DISCOVER WAUWATOSA

2025 Annual Report

In 2025, we deepened our commitment to establishing Wauwatosa as a premier art tourism destination with the addition of large scale public art on the city's west side. This vibrant new space features a striking 24-foot Troll sculpture and five unique art benches, quickly becoming a favorite among visitors. As a result, we experienced record-breaking park attendance along with a significant boost in community engagement and online growth. We're excited to build on this momentum in 2026.



2025 OVERVIEW

- 2024 Holidays in the Village
- Tosa Restaurant Week
- Public Art Installations at Firefly Grove Park
- ART 64®
- Google Search
- Community
- Looking Ahead



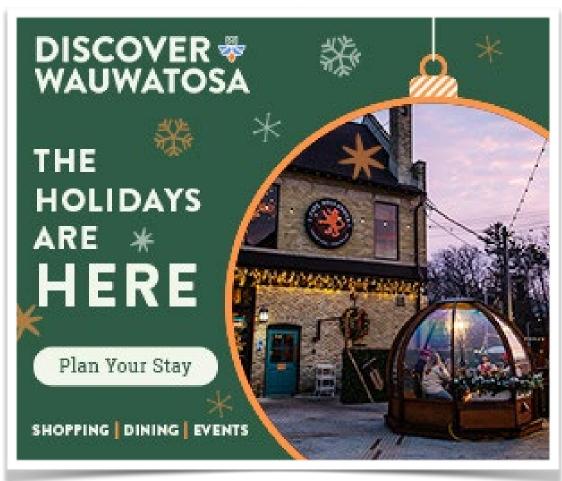
DECEMBER 4-22, 2024



OVERVIEW

- Campaign developed to promote shopping, dining and the Christkindlmarkt
- Introduced in 2024, the Wonderlight Walk connected extra parking to the Christkindlmarkt and transformed our park spaces into a winter experience.
- Paid media ran 11/1 12/21 (overnight markets) and 11/25 - 12/21 (local/inmarket)







Economic Impact

Category	2023 Visits	2023%	2023 Economy Impact	2024 Visits	2024%	Visits YOY Increas e	% Change	2024 Economic Impact
Local	6,931	40%	n/a	7,333	29%	402	6%	n/a
Daytrip	8,727	50%	\$654,525	14,067	56%	5,340	61%	\$822,126
Overnight	1,851	11%	\$405,369	3,754	15 %	1,903	103%	\$1,055,025
Total	17,509	100%	\$1,059,894	25,154	100%	7,645	44%	\$1,877,151

 Holiday Marketplace resulted in \$1,877,151 economic impact according to Travel Wisconsin calculations for Daytrip and Overnight visits*

*Visit Category definitions:

- + Daytrip: 50 miles and under (Zartico Definition) \$75 Economic Impact (Travel Wisconsin) (Visits Source Placer.ai)
- + Overnight: 51 miles and over (Zartico Definition) \$215 Economic Impact (Travel Wisconsin) (Visits Source Placer.ai)
- + Local: Wauwatosa (6 zip codes)
 - 53213, 53226, 53208, 53208, 53222, 53210, 53225

Origin Markets - Overnights

2024	% of Overnights Market		
Madison	27%		
Chicago	21%		
Green Bay-Appleton	13%		
Minneapolis - St. Paul	5%		
Boston, MA	4%		
Wausau - Stevens Point	4%		
Los Angeles, CA	3%		
Rockford, IL	3%		
Denver, CO	2%		
Omaha, NE	2%		
La Crosse - Eau Claire	1%		
	85%		

Paid Media

RESULTS

- Over 2.8M impressions
- FB + IG campaign generated over 20K clicks to learn more
- In Market Google Search had a 44.31%
 CTR* (over 8x the industry average)



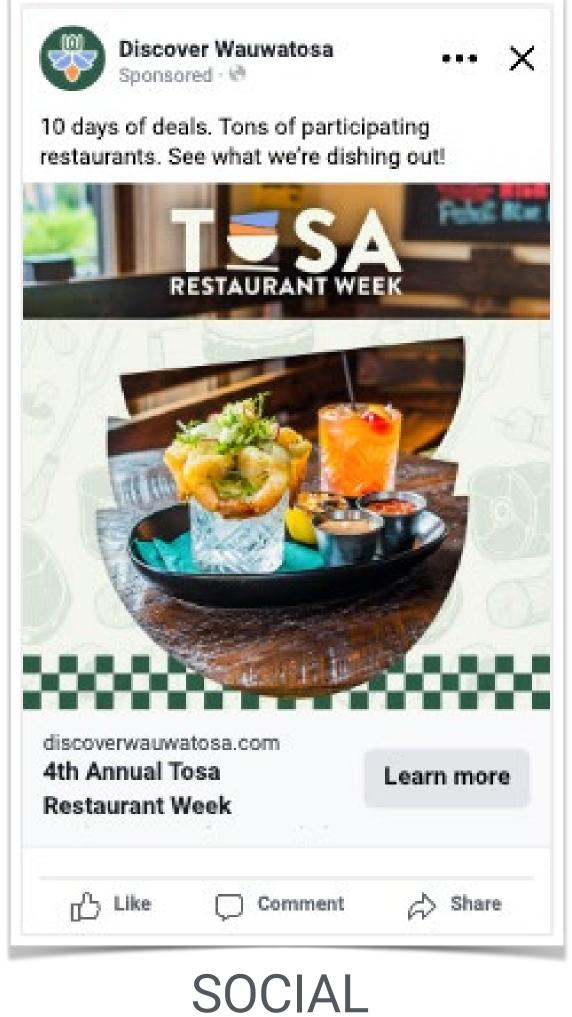
MARCH 13 — 22, 2025



2025 In-Market Posters + Paid Social













Paid Media

RESULTS

- Over 1.5M impressions on FB/IG
- FB + IG campaign generated almost 30K clicks to the dedicated landing page
- Local partnerships with OnMilwaukee, Milwaukee Magazine and Shepherd Express had above average engagement resulting in over 16K in additional clicks, opens and shares

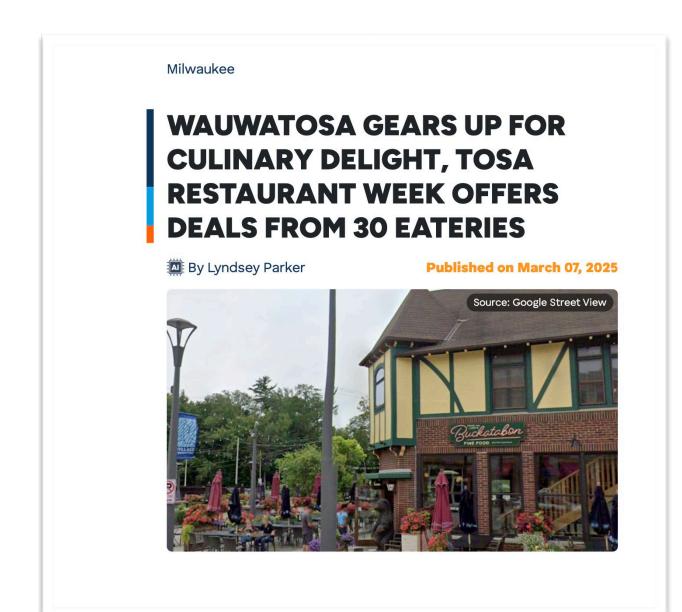


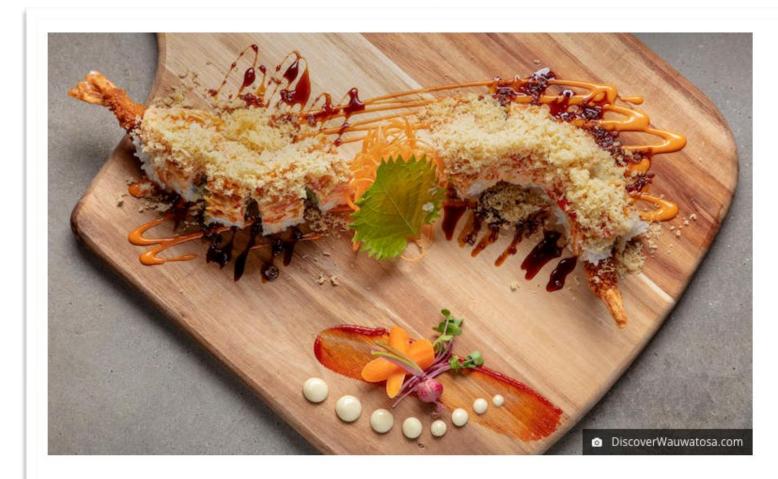


Earned Media

RESULTS

- Record number of participating businesses (30)
- Total reach: 11.6M
- Featured on Milwaukee Record, Hoodline, CBS 58, WISN12 and What's on Tap





Tosa Restaurant Week brings food, drink specials to more than two dozen Wauwatosa businesses



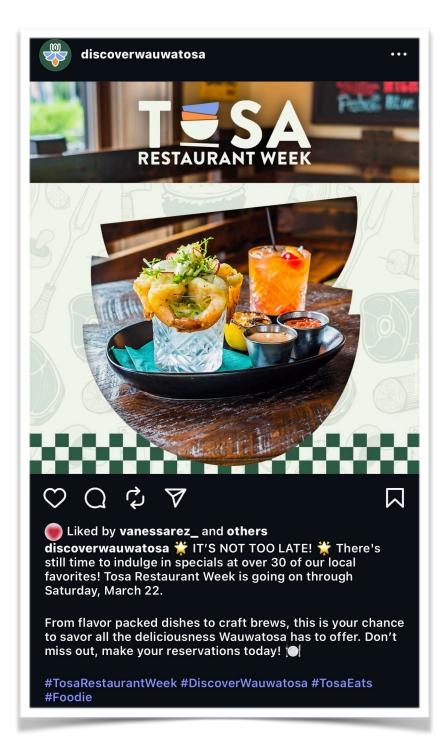
Influencers

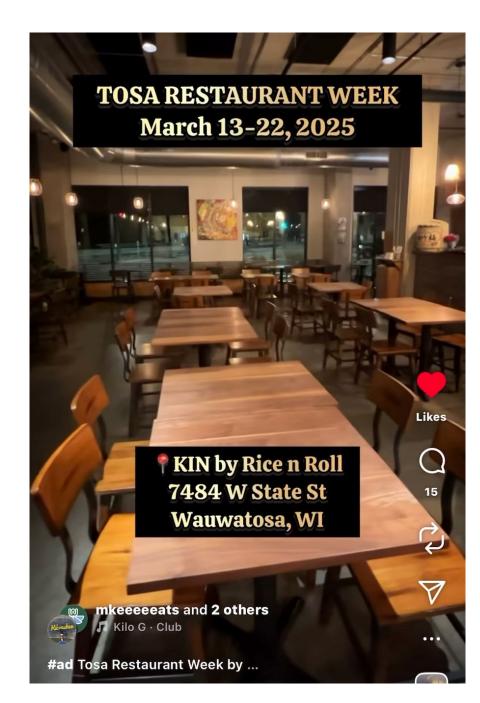
RESULTS

3 influencers generated:

- 5 posts
- 1.7K Engagements
- 152.6K Reach
- \$25.5K Estimated Media Value





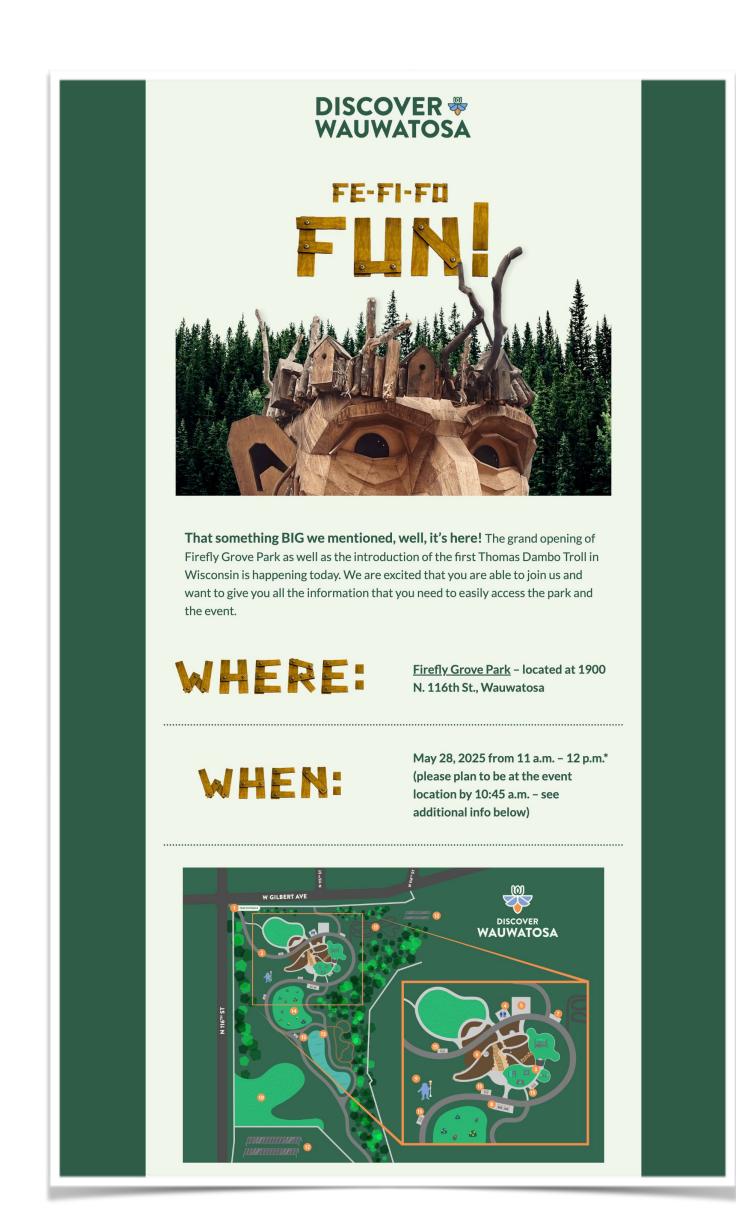


PUBLIC ART INSTALLATIONS AT FIREFLY GROVE PARK



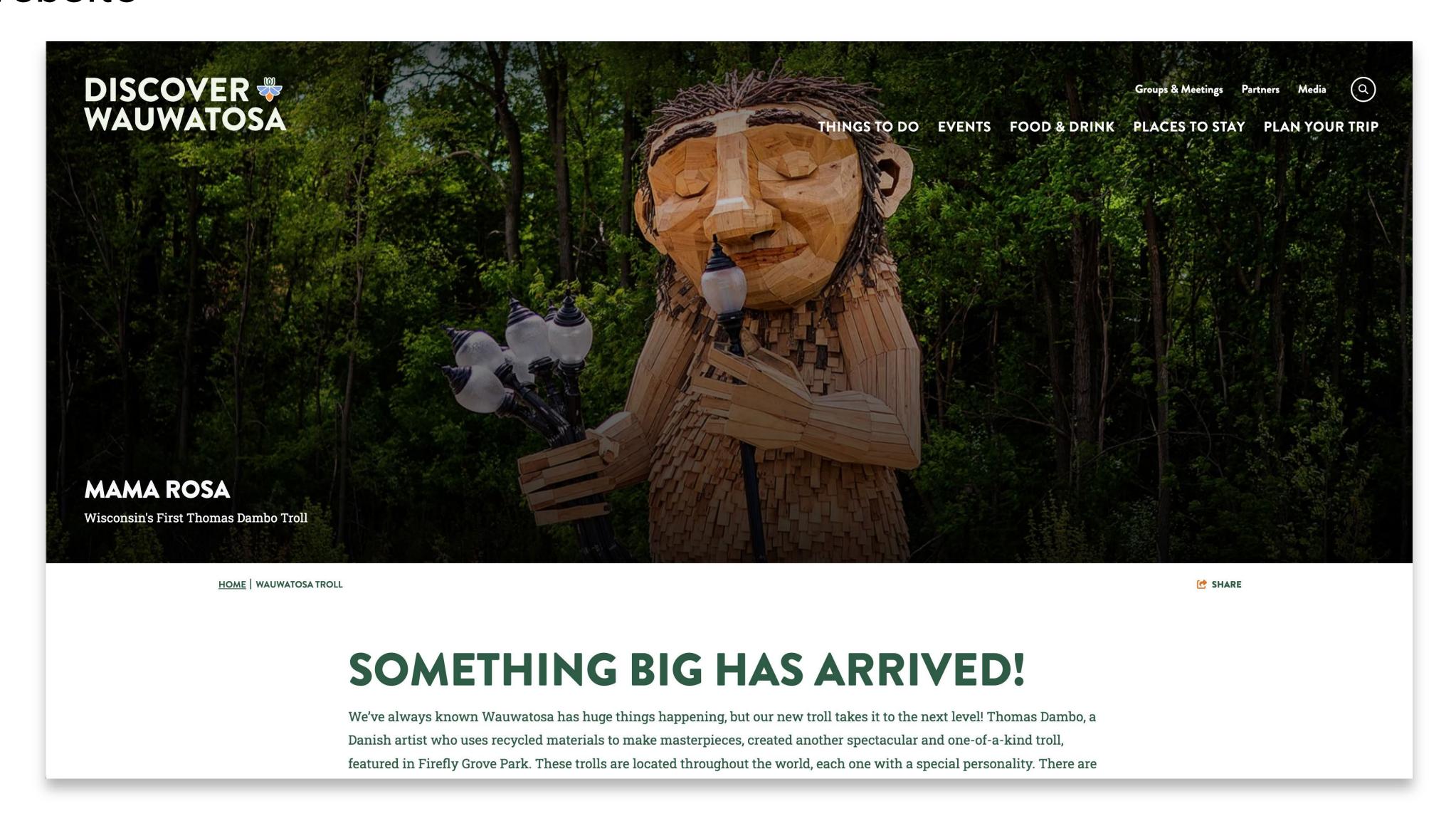
Grand Opening

- May 28, 2025
- RSVPs included over 150 attendees (despite the rain!)





Website



Website



Website

RESULTS

Traffic Overview - compared to last year

Total users

966

248.7%

Sessions

1,070

£ 253.1%

Views

1,703

265.5%

New users

846

242.5%

Sessions per user

1.14

1 0.5%

Engagement rate

66.6%

12.2%

Website

RESULTS

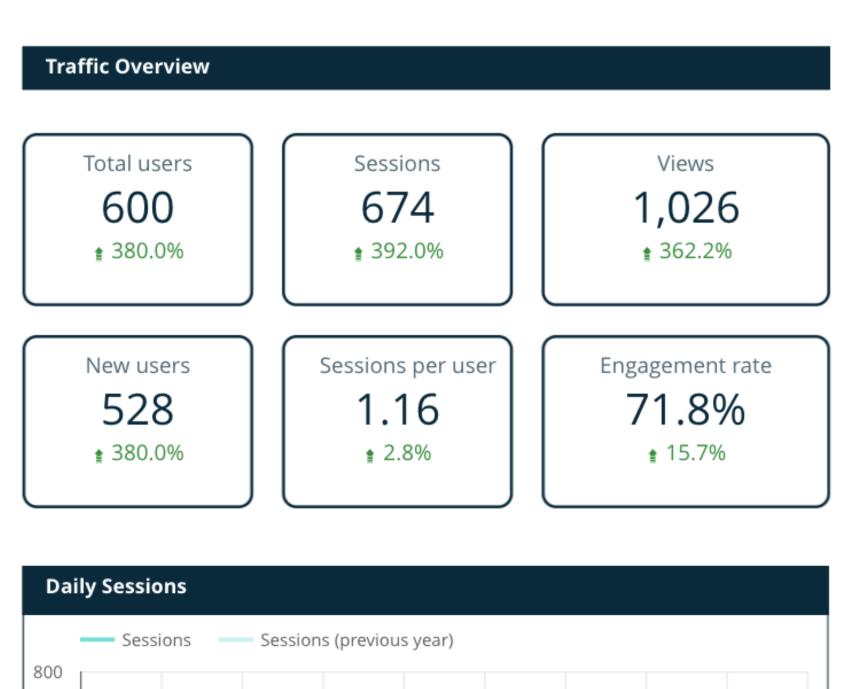


DISCOVER *
WAUWATOSA

May 28, 2025 - May 28, 2025

Discover Wauwatosa Web Report

Google Analytics - Organic Search Traffic - MoM



	Query	Clicks ▼	Impre	Site CTR	Aver
1.	wauwatosa troll	78	289	26.99%	1.73
2.	tosa troll	38	92	41.3%	1.61
3.	troll wauwatosa	37	78	47.44%	1.44
4.	troll in wauwatosa	36	87	41.38%	1.4
5.	wauwatosa troll park	13	18	72.22%	1.44
6.	wauwatosa troll sculpture	13	33	39.39%	2.27
7.	troll park wauwatosa	11	24	45.83%	1.38
8.	wauwatosa park troll	10	27	37.04%	1.33
9.	troll sculpture wauwatosa	9	17	52.94%	2.82
10.	dambo troll wauwatosa	8	18	44.44%	1.56
11.	thomas dambo troll wauwatosa	8	24	33.33%	1
12.	thomas dambo wauwatosa	8	22	36.36%	1.86
13.	firefly grove park	7	863	0.81%	10.09
14.	wauwatosa giant troll	6	13	46.15%	2.08
15.	wauwatosa trolls	5	10	50%	1

Earned + Social Media

RESULTS

Earned

Featured on "What's on Tap"

Coverage: 406 total hits

Reach: 441 million

• AVE: \$4,078,684.78

Social

• Impressions: 592,499

• Engagements: 50,932

• Engagement Rate: 8.5%

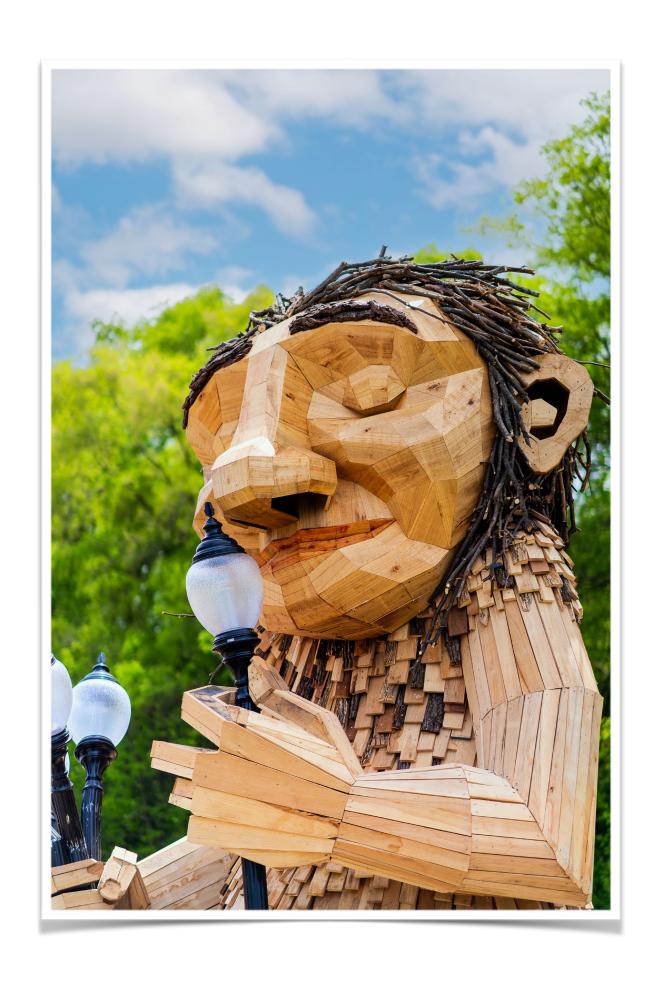




Visitation Data & Economic Impact

RESULTS

- Visitation data from Placer.ai: Over 150k Visits (5/28-9/30)
- Economic impact over: \$10.4 million
- Methodology from Travel Wisconsin
 - \$75 per Day Tripper and \$219 per Overnight visit
- Overnight: 50 miles and over (source: Zartico)
- Local: Wauwatosa 6 zip codes



FIREFLY GROVE PARK BENCH ARTISTS

5 Public Art Benches

Casey King | Whiting, Indiana



Gerald Williamson | Wauwatosa, Wisconsin



Paula DeStefanis | Cedarburg, Wisconsin



Jake Patnode | Waterford, Wisconsin



Martin Beach | Indianapolis, Indiana



R

ART 64

June 6-7, 2025



Overview EVENT STATS

- 54% of attendees were from outside of Wauwatosa
- Total attendance 11,900 (1% increase over 2024)
- Daytrippers remained consistent at 44%
- Local visitors went down by 1%; Overnights up by 1%
- Economic impact: \$656,691 (13% increase over 2024)
- Artist Locations: WI, IL, MI, IA, OH, MN, NY, MO, TX, UT, NE, TN, CO, GA, Spain, Mexico
- New Feature: Saturday Artist Market
- Art Market & Merch Sales: \$14,744.50
- Silent Auction Sales: \$17,461.00





Paid Media

RESULTS

- Almost 3.5M impressions
- FB + IG campaign generated over 19k engagement clicks to <u>DiscoverArt64.com</u>
- Google Search had a 12% CTR* (over double industry average)







Earned Media

RESULTS

Total Hits: 48

• Estimated Reach: 105+ million

Ad Value Equivalency: \$970,819.44





The Wauwatosa-based live painting competition is offering artists from across the nation the chance to win \$20,000.



By Molly Snyder Senior Writer Published Jan 27, 2025 at 11:31 AM

iscover Wauwatosa recently announced the return of ART 64® – a live painting competition and two days of entertainment that culminate with one artist walking away with a grand prize of \$20,000.





Social Media

RESULTS

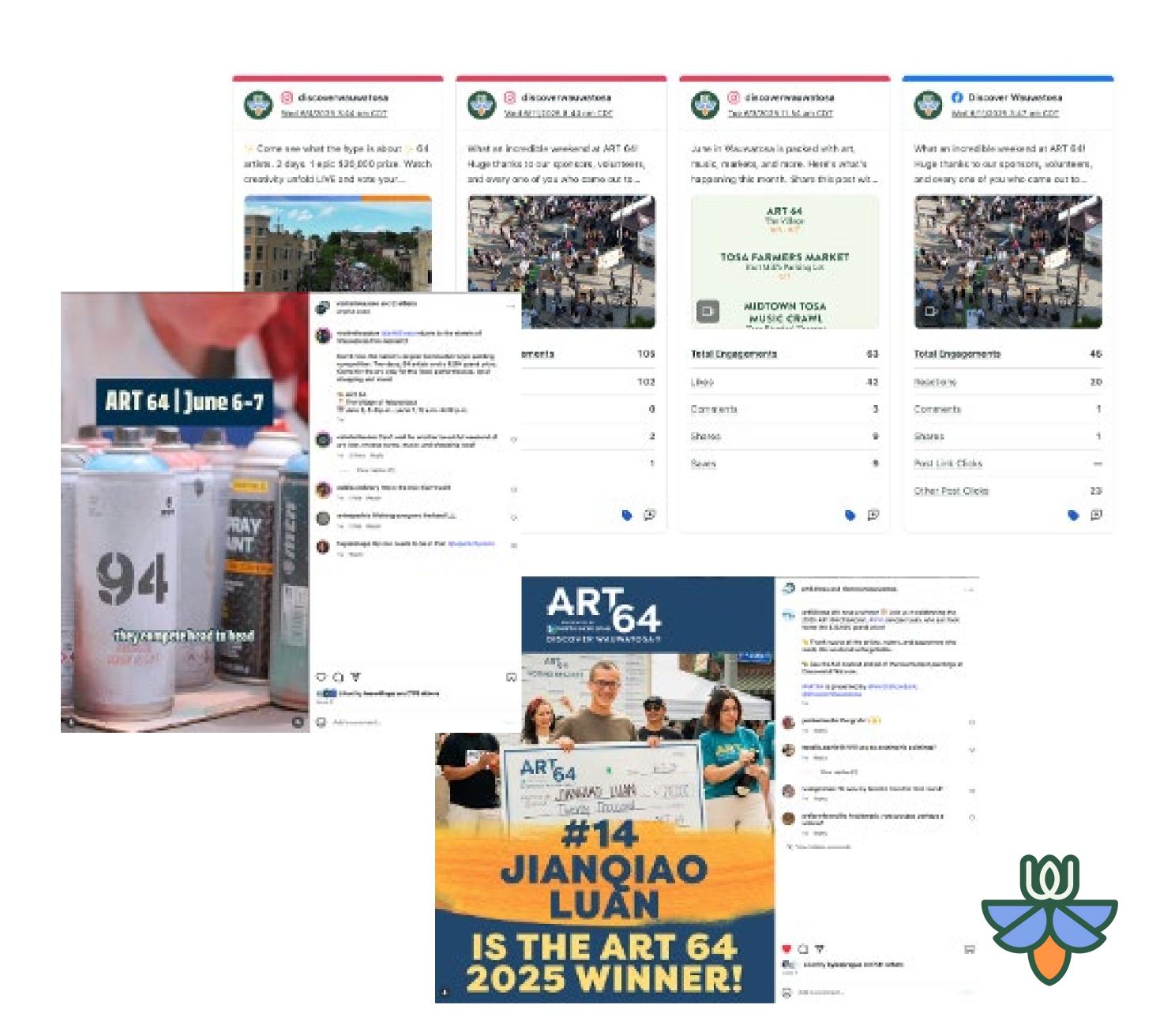
• Impressions: 107,433

• Engagements: 3,713

• Engagement rate: 3.4%

Total IG Followers Increase: +520

Total FB Followers Increase: +504



GOOGLE SEARCH



GOOGLE SEARCH CAMPAIGN

GOALS

 Increase Wauwatosa hotel occupancy



TACTICS

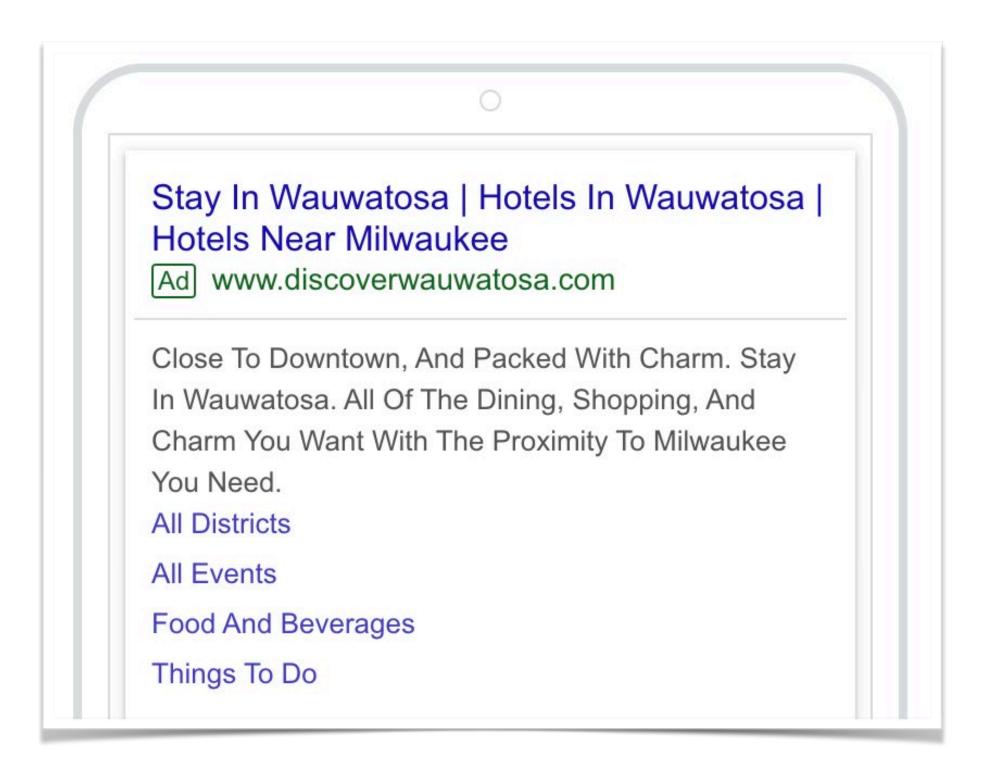
- Use Google Search to create awareness of Wauwatosa hotels and Wauwatosa as a lodging option near Milwaukee
- Target those searching for Milwaukee area hotels through keywords



GOOGLE SEARCH CAMPAIGN

RESULTS

- Over 13K clicks to <u>DiscoverWauwatosa.com</u> from 1/1/25 - 8/31/25
- ART 64 targeted both locals and overnight markets
- Always On campaign keeps Wauwatosa top of mind as someone is searching for lodging/things to do in the Milwaukee area
- Allows some flexibility for DW to promote proximity to events—such as Milwaukee Mile weekend—without an increase in budget





COMMUNITY



BUSINESS SUPPORT

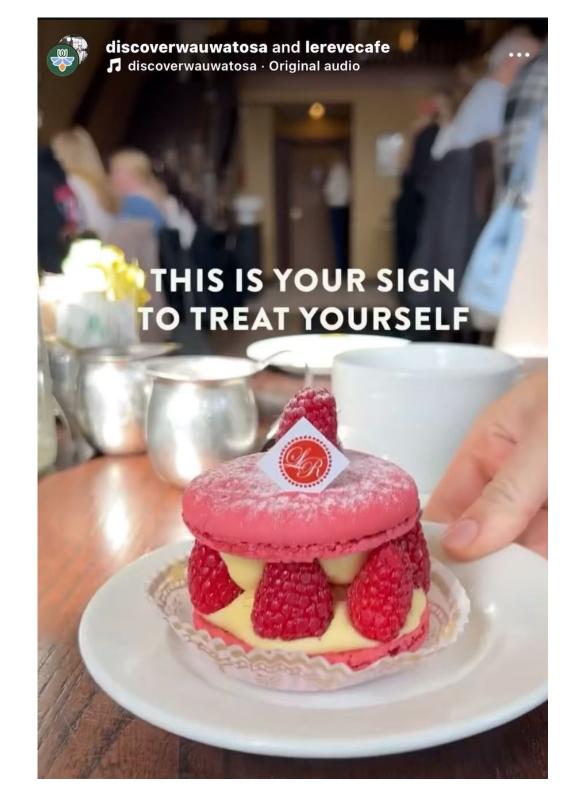
Partnerships

TACTICS

- Regular integration of local businesses into social content
- On-site content development
- Co-op opportunities in the Discover Wauwatosa newsletter
- Promotion of local events hosted by businesses and organizations









EVENTS

Overview

Increase focus on key annual events to draw outside visitation and elevate Wauwatosa as an event destination

- HartFest
- TosaFest
- Tour of America's Dairyland Tosa Village Classic
- Firefly Art Fair
- Tosa Farmers Market
- Flannelpalooza
- Holidays in the Village
- Christkindlmarkt (2024)







LOOKING AHEAD



Q4 2025

Overview

Marketing efforts will support the following: increasing holiday and winter tourism to maximize hotel stays later in the year. Key experiences include:

- Holidays in the Village
- Wauwatosa as a shopping and overnight destination (Mayfair Mall + The Mayfair Collection)
- Holiday train
- Small business support, including Small Business Saturday
- Wauwatosa will lead as a winter wellness destination with Heat Haven Sauna Park –a six-month outdoor sauna and community experience at Hart Park that boosts tourism, supports local businesses, and strengthens the city's reputation for wellness, innovation, and connection.





WHAT'S NEW TO DISCOVER IN 2026

Looking ahead

2026 GOALS

- Drive visitation to the Thomas Dambo troll, increasing overnight stays throughout the year.
- Complete two additional art installations, growing Wauwatosa's reputation as an arts tourism destination.
- Begin to position Wauwatosa as an accessible destination, highlighting the creation of Moss Universal Park to top into the \$58.2 billion spent on disability tourism.
- Continue to raise the profile of the Wauwatosa dining scene through Tosa Restaurant Week.

