



# PRESS RELEASE

---

City of New Berlin • 3805 S. Casper Drive • New Berlin, Wisconsin 53151-0921 • (262)786-8610 • [www.newberlin.org](http://www.newberlin.org)

## For Immediate Release

**Date:** November 1, 2017  
**Contact:** Mayor's Office/Melody Styba  
**Phone:** 262-797-2441

### **City of New Berlin Announces Partnership with VISIT Milwaukee**

*New Berlin WI* – VISIT Milwaukee will now provide tourism marketing and promotional services to the City of New Berlin. As mandated by recent Wisconsin legislation, this partnership with VISIT Milwaukee is paid *solely* through room tax revenue from City of New Berlin hotels. Residents and businesses are encouraged to visit [www.VISITMilwaukee.org](http://www.VISITMilwaukee.org) to view upcoming events, lodging accommodations, dining and other attractions available in the City of New Berlin and the Greater Milwaukee Area.

In addition, New Berlin civic organizations and businesses will now be afforded the opportunity to become “partners” with VISIT Milwaukee to gain exclusive targeted marketing, wide exposure advertising, networking opportunities and an impressive digital presence. For more information on ‘partner benefits,’ cost and the application process, please visit: <http://www.visitmilwaukee.org/members/membership-benefits/>

This agreement with VISIT Milwaukee also makes Milwaukee365.com available to New Berlin businesses and civic organizations to advertise special events open to the public. Organizations simply register for an account and follow the criteria outlined. For more information please visit: <http://www.milwaukee365.com/>. In addition, for even greater exposure, organizations are encouraged to contact City Hall at 262-786-8610.

“I anticipate VISIT Milwaukee will further showcase to the members of our community and beyond all that New Berlin has to offer,” stated Mayor Dave Ament. “In addition I believe our restaurants, hotels, retailers and other businesses will greatly benefit by the increased exposure. And civic organizations will have yet another resource to advertise their special events.”

“We are pleased to welcome the City of New Berlin as a marketing partner of VISIT Milwaukee,” said Paul Upchurch, President & CEO of VISIT Milwaukee. “We look forward to working together to highlight the events and attractions that help make New Berlin a great place to live, work, play and visit.”

**About VISIT Milwaukee:** Celebrating 50 years in 2017, VISIT Milwaukee is the Greater Milwaukee area’s convention & visitors bureau, marketing the destination as a top choice for business, convention, and leisure travel to national and international visitors to increase the economic impact of tourism in the region. Each year, tourism supports over 50,000 full-time jobs and brings in over \$5 billion to the community. VISIT Milwaukee has over 650 members, including hotels/motels, restaurants, attractions, services and area businesses. The City of Wauwatosa, Potawatomi Hotel & Casino and the Wisconsin Center District are strategic partners with VISIT Milwaukee, providing funding support for conventions and tourism programs. For more information call 1-800-554-1448 or visit [www.visitmilwaukee.org](http://www.visitmilwaukee.org).

##

Cc: Aldermen  
Media