



CITY ADMINISTRATOR

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MEMO

To: Mayor, City Attorney and City Council
CC: Department Directors & Press
From: City Administrator
Subject: Administrator's Report
Date: December 2, 2014

Police Department Retirement: Detective Jeff Italiano has announced he is retiring from the Waukesha Police Department effective January 2, 2015. Please join us for his cake and coffee on January 2nd at 0900 in the Assembly Room to celebrate his career. We wish him the best in the next chapter of his life.

Budget Books: With the 2015 Budget adopted, the Finance Department has made the final changes to the budget. While we have attempted to go electronic, the budget book is a large document. It is available on the City's website. If you would like a printed copy, please let Vicki Krueger know at vkrueger@ci.waukesha.wi.us and one will be provided to you.

Waukesha/Pewaukee Conv. & Visitor Bureau (WPCVB) Update: The 2015 Visitor Guide is in final draft and headed to the printer, with an expected delivery date of mid-December. Thousands of these guides are shipped to the WI Welcome Centers, managed by the WI Department of Tourism. In addition, the guide is distributed to our hotel partners and at various travel points within the community...attractions, event venues, airport, etc. The guide is produced at no charge to our tourism partners and provides a comprehensive overview of attractions, shopping, dining and events for visitors to our communities.

Group sales continue to reach out to statewide meeting planners to book their meetings and conventions in Waukesha/Pewaukee. Nearly 150 contacts were made this month to decision makers, generating nearly 700 sleeping room nights for our partner hotels. Two groups were provided complimentary services for meetings held here and one site visit was hosted for a planner considering our area for a convention. We continue to work on a large bid for July of 2017, which would generate 2,350 sleeping rooms. We are submitting a Meetings Mean Business grant request to the WI Department of Tourism to assist with meeting facility rental and transportation fees. Approval of this grant is key to Waukesha/Pewaukee being awarded the WI bid. If successful, a Waukesha/Pewaukee contingency will make a trip to Reno, NV in June of 2015 to present our bid to the International Association, where a final selection of the three bids will be voted and awarded.

In September of 2015 Waukesha/Pewaukee was awarded the opportunity to host the Wisconsin Society of Association Executives, an organization of Wisconsin association meeting planners. The two day meeting will include an evening reception themed around Les Paul and Waukesha Guitar Town. Plans are underway to work with community partners to offer a tour and downtown reception that will result in more WI association meetings booked in our facilities.

The result of any successes we have in drawing visitors to the areas means more dollars brought to area businesses and greater room tax revenue for our municipalities.

