



# Wauwatosa, WI

## Government Affairs Committee

### Meeting Agenda - Final

7725 W. North Avenue  
Wauwatosa, WI 53213

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Tuesday, October 10, 2023

6:30 PM

Council Chambers and Zoom:  
<https://servetosa.zoom.us/j/82923188685>,  
Meeting ID: 829 2318 8685

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#### 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

#### GOVERNMENT AFFAIRS COMMITTEE ITEMS

1. Consideration of application for a new Class "A" Beer and "Class A" Liquor license by Mayfair Inc., d/b/a Mayfair Liquor, 3122 N Mayfair Road, Riddhi Patel - Agent, for the period ending June 30, 2024 [23-765](#)
2. Consideration of a Partnership Agreement with Visit Milwaukee for January 1, 2024 to December 31, 2028 for tourism promotion and development as permitted by State Statute [23-781](#)

#### 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](mailto:tclerk@wauwatosa.net), with as much advance notice as possible.



# Wauwatosa, WI

7725 W. North Avenue  
Wauwatosa, WI 53213

## Staff Report

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**File #: 23-765**

**Agenda Date: 10/10/2023**

**Agenda #: 1.**

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Consideration of application for a new Class “A” Beer and “Class A” Liquor license by Mayfair Inc., d/b/a Mayfair Liquor, 3122 N Mayfair Road, Riddhi Patel - Agent, for the period ending June 30, 2024

**Submitted by:**

Zach Kessler, Deputy City Clerk

**Department**

City Clerk

**A. Issue**

Riddhi Patel, Mayfair Inc., d/b/a Mayfair Liquor, has submitted an application for a new retail Class “A” Beer and “Class A” Liquor license for a liquor and tobacco store located at 3122 N Mayfair Road.

**B. Background**

The Common Council approved a Conditional Use Permit for Mayfair Inc. to operate a liquor and tobacco store at 3122 N Mayfair Road during its meeting on September 19, 2023. The next step for Mayfair Inc. is to obtain the appropriate retail alcohol license. A background check was conducted on the Agent, Riddhi Patel, on September 28, 2023 and no violations substantially related to licensing activities were found.

Mayfair Inc. has completed all of the necessary forms, which are included in the agenda packet.

“Class A” Liquor licenses are not subject to the State of Wisconsin’s municipal liquor license quota system.

**C. Department Reviews**

Police: No issues.

Fire: No issues.

Health: No issues.

Finance: No issues.

**D. Recommendation**

The Common Council grant a new Class “A” Beer and “Class A” Liquor license to Mayfair Inc., d/b/a Mayfair Liquor, 3122 N Mayfair Road, Riddhi Patel - Agent, for the licensing period ending June 30, 2024.

Alcohol Beverage License Application  
Supplemental QuestionnaireDate  
9-28-23

This form must be submitted to the municipal clerk, and be accompanied by one or more of the following forms: AT-104, AT-106, AT-108, AT-115, or AT-200. One Form AT-103 must be completed by each person involved in the applicant business or parent company including:

- sole proprietor
- all officers, directors, and agent of a corporation or nonprofit organization
- all partners of a partnership
- managing members and agent of a limited liability company

Your alcohol beverage application or renewal is not complete until all required Supplemental Questionnaires are submitted.

**Part A: Premises/Business Information**

1. Registered Entity Name (or individual name if sole proprietor)

MAYFAIR INC

2. Trade Name or DBA

MAYFAIR LIQUOR

3. Entity Type (check one)

☐ Sole Proprietor ☐ Partnership ☐ Limited Liability Company ☒ Corporation ☐ Nonprofit Organization**Part B: Individual Information**

1. Name (Last, First, M.I.)

PATEL, RIDDHI, S

2. Relationship to Registered Entity (Title)

President

3. Email

4. Phone

5. Home Address

6. City

7. State

WI

8. Zip Code

9. Date of Birth

10. Drivers License/State ID Number

11. Drivers License/State ID State of Issuance

WISCONSIN

**Part C: Address History**

List in chronological order your last two residence addresses within the last 5 years.

Previous Address 1

Previous City, State, Zip

Dates (MM/YYYY - MM/YYYY)

Previous Address 2

Previous City, State, Zip

Dates (MM/YYYY - MM/YYYY)

**Part D: Employment History**

List in chronological order your last two employers within the last 5 years.

Employer's Name

Capitol Family Dental Clinic

Employer's Address

8422 W Capitol Dr, Milwaukee, WI 53222

Dates Employed (MM/YYYY - MM/YYYY)

6-2016 - present

Employer's Name

Employer's Address

Dates Employed (MM/YYYY - MM/YYYY)

**Part E: Criminal History**

1. Have you ever been convicted of any offenses (other than traffic offenses unrelated to alcohol beverages) for violation of any federal, Wisconsin, or another state's laws or of any county or municipal ordinances? . . . . . ☐ Yes ☒ No
- If yes to question 1, please list details of each conviction below. Attach additional sheets as needed.

Law/Ordinance Violated	Trial Date
------------------------	------------

Penalty Imposed	Was sentence completed? . . . . . <input type="checkbox"/> Yes <input type="checkbox"/> No
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Law/Ordinance Violated	Trial Date
------------------------	------------

Penalty Imposed	Was sentence completed? . . . . . <input type="checkbox"/> Yes <input type="checkbox"/> No
-----------------	--

2. Are charges for any offenses currently pending against you (other than traffic offenses unrelated to alcohol beverages) for violation of any federal, Wisconsin, or another state's laws or any county or municipal ordinances? . . . . . ☐ Yes ☒ No
- If yes to question 2, describe nature and status of pending charges using the space below. Attach additional sheets as needed.

**Part F: Questions**

1. Have you lived in any state other than Wisconsin as an adult? If yes, please list them in the space below. If no, continue to question 2. . . . . ☐ Yes ☒ No

2. How long have you continuously lived in Wisconsin prior to the date of application?	Years 7	Months 9
--	------------	-------------

3. Do you hold a direct or indirect interest in any alcohol beverage wholesaler or producer (e.g. brewer, brewpub, winery, distillery)? If yes, please explain using the space below. Attach additional sheets as needed. ☐ Yes ☒ No

**Part G: Attestation**

**READ CAREFULLY BEFORE SIGNING:** I understand that any license issued contrary to Wis. Stat. Chapter 125 shall be void under penalty of state law. I further understand that I may be prosecuted for submitting false statements and affidavits in connection with this application, and that any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000 if convicted.

Signature 	Date 09-28-2023
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# Schedule for Appointment of Agent by Corporation / Nonprofit Organization or Limited Liability Company

Submit to municipal clerk.

All corporations/organizations or limited liability companies applying for a license to sell fermented malt beverages and/or intoxicating liquor must appoint an agent. The following questions must be answered by the agent. The appointment must be signed by an officer of the corporation/organization or one member/manager of a limited liability company and the recommendation made by the proper local official.

To the governing body of: ☐ Town ☐ Village of Wauwatosa County of Milwaukee  
☒ City

The undersigned duly authorized officer/member/manager of MAJFAIR INC  
(Registered Name of Corporation / Organization or Limited Liability Company)

a corporation/organization or limited liability company making application for an alcohol beverage license for a premises known as Mayfair Liquor  
(Trade Name)

located at 3122 N MAJFAIR RD, Wauwatosa, WI - 53222-3202

appoints RIDDHI . PATEL  
(Name of Appointed Agent)

(Home Address of Appointed Agent)

to act for the corporation/organization/limited liability company with full authority and control of the premises and of all business relative to alcohol beverages conducted therein. Is applicant agent presently acting in that capacity or requesting approval for any corporation/organization/limited liability company having or applying for a beer and/or liquor license for any other location in Wisconsin?

☐ Yes ☒ No If so, indicate the corporate name(s)/limited liability company(ies) and municipality(ies).

Is applicant agent subject to completion of the responsible beverage server training course? ☐ Yes ☒ No

How long immediately prior to making this application has the applicant agent resided continuously in Wisconsin? 7 years 9 months

Place of residence last year [REDACTED]

For: MAJFAIR INC  
(Name of Corporation / Organization / Limited Liability Company)

By: Riddhi  
(Signature of Officer / Member / Manager)

Any person who knowingly provides materially false information in an application for a license may be required to forfeit not more than \$1,000.

## ACCEPTANCE BY AGENT

I, RIDDHI . PATEL, hereby accept this appointment as agent for the  
(Print / Type Agent's Name)

corporation/organization/limited liability company and assume full responsibility for the conduct of all business relative to alcohol beverages conducted on the premises for the corporation/organization/limited liability company.

Riddhi 09-28-2023  
(Signature of Agent) (Date)

Agent's age [REDACTED]

Date of birth [REDACTED]

(Home Address of Agent)

## APPROVAL OF AGENT BY MUNICIPAL AUTHORITY (Clerk cannot sign on behalf of Municipal Official)

I hereby certify that I have checked municipal and state criminal records. To the best of my knowledge, with the available information, the character, record and reputation are satisfactory and I have no objection to the agent appointed.

Approved on \_\_\_\_\_ by \_\_\_\_\_ Title \_\_\_\_\_  
(Date) (Signature of Proper Local Official) (Town Chair, Village President, Police Chief)

Form  
AT-106

# Original Alcohol Beverage License Application

FOR CLERKS ONLY	
Municipality	Wauwatosa
License Period	23-24

## License(s) Requested

- ☒ Class "A" Beer ..... \$ 300      ☒ "Class A" Liquor ..... \$ 500
- ☐ Class "B" Beer ..... \$ \_\_\_\_\_      ☐ "Class B" Liquor ..... \$ \_\_\_\_\_
- ☐ "Class C" Wine ..... \$ \_\_\_\_\_      ☐ "Class A" Liquor (Cider Only) \$ \_\_\_\_\_
- ☐ Reserve "Class B" Liquor \$ \_\_\_\_\_      ☐ "Class B" (Wine Only) Winery \$ \_\_\_\_\_

License Fees	\$ <u>800</u>
Publication Fee	\$ <u>8</u>
Background Check	\$ <u>15</u>
Total Fees	\$ <u>823/Prorated</u>

## Part A: Premises/Business Information

1. Legal Business Name (registered entity name or individual's name if sole proprietorship) <u>MAYFAIR INC</u>		
2. Trade Name or DBA <u>MAYFAIR LIQUOR</u>		
3. Premises Address <u>3122 N MAYFAIR RD</u>		
4. County <u>Milwaukee</u>	5. Municipality <u>Wauwatosa</u>	6. Aldermanic District
7. Mailing Address (if different from premises address)		
8. FEIN <u>93-2386673</u>	9. Wisconsin Seller's Permit Number <u>456-1031476404-04</u>	
10. Premises Phone <u>414-241-0273</u>	11. Premises Email <u>mayfair3122@gmail.com</u>	
12. Entity Type (check one) <input type="checkbox"/> Sole Proprietor <input type="checkbox"/> Partnership <input type="checkbox"/> Limited Liability Company <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Nonprofit Organization		
13. Premises Description - Describe the building or buildings where alcohol beverages are to be sold and stored. Describe all rooms including living quarters, if used, for the sales, service, consumption, and/or storage of alcohol beverages and records. Alcohol beverages may be sold and stored ONLY on the premises described in this application. Attach additional sheets if necessary. <u>On shelves and in the cooler. Some alcohol product will be also stored on the floor. Invoice are stored in the filing cabinets</u> <u>Alcohol product are stored on the Gondola Shelving on the floor and behind the counter on the storage racks. Alcohol will also be stored on the storage area behind the counter.</u>		

## Part B: Questions

1. Have the partners, agent, or sole proprietor satisfied the responsible beverage server training requirement for this license period? Submit a copy of Responsible Beverage Server Training Course Certificate. .... ☐ Yes ☒ No
2. Does the applicant business or its partners, officers, directors, managing members, or agent hold a direct or indirect interest in any alcohol beverage wholesaler or producer (e.g., brewer, brewpub, winery, distillery)? .... ☐ Yes ☒ No  
If yes, please explain using the space below. Attach additional sheets if necessary.



<b>Part C: For Corporate/LLC Applicants Only</b>		
1. State of Registration <b>WISCONSIN</b>		2. Date of Registration <b>7-13-2023</b>
3. Is the applicant business owned by another corporation or LLC? If yes, please provide the name and FEIN of the parent company below, include parent company members in Part D, and attach Form AT-103 for all of the parent company's principal members, managers, officers, or directors ..... <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		
Name of Parent Company		FEIN of Parent Company
4. Does the parent company or any of its officers, directors, managing members, or agent hold any direct or indirect interest in any other alcohol beverage wholesaler or producer (e.g., brewer, brewpub, winery, distillery)? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If yes, please explain using the space below. Attach additional sheets if necessary.		
5. Agent's Last Name <b>PATEL</b>	Agent's First Name <b>RIDDHI</b>	Phone <b>[REDACTED]</b>

<b>Part D: Individual Information</b>
A Supplemental Questionnaire, Form AT-103, must be completed and attached to this application for each person involved in the applicant business and any parent company as indicated in Part C. Persons in the applicant business include: sole proprietor, all officers, directors, and agent of a corporation or nonprofit organization, all partners of a partnership, and all managing members and agent of a limited liability company.

List the full name, title, and phone number for each person below. Attach additional sheets if necessary.

Last Name	First Name	Title	Phone
<b>PATEL</b>	<b>RIDDHI</b>	<b>president</b>	<b>[REDACTED]</b>

<b>Part E: Attestation</b>		
Who must sign this application? • sole proprietor      • one general partner of a partnership      • one corporate officer      • one managing member of an LLC		
<b>READ CAREFULLY BEFORE SIGNING:</b> Under penalty of law, I have answered each of the above questions completely and truthfully. I agree that I am acting solely on behalf of the applicant business and not on behalf of any other individual or entity seeking the license. Further, I agree that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another individual or entity. I agree to operate this business according to the law, including but not limited to, purchasing alcohol beverages from state authorized wholesalers. I understand that lack of access to any portion of a licensed premises during inspection will be deemed a refusal to allow inspection. Such refusal is a misdemeanor and grounds for revocation of this license. I understand that any license issued contrary to Wis. Stat. Chapter 125 shall be void under penalty of state law. I further understand that I may be prosecuted for submitting false statements and affidavits in connection with this application, and that any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000 if convicted.		
Signature <b>Riddhi</b>	Date <b>09-28-2023</b>	
Name (Last, First, M.I.) <b>PATEL, RIDDHI, S</b>		
Title <b>president</b>	Email <b>mayfair3122@gmail.com</b>	Phone <b>414-241-0273</b>

<b>Part F: For Clerk Use Only</b>		
Date application was filed with clerk <b>September 28, 2023</b>	Date reported to governing body	Date provisional license issued (if applicable)
Date license granted	License number	Date license issued
Signature of Clerk/Deputy Clerk		



WISCONSIN DEPARTMENT OF REVENUE  
PO BOX 8902  
MADISON, WI 53708-8902

**Contact Information:**

2135 RIMROCK RD PO BOX 8902  
MADISON, WI 53708-8902  
ph: 608-266-2776 fax: 608-224-5761  
email: DORBusinessTax@wisconsin.gov  
website: revenue.wi.gov

Letter ID L1258846160

MAYFAIR INC  
3122 N MAYFAIR RD  
WAUWATOSA WI 53222-3202

## Wisconsin Department of Revenue Seller's Permit

**Legal/real name:** MAYFAIR INC

**Business name:**

3122 N MAYFAIR RD  
WAUWATOSA WI 53222-3202

- This certificate confirms you are registered with the Wisconsin Department of Revenue and authorized in the business of selling tangible personal property and taxable services.
- You may not transfer this permit.
- This permit must be displayed at the place of business and is not valid at any other location.
- If your business is not operated from a fixed location, you must carry or display this permit at all events.

<b>Tax Type</b>	<b>Account Type</b>	<b>Account Number</b>
Sales & Use Tax	Seller's Permit	456-1031476404-04





**LEARN 2 SERVE™**

## **CERTIFICATE OF COMPLETION**

This certifies that

**RIDDHI PATEL**

is awarded this certificate for

**Wisconsin Responsible Beverage Server Training**



Completion Date  
**07/23/2023**



Expiration Date  
**07/22/2025**



Certificate #  
**WI-00616414**

A handwritten signature in black ink, appearing to read 'Sue H. McFadden'.

Official Signature

This certificate is non-transfereable and represents the successful completion of an approved Wisconsin Department of Revenue Responsible Beverage Server Course in compliance with secs. 125.04(5)(a)5., 125.17(6), and 134.66(2m), Wis. Stats.

# **MAYFAIR INC**

## **CONVENIENCE/ LIQUOR STORE BUSINESS PLAN**

This convenience store will be a small retail business where everyday items like snacks, soft drinks, food items, cigarettes, beer, liquor, vape etc. will be sold.

**BUSINESS NAME:** MAYFAIR INC (DBA MAYFAIR CONVENIENCE AND LIQUOR)

**BUSINESS PLAN:**

- Executive Summary
- Our Product and Services
- Vision Statement
- Mission Statement
- Business Structure
- Sales and Marketing Strategy

### **Executive Summary**

Mayfair convenience and liquor store is a fully registered retail business which will be carrying out its business operation at 3122 N MAYFAIR RD, WAUWATOSA, WI 53222 with approximately 2800 square feet. The business will mainly be concerned with providing the basic daily needs of each customer of our store. Mayfair convenience and liquor store will be owned by Riddhi Patel and she will be the CEO and assigning her husband Sunny Patel as Manager of the store.

### **Our Product and Services**

Mayfair convenience and liquor store will be a small retail business which will provide service mainly to retail consumers. Having done a lot of research we are ready to offer something new in this environment, the following are the product and services that will be rendered by Mayfair convenience and liquor store:

- Daily operation from 8 am to 9 pm.
- Selling Grocery, Beer, Premium Liquor, Cigars, Cigarettes, Vape, Herbal products
- Sales of all essential daily needs like milk, soda etc

### **Vision Statement**

Our vision in the retail business is to become the prince in satisfying the needs of each customer.

## **Mission Statement**

Our mission in the retail business is to become a reputable convenience store and liquor store that provides the best services for our consumers daily. We want a profitable business that will benefit both us and our consumers.

## **Business Structure**

The structure of Mayfair convenience and Liquor store will not be extremely large, but it will reasonably fulfil the sole aim of starting the business. Our structure will go a long way in defining the success of our business, therefore much attention will be given to this.

Below are the posts that will be occupied:

- Manager
- Accountant (1)
- Cashier (2)

## **Sales and Marketing Strategy**

As earlier stated, one of the key successes to our business will be based on customer relations. So, our business will primarily be promoted by our good customer relationship scheme. We will also be making other plans to inform all resident of Wauwatosa of our business, below are some of them:

- Distribution of business card far and wide
- We would also make reasonable use of social media to target residents of Wauwatosa.





# Wauwatosa, WI

7725 W. North Avenue  
Wauwatosa, WI 53213

## Staff Report

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**File #:** 23-781

**Agenda Date:** 10/10/2023

**Agenda #:** 2.

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Consideration of a Partnership Agreement with Visit Milwaukee for January 1, 2024 to December 31, 2028 for tourism promotion and development as permitted by State Statute

**PARTNERSHIP AGREEMENT**  
**Between**  
**THE CITY OF WAUWATOSA and**  
**THE GREATER MILWAUKEE CONVENTION**  
**AND VISITORS BUREAU, INC.**

This AGREEMENT is entered into between the City of Wauwatosa ("CITY") and the Greater Milwaukee Convention and Visitors Bureau, Inc., d/b/a/ VISIT Milwaukee ("GMCVB") for the period beginning January 1, 2024.

WHEREAS, it is recognized and has been shown that the tourism industry is a vital segment of the economy of the Milwaukee metropolitan area, providing not only employment opportunities for the residents of the municipalities, but also substantial business activity which generates additional tax revenue for the Milwaukee region and its individual municipalities; and

WHEREAS, Wisconsin statutes require that a portion of the room tax receipts generated by the tourism industry be expended with a "Tourism Entity" as that term is defined in Wis. Stats Section 66.0615(1)(f), for the purpose of tourism promotion and tourism development, and such expenditure is a prudent expenditure to carry out public and municipal purposes of further improving the employment opportunities of the residents and improving tax revenues from the tourism industry in a highly competitive market; and

WHEREAS, GMCVB is a Tourism Entity as that term is defined by law, and has performed the function of tourism promotion and tourism development on behalf of the City and other governmental agencies and private sector businesses since 1967, and the CITY desires to continue utilizing GMCVB as part of its overall strategy for tourism promotion and tourism development funded by room tax proceeds collected pursuant to the provisions of Wis. Stats Section 66.0615; and

WHEREAS, the tourism industry is not only composed of many diverse and small elements but also is metropolitan in character, it is also prudent, in order to achieve maximum results in achieving the goals set forth, to coordinate and cooperate within the Milwaukee region and within its municipalities in providing funding for GMCVB for the purpose of tourism promotion and tourism development and for soliciting the state, regional, and national market in order to expand the Milwaukee metropolitan tourism industry; now, therefore,

IT IS AGREED THAT in consideration of the mutual promises of the parties hereto, the CITY will pay to the GMCVB during the year 2024, in four equal payments, one each on or before the twentieth day of March, June, September and December, \$75,000 (annual total \$300,000), from taxes collected by the CITY from retailers furnishing at retail rooms or lodging to transients by hotelkeepers, motel operators and other persons furnishing accommodations, as provided in Wis. Stats. Section 66.0615. The monies remitted to the GMCVB in any year shall in no case exceed 50% of the statutorily required amount of room taxes collected by the CITY and provided to the Wauwatosa Tourism Commission, as provided in Wis. Stats. Section 66.0615, collected during payment year; and, it is

FURTHER AGREED THAT if circumstances beyond the control of the parties hereto, are cause to sufficiently change the payment to the GMCVB so as to adversely affect the aforesaid purposes of this agreement, the parties hereto agree to discuss modification of the above stated payment schedule, for the period affected, and, it is

FURTHER AGREED THAT GMCVB shall provide the following services, as outlined below and further outlined in Exhibit A: Scope of Services:

- GMCVB will work to increase economic impact through conventions, meetings and region-wide event business for the Greater Milwaukee area, by providing qualified business leads for size-appropriate business and leisure travel in Wauwatosa hotels, and as a regional partner, giving preferential treatment to hotels in cities that are municipal members during region-wide conventions and events.
- GMCVB will continue to position and promote the CITY through its available marketing channels, including print, digital, paid and earned media, to encourage travel for business, leisure, and group tour segments.
- GMCVB will conduct additional promotional activities as appropriate with an overall goal of promoting activities which will increase the collection of room tax revenue and direct visitor spending from overnight travelers to the CITY and the Greater Milwaukee area.
- GMCVB will provide three board seats to the City of Wauwatosa. One will be filled by the Mayor and include appointment to the Executive Committee, one will be filled by the Common Council President, and one will be filled by the Mayor's designee.

FURTHER AGREED THAT any copyrightable works, ideas, products, or other information (collectively the "Work Product") developed in whole or in part by GMCVB in connection with the Services will be the exclusive property of GMCVB. Upon request, CITY will execute all documents necessary to confirm or perfect the exclusive ownership of GMCVB to the Work Product. Any copyrightable works, ideas, products or other information provided by the CITY will be the exclusive property of the City, and may only be used by GMCVB during the term of this agreement to carry out the services as defined in Schedule A.

FURTHER AGREED THAT the CITY shall furnish to GMCVB quarterly reports of the total receipts from the tax imposed pursuant to said Wis. Stats Section 66.0615 in a timely manner; and it is FURTHER AGREED THAT GMCVB shall provide to the CITY, on an annual basis, and not later than August 15 of each calendar year, a report on GMCVB's past year's activities region- wide and as specifically related to the goals stated above, as well as a Strategic Plan for the next full year of activity toward these same regional principles and goals. Such reports shall include quantitative data regarding hotel occupancy rates within Wauwatosa and throughout the Milwaukee region as appropriate and available, in addition to other measurable data regarding the performance of promotional activities undertaken by GMCVB. Representatives of GMCVB may be asked to present, in person, an overview of the report to CITY staff or to the Common Council



or a committee thereof, following submission of the report; and it is

FURTHER AGREED THAT the CITY and GMCVB will review the Scope of Services annually, and mutually agree on the deliverables as outlined in the Scope of Services, by September 30<sup>th</sup> of each calendar year, and it is

FURTHER AGREED THAT the property, monies, business and affairs of GMCVB shall be controlled by the most recent version of the Articles of Incorporation and By-Laws of GMCVB, the current version of which are attached hereto and incorporated herein. The By-Laws shall include representation for the CITY on the GMCVB Board of Directors, consisting of not less than three members of that body (unless additional municipalities become members of GMCVB, at which time this number may be adjusted proportionately), and shall also provide that at least one representative of the CITY shall be a member of the Executive Committee responsible for the day-to-day operations of the GMCVB as provided in the By-Laws. A representative of the CITY will participate in the Marketing Committee of the GMCVB, an advisory committee to the GMCVB Board of Directors. In addition, a representative of GMCVB may be asked to participate, in a non-voting capacity, in the meetings and activities of the City of Wauwatosa Tourism Commission; and, it is

FURTHER AGREED THAT the expenditures of monies by GMCVB shall be in accordance with budgets and operating plans adopted by the GMCVB Board of Directors upon recommendation of the GMCVB Executive Committee for the purpose of performing services which are directly related to the solicitation promotion, and expansion of the tourism industry for the benefit of member municipalities, and the Milwaukee metropolitan area; and it is

FURTHER AGREED THAT GMCVB shall submit to the Finance Director of the CITY, or other designated representative, quarterly unaudited year-to-date Financial Statements and Income and Expense statements within thirty days of the close of each quarter, and an annual report for the prior calendar year, audited and certified by a Certified Public Accountant, employed by and at the expense of GMCVB by April 30 of each calendar year setting forth in such detail and together with such authenticated or verified documentation as shall be directed by the Board of Directors; and, it is

FURTHER AGREED THAT the Finance Director, or any duly designated representative of the CITY shall have access to all the books and records of GMCVB pertaining to expenditure of monies for the purpose of verifying that such expenditures were for a public purpose inuring to the benefit of the public; and it is

FURTHER AGREED THAT this AGREEMENT shall be in full force and effect from January 1, 2024, through and including the 31st day of December, 2028, and shall be automatically renewed for up to four additional one-year terms unless any party hereto desiring to modify or terminate this agreement upon its expiration shall give notice of such intention at least ninety days prior to the expiration date provided herein.

IN WITNESS WHEREOF, the Parties have caused the Agreement to be signed on the dates written below.

GREATER MILWAUKEE CONVENTION AND VISITORS BUREAU, INC.

---

\_\_\_\_\_  
Peggy Williams Smith, President & CEO Date

---

\_\_\_\_\_  
Board Chair Date

CITY OF WAUWATOSA

---

\_\_\_\_\_  
Dennis McBride, Mayor Date

---

\_\_\_\_\_  
Alan Kesner, City Attorney Date

## **EXHIBIT A: SCOPE OF SERVICES**

**Pursuant to this agreement, in exchange for the compensation provided, Greater Milwaukee Convention & Visitors Bureau (GMCVB) will provide the following services to the City of Wauwatosa (CITY):**

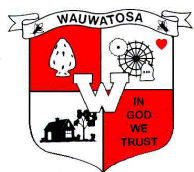


## VISIT x Wauwatosa Partnership Agreement 2024

SCOPE OF SERVICES		
	Contract Element	Description
	<b>Print</b>	
	OVG Full-Page Ad	1-full page advertisement with premium placement in the 2024 Visitors Guide. Partner to provide artwork
	OVG Editorial Spread	2-page editorial in the 2024 Visitors Guide. Content produced by VISIT with partner approval
	OVMap	Map listing in 2024 Map
	<b>Website</b>	
	Discover Wauwatosa Website	Simpleview microsite under DiscoverWauwatosa.com on VISIT's platform. Includes 8 hours a month of VISIT support help, management fee for child site, Simpleview CMS and CRM. Standard cost of business increase each contract year of 3%
	Dedicated web presence	Dedicated webpage with high-level overview of the city on visitmilwaukee.org. Appropriate Tosa content references will also be woven throughout digital and print content created by VISIT over the term of this contract
	Direct Booking Widget	Wauwatosa partner hotels listed in VISIT's direct booking widget
	Top Point of Interest	Wauwatosa presence on VISIT's neighborhood page as a top nearby area of interest
	Blog Posts	VISIT to develop quarterly blog posts featuring Wauwatosa
	<b>Public Relations</b>	
	Pitches & Referrals	VISIT to include partner in at least three meetings/conventions and/or leisure pitches to media outlets
	Travel Writers	VISIT to include partner in the suggested itinerary of at least three travel writers
	Local TV	VISIT to include partner mentions in at least 10 TV spots
	<b>Social</b>	
	Social Post	Quarterly post on VISIT's Facebook or Instagram channel. Content produced by VISIT
	Video Content	Four unique video content to be posted on VISIT's Instagram Reels or TikTok channel with partner's creative direction and collaborate as needed.
	<b>Email</b>	
	Leisure Newsletter	Wauwatosa businesses and events featured quarterly in VISIT's Leisure newsletter. Includes featured content and banner ad
	Milwaukee 365 Newsletter	Wauwatosa businesses and events featured quarterly in Milwaukee365 newsletter. Partner to supply event image and details
	<b>Sales &amp; Experiential</b>	
	<b>Familiarity Tours</b>	
	Meeting Planners	Promote Wauwatosa's venue and meeting-related service partners as Milwaukee's premier suburb for the purpose of booking future events. Invite meeting planners to experience Wauwatosa's hotels, venues, restaurants, and hospitality. Showcase strengths as a premier meetings destination. <b>Additional costs may apply depending on group size and scope.</b> Details to be determined
	Media	Promote Wauwatosa as a leisure destination to markets outside of the Greater Milwaukee area, region or state. Fully hosting media, including social influencers, to garner interest in Wauwatosa and all of its amenities. <b>Additional costs may apply depending on group size and scope.</b> Details to be determined

	<b>Visitor Information Services</b>	Staffed in-person Visitor Information Center providing visitors with information on Wauwatosa's attractions, wayfinding, and other tourism-related topics. Partner literature displayed at the Wisconsin Center, Mobile Kiosk, 3rd Street Market Hall, Milwaukee Airport pop up and Visitor Brochure racks throughout the region
	<b>Sales Leads</b>	Sales leads provided to partner Wauwatosa hotels as defined by the meeting planner event requirements
	<b>M&amp;C/Group Tour Events</b>	Trade show representation – Wauwatosa partner hotels included in the total Meetings & Conventions package promoted to meeting planners and clients
	<b>Trade Shows</b>	Representation spot along with VISIT Milwaukee staff at regional MPI and WSAE
	<b>Sales Missions</b>	Travel with VISIT Milwaukee team on Madison and Chicago sales missions
<b>Expedia</b>		
	<b>Expedia Media Buy</b>	VISIT to coordinate Q4 Expedia media plan, execute creative, and track performance of campaign to increase out-of-state hotel stays during off-peak periods
<b>Consultation</b>		
	<b>VISIT x Wauwatosa</b>	Half hour monthly industry consultation
<b>Partnership</b>		
	<b>Corporate Partnership Level</b>	The partnership covers the annual partnership dues
<b>TRADITIONAL INVESTMENT</b>		<b>\$300,000</b>

CITY OF WAUWATOSA  
MEMO



To: **Government Affairs Committee**

From: **Melissa Cantarero Weiss, Deputy City Administrator**

Date: **September 26, 2023**

Subject: **Visit Milwaukee contract renewal**

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**A. Issue**

Consideration of a Partnership Agreement with Visit Milwaukee for January 1, 2024 to December 31, 2028 for tourism promotion and development as permitted by State Statute.

**B. Background/Options**

State statute directs how the city can use hotel/motel tax revenue in Chapter 66.0615. Funds must be spent on tourism promotion and development. The revenue can be expended with a Destination Marketing Organization (DMO), the City's Tourism Commission, and/or a Chamber of Commerce to carry out tourism promotion or development for Wauwatosa.

Visit Milwaukee is the Destination Marketing Organization (DMO) for the greater Milwaukee region and is an eligible organization for the city to contract with to expend hotel tax revenue. The city has had a contract with them for over 40 years. The historic contract was vague in terms of deliverables and provided the majority of hotel revenue to Visit Milwaukee. Over the past six years, the city has created a Wauwatosa Tourism Commission providing the majority of hotel revenue to the Commission, and renegotiated the Visit Milwaukee contract five years ago. That contract had the first focus on providing a more specific list of deliverables for Wauwatosa.

The contract we are presenting for your review takes this to the next level. It has a more specific and robust scope of services than any previous agreement. It will provide greater benefits for Wauwatosa's tourism promotion and development than in the past. The contract itself has the following beneficial changes:

1. The past contracts had an annual allotment that increased by the percentage of increase in RevPar as of June 30 in the prior year (an industry term defined as revenue per available room). This led to variation in payment, without an accompanying change to the scope of services, which was not beneficial. The new contract transitions to a fee-for-service model where the city receives services directly tied to the amount of money we are providing to the organization as is typical in any other contract.
2. Payment changes from the first month of the quarter to the last to allow us to receipt more revenue before making payments.
3. New language regarding non-payment (page 4) to avoid recurring the financial challenges experienced during the pandemic: "The monies remitted to the GMCVB (Greater Milwaukee Convention and Visitor's Bureau) in any year shall in no case exceed 50% of the statutorily required amount of room taxes collected by the City and provided to the Wauwatosa Tourism Commission, collected during the payment year..."

The 2024 scope of services is significantly more robust than past contracts. All items are listed in the Scope of Services and new items are listed here:

1. Discover Wauwatosa website – a Simpleview child site using the existing DiscoverWauwatosa.com URL on Visit's Simpleview platform. Includes 8 hours/month of Visit Milwaukee website support, management fee for the site, the CRS and CRM.
2. Premium advertisement placement in Milwaukee's Official Visitor Guide, Visitor Map, and Group Tour Brochure, as well as a two-page spread highlighting Wauwatosa in the Visitor Guide.

3. Previously, Wauwatosa website content per the contract was limited to a nearby neighborhood page. In the new contract, in addition to that dedicated webpage on [visitmilwaukee.org](http://visitmilwaukee.org), Wauwatosa content will be woven through other content on the site.
4. Wauwatosa will be included in at least three meetings/conventions and/or leisure pitches to media outlets.
5. Wauwatosa will be included in the suggested itinerary for at least three travel writers.
6. Visit Milwaukee does press about events and attractions in Milwaukee. They will mention Wauwatosa at least ten times in television spots.
7. Feature Wauwatosa quarterly on Visit Milwaukee's Facebook (72,000 followers) or Instagram channel (104,000 followers) with the content produced by the Visit social team.
8. In collaboration with the Tourism Specialist, will create four unique content videos and post on Visit Milwaukee's Instagram (104,000 followers) or TikTok channel (20,000 followers).
9. Wauwatosa businesses and events featured quarterly in Visit's Leisure newsletter, includes featured content and banner ad.
10. Wauwatosa businesses and events featured quarterly in Milwaukee365 newsletter.
11. Promote Wauwatosa's venues and meeting-related service partners as Milwaukee's premier suburb for the purpose of booking future events. Invite meeting planners to experience Wauwatosa's hotels, venues, restaurants, and hospitality.
12. Promote Wauwatosa as a leisure destination to markets outside of the Greater Milwaukee area, region, or state. Fully hosting media or social influencers to garner interest in Wauwatosa and all its amenities.
13. The Tourism Specialist will accompany Visit Milwaukee to regional trade shows to sell Wauwatosa as a location to bring your business meetings/events.
14. The Tourism Specialist will accompany Visit Milwaukee to Madison and Chicago sales missions to represent Wauwatosa.
15. Visit Milwaukee will conduct an Expedia Media buy to increase out-of-state hotel stays during off-peak periods (quarter 4 and quarter 1 are the target seasons). In 2022 this type of media buy resulted in the booking of 645 room nights in Wauwatosa hotels, representing \$100,000 in gross booking dollars. All 9 Wauwatosa hotels saw bookings as a result of the campaign, showing it promoted the city as a whole vs individual properties.
16. Provide a monthly 30-minute 1:1 tourism industry consultation for Wauwatosa's tourism staff.

The Tourism Commission reviewed the Scope of Services at a recent meeting and unanimously recommended that the Common Council adopt the contract. A letter explaining the Commission's opinion about the value to Wauwatosa from Chairperson Dave Amoroso is attached.

### **C. Strategic Plan (Area of Focus)**

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

- Economic Development and Financial Resilience:
  - Promote and support local businesses and anchor institutions

### **D. Fiscal Impact**

The 2023 payment to Visit Milwaukee under the old contract model was \$222,609.22. Under the previous contract terms, our 2024 contract would have been \$258,671.91 in 2024 and would not include the 16 items listed above. The 2024 contract is for a total fee of \$300,000.

### **E. Recommendation**

Staff recommends adopting the contract with Visit Milwaukee as presented.



October 9, 2023

Dear Mayor McBride and Members of the Common Council:

The city of Wauwatosa is currently reviewing the long-standing partnership it has with VISIT Milwaukee. This includes the contracted amount the city pays to VISIT for its work to promote Wauwatosa as part of its championing Milwaukee and the region. City tourism staff has presented the Tourism Commission with a fresh Scope of Services as part of that new partnership agreement.

The Commission has completed a thorough review of the proposed Scope of Services and recognizes the value of each of the deliverables VISIT Milwaukee will provide through its execution. The restructured approach to the partnership will deliver tangible and trackable results in support of the Commission's efforts to promote Wauwatosa as a travel and tourism destination.

The VISIT Milwaukee team continually demonstrates its depth of knowledge and expertise in the promotion of the Milwaukee region. Our partnership with the organization provides access to resources Wauwatosa does not otherwise have. From the size of its team and the buying power it holds to the creativity and passion delivered daily, VISIT Milwaukee is a formidable destination marketing organization. We are Milwaukee's neighbor and partnering with VISIT Milwaukee allows Wauwatosa to capitalize on the success of VISIT Milwaukee.

On behalf of the Wauwatosa Tourism Commission, I am writing to express the Commission's support of the continued VISIT Milwaukee partnership. We ask for your approval of the new Partnership Agreement extending VISIT's commitment to Wauwatosa through 2028. The Commission believes VISIT Milwaukee has shown itself to be a powerhouse in the travel and tourism industry and sees the benefit of aligning Wauwatosa with the organization.

With the increased attention the city of Milwaukee and southeastern Wisconsin is currently receiving and will continue to receive throughout 2024 and we believe beyond, now more than ever it is important for the city of Wauwatosa to remain aligned with VISIT Milwaukee. Thank you for your consideration.

Sincerely,

A handwritten signature in black ink that reads "Dave Amoroso".

Dave Amoroso  
Chairperson, Wauwatosa Tourism Commission