



Wauwatosa, WI

Tourism Commission

Meeting Agenda

7725 W. North Avenue
Wauwatosa, WI 53213

Wednesday, September 10, 2025

12:00 PM

Committee Room #2 and Zoom:
<https://servetosa.zoom.us/j/87081279202>,
Meeting ID 870 8127 9202

Regular Meeting

HYBRID MEETING INFORMATION

Members of the public may observe and participate in the meeting in-person or via Zoom at the link above. To access the Zoom meeting via phone, call 1-312-626-6799 and enter the Meeting ID.

CALL TO ORDER

ROLL CALL

APPROVAL OF MINUTES

1. Approval of minutes from July 9, 2025 meeting [25-1483](#)

NEW BUSINESS

1. Welcome and Introduction of Frankie Garr [25-1484](#)
2. Selection of new Commission Chair and Vice Chair [25-1485](#)
3. Review of Thomas Dambo Sculpture final installation costs [25-1486](#)
4. Review of initial sculpture visitation numbers [25-1487](#)
5. Request for approval of 2026 Budget [25-1488](#)

ADJOURNMENT

NOTICE TO PERSONS WITH A DISABILITY

Persons with a disability who need assistance to participate in this meeting should call the City Clerk's office at (414) 479-8917 or send an email to tclerk@wauwatosa.net, with as much advance notice as possible.



Wauwatosa, WI

7725 W. North Avenue
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Staff Report

File #: 25-1483

Agenda Date: 9/10/2025

Agenda #: 1.

Approval of minutes from July 9, 2025 meeting



Wauwatosa, WI

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Staff Report

File #: 25-1484

Agenda Date: 9/10/2025

Agenda #: 1.

Welcome and Introduction of Frankie Garr



Wauwatosa, WI

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Staff Report

File #: 25-1485

Agenda Date: 9/10/2025

Agenda #: 2.

Selection of new Commission Chair and Vice Chair



Wauwatosa, WI

Staff Report

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File #: 25-1486

Agenda Date: 9/10/2025

Agenda #: 3.

Review of Thomas Dambo Sculpture final installation costs

Thomas Dambo Sculpture

Installation Costs - \$555,335

- 2024 Operating Budget
 - \$17,500 - Greaf Engineering
 - \$4,014 - Wood milling, DPW expenses
- 2025 Operating Budget
 - \$79,071 - Armature, lightpole bouquet, dummy poles, foundation, equipment rental, public art talk event, grand opening celebration
- Capital Budget
 - \$365,209 - Artist contract
 - \$31,541 - Soft costs for artist installation
 - \$58,000 - est. lightpole refurbishment





Wauwatosa, WI

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Staff Report

File #: 25-1487

Agenda Date: 9/10/2025

Agenda #: 4.

Review of initial sculpture visitation numbers

Sculpture Visitation

Economic Impact - \$6,907,368 *

- Visitation from 41 states
- Total volume: 101,767
 - Daytrip - 50 miles and under
 - Overnight - 50 miles and over
 - Local - Wauwatosa (6 zip codes**)
- Travel Wisconsin economic Impact
 - \$75 per day tripper
 - \$219 per overnight visitor

Category	Visits	Percentage
Daytrip	50,570	50%
Overnight	14,222	14%
Local	36,975	36%

*Source: Placer.ai
May 28-July 31, 2025

**53213, 53226, 56208, 53222, 53210, 53225



Staff Report

File #: 25-1488

Agenda Date: 9/10/2025

Agenda #: 5.

Request for approval of 2026 Budget

A. Issue

Presentation of the proposed 2026 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 2026 is forecasted at \$1,400,000, with an additional transfer of \$25,000 from the Civic Celebration. This amount is consistent with the 2025 forecasted revenue. The main goal of the 2026 budget is to continue to focus on marketing Wauwatosa as a tourism destination, highlighting our public art experiences to new audiences, increasing holiday/winter tourism experiences to minimize drop-off in hotel stays late in the year, and beginning to position Wauwatosa as an accessible destination to tap into the disability tourism market.

Contracted amounts included in the proposed 2026 budget include:

- Agency of record: \$350,000
- Visit Milwaukee: \$300,000
- Newauke: \$135,600

Other significant expense categories include pay/benefits and general marketing. Several internal costs are being finalized by the finance department. Once identified, any contributions to the Operations Stabilization Fund and the Capital Budget will be finalized.

C. Strategic Plan (Area of Focus)

The proposed 2026 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:
 - 1 Ensure Wauwatosa is a hub for economic diversity and innovation
 - 1 Promote and support local businesses and anchor institutions

D. Fiscal Impact

The 2026 budget estimates total revenue and expenses of \$1,425,000. The only significant shifts in budget spending are from Other Expenses to the General Marketing category. In 2025, the Other Expenses category was used to cover Thomas Dambo sculpture installation costs.

E. Recommendation

Staff recommends the commission adopt the budget as described.