

TOWN SQUARE PROGRAMMING COMMISSION AGENDA

WATERTOWN CHAMBER OF COMMERCE - 519 E. MAIN STREET WATERTOWN, WI 53094

WEDNESDAY, FEBRUARY 07, 2024 AT 4:15 PM

Virtual Meeting Info: https://meet.goto.com/WatertownParkRec

1. Call to order

2. Review and approval of minutes

A. BFTS minutes from January 3, 2024

3. Citizens to be heard

Each individual who requests to address the Council will be permitted up to three minutes for their comments.

4. Business

- A. Update on Ordinances sent to Council
- B. Review and Discuss: Feedback from February 5th meeting
- C. Review and Discuss: seasonal employees at BFTS
- D. Discuss: Concert Costs and Sponsors
- E. Discuss: Water Savings Options Kristine
- F. Discuss: WHS Painting Splash Pad Boxes
- G. Discuss: ordinance 410.56(a) for smoking in prohibited places

5. Event Coordinator's report

A. Review and Discuss: Event Coordinators Report

6. Adjournment

Next Meeting March 6th, 4:15pm Chamber of Commerce Office

Persons requiring other reasonable accommodations for any of the above meetings, may contact the office of the City Clerk at mdunneisen@watertownwi.gov, phone 920-262-4006

A quorum of any City of Watertown Council, Committee, Board, Commission, or other body, may be present at this meeting for observing and gathering of information only

Bentzin Family Town Square COMMISSION

MINUTES

Wednesday, January 3, 2024

1. Call to order

The Bentzin Family Town Square Commission in person on November 1, 2023. The meeting was called to order by Konz. Members present were: Lampe, Zimmerman, Konz, Hertel, Kauffmann, Bartz. Not present: Keepman.

Also present were: Butteris, Juhl.

2. Review and approval of minutes:

Lampe made motion to approve. Zimmerman seconded. All approved.

3. Review and approval of financial reports

Konz had questions on budget money coming in for tracking purposes. Juhl mentioned financials will be reported quarterly beginning March meeting. Zimmerman made motion to approve financial report. Kauffmann seconded. So moved.

4. Citizens to be heard

No one present

5. Business

a. Review & Discuss: survey & Feedback

It was decided to go ahead with the meeting with local taverns and restaurants to get feedback for level of involvement and to go over Health Department protocols when this happens. Request to do as soon as possible on a Monday night per Lampe. Communication for this: chamber and main street to provide emails and rest done through social and press release. A second meeting will be set up with the merchants to also get their feedback on level of involvement at the square. This to happen on a Tuesday evening.

Feedback from commission survey in regards to planning for the square was full of information and Steph will review to keep in line with requests.

- b. Review and Take Action: New mission statement for the Bentzin Family Town Square Zimmerman recommended to add the wording to include a business component to the statement. "Economic Vitality". Lampe suggested adding wording "Catalyst for downtown". Lampe made a motion. Hertel seconded. All approved.
- c. **Review and Discuss: Food and Beverage Fees –** Recommended fee for Fermented Malt Beverage vendors per event: \$250 for Non-profits; \$350 for everyone else. This will go in the fee structure. Lampe motioned, Bartz seconded. Motion carried.
- d. Review and Discuss: New Proposed Ordinance 428-10
- e. **Review and Discuss: Remembering Our Fallen Program:** It was decided "no" at this time due to cost, bridge construction and the thought that this was just done in 2019 locally. Maybe look into next year and have other Vet groups possibly help with fundraising to bring it here. Check out price of Veterans Wall.

Section 2, Item A.

6. Event Coordinator's Report:

*Review and discuss report.

7. Adjournment – Next meeting date February 7, 2024 Hertel motioned, Lampe seconded. All approved.





MEMO

TO: Park, Recreation, & Forestry Committee

FROM: Kristine Butteris, Director of Parks, Recreation, & Forestry

DATE: January 8, 2024

RE: Create Section 398-20 Concession in the Parks of the City

Committee Members,

The Parks, Recreation, & Forestry Department has put together recommended changes to the ordinance 398-20 Concession in the Parks of the City. This will change the existing percentage-based fees to a flat fee. These fees will be listed on the fee schedule. The fees will help in covering expenses at the Bentzin Family Town Square and Riverside Park. The fee structure will be as follows:

- A. Merchant Concessionaire \$25.00/event Any concessionaire not using a park shelter or facility which is selling merchandise not for consumption.
- B. Non-Intoxicating Beverage Concessionaire \$75.00/event or \$300/year Any concessionaire either using or not using a park shelter or facility which is selling non-intoxicating beverage or food merchandise for consumption.
- C. Intoxicating Beverage Concessionaire \$250.00/event Any concessionaire either using or not using a park shelter or facility which is selling intoxicating beverage merchandise for consumption.

We are looking for recommendation to move to common council.



MEMO

TO: Park, Recreation, & Forestry Committee

FROM: Kristine Butteris, Director of Parks, Recreation, & Forestry

DATE: January 8, 2024

RE: Create Section 428-10 Sale of Fermented Malt Beverages

Committee Members,

The Parks, Recreation, & Forestry Department has put together recommended changes to the ordinance 428-10 Sale of Fermented Malt Beverages, allowing for Fermented Malt Beverages to be sold by officers or employees of the City of Watertown at designated stations within the confines of the Bentzin Family Town Square and Riverside Park at times designated by the Parks Director. We are requesting these changes to be able to help generate revenue.

We are looking for recommendation to move to common council.



MEMO

TO: Park, Recreation, & Forestry Committee

FROM: Kristine Butteris, Director of Parks, Recreation, & Forestry

DATE: January 8, 2024

RE: Amend Section 428-8(g) Subsections 3 & 7 Open Container

Committee Members,

The Parks, Recreation, & Forestry Department has put together recommended changes to the ordinance 428-8(g) Subsections 3 & 7 Open Container. This will update the existing requirement for logoed 16 oz containers and logoed wristbands, when serving alcoholic beverages, to allow for generic options to these items. These logoed items are very costly and would help reduce expenses.

We are looking for recommendation to move to common council after approval from the Chief of Police and advice from Public Safety and Welfare.

City Host/Co-Host BFTS Events 2024	street closed	Temp B Required	Food Trucks	Music	Approx Price
March 17: St. Patricks Day Event w/ Library					\$300
May 18: Birthday Bash	x	х	х	х	\$15,000
May 28: WHS Art Walk					, 2,722
,					
June 8: Boy Band (Sat 7-9) Summer Kick Off	х	х	х	х	\$8,500
June 15: Conscious Pilot (Sat 7-9)	х	х	Х	х	\$2,500
June 21: Mallrats (sat 7-9)	х	х	х	х	\$6,000
June 23: Set Apart Art Kids and Parents					
June 29: Dueling Pianos (Sat 6-9)	х	х	х	х	\$4,200
July 13: Pan Cromatic Steel - Hawaiin Day	х	х	х	x	\$2,000
July 14: Kids Fest (Sun 11-3)	х		х		\$4,000
July 20: sidewalk sales	х		х		
July 20: 33RPM (Sat 7-9)	х	х	х	х	\$4,500
July 28: Sip & Paint		х			
Aug 3: WRMC Breatfeeding Celebration	х		Х	?	
Aug 17: Ask Your Mother (Sat 7-9)	х	х	Х	х	\$3,000
Aug 18: Art in the Park		?			
Aug 24: Bootjack Road Band (Sat 7-9) Summer Farewell	х	х	Х	х	\$4,000
Aug 25: Family Fun Day	х		х	Х	
Sept 7: Last Bees (Sat 7-9)	х	х	х	х	\$800
Sept 14: Back Bay Band (Sat 7-9)	х	х	х	х	\$1,250
Sept 22: Art in Park					
Oct 18: Halloween Party (Fri 6-9) w/ DJ	х	х	Х	х	\$2,000
Oct TBD: Homecoming meet & greet players			booster		
	х		club	WHS Band	
Oct 26: Pumpkin Palooza (Sat 10-3) Watertown Players Secured	х		х		\$250
Cl. 10 11 N 441 1 2 2025 2					
Closed Road beg Nov 11th - Jan 3, 2025 ?	X				
Nov 16: Tree Lighting (sat 5:30)	Х			carolers	
Doc 7: lingle Pell on the Peck (Set 12.7)	v	l v	V	V	
Dec 7: Jingle Bell on the Rock (Sat 12-7) Dec 31: Ball Drop Event (8pm-12)	X	X	X	X	
DEC 31. Dali DIOH EVEIII (OHIII-12)	X	Х	X	Х	
Food Truck Mondays (June Oct 11am 5am) 10st			x		
Food Truck Mondays (June - Oct 11am-6pm) 18ct Thursday Farm Markets (June - sept 4pm-7pm) 4ct	v			acquetic	200 50000
mursuay rami warkets (June - Sept 4pm-/pm) 4ct	х	<u> </u>	х	acoustic	200-500ea

Shade Structure on lower stage

Ice Rink

3-4 Picnic Table Umbrellas only
Roof on current band shelter

replace pavers

kayaks for rental

Holiday Décor 2024

Outdoor Globes

Smores Tables

Sponsors for cups for concerts-hopefully being waived

Section 4, Item D.

Adopt a Park Program May-Nov 2024 Sponsor a Food Truck Program Dog Sled races Bistro tables

\$2300 ea



2024 SUMMER CONCERT SERIES
THURSDAY NIGHT MARKET

Sponsorships are limitless! Choose the entire season for \$28K or choose activities and dates that fit your budget —there is something for everyone!

Sponsorship includes: speaking at events, hosting a booth, selling items, handing out coupons, etc. If you can "think it" we can make it happen.

Please respond by February 1st if you are interested, to be included in all initial advertising.



DON'T WAIT: Contact Steph Juhl at sjuhl@watertownwi.gov

2024 SPONSORSHIP OPTIONS



BIRTHDAY BASH - MAY 18TH

One of the largest events of the season...This is going to be an amazing family-friendly event with all kinds of activities for kids and entertainment for adults.

11am-9pm

Entertainment Options:

11 One Louder Band \$1750, Magician \$1000, DJ \$1000: Bounce House \$800, Local Acoustic Music \$800, Face Painter \$1000, Selfie Station \$300, Chair Massage Therapist \$1000

THRUSDAY NIGHT MARKETS

SPONSOR \$300 EACH OR SERIES \$700

Will be held on Water Street and throughout the square from 4-7pm. This will include produce, area artists, and local food vendors, as well as, food trucks. Hoping to have unique items you cannot find everywhere! This is the first year for this type of event in Watertown. There will be 4 night markets. 6/27; 7/25; 8/22; 9/26

Entertainment Options: Acoustic local artists \$300, host your business booth \$100

	CO	NCFRTS	*Saturday niç	ghts unless stated
BOY BAND	CONSCIOUS PILOT	MALLRATS SPECIAL FRIDAY NIGHT	NEW DUELING PIANOS	PANCHROMATIC STEEL
June 8th, 7-9pm	June 15th, 7-9pm	June 21st, 7-10pm	June 29th, 7-9pm	July 13th, 7-9pm
Entertainment Options: Band \$5000 Food Trucks Beer Vendors	Entertainment Options: Band \$2500 Food Trucks Beer Vendors	Entertainment Options: Band \$5000 Food Trucks Beer Vendors	Entertainment Options: Band \$4200 Food Trucks Beer Vendors	Entertainment Options: Band \$2000 Food Trucks Beer Vendors
\$5000	\$2500	\$5000	\$4200	\$2000
33RPM	ASK YOUR MOTHER	BOOTJACK ROAD	LAST BEES	BACK BAY
July 20th, 7-9pm	Aug. 17th, 7-9pm	Aug. 24th, 7-9pm	Sept. 7th, 7-9pm	Sept. 14th, 7-9pm
Entertainment Options: Band \$4000 Food Trucks Beer Vendors	Entertainment Options: Band \$3000 Food Trucks Beer Vendors	Entertainment Options: Band \$2400 Food Trucks Beer Vendors	Entertainment Options: Band \$800 Food Trucks Beer Vendors	Entertainment Options: Band \$1000 Food Trucks Beer Vendors
\$4000	\$3000	\$2400	\$800	\$1000



Non-concert events will be added throughout the summer. Please let us know if you are interested in being contacted as these opportunities arise.

Some will include face painters, comedians, actors, karaoke nights, movie nights, etc. (beginning \$100)

Partial and joint sponsorships are welcomed.



DON'T WAIT: Contact Steph Juhl at sjuhl@watertownwi.gov

ORDINANCE TO AMEND SECTION 410-56(A) SMOKING IN PROHIBITED PLACES, OF THE CITY OF WATERTOWN GENERAL ORDINANCES

THE COMMON COUNCIL OF THE CITY OF WATERTOWN DOES ORDAIN AS FOLLOWS:

SECTION 1. Section 410-56(A), Smoking in Prohibited Places is hereby amended to read and include as follows:

A. Definitions. As used in this section, the following terms shall have the meanings indicated:

(1) DESIGNATED AREA

- (a) An area designated by Park, Recreation, & Forestry Commission within each public park where smoking is permitted and which shall meet the following criteria:
 - a. The designated area must be clearly designated and marked with smoking permitted signs.
 - b. The area must be at least 20 feet from any picnic areas, sports fields or improvements used for recreational activity, food vendors, lines for recreational activities in the recreational area, any structure or any heating and air condition intakes or vents.
 - c. The area cannot be capable of being completely enclosed.
 - d. The agreement or special event permit between the City and a private entity permits the designation of a smoking area.

(2) PERSON IN CHARGE

(a) The person, or his or her agent, who ultimately controls, governs or directs the activities aboard a public conveyance or at a location where smoking is prohibited or regulated under this section.

(3) PROHIBITED PLACE

- (a) Any place or location in the City of Watertown as described in § 101.123(2)(a), (d) and (e), Wis. Stats.
- (b) Within a City Park, unless within a Designated Area.

(4) SMOKING

(a4) "Smoking" includes burning or holding, or inhaling or exhaling smoke from, any of the following items containing tobacco:

- (ia) A lighted cigar.
- (iib) A lighted cigarette.
- (iiie) A lighted pipe.
- (ive) Any other lighted smoking equipment.

(b2) "Smoking" also includes using an electronic smoking device. "Electronic smoking device" means an electronic device that can be used to deliver an inhaled dose of nicotine or any other substance intended for human consumption that may be used by a person to simulate smoking through inhalation of vapor or aerosol from the product. It includes any such device whether manufactured, distributed, marketed or sold as an electronic cigarette, commonly known as ecigarettes; an electronic cigar; an electronic cigarillo; an electronic pipe; an electronic hookah; vape pen; or any other product name or descriptor.

SECTION 2. All ordinances or parts of ordinances inconsistent with the provisions of this ordinance are hereby repealed.

SECTION 3. This ordinance shall take effect and be in force March 1st 2024.

DATE:				
READING:	1	ST	2	ND
	YES	NO	YES	NO
DAVIS				
LAMPE				
VACANT				
BARTZ				
BLANKE				
SMITH				
SCHMID				
WETZEL				
MOLDENHAUER				
MAYOR MCFARLAND				
TOTAL				

COORDINATOR'S REPORT

February 7, 2024

2024 Current Calendar of Events

The summary below is the tentative status of scheduling.

March 17: St. Patrick's Day Event

May 18: 1st Annual Birthday Bash/Splash Pad Opens/YMCA Yoga in park

May 28: WHS Art Walk

June 8: Boy Band (Sat 7-9)

June 14: Share the Love Series (Fri 5-8)

June 15: Conscious Pilot (Sat 7-9)

June 19: YMCA Zumba on the Square 6pm

June 21: Mallrats (7-9)

June 23: Set Apart Art - Kids

June 28: Share the Love Series (Fri 5-8)

June 29: Dueling Pianos (Sat 6-9)

July 9: YMCA Pound 8am & 6pm

July 12: Share the Love Series (Fri 5-8)

July 13: Panchromatic Steel

July 14: Kids Fest/YMCA Family Zumba

July 19: Share the Love Movie time TBD

July 20: 33RPM (Sat 7-9) & Sidewalk Sales

July 26: Share the Love Series (Fri 5-8)

July 28: Sip & Paint

Aug ?: YMCA Body Combat

Aug 2: Share the Love Movie time TBD

Aug 3: WRMC Breastfeeding Coalition Event

Aug 16: Share the Love Series (Fri 5-8)

Aug 17: Ask Your Mother (7-9)

Aug 18: Art in Park

Aug 23: Share the Love Movie time TBD

Aug 24: Bootjack Road Band (Sat 7-9)

Aug 25: Family Fun Day (11-1)

Sept 7: Last Bees (Sat 7-9)

Sept 14: Back Bay Band (7-9)

Sept 22: Art in Park

Oct 1-4: EZ Promotion Homecoming Pop Up w/ Fuelify

Oct 8: Halloween Party (6-9)

Oct 26: Pumpkin Palooza

Nov 16: Tree Lighting

Dec. 7: Jingle Bell on the Rock

Food Truck Mondays beginning June 10th and ends on Oct 28th. Working on schedule. Will have for April Meeting.

Thursday Night Market: June 27th, July 25th, August 22nd, September 26th

Still looking for main sponsor and vendors for this. I will have flyers promoting event at March Meeting.



Special: Friday, June 21, 2024 7-9 p.m. Mallrats: Special - - \$ 5,000 Saturday, June 29, 2024 7-9 p.m. Dueling Pianos - - \$ 4,200 Saturday, July 13, 2024 7-9 p.m. PanCromatic Steel - - \$ 2,000 Saturday, July 20, 2024 7-9 p.m. 33RPM - - \$ 3,000 Saturday, August 17, 2024 7-9 p.m. Ask Your Mother - - \$ 3,000 Saturday, August 24, 2024. 7-9 p.m. Bootjack Road Band - - \$ 2,400 Saturday, September 7, 2024 7-9 p.m. Last Bees - - \$ 800 Saturday, September 14, 2024 7-9 p.m. Back Bay Band - - \$ 1,250	Summer Concert Series					
Saturday, June 08 2024 7-9 p.m. Boy Band Night \$ 5,000 Essential Details, LLC A.G. Entertainment, LLC \$ 1,959 \$ - Proline Entertainment, LLC \$ 2,500 \$ - Saturday, June 15, 2024 7-9 p.m. Conscious Pilot - \$ 2,500 \$ - Special: Friday, June 21, 2024 7-9 p.m. Mallrats: Special - - \$ 5,000 Saturday, June 29, 2024 7-9 p.m. Dueling Pianos - - \$ 4,200 Saturday, July 13, 2024 7-9 p.m. PanCromatic Steel - - \$ 2,000 Saturday, July 20, 2024 7-9 p.m. Ask Your Mother - - \$ 3,000 Saturday, August 17, 2024 7-9 p.m. Bootjack Road Band - - \$ 2,400 Saturday, September 7, 2024 7-9 p.m. Last Bees - - \$ 1,250 Saturday, September 14, 2024 7-9 p.m. Back Bay Band - - \$ 1,250						
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Proline Entertainment, LLC \$ 2,500 \$ -	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,					
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Saturday, September 14, 2024 7-9 p.m. Back Bay Band \$ 1,250	Saturday, August 24, 2024.		Bootjack Road Band	-	-	
	Saturday, September 7, 2024		Last Bees		-	
D	Saturday, September 14, 2024	7-9 p.m.	Back Bay Band		-	\$ 1,250
	Band		\$ 31,900.00	_		
·	Audio			_		
	Lighting and Power			_		
Management (Essential Details) \$ 550.00	•	5)				
	Marketing (Essential Details)					
	Hospitality					
T = 1 = 1 = 1 = 1 = 1 = 1 = 1 = 1 = 1 =	Total					
	Budget					
Balance +/- \$ (9,859.00)	Balance +/-		\$ (9,859.00)			

Section 5, Item A.

City Host/Co-Host BFTS Events 2024	street	Temp B	Food	Music	Approx Price
City Host/Co-Host BF13 Events 2024	close	Require 🖫	Truck -	- Iviusic	Approx Frice
March 17: St. Patricks Day Event w/ Library					\$300
May 18: Birthday Bash	x	х	х	х	\$15,000
May 28: WHS Art Walk					
June 8: Boy Band (Sat 7-9) Summer Kick Off	X	x	x	x	\$8,500
June 15: Conscious Pilot (Sat 7-9)	х	x	X	X	\$2,500
June 21: Mallrats (sat 7-9)	х	x	X	X	\$6,000
June 23: Set Apart Art Kids and Parents					
June 29: Dueling Pianos (Sat 6-9)	X	x	x	х	\$4,200
July 13: Pan Cromatic Steel - Hawaiin Day	х	x	X	x	\$2,000
July 14: Kids Fest (Sun 11-3)	х		X		\$4,000
July 20: sidewalk sales	X		X		
July 20: 33RPM (Sat 7-9)	х	x	X	х	\$4,500
July 28: Sip & Paint		x			
Aug 3: WRMC Breatfeeding Celebration	х		X	?	
Aug 17: Ask Your Mother (Sat 7-9)	х	x	X	х	\$3,000
Aug 18: Art in the Park		?			
Aug 24: Bootjack Road Band (Sat 7-9) Summer Farewell	х	x	x	х	\$4,000
Aug 25: Family Fun Day	x		x	x	
Sept 7: Last Bees (Sat 7-9)	х	x	X	X	\$800
Sept 14: Back Bay Band (Sat 7-9)	х	x	x	х	\$1,250
Sept 22: Art in Park					
Oct 18: Halloween Party (Fri 6-9) w/ DJ	x	х	x	х	\$2,000
Oct TBD: Homecoming meet & greet players			booster		
Oct 100. Homecoming meet & greet players	X		club	WHS Band	
Oct 26: Pumpkin Palooza (Sat 10-3) Watertown Players Secured	X		x		\$250

Closed Road beg Nov 11th - Jan 3, 2025 ?	x				Soction F. Itom A
Nov 16: Tree Lighting (sat 5:30)	x			carolers	Section 5, Item A.
Dec 7: Jingle Bell on the Rock (Sat 12-7)	x	x	x	х	
Dec 31: Ball Drop Event (8pm-12)	X	x	X	х	
Food Truck Mondays (June - Oct 11am-6pm) 18ct			x		
Thursday Farm Markets (June - sept 4pm-7pm) 4ct	x		x	acoustic	200-500ea
Shade Structure on lower stage					25,000
Ice Rink					\$200K
3-4 Picnic Table Umbrellas only					4500 ea
Roof on current band shelter					
replace pavers					
kayaks for rental					
Holiday Décor 2024					
Outdoor Globes					
Smores Tables					
Sponsors for cups for concerts-hopefully being waived					
Adopt a Park Program May-Nov 2024					
Sponsor a Food Truck Program					
Dog Sled races					
Bistro tables					\$2300 ea

Visitors to Main Street 2022 vs. 2023 May - December

	Downtown Watertown - Bentzin Family Town Square - May to December 2022											
	Visitor Days	Unique Visitors	Top City 1	Top City 2	Top City 3	Top City 4	Top City 5	Top Age Range	Top Income Range	Top Household Size	Top Education Level	Top Ethnicity
May-22	198,050	50,034	Watertown - 148,20	7 Oconomowoc - 6,975	Jefferson - 2,016	Ixonia - 1,979	Juneau - 1,717	45-64 (38.1%)	\$0-\$50k (47.5%)	1-2 (62.2%)	High School (59.9%)	White (88.2%)
Jun-22	204,971	54,501	Watertown - 151,13	8 Oconomowoc - 5,989	Ixonia - 2,648	Juneau - 1,956	Lake Mills - 1,861	45-64 (38.5%)	\$0-\$50k (47.1%))	1-2 (58%)	High School (61%)	White (90.4%)
Jul-22	232,966	58,609	Watertown - 170,93	6 Oconomowoc - 8,340	Ixonia - 3,063	Jefferson - 2,632	Johnson Creek - 2,376	45-6 (41.1%)	\$0-\$50k (45.8%)	1-2 (57.9%)	High School (58.3%)	White (87.1%)
Aug-22	237,093	53,613	Watertown - 174,20	4 Oconomowoc - 8,445	Ixonia - 3,271	Jefferson - 2,917	Juneau - 2,823	45-64 (41.4%)	\$0-\$50k (43.4%)	1-2 (56.6%)	High School (57.8%)	White (89.6%)
Sep-22	222,229	54,357	Watertown - 170,06	5 Oconomowoc - 6,659	Ixonia - 3,923	Juneau - 2,405	Jefferson - 2,369	45-64 (43.2%)	\$0-\$50k (40.5%)	1-2 (58.1%)	High School (57.4%)	White (89.7%)
Oct-22	256,024	67,195	Watertown - 197,63	4 Oconomowoc - 7,333	Jefferson - 3,117	Lake Mills - 2,913	Ixonia - 2,895	45-64 (40.3%)	\$0-\$50k (35.5%)	1-2 (54.8%)	High School (54.8%)	White (91%)
Nov-22	218,096	65,654	Watertown - 167,46	2 Oconomowoc - 6,333	Lake Mills - 2,584	Juneau - 2,323	Johnson Creek - 2,257	45-64 (41.5%)	\$0-\$50k (39.7%)	1-2 (51.9%)	High School (56.2%)	White (89.4%)
Dec-22	256,637	82,012	Watertown - 190,77	4 Oconomowoc - 7,471	Ixonia - 5,602	Juneau - 3,234	Lake Mills - 3,056	45-64 (41%)	\$0-\$50k (41.9%)	1-2 (56.5%)	High School (57.6%)	White (88.6%)
Dec-22	250,037	82,012	watertown - 190,77	4 Oconomowoc - 7,471	IXONIA - 5,002	Juneau - 3,234	Lake Mills - 3,050	45-04 (41%)	\$0-\$50K (41.9%)	1-2 (30.3%)	High School (57.0%)	white (88.6

	Downtown Watertown - Bentzin Family Town Square - May to December 2023											
	Visitor Days	Unique Visitors	Top City 1	Top City 2	Top City 3	Top City 4	Top City 5	Top Age Range	Top Income Range	Top Household Size	Top Education Level	Top Ethnicity
May-23	232,411	66,310	Watertown - 172,893	Oconomowoc - 8,149	Ixonia - 3,461	Johnson Creek - 3,12:	1Lake Mills - 3,047	45-64 (43.7%)	\$100k-\$150k (26.7%)	3-5 (51.7%)	High School (51.7%)	White (92.8%)
Jun-23	235,105	73,616	Watertown - 176,873	Oconomowoc - 7,493	Ixonia - 3,629	Juneau - 3,230	Jefferson - 3,125	45-64 (43.8%)	\$100k-\$150k (28.9%)	3-5 (52.5%)	High School (51.4%)	White (93.4%)
Jul-23	254,437	76,772	Watertown - 185,307	Oconomocow - 9,176	Ixonia - 4,094	Milwaukee - 3,249	Jefferson - 2,992	45-64 (43.9%)	\$100k-\$150k (27.5%)	3-5 (51.9%)	High School (50.4%)	White (93.1%)
Aug-23	251,115	40,207	Watertown - 186,799	Oconomowoc - 8,655	Ixonia - 3,820	Juneau - 3,363	Jefferson - 3,098	45-64 (44.6%)	\$100k-\$150k (29.9%)	3-5 (55.2%)	High School (48.9%)	White (95.6%)
Sep-23	255,670	43,125	Watertown - 192,794	Oconomowoc - 7,866	Ixonia - 4,530	Juneau - 4,312	Lake Mills - 3,165	45-64 (43.6%)	\$100k-\$150k (33%)	3-5 (56.4%)	High School (48.4%)	White (96.4%)
Oct-23	241,969	63,301	Watertown - 182,064	Oconomowoc - 7,425	Ixonia - 4,465	Juneau - 3,885	Lake Mills - 3,233	45-64 (42.5%)	\$100k-\$150k (30%)	3-5 (51.3%)	High School (51.7%)	White (94.2%)
Nov-23	245,103	61,754	Watertown - 186,928	Oconomowoc - 7,409	Ixonia - 4,297	Juneau - 4,084	Jefferson - 3,193	45-64 (42.8%)	\$100k-\$150k (28.7%)	3-5 (51.6%)	High School (51%)	White (94.1%)
Dec-23	221,106	56,941	Watertown - 164,283	Oconomowoc - 6,126	Ixonia -4,647	Juneau - 3,924	Lake Mills - 3,175	45-64 (42.3%)	\$100k-\$150k (28.1%)	3-5 (50.6%)	High School (51.6%)	White (93.5%)