight celebrated its 25th year of offering free summer music concerts and entertainment to the residents of Wauwatosa and neighboring communities.

The initial beginning of these summer concerts actually dates back to 1997 with outdoor concerts at the Kneeland-Walker Historical Society grounds. This led to the creation of Tosa Tonight in 2020, starting with a small, four concert series. What basically started as a backyard concert has grown to a nine-concert series, which is a staple in the Wauwatosa community and recognized as one of the best, innovative summer music series in the Milwaukee area. Tosa Tonight's efforts focus on featuring a diverse set of talent and music with an effort to identify, support and promote local talent. As Tosa Tonight has grown in popularity, national and international acts have been added to round out the series.

Tosa Tonight's small group of dedicated volunteers, with their unique mix of knowledge and expertise, has made a noticeable contribution to strengthening and promoting community spirit. This group of

people set in motion the opportunity for the city and Wauwatosa businesses to rally behind an ambitious project to build an outdoor performance pavilion that utilizes the Hart Park flood mitigation area. After several years of planning, and fundraising led by the Wauwatosa Rotary Clubs, in cooperation with Tosa Tonight and City officials, the Rotary Performance Pavilion officially opened on June 24, 2009. With the substantial support of Waterstone Bank and the continued annual sponsorship of Froedtert and the Medical College of Wisconsin, who has served as Tosa Tonight's Signature Sponsor since 2003, they entered a new era in their mission to improve the musical and cultural traditions in Wauwatosa. In 2019, a mutual agreement was implemented between Tosa Tonight and the City of Wauwatosa confirming that the City would manage and receive proceeds from stage rentals for all non-Tosa Tonight dates.

2025 Season Recap

The 2025 season was a remarkable and memorable season. Tosa Tonight celebrated its **25th anniversary** of bringing the community together on Wednesday nights to listen to high-quality and diverse music! During the August 6th concert, we marked this milestone with a special on-stage celebration alongside our loyal audience, joined by representatives from the City, Police Department, Sponsors and members of the Tosa Tonight Board.

On August 10th 2025, the Rotary Stage was affected by the flood as the park was completely flooded. Together with the City and Parks Department, Tosa Tonight was able to find an alternate location for the last concert on August 13th to close out our anniversary season. Special thanks to everyone who played a part in making this possible. We also extend our appreciation to the Parks Department for their support and assistance with storing of Tosa Tonight assets during the stage cleanup.

2025 Board of Directors

- Jenny Hauser – Executive Director
- Katja Wood – President
- Thea Vorass – Vice President
- Tom Leu - Treasurer
- Pam Simon - Secretary
- Mike Collins – Board Member
- Jim DelBalso – Board Member
- Forrest Doolen – Board Member
- Joe Duffey – Board Member
- Pete Holtz – Board Member
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- Jon Neikirk – Board Member
- Zac Shipley – Board Member
- Peter Skavanis – Board Member
- Hillary Wilke – Board Member

2026 Tosa Tonight Schedule

In 2026, Tosa Tonight will continue its summer concert series with a wide-ranging and diverse set of entertainment, representing multiple genres to attract more than 20,000 guests annually. As in prior years, we will continue with the nine-concert schedule and a 10th date earmarked as a potential rain date.

2026 Concert Dates:

- June 17
- June 24
- July 1
- July 8
- July 15
- July 22
- July 29
- August 5 (Tosa Night Out)
- August 12 (Irish Fest Night)
- August 19 (Rain Date)

Marketing

Following last year's Tosa Tonight website (tosatonight.com) upgrade in preparation for the 2025 anniversary season – designed to better serve our community, sponsors and performers - we will continue to leverage our enhanced online presence through the following marketing strategies:

- Posting on social media channels with both organic and paid intent.
- Distributing series posters and yard signs to businesses and sponsors for display.
- Leveraging press for earned media in local publications like Tosa Connection, Shepherd Express and/or On Milwaukee Magazine.
- Develop stronger partnerships with Discover Wauwatosa and VISIT Milwaukee.

Tosa Tonight appreciates the continued support of the City, the businesses and residents of Wauwatosa. The Concert Series and the Rotary Stage are truly great assets and are a recognized jewel in the Village of Wauwatosa. We look forward to providing our Wauwatosa Community with continued safe and family-friendly entertainment in the summer of 2026.

Respectively Submitted:

Katja Wood - President