



February 27, 2025

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

2024

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, and many other local businesses and individuals.

History and Background

In 2024 Tosa Tonight celebrated its 24th 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.

Tosa Tonight Schedule for 2025

In 2025, we will celebrate our 25th anniversary! Tosa Tonight has developed a wide-ranging and diverse set of entertainment, representing multiple genres to celebrate this milestone. As in prior years, we will continue with the nine-concert schedule and with a 10th date earmarked as a potential rain date.

Below are the **dates** for each of the nine concerts in 2025:

- June 18
- June 25
- July 2 (along with Wauwatosa 4th of July Fireworks)
- July 9
- July 16
- July 23
- July 30
- August 6 (Tosa Night Out)
- August 13
- August 20 (rain date)

Board of Directors

- Executive Director: Jenny Hauser
- President: Katja Wood
- Vice President: Thea Vorass
- Treasurer: Tom Leu
- Secretary: Pam Simon
- Steve Birney
- Mike Collins
- Jim DelBalso
- Joe Duffey
- Pete Holtz
- Brian Leahy
- Chris Leffler
- Jon Neikirk
- Peter Skavanis

TOSA TONIGHT

Marketing

We will continue with our successful marketing strategies to engage the community and promote the upcoming Tosa Tonight concert series.

- **Digital and Web Channels**
 - Tosa Tonight Website: www.tosatonight.com
 - Social Media: Facebook & Instagram
 - Boosted Facebook posts to expand reach and engagement
 - Sponsor Logo promotion on TV Screens during concerts
- **Community Engagement & Advertising**
 - Community posters displayed throughout Wauwatosa
 - Adin Wauwatosa School District – Recreation Department's Summer Activity Guide
- **Expanding our marketing Initiatives in 2025**
 - Pitch to be a feature in *Tosa Connection* or another prominent local publication
 - Leverage our 25th Anniversary to further promote the series throughout the community

Tosa Tonight appreciates the continued support of the City of Wauwatosa, the businesses and residents of Wauwatosa. The Concert Series and the Rotary Stage are truly great assets and are a jewel in the Wauwatosa community. We look forward to providing our Wauwatosa Community with safe and family-friendly entertainment in the summer of 2025.

Respectively Submitted: Katja Wood - President