

CITY OF WAUWATOSA
MEMO



To: **Tourism Commission**

From: **Beth Gleesing, Tourism Specialist**

Date: **September 9, 2024**

Subject: **2025 Budget**

A. Issue

Presentation of the proposed 2025 budget

B. Background/Options

Hotel/motel tax is the revenue source for the Tourism Budget. State statute directs the use of hotel/motel tax revenue in Chapter 66.0615. A portion of the hotel revenue funds the general fund budget, as permitted by state law, and the remainder is the budget of the Tourism Commission.

Hotel tax revenue for the Tourism Commission in 2025 is forecasted at \$1,400,000 with an additional transfer of \$25,000 from the Civic Celebration. The main goal of the 2025 budget is to continue to focus on marketing Wauwatosa as a tourism destination, attract meetings & events business, maintain a public art focus, and reach new audiences through new media channels and new events.

Staff proposes the following items for the 2025 budget:

Budget item	Amount	Notes
<i>Transfer from general fund</i>	<i>\$1,400,000.00</i>	
Pay & benefits	\$203,612.50	Includes full-time Tourism Specialist and portions of the Deputy City Administrator, Communications Manager, Communications Specialist, Office Assistant, and Intern as they complete work for Tourism.
Operating expenses	\$665,788.10	AOR & VISIT Milwaukee contracts, auditing, STR report, digital signs, mural upkeep, and website hosting
Other expenses	\$324,200.00	Wauwatosa marketing, Tosa Restaurant Week, ART 64, professional development, office supplies, postage, printing, Thomas Dambo installation costs, DPW and PD costs for events
Internal charges	\$6,211.00	IT and Municipal Complex rent
Civic celebration	\$25,000.00	
Contribution to operations stabilization fund	\$0.00	
Contribution to capital fund	\$135,188.40	
Contribution to Opportunity Fund	\$40,000.00	
SUM	\$1,400,000.00	
BALANCE	\$0	

C. Strategic Plan (Area of Focus)

The proposed 2024 budget aligns with Section 66.0615 of the Wisconsin Statutes:

- Tourism promotion and development

The proposed budget aligns with the following items in the city's adopted Strategic Plan:

- Economic Development and Financial Resilience:
 - Ensure Wauwatosa is a hub for economic diversity and innovation
 - Promote and support local businesses and anchor institutions

D. Fiscal Impact

The 2025 budget estimates total revenue and expenses of \$1,425,000. The Operations Stabilization Fund is fully funded for 2025 and does not require a contribution to maintain the required balance based on 2025 operating expenses. This will allow for the establishment of an Opportunity Fund. The Opportunity Fund will provide Wauwatosa hotels the ability to apply for financial support in order to secure large group business. Parameters for use of the fund will be defined and adopted by the Tourism Commission in 2025. Staff is also requesting the addition of an intern to assist with marketing initiatives and website maintenance.

E. Recommendation

Staff recommends the commission adopt the budget as described.