

DISCOVER WAUWATOSA

2025 Annual Report

November 11, 2025



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



DISCOVER
WAUWATOSA

HOLIDAYS IN THE VILLAGE

DECEMBER 4—22, 2024



HOLIDAYS IN THE VILLAGE

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/in-market)



HOLIDAYS IN THE VILLAGE

Economic Impact

Category	2023 Visits	2023%	2023 Economy Impact	2024 Visits	2024%	Visits YOY Increase	% 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

HOLIDAYS IN THE VILLAGE

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%

HOLIDAYS IN THE VILLAGE

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)



*CTR = Click Thru Rate / Engagement

TOSA RESTAURANT WEEK

MARCH 13 – 22, 2025



TOSA RESTAURANT WEEK

2025 In-Market Posters + Paid Social



GENERAL



PARTICIPANT



SOCIAL



TOSA RESTAURANT WEEK

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

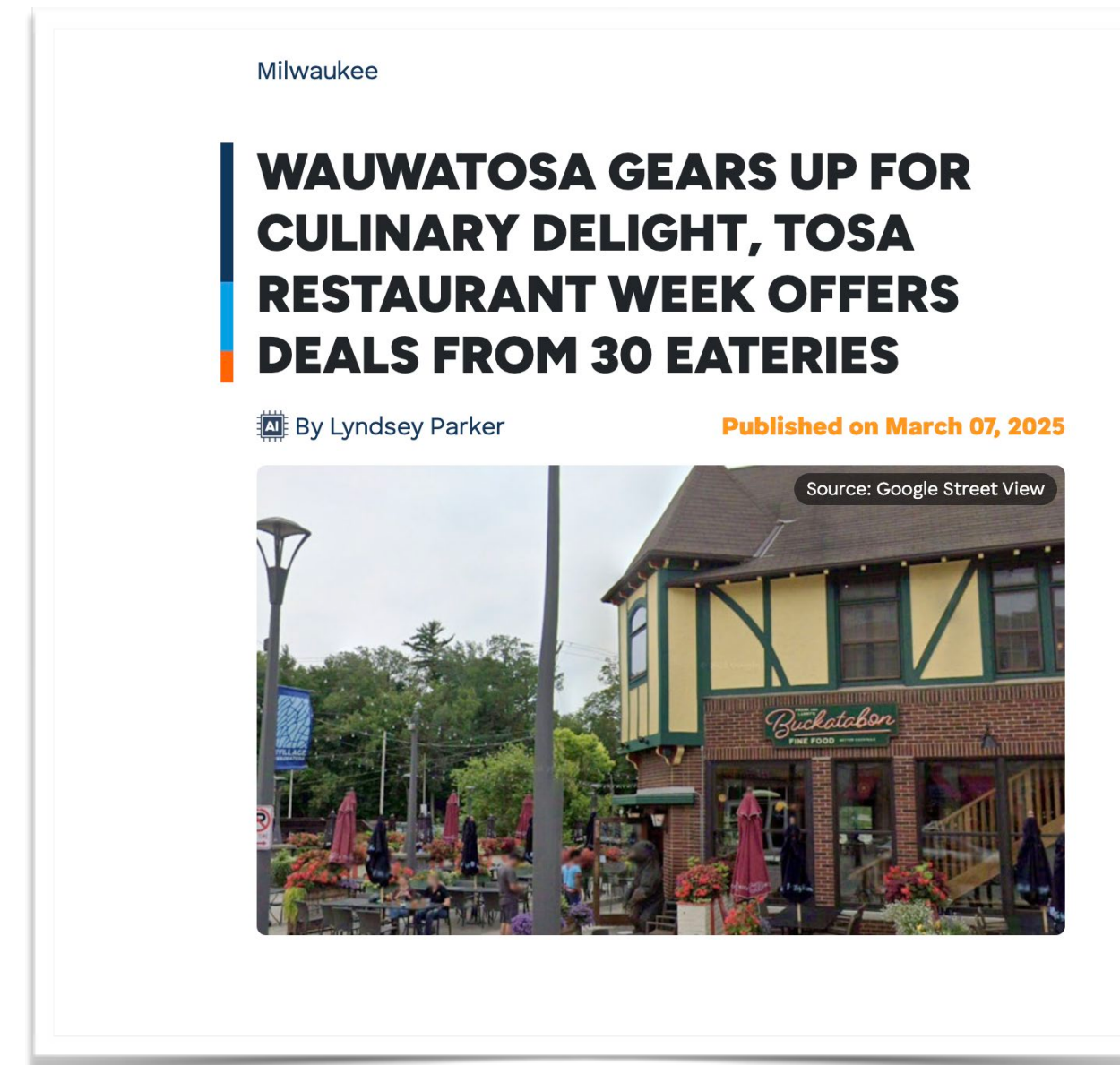


TOSA RESTAURANT WEEK

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



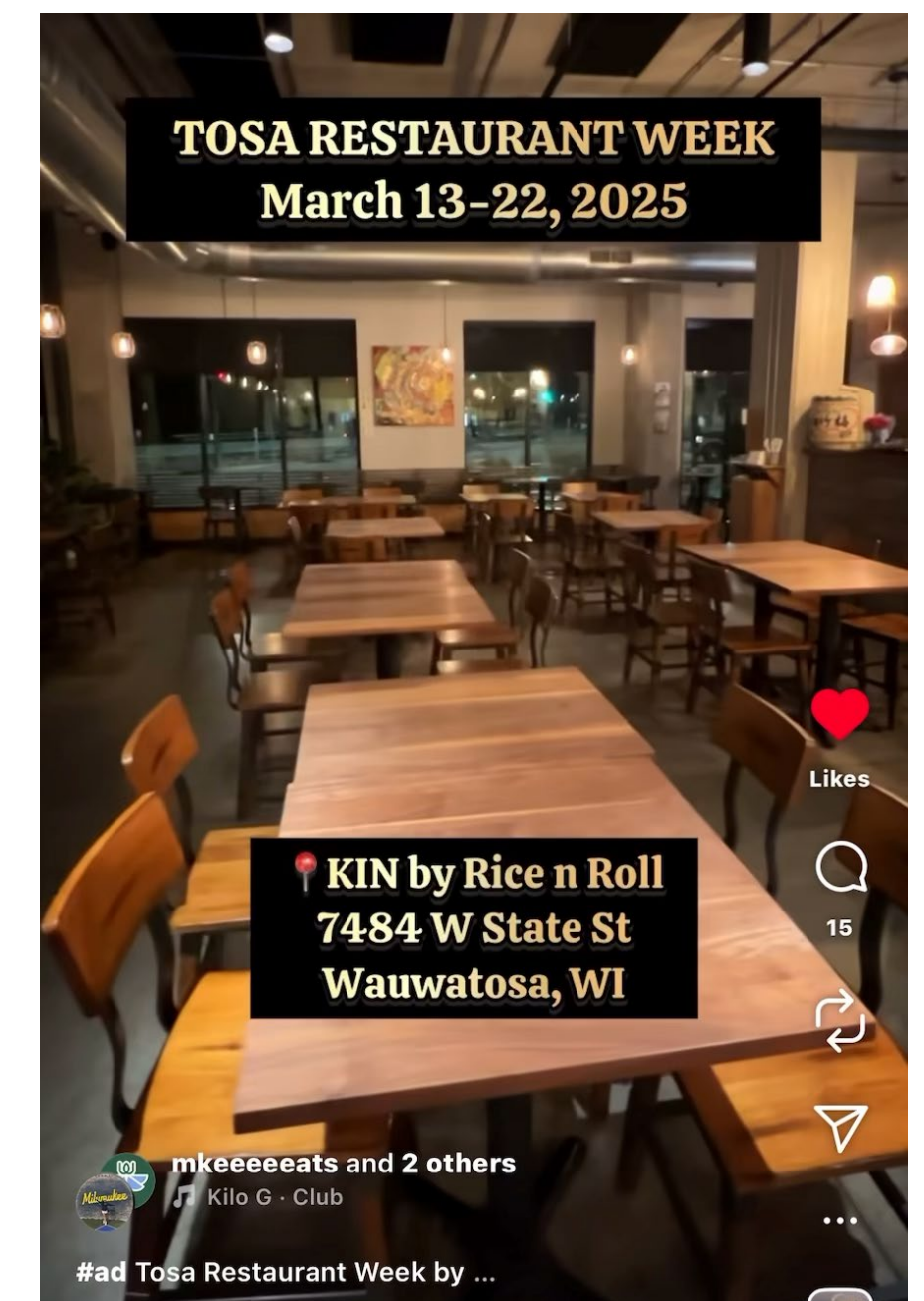
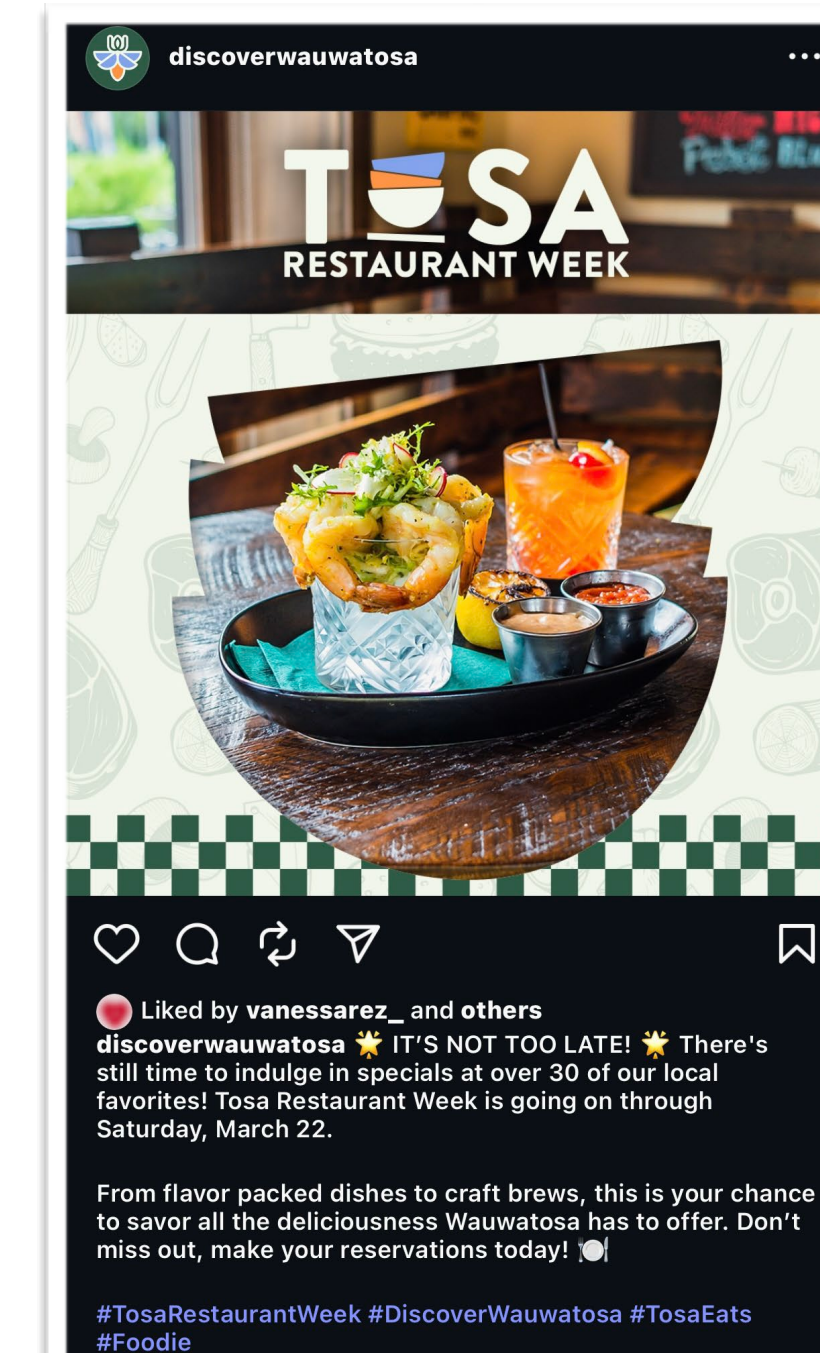
TOSA RESTAURANT WEEK

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



THOMAS DAMBO TROLL SCULPTURE

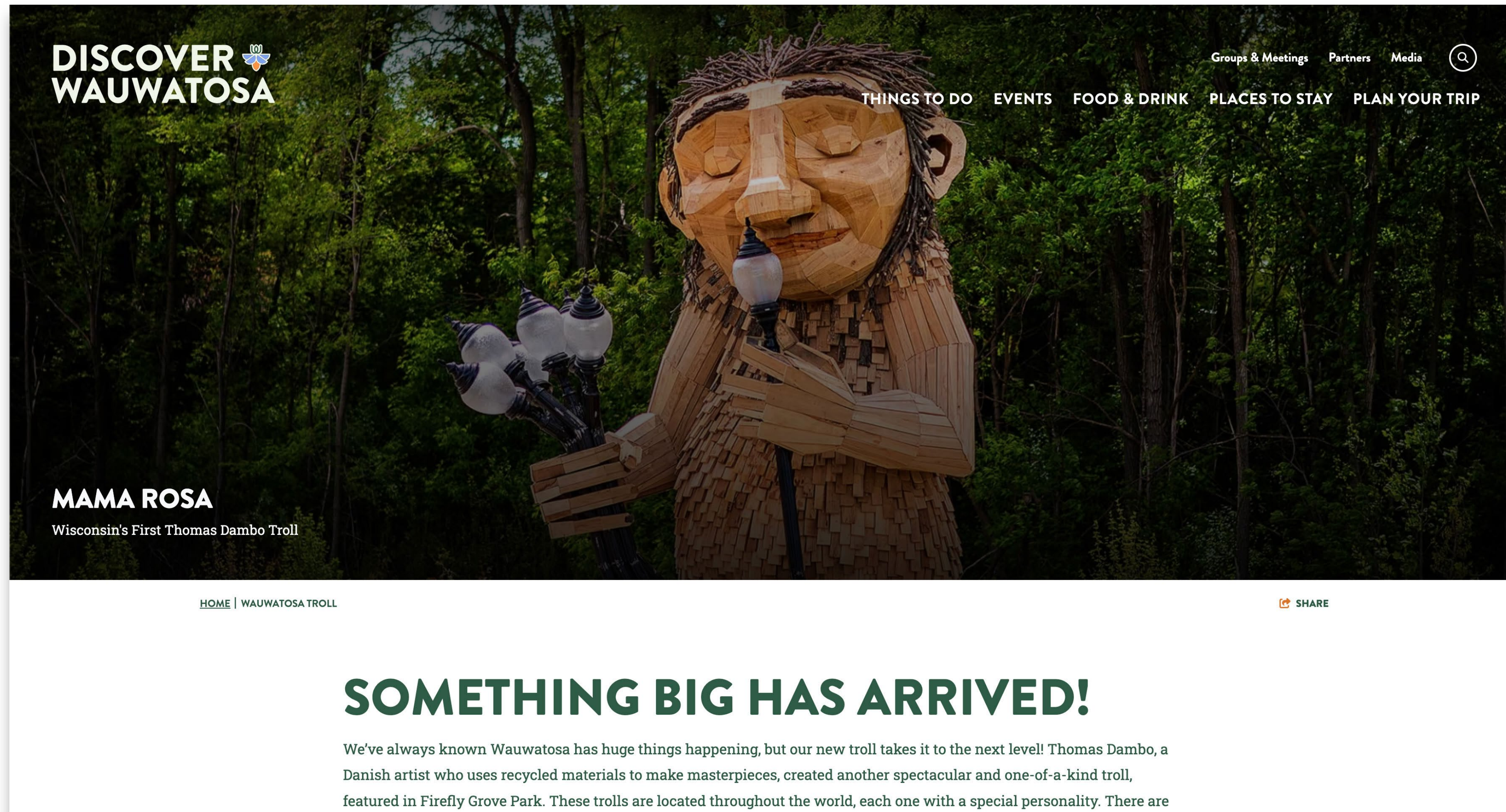
Grand Opening

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



THOMAS DAMBO TROLL SCULPTURE

Website



THOMAS DAMBO TROLL SCULPTURE

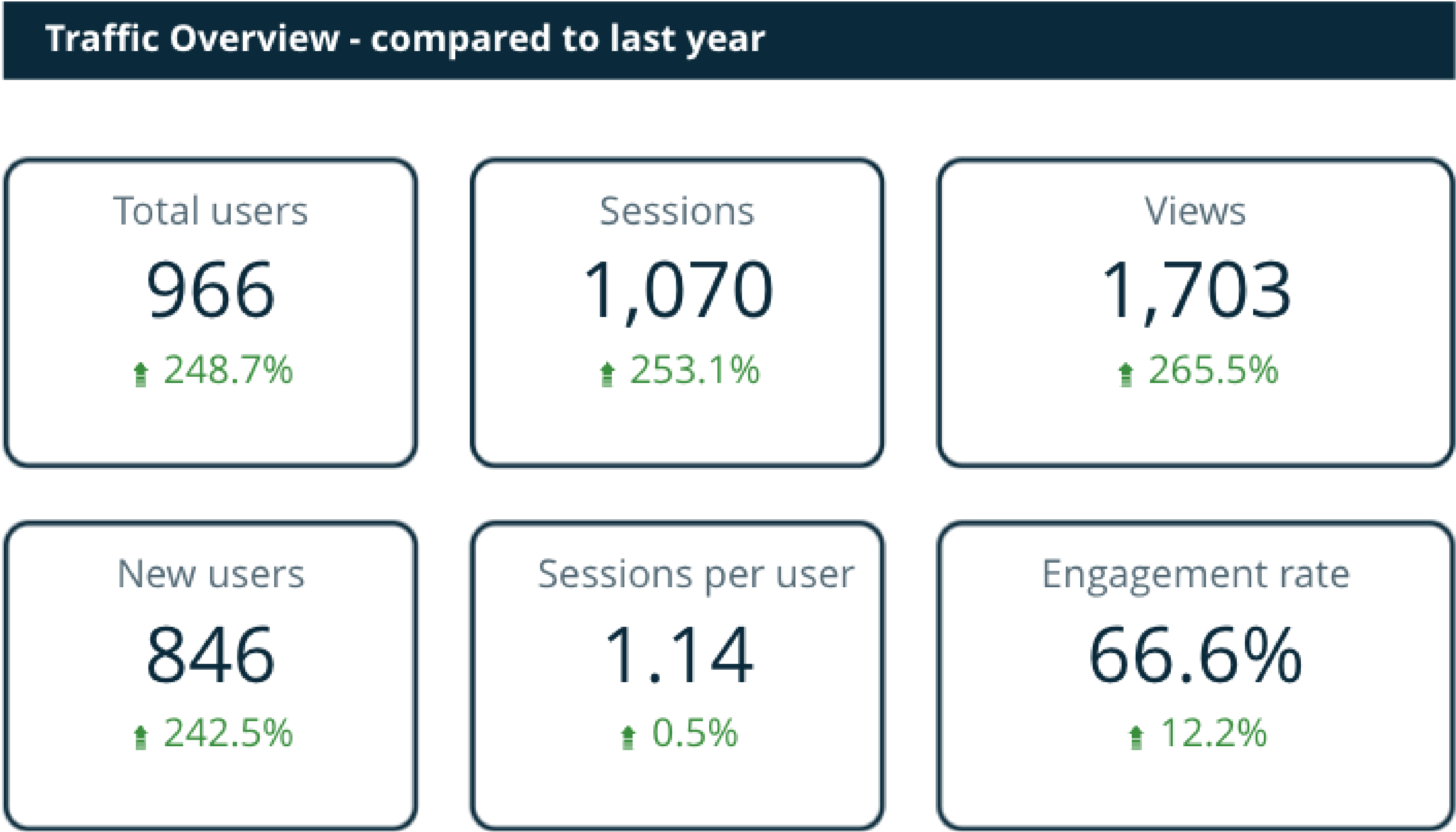
Website



THOMAS DAMBO TROLL SCULPTURE

Website

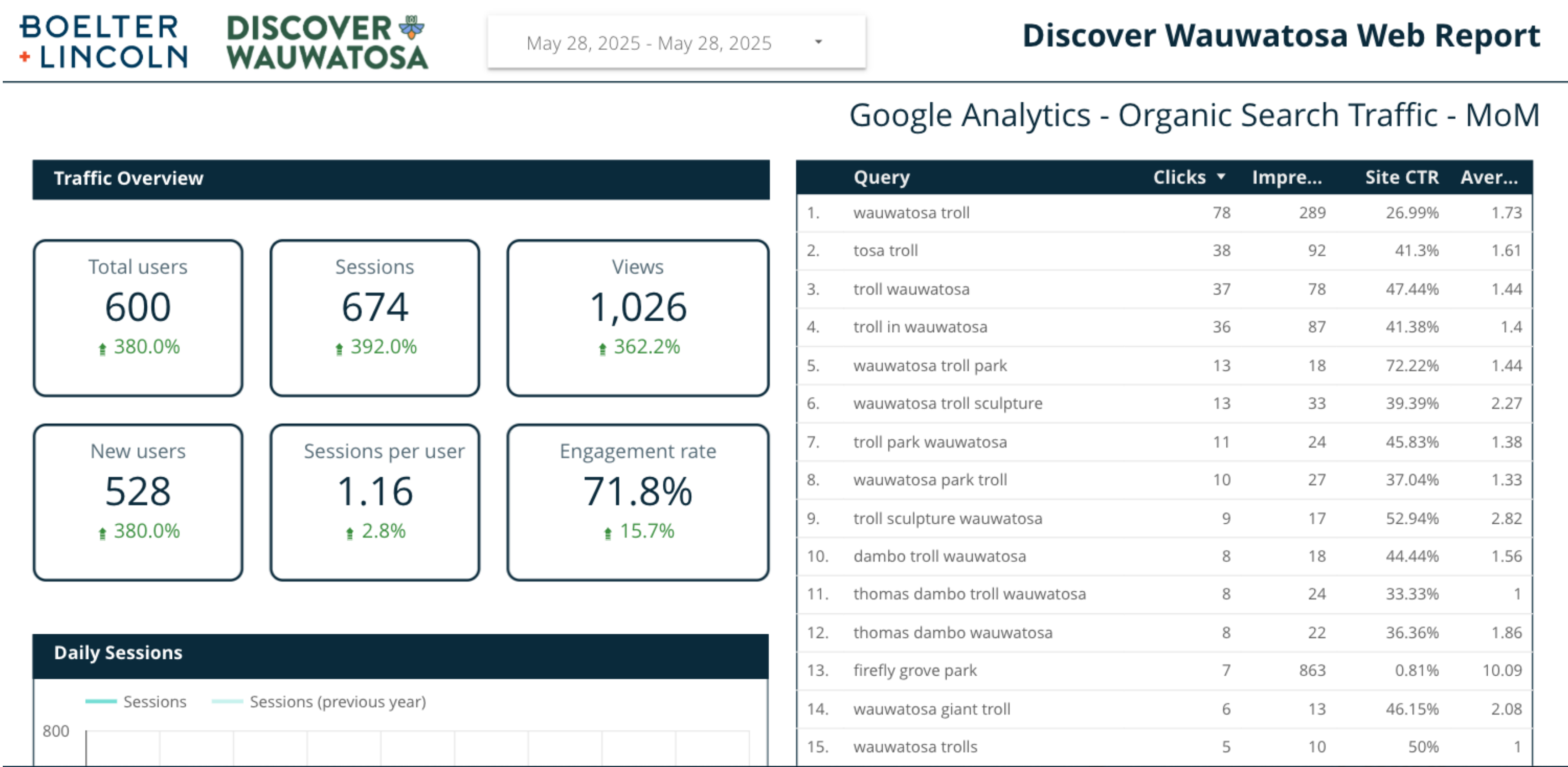
RESULTS



THOMAS DAMBO TROLL SCULPTURE

Website

RESULTS



THOMAS DAMBO TROLL SCULPTURE

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%



THOMAS DAMBO TROLL SCULPTURE

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



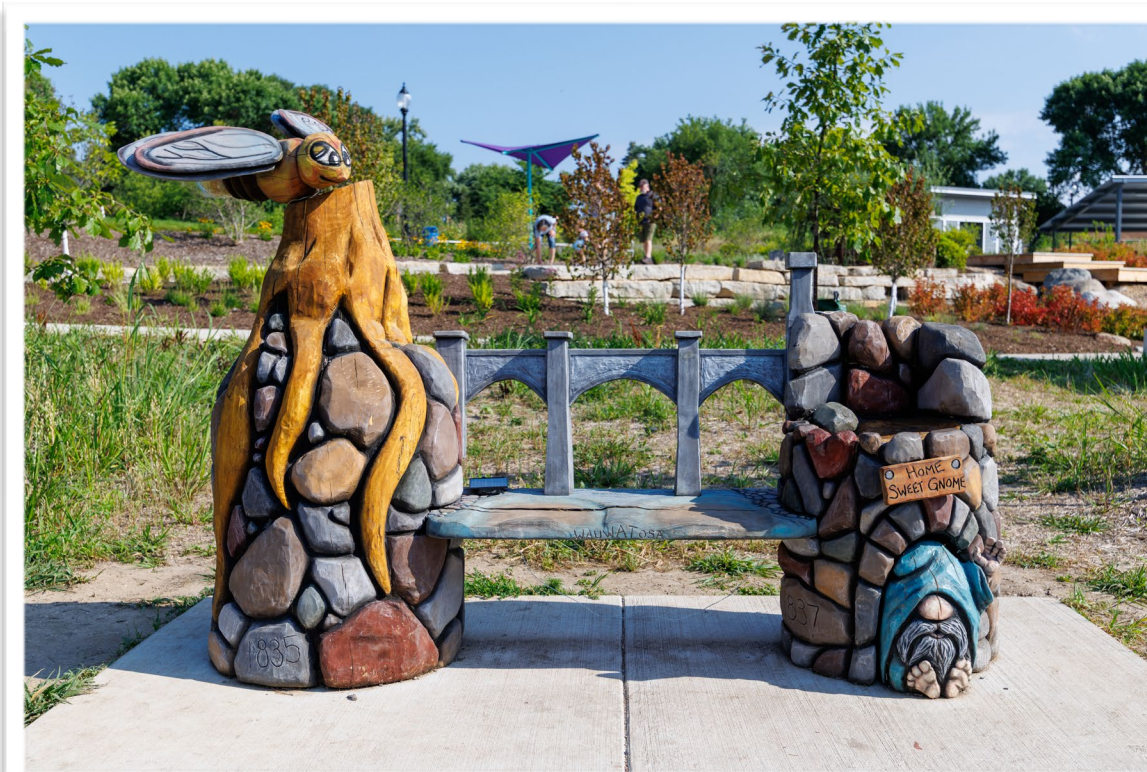
Gerald Williamson | Wauwatosa, Wisconsin



Paula DeStefanis | Cedarburg, Wisconsin



Jake Patnode | Waterford, Wisconsin



Martin Beach | Indianapolis, Indiana





ART 64

June 6-7, 2025



ART 64[®]

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



ART 64[®]

Paid Media

RESULTS

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



*CTR = Click Thru Rate / Engagement

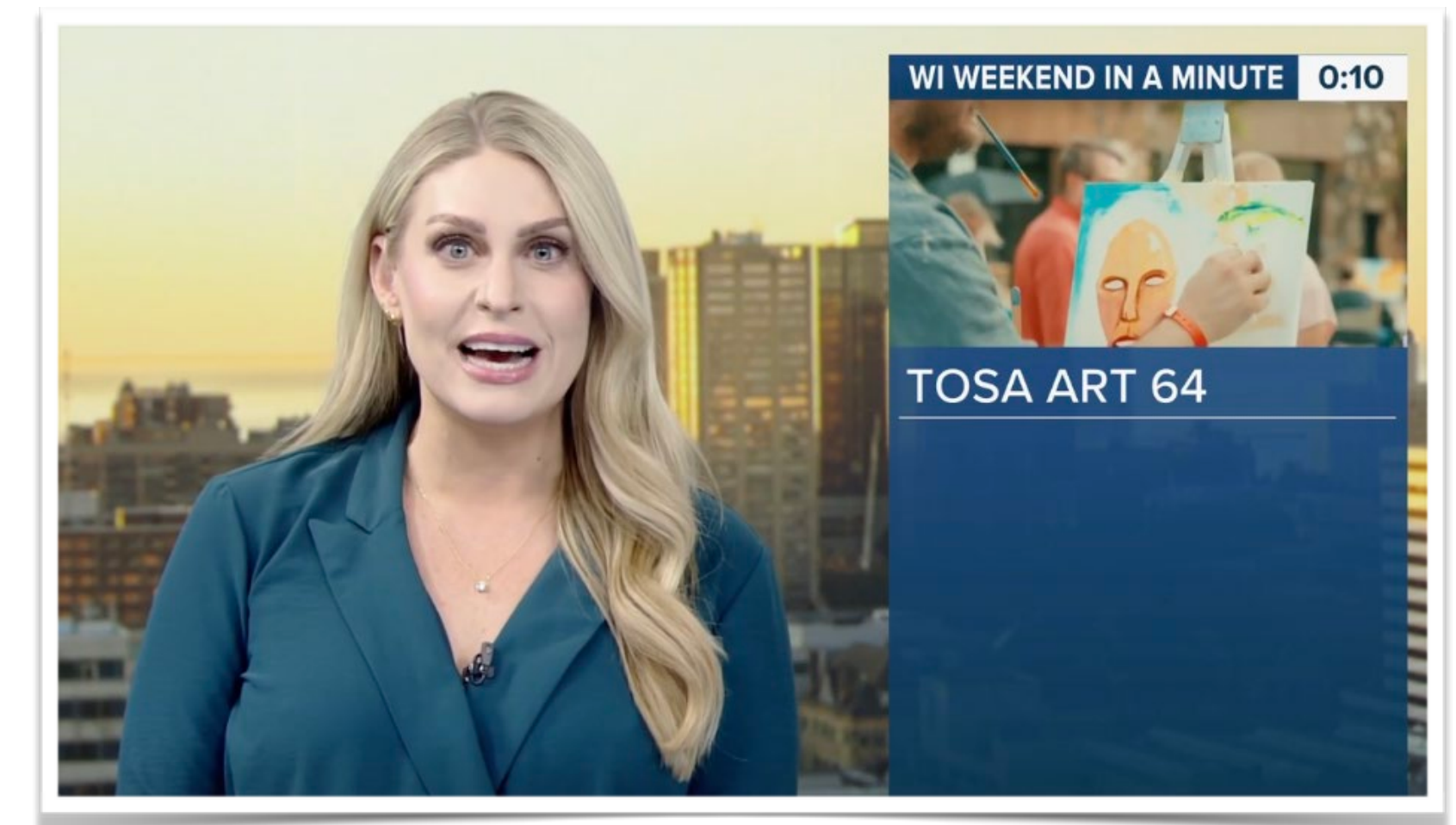
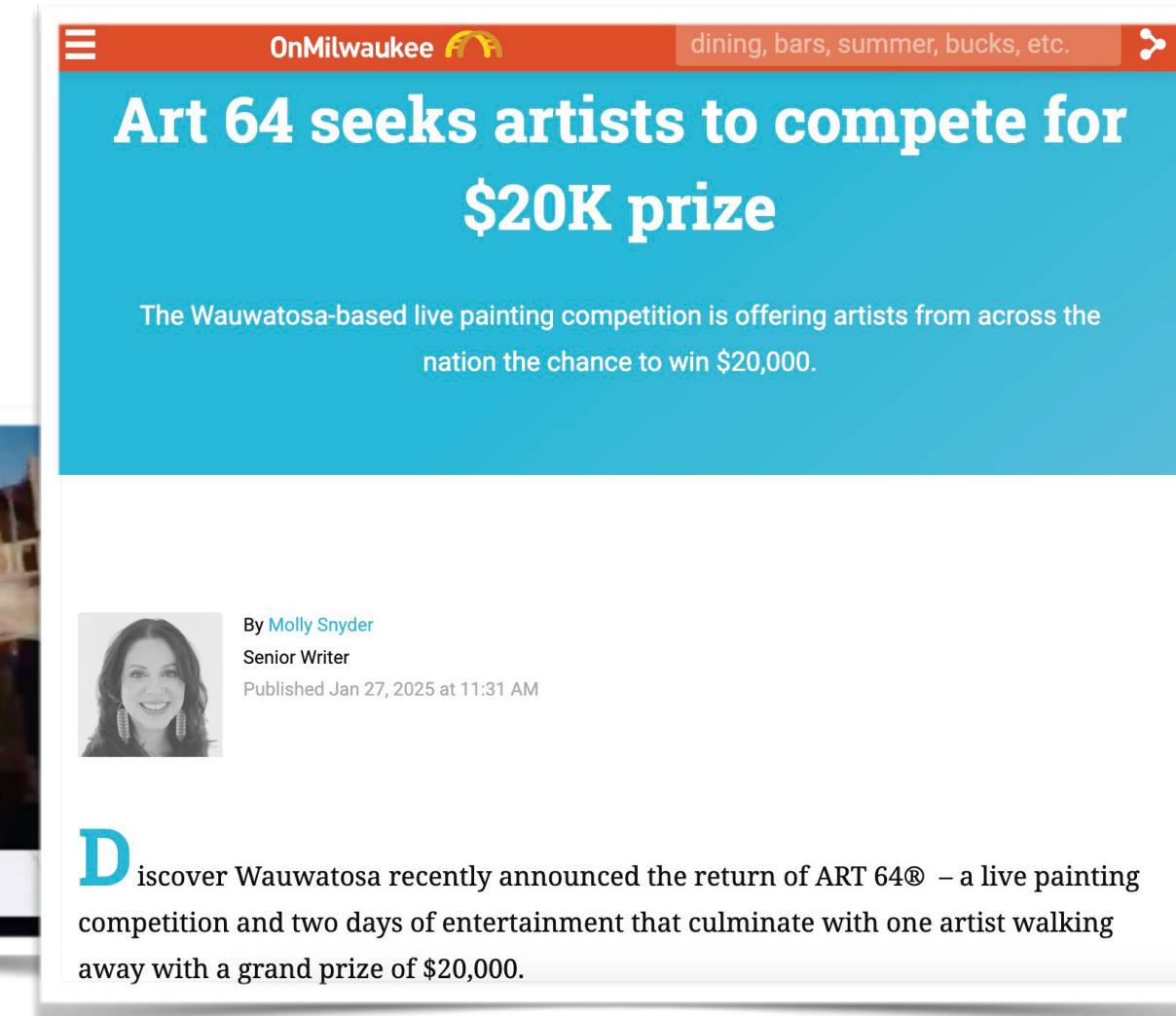


ART 64®

Earned Media

RESULTS

- Total Hits: 48
- Estimated Reach: 105+ million
- Ad Value Equivalency: \$970,819.44

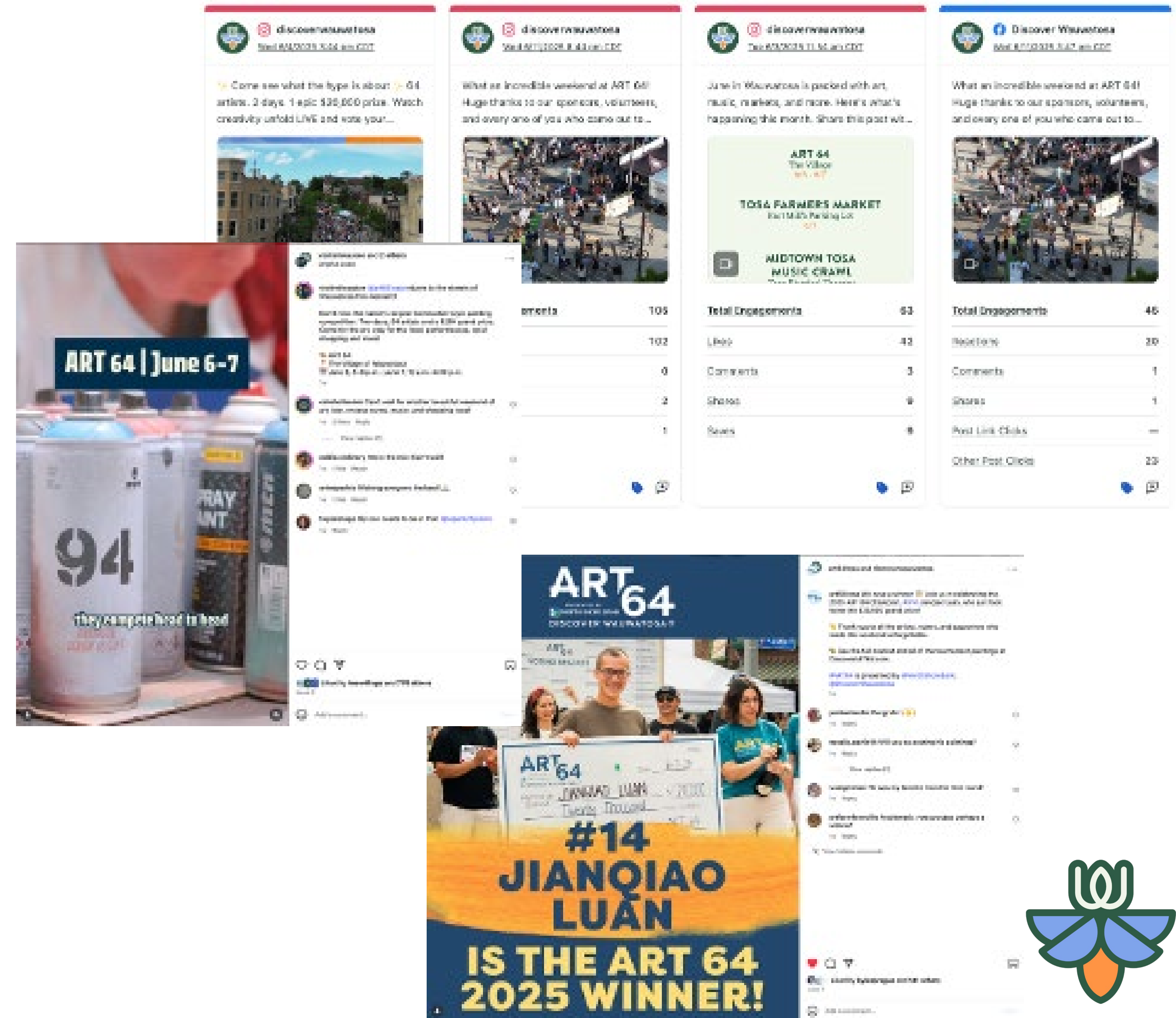


ART 64[®]

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



Google Ads

TACTICS

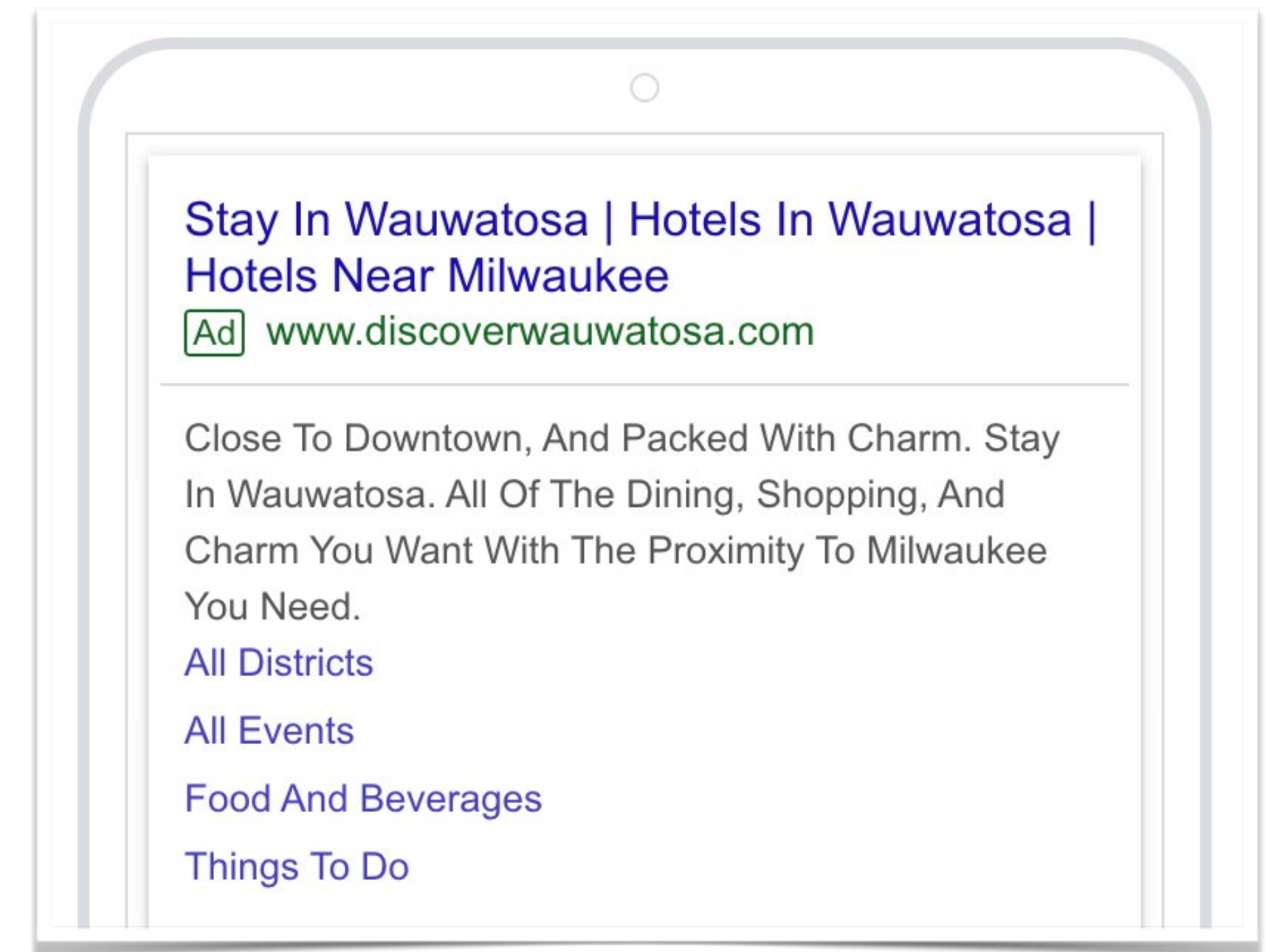
- Use Google Search to create awareness of Wauwatosa hotels and Wauwatosa as a lodging option near Milwaukee
- Target those searching for Milwaukee area hotels through keywords



GOOGLE SEARCH CAMPAIGN

RESULTS

- Over 13K clicks to [DiscoverWauwatosa.com](https://www.discoverwauwatosa.com) 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

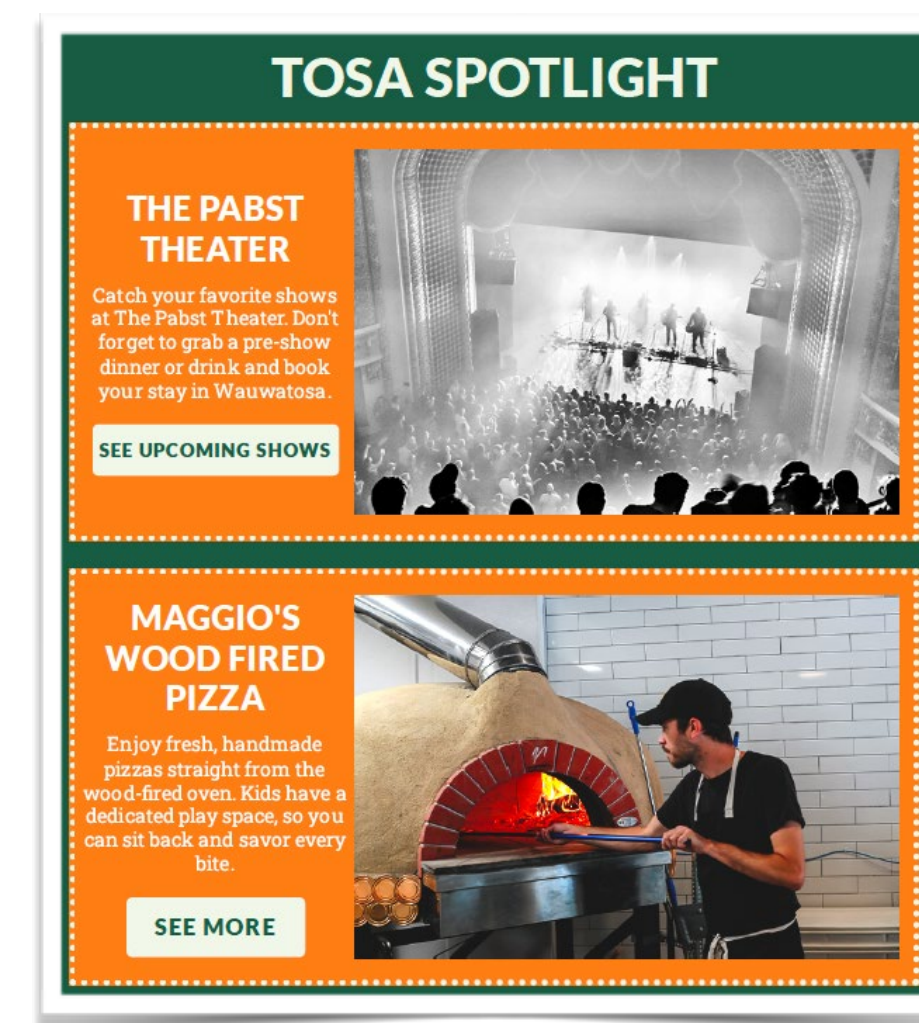
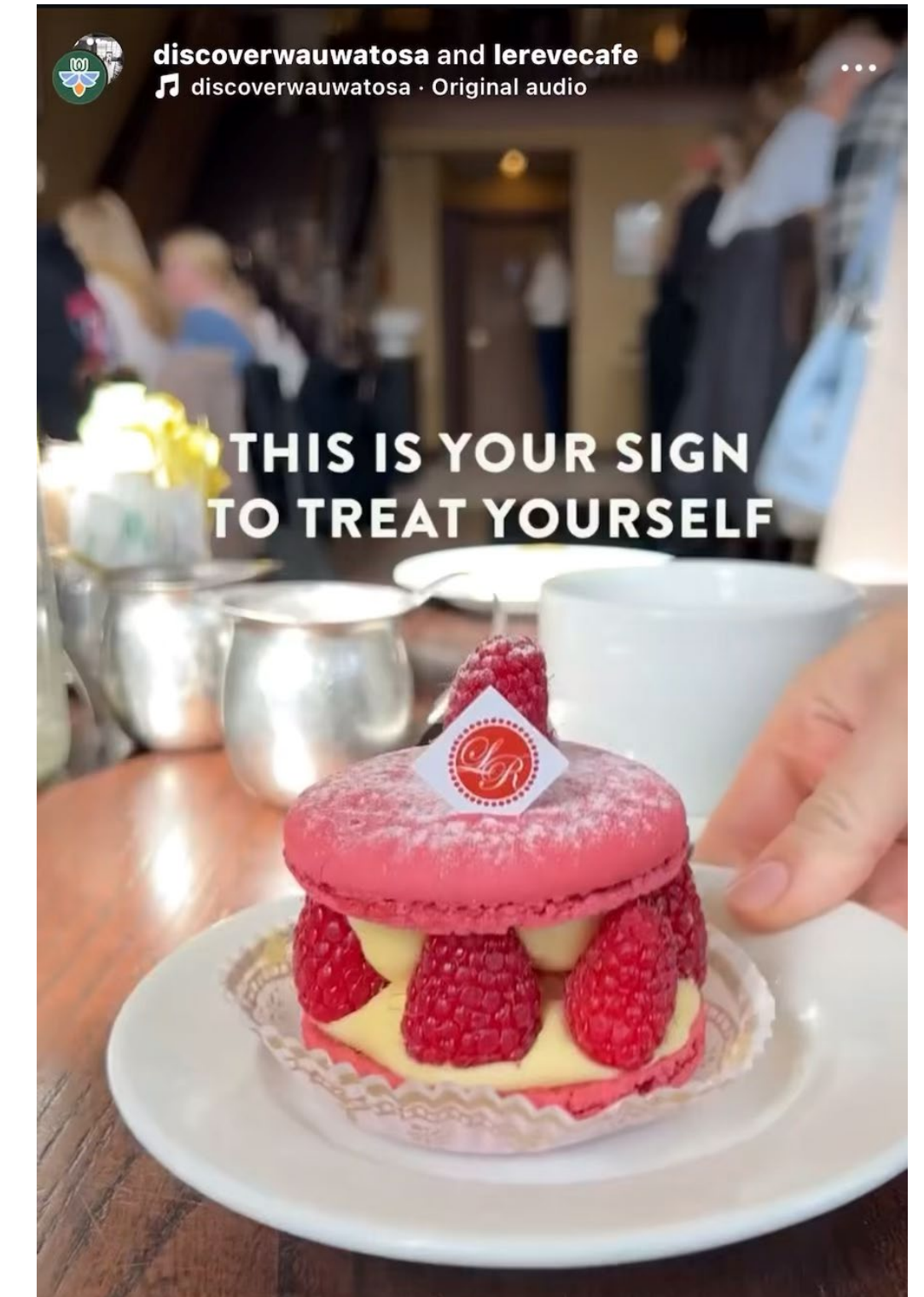


BUSINESS SUPPORT

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 tap into the \$58.2 billion spent on disability tourism.
- Continue to raise the profile of the Wauwatosa dining scene through Tosa Restaurant Week.

