



AGENDA
TOURISM COMMISSION
Franklin City Hall, Hearing Room
9229 W. Loomis Road, Franklin, Wisconsin
September 29, 2026, at 6:00 p.m.

Board Members

Lance Schaefer (Chair)	Barbara Wesener
Jeff Kuderski (Vice Chair)	Mark Wylie (Secretary/Treasurer)
Bill Elliott	

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- I. Call to Order and Roll Call.
 - A. Pledge of Allegiance
 - II. Citizen Comment Period
 - III. Draft Minutes Approval – July 15, 2026, Meeting
 - IV. Reports
 - A. Engage Franklin (EF), Mark Wylie, Cari Greving
 - V. New Business –
 - A. Method to track hotel stays for Croatian Soccer Club and Polonia Soccer Club
 - B. 2027 Budget
 - C. Franklin Youth Tournament Club (FYTC) sponsorship request
 - VI. Unfinished Business
 - A. Wehr Nature Center Grant-Program-Application
 - B. Croatian Soccer Club, Grant Application update, Artificial Turf Field - Matt Saric
 - C. Polonia Sport Club, Grant Application update, Artificial Turf Field
 - D. Grant Application limits and new guidelines
 - E. Investment vision for retained funds,
 - 1. Open discussion with Engage Franklin
 - 2. Closed Session discussion with Engage Franklin regarding its business activities

The Tourism Commission may enter closed session pursuant to Wis. Stat. & 19.85 (1) (e), to deliberate the investing of public funds in relation to business activities of Engage Franklin, a Destination Marketing Organization, for competitive or bargaining reasons, and to reenter open session at the same place thereafter to act on such matters discussed therein as it deems appropriate.

*Notice is given that a majority of the Common Council may attend this meeting to gather information about an Agenda item over which they have decision making responsibility. This may constitute a meeting of the Council per State ex rel. Badke v. Greendale Village Board, even though the Common Council will not take formal action at this meeting. Notice is also given that upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information, please contact the Franklin City Clerk's office at (414) 425-7500



- VII. Invoices: Engage Franklin share of Hotel Taxes: August - \$31,413.53;
- VIII. Next meeting
- VIII. Adjournment

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MINUTES OF MEETING OF THE TOURISM COMMISSION

Council Chambers, 9229 W. Loomis Road, Franklin, Wisconsin

July 15, 2026 – 6:00 p.m.

Members Present		Others Present
Lance Schaefer (Chair)	X	
Jeff Kuderski (Vice Chair)	X	Carrie Greving, Executive Director, Engage Franklin
Mark Wylie (Secretary / Treasurer)	X	John Regetz, Economic Development Director, City of Franklin
Barbara Wesener	X	
Bill Elliott		

- I. Call to Order and Roll Call - The meeting of the Franklin Tourism Commission (TC) was called to order by Chairman Lance Schaefer at 6:00 p.m.
 - A. Pledge of Allegiance
- II. Citizen Comment Period - The floor was opened for citizen comments at 6:01 p.m. Mr. John Bergner, Civic Celebration Chair, came to thank Engage Franklin for their contribution. Citizen Comment Period closed at 6:03 p.m.
- III. Draft Minutes Approval, June 17, 2026, Meeting – Mark Wylie mentioned he was in attendance and Bill Elliot was not. Motion by Wylie, second by Wesener, to approve minutes as amended. Motion carried.
- IV. Reports: Engage Franklin (EF) - Cari Greving reported the EF Board will meet just before TC meetings. The EF Board decided to offer a \$7,500 sponsorship to Snowvana and match a Travel WI GEM Grant which will include EF in national marketing. They also selected Nei Turner Marketing to develop the Visitor's Guide. EF is reviewing 3 submitted digital marketing proposals, and is considering pursuing a Jr. Golf Association tourney at Tuckaway Shores with a stay-cost-reduction-package. The Radio 97.1 marketing campaign started on 7/1 and will be the website as well. The webpage calendar is up and the word needs to be spread.
- V. New Business: Wehr Nature Center Grant-Program-Application – Meissa Hoppe presented a \$1,000 funding request for the 2026 Cider Sunday fundraising event for facility improvements. The grant decision will be made at the August 19 meeting under Unfinished Business.
- VI. Unfinished Business
 - A. Polonia Sport Club, Grant Application addition update, Artificial Turf Field – representative was detained, no action taken.
 - B. Engage Franklin, marketing budget funding proposal – Greving presented the Snowvana sponsorship and Visitor Guide funding request. Motion by Kuderski, second by Wesener, to approve \$25,000 funding for the EF Visitor Guide 2027, and \$7500 for Snowvana event sponsorship. Motion carried.
 - C. Grant Application limits and new guidelines – representative detained, no action taken
 - D. Investment vision for retained funds,
 1. Open discussion with Engage Franklin
 2. Closed Session discussion with Engage Franklin regarding its business activities – no action taken

The Tourism Commission may enter closed session pursuant to Wis. Stat. & 19.85 (1) (e), to deliberate the investing of public funds in relation to business activities of Engage Franklin, a Destination Marketing Organization, for competitive or bargaining reasons, and to reenter open session at the same place thereafter to act on such matters discussed therein as it deems appropriate.
- VII. Invoices: Engage Franklin share of June Hotel Taxes – none received in June
- VIII. Next meeting – August 19
- IX. Adjournment – Motion by Wesener, second by Kuderski, to adjourn the meeting. Motion carried.

08/14/2026

BUDGET REPORT FOR CITY OF FRANKLIN
Calculations as of 12/31/2026

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ACCOUNT CLASS AND GL NUMBER	DESCRIPTION	2027 DEPT REQUEST BUDGET	2026 PROJECTED ACTIVITY THRU 12/31/26	2026 ACTIVITY	2026 AMENDED BUDGET	2025 ACTIVITY	2025 AMENDED BUDGET
17-0651-5212	LEGAL SERVICES	5,000.00			5,000.00		7,500.00
17-0651-5299	SUNDRY CONTRACTORS	361,515.00	313,500.00	133,658.79	313,500.00	340,334.90	268,065.00
17-0651-5311	POSTAGE	100.00	100.00		100.00		150.00
17-0651-5425	TOURISM EVENTS	1,000.00	1,000.00		1,000.00	500.00	5,000.00
17-0651-5426	CONFERENCES & SCHOOLS	2,000.00	2,000.00	605.00	2,000.00		2,000.00
17-0651-5432	MILEAGE & TECHNOLOGY	1,000.00	1,000.00		1,000.00		1,000.00
17-0651-5440	MARKETING SERVICES	70,000.00	70,000.00	32,500.00	100,000.00	11.78	15,000.00
17-0651-5441	ADVERTISING	1,000.00	1,000.00		1,000.00		1,000.00
17-0651-5735	TOURISM GRANT PROGRAM	35,000.00					35,000.00
17-0651-5838	STREETSCAPE-SIGNAGE, BILBRDS	5,000.00	5,000.00		5,000.00	35,565.00	15,000.00
	TOTALS	481,615.00	393,600.00	166,763.79	428,600.00	376,411.68	349,715.00



August 18, 2026

To Whom It May Concern,

The Franklin Youth Tournament Club (FYTC) is one of the most affordable travel baseball and softball organizations in Southeastern Wisconsin. For more than 10 years, our teams have provided opportunities for athletes from communities throughout the region to compete both locally and out of state.

Our mission is to make competitive baseball and softball accessible to families who may not be able to afford the high costs often associated with academy-based travel programs. Over the years, FYTC has proudly supported hundreds of athletes by providing quality coaching, competitive opportunities, and a positive team environment at an affordable cost.

To further support our athletes and other local organizations facing similar challenges, FYTC is developing a year-round baseball and softball training facility. The facility will be approximately 11,250 square feet and will include:

- Two batting cages (55x12x12)
- One full-size batting cage (70x14x12) that can also convert to two
- A half-field training area (6,000 sq feet of turf)

We anticipate serving 30 teams and more than 1,000 athletes annually through practices, training sessions, clinics, and team development programs.

We are seeking community partners who may be interested in helping equip this facility through grants, sponsorships, partnerships, or direct donations. In recognition of your support, we would proudly display your company or organization's name within the facility through signage, naming opportunities, or recognition of donated areas.

Current Sponsorship/Donation Opportunities

Sponsorships will be recognized by advertising for three years in the facility, little league and Franklin Crew/Flame websites.

1. **Sponsorship Small Batting Cage Donation-Turf, nets and screen (55x12x12):**
 - a. 2 cages available, \$4000 per cage
2. **Sponsorship- Full-Size Batting Cage Donation- Turf, nets and screen (70x14x12):**
 - a. 1 cage available Total: \$5,000
3. **Sponsorship- Field Net/Turf/Equipment/Install (6,000 sq ft):**
 - a. Project cost: \$45,000 Donations starting at \$4000
4. **Donation Family/Private- Increments of \$1.00.**

We would be grateful for the opportunity to discuss how your organization can help make this facility a reality for the youth athletes of Southeastern Wisconsin.

Thank you for your time and consideration. We look forward to hearing from you.

Sincerely,

Franklin Youth Tournament Club (FYTC)

Shaun Marefka – President, FYTC \ Chris Budnik- Baseball Director, FYTC
Michelle Carini - Treasurer, FYTC \ Jennifer Call - Secretary, FYTC
Deval Sino- Softball Director, FYTC



Thank you for your interest in working with the Franklin Tourism Commission.

Mission Statement:

The Tourism Commission mission is to promote the City of Franklin, Wisconsin as the premiere destination in Southeastern Wisconsin for fun, business, and entertainment & recreation.

Our Core Values:

- **MARKET:** We engage in marketing activities designed to increase tourism awareness.
- **BRAND:** We brand Franklin as a place that has a high quality of life for both residents and visitors.
- **WELCOME:** We support visitors and businesses.
- **DEVELOP:** We partake in activities designed to bring additional revenue streams to the commission and city.

Please keep in mind that by state statute, Tourism Commission funds must be used for tourism promotion and development that is *likely to generate paid overnight stays* at local hotels.

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If you would like to request funds or assistance from the Tourism Commission, we invite you to present at one of our monthly meetings, as our agenda allows. Please keep in mind the above mission and core values when making your request, and be prepared to provide answers to the following questions:

- Requesting Organization & Contact Info
- Event/Project Description & Timing
- Impact on Lodging. How does your request translate to overnight tourism for the City? (i.e. how will this request get us “heads in beds”?)
- Event/Project Budget. Please include the full budget for your event or project as well as the amount you are requesting from the Tourism Commission. If necessary, prioritize your needs clearly so we know where you need the most support.
- Use of Funding Support. Please describe in detail how the funds from the Tourism Commission will be specifically utilized.

You may choose to present a written document or presentation, or you may talk to each of these points, but please make sure all the above questions will be answered when making your request.



**CITY OF FRANKLIN
TOURISM GRANT PROGRAM
APPLICATION**

Date
Tourism Commission Use Only
Application Number:

Amount Requested: _____

Section 1: Applicant Information / Description of Organization			
Applicant			
Address	City	State	ZIP Code
Authorized Representative	Title	Telephone Number	
Contact Person	Title	Telephone Number	
E-Mail Address	Fax Number		
Background of organization			
Mission and Objectives of organization			
Target Markets of organization			

TOURISM GRANT PROGRAM - GRANT APPLICATION

Section 2: Project Information
Project Title
Detailed Project Description
Expected Outcomes
What are the project's attendance goals
Please identify how this project/program will specifically be able to generate paid overnight stays in hotels within the City of Franklin, WI.
What are the Specific Geographic and Market Targets for the Project?

TOURISM GRANT PROGRAM - GRANT APPLICATION

Section 2: Project Information (Continued)

Timeline For Implementation

Staffing Requirements

Section 3: Financial Information

Plans For Sustaining the Project's Funding Upon the Expiration of the Grant

List Project Funding Sources, Amounts and Budget Percentage

Explain in Detail How the Tourism Commission Funds will be used in the Project.

Engage Franklin Funding
2023 Funding - 75% of all Tourism dollars
Agreement Date: October 1, 2023

Month	01-0000-4022	70%	75%	Paid	Paid Amount	Paid Date	Check No.	Overpaid
	Total room tax dollars collected	70% goes to Tourism	75% goes to Engage Franklin					
12/31/2023	\$ 101,640.23	\$ 101,640.23	\$ 76,230.17	✓	\$76,230.17	5/2/2024	197665	
10/3/2024	\$ 86,426.65	\$ 86,426.65	\$ 64,819.99	✓	\$64,819.99	10/31/2024	199872	
10/31/2024	\$ 58,514.84	\$ 58,514.84	\$ 43,886.13	✓	\$43,886.13	11/28/2024	200254	
11/30/2024	\$ 138,848.79	\$ 138,848.79	\$ 104,136.59	✓	\$104,136.59	1/2/2025	200610	
2/18/2025 January 2025	\$ 52,056.30	\$ 36,439.41	\$ 27,329.56	✓	\$39,042.23	2/27/2025	201826	\$11,712.67
4/17/2025 February 2025	\$ 52,688.36	\$ 36,881.85	\$ 27,661.39	✓	\$15,948.72	5/7/2025	202667	
5/15/2025 April 2025	\$ 41,798.37	\$ 29,258.86	\$ 21,944.14	✓	\$21,944.14	5/28/2025	202855	
6/12/2025 May 2025	\$ 86,891.18	\$ 60,823.83	\$ 45,617.87	✓	\$45,617.87	6/25/2025	203220	
8/14/2025 June 2025	\$ -	\$ -	\$ -					
8/14/2025 July 2025	\$ 165,425.92	\$ 115,798.14	\$ 86,848.61	✓	\$86,848.61	8/27/2025	204011	
9/10/2025 August 2025	\$ 4,549.52	\$ 3,184.66	\$ 2,388.50	✓	\$2,388.50	10/2/2025	204323	
11/12/2025 September 2025	\$ -	\$ -	\$ -					
11/12/2025 October 2025	\$ 19,332.46	\$ 13,532.72	\$ 10,149.54	✓	\$10,149.54	12/4/2025	205123	
12/11/2025 November 2025	\$ 225,514.83	\$ 157,860.38	\$ 118,395.29	✓	\$118,395.29	1/8/2026	205531	
1/1/2026 December 2025	\$ -	\$ -	\$ -					
2/1/2026 January 2026	\$ 63,991.73	\$ 44,794.21	\$ 33,595.66	✓	\$33,595.66	4/2/2026	206456	
3/1/2026 February 2026	\$ 37,456.02	\$ 26,219.21	\$ 19,664.41	✓	\$19,664.41	4/22/2026	206766	
4/1/2026 March 2026	\$ 30,449.62	\$ 21,314.73	\$ 15,986.05	✓	\$15,986.05	4/22/2026	206766	
5/1/2026 April 2026	\$ 89,310.08	\$ 62,517.06	\$ 46,887.79	✓	\$46,887.79	6/3/2026	207195	
6/1/2026 May 2026	\$ 33,380.72	\$ 23,366.50	\$ 17,524.88	✓				
7/1/2026 June 2026	\$ -	\$ -	\$ -					
8/1/2026 July 2026	\$ 59,835.30	\$ 41,884.71	\$ 31,413.53					



PAYMENT VOUCHER

City of Franklin
9229 W. Loomis Rd.
Franklin, WI 53132

Date: August 10, 2026

Pay To: Engage Franklin
7044 S. Ballpark Drive
Franklin, WI 53132
CelebrateFranklin.com

Account	Description	Amount	Percent Owed	Amount Owed
17-0651-5299	75% Agreement per Franklin Tourism Commission & Engage Franklin Tourism Entity Agreement effective October 1, 2023	\$41,884.71	75%	\$31,413.53
	JULY 2026 REVENUE			
			TOTAL	\$31,413.53

Finance Department

Prepared By: Danielle Brown

Signature: _____

Date: August 10, 2026

Tourism Commission Approval

Approved By: _____

Signature: _____

Date: _____